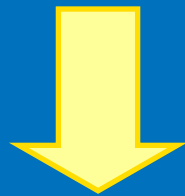


The VEDES-Group



The leading
TRADE
ORGANISATION
for Toys & Games
in Europe

A strong TRADE ORGANISATION offers more ...



Innovation



Performance



Internationality



T A R G E T

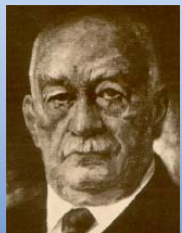


... to strengthen the position of the european toy retailers

Over 105 Years of Experience



The VEDES-Group



1904



1920



1965



1987



2001



2010

From a traditional purchasing group
to a modern SERVICE CENTER

Two strong Retail Brands



Full product range of toys and games with an large range of leisure time products



Special shops which carry toys and also other product ranges



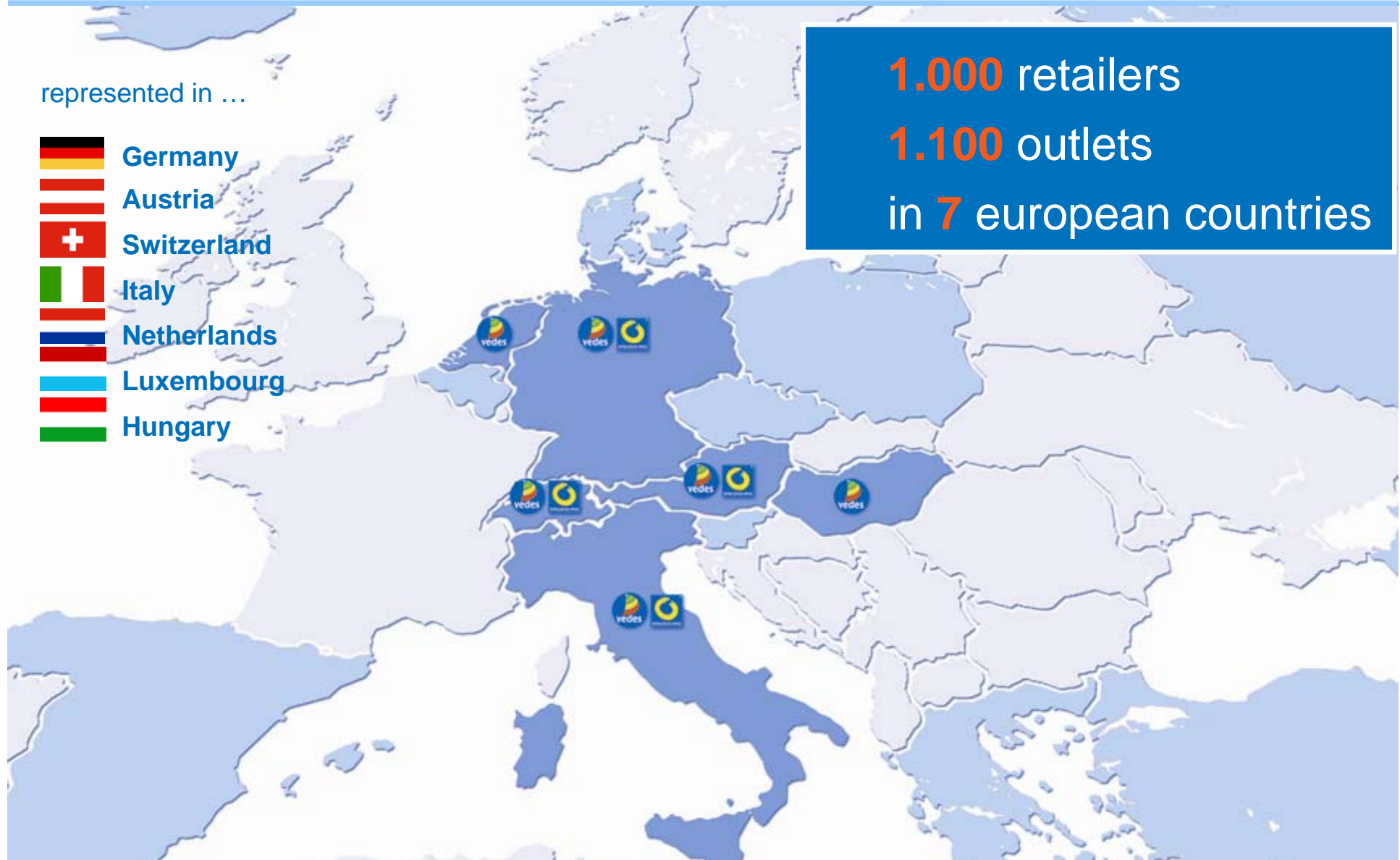
Competence in Europe



represented in ...

-  Germany
-  Austria
-  Switzerland
-  Italy
-  Netherlands
-  Luxembourg
-  Hungary

1.000 retailers
1.100 outlets
in **7** european countries



The Leading Trade Organisation in Europe offers ...



... more chances

... two strong retail brands

... profitable own brands

... over 20.000 products in stock

... efficient sales promotions

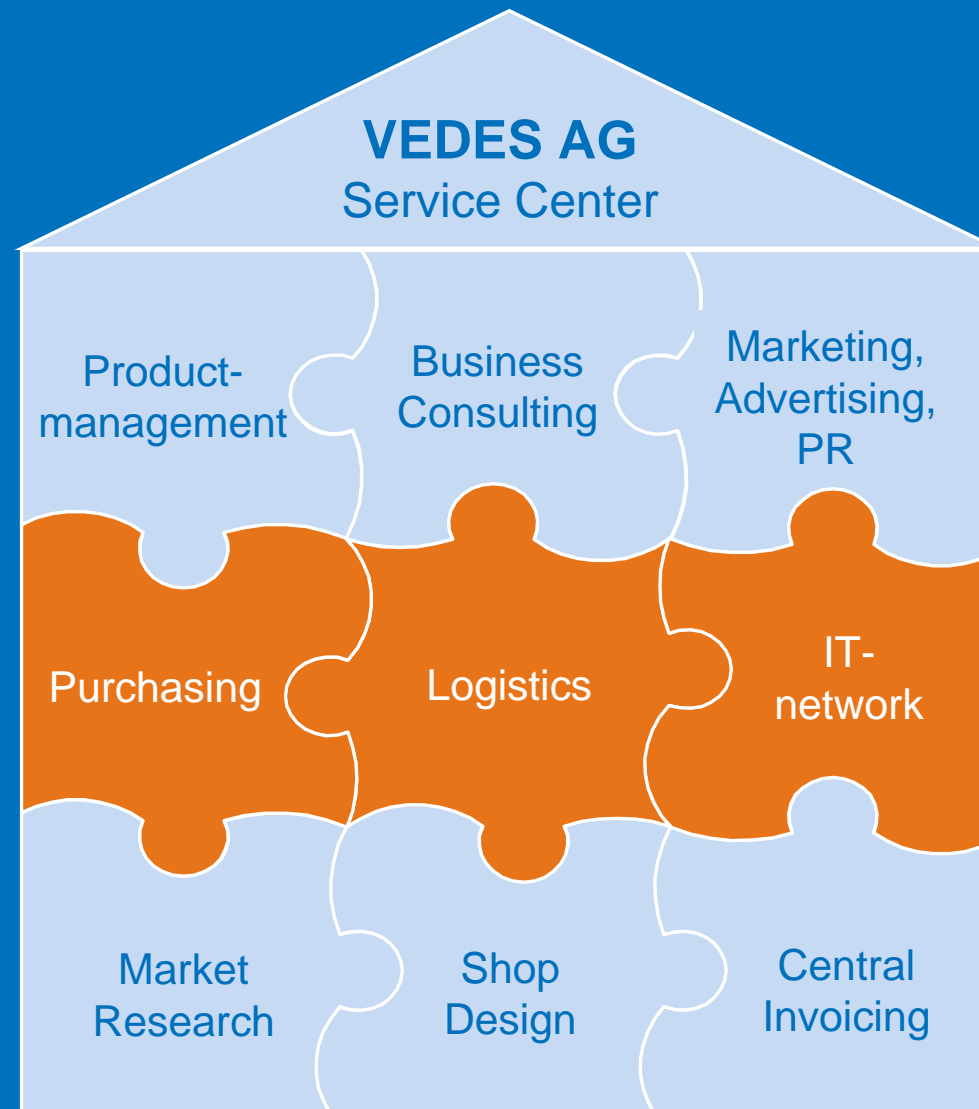
... country-specific marketing concepts

... customer relationship management

... modern shop concepts

... excellent IT-network

Service Center VEDES AG



Result: It pays!

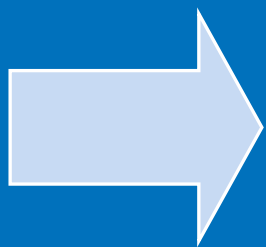


The VEDES AG offers ...

... modern concepts



... professional & efficient services



**... a cash value and continuous
ADVANTAGE in competition**

Come and Visit us



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