Earnings Presentation Q3 2026

tonies SE | Nov 12, 2026

tonies®



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Who you have on the call today



Tobias Wann

CEO



Hansjörg Müller

CFO

tonies SE | **Earnings Presentation Agenda**

- **Welcome to tonies®**
- **Business highlights Q3 2026**
- **Financial results Q3 2026**
- **Outlook FY 2026**
- **Q&A**



Welcome to tonies®



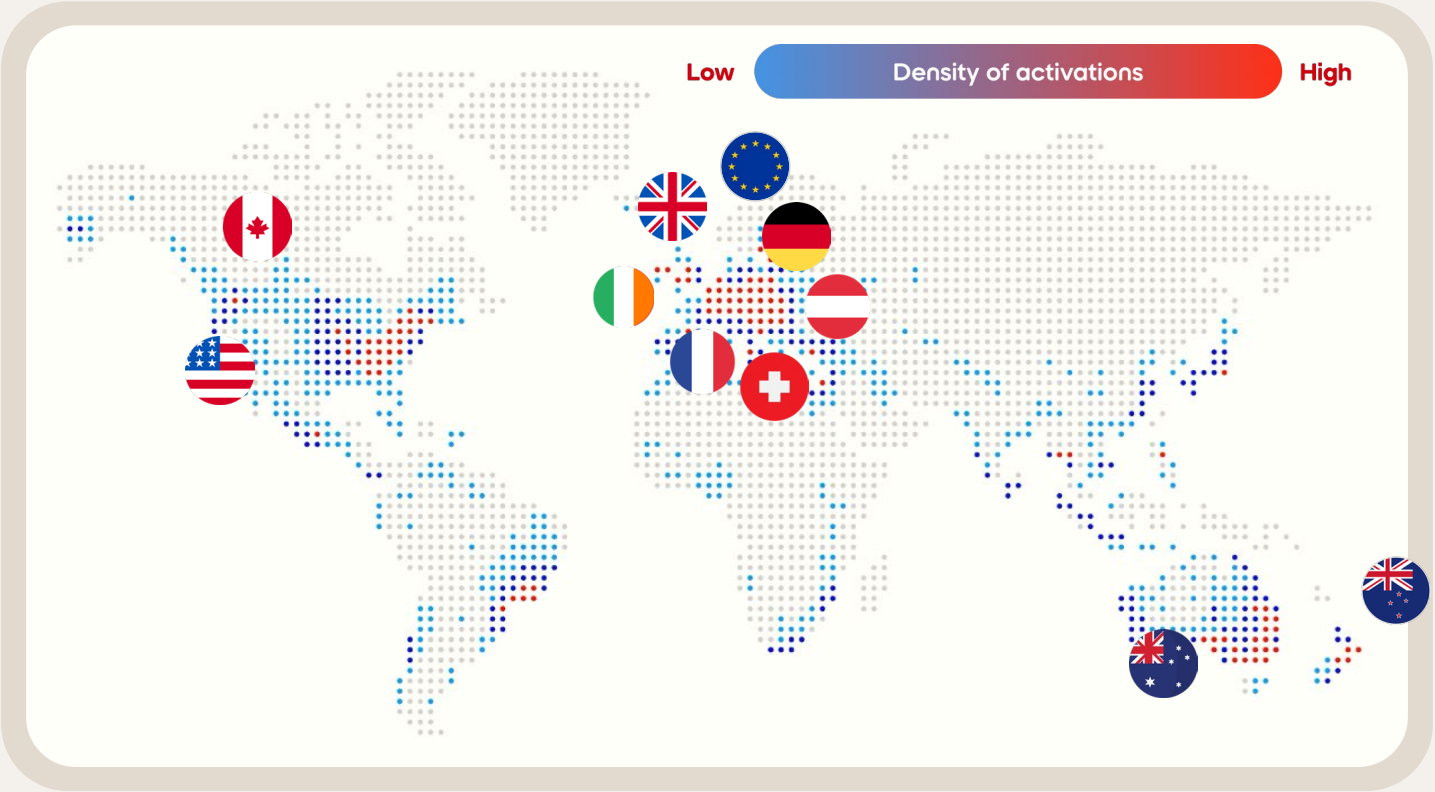
We have built the **largest interactive audio experience platform for children** in the world

We are the #1 audio platform for kids globally…

Families in **>100 countries** have activated a Toniebox

~13.3 million Tonieboxes sold[1]

~187 million Tonies sold[1]



…and have unparalleled stickiness.

~280 min Ø weekly playtime[2]



1: As of Q3 2026. | 2: Average weekly playtime in FY 2025.

Q3 2026 performance at a glance: tonies® delivered on all targets

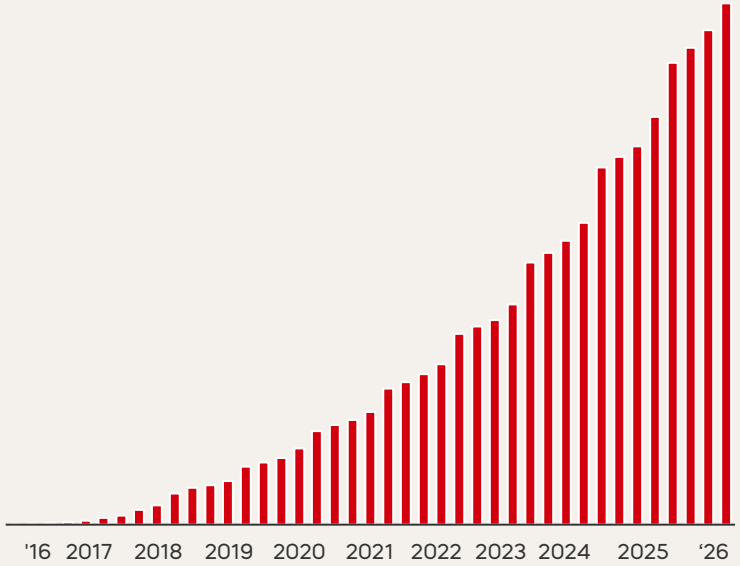
Revenue YTD 2026:
EUR 423m (+35% in cc)

- **DACH:** EUR 157m (+19% in cc)
- **NA:** EUR 177m (+50% in cc)
- **RoW:** EUR 89m (+39% in cc)



Toniebox platform grows exponentially every year...

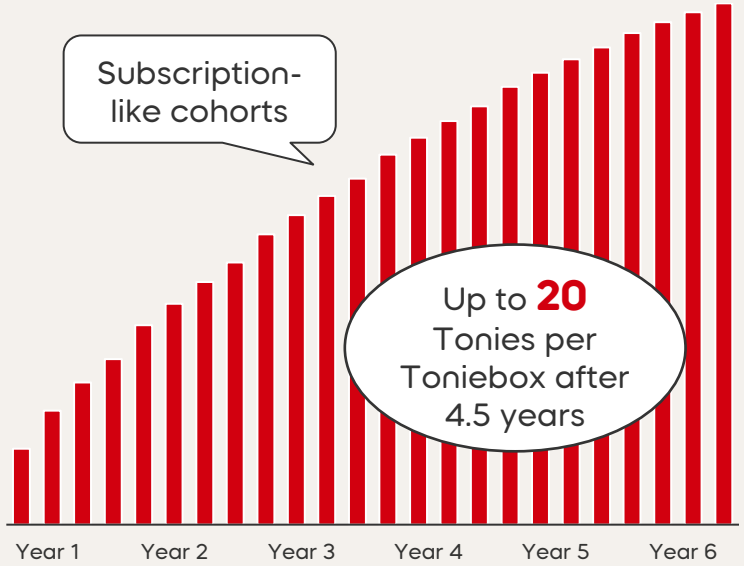
Cumulative Tonieboxes sold (Q4'16-Q3'26, #)



>1.5m Tonieboxes
sold in YTD 2026

...fueling the predictable repeat purchases of Tonies.

Cumulative Tonies over customer lifetime



>30m Tonies
sold in YTD 2026

Note: Data as of end of Q3 2026. Growth rates in constant currency, absolute figures in actual currency.

Business highlights Q3 2026



tonies® has delivered another successful quarter – and we are well prepared for a successful Q4 2026!

Our value levers

Build an ecosystem that compounds value

Win internationally, US-first

Extend our story of reliable, profitable growth

Today's focus

Launch highlights

All launches successful, with tonies® campaigns and events everywhere.



Channel highlights

Immersive retail experiences in Cologne and Paris that are here to stay, and engaging TikTok Lives.



Market highlights

NA: Continuous strong growth of 40% YoY[1] in Q3

DACH: 11% YoY[1] growth in Q3 in most established market

RoW: 35% YoY[1] growth in Q3 and increasing brand awareness

Q4 readiness

The most important time of the year is ahead; **we are well prepared for it...**



...and our customers very excited for it!

1: Growth rates in constant currency.

Our 2026 **tentpoles launched successfully**

Pokémon | tonies

A global campaign toolkit...



...paired with high impact local activations, generating ~12m impressions in London alone





Pikachu sounds just as clearly as it does in the animation and it is extremely good at creating a true Pokémon environment for my son to follow.
Review on tonies.com

Entirely original stories for four of the most popular Pokémon



Our 2026 **tentpoles launched successfully**

BLUEY | tonies



Prominent features on 1,750+ additional endcaps at key retail partner Target



Launched across **multiple layers of our ecosystem**

Live, immersive family experience for 1,000+ guests, **hosted together with the BBC**





Already in Top 20 Tonies

with highest engagement[1] in North America two months after launch



1: By listening time.

Our 2026 **tentpoles launched successfully**



Integrates the Toniebox into family routines

Played this game with my seven year old son and we loved it! (...) It encourages good listening and communication skills as well as screen free time.
Review on tonies.com

4.7+ star ratings across all tonies® websites[1]

Hasbro game players on average have **higher weekly listening time,** with **>65%** **aged 5+**



1: As of October 22, 2026.

Our 2026 **tentpoles launched successfully**



~60% of web **shop purchases** made together with an accessory



~60% of Toniebox Lite **activated in new households**

It's been a really nice addition to our lives!
Review on tonies.com





Weekly playtime comparable to Toniebox 2

1,250+ additional endcaps with key retailer partner Walmart

Note: Given the early stage of data availability, full-year data is required to ensure reliability and consistency of insights. Data as of October 31, 2026.

Our retail experience becomes evermore **immersive**...

tonies® Boutique
at MediaMarkt Tech Village Cologne



30m² standalone placement



35k visitors in first two days after opening



Additional permanent shelf space and checkout placement to drive impulse purchases

tonies® Shop-in-Shop
at Fnac Ternes Paris



12m² permanent space, with dedicated spaces to experience Tonieplay and tentpole launches

High traffic area with over 4k daily visitors currently

...while our online presence becomes more **engaging**



120+ hours **of TikTok Lives on our UK tonies® channel**[1], over 9x more vs. previous six weeks

More than **620k viewers** across these weeks[1]

x4.5 revenue uplift over the same period[1] vs. previous six weeks

1: Encompasses September 11 to October 22, 2026.

UK: tonies® was everywhere in London in the last weeks and sparked awareness ahead of the gifting season



12.5k+ placements
across five formats all over London with **110m+ impressions**
generated

We are **winning** them all – across markets and across our product ecosystem!

Deutscher SPIELZEUG PREIS 2026

Tonieplay won in the category 'For my friend and I' evaluated by a jury including children, parents, educators and editors



Parents. BEST TOYS 2026 AWARDS



My First Tonies – Farm Set was named winner in the 'Best Toddler Toy' category

BRITISH PODCAST AWARDS





Our serialized content 'Today with tonies' stood out among 409 entrants and took home Bronze

Note: Not exhaustive.

We are ready for the holiday season – especially in our two biggest markets

Christmas hype is (again) in full swing and...



Doubled the amount of Christmas Tonies sold YoY – for the second year in a row



Two Advent Calendar Tonies (for ages 3+ and 5+) to age up with our listeners, both sold out



24 days of serialized content will likely double daily listening routines[1] through December

1: Based on usage data of Advent Tonies in DACH in December 2025.

...we are (again) **the inspiration for wish lists**







KOHL'S





meijer

We have seeded the **momentum for a successful peak season**

Q4 is tonies® most important time of the year.



1. **Shaped an exciting product pipeline**
2. **Deepened customer trust and excitement**
3. **Prepared powerful promotions**
4. **Set up the wholesale experience**
5. **Increased brand awareness**

Financial results Q3 2026



YTD 2026 revenue: +35% topline growth, led by North America and both Tonieboxes and Tonies

YTD 2026 revenue
EUR 423m
YoY: +35% in cc

Topline driven by all segments, with **outstanding growth in NA** and ongoing strong growth across both core categories. **Double-digit Toniebox revenue growth** highlights ongoing success of Toniebox 2.

24%
share Tonieboxes

DACH: EUR 157m, *+19% in cc*
NA: EUR 177m, *+50% in cc*
RoW: EUR 89m, *+39% in cc*

North America benefitted from **strong sales especially in the Toniebox category**, while **DACH growth** was **supported by tentpole launches.**

63%
share int. business

Tonieboxes: EUR 101m, *+38% in cc*
Tonies: EUR 308m, *+35% in cc*
Accessories & Digital: EUR 14m, *+6% in cc*

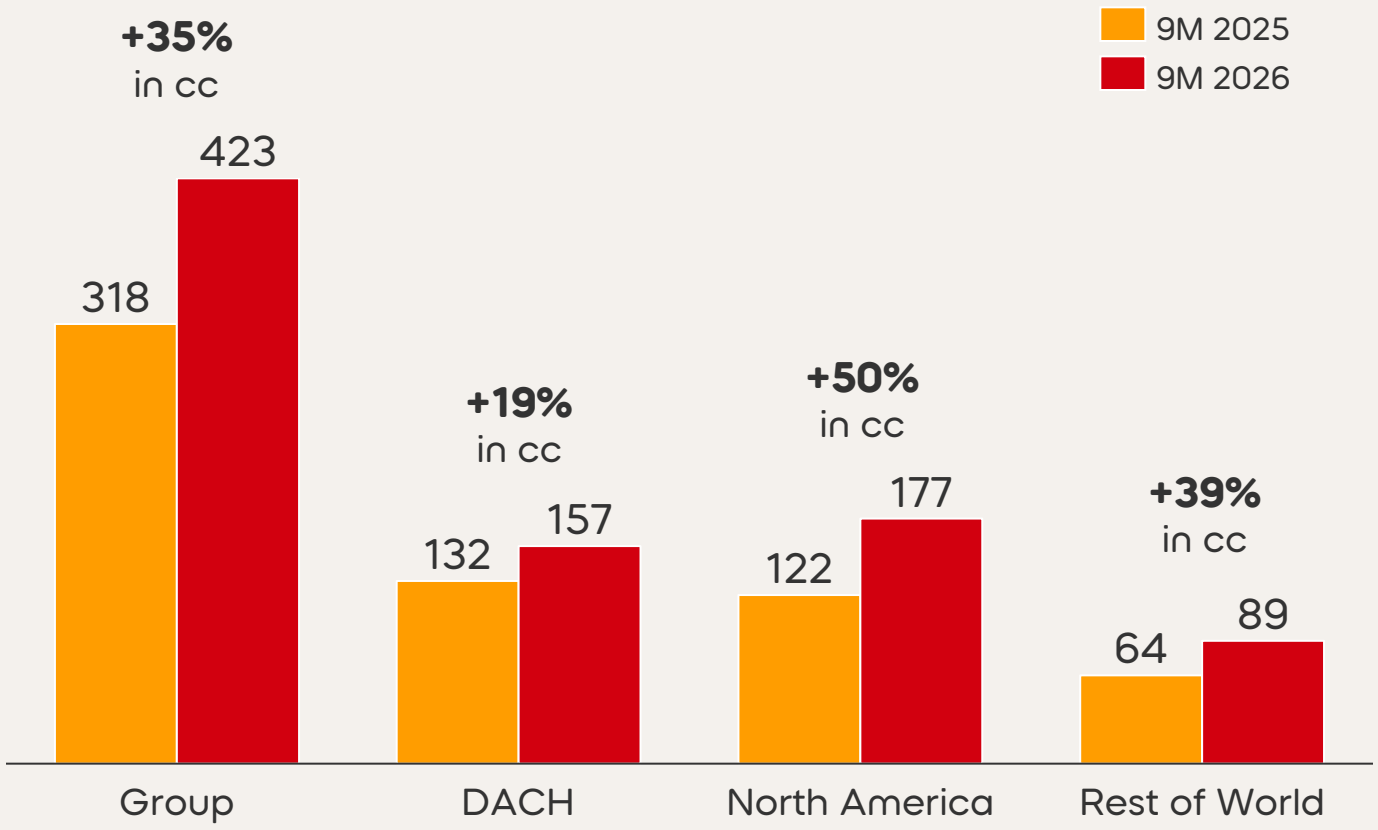
Toniebox category benefitted from lower comps due to TB2 launch only in late Q3 2025, Q4 comps expected to be more challenging. **Figurine sales supported by tentpole launches**.



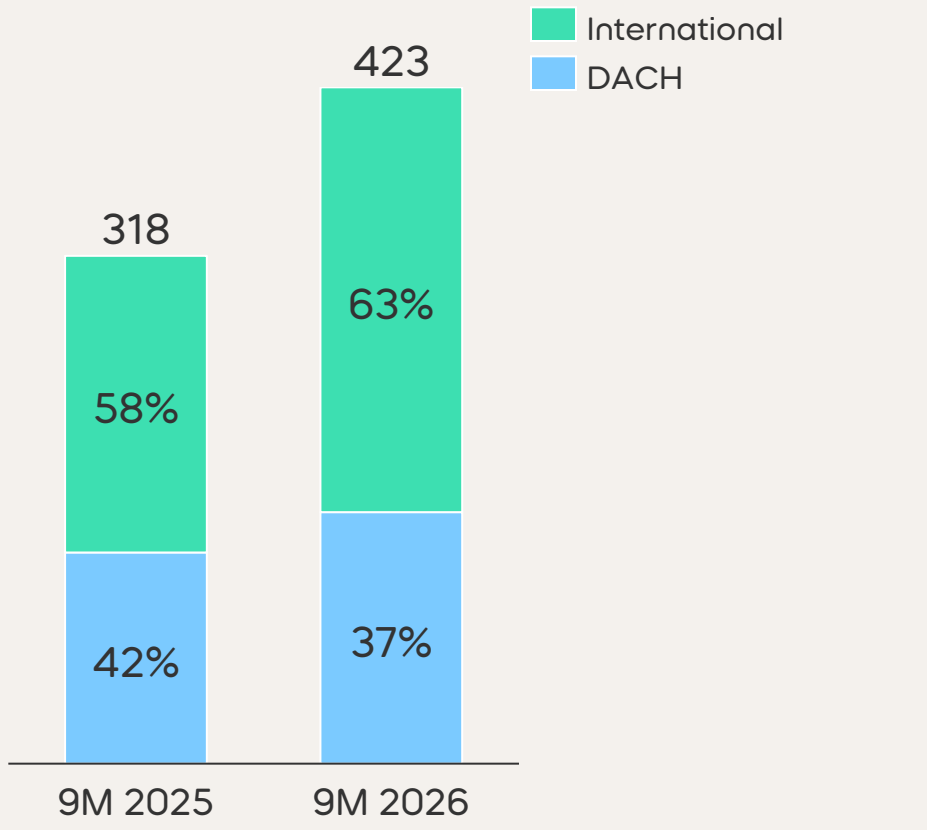
Note: Growth rates in constant currency, absolute figures in actual currency.

YTD 2026 revenue: Growth supported by earlier tentpole launches compared to prior year

Revenue by segment, in EURm



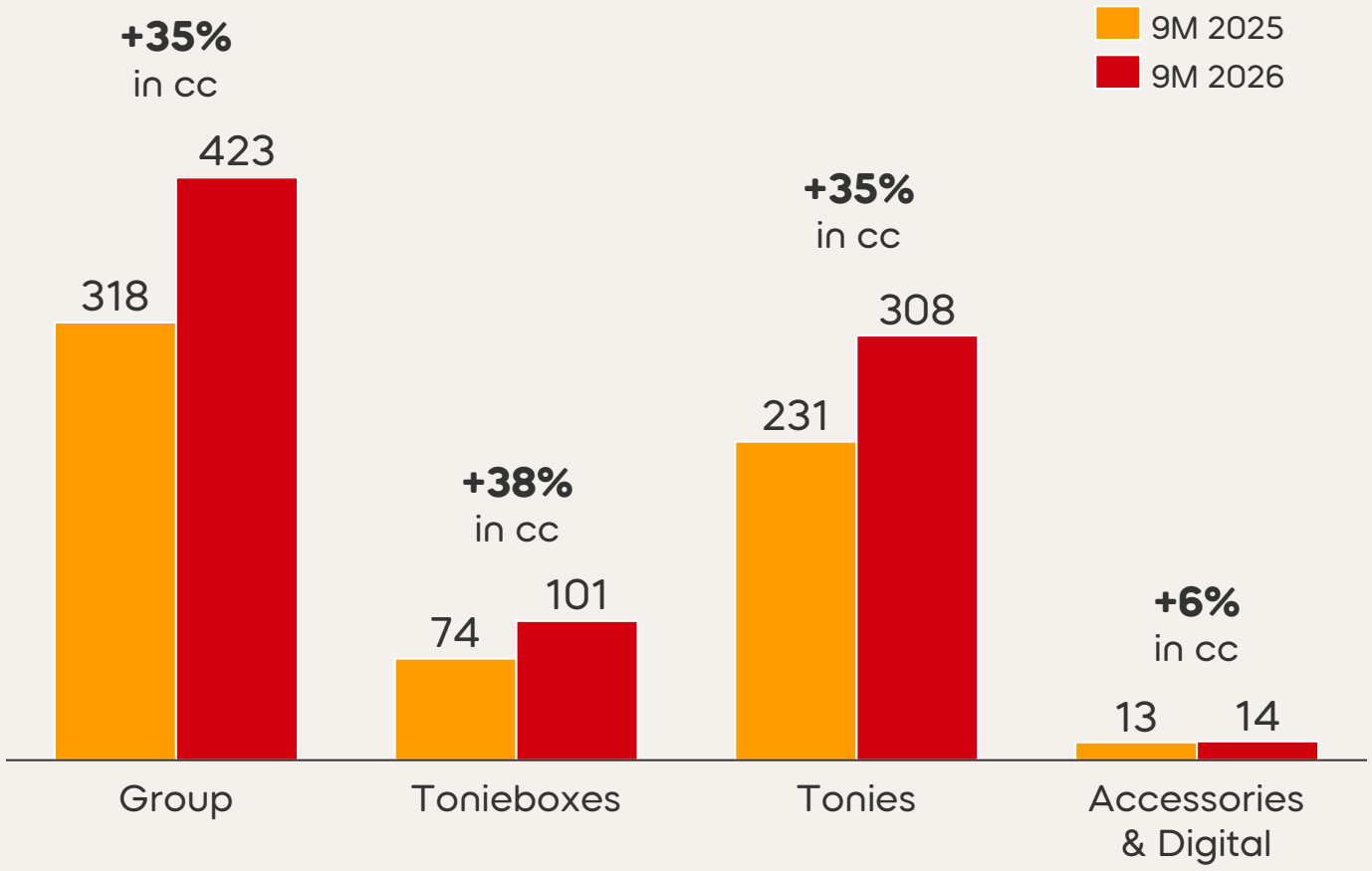
Revenue split, in EURm



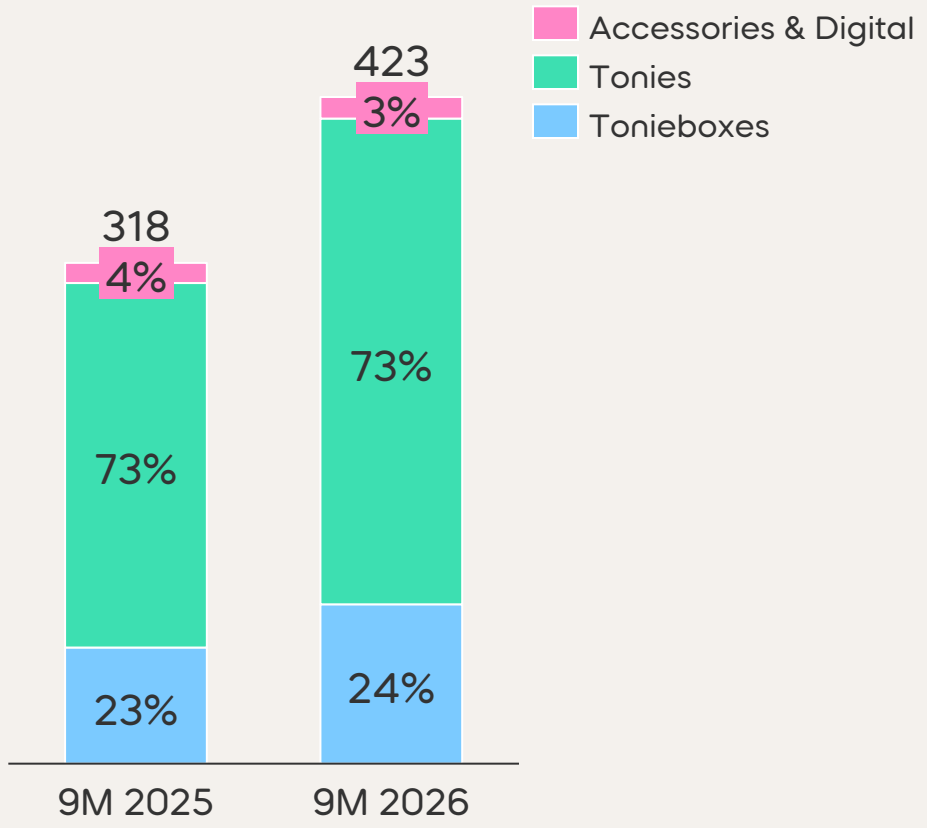
Note: Growth rates in constant currency, absolute figures in actual currency.

YTD 2026 revenue: Strong Toniebox sales increasing installed base

Revenue by product category, in EURm



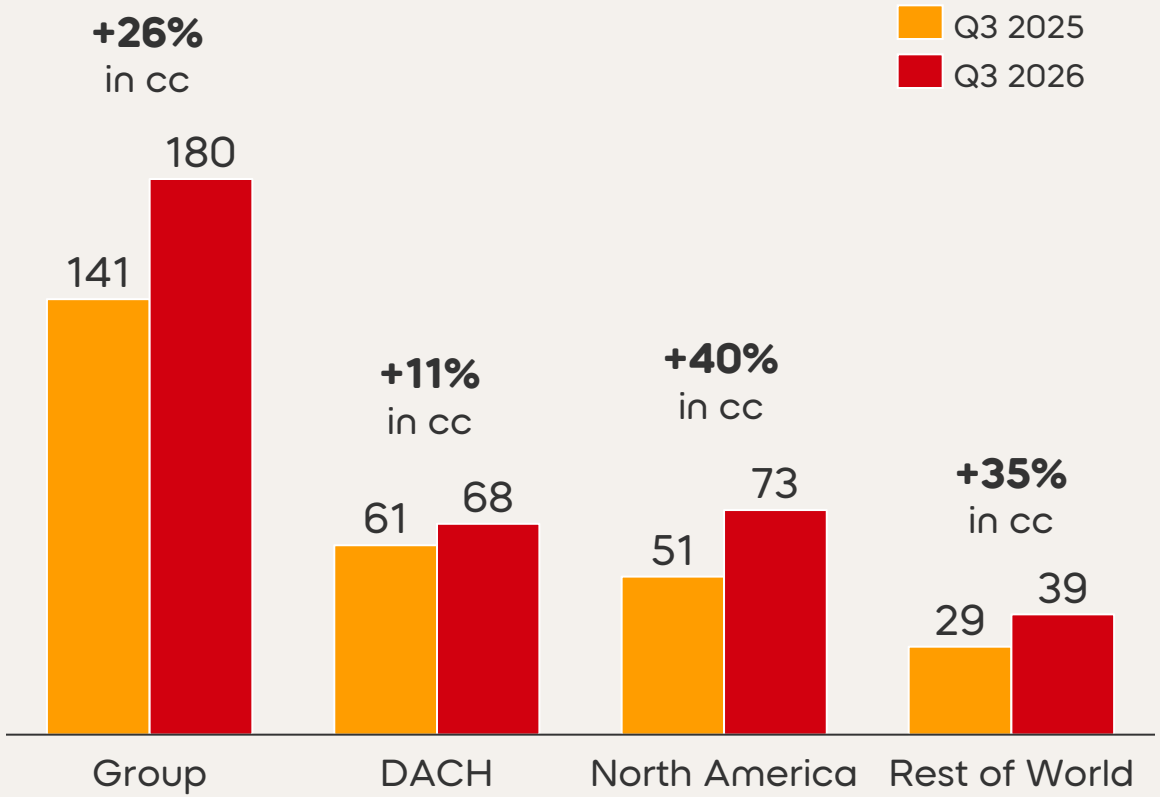
Revenue split, in EURm



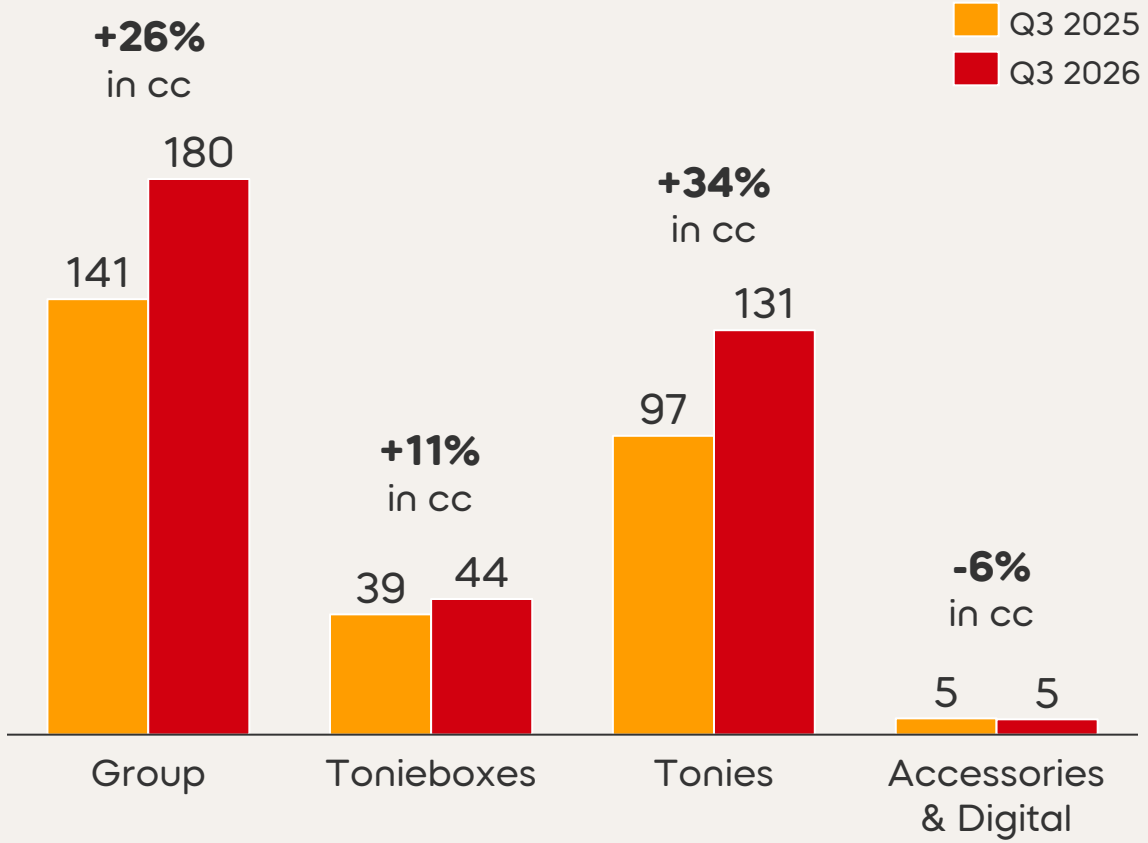
Note: Growth rates in constant currency, absolute figures in actual currency.

Q3 2026 revenue: Driven by growth in NA segment and Tonies

Revenue by segment, in EURm



Revenue by product category, in EURm



Note: Growth rates in constant currency, absolute figures in actual currency.

We **successfully managed macroeconomic challenges** throughout the first 9 months in 2026



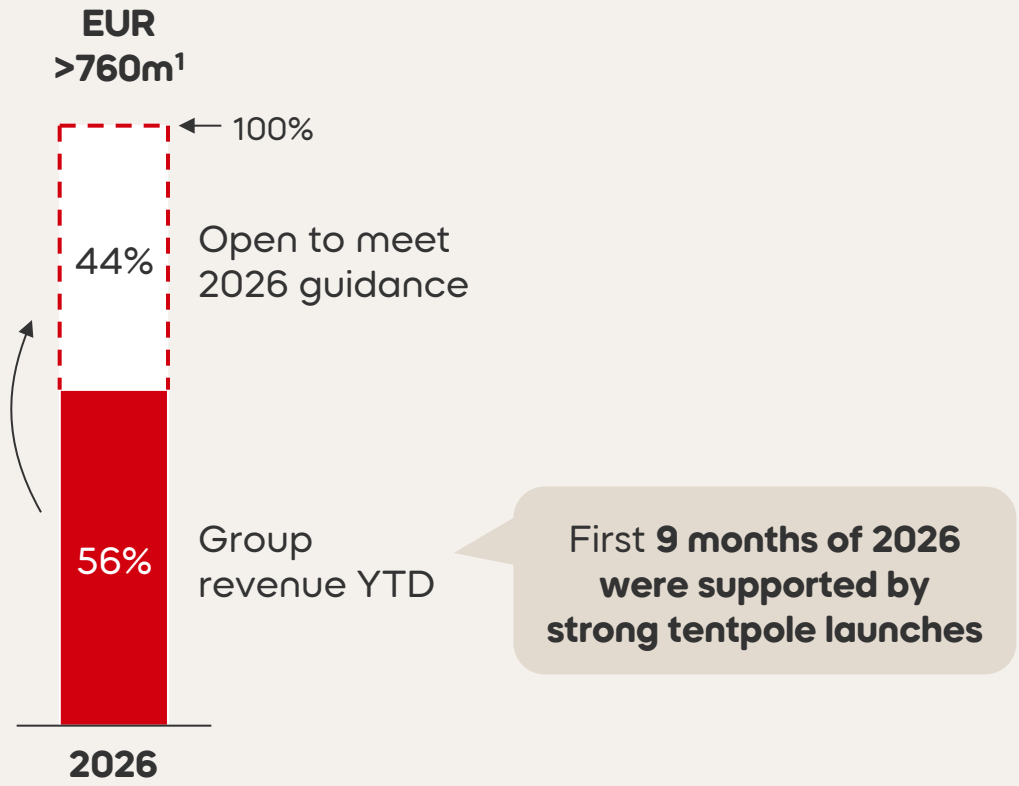
Challenges	Strategic outcomes
Memory chip supply	**Flexibility in technology and production** allowed to **secure supply well into 2027 while prices are expected to remain elevated.**
FX	**Stronger USD** vs. EUR with **positive topline** but potentially **slightly negative effect on margins** given high USD cost base (e.g., sourcing, freight, OPEX) for second half of 2026.
US tariffs	**Overall tariff situation has stabilized** and was supported through **diversification of suppliers**. Goods sold during 2026 were partly sourced at **higher tariffs which negatively impacted margins vs. prior year.** As of Q3, our balance sheet reflects tariff refunds within our cash position, fully offset by corresponding provisions as per IFRS, resulting in no impact to the P&L or guidance.

Outlook 2026



We are well positioned to deliver our guidance – everything is set for **another Q4 record quarter**

Group net revenue YTD vs. 2026 FY guidance



First **9 months of 2026 were supported by strong tentpole launches**

For 2026, **Q4 comes at a higher YoY comparable base** due to the **TB2 launch in late Q3 2025**

Earlier timing of tentpole launches pulled revenue from Q4 into Q3 2026

Q4 remains the **most important period of the year** for tonies®, especially on EBITDA level

1: Group Net Revenue guidance of EUR >760m for FY 2026.

FY 2026 Guidance reiterated: Profitable growth continues

	Results FY 2025	Guidance FY 2026
Group revenue	EUR 630 million	**EUR >760m** (>20% YoY in cc)
North America revenue	EUR 276 million	**>30% YoY** (in cc)
Adjusted EBITDA margin (%)	8.6%	**9.0-11.0%**

- Based on the assumptions that there will be **no material deterioration of consumer sentiment** or **force majeure events**.
- Guidance continues to be based on an assumed EUR/USD exchange rate of USD 1.20. **Current strength of USD with positive effect on top line and potentially slightly negative effect on bottom line** due to high USD cost base.

Q&A



Meet us at upcoming roadshows and conferences!

	Results	Roadshows and conferences
Q4 2026	• **Nov 12:** Q3 2026	• **Nov 17-19:** US-Roadshow; Boston & Chicago (Oddo BHF), New York (Cantor) • **Nov 23-25:** Deutsches Eigenkapitalforum, Frankfurt • **Dec 3:** Berenberg European Conference, London
Q1 2027	• **Feb 4:** FY 2026 Trading Update	• **Jan 7-8:** ODDO BHF Forum, Lyon • **Jan 18-20:** Kepler Cheuvreux German Corporate Conference, Frankfurt



Key takeaways: tonies® is ready for another successful Q4

I **Strong growth across all segments**
YTD revenue +35% in cc led by North America (+50% in cc), with international business now 63% of revenue

II **Installed base keeps compounding**
Toniebox revenue grows double-digit in Q3 despite partially elevated TB2 comps, fueling future cohorts

III **New channel formats drive reach and engagement**
Engaging TikTok Lives in the UK and new immersive retail experiences in Germany and France

IV **Successfully launched all 2026 tentpole launches**
Toniebox Lite, Bluey, Pokémon and Hasbro games all launched in Q3

V **tonies® is on track to deliver 2026 Guidance**
Set to achieve FY guidance, but the most important quarter of the year is still ahead of us



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