

TOP-TOY - INSPIRE PLAY @ EVERY OCCASION




311
STORES


MORE THAN
32,000
PRODUCTS IN ASSORTMENT


EBITDA before
special items
DKK 138.9
MILLION


REVENUE
DKK 3,365.5
MILLION


2,124
FULL-TIME EMPLOYEES

“ We strive to inspire play whenever we meet children and their families. ”

We are the leading retail company for toys and other children's products in the Nordic region, defined by our strong heritage and sound store concepts. We have a passion for play, a commitment to responsible business and a desire to meet and exceed customer expectations at every occasion.

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.

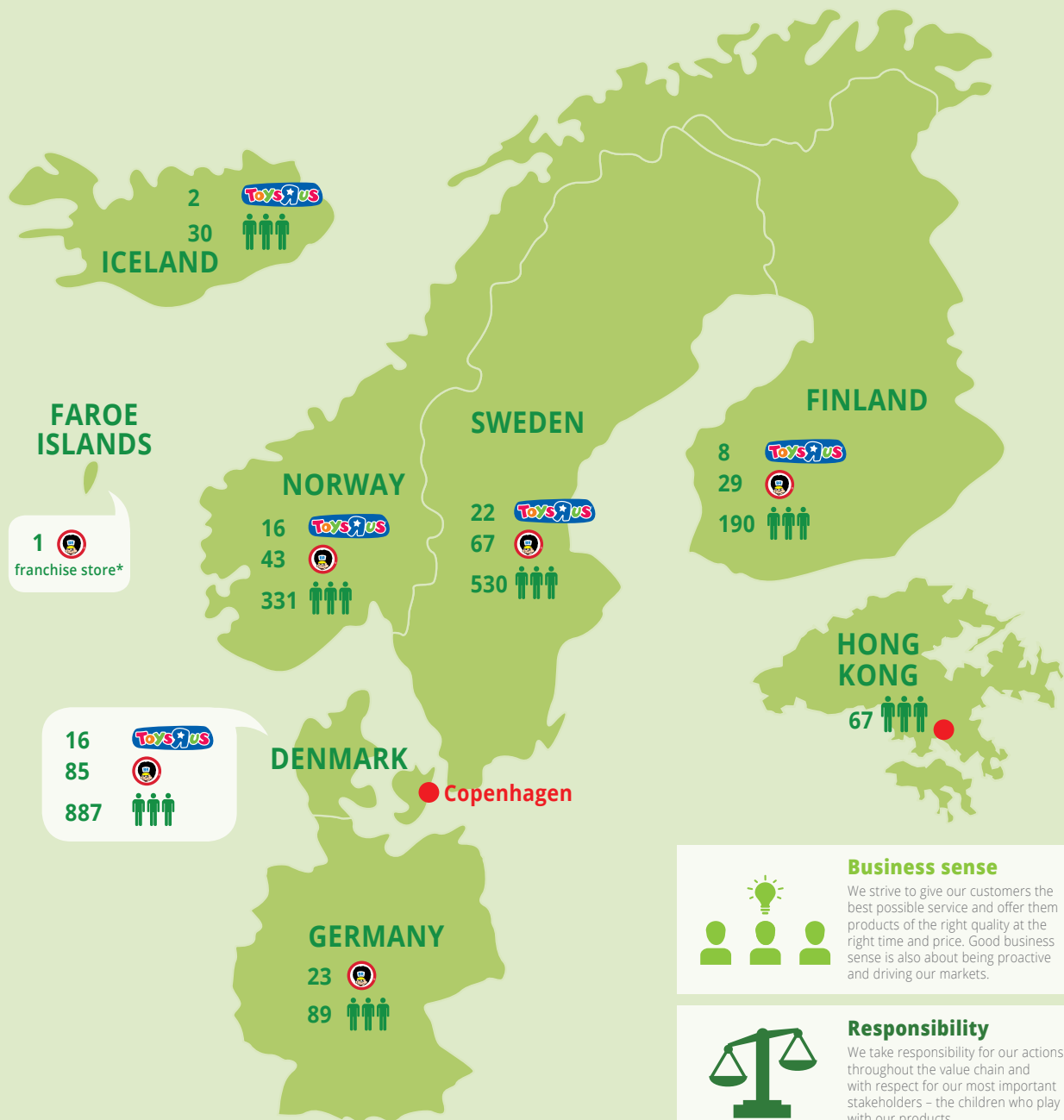
We operate more than 300 stores. Most of our stores are in the Nordic region, but we also have more than 20 BR stores in Germany. In addition, we have four BR web shops and four TOYS"R"US web shops. This makes TOP-TOY the leading player in the Nordic toy market.

Inspiring play for more than 50 years - and continuing to innovate

TOP-TOY has more than 50 years of experience in inspiring play. We modernise our business continuously and take an innovative approach that includes investing in new store concepts. This year we have initiated the development of a new in-store design for our TOYS"R"US stores and a new concept for our BR stores. In the future, we will reinforce our market and price agility, for example through new initiatives such as price match and everyday low prices.

Being present for our customers all year round

We want to be present in the most convenient locations for customers, whether they use our online or physical stores - and to provide a seamless experience if they use a combination of both. Being present also means being a relevant place to visit right through the year. While Christmas is naturally an important season, customers should also have clear reasons to visit in the summer, when they shop for outdoor products, or in the autumn, when children return to school. Our new "BABIES"R"US" concept strengthens our ability to be relevant throughout the year - and makes TOYS"R"US relevant for parents-to-be.



1 franchise store*

16
 85
 887

● Main offices

2,124 full-time employees

247 BR stores

64 TOYS'R'US stores

* Our franchise store in the Faroe Islands is not included in the total number of stores.

Our business as it looked at the end of the fiscal year June 30, 2017. The number of employees is the average number of full-time employees in the financial year 2016/2017.



Business sense

We strive to give our customers the best possible service and offer them products of the right quality at the right time and price. Good business sense is also about 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 of our work that we would not 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.