



PRESS RELEASE

Privet Capital announces the sale of Vivid Toy Group to Goliath

London, 13 November 2018: Privet Capital (“Privet”), a private equity investor, today announces the sale of the Vivid Toy Group (“Vivid” or “the Company”), the UK’s largest independent toy company, to Goliath for an undisclosed sum.

This off-market transaction will provide Goliath, a global leader in the toy and game industry, with an immediate and strong presence in one of the world’s largest toy and games markets, a market in which they do not currently maintain an on-the-ground presence. Goliath has a longstanding relationship with Vivid, with the Company acting as a distributor for Goliath for over four years.

Vivid is one of Europe’s leading independent branded toy and games companies, licensing, designing, manufacturing and selling a combination of in-house developed toy and games IP and third party intellectual property licenses to major retailers in the UK, France, Germany, Benelux and US markets including Tesco, Argos, Auchan, Wal-Mart, Carrefour, Mueller, Target, Smyths, The Entertainer and Amazon. The Company is well-known in the toy industry for its longstanding association with blockbuster brands such as Crayola, Moshi Monsters, Thunderbirds, Bratz Dolls, Animagic, and many others.

During its period of ownership, Privet has driven the modernization and improvement of Vivid’s existing systems and operations, and overseen a successful transition in the Company’s management, welcoming the highly-experienced leader Tony Hicks as Chief Executive Officer in September 2017.

Steve Keating, Founder and Managing Partner at Privet Capital, said: “This is an exciting deal that makes sense for both parties. Vivid will benefit both from Goliath’s scale and its existing understanding of the company, a result of the longstanding relationship between the two businesses, whilst Goliath will instantly gain a substantial presence in a new market. Vivid has been a fantastic business to work with, and we wish them and Goliath every success for the future.”

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Notes to Editors

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/>

About Vivid Toy Group

Based in Guildford UK with offices in Paris, Frankfurt, Hong Kong and China, the Vivid Group is an independent, privately owned toy, games and arts & crafts company that sells in over 60 countries worldwide. Key lines include the iconic Crayola across EMEA and properties such as Nella the Princess Knight, Thunderbirds, Animagic, Fungus Amungus, Genie Girls, Disney Emoji, Phlat Ball and Squeezamals.

For more information please visit www.vividtoysandgames.co.uk

About Goliath

Goliath was founded in 1980 and is one of the few remaining family-owned global toy and game companies. Goliath is an international manufacturer and distributor of a broad range of products. Examples include Wahu®, Rocket Fishing Rod®, Rummikub®, Rubik's Cube®, Tri-Ominos®, Wordsearch™, Pop the Pig®, Doggie Doo™, Gooey Looey™ and Catch the Fox™.

The company has continued to see substantial growth with the acquisitions of Pressman Toy® and JAX® in the US, Crown & Andrews® and Brits 'n Pieces/Wahu in Australia, Modelco® in France, and Elephanta® in New Zealand. Goliath is a market leader in TV-promoted games and is active in many other toy categories, such as puzzles, arts & crafts, outdoor, activity, and novelties. Goliath products now sell in more than 75 countries worldwide and the company has offices in the Netherlands, Belgium, France, Spain, Portugal, Germany, Poland, Hong Kong, Australia, New Zealand, USA and Canada.

For more information please visit www.goliathgames.com