



## TOYS“R”US ANNOUNCE APPOINTMENT OF CHIEF OPERATING OFFICER

**2 July 2021** - As Toys“R”Us implements its ambitious growth plans, CEO Louis Mittoni is pleased to announce the promotion of Ms Lian Yu to the newly created role of Chief Operating Officer.

The role of Chief Operating Officer is responsible for the leadership and strategy of all Toys“R”Us ANZ Limited operations including Funtastic, Toys“R”Us, Babies“R”Us, Hobby Warehouse and Mittoni. Ms Yu will work closely with the CEO and each functional head to deliver the objectives and initiatives in annual and strategic plans. The role is also responsible for building a data analytics team and leading the Group’s strategy around data science.

Ms Yu has worked with the Mittoni Technology and Hobby Warehouse Group (HWG) since 2011 and played a key role in the development and growth HWG’s wholesale and e-commerce businesses up to its acquisition by Toys“R”Us ANZ Limited (formerly Funtastic Limited) in November 2020.

Dr Louis Mittoni, Toys“R”Us CEO and Managing Director, said: “Lian has played a vital role in the setup and growth of the e-commerce businesses of Hobby Warehouse and Mittoni over the last decade and I have greatly appreciated her strategic skills, leadership, dedication and loyalty to the achievement of our company’s growth and development goals. Lian will now be an even greater contributor and resource for the Toys“R”Us ANZ Group.”

Ms Yu said “I am excited to be playing a key role in the next phase of the company’s growth plans. Having been part of the leadership team working with suppliers and our internal team to build the Hobby Warehouse and Toys“R”Us e-commerce pillars, we now turn our attention to implementing the newly expanded and automated logistics capacity. This will increase sales capacity to support the imminent launch of Babies“R”Us and our wider business into our key holiday season from October 2021 through to late January 2022.”

In view of the importance and expected contributions from this appointment, Ms Yu has been offered the opportunity to participate in the Toys“R”Us ANZ Group Employee Incentive Plan. Details of the options granted to Ms Yu will be the subject of a separate announcement.

This announcement is authorised for release by the CEO.

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### **About Toys“R”Us ANZ Limited**

Toys“R”Us ANZ Limited (ASX: TOY) is an Australian based listed company with a mission to enrich the lives of people by encouraging exploration, creativity and living life more fully through the enjoyment of toys and hobbies. In addition to distributing leading products throughout Australia for key partners via its trading business Funtastic, the company recently acquired 100% of the Hobby Warehouse Group in November 2020, including Australian e-commerce websites Toys“R”Us, Babies“R”Us and Hobby Warehouse and the distribution business Mittoni Pty Ltd. The Company changed its name from Funtastic Limited to Toys“R”Us ANZ Limited on the 24 June 2021. Further information is available at [www.funtastic.com.au](http://www.funtastic.com.au)

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