



TOY MARKET GROUP
H O L D I N G

Aggregators of Fun
Since 1965

TMG

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The leading B2B & B2C provider of toys, children's and teens' brands from all over the world since 1965.



Message From The Chairman

Established in 1965 by Kamal Sinno, TMG evolved from a simple distribution network into a leading provider of premium toys and baby products, gadgets, outdoor and apparel for families in Lebanon, the Middle East and Africa.

By way of unparalleled passion and rooted commitment, TMG was able to continuously grow its diverse brand portfolio and retail activities on different platforms - leveraged by the stakeholders' core values and foundation seeds.

I would like to extend my gratitude and deep appreciation to all the individuals who form the corner-stones of the TMG Family - our partners, our employees and our clientele. Their relentless pursuit of excellence is the soil in which our group spreads its roots and the fuel of our legendary slogan: "TMG, aggregators of fun since 1965!"

WAEL SINNO

CEO & Chairman of the BOD.



Our History

1965

A pioneer in the toy industry in Lebanon, Kamal Sinno founded Kamal Sinno & Co, specializing in wholesale trading and distribution.

1992

Kamal Sinno & Co changed to Toy Market Trading & moved into a 2000sqm distribution center.

2009

Wael Sinno branched out into the franchise industry – partnering with JouéClub France under Magic Tree S.A.L. JouéClub Liban is now proudly open in 5 stores across Lebanon, supplying customers with outstanding service, experience & unparalleled brand varieties.

2016

Magic Tree Offshore pens the first JouéClub branch in Qatar.

In order to facilitate the export of toys, KML is established in the Sharjah Free Zone.

Identifying a gap in the market for specialized concept stores for essential baby products, Toy Market Group introduced Baby Buzz: a one-stop concept store dedicated to providing everything needed for mothers & newborns

2018

Brain Bites is established by a group of board gaming experts & vendors, to provide consumers the best gaming experience – wherever they are.

2022

Le Con7pt takes shape in the heart of Beirut a concept store for the youth. Centered around 7 categories that will blow your mind!

2024

In January 2024, TMG founded PhamCare Levant, dedicated to supporting the well-being of every family member through care solutions. From nurturing newborns to supporting growing children, and providing care for expectant mothers, ensuring the well-being of women, PhamCare is your trusted partner for family care.

In May 2024, TMG proudly welcomed UK's Favourite Toy Shop, The Entertainer, to the family. The brand is identified as one of the biggest toy retailers in Europe and the world. With its diverse range and exclusive brands catering to all ages, The Entertainer surely offers something for everyone.

1

1975

The company, who was based in Downtown Beirut, relocated its premises due to the start of the Lebanese Civil war. Despite years of war, turbulence and instability, the company's doors stayed open and persevered.

2

3

2006

The company's first venture into the retail industry with Toypark – later known as Toys4Less in 2015. B2C suited the company's operations and translated into more than 7 stores across Lebanon. Toys4Less is the leading outlet retailer of branded toys in Lebanon.

4

5

2010

Magic Tree Offshore is set up to manage the franchise name of JouéClub in the Middle East & Africa.

6

7

2017

TMG acquired a controlling share in Fizzle, operators of the renown Early Learning Center (ELC) Stores in Lebanon & Jordan.

8

9

2021

Funlinx is created with the aim of becoming a trusted go-to partner for companies looking to expand their brands across EMEA. They consult, strategize & facilitate business growth through portfolio development & franchise expansion.

10

11

2023

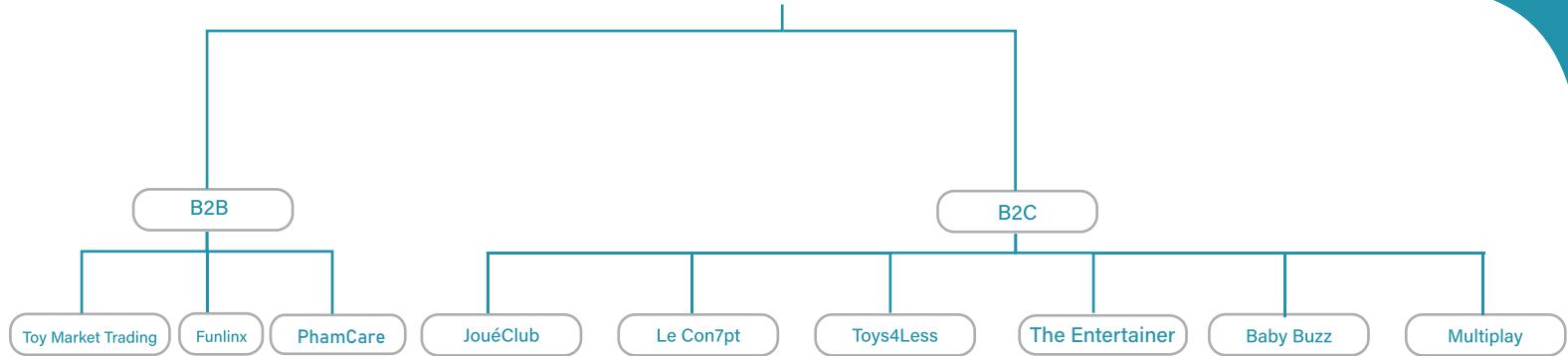
Multiplay relaunches with a brand-new identity & mission – not only do they repair toys for a longer toy durability, they also rent & swap or sell refurbished second-hand toys. The world is going green, and so is Multiplay!

12

13

Working for tomorrow and beyond

Our Structure



Our Vision

Our vision is to continuously provide families with the highest quality products and the best service across multitude of channels, segments and markets.

Our Mission

Our mission is to become the preferred supplier of products and services catering to different age groups. From expectant mothers and babies to children, teenagers and women, our goal is to provide a wide range of top-notch brands that meet the unique needs of each age group.

Our Values



Credibility

We are loyal to our clients, and partners.

Leadership

We lead with respect, openness & wisdom. We lead with action & quick wit.

Social Equality

We strive to empower individuals regardless of race, gender or religion. We uphold the multi-cultural nature of our country.

Reliability

We strive to achieve reliable company life cycle processes – without failure or disruption; in order to provide the best quality and service to our clients.

Transparency

We are open, honest & straightforward regarding our various operations – and advocate the concept of accountability.

Social Responsibility

We are committed to giving back at every occasion, with every campaign. We are aware of our privilege and grateful of the opportunity to better tomorrow.

Team spirit

Success is a team journey; we are dedicated to uplifting the value of teamwork & team efficiency.



OUR FOUNDER
MR. KAMAL SINNO
1938-2024

Established in 1965 by Mr. Kamal Sinno, TMG quickly became a pioneer in the toy industry, specializing in wholesale trading. Under Mr. Sinno's leadership, TMG experienced exponential growth, expanding its operations and establishing a strong reputation for excellence.

Building on this legacy, in 1995, Mr. Wael Sinno joined his father and diversified the company's activities by implementing a B2C platform, providing end customers with an unparalleled experience. This included opening the first branded toy and baby outlet, Toys4Less, followed by the renowned French franchise JoueClub and the British franchise ELC. TMG then shifted its focus to mothers and babies with Baby Buzz, offering a one-stop shop, and finally dedicated a space for teenagers with Le Con7pt. Additionally, they introduced a unique concept providing second-hand toys and maintenance and installation services.

The late Mr. Kamal Sinno founded and presided L.F.B - Lebanese Food Bank NGO in 2012 and stayed on top of it until his passing in January 2024.





Established in 1965, Toy Market Trading is a pioneer in the distribution of toys in the Lebanese market. With more than 250 clients today across Lebanon, Toy Market Trading is the go-to distributor for innovative, renown, international brands.

The company is growing its portfolio every day, adding to their roster baby & nursery specialized brands on top of the traditional toy brands.

Today, Toy Market Trading's clients ranges widely across the different private trade channels:

Department Stores

Hypermarkets & Supermarkets

Athletic & Athleisure Stores

Specialized Toy & Gaming Mega Stores

Gadget Stores

Baby Galleries

Stationary Stores

Pharmacies & Hospitals

Nurseries & Schools

The Social Box

@intexlb
@vtechlebanon
@tommeetippeelb

www.toymarkettrading.com

Brands Portfolio



INTEX®



GLOBBER
THE WORLD ON WHEELS



Martinelia

Funko

Clementoni



NICI

Nebulous Stars

winfun

Cra-Z-Art

ZURU



RASTAR



plum
the active play specialists

img
Toys

JARU inc.

carromco



PHAMCARE

LEVANT

PhamCare Levant, where family is at the heart of everything we do.

Founded in January 2024, we are dedicated to supporting the well-being of every family member through care solutions.

From nurturing newborns to supporting growing children, and providing care for expectant mothers, ensuring the well-being of women, PhamCare is your trusted partner for family care.

Our Network



Our Portfolio



Our Mission

At PhamCare Levant, our mission is to provide customized and compassionate family care solutions, addressing the varied needs of businesses focused on women, children, babies, and pregnant women.

We are committed to establishing a nurturing environment that prioritizes the well-being and satisfaction of every family member through the provision of high-quality products and tailored B2B solutions.

Our Vision

PhamCare Levant is committed to redefining B2B family care through tailored solutions encompassing both services and premium products for babies, moms, and pregnant women. As a trusted partner, we elevate industry standards, fostering excellence and success in comprehensive family care offerings.

Our Categories

Women



Cosmetics and Skincare



Beauty and Personal Care



Health and Wellness

Pregnant Women



Motherhood Essentials



Prenatal Care



Maternity Clothing

Babies



Baby Gear



Feeding and Nursing



Baby Toys



Nursery Furniture



Baby Apparel

JouéClub!

JouéClub, a global, successful franchise story for the greatest toy passionate entrepreneurs!

Since 1952, JouéClub France has formed a cooperative of toy enthusiasts, offering families an exhilarating toy experience thanks to the scope and diversity of product offering, the outstanding in-store experience and the quality of the staff's advice.

Toy Market Group Holding hopped on this successful, magical ride & never looked back. Proud owners of 7 JouéClub stores across Lebanon, in key locations to serve all our customers better. Our staff is trained to serve you with outstanding standards, point you to the best suited products for you, and entertain you with unrivaled campaigns & activations.



Verdun



Achrafieh



City Centre
Beirut



Dbayeh
Main Road



Batroun



Beirut
Souks



Sour

The Social Box



   **jouéclubliban**

 **www.joueclubliban.com**

 **JouéClubLiban**  

 **+961 71 499 300**



JouéClub Top Brands

Private Labels, Sold Exclusively at JouéClub:



A Peek Into Our Stores



LECON7PT®

Hello Gen Z!

A new concept store in the heart of the capital – the first of its kind in Lebanon.

Toy Market Group Holding breaks the barrier of traditional retail in the toy industry with this innovative, mind-blowing concept for the generation Z.

Our approach is bold, trendy, modern & experiential. It is centered on the concept of community – it is in other words; simply cool.



Dunes, Verdun



{7} CATEGORIES THAT WILL *UR.

*1 ELECTRONICS

*2 HOME & BEDROOM ACCESSORIES

*3 OUTDOORS

*4 BATH & BEAUTY PRODUCTS

*5 GADGETS

*6 COLLECTIBLES

*7 STATIONERY & ART SUPPLIES



The Social Box

lecon7pt

Le Con7pt

+961 78 952 460

www.lecon7pt.com

A Peek Into Our Stores





Shop Smart, Shop Big!

Toys4Less is the first outlet in Lebanon featuring discounted branded toys & baby products. Started in 2015, it has now reached 9 stores across Lebanon, with plans to widen its reach in 2023.

Toys4Less features renown brands from across the world, covering an array of categories to cater the target customers's needs. The product team sources from more than 200 brands to ensure there is the perfect toy at the right price for every child out there.

Toys4Less is now on its way to expand in Africa.



Mkalles



Jnah



Hazmieh



Mtaylor



City Mall



Jbeil



Chtaura



Jounieh



Batroun

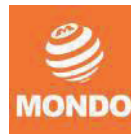
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   **toys4lesslb**

 **www.toys4less.com**

 **+961 71 282 995**

Toys4Less Top Brands



A Peek Into Our Stores





Everything you need for you and your baby, in one gallery!

Choosing what's right for you & your baby can be overwhelming, especially for new parents!

Baby Buzz aims to provide you with an all-in one shopping experience that will ease your mind during your maternity & parenting journey...

We intricately curated hundreds of products from elite international brands such as Tommee Tippee, Cam, KinderKraft, Vtech Baby & more...

We aim to become the go-to destination in Lebanon for mothers and mothers-to-be, whether they're looking for products to buy, or for some parenting advice through our expert workshops held in the Baby Buzz premises.

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Baby Buzz Top Brands



A Peek Into Our Store





In May 2024, TMG proudly launched the British toy retailer "The Entertainer," establishing itself as the top toy provider in the Middle East, Africa, Asia, and Europe. With a diverse range of high-quality merchant partners, The Entertainer offers something for everyone. With this mission in mind, The Entertainer is poised to bring joy and wonder to children and families across the region through its exceptional range of high-quality toys and outstanding customer experience.

Mission:

"To be the Best-Loved Toyshop - one child, one community at a time."

This mission is driven by the founders' vision of creating a toy shop where children and adults alike would come and visit, have fun, find something to 'Entertain' their time and want to come back again and again. The Entertainer aims to create memories and deliver outstanding service, with a unique retail experience that cannot be copied.

Vision:

To ensure that every childhood is filled with wonder.

Their aim is to create a magical experience for children and adults, making every visit to the toy shop a memorable and delightful one. This vision is centered around the idea of sparking joy and imagination in every child who walks through their doors.

 Abc Dbayeh

The Social Box



 The Entertainer Lebanon

 Theentertainer_lb

 www.thetoishoplb.com

The Entertainer Exclusive Brands



A Peek Into Our Store





multiplay!

MultiPlay – a new mission, a new vision, a new face!

Launched in the first quarter of 2023, Multiplay embarks on a whole new journey of sustainability & mindfulness – with one mission in mind: catering to the needs of families in Lebanon.

MultiPlay! Doctors who bring life back to toys!



We Fix



We Install



We Sell



We Rent



We Swap

The Social Box

multiplayserviceslebanon

www.multiplay.com.lb



Coming Soon

GET IT ON
Google Play

Download on the
App Store



Funlinx is your trusted go-to partner to facilitate the globalization of your brand. We act as facilitators, activators, trusted consultants and sourcing agents for leading concepts and businesses across the Middle East, Africa and Europe.

Funlinx, part of TMG Holding, provides strategy consulting, franchise optimization, brand representation and digital transformation services to the world's leading retailers and consumer brands.

Funlinx helps clients improve their competitiveness by upgrading their product portfolio, anticipating and responding to the rapid changes in consumer habits, franchise development and retail technologies.

Funlinx is exhibiting for the first time at the world's largest toy fair in February 2023 in Nuremberg, Germany – representing the renown AXNY brands, Martinelia, Tinc & many more.

The Social Box

Franchise Facilitators



Brand Activators

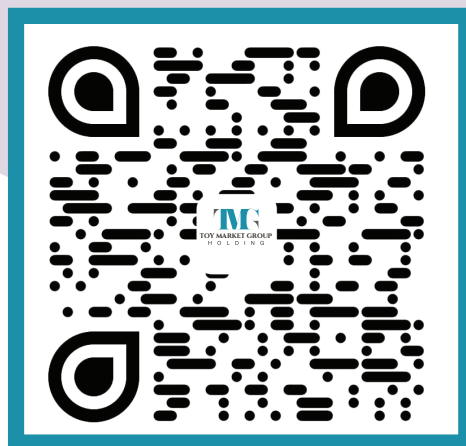




Make Sure To Follow Us For News & Updates

The Social Box

A rounded rectangular box with a teal border containing social media and contact information. On the left, there are icons for a thumbs up, a globe, a person sitting at a desk, a heart, and an envelope. On the right, there are icons for a speech bubble, a heart, and a megaphone. The text inside the box lists: 'toymarketgroup.com', 'Toy Market Group Holding' (with LinkedIn icon), and 'Toy Market Group Holding' (with X icon).



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