

# Intertoys



## **GREEN SWAN acquires Dutch Intertoys**

**With this acquisition Green Swan becomes the largest toy retailer in continental Europe. After the acquisition of Toys "R" Us Portugal and Spain and the Belgian Maxi Toys, Green Swan increases its portfolio and presence in European markets.**

**Lisbon, 8 March 2019** –Green Swan signed a contract to acquire the assets of Intertoys, the largest toy retailer in the Netherlands.

Intertoys recently presented itself to the protection of creditors and the process for assets selling was opened. Green Swan presented its proposal to restart a new InterToys and the desire to keep the iconic Dutch brand present in the life of Dutch families.

Green Swan will now instill innovation and modernize Intertoys business, including internal processes, stores and online. The synergy provided by Green Swan activities will allow to activate a scale economy, dynamism and innovation that will strengthen Intertoys.

After having acquired Toys "R" Us in Spain and Portugal in August 2018 and in January 2019 acquired Maxi Toys, the Belgian company with stores in Belgium, France, Switzerland and Luxembourg, Green Swan increases its portfolio and presence in countries and consolidates its presence in the European toy market, becoming the largest toy retail group in continental Europe.

Already in February and through Maxy Toys, Green Swan had expanded its presence in Belgian market, with the acquisition of Bart Smit, that will now be integrated into Maxi Toys operation.

Paulo Andrez, Green Swan CEO said “we are highly motivated and enthusiastic to receive Intertoys into the Green Swan universe and to put our skills and strategy focused on innovation, to lead the restart of this brand that’s in the hearts of Dutch families. This is an industry for families and people of all ages and at Intertoys we see a huge potential to offer to the customer an even better multichannel experience. It will be a brand to aggregate value to the process of innovation and evolution that we are developing in the European toy market”.

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With this acquisition Green Swan is now present in 7 European markets (Portugal, Spain, France, Belgium, Switzerland, Luxembourg and Nederland) and will exceed 400 stores through the 3 brands managed.

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

## **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 is dedicated to the acquisition or participation in viable and profitable companies, well managed but motivated to undertake innovation processes, continuing the wellbeing of its stakeholders.

The Green Swan now has a strategic focus on the toy industry and is 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. In January 2019, with the acquisition of Belgian Maxi Toys, present in Belgium, France, Switzerland and Luxembourg, Green Swan operations reached 6 European markets and a total of 230 stores. The following month Maxi Toys acquired Bart Smit, which will be rebranded and integrated, making MaxiToys present throughout the Belgian territory.

With the acquisition of Intertoys assets, Green Swan becomes the largest toy retailer in continental Europe.