



STRATEGIC PARTNERSHIPS

Smartivity[®]

Skillmatics[™]
A fantastic way to build skills

TrueBalance[™]

2020

Dear Smart Partner,

A key part of our vision at Smart Toys & Games is to help children develop core cognitive and other relevant skills, all through the joy of play.

In light of this, as of 2020, we are entering into a number of selective strategic partnerships with premium international brands that will allow us to offer a broader collection of skill-building toys and games in different market segments. We have carefully selected these partners for the inspiration and added value they bring, either through their product offering, technological capabilities, printing and packaging excellence or their unique skill development features.

We look forward to working with you to providing children with lots of joyful moments of educational entertainment, in 2020 and beyond.

the Smart team



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page 8



page 12

Smartivity®



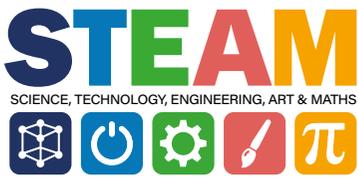
Sustainable,
engineered wood



Lasercut



No glue
No tools



CONSTRUCTION & ACTIVITY SETS

LEARN ABOUT



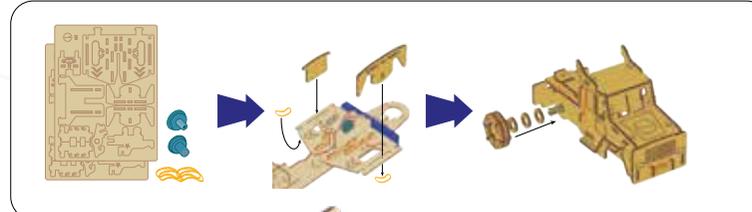
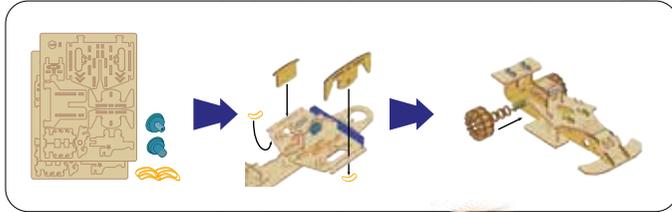
GEAR
MECHANICS



MUSICAL
NOTES

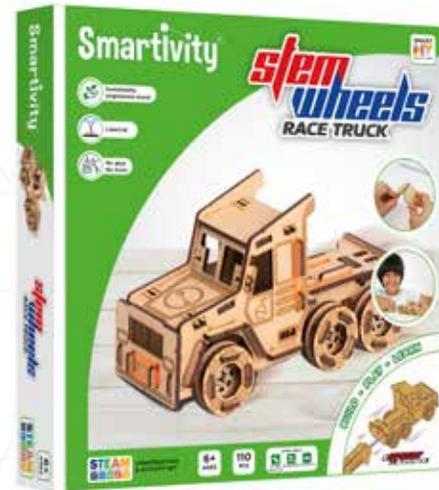


VIBRATIONS



Speedster

Build a cool race car and launch it!



Race Truck

Build a powerful truck and launch it!

LEARN ABOUT

- ACTION-REACTION
- MOMENTUM
- ELASTICITY

6+
AGES

79
PCS

LEARN ABOUT

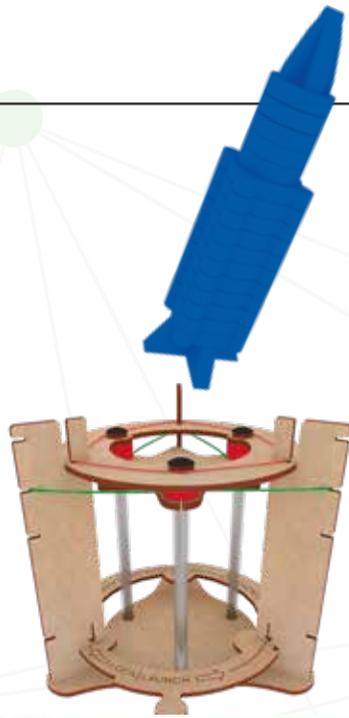
- ACTION-REACTION
- MOMENTUM
- ELASTICITY

6+
AGES

110
PCS

ITEM # STY 001
INNER/MASTER 0/6
EAN CODE 5414301523383 5 414301 523383

ITEM # STY 002
INNER/MASTER 0/6
EAN CODE 5414301523390 5 414301 523390



Rocket Launcher

Build a rocket and a launch pad. Lock it. Countdown... Launch!



Roboformer

Build a robot and let him fire the pellets to hit the targets or... build a vehicle, wind it up and watch it go!

LEARN ABOUT

- Elasticity
- Projectile Motion
- Gravity

6+ AGES

62 PCS

ITEM # STY 102
 INNER/MASTER 0/6
 EAN CODE 5414301523413 5 414301 523413

LEARN ABOUT

- Wind-up Mechanism
- Gears
- Projectile Motion

6+ AGES

81 PCS

ITEM # STY 101
 INNER/MASTER 0/6
 EAN CODE 5414301523406 5 414301 523406



Kaleidoscope

Build a kaleidoscope with the mirrors, rotate the drum and discover beautiful patterns.



Roller Coaster

Build a marble slide and use the white marbles to knock the other marbles into the pockets.

LEARN ABOUT

- MIRRORS
- REFLECTION
- COLOR THEORY

6+ AGES

131 PCS

LEARN ABOUT

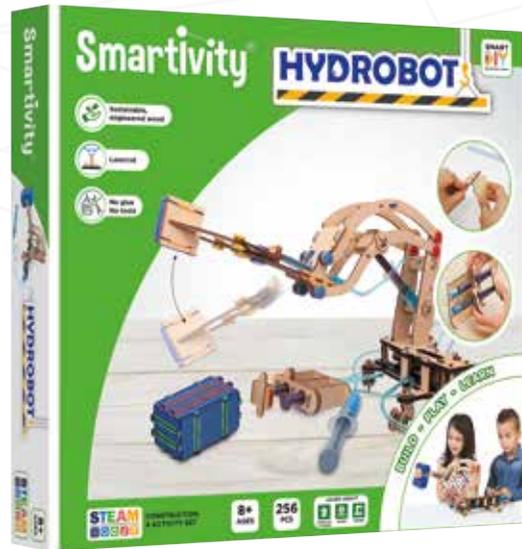
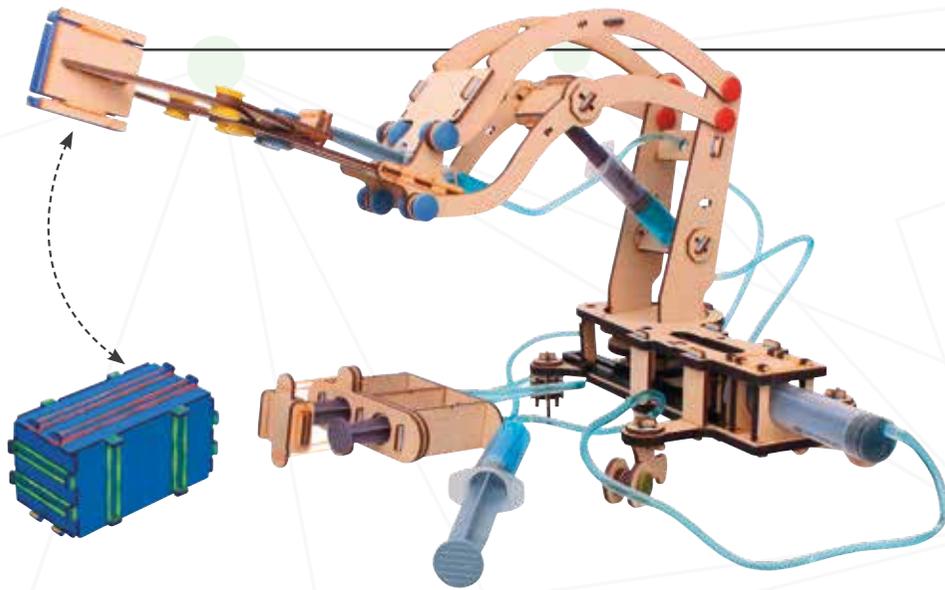
- CENTRIFUGAL FORCE
- MOMENTUM
- GRAVITY

8+ AGES

136 PCS

ITEM # STY 103
INNER/MASTER 0/6
EAN CODE 5414301523420 5 414301 523420

ITEM # STY 201
INNER/MASTER 0/6
EAN CODE 5414301523437 5 414301 523437



HydroBot

Build a hydraulic crane, push the syringes and use pressure to lift up the block.



Music Machine

Build a xylophone, insert the pegs and rotate the handle to play your selected music.

LEARN ABOUT

- HYDRAULIC SYSTEMS
- GEARS
- CRANES

8+
AGES

256
PCS

ITEM # STY 302
 INNER/MASTER 0/6
 EAN CODE 5414301523451 5 414301 523451

LEARN ABOUT

- GEAR MECHANICS, VIBRATIONS, MUSICAL NOTES

8+
AGES

208
PCS

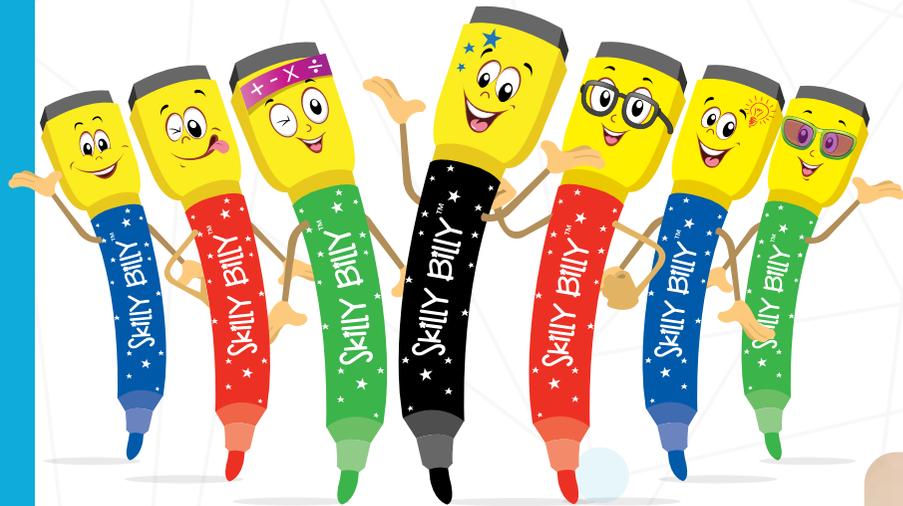
ITEM # STY 301
 INNER/MASTER 0/6
 EAN CODE 5414301523444 5 414301 523444



About Skillmatics

Skillmatics was started with a clear goal: to develop innovative products for children, which build core skills and reinforce key learning concepts – all through the joy of play!

Our team of educationalists have developed a range of products that engage young learners as they experience the enduring joy of discovery and self-learning.



Write, wipe & learn with

Skilly Billy is your child's companion through their learning journey. An all-round skill master, Skilly Billy has multiple avatars inspired by qualities and the intelligence that your child naturally possesses. Your child will enjoy learning new concepts with everyone's favourite friend - Skilly Billy!

Write and Wipe Activity Mats

Skillmatics Write and Wipe Activity Mats are based on the principle that children absorb concepts better through repetition. The Write and Wipe format makes learning so much fun!



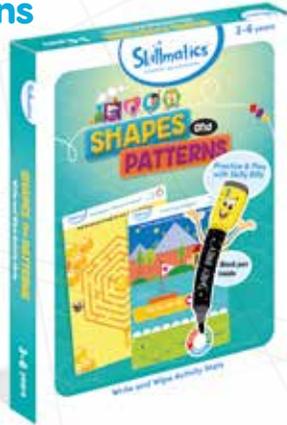
Key Skills Across Products



3-6 years

Shapes and Patterns

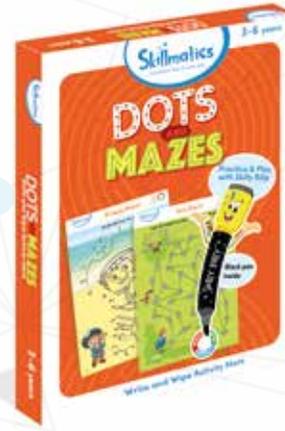
Discover basic and advanced shapes and learn to recognise patterns.



ITEM # SKM 100
INNER/MASTER 8/32
EAN CODE 5414301522751 5 414301 522751

Dots and Mazes

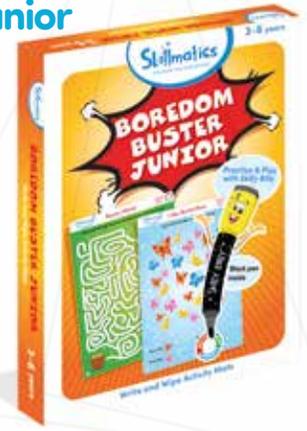
Connect the dots to discover the image and solve the mazes.



ITEM # SKM 101
INNER/MASTER 8/32
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Boredom Buster Junior

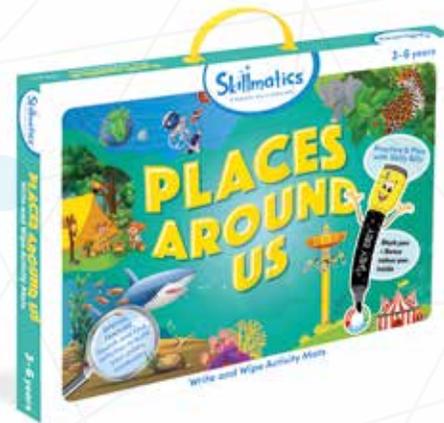
Engaging challenges for young minds.



ITEM # SKM 102
INNER/MASTER 8/32
EAN CODE 5414301522775 5 414301 522775

Places Around Us

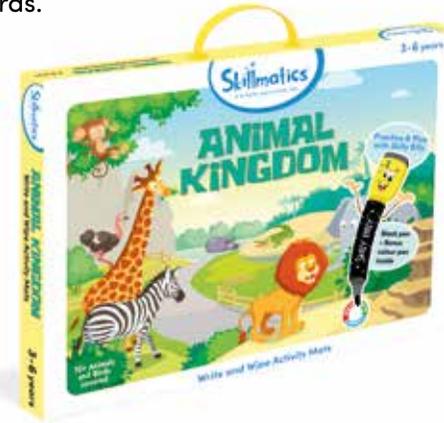
'Search and find' activities to build your child's vocabulary.



ITEM # SKM 200
INNER/MASTER 0/6
EAN CODE 5414301522812 5 414301 522812

Animal Kingdom

Learn about more than 75 animals and birds.

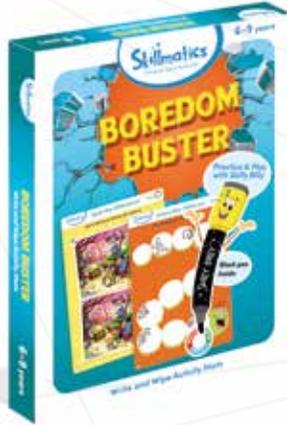


ITEM # SKM 201
INNER/MASTER 0/6
EAN CODE 5414301522829 5 414301 522829

6-9 years

Boredom Buster

Challenging puzzles for all ages.



ITEM # SKM 103
INNER/MASTER 8/32
EAN CODE 5414301522782 5 414301 522782

Space Explorers

Travel into space with Skilly Billy.

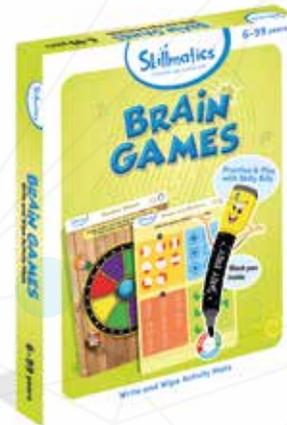


ITEM # SKM 202
INNER/MASTER 0/6
EAN CODE 5414301522836 5 414301 522836

6-99 years

Brain Games

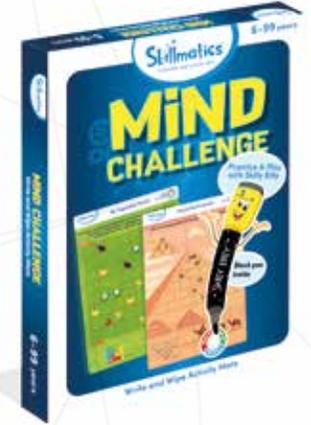
Train your brain by thinking in and out of the box.



ITEM # SKM 104
INNER/MASTER 8/32
EAN CODE 5414301522799 5 414301 522799

Mind Challenge

Flex your mind with unusual challenges.



ITEM # SKM 105
INNER/MASTER 8/32
EAN CODE 5414301522805 5 414301 522805

Skill Games

Challenge yourself with fun games for the entire family.



ITEM # SKM 203
INNER/MASTER 0/6
EAN CODE 5414301522843 5 414301 522843

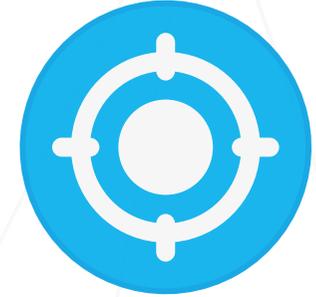
TrueBalance™



THERAPY



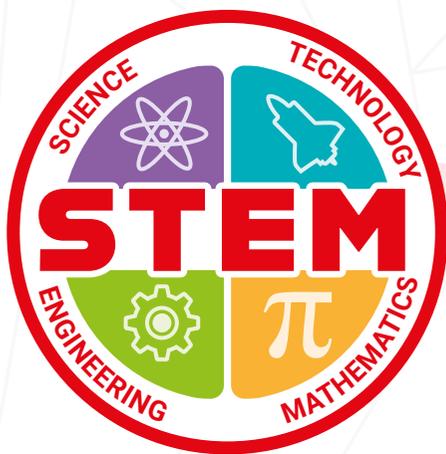
SKILL



FOCUS

TrueBalance was designed and developed in Denmark in cooperation with occupational and physiotherapists as a medical device to improve focus and fine motor skills as well as an aid to help children with attention deficit disorders.

On top of its essential S.T.E.M. features, True Balance is an obvious 'fidget toy', which makes it an ideal gift for kids of all ages.



Magnetic discs that rotate independently allow for a fun way to experiment with centrifugal force.



The unpredictable, stack to solve nature of TrueBalance creates a new problem solving experience with every single use!



1.

Hold the handle upright in one hand and let the discs fall away from your body. Keep TrueBalance™ below shoulder level!



2.

Gently move your wrist to try and align the discs vertically.



3.

The challenge is complete when all the discs are aligned! Now try with your other hand...



4.

For increased difficulty, try TrueBalance™ upside down!

TrueBalance™

MINI

TrueBalance™

COMPACT



AGES
6+
STARTER

6
DISCS

ITEM # TRB 300
INNER/MASTER 0/6
EAN CODE 5414301523116 5 414301 523116



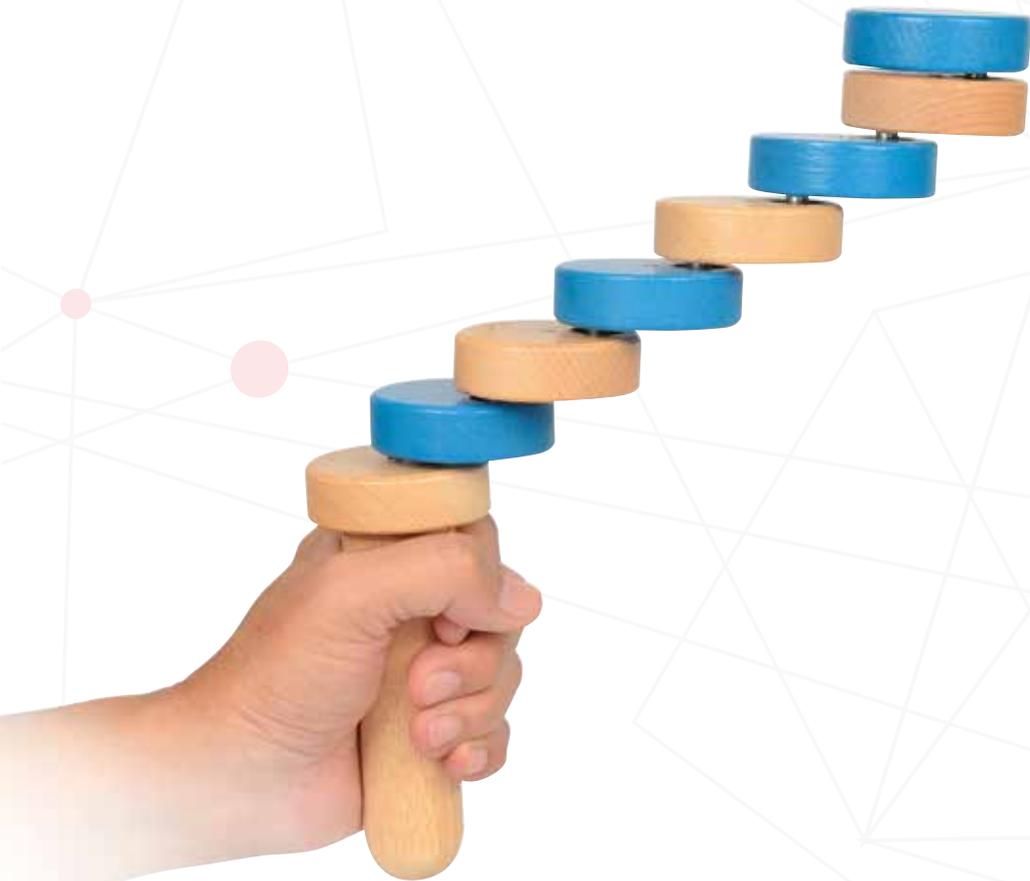
AGES
8+
EXPERT

8
DISCS

ITEM # TRB 200
INNER/MASTER 0/6
EAN CODE 5414301523109 5 414301 523109

TrueBalance

ORIGINAL



AGES
8+
EXPERT

8
DISCS

ITEM # TRB 100
INNER/MASTER 0/6
EAN CODE 5414301523093 5 414301 523093



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