

PMI Kids' World Welcomes Omer Dekel as CEO in Strategic Succession Plan



Nuremberg, Germany - (January 31, 2024) **PMI Kids' World**, the family-run toy company showcasing an impressive array of collectibles and kids' entertainment toys from today's trendiest brands, is proud to announce a significant leadership transition within the organization. **Omer Dekel**, the current Chief Operating Officer, will be taking on the role of **Chief Executive Officer**, succeeding his father, **Boaz Dekel**, who founded and has led the company with distinction for 30 years.

The announcement was made during a festive ceremony hosted by PMI, kicking off this year's Nuremberg International Toy Fair, gathering valued global partners, suppliers, and industry leaders. This symbolic passing of the torch moment, a strategic transition meticulously orchestrated over the past two years, is a testament to PMI Kids' World's commitment to continuity, innovation, and maintaining its position as a trailblazer in the competitive world of toys and children's entertainment.

Boaz Dekel stated, "This marks an important milestone for our organization. It is not only an exciting and moving moment for me personally, but also a significant leap forward for our company. It signifies the dawn of a new generation and an innovative stride in our rapidly changing world. I am happy and exceedingly proud to pass the helm of the ship I have spent the last 30 years building to my son, Omer. He has earned his new role through hard work, dedication, and persistence, all interwoven with his talent and integrity. I extend my heartfelt best wishes to him with love and devotion."

Established in 1995 as a subsidiary of Bar Marketing and Distribution Group, PMI Kids' World has evolved into a thriving entity under the dynamic leadership of founder Boaz Dekel. In 2009, Boaz strategically shifted focus to propel PMI's rapid growth. Boaz, alongside his son Omer, have steered the company to unparalleled success. With Omer now at the helm as CEO, PMI is positioned for continued triumph alongside its increasing catalog of mega-popular licensed toys. Boaz will now serve as the PMI Chairperson.

"I am deeply honored to step into the role of CEO at PMI, a position that holds immense meaning to me," said Omer Dekel, the new incoming CEO of PMI Kids' World. "My father, Boaz, has been my guiding



star, instilling the values and knowledge that shape who I am today. His trust in passing this legacy to me is a profound honor and a responsibility I accept with great enthusiasm. I am excited to lead PMI into a bright future, building upon the robust foundation my father has laid and driving forward with innovation, commitment, and a deep respect for the vision and values that have always been at the heart of our company.”

PMI's recent triumphs in the toy industry shine through the 2023 successes of their recent launches, including Pudgy Penguins, which swiftly claimed top spots on various Amazon hot lists, with the Pudgy Penguins storefront surpassing half a million units within days. PMI also launched Sonic Prime, which brought the SHATTERVERSE to fans, announced a global master toy partner license for Stumble Guys and brought the popular Roblox game, Piñata Smashlings™ to life in toy form! These milestones highlight PMI's commitment to delivering quality products and creating lasting memories for fans worldwide.

About PMI Kids' World

Established in 1995, PMI Kids' World is a leading gaming-sector toy manufacturer focused on licensing consumer products in over 130 countries. PMI Kids' World gives licensed intellectual properties (IPs) a vibrant existence by creating high-quality, innovative, affordable entertainment toys and collectibles. We're here to bring the mega children's brands and the coolest lines to kids worldwide. Our lineup includes esteemed names like Sonic Prime, Pudgy Penguins, Brawl Stars, and in 2024 they are entering the preschool space with Paw Patrol and Creature Cases. Rooted in our purpose is the aspiration to ensure that every child can partake in the delight of play, irrespective of their circumstances.

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Media contact: ChizSix Marketing & Media | www.chizsix.com on behalf of PMI Ltd. Kids' World
Kassandra O'Brien | SVP of Marketing | kassandra@chizsix.com | 289.264.6499