



**tonies® introduces Toniebox 2 and Tonieplay: Next generation of interactive audio entertainment redefines how children grow through independent listening, touch and play**

- Launch of Toniebox 2 marks a milestone for tonies, unlocking new growth and earnings potential through audience expansion and additional use cases
- tonies reaffirms its leadership in screen-free, ad-free, and independent audio experiences – providing children with content that inspires adventure, sparks joy, and supports the development of essential life skills
- *Tonieplay* is an expanding new product category with interactive, screen-free games, and quizzes for solo and multi-play that complement tonies' successful audio experience
- Along with further additional features, this expands tonies' product portfolio and its target age group, now ranging from 1 through 9+ years
- Pre-orders start today, product launch on September 15 in DACH, UK, France, and Australia/New Zealand, and on October 5 in North America.
- All previously released Tonies are compatible with the new Toniebox 2

LUXEMBOURG, August 27, 2025 // tonies SE ("tonies"), the globally leading interactive audio platform for children, announces the launch of Toniebox 2, the company's largest innovation since creating the category of independent and screen-free audio play for children. Toniebox 2 is designed to build on the success of the original Toniebox 1 by developing tonies' proven concept to meet even more needs of today's children: empowering independence and confidence, enriching family routines, and supporting good sleep habits. With its new 1+ age certification and the expansion into screen-free gaming through Tonieplay, Toniebox 2 engages a broader-than-ever range of children aged 1 through 9+. Toniebox 2 is designed to grow and evolve alongside children, with dedicated content curation for specific age groups to keep it engaging for years. This will further strengthen tonies' role as a trusted companion for kids and an integral part of family life – both in daily routines and throughout early childhood development. Backed by strong launch support from all major retail partners in North America, DACH, UK, France, and Australia/New Zealand, Toniebox 2 is positioned for commercial success from day one.

**Tobias Wann, CEO of tonies, says:** "Today marks a very special day for everyone at tonies: With the launch of Toniebox 2, we are not only unveiling a completely new generation of our core device for the first time in our company's history – we're turning the page to open a new chapter of innovation that will deliver even more value to families over the coming years. Toniebox 2 embodies our ambition to lead the way in digital audio experiences for children through technology that is intuitive for children, providing high-quality content, and an exceptional user experience. Toniebox 2 is much more than just an updated version of the original – its interactive design lets even the youngest children take control of their play with simple, intuitive gestures. This seamless transition from linear listening to active



discovery – and even to restful sleep – is designed to promote children's independence and self-confidence as they learn, play and grow. With these expanded capabilities, tonies evolves from a daily storyteller to a companion throughout the entire day".

"Toniebox 2 builds on everything families already love – and unlocks so much more," adds **Ginny McCormick, CXO of tonies**. "We've stayed true to our vision of audio-first storytelling, while introducing a new layer of interactive play that empowers kids to discover, imagine, and explore through Tonieplay. Families trust tonies to support meaningful moments throughout the day. With smarter bedtime and wake-up features, Toniebox 2 will integrate seamlessly into the daily lives of kids and families, supporting them from morning routines to nighttime wind-downs and creating more opportunities for child independence and easy routines".

### **Toniebox 2 will be a cornerstone in driving tonies' growth ambition**

Alongside its ongoing international expansion, the introduction of the Toniebox 2 marks a major milestone in tonies' global growth strategy. With the launch of a completely new generation of its core device, tonies is expanding its product and accessories portfolio and significantly broadening its target age range – from previously 3-7+ years to now 1-9+. In addition, tonies will increase the frequency of impactful product innovation on the back of the launch in the years ahead. All upcoming innovations will be designed to drive stronger engagement, boost customer retention, and create new upselling opportunities beyond the existing tonies portfolio.

The commercial impact from Toniebox 2 is expected to fully materialize during Q4 2025 and to continue in the years to come. It is already included in tonies' most recent guidance on the financial year 2025, provided on August 21.

**Christoph Frehsee, CRO of tonies, explains:** "Toniebox 2 is a true game-changer and a major strategic milestone for tonies' growth journey. It launches in full global alignment with all leading retail partners in the US, DACH, UK and France, setting us up for commercial success from day one. The new interactive design helps us reach even more age groups. With a wave of new products, features and use cases, Toniebox 2 will drive deeper engagement, increase usage frequency, and strengthen platform loyalty – unlocking great potential for recurring revenue".

### **Toniebox 2 enhances the tonies experience for kids aged 1 to 9+ and their parents**

tonies was founded to create a way for children to experience storytelling in the digital age that stimulates their imagination, creativity, and confidence and thereby fosters essential



developmental skills. With more than 9.5 million boxes and over 125 million Tonies figurines sold, the original Toniebox 1 has established a new entertainment category. Built around the simple process of placing Tonies figurines on the Toniebox to access a portfolio of the most beloved global and local characters, stories and songs plus all new content to explore, the Toniebox already brings joy and imagination to families in more than 100 countries. Toniebox 2 adds a new generation of features, interactivity, and gameplay to the tonies experience kids – and their parents – already know and trust.

While the iconic, playful and child-friendly characteristics remain, Toniebox 2 is a completely new generation of tonies' core product, designed for kids aged 1 to 9+. From sensory-rich, playful learning with My First Tonies to dynamic, interactive gaming with Tonieplay, the Toniebox 2 experience grows with each child, and their family. With modernized software and greater durability, it offers an intuitive, tactile experience built to withstand years of bumps and tumbles. A newly introduced dynamic Light Ring glows in rainbow colors when Tonies are playing, and gives helpful light cues to guide kids through the Tonieplay games. New smart bedtime and wakeup features support better sleep routines.

With the refreshed tonies app, parents can easily adjust settings, monitor usage, and rest easy knowing that their kids can play independently, without exposure to screens, ads, or other content beyond the tonies ecosystem.

### **Tonieplay adds a new dimension to learning and play through interactive, screen-free experiences**

With Tonieplay, tonies introduces a whole new way to play: exclusive to Toniebox 2, the interactive, screen-free gaming experience invites kids to actively lead their own stories and learning journeys in games, quizzes, adventures, and challenges beyond listening. Tonieplay games drive teamwork, decision-making, and social play, while tactile interactions and glowing animations spark positive emotions from the very first touch. Tonieplay was developed by a team of internal and external experts in education and gaming and is built around a new, proprietary game engine creating a fully interactive ecosystem. Tonieplay will launch with twelve unique Tonieplay Games, perfect for solo discovery or collaborative team fun. Each title is designed to boost independence, confidence, and creativity, letting children learn, play, and grow at their own pace.

### **My First Tonies expand tonies' market to new age groups**

My First Tonies, a range of soft, squeezable characters specifically designed and approved for children aged 1+ will launch together with Toniebox 2, expanding the company's targeted age group further. My First Tonies are developed to boost curiosity, spark imagination, and encourage playful learning through real-world sounds, age-appropriate



songs, and a toddler-friendly format. They are also designed to help teach kids new words in a fun and engaging way.

### **Pre-orders start today, global market introduction in September and October**

Toniebox 2 and Tonieplay will be available for pre-order as of today and officially launch and ship on September 15, 2025 in DACH, UK, France, and Australia/New Zealand, and on October 5 in North America.

### **Compatibility across the entire tonies ecosystem**

Toniebox 2 builds on the success of the original Toniebox 1 with additional features, enhancements, and accessories while maintaining compatibility with all existing Tonies and other tonies products. Toniebox 1 remains fully functional. This seamless cross-generational compatibility reinforces tonies' commitment to long-term and sustainable platform value.

### **About tonies**

tonies® is the globally leading interactive audio platform for children with more than 9.5 million Tonieboxes and 125 million Tonies sold. The intuitive and award-winning audio system has changed the way young children play and learn independently with its child-safe, wireless, and screen-free approach.

Founded in 2014 by two fathers in Germany, where every second child now owns a Toniebox, the company is replicating its successful business model and expanding internationally. tonies brings the joy and magic of interactive audio entertainment and audio education to children around the world, with products available in over 28 countries on 4 continents and more to come. Tonieboxes have already been activated in over 100 countries.

tonies offers a range of more than 1,300 Tonies figurines to be placed on top of the Toniebox and around 4,400 digital titles through mytonies (library and app) – ranging from tonies Originals productions to content from around 400 licensing partners worldwide, including Disney, Warner Bros., NBC Universal, Mattel, Marvel, Paramount, Hasbro, Universal, Sony Music and many more.

With an average playtime of ~270 minutes per week it is the perfect everyday companion for little ones.

tonies has more than 560 employees, achieved a group revenue of €481 million in the last fiscal year 2024 (+33% YoY) and is listed on the Frankfurt Stock Exchange (tonies SE).



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