



Transtern

G R O U P L T D

A Global Leader in Sustainable Solutions

Company Overview: History, Mission, and Values

Established in 2018

Transtern Group Ltd has a rich experience teams as a pioneer in sustainable manufacturing solutions. The company was founded on a very strong commitment to environmental responsibility and innovation.

Mission: Driving Sustainable Change

We tackle various industries, strong supply chain crafting tailor-made trading solutions based on our partner's requirements. No trading challenge is too big for us!

Core Values: Integrity, Excellence, Collaboration

Transtern is guided by a steadfast commitment to integrity, a pursuit of excellence, and a collaborative spirit that empowers its employees and partners to achieve greatness.



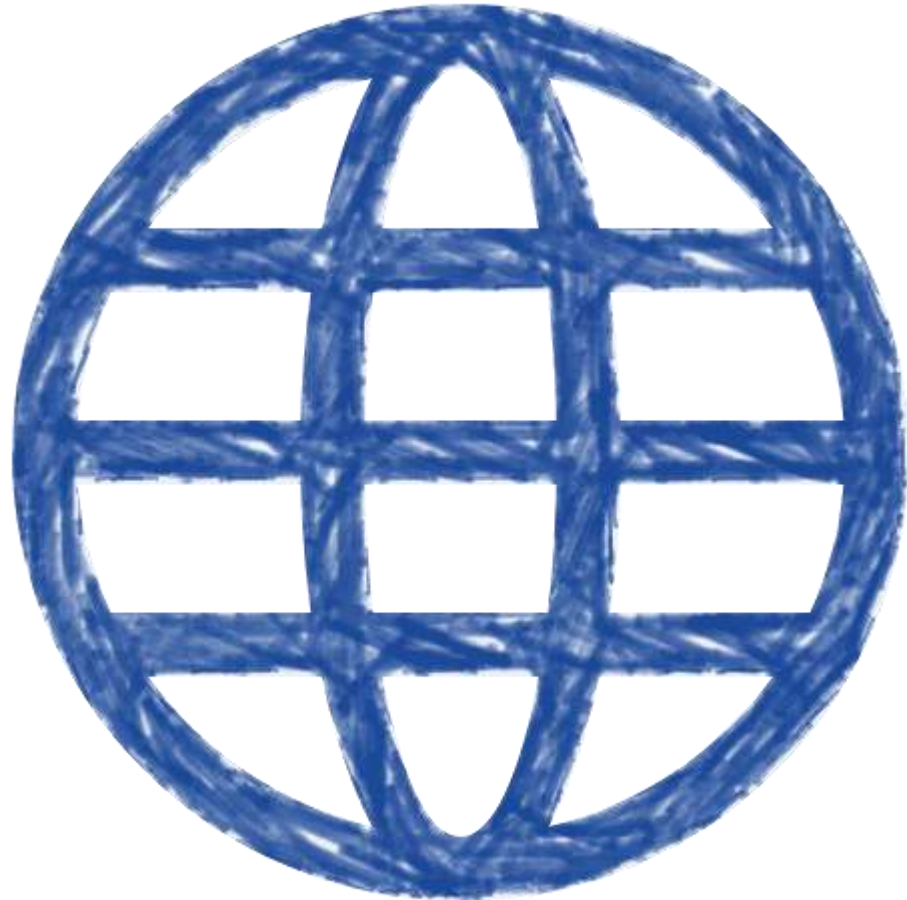


Transtern's Competitive Advantages and Market Positioning

Transtern's proprietary manufacturing processes and commitment to sustainability give it a distinct edge in the global market. Its diverse product portfolio, spanning renewable energy solutions and eco-friendly materials, positions the company as an innovative leader in the technology space.

With an extensive global footprint and robust logistics capabilities, Transtern is able to efficiently serve customers worldwide, delivering high-quality products and unparalleled customer support. The company's experienced leadership team and strategic partnerships further solidify its competitive advantage and market dominance.

Offices & Location



Transtern Group Ltd (UK) HQ

- Transtern Toys Limited (HongKong, China)
- Trastern Trading L.L.C - FZ (Dubai, U.A.E)
- Transtern Toys (Shantou, Chenghai) Co.,Ltd
- Transtern International Trade (Hainan) Group Ltd
- Transtern International Sports (Zhejiang) Group Ltd

Middle East warehouse:

Al Qusais Industrial Zone 2, Dubai - U.A.E

2,000 square meters

Office & Showroom



Our business

Partners

For the last years Transtern has developed its business with local distributors and retail partners, who already have a presence in major sports retailers and shopping malls in each region, offering a wider market reach & more distribution strength.

The criteria to work with us has been:

- Partners must have proven nationwide penetration in their category.
- Preference for partners with:
 - Established relationships with malls and department stores
 - Strong retail presence and distribution network.
 - Experience in handling licensed merchandise.
 - Strong e-commerce logistics
 - Local retail networks aligned with the brand's positioning
- Partners must adhere to strict brand guidelines, IP compliance, and reporting transparency.

Our business

Where?

MIDDLE EAST

Toys & Stationery:

Sport items:

Luggage & bags:

Toys R Us, Hamleys, Fantasy World, Mothercare, Baby Shop, Dubai Mall, Carrefour
Go Sports, Intersport, Virqin Mega Store, Dubai Mall, Mall of Emirates
AL Sannat for Luggage, Magellan, Alshamasy, Flieger Luggage Office, BANDE APART, Grand Prestige, The Bag House, Golden Gate Bag / Luggage, Mendoza, ANTLER, Mokobara, Glossy bird.

SOUTH EAST ASIA

Toys & Stationery:

Sport items:

Luggage & bags:

Toy Kingdom, Toy City, Early Learning Center, Kids Station, Toys R Us, Siam Paragom, SM Department Store, Aeon, Takashimaya
Sport Direct, Super Sports, Siam Paragom, SM Department Store, Aeon, Takashimaya
The Travel Club, Siam Paragom, SM Department Store, Aeon, Takashimaya.

JAPAN & KOREA

Toys & Stationery.:

Sport items.:

Luggage & bags:

Toys R Us, Kiddy Land, Crayon House, Tokyo Character Street, Aeon, Hands, Isetan, Loft, Seibu, Sogo
Crayon House, Tokyo Character Street, Aeon, Hands, Isetan, Loft, Seibu, Sogo
Ginza Karen, Shibuya, Züca Omotesando, Alavague Hannam, Luggage Less, Carlyn Hongdae, Marhen J.

Cooperated Licensed Brands in Distribution



Cooperated Licensed Products




Transtern
GROUP LTD



Cooperated Licensed Products



Cooperated Licensed Products



Cooperated Licensed Products



Sales Channels--Store Display



Sales Channels--Store Display



Sales Channels--Store Display



New business approach



Through these partnerships, Transtern has developed:

- ✓ Deep expertise in product development
- ✓ Strong relationships with regional distributors and retailers
- ✓ A proven track record of managing licensed collections
- ✓ Strong operational capabilities across logistics, QC, compliance, and manufacturing

Over the past years, Transtern has built a solid foundation as a trusted distributor of licensed products across Asia and the Middle East. The company has successfully worked with some of the world's most recognized animation brands—**Disney, Marvel, Hello Kitty**, among others—as well as selected luxury automotive brands.

Today, Transtern is entering a new stage of business evolution.

The company is leveraging this foundation to secure licensing deals with world-class football clubs, luxury automotive brands, and other distinctive global properties.



New business approach

Expansion into more sophisticated product categories with its operational structure and market experience already in place, Transtern is now focusing on categories with higher brand value and higher consumer expectations, such as:

- **Football clubs with global influence**
- **Luxury car brands**
- **Unique heritage or cultural brands**

Strong Local Partner Network. Across GCC & Asia Transtern has built a reliable ecosystem of distributors and retailers. This allows the company to offer licensors:

- **Immediate market access**
- **A network of partners for mid and high-end product ranges**
- **Faster rollouts with lower risk**

Positioning for the next level by combining its experience with international brands, its operational maturity, and its trusted partner network, Transtern will elevate its portfolio, entering categories that will definitely bring them

- **Higher brand prestige**
- **Stronger long-term partnerships**
- **And a more strategic role in the market.**

New business approach (target distribution)

A. Football brands:

Middle East Region

Department Stores / Sports Retailers

- Sun & Sand Sports, Go Sport
- Foot Locker MENA
- Lifestyle (Landmark Group)
- Centrepont (Landmark Group)

Shopping Malls with Football Fan Traffic

- Dubai Mall
- Ibn Battuta Mall (Dubai)
- Mall of the Emirates
- Yas Mall (Abu Dhabi)
- Qatar Villaggio Mall
- Al Mirqab Mall (Qatar)
- Riyadh Park Mall
- Marina Mall (Abu Dhabi)
- Al Kout Mall (Kuwait)

A. Football brands:

Middle East Region

Online

- Amazon.ae
- Noon
- Namshi
- Shein

B. Luxury Car Brands

Middle East Region

Premium/High-End Retail & Malls

- Bloomingdale's Dubai
- Harvey Nichols Riyadh
- Dubai Mall (Fashion Avenue)
- Mall of Qatar
- Avenues Mall Kuwait
- Airport Duty-Free

Toy stores

- Toys "R" Us
- Babyshop
- Toysuae.com (Dubai)
- Squiggles (KSA)
- Toy & Surprise (KSA)

Online

- Amazon.ae
- Noon
- Namshi

New business approach (target distribution)

C. Unique Brands:

Middle East

Mid and High-End Stores:

- Harvey Nichols Dubai
- Bloomingdale's Dubai
- Galeries Lafayette Doha
- Debenhams Qatar
- Mall of the Emirates
- Dubai Mall
- Jashanmal Department Store (Abu Dhabi)

Marketplaces:

- Ounass (premium platform)
- Farfetch
- Namshi
- Noon
- Amazon.ae (luxury section)

C. Unique Brands:

Southeast Asia

Mid and High-End Stores:

- Takashimaya Singapore
- Isetan (Singapore)
- Central Embassy (Bangkok)

Premium Retailers:

- Siam Paragon
- Robinsons (Singapore)

Marketplaces:

- Lazada (premium section)
- Zalora (high-end category)

C. Unique Brands:

Japan & Korea

Mid and High-End Stores:

- Isetan, Mitsukoshi (Japan)
- Lotte Department Store (Korea)
- Shinsegae (Korea)

Luxury Boutiques:

- Aoyama
- Daikanyama concept stores (Tokyo)

Marketplaces:

- Rakuten (premium section)
- Coupang (luxury listings)



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Thank You

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