

“ We strive to make children smile by selling quality products that inspire them to play, learn and have fun ”



309
STORES

30,683
PRODUCTS IN
ASSORTMENT*


19.9 million
CUSTOMERS SERVED
IN BR & TOYS"R"US

2,228
FULL-TIME
EMPLOYEES



ADJUSTED
EBITDA
DKK 165
MILLION

ADJUSTED REVENUE
DKK
3,538
MILLION

45
million
PRODUCTS SOLD
THROUGH
BR & TOYS"R"US

THIS IS TOP-TOY

We are the leading retail company for toys and other children's products in the Nordic region, defined by our strong values and clear business concept. We have a passion for play, a commitment to responsible business and a desire to meet and exceed customer expectations.

A leading position through more than 300 BR and TOYS"R"US stores

Through our two retail chains BR and TOYS"R"US, we offer a broad range of inspiring products that enable children of all ages to explore and develop their creativity while learning and having fun. The range spans everything from toys, trampolines and pools to children's books, bed linen, role-play costumes and accessories. We sell our own brand products and other leading international brands.

We operate more than 300 stores. Most of our stores are in the Nordic region, but we also have more than 20 BR stores in Germany. In addition,

we have four BR web shops and four TOYS"R"US web shops. This makes TOP-TOY the leading player in the Nordic toy market.

Our core values

Our five core values – business sense, responsibility, family tree, top performance and toy fun – are engrained in the company and each of our employees. They are also embedded in our Code of Conduct, which guides the ethical behaviour of our people, helping them to make the right decisions and shaping a culture based on personal accountability.

Our sustainability commitment

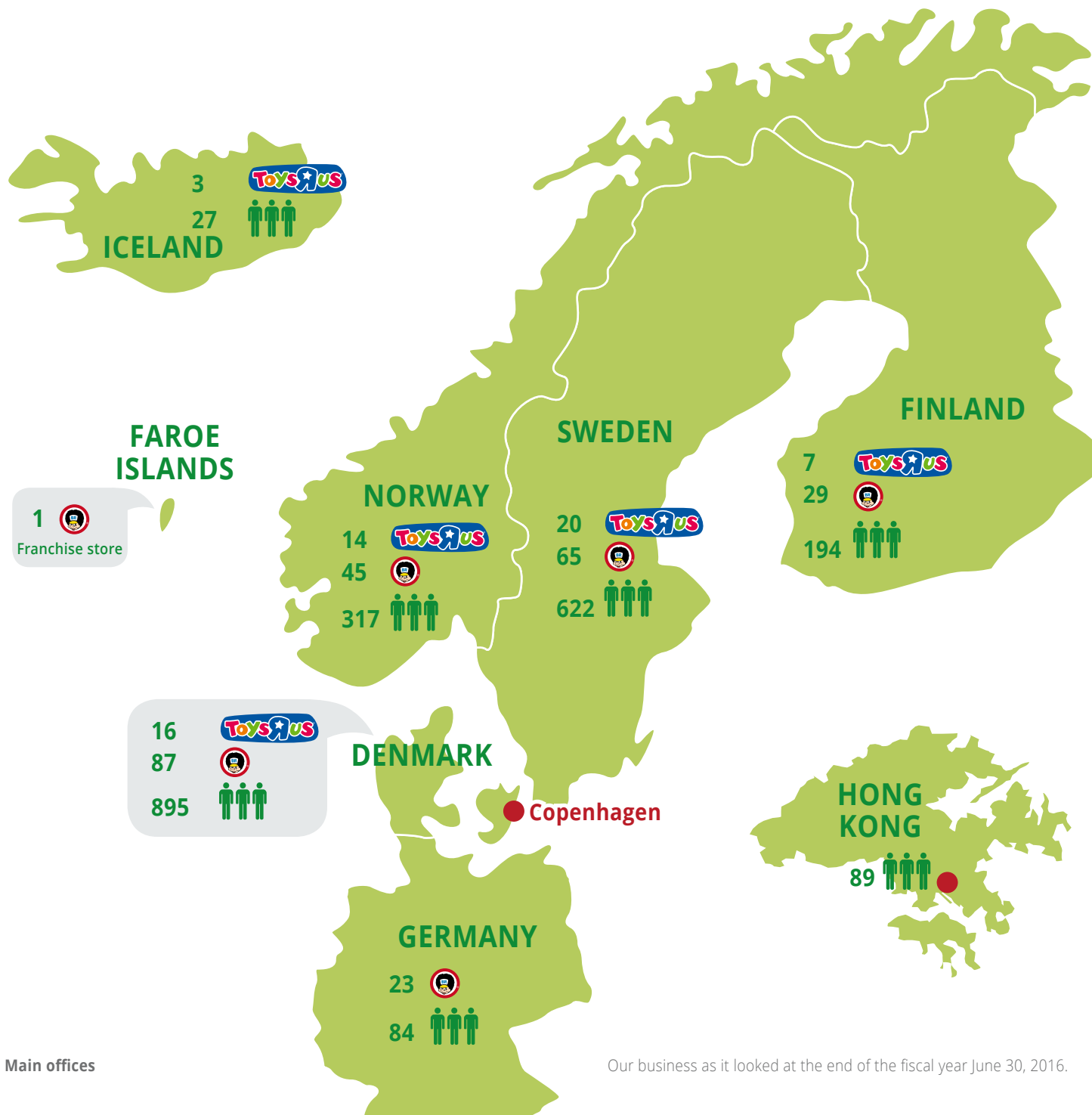
We take responsibility for our actions throughout the value chain and with respect for our most important stakeholders – the children who play with our products. We invest many resources in ensuring our customers can trust our products to be safe, produced under responsible conditions and marketed in an ethical manner. We see

* Number of products in the assortment during the financial year. Previously this was reported as number of products on a specific date.

this as an investment in our customers and in the development and growth of our company.

Investing in future growth and building on more than 50 years of experience

TOP-TOY has more than 50 years of experience in enriching children's lives. In 2015/2016, we took an important step towards strengthening our development and innovation capabilities through a new partnership with the private equity fund EQT. The partnership adds competencies and capital to TOP-TOY that will support the market share growth of our retail banners. EQT's and TOP-TOY's values complement each other well, as both emphasise responsible business practices, entrepreneurship, a long-term view of value creation and always doing better than yesterday. EQT is now the majority shareholder in the company, while the founding Gjørup family still owns approximately 24%.



Our business as it looked at the end of the fiscal year June 30, 2016.

Business sense

We strive to give our customers good service and offer them products of the right quality at the right time and price. Business sense also means being proactive and driving our markets.

Responsibility

We take responsibility for our actions throughout the value chain and with respect for our most important stakeholders – the children who play with our products.

Family tree

The importance of family is apparent throughout TOP-TOY. Families are the most frequent visitors to our stores, and there is a strong family spirit among our employees.

Top performance

We strive to be top performers. We want to do better than yesterday, and we do this by listening to relevant stakeholders and closely monitoring our performance.

Toy fun

Fun is a key driver in our work, and one we wouldn't be without. Just as children have fun experimenting and trying out new things, we have fun when choosing and testing the products we sell and growing our company.

2,228 full-time employees

249 BR stores

60 TOYS'R'US stores