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***Annual General Meeting
23rd 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

Introduce
new
products

Seek new
business

Minimise
costs

Process
improvements

- Exit of low margin and unprofitable product ranges
- Focus on product ranges with growth potential
- Successful launch of Moochies
- Successful launch of Learning Resources
- Acquisition of Hobby Warehouse Group
- Significant restructuring of the business
- Further operational cost savings planned
- 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



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

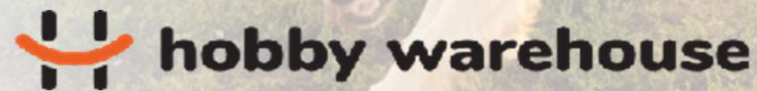


Acquisition of the Hobby Warehouse Group

- 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

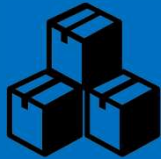
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Process Improvements



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

