



The original Finnish game company

For over fifty years the Finnish board game company Tactic has been known for its innovative, exciting and high-quality games that delight millions of families around the world.

Our mission is to produce board games that help families and friends spend quality time together. We want our games to bring families and friends together to enjoy, laugh, solve problems and to have a good time. We have achieved our goal when our games are played time and time again.

Welcome to the exciting world of Tactic games!



Tactic Group

Today Tactic Group is one of the strongest, most productive and fastest-growing designers, marketers and manufacturers of board and outdoor games in Europe. We are proud to be the market leader in Scandinavia, and we sell our products in **over 80 countries around the world.**

We offer [a webshop](#) for retailers and a well-established online presence on all channels.



youtube.com/TacticBoardGames



facebook.com/tacticgamesoy



instagram.com/tacticgames



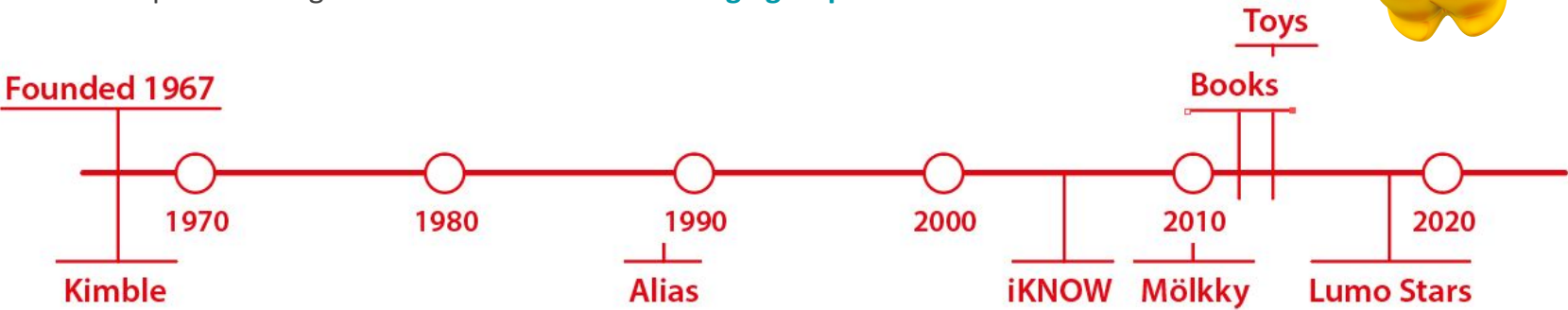
twitter.com/TacticGames

Products: Games - Books - Toys

Tactic has been the leading creator and producer of best selling board games for several decades. Today, in addition to the board games business, Tactic is also:

- a successful publisher of **children’s books**
- a fast-growing distributor of the most appealing **toy brands**

Our product range caters for **consumers in all age groups.**





tactic.net/apps

Games

The core business for Tactic is **board games**.

Over 50 years, Tactic has developed thousands of game ideas and localised countless games.

Our top brands are *Kimble*, *Alias*, *iKNOW*, *Wanna Bet*, *Flags of the World* and many more.

Outdoor games Tactic also produces some of the trendiest outdoor games, such as *Mölkky*.

Our Digital Applications support the product lines by increasing awareness of the original games and toys and by enriching the user experience.

Books

Tactic publishes children's story and picture books, fact and learning books, novelty and board books. We also publish a wide variety of colouring, activity and sticker books as well as other activity products for children.

Our book production is located in Finland. Today we have 700 books in our assortment and we are selling in six countries.

We want to offer the consumers and our partners high quality, commercially successful products. Our objective is to create delightful moments for children and parents to share, to offer adventures, and provide new opportunities to learn.



www.tactic.net/publishing



www.minihome.fi

www.lumostars.com

Toys

Tactics own toy brands are selling world-wide.

Lumo Stars is growing everywhere it is launched.

Mini Home, a design toy, designed by *Eero Aarnio* is one of our new product series. We also carry hot toy licenses such as Bruder, Motortown, Green Toys and Teamsterz.





Licences

Tactic distributes everyone's favourite board game and toy brands and well-known licenses such as:



Sales team

Tactic has its own strong local sales organisations in several countries.

Because of the combined sales and marketing teams, we understand toy business better than our competition.

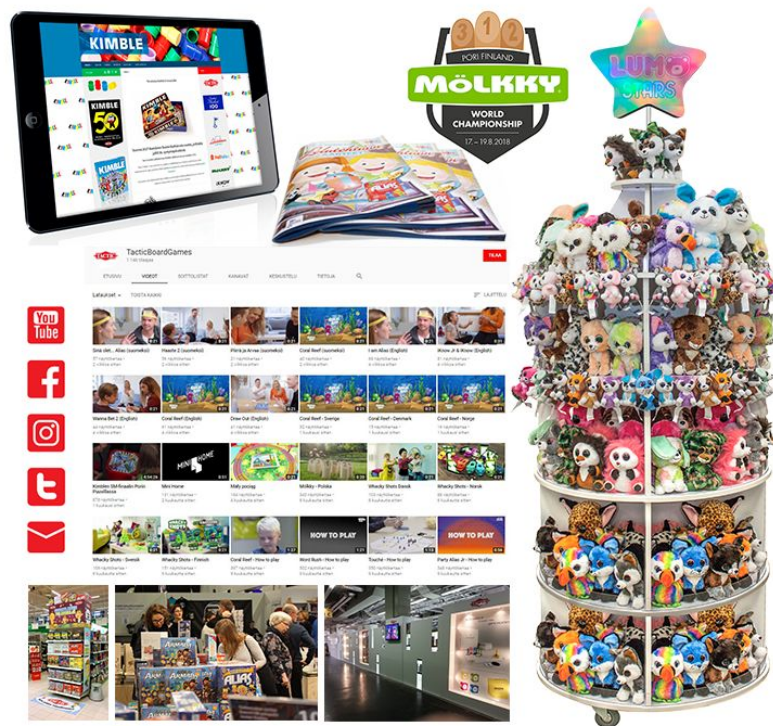
Tactic has importers in 80 different countries.

Tactic Games - all around the world!



Tactic Marketing

- Multi-platform marketing activities
- Annual catalogues
- Strong presence in retailers' catalogues
- TV and digital advertisement
- Audio (Radio, Spotify)
- Strong Social media strategy
- Influencers and partners
- Newsletters
- Web pages
- Showrooms in all Nordic countries
- Consumer events both digital and physical
- POS materials
- Press releases



Future International Trade Fairs

- Hong Kong, January
- London Toy Fair, January
- Nuremberg Toy Fair, January
- ISPO Munich Sports, February
- New York Toy Fair, February
- Bologna Children's Book Fair, April
- DistoY London, May
- BLE, London, October
- Dallas Fall Toy Preview, October
- Essen Game Fair, October
- Hong Kong, October
- Digital shows



Facts & Figures

The headquarters, factory and our logistics center are situated in Pori, Finland.

- Company founded 1967 in Pori, Finland
- Business Areas: Board and outdoor games, toys and children's books
- Group turnover: +30 MEUR
- Personnel: +200

Today we manufacture more than 5 million games and puzzles per year.

- Production facilities: +13,000 m2
- Warehouse facilities: +15,000 pallets
- 40,000 deliveries per year
- Subsidiaries/branch offices in Sweden (2), Norway (2), Denmark, the Netherlands, France, Poland, UK and USA



Values

The core values of Tactic is to bring entertainment, be innovative and responsible.

With a responsible approach to ethical issues, Tactic Group upholds a highly responsible attitude in issues concerning the environment, production, technical quality, humanity and employability.

The suppliers of Tactic Group are also required to commit to these ethical and uncompromising manufacturing and production values.

Sustainability first

- We offer products with a high recyclability value and a very long shelf life.
- Use of fully recyclable cardboard, with as few plastic components as possible.
- Minimising the amount of waste and using our resources efficiently

Cooperation with charities



Product Development

Ever since the late 60's, Tactic has been developing and designing its own board games in Finland.

Our product portfolio covers a great variety of children's games, family games, outdoor games, party games, travel games, card games, dice games and poker games.

Only the most exciting new game ideas meet our high development standards as we aim to bring the best possible entertainment for players of all ages.



Production

Our board game factory is located in Pori, Finland. We manufacture close to five million board games a year.

The state-of-the-art production facilities are equipped with most advanced technology. The expert staff is aided by various robots.



Logistics


We are the true logistic partner to the toy trade. Tactic has the capability to deliver games and toys to every store in Nordic countries in 72 hours. We deliver daily to all other areas except Norway, where we deliver twice per week.

Tactic has a new high bay automated warehousing system from Swisslog. This system gives us approx. 6800 pallet places with max.

2.40 m high. The system works 24h per day. We have a state of art order picking system, using latest mobile technology.



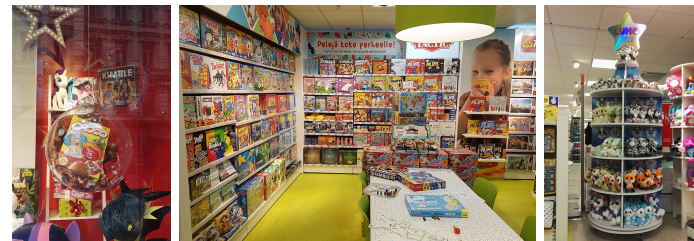
Tactic is available everywhere!

Nordic total	QTY of chains	QTY of points of sale	QTY of points of sale that sell toys	 QTY who buy from Tactic
Hypermarkets	9	497	497	465
Supermarkets	30	3 165	1 304	1 139
Specilised Toy Stores	17	900	900	895
Book Stores	19	1 065	700	1 000
Department Stores	11	335	208	198
Discount stores	29	2 482	1 832	1 476
Web Stores	127	123	79	89
Petrol/Service stations	14	1 920	410	516
Kiosks	9	3 009	400	400
Others	9	481	81	81
Total	274	13 977	6 411	6 259

Example of presence in stores 2015

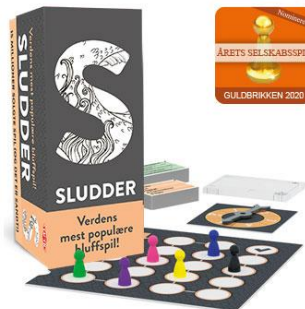
Presence in Stores

In the Nordic countries, Tactic sells toys and games to almost all shops and stores (approx. 6500) which sell toys. Our presence varies from one territory to another but Tactic's visibility is expanding everywhere. We operate on a similar scale in all the markets we are active in.



XS Toys, Stockmann, Helsinki

Nominated games 2020



Thank you!

*Besides our committed,
helpful staff we are
constantly striving to improve
our service to both customers
and
consumers.*

At your service:

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