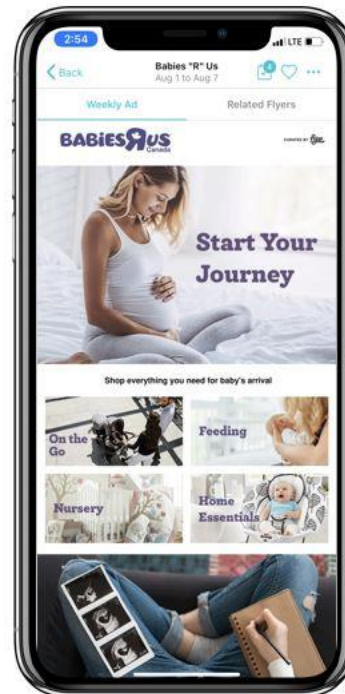




FOR IMMEDIATE RELEASE

**Toys and tech unite to deliver an enhanced shopping experience with  
Toys"R"Us Canada and Flipp partnership**  
*It's much more than a 'play date'*



*In March 2019, Toys"R"Us Canada was the first toy retailer in Canada to bring to market Flipp's Storefront Lite, a dynamic digital solution that transforms traditional flyers into rich experiences connecting websites, product details and rich and editorial content directly onto the Flipp digital publication*

**Toronto, September 16, 2019** – Technology and toys have a long history together. Now, thanks to a burgeoning partnership between Toys"R"Us Canada and Flipp Corporation ("Flipp"), the two are set to expand their relationship, improving the experience for Canadian shoppers in the area of browsing and shopping for toys and baby products, online and in store.

With several tech-intense pilot projects in the area of digital publications now successfully behind them, Toys"R"Us Canada and Flipp announce the expansion of their partnership to lead the retail industry when it comes to tech, toys and, through the Babies"R"Us brand, products for Canadian parents.

“A revolution is underway in the area of user experience and digital discovery through smart phones and related technology,” says Frank Juhasz, vice president of marketing and omni channel innovation at Toys"R"Us Canada. “Working with Flipp, we can customize the customer experience and continue our mission of helping Canadians discover the power of play, wherever they are and however they prefer to shop. The projects we’ve completed and have in store with Flipp align perfectly with our ‘customers first’ principle and allow us to significantly increase the return on our investment in the areas of digital and flyer promotions.”

In March 2019, Toys"R"Us Canada was the first toy retailer in Canada to bring to market Flipp’s **Storefront Lite**, a dynamic digital solution that transforms traditional flyers into rich experiences connecting websites, product details and rich and editorial content directly onto the Flipp digital publication. This joint campaign saw one in three engagements from the digital Flipp app migrating to the Toys"R"Us Canada website.

The companies also recently implemented digital publication enhancements and various digital campaigns of Toys"R"Us Canada loyalty programs – namely "R" Club and the Babies"R"Us registry. The results of these campaigns were resoundingly positive and included, for Toys"R"Us, a click-through rate that was four points higher than the industry average and an increase of over 200 per cent for in store trips and, for Babies"R"Us, an increase of more than 120 per cent in conversions to store (over 2018) and an average screen viewing time that was 43 seconds higher than the industry average.

“Sustainable innovation in digital requires a cultural shift,” says Garrett Royds, senior director of partner development at Flipp Corporation. “The management team at Toys"R"Us Canada is wholly committed to leading in this space and we’re delighted to have forged this partnership with them. You can expect many more successful campaigns in the future, each of them developed with the Canadian customer in mind.”

Next up for the companies is the development of a second Storefront Lite campaign, this time for Babies"R"Us, that will guide parents on a ‘baby journey’ through the various phases of welcoming and raising a child – before baby’s arrival, during the first year and from one to three years of age. Canadian toy consumers can also expect a digital holiday-themed toybook to be launched later this fall.

To see firsthand the Flipp technology at Toys"R"Us and Babies"R"Us, download the Flipp app for [iOS](#) and [Android](#) devices.

Stay up to date with news surrounding Toys"R"Us Canada by following the brand on [Facebook](#), [Instagram](#), and [Twitter](#) or visiting [toysrus.ca](#) and [babiesrus.ca](#).

-Let’s Play, Canada!-

**About Toys"R"Us (Canada) Ltd. ("Toys "R" Us Canada")**

Since 1984, Toys"R"Us Canada has been Canada's dedicated specialty retailer of toys and baby products. The company brings national brands, exclusive products, innovative loyalty programs and unique partnerships to Canadians at its 83 stores across Canada and through its e-commerce sites Toysrus.ca and Babiesrus.ca. Committed to giving back to its communities, the company focuses its charity efforts on supporting children and their families – whether enhancing resources and services, helping development through play or offering encouragement to seriously ill children. Toys"R"Us Canada is a subsidiary of Fairfax Financial Holdings Limited.

**About Flipp Corporation**

Flipp is a retail technology company that is reinventing the digital shopping experience. The largest retailers and brands in North America use the Flipp marketplace to connect with millions of highly engaged shoppers to deliver a personalized experience and drive incremental sales. The Flipp enterprise platform delivers a new approach to visual merchandising which provides retailers with the ability to digitally showcase their branded story through a compelling browse and discovery experience. The award-winning Flipp app is the go-to destination for millions of shoppers who use Flipp to plan their shopping.

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