

Osmo



**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

Retailers

EUROPE



NORTH AMERICA



MIDDLE EAST | APAC | ANZ



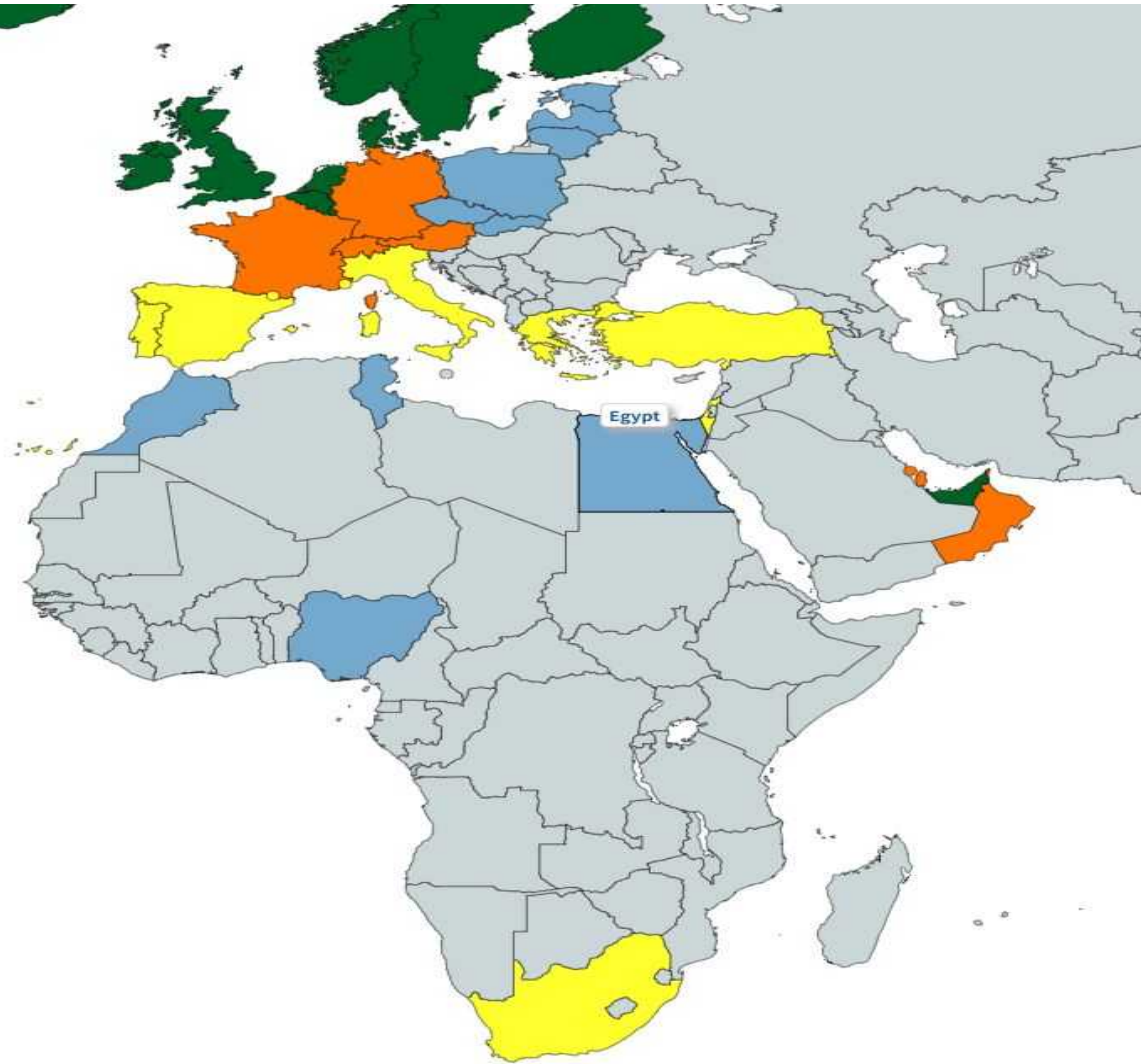
Countries

United States | Canada | United Kingdom | Ireland | Germany | France | Spain | Portugal | Italy

Benelux | Nordics | Middle East | Korea | Japan | Australia | New Zealand | Indonesia

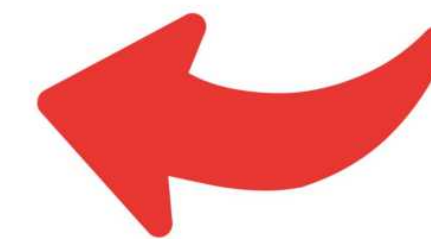
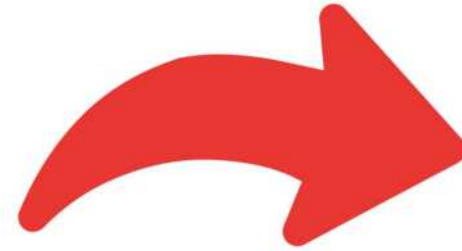


EMEA - growing footprint



The Evolution of Play

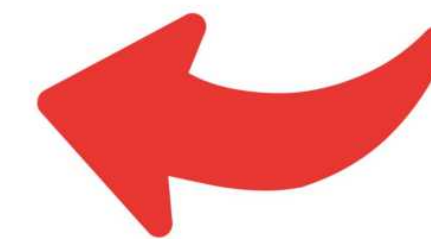
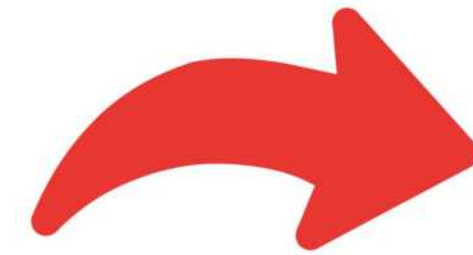
Play is not going away...



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

Has Led to the Evolution of Screen Time

Unfortunately, screen time has its downsides...



...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

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.

A hand is shown interacting with a tablet that displays a geometric puzzle. The tablet is mounted on a white stand. The screen shows a large black shape composed of several colored triangles (red, blue, green, purple). A red arrow points from the text box to the tablet. On the table, there are several physical geometric shapes (triangles and squares) in various colors (yellow, orange, blue, green, red, purple). A hand is shown interacting with these shapes, with a blue grid overlaying the table surface. The background is a wooden table.

**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.



★★★★★ Great product for parents & teachers

★★★★★ Must Have

★★★★★ Great, engaging games!

And we've been recognized too!



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

\$1B

Revenue Run Rate

80M+

Downloads

5.5
Mn

Paid Users

4.7/5

Avg ratings from over
1 Mn reviews

100
Min

Avg Daily Usage

Marquee investors as partners



SEQUOIA



Tencent 腾讯

TIGERGLOBAL

bondCAPITAL



GENERAL
ATLANTIC

verlinvest

IFC

SOFINA

Owl
Ventures



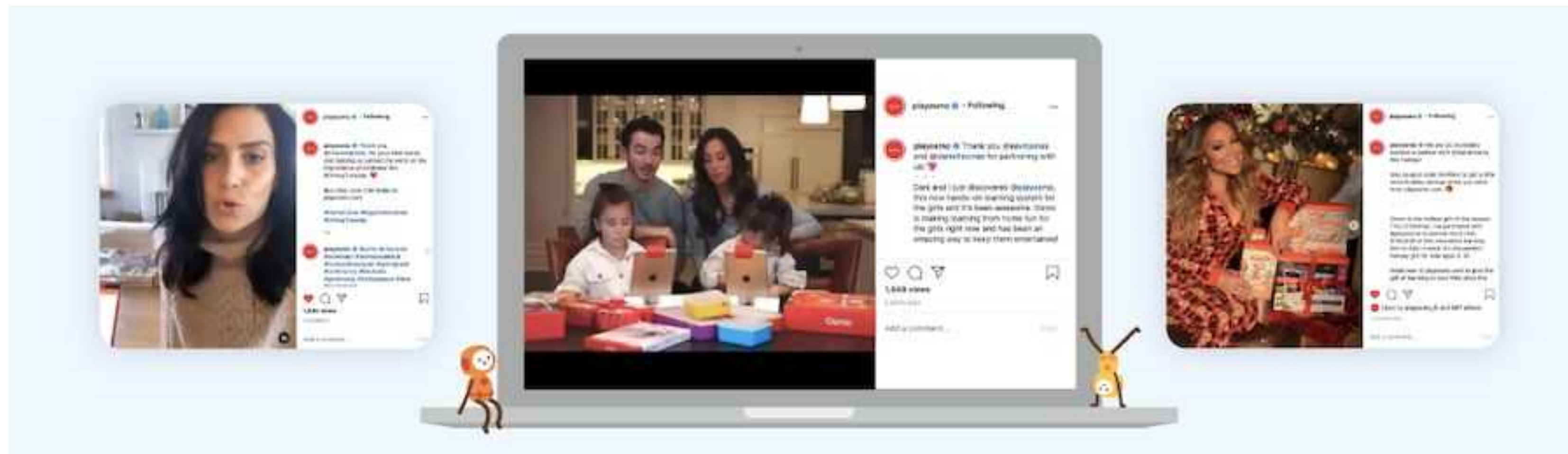
CPP
INVESTMENT
BOARD

SILVERLAKE

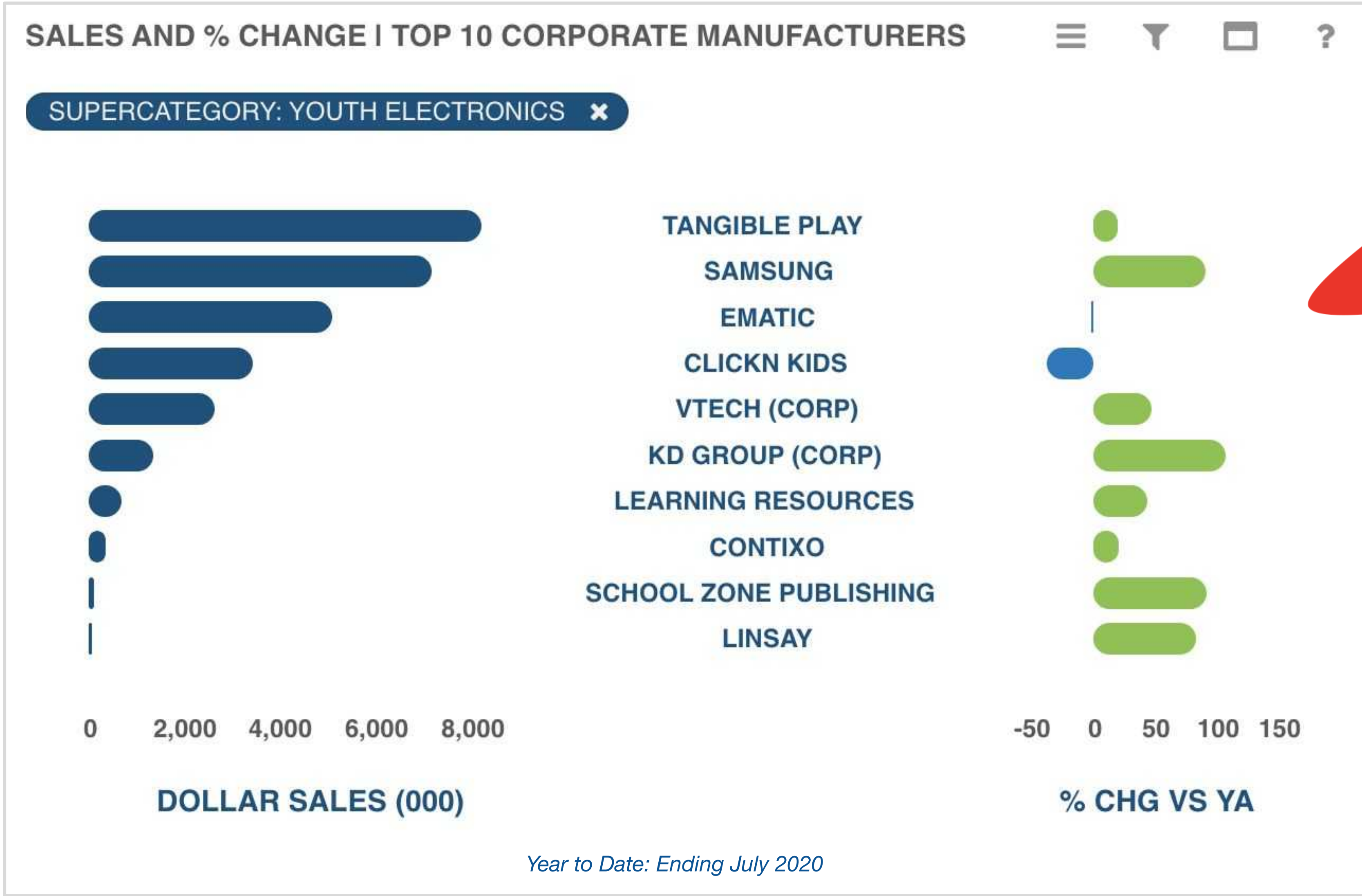
DST GLOBAL

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



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



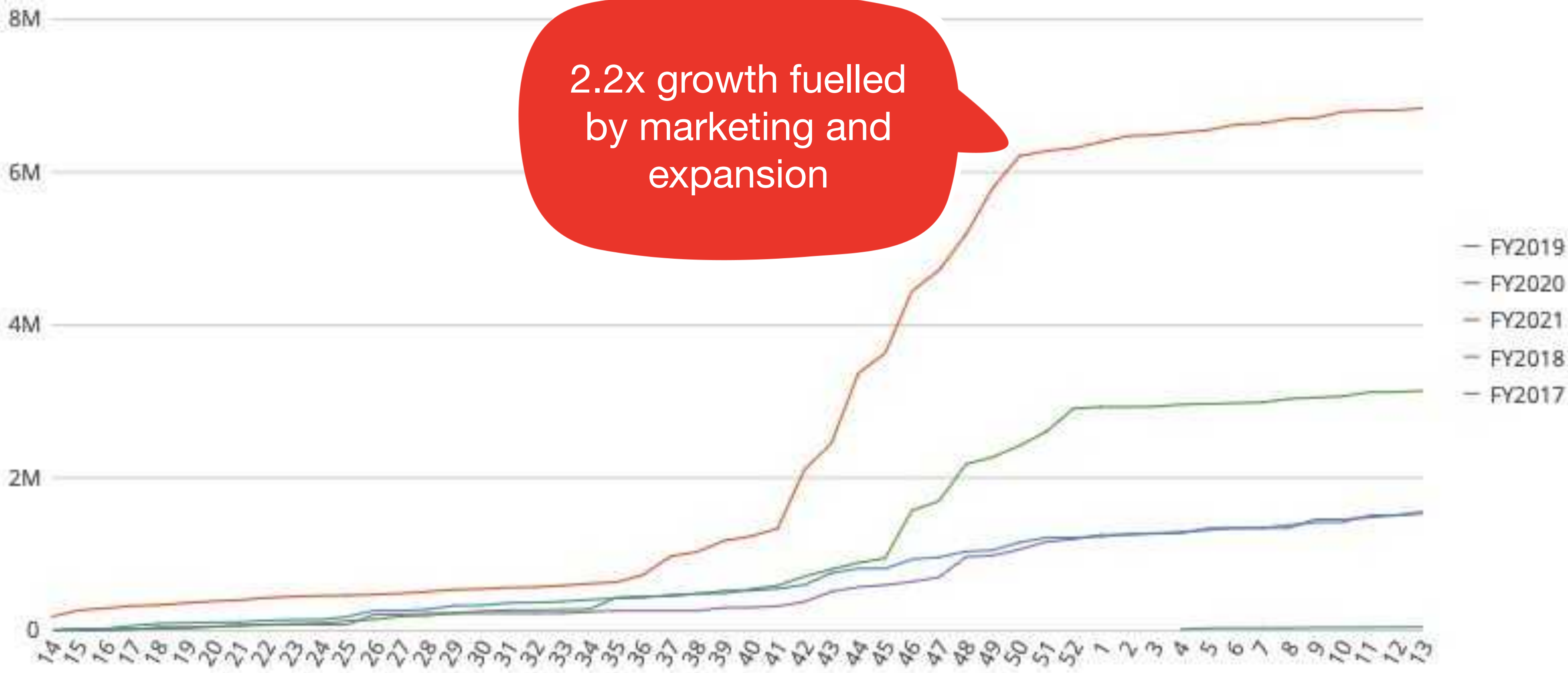
Osmo

Dollar Sales: \$8.18M

% chg vs YA: 19.8

Impact: Revenue growth in EMEA

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



UK Marketing plan 2020

Circa \$4m investment

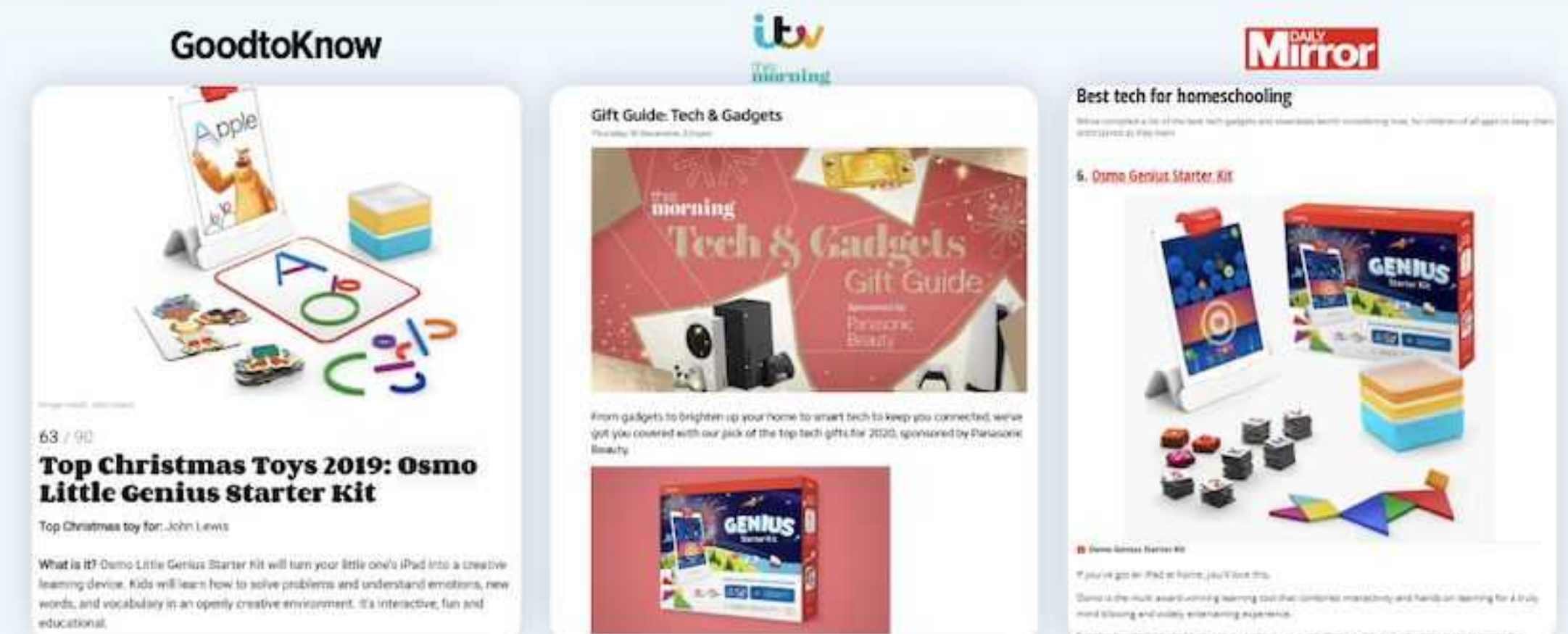
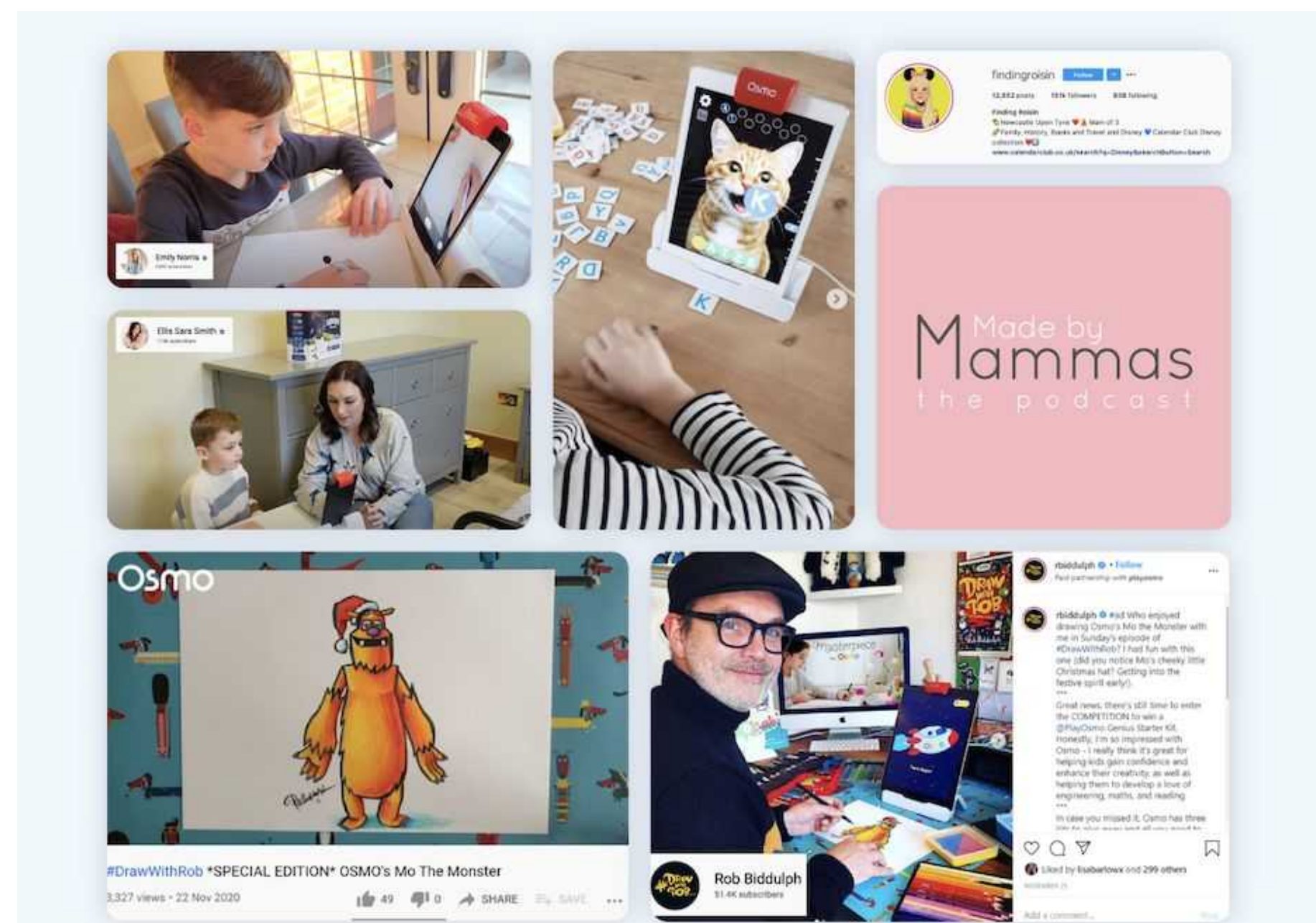
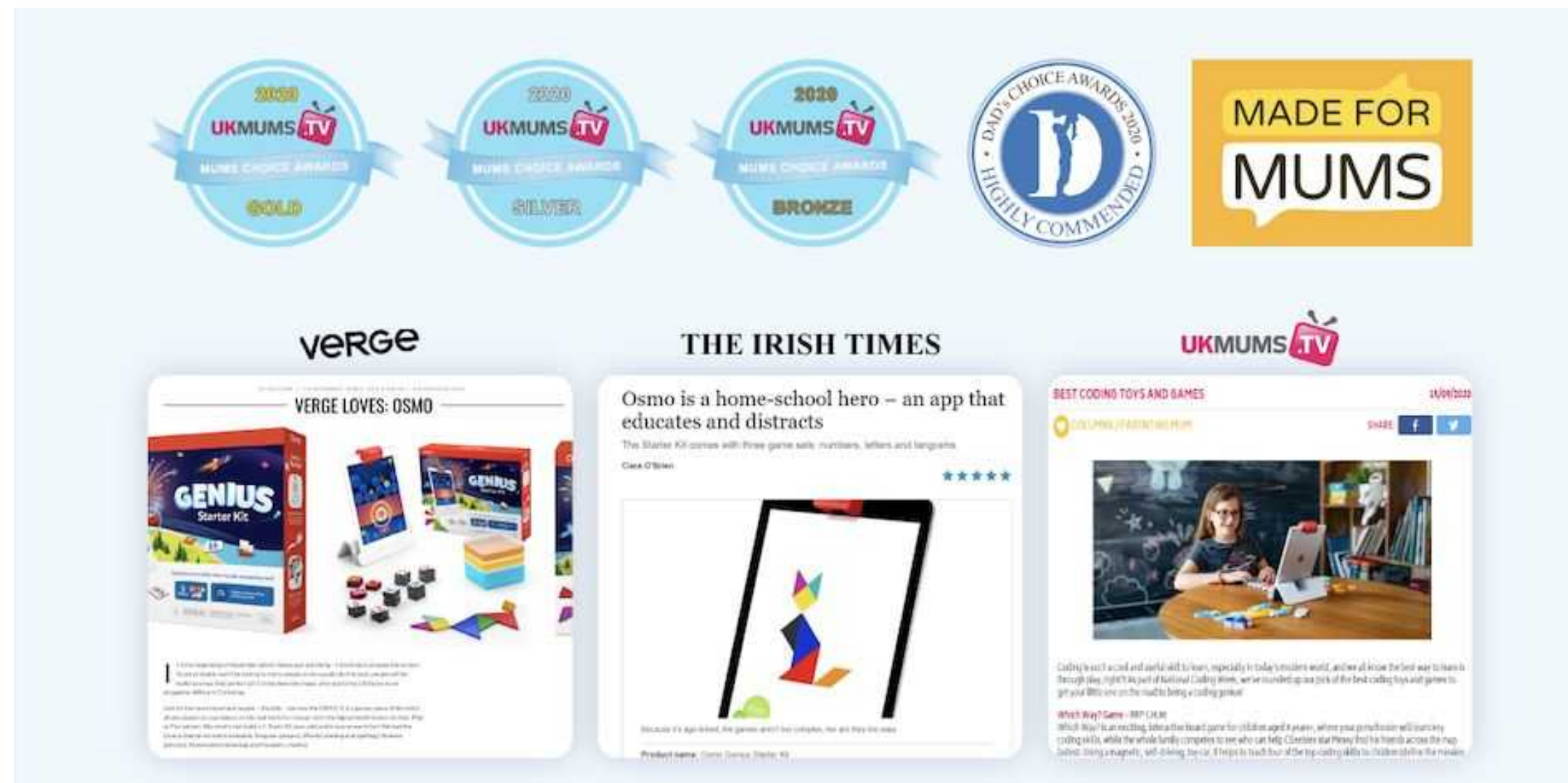
Massive campaign from May to Dec across kids, co-viewing and sports programs + sponsorship of Pop, Tiny Pop, Sky Cinema Family and Sky Cinema Animated Movies



Spot Airtime	TVRs	OTS	1+ Coverage	4+ Coverage
Children	989	19.9	49.8	30.7
CH4-9	1,502	23.8	63.2	43.5
CH4-6	1,778	27.1	65.5	44.8
HKCH0-3	1,309	22.0	59.5	33.6
HKCH4-9	1,051	20.1	52.2	34.8



PR & Influencers in UK 2020



Osmo - product appeal across demographics

Premium, learning
inspired consumer

Mass, creativity inspired
consumer



MSRP £139.99



MSRP £99.99



MSRP €119.99



MSRP £79.99



MSRP £39.99



MSRP £119.99



MSRP £79.99



MSRP £59.99



Osmo Catalog of Products - Add-ons



MSRP €49.99



MSRP €49.99



MSRP €14.99



MSRP €14.99



MSRP €49.99



MSRP €59.99

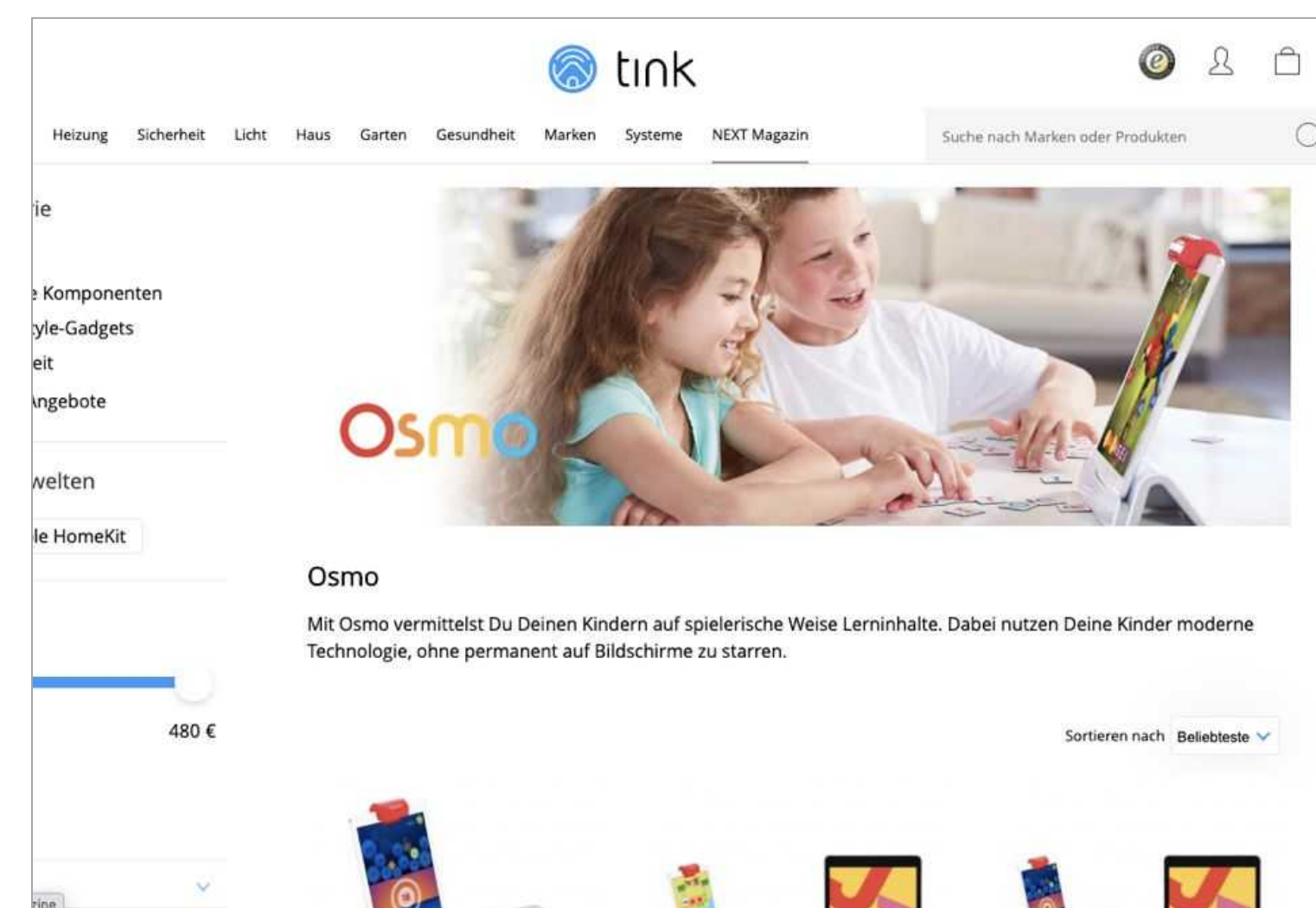
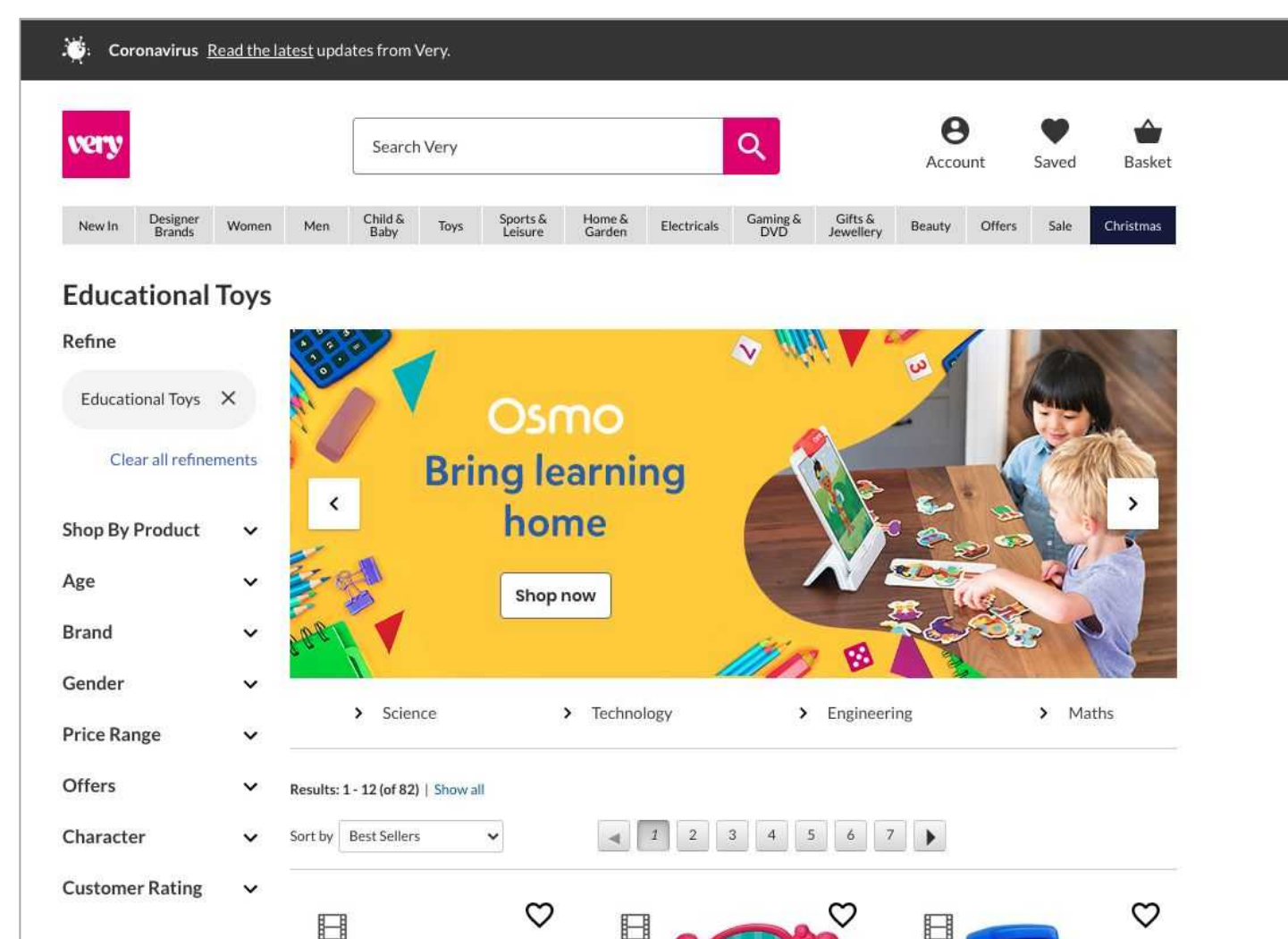
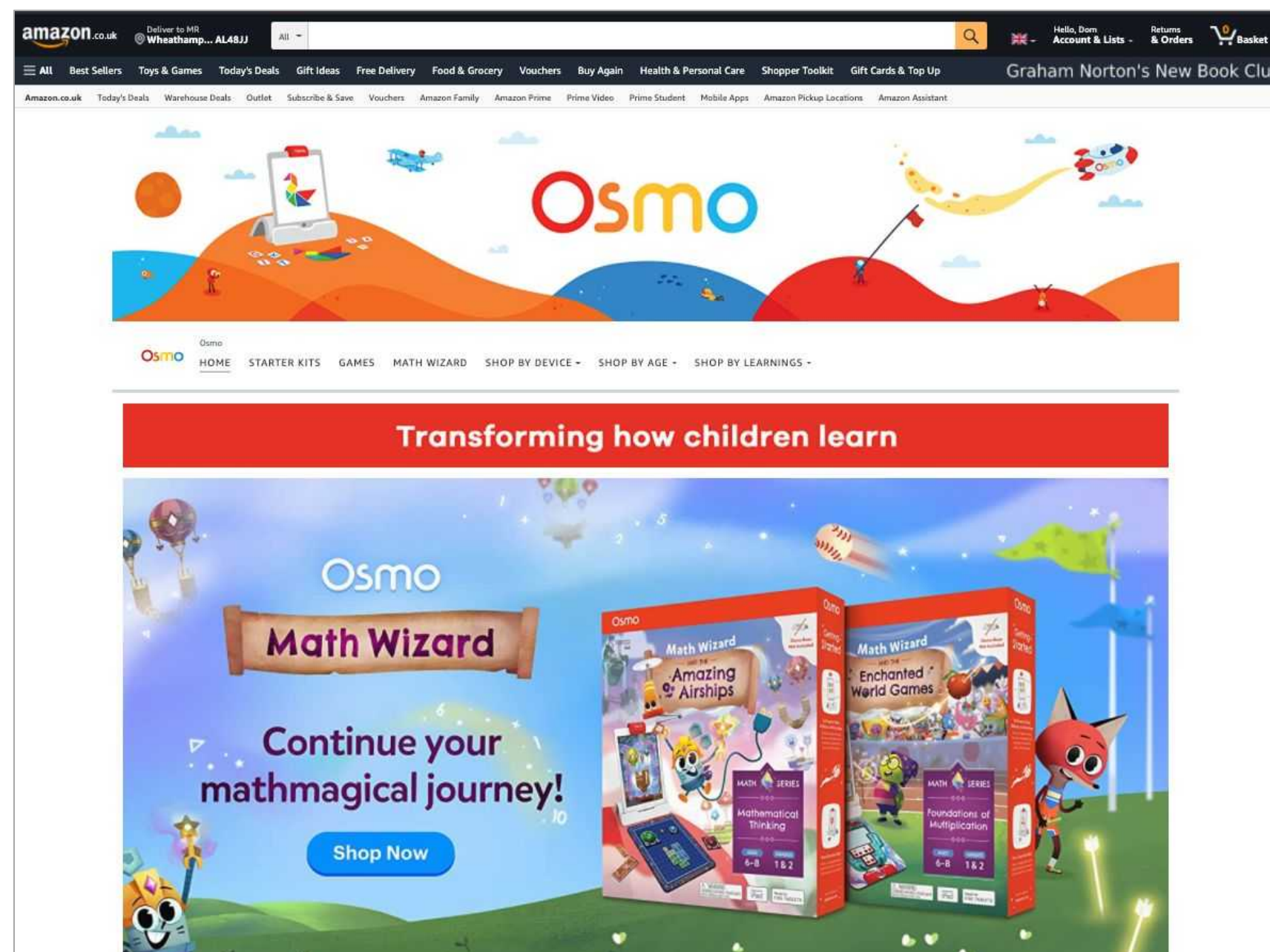


MSRP €69.99

Toy retail examples



Digital and Print examples



Thank You