



Franchise Overview

For more information please email: franchising@thetoystore.com

www.thetoystore.com



TimeOut
Dubai **Kids**

A W A R D S
— 2015 —

Winner

Best Toy Store



TimeOut
Dubai **Kids**

A W A R D S
— 2016 —

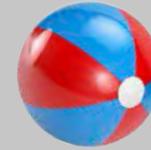
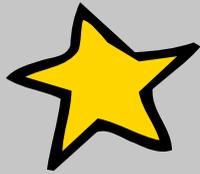
Winner

Best Toy Store



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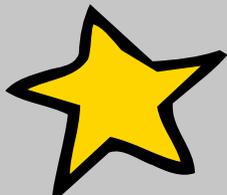
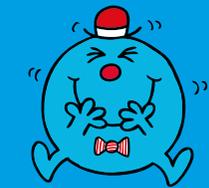
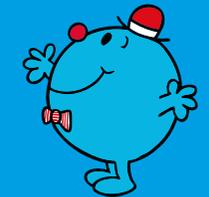
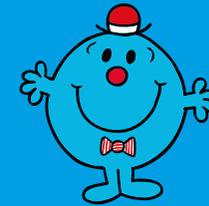


The Toy Store was created to give an innovative, fun and creative shopping experience for customers, with a wide range of toys and product dedicated to finding solutions through entertainment and learning. The interaction with parents and children is important to us as we capture excitement with demonstrations and workshops delivered from our sales experts.

The Toy Store trades quality tried and tested products, providing a safe and secure haven for children. We showcase and tell a story with great product knowledge and attract shoppers with eye-catching concepts as creativity is exuberated when you journey through The Toy Store. Sales experts will guide you through departments and deliver great customer service with specialist advice pertaining to their expertise area of product.

Focused on traditional toy retailing at its best, we welcome you as a Franchise partner to share with us these strong brand values which transcend as we serve families and children in order to carry the torch with a market reputation second to none. Our purpose is to support you in obtaining a stakeholder loyalty by winning the hearts of our customers in The Toy Store.

"Trusted by Parents, Loved by children!"



The Toy Store
Last updated : January 4, 2016

The Toy Store Awarded Winner of 2015 Best Toy Store in Dubai

SPONSORED CONTENT On September 29th, the InterContinental Dubai Festival City hosted the second annual *Time Out Dubai Kids Awards*. Celebrating the efforts of more than 60 individuals, events and retailers, the ceremony crowned its 2015 winners. These were named across numerous categories covering clothes retailers to family hotels, restaurants and local attractions

Unlike similar awards in the region, *Time Out* organizers declared the winners using a judging panel of parenting experts and resident journalists. Influence from advertisers wasn't permitted and no external nominations were considered. It was this honesty and transparency that provided the setting for a very special evening. The awards are now regarded as a watchdog for the city's best, family oriented establishments.

Big winners included Baby Souk for the Best Online Kids Store and Kidzania for Best Edutainment Venue. The coveted award of Best Toy Store was given to none other than recently established *The Toy Store*. Following close behind, *Hamleys* and the *Early Learning Centre* gained recognition and were highly commended.

Launched in 2004, The Toy Store brand now boasts an **extensive network of shops** located throughout the Middle East. This fast growing business has made a significant impact on the UAE retail market, which is no surprise given their dedication to providing the latest and greatest toys in an engaging environment.

Unlike competitors, the shop holds smaller volumes of stock but provides consumers with a greater selection of products across a broad range of games and toys. Aside from selling all the major toy brands from Disney to Lego and Barbie, the retailer is famed for its consumer experience. The in-store entertainment is a hit with both parents and children where customers can enter a world of imagination. With live workshops, demonstrations and interactive entertainment, The Toy Store continues to gain an edge over the competition.

Their 'play before pay' ethos which can be found across all their shops is another feature which is encouraging parents to shop here. Children are allowed to **engage with toys** before choosing to buy them. This interaction provides reassurance for parents, ensuring the toy can add real value and won't be discarded within a matter of days.

Parents also appreciate the commitment of staff members where customer service is the priority. A committed team have the ability to interact with the younger generation, provide advice on toys and show demonstrations.

Aside from the shop's impressive layout and service, the brand remains conscious of the consumer's safety and security. The store is designed with younger individuals in mind. Bespoke fittings and specially designed counters provide a safe environment for children to play with no sharp edges or potential hazards.

The recent launch of its first debut UK location in London is now set to rival the likes of Hamleys and Harrods. Opened on September 24th, the 27,000 sq. ft. property on Oxford Street is the first of several to be located throughout the UK. Given its overwhelming success in the demanding markets of the UAE, this latest venture is expected to be a huge success.

Activities

Time Out Dubai Kids Awards 2016 winners

We pay tribute to all the deserving nominees and winners of our third ever Time Out Kids Awards

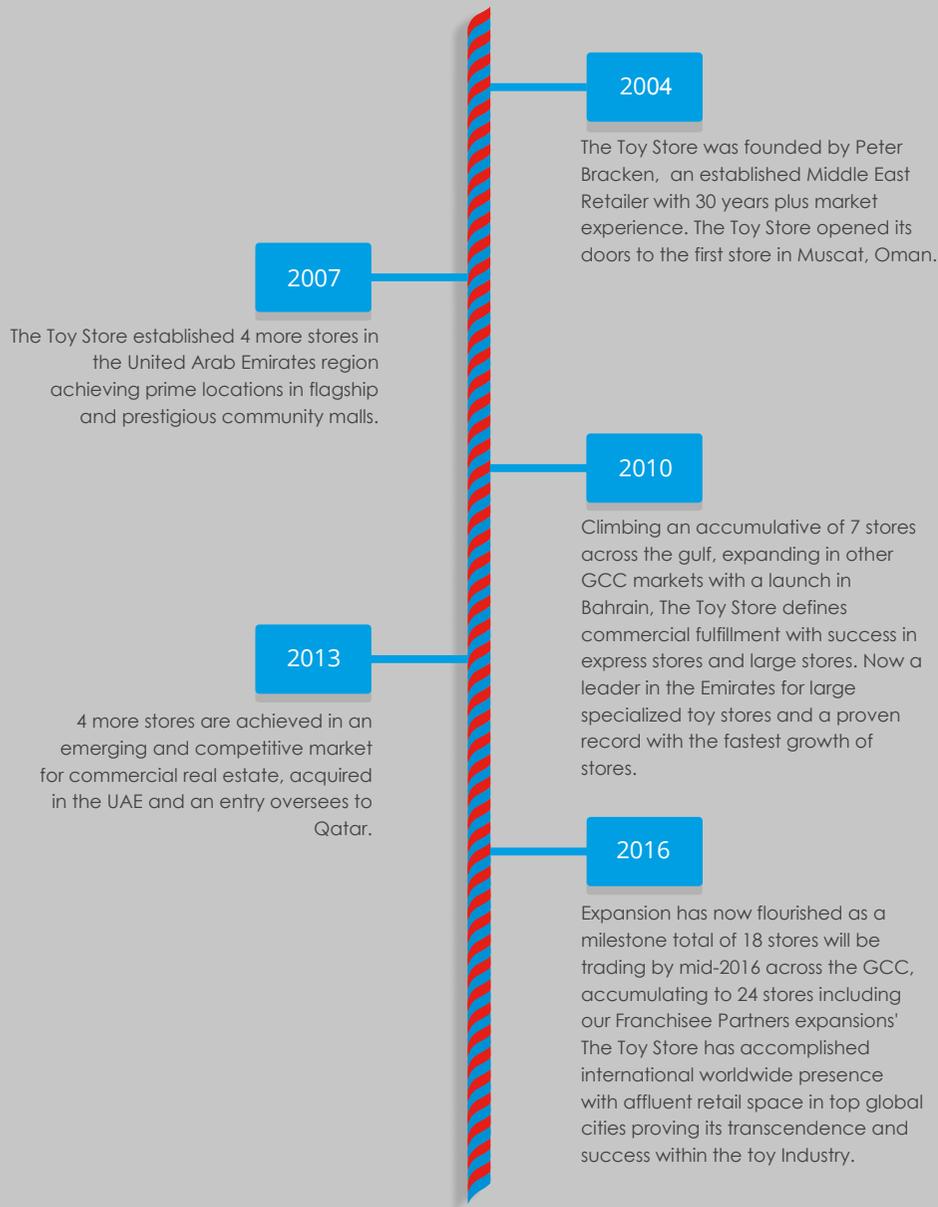


Best Toy Store

The Toy Store - Winner

The shelves of The Toy Store are brimming with up-to-the-minute toys and popular branded merchandise for affordable prices. If (nay, when) you are seeking the latest must-have toy from any of the kids' favourite shows, then you will find them here. It also has a great outdoor section, with a huge selections of scooters and bikes. Meanwhile, The Toy Store team roam the aisles and are always ready with a big smile for little ones exploring the toys.

Various locations including The Dubai Mall, Downtown Dubai (800 69869).



Baku, Azerbaijan



Oman, United Arab Emirates, Qatar, Bahrain, Saudi Arabia

Founded in 2004 The Toy Store was set up initially in the Middle East and defines our continued success. We counteract competition and offering points of difference in retail solutions for every region. High traffic destination shopping areas entrust a successful entry into premium positioning for The Toy Store product and its licenses. Our toys are trustworthy, authenticated and guaranteed. Now transcendent in Europe and Eastern Europe our existing Franchisee partners have already shaped the on-going potential in their regions to acquire the best sites and as a Franchisor we are mindful in the flexibility of store size. With adaptation and creativity we lead the concept tailoring to each store set up to enhance The Toy Store atmosphere. From Flagship stores to community solutions, the ideal store size is defined on commercial reality.

Between 4000 and 30,000 square feet are achievable units with an understanding in capacity to host in different volumes and range. An express store has proven to serve purposes with high footfall in affluent communities and these sizes can also deliver retail in airports, train stations, theme parks and hotels. Proven larger flagship stores across our global portfolio offer a departmental store style, which optimizes the backbone to our business model, fulfillment of product and an entertaining shopping experience.



Yas Mall

Yas Mall has the largest enclosed gathering space of any shopping center in the Middle East, reinforcing the mall's important role in the community. The Toy Store Yas mall is the largest toy store in the Middle East with a staggering area space of 28,785 sq. ft. and over 2 floors. The Toy Store at Yas Mall showcases a free standing 6 meter tall Transformer "Optimus Prime" welcoming customers at the front entrance. The store also displays an attractive theatre stage to captivate live shows and daily events to engage with the children. The perfect combination of animation and a selling environment.



Baku, Azerbaijan

One of The Toy Stores franchisee partners has opened a store situated in a one of a kind shopping destination and entertainment area in the city. The store is located in AF Mall in Baku, occupying an area of 982 SQM. This is a destination-shopping hub for the city and has caused a sensation in this region, as a dedicated toy specialist store to serve this niche for the Caucasus region between Eastern Europe and West Asia. Eye catching windows with superheroes viewed from the street entices interest and speaks that a fun toy store has arrived in the city.



Gallery Mall, Riyadh Saudi Arabia

Our franchise partner has gained presence in the Kingdom of Saudi Arabia with an expansion plan for 12 more stores over the next 5 years. This store features a "Little Tikes" soft play area for infants and a children's hair salon within 20,000 sq. ft. of retail space. Soaring population growth in Saudi Arabia represents a vibrant growth market for both existing and new retailers. The cornerstone of its appeal is the kingdom's large young population, whose purchasing is unaffected by global volatility or swings in tourism.

The Dubai Mall

The Dubai Mall is a world-known shopping and entertainment destination with a record number of 75 million visitors a year. It's adjacent to the world's tallest building: Burj Khalifa, and located in a premium location underneath the world famous Aquarium. The Toy Store occupies a formidable 25,000 sq. ft. of space. The Toy Store at The Dubai Mall attracts an international audience as tourists target the mall as a prime destination to do serious spending. Seasons are high for all western and eastern affluent spenders who enjoy what Dubai has to offer in this A class mall. Offering a talking tree, tee-shirt customization and a baby hand and footprint memoir are just some of the great concepts we offer.



Mall of the Emirates

Mall of the Emirates, home to the one-of-a kind indoor ski slope & facilities, is one of the most prestigious malls in the Emirates. The Toy Store boasts 21,753 sq. ft. of space, spanning 2 floors. The location of The Toy Store is also of the highest prime importance, for it faces the cinema Cineplex, Ski Dubai and the Food Court, all in one. The Toy Store at Mall of the Emirates attracts no less than 60,000 visitors a month with that figure increasing depending on the peak seasons, holidays and dedicated promotions.



Dubai Marina Mall

The Toy Store occupies an area of 6,000 sq. ft. of space in this family-oriented Mall. The Toy Store at Dubai Marina Mall attracts no less than 16,000 visitors a month, with that figure increasing impressively through various branding and dedicated promotion.

Characters' of trending and popular licenses are fundamental in the store and this links to the success of sales and marketing in The Toy Store. Through the merchandising we implement and visualize the reality of the animation and stories told with product. Delivering a point of difference to The Toy Store is the creativity and exclusivity we set to give customers. Showcasing exclusive Star wars Storm troopers and a Mr. Fun brand mascot are proven examples of initiatives driven through successful and close partnerships with licenses to see the longevity of commitment to product offering and market contribution. Events in stores are a mandatory staple piece of The Toy Store promise and commitment that add to our brand integrity.

The Toy Store has established a global successful and sustained reputation with international licenses and will always commit on behalf of our Franchisee partners to enable a good chain supply so that all brands affiliated with The Toy Store can be replicated globally with our partners. We are reliant on consistency of look and feel throughout all stores in order to upkeep on the brand image.



Charity begins at home. Play through fun and learning brings families together. Families raise their children in communities. Global or national charities are always close to a nation's heart, therefore The Toy Store gives back and where people can make a difference The Toy Store wants to help. In store and out of store events, fundraising and raising general awareness through charity is important to us. The Toy Store encourages sponsorships patronage and donations with accredited and registered charities'. Playing this active role through media creates the recognition and strengthens the core values and connects with our audience, the consumer.



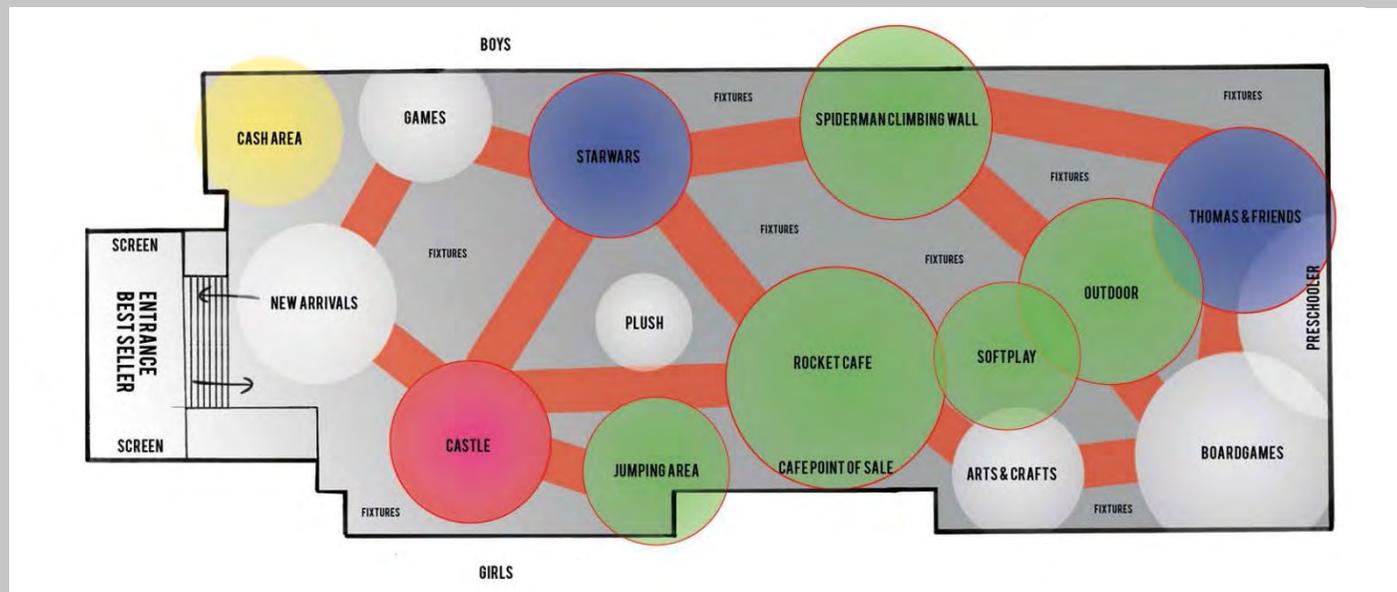
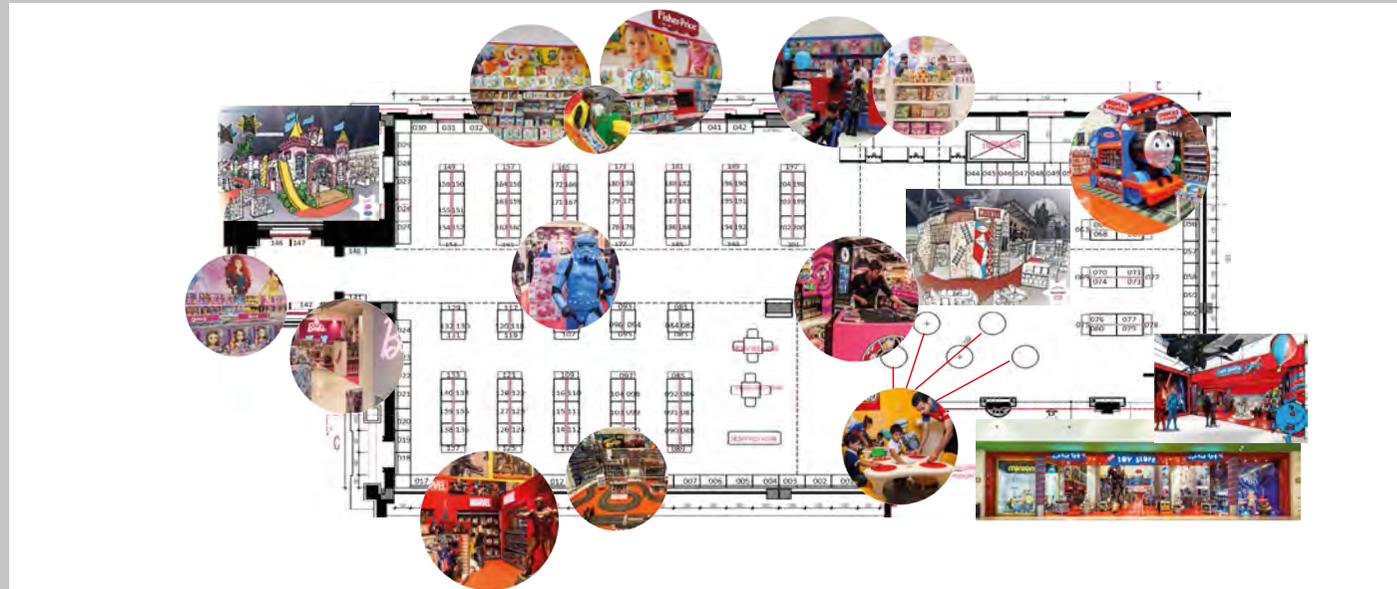
'The Shooting Star CHASE hospice care' for children is one of many charities that The Toy Store feels passionate about as a cause that similarly can be transcended in all other parts of the world. Mirrored with our own initiatives to achieve great fundraising, we are happy to support and develop with other countries the connections of causes to the brand. As an official charity partner of The Shooting Star Chase in London, The Toy Store continues the work together to raise vital funds and awareness to continue to support children with life-limiting conditions, and their families.



Understanding the customer journey throughout the store and creating the buying zones is key to achieving the commercial approach in sales density to suit a store size and profile. The offering of brilliant products and their accessibility to consumers are identified with “Go to attractions” and displays of product that defines the retail sale points. Consistent branding across the stores and product information are key contributors to the standards we drive across the business.

The front of the store plays a big part of the magic created for The Toy Store brand identity and integrity. The diversity thereafter once a consumer enters the store becomes a life style choice and variety offered by sales experts. Being drawn to an excellent offer of toys and trends that are sought after is a success through supply chain and space management in visual merchandising. Health & Safety plays an important forefront of focus and “easy on the eye” displays are key elements when zoning and planning a store concept.

In the provisional stages of retail design all opportunities are explored when determining the market needs and arranging the implementation for a store opening.



Product and Concept procurement to The Toy Store is imperative in sustainability. International licenses, local suppliers and The Toy Store own product offering need consistent commitment to maintain the business model. New product inductions and Toy Phenomena's are the big hits and valuable to sales. Through Toy Fairs and Buying trips across the globe our commitment is proven. Branding and communications collateral is key to the look of the stores. The marketing commercial calendar drives the business and is as much a fixed asset to the look and feel of the stores as is the fixtures and fittings you invest on capex.

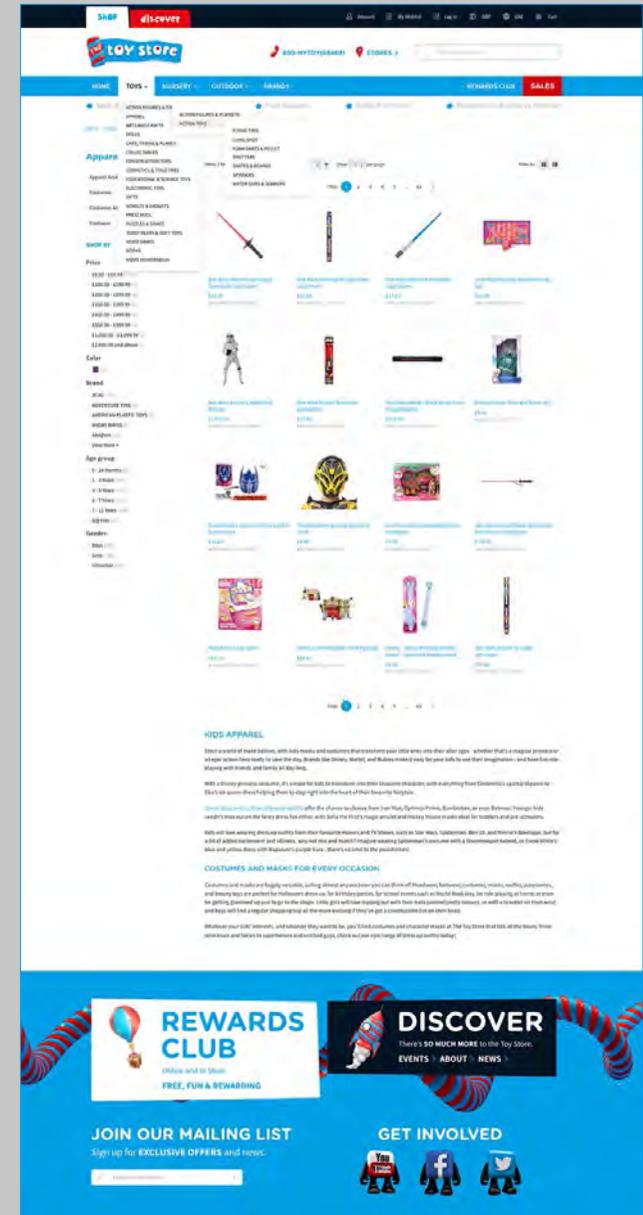
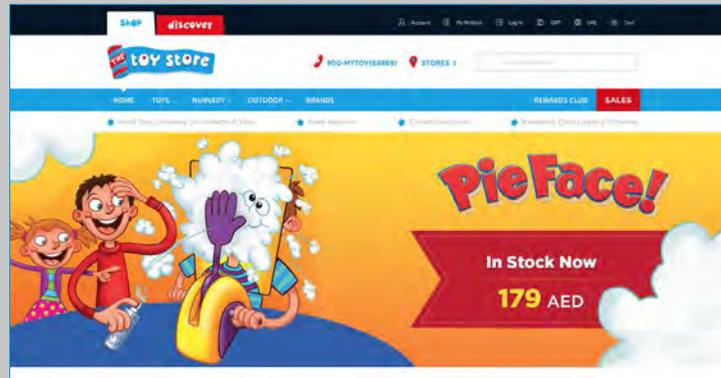
As a Franchisor The Toy Store will be responsible for leading the store designs and configuring range plans suited to the implementation of every new store launched in the Franchisees' markets. This will always be based on what we deem as commercial with visual compliance for the brand standards.

Franchisees are expected to attend the seasonal buying fairs with our buyers so that we can give guidance and bring our input to the supply chain. Aligning with market trends and margin controls are part of the "know how" The Toy Store buying team will bring to the Franchisee in order to explore all maximized opportunities and define successes with stock management. We work together with a diverse buying model that needs to suit delivery of product to the consumer.



We have invested substantial resources into The Toy Store web presence and in the future envisage substantially more sales through the loyalty card via the website and for e-commerce purchases. Database development and e-commerce are important to the brand. The website has been developed to purchase or click n collect to drive customers into the store. The Toy Store is not driven to advertise slashed prices on product as our quality and consistent seasonality with consumption speaks integrity and confidence in the brand that we sell. The Toy Store product is price conscientious and affordable.

We drive through customer reward and loyalty therefore we offer The Toy Store Rewards Club Card, which is committed and accessible on a global service level. The development of tactical and strategic offers is entrusted to the Franchisee partner. Exclusive discount offer days for cardholders, point's rewards, free services, event invitations, exclusive pre-views on premier of new products and competitions are all part of a serious commitment level to engage customers and create brand loyalty.



We are interested in retail investors holding an established retail group wishing to enter and succeed in a new sector. For retail entrepreneurs we welcome investors for set up of new ventures. Main suppliers or distributor experts deemed, as enthusiasts are welcomed also, capable of identifying a retail set up. We understand franchising opportunities will have varying profiles and we are flexible in our approach through which information is shared and long term relationships are nurtured. Franchisees will enter into an agreement under a royalty fee that is a percentage of the total revenue which will be payable monthly to the Franchisor.

Associated costs for setting up the franchise.

Franchise Territory Fee	To be determined. Fee to cover all costs incurred in bringing the first store to life.
Store Design Fee	Design Fee per store based on store size (Cost per sq. Ft.)
I.T. Software license costs per store.	Initial website and maintenance onetime fee. Provides the building of website, handover of content and corporate social media activation under The Toy Store License.
Loyalty Club Card	Provides the artwork dedicated to market translation and exclusions.
The Toy Store Branded Stock	Up to 15% of The Toy Store will be expected to be our branded stock. This is bought at the same cost to franchisor to maximize franchisee margins.

As a Franchisor we provide practical, commercial and brand consultancy in the pre-opening, opening and post opening phases. Franchisees will be assisted in the setup of stock optimization and will support with licensing and margin control. Product mix, price positioning and logistics consulting will be offered. Philosophy values and market positioning of the brand is the integral role played as Franchisor so complete know how of maintaining products, materials, pricing and presentation throughout the store will be given to the Franchisee. Clear manuals will be delivered as part of the service level agreement to support Franchisee delivery.

- ✓ Shop Fit – Out Manual
- ✓ Brand Identity Manual
- ✓ The Buying Business Model
- ✓ The Toy Store Operations Manual
- ✓ The Toy Store Customer Service Manual
- ✓ Visual Merchandising and Brand Standards Manual
- ✓ The Toy Store Marketing Commercial calendar
- ✓ Reporting Services Through Navision (IT)

The commitment as Franchisee will be the compliance in keeping The Toy Stores to the business model we provide.

01

**Franchisee:**

Provide Company Portfolio.
Enter into non-disclosure
agreement.

02

**Franchisor:**

Check for Financial Feasibility of
Franchisee through submission of
audited accounts or wealth statement.

03

**Franchisee & Franchisor:**

Develop the roll out plan for the market.
Minimum requirement is 3 stores to
acquire territory rights.

04

**Franchisor:**

Sign franchise agreement and
commence business.





**WE'VE TAKEN
THE FIRST STEP
JOIN US FOR
THE GIANT LEAP**

Following our expansion across Middle East,
The Toy Store is looking to launch more franchises across the world.
To find out how you can help us take that leap, please email: franchising@thetoystore.com

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