

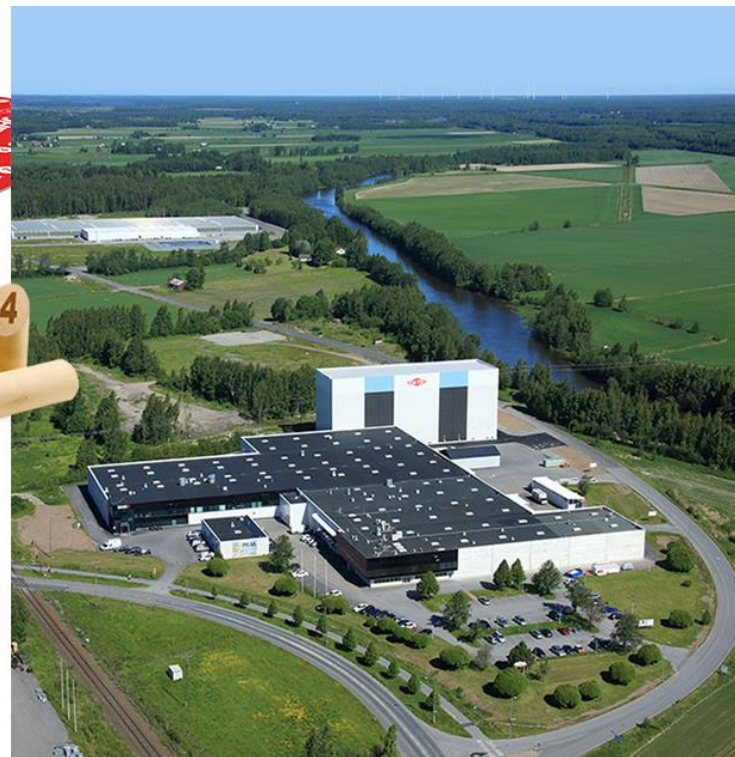


A YEAR FULL OF JOY AND TOGETHERNESS BY TACTIC GAMES



## CONTENTS

Tactic Games	3
Products:	4
• Games	5
• Books	6
• Toys	7
Licenses	8
Sales team	9
Marketing	10
International Trade Fairs	11
Values	12
FSC® certificate	13
Facts & Figures	14
Acquisitions	15
Product Development	16
Production	17
Logistics	18
Presence in Stores	19
Awarded games	20
Thank you	21
Game review	22
Links	23





## 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!



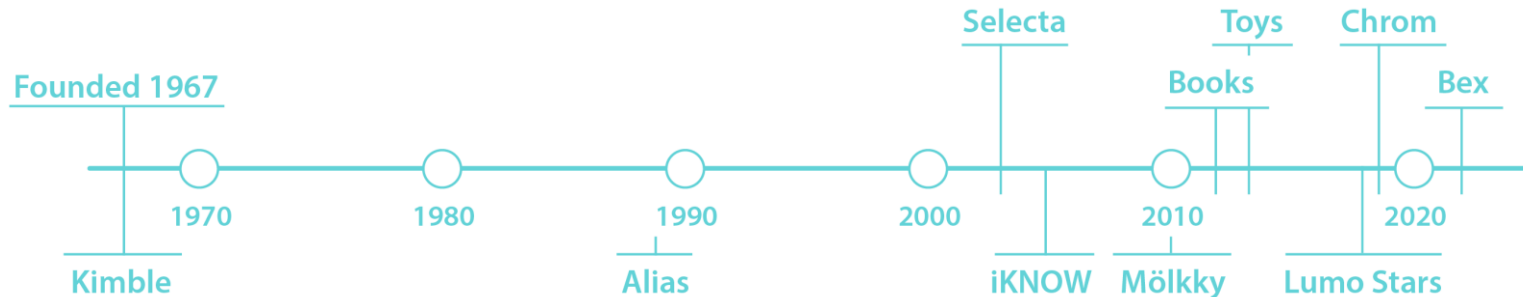


## PRODUCTS: GAMES - BOOKS - TOYS

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 big player and manufacturer in **outdoor games**
- 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**.







## GAMES



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

Over 50 years, Tactic has developed thousands of game ideas and localized 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 coloring, 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.





## 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, Stanley, Teamsterz and Penol.







## LICENCES

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







Tactic has its own strong local sales organizations 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!**



## SALES TEAM



*Chrom•as*

**BEX SPORT**  
HÖGANÄS | SWEDEN  
member of TACTIC GROUP





## MARKETING

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

MARKETING PLAN		1	2	3	4	5	6	7	8	9	10	11	12	CAMPAIGN ACTIONS
		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	
	Atlas		TV media campaign	Social media campaign on Facebook, Twitter, LinkedIn	Social media campaign on Facebook, Twitter, LinkedIn	Social media campaign on Facebook, Twitter, LinkedIn	Social media campaign on Facebook, Twitter, LinkedIn	Social media campaign on Facebook, Twitter, LinkedIn	Social media campaign on Facebook, Twitter, LinkedIn	Atlas Legends campaign online	Atlas Legends campaign online	Atlas Legends campaign online	Atlas Legends campaign online	TV campaign on selected TV channels. Social media campaign on Facebook, Twitter, LinkedIn. Influencer campaign on Instagram, YouTube. Press release on selected media outlets.
	Left Loop	Online campaign	Online campaign	Online campaign	Online campaign	Online campaign	Online campaign	TV Campaign in Finland & Online Campaign in Sweden	TV campaign	TV campaign	Online campaign	Online campaign	Online campaign	TV campaign on selected TV channels. Social media campaign on Facebook, Twitter, LinkedIn. Influencer campaign on Instagram, YouTube. Press release on selected media outlets.
	Of the World			Social media campaign	Social media campaign	Social media campaign	Social media campaign	Social media campaign	Social media campaign	Social media campaign				Social media campaign on Facebook, Twitter, LinkedIn. Influencer campaign on Instagram, YouTube. Press release on selected media outlets.
	Cities Scale	Online campaign	Online campaign	Online campaign	Online campaign	Online campaign	Online campaign	Online campaign	Online campaign & Influencer co-operation	Online campaign & Influencer co-operation	Online campaign & Influencer co-operation	Online campaign & Influencer co-operation	Online campaign	Social media campaign on Facebook, Twitter, LinkedIn. Influencer campaign on Instagram, YouTube. Press release on selected media outlets.
	Plans Division								Social media campaign	Social media campaign	Social media campaign & Influencer co-operation	Social media campaign & Influencer co-operation	Influencer co-operation	Social media campaign on Facebook, Twitter, LinkedIn. Influencer campaign on Instagram, YouTube. Press release on selected media outlets.
	Touché						Social media campaign	Social media campaign	Social media campaign & Influencer co-operation	Influencer co-operation	Influencer co-operation			Social media campaign on Facebook, Twitter, LinkedIn. Influencer campaign on Instagram, YouTube. Press release on selected media outlets.
	Gamescom			Social media campaign	Influencer co-operation			Social media campaign & Influencer co-operation	Social media campaign	Social media campaign	Social media campaign & Influencer co-operation	Social media campaign & Influencer co-operation		Social media campaign on Facebook, Twitter, LinkedIn. Influencer campaign on Instagram, YouTube. Press release on selected media outlets.
	Escape Run-Atlas								Social media campaign	Social media campaign	Social media campaign	Social media campaign		Social media campaign on Facebook, Twitter, LinkedIn. Influencer campaign on Instagram, YouTube. Press release on selected media outlets.
	'Viking' table								Influencer co-operation	Online campaign	Online campaign	Social media campaign		Social media campaign on Facebook, Twitter, LinkedIn. Influencer campaign on Instagram, YouTube. Press release on selected media outlets.
	iKNOW 2.0								Social media campaign & TV & Online campaign	Social media campaign & TV & Online campaign	Social media campaign & TV & Online campaign	Social media campaign & TV & Online campaign		Social media campaign on Facebook, Twitter, LinkedIn. Influencer campaign on Instagram, YouTube. Press release on selected media outlets.
	Play			Influencer co-operation	Social media campaign & Online campaign & Influencer co-operation	Social media campaign & Online campaign & Influencer co-operation	Social media campaign & Online campaign & Influencer co-operation	Social media campaign & Online campaign & Influencer co-operation	Influencer co-operation					Social media campaign on Facebook, Twitter, LinkedIn. Influencer campaign on Instagram, YouTube. Press release on selected media outlets.





## 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**







- 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.



## 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.
- Minimizing the amount of waste and using our resources efficiently.

### Cooperation with charities





FSC is the world's most trusted sustainable certification for the origination of forest based material, maintained by the international Forest Stewardship Council®.

In October 2021, this certificate was granted to Tactic Games' factory by Kiwa Inspecta.

All the products produced at the Tactic Games factory, in Finland, are manufactured using only FSC-certified paper, cardboard and card. This is showcased by the FSC logo – now found on all our board games, puzzles, books and playing cards.

## FSC® CERTIFICATE

Accountability and ecological thinking are an essential part of Tactic Games' philosophy, which helps us take steps towards a more environmentally friendly future.

The FSC certificate provides us with an awesome opportunity to promote more sustainable development in a tangible way.

The FSC-certified products from Tactic Games are a responsible and sustainable choice!

More info about the certificate: [fsc.org/en](https://www.fsc.org/en)





## 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: +40 MEUR
- Personnel: +150
- Today we manufacture more than 5 million games and puzzles per year.
- Production facilities: ~13,000 m<sup>2</sup>
- 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







Chrom.as

Chrom AS, former Christian Olsen AS and Christian Olsen Mittet AS, was established in Norway 1934. The product lines started with pens, both exclusive pens from Parker and Christian Olsen's own brand Penol. In 2006 the company changed its name to Chrom AS and is today one of the leading suppliers of games, puzzles, toys and books for bookstores, toy stores, baby stores and office supply vendors.

Tactic Games acquired Chrom AS in May 2019.

<http://chrom.no/>

## ACQUISITIONS

**BEX SPORT**  
HÖGANÄS | SWEDEN  
member of TACTIC GROUP

Bex sport is an outdoor and sport games company from Höganäs, Sweden. Bex Sport was founded in 1985. Bex Sport is solid company and a Swedish market leader in outdoor games. The company's products, such as their own Original Kubb game, complement Tactic's outdoor game portfolio.

Tactic Games acquired Bex Sport in February 2021.

<https://www.bexsport.com/>





## 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.

We are constantly following the trends and movements in the industry and we are quickly seizing new opportunities. We also are constantly looking for more responsible choices in both raw materials and components.





## PRODUCTION

Our board game factory is located in Pori, Finland. We manufacture millions of board games yearly. Mölkky, our number 1 Outdoor game, is also produced in Pori. Starting in 2021 two puzzle lines have begun operating in our factory.

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 selling toys	QTY who buy from Tactic
Hypermarkets	9	500	500	470
Supermarkets	30	3170	1300	1140
Specialized Toy Stores	17	900	900	900
Book Stores	19	1070	700	1000
Department Stores	11	340	210	200
Discount Stores	29	2480	1830	1480
Web Stores	127	120	80	90
Petrol/Service Stations	14	1920	410	520
Kiosks	9	3010	400	400
Othres	9	480	80	80
Total	274	13990	6410	6280

Presence in stores 2022

## 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 Tactics visibility is expanding everywhere. We operate on a similar scale in all the markets we are active in.



XS Toys, Stockmann, Helsinki





## AWARDED GAMES 2021-22







## THANK YOU



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





## GAME REVIEW; LITTLE GAME TESTERS





## LINKS

### Tactic Games

[www.tactic.net](http://www.tactic.net)

Local Facebook & Instagram pages:

[www.tactic.net](http://www.tactic.net) -> Links

[youtube.com/TacticBoardGames](https://youtube.com/TacticBoardGames)

[twitter.com/TacticGames](https://twitter.com/TacticGames)

[linkedin.com/tactic-games](https://linkedin.com/tactic-games)

[tiktok.com/@tactic\\_games](https://tiktok.com/@tactic_games)

### Promotional Products

[tactic.net/promoint](http://tactic.net/promoint)

### Mölkky

[molkky.com](http://molkky.com)

[facebook.com/OriginalMolkky](https://facebook.com/OriginalMolkky)

[instagram.com/molkky](https://instagram.com/molkky)

[tiktok.com/@molkkyofficial](https://tiktok.com/@molkkyofficial)

### Gamestorm Studio

[gamestormstudio.com](http://gamestormstudio.com)

[crimescene.net](http://crimescene.net)

[instagram.com/gamestormstudio](https://instagram.com/gamestormstudio)

[facebook.com/gamestormstudio](https://facebook.com/gamestormstudio)

### Let's Learn

[facebook.com/Tacticletslearn](https://facebook.com/Tacticletslearn)

[instagram.com/tactic\\_letslearn](https://instagram.com/tactic_letslearn)

### Alias

[alias.eu](http://alias.eu)

[facebook.com/aliasgame](https://facebook.com/aliasgame)

[instagram.com/aliasgame](https://instagram.com/aliasgame)

### Lumo Stars

[lumostars.com](http://lumostars.com)

[facebook.com/Lumostars](https://facebook.com/Lumostars)

[instagram.com/lumostars](https://instagram.com/lumostars)

[youtube.com/Lumostars](https://youtube.com/Lumostars)

[tiktok.com/@lumostarsofficial](https://tiktok.com/@lumostarsofficial)

### Puzzle Lovers

[puzzlelovers.net](http://puzzlelovers.net)

[facebook.com/TacticPuzzleLovers](https://facebook.com/TacticPuzzleLovers)

[instagram.com/tacticpuzzlelovers](https://instagram.com/tacticpuzzlelovers)

### Mini Home

[facebook.com/minihome.fi](https://facebook.com/minihome.fi)

[instagram.com/minihome.fi](https://instagram.com/minihome.fi)

### Kimble (in Finnish)

[kimble.fi](http://kimble.fi)

[facebook.com/kimble.fi](https://facebook.com/kimble.fi)

