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***Annual General Meeting  
23<sup>rd</sup> November 2020***

***Howard Abbey  
Acting Chief Executive Officer***

# FY20 – A Year of Change

Key strategic initiatives and focus points to drive business turnaround

Portfolio overhaul

- Exit of low margin and unprofitable product ranges
- Focus on product ranges with growth potential

Introduce new products

- Successful launch of Moochies
- Successful launch of Learning Resources

Seek new business

- Acquisition of Hobby Warehouse Group

Minimise costs

- Significant restructuring of the business
- Further operational cost savings planned

Process improvements

- Implementation of a new ERP system



# Portfolio Overhaul



Focus on product ranges with growth potential

## CONFECTIONERY

- Refresh of product packaging
- New products to extend the range



## CHILL FACTOR

- Licensing agreement with Coca Cola



## RAZOR

- Exciting new products
- Growth in kid's electrics and ride ons



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# Introduce New Products



- Ranging in Discount Department Stores and independent specialist stores



**botley 2.0**  
the coding robot

# MOOCHIES

- Ranging in Discount Department Stores and Consumer Electronics retailers
- Launch of new 4G model in time for Christmas



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# Seek New Business



## Clear focus on businesses that:

- Operate in emerging growth sectors
- Core sector of Families with Kids

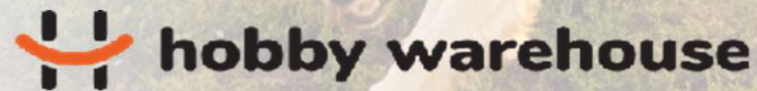


## Acquisition of the Hobby Warehouse Group

- Strong alignment with the stated criteria



Transaction presented for shareholders consideration at today's meeting



# Minimise Costs



Clear necessity to rescale the business based around the Product Portfolio Overhaul



Major restructuring actioned in February 2020

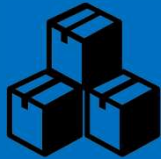


Cost savings in fixed overhead implemented  
Further cost reduction activities ongoing during FY21

# Process Improvements



Implementation of a new ERP system has driven a review and simplification of all key processes



Inventory levels have been significantly reduced through improved planning processes



Ongoing process improvement activity to drive efficiency will continue during FY21



THANK YOU

