

Iplayco Corp Ltd

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Iplayco Corp bolsters European growth strategy with Italian acquisitions

Iplayco Corp Ltd (CVE:IPC), the children's play equipment group, has taken a step towards realising triple-digit percentage growth in its European sales within the next two years, as it announced acquisitions of assets from three companies.

The deals are with strongly branded Italy-based companies Play Way (PW) and The Play Company (TPC).

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The former has developed nearly 50 franchises of children's entertainment centers under the Play Planet banner throughout Italy.

Also included is an intellectual property (IP) agreement with TPC and a distribution agreement for the supply of play equipment with TPC and its wholly owned subsidiary Play Mart Co (PMC).

When finalised, Iplayco will own the IP rights to the Play Mart and Play Planet brands, as well as the Play Planet line of business.

"This represents a significant step in our growth strategy for Europe," said a delighted Scott Forbes, Iplayco's chief executive and president.

"Play Mart is an industry leading brand, with a strong reputation for innovative designs, quality and durability.

"Its customer base and expertise in franchising is very attractive to Iplayco.

"The Play Mart and Iplayco brands of play equipment are complementary and together are expected to significantly increase our sales in Europe.

"With these transactions, we are also realigning our global supply chain to reduce costs and time to market.

"Our North American operations will continue to supply customers in the Americas and worldwide, our Asian operations will focus on supplying customers in the Asia-Pacific region, and customers in Europe, Middle East and Africa (the EMA region) will soon benefit from our manufacturing and distribution operations in Europe.

"Iplayco's market has always been global, and soon we will have the capabilities to supply our customers from three different continents."

For the purchases, Iplayco will pay €450,000, or around C\$662,000 and 15% of pre-tax profit for the next five years from its European operations, comprised of newly incorporated, and wholly owned entities Play Planet in Italy and Play

Price: C\$0.61

Market Cap: C\$12.73M

1 Year Share Price Graph



Share Information

Code: IPC

Listing: TSX-V

52 week High Low
0.8p 0.44p

Sector: Manufacturing

Website: www.iplaycoltd.com

Company Synopsis:

Iplayco custom designs, manufactures and installs premium quality, fun, safe and durable play structures for children worldwide. In its 14-year history, Iplayco has sold play structures to over 50 countries and to 16 different markets, including family entertainment centres, theme parks, shopping malls, restaurants, fitness and health clubs, municipalities, schools, daycare centres, hospitals, zoos and churches.

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