



MEDIA RELEASE

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TODDLE ACQUIRES CARE FOR KIDS TO CREATE AUSTRALIA'S LARGEST CHILD CARE SEARCH PLATFORM.

Child care centre search and comparison platform, **Toddle**, is redefining the child care search, comparison and enquiry landscape and has now acquired Australia's strongest and most recognised child care platform, **Care for Kids**, to become Australia's largest destination for child care search with well over 3 million visits each year.

Toddle founder and CEO and former realestate.com.au COO, Arthur Charlaftis, along with wife Effie, child care centre owner-operator, said, "We've seen the evolution of consumer search habits and patterns evolve in other industries, which is evident in the consumer demand for aggregator sites such as Compare the Market, Carsales and iSelect. Australian parents have been asking for the same thing, which is why today's announcement is so exciting. We know that finding the right child care can be a stressful process and our goal is to support parents in their journey by making this process easier and more transparent".

The acquisition will combine Toddle's innovation in child care technology and user experience with the market dominance of Australia's strongest and most recognised search platform in Care for Kids.

Key elements as a result of the two platforms coming together:

- Now, Australia's largest search and compare platform;
- Attracts more than three million visits from Australian parents each year;
- Number one Google ranking across Australian suburbs;
- Syndications and partnership with leading Australian consumer brands including realestate.com.au listing partnership;
- A marketing leading executive team and board with extensive digital, finance and childcare experience.

On the acquisition, Care for Kids founders Roxanne and Mark Elliott said, "When you spend nearly two decades building a business from the ground up, it takes a special partnership offering to make you feel comfortable co-parenting your baby. And we couldn't be more excited by Toddle and the opportunities it offers our Care for Kids community".

Toddle CEO Arthur Charlaftis concluded, "With further partnership plans in the near future and a longer-term vision for global expansion, our mission is to become the number one destination for parents selecting child care and child related services and products".



For more information about Toddle, visit toddle.com.au or follow us on Instagram @toddle.aus or search Toddle on Facebook.

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About Toddle

Toddle is a game changing child care centre comparison website allowing parents to search, discover and enquire in the one helpful location. Toddle takes the guesswork out of what can be a stressful process for parents, aggregating options and presenting the truth in an understandable and engaging way. Toddle has access to data from every Australian child care centre, allowing us to offer neutral recommendations based on your unique needs to make a more informed decision on the best child care centre for your little one.

About Care for Kids

CareforKids.com.au was established by working parents Roxanne and Mark Elliott who struggled to find child care following the birth of their daughter. Frustrated by a lack of information and the difficult and time consuming process they started thinking there must be a better way...and there was! In 2003, CareforKids.com.au was launched with the primary goals of supplying families with high-quality information about early childhood education and care and helping parents search for care quickly and easily. Since then the business has evolved into Australia's most comprehensive child care resource. More than three million people visit our site each year and that's because Care For Kids makes it easy for families to find the information they want and the child care they need.

About Toddle Founder and CEO, Arthur Charlaftis

Arthur Charlaftis is a proven executive with over 30 years of company and strategic leadership experience in product development, sales and marketing across Australia, Asia, Europe and the US. The former pharmaceuticals executive turned Realestate.com.au COO, childcare centre owner operator with his wife Effie and medical tech entrepreneur, is agile, innovative and driven in his leadership approach and launches Toddle with significant knowledge in the child care and tech sectors.