



TACTIC GAMES is the leading board game manufacturer and toy distributor in the Nordic countries!





Games

Toys

Books

Genuine Scandinavian Quality!

Tactic has been the leading creator and producer of bestselling board games for over 50 years. Today, in addition to the board games business, Tactic has a wooden outdoor games production in Finland. Tactic is also a fast growing distributor of the most appealing toy brands and a successful publisher of children's books. Starting in 2021, all Tactic puzzles are made in Finland - two puzzle lines have begun operating in our factory.

The company is known for high quality products, very professional sales personnel, accurate and prompt deliveries, excellent customer service and the capability in identifying the latest trends.

The Tactic Games factory and logistics centre is situated in Pori, Finland. Today we manufacture more than 5 million games and puzzles per year.

TACTIC is the most ecological game producer in the Northern Europe!



Ethics and Values

In its everyday work Tactic thrives to be cheerful, sociable, entertaining, sincere and responsible. These terms also describe the core values of Tactic Group.

With a responsible approach to ethical issues, Tactic Group upholds a highly responsible attitude in issues concerning the environment, production, technical quality, humanity and employability. The suppliers of Tactic Group are also required to commit themselves to these ethical manufacturing and uncompromising production values.

Holder of FSC certificate [C171450].

All the products produced at the Tactic Games factory, in Finland, are manufactured using only FSC-certified paper, cardboard and card. Except the wooden Molkky Game, which isn't FSC certified.



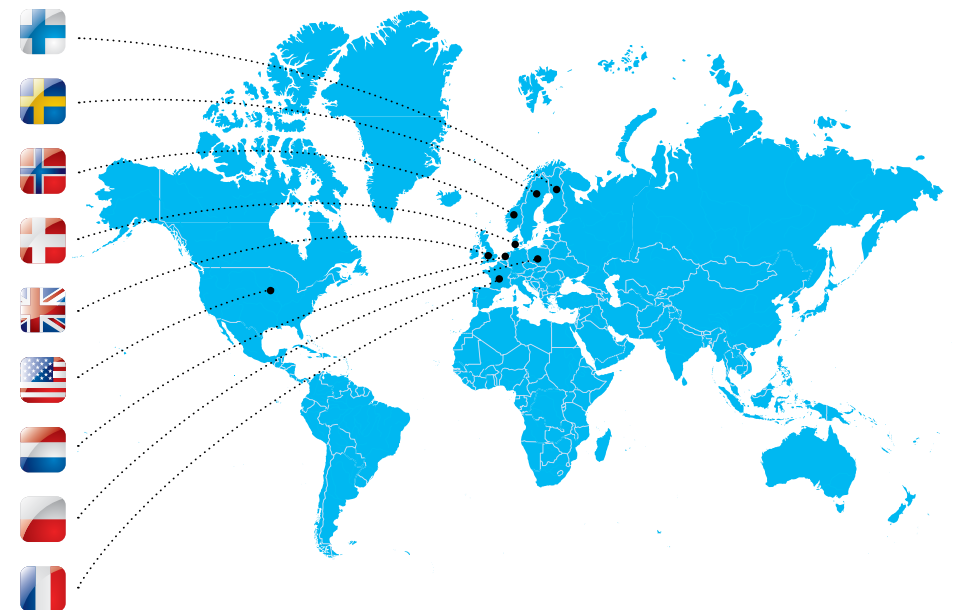
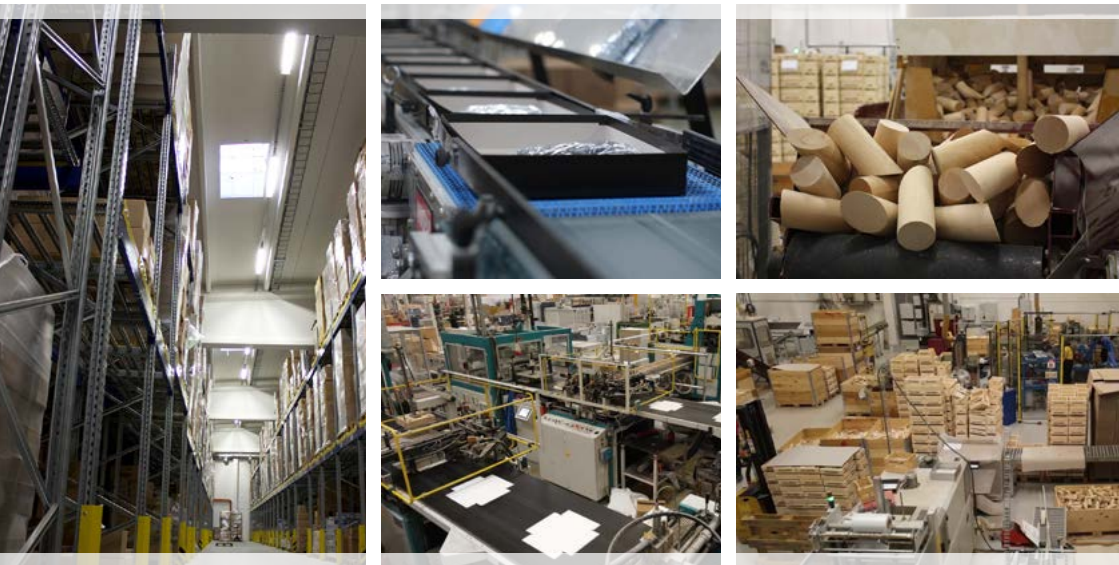


Facts & Figures

- Founded 1967 in Pori, Finland
- Area of business: Board and Outdoor Games, Puzzles, Toys and Children's Books.
- Personnel: +150
- Subsidiaries/branch offices in Sweden, Norway, Denmark, the Netherlands, France, Poland, UK and USA
- Group turnover: +40 MEUR
- Boardgame production facilities: ~13,000 m2
- Warehouse facilities in Pori: ~15,000 pallets
- 40,000 deliveries per year

Over 5 million Alias games sold worldwide!

Tactic products are sold in over 70 countries!



Sales team

Tactic has strong local sales organisations in each Nordic country including country managers, KAMs and sales representatives, altogether 30 people. Because of the combined sales and marketing teams, we understand the Nordic toy business market better than any other toy and book distributor.

Logistics

We are the real logistic partner to the toy trade. Tactic has the capacity to deliver toys and games to every store in 72h in the Nordic countries. We deliver daily to all other areas except Norway, where we deliver twice per week. We aim to become the no. 1 logistics company in the industry through investments in automated warehousing.



Presence in stores

Tactic Games Oy sells toys and games to almost all shops and stores (approx. 6500) which sell toys. Toys and games that Tactic represents were available in 6,250 points of sale in the Nordic countries during 2017. We operate on a similar scale in all the markets we are active in.

Nordic total	QTY of Chains	QTY of points of sale	QTY of points of sale selling toys	QTY who buy from Tactic
Hypermarkets	9	500	500	470
Supermarkets	30	3170	1300	1140
Specialized Toy Stores	17	900	900	900
Book Stores	19	1070	700	1000
Department Stores	11	340	210	200
Discount Stores	29	2480	1830	1480
Web Stores	127	120	80	90
Petrol/Service Stations	14	1920	410	520
Kiosks	9	3010	400	400
Others	9	480	80	80
Total	274	13990	6410	6280



Toy brands and licences

Tactic distributes everyone's favorite board game and toy brands and well-known licenses such as:

- **Tactic**, the market leader in board games
- **Mölkky**, the outdoor game sensation
- **Lumo Stars**, a new plush toy and publishing brand
- **Mini Home** Toy Play, designed by Eero Aarnio
- **Bruder**, leading manufacturer of high-quality plastic toy vehicles
- **Stanley**
- **Teamsterz**
- **Larsen puzzles**
- and many more





Multi-platform marketing activities

- Annual catalogue
- Strong presence in retailer's catalogues
- TV advertising
- Radio
- Social networks:
 - youtube.com/user/TacticBoardGames
 - facebook.com/tacticgamesoy
 - instagram.com/tacticgames
 - twitter.com/TacticGames
 - linkedin.com/tactic-games
 - tiktok.com/@tactic_games
- Websites:
 - www.tactic.net
 - www.alias.eu
 - www.molkky.com
 - lumostars.com
 - puzzlelovers.net
 - gamestormstudio.com
 - crimescene.net
 - tactic.net/promoint
 - bexsport.com
- Consumer events
- POS materials
- Show rooms in all Nordic countries
- Press releases
- Digital apps tactic.net/apps



Presence at international and local trade fairs

- **Online Tactic Shows**, Daily, "365"
- **London Toy Fair**, January
- **Nuremberg Toy Fair**, February
- **Bologna Children's Book Fair**, April
- **Distoy London**, May
- **Formex**, September
- **New York Toy Fair**, September
- **BLE, London**, October
- **Essen Game Fair**, October
- **Hong Kong**, October
- **Digital shows**
- Attendance in numerous fairs locally where Tactic has subsidiaries or branch offices
- **Mölkky** World Championships are held yearly around the World



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producer of bestselling
board games
for over 50 years.**



TACTIC GAMES OY

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