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Global Marketing Report

2018 Q1

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Love Play Learn



Date: 23rd to 25th March, 2018
Place: Landschaftspark Nord, Duisburg
Name: SpielDoch! Fair
Type: B2C
Website: www.spieldoch-messe.com
Organized by: Hape Germany
Highlight: The SpielDoch! Fair is a show for both children and parents. The theme is home education and puzzle games. The total area of the fair this year reached 5,000 square meters, attracting more than 70 exhibitors and over ten thousand children and parents. Hape participated in this year's SpielDoch! Fair, showcasing its Quadrilla Marble Runs series of products which are STEAM toys combining Science, Technology, Engineering, Mathematics and Arts. Besides this, the education brand Beleduc® - Hape's strategic partner - showed at the fair as well. The interesting and playful Quadrilla Marble Runs attracted many children to the booth, all of whom were eager to experience the toys. Praise from parents and local media was won during the fair.



Date: 31st January to 4th February, 2018
Place: Nuremberg Convention Center
Name: Spielwarenmesse International Toy Fair
Type: B2B
Website: www.spielwarenmesse.de
Organized by: Hape Group
Highlight: The Spielwarenmesse International Toy Fair is the world's most famous and influential toy fair that enjoys the largest number of exhibitors. It leads development trends in the industry and can justifiably be called the 'Paris Fashion Week' of the toy industry. This year, more than 2,850 exhibitors from 60 countries around the world gathered at the Nuremberg Toy Fair to celebrate the event. Many top brands gathered and a host of novelties lit up the fair. Hape Group - together with its eponymous toy brand Hape®, German 100-plus-year-old handmade doll brand Käthe Kruse® and German classic building block PolyM - also participated in the exhibition. As one of major exhibitors at this year's Spielwarenmesse Fair, Hape designed a 400 square-foot large booth in the core area of the exhibition hall. The booth featured a 'train station' concept and was adorned with Hape railway products, delivering the distinctive brand's character and dominating the surrounding area.

Germany Station
Hape Group Leading Its Sub-brands & 2018 Novelties Attended Spielwarenmesse

In what is now a tradition, Hape Group held a grand brand party at its booth during the fair, with global guest and Hape representatives proposing a toast and enjoying themselves together.



(Photo Source: Hape Image)

At the fair, Hape exhibited full line of 2018 products, including *Grand City Station*, *Portable Baby Gym*, *Viking Castle*, *Flexistix*, *Sand Toys*, and more, marking the brand the shining star of the show.

During the fair, visitor traffic at the Hape booth continued to peak, attracting medias' attention of Germany, France, and the United States. In addition, the President of China Toy & Juvenile Products Association Ms. May Liang visited Hape booth to admire the toys and the display.



New York

Date: 17th to 20th February, 2018
Place: Jacob K. Javits Convention Centre
Name: North American International Toy Fair
Type: B2B
Website: www.toyfairny.com
Organized by: Hape Group
Highlight: The North American International Toy Fair has been held 104 times. It is hosted by the American Toy Association, which is the largest and most historic toy fair in the

Western Hemisphere. Numerous toy brands from more than 100 countries and regions attended the event. At the exhibition, Hape®, together with Käthe Kruse®, SENER®, and PolyM®, exhibited their wares. In the Hape booth, which was nearly 200 square meters, a variety of Hape 2018 novelties and classic toys were displayed in a contextual layout. Once again, the booth became a highlight of the fair. Classic wooden toys presented alongside new products with high-tech elements illustrated

to the world how Hape is evolving from a wooden toy company into a wood-based toy company.

During the fair, Hape also invited students from the Blue Balloon School to play Hape instruments and sing live songs. The event was a great success amongst the visitors. In addition, the Hape Group also held a buyer group meeting and a VIP breakfast party, communicating effectively with Hape's global customers.

HongKong

Date: 8th to 11th January, 2018
Place: Hong Kong Convention & Exhibition Centre
Name: Hong Kong Toys & Games Fair
Type: B2B
Website: http://event.hktdc.com/fair/hktoyfair-en
Organized by: Hape Group
Highlight: As Asia's largest and the world's second largest toy trade fair, the 44th Hong Kong Toys & Games Fair attracted nearly 3,000 quality exhibitors from 45 countries and regions, who exhaustively exhibited products ranging from traditional toys to high-tech smart toys, showcasing the toy industry's latest trends. Hape Group's eponymous toy brand Hape®, classic German handmade doll brand Käthe Kruse®, eco-soft toy brand SENER®, and German classic building block brand PolyM® - together with Hape Group's strategic partners such as the plush toy tycoon Ty® - gathered to proudly exhibit in Hong Kong. During the fair, the Hape booth attracted many Hong Kong government officials, and lots of maternity and baby experts - as well as numerous international media outlets - zeroed in on Hape Group. *Hong Kong Economic Daily*, *Hong Kong TVB Financial Magazine* and other well-known local media outlets - as well as international toy magazines from India and Korea - also visited Hape's booths to view its novelties in depth.

Hape's biggest highlight at this year's Hong Kong Toys & Games Fair was the launch of its new products of 2018 infant toys, sand toys, Quadrilla and railway. Additionally, a number of classic and popular Hape toys were exhibited. The exhibition was again presented in a contextualised way and divided in various categories.



(Photo Source: Hape Image)

FAIR Greece

Date: 10th to 14th January, 2018

Place: Athens Metropolitan Expo

Name: Souvenir Expo Greece (PAROUSIES)

Type: B2B

Organised by: Hape distributor Moustakas

Highlight: The Souvenir Expo is the top event in Greece's gifts industry. It aims to provide retailers in the industry the latest news and trends. This was Hape's debut at the Greek national fair, and the brand brought its Music series, Railway series, Kitchen & Food series, and more. Thanks to its outstanding quality, inherited from Germany, and the reasonable marketing position, Hape attracted lots of visitor attention.



Souvenir Expo

Mostra Rota Giftshow



Date: 26th to 29th January, 2018

Place: Athens Metropolitan Expo

Name: Mostra Rota Giftshow

Type: B2B

Organised by: Hape distributor Moustakas

Highlight: The Mostra Rota Giftshow was organized by ROTA Exhibition Organization, who is the largest exhibition organising body in Greece. Committed to successful event organising, and offering innovative services focused on the values of teamwork and perfect service delivery, the ROTA Exhibition Organization displays impressive growth rates every year. This year marked the first time that Hape had participated in the show.

(Photo Source: Hape Image)



Thailand

Date: 1st to 4th February, 2018

Place: Queen Sirikit National Convention Centre

Name: Thailand Baby & Kids Best Buy Fair

Type: B2C

Website: <http://babybbb.com>

Organised by: Hape distributor AG DRAGON CO.,LTD

Highlight: This is the 29th Thailand Baby & Kids Best Buy Fair. Numerous toy brands participated in the event, targeting end-customers in Thailand. Hape brought its Music toys, Bath Play toys and Railway toys to the Thai children and were warmly welcomed. Notably, Hape's Bath Play toys proved popular. Hape *Mighty Mountain Mine* was a best seller, and Hape made many new Thai friends.



Thailand

Date: 1st to 3rd March, 2018

Place: BITEC, Bangkok

Name: Amarin Baby & Kids Fair

Type: B2C

Website: www.amarinbabyandkids.com

Organised by: Hape distributor AG DRAGON CO.,LTD

Highlight: Amarin Baby & Kids Fair is the largest maternity and children Expo in Thailand. This year, the number of exhibitors reached over 1,000, surpassing all previous years. Hape mainly demonstrated its Bath Play series, Kitchen & Food series and Railway series, all of which performed well.



Australia

Date: 4th to 7th March, 2018

Place: Melbourne Convention and Exhibition Centre

Name: Australian Toy Hobby and Licensing Trade Fair

Type: B2B

Website: <http://austoy.com.au>

Organised by: Hape distributor Educational Experience

Highlight: The Australian Toy Hobby and Licensing Trade Fair is Australia's largest event for the toy, hobby and nursery industries. Hape took part in the fair alongside its new partner – the plush toy tycoon, Ty@.

Holland

Date: 4th to 6th March, 2018

Place: Utrecht

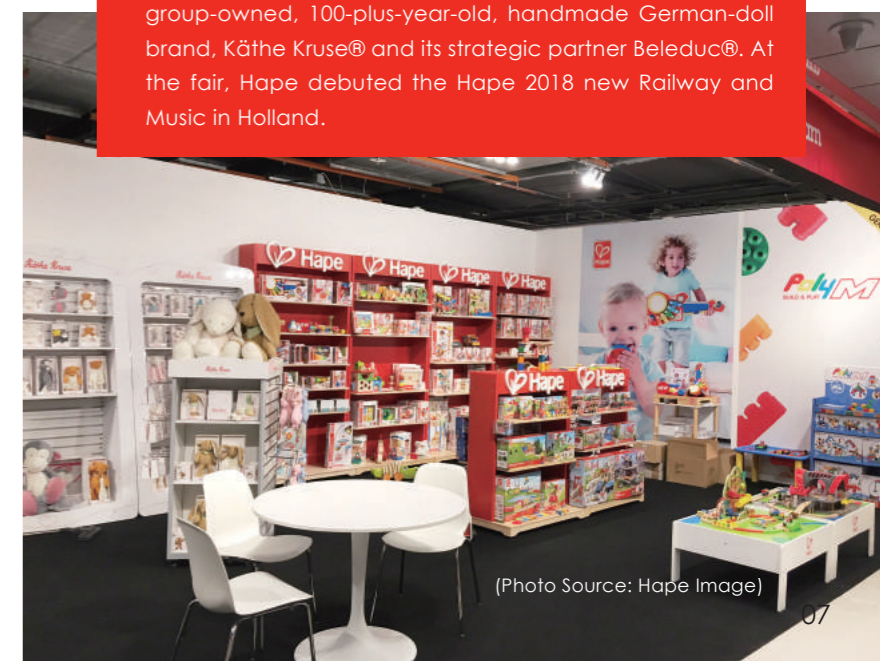
Name: Trade Mart Fair

Type: B2B

Website: www.trademart.be

Organised by: Hape distributor Edugro

Highlight: Hape attended the Trade Mart Fair with the group-owned, 100-plus-year-old, handmade German-doll brand, Käthe Kruse® and its strategic partner Beleduc®. At the fair, Hape debuted the Hape 2018 new Railway and Music in Holland.



(Photo Source: Hape Image)

China

Hape Founder & CEO Awarded the 2017 Moved Ningbo Top 10 Charity News Figures

(Ningbo, China) On February 28th, Ningbo (Beilun) Charity Association President Jiang Suchun, together with Vice-President Cao Cunqun visited Hape China to award the "2017 Moved Ningbo Top 10 Charity News Figures" to Hape Founder and CEO Mr. Peter Handstein and express gratitude and thanks to Peter's long term donation to Ningbo and China's children charity business.

In January, the "2017 Moved Ningbo" Top 10 Charity News Events and Figures was announced, which was hosted by Ningbo Charity Federation, Ningbo Journalists' Association and Ningbo Evening News. And Hape Founder and CEO Peter Handstein was awarded as one of the "2017 Moved Ningbo" Top 10 Charity News Figures. Motivated with the philosophy of "Love Play Learn", Peter has worked on public beneficence for more than twenty years, including building schools in Guizhou (China) and supporting the poor. Moreover, a 5 million RMB Charity Found was set up in 2017 led by Hape Group, and we also donated facilities worth 1.43 million to build a large-scale outdoor children amusement park in Ningbo (China), etc. Mr. Peter Handstein deserves the honor, let's cheer up and congratulations!



(From Left) Beilun Charity Federation President Ms. Jiang, Hape Founder&CEO Mr. Peter Handstein, Beilun Charity Federation Vice-President Mr. Cao

Peter Handstein's Love to Chinese Children:

There are people who make the world a better place with their simple but profound acts of generosity; they make beautiful things happen through their good deeds and goodwill. Thanks to Peter Handstein - who reminds us that love crosses the borders and that goodness ignores cultural boundaries - sunlight will break through the clouds to warm the hearts of many.

Hape's First Nomination for a GESS Award

In January, good news came from UAE, where Hape was nominated for a 5th GESS (Gulf Regional Education Equipment Resource Exhibition) Awards Finals. This is the first time that Hape has been included in GESS Awards and were nominated in the "Early Years resource / Equipment Supplier of the Year" category.

Started in 2013, the GESS awards highlight and reward the quality and diversity of educational products, resources, services and people as well as the best educational establishments and the most dedicated members of the teaching profession. The GESS Education Awards aim to encourage the raising of educational services & product standards throughout the industry and aims to be recognised throughout the sector as the accolade of excellence.

The awards are broken down into two sections those for Suppliers and/or Distributors, and those for Teachers, Schools and Educational Professionals. An independent jury group composed of professors, experts, and scholars from schools, educational institutions, educational media and other industries will judge and select winners of each category in an objective and fair way. Hape was selected as one of the final candidates in this year's GESS "Early Years resource / Equipment Supplier of the Year" category.

As a multifaceted, multinational company selling toys in over 50 countries, Hape's ideals extend far beyond creating safe, innovative products. A lifetime commitment to learning and education, led us to work with local communities educating their children by building schools and enhancing their lives by teaching them to use available resources. Social responsibility, education, ecology, and innovation are ingrained in Hape's heritage, and are reflected in every aspect of the Hape business, past, present, and future.



Gulf Regional Education Equipment Resource Exhibition (GESS) was launched in 2007. Under the patronage of Vice President and Prime Minister of the UAE and Ruler of Dubai His Highness Sheikh Mohammed Bin Rashid Al Maktoum, GESS Dubai is the largest education event not just in the UAE but across the entire Middle East. It's the only event that brings together all levels of educationalists together, in one place.

More information see in GESS Awards website:
<http://www.gessawards.com/gess-education-awards-2018-finalists>

(Photo Source: Hape Image)

Grand City Station and Portable Baby Gym Both Shortlisted for the Golden Rocking Horse Prize

On 21st March, in Freiburg, the 2018 Golden Rocking Horse Awards officially unveiled the finalists of its five categories. Amongst them, Hape's *Grand City Station* was shortlisted in the 'Most Popular Toy Among Children' category, and Hape's *Portable Baby Gym* was nominated in the 'Newborn' category.

The *Golden Rocking Horse Prize* is co-presented by Spielwarenmesse®, the host of the Nuremberg Exhibition, and the German magazine *Families & Co.*, with the aim of selecting the best toys of the year. The five categories are 'Newborns', 'Logic & Technology', 'Most Popular Toy Among Children', 'Art & Architecture' and 'Family Game'. For each category, ten toys are shortlisted with only one emerging as the winner.

Hape's *Grand City Station* is a railway station toy set for children aged over 3 years old that not only creates play scenarios based on a day in the life of the station, but is also equipped with a projector that displays images of Paris, London, New York, Berlin and Beijing on the station floor, once the child inserts a ticket.

Grand City Station inspires children's imagination thanks to its real life scenarios, whilst at the same time leading children on an international journey that will help them recognise the different cities' characters. *Grand City Station* is an edutainment toy that wins children's love naturally.

Hape's *Portable Baby Gym* on the other hand is created for newborns. A hanging apple with a rattle inside, a flower with a bell inside, and a bee that flies and makes a clacking sound when its string is pulled, all come together to create a paradise for infants that provides audio and visual stimulation. Conveniently, the *Portable Baby Gym* can be easily zipped up for storage into a stylish tote bag that mums could carry with wherever you go.

The winners of this year's Golden Rocking Horse Prize will be released on 6th June!



Hape's Grand City Station shortlisted for the 'Most Popular Toy Among Children' Category



Hape's Portable Baby Gym nominated in the 'Newborn' Category

(Photo Source: Hape Image)



STAY FOREVER YOUNG KEEP GROWING

Universities Make a Spring Visit to Hape China

In March, Hape China was filled with the energy and enthusiasm of youth, as students from Nottingham University and Germany's Fachhochschule Rosenheim University visited the company's Ningbo Office. Hape Group founder & CEO, Peter Handstein, made an attractive company introduction and met with the students personally.

Make Your Dreams Come True

On 19th March, Hape welcomed 50 postgraduate students from Nottingham University's Managing

tertia-
tional Business course, along their professor Dr. Pingping Fu. These students come from dozens of countries and have different cultural backgrounds, and all were interested in Peter's business tales as a foreigner in China. Therefore, Peter passionately led students on a visit around Hape China, introducing the Hape brand story, discussing its development as a global brand, taking questions on its current scale and introducing some of the sub-brands owned by the Hape Group. Students listened, recorded and applauded Peter's excellent speech. Before the end of the visit, there was a Q&A session designed to give students the chance to have a face-to-face talk with Peter. Peter answered each question in earnest.



Peter Handstein showing Hape products to students from Germany's Fachhochschule Rosenheim University.



Postgraduates from Nottingham University listen to Peter Handstein's introduction.

The day after Nottingham's postgraduates visited Hape, 40 students and tutors from Germany's Fachhochschule Rosenheim University arrived at Hape China. They paid more attention to factory production in an effort to learn more about Hape's strict standards regarding quality control and its production process.



Founder & CEO of Hape Group Peter Handstein poses for a photo with Nottingham University students.

(Photo Source: Hape Image)

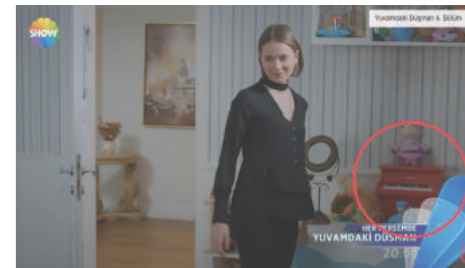


Yuvamdaki Dusman tells the story of a wealthy and happy family with a new born baby who have an intriguing secret plan...The cast of the drama includes famous Turkish stars such as Nebahat Çehre and Pelin Öztekin. The Hape® logo, together with the Anne Cocuk Sepeti logo, appear at the end of each episode. Moreover, Hape toys appear in certain episodes of the drama, such as in Episode three, entitled the Playful Piano, in which Hape products can be seen in the baby room.

Hape's Sponsorship in Turkish Drama

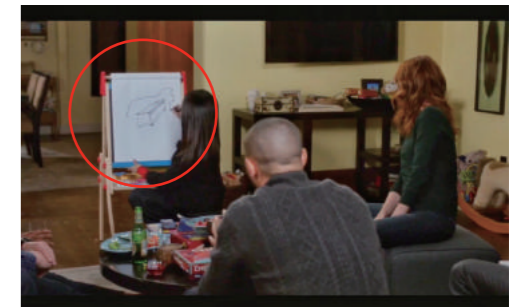
Hape's Turkey exclusive distributor, Anne Cocuk Sepeti, sponsored the Turkish Drama Yuvamdaki Dusman, which was released in January, 2018. The sponsorship greatly benefits Hape's marketing awareness in Turkey.

Sponsoring hot TV shows or dramas has always been an effective way to improve any brand's awareness in the marketplace.



Hape All-in-1 Easel Appear in Grey's Anatomy

The popular American TV series Grey's Anatomy is fond of Hape toys, and the brand's products can be seen in the Grey household (in episode 21 and 23, season 10, Hape UFO, Bamboo Sunshine Dollhouse and Gourmet Kitchen, etc, are visible).



Moreover, the Hape All-in-1 Easel featured as a prop in episode 14, season 14 of the hit show. During a 'Games Night' scene in Maggie's home, Hape's All-in-1 Easel plays a central role. Everyone participating in the scene is attracted to the product, which appears on screen numerous times, with both adults and children enjoying the game.

(Photo Source: Hape Image)



Japan

Date: 31st March to 1st April, 2018
Location: Fukuoka City Science Museum

Event: Hape took part in the CANVAS Children Games workshop this year, which is organised by the Japanese government. The brand's 30 square meters booth was divided into a Kitchen area, a Railway area and a Toddler area, and children could easily find the toys they are interested in and have a good time.

To get free workshop tickets, visitors could pre-book on the event's official Facebook or Instagram pages, with age information, and they would receive a lovely little gift and brochure. The event received about 25,000 visitors, and many of the children were particularly fond of Hape's *Mighty Mountain Mine*.

Israel



Date: 29th March, 2018
Location: Ronchik, Ramat Ishay
Event: A day before Passover, which is an Israeli traditional holiday in which kids receive presents from their parents, the baby and gift store, Ronchik, held a special sales event with 10% off Hape products. For the celebration, the store invited Pepe, the mascot of the Hape Brand, to play games with visiting children and parents, delivering gifts.

The event attracted high numbers of customers and the overall sales performance was much better than expected.

Baltics



Date: February to March, 2018
Location: All stores featuring Hape products in Lithuania, Estonia and Latvia
Event: Hape's distributor in the Baltic region participated in a seasonal sale promotion, in which over 10% sales increases were achieved.

(Photo Source: Hape Image)



Hundreds of Thousands of Viewers Welcome a New German 'Net Celebrity'



Carry Su
 Ich liebe die Spielsachen von hape, ob zum Verschenken oder für meine eigenen Mäuse...
 Unsere Kleine wird in 4 Wochen ein Jahr alt 😊, da könnte ich es dann an mein Kind verschenken 😊
 2 Tage · Gefällt mir · Antworten

Le So Wa
 Das ist wirklich ein tollen Gewinnspiel und kommt genau zurechnen Zeit. Einige Produkte von Hape haben wir auch schon. Aber unser Rettung wäre das tolle "III Klavier III" für unsere Kids. Wir werden bald umziehen und damit auch weg von unseren Nachbarin und ihren großen Klavier, das die kids so lieben. Und das wäre bestimmt ein tolles heyleit bei uns zuhause. Sie würden sich bestimmt riesig freuen und unsere Nachbarin auch wenn sie zu Besuch kommt. Denn bekanntlich kann man ein Klavier schwer mitbringen. 😊
 2 Tage · Gefällt mir · Antworten

On 26th March, the well-known German maternity & baby social media channel, Echte Mamas, posted a video on Facebook, which introduced the Hape brand and its toys. Within one day it amassed more 300,000 views and numerous of likes – becoming a 'Net Celebrity' in Germany.

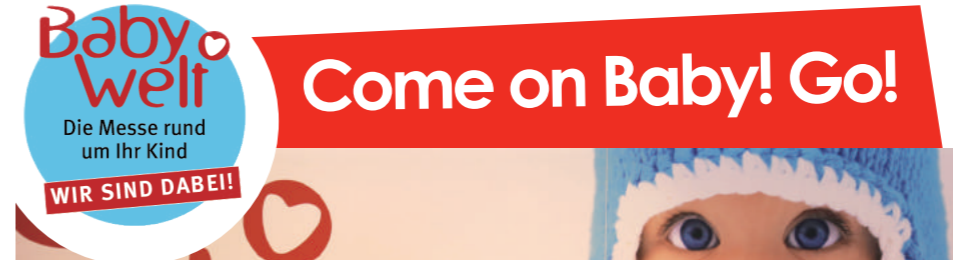
A German maternal influencer made the video at home, surrounded by Hape Music toys, Bath toys, Railways, Flexistix, etc. Filmed in an informal, friendly way, the creator informed viewers that Hape is an eco-friendly toy brand that makes its products from wood, bamboo, rice and other sustainable and safe materials.

This video was launched as a part of Hape Germany's 'Easter Event', which took place in cooperation with Echte Mamas. Besides this, a big giveaway promotion was advertised in the video, which doubled up as an innovative marketing tool.

The friendly video was a big success and harvested excellent marketing feedback. Till now, the video has been viewed more than 370,000 times, gotten nearly 20,000 comments and over 7,300 likes. One viewer posted the following comment after viewing the clip: "We have purchased many Hape toys, it is always a good choice for children, either for our own kids, or for other families." (Carry Su, Facebook).

On 17th to 18th March, 2018, the BabyWelt Fair was held in Dresden, Germany. Hape, as a sponsor, displayed its Hape-Volkswagen cooperation series of toys - the *Classical Bus T1 Walker (Red & Blue)* and the *Beetle Walker (Red & Blue)* – which participated in the fair's 'Baby Walker Competition'.

The BabyWelt Fair is Germany's leading baby fair, and offers everything related to pregnancy, childbirth and parenting. At the Dresden BabyWelt Fair, around 100 national and regional manufacturers, local dealers and service providers in the fields of mobility, furniture, toys, health, care, nutrition and fashion provided visitors with comprehensive consulting, comparison and shopping opportunities. Nearly 25 free expert workshops and a colourful show program ensured that the fair was a varied and informative endeavour.



Babies walking with the Hape *Classical Bus T1 Walker (Red & Blue)* and *Beetle Walker (Red & Blue)* at the fair's 'Baby Walker Competition'.

This was Hape's debut at the BabyWelt Fair, with the brand just sponsoring a particular part of show program, but later this year, in May, Hape will attend the fair as an exhibitor as the fair moves to Lake Constance, Munich, Berlin and Stuttgart station.

More information:
 BabyWelt Fair website:
http://www.babywelt-messe.de/de/Auf_einen_Blick.html
 'Classical Bus T1 Walker (Red & Blue)' and 'Beetle Walker (Red & Blue)' are joint products of Hape Group and Volkswagen AG, which were launched in September 2017. The classic style, adjustable handle and wheel speed make the walker a perfect assistant for adventurous toddlers who wish to take their first steps.

(Photo Source: Hape Image)



Hape China Market Highlights

The Chinese market is an important market that the Hape Group strives to develop. After years of market incubation, Hape's performance in the Chinese market has continued to show strong signs of growth, with a variety of marketing activities taking place nationwide and across all fronts.

The explosive growth of online sales

Before the last Chinese Spring Festival, Hape's sales on the 2018 Tmall Spring Festival Promotion - which was organised by China's largest online shopping mall, Taobao from Alibaba Group - were nearly double those of the previous year. Moreover, Hape saw a 75% year-on-year increase rate on the 2017 Tmall Double Twelve Shopping Festival, which took place just a month before the 2018 Tmall Spring Festival Promotion. In the meantime, Hape continued exploring other online channels like China's largest proprietary e-commerce platform Jingdong, the brand promotion mall VIP.COM and the international maternal & infant brands online shopping mall Miya. Additionally, Hape cooperated with various online platforms, including brand cross-cooperation toys, online promotions, and more. All such endeavours harvested satisfying sales results.



The territory of offline retailers continues to expand west

Along with the successful implantation of the first stage of Hape China's market strategy (that covered mainstream retail shopping malls in first and second tier cities on the east coast of China), its offline market is further advancing to major cities in the Midwest of China. In the mid-western core city of China, Chengdu - the capital of Sichuan Province -

during the first quarter of 2018, Hape has signed contracts with ten major comprehensive shopping malls, including Ito Yokado, MOI, Chicony, Intime Centre, and more. In addition, as far as the whole Sichuan Province is concerned, it is estimated that by the end of April, Hape will enter into 20 malls, covering all major cities in Sichuan Province.

It is worth mentioning that Hape's westbound journey in China is as far reaching as Tibet, as in February 2018, Hape entered Lhasa's Times Square, a landmark moment in Hape's westward expansion drive.

Cross-cooperation updated and receives positive feedback

The Mini Dolphin Theme Family Room launched by Hape and Ctrip Travel Website last year was a resounding success, receiving praise from parents and children alike. Hape Teepee Tent and Blue and Cook 'n Serve Kitchen proved especially popular.

At the beginning of the new year, Hape further cooperated with Langham Hotel to launch the Hape Theme Family Room, which included more than twenty kinds of toys such as Music, Doll House & Furniture, Kitchen & Food, and Learning Toys, to create a fun hut for 0-6 years old children. Enjoy the fun of wood, enhance the happiness of parent-child travel.

Furthermore, Hape strengthened its cooperation with Hilton Hotels. Besides the soon-to-be launched Hape-themed family room at Hilton, Hape plans to participate in the Hilton "Mini General Manager" event, in which children aged 3 to 12 will be invited to experience the daily work of hotel managers. Hape will also launch a "Kids Corner" at Hilton, creating a special play space for children.

Ready To Have Fun With Hape?

Flowers all bloomed and summer is coming with sunshine, what a nice time! Hape has prepared a series of excellent activities to play with children around the world. Are you ready? Let's have fun together!

Master Flexistix

Type: Offline Campaign

Time: March to May

Location: Urban kindergarten and primary schools (schools with Hape-Academia connections are first choice)

Content:

For kindergarten:

It is a three-day event, in which Flexistix will be laid out for the children to have free playtime.

During the first two days, children will have 20-30 min. free-play time to become familiar to this product. On the third day there will be an activity in which children have to make the small, easy shapes that are shown to them by a teacher or the Hape representative.

After the event, the kindergarten will be given a number of sets of Flexistix.

For primary schools:

It is a competition among schools. It will be a day or half a day event, in which students will divide into teams and work on the task of making: The longest standing Eifel tower. There will be a time limitation put on this activity along with the guidelines of the competition.

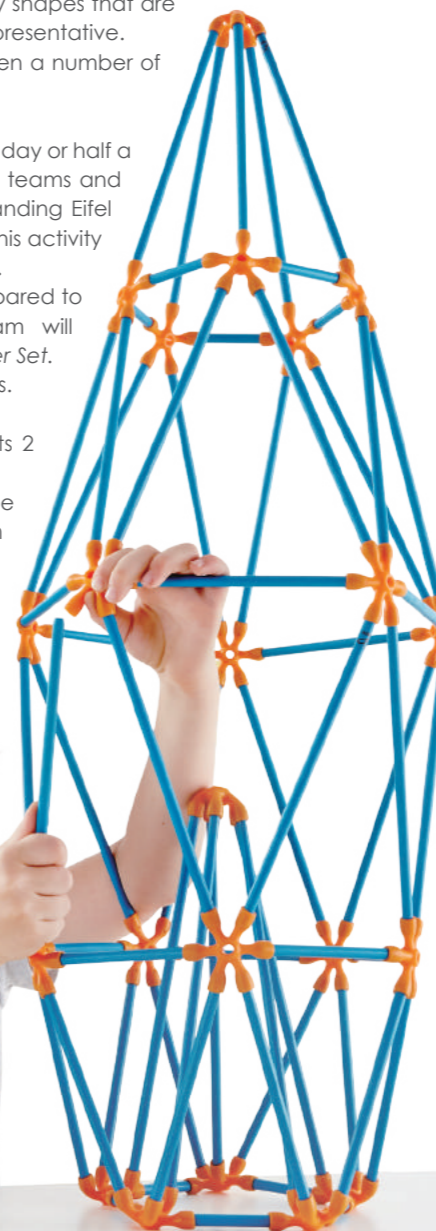
The final product of each team will be compared to others participating and the winner team will receive a box of Flexistix each: *The Eifel Tower Set*.

Purposes: Introduce Flexistix to the consumers.

Permission Slip:

Permission slips shall be given to the parents 2 weeks prior the event.

This can be printed out and given to the school for students to receive permission from parents to be a part of our campaign as well as enabling us to take photos and use for marketing purposes. They shall be signed and returned to Hape to avoid legal issues.



Love Baby (Bath Toys)

Type: Online Campaign in form of Lucky Draw
Time: May

Location: Social media platforms such as Facebook, Instagram, Weibo or WeChat.

Content: In two weeks post four fun quizzes about bath toys. Followers are invited to answer and win the prizes.

Prize: offered by Hape Ningbo.

Purposes: Introduce bath toys to customers; Gain more followers and interactions on Social Media; Gain more subscriber for Newsletter.

Quiz1

Our new bath toys are now available, but do you think your toddler can spot the bath toys? Comment below and tell us the number of bath toys spotted! Remember to share with your friends to enter our Lucky Draw!

Quiz2

Teddies here, teddies there, teddies everywhere! Can you spot OUR teddies though? Comment below and let us know if you spot him! Remember to share with your friends to enter our Lucky Draw!

Quiz3

Your frog will not be complete without the missing pieces, so help the froggie by telling us which number is associated with each letter! Comment below and tell us the combinations! Remember to share with your friends to enter our Lucky Draw!

Quiz4

The sun is beaming and teddy needs to get to his umbrella soon! Can you please help him do so? Comment below and tell us the number of tries you had to make before you got there! Remember to share with your friends to enter our Lucky Draw!

Post



Events are proposed by Hape Global Marketing Department and will be organised by Hape distributors. For more events plans and detail information, please contact with Hape Global Marketing Dpt.

Hape Enters 3 Zippy Stores in the Middle East

In January 2018, Hape entered Zippy, an internationally renowned infants & children supplies chain brand located in a Dubai mall in the UAE capital named Yas Mall, as well as in the Al Wahada Mall.

The three Zippy stores Hape has entered are all stationed in top shopping districts, illustrating clearly Hape's engagement with the Middle East's high-end markets. Hape's mid-to-high end brand positioning sounds its market coverage is continuously improving. Dubai Mall is currently the world's largest comprehensive shopping centre with more than 1,200 stores, and thanks to the unremitting efforts of Hape's exclusive distributor in the Middle East, Babico, Hape has successfully settled in a number of maternity and baby products stores in the emporium (like the one-stop fashion mother and baby brand, Bumble Bee, for example). In the world's largest shopping mall, Hape toys display their endless charm, attracting more and more children's attention everyday.

Launched in 2004, Zippy is the largest pure-play children's specialist apparel retailer in Portugal and has expanded its presence to over 40 countries globally. It serves parents and children from birth to preteen, offering a wide range of clothing and accessories, childcare products, furniture and toys, at affordable prices. Zippy was elected as a "Trusted Brand" for the 3rd consecutive year in the children's clothing stores and childcare category.



Hape in Bumble Bee



Dubai Mall



Hape in Zippy

(Photo Source: Hape Image)



PEPE & FRIENDS

Fresh Look! Hape Germany's Spring Window Show

In March, Hape Germany pre-proposed its 2018 Spring Window Show, with PEPE & FRIENDS featuring as the show's main products, creating a joyful, spring atmosphere.

This window show was a trial of the Hape Germany 2018 themed window show program. In addition to the show, different proposals of showcases, such as a summer theme and the Christmas theme, are in preparation and will be launched in due course.

Turkey Mix Window Show

Recently, in the BEBEKISH children's toy store, located on a famous boutique street in Istanbul, Turkey, Hape® and Käthe Kruse® jointly launched a new year's spring window show. Over 20 different product series, including Hape® Music Series, Bath Toy Series and Käthe Kruse® Mini Bambina Series, were on display. The showcase will last until the end of April. The entire window show occupies two-thirds of the storefront space, and the beautiful and varied toys attract passing children and parents alike.



(Photo Source: Hape Image)

STORE DECORATION DISPLAY TIPS

At the beginning of 2018, Hape Group designers toured stores around the world. From Europe to Asia and North America, footprints spread over three continents and dozens of countries. Through on-the-spot investigation and analysis of hundreds of Hape® and other brand stores, a richly illustrated and informative stores tour report was created, which is of great value for shop decoration display. Among them, Hape designer Luca Salamone selected several typical Hape stores and conducted a brief analysis, commenting on their respective characteristics. All stores are different, but their principles are universal. Come and see if there are any tips that will make your store more attractive!

Hape Stores Tour Report Case Analysis

01 Canada Toronto

- * Brands that are strong in certain categories are presented as a unity.
- * Customer steering is important in the shopping experience use clear. Commercial strategies for steer and increase sales.
- * Placement of demos and samples as a way to attract the customers.
- * Simple display windows are used for showing big products.
- * Communicate activities and events in the shop in a consistent way.
- * Not too high gondolas secure a good overview in the shop.
- * Samples are more effective than showcases but sometimes for maintenance reasons it is necessary to fix some spare parts.



(Photo Source: Hape Image)



02 Greece Athens



- * Solutions tailored on the layout and on the space available.
- * Merchandising space and showcase in one single solution.
- * Touch and feel are important for let the customers know the quality.
- * Repetition of the products makes categories more visible.
- * Flexibility is a must for secure seasonality, let consumers catch seasonal selling hot point easily.
- * Test and try very important, especially for low price products.
- * Show a good variety of items in order to secure turnover.
- * Implement take-away consumer catalogues.



03 Spain Barcelona

- * Grouping by age in some cases create some confusion. Products are grouped by collection or category; Customers usually buy more by category.
- * At entrance give focus on the seasonality.
- * Modularity and flexibility of racking give a strong benefit.
- * On the walls, phrases and decorations create atmosphere.
- * Strong boutique effect and more space in between gondolas
- * Shopping experience must be comfortable and not suffocating.
- * Smell in the shops evokes certain emotions, although is not always easy to implement and maintain.
- * Carefulness in subtleties reflects owner's respect to customers and conveys brand concept.



Luca Salamone
Hape Designer

Italian design inspiration, continuously seeking to provide the best shop display solutions for Hape stores.

(Photo Source: Hape Image)



(Photo Source: Hape Image)



E9288
Music Leaflet
 Size : 7x9 cm
 Number: 12P

Cross Selling Consumer Leaflets

Quadrilla, Music, Bath Play, Infant Toys, Railway, PolyM and Hape Consumer Leaflet, 7 leaflets in total;
 Depends on product package methods, place within the package or distribute in store.



E9256 Sand Toys Light House

Main Material: Cardboard

Size: 100x100x160 cm

With 6 wheels on the bottom so that it can move freely.

With 3 LED shining lights on the top which make the display more like a real one.

E9275 Flexistix Cardboard Display

Main Material: Cardboard

Size: 72x35.5x135 cm

E9279 Bath Play Cardboard Display

Main Material: Cardboard

Size: 71.9x35.2x160.2cm



E9282 Railway POP Play Table 18M+

Main Material: Plywood and MDF

Size: 79x59x50cm

E3815 has been glued on the table



E9276 Engine Play Table

Main Material: Plywood and MDF

Size: 150x77x59cm

E3730 has been glued on the table
 The train cab is available for a 3-6 years old child sitting in.
 There are 6 buttons on the instrument panel, controlling the voice of 'forward', 'backward', 'stop', 'warning', 'speaker' and 'lighting'.



E9286
Quadrilla Leaflet

Size: 7x9 cm

Number: 12P



E9290
Bath Play Leaflet

Size: 7x9 cm

Number: 12P



E9291
Infant Toys Leaflet

Size: 7x9 cm

Number: 12P



E9506
Railway Leaflet

Size: 7x9 cm

Number: 12P



E9507
Ploy M Leaflet

Size: 7x9 cm

Number: 12P



E9509
Hape Consumer Leaflet

Size: 7x9 cm

Number: 12P

(Photo Source: Hape Image)

Hape Distributors' Press Kit

Region: Greece
Type: B2B
Language: Greek
Circulation: /
Producer: Hape's Greek distributor Moustakas
Distribution: Share with customers in fairs or meetings.



Region: Switzerland
Type: B2C
Language: German
Circulation: 1,000 copies / first print
Producer: Hape's Swiss distributor Arwico
Distribution: Provided to all shops and retail stores, and more, to be distributed to end customers freely.



(Photo Source: Hape Image)



Toy Trend 2018

(Photo Source: Hape Image)

Explore Nature – Children Conquering Nature

In January, Nuremburg Spielwarenmesse eG official media released 2018 toy industry prediction, proposed the view that toys should be tools for children to explore nature. The article states:

Do you still remember the best moments of your childhood? Eating sweets on the sly and hiding the wrappers under the cupboard or using chairs and sheets to make dens. But wasn't it especially great to return home with twigs in our hair and smiles on our faces having been out playing on a summer's evening? All that fun climbing trees, building dams, watching ants carry a massive caterpillar, holding snail races and snatching fruit from the neighbour's garden. Nature offers endless opportunities for play.

Full schedules, the pressure to perform and digital media increasingly dominate the lives of our children nowadays. Outside of school, children spend their time at music classes and private lessons or in front of the television. There's little time left to play outdoors. Some see nothing beyond their own

four walls, school and the supermarket anymore. Many city kids end up believing hens lay colourful eggs. They don't realise the really exciting adventures awaiting them right outside their front door.

A survey of children aged six to thirteen in 1990 showed that almost three quarters of them spent time outside every day – this figure had dropped to less than 50 percent in 2003. Of 1,000 seven to twelve-year-olds surveyed in the UK, more than 50 percent said they were forbidden from climbing trees or playing in a nearby park on their own.

Toy Trend 2018: Explore Nature

The Explore Nature trend hopes to remind people that the biggest playground and most exciting stories await directly outside our front door. Children should be encouraged to discover nature and its inhabitants for themselves and experience and investigate the world with all of their senses.

Referred from Spielwarenmesse eG, "Toy trend 2018: Explore Nature – children conquering nature", 8th January, 2018.
<https://www.spielwarenmesse.de/magazine/article-detail/toy-trend-2018-expl-ore-nature-children-conquering-nature-/language/1/>

“ In response to this trend, the Hape brand launched the 2018 Hape Nature Fun novelties, which are masterpiece created by Hape's Italian and Swiss design teams, that cover a wide range of outdoor experience tools such as 'Adjustable Telescope', 'Nature Detective Set', 'Hide-and-seek Periscope', 'Pocket Swing', and more. Hape provides children outdoor tools that will bring new levels for excitement and adventure to any excursion or play day.

”



Region: Turkey
Type: B2C
Language: Turkish & English
Circulation: 200,000 copies
Producer: Hape's Turkish distributor Anne Cocuk Sepeti
Distribution: Presented in the April and May edition of the Turkish Airline Shop & Miles Catalogue. Every passenger of a Turkish Airline flight will get one on the seat, and can purchase Hape products with discount using airmiles.

Region: Baltics Area
Type: B2C
Language: Lithuanian
Circulation: 15,000 copies
Producer: Hape's Baltics distributor Kotryna



Digital Version:
https://issuu.com/uab_kotryna/docs/baby_city_katalogas_geros_rezoliuci
Distribution: Distributed in stores as a part of the in-store magazine of Toy City / Baby City; published in the local maternity and children magazine Tavo Vaikas; released digitally on mother and baby website Mamyciu Klubas.



2018 Q1 Hape Social Media Show

Date: 12th January
Influence Area: UK
Medium: Facebook
Topic: Hape *Teddy's Umbrella Stacks* nominated by *Made for Mums*
Highlight: Share good news to followers, improve brand awareness and support. Help Hape win more votes and solidify consumers' trust.



Date: 12th January
Influence Area: Turkey
Medium: Instagram
Topic: Hape *Stormy Seas Challenge* in Happy Nest store
Highlight: Advertising store activity to encourage more children to participate. Communicate with children and collect customer feedback. Forwarded by social media influencers, gaining almost 20,000 views.



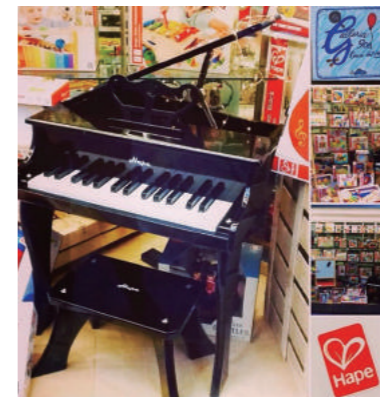
Date: 17th January
Influence Area: Hong Kong
Medium: Facebook
Topic: Hape Group attends the Hong Kong Toy Fair
Highlight: Report and summary of Hape's performance at the fair, attracting more attention.



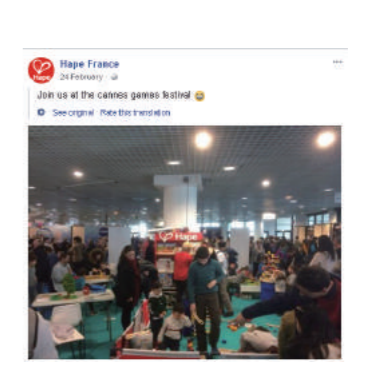
Date: 18th January
Influence Area: Italy
Medium: Facebook
Topic: Advertisement in magazine *9 Mesi*, repeating exposure in We-media to expand brand popularity.



Date: 30th January
Influence Area: Italy
Medium: Instagram
Topic: Hape new counter in Galleria Shopping Mall, Rome
Highlight: Sharing information of new counter on social media to attract attention and gain further exposure.



Date: 24th February
Influence Area: France
Medium: Facebook
Topic: Hape participated in the Cannes Game Festival
Highlight: Offline events reported to increase brand awareness and attract more children to experience toys in Hape booth.



Date: January to March
Influence Area: Iran
Medium: Instagram
Topic: Online official account posting Hape toys and life-style photos
Highlight: A professional photographer took photos for Hape toys, winning hundreds of thousands likes and touching many followers.

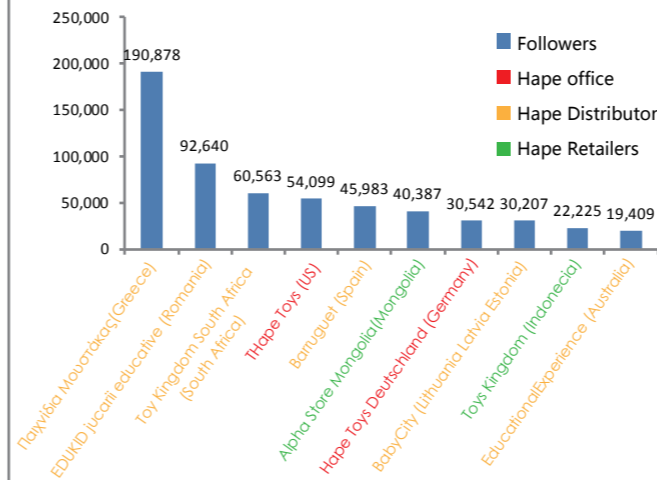


(Photo Source: Hape Image)

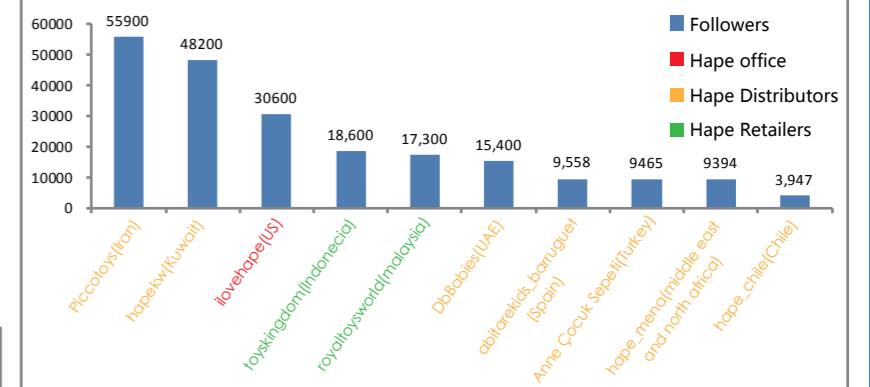
2018 Q1 Hape Social Media Account Statistic

(Data ends on 31st March, 2018)

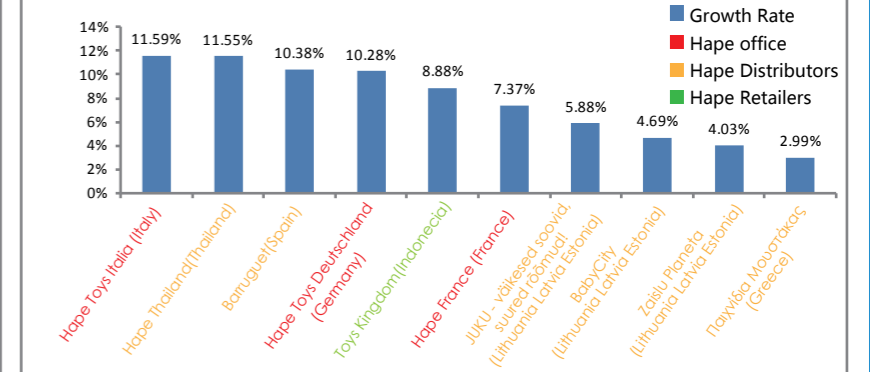
Top 10 Biggest Hape Facebook Accounts in Q1



Top 10 Biggest Hape Instagram Accounts in Q1



Top 10 Fastest Growing Hape Facebook Accounts in Q1



Attention: Only accounts with more than 1,000 followers are considered in this rank.



Planet Toys



Publication Time: February 2018
Distribution Area: Germany
Name of Magazine: Planet Toys
Distribution Channels: B2C
Circulation: 50,000 copies bimonthly
Products: Hide-and-seek Periscope, Interview of Hape Holding AG Founder and CEO Peter Handstein
Placement: 1/10 of one page and 1/2 of another
Brief Introduction: Published by BVS – Handelsverband Spielwaren, Germany's federal association of toys retailers, delivering political and economic topics on toys and baby markets to bookstores in Germany, Austria and Switzerland.

Publication Time: February & April 2018
Distribution Area: Germany
Name of Magazine: Luna
Distribution Channels: B2C
Circulation: 50,000 copies bimonthly
Products: Küchentraum, Hape 30's Anniversary Blocks and Blue Lagoon Guitar
Placement: 1/10 of inner-page and 1/9 of another in February and 1/10 of inner-page in April
Brief Introduction: A well-known fashion and lifestyle magazine in Germany focusing on the daily life of mothers with children age from 1 – 12 years, suggesting holiday celebrations, leisure entertainment and work / life balance tips.

(Photo Source: Hape Image)



Publication Time: January & February 2018
Distribution Area: UAE
Name of Magazine: Mother, Baby & Child
Distribution Channels: B2C
Circulation: 36,000 copies per month
Products: 6-in-1 Music Maker, Doll Family Mansion, All-in-1 Kitchen and Mighty Mountain Mine
Placement: One full inner-page and 1/2 of another in January and one full inner-page and 1/2 of another in February

February



Mother, Baby & Child

January

Brief Introduction: Mother, Baby & Child is a comprehensive magazine aimed at guiding modern mothers with children aged up to 10 years old. Published by CPI Media Group and distributed in all key retail outlets, hypermarkets, bookstores, clinics, hospitals, cafés, and more, the magazine gains high market coverage.

Publication Time: January 2018
Distribution Area: China
Name of Magazine: Mum Baby

Distribution Channels: B2C
Circulation: 530,000 copies per month
Products: Country Critter Play Cube



Placement: One full inner-page
Brief Introduction: Established in 1998, Mum Baby is a professional magazine that focuses on antenatal and perinatal care and nursing guidance, and is endorsed by nearly a hundred prominent Chinese puericulturists. Supported by authorized medical practitioners, educational institutions, experts and scholars, Mum Baby provides mothers-to-be and families with babies up to three-years-old and newborns knowledge about pregnancy, medicare, nutrition, early education and consumption, closely related to mother-infant life whilst promoting the latest child-bearing, nutrition, early education and consumption concepts. It is seen as an elite magazine in its chosen field.

(Photo Source: Hape Image)



Feb.



Apr.

