

playmobil®

Explore the world of imaginative role play



THE ICONIC ROLE PLAY TOY SYSTEM

About 30 different worlds of experiences & play

Variety of historical, modern & fictional themes

Constantly new worlds –
endless play experience

All figures and toy worlds can be combined

Highest level of detail

Classical role play: Stimulating the imagination
& promoting social intelligence

Cult status



3
billion
figurines

Over
5.700
variations

IMAGINATION TAKES YOU PLACES

Since its introduction in 1974, PLAYMOBIL has won the hearts and imagination of children and parents in more than 100 countries. It is a strong family brand which crosses all ages, genders and generations. It equally attracts boys and girls.

Always think of two eyes and a smile which represents the iconic PLAYMOBIL-figure. You can put any adventure behind this expression, slip into many different roles and create attractive play themes. Kids can process every-day experiences, wishes, joys and fears in constantly-changing stories right there on the carpet. Imagination can take them anywhere.



Benefits of Role Play

social benefits

- Cooperation
- Sharing
- Taking turns
- Leadership skills development

cognitive benefits

- Language skills
- Logic
- Problem-Solving
- Creativity
- Concentration

Role play with PLAYMOBIL play sets fosters social, motor, cognitive and emotional skills. It's a fun and playful activity for children to learn new things.

motor benefits

- Enhanced physical coordination
- Sharpening of the senses

emotional benefits

- Enjoyment
- Self-expression
- Self-confidence
- Self-control



For its creators, it all started with the idea of making a toy which would give children a true play system – not just once but again, and again. Children can combine different parts and themes, creating new scenarios and characters each time. PLAYMOBIL is not so much about putting pieces together, but rather "TELLING THE STORY".



Take a good look at the 2.95 inch - 7.5 cm little figure who conquered the world with a simple idea:
ANYTHING IS POSSIBLE!

It is small, easy to handle and friendly. They're also ideally proportioned for a child's hand. It faces you with open arms ready for any game; fearless firefighters, a secret agent on a dangerous mission, a pirate ship sailing to Treasure Island and a spaceman on his way to the moon. Be part of these incredible journeys.....

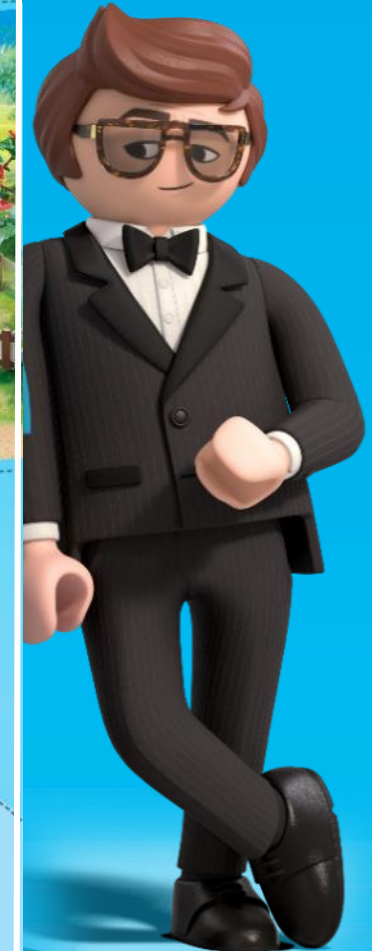
2.95 inch - 7.5 cm*
*real size



It is about endless story-telling possibilities and figures with which your children can reenact everything they experience for hours on end. The only rules are the ones they create: a world where jumping from a pirate ship to a space station could be the most natural thing.



"The secret of PLAYMOBIL lies in the stories created in a child's head"
- Horst Brandstätter
Former owner of Brandstätter Group



Top of
Mind!

#1 toy
property in
various
territories

Sold in
over
100
countries

2024:
50th
birth-
day

PLAYMOBIL
is a **GLOBAL**
BRAND made in
Europe



All PLAYMOBIL products are
made in Europe

Compliance with the strictest
quality and safety standards

Manufacturing of all parts in
company-owned production
facilities

Tests in independent test
institutes

Legal requirements are by far
exceeded

#1
Property*

+7%
YTD*

Top 3
Manu-
facturer*



*Source:
NPD Eurotoys
YTD Sept 2020 in Germany



playmobil® FunPark



PLAYMOBIL is endless FUN & EXPERIENCE



PLAYMOBIL is for EVERYONE

SWEET SPOT:
Boys & Girls
from 3-8 years



BROADER TARGET GROUP:
Boys & Girls 8+,
parents & grandparents



3
generation
effect



Family Fun
City Life
WILD LIFE
Country



EverDreamerz
Fairies Magic
Princess



NOVELMORE
CITY ACTION
Pirates





NOVELMORE PERFORMANCE

Knights
=
playmobil®
DNA

Nominated
for the
Top 10
Toy
Award
2020!

New &
exciting SKUs
two times a
year!

#1
PLAYMOBIL
Franchise
brand!



Knights are a
TRADITIONAL
PLAYMOBIL
theme!
Knights are unique
to PLAYMOBIL!

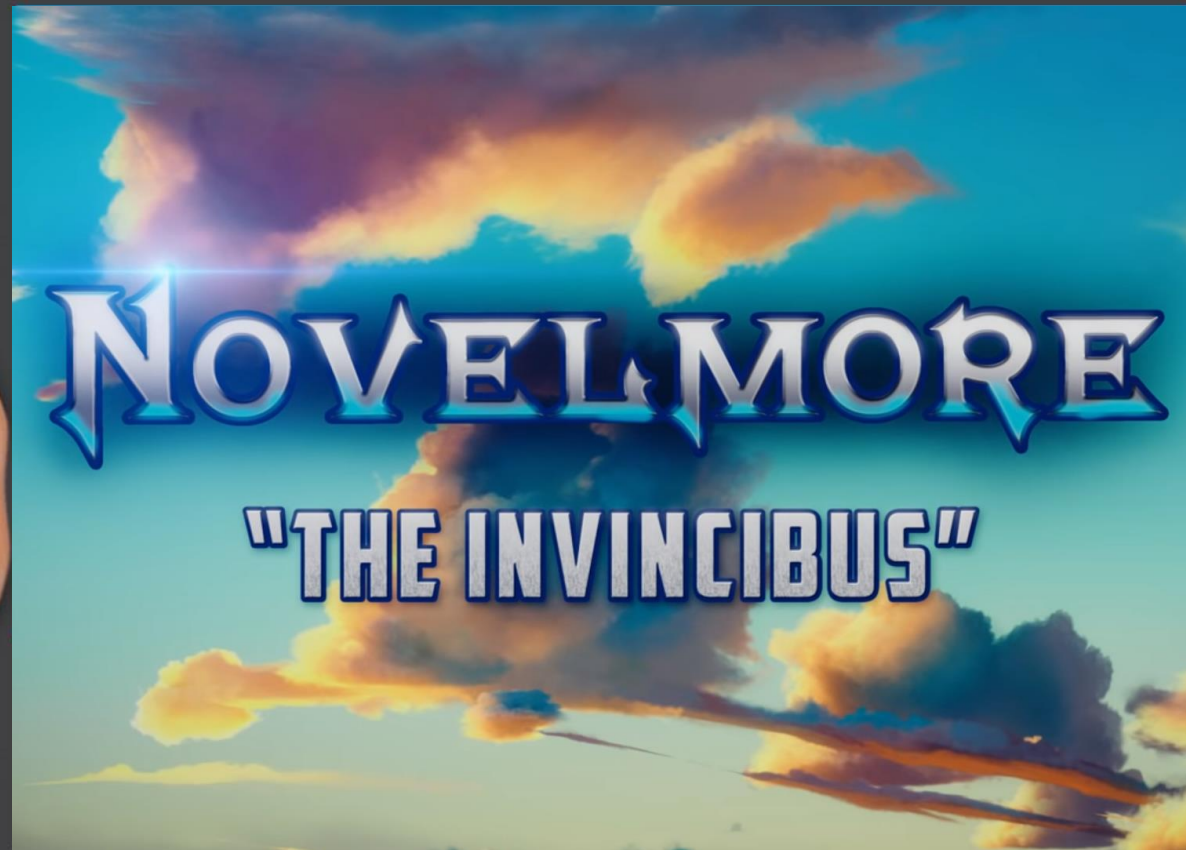
Toy Range
with over
20
different
SKUs

TOP 4
playmobil®
theme!



OFFICIAL TRAILER

NOVELMORE



[NOVELMORE TRAILER](#)

New
show
from fall
2020!

SEASON 1

Global launch of new episodes
in November 2020

12x 11" episodes + Novelmore
special

Launch in German, English,
Dutch, French, Spanish, Italian
and Greek*

Introduction of all relevant
characters from team
Novelmore & Burnham
Raidors, as well as Timithor

*further language variants tbc

Global
launch!
YouTube Kids
YouTube

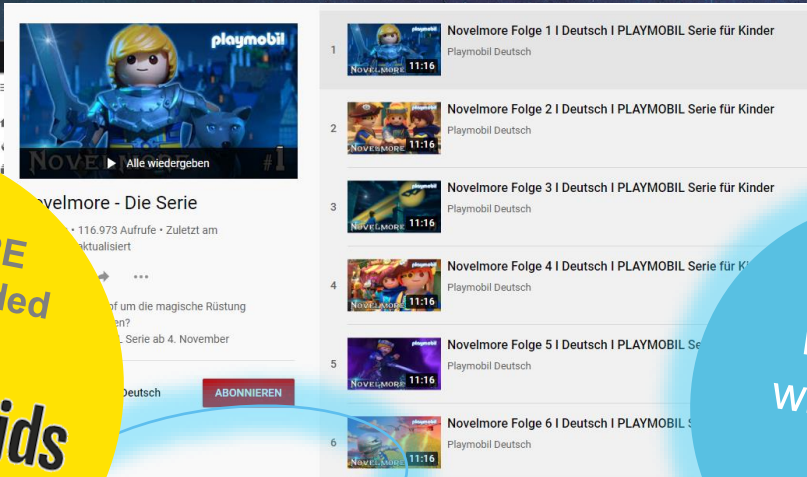


Story full
of action
in CGI
Anima-
tion!

NOVELMORE
as recommended
videos



with great
visibility



Over 2 ½
Mio views
within first 3
weeks



Around 1
Mio views
within first
two weeks



1st episode
watched
over 1 Mio
times
globally



 YouTube Kids

LAUNCH

Launch on YouTube and YouTube Kids from November, 4th 2020

New episodes will be released every Monday, Wednesday & Friday all November long

Supporting YouTube Kids marketing campaign on opening screen (recommendation)

Over 5 Mio views within the first 4 weeks globally!



PLAYMOBIL is more than just TOYS





PRODUCT INSPIRATION



EMPOWERING SLOGANS



GLITTER EFFECTS



OMBRE/TIE-DYE EFFECTS



GLITTER BRANDING LABELS



PRODUCT INSPIRATION



GLITTER LINEWORK



APPLIQUE BUTTERFLY



GLITTER
DETAILING



CUTE BADGES



PRODUCT INSPIRATION



FRONT



SILVER PRINT BADGE



APPLIQUE PATCH



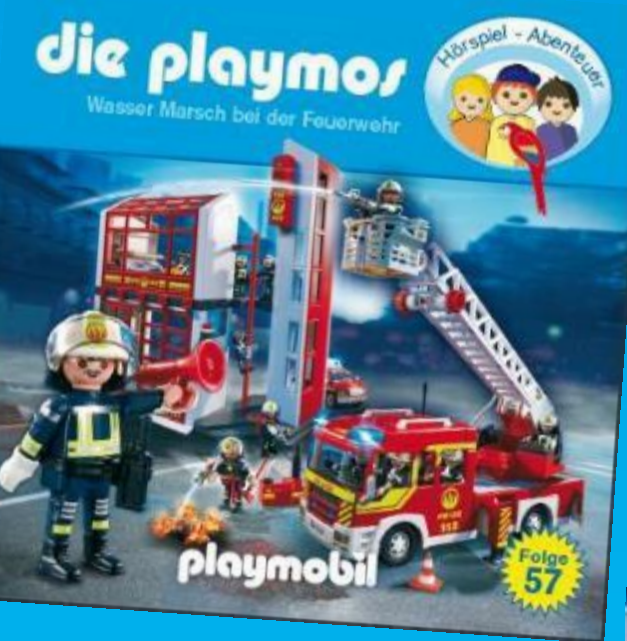
BACK



PRODUCT INSPIRATION



SIMPLE GRAPHIC STYLING



PLAYMOBIL partnerships



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