

Company figures for 2019 – projections for 2020

## Revenue of Schleich GmbH Increases by Double Digits for the Sixth Year in a Row

**Southern German toy manufacturer Schleich has increased its revenue in Germany by double digits for the sixth year in a row: in 2019, the Schleich Group achieved a gross revenue of over 200 million euros for the first time (compared to 183 million euros the previous year). At the same time, the company increased its share of the German toy market from 3.6 percent to 3.9 percent.**

Schwäbisch Gmünd, January 28, 2020. Schleich, one of Germany's largest toy manufacturers and a leading supplier of realistic animal figurines internationally, had a successful business year in 2019. The company achieved a gross revenue of over 200 million euros (compared to 183 million euros the previous year), which represents an increase of around eleven percent. Schleich is therefore experiencing growth that is significantly higher than the market average for the German toy industry, which was three percent in 2019. The company's international revenue is even stronger than in its domestic market, having also increased by double digits in the core markets of France and the United Kingdom.

### **Thematic World *bayala*<sup>®</sup> in Movie Theaters for the First Time**

The company's growth is based on the success of classic Schleich figurines and the continuous expansion of the play worlds. One thing that strongly contributed to this in the past year was the *bayala*<sup>®</sup> product line, which centers on fairies, dragons and magical creatures. Alongside the first Schleich movie, "bayala – A Magical Adventure," the matching figurine sets and licensed products raised the brand's name recognition and increased revenue.

### **Product Highlights in 2019**

Another success factor is the *Horse Club* thematic world: in the course of the year, three *Horse Club* items from Schleich were included in the top 25 German toys according to market research company NPD Group. Moreover, in the second year after its launch, the action-packed *Eldrador*<sup>®</sup> *Creatures* play world continued to fascinate boys aged seven to twelve with its dangerous creatures and monsters, battling it out for a powerful super weapon. The classic *Wild Life* and *Farm World* play worlds, which are all about wild animals and farm animals, respectively, also contributed to the increase in revenue.

The German Association of Toy Retailers – Bundesverband des Spielwareneinzelhandels e.V. – lauded the four new “Pony Agility” play sets from the *Farm World* range as a top 10 toy in 2019.

### **Projections for 2020: International Growth and Digitization**

This year Schleich wants to build on the success of the company and create even more fans of its figurines and play worlds. The brand will focus more in the future on further developing a global audience, in order to take Schleich into a new phase of international growth. It aims to do this together with Partners Group, a global private markets investment manager which, on behalf of its clients, acquired a majority holding in the company in 2019. Furthermore, the Schleich Group plans to invest in the development of online sales channels and further product innovations, in order to strengthen the market position of its core products.

Schleich will also push forward with digitization in a separate strategy. “We are thinking through lots of new ideas on this front – be those more movies, a TV series, or apps,” says Dirk Engehausen, CEO of the Schleich Group. Discussions are currently underway. As Engehausen says, “These types of decisions call for significant investments and thorough planning.”

### **New Product Ideas for *Wild Life* and *Dinosaurs***

Schleich already launched the first new products at the start of the year. In 2020 the focus is on the popular *Wild Life* thematic world. A new chapter is also beginning in the *Dinosaurs* world – Schleich will introduce a brand new play world for the first time in September, featuring these primeval giants and the new protagonists, the Colby brothers.

### **Anniversary: 85 Years of Schleich**

This year the company will be celebrating its 85-year anniversary. Children and collectors alike will be able to look forward to a specially designed version of the classic Schleich lion to mark the occasion. The golden Anniversary Lion with its shiny mane will be available as a limited edition from August. Six colorful brush strokes, a nod to the way Schleich figurines are lovingly decorated, represent the six thematic worlds from the Schleich range: *Farm World*, *Wild Life*, *Dinosaurs*, *Horse Club*, *bayala*<sup>®</sup>, and *Eldrador*<sup>®</sup> *Creatures*.

### **Expansion of the License Model**

Another focus of the toy manufacturer in 2020 will be to increase emotional attachment to the brand. To this end, Schleich will continue to release varied, extensive play sets with familiar characters and new faces. The uninterrupted success will make it possible for the company to expand its license model and gain new partners, thus ensuring the development of exciting stories for the Schleich

characters and play sets. For example, the *bayala*<sup>®</sup> DVD will launch at Easter alongside new Nelson mini-books, and a video game featuring *Eldrador*<sup>®</sup> *Creatures* will come out in the fall.

## **About Schleich**

Founded 85 years ago by Friedrich Schleich in Schwaebisch Gmuend, Schleich is one of Germany's largest toy manufacturers and a leading international provider of figurines. The famous Schleich figurines are sold in more than 60 countries and are loved by children around the world. As a global player with Swabian roots, Schleich currently generates more than half of its sales outside its core market in Germany. The Company is majority owned by Partners Group, a global private markets investment management firm. Further shareholders are the management team around Managing Director Dirk Engehausen (CEO). The design of the Schleich play worlds, the manufacturing of the production tools and all quality and safety checks are carried out in Germany. Production itself takes place at the company's site in Schwaebisch Gmuend and in other production plants abroad.

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