



# Company Values

## Vision

To be the first choice for innovative quality toys worldwide

## Mission

Through the pursuit of excellence we commit to deliver products and services that exceed expectations

## Values

We are all passionate about our business

We value and respect our worldwide team and believe their dedication and commitment will fuel our growth -

“Our people are our business”

We commit to maximise our expertise and reputation within the industry to ensure we continue to be the partner of choice

We commit to deliver industry leading Quality Assurance

We commit to develop products that meet and exceed our customers' needs through innovative solutions that deliver value

We commit to value all our relationships and we will work in a trustworthy and ethical manner in all aspects of our business

We commit to provide an efficient, reliable and considerate service, keeping to promises and delivering consistently.