

Toys buck the spending trend amongst British parents as Playmobil reports a record first half of the year

Submitted by: Onechocolate Communications

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German toy giant reveals a strong UK performance so far in 2009

London, 1 July 2009 – In the midst of a struggling UK economy it seems that parents are not willing to give up on buying toys for their children. Playmobil (<http://www.playmobil.de/on/demandware.store/Sites-GB-Site>) has today announced that this year's sales are so far up by 16%*. Incoming orders are currently up 40% year on year.

The beginning of the year saw a great response from toy retailers at Toy Fair, the UK's largest toy show, where Playmobil won the prestigious industry award – Best Supplier of the Year.

Graham Brennan, Commercial Director Playmobil UK, commented "As a company we are not complacent about the current market situation and as a result will be launching a variety of products at affordable prices. This includes the Mega Farm (http://www.playmobil.de/on/demandware.store/Sites-GB-Site/en_GB/Link-Product?pid=4055) set which launched in June which has everything to build a complete farm scene in one box."

He added, "We'd put together a confident but cautious plan for a further 10% growth in 2009, which we are currently expecting to over achieve on. We expect to see this year continue to be prosperous for Playmobil in the UK."

In 2008, Playmobil's market share grew by 10% in a year where the market as a whole struggled. Marketing activity has increased across the board which remains very important for the in-going success of the brand.

At the end of last year a survey conducted by Playmobil supported these results revealing that in a bid to tighten the purse strings for the credit crunch parents were shying away from costly games consoles (40.3%) and celebrity endorsed products (26.8%) but a staggering 91% saying they are still buying their children creative or educational toys.

*Sales last year were up 16% YoY (January – December 2008)

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FOR MORE INFORMATION, INTERVIEWS OR IMAGES, PLEASE CONTACT

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About Playmobil

PLAYMOBIL® headquarters in Zirndorf, Germany, are housed in a 1.6 million square foot, state-of-the-art

building, where more than 500 employees oversee management, administration, research and development, mold construction, and decoration for the world-famous toys. The company also has subsidiaries in France, Great Britain, Benelux, Italy, Greece, Spain, Canada, Mexico, and the United States, employing nearly 2,500 people worldwide, and has made recent sales inroads in South America, Australia, and the Middle and Far East.