

Dear PlanToys friends, ambassadors,

We would like to inform you about a big step on a new strategy that we would like to do for online marketplaces to protect you all in those strange times.

Today the consumer behaviour has changed a lot to online and social media marketplaces. Especially Covid-19 has a significant push to make this stronger so we would like to find the fair solution for all of us to do business on the digital world and at the same time to promote and support the local online and offline partners, people like you!!

Two main concerns that we would like to manage are the Suggested Retail Price and also the territory. It becomes an ongoing issue that small price war has started on the big marketplace and at the same time the digital platforms also create the cross border transaction that is difficult to control.

It's not easy for the independent shops (PlanToys core business) and online people to fight against all those big ones who have a power that is scary. We need to protect the local online and offline people, people who also fight to build and share our unique PlanToys company philosophy, people like all of you. The big market places like Amazon, Bol.com, Ebay and several other ones do a lot of business in the countries they sell but they don't even pay taxes in most of the countries and that's not fair.

That is why we made the strategic decision in Europe and the Middle East that we would like to manage the marketplace platforms and stop being seen on those big players marketplaces starting 1st of March 2021.

For the people who do offer PlanToys on that kind of big market places, we kindly ask you to remove them immediately and stop offering PlanToys products. We will also need your help to keep an eye on the market and if you find some sellers, please inform your PlanToys supplier about this. We will take immediate action to stop it.

Your distribution partner will inform you about the details in the next days.

With this, we are one of the first Children products brands with this statement and I am sure that we will get much more respect from the industry and from the people who buy PlanToys because they love and appreciate our philosophy, style, design and quality. With this statement we support you and the people who work very hard to bring PlanToys to the highest level.

I know that for some of you, it will maybe affect your business but we are also sure that it will be better for you in the future because we as PlanToys will always fight to protect you and your business.

We count on you to help us making it happen and If you need any help or support, you can always count on us.

Stay well and always remember, "better kids better world".

Alain De Rauw
International sales director