

Aggregators of fun 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.

1975

The company, then based in Downtown Beirut, relocated its premises due to the start of the Lebanese Civil War. Despite years of unrest and economic instability, the company's doors always stayed open and persevered.

1992

Kamal Sinno & Co. changed to Toy Market Trading and moved into a 2,000 sqm distribution center.

2006

The company launched its first retail venture, Toy Park, Lebanon's first large-scale toy megastore, expanding to 14 locations across the country, including Tripoli and Tyre, and introducing a new retail model: outlet for branded toys.

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 & unparallel brand varieties.

2010

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

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 onestop concept store dedicated to providing everything needed for mothers & newborns

2017

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

2018

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

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.

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8 2022

concept store for the youth.

Le Con7pt was relaunched as **SOOP** in **2025**, a bold rebrand that transformed a familiar name into a fresh experience-driven retail concept

Le Con7pt takes shape in the heart of Beirut a

10 2024

11

12

13

Phamcare was established as a distributor of essential baby products. From nurturing newborns and supporting growing children to providing care for expectant mothers and ensuring the well-being of women

In January 2024, TMG founded PhamCare Levant, a distributor of essential baby products dedicated to supporting the well-being of every family member through care solutions.

In May 2024, TMG proudly launched the first 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.

Our Structure TOY MARKET GROUP H O L D I N G B2B B2C Toy Market Trading Funlinx Phamcare JouéClub Soop Toys4Less The Entertainer Baby Buzz Multiplay

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, partners.

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.

Leadership

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

Transparency

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

Team Spirit

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

Social Equity

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

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.



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:





Brands Portfolio

























































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





Cosmetics and Skincare



Beauty and Personal Care



Health and Wellness

Pregnant Women



Motherhood Essentials



Prenatal Care



Maternity Clothing





Baby Gear



Feeding and Nursing



Baby Toys



Mursery Furniture



Baby Apparel



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.





JouéClub Top Brands

Private Labels, Sold Exclusively at JouéClub:









































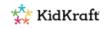




































































































SOOP

SOOP - A Fresh Retail Concept

SOOP is a new-generation concept store redefining the everyday shopping experience. Positioned as a "not-so-average Soopermarket," it offers a curated selection of quirky gifts, smart gadgets, and unique everyday items that spark both fun and function.

Blending elements of a DIY hub with the playful spirit of a lifestyle destination, SOOP invites customers to pick, mix, and explore across creatively arranged aisles. The focus is on discovery, personalization, and engagement — turning a simple visit into an experience.

With its vibrant product mix and engaging in-store design, SOOP stands out as a fresh and dynamic addition to the retail landscape, especially appealing to younger, experience-driven consumers.









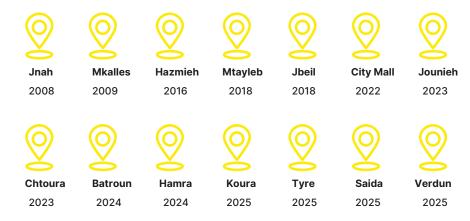




Play More, Pay Less!

Toys4Less is Lebanon's first outlet featuring discounted branded toys and baby products. Since its start in 2015, the brand has grown rapidly — now proudly operating 15+ stores across Lebanon, with new locations opening yearly.

At Toys4Less, we bring you top international brands at unbeatable prices. With over 200 trusted suppliers, we make sure there's a perfect toy for every child, for every age and interest. From Jnah (2008) to Verdun (2025), Toys4Less continues to grow — and is now setting its sights on expanding into Africa.





Toys4Less Top Brands













































































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.





The Social Box



The Entertainer Exclusive Brands













BABY BUZZ

Born To Be Loved

Baby Buzz

stands as one of our key retail destinations, a one-stop shop dedicated to essential baby products for mothers and newborns.

As part of our expansive retail network, we proudly present Baby Buzz, a specialized concept store thoughtfully designed as a one-stop destination for all things mothers and newborns. Here, families can discover an unparalleled selection of essential baby products from a curated list of top brands such as Tommee Tippee, Medela, Mustela, Philips Avent, Kinderkraft, Hape, CAM and many more, ensuring quality and trust for every stage of early childhood.



Baby Buzz Top Brands



































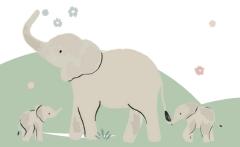




















MultiPlay - a new mission, a new vision, a new face!

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 Install



We Sell



We Rent



We Swap









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.

Franchise Facilitators



The Social Box



Brand Activators





























Aggregators of Fun Since 1965

