

A NEW WORLD OF PLAY THROUGH TECH-POWERED SCREEN-FREE WOODEN TOY.



WE KNOW TECHNOLOGY IS INEVITABLE, BUT HOW CHILDREN ENGAGE WITH IT MAKES ALL THE DIFFERENCE.

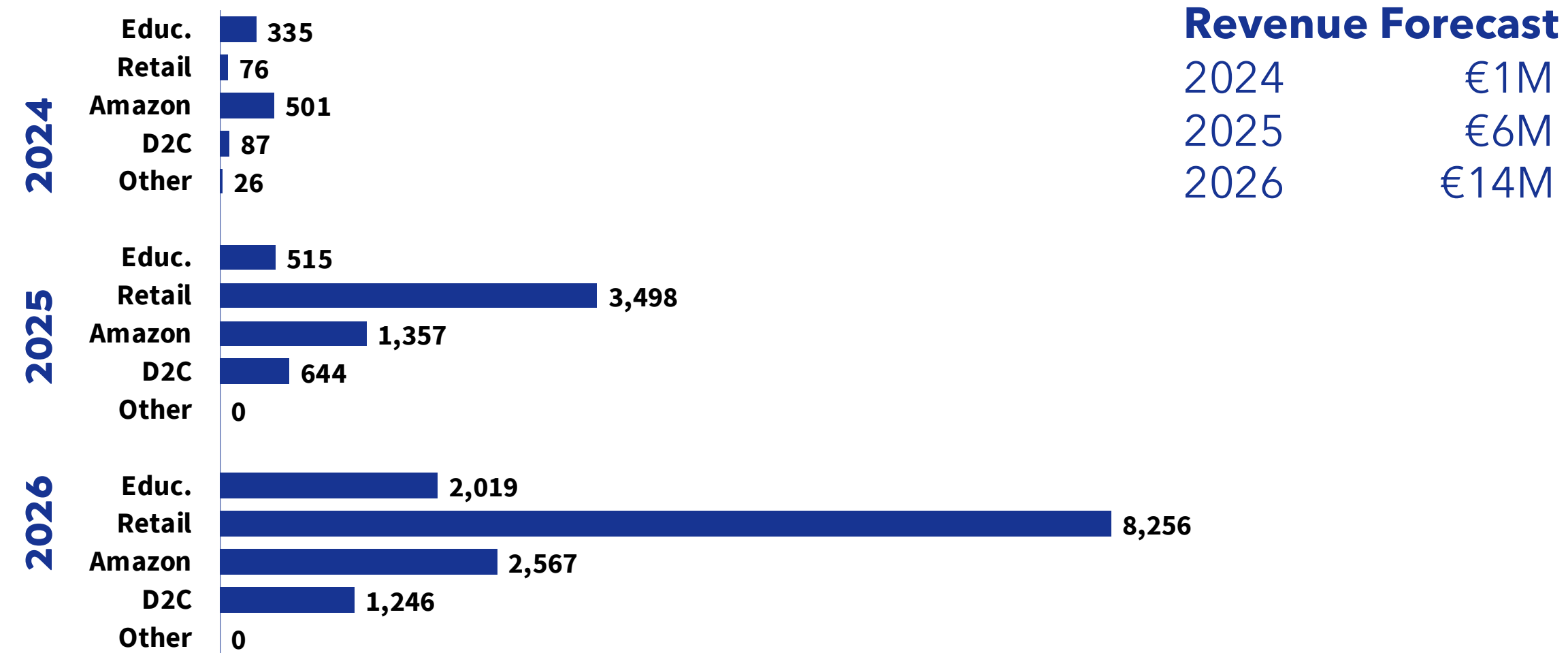
With children spending an average of 4-5 hours daily on screens, the need for balance is clear.

QUBS offers an innovative, screen-free play experience that inspires learning and creativity. It sparks kids' imaginations with smart toys in a way that's both educational and fun.

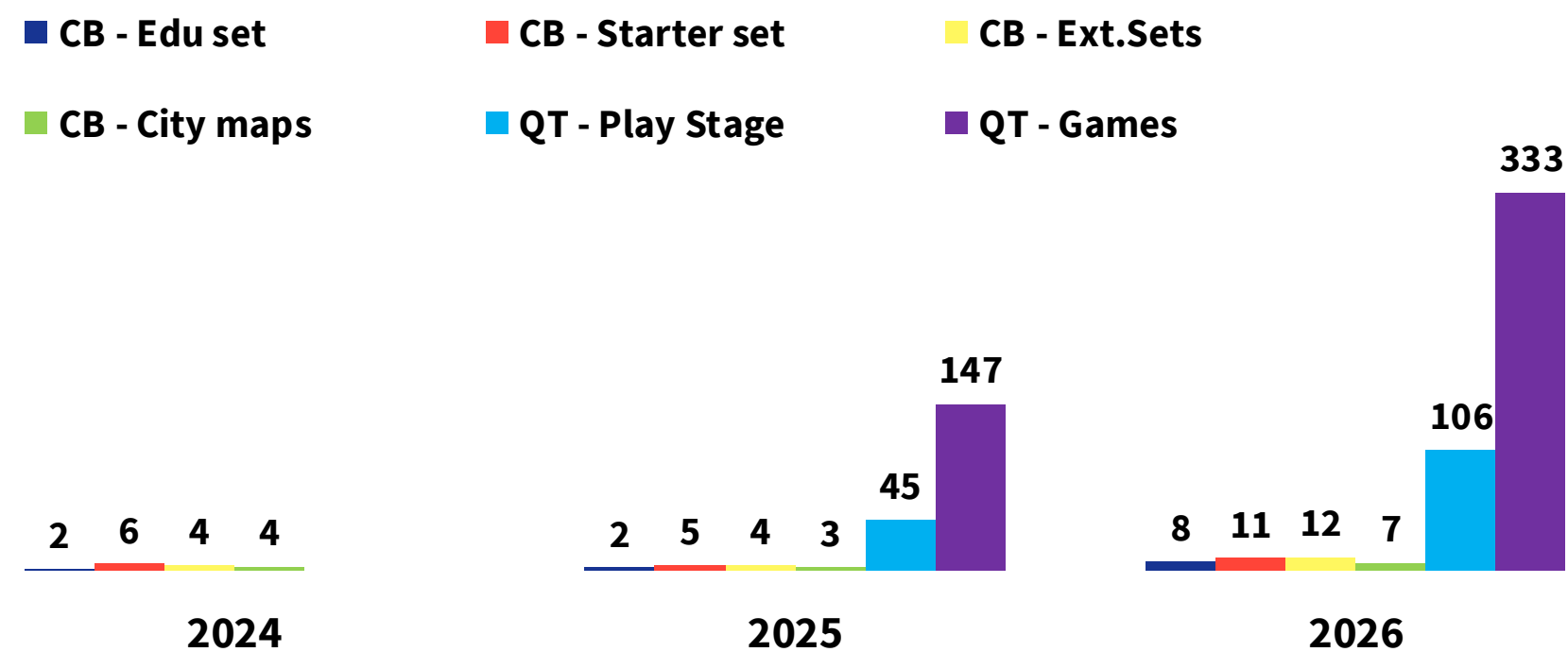


STRATEGIC GROWTH PLAN THROUGH SELECTIVE DISTRIBUTION

Gross Revenue expectation by Channel



Sales in 000' units per SKU 2024-2026



Selective market entry, strategic distribution, and strong marketing to drive sustainable QUBS growth



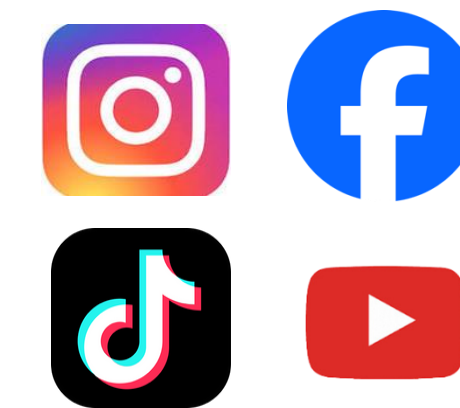
- Target US 2024 volumes agreed. 2025 direction to be confirmed Jan '25.
- Conservative roll out across all channels to manage working capital - Only UK market added for retail expansion in 2025.

Press Release



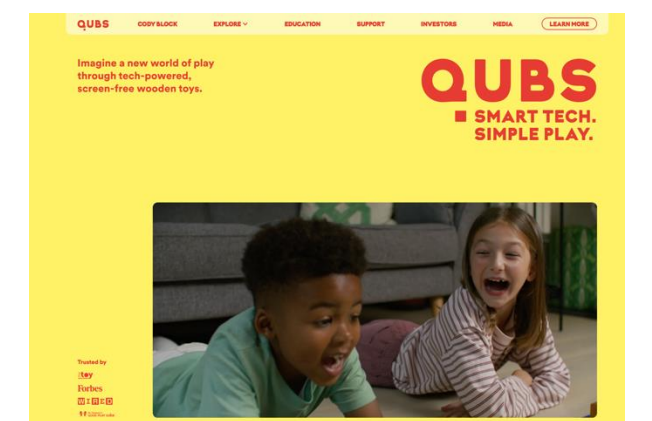
Press Release distributed to 162 key media contacts & on news wire service

Social Media



- Hero ad
- Product Explainer Video
- Influencer Marketing

New Website



CRM & outreach to 3600+ QUBS community

COMPETITIVE ADVANTAGE

SOUNDS OF THE FARM AGES 3+ CATEGORY Playground

From a curious cluck to a massive moo! Place the animals on the stage and bring the farm home – hear cows moo, pigs oink, and chickens cluck as you create a farm frenzy.



BERNARD'S KITCHEN AGES 5+ CATEGORY Game

Ready for the heat of Bernard's Kitchen? Chop, dice, and sauté your way through recipes to beat the clock and go from apprentice to true culinary master.

Little JJAESTRO AGES 4+ CATEGORY Music

Conduct an orchestra with Little Maestro! Bring musicians on stage to create the symphonies of Mozart, Vivaldi, Beethoven, and Bach section by section.



THE GROBLIES OF UNDERTON AGES 3+ CATEGORY Story

Go your own way in a secret garden world. Join Sammy and create one of 31 unique adventures. Unearth the tree-root kingdom of the Groblies of Underton.

THE JAMMING TOUR BAND AGES 4+ CATEGORY Music

Let's dance with The Jamming Tour Band. Discover the instruments it takes to play four catchy songs. Go drum solo, twang that bass or rock the house with the whole band.



MATTY BLOCK AGES 4+ CATEGORY Education

Find the numbers in nature. Practise your maths while you learn fun facts about trees, flowers and veggies. Before you know it your sums and garden will be flourishing.

sampler yo! AGES 5+ CATEGORY Music

Hey DJ. Mix melodies, beats and voices to create some fresh tunes with Sampler Yo! Get mixing like a real DJ and fill that dancefloor.



5 Categories
20-30 New Games per year
No Regret Pricing \$9.99 to \$29.99+
Generative AI integration

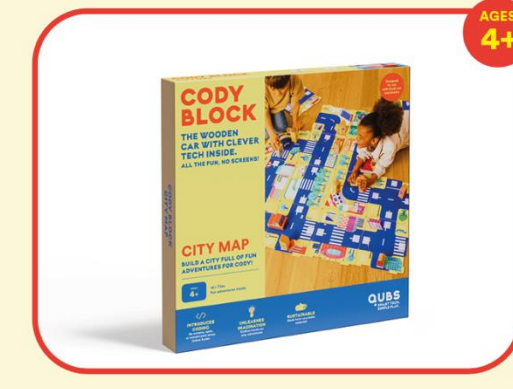


Driving Growth Through Versatility, Play Universe Expansion & Repeat Purchases



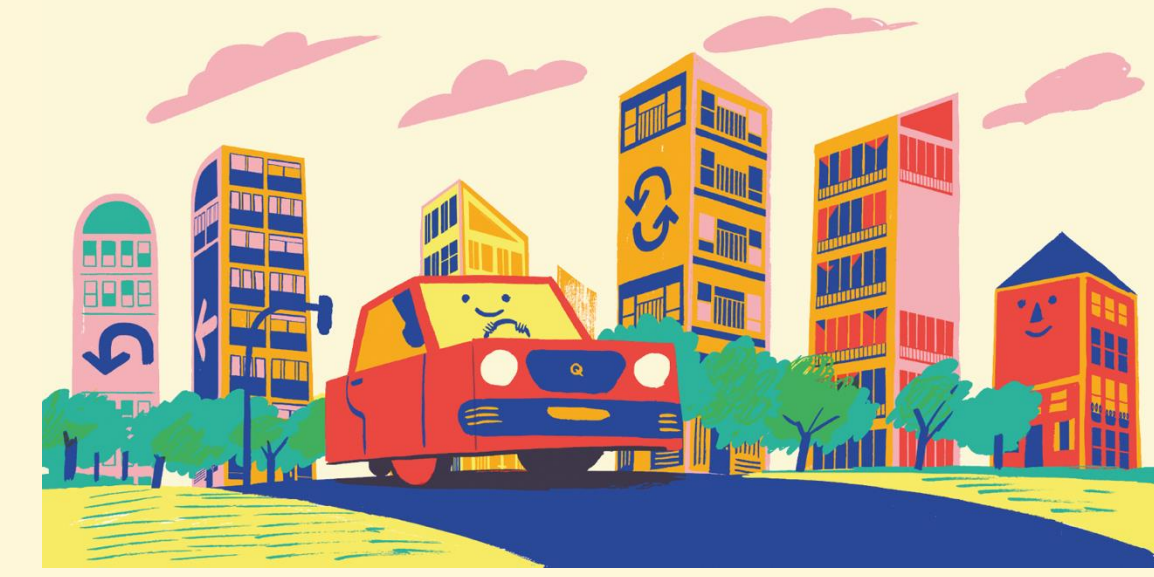
STARTER SET AGES 4+
 Am il ex et eos apiendis maximus vellest, odia sitem nos exesto optatis rem cum volorpore cullandus eat fuga. Itaquid eicia voluptam, non et aut voluptassit acerfer cillanda debit, quiaesed

U-TURN EXPANSION SET AGES 4+
 Make Cody turn 180 degrees or use 2 blocks to do loops with the U-turn set. This set includes 2 U-turn, 1 Left turn and 1 Right turn blocks.



CITY MAP AGES 4+
 These easy to clean tiles snap together to create a city full of adventures for Cody. The City Map comes with 16 tiles.

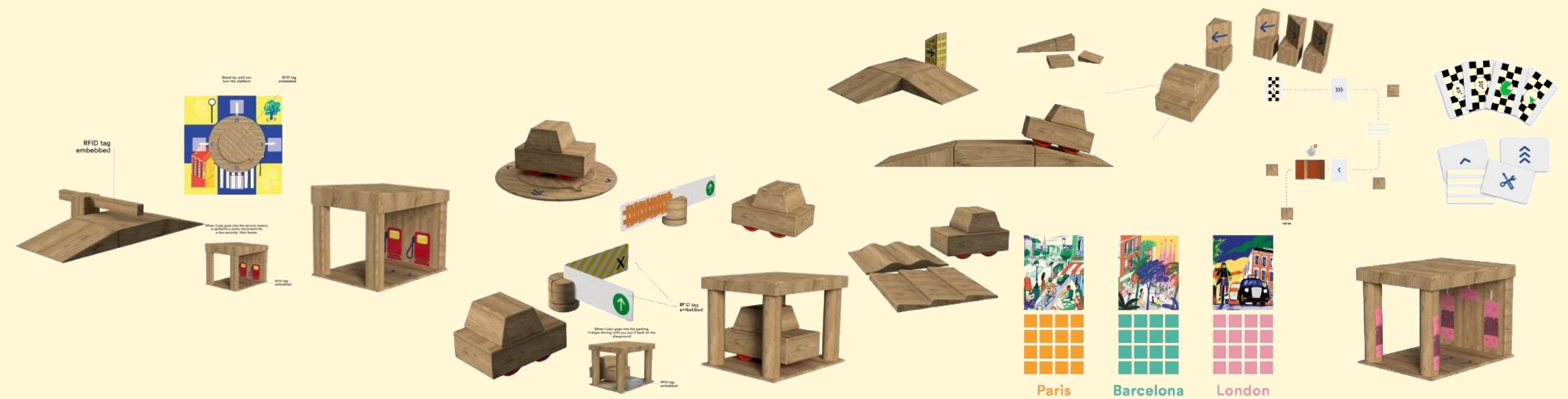
REPEAT EXPANSION SET AGES 5+
 Command Cody to repeat his last action with the Repeat set. This set includes 2 Repeat, 1 Left turn and 1 Right turn blocks.



RECORD & REPLAY EXPANSION SET AGES 7+
 Use the Record & Replay blocks to help Cody memorise a journey. This set includes 2 Record and 2 Replay blocks.



New concepts rendered & tested promisingly in micro focus group.



QUBS MANAGEMENT



YUSUF BEYAZ
Chief Executive Officer

Yusuf is a veteran executive with 24 years of global toy industry expertise, including a distinguished career at The LEGO Group. He spearheaded commercial, financial, and business development initiatives across multiple countries and served on the board of Toy Industry Europe, shaping the future of the industry at a strategic level.



OSCAR LHERMITTE
Chief Design Officer

Oscar is a co-founder and product designer at QUBS, dedicated to bringing products to life through a holistic and innovative approach. Previously, he co-founded and served as director at Sidekick Creatives. Oscar holds a BA in Product Design from Central Saint Martins and an MA in Design Products from the Royal College of Art, London.



ANDER LANDERGREN
Chief Operating Officer

Anders brings extensive global experience in the telecom sector, spanning sales and distribution, product management, supply chain, and sourcing. He is also a co-founder and former Board Chair of Moorup Europe AS, showcasing his leadership and entrepreneurial expertise.

OUR TEAM

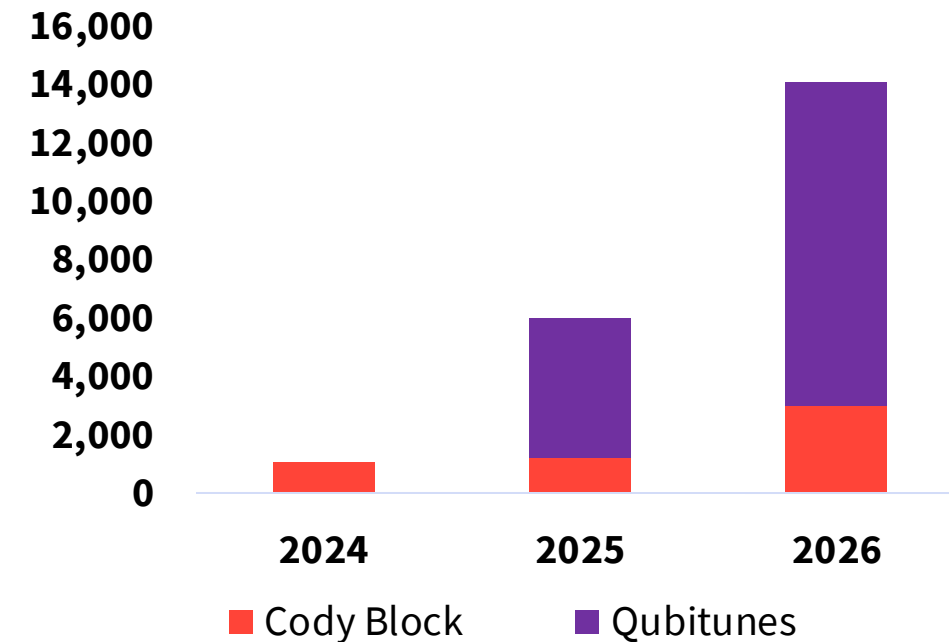
- Former senior executives from LEGO, Apple, Telenor
- 20+ years experience in Toy industry
- 20+ years experience in play pedagogy & creating play experience
- In-House software development
- 10+ year toy buying experience at Retail
- 15+ years experience in design & engineering

QUBS VALUE PROPOSITION TO INVESTORS

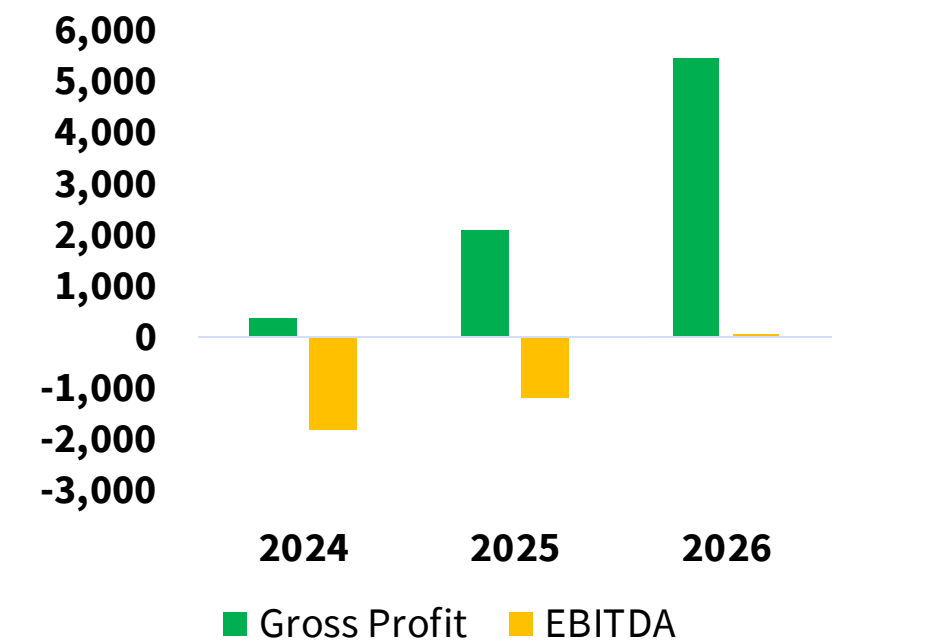
Company Valuation - EUR 10 Million |
 Target Raise of ≈ EUR 2 million |
 Total Raise Equals 20% Stake |

1. Profitable Growth Business

Revenues (mEUR)

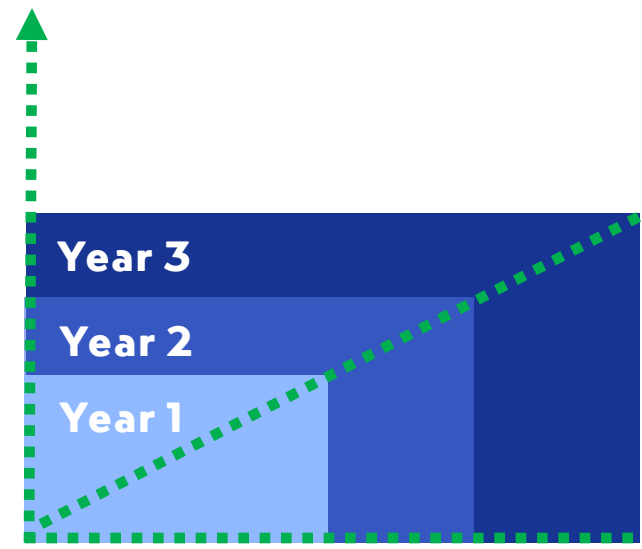


Gross Profit & EBITDA (mEUR)



3. Massive Growth Potential

Distribution Expansion



Portofolio Expansion



Market Expansion



2. Sustainable Value Creation

PATENTED TECHNOLOGY ready to scale

- Innovative Product Portfolio universe
- Diversified Revenue generating Product Portfolio with low risk
- Consumer Lifetime Value with compatible & complementary Product Portfolio
- New toy category with exponential growth potential



4. Sustainable Products

- Building future skills for children to develop the innovators
- High quality products built to last for generations
- Products are 98% recyclable
- All wood used is FSC sourced
- All our packaging is recyclable
- We strive to use as little plastic as possible

