



Global Marketing Report

2023 Q1

Hape Wins 2023

China Brand Innovation Prize

Together for a Sustainable Future:

Amorim Cork Composites CEO Visits Hape

Hape Acquires Schildkröt Dolls Manufacture

Spring is in the Air! Explore the Nature with Hape

Meet Hape in Global Fairs

Switzerland

Hape Holding AG
Rotzbergstreet 30
6362 Stansstad
T: +41 41 818 78 78
F: +41 41 818 78 99
info@hapetoys.eu

Italy & San Marino

Toynamics Italy S.R.L.
Via L. Alberti 6
20149 Milano
T: +39 02 9439 4976
F: +39 02 9439 4977
italy@toynamics.com

Spain & Portugal

Toynamics Iberia SLU
De La Rutlla, 35
08221 Terrassa (Barcelona), Spain
T: + 34 93 731 62 49
contacto@toynamics.com

UK & Ireland

Toynamics UK & Ireland Ltd.
Unit 10, Kibworth Business Park
Kibworth Harcourt, Leics
LE8 0EX, UK
T: +44 (0) 116 4785230
sales@toynamics.co.uk

Canada

Playwell Enterprises Ltd.
1399 Kennedy Road
Unit 5A, Scarborough
Ontario, M1P 2L6
T: 1-416-439-0044
F: 1-416-439-4656
sales@playwellcanada.com

Hong Kong & Macao (China)

Hape International (Hong Kong) Ltd.
Units 903B-904, 9th Floor,
94 Granville Road,
Tsim Sha Tsui, Kowloon
T: +852 3157 1052
F: +852 3157 1058
info@hapehk.com

Taiwan (China)

Hape Taiwan Ltd.
A6 Room, 5th Floor, No. 104, Section 1,
Yanping North Road, Datong District,
Taipei City, Taiwan 10341
T: +886 920931082
Chen.Eric@mail.hape.com

Germany & Austria

Toynamics Europe GmbH
Alsfelder Straße 41
35325 Mücke
T: +49 (0) 64 00 95 87 0
F: +49 (0) 64 00 95 87 29
info@toynamics.com

France & Monaco

Toynamics France SAS
1, Chemin des Douaniers
78240 Chambourcy
T: +33 (0) 1 3927 2020
F: +33 (0) 1 3927 2021
france@toynamics.com

Belgium & Netherlands & Luxembourg

Toynamics BeNeLux BV
Archimedesstraat 12
3316 AB Dordrecht, The Netherlands
benelux@toynamics.com

United States of America

Hape International Inc.
2nd Floor
199 Pembina Road
Sherwood Park,
AB T8H 2W8, Canada
T: 800 661 4142
F: 780 467 4014
info@hapetoys.com

China

Toynamics China Ltd.
#609 Mingzhou West Road
Beilun, Ningbo
T: +86 (0) 574 8686 3075
china@hapetoys.com

China

Hape International (Ningbo) Ltd.
#9-27 Nanhai Road
Beilun, Ningbo
T: +86 (0) 574 8680 1188
F: +86 (0) 574 8680 9770
info@hapetoys.com



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Love play, learn.



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Chief Editor :
Yuki ZHU
Editors :
Elaine PAN, Calla MA, Summer YAN, Sissi GAO

Tel :
(+86) 574 86819176
Email :
PR@mail.hape.com

HAPE integrates Schildkröt Dolls Manufacture beside Käthe Kruse Manufacture complete into the group structure



Frankenblick, Germany – Jan. 2023. Schildkröt Puppen & Spielwaren GmbH have been acquired by Hape Holding AG, Switzerland.

The Schildkröt brand for several generations has stood for the traditional craft of doll making unlike any other in Germany. From great-grandmothers to grandchildren – everyone loves and cherishes their Schildkröt dolls. A great deal of love and care goes into the manufacture of each and every one of our dolls, boasting exquisite craftsmanship you can see and feel.

From limited-edition, beautifully crafted artist dolls to charming classics such as the 'Schlummerle' doll (the soft baby doll for cuddling and playing with, perfect even for very young children) – all our products, including dolls clothes, are made in Germany using non-toxic raw materials as well as sustainably produced materials. In an age where the global toy industry relies more than ever on cheap, mass-produced items, we have stood by our principle of traditional manufacturing ('Made in Germany') and will continue to do so. The result is high-quality, handcrafted toys that are highly collectible and offer exceptional play value, while also being durable and safe for children. Schildkröt has kept its promise for 124 years.

When our company began making toys in 1896, high-quality dolls were still a luxury item. Not only that, but lifelike dolls modelled after babies were usually made from porcelain and therefore very fragile and not suitable for children. The Schildkröt founders' innovative idea of making dolls from celluloid – a material which at the time was brand-new enabled for the first time the large-scale production of realistic children's dolls that were washable, colourfast, durable and hygienic. This new robust design was symbolised by the turtle trademark in the company logo – an exceptional statement back then and the beginning of a success story that continues to this day. As early as 1911, the time of Kaiser Wilhelm II, our dolls were international bestsellers and exported to countries around the globe. Models such as 'Bärbel', 'Inge' or 'Bebi Bub' – one of the first-ever boy dolls – have accompanied entire generations of doll mums through their childhood adventures. Quite a number of these once cherished and well-cared-for historical baby dolls are now valuable collector's items.



Schildkröt and Käthe Kruse are The Pioneers of dolls and owned by Hape

"The acquisition by the Hape Group enables Schildkröt to internationalize in a way that we would not have been able to do on our own. We are happy and look forward to working with the Hape team into the future."

"Hape has the same roots and the same shared value: education makes the world a better place for children and give young people around the world the possibility to educate themselves through play-based learning. We'd also like to implement this in the doll's world."

"Combing the two historical and change-making German Doll Companies under one Hape roof is a great moment. Schildkröt as Käthe Kruse help to bring love and play to the world since 100 years ago, as Hape intends for love play, learn, I personal see this as a love play, care momentum. With Hape's spirit we will bring Schildkröt back to full success and let more children discover the value of care giving."

Together for a Sustainable Future:

Amorim Cork Composites CEO Visits Hape



stunning views, diverse array of bamboo products and its widespread artistry. For decades, Hape has attached great importance on sustainability, and from its material selections to its manufacturing processes, we strictly follow the "minimum ecological cost" principle. Using bamboo as a raw material further reflects our determination to push towards a greener world - which also coincides with Amorim's long-term commitments to sustainability.

Mr. João Pedro visited the product exhibition hall, our offices and the production workshop the following day, and was astonished by Hape's high-quality, educational and sustainable toys. The CEO also praised the factory's rigorous and high-level production process, viewing that the development and exploration of cork in Hape has great potential and possibilities. In the meantime, he also firmly believes that Hape will develop more intriguing and sustainable cork products that will amaze customers with their outstanding quality and innovative design philosophy. Notably, Mr. João Pedro showed great interest in the growing live-streaming businesses in China, sharing many insightful ideas and thoughts on Amorim's future efforts in such endeavours.



In August of 2021, Hape and Amorim co-founded a joint venture, KORKO – MADE BY NATURE LDA, that strives to bring happiness to children all around the world via its original and sustainable products. The date also marked another big step towards sustainability for us too, and Hape - as always - would like to deepen its strategic partnership with Amorim in a holistic manner based on the principle of cooperation and togetherness in order to achieve a bright and sustainable future!

On February 14th, João Pedro Azevedo - the CEO of Amorim Cork Composites - and his core team paid a visit to Hape China. As one of the strategic partners of Amorim Cork Composites, Hape shares the same philosophy as Amorim, and is committed to sustainable development. Mr. João Pedro's visit was of great significance for both Hape and Amorim, as it was a precious opportunity to cement mutual trust, expand future practical cooperation and increase face to face exchanges with a view to elevating our bilateral relationship to a new level.

On the afternoon of the 14th, accompanied by Hape's Vice General Managers, Mr. João Pedro and his team visited the "Hape Nature Explore Education Base (shortened to "HNEEB") and our "Bamboo Research Centre", located in Gong-tong Village, which impressed The Amorim Cork Composites CEO thanks to its unique ecology,



Hape Takes Its Dynamic Sustainability Drive to Nuremberg



On Feb. 1st, the Nuremberg International Toy Fair (Spielwarenmesse) returned to the southern German city after a break imposed by the COVID-19 pandemic. "For three years the industry has been waiting for this moment," the organizers said in a statement. From Feb. 1st 'til Feb. 5th, visitors would "get to experience the 'Spirit of Play' at first hand."

More than 2,100 exhibitors from 69 countries and regions showcased their latest product innovations and trends. Toynamics, the major branch and trade company of Hape Group in Europe, organized a

400 m² booth that welcomed over 58,000 retailers and buyers who were lured in by the exquisitely selected brands and products.

Hape's founder and CEO Peter Handstein also attended the event, passionately introducing his shiny new toys to the visitors. Many customers and key accounts from Germany and abroad were attracted by his enthusiasm and, more accurately, by the amazing features inherent to the products in his hands.

This year, the focus of the Nuremberg Fair was on sustainability and augmented reality. In this regard, Hape's Koriko products - made from the renewable bark of oak trees - had fit the bill, as they complete Co₂-negative emissions in their whole life circle. Another sustainable creation is its bamboo series, and the brand - new Pandas' Bamboo House incorporates one of the most naturally renewable material on the earth shows in its design, showing how a *Green Planet Explorer* can expand their access to green lifestyle. Elsewhere, Senger - the classic handmade organic material brand - also garnered much attention.



Dennis Gies, the CEO of Toynamics led his young team as they demonstrated the Toynamics' sustainability strengths. In an interview with *Toy Fair News* by Spielzeug & Baby & Junior, the ambitious entrepreneur said this regarding Hape's commitment to sustainable play:

"We still attach great importance to sustainability and environmental protection, and actively promote these topics in various areas. We are constantly looking for new ways, as a distributor with new brands, as a manufacturer with innovative materials and new technologies, and as a service provider with individual concepts and ideas, to meet the needs of our customers. There is no such thing as standing still or waiting."



Hape Toys Lead 2023's Toy Fairs

On January 24th, the 69th annual Toy Fair returned to the Olympia in London, welcoming back 260 exhibiting companies and thousands of visitors from around the world. The Toy Fair is the UK's largest dedicated toy, game and hobby trade-show, and this year's show exhibited thousands of products to visitors including retailers, buyers, media and the wider industry.

As a regular exhibitor, Hape once again attended the Toy Fair this year, bringing educational and sustainable products from the Hape Collection as well as its cooperative and distribution brands, including Koriko®, Trido®, Beleduc®, Skip Hop® and more. The intriguing and innovative toys showcased at the exhibition attracted extensive attention and gained a lot of traffic, with our 2023 hot category - the *Green Planet Explorers* - receiving great feedback from profes-



Spring Fair, which came to a close on February 7th, is the UK's most vibrant marketplace for wholesale home, gift and fashion items. As the definitive "shop for shops", it's a great place to meet-up with gift and garden centre retailers and marketers.

An important and premium participant at Spring Fair, Hape was among the plethora of industry exhibitors, and showcased lots of toys - including our new 2023 products plus a range of classic items. Numerous gift store retailers came to visit the booth, generating great interest in Hape toys - especially in our *Nature Fun* products which have amazed visitors with their competitive price and educational properties. Meanwhile, the products from Koriko® also gained a lot of interest thanks to their sustainability credentials. "Amazing! Educational and sustainable!" Such great feedback and appreciation from potential partners at the fair further proved Hape's great reputation for high-quality products within the industry.

sional buyers and customers alike for its sustainable design philosophy. *The Honey Bees Picnic*, which encourages storytelling and a love of the natural world, attracted plenty of attention too, thanks to its animated appearance and harmonious scene settings. Besides this, we also saw huge interest in our newly expanded *Arts & Crafts* range, especially creative craft kits like the *Colour Mix Painting* and *Mars Life DIY Magnets*.



The highlights kept coming at our booth during the three-day gathering, and thanks to an eye-catching bike display, our *Balance Bike Series* caught the eyes of passing buyers from the UK's largest cycling product retailer - and more details regarding a closer cooperation are being discussed now! Moreover, Toy Fair TV visited and conducted an interview in our booth, adding to the buzz and excitement of Hape's toys, with the hosts roaming around in our exhibition area discovering the hottest toys. All in all, we had an outstanding 2023 Toy Fair, and we've been inundated with new business opportunities since the curtain fell in London. We simply cannot wait to attend the show again next year!





Date: 9th to 12th Jan. 2023
Place: Hong Kong, China
Name: Hong Kong Toys & Games Fair
Type: B2B

Organized by: Hong Kong Trade Development Council
Website: <https://www.hktadc.com/event/hktoyfair/en>
Highlight: From January 9th to 12th, the Hong Kong Toys & Games Fair was held as scheduled in the Hong Kong Convention and Exhibition Centre. This year, it garnered over 1,000 exhibitors from more than 40 countries and regions.



Hape's founder and CEO Peter Handstein said before its commencing, "With the return of the Hong Kong Toys & Games Fair, we hope to revitalise our relationships with customers and having face-to-face meetings with buyers."

Hape made its great return with products from the Hape Collection and its cooperative and distribution brands, including Korke®, Trido®, Ty® and more. Plenty of visitors were attracted by our 2023 new category – *Green Planet Explorers* - and new items like the *Tea Time Playset* and *Green Tea Dessert Set*.

Apart from our new items, classic toys like the STEAM toy *Quadrilla* and the *Junior Inventor Series* also shone brightly, winning positive feedback from buyers and potential buyers from Indonesia, Japan, Korea, Malaysia, Singapore and Taiwan, with orders flooding in accordingly.



Date: 10th to 16th Jan. 2023
Place: Atlanta, USA
Name: The Atlanta Market
Type: B2B
Organized by: AmericasMart Atlanta
Website: <https://www.atlantamarket.com/>
Highlight: The Atlanta Market, held on 10th to 16th of January, is a fair for gifts, furniture and home textiles. Held two times a year, retailers and designers from every U.S. state and more than 60 countries flock to AmericasMart, three massive buildings with 51 floors and thousands of brands.

This year, Hape showcased a permanent display in our Rep Show Room, which was open to all customers. The event was the first show of the year in which Hape could introduce new products to specialty retailers.



Date: Mar. 12th to 14th, 2023
Place: Quebec, Canada
Name: AQIJ Salon du Jouet
Type: B2B
Organized by: Quebec Toy Industry Association

Highlight: In January, Playwell brought Hape to the Canada Gift & Home Markets, the biggest and longest running event in the Industry, showcasing some of its best sellers of 2022 and its new items for 2023.

The Canada Gift & Home Markets are anchored by the Industry's national show, based in Toronto, as well as a mix of premier regional shows located in Ontario & Alberta - setting the standard to which other shows strive to achieve.

Visitors to the Toronto Congress Centre were enthused by Hape's new 2023 items - among them the *Green Planet Explorers* series, *My Baking Oven with Magic Cookies*, *Nature Fun* items and *Sand Toys* - all of which received positive feedback.

Date: Jan. 29th to Feb. 2nd, 2023
Place: Toronto, Canada
Name: Toronto Gift & Home Market
Type: B2B
Organized by: Canada Gift Association
Website: <https://canadagiftshows.ca/>



PLAYWELL



Toronto aside, Quebec's AQIJ Salon du Jouet has always played an essential role in fostering connections between AQIJ members and game/toy retailers, and it is rightly regarded as one of the most important local toy shows in the nation. Hape couldn't miss the opportunity to participate, and Playwell made sure that it was another fabulous and fruitful adventure for Hape.

Date: 27th Feb. to Mar. 3rd, 2023
Place: Las Vegas, Nevada, USA
Name: 2023 ToyFest Trade Show
Type: B2B



Organized by: Western Toy and Hobby Representatives Association (WTHRA)
Website: <https://toyfestus.com>

Highlight: ToyFest is a toy trade show in Las Vegas that has provided services for specialty toy stores, manufacturers and sales reps to conduct business for over 60 years. It is recognised as the second oldest and second largest show in the United States, and this year it was very well attended. Rebranded as "ToyFest West" to attract more customers from around the country, it's the first toy-only trade show of the year, since NYTF has been moved to October from now on.

The best feedback Hape received from the show was in regard to its new 2023SS *Kitchen* items, including *My Baking Oven with Magic Cookies*, *Little Chef Cooking & Steam Playset*, and *Beep 'n' Buy Cash Register*.





Date: 23rd to 26th February, 2023
Place: Andalucía, Spain
Name: Toynamics House
Type: B2B
Organized by: Toynamics Iberia
Highlight: Toynamics Iberia organised a house display in order to introduce Hape's new 2023 products to local customers in February, visiting 20 local shoppers and inviting another 15 to the house to enjoy the wonderful display.

Spain

The feedback was really good - especially for the new items like *Tricks & Twists Marble Track*, the intriguing *Domino* and *Quadrilla* combined toy *Marble Run Race Track* and the *Crazy Rollers Stack Track* made from our new rice-based-materials also drew lots of positive reactions.

Australia

Date: 5th to 8th March, 2023
Place: Melbourne, Australia
Name: 2023 Australian Toy Hobby and Licensing Event
Type: B2B
Website: <https://austoy.com.au/toy-fair/the-fair/about-the-fair>
Highlight: In early March, over 150 exhibitors got Centre to enjoy a lively toy fair that attracted over 4,000 buyers and visitors from the UK, Europe, the US and the Asia-Pacific area.

Hape's brand image was highlighted on the fair's aisle walls, and the brand also enjoyed space on the ATA Virtual Toy Fair site. Additionally, Hape was promoted on the Australian Toy Show reel that was screened at the Gala Dinner, with products including *Bath*, *Music*, *STEAM* and *Kitchen & Food* items starring in films created by the local videographers, who afterwards posted their content on the relevant social media platforms.



Date: 2nd to 5th March, 2023
Place: Bucharest, Romania
Name: BABY BOOM
Type: B2B & B2C
Organized by: EUROEXPO
Website: <https://babyboomshow.ro/en/home/>
Highlight: The BABY BOOM fair, held in Bucharest, Romania in early March was a feast for both toy retailers and local families alike. During the four-day exhibition - in which around 80 exhibitors and over 10,000 visitors attended - Hape's overall brand awareness was greatly boosted, meaning that more and more Romanian families should have better access to Hape products in both bricks-and-mortar stores and online platforms in the near future.

Romania



Innovate on Branding We Mean It!

China

The China Toy & Juvenile Products Association announced recently its annual honour list, acknowledging the people and firms that go above and beyond to make a difference in the industry. With great pride, we can reveal that Hape International (Ningbo) Ltd. was awarded with the **2023 China Brand Innovation prize**.



Founded in 1986, the China Toy and Juvenile Products Association (CTJPA) is a nation-wide, non-profit trade association that represents the interests of the Chinese toy and juvenile products industry. CTJPA became a member of the International Council of Toy Industries (ICTI) in 1998, as the only official representative in China, and is recognised by the government, the trade, the media and consumers across the country as the authoritative voice of the China toy and juvenile products industry.

Hearing the news, Peter shared his vision with the ten other celebrities and experts attending the industry conference: "Uncertainty is not rarely seen in any industry, especially under

the shadow of the pandemic and the war over the past few years. However, a smart company should find the opportunities hidden behind uncertainty and make full use of them."

In this respect, Hape's biggest step, as part of its larger brand upgrading endeavours, has been striving for more sustainability. Accordingly, we have developed the *Green Planet Explorer* series that is made with bamboo, aiming to raise environmental awareness in the young generation. Incorporating sustainable elements into our branding and letting the products speak for us, makes for a stronger voice in the industry. Such efforts are the reason why Hape won the 2023 China Brand Innovation prize.

However, Rome was not built in a day, nor by one constructor, and sustainable development goals can only be realised when everybody contributes to them. So, let's call for togetherness and endurance so that the whole industry can move towards a greener and better future.



Hape's *Monster Math Scale* has earned the distinction of being recognised as one of The Best Educational Toys in 2023, by *Popular Mechanics Magazine*.

According to *Popular Mechanics*, the awarded products have been selected out of hundreds of toys after consulting expert guides and consumer reviewers (and their kids!) for their verdicts. The final product selections include the most promising and engaging educational toys on the market.

"This monster scale offers a fun take on essentials math skills, including addition, subtraction and broader conceptual understanding of weight comparison and numeracy," commented by the magazine.

The *Monster Math Scale* has been an award harvester ever since it appeared on the market, so far scoring awards at the *Parents - Best of Toy Fair 2020*, the *Best New Early-Learning Toy* in the USA in 2020, the *CTJPA Upgrade & Innovation Product Awards* in China, the *Best STEAM Toys of 2021*, the *Toy Start & Star Award* in Taiwan (China) and at the *Infinity 2021 Best Educational Toys* in Spain. No wonder it's been Hape's best-selling item for years!

USA

"The Monsters" Win Again!



Great Quadrilla Show in DEAN MEI

Taiwan



Hape had a productive beginning to 2023 in Taiwan, with statistics showing that Hape toys entered **59** DEAN MEI stores in various counties and cities across Taiwan as of March 2023, including shopping malls, department stores and street stores. This quarter, **22** best-selling *Quadrilla* stores in DEAN MEI launched *Quadrilla* Demonstration Stores - which have impressed customers thanks to their eye-catching *Quadrilla* sets and customised shelves - giving customers in Taiwan more and more access to Hape STEAM toys. We are immensely pleased to be able to inspire our new and old fans in Taiwan with our remarkable STEAM toys, and happy to let customers immerse themselves in a very special Hape world full of magic, creativity and learning.



Switzerland

Special Hape Woody Line in Switzerland



After intensive planning and hard-work, Arwico, our partner in Switzerland, began its Hape Woody Line at MIGROS (one of the largest retailers in Switzerland) this February through March. To date, the first batch of products from the Hape Woody Line have already found their way onto shelves at MIGROS, bringing fresh and engaging play experiences to local consumers in the region. The contracted design, fantastic price-performance ratio and premium quality of the products were well received by end customers in Switzerland as soon as they were launched. According to Arwico, more high-quality products from Hape Woody Line are on their way! Stay tuned!

Hape Toys in IBN Battuta Mall

Middle East

Have you heard the news? Hape toys have entered the Kidz Palooza in the IBN Battuta Mall - the world's largest themed shopping centre, located in Jebel Ali Village, Dubai. Customers in the Middle East can now drop in anytime and have an amazing journey with Hape Toys. Kidz Palooza is an attractive children's playground that consists of 8 play zones suitable children of all ages. This time, Babico, our distributor in the Middle East, displayed an array of Hape toys in Kidz Palooza including an elaborately prepared play area decorated with Hape *Kitchen & Food* toys, creating an immersive play environment for children. Hape toys and the play area proved to be a hit with children and parents in the region alike, receiving plenty of positive feedback and appreciation.



Hape China B2C Marketing Review

Shenzhen Book City Begins an Amazing Journey with Hape

Last year, Hape's roadshows were a sensation, receiving critical acclaim from our customers and further boosting our confidence to continue along in this vein. From December 25th to January 5th, Hape China launched a playful roadshow in Shenzhen Book City - one of the most prestigious and largest bookstores in China - displaying an array of intriguing products from various categories like *Railway*, *Quadrilla* and *Music*. The event enjoyed more traffic than expected, despite the cold weather. During the roadshow activity, a series of surprising gifts were prepared for the customers, attracting numerous parents and children come and experience Hape toys for themselves and to bring a special New Year's gift back home to enjoy with their loved ones.

As the control measures for Covid-19 have been optimised in China, the offline market scene has resumed, and more and more offline marketing activities are being organised. In the first quarter, Hape China conducted a series of remarkable offline campaigns designed to deepen the communication channels with its end customers. Below is a review of some of the highlight of the China market during the beginning of 2023.



Hape Photo Spot in Shenzhen Book City



Hape Roadshow in Shenzhen Book City

Following on from this was "Walking with Spring", another fabulous activity that was conducted by Hape China in March. A great success, the event created an unusual new addition to Shenzhen Book City's charms, attracting a steady stream of visitors who came to take photos and snap a selfie in front of our eye-catching *Ride-on Engine Table*.



Cross-border Cooperation with Hotel in Yuyao

In January, various Hape *Kitchen & Food* toys could be found in various rooms of the Yangming Guantang Hotel, a beautiful garden-style hotel located in Yuyao, Ningbo. The "Happy Kitchen, Happy Family" themed family room was a warm and cozy place full of family fun and joy. The colourful Pepe bedsheets made the room more attractive to children, and additionally, children could enjoy variety of Hape *Kitchen & Food* toys and realise their culinary dreams in the exclusive themed-room, which helped the hotel attract more customers. Cross-border cooperation with the hotel industry has really broadened the marketing channels of Hape toys, not only beautifying hotels with our educational toys, but also offering Hape an opportunity to reach people from all walks of life.

Our Efforts to Improve the Quality of Seniors' Lives Continue



In 2022, a series of senior toy experience workshops organised by Hape in both Taiwan and Mainland China were highly commended by people from all walks of life. This year, we will continue to spare no efforts in enriching the lives of elders by delivering yet more creative Hape toys to them. On February 15th, partnered with the Ningbo Beilun Senior Care Association and other local community institutions, Hape China organised a meaningful senior toys experience workshop in Yulan Community, Beilun. During the activity, Hape toys such as *Creativity Kit*, *Pallina Original*, and *Robot Factory Domino* attracted lots of attention and received positive feedback from the attendees thanks to their ability to strengthen the user's hand-eye coordination skills, improve concentration levels and develop finger dexterity.



Hape Toys in Children's Sports Event

On March 12th, an entirely new sort of children's sports event was organised at a school in New Taipei City - and Hape was invited to the event as one of its most important sponsors. Hape Taiwan attended the event, bringing with them a full-range of Hape educational and sustainable toys that facilitated great on-site playing experiences for children and parents alike. All the attendees had a lot of fun playing with the Hape toys, with some parents even asking where they could buy Hape toys for themselves! In addition, a range of exquisite small gifts prepared by Hape Taiwan were given out to the participants after the event, which brought much joy and happiness to the children. The event was a paid activity and turned out to be a great success. We believe that this kind of diverse activity will be a new trend in the future, as it allows parents and children to experience different kinds of toys simultaneously.



Teaching & Training Course in Taiwan

On March 4th, Hape Taiwan designed and hosted a teacher training course for 70 kindergarten teachers, in order to help them better understand the use of our toys. The course included a special lecture on the benefits of our wooden toys, giving the teachers an opportunity to experience our STEAM *Quadrilla* from its basic construction to its potential as a coding program. The mode of training course were well received by people from educational field and we've successfully promoted our toys to educational channels. Children are our hope and our future, and Hape's continued efforts to improve children's development and well-being have never ceased. Hape Taiwan will endeavour to organise similar teaching training courses designed to bring Hape educational toys to more and more kindergartens in the future.



Embark on a Beautiful Spring Journey with Hape

Spring is in the air in March, so don't miss out the beautiful sunshine outside! In fact, why not embark on an amazing spring journey together with Hape?

On March 4th, the Snow Peak Spring Festival - an exciting activity that invites outdoor enthusiasts to explore Taiwan's beautiful nature during spring season - was held in Yilan, a beautiful county in Taiwan. Hape was fortunate to be invited to participate in the Festival, bringing rich play experiences to the visitors. In order to conform to the theme of SDGs, Hape's toy experience zone was decorated with a variety of sustainable products, leading families to have fun and experience various sustainable Hape toys. Creative *Flexistix* construction and adventurous *Outdoor* toys won over many children's hearts, and furthermore, Hape toys from the *Green Planet Explorers* category, such as *Tiger's Jungle House*, captivated many visitors thanks to their attractive appearance and "green" design philosophy.

The event was very popular, and the feedback gleaned from the experience activity questionnaire was overwhelmingly positive. Unsurprisingly, Hape is invited to participate in the Snow Peak brand's next event on April 22nd, which will definitely help us further expand our brand influence and awareness in Taiwan!

Spring!



Toy Experience Event for Key Opinion Consumers

In March, Hape Toys collaborated with a well-known Taiwanese Facebook fan page "Play together every day - STEAM x Play Learning Community" to host a *Quadrilla* parent-child toy experience event for key opinion consumers. The event attracted 15 pairs of parents and children, and was a great example of combining online promotions with offline physical activities. The parents who participated in the event - all highly educated and concerned about their children's education - were unanimously enthusiastic about STEAM toys, and showed a great interest in Hape's STEAM *Quadrilla*. Therefore, the event was also a great experiential activity which helped Hape reach out to more highly educated and conscientious parents.



Meet Your Best Friend Pepe in Ecuador



Date: February to March, 2023
Location: Plaza Navona, Samborondón
Event: Hape's retailer in Ecuador, Belabū, invited children and parents in Samborondón to have fun with Pepe and to experience amazing Hape educational toys at this special event. Based in the Plaza Navona, which included a huge play area, the event was a great success, with attending participants given the chance to paint and create wooden hearts decorated to their liking. The different kinds of Hape toys on offer at the event attracted large crowds, with the *Sunny Valley Adventure Dome* - a toy that is great for developing children's motor and story-telling skills - attracting much attention. Naturally, Pepe was the superstar of the event, luring many children and parents in to come and take pictures with the adorable puppy.

"It is really a great event for fostering family relationships and a beautiful event to enjoy with children and pets!" are just some of the great feedback messages we received from visitors to the event. Cooperating with Hape since 2013, Belabū has grown rapidly in recent years, and has successfully conducted a series of productive marketing events. We believe that, thanks to the great efforts of Belabū, customers in Ecuador will have the chance to sample many more Hape toys and to enjoy many similar events in the future.



Learn about the History of Toys with Hape

On February 27th, Abi Gardner and Aimee Fowler from our Toynamics UK team, visited Kibworth Primary School, after we heard they were learning about the history of toys. In order to get the children more involved, our duo taught the Year 1 students about Ancient Greek and Roman toys, before discussing today's technology-packed toys and games. They also spoke about the way toy manufacturing has changed over the years with the addition of new and innovative materials - just like our brands have adapted to make more eco-friendly and sustainable choices. This school visit received lots of positive feedback from the children and by the products and how clever the process of making toys from sustainable materials is. Moreover, the attending children loved the

Hape toys that were on-site, and had lots of fun playing with them. Our Learning Toys, including *Human Body Puzzle* and *Rainbow Bead Abacus* proved especially popular with the children and teachers thanks to their fun and educational qualities.



Prosperous Online Marketing Continues

At Hape, we believe that a well-established business model must combine offline and online marketing successfully, and therefore we conduct an abundance of offline experience events whilst paying attention to marketing campaigns online. This quarter, together with our global partners and friends, Hape's online marketing campaigns were highly prosperous, impressing customers worldwide.

Sweetpea, our distributor in New Zealand, helped Hape toys gain a permanent sponsorship position on the OHbaby! Website and the sponsorship agreement has been in place for almost 3 years. OHbaby! Website is one of the most influential maternity and baby website in New Zealand with an average of over 120,000 unique users per month and an excess of 700,000 impressions. Different Hape toys were placed on the website, showcasing Hape branding messages to our target audiences. No doubt, as one of the fundamental parts of the Hape marketing plan in New Zealand for last three years, the adverts on the website had a positive effect on increasing our sales, linking Hape toys to a qualified and highly-engaged audience in the region.

New Zealand



Kazakhstan



During March 6th to 12th, Hape Kazakhstan launched a special activity for customers in honour of International Women's Day: every customer who purchased a Hape toy on that special day received a gingerbread in the shape of the number "8". Customers were wooed by our sweet gifts and exquisite toys and the promotion proved to be a great success.

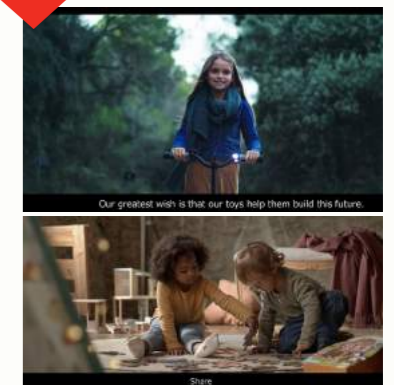
Additionally, our marketers in the region conducted a series of preferential online activities designed to stimulate sales. Activities such as 3+1 Promotions, 10% Discount on Birthdays, and Gift Postcards attracted a lot of local consumers, with statistics showing sales increases of about 50% during the period of promotions - giving great encouragement to all connected with the brand and the local market at the beginning of the 2023.



Spain



In March, EurekaKids - another core member of the Hape Family - released a video called "Presents for Future" on a range of social media platforms, attracting many online customers' attention. The video aimed to position EurekaKids as an educational and aspirational brand that directly acts to improve and enrich the future of children, and the clip garnered great responses online. We look forward EurekaKids stepping into a new and exciting future, and hope they can continue to make children around the world happier and more fulfilled.



USA

Apart from its online and offline activities, Hape also reaches a wider range of consumers through spots on News channels, TV shows, live-streaming shows and EDM (Electronic Direct Mail) marketing - all of which are designed to increase brand exposure.



This quarter, a toy expert from Playonwords.com recommended the Bath Time Basketball Elephant Pal on Fox6 News as one of the best toys for bath time. The expert believes that the Bath Time Basketball Elephant Pal can



turn bath time into a real fun time. At the same time, movements such as throwing and tossing the balls can also develop motor skills and hand-eye coordination, allowing children to learn, improve and develop their bodies during play.



MY BAKING OVEN
Hape

After previewing hundreds of toys and games from around the world for several months, professionals from Toy Association shared their insights on toy industry trends for 2023 on their news channel. During the show, Hape's My Baking Oven with Magic Cookies was favoured by professionals as an example of the New Year industry trend "Back to basics". In their recommendation, the professional highlighted the magic cookies that actually change colour when "cooked" in the oven. It's a great way to introduce kids to cooking for fun and to encourage role-play.

The Toy Association's
2023 TOY TRENDS BRIEFING
March 2023



Meanwhile, Freddie Jordan, the Senior Marketing Manager at Hape USA, was interviewed by Toys & Family Entertainment (TFE), a magazine showcasing the hottest trends in the toy and family entertainment business. In the interview Mr. Jordan shared his in-depth opinions on the biggest challenges facing specialty toys to date, stating that "one challenge in the specialty toy market is the increasing need to match trends". He is also believes that "trends come and go, but our products deliver classic, essential toys for children as they learn through play." and that "the necessity for these classic toys will never disappear."



France

Perinatal or adolescence, or education and family life, no subject is taboo on *La Maison des Mamelles*, a TV show dedicated to children's development on channel France 2 and France. tv. On January 4, Hape's *Together In Tune Piano™ Connected Magic Touch™ Piano* and *Together in Tune Drums™ Connected Magic Touch™ Drum Set* were highlighted on the show as a helpful tool that can encourage a child's interest in music and inspire holistic development.



Taiwan
China



On February 16, Hape's Taiwan team started an online toy presentation event on Momo Shopping, using *Quadrilla* as the theme. Momo Shopping is the largest online shopping platform in Taiwan. During the live-stream, a full-range of *Quadrilla* toys were exhibited in the studio. Over 1,600 people watched the event, and Hape's *Quadrilla* series was successfully recommended to consumers.

Australia



as a perfect gift that encourages creativity and imagination in children.

As part of U. Games Australia's partnership with their local PR agency, Hape's *City Train Bucket Set* was featured on *Studio 10* as a giveaway gift for audiences on Friday 20th January. During the show, the toy was recommended



New
Zealand

This quarter, Sweetpea - Hape's New Zealand partner leveraged relationships with media partners to engage with 54k e-mail subscribers- recommended the *Grow-with-me Rocking Horse*, a toddler toy whose accessories (guardrail, backrest and cushion) can be adjusted as children grow, making sure kids always have the best play experience in every stage of their development. They also recommended the *Rattle & Teether Collection*, a product with a soft- touch feel and a gentle and pleasant smell. Made from a rice-based material, the product is safe for children and the environment.

EDM (Electronic Direct Mail) is a cost-effective strategy to engage with existing and potential customers, and through consistent messaging, we believe that Hape's toys are more likely to be on the mind of customers when they make a purchase decision.



Collaborate with influencers

Have you ever found your toddlers lost in a world of imagination? Perhaps they are dressed up and using all your pots and pans to cook for you as a chef; or maybe they're running around like a superhero or adding bandages to their teddy bears. Almost all kids love to play-pretend in their early childhood. This quarter, Hape USA promoted the Little Chef Cooking & Steam Playset in the Kitchen & Food category. This realistic soup set makes bubbling sound effects and produces a cool mist during "cooking", creating a perfect pretend-play scenario in which kids can cook "delicious meals" just like grown-ups. This time, Hape USA reached 6 influencers and garnered a total of 505,000 impressions as of March 18.



Apart from Hape USA, our partners in Kazakhstan and the Middle East also gifted Hape product samples to local influencers in order to encourage them to create social media posts around us and our products. Compared to the USA office, which focused on one product, these two partners were promoting a broader range of toys, ranging from the Music category to the Doll House & Furniture category.



USA

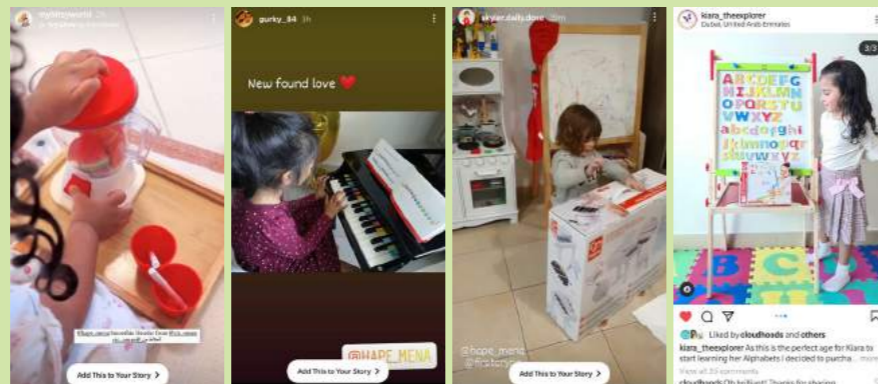


As we all know, harnessing the power of social media is one of the most effective ways to boost brand awareness, and it can help our business stand out in what is a highly competitive atmosphere. That's why our partners around the world have been more active than ever online in the first quarter of 2023, increasing Hape's online exposure through high-quality content and frequent updates, and investing in influencer marketing.

Kazakhstan



Middle East



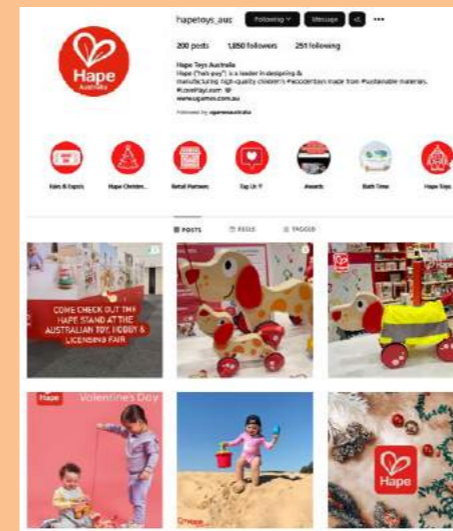
Appreciations from retailers

In March, our Australian partner U.Games Australia participated in the Toy Fair 2023, Australia's largest toy trade show of the year, where they built relationships with many local toy library owners and retailers. For Hape's products, everyone echoed the same thing on their Instagram feeds, which is that Hape toys are built to last, and the longevity of the products is shown at Toy Libraries.

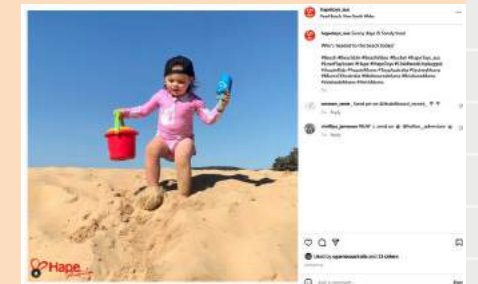


Australia

Content created by partners around the world



During Q1, U. Games Australia focused on key promotional periods such as summer and Valentine's day - and placed great emphasis on Toy Fair 2023. Such endeavours included promotions in the catalog, press releases, Australian Toy Association newsletters, appearances in Toy Universe magazine, organic social media posts, EDMs and B2B trade events. @hapetoy_australia has made a total 19 posts, and published 14 stories and 3 reels to create an organic and engaging feel for users, gaining 100 followers along the way.



República Dominicana

Apart from Australia, La Novia de Villa, Hape's partner in the Dominican Republic, also recommended Hape products to local users on Instagram. A famous toy distributor which has garnered over 118,000 followers on Instagram, their recommendations can help Hape to build strong brand awareness in the country.



Publication Time: February, 2023
Distribution Area: USA
Name of Magazine: TFE
Distribution Channel: B2B
Product: Window Bird Feeder, Panda's Bamboo House
Placement: 1/2 of one inner-page
Brief Introduction: Toys & Family Entertainment serves the trade by delving into the ever-changing interests of today's kids, with a focus on toys, kids entertainment, gaming and other related industries. They examine how kids spend their time, how they play and how they shop, and feature the latest industry news along with pertinent information from a myriad of industry experts that provide an in-depth analysis of what is happening in retail in the U.S. and around the world.



MAGAZINE

Publication Time: February, 2023
Distribution Area: Switzerland
Name of Magazine: Panda
Distribution Channel: B2C & B2B
Circulation: 1,000 pieces
Product: New products from the Hape Group
Brief Introduction: Panda is the magazine created by Hape's Swiss partner Anwico to introduce new products and quarterly highlights of toy brands in the Hape Group, such as Hape®, Beleduc® and Koriko®. The magazine is available free of charge in all Swiss toyshops, which enables consumers and industry professionals to get to know more about Hape Group.



Publication Time: February, 2023
Distribution Area: USA
Name of Magazine: The Toy Book
Distribution Channel: B2B
Product: Window Bird Feeder, Gardening Tool Set, My Baking Oven with Magic Cookies, Beep "n" Buy Cash Register and Panda's Bamboo House
Placement: 2 inner-pages
Brief Introduction: Boasting the largest reach in the industry, The Toy Book is a must-read for anyone in the business of toys or kids' entertainment. Since 1984, The Toy Book has been the authority on news, trends, new products and happenings within the toy industry, and their seasoned editorial staff maintain close relationships with retailers, manufacturers, industry analysts and market research groups in order to keep their finger on the pulse of what's hot and what the best trend will be. They cover toys, games, licensing, video games, kids and family entertainment, business trends, retail and much more besides.



Publication Time: March, 2023
Distribution Area: Australia & New Zealand
Name of Magazine: The Bugg Report
Distribution Channel: B2B
Circulation: /
Product: Bunny Stack, Bubble Blowing Whale, Koala Family, Cogworks Experimental Playset
Placement: 2 inner-pages
Brief Introduction: A digital trade magazine that focuses on retail and the toy market at large, The Bugg Report connects the industry and highlights the very best in toys across Australia and New Zealand.



Publication Time: January to March, 2023
Distribution Area: France
Name of Magazine: Abricot
Distribution Channel: B2C
Product: Panda's Bamboo House
Placement: 1/6 of an inner-page
Brief Introduction: Abricot magazine is one of the best-selling magazines for kindergarten-aged children in the country, and is specially created to accompany readers from 3 to 6 years old. During these years of fast learning and progress, Abricot magazine is an ideal to guide, full of stories, discoveries, games and songs.



Publication Time: February, 2023
Distribution Area: Spain
Name of Magazine: Juguetes B2B
Distribution Channel: B2B
Product: Panda's Bamboo House, Polar Bear Family, Honey Bees Picnic
Placement: One full inner-page
Brief Introduction: Juguetes B2B (established in 1962) have been creating and publishing exclusive content through multi-media channels (magazine [print+digital], websites, e-newsletters, social networks and virtual fairs, etc.) with segmented coverage of the entire childcare sector in Spain (including specialised retailers, manufacturers, brand distributors and other economic agents) for decades.



Publication Time: March, 2023
Distribution Area: Australia
Name of Magazine: The Toy Universe
Distribution Channel: B2B
Circulation: /
Product: Bunny Stack, Bubble Blowing Whale, Koala Family and Cogworks Experimental Playset
Placement: Two inner-pages
Brief Introduction: Toy Universe is Australia's leading B2B licensing magazine in the Toy Industry, and it's B2B magazine - The Toy Universe Magazine - provides the latest toy industry news and features KOL interviews and product recommendations, making it a great choice for industry professionals who wish to keep up with the industry and find fresh inspiration.

