

Unmatched licensing success



Paw Patrol Games – Trusted Fun for Little Heroes!

- Beloved Preschool Brand
- Parent-Approved & Safe
- Perfect for Gifting & Parties



Revenue
1,7
Billion

Peppa Pig – Big Fun for Little Ones!

- Preschool Favorite Across Europe
- Fun That Speaks Their Language
- New Baby Sister, New Adventures!



Revenue
25
Billion

Transformers – Action That Never Grows Old!

- Generations of Fans
- Always in Action
- Built for Big Play



Revenue
15
Billion

Rubble & Crew – Big Builds for Little Hands!

- Built for Younger Kids
- From the World of Paw Patrol
- Play That Builds Skills



Revenue
1
Billion

My Little Pony – Friendship Never Goes Out of Style!

- Timeless Brand Magic
- Creative & Heartfelt Play
- Vibrant World, Endless Stories



Revenue
1,15
Billion

PJ Masks – Friendship Never Goes Out of Style!

- Timeless Brand Magic
- Creative & Heartfelt Play
- Vibrant World, Endless Stories



Classic Card Games

Who will collect the most quartets?

- Beloved characters and global icons
- No reading skills needed with the games
- A perfect impulse buy – kids will want them all!



Territories
 SCAN & Benelux:
 Paw Patrol
 Rubble & Crew

Pan-European:
 Transformers
 My Little Pony
 Peppa Pig

4+

Players 2-4

Time 15+ Min

SRP 9,99 €

Available August 2025

★ 12.4 x 12.4 x 3.8 Cm





3 in 1 games with strong licenses

**Triple the Fun
– One Box, Endless Play!**

- 3 Classic Games in 1
- Fun for All Ages
- Easy to Learn, Quick to Play



Pan-European:
Transformers
My Little Pony
Peppa Pig

SCAN & Benelux:
Paw Patrol
Rubble & Crew



Memo & Lotto

4+

Players 2-4

Time 15+ Min

SRP 15,99 €

Available Now

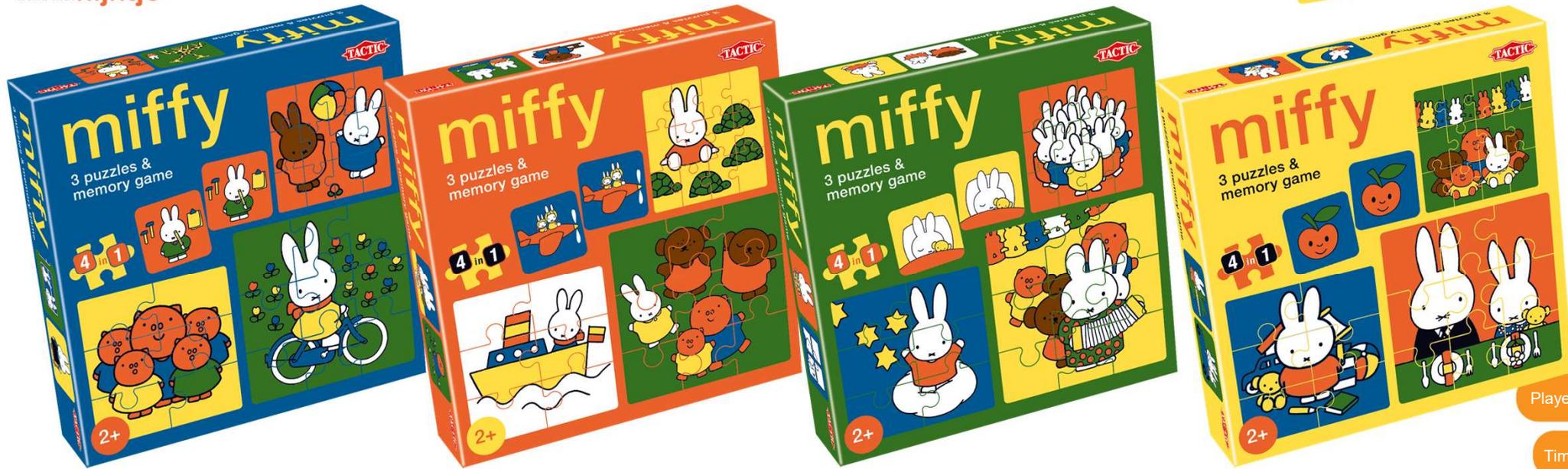
★ 22 x 22 x 5,2 Cm

”Strongest IPs in the World”





New license & concept



4in1 – three Puzzles and Memory Game

- New age category: 2+
- Three different puzzles and memory game with big tiles
- New flexible new game concept aligned with 3in1

Puzzles and Memo

2+

Players 1+

Time 10+ Min

SRP 12,99 €

Available September

★ 22 x 22 x 5,2 cm



Moomin Choco

Sweet Surprises with the Moomins!

- Combines a strong license with a kids' all-time favorite game
- Perfect for little ones – designed for young children with easy-to-handle pieces and adorable visuals.
- Larger territory: SCAN, PL, UK



Children's Games

3+

Players 2-4

Time 15+ Min

SRP 19,99 €

Available 2025

★ 25 x 25 x 6,2 Cm

Box



Moomin Alias

Say It, Guess It, Love It!

- Classic wordplay with a Moomin twist – builds vocabulary, quick thinking, and teamwork through play.
- Perfect for little ones – colorful design and lots of adorable details to explore.
- Combines a strong licence and a best-selling game.
- Larger territory: SCAN, PL, UK

Contents: 64 picture cards, a game board, a spinner, 4 pawns and rules.



3+

Players 3-4

Time 20+ Min

SRP 24,99 €

Available August/Q3

★ 25 x 25 x 6,2 cm

Box



Moomin Yatzy

Roll into adventure with the Moomins!

- Timeless game, beloved characters
- Elegant Moomin design inspired by Tove Jansson's original art – a nostalgic touch for adult fans.



12+

Players 2+

Time 15+ Min

SRP 9,99 €

Available January/Q1

★ 12.4 x 12.4 x 3.8 cm

Box



Territory: SCAN, PL, UK

Moomin® x Mölkky®

A stormy game of skill – Moomin style!



- Moominpappa and the Hattifatteners in action
- Beautifully illustrated Moomin characters on each pin
- Two icons together

Family Games

10+

Players 2+

Time 30+ Min

SRP 45,00 €

Available January/Q1

★ 31,5 x 19 x 22 cm

Box



Barbie®

For the Kidult in You
– Where Nostalgia Meets
Mindful Play!

- Tap into the growing Kidult trend – designed for adult fans who grew up with Barbie and enjoy creative, mindful activities.
- Three unique 1000-piece puzzles featuring iconic Barbie imagery.
- Stylish, collectible packaging.



Puzzles

Players 1+

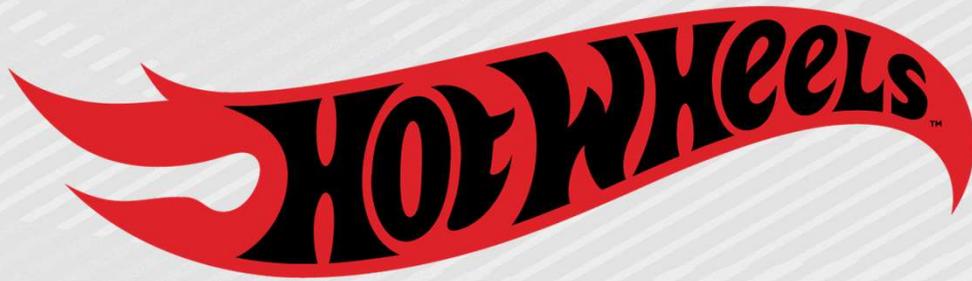
Time Min

SRP 14.99 €

Available Q3 2025

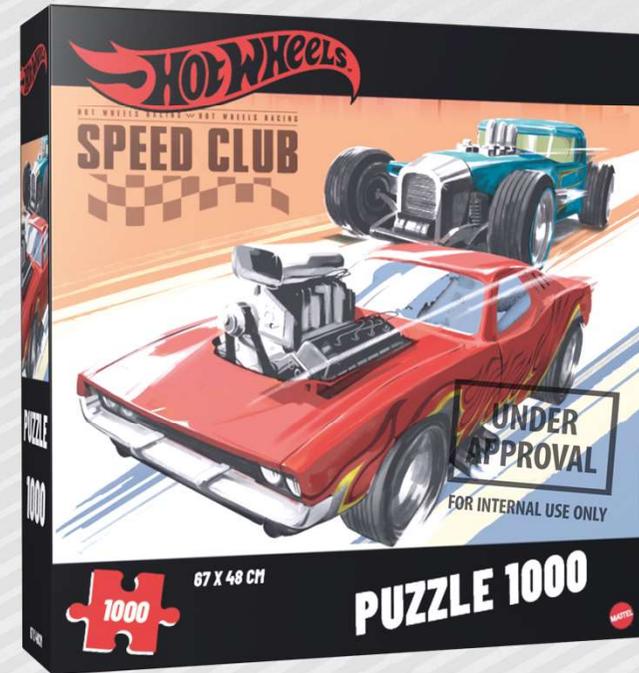
★ 10,90 x 25,50 x 9,8 cm

Box



For the Kidult in You – Where Nostalgia Meets Mindful Play!

- Tap into the growing Kidult trend – designed for adult fans who grew up with Hot Wheels.
- Two unique puzzles featuring iconic Hot Wheels imagery.
- Stylish, collectible packaging.



Players 1+

Time Min

SRP ~~12.99~~
14.99 €

Available Q3 2025

★ 25 x 25 x 6,2 Cm

Box

