

The Entertainer reports 37% profit increase

The Entertainer, the fastest growing multichannel toy retailer in the UK, announces a 37% increase in YOY profits.

The Entertainer posted an increase in total sales of 6.8% in the 12-month period 1st February 2017 to 27th January 2018, compared to the same period last year, with LFL store sales broadly flat. TheToyShop.com, The Entertainer's online platform, reported a 30% sales increase in the same period YOY and five-fold growth in the last five years. Within that, use of the 30-minute click and collect service surged by 32% in the year.

On the drivers for this success, Gary Grant, Founder and Managing Director of The Entertainer comments, "Considering the well documented challenges that the high street and the toy industry faced in the last year, we are delighted with these results. TheToyShop.com has experienced strong growth as more customers choose our online channel. Addo Play, our own brand toy range, also enjoyed strong growth over the last 12-month period, placing them as our 4th biggest supplier. Our international store growth also contributed to what turned out to be a stellar year."

"We continue to have an ambitious growth agenda with plans to re-invest this revenue back in to the business, particularly focusing on UK and European acquisitions and the re-platform of TheToyShop.com. We strive to drive the toy market forward whilst continuing to offer our customers an exciting shopping experience and we are very much looking forward to continued success in 2018."

As a result of this success, The Entertainer has declared its profit-share to staff for the last financial year totalling £1.9million. Grant adds, "This is the first year of our company-wide profit-share scheme and yesterday would be one of my highlights of the last 37 years; being able to announce a record profit-share for a record year's trading, to all of our employees."

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For further press information and to book interview time with Gary Grant, please contact the press office on: entertainer@speedcomms.com or call 0117 973 3300

About the Entertainer

The Entertainer was founded in 1981 in Amersham, Buckinghamshire by husband and wife team, Gary and Catherine Grant, who instilled the driving force and mission; to be the best-loved toyshop – one child, one community at a time. Today, it continues to be a privately-owned company and is renowned for being the largest independent toy retailer in the UK with a total of 145 stores.

As well as a strong High Street presence, The Entertainer has a successful website platform (TheToyShop.com) which offers a 30-minute click and collect service and has 22 million visits annually and growing. The Entertainer is also recognised for its charitable giving. Each year it tithes 10% of its

net annual profit to charity, in addition employees are encouraged to donate directly through Payroll Giving. The Entertainer is also an active member of the Pennies scheme, the digital upgrade of the traditional charity box, which enables customers to donate a few pence to charity at the point of sale when paying by card. On average, this generates £5,000 of customer donations to Children's hospitals each week. The Entertainer currently employs over 1200 staff across the stores and a further 160 in the Head Office in Amersham, Buckinghamshire.