



## **GREEN SWAN acquires Maxi Toys from Blokker Holding**

**After the acquisition of Toys R Us in Spain and Portugal, GREEN SWAN extends operations to 4 more European markets**

**Lisbon, January 22, 2019 - Maxi Toys, a toy retailer with stores in Belgium, France, Luxembourg and Switzerland, is being acquired by a new shareholder, GREEN SWAN, which acquired Toys "R" Us Spain and Portugal last year. Simultaneously with this acquisition, GREEN SWAN becomes one of Europe's leading players, with plans to further expand the Maxi Toys brand, continuing the multichannel approach and adding in-store innovation and experience.**

GREEN SWAN has acquired all the activities, stores and logistics operations of Maxi Toys, with the intention of further increasing the company and boosting the development and innovation in the toy industry in Europe.

Maxi Toys predicts an FY2018 in line with financial expectations, showing the sustainability and potential of the toy business in the European market.

Blokker Holding sold its shares of Maxi Toys International SA, which includes the Maxi Toys stores in Belgium, France, Luxembourg and Switzerland, as well as the Logitoys logistics center.

Paulo Andréz, CEO of GREEN SWAN: "With our toy brands in other European countries, especially with Toys' R Us in Spain and Portugal, we are revolutionizing a turbulent toy market. A revolution that shows that toy stores are much more than just products and an industry for families and people of all ages. With Maxi Toys, we see great potential to deliver to the customer, allowing you an even better personal experience, in-store, online and in combinations of the two, adding Innovation, which is the Green Swan driver. "

Michiel Witteveen, CEO of Blokker Holding: "The acquisition fits perfectly into Blokker Holding's strategy. The vision of GREEN SWAN on industry and business, their commitment and investment, will allow Maxi Toys to further develop the brand, with many possibilities online and in the store network. The sale to a toy retailer is equally positive for Maxi Toys' 1,100 employees. At this moment we are focused on the operational management and sale of other Blokker Holding companies. "

The synergy provided by the activities of the Green Swan, will allow to activate an economy of scale, dynamism and innovation that will strengthen Maxi Toys.

Alain Hellebaut, CEO of Maxi Toys, will stay ahead: "The acquisition of GREEN SWAN will enable Maxi Toys to further advance along our multi-channel growth path in marketing, management and customer experience. Within the new group, Maxi Toys will have the opportunity to be further developed as an international brand. "

The transaction is subject to the necessary approvals and legal processes in the markets. No financial details of the acquisition will be given.

**About Blokker Holding:**

Blokker Holding is a Dutch retail group that operates in the Domestic and Toy sectors, with three types of stores, about 950 stores and about 8,500 \* employees in seven countries. The store's typologies are Blokker, Maxi Toys, Marskramer (franchise) and Big Bazaar. For more information, visit [blokkerholding.nl](http://blokkerholding.nl).

**About GREEN SWAN**

Green Swan SGPS S.A. is a holding company, founded by "business angels" with extensive national and international experience in areas such as Management, Computer Engineering and new technologies, Marketing, Branding and Communication.

Green Swan SGPS S.A. is driven by innovation and dedicates itself to the acquisition or participation in viable and profitable companies, well managed, but motivated to undertake innovation processes, continuing the well-being of its stakeholders.

The Green Swan now has a strategic focus on the toy industry, being one of the most relevant players in the European market.

In August 2018, Green Swan acquired the Spanish and Portuguese operations of Toys "R" Us. With the acquisition of Maxi Toys, Green Swan's operations reach 6 European markets and a total of 230 stores.

**About Maxi Toys:**

Maxi Toys is a multi-channel retailer of toys with a total of 173 stores, including 30 in Belgium, 132 in France, 6 in Switzerland and 5 in Luxembourg and a total of more than 1,100 employees. The network also has three stores in Belgium, Luxembourg and France, franchised stores in Romania (9) and Morocco (2) and 67 stores in partnership with Joker in Turkey.

The headquarters, with a distribution center of 45,000 m<sup>2</sup>, is in Houdeng-Goegnies (B) and is headed by CEO Alain Hellebaut.