



PRESS RELEASE

GREEN SWAN acquires Maxi Toys from Blokker Holding

Maxi Toys will be part of an international toy group

Lisbon/Amsterdam, 22 January 2019 – Maxi Toys, the toy retailer with stores in Belgium, France, Luxembourg and Switzerland, is being acquired by a new shareholder, GREEN SWAN, which bought the Spanish and Portuguese operations of Toys “R” Us last year. Simultaneously with this acquisition, GREEN SWAN announces its intention to further expand the Maxi Toys brand by continuing with the omnichannel approach, and by adding innovation and personalised in-store experience.

GREEN SWAN is acquiring all Maxi Toys' activities, stores and logistical operations, with the intention of further growing the company and pushing development and innovation on toys industry in Europe.

Maxi Toys expects FY2018 to meeting financial expectations, showing the sustainability and potential of Toys business in the European market.

Blokker Holding is selling its shares in Maxi Toys International SA, which includes the store activities of Maxi Toys in Belgium, France, Luxembourg and Switzerland as well as the Logitoys logistics hub.

Paulo Andrez, CEO GREEN SWAN: *“With our toy brands in other European countries, especially with Toys ‘R’ Us in Spain and Portugal, we are succeeding in revolutionising a turbulent toys market. A revolution that shows that toys stores are much more than just products and an industry for families and people of all ages. With Maxi Toys we see a great potential to offer the customer an even better personal experience, in-store, online and in combinations of the two.”*

Michiel Witteveen, CEO Blokker Holding: *“The acquisition fits well in Blokker Holding's strategy. GREEN SWAN's view of the industry and business, its commitment and investments will enable Maxi Toys to further develop the brand, the online possibilities and the store network. The sale to a toy retailer is also positive for the 1,100 employees of Maxi Toys. We are now concentrating on the operational management and sale of the other companies of Blokker Holding.”*

The synergy with GREEN SWAN's toy activities is expected to result in economies of scale, dynamism and innovation that will strengthen Maxi Toys.

Alain Hellebaut, CEO Maxi Toys, will remain at the helm: *“The acquisition by GREEN SWAN will enable Maxi Toys to progress further along our omnichannel growth path in the field of marketing, management and customer experience. Within the new group, Maxi Toys will have the opportunity to be further rolled-out as an international brand.”*

The transaction is subject to the necessary approvals in relation to the Maxi Toys works council. No further details are being given of the scope and financial details of the takeover.

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About Blokker Holding:

Blokker Holding is a Dutch retail group active in the Household Goods and Toys sectors with three store formulas, circa 950 shops and around 8,500 employees in five countries. The store formulas are Blokker, Maxi Toys, Marskramer (franchise) and Big Bazar. For more information go to 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 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.

About Maxi Toys:

Maxi Toys is an omnichannel toy retailer with around 170 store in France, Belgium, Switzerland and in Luxembourg with in total over 1,100 employees. The chains also have 3 webstores in Belgium, Luxemburg and France, franchise stores in Romania (9) and Morocco (2) and 67 stores operated in partnership with Joker in Turkey. Its head office, with a 45,000m² distribution centre, is in Houdeng-Goegnies (B) and is headed by CEO Alain Hellebaut.

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