

Lil'®
BiG

WHO IS LIL BIG?

LIL BIG is a **toy brand** that combines fun and development through play, where children learn naturally – without pressure and without the feeling of "learning". It was created for children who want to **explore, create and push their boundaries**, but also for parents who look for more than just fun. It's play that grows with the child – from the first steps to more complex challenges.

Fun first – play always comes first

- Skill building through play, without forced education
- Development through experience: exploration, experimentation, creation
- A brand that grows with the child (from an early age to more advanced stages)
- A balance between what children want and what parents look for



WHAT DOES LIL BIG PROMISE?

LIL BIG promises play that is both fun and worthwhile – where children develop skills naturally, without the feeling of learning. Every product creates a real experience that fosters **curiosity, confidence and the desire to explore.**

- Play that naturally develops skills (without forced education)
- Fun that has meaning and long-term value
- Products that encourage exploration, experimentation and creation
- Building confidence through success and "aha" moments
- A balance between fun for children and value for parents



Lil' BIG

GENIUS LABZ

Science and technology toys for better learning.



6+
age



Lil' BIG

GENIUS BRIX

Science and technology toys for better learning.



6+
age



WHO IS LIL BIG FOR?

LIL BIG is a brand that grows with the child – from the first games to more complex challenges. Each age group brings a different way of playing, but the same goal: development through fun.

- **0-3** → First encounters with play, development of senses and motor skills
- **3+** → Discovery, imagination and basic skills through play
- **6+** → Challenges, logic and independent exploration
- **9+** → More complex games, strategy and development of interests
- **13+** → Advanced products, technology and skill mastery



18+
months

3 x AA
batteries
included

Lil'
BIG



LIGHT-UP
AND SONIC



MOTORIZED
WALKING



POSEABLE
ARMS

WALKER
TRY ME

Press the button to see
lights, hear sounds &
watch her walk!



WALKY

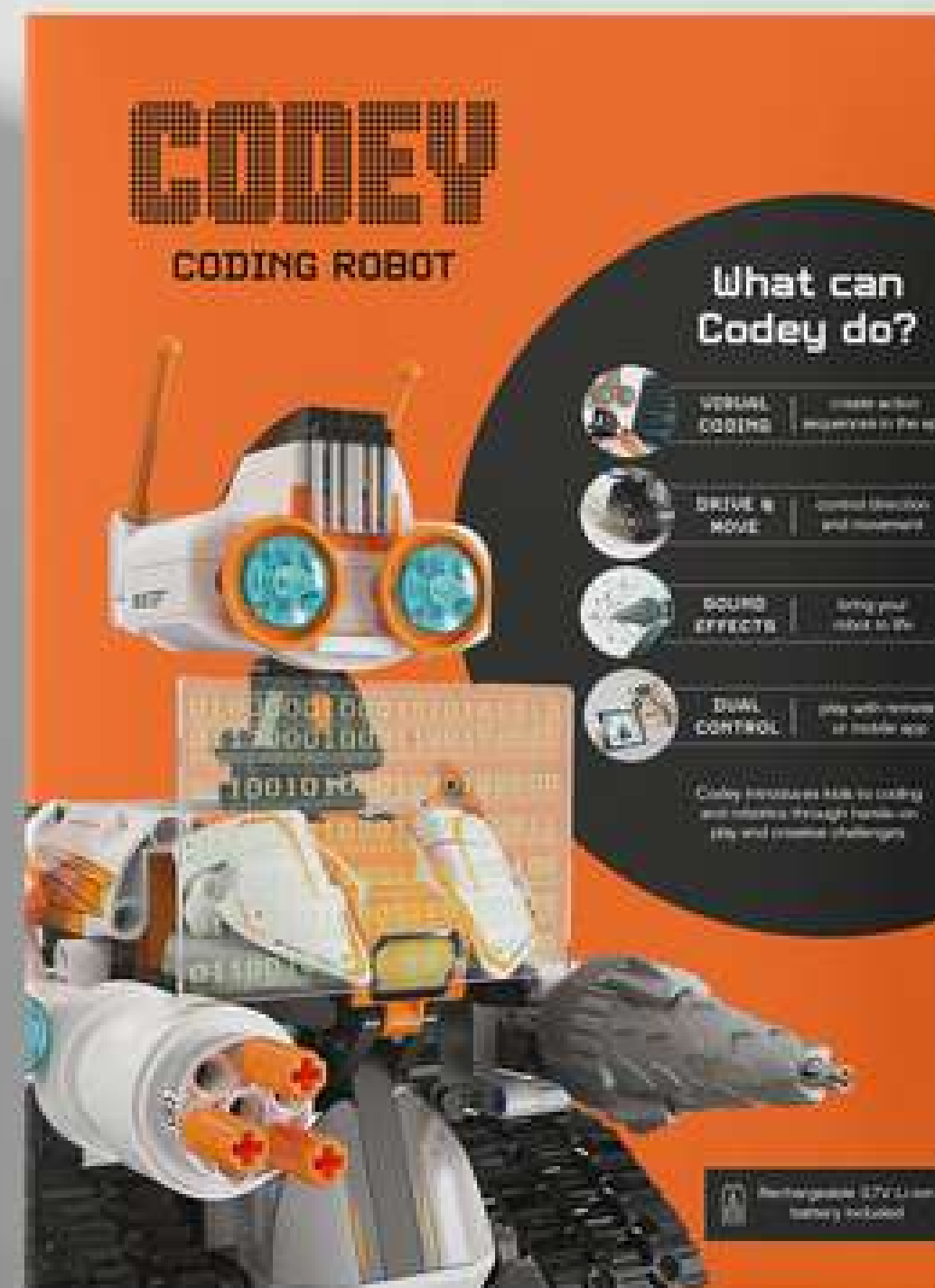
THE WALKING ROBOT

BRAND PHILOSOPHY

LIL BIG builds a brand that develops children through play – combining fun, curiosity and real development into one experience. Every decision, product and piece of communication stems from the idea that play has purpose and long-term value.

- **Mission** → To enable children's development through play that is fun, engaging and accessible to everyone
- **Vision** → To become the leading "smart fun" toy brand that grows with children and follows their development through every stage
- **Target audience** → Children aged 0 to 13+ and parents who look for a balance between fun and development
- **Positioning** → A brand that combines play and development – products children want to play with, and parents choose with confidence





**THE BIGGEST
THINGS START
WITH SMALL
GAMES.**

**LIL BIG TURNS
PLAY INTO AN
EXPERIENCE THAT
TRANSFORMS.**



PRODUCT CATEGORIES

STUNT RC DRIVE RC LICENSED



Lil'Big RC DRIVE and RC DRIVE STUNT encourage excitement, coordination and control through movement and challenges

Lil'Big BOTZ introduces children to the world of robots through play, fostering curiosity, imagination and an understanding of how robots work and communicate with each other



BOTZ



Lil'Big GENIUS LABZ and Lil'Big GENIUS BRIZ focus on science, technology, engineering and creativity through hands-on learning



GENIUS LABZ

Science and technology toys for better learning.

GENIUS BRIZ

Science and technology toys for better learning.



UP+ DRONES



Lil'Big UP+DRONES opens the door to advanced play, spatial awareness and technological confidence

Lil'Big PLAY offers everyday toys that spark imagination, social play and simple joy



A young child with curly hair is crawling on a light-colored wooden floor, playing with a small orange and black toy car. The child is wearing a light-colored short-sleeved shirt and pants. In the background, there is a light-colored sofa, a wooden coffee table, and a potted plant. The scene is brightly lit, suggesting a sunny day.

RC LICENSED

RC LICENSED

KIDS' R/C CAR PAGANI, RL-2601

18+
months



Hand-eye coordination



Fine motor skills development



Cause & effect development



Imagination, storytelling



Life skills - independent play

2.4 GHz stable interference-free control

Simple control: forward/backward driving

Design suitable for children 18+ months

Light and sound effects

39,99 €

RC LICENSED

KIDS' R/C FORMULA MCLAREN, RL-2603

18+
months



Hand-eye
coordination



Fine motor skills
development



Cause & effect
development



Imagination,
storytelling



Life skills -
independent play

2.4 GHz stable interference-free control

Simple control: forward/backward driving

Design suitable for children 18+ months

Light and sound effects

39,99 €

RC LICENSED



RC LICENSED

KIDS' R/C FORMULA ASTON MARTIN, RL-2604

18+
months



Hand-eye
coordination



Fine motor skills
development



Cause & effect
development



Imagination,
storytelling



Life skills -
independent play

2.4 GHz stable interference-free control

Simple control: forward/backward driving

Design suitable for children 18+ months

Light and sound effects

39,99 €

RC LICENSED

ASTON MARTIN VANTAGE GT3, RL-2612

6+
age



Hand-eye
coordination



Fine motor skills
development



Cause & effect
development



Imagination,
storytelling

2.4 GHz control

Functions: forward / backward / left / right

LED lights

1:24 scale model

29,99 €

RC LICENSED

R/C CAR PAGANI HUAYRA ROADSTER, RL-2606

6+
age



Hand-eye
coordination



Fine motor skills
development



Cause & effect
development



Imagination,
storytelling

2.4 GHz control

Functions: forward / backward / left / right

LED lights

1:24 scale model

29,99 €

RC LICENSED

R/C CAR MCLAREN 570S, RL-2607

6+
age



Hand-eye
coordination



Fine motor skills
development



Cause & effect
development



Imagination,
storytelling

2.4 GHz control

Functions: forward / backward / left / right

LED lights

1:24 scale model

29,99 €

RC LICENSED

R/C CAR LAMBORGHINI AVENTADOR SVJ ROADSTER, RL-2608

6+
age



Hand-eye
coordination



Fine motor skills
development



Cause&effect
development



Imagination,
storytelling

2.4 GHz control

Functions: forward / backward / left / right

LED lights

1:24 scale model

29,99 €



R/C CAR PORSCHE 911 GT3 RS, RL-2609

6+
age



2.4 GHz control

Functions: forward / backward / left / right

LED lights

1:24 scale model

29,99 €

A young boy with dark hair, wearing an orange t-shirt, is sitting on a light-colored wooden floor, smiling as he plays with a yellow and grey remote-controlled car. The car has large, thick grey wheels. He is holding a small remote control in his hands. The background shows a modern living room with large windows, a grey sofa, a coffee table, and a potted plant. Sunlight is streaming in from the windows, creating a bright and airy atmosphere. The word "STUNT" is overlaid in a stylized, outlined font across the center of the image.

STUNT

STUNT

6+
age

R/C STUNT TANK WITH WATER BOMBS, 4D-Y1 (1:14)



Hand-eye
coordination



Precision &
accuracy



Reaction
speed

Driving in all directions + 360° rotation in place

Light and music effects

Water bomb launching

39,99 €

STUNT

6+
age

R/C STUNT FORMULA WITH SPRAY, 4D-Y2 (1:12)



Driving in all directions + 360° rotation in place

Light and music effects

Spray function

44,99 €

STUNT

6+
age

METAL R/C CAR WITH SPRAY, 235-1A (1:16)



Hand-eye
coordination



Precision &
accuracy



Reaction
speed

2.4 GHz control, driving in all directions

Light and music effects

Spray function

35,99 €

STUNT

6+
age

METAL R/C CAR,

234-2G



2.4 GHz control, forward/backward, left/right driving

Metal body

29,99 €

STUNT

6+
age

R/C SPORTS CAR, AJ40-1A



Hand-eye
coordination



Precision &
accuracy



Reaction
speed

2.4 GHz control, driving in all directions

LED lights

44,99 €

STUNT

6+
age

METAL R/C CAR WITH SPRAY, 299A (1:18)



Hand-eye
coordination



Precision &
accuracy



Reaction
speed



Driving in all directions

LED lights

Spray function

29,99 €

STUNT

R/C STUNT CAR 4WD DOUBLE-SIDED DRIVING, RS-2614



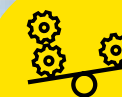
6+
age



Hand-eye
coordination



Reaction
speed



Balance
& control



Spatial
awareness



Cause&effect
development



Focus &
concentration

Double-sided driving + 360° rotations and stunt tricks

Speed up to 25 km/h

4WD drive for tackling obstacles and different terrains

2.4 GHz control for stable driving

39,99 €

STUNT

R/C BIG FOOT STUNT CAR, RS-2601

6+
age



Large wheels and a rugged build for all terrains

Stable forward/backward driving and precise control



Off-road experience with extra lights



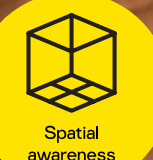
Hand-eye
coordination



Reaction
speed



Balance
& control



Spatial
awareness



Cause & effect
development



Focus &
concentration

29,99 €

STUNT

R/C STUNT CAR WITH LED LIGHTS, RS-2613

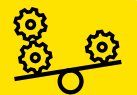
6+
age



Hand-eye
coordination



Reaction
speed



Balance
& control



Spatial
awareness



Cause & effect
development



Focus &
concentration

Flip-over function and stunt tricks

4x4 drive for stable driving

LED lights for extra effect

29,99 €

STUNT



STUNT

R/C BUGGY CAR, RS-2611



Simple control

Stable and smooth driving

Compact size for play anywhere

6+
age



Hand-eye
coordination



Reaction
speed



Balance
& control



Spatial
awareness



Cause&effect
development



Focus &
concentration

17,99 €

STUNT

R/C RALLY TRUCK CAR, RS-2612

6+
age



Hand-eye
coordination



Reaction
speed



Balance
& control



Spatial
awareness



Cause&effect
development



Focus &
concentration



Precise control and stable driving

Movement in all directions

Rugged wheels for better grip

17,99 €

STUNT

R/C STUNT CAR WITH EFFECTS, RS-2608

6+
age



Hand-eye
coordination



Reaction
speed



Balance
& control



Spatial
awareness



Cause & effect
development



Focus &
concentration

Stunt driving with light and sound effects

Spray function for an extra WOW effect

Driving in all directions

39,99 €

STUNT

R/C STUNT CAR, RS-2605

6+
age



Hand-eye
coordination



Reaction
speed



Balance
& control



Spatial
awareness



Cause & effect
development



Focus &
concentration

Stunt tricks and rotations

Stable control

Driving in all directions

33,99 €

STUNT

R/C STUNT CAR WITH WRISTBAND CONTROL, RS-2606

6+
age



Hand-eye
coordination



Reaction
speed



Balance
& control



Spatial
awareness



Cause & effect
development



Focus &
concentration

Wristband control

Stunt tricks and rotations

Precise control

39,99 €

STUNT

R/C STUNT CAR, RS-2609



Stable and fast driving

Precise control

Dynamic stunt play

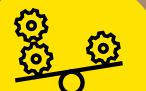
6+
age



Hand-eye
coordination



Reaction
speed



Balance
& control



Spatial
awareness



Cause & effect
development



Focus &
concentration

39,99 €

STUNT

R/C STUNT CAR, RS-2607

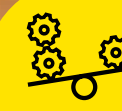
6+
age



Hand-eye
coordination



Reaction
speed



Balance
& control



Spatial
awareness



Cause & effect
development



Focus &
concentration

Amphibious driving on different surfaces

Lithium battery included in the package

Range of 20–30 m and up to 30 min of play

39,99 €

STUNT

OFF-ROAD R/C JEEP, RS-2603



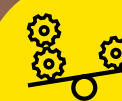
6+
age



Hand-eye
coordination



Reaction
speed



Balance
& control



Spatial
awareness



Cause&effect
development



Focus &
concentration

Off-road driving with large wheels

Range of 10–20 m for free movement

Light and sound effects

29,99 €

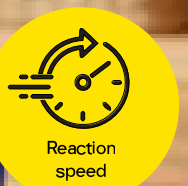
A young boy with reddish-brown hair, wearing a yellow t-shirt and grey pants, is kneeling on a patterned rug in a child's room. He is focused on a purple RC car that has a green vegetable-like character on top. The room is filled with toys: a wooden bookshelf with books and teddy bears, a window with a teddy bear and a colorful toy on the sill, a stack of colorful blocks, and a small tent. The text "RC DRIVE" is overlaid in the center of the image.

RC DRIVE

RC DRIVE

3+
age

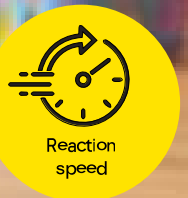
R/C MINI CAR, 815A-14, 815B-5, 815B-13, 815B-14, 815B-15



RC DRIVE

R/C MINI CAR, 815A-20 / 815A-21

3+
age



R/C forward/backward driving

LED lights

Soft body

24,99 €

RC DRIVE

R/C FORMULA, RC-2601

6+
age



Hand-eye
coordination



Fine motor skills
development



Cause & effect
development



Imagination,
storytelling

R/C formula car with light and sound

Functions: forward / backward / left / right

LED lights

Try Me function

Available in several colors

29,99 €

RC DRIVE

6+
age

R/C DRIFT NEON CAR, RC-2619



Hand-eye
coordination



Precision &
accuracy



Reaction
speed



Logical thinking
development

1:22 R/C drift cars with 4WD drive

Drift function

Includes a set of play cones

Interchangeable wheels included

34,99 €

RC DRIVE

R/C BUMPER DINOSAURS, RC-2603

6+
age



Set with 2 R/C bumper vehicles – dinosaurs

Functions: forward / backward / left / right

2.4 GHz control for stable handling

Light and music effects

Pop-up dinosaur effect on collision

59,99 €

RC DRIVE

I/R SPORTS CAR, RC-2606

18+
months



2-channel I/R control

Functions: forward / backward

Light and sound effects

Simple control for the youngest children

29,99 €

RC DRIVE

I/R FIRE TRUCK AND POLICE CAR, RC-2607 / RC-2608

18+
months



2-channel I/R control

Functions: forward / backward

Light and sound effects

Simple control for the youngest children



Hand-eye
coordination



Fine motor skills
development



Cause & effect
development



Imagination,
storytelling



Life skills -
independent play

34,99 €

RC DRIVE



STUNT

3+
age

RC CARS SHAPED LIKE FRUIT AND VEGETABLES, RC-2615



Hand-eye
coordination



Fine motor skills
development



Cause&effect
development



Imagination,
storytelling



Reaction
speed

360° stunt function for extra fun

2.4 GHz control for stable handling

LED lights, speed up to 15 km/h and range up to 50 m

34,99 €

BOTZ



BOTZ

ELECTRIC FIGHTING ROBOT WITH SWORD, RB-2601

3+
age



Cause & effect
development



Reaction
speed



Imagination,
storytelling



Emotional
regulation

Forward/backward, left/right movement

Demo function

Light and music effects

Interactive movements and animations

19,99 €

BOTZ

INTERACTIVE REMOTE-CONTROLLED ROBOT WITH FRISBEE LAUNCHER, RB-2603

3+
age



Reaction
speed



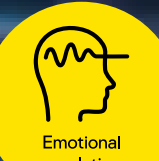
Hand-eye
coordination



Logical thinking
development



Imagination,
storytelling



Emotional
regulation

Remote control (IR)

Forward/backward, left/right movement

Light and music effects

Frisbee launching

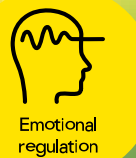
Movement programming

33,99 €

BOTZ

INTERACTIVE REMOTE-CONTROLLED ROBOT DOG, RB-2605

3+
age



Remote control

Forward movement and performing tricks

Adjustable volume

Demo function

Acrobatics (push-ups, handstand, greeting)

Dance and music (3 songs)

Reaction to clapping (voice control)

44,99 €

BOTZ

3+
age

INTERACTIVE ROBOTS (UNICORN, DINOSAUR, DOG, CAT), RB-2607 / RB-2608 / RB-2609 / RB-2610 / RB-2611



Voice repeat

Sound effects

Walking forward/backward

Touch activation

19,99 €

BOTZ

WALKING INTERACTIVE ROBOT, RB-2612

18+
months



Walking forward

Light effects (eyes and chest)

Sound effects (6 sounds)

TRY ME function

Movable arms

29,99 €

BOTZ

R/C INTERACTIVE ROBOT WITH VOICE RECORDING, LIGHT AND SOUND, RB-2613

3+
age



Remote control (IR)

Walking forward

360° body rotation

TRY ME function

Voice recording and playback

Sound effects (5 sounds)

Light effects (eyes and chest)

49,99 €

BOTZ

INTERACTIVE DANCING RC ROBOT, RB-2619

3+
age



Hand-eye
coordination



Life skills -
independent play



Focus &
concentration



Emotional
regulation



Logical thinking
development

Remote control (movement in all directions)

360° rotation

Dance and music

LED light effects (eyes)

Auto demo mode

Simple control for children

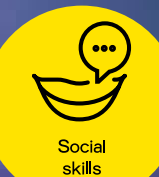
Movable head, arms and ears

39,99 €

BOTZ

SMART RC ROBOT WITH VOICE, RB-2616

3+
age



Remote control

Voice recording and playback

Multiple movement modes

Simple programming

LED face with effects

Dance and music

39,99 €

BOTZ

PROGRAMMABLE GESTURE-CONTROLLED RC ROBOT, RB-2617

3+
age



Remote control

Gesture control (hand movement)

Voice recording and playback

LED light effects

Dance and music

Multi-directional movement and rotation

Movement programming

49,99 €

BOTZ

RC GECKO WITH WALL-CLIMBING FUNCTION, RB-2618

3+
age



Climbing walls and moving on the floor

360° rotation

Remote control

LED light effects

Realistic movement

Light and easy to control

39,99 €

BOTZ



BOTZ

RC FIGHTING ROBOTS - 2-PLAYER SET, RB-2620

6+
age



Set for 2 players (2 robots + 2 controllers)

Remote control (2.4G)

Battle mode with hit detection

360° rotation

Light and sound effects

89,99 €

BOTZ

R/C INTERACTIVE PROGRAMMABLE ROBOT WITH VOICE CONTROLS, RB-2614

3+
age



Hand-eye
coordination



Logical thinking
development



Imagination,
storytelling



Emotional
regulation

Voice control and sound reaction

Movement programming

Forward movement and rotation in place

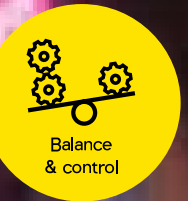
Remote control

29,99 €

BOTZ

R/C STUNT ROBOT DOG, RB-2615

3+
age



Movement in multiple directions

Omnidirectional wheels

Flexible legs that adapt to the surface

LED eyes

Light effects

Sound effects

Touch reaction

Remote control

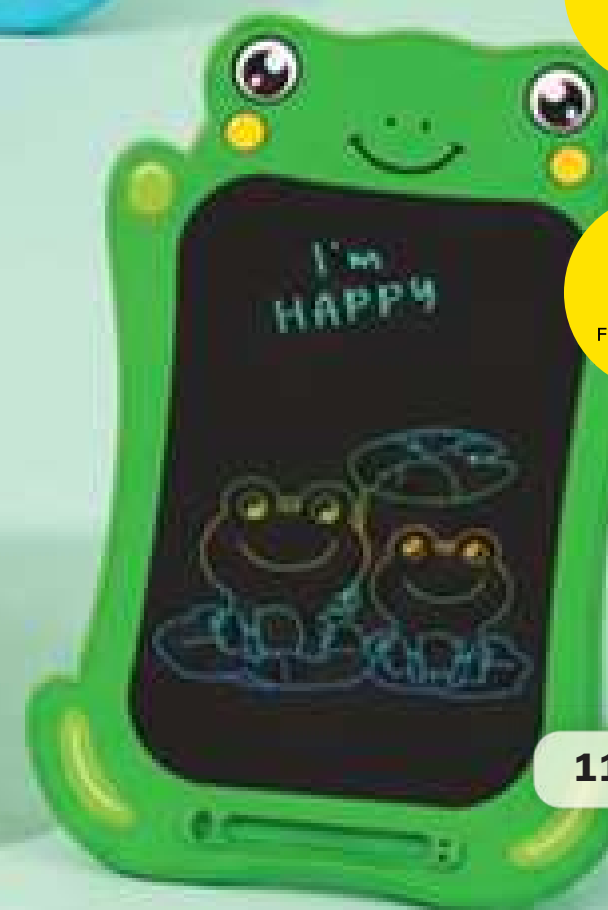
49,99 €

A young girl and a young boy are sitting on a light-colored rug in a bright, modern room. The girl, on the left, is wearing a purple shirt and has her hair in two buns. She is holding a blue tablet and using a stylus to draw on the screen. The boy, on the right, is wearing an orange shirt and is pointing at the tablet. The background features a wooden shelving unit with various toys, a wooden table, and a large window with a grid pattern. The overall atmosphere is warm and educational.

GENIUS LABZ

Science and
technology toys
for better learning.

DIGITAL DRAWING BOARD 9", MM-2601



Hand-eye
coordination



Focus &
concentration



Creative
skills



Fine motor skills
development

One-click erase

Writing without dust, markers or paper

No backlight, gentle on the eyes

Over 100,000 writing and erasing cycles

11,99 €

MULTIFUNCTIONAL KIDS' CAMERA, MM-2607



Creative
skills



Focus &
concentration



Fine motor skills
development



Social
skills



Imagination,
storytelling



Photo and video recording (1080HD)

Dual lens (selfie + rear camera)

5 built-in games

28 stickers and filters for editing photos

Micro SD slot for expanding memory

Rechargeable battery (Li 1000 mAh)

HD IPS screen, gentle on the eyes

39,99 €



MULTIFUNCTIONAL KIDS' CAMERA, WATERPROOF, MM-2611

3+
age



Creative
skills



Focus &
concentration



Fine motor skills
development



Social
skills



Imagination,
storytelling



Photo and video recording (1080HD)

Waterproof protective housing

5 built-in games

28 stickers and filters for editing photos

HD IPS screen, gentle on the eyes

Rechargeable battery

Resistant to heat and outdoor conditions

44,99 €

DIGITAL LCD WRITING AND DRAWING BOARD 10", MM-2604



Large 10" drawing and writing surface

One-click erase

Writing without paper, dust or extra costs

No backlight, gentle on the eyes

Thin and light build, easy to carry

Long-lasting (replaceable) battery

13,99 €



Creative
skills



Focus &
concentration

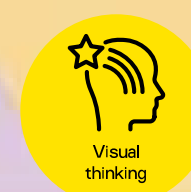


Fine motor skills
development



Visual
thinking

DIGITAL LCD WRITING AND DRAWING BOARD 16", MM-2605



Large 16" drawing and writing surface

One-click erase

Writing without paper, dust or extra costs

No backlight, gentle on the eyes

Thin and light build, easy to carry

Long-lasting (replaceable) battery

16,99 €

DIGITAL LCD WRITING AND DRAWING BOARD 20", MM-2606



Large 20" drawing and writing surface

One-click erase

Writing without paper, dust or extra costs

No backlight, gentle on the eyes

Thin and light build, easy to carry

Long-lasting (replaceable) battery

19,99 €

DIGITAL LCD DRAWING AND LEARNING BOARD, MM-2603



Creative
skills



Focus &
concentration



Fine motor skills
development



Visual
thinking

12" LCD screen for drawing and writing

One-click erase

Rechargeable battery (USB charging)

Writing without paper, dust or extra costs

Built-in card reader

Educational cards for learning English (112 cards)

Long-lasting (replaceable) battery

24,99 €

KARAOKE MICROPHONE WITH SPEAKER, MM-2620 / MM-2622 / MM-2628 / MM-2630 / MM-2672



Creative
skills



Motivat
ion



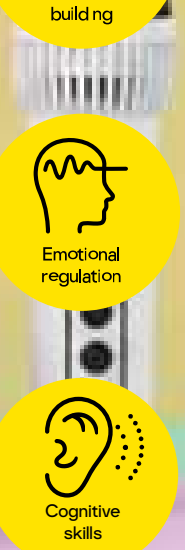
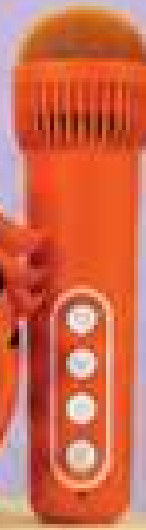
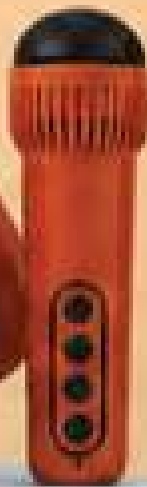
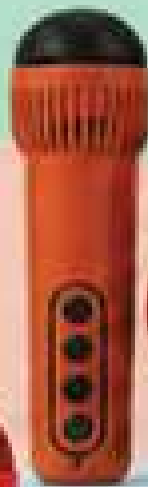
Confidence
building



Emotional
regulation



Cognitive
skills



Karaoke microphone and speaker in one

Rechargeable Li-ion battery (400 mAh)

Bluetooth 5.3 connectivity

Playful designs in several animal variants

Compact and portable design

34,99 €

39,99 €



KIDS' INSTANT PRINT CAMERA, MM-2614/MM-2615



3+
age



Creative
skills



Focus &
concentration



Fine motor skills
development



Social
skills



Imag nation,
storytelling

Thermal ink-free photo printing

Photo and video function

2.4" screen

Quick one-touch printing

Creative filters, frames and DIY drawing

Rechargeable battery + Type-C

49,99 €

KIDS' VIDEO WALKIE-TALKIE, MM-2617



Social
skills



Creative
skills



Focus &
concentration



Confidence
building

Video intercom and voice communication

2.0" IPS screen + built-in camera

Quick-call button and carrying strap

4 fun voice-changing effects

Automatic device pairing

Rechargeable 650 mAh battery + Type-C charging

Clear sound and strong signal

Range of 100 m

49,99 €



PORTABLE MINI PRINTER, MM-2619

3+
age



Thermal ink-free printing

Bluetooth connection with app

Prints photos, text and notes

Web content and text extraction

Rechargeable 800 mAh battery

Type-C charging

44,99 €



KIDS' PORTABLE PRINTER, MM-2616



Creative
skills



Focus &
concentration



Fine motor skills
development



Visual
thinking

Thermal ink-free printing

Bluetooth connection with app

Prints photos, drawings and stickers

Filters, creative tools and DIY content

Rechargeable 800 mAh battery

Type-C charging

34,99 €

KIDS' BLUETOOTH HEADPHONES, MM-2634



Bluetooth 5.4

Up to 25 h of playback

40 mm drivers for powerful sound

Wireless range up to 10 m

Fast charging (2 h), Type-C port

Volume-limiting safety feature

Wireless and wired connection

25,99 €

KIDS' BLUETOOTH HEADPHONES, MM-2641



Bluetooth 5.4

Up to 25 h of playback

40 mm drivers for powerful sound

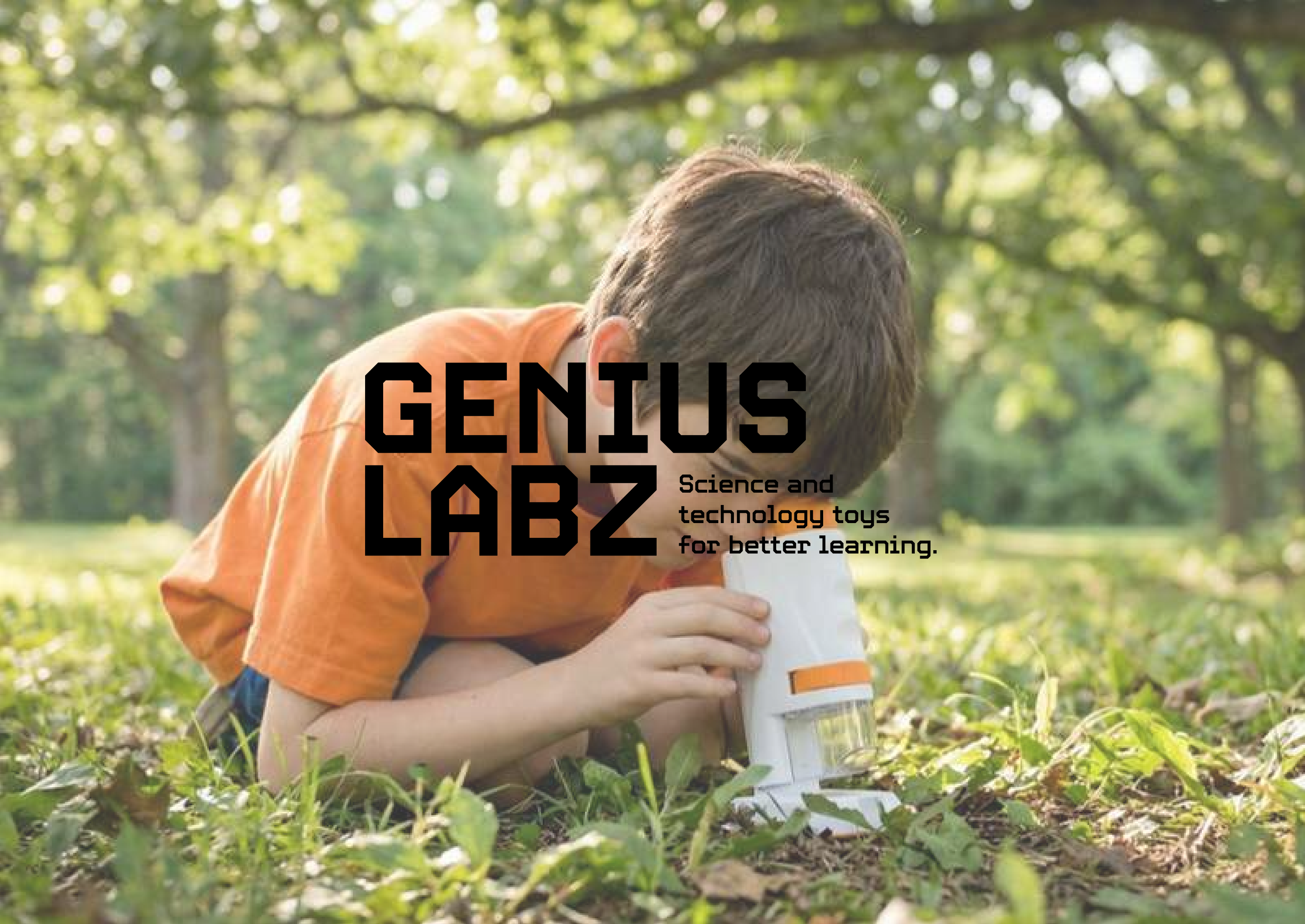
Wireless range up to 10 m

Fast charging (2 h), Type-C port

Volume-limiting safety feature

Wireless and wired connection

35,99 €



GENIUS LABZ

Science and
technology toys
for better learning.

PORTABLE MICROSCOPE, ST-2601



Focus &
concentration



Observ ation
skills



STEM thinking
development

Clear and precise image

LED light

60x-120x magnification

19,99 €





GENIUS BRIX

Science and
technology toys
for better learning.

STEM BUILD-YOUR-OWN CARS, C55102W / C55103W / C55104W / C55105W / C55106W / C55107W / C55108W / C55109W



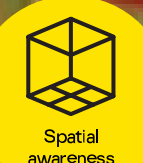
Fine motor skills
development



Logical thinking
development



Imagination,
storytelling



Spatial
awareness



Problem solving
development

70 pieces

9,99 €

STEM BUILD-YOUR-OWN CARS, C55059W / C55060W / C55061W / C55062W / C55063W / C55066W / C55067W / C55068W



Fine motor skills
development



Logical thinking
development



Imagination,
storytelling



Spatial
awareness



Problem solving
development

123 - 163 pieces

14,99 €

STEM BUILD-YOUR-OWN CARS, C55051W / C55054W / C55052W / C55053W



Fine motor skills
development



Logical thinking
development



Imagination,
storytelling



Spatial
awareness



Problem solving
development

123 - 165 pieces

9,99 €

STEM BUILD-YOUR-OWN CARS, C55029W / C55031W / C55027W / C55032W



Fine motor skills
development



Logical thinking
development



Imagination,
storytelling



Spatial
awareness



Problem solving
development



19,99 €



19,99 €



19,99 €



27,99 €

199 - 314 pieces

STEM BUILD-YOUR-OWN CARS, C52022W / C52024W / C52025W



Fine motor skills
development



Logical thinking
development



Imagination,
storytelling



Spatial
awareness



Problem solving
development

321 - 387 pieces

29,99 €

STEM BUILD-YOUR-OWN BLOCKS, C65003W / C56051W / C65005W / C56049W / C71004W

49,99 €

39,99 €

24,99 €

59,99 €

39,99 €

321 - 387 pieces



Fine motor skills
development



Logical thinking
development



Imagination,
storytelling



Spatial
awareness



Problem solving
development

STEM BUILD-YOUR-OWN CARS, C51073W/C51077W/C51083W/C51072W / C51075W



295 - 325 pieces

34,99 €

STEM BUILD-YOUR-OWN CARS, C51071W/C51078W/C51090W/C51089W / C51093W



Fine motor skills
development



Logical thinking
development



Imagination,
storytelling



Spatial
awareness



Problem solving
development

292 - 329 pieces

39,99 €

LAVENDER, ORCHID, CAMELLIA, SUNFLOWER

€59027W, €59028W, €59029W, €59030W



Fine motor skills
development



Logical thinking
development



Imagination,
storytelling



Spatial
awareness



Problem solving
development

200 - 300 pieces

14,99 €



UP⁺

DRONES



R/C DRONE PRO WITH CAMERA AND GPS, GD12 PRO (4K HD)



4K HD camera + 5G Wi-Fi live image transmission

GPS + optical flow (dual mode) for precise hovering

Infrared obstacle avoidance, brushless motor

Foldable design, remote with 4.3" screen, range up to ~800 m

199,99 €

R/C DRONE WITH CAMERA AND LCD CONTROLLER, GD11



4K camera (front + bottom) with live Wi-Fi image transmission

Infrared obstacle avoidance + optical flow stabilization

Foldable design, remote with 2.4" screen

Range up to ~100 m, up to 13 min of flight

159,99 €

R/C DRONE WITH CAMERA, GD80



Infrared obstacle avoidance + optical flow stabilization

4K camera (front + bottom) with live Wi-Fi image transmission

Foldable design, remote with 2.4" screen

Range up to ~100 m, up to 12 min of flight

119,99 €

R/C DRONE WITH CAMERA SWIFT, DR-2601



Camera for photo and video recording

Real-time Wi-Fi image transmission

Foldable design for easier transport

Headless mode for simpler control

LED lights for better visibility

39,99 €

R/C DRONE WITH CAMERA BLAZE, DR-2602



Dual camera for recording from multiple angles

Brushless motor for a more stable and efficient flight

Obstacle avoidance for safer control

Optical flow stabilization for precise hovering

RGB lights for an attractive visual effect

79,99 €

MINI R/C DRONE WITH PROTECTIVE GUARD, DR-2604



Speed adjustment based on experience level

Basic in-flight acrobatics and maneuvers

Protective guard for safe indoor play

Stable hovering for easier control

39,99 €

MINI R/C DRONE WITH LED LIGHTS, DR-2605



LED light effects for an attractive flight

Stable hovering for easier control

360° acrobatics and flips

Automatic take-off and landing

Multi-speed mode

59,99 €

MINI R/C DRONE, DR-2606



Stable hovering for precise control

Speed adjustment

360° acrobatics and flips

Simple control for beginners

34,49 €



**Lil'
BIG**
PLAY
😊



6+
age

ELECTRIC BLASTER WITH FOAM DARTS, PY-2608/PY-2609/PY-2610/PY-2611



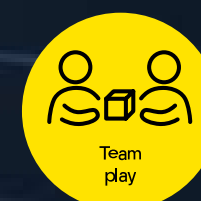
Hand-eye
coordination



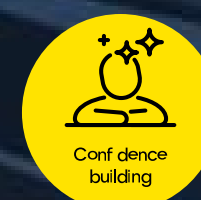
Precision &
accuracy



Strategic
thinking



Team
play



Confidence
building

Electric blaster with soft foam darts

Firing range: 15–20 m

Material: ABS plastic and EVA foam





KIDS' CAR, PY-2601 / PY-2602

18+
months



Fine motor skills
development



Cause & effect
development



Sensory
development



Life skills -
independent play

Light and sound

TRY ME function

Push & Go mechanism (freewheel)

19,99 €



18+
months

KIDS' TRUCK, PY-2603 / PY-2604 / PY-2605



Fine motor skills
development



Imagination,
storytelling



Cause & effect
development



Life skills -
independent play

Light and sound

TRY ME function

Free-rolling forward and backward

24,99 €



18+
months

SET OF KIDS' CARS, 4 KOM.

PY-2606



Fine motor skills
development



Imagination,
storytelling



Cause & effect
development

12,99 €



3+
age

KIDS' BUILD-YOUR-OWN CAR, PY-2607



DIY car assembly

Electric screwdriver

19,99 €



3+
age

BUILD-YOUR-OWN TRAIN SET, PY-2635



54 pieces

29,99 €





3+
age

KIDS' DRILL WITH LIGHT AND SOUND EFFECTS, PY-2612



Spinning drill bit

Light effects

Easy to use

Sound effects

14,99 €



3+
age

KIDS' CHAINSAW WITH SOUND EFFECTS AND MOVING CHAIN, PY-2613



Moving chain

Realistic design

Protective helmet included

Sound effects

29,99 €



3+
age

PLAY TOOL SET WITH ACCESSORIES AND BOX, PY-2614



Imagination,
storytelling



Fine motor skills
development



Cause & effect
development

Storage box

Assembly panels

Role play and construction

Multiple tools and accessories

15,99 €



3+
age

TOOL SET WITH DRILL WITH SOUND EFFECTS AND CASE, PY-2616



A detailed product photograph of the 'TOOL SET WITH DRILL WITH SOUND EFFECTS AND CASE, PY-2616'. The central focus is an open yellow and black plastic storage case. Inside the case, a yellow and black cordless drill is visible, along with several screwdrivers and other tools. Surrounding the case on a light-colored surface are various accessories: a yellow and black spirit level, several black screws and bolts, two silver adjustable wrenches, a yellow and black tape measure, a yellow and black flashlight, and several orange plastic building blocks. In the background, there is a small orange and white striped construction barrier and a few more building blocks. At the bottom of the image, there are five white rounded rectangular buttons with black text, and a final white rounded rectangular button on the right with a black price tag.

Drill with sound effects

Multiple bits and tools

Storage case

Building and construction play

29,99 €



3+
age

KIDS' LEAF BLOWER WITH SOUND EFFECTS, PY-2617



Blowing function

Sound effects

Light and easy to use

Realistic design

19,99 €



3+
age

TOOL SET WITH DRILL WITH SOUND EFFECTS AND BACKPACK, PY-2619



Multiple tools and accessories

Drill with sound effects

Backpack for storage and carrying

Building and construction play

34,99 €



3+
age

KIDS' ROTATING DRILL, PY-2615



Simple to use

Spinning drill bit

Light and safe design

4 bits

9,99 €



3+
age

KIDS' IMPACT HAMMER WITH EFFECTS AND PROTECTIVE MASK, PY-2618



Hammering function (vibration)

Light effects

Sound effects

Protective mask included

24,99 €



3+
age

KIDS' ROTATING SANDER, PY-2620



Imagination,
storytelling



Fine motor skills
development



Cause & effect
development

Spinning sanding disc

Simple to use

Light and safe design

Realistic look

9,99 €

MARKETING

Q2 FAZA DIGITAL LAUNCH

INTEGRATED MARKETING TIMELINE 2026

ROLE OF THE QUARTER

A strong market entry and building the first emotional connection between parents, children and the Lil'Big world through a launch that combines play, development and tech curiosity.

FOCUS OF THE QUARTER

- webshop launch and retail onboarding
- setting up CRM and QR content journey systems

HERO PRODUCTS

- STEM starter toys
- sensory + motor skill lines

CAMPAIGNS & VISIBILITY

Campaign: "The First Great Adventure"

- A spring / early summer launch narrative where children "discover the world" through play.
- Communication follows the first small wins: building, exploring, constructing, problem solving.

Key points:

- brand awareness launch
- category + hero product storytelling
- launch PR + parenting portals
- retail window takeover

VIDEO & CONTENT

- hero launch film
- short-form demo + unboxing

INFLUENCERS & CONTENT

- mommy & daddy parenting creators
- micro STEM educators
- family lifestyle profiles
- content: play routines, discovery moments, mini challenges

PAID MARKETING

- Meta + YouTube + TikTok parenting audience
- catalog ads by age group
- Google ads & SEO optimization

RETAIL & PARTNER ROLE

- launch POS corners
- shelf education cards for parents
- cross-sell by age and interests

EVENT / BRAND EXPERIENCE

Lil'Big Family Discovery Day

An outdoor event for moms, dads and children. Parents get a lounge, coffee corner and mini parenting talks, while children go through play stations.

Goal:

- first physical touchpoint
- live demo of new toys
- content for PR and influencers
- CRM lead collection



Q3 FAZA MOMENTUM & BTS

INTEGRATED MARKETING TIMELINE 2026

ROLE OF THE QUARTER

Scaling brand love and turning launch interest into a buying habit through learning routines, play and the Back-to-School season.

FOCUS OF THE QUARTER

- optimizing Q2 learnings
- BTS bundles
- loyalty & repeat purchase

HERO PRODUCTS

- logic & problem-solving sets
- desk-friendly BTS toys

CAMPAIGNS & VISIBILITY

Campaign: "The Adventure Begins After School"

A return to routine through the story that play doesn't end with school — it becomes a tool for developing new skills.

Activations:

- BTS digital burst
- school routine content
- bundle storytelling
- creator-led challenge format

VIDEO & CONTENT

- short-form "after school challenge"
- use in real family routines

INFLUENCERS & CONTENT

- teacher creators
- family organization content
- after-school play rituals

PAID MARKETING

- Meta + YouTube + TikTok parenting audience
- catalog ads by age group
- Google ads & SEO optimization

WEB & SEO

- BTS landing pages
- "best toys for focus & logic"
- comparison modules and recommendation widgets

RETAIL & PARTNER ROLE

- BTS shelf bundles
- category blocks in stores
- POS refresh on top SKUs
- retail + digital omnichannel offer

EVENT / BRAND EXPERIENCE

Lil'Big Back-to-School Adventure Camp

An outdoor event where children go through mini STEM, building and logic challenge zones.

Parents get a chill zone, coffee + talks about children's development through play.

Goal:

- BTS authority
- experiential trial
- retail partner invites
- live bundle launch



Q4 FAZA GIFTING & HOLIDAY SALES

INTEGRATED MARKETING TIMELINE 2026

ROLE OF THE QUARTER

Maximizing monetization of the gifting season with a premium brand experience and emotional family storytelling.

FOCUS OF THE QUARTER

- Black Friday
- holiday gifting
- premium bundles

HERO PRODUCTS

- gift-ready bestseller bundles
- premium STEM sets

CAMPAIGNS & VISIBILITY

Campaign: "The Great Winter Adventure"

A holiday story in which toys become part of family rituals, time together and discovering new talents.

Key messages:

- a gift that grows with the child
- family bonding
- learning through festive play
- limited seasonal editions

VIDEO & CONTENT

- holiday gift films
- family reaction content
- festive UGC format

INFLUENCERS & CONTENT

- gifting creators
- family holiday creators
- mom lifestyle content

PAID MARKETING

- Meta + YouTube + TikTok parenting audience
- catalog ads by age group
- Google ads & SEO optimization

WEB & SEO

- gift guides by age
- "top gifts for curious kids"
- bundle recommendation engine

RETAIL & PARTNER ROLE

- gift-ready shelf branding
- BF promo signage
- festive POS islands
- checkout upsell bundles

EVENT / BRAND EXPERIENCE

Lil'Big Winter Play Festival

Holiday family event:

- children have a snow-play / build-play zone
- toy testing and creative workshops
- while parents enjoy a lounge experience
- gift concierge and preview of new Q1/Q2 innovation lines









THANK YOU!