



IV Encuentro Empresas MAB

May 28TH, 2014





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1. Corporate Mission & Brand Values

2. Unique & Differential Model

3. Imaginarium Group





Imaginarium Mission

We work for building a
better world
by enjoying a
better childhood





Imagination & Creativity



*Imaginarium
promotes
positive human
values & training
intelligences*

Happiness & Energy



Intellectual Inquisitiveness



Education & Training



Time shared as a family





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1. The XXI Century Toy store

Spaces full of magic that fascinate children and inspire parents



1. The XXI Century Toy store

- Unique and memorable shopping experience
- Exclusive stores 150-250m²
- Location & customer profile: medium-high level
- Visual Merchandising 4.0: maximizing efficacy, beauty and functionality in the display of the Collection.



2. Exclusive range of products

- **Unique and exclusive products in different categories: ItsImagical label**
Own I+D, creation & development.
- **2 collections/year, 6 New sensations/collection**
1,500 items with about 200 new products, classified by age groups, subjects and skills.
- **The strictest Safety and Quality standards**
Europe standards are guaranteed at all stages of the creation and production process.



2. Exclusive range of products

Infant

Early learning

0-3 years



Babies psychomotor learning, bath time, plush characters, wooden toys, vehicles,...

Play

Play & Enjoy

3-6 years



Trades and professions kitchenettes, dolls, cars, tools, constructions, games...

Expression

Sensibility & creativity

3-8 years



Creative performances, colour and mould expression, all crafts technics, theater and music, books...

Sport

Healthy life

4-10 years



Initiation to all kind of outdoors sport activities: bikes, sliding, tennis, basket, football...

Technology

Be ahead

3-14 years



Adapted technology to be ahead, on & off interactive games, tablets, music and contents, players, cameras...

Smart Playing

Better future

8-14 years



Smart playing & thinking, space, science, radio control, robotics, electronics, experiments...

3. Specialized Marketing

Community, Lovebrand, Commercial Calendar & Data Base



In Store Marketing

- Shop windows
- Displays
- Promotions
- Catalogues & Leaflets

Out Store Marketing

- Club Imaginarium (Data Base)
- CRM
- Public Relations & Social Media
- Corporate Web



4. Multi-channel specialized retail company

Standard Store



Concept Store



Express Store



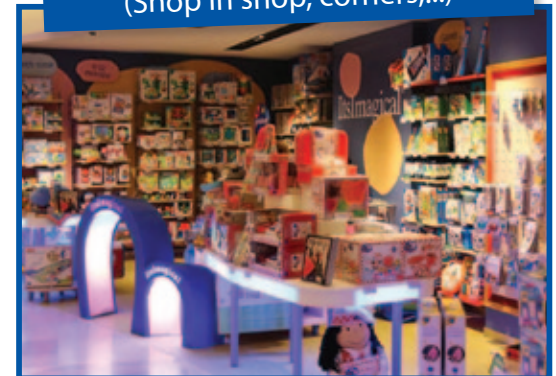
e-commerce



Catalogue Sales

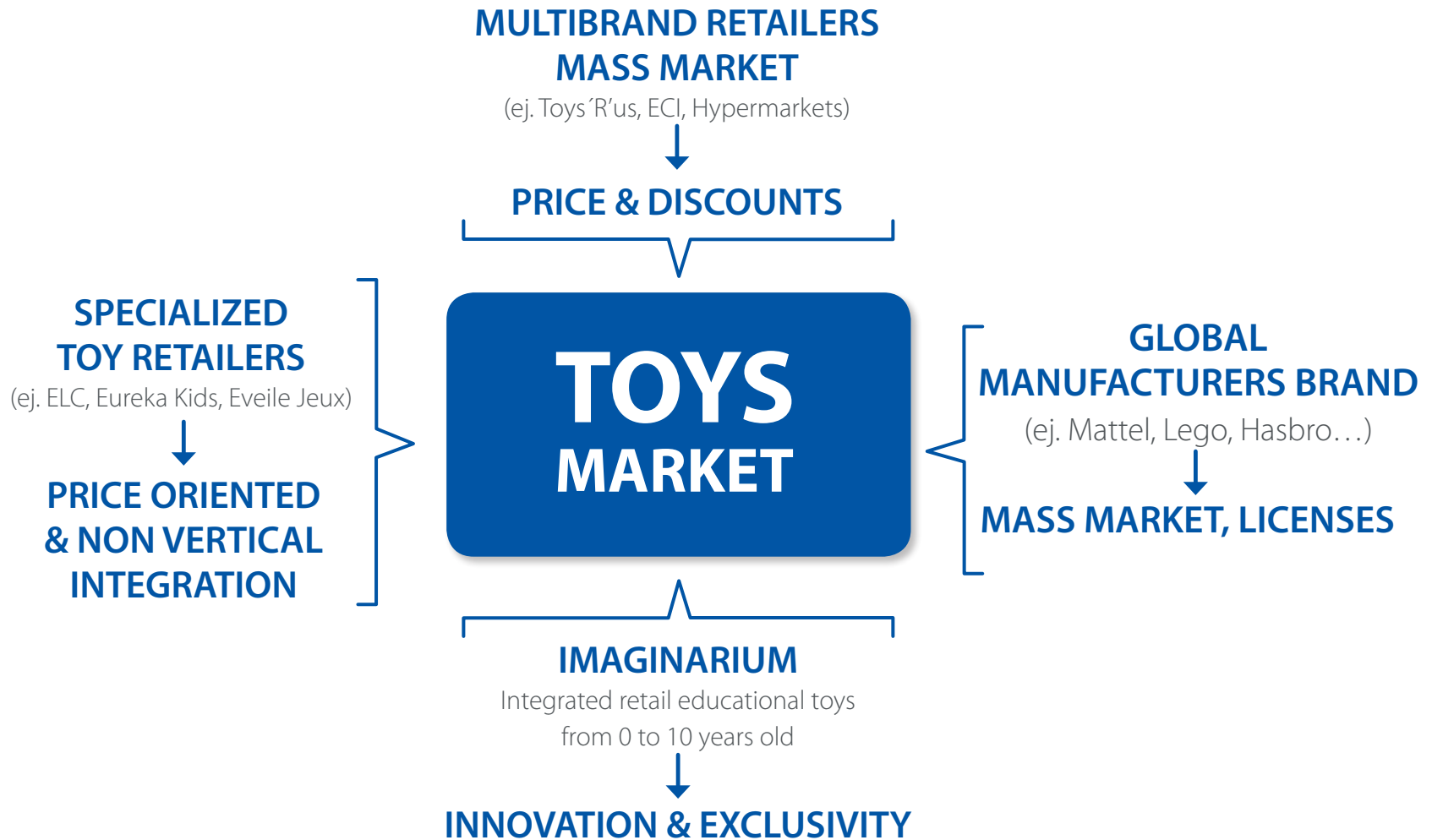


**Other formats
with Partners**
(Shop in shop, corners,...)





5. Imaginarium Competitive Positioning





6. Imaginarium Competitive Positioning

IMAGINARIUM IS DESIGN - QUALITY - EDUCATION – INNOVATION- SERVICE



The **trendiest & more convenient** toy Brand



Imaginarium, the place to buy
useful & cool products for children



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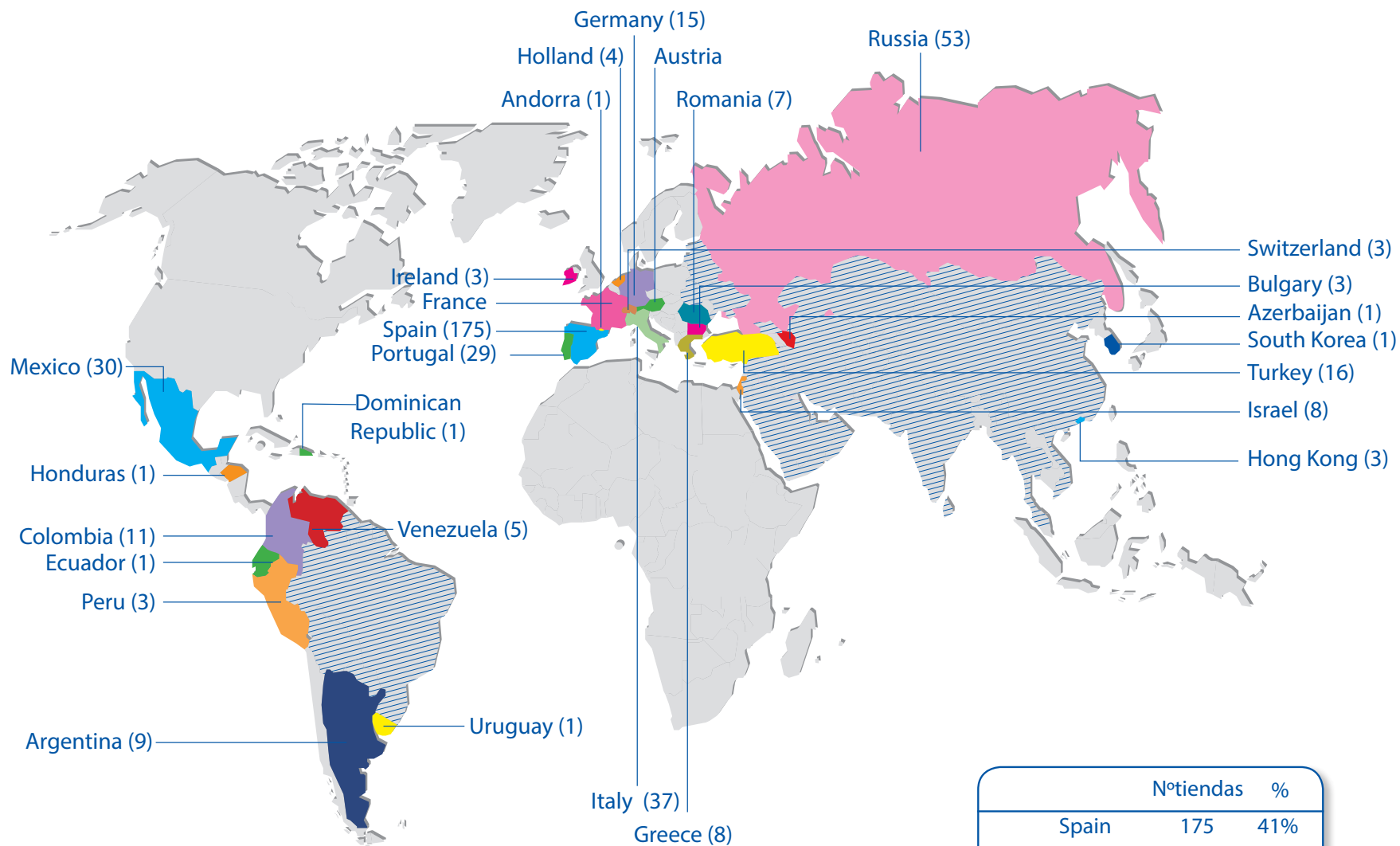
Imaginarium Group

Multichannel retail brand specialized in childhood and playing with an unique, vertically integrated and international model.

- Presence in 2013: 28 countries in 4 continents
- Multichannel model:
 - Retail 95%, Web 5%
 - 426 shops (59% international, 58% franchises)
 - 35,000 m² of surface in Imaginarium shops
 - 1,500,000 members families of Imaginarium Club all over the world
 - 2,300,000 catalogues/year, 13 languages
- More than 1,600 persons all over the world, 1,050 direct employees
- Annual retail sales 2013* > 158,285,000 €
(59% international sales)

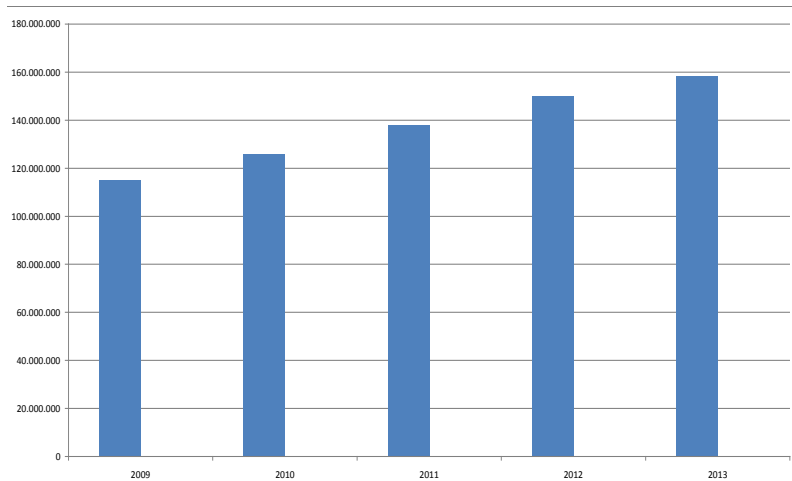
*Data closed year 2013



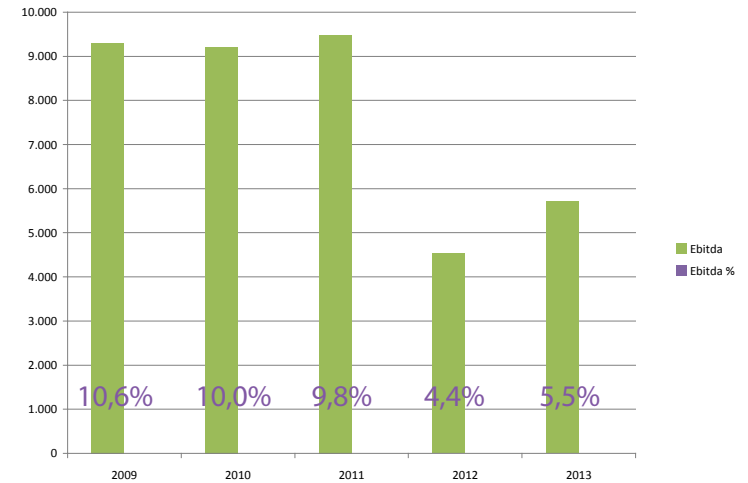


Basics KPIs of the Business

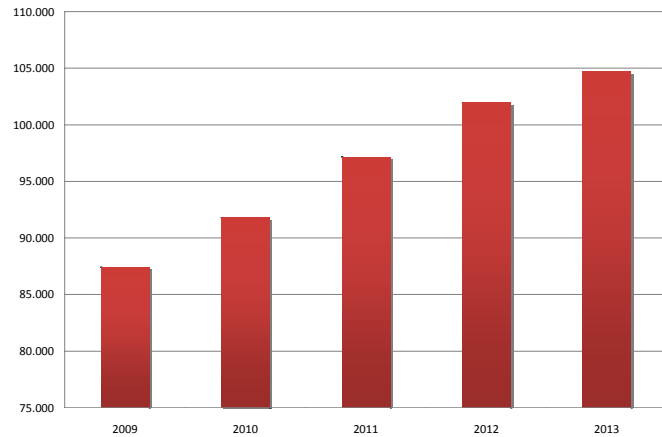
Evolution sales Retail Price



Evolution EBITDA



Evolution sales CNN



'000 €

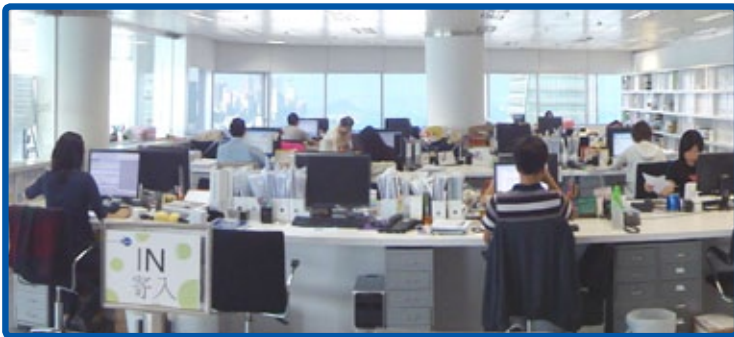
	2009	2010	2011	2012	2013
RP SALES	115.500	125.843	138.247	153.041	158.285
CNN	87.407	91.806	97.157	101.947	104.681
EBITDA	9.292	9.205	9.484	4.533	5.711
EBITDA % CNN	10,6%	10,0%	9,8%	4,4%	5,5%
NUMBER OF SHOPS	352	365	375	402	426
INTERNATIONAL STORES	44%	46%	49%	53%	59%

Imaginarium employees

Highly committed with the company and its mission

One of the main reasons for Imaginarium's success is the enthusiasm and motivation of the people working in the company.

A team of young and committed 1,600 people worldwide.



Imaginarium Community: “Playing for a better future”

Throughout the 20 YEARS of Imaginarium’s history we have helped children’s development through play with the help of parents who share our philosophy and consider play to be part of a child’s basic rights, helping them learn, stimulating them and enabling them to become happier, better people in the future.

We don’t want any child to miss out on play during their infancy through not having a family to be with.

This is why **we have created “Playing for the Future”, an Imaginarium project** that will enable all of us to contribute in some way, however small, to ensure that orphaned children can also grow and develop through play.



THANK YOU!

Imaginarium ®