

United Kingdom

VIDAR AGENCY

Sales Agency

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TV Advertising

Brand Name	Categories
Fagus	wooden toys and games vehicles
Glueckskaefer	wooden toys and games kitchens & accessories gardening/tools, growing kits
Grimms	wooden toys and games
Kaethe Kruse	soft toys dolls dolls accessories/clothes
Kraul	science kits educational games & toys wooden toys and games
Ostheimer	wooden toys and games rockers
Sunny Games	games logic/strategy games educational
Tinti	bath toys

VIVID TOY GROUP

Importer-Distributor and licensee of character properties

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Comments: Also licensee for Disney, Nickelodeon, E1. Have subsidiaries in France and Germany and sell to 60 countries via distributor network or via direct to retail model. Vivid Toy Group also has its own IP for example AniMagic. **TV Advertising**

Brand Name	Categories
Crayola	arts & crafts
Drummond Park	games
Flip A Zoo	soft toys
Flipzee Girls	soft toys dolls
Ooshies	collectables
Phlat ball	outdoor games ball games
Science4you	educational
Shimmeez	soft toys
Sky Viper	flying toys
Squeezamals	soft toys
VRSE	virtual reality
Wubble	ball games