

Press release

Munich, May 28th 2019

Quantum Capital Partners (“QCP”) in Munich, Germany, has acquired Stadlbauer Marketing & Vertrieb GmbH (SMV) based in Salzburg, Austria. The completion of the transaction is subject to anti-trust approvals. Through this strategic acquisition, Quantum will strengthen its market position in the toy industry. In 2018, the Quantum Group acquired Revell GmbH, a leading manufacturer of plastic model kits as well as radio-controlled toys.

With its renowned Carrera brand, SMV is the market leader and epitome for slot race cars worldwide. The Carrera brand is known for true to the original and high-quality products, meeting cutting-edge technology standards. Furthermore, SMV develops and distributes various radio-controlled vehicles (such as cars, aircrafts, drones, boats, etc.) under the Carrera RC brand. The SMV brand portfolio further includes renowned German toy brands Pustefix, which is famous for soap bubbles, as well as the doll manufacturer Schildkröt.

The new established Group, comprising the Carrera, Revell, Pustefix and Schildkröt brands, generates revenues above EUR 130m. CEO of the Group will be Stefan Krings, currently Managing Director of Revell. Together with the existing management team he will manage daily operations at SMV. Dr. Norbert Frömmer will support the Group as Managing Director at SMV. The Stadlbauer family will continue to support the Company in an advisory capacity. Mr. Krings has sound experience in the toy and leisure industry. “I am happy to build up and further develop a leading toys group. With this acquisition, we will be able to react faster to industry trends and will be able to develop even more innovative products for our customers. Furthermore, joint sales forces will allow us to grow in new and existing markets”, Stefan Krings comments. “Through joining forces, SMV and Revell are about to create a player in the market with a compelling product portfolio and truly international sales activities. Backed by the strong partner Quantum Capital Partners, SMV is well prepared for the future”, Dr. Norbert Frömmer added.

Steffen Görig, CEO and founder of Quantum Capital Partners complements: “The Stadlbauer family built up an amazing company and we are conscious of our responsibility to support the development of this exciting new toy group. We look forward to continue the fruitful collaboration with the Stadlbauer family. The Carrera, Revell, Pustefix and Schildkröt brands are leading in their respective segments. This is a strong basis to further develop the brands and their unique selling proposition. We are happy to support Mr. Krings and his team on the road to success and to realise the full growth potential of the Group.”

About SMV:

SMV is a manufacturer and distributor of toy and leisure products such as licensed slot race cars and remote-controlled vehicles. The Company is headquartered in Salzburg, Austria with own branches in Germany, Poland, Hungary, Hong Kong and the USA. Furthermore, SMV operates a production facility in Germany where it produces soap bubbles under the Pustefix brand.



About Quantum Capital Partners:

Quantum Capital Partners GmbH (QCP) is a fast-growing international financial investor based in Munich, Germany. The Quantum Group acquires companies with potential for operational improvement, growth and development. As an active and responsible owner, Quantum Group works closely with local management to ensure that its subsidiaries implement a continuous development plan and growth strategy. Since its inception in 2008, the Quantum Group has acquired a variety of businesses from world-leading companies such as Robert Bosch, Stora Enso, Dürr, Airbus, Nestlé, Mahle, Tenneco and Norsk Hydro. With a total of 23 completed acquisitions since 2014, the Quantum Group is one of the most active investors in its sector.