



Company Presentation

tonies SE | August 2024





Introduction to tonies SE

Results & Outlook 2024

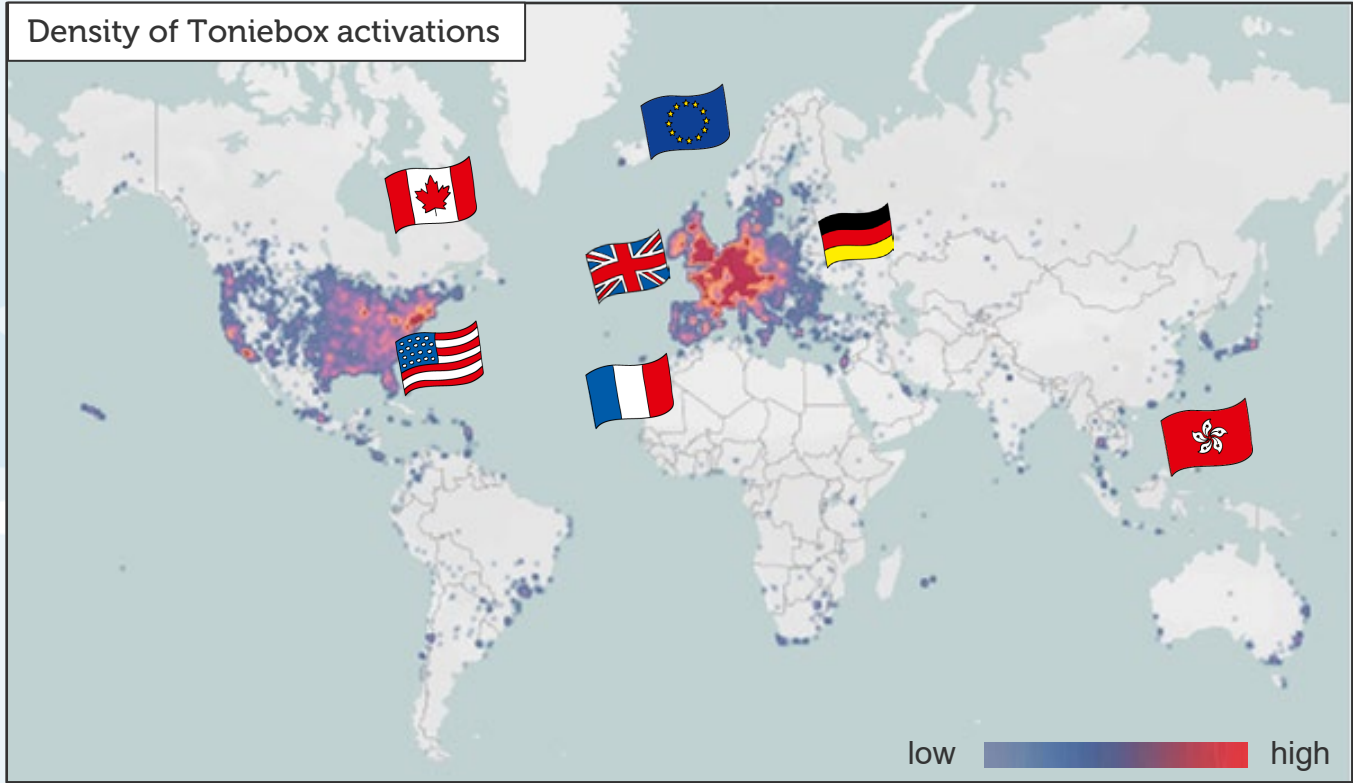
Sustainability

Appendix

Introduction to tonies SE



tonies: We have built the largest interactive audio experience platform for children in the world



We are the #1 audio platform for kids globally

Families in >100 countries have activated a Toniebox	>7.3 million Tonieboxes sold	>90 million Tonies sold
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We have unparalleled stickiness

>270 min Ø weekly playtime ¹	NPS >70 in the US
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Note: Data as of H1 2024
¹Avg. weekly playtime in H1 2024 globally

Business model: We create unparalleled value around a unique product and brand



- 1** Global **category creator and leader** – offering a smart connected audio experience device “Toniebox” for children – unparalleled stickiness
- 2** **Largest global platform** – proven, highly-profitable business model in DACH replicated internationally in US, UK and FR (product-market fit!)
- 3** **Profitable repeat purchases model** with subscription like cohorts – superior Customer lifetime value through purchases of high-margin Tonies figurines and other products
- 4** **Clear value levers:** (1) Internationalization, (2) Gross margin expansion, (3) Own content/IP, (4) Product/channel Mix, (5) Operating leverage
- 5** **True love brand** offering all blockbuster IP and proprietary own content - highly-vocal and attached fanbase (Word of mouth effects)

>270 min average weekly playtime in H1 24	>70% average monthly active users in H1 24 ¹
DACH >50% penetration rate as of H1 24	>100 countries with Tonieboxes activated as of H1 24
~20 Tonies per Toniebox after 4.5 years as of H1 24	EUR ~290 customer lifetime value as of H1 24
+20ppts contribution margin (FY 2019-2023)	DACH >18% EBITDA margin in H1 2024
NPS >70 Daily average in US in H1 24	2 out of top 5 franchises were own IP in FY 2023

Since our IPO in 2021 we have exceeded all promises made ... and we are only getting started!



H1 2024 performance at a glance



Revenue:
EUR 147m
YoY: +30%

51%
 international business

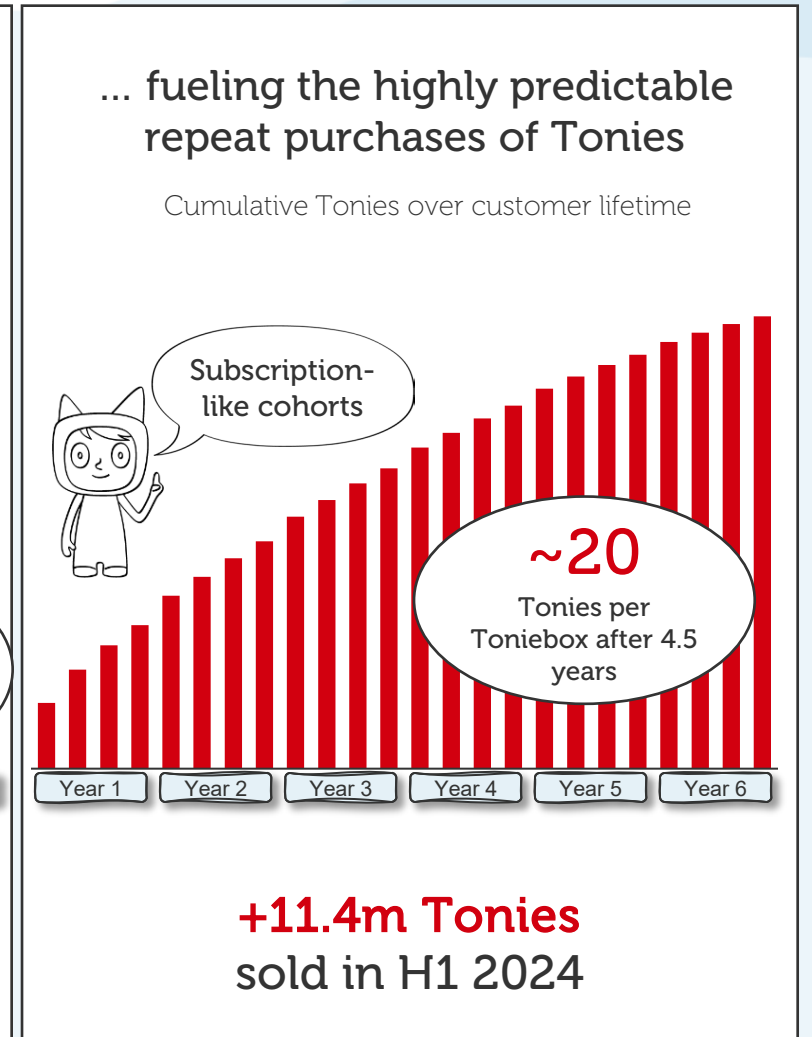
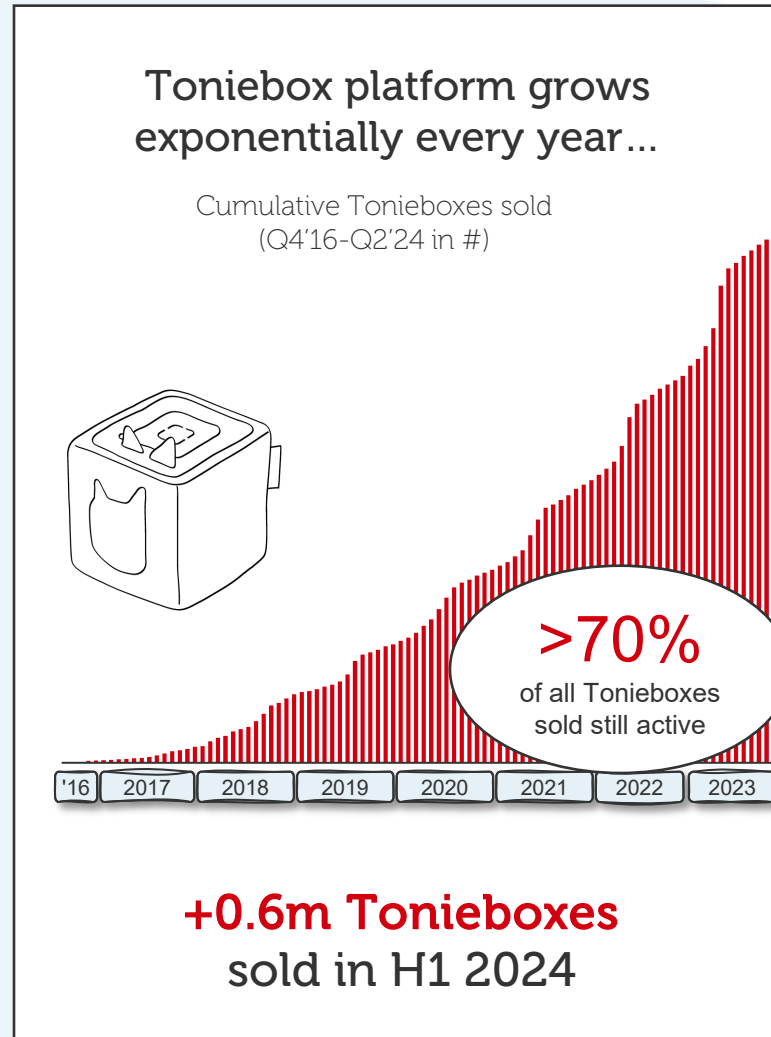
DACH: EUR 72m (+9%)
 North America: EUR 55m (+63%)
 ROW: EUR 20m (+50%)

Adj. EBITDA¹ / EBITDA margin:
2.6% / 2.0%
YoY: +0.8pp / +4.4pp

37%
 contribution margin

Free cash flow:
EUR -32m
YoY: +7m

40m
 cash available²



Note: Company data as of June 2024 | 1. Only adjusted for share-based compensation | 2. At June 30, 2024, including unused credit line of EUR 15m

Key investment highlights



1

Huge market opportunity

Newly created multi-billion Euro product category tapping into adjacent connected audio, streaming as well as kids gaming and toys segments

2

Differentiating positioning

Pioneer with category-defining offering as first device in the kid's room, high brand loyalty and differentiating value proposition, leveraging first-mover advantage

3

Tech-enabled business model

Scalable, asset-light razor-blade business model, building on continuously growing installed base and data-driven content creation

4

Brand loyalty

Beloved DTC brand with a fast-growing and highly loyal fanbase, anchored by the unique tonies experience and its proprietary ecosystem

5

Proven track-record

Track-record of outstanding growth and proven profitability backed by an active and sticky customer base and attractive unit economics

6

Accelerated growth

Clear building blocks for sustainable growth as part of strategic roadmap, utilizing tonies' tech platform for further global expansion



We have created a new multi-billion Euro category in the intersection of four huge consumer markets



Kids

**Market #1:
Video Gaming**

EUR 136bn
7% CAGR
(2020A-25E)

**Market #2: Trad. Toys
and Games (TTG)**

EUR 70bn
3% CAGR
(2020A-25E)



Digital

**Market #3:
Connected Audio**

EUR 16bn
10% CAGR
(2020A-25E)

EUR 52bn
13% CAGR
(2020A-25E)

**Market #4:
Video Streaming**

Connected toys market

EURbn

16% CAGR
(2020A-25E)

7



2020A

2025E

16

Superior content distribution requires proprietary tech platform



Gaming



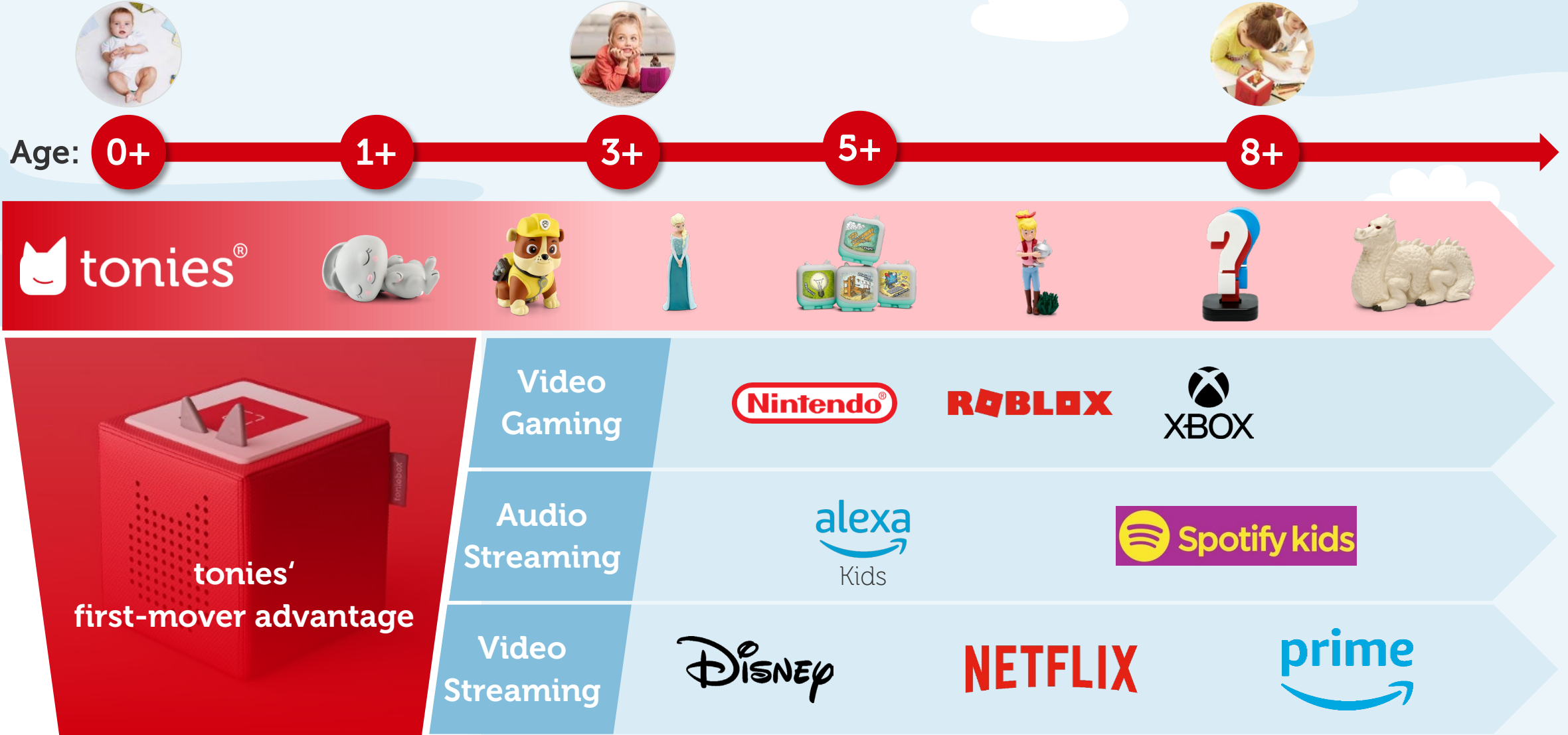
Video



Audio



Toniebox is the first connected device to enter the child's room



Note(s): Not recommended for kids below the age of 3

Our business model is based on a tech-driven, highly scalable DTC platform, leveraging our proprietary ecosystem





Toniebox

Central platform for the ecosystem



EUR
99.00

Tonies

EUR
9.99 - 16.99

Content key and toy for children



Third party

EUR
14.99 - 39.90

Enabling other products to function like Tonies



Audio library

EUR
4.99 - 7.99

Additional digital content (series) for physical Tonies



Accessories⁽¹⁾

EUR
16.99 - 199.99

Adjacent products and merchandising



Proven business model with clear focus on value creation



Hardware

Contract
manufacturing

Data-driven content production

Third party
licensing

Proprietary
content creation

Distribution

Go-to-market



Disney UNIVERSAL

WB WARNER BROS.

DMG PIXAR
ANIMATION STUDIOS

...



tonies ^{DTC}

JOHN LEWIS PARTNERS SELFRIDGES & CO
Thalia SMYTHS TOYS SUPERSTORES
pottery barn kids Müller
amazon Media Markt vedes
Harrods TARGET
F·A·O SCHWARZ. Hugendubel
— SINCE 1802 — Die Welt der Bücher
BEST BUY JoJo Maman Bébé WH Smith meijer
maternity | baby and child | nursery and toys BARNES & NOBLE

...



Deep design expertise,
patented product (incl.
own production technology)



Strong licensor
relationships, best in
class license management



Competitive edge
through tech-stack and
continuous data flow



Brand with
strong pull for omni-
channel approach

Highly scalable backend enabling lock-in effect

Third party licenses relevant for majority of Tonies-figurines revenue – share of own productions rises



Audio-Content

Own

Licensed

Figurine

Own



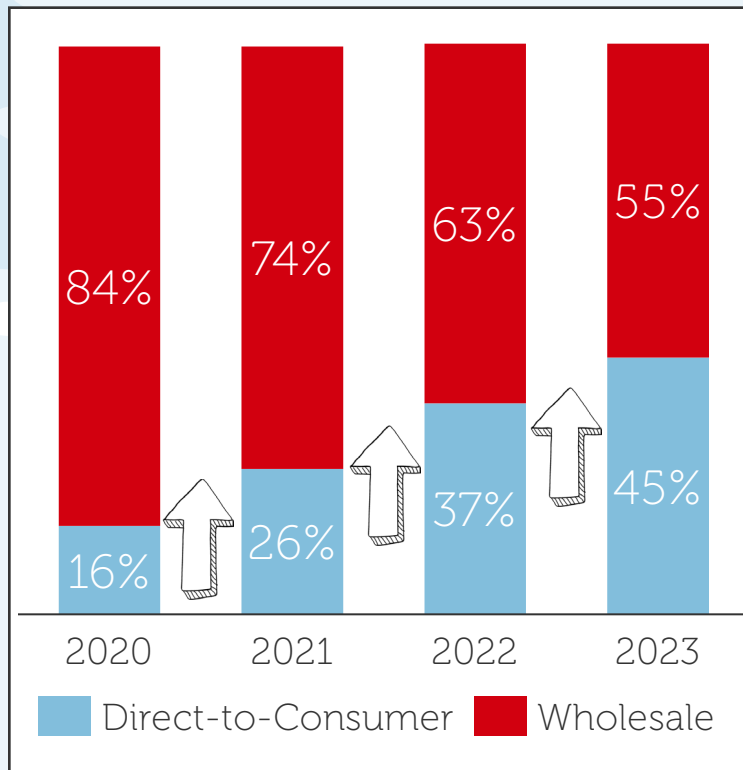
Licensed



Distribution: Strong omni-channel mix with increasing DTC-share



Channel Mix



Wholesale

Strong Retail Partners

Direct-to-Consumer

Own Website

Amazon Marketplace

tonies' content-driven flywheel provides comprehensive customer data...



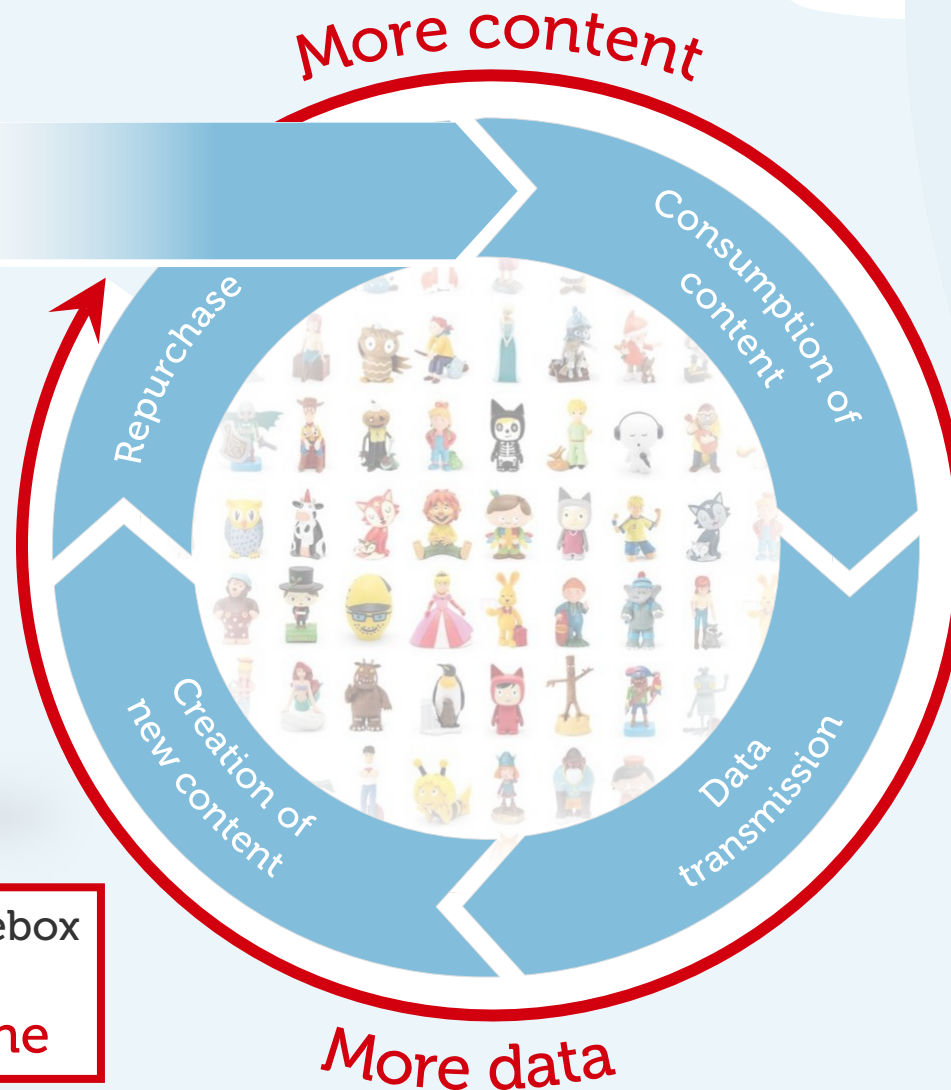
Thanks to being **data-driven**, we understand our users

...what they listen for, where and when

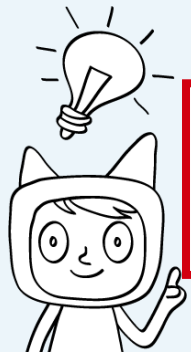
...how often and how long they listen for

...how many users share a box

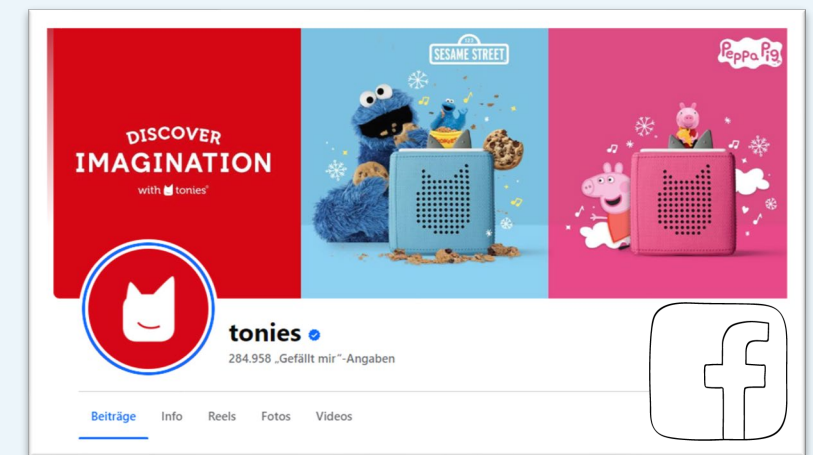
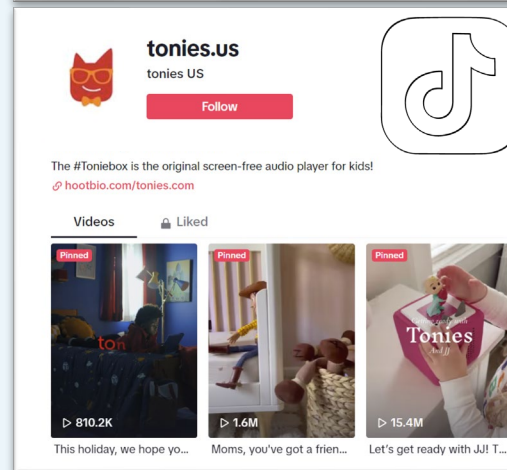
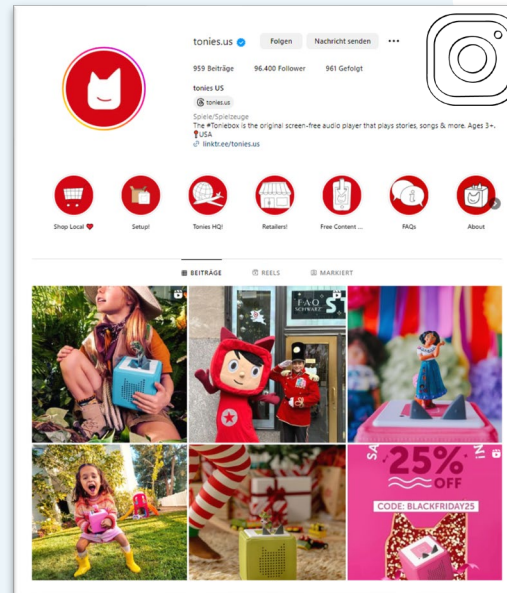
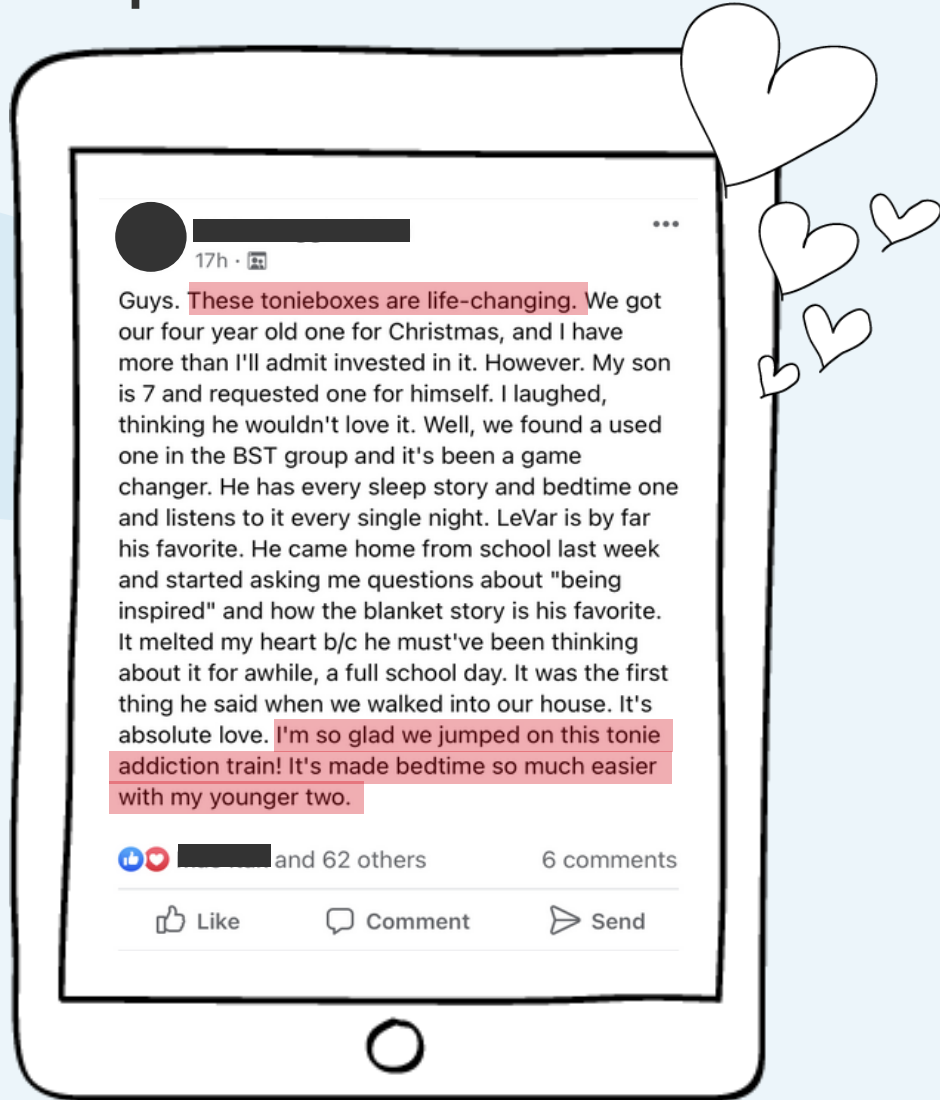
...how intense they engage with the platform



Most frequent Toniebox usage during **bedtime routine**



We have truly excited customers that actively seek inspiration and information about our products



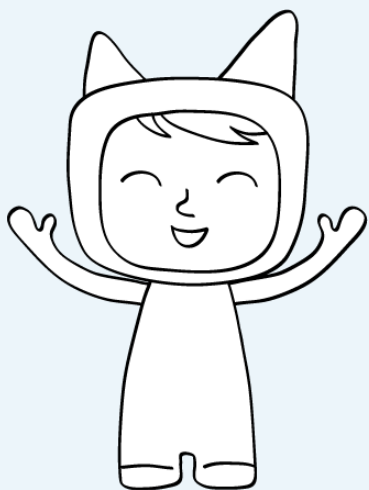
tonies is a highly recognized brand



#1

best selling German brand on amazon.com¹
amazon

Europe's **#1** preschool toy



"Licensee of the Year 2023"



"Discover Imagination"
360 campaign

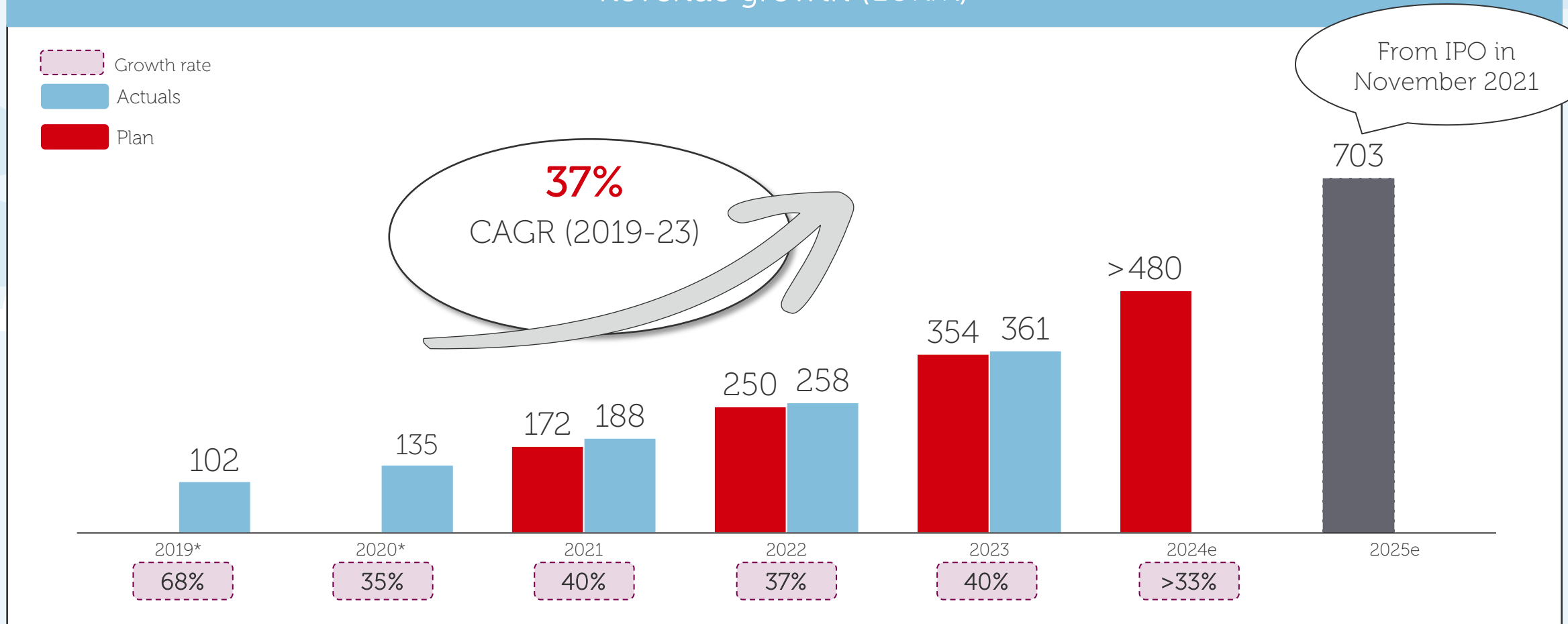


¹ Highest selling German brand that started on amazon.de and moved to amazon.com via Amazon Global Selling program

Our highly loyal and continuously growing customer base drives sustainable revenue growth



Revenue growth (EURm)

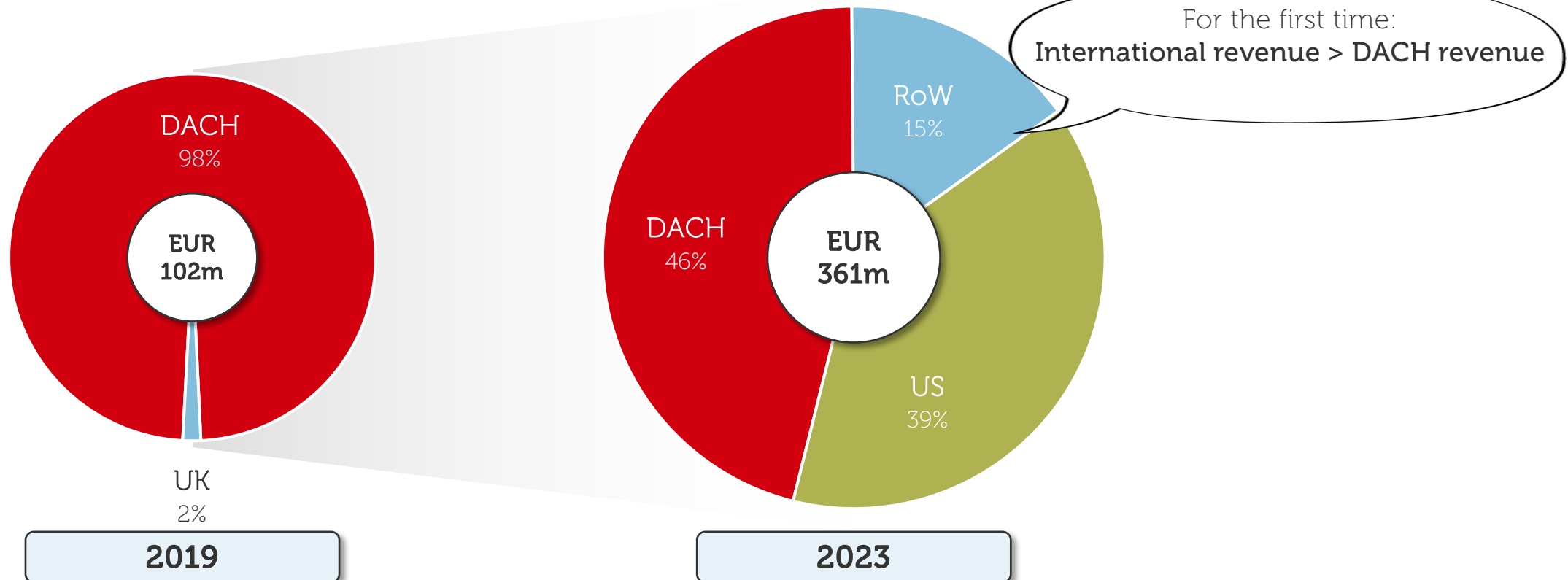


Note(s): *FY 2019 incl. growth 2019 based on German GAAP (HGB), 2020 and 2021 IFRS, Revenue for 2020 in German GAAP (HGB) with has been previously communicated EUR 137m, difference is due to classification of certain discounts; Source(s): Company information.

We replicate our proven DACH success story globally



Development of global revenue mix

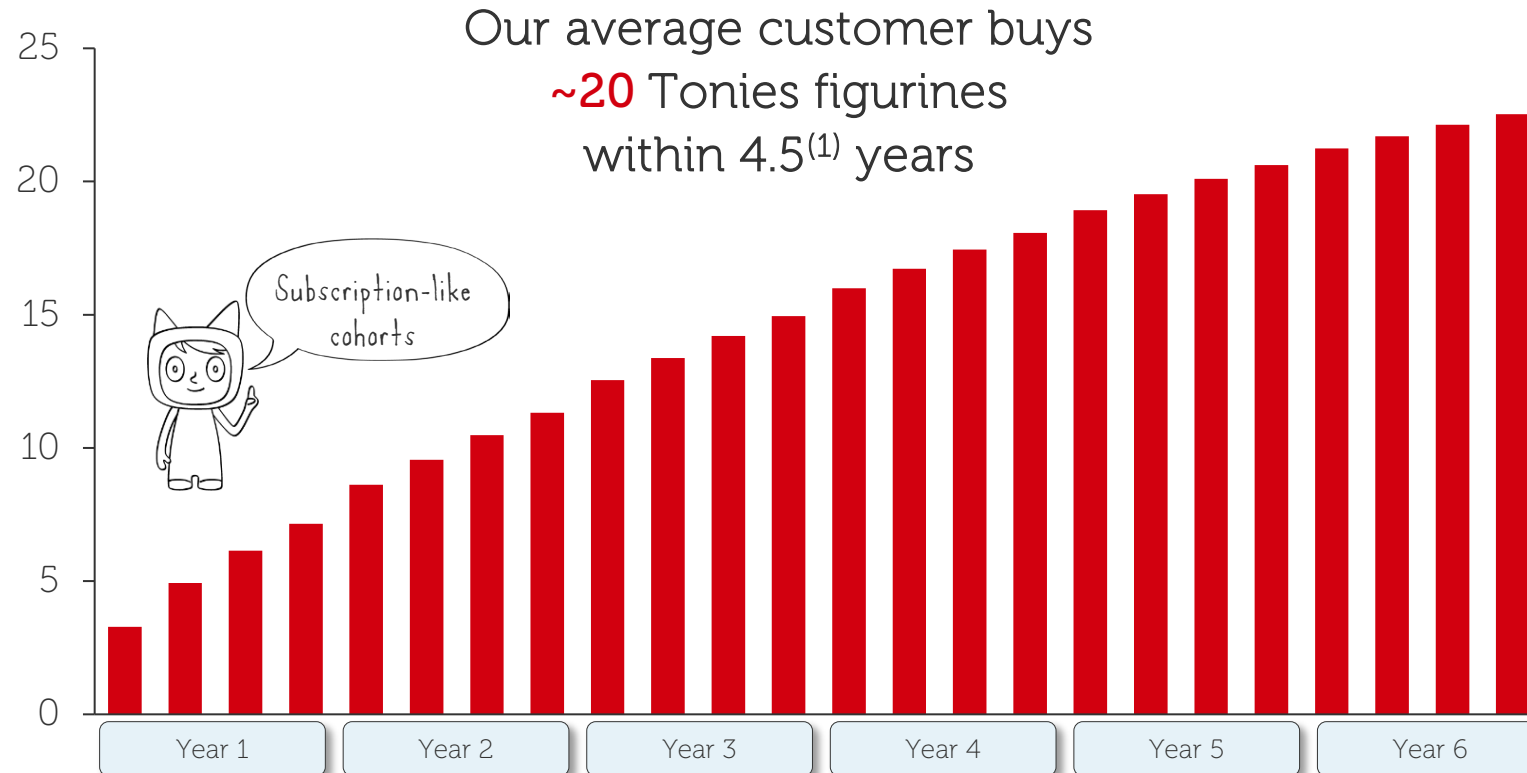


Strong and highly predictable cohorts drive growth

(as of Dec 31, 2023)



Cumulative Tonies figurines purchased per Toniebox

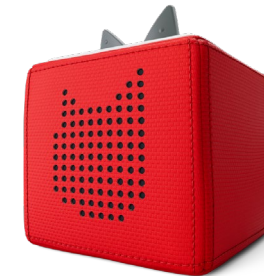


Sales since launch in Q4 2016



>90m

Tonies figurines sold



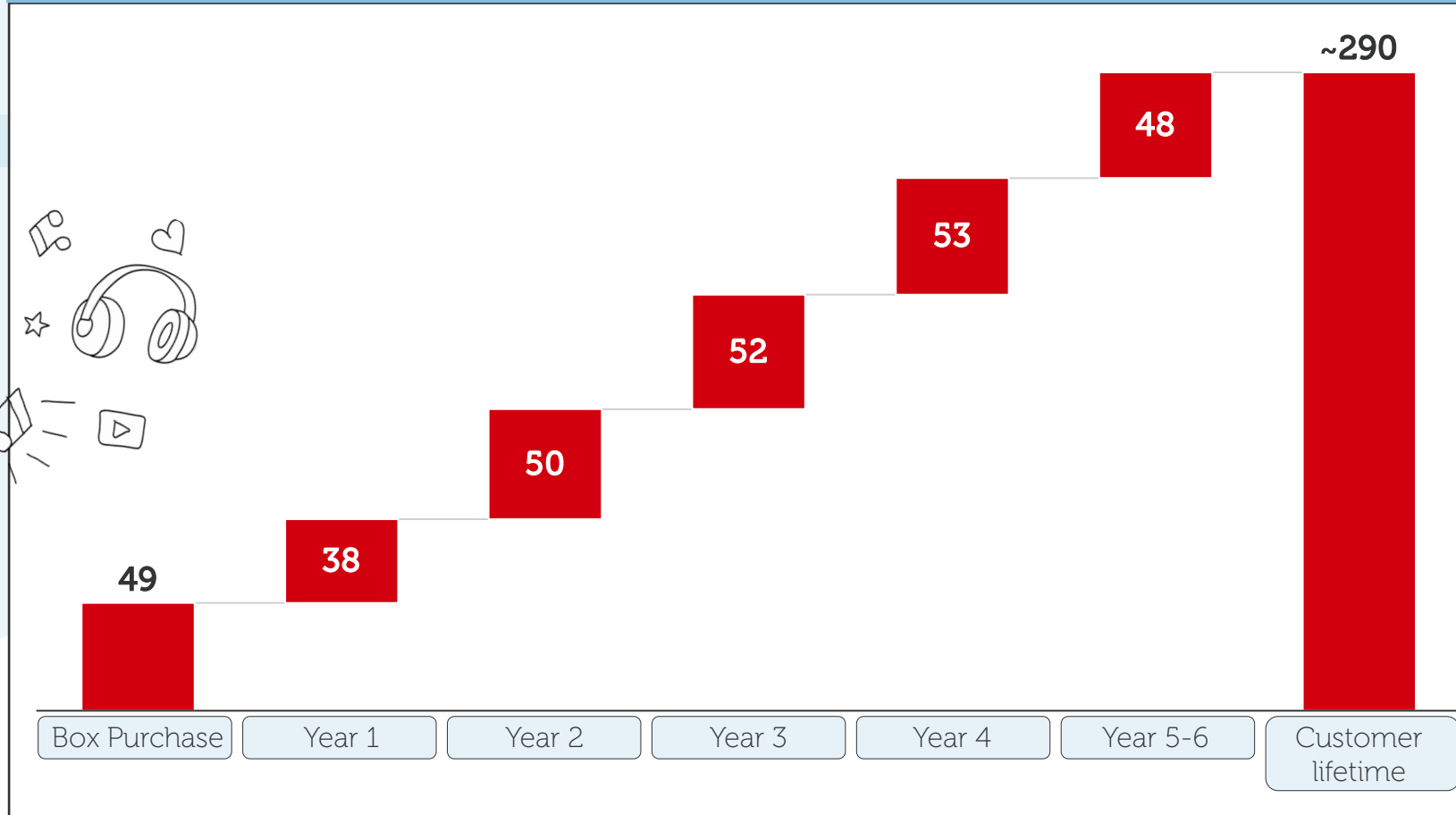
>7.3m

Tonieboxes sold

Our strong unit economics are the backbone of our profitable business model



Unit economics in EUR



Note(s): Shown figures refer to a basket comprising 1 Toniebox, 24 Tonies, 2 Accessories and 2 episodes of mytonies. Data as of June 2021

Source(s): Company information

Our scalable business model will drive future profitability

(medium term targets from IPO)



Financial targets overview

	2019(HGB)	2020(IFRS)	2021(IFRS)	2022(IFRS)	2023 (IFRS)	IPO: Group medium-term
Gross margin before licenses	44.6%	50.1%	54.1%	53.9%	61.6%	~70%
Licensing costs	-17.6%	-17.8%	-18.7%	-12.3%	-10.1%	~-12%
Gross margin after licenses	27.0%	32.4%	35.4%	41.7%	51.6%	~58%
Fulfillment costs	-11.8%	-12.6%	-14.1%	-14.5%	-16.3%	~-18%
Contribution margin	15.2%	19.7%	21.3%	27.2%	35.3%	~40%
Marketing expenses	-1.2%	-3.9%	-9.8%	-9.7%	-8.2%	~-13%
Personnel expenses	-6.6%	-9.0%	-13.3%	-12.7%	-11.9%	~-7%
OPEX	-6.1%	-8.8%	-8.2%	-10.4%	-13.8% ¹	~-5%
Own work capitalized	-	-	-	-	0.4%	-
Other Result	2.3%	1.8%	2.0%	3.3%	2.3%	-
Adj. EBITDA margin	3.6%	-0.2%	-8.1%	-2.4%	4.0%	~16%

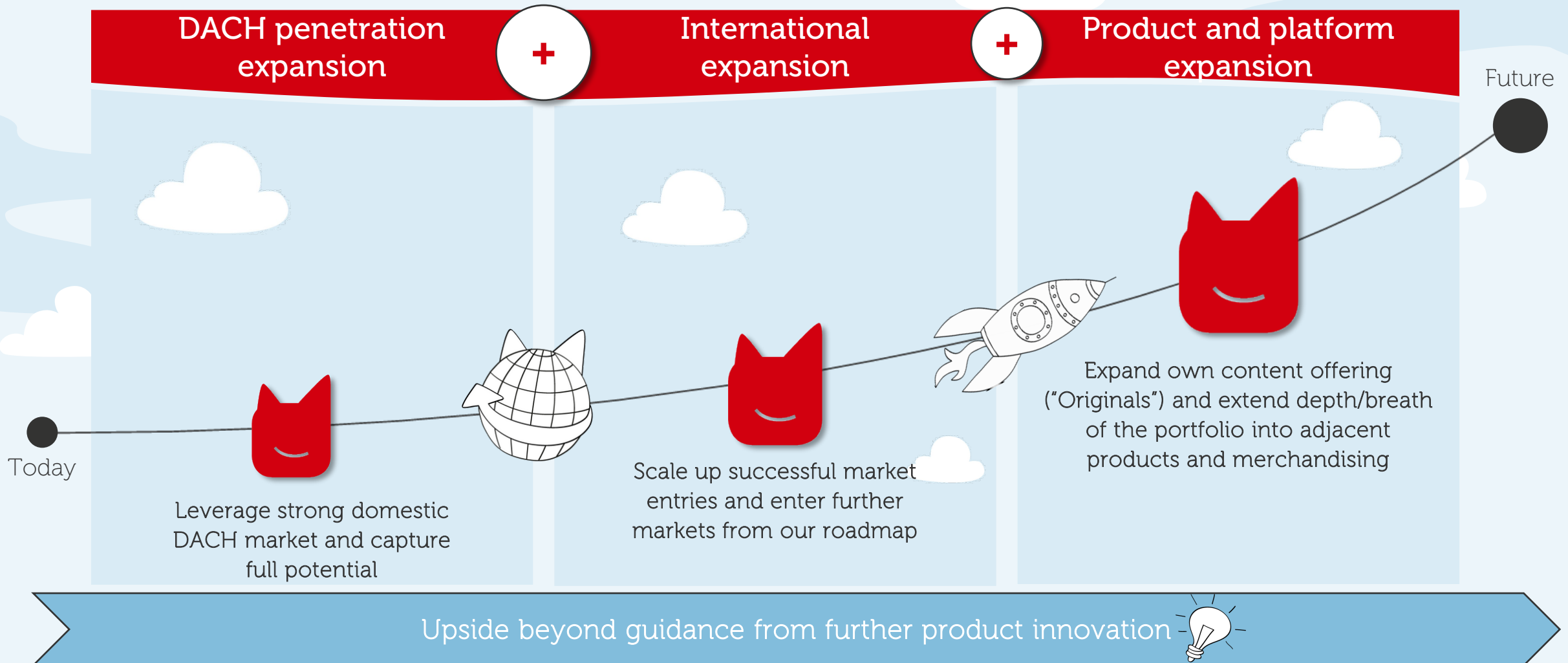
includes -4pp of exceptional air freight

Note(s): All figures shown as percentage of revenue; Not all figures add up perfectly due to rounding. IFRS show adjusted P&L ¹ Disproportionate growth through selected one-time effects incl. legal costs, provisions and external services

tonies turns profitable



We are ready to capture multi-dimensional growth opportunities



US with continued excellent traction since launch



We were in the US even **before market launch**

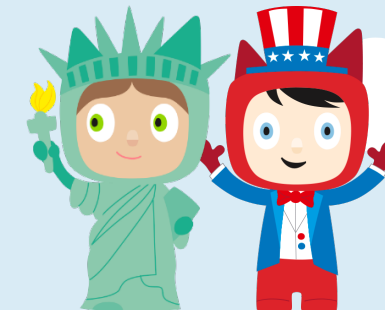
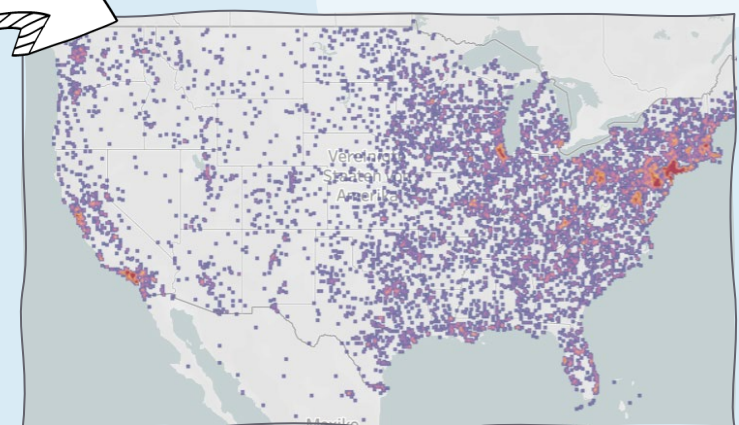
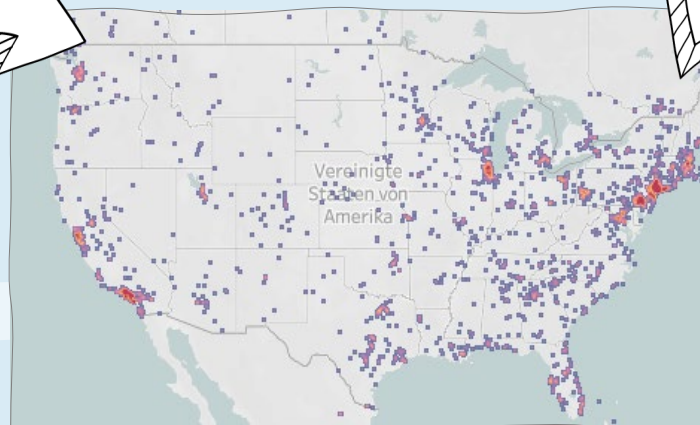
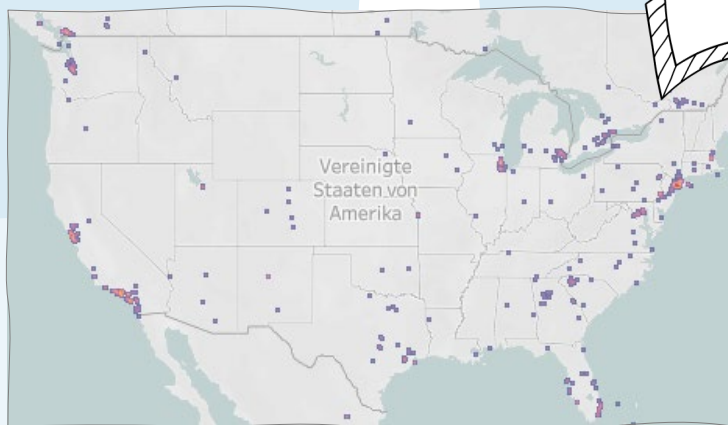
Since then, we have conquered all **50 states...**

...and significantly increased our **market penetration**

January 2020

January 2021

April 2024



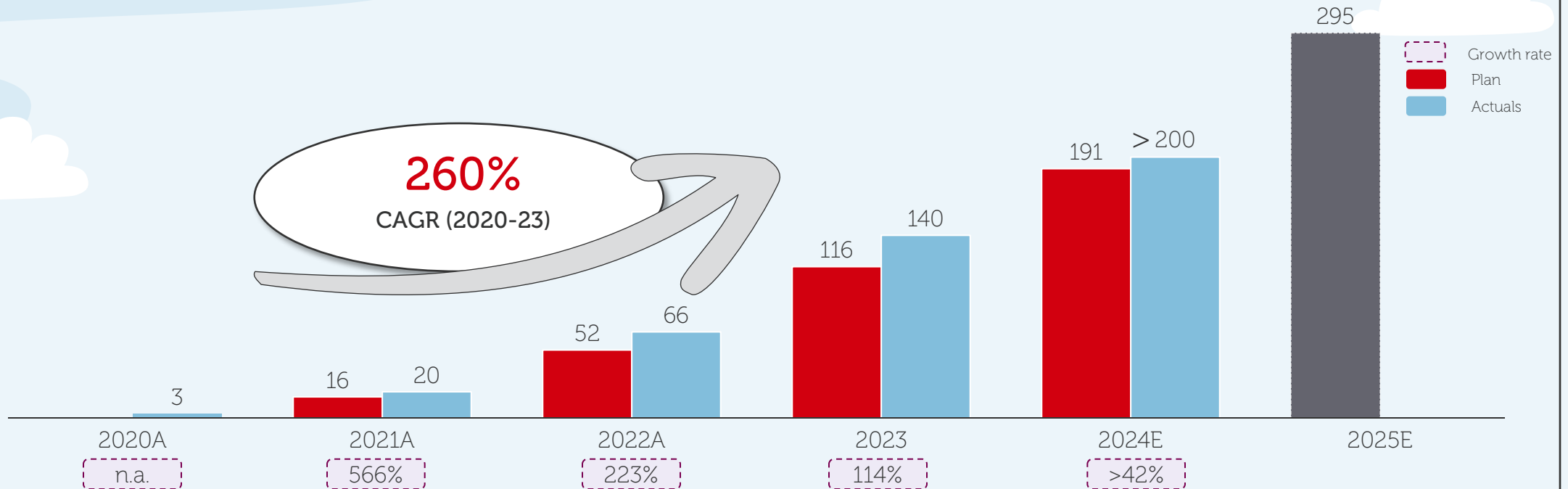
We have proven product fit in the US



Revenue growth (EURm)

From IPO in November 2021

260%
CAGR (2020-23)

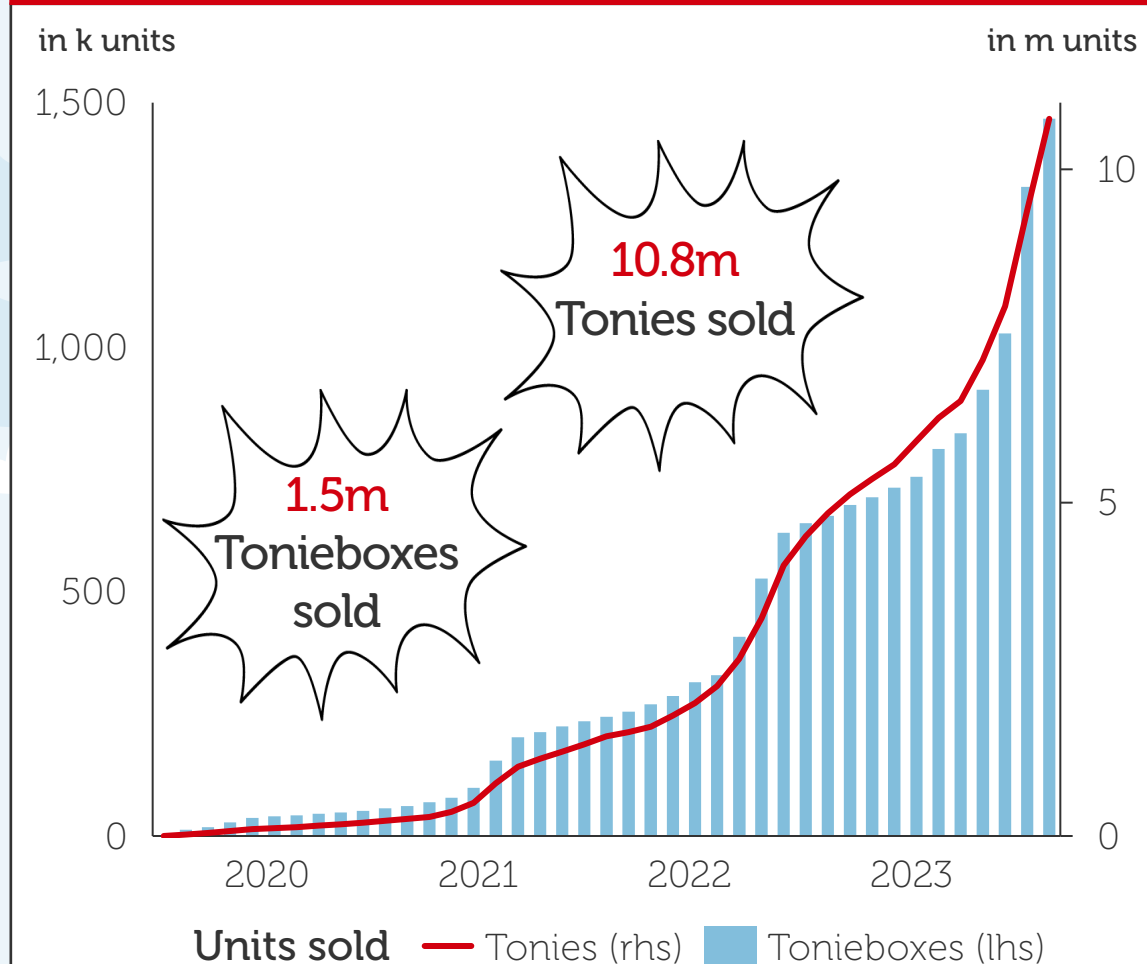


Upwards and onwards for the US-market

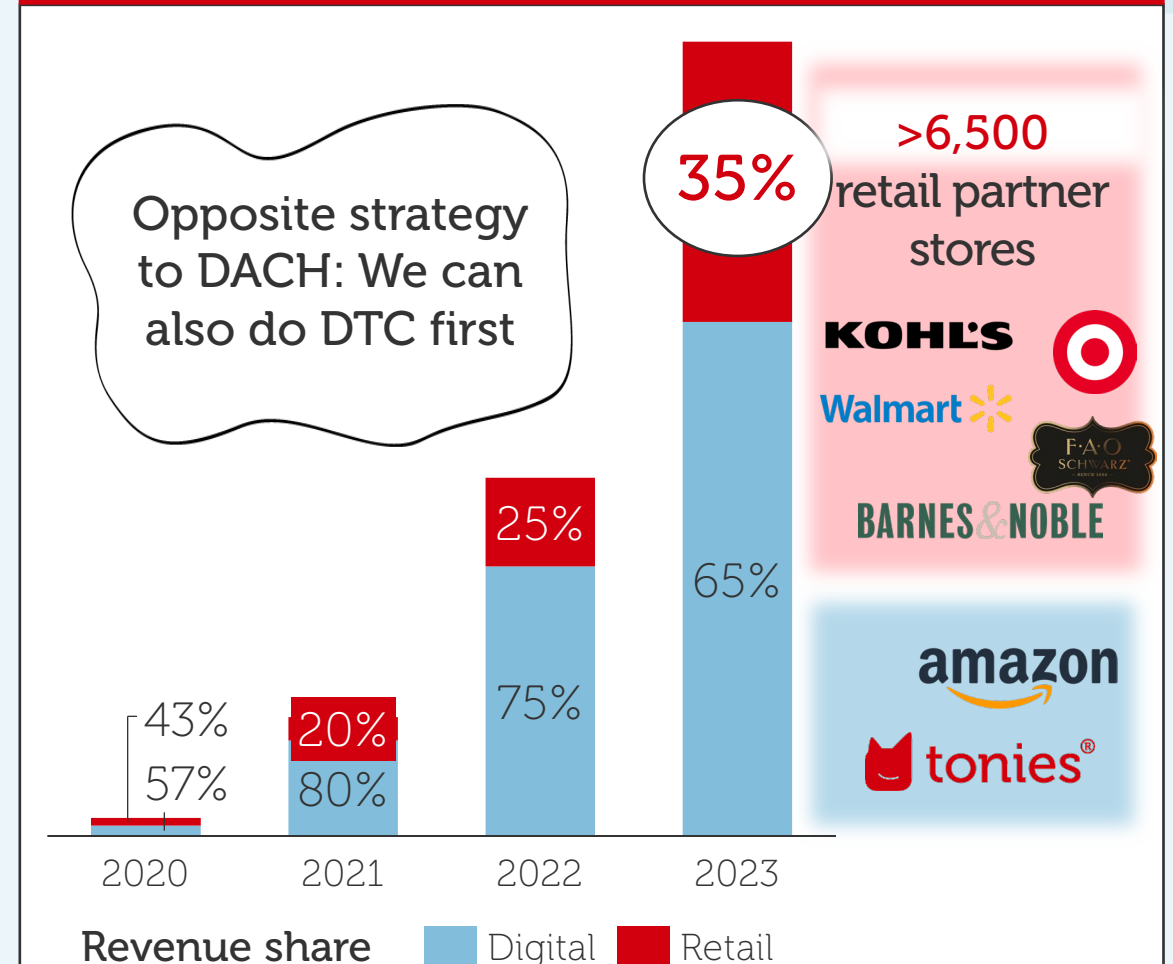
(as of Dec 31, 2023)



Continued strong cohorts



Increase of retail channel as planned



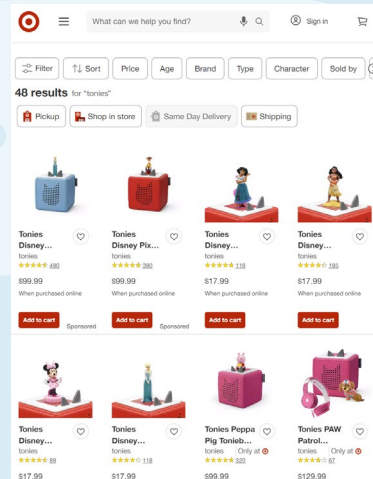
US wholesale is expanding continuously: We have successfully proven our potential to Target and Walmart



Exemplifying our successful retail evolution

2020

Online only



2021

Seasonal listings
in 400 stores in
Q4



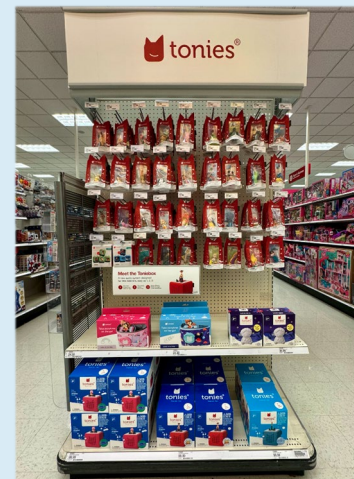
2022

>1,000 stores
with half-end
caps



2023

>1,500 stores
with full-end
caps

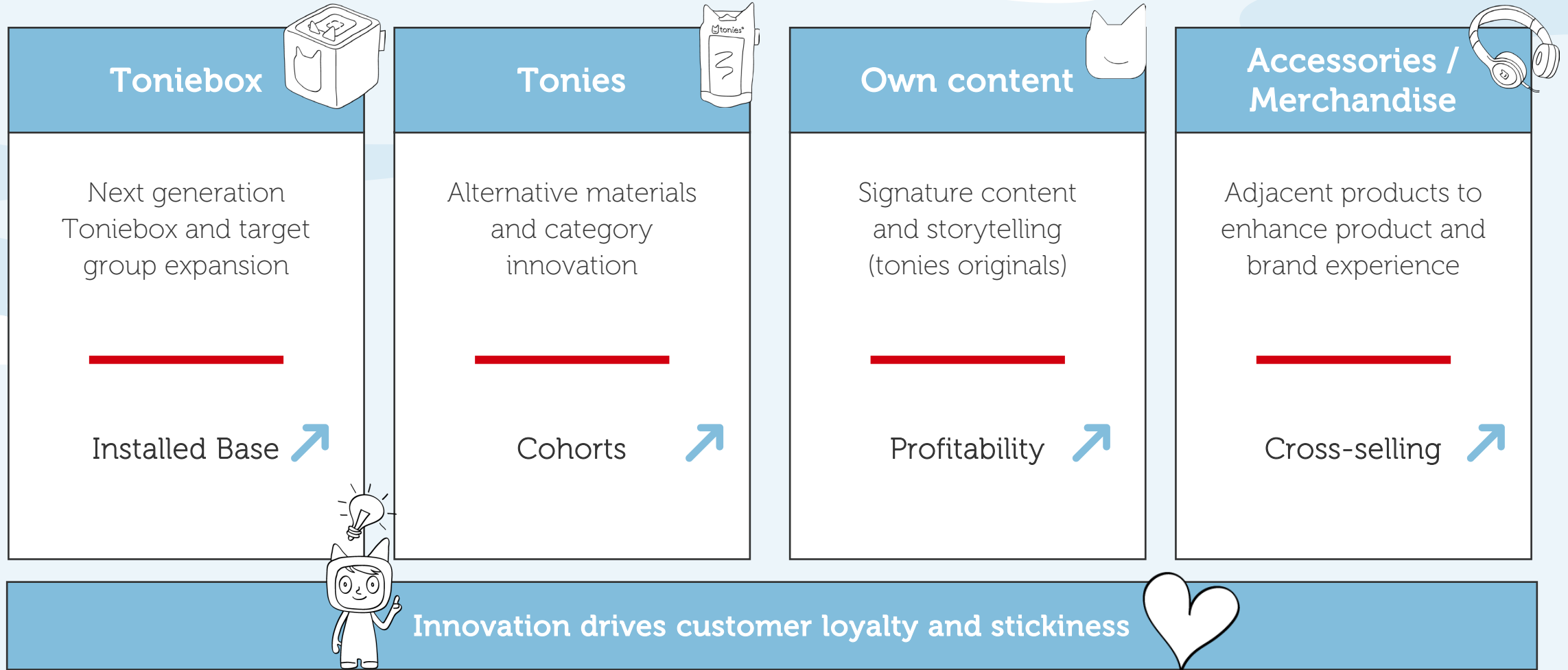


2024

>1,750 stores & doubling shelf
space in >1,300 stores



Improving our platform and product offering to satisfy and grow our fanbase is a key element of our strategic roadmap





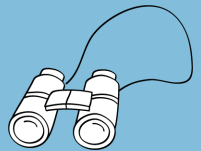
Results & Outlook 2024



Business Highlights



Financial Results H1 2024





Outlook 2024 & Key takeaways


Business highlights: Exciting things happening at tonies





Our value levers:

 Internationalization

 Gross margin expansion

 Own content/IP

 Product/channel mix

 Operating leverage





Seamless **leadership transition** sets the stage for next growth chapter





KOHL'S
TARGET


Continued expansion of **US wholesale channel** strengthens market penetration








HELLO


Successful **launch in Australia & New Zealand** proofs our internationalization blueprint





New multi-year/-territory contracts enhance our competitive advantage





Successful launch of new **Clever Tonies** format to expand CLV



arvato

Smooth running **change of our logistics service** provider generating mid-single digit million savings

Seamless leadership transition – What a remarkable company!

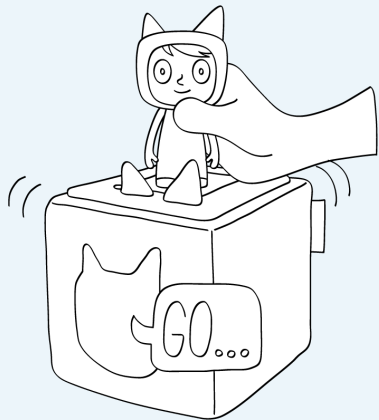


My personal impressions after the first six months – we have a strong...

Product

Universal product-market fit:
>50% DACH penetration rate &
>50% international revenue

Beloved and powerful **brand**
with **strong licensing and own**
IP: 2 out of top 5 franchises



Business

Successful go-to-market and
distribution strategy based on
local market requirements

Proven profitability blueprint
with **18.2% EBITDA margin** in
DACH



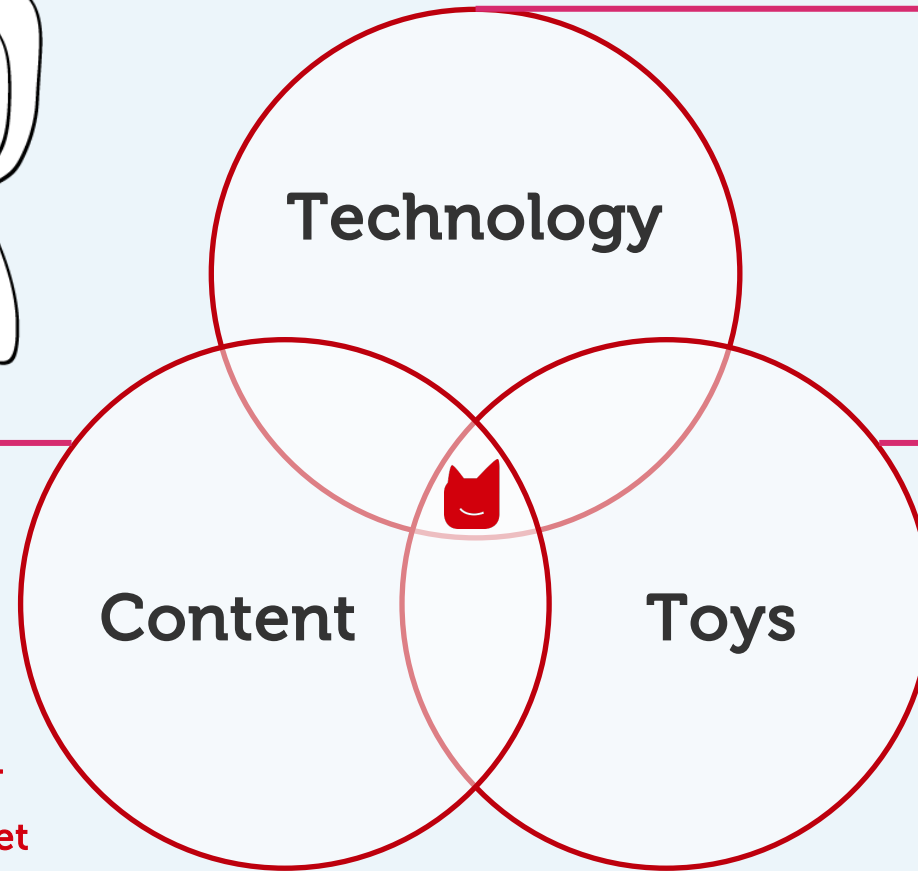
Team

Highly committed and
enthusiastic teams delivering
hypergrowth on a daily basis

Stable and highly experienced
leadership team that delivered
IPO guidance in unstable macro
times



tonies is uniquely positioned at the intersection of Technology, Content & Toys – key for entertainment in the 21st century



- **Content portfolio comprises ALL major IP** (and more to come) offering choice to all consumer segments
- **Own content portfolio and multi-year frame contracts** create **market entry barriers**

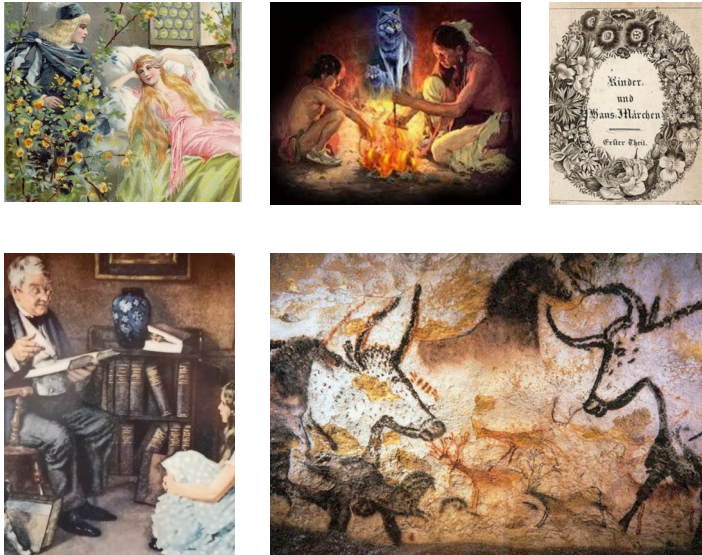
- **Largest and exponentially growing audio hardware platform** for children
- **Highly regarded and awarded user experience** creates high stickiness
- Seamlessly blending **offline listening with digital audio content**
- Playful character of Tonie figurines and accessories expands **market reach beyond just content**
- Integrates a new audio dimension into **tactile play**
- Provides **opportunity to toniefy** other toy categories / products

Three major factors drive our success and future growth



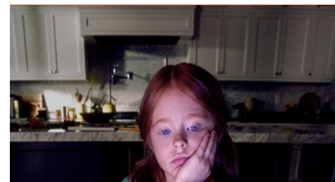
Storytelling shapes our culture and the world we live in

Children have always learned how the world works through stories



Reducing screen time is a top priority for parents and a major mental health concern¹

Audio content fosters creativity, one of the key skills of the 21st century²



Over 60% of kids aged 0-5 exceed recommended screen time

Top 10 skills in 2020

1. Complex problem solving
2. Critical thinking
3. Creativity
4. People management
5. Coordinating with others
6. Emotional intelligence
7. Judgement and decision making
8. Service Orientation
9. Negotiation
10. Cognitive Flexibility

Investments into children's development are growing double digit

Addressing the highly attractive, fast-growing market for educational toys³

\$61.6 bn
2023 global market size

8.4%
Projected market CAGR until 2032

¹ C.S. Mott Children's Hospital, University of Michigan Health. (2023). NATIONAL POLL ON CHILDREN'S HEALTH. <https://mottpoll.org/reports/overuse-devices-and-social-media-top-parent-concerns>

² World Economic Forum

³ Source: Fortune Business Insights: <https://www.fortunebusinessinsights.com/educational-toys-market-106324>

Our customers confirm the amazing impact our products have on their children



"I cannot express enough gratitude for this product. **It has helped bring peace to my children** and brought us closer together as a family."

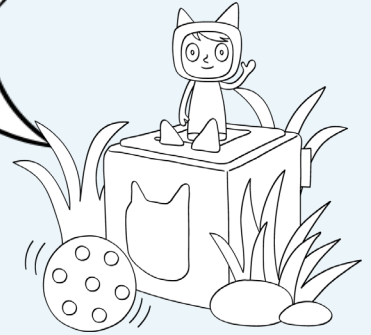
Catherine F.

"I love tonies! It entertains and helps our kids use their imagination. **The decrease in screen time is a wonderful thing for them.**"

Katrina S.

"My daughters love their Tonieboxes! It helps with quiet and bedtime. **I love how often they're listening to stories and music.**"

Alexandra R.



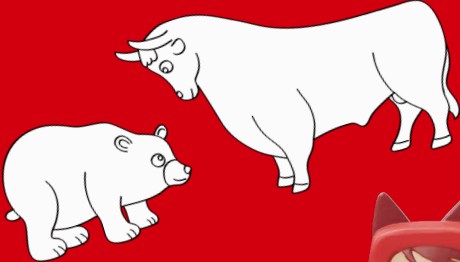
It is our fundamental vision to enrich the lives of as many children as possible



We have an **incredible opportunity** as we have so far only impacted the lives of **0.5%** of our target audience



Stay tuned...



for tonies' first
Capital Markets Day
in H1 2025

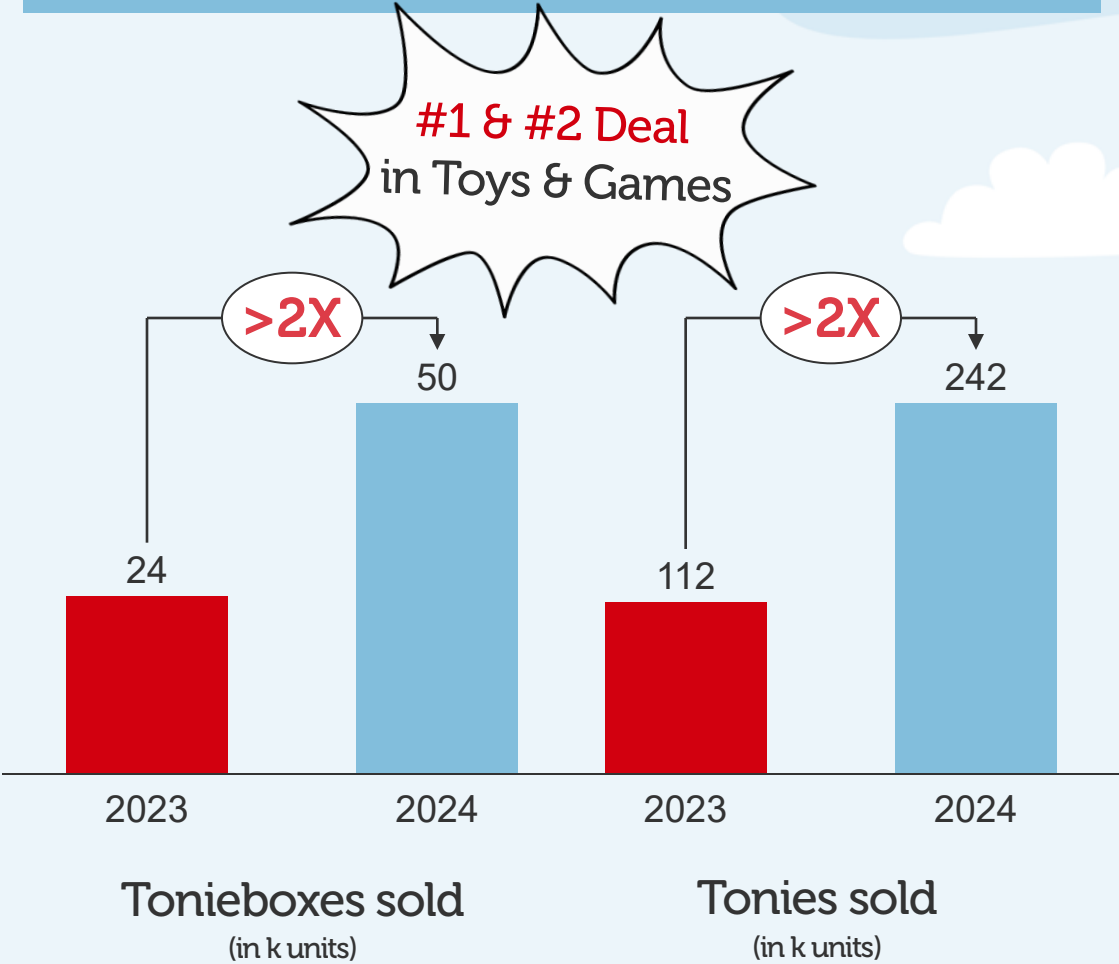
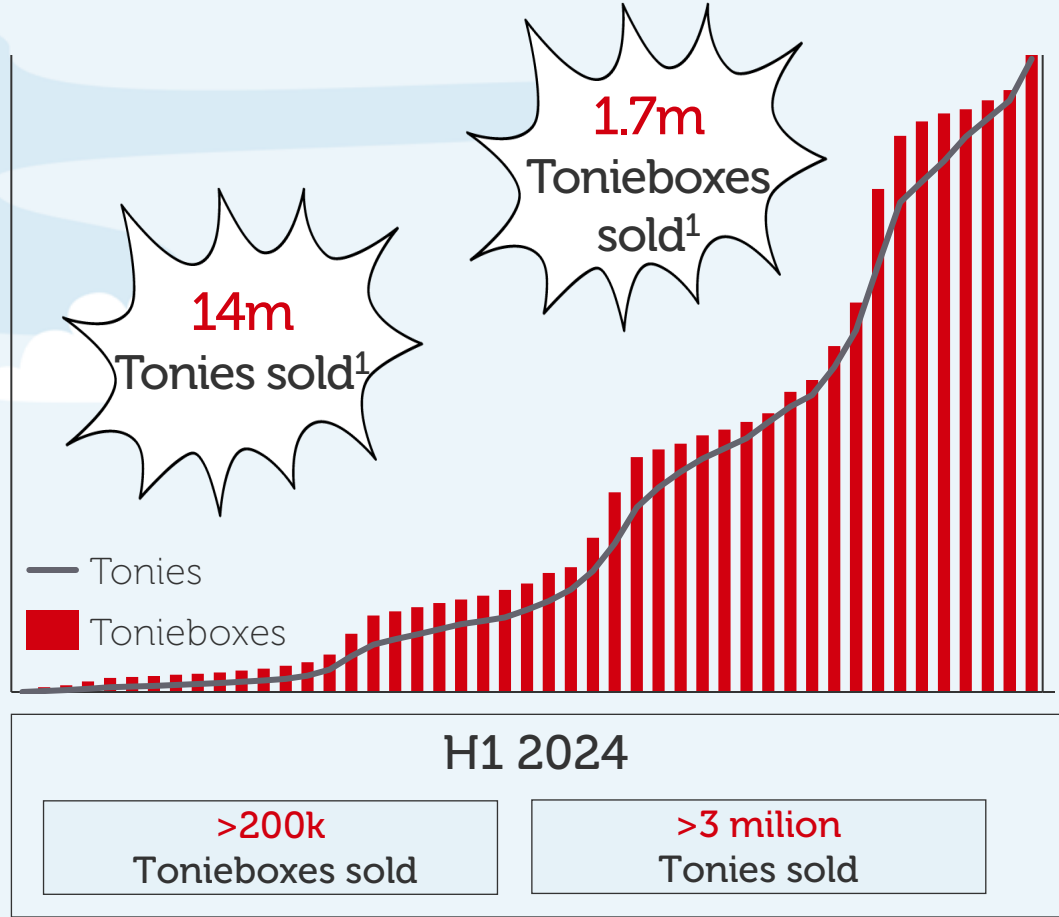
We are just at the beginning.

Driving internationalization – US execution in full swing...



Increasing installed base in H1

Great start to Q3: Record Amazon Prime Day

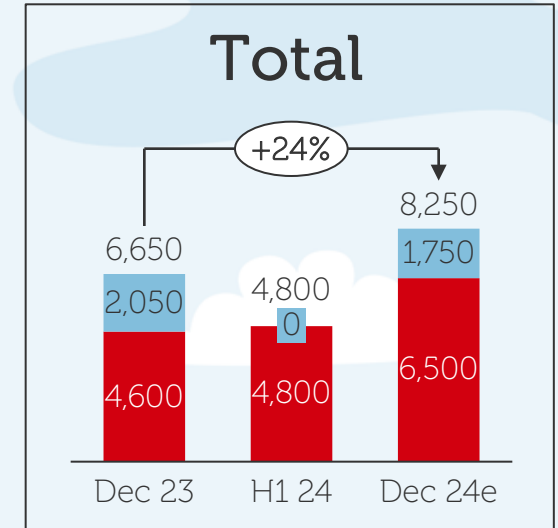
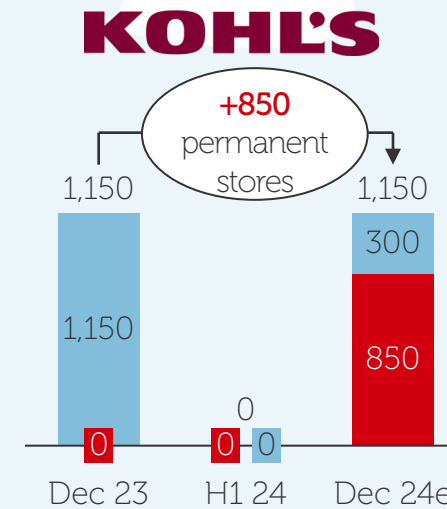
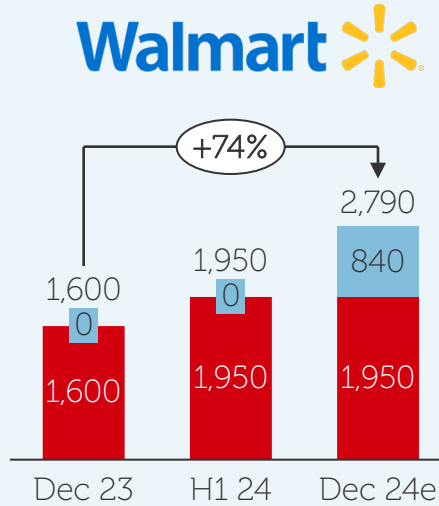
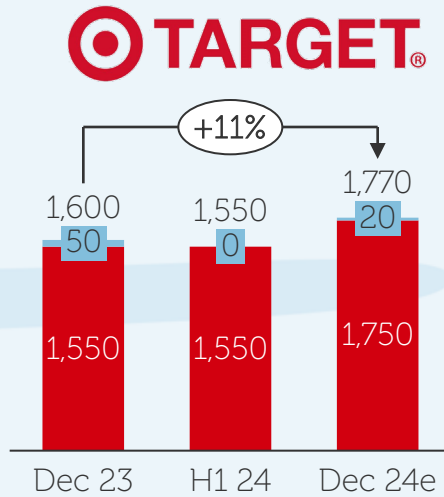


¹ since launch in August 2020

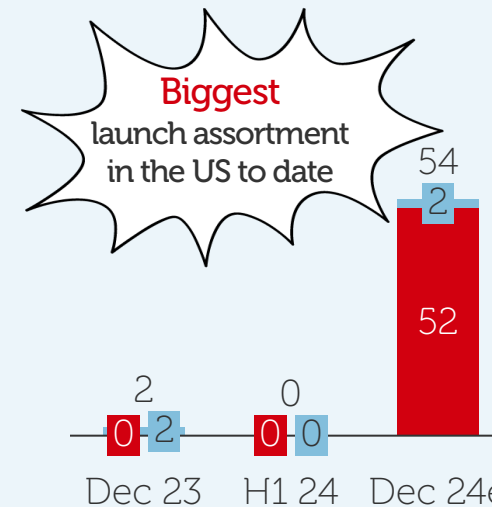
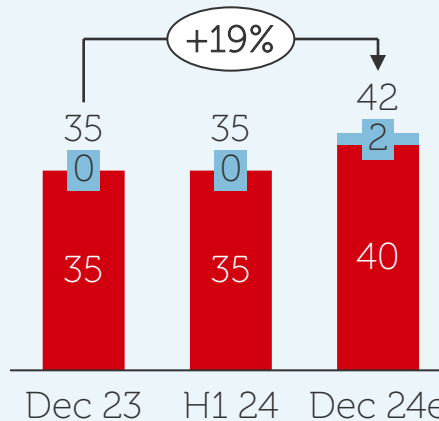
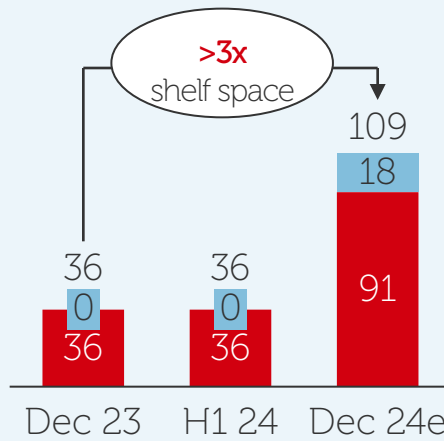
... with US Wholesale expansion playing a key role



#POS



#SKU



KOHL'S

Typical example of how we managed to convert a seasonal listing into a permanent listing

Note: numbers are rounded

We have successfully launched Australia & New Zealand



Why ANZ?

- Pre-existing penetration (~8,000 active Tonieboxes before launch)
- Synergies through existing markets/ portfolio/ languages

We are confident that this is our **most successful launch to date**



Product:

Our **biggest** launch portfolio ever (55 Tonies, 4 Tonieboxes, Headphones, Listen&Go Bags & Night Light Tonies) with the **most popular content** from Icon Australian audio stars

Distribution:

Presence in ~300 stores with retail partners across all over Australia and New Zealand



Promotion:

Major launch celebration with key partners, influencers, journalists & celebrities in Melbourne



Securing our future IP Pipeline: multi-year, multi-territory global contracts signed with top license partners



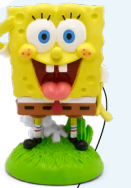
50+

new Disney and Marvel Tonies over the next few years!



10+








new Tonies incl. Paw Patrol, Sponge Bob & Teenage Mutant Ninja Turtles over the next few years!



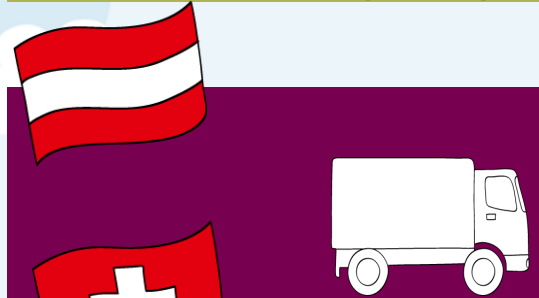
- These licenses are a **key for expanding** in new markets and drive internationalization of tonies
- **Demonstrates** Disney's and Paramount's **confidence** in our business model and future success

Clever Tonies format launched successfully, enhancing customer lifetime value (CLV)



Key facts	Growing portfolio				Fantastic partners
<p>Target group extension edutainment for kids aged 5+ years</p> <p>Short go-to market through standardized design</p> <p>Higher Gross margin due to lower design, production & licensing costs</p> <p>More sustainable Up to 50% bio-circular material</p>		Launch date	#SKUs Jun 2024	#SKUs Dec 2024	    <p>...</p>
		Feb 2024	11	18	
		Oct 2023	13	18	
		Sep 2024	-	16	

Streamlined European logistics and warehousing – from 3 players to 1 European leader



arvato

YEAH!

- Upscaling of **service** levels
- Streamlined **reporting** & supportive IT
- **Global** warehouse footprint
- Mid-single digit **EUR million savings**



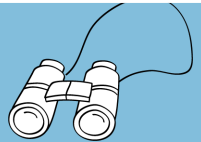
Results & Outlook 2024



Business Update



Financial Results H1 2024



Outlook 2024 & Key takeaways



Strong H1 puts us firmly on track to reach FY 2024 guidance



Revenue

EUR 147m

DACH: EUR 72m (+9%)

North America: EUR 55m (+63%)

YoY: +30%

ROW: EUR 20m (+50%)

Growth driven by international markets, particularly North America, and continued very strong growth in the mature DACH region.

51%

share int.
business

Adj. EBITDA¹/ EBITDA margin

2.6% / 2.0%

YoY: +0.8pp / +4.4pp

EBITDA positive for the first time since IPO in the seasonally weaker H1. Improvement in adjusted EBITDA driven by higher gross margin and operating leverage

37%

contribution
Margin

Free cash flow

EUR -32m

YoY: +EUR 7m

FCF surpasses the previous year's level in 2024, despite significantly higher revenue, driven by much more efficient working capital management

EUR

40m

cash available²

Other

Segment reporting on regional basis shows the high profitability of the DACH blueprint replicated internationally

18%

EBITDA
margin DACH

¹Only adjusted for share-based compensation | ²At June 30, 2024, including unused credit line of EUR 15m

P&L: Key numbers and margins (adjusted)



	H1 2024		H1 2023		+/-	
	EURm	% of revenue	EURm	% of revenue	EURm	pp
Revenue	146.8	100.0%	113.1	100.0%	33.7	-
COGS	-48.1	-32.8%	-38.7	-34.2%	-9.4	1.4pp
Gross profit	98.7	67.2%	74.5	65.8%	24.2	1.4pp
Licensing costs	-18.4	-12.5%	-9.7	-8.6%	-8.7	-4.0pp
Gross profit after licensing costs	80.3	54.7%	64.8	57.3%	15.5	-2.5pp
Fulfilment	-25.5	-17.4%	-18.3	-16.2%	-7.2	-1.2pp
Contribution profit	54.8	37.4%	46.5	41.1%	8.3	-3.7pp
Marketing	-12.2	-8.3%	-8.9	-7.8%	-3.4	-0.5pp
SG&A	-44.0	-30.0%	-39.5	-34.9%	-4.4	5.0pp
Personnel	-25.4	-17.3%	-20.8	-18.4%	-4.6	1.1pp
OPEX	-18.6	-12.7%	-18.8	-16.6%	0.2	3.9pp
Own work capitalized	0.8	0.6%	0.0	0.0%	0.8	0.6pp
Other result	4.4	3.0%	4.0	3.5%	0.4	-0.5pp
EBITDA	2.9	2.0%	-2.7	-2.4%	5.6	4.4pp
Adjusted EBITDA	3.9	2.6%	2.1	1.8%	1.8	0.8pp

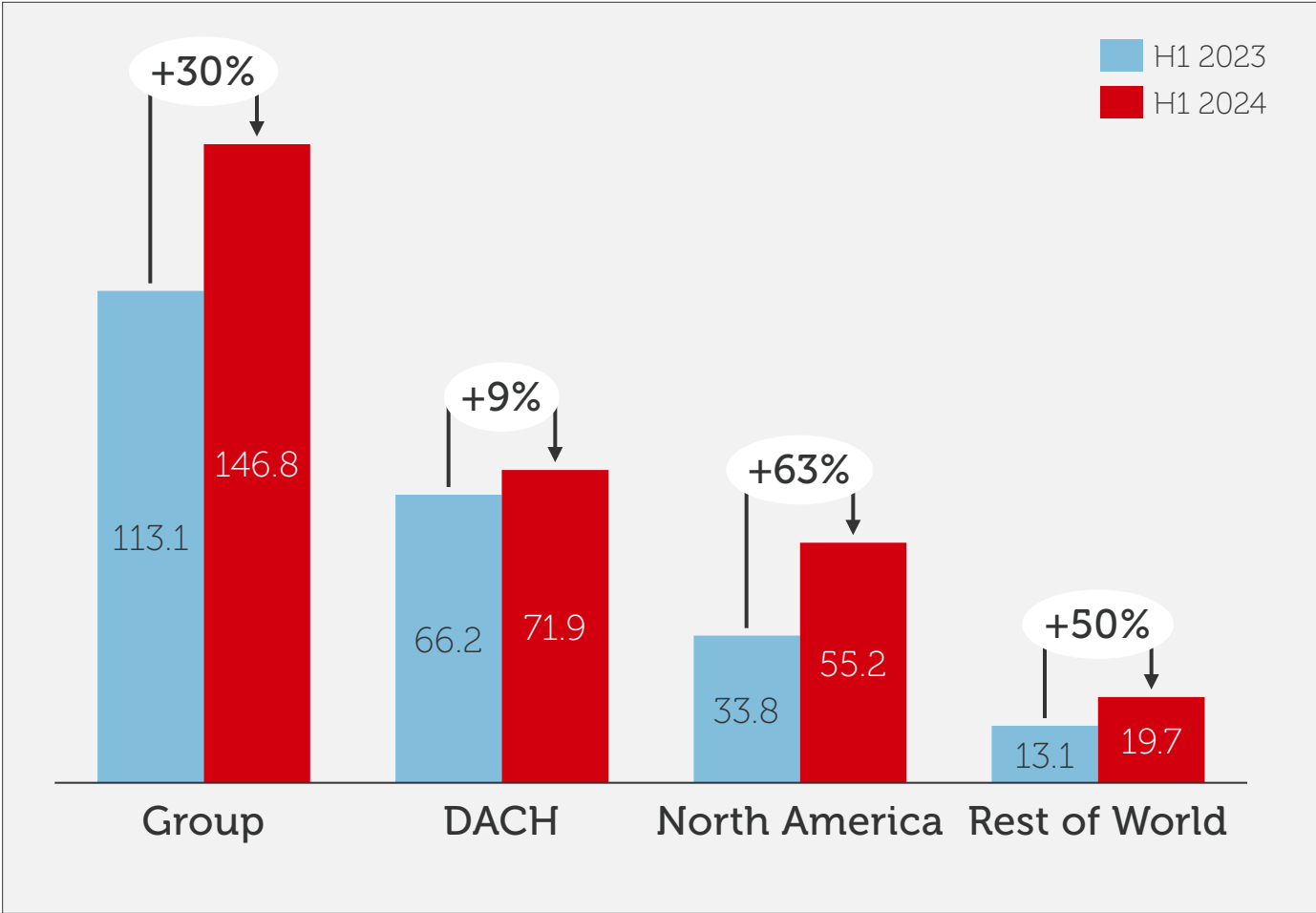
Incl. EUR 3.4m release of provision (~3pp)

Note: Numbers are unaudited

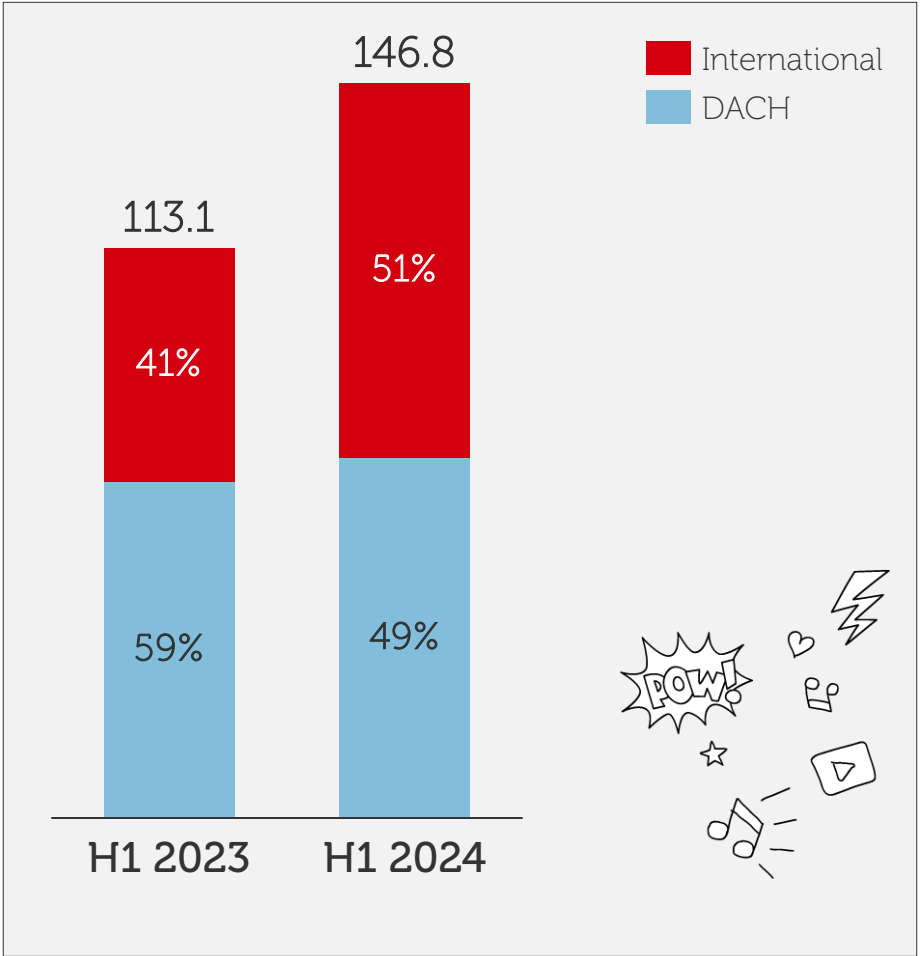
H1 Regional split: international markets drive growth, mature DACH Region achieves high single-digit gains



Revenue by region (in EURm)



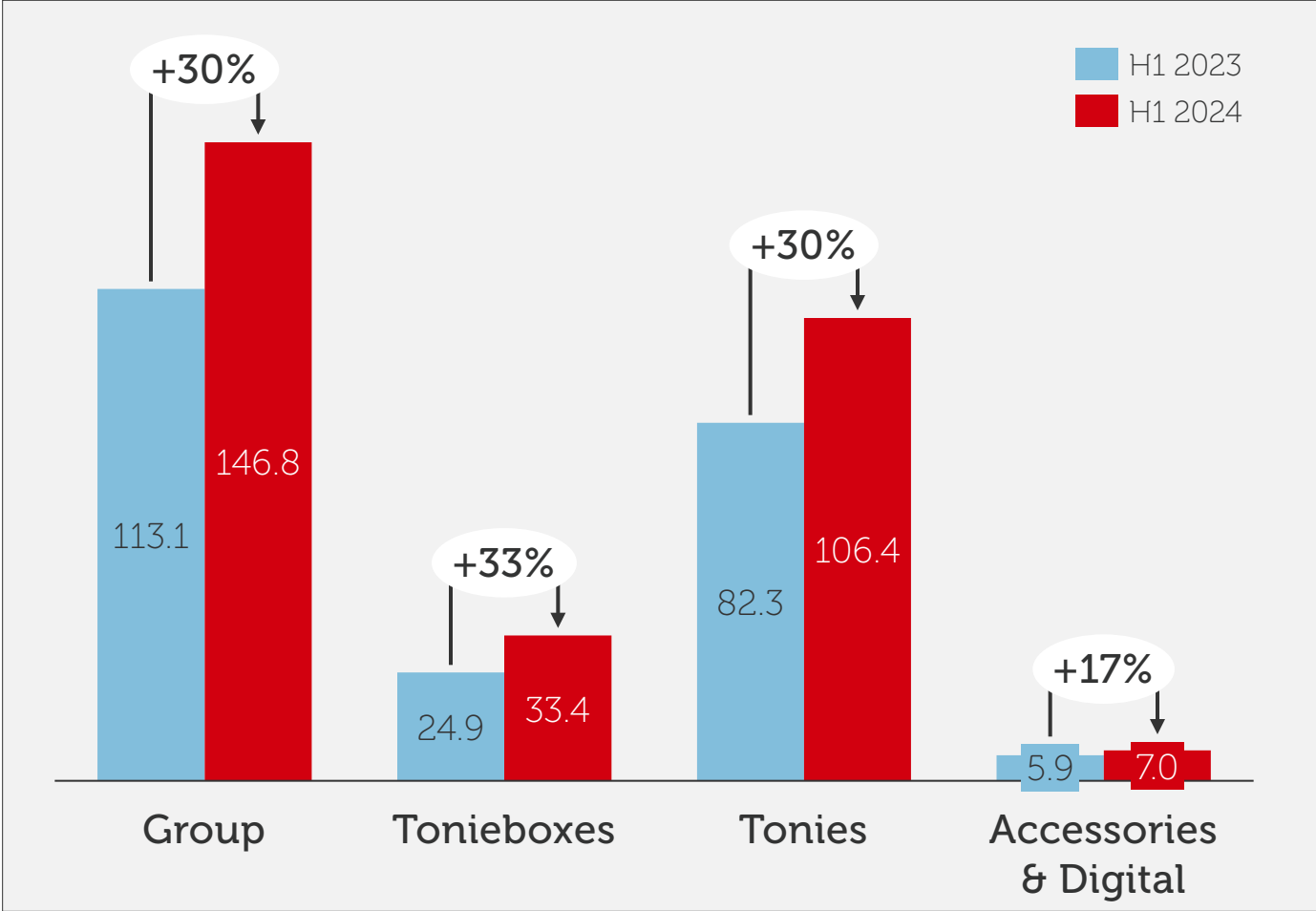
Revenue split



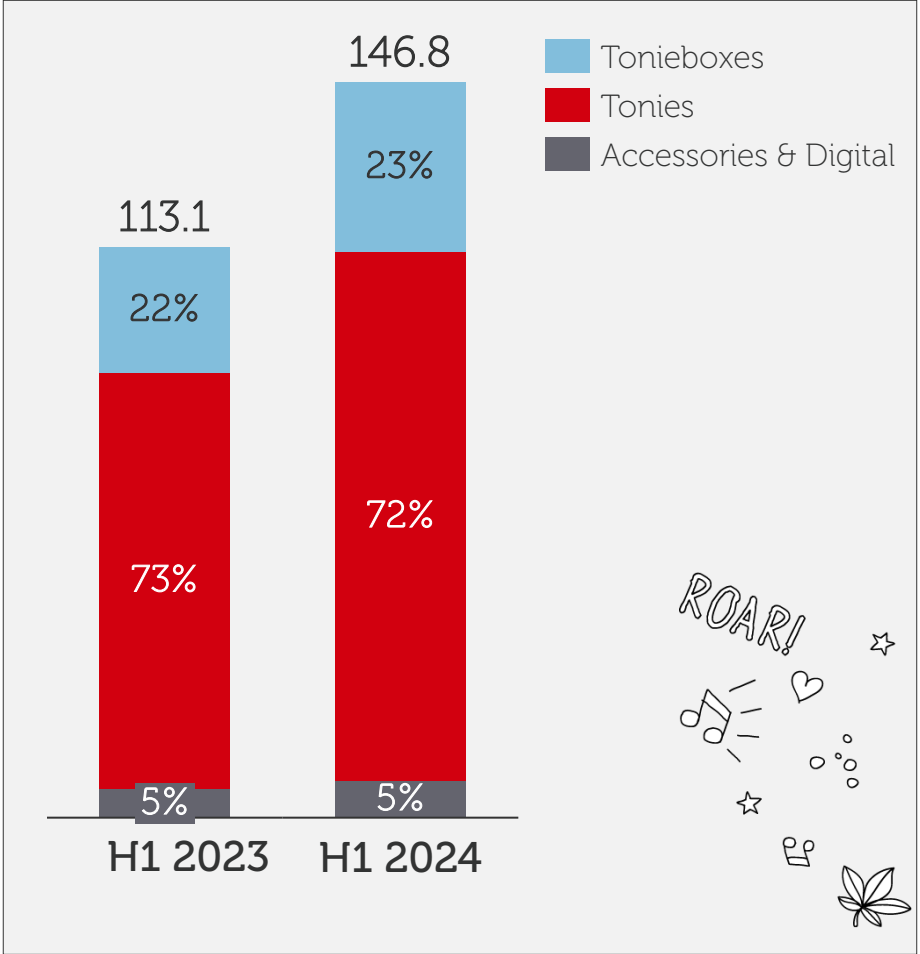
H1 Product split: balanced growth across all categories



Revenue by product category (in EURm)



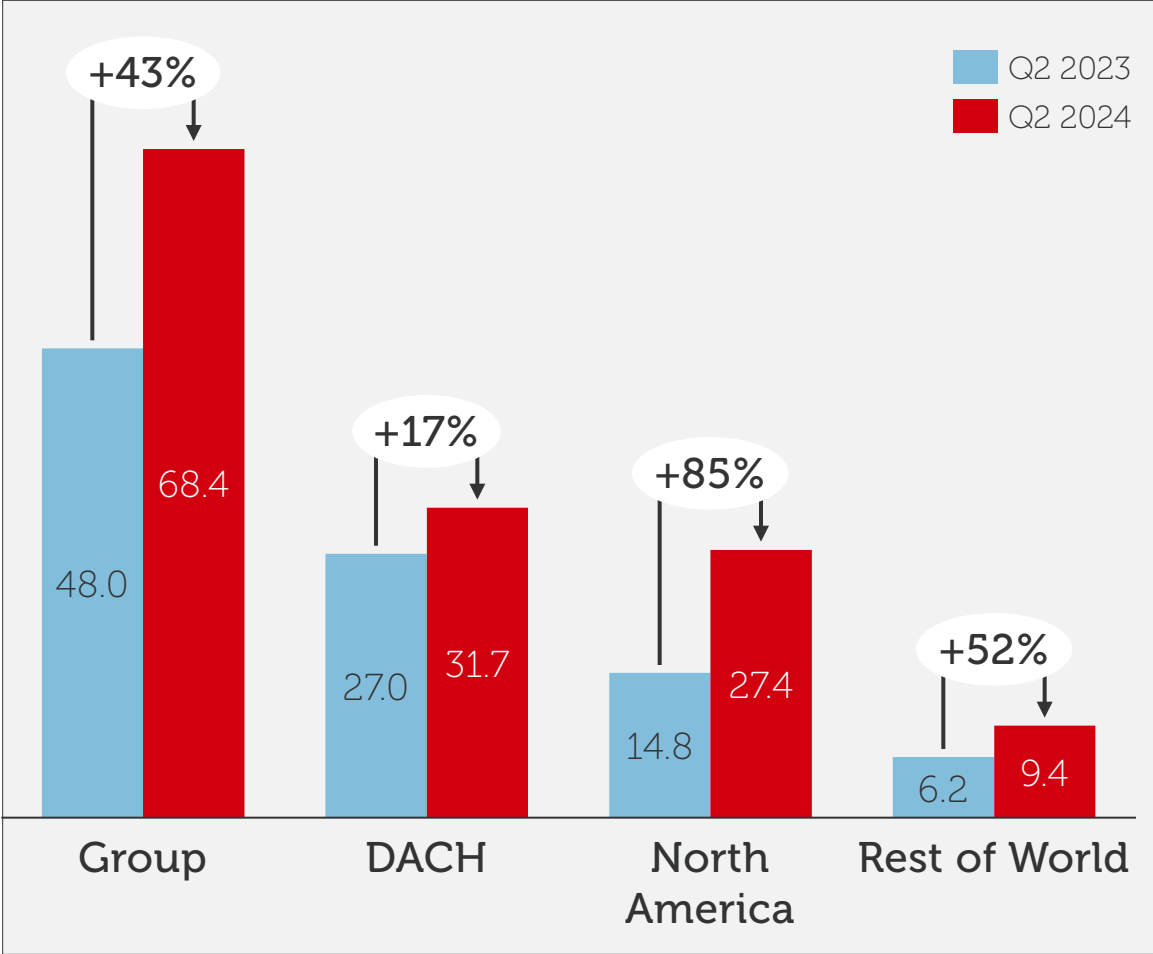
Revenue split by product category



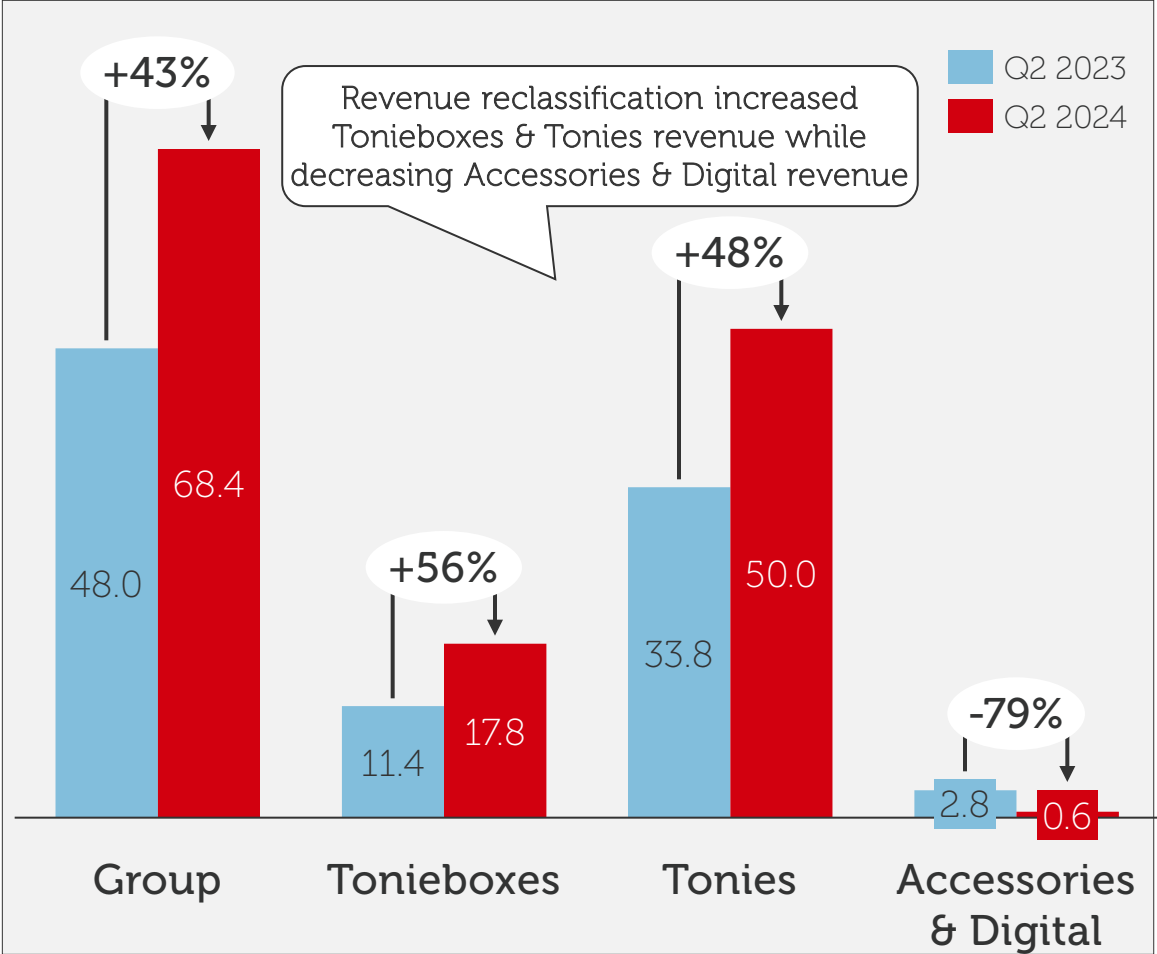
Q2 revenue: accelerated growth led by North America



Revenue by region (in EURm)



Revenue by product category (in EURm)



DACH shows high profitability potential in mature markets



in EURm	DACH	North America	Rest of World	Total operating segments	Corporate headquarters	Reconciliation	tonies group ¹
Revenue	71.9	55.2	19.7	146.8	0	0	146.8
Licensing costs	-11.7	-5.4	-2.4	-19.6	1.2	0	-18.4
Contribution margin	36.4%	34.1%	30.0%	34.7%	-	-	37.4%
EBITDA	13.1	-2.2	-3.6	7.4	-3.9	-0.6	2.9
EBITDA margin	18.2%	-3.9%	-18.1%	5.0%	-	-	2.0%

- DACH: Increase vs. FY 2023 – our mature market **highly profitable** with 18.2% EBITDA margin
- North America: on FY 2023 level - still investing into **growth**, contribution margin reflects channel mix
- ROW: slight decrease vs. FY 2023 due to investment into **expansion**
- Corporate Headquarters: **HQ functions** e.g., accounting, taxes, legal, strategy, IT...

Notes and definitions: Operational segments: Results are based on the respective local GAAP; Reconciliation: IFRS adj. and special exceptional/items not allocated to segment; H1 2023 is not available and effort of extracting and determining information is not in proportion to the information content of the data



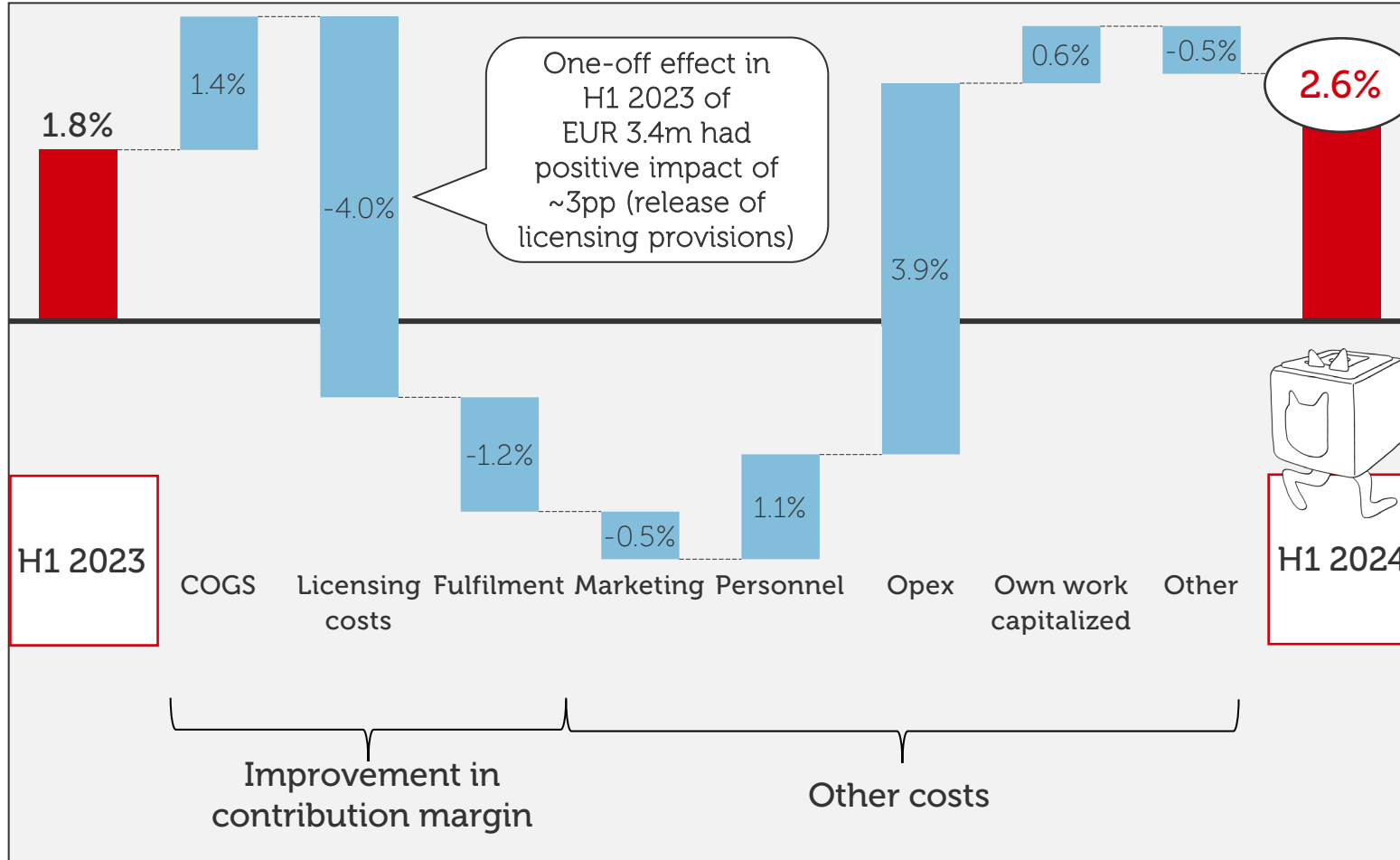
EBITDA positive for the first time in the seasonally weaker H1 since IPO

¹ According to IFRS

Adjusted EBITDA margin improvement YoY



Adjusted EBITDA margin bridge (in pp)



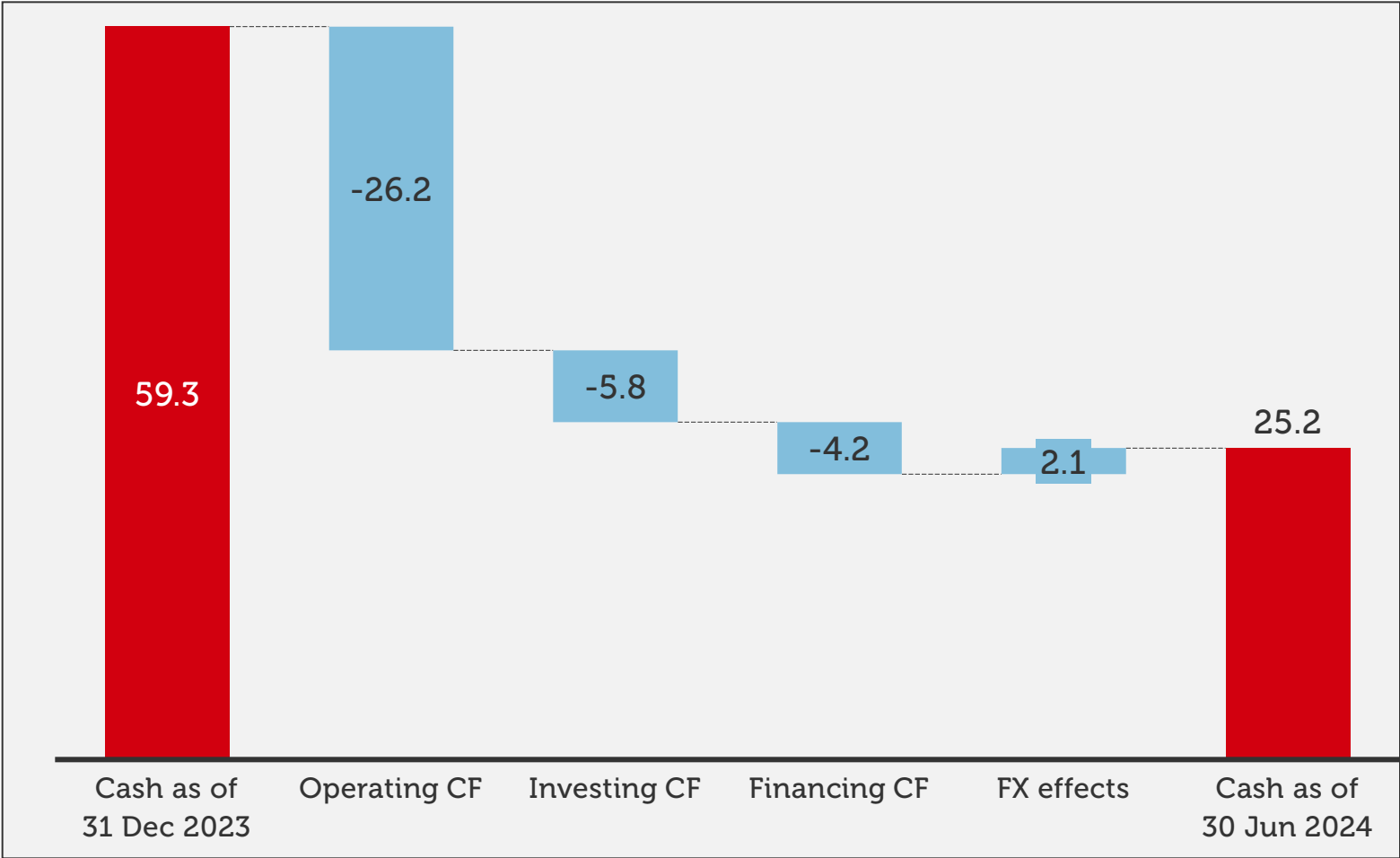
- **COGS** down driven by lower prices, well managed inbound logistics
- **Licensing costs** up due to notable one-off effect in H1 2023 (release of licensing provisions of EUR 3.4m) and overall mix effects year-on-year (regional mix, successful renegotiations, higher share of own content)
- **Fulfilment** increased as planned due to higher share of US business (higher direct-to-consumer share; more expensive)
- **Marketing** up related to internat. expansion, already including Australia & New Zealand
- **Personnel** down demonstrating notable operating leverage
- **Opex** with strong operating leverage incl. FX vs. H1 2023 (PY included some exceptionals)
- **Own work** fully capitalized for first time in a H1 vs. adjusted in H1 2023
- **Other** increased related to FX costs

¹ Word of mouth

Cashflow reflects early inventory build up for the important second half of the year



Cash bridge (in EURm)



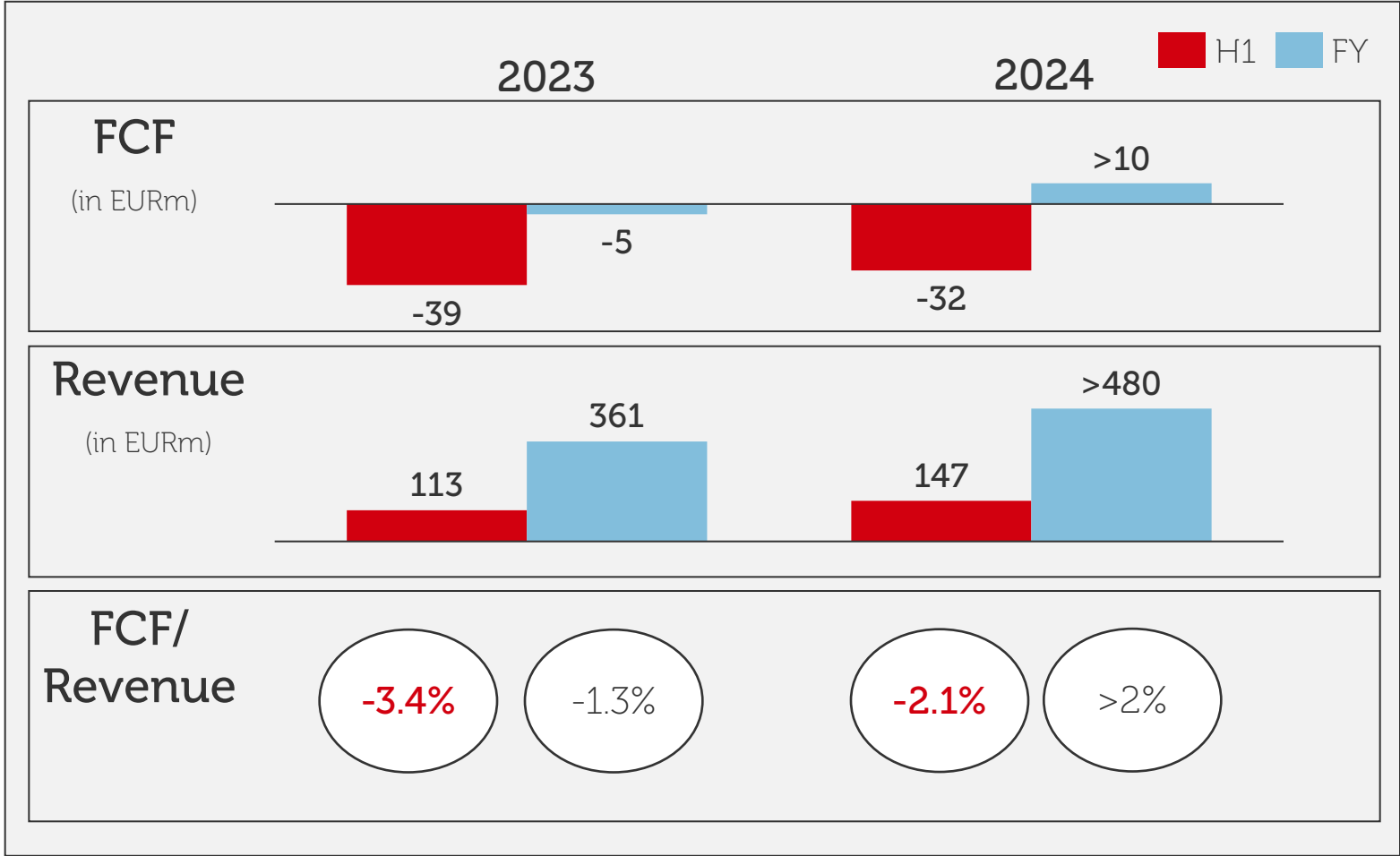
- **Operating CF** driven by strong inventory build-up to avoid stock-outs and minimize air freight costs
- **Investing CF** mainly for manufacturing tools, product-related expenses, own content production and software
- **Free CF** significantly improved in H1 to EUR -32m vs. EUR -39m in H1 2023
- **Financing CF** mainly driven by repayments of borrowings
- In addition to EUR 25m **cash**, we had EUR 15m **unused credit lines** so that we had a total of EUR 40m **cash available**



After significant improvement in 2023 we are ready for Free Cash Flow breakeven in 2024



Free Cash Flow Yield



- **FCF improved** from EUR -39m in H1 2023 to EUR -32m in H1 2024 despite higher revenue basis in 2024
- Driven by a **higher cash flow from operating activities** (substantially higher EBITDA, much lower increase in NWC)
- **FCF is expected to be positive in 2024** and amount to > EUR 10m driven by a further increase in EBITDA & continued efficient working capital management





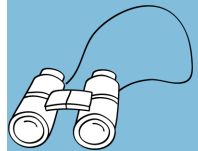
Results & Outlook 2024



Business Update



Financial Results H1 2024



Outlook 2024 & Key takeaways



Guidance FY 2024¹: Continued significant revenue growth & further improved profitability driven by structurally strong H2



	Results FY 2023	Guidance FY 2024
Group revenue (EURm)	361	>480 ¹ (>33% YoY)
North America revenue (EURm)	140	>200 ¹ (>42% YoY)
Adjusted EBITDA margin (%)	4.0%	6-8%
Free cash flow (EURm)	-5	>10

- Another year of **significant growth** ahead with North America becoming the largest market
- Another **step-up in profitability** due to higher gross margin & operating leverage on cost base
- **Free cash flow** will further improve in 2024 and **turn positive**



¹ 2024 based on EUR/USD of USD 1.07

Business priorities for H2



Our value levers:



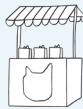
Internationalization



Gross margin expansion



Own content/IP



Product/channel mix



Operating leverage



Deliver commercial moments around **Black Friday/Cyber Monday and Christmas**



Launch of **Book Tonies** in Q4 – stay tuned for another innovation!



Deliver North America growth as planned to become **tonies' largest market**



Launch of **new franchise** with musical adventures for kids 3-5 in Q4



Prepare for what's coming next

Key takeaways H1 2024:



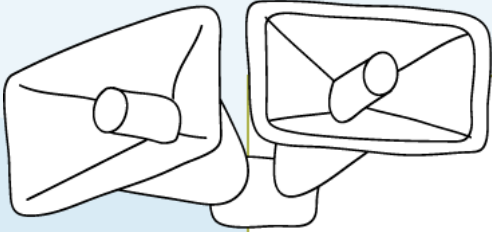
- I tonies is fully on track to reach its FY 2024 guidance
- II We know how to expand internationally & how to successfully conquer new markets
- III Competitive advantage secured through major deals with Disney and Paramount
- IV 1st positive EBITDA margin (2.0%) since IPO in a seasonally weaker H1, with DACH >18%
- V Free Cash Flow set to turn positive in H2
- VI We can't wait for the important second half of the year – we are ready!



Sustainability



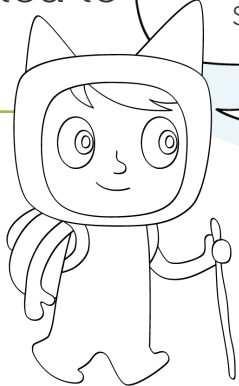
Sustainability: We want to lead the change in our category



“Lead the change”

“For us, a planet worth living on is a part of our vision, and so we are committed to **leading change in our category** toward a more **sustainable future.**”

The journey just started!



We set standards to rise to

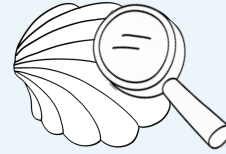


We focus on sustainability in our category



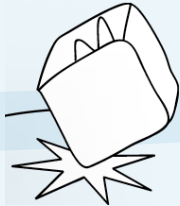
We take a holistic approach to sustainability

Sustainability starts with our product – the Toniebox is a sustainability cornerstone



Conscious content

Raising awareness for endangered species with "Conservation Crew"-Tonies



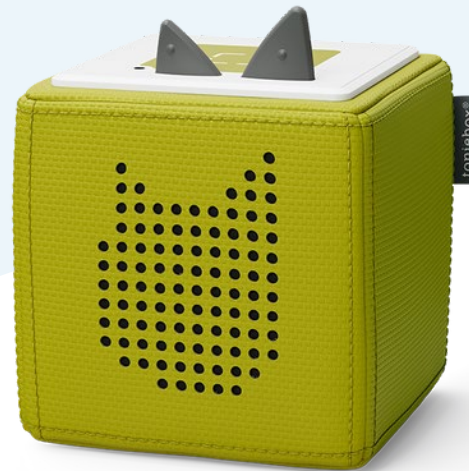
Durable

148x more play time than an average gifted toy**



Educates generations

every 2nd child in DACH owns a Toniebox*



No screen-time

contributes to physical and mental well-being



Encourages independence

can already be operated by very young children

*Penetration rates based on assumed 6 years average lifetime
** Source: tonies DACH data 2022, Attest Survey September 2022

Our sustainability goals have four pillars related to the ESG areas: Planet, Play, People, Principles



Environmental Social Governance

Deep-dive next



Planet

We take increasing responsibility in measuring and reducing the environmental impact of our products and operations

People

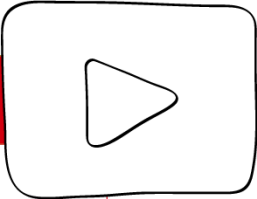
We prioritize strong and long-lasting relationships with employees and suppliers and hold up non-negotiable standards



Visit our new website for more information!

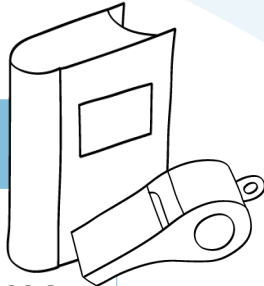


Play



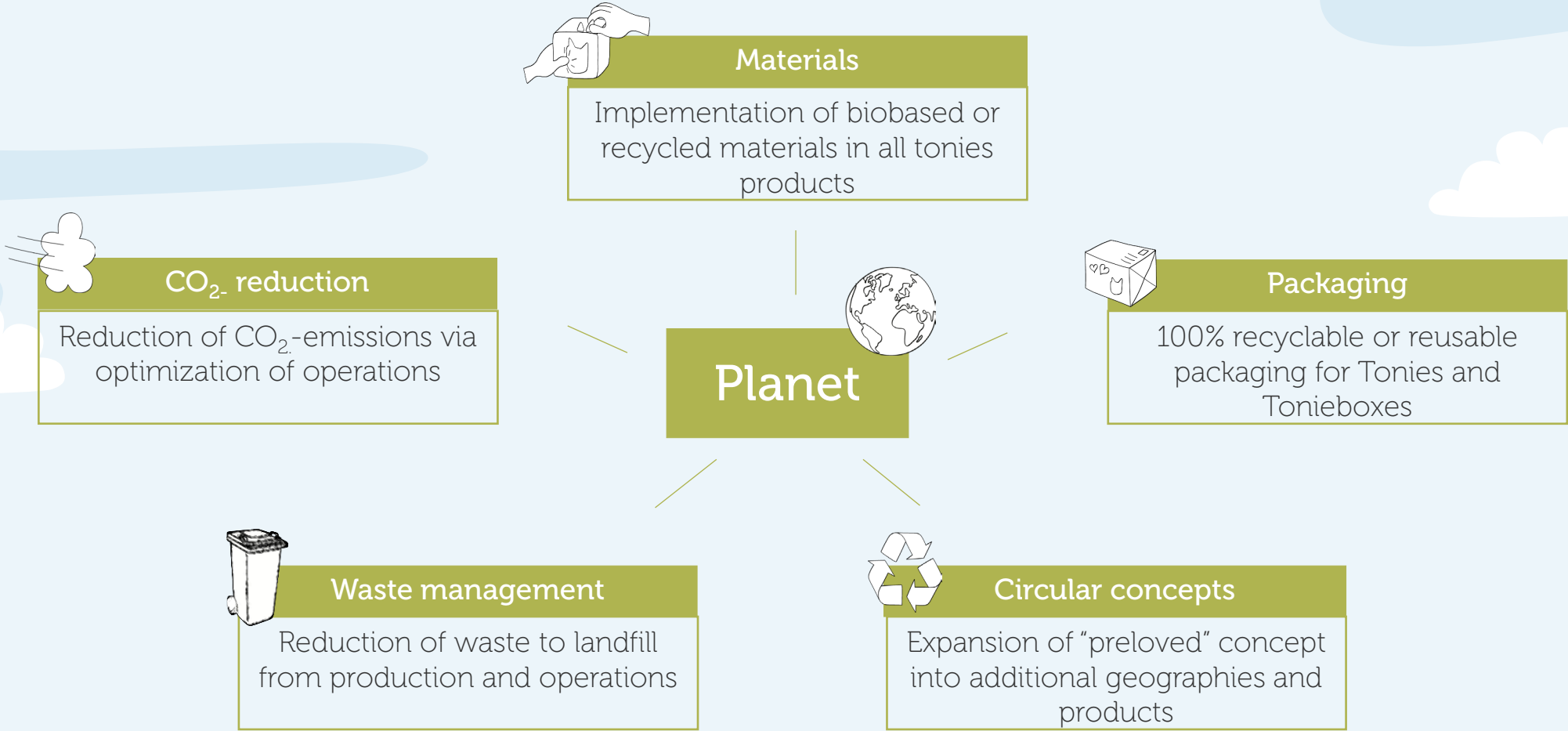
We aim to have a positive impact on the next generation promoting consciousness, minimizing screen time, and encouraging independence

Principles

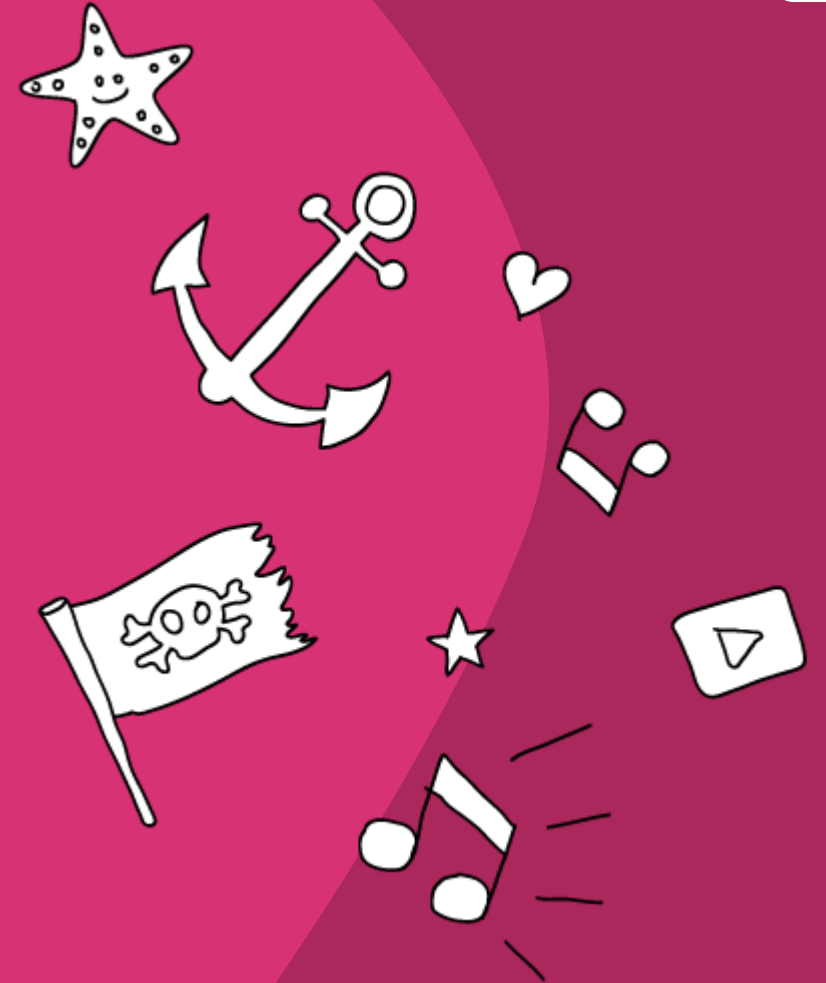


We engage in ongoing evaluation of internal systems, processes and policies and fulfill reporting requirements

Example: Our “Planet” goals translate into concrete actions



APPENDIX



Investor Relations Contact



Investor Relations Website

<https://ir.tonies.com/>

Investor Relations Contact

Manuel Bösing

Head of Investor Relations

Phone: +4915157846012

Mail: manuel.boesing@tonies.com



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