



60
STORES



18 million
PRODUCTS SOLD

Over 500
FULL-TIME
EMPLOYEES



~83%
CUSTOMER BRAND AWARENESS

~104,500
NEW TOYS"R"US
NEWSLETTER
MEMBERS
(a total of ~ 406,800)



6.7 million
CUSTOMERS SERVED

EVERYTHING FOR CHILDREN AT TOYS"R"US

TOYS"R"US is TOP-TOY's chain of large toy stores, offering a broad assortment of entertaining products at great prices and targeting children of all ages.

The one-stop destination with everything for children

TOYS"R"US is the one-stop destination with everything for children. Our target when developing the TOYS"R"US concept is to ensure that TOYS"R"US is the most entertaining destination for children and adults, offering fun experiences and events and the largest assortment of children's favourite brands, great prices and good bargains. This includes building in-store experience universes, creating points of inspiration and entertainment, and introducing designated areas for events and seasonal occasions.

“ We have successfully operated a **strong network** of TOYS"R"US stores for more than **20 years** ”

TOYS"R"US store network

For more than 20 years, TOP-TOY has successfully operated a strong network of TOYS"R"US stores across the Nordic region under a licence agreement. Today we operate 60 stores across Norway, Sweden, Finland, Denmark and Iceland, giving us a strong position in the market. By opening new stores in markets with growth potential, we optimise our store network continuously. Customer awareness of the TOYS"R"US brand is strong, averaging 83% in our largest markets.

More than 12,000 fun, inspiring products per store

Each TOYS"R"US store offers more than 12,000 products, covering everything from trampolines, swimming pools, bicycles and construction products to party tableware, lamps and children's furniture. TOYS"R"US also offers a wide selection of well-known brands, such as LEGO, PLAYMOBIL, FISHER PRICE, and our private-label brands, including OUTRA and COLOR KIDS.

We focus on creating a strong mix of products that appeals to a broad target group so our customers can always find a broad range of categories. TOYS"R"US should also be the go-to place for entertaining seasonal and outdoor products.