

Press Release – Immediate

PMI Appoints Click Distribution as UK and Ireland Master Toy Distributor for Stumble Guys
A Partnership that just “Clicks”



Stumblers lookout! The Master Toy line is coming to the UK and Ireland as PMI Kid’s World selects Click Distribution (UK) Ltd as their exclusive distribution partner.

PMI Kids’ World, the Israel-based toy company, brimming with collectibles from some of the hottest brands, has recently partnered with the team behind the mega-popular Stumble Guys game to transform fan-favourite characters (“Stumblers”) into a colourful and creative toy line that will have fans running to retail.

Stumble Guys, from interactive entertainment company and mobile-first video game developer, Scopely, quickly knocked out the competition with the online game reaching virality with over **700 million** downloads! This battle royale format is known for its fast-paced and highly social experience. Whether you’re a beginner or an expert, the game delivers frantic fun for players of all levels! With **70 million** monthly players and **500,000** daily installations, these Stumblers are running into the spotlight!

“Scopely has created an addictive world with Stumble Guys that we can’t wait to immerse European fans into more,” said Omer Dekel, COO of PMI Kids’ World. “Partnering with Click Distribution, who are leaders in the gaming space and always ahead of the trends will allow us to tap into the masses and specialty retailers.”

Luke Hillier, CEO, Click Distribution added, “We are absolutely thrilled and very grateful to be working with Omer and the team at PMI, on this incredible brand. We have been tracking Stumble Guys for some time and the figures really do speak for themselves, the 2nd most downloaded game of 2022, the 9th most downloaded APP with over 250+ million downloads, and most recently one of the top 5 biggest YouTube videos of the week! Stumble Guys compliments our already strong portfolio of gaming properties, and we cannot wait to bring this fantastic IP to market very soon!



-ENDS-

About Click Distribution

Established in 2009, and solely owned by Luke and Lewi Hillier Click Distribution (UK) Ltd. Is a family run business with the aim is to deliver the best availability of the hottest toys and collectables on the market! Click's enthusiastic and knowledgeable team has over 100 years of experience within the toy and collectable industry between them. They offer an easy and convenient online service where you can readily order all the latest and best-selling products 24 hours a day or with the support of your very own dedicated account manager, who you can talk directly with on a daily basis. However big or small your business is, Click have built up a reputation for providing all their customers with a personal, professional and friendly service, allowing them to maintain their position in the market as one of the industry leaders.

About PMI

Established in 1995, PMI is a leading gaming-sector toy manufacturer focused on licensing consumer products in over 170 countries. PMI is all about giving licensed intellectual properties (IPs) a vibrant existence through the creation of high quality, innovative, affordable toys and collectibles. We're here to bring the best children's brands and the coolest lines to kids all over the world. Among our lineup are esteemed names like Paw Patrol, Sonic Prime, Among Us and an array of others. Rooted in our purpose is the aspiration to ensure that every child across the world can partake in the delight of play, irrespective of their circumstances.

Click Distribution (UK) Ltd.

2 Monarch Courtyard, Salthouse Road, Brackmills, NN4 7BD
Company Reg 06676716 | VAT No GB 939 802 980

t: +44 (0)330 123 2559

e: click@clickdistributionuk.com

w: clickdistribution.co.uk