



PLAYSMART

Toys are our Business!



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Toys are a valuable tool for children's development. Not only do they keep them entertained, toys help children find out about the world, learn new skills and make friends. Toys are a winner all the way, however the importance of keeping children safe while they play cannot be overstated!

This philosophy forms the core value at **Playsmart**. We are a young, dynamic Company with our team having the right mix of experienced professionals and dynamic, trendy go-getters in sync with our young market.





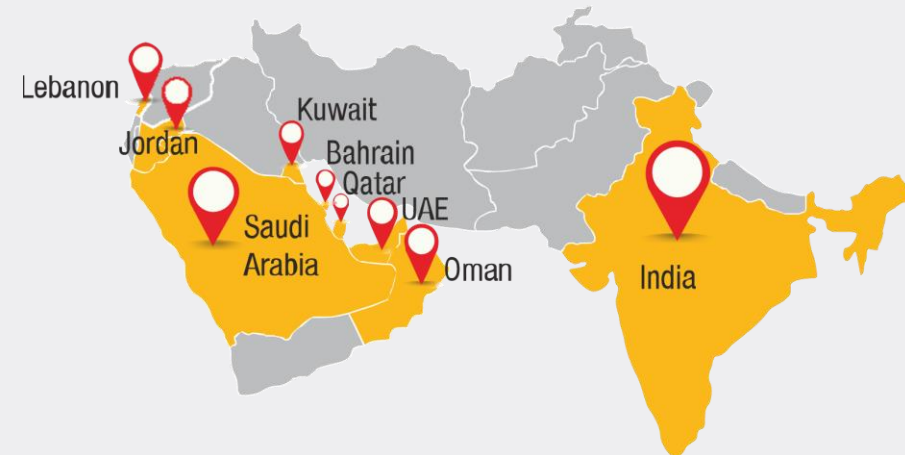
Vision

At Playsmart, we are ambitiously determined to push kids forward by empowering our kids to play creatively and cleverly; to truly live a happier life & unleash their fullest potential - to be extraordinary!

Mission

At Playsmart, we want to provide a great working atmosphere for our employees - to promote creativity, ideas and energy, which will then through them overflow into the market place and the environment.

Playsmart Network



Our Brands



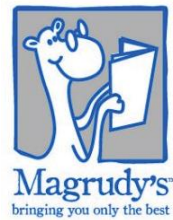
Hyper market , Online & Travel Retail



Travel Retail



Our Presence in Retail



Our Presence – Travel Retail



Our Presence – Online Retail





Vtech was founded in Hong Kong in October 1976 by two local entrepreneurs, Allan Wong and Stephen Leung. When the first single-chip microprocessor "Intel 4004" became available in the early 1970s, the company saw the potential it offered for portable consumer electronics products



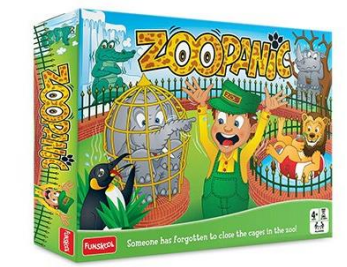
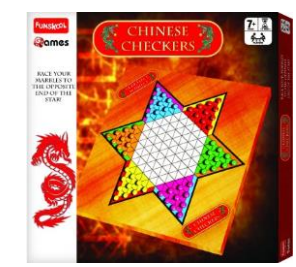
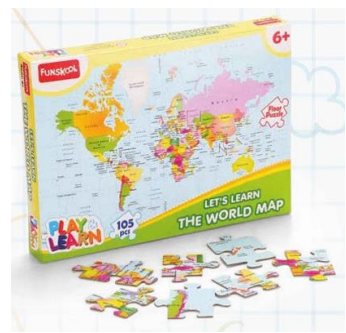


Crayola is a brand of artists' supplies manufactured by Crayola, LLC and best known for its crayons. Founded, March 31, 1885; 131 years ago. The company was founded by cousins Edwin Binney and C. Harold Smith in New York ...





Preschool, Infant, Sofdough, Arts & Craft, Puzzles, Games



PLAYSMART





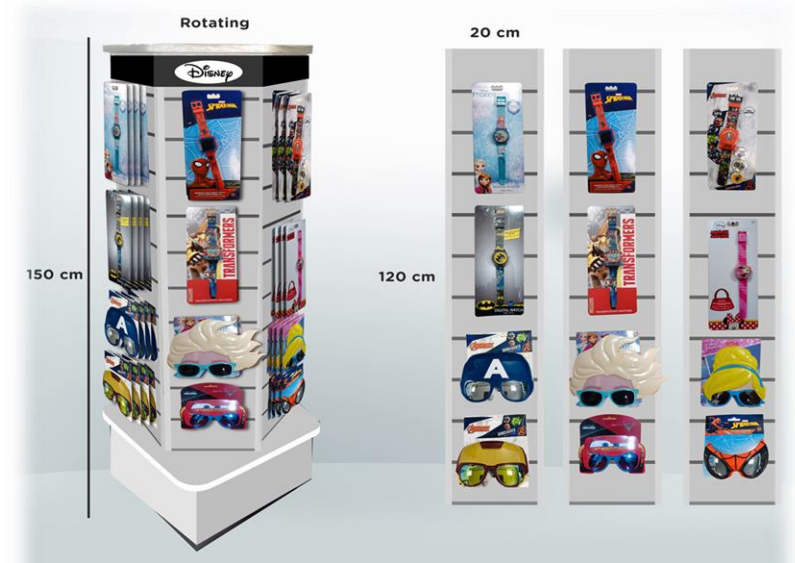
Established in 1981, Aurora is one of the leading companies for high-end, soft, and huggable toy designs in the global gift industry.

Aurora is known in the industry for its incredibly high-quality products, range of diverse offerings and competitive pricing.



PLAYSMART LICENSED NOVELTIES

Disney





Playsmart Market Resonance



Focus Zones – Bulk Stacks



Instore Awareness Campaigns / Demos



Brand Building Community Events



In-store Training



Social Media Playsmart & Our Retailers



justkiddinguae • Follow

justkiddinguae VTech Rock & Ride Pony 🐾
 لعبة مميزة لطفلك
 يمكنه استخدامها كحصان هزاز أو كعربة
 تصدر موسيقى و أصوات الحيوانات
 للطلب التواصل دايركت
 Your little-one can have great fun
 with this brightly coloured VTech
 Rock and Ride Pony ! DM to order

1w

11 likes

APRIL 5

What is the blended color?

1. Pink + Yellow =
2. Blue + Yellow =
3. Pink + Blue =

vttech
Selfie
Contest

thespringssouk Take a Selfie with a Vtech Product in Toys R Us and Post is on the Toys R Us Page and Tag Playsmart for a chance to win a prize. Valid from 21 to 30 March 2019.

3w

momofteenandbabyindxb Posted 🙌

2w Reply

4 likes

MARCH 21

Add a comment... Post

Instagram

fivelittleducksme

42 likes

fivelittleducksme Calling all pregnant mamas; this is for you. When the advancing months mean yo... more

View 1 comment

Add a comment

Toy & Baby Division

If you are
impressed with our
Toy Division

Apparel Division

Check out our
Apparels as well

Apparel Division

Our Apparel division has partnered with THE WALT DISNEY COMPANY -MENA as a Licensee for Disney, Marvel and Lucas



Thank You

