

# From \$100 Million in FY 2021 to \$300 Million in FY 2022



# **Global presence across top retailers**

Available at key retailers across North America, Europe & APAC





### Countries

United States | Canada | United Kingdom | Ireland | Germany | France | Spain | Portugal | Italy Benelux | Nordics | Middle East | Korea | Japan | Australia | New Zealand | Indonesia

# EMEA - growing footprint

\*- :

Launched 2020 Launch 2021 Launch

2022 Launch



# The Evolution of Play

Play is not going away...









### ...but, play is changing. Screen time is now play time.



# Has Led to the **Evolution of Screen Time**

Unfortunately, screen time has its downfalls...







...yet in a world where working from home is the new normal, parents crave screen time for their children.

But, to what end?







# So, Osmo has evolved with it.

### **Osmo is for parents looking** to grow more than just their children's academic potential.

We make programs to help kids improve in every area (academic, creative, social, and more), because Osmo's unique blend of physical and digital play grows kids' skills in ways that other learning systems just can't.









# And, we promise

to help kids grow to be more confident, thoughtful, and creative.



**Osmo** Confidential



A tablet-based play system for kids 3+ that combines hands-on physical play with the power of digital play, to give kids fun and magical experiences all combined with a healthy dose of learning.

Osmo







Osmo understands what the children are doing with its computer vision system.



## **Parents & Teachers Osmo**

More than **40,000** classrooms use Osmo to change the way kids collaborate, create, think critically, & communicate.



 $\star \star \star \star \star \star$  Great product for parents & teachers  $\star \star \star \star \star$  Must Have +++++ Great, engaging games!

And we've been recognized too!











eptember 27 at 4:06 AM

I input their spelling words with pictures each week. They love spelling

them in the Words game!

had my OSMO for a number of years and each year it always amazes me how engaged the students are!! My number one rule in my kindergarten class is that learning has to be fun and OSMO

Mary Moseley Richards shared a post.

, Osmo, for creating this new kit for my friends who still have lots of letters to learn in kindergarten! This kiddo was having a blast!

Instructor





### **BYJU'S - Purchased Osmo in 2019**

Valued at +\$13 Billion, BYJU'S is India's No.1 Ed-Tech firm & one of the largest in the World



### Marquee investors as partners









https://techcrunch.com/2019/07/10/byjus-150m-international-expansion/

https://fortune.com/2019/07/29/byju-raveendran-net-worth-india-billionaire/



Confidential

Osmo

# **BYJU's - fuelling Osmo's growth**

- BYJU's continued investment supports Osmo's growth to a \$300m company through:
  - Product development and sharing of technology 3 game development Studios
  - Internationalisation Localisation of product and launch markets
  - Building AAA teams in key hubs US, EU, India, South America
  - **\$\$\$**m's in marketing investments:
    - Above the line content creation, media buying and sponsorship
    - Channel marketing digital, print, fixtures and experiential
    - Business development Sports and charity partnerships
    - Celebrity and influencers activations





Osmo

# US NPD: Osmo continues to consolidate its position in Youth Electronics toys

### SALES AND % CHANGE I TOP 10 CORPORATE MANUFACTURERS

### SUPERCATEGORY: YOUTH ELECTRONICS 🗶



TANGIBLE PLAY SAMSUNG EMATIC CLICKN KIDS VTECH (CORP) KD GROUP (CORP) LEARNING RESOURCES CONTIXO SCHOOL ZONE PUBLISHING LINSAY

Year to Date: Ending July 2020



Osmo Co

Confidential

# Impact: Revenue growth in EMEA

Starting with the UK in 2019, we continue to scale and expand across **EMEA - over 2x growth each year** 







Osmo

Confidential

### UK Marketing plan 2020 Circa \$4m investment

Massive campaign from May to Dec across kids, co-viewing and sports programs + sponsorship of Pop, Tiny Pop, Sky Cinema Family and Sky Cinema Animated Movies







### g and sports programs + Cinema Animated Movies sky sports main event sky one sky ADSMART /erage 4+ Coverage 9.8 30.7 3.2 43.5 5.5 44.8

33.6

34.8





# PR & Influencers in UK 2020





#DrawWithRob \*SPECIAL EDITION\* OSMO's Mo The Monster 3,327 views • 22 Nov 2020 ▲ 49 ↓ 0 → SHARE ■ SAVE Rob Biddulph 51.4K subscribers

### WIRED

### The WIRED Christmas gift guide to the ultimate tech toys for 2020

We've compiled a list of our fevourite tech toys for 2020 to take some of the pressure off. Our fun and mind-nurturing edit is ideal for kids, teenagers and adults who make solid life choices...



### GoodtoKnow



63/90

### Top Christmas Toys 2019: Osmo Little Genius Starter Kit

Top Christmas toy for: John Lewis

What is it? Osmo Little Genius Starter Kit will turn your little one's iPad into a creative learning device. Kids will learn how to solve problems and understand emotions, new words, and vocabulary in an openly creative environment. It's interactive, fun and educational.

### THE IRISH TIMES



ity

From gadgets to brighten up your home to smart tech to keep you connected, we've got you covered with our pick of the top tech gifts for 2020, sponsored by Panasonic

Gift Guide: Tech & Gadgets

Reauty.

1

the state of the s

### DAILY

Christmas gift guide for children: The best present ideas for boys and girls this year

WITH CHRISTMAS fast approaching, it is time for many to start their festive shopping. Here are some of the best present ideas available for boys and girls this year. By SARK/OKAY

SHARE f TWEET V in P



Christmas gill guide. Many lintura will be starting their Christmas strapping (mage: CETTY)



### Best tech for homeschooling

We've complete a list of the best tech gadgets and assemble's worth considering road, for chickness of all anomaliated as they been

6. Osmo Genius Starter Kit



Control Controls Statuter Not

If you've got an Pad at home, you'll love this

Damo is the multi-award winning learning tool that combines manactivity and hands on hearning for a truly mind blowing and widely entenancing experience. Suitable for children aged between six and ten years still. Como explores a educational range topics like



# **Osmo - product appeal across demographics**

Premium, learning inspired consumer



MSRP £139.99



MSRP £99.99



MSRP £119.99



MSRP £79.99

### Mass, creativity inspired consumer



MSRP €119.99



MSRP £79.99



MSRP £39.99





MSRP £59.99

### **Osmo Catalog of Products - Add-ons**



MSRP €49.99



MSRP €49.99





MSRP €59.99

MSRP €49.99







MSRP €14.99

MSRP €14.99



MSRP €69.99



# Toy retail examples











**Osmo** Confidential

# **Digital and Print examples**







Damo helps learners understand abstract concepts in real world terms by applying the principles of embodied learning. Children use physical game pieces to interact with the characters on screen and learn by doing. From early reading, to math and coding, to chaving and onestivity, there's an Osmo game for every kind of child. Start exploring games based on age range or subject matter now! Shop Now











\*









\*

