

Trading Update

tonies SE | Luxemburg | January 31, 2022

PRESENTATION VERSION
CONFIDENTIAL



Who you have on the call today



Marcus Stahl

Co-CEO,
Co-Founder



Florian Drabeck

CFO



Jan Middelhoff

MD International

tonies is the largest interactive audio platform for kids in the world – We are creator of a new multi-billion Euro category



Digitally connected



Child friendly

Playful

Audio / Listening



No screen-time



Educational



Independent play



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

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Preliminary FY 2021 Results

Outlook FY 2022

Q&A

Very successful year for tonies – all promises kept



- ✓ **Business growth** – significantly overachieved our FY2021 revenue plan
- ✓ **International roll-out** – fully on track with US & UK scaling fast, FR launch successful
- ✓ **Healthy Margins** – second sourcing strategy ensured a stable supply situation and improved margins which was however partially offset by strong macroeconomics supply chain headwinds (shortages, prices increases, delays)
- ✓ **Exciting products** – continued long-awaited top launches in all markets including top licenses and tonies Originals
- ✓ **Positive Outlook** – confirming our 2022 guidance from IPO communication





Very successful year with EUR 185m Group Net Revenues

Group Net Revenue

(in EURm, preliminary & unaudited)



Highlights 2021

Exceeding expectations in difficult macro environment

+ 37% yoy growth

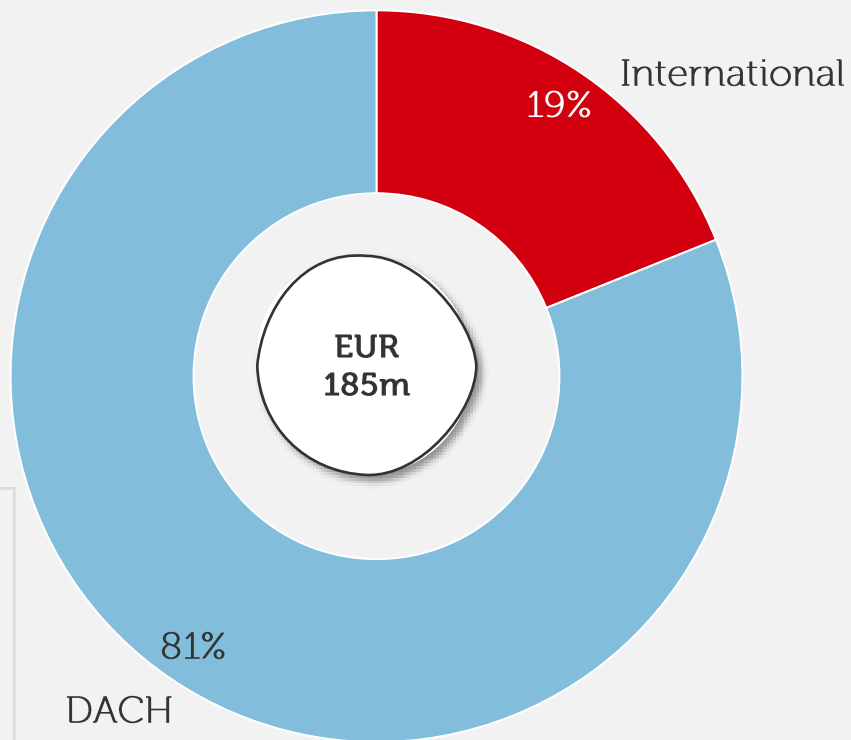
Note: ¹FY 2019 incl. Growth 2019 based on German GAAP (HGB), ²2020 and 2021 IFRS, Net revenue for 2020 in German GAAP (HGB) with has been previously communicated EUR 137m, difference is due to classification of certain discounts. tonies@



International is growing faster than planned

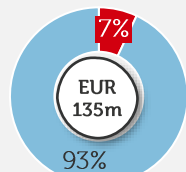
Geographic Group Net Revenue Split 2021

(in EURm, preliminary & unaudited¹)



For Comparison
Geographic Group
Net Revenue Split
2020 (in EURm¹)

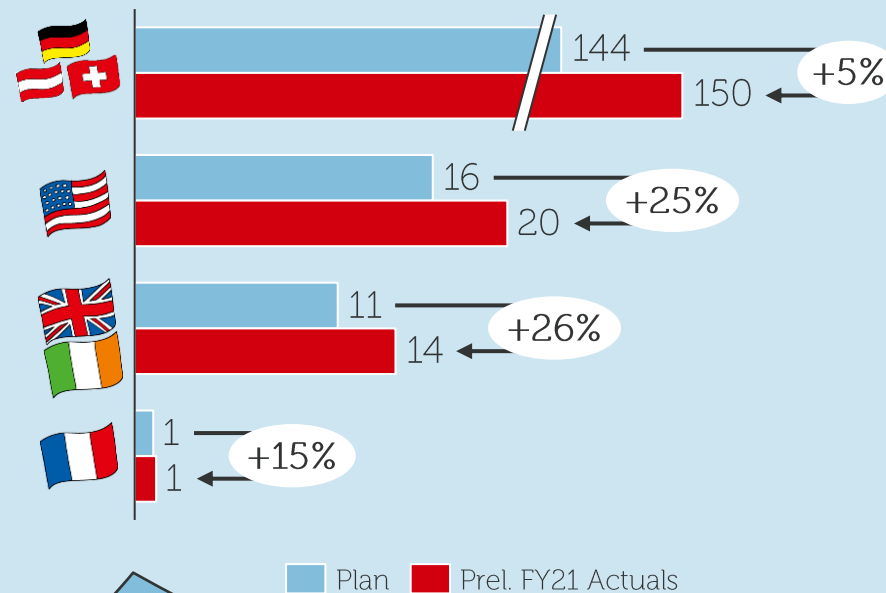
International



DACH

Country Net Revenue vs. Plan

(in EURm, preliminary & unaudited¹)

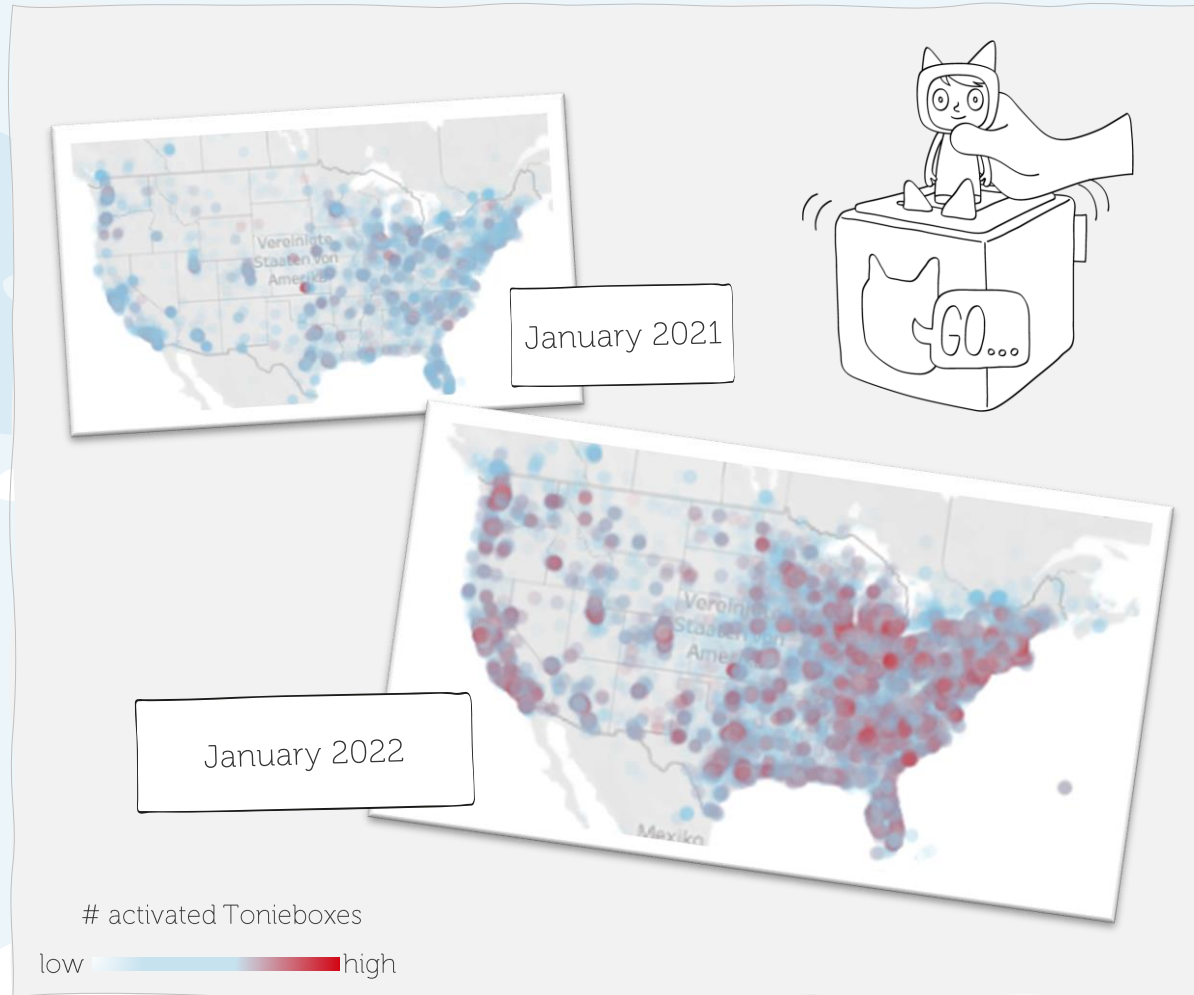


We have been able to provide supply for the extraordinary demand

US with continued excellent traction in first full year



Toniebox activations over time



COOKIES

> 1 m
Tonies sold



New local *hero* launches



pottery barn kids

High caliber
listings



NORDSTROM



Macroeconomic Supply Chain challenges have been mitigated but weigh down on margins

We have been affected by the macro supply chain challenges ...

- price increases for raw materials
- shortage of components (esp. chips)
- disrupted global logistics and flows of goods

Second sourcing strategy has helped to offset to some extent a.) price increases, b.) shortages



Full Year Adj. EBITDA
Margin expected at
*negative mid-to-high
single digit*

Keeping our little and grown-up customers excited



Top seller
launches

Extended
bundle options



Growing
Accessories portfolio



Confirming priorities 2022: strong growth at healthy margins



Business growth – Drive continued strong growth by building a global platform around the international product-market-fit

International roll-out – Stay on a steep growth paths, esp. accelerate the US Growth as our single biggest market opportunity

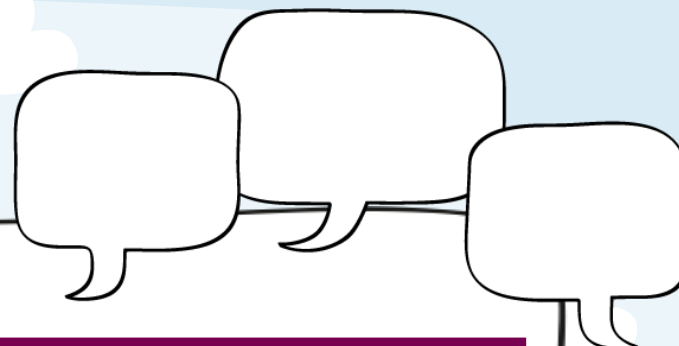
Healthy Margins – Focus on mitigating macroeconomic supply chain challenges and pull levers to strengthen unit economics and margins




Exciting products – Bring the best and most exciting properties and products to consumer to continue exciting children around the globe

Deliver on promises – Prove our ability to keep promises and build a great and healthy company going forward



We confirm guidance for 2022



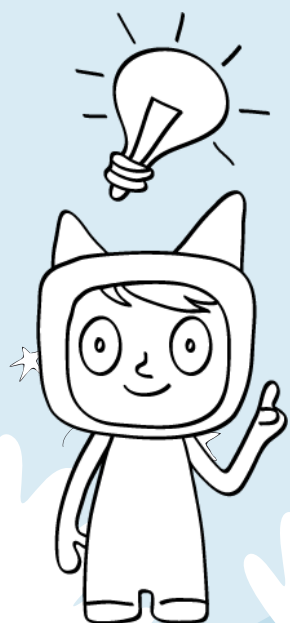
	Guidance from IPO	Guidance as of Jan 31 st 2022
Group Net Revenue (EURm)	250	Confirm 250 
Group Adj EBITDA (% of Revenue)	na	<i>"Slightly better than FY 2021"</i> 
US Net Revenue (EURm)	52	Confirm 52 



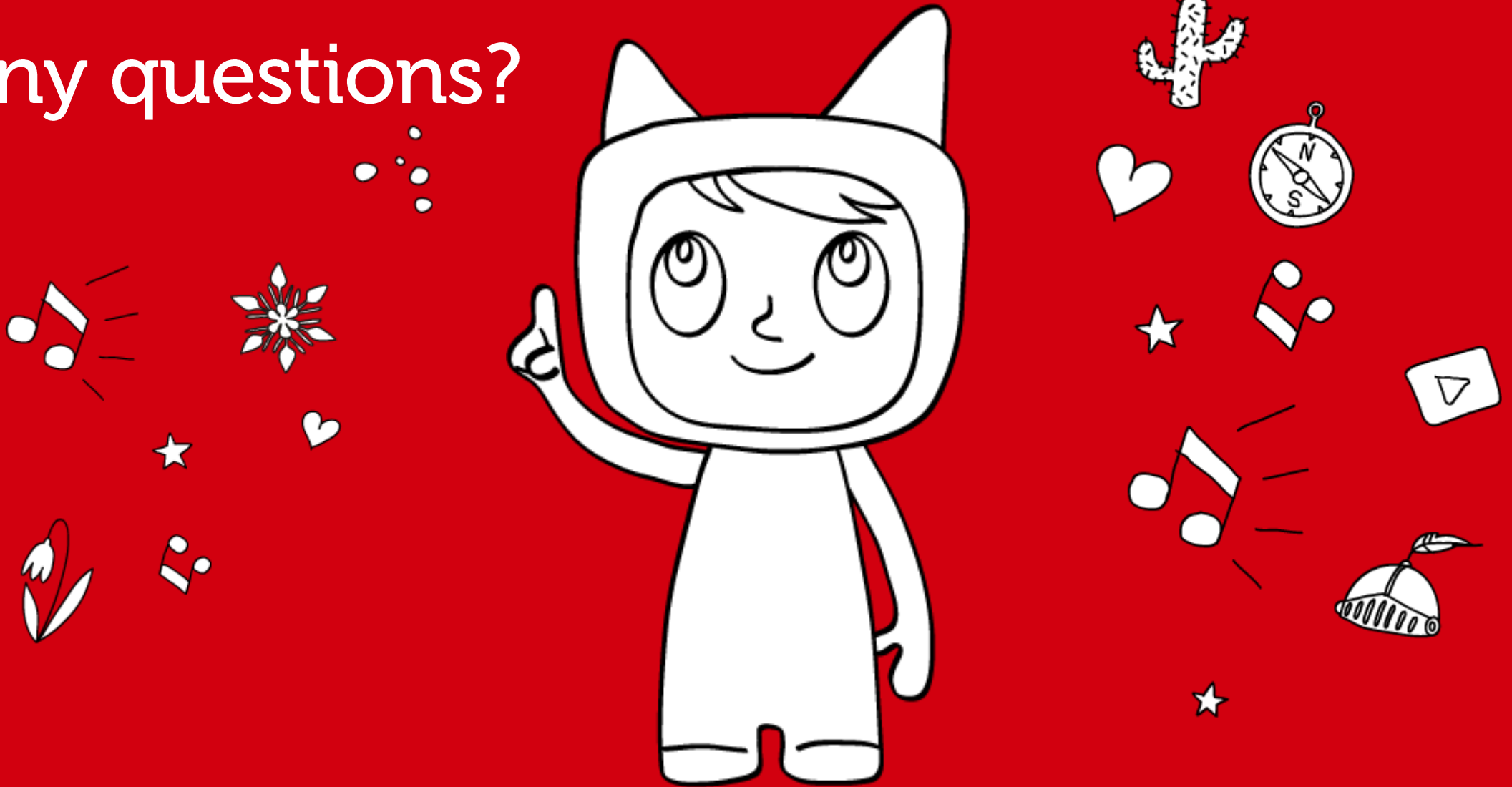
Upcoming Events

DATE	EVENT
28 th April	Results FY 2021
24 th May	Results Q1
<i>June</i>	<i>Annual General Meeting (AGM) 2021</i>
25 th August	Results Q2
24 th November	Results Q3

NEWS



Any questions?



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Thank you !

