



9 March 2012

## ASX Announcement

### Funtastic Secures International LEGO® Licence

Funtastic announces that with effect from today, Friday March 9, 2012, the deal pursuant to which it has acquired the business assets of Australian company KP Multinational Pty Ltd (KPM) has completed. A significant component of this acquisition has seen Funtastic acquire a three year licence from the LEGO Group to manufacture and distribute certain LEGO® licensed product throughout Australia, New Zealand, USA, Canada, United Kingdom, Germany, Austria, Switzerland, Finland, Sweden, Norway, Denmark, Iceland, France, Belgium, Netherlands, Luxembourg; and through Toys R Us stores in China, Hong Kong, Taiwan, Philippines, Thailand, Singapore and Malaysia.

The business was acquired under an earnout arrangement payable over 3 years; the minimum effective acquisition price will be \$2.7m.

Stewart Downs, Funtastic CEO today said “we are very excited to be partnering with arguably the best toy company in the world whose values are articulated in the way the new Funtastic operates. This partnership will see Funtastic’s current LEGO product range extend into Storage, Luggage, Bags & Accessories, Play Accessories and Stationery in a complimentary and cohesive way. Our experience to date in Australia, as distributor for KPM, has seen great growth and now we have the ability to replicate this success on a global basis; this helps to underpin our strategy of designing and owning intellectual property.” He went on to add that “by incorporating the existing KPM design team into our business we have the creativity and innovation to power the Funtastic business over the coming years. Funtastic looks forward to a long and successful partnership with the LEGO Group.”

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#### About the LEGO Group

The LEGO Group is a privately held, family-owned company, based in Billund, Denmark. It was founded in 1932 and today the group is one of the world's leading manufacturers of play materials for children, employing more than 10,500 people globally. The LEGO Group is committed to the development of children's creative and imaginative abilities. LEGO products can be purchased in more than 130 countries. Visit us at [www.LEGO.com](http://www.LEGO.com)

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#### About Funtastic

Funtastic is a publicly listed Australian company. With our head office in Melbourne and offices in Hong Kong and China, we supply retailers and customers across the country, and the world, with an array of leading products for kids of all ages.

For more information on Funtastic visit the web site at [www.funtastic.com.au](http://www.funtastic.com.au) and for comment contact Stewart Downs (CEO and Managing Director). Ph: 03 8531 0002.