

## CASE STUDY

# How tonies brought its investment story to life for investors everywhere

For its first Capital Markets Day, tonies aimed to explain a product ecosystem that is best understood through experience. With the Notified Events Platform and a dedicated service manager, tonies brought investors into the story, whether they attended in London or joined online.



# An investment story investors could experience

A Toniebox turns digital audio into something children can hold and control. When a child places a character, known as a Tonie, on top of the box, it begins a story, song, lesson or game. There are no menus to navigate and no screen competing for attention.

The product is immediately understandable when it is in front of you. Communicating the business behind it to investors joining remotely is more challenging.

Five years after its IPO, tonies was preparing to hold its first Capital Markets Day. The company planned to introduce its new midterm strategy and five-year plan, discuss its long-term ambitions and present the next stage of its product ecosystem by introducing a new box — the Toniebox Lite.

For Moritz Verleger, Head of Investor Relations at tonies, the event was an opportunity to give investors a clearer understanding of the company's direction and the plans behind it.

tonies chose London's Science Museum and created an immersive exhibition where attendees could experience the products, meet management and connect the strategy to the business. Most of the capital markets audience, however, could not be there in person.



#### THE CHALLENGE

Investors and analysts joining from other countries needed the same reliable access to management and the presentations without traveling to London for a half-day event. The online experience therefore had to feel like an integral part of the Capital Markets Day, not a feed from the back of the room.



## THE SOLUTION

# One less thing for the IR team to manage

Capital Markets Days already put considerable pressure on an IR team. The last thing the tonies team wanted was technical production to consume their attention.

Verleger selected Notified for its experience with hybrid events, its flexibility and its ability to work with the Science Museum's approved production supplier. He also appreciated how straightforward the process was.

Rather than asking him to work through a lengthy list of technical specifications, the Notified team presented a limited number of proven options. Verleger could make informed decisions without having to manage every production detail himself.

That left Verleger free to focus on the investment narrative, management preparation and the experience for investors at the venue. The webcast was important, but it was not another workstream he had to personally drive.



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It was very simple. I didn't have to worry too much about the technical delivery.

— **Moritz Verleger, Head of Investor Relations, tonies SE**

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## THE SOLUTION

# One point of contact from planning through delivery

tonies' CMD involved two production teams: the venue's approved supplier handled the physical setup, while Notified delivered the webcast through the Notified Events Platform.

Verleger initially had some concerns about whether the teams would work well together. A dedicated Notified service manager helped remove that uncertainty.

**The Notified contact visited the Science Museum for a connectivity test, coordinated the technical specialists and remained onsite throughout the event.** Verleger had the benefit of one contact who understood the webcast setup and could manage questions across the wider technical team.

The arrangement gave each team a clear role. The venue supplier focused on the room and physical production. Notified managed the webcast. Verleger knew who was accountable for the online experience and did not have to coordinate several technical contacts while supporting management and running the wider event.



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Having one project manager who visited the site for a connectivity test, was present during the event, and coordinated the technical team was definitely a huge help.

— **Moritz Verleger, Head of Investor Relations, tonies SE**

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## THE RESULTS

### Results at a glance



**50 to 60**

In-person attendees



**160 to 170**

Live online participants



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Dedicated project manager

Attendance figures are approximate and based on the customer interview.

## A hybrid format that worked for the audience

Approximately 50 to 60 people attended the Capital Markets Day in person, while another 160 to 170 joined online. The Notified Events Platform also gave tonies visibility into participation during the half-day program.

The webcast ran without any reported technical faults, and online attendees stayed with a long-form investor presentation. At the close of the event, tonies' CEO invited the service providers to join the team's final thanks. It was a simple gesture that reflected management's satisfaction with how the day had been delivered.

The event also confirmed that tonies did not have to choose between an engaging venue and broader investor access. The Science Museum gave those in the room an

opportunity to experience the products and speak directly with management. The webcast gave a much larger audience access to the same presentations and investment narrative.

Verleger said tonies would use a hybrid format again for a future Capital Markets Day. He described the experience of working with Notified as uncomplicated, responsive and flexible. For the tonies IR team, the value was straightforward. Investors could access the event, management could concentrate on the message and Verleger did not have to worry about the webcast.



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A great location does not automatically mean you cannot stream it online. Notified adjusted to the setting, and it worked out.

— **Moritz Verleger, Head of Investor Relations, tonies SE**