

CARTAMUNDI EXPANDS PRODUCTION FACILITY IN TURNHOUT TO ACCOMMODATE GROWING DEMAND FOR COLLECTIBLE CARDS

EXPANSION CREATES 50 NEW JOBS IN TURNHOUT

PRESS RELEASE - Turnhout, October 18, 2024 - Almost 1 year after the start of construction works, Cartamundi officially celebrated the expansion of its production facility in Turnhout with an opening ceremony and a gathering of all Belgian employees. The 5,000 m² expansion brings the total production surface of the Turnhout plant to 22,900 m² and increases its production capacity by 40%. This investment of nearly 25 million euros brings additional employment for 50 people and enables Cartamundi to capitalize on the strong growth of the collectible card market.



Photo: Cartamundi management and some employees cut the ribbon, opening the new factory.

A market in development: the growth of collectible cards

The collectible cards category originated more than 30 years ago when Cartamundi took on production for Wizards of the Coast at the launch of the very first collectible card game *Magic The Gathering*. Since then, this market has experienced tremendous growth especially in the 1990s with the launch of other successful games such as *Pokémon* and



Yu-Gi-Oh. Although the market remained stable between 2000 and 2019, a rise in demand for these products has been showing again since 2019. Today, the market flourishes mainly in the United States, Europe and Japan.

The renewed popularity is due to several factors, including innovations in packaging and production techniques, the strong focus on increased card quality, the expansion of the assortment, as well as the emergence of new games with popular licenses such as *Disney Lorcana* and *Star Wars Unlimited*, which appeal to a wide audience. Collector cards are increasingly seen as attractive, valuable products, often with very unique designs, stimulating a growing collecting culture.

Increased capacity and flexibility

With the expansion in Turnhout, Cartamundi is strengthening its focus on collectible cards. The plant is increasing its production capacity by 40%. The additional capacity allows the company to better meet the growing demand of its customers, both existing partners such as *Magic The Gathering*, *Pokémon*, *Yu-Gi-Oh* and *Flesh & Blood*, as well as new customers responding to popular cultural trends.

The expanded capacity and innovative production capabilities allow Cartamundi to respond more flexibly to market developments. The Turnhout plant plays an important role as an innovation center with far-reaching transformation as a 'digital factory of the future'.

Sustainability central to new expansion

The expansion of the Turnhout plant is not only an investment in capacity, but also in sustainability. The new facilities use energy-efficient heat pumps to cool, heat and ventilate the building. LED lighting and preparations to install additional solar panels contribute to a lower carbon footprint.

Cartamundi also encourages sustainable commuting with initiatives such as a bicycle leasing program, improved bicycle parking and safe bicycle connections. The plant has WADI systems to collect and gradually infiltrate rainwater, and additional charging stations have been installed to further green the fleet. When purchasing new machinery, Cartamundi also considers energy consumption to maximize efficiency.

The renovation of the existing, more than 50-year-old building is also an important part of this sustainability effort. This will prepare the building for the future, with an emphasis on sustainability and energy efficiency.

Expansion creates jobs

The expansion of the plant brings not only technological and sustainable benefits, but also new employment opportunities. Currently, 370 employees already work at the Turnhout plant. Once the plant expansion is fully operational, this number will increase by about 50 employees. In this regard, Cartamundi attaches great importance to taking sufficient time for thorough onboarding and training. Currently, there are still 35 open positions, so Cartamundi continues to look for additional employees.



Photo 1: From left to right: Wim Vlekken (EVP Collectibles & Trading Card Games), Stefaan Merckx (CEO), David Germis (President Solutions Division)



Photo 2: Stefaan Merckx (CEO)

Investment in the future

With this investment of nearly 25 million euros, Cartamundi is strengthening its position as a world leader in the production of playing cards, board games and collectible cards. The expansion in Turnhout is a crucial step to both support growing demand from existing customers and serve new markets. Cartamundi continues to focus on innovation, customer focus and sustainability, making the company ready for the challenges of the future.

This investment was realized by construction company Laeremans of Heist-op-den-Berg.



Photo: The expansion of the Turnhout plant

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Photos are available in high resolution upon simple request via the above details.

About Cartamundi

Cartamundi is the worldwide leader in 'play' solutions, such as playing cards, card & board games, and collectibles & trading card games. Its team of nearly 3,000 people is united in providing every person the possibility to 'Live Different, Play Different'. To achieve this, the family-owned company, headquartered in Belgium, operates a global network of design and sales offices and manufacturing facilities, stretching from the US, over Latin America and Europe, to Japan.

The company houses a global brand portfolio that includes a suite of heritage brands such as Bicycle®, Bee®, Copag®, Shuffle® and many locally loved brands. At the same time, Cartamundi is a trusted manufacturing and distribution solutions partner for leading toy and entertainment companies. Given the Cartamundi printing presses have been running since 1765, the company draws on a rich tradition, whilst at the same time stimulating innovation in digital and hybrid experiences to stay relevant – today and tomorrow.

Cartamundi pursues a strategy of sustainable and profitable growth whilst preserving our planet and the company in excellent condition for generations to come.

Learn more at www.cartamundi.com. Follow us: www.linkedin.com/company/cartamundi.