

Results Q3 2022

tonies SE | Luxembourg | October 28, 2022



Who you have on the call today



Marcus Stahl

Co-CEO,
Co-Founder



Florian Drabeck

CFO



Jan Middelhoff

MD International



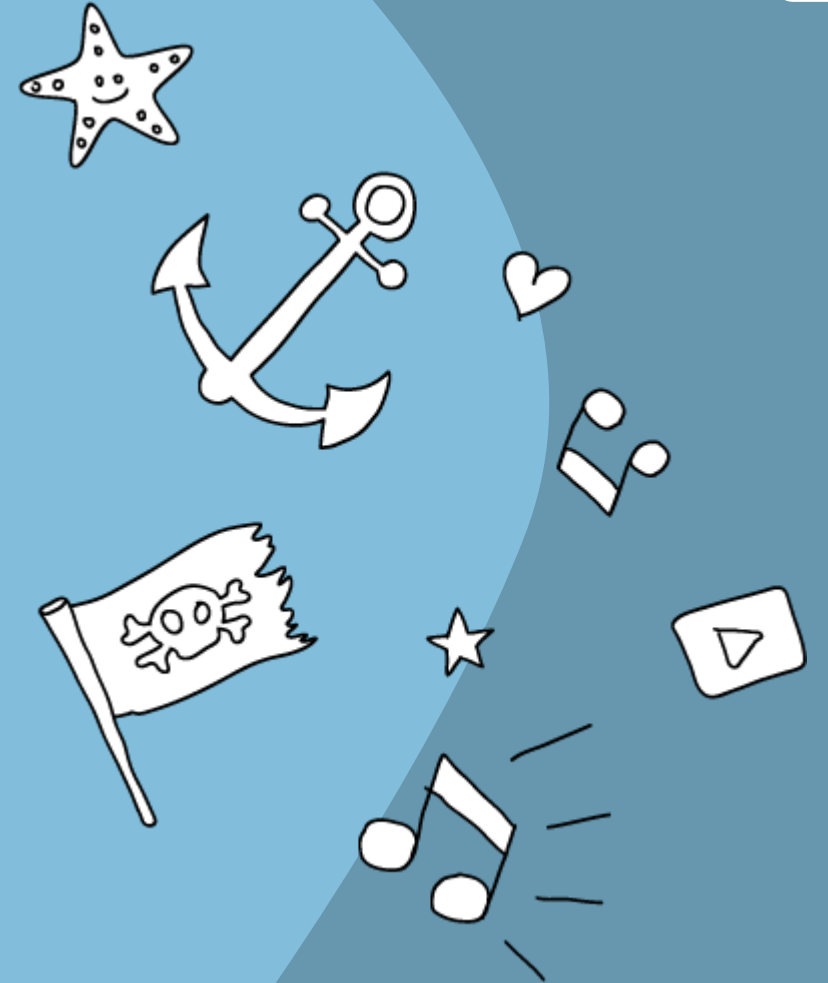
Business Update

Financial Results Q3 2022

Outlook

Q&A

Business Update



tonies: the world's largest interactive audio platform & creator of a multi-billion Euro category in kids entertainment & beyond 

Digitally connected



No screen-time



Audio / Listening



Educational



Child friendly



Playful



Independent play



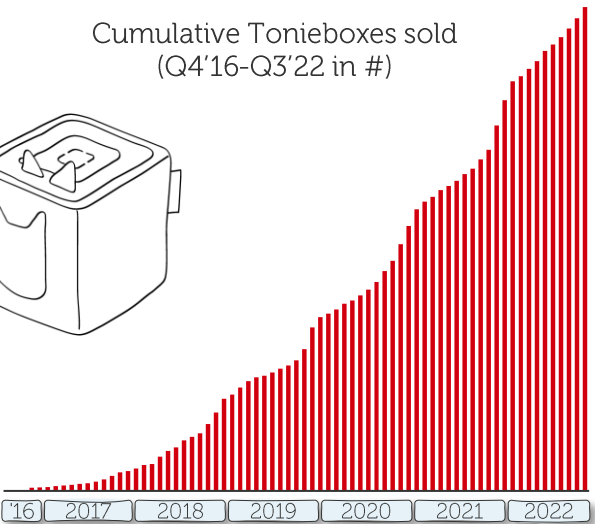
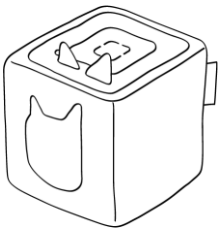
We are the pioneers of connected, technology-enabled audio systems for kids and provider of premium, curated audio content

Our business model in a nutshell



Our platform is exponentially growing with more and more Tonieboxes...

Cumulative Tonieboxes sold (Q4'16-Q3'22 in #)

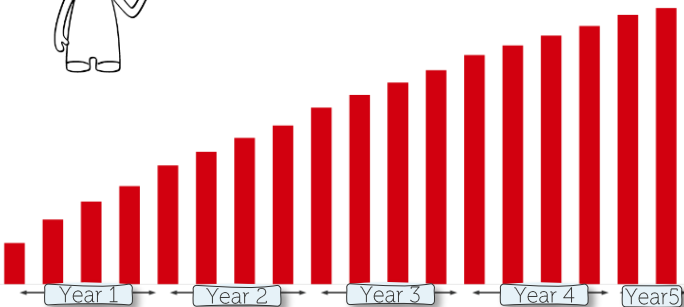


>265 minutes
average weekly playtime*

YEAH!

... fueling our razorblade business model with highly predictable Tonie sales

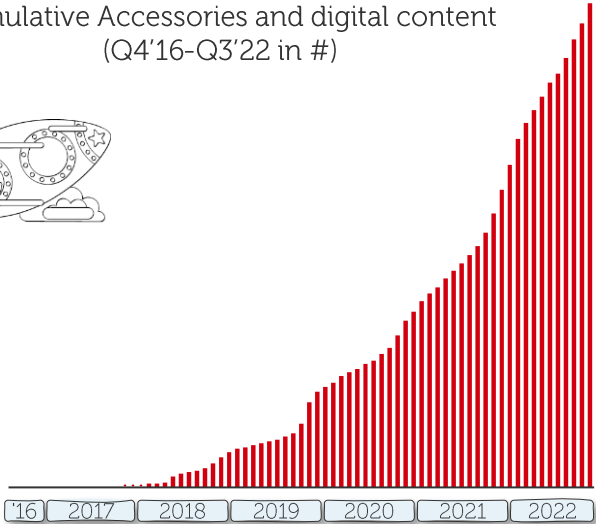
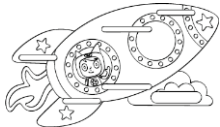
Subscription-like cohorts



>20
Tonies per Toniebox
after 4.5 years

... and adding further high margin products to our tonies universe

Cumulative Accessories and digital content (Q4'16-Q3'22 in #)



...and we just **started**
with more to come



*rolling average of active Tonieboxes, H1 2022



Q3 / 9M: Fully
on track despite
macroeconomic challenges



Q3 revenue: +21% to EUR 54M
9M revenue: +30% to EUR 138M

We **deliver** on
our promises
and plans



We are driving market penetration despite unstable times



>4.1m

Tonieboxes sold



+1.2m

in last 12 months

~50%

of **Tonieboxes** sold outside of DACH in Q3



>51m

Tonies sold



+17m

in last 12 months

>100

countries with activated Tonieboxes

September 2022

Europe

US

NEW

Density Toniebox activations

low



high

Core European markets

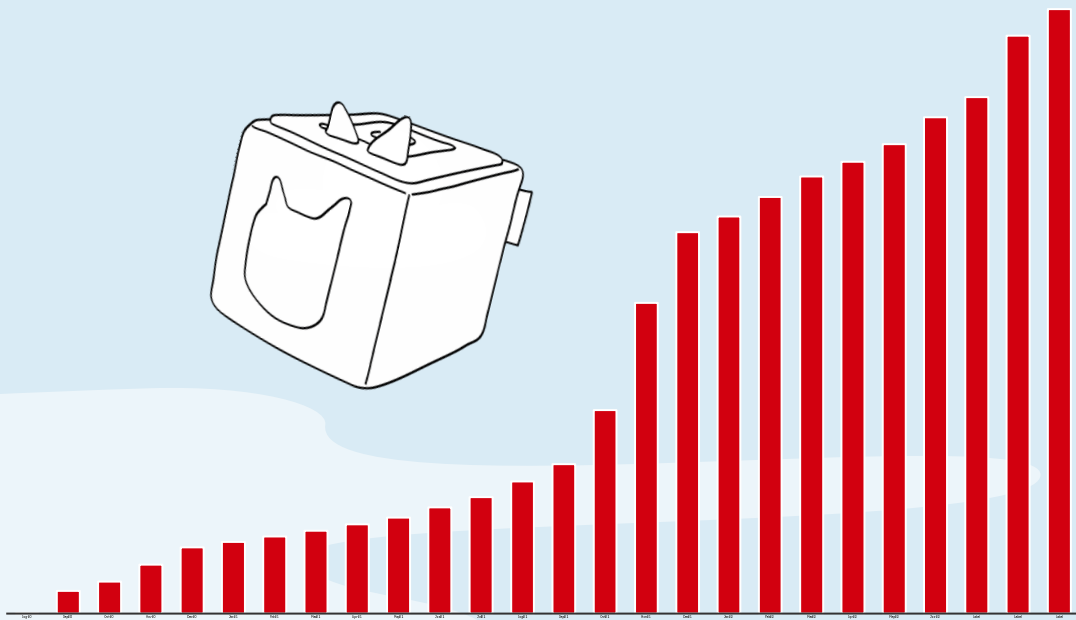
tonies®

US market continues on very strong growth trajectory...

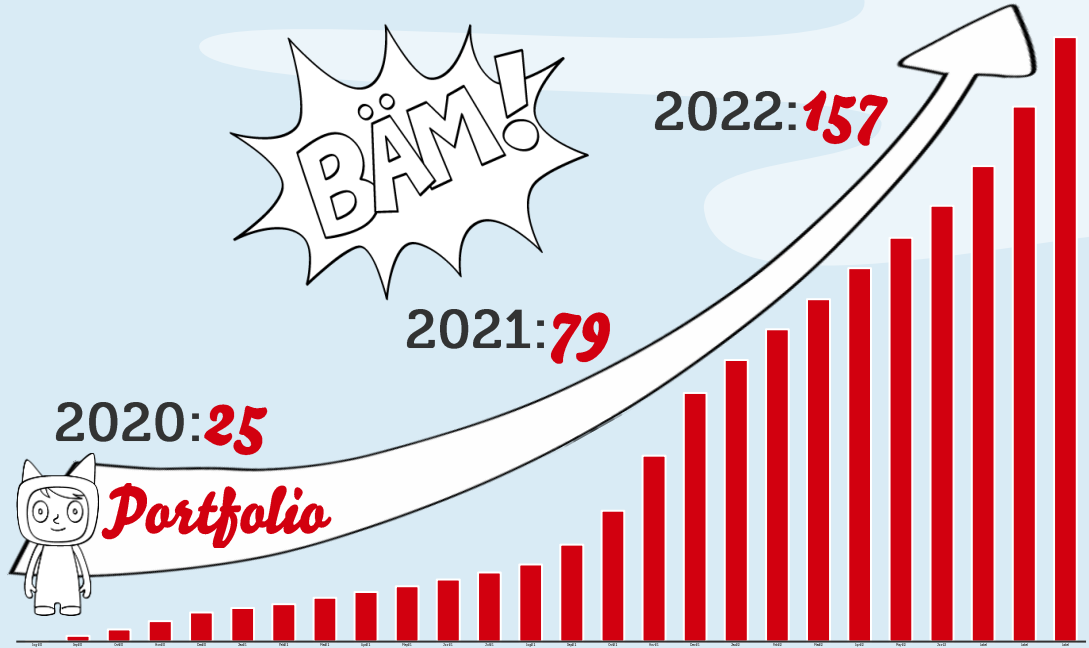


... growing our installed base with
>330,000 *Tonieboxes* sold

... and already sold
>2,200,000 *Tonies*



~3x more
Tonieboxes sold YoY...



>1,200,000
Tonies sold YTD September

★ US market fully on track to reach full-year revenue guidance of EUR 52m



...and our Tonies portfolio becomes better and bigger



Current *Portfolio*

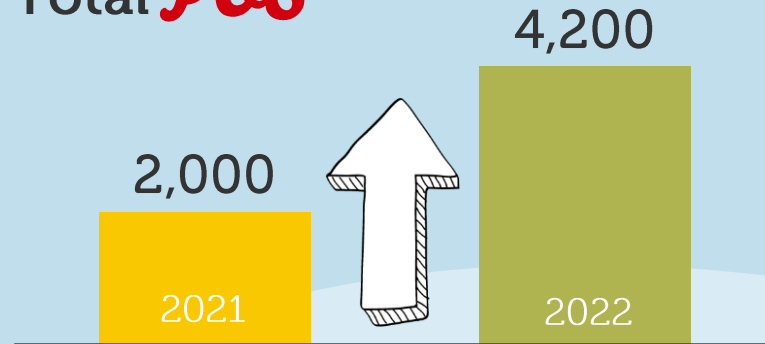


24 launches

We expand across all channels – because it works!



Total **POs***



TARGET



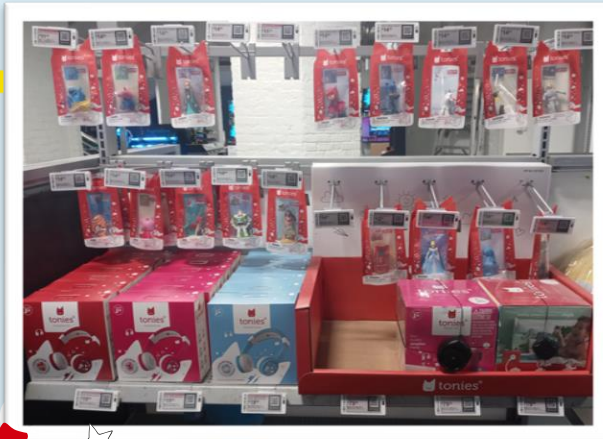
>1,100 permanent listings



amazon



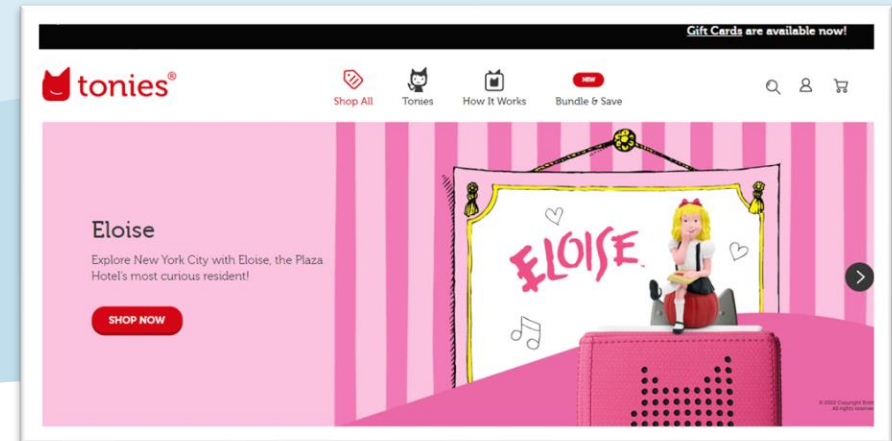
BEST BUY



>550 permanent listings

*including seasonal distincts

tonies®



Feedback is the biggest proof point for product market fit!



Outstanding *NPS**

Customers love our products

Ø 87



Today

Delighted APP 7:01 AM
Happy day! You have a new promoter
Score of 10/10
Love screen free stories and favorite characters. It's so fun being able to record our own books on the recordable tonies too.

Delighted APP 8:06 AM
Great news! You have a new promoter
Score of 10/10
My grandchildren love theirs- I work in a preschool and have recommended tonies to countless number of families and many have since purchased them!!! Love, Love, Love this product!!!

Delighted APP 8:33 AM
Woo hoo! You have a new promoter
Score of 10/10
ABSOLUTELY THE BEST THING EVER!!!

as of Oct 19

8:09
October 1

brain_craft_baby Follow

Liked by leanneandthegang and others
brain_craft_baby I'm so proud of my big girl for speaking in front of her class on just her 3rd day of preschool! She brought her favorite thing - her #toniebox with #elsatonie and #annatonie - for show and tell ❤️ Way to be brave!
@tonies_us

as of Oct 1

08:24

TONIES.US Markiert

things.theylove Things They Love

Gefällt 96 Mal
things.theylove Wow! We are so grateful for all of those who came out to celebrate us today! Two is not so terrible when you have support like this!
Thank you @thewackoshow for a filling our space with magic and laughter.
Thank you @tonies.us for the giveaway prizes for our Tonies Themed Costume Contest, and thank you to all of YOU for 2 years of support.

as of Oct 22

ROOOAAR

2020
*Net Promoter Score

Hongkong launch – First step into Asia-Pacific with distribution partner Jebesen



X



JEBSEN

ToysRUs

SELECT

NOBLETIME

kiddyland

SOGO HONG KONG

WISEKIDS

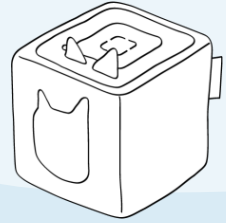
HKTVMall



JEBSEN & JESSEN



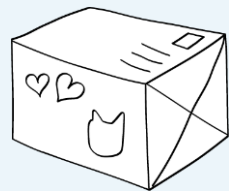
Preloved Tonieboxes – First sustainability product available



refurbished and brought back to life



available since *October* in Germany and Austria



new *sustainable* packaging concept



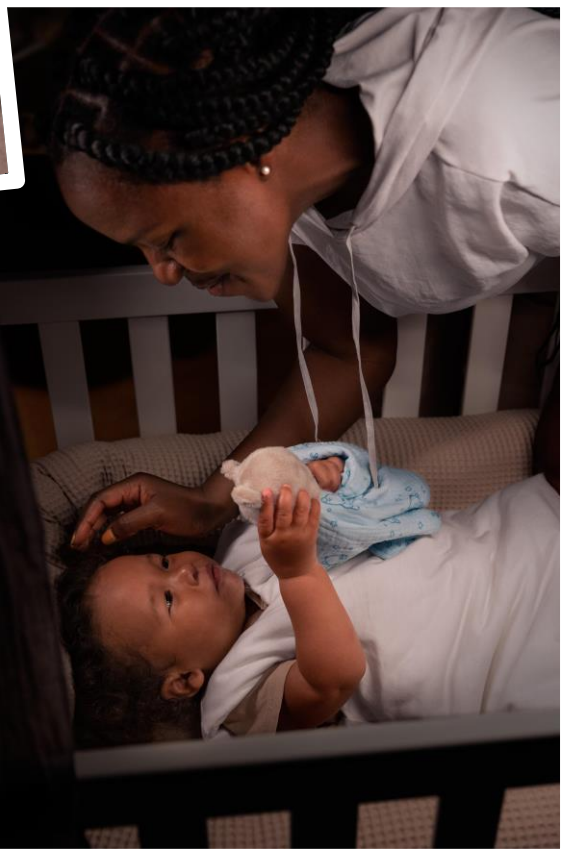
Turquoise sold out within **2** hours

Sleepy Friends – First own license brand launched on bedtime routine



SLEEPY FRIENDS

Own license brand

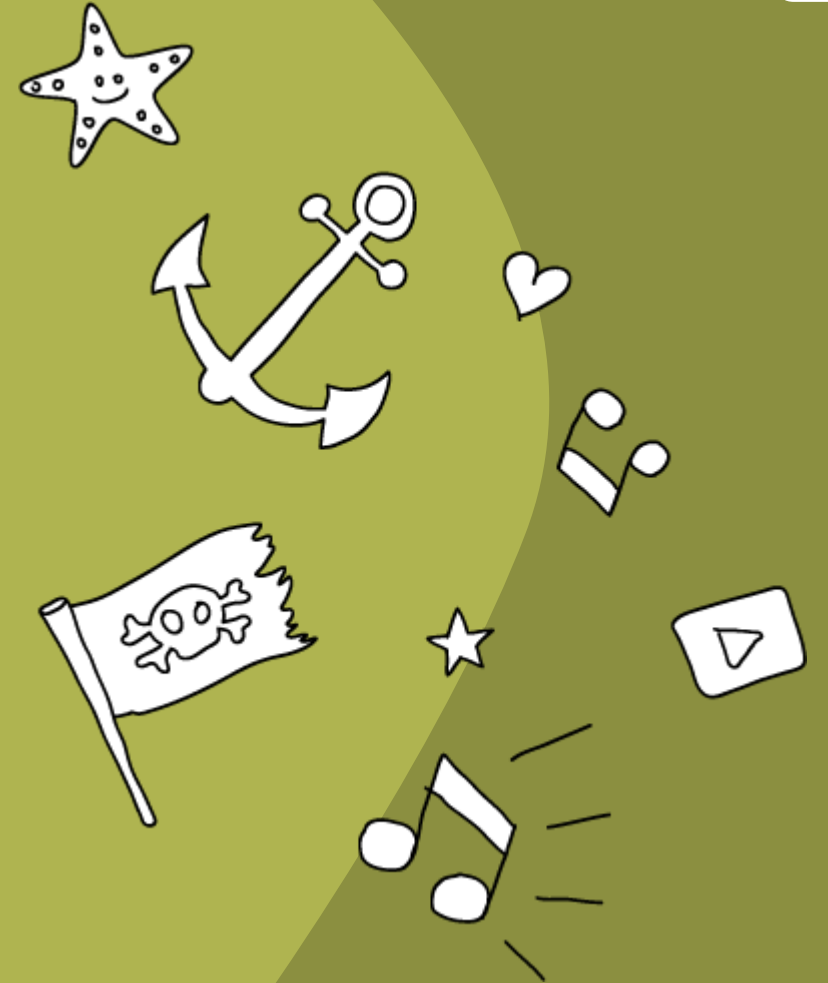


The first time that *we* become a licensor for merchandise!

Sterntaler



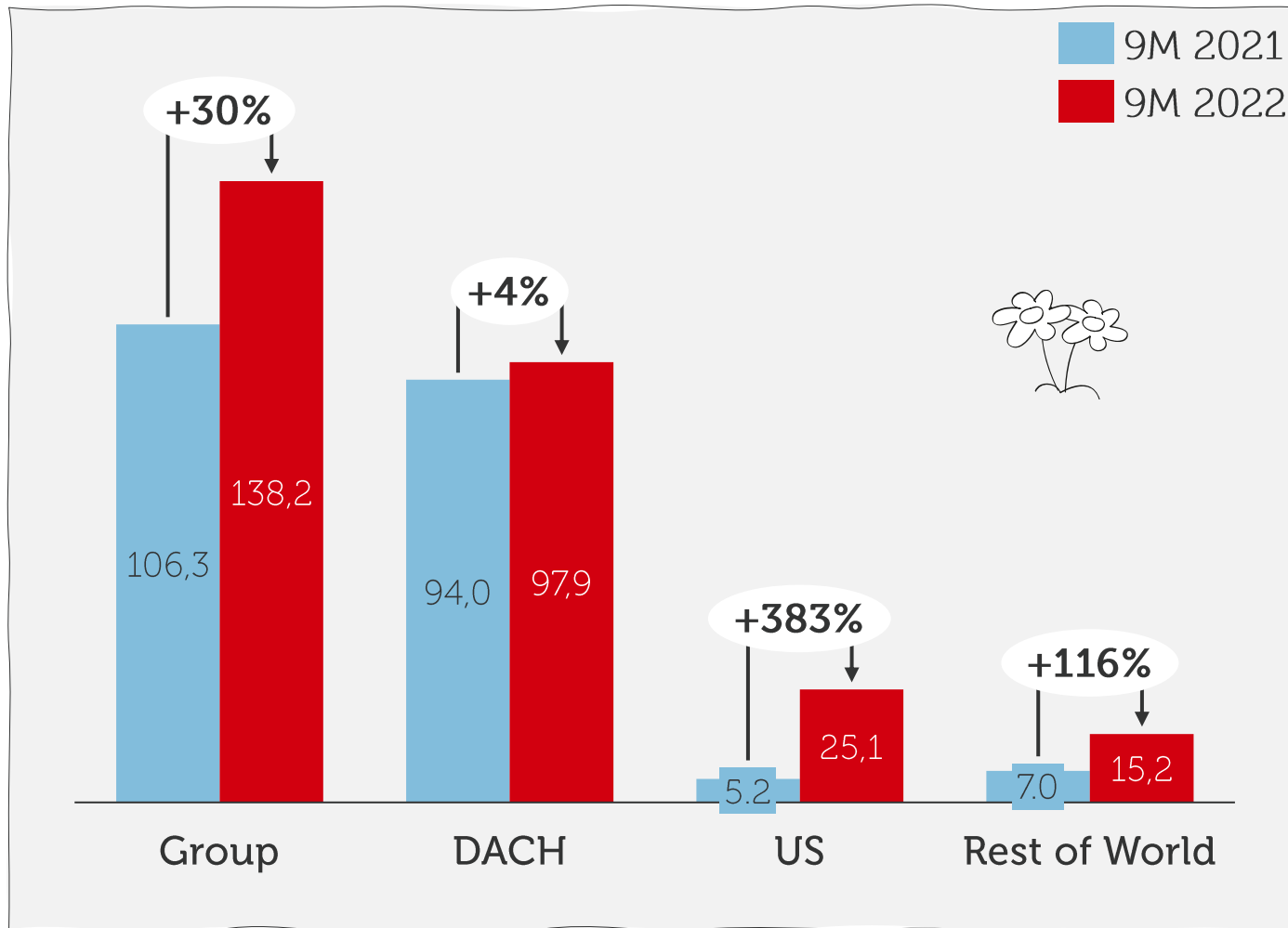
Financial Results Q3 2022



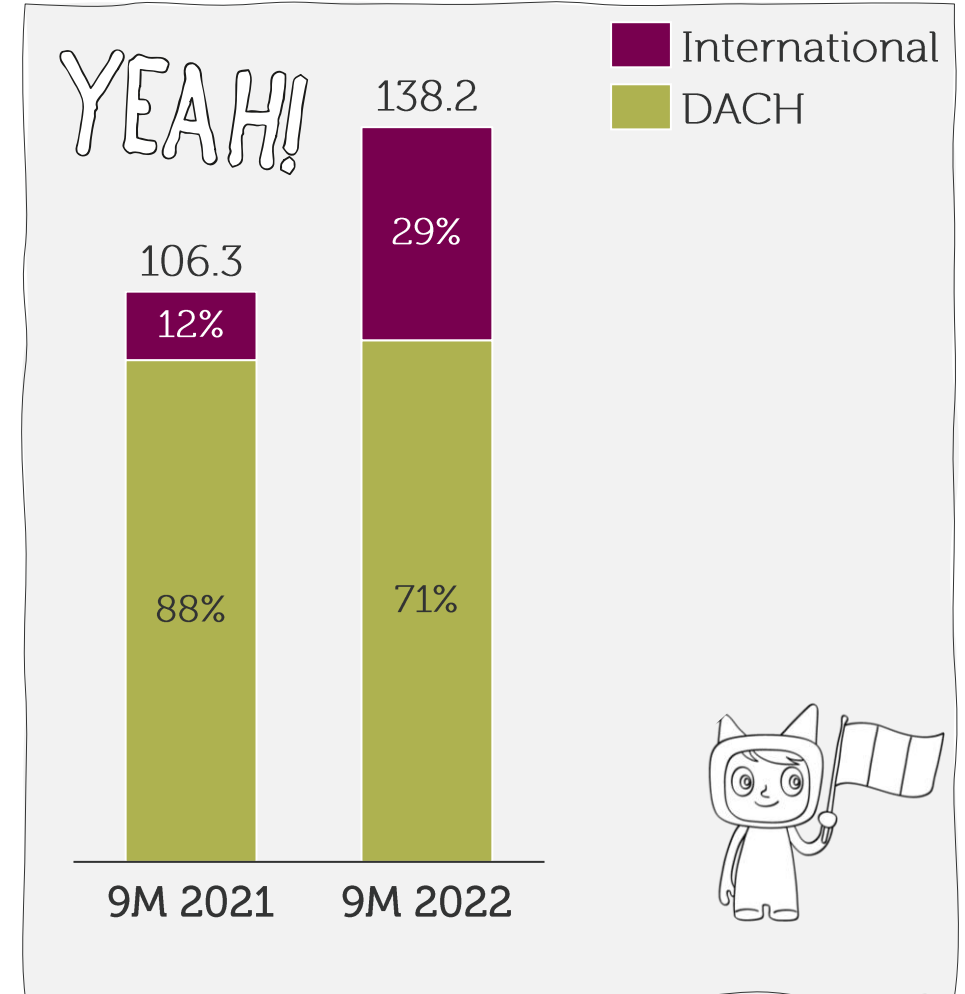
9M 2022 – Strong growth driven by international markets...



Revenue growth by geography



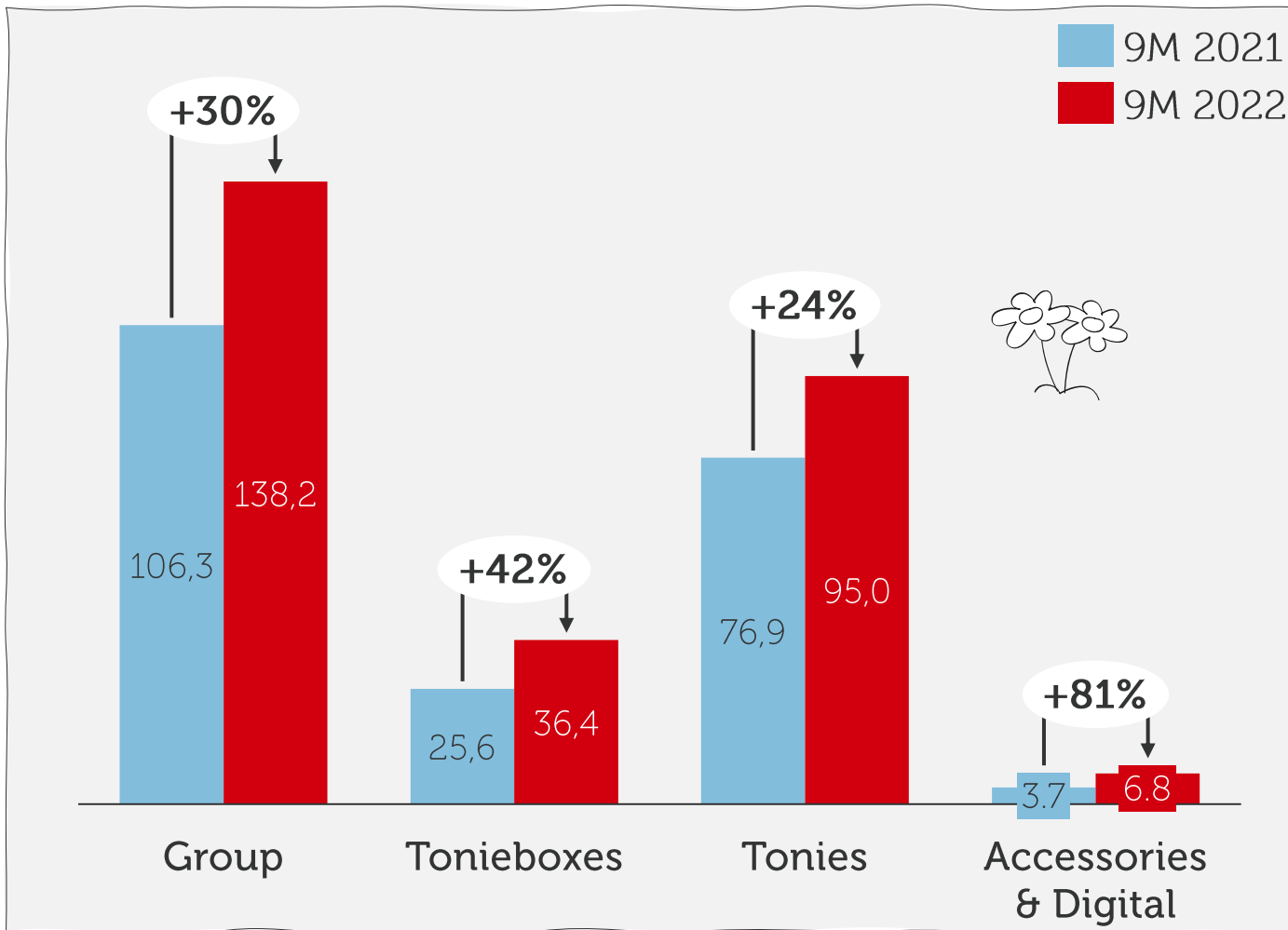
Revenue split by geography



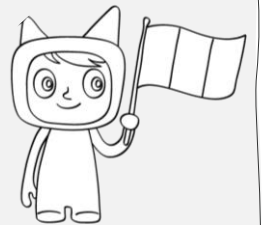
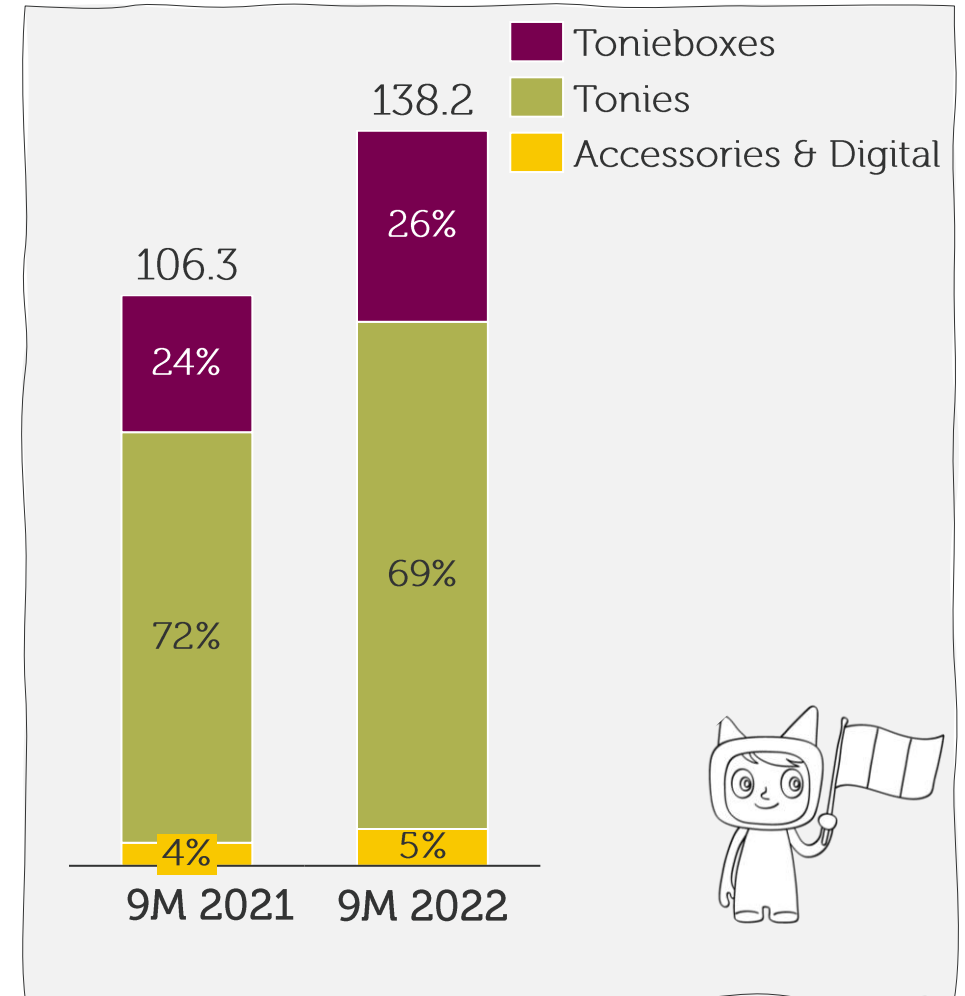
...and by all product categories



Revenue growth by product category



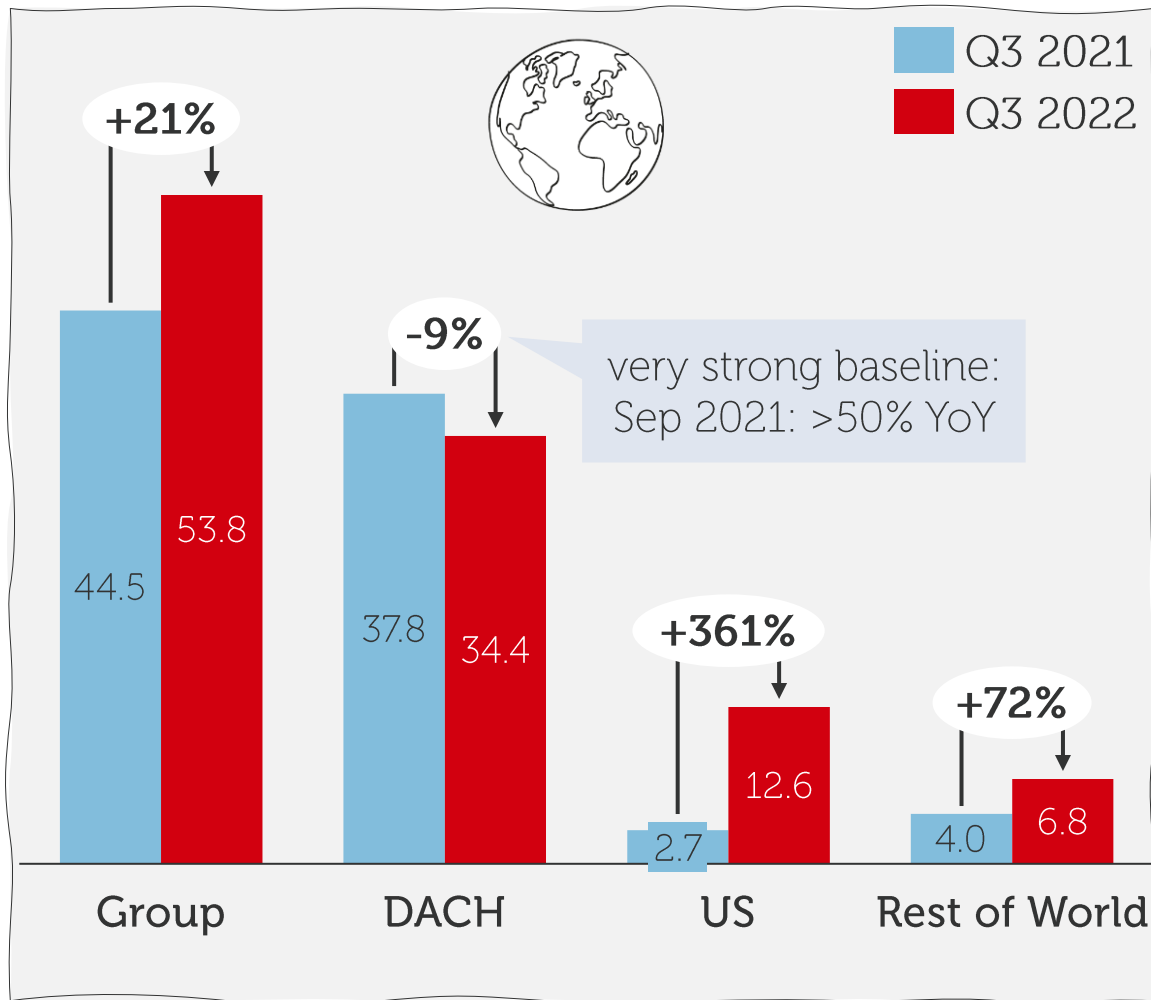
Revenue split by product category



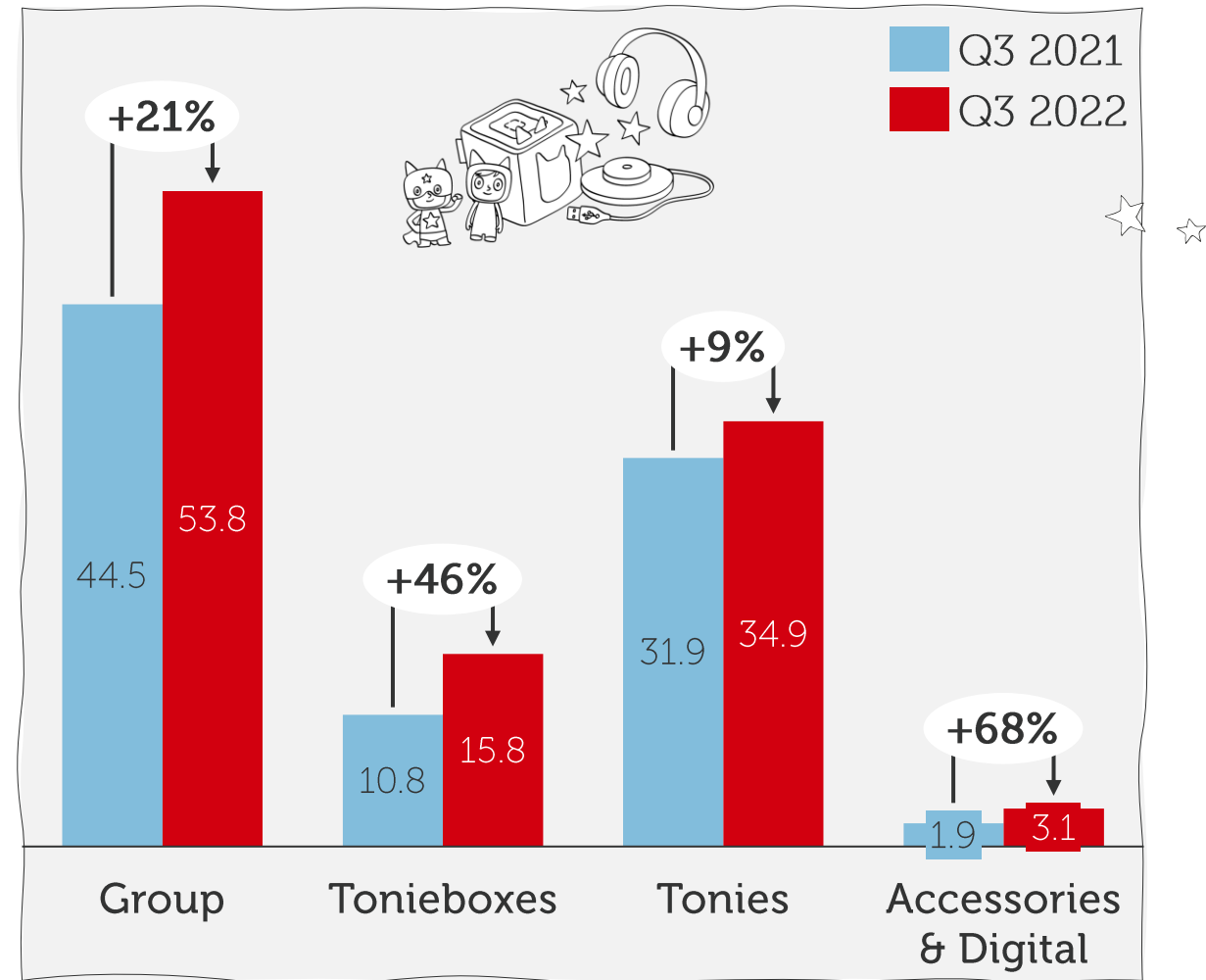
Q3 2022 – Continued good development against strong prior year baseline



Revenue growth by geography



Revenue growth by product category



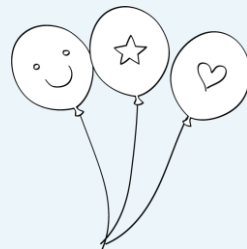
DACH business already showing strong profitability



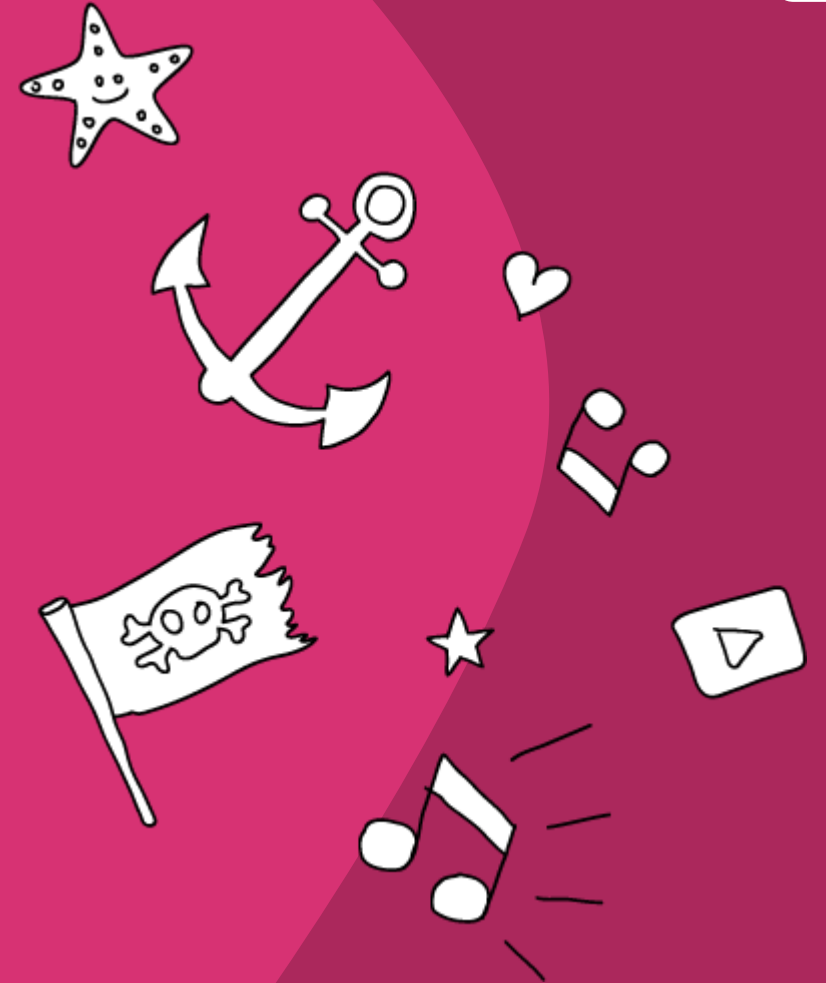
**DACH business profitable
with double-digit
Adj. EBITDA margin**

We replicate a successful business model in international markets

And we see
it works!



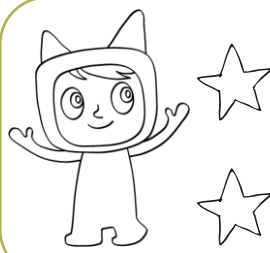
Outlook



Guidance raised – we expect higher profitability in FY 2022



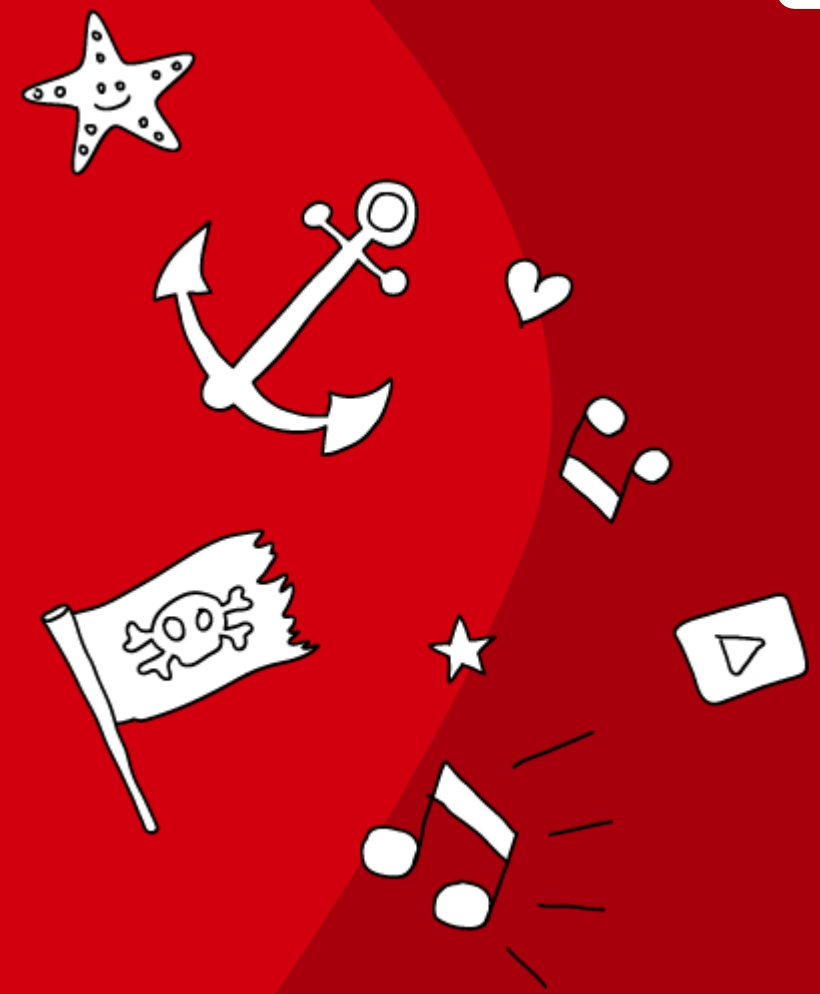
	Guidance from IPO FY 2022	Initial guidance FY 2022	Updated guidance FY 2022
Group Net Revenue (EURm)	250	250 (+ 33% YoY growth)	250 (+ 33% YoY growth) ✓
Group Adj. EBITDA (% of Revenue)	na	"Slightly better than FY 2021 (-8.1%)"	-5% to -2% ↑
US Net Revenue (EURm)	52	52 (+156% YoY growth)	52 (+156% YoY growth) ✓



Significantly improved contribution margin due to better gross margin and lower costs for fulfilment and licensing, including non-recurring effects

Effective management of macroeconomic situation

Q&A



Any *questions....?*





Backup

Strong performance across geographies and products



(in EURm)

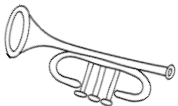
	Q3 2021	Q3 2022	Change	9M 2021	9M 2022	Change
Revenue	44.5	53.8	20.8%	106.3	138.2	30.0%

by geographies

DACH	37.8	34.4	-9.0%	94.0	97.9	4.1%
US	2.7	12.6	360.9%	5.2	25.1	383.3%
Rest of World	4.0	6.8	71.7%	7.0	15.2	116.1%

by product

Tonieboxes	10.8	15.8	46.3%	25.6	36.4	42.1%
Tonies Figurines	31.9	34.9	9.4%	76.9	95.0	23.5%
Accessories & Digital	1.9	3.1	67.8%	3.7	6.8	81.4%



note: all numbers are unaudited

Meet us in person at one of the upcoming conferences



OCTOBER

NOVEMBER

DECEMBER

REPORTING

Q3 reporting
October 28th



CONFERENCES

BNP Paribas Exane 5th MidCap CEO Conference
November 17th in Paris, France

Berenberg European Conference
December 5th in Pennyhill, UK

Deutsches Eigenkapital Forum
November 29th in Frankfurt, Germany



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Thank you !

