



## TOYS“R”US ANZ APPOINTS TOY INDUSTRY VETERAN SIMON CARTEY AS COMMERCIAL DIRECTOR FOR UK OPERATIONS

**3 April 2023** – Digital-first e-commerce, direct-to-consumer retailer, Toys“R”Us ANZ Limited (**ASX:TOY**) (**Toy** or the **Company**), is pleased to announce the appointment of **Simon Cartey** to the role of Commercial Director for UK Toys“R”Us Limited. Simon Cartey brings more than 35 years of global store design and operations experience within Toys“R”Us and Babies“R”Us having worked extensively in the UK, European, USA and other global markets.

Simon Cartey will report to the Group CEO Louis Mittoni, in an expanded role to help drive the growing e-commerce and physical retail business within the UK market. He will retain his responsibilities as VP Store Design and Innovation at WHP Global, which owns the global Toys“R”Us® and Babies“R”Us® brands.

Toys“R”Us ANZ CEO, Louis Mittoni, said: “We are delighted to welcome Simon to the Toys“R”Us UK team. Having witnessed firsthand his extensive experience with store design and deep knowledge of the toy industry, we know he will play a critical role in helping us drive growth and profitability for the UK business. We are confident that Simon’s leadership will be instrumental in our success as we continue to expand our digital footprint and look to open physical stores in the coming months.”

In October 2022, to the delight of families across the UK, TOY launched digital flagship ecommerce websites [ToysRUs.co.uk](https://ToysRUs.co.uk) and [BabiesRUs.co.uk](https://BabiesRUs.co.uk) and announced plans to open physical retail stores in 2023. Last year’s UK ecommerce launch coincided with the successful rollout of Toys“R”Us shops at all Macy’s stores across the U.S., marking a significant return of the brand in two of the top global toy markets.

“I’m thrilled to join the Toys“R”Us UK team and come full circle, returning home to where I started my career with Toys“R”Us in 1985,” said Simon Cartey. “This is an exciting time for Toys“R”Us as we start a new chapter and bring the magic of this beloved brand back to families across the UK.”

Mr. Cartey’s appointment is effective from 31 March 2023.

**This ASX release has been authorised by the Board of Directors.**

## 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 [corporate.toysrus.com.au](https://corporate.toysrus.com.au)

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