FACT SHEET





COMPANY PROFILE

tonies is the world's largest interactive audio platform for children with more than 9.5 million Tonieboxes and approx. 125 million Tonies sold. The intuitive and award-winning audio system has changed the way young children play and learn independently with its child-safe, wireless, and screen-free approach. Tonieboxes have been activated in over 100 countries, the content portfolio includes more than 1,300 Tonies figurines in several languages.

SHARE CHART



SHAREHOLDER STRUCTURE

27.5% Armira

8.5% milou GmbH (previously Höllenhunde GmbH)5.4% Santo Ella Co-Invest GmbH & Co. KG

5.1% TFG Asset Management UK

9.82% Treasury Shares43.55% Free Float

FINANCIAL CALENDAR

2025/11/13 Q3 2025

MANAGEMENT BOARD







Hansjoerg Müller



Ginny McCormick

SUPERVISORY BOARD

- > Christian Bailly (Chairperson)
- > Helmut Jeggle

Christoph Frehsee

- > Alexander Schemann
- > Erika Wykes-Sneyd
- > Alexander Kudlich
- > Patric Faßbender

STOCK FUNDAMENTALS

LU2333563281 ISIN Ordinary Share type TNIE@GR Bloomberg Code Segment Prime Standard No. of shares 126,847,586 Market Cap EUR 1.06 bn 52 week high 8.36 EUR 4.67 EUR 52 week low Stock exchanges Frankfurt

ANALYST COVERAGE

| Analyst | E-Mail Adress |
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| Thilo Kleibauer | tkleibauer@warburg-research.com |
| Felix Jonathan Dennl | Felix.Dennl@metzler.com |
| | Oliver Wojahn Gerhard Orgonas Henry Wendisch Sinan Doganli Mariem Ben Nejma Thilo Kleibauer |

FACT SHEET





KEY FIGURES

| | Q2 2024 | Q3 2024 | Q4 2024 | FY 2024 | Q1 2025 | | Q2 2025 |
|---|------------|------------|------------|---------|------------|---------|---------|
| Revenue | | | | | | | |
| Group revenue (in EUR m) | 68.4 | 95.3 | 238.5 | 480.5 | 97.2 | | 79.4 |
| by region (in EUR m) | | | | | | | |
| DACH | 31.7 | 42.4 | 70.0 | 184.3 | | 39.0 | 31.8 |
| North America | 27.4 | 36.9 | 118.3 | 210.4 | 39.7 | | 30.9 |
| Rest of World | 9.4 | 16.1 | 50.2 | 85.9 | 18.6 | | 16.6 |
| by product category (in EUR m) | | | | | | | |
| Startersets | 17.8 | 25.4 | 78.8 | 137.2 | 16.5 | | 18.2 |
| Tonies figurines | 50.0 | 66.6 | 152.0 | 325.5 | 76.5 | | 57.8 |
| Accessories & Digital | 0.6 | 3.4 | 7.6 | 17.9 | 4.2 | | 3.4 |
| Group revenue growth year-over- year | 42.6% | 20.9% | 41.1% | 33.1% | 24.1% | | 15.9% |
| by region | | | | | | | |
| DACH | 17.4% | 1.2% | 21.2% | 11.1% | -3.0% | | 1.0% |
| US | 85.1% | 40.3% | 47.4% | 49.9% | 42.3% | | 12.8% |
| Rest of World | 51.6% | 51.9% | 61.8% | 57.0% | 80.6% | | 77.8% |
| by product category | | | | | | | |
| Startersets | 56.1% | -2.3% | 17.2% | 16.1% | 9.3% | | 2.2% |
| Tonies figurines | 47.9% | 37.5% | 60.4% | 44.3% | 34.4% | | 15.6% |
| Accessories & Digital | -78.6% | -22.7% | 9.6% | 3.7% | -34.4% | | 466.7% |
| Group revenue growth year- over- year (in constant currency) | | | | | | 22.1% | 18.3% |
| by region | | | | | | | |
| DACH | | | | | -3.0% | | 0.8% |
| US | | | | | 37.5% | | 19.0% |
| Rest of World | | | | | 78.6% | | 74.2% |
| by product category | | | | | | | |
| Startersets | | | | | 8.0% | | 3.9% |
| Tonies figurines | | | | | 26.3% | | 18.1% |
| Accessories & Digital | | | | | | 12.0% | 516.3% |
| | FY 2022 | H1 2023 | FY 2023 | | H1 2024 | FY 2024 | H1 2025 |
| Profitability | | | | | | | |
| Gross margin | 53.9% | 65.8% | 61.6% | | 67.2% | 62.1% | 70.9% |
| Gross margin after licensing costs | 41.7% | 57.3% | 51.6% | | 54.7% | 50.7% | 58.8% |
| Contribution margin | 27.2% | 41.2% | 35.3% | | 37.4% | 34.5% | 42.9% |
| Adjusted EBITDA margin | -2.4% | 1.8% | 4.0% | | 2.6% | 7.5% | 1.8% |
| EBITDA margin | -13.5% | -2.4% | 2.4% | | 2.0% | 7.0% | 2.1% |
| Financial position & Assets and liabilities | | | | | | | |
| Cash (in EUR m) | 54.9 | 14.6 | 59.3 | | 25.2 | 87.4 | 39.2 |
| Free cash flow(in EUR m) | -87.6 | -39.0 | -4.8 | | -32.0 | 33.1 | -31.8 |

tonies SE

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