



PRESS RELEASE

Tony Hicks appointed as Chief Executive Officer of Vivid Toy Group

London, 6 September 2017: Vivid Toy Group today announces the appointment of Tony Hicks as Chief Executive Officer. Tony will take up his role on 11 September, based at Vivid's UK headquarters in Guildford. He replaces Eric Rossi, who will step down from his role for family reasons to remain in France, where he currently resides. Eric will continue to work with the business to ensure a smooth leadership transition.

Tony has over 22 years of experience delivering growth strategies for major business units across Europe, Asia, and North America for market leading international consumer brands including Carlsberg, Molson Coors, and Mars. Additionally, Tony brings significant toy industry experience from his time at leading US toy company LeapFrog, where he successfully developed the Group's international business in existing core markets whilst also developing opportunities in a number of new markets.

Vardhan Rajkumar, Chairman of Vivid Toy Group and Senior Partner at Privet Capital, commented: "I'd like to thank Eric for the significant contribution he has made to Vivid in his five years at the company. We wish him all the best for the future.

"We are delighted to have Tony on board. He shares our ambitious growth plans for Vivid, which we can only achieve through sustained investment in the Vivid team and our brands. Building strong relationships with license owners and strengthening our important network of distribution and retail partners will be critical to our success. Tony's outstanding network and record of leading international toy brands will be instrumental in developing our team, growing our brand portfolio and driving further international expansion."

Commenting on his new role, Tony said: "It is a privilege to be joining Vivid Toy Group, which is an exciting entrepreneurial business with a fantastic track record and fabulous brands benefiting from an unrivalled distribution network and retail relationships worldwide. I look forward to building on the terrific platform that the team has built and exploring the many growth opportunities for the company."

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Notes to Editors

About Vivid Toy Group

Based in Guildford UK with offices in Paris, Frankfurt, and Hong Kong, the Vivid Group is an independent, privately owned toy, games, and arts & crafts company that designs and markets in over 60 countries worldwide. Key properties include Crayola, Animagic, Drumond Park, Disney Emoji, Care Bears, Phlat Ball, Sky Viper, and Nella the Princess Knight.

For more information please visit <http://vividtoysandgames.co.uk/>

About Privet Capital

Privet Capital is a London-based private equity investor focused on creating value through operational improvement. Its team of experienced professionals seeks to partner with management teams in established businesses with a strong underlying product/business offering but in need of a clearer strategic direction to achieve operational efficiency and maximise growth potential.

Privet seeks to invest between £1m and £10m into companies in a range of sectors with a turnover of £10m to £200m.

For more information please visit <http://www.privetcapital.co.uk/>