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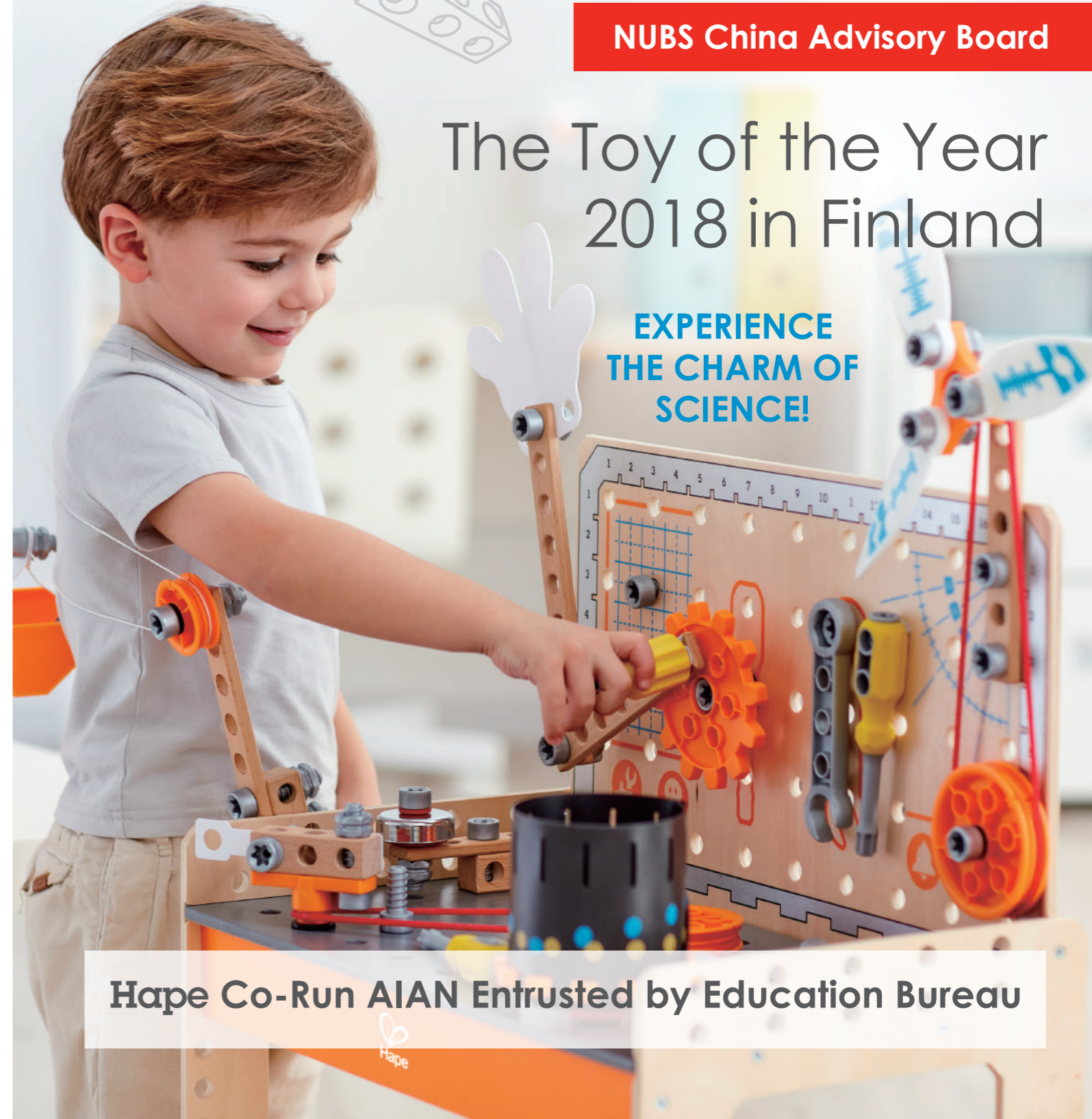
# Global Marketing Report

2018 Q3

NUBS China Advisory Board

## The Toy of the Year 2018 in Finland

EXPERIENCE THE CHARM OF SCIENCE!



Hape Co-Run AIAN Entrusted by Education Bureau





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**Love Play Learn**



# 2018 CBME China



**Date:** 25th to 27th Jul. 2018

**Place:** National Exhibition and Convention Center (Shanghai)

**Name:** 2018 Children-Baby-Maternity Expo (CBME) China

**Type:** B2C

**Website:** www.cbmexpo.com

**Organized by:** Hape China

**Highlight:** Hape took part in the 18th CBME China in Shanghai, presenting a variety of new categories of its doll brand Käthe Kruse®, as well as its strategic partners, plush toy tycoon Ty® and micro building block brand nanoblock®.

This year's expo brought together 3,065 companies promoting 4,332 brands, and attracted a large number of visitors from across the world. Hape together with its partner Kids II, designed new educational products, binding wooden toys with black technology, which exhibited in the expo as well.

## Triple Honored in CBME, Hape Becomes the Brightest Star

The CBME Awards were announced during the fair. Hape and its Founder & CEO, Peter Handstein both received Social Service Award 2018. The award is granted to companies or individuals engaged in philanthropy to extend gratitude for their contributions to the society.

In the meantime, Hape's *Grand City Station* honored Innovative Products Finalist 2018, served as a reflection of the toy's innovative features and its popularity with parents and children. The award recognizes newly patented products for children and the maternity sector and aims to encourage innovation and enhanced product quality.

Furthermore, Hape was shortlisted for Brand of the Year 2018, of which the result will be released in CBME's autumn seminar later in October. Let's look forward together.

**Date:** 12th to 15th Jul. 2018

**Place:** National Agricultural Exhibition Center (Beijing), China

**Name:** 2018 China Toys and Animation Educational Expo

**Type:** B2C

**Website:** www.wjyt-china.org

**Organized by:** Hape China

**Highlight:** The China Toys and Animation Educational Expo (Kids Fun Expo) is currently one of the largest consumer-oriented toy expos in China. This year, with the theme of "Quality Optimized, FUN Experienced", the fair gathered thousands of new products of hundreds of internationally renowned toy brands from more than 30 countries and regions.

During the four-day expo, Hape presented together with its sub-brand – German classic building blocks PolyM and new series of Germany's century-old classic doll brand Käthe Kruse®, Hape's co-brand – renowned toy company Kids II, as well as Group's strategy brands – the world's plush toy tycoon Ty® and the micro building block brand nanoblock®.

As a special promotion during the expo, PolyM blocks were sold by weight instead of by set, a strategy that significantly boosted sales. Another highpoint was the PolyM Block Building Guinness World Record Tournament, an event attended by large numbers of children and that attracted significant attention from visitors and media. Overall, Hape achieved outstanding results at the expo.

## 2018 China Toys and Animation Educational Expo



**Date:** 1st to 2nd Sep. 2018

**Place:** The Philippines

**Name:** Baby, Kids, and Family Expo

**Type:** B2B & B2C

**Website:**

www.wherevent.com/detail/Baby-Kids-Family-8th-Baby-Kids-and-Family-Expo-2018

**Organized by:** Hape's

Philippine distributor KGC

**Highlight:** The Baby, Kids & Family Expo Philippines is Philippines' largest consumer and trade show for babies, kids, maternity, parenting and family products and services, featuring over 100 exhibitors, 150 Brands in 1,384-square-meter exhibition spaces. This year, it attracted over 10,000 visitors. Hape's stand at the expo featured a human-sized Pepe which caught the eyes of numerous visitors and proved to be a good conversation starter.



**Date:** 21st to 24th Sep. 2018

**Place:** Athens Metropolitan Expo, Greece

**Name:** Mostra Rota Toys Fair "Child & Toy"

**Type:** B2B

**Website:**

www.10times.com/mostra-rota

**Organized by:** Hape's Greek

exclusive distributor Moustakas

**Highlight:** The Mostra Rota Child & Toy Fair was organized by the Greek Association of Toy Producers, which is a key annual exhibition for the Greek toy market. Visitors to the fair came from both Greece and Cyprus and included retailers from a diverse range of sectors, including traditional toy stores, book stores and nursery stores. With a booth occupying 65 square meters, Hape drew huge attention of visitors and made approximately 100 appointments of products on site. Thanks to our attendance at the fair, Hape's brand awareness increased sharply and Christmas sales will definitely increase.



**Date:** 7th to 10th Sep. 2018

**Place:** Bologna, Italy

**Name:** Sana – International Exhibition of Organic and Natural Products

**Type:** B2C

**Website:**

www.expodatabase.com/tradeshows/sana

**Organized by:** Hape Italy

**Highlight:** The 30th running of the Sana trade fair for organic and natural products attracted more than 35,000 visitors from more than 30 countries. The large attendance allowed for countless meetings between buyers and producers.

Hape's booth showcased a number of different ranges – *Flexistix*, *Kruselings Dolls*, *PolyM*, music toys and a variety of products from the Infant and Toddler ranges. Visitors interested in Hape's products were in an endless stream during the fair.



**Date:** 7th to 11th Sep. 2018

**Place:** Paris Nord Villepinte, ZAC Paris Nord 2, France

**Name:** Maison & Objet

**Type:** B2B

**Website:**

www.maison-objet.com/en

**Organized by:** Hape France

**Highlight:** Maison & Objet is a leading home decor fair that brings together the international interior design and lifestyle community. This year's fair featured a toy section, with Hape boasting one of the largest booths. The majority of visitors to the fair were store owners, many of whom responded well to the new categories provided by Hape. Hape's presence at the fair provided it with exposure to the retailers and end-customers in attendance, and we received brilliant feedback from visitors, particularly children.

## Hape & baby einstein - Magic Touch Piano Claimed Grand Prix du Jouet Award 2018

In the beginning of July, we heard a piece of exciting news from Paris - *Magic Touch Piano* awarded prize at the Grand Prix du Jouet 2018! The keyboard toy, which was created in cooperation with baby einstein, was recognized in the Eveil Musical (Introduction to Music) category of the awards. Receiving the award was a major achievement for Hape, which has been entering the competition since 2016.

Created in cooperation with baby einstein and made from wood, *Magic Touch Piano* is aimed at children over 12 months. Unlike traditional pianos, it has an interactive electronic keyboard with three different modes. The first mode plays six different rhythms, the second uses card inserts, and the third allows for free playing. Together, they develop children's appreciation of beautiful music and provide a major sense of achievement. With discreet standard of sound level and environmental-friendly black technology *Magic Touch Piano* is awarded as "the Walking Pianist".



Hape's Representative in the Award Ceremony

Grand Prix du Jouet Award 2018 competition was organized by a professional toy magazine, *Le Revue du Jouet*, which is delivered to all toy companies and retailers. Members of the judging panel come from the full range of professional distribution channels, including independent retailers, specialists, hypermarkets, and chain stores. They vote taking into different topics into consideration, containing innovation, play value, educational value, price-quality ratio, attractiveness of packaging.

For more information, see:  
<http://grand-prix.larevuedujouet.fr/>



(Photo Source: Hape Image)

## Grand City Station Shines in Finland

(21st August 2018, Finland) Good news from Finland that Hape's *Grand City Station* awarded as The Toy of the Year 2018, the highest national honor for toy in Finland. With this glory and official credit, there's no doubt that *Grand City Station* will be one of the most popular railway toys across Finland this year.

Judges were impressed by the features and play potential of Hape's *Grand City Station*. As the introduction and remark goes, it is a stunning two storey railway station with lots of great details. Using a lift, you can move from one layer to another. The fun of playing is increased by a ticket point and a jog rail. The rooftop of the station has an Activity Center which can, for example, record your own alerts and view travel destinations using the projector.

Established by the Finland Toy Association in 1982, the Toy of the Year Award consists of five categories, namely, "Toy Vehicle", "First-aid Station", "Role Play", "Innovative Game" and "Builder", among which, Hape awarded in the "Vehicles 2018" category. Riia Sandström, Chairman of the Finland Toy Association explained to the public that "Choosing safe and inspirational toys selected by 'The Toy of the Year', it will be a wise decision and bring you a long time of happiness."

Read more at: <https://suomenleluyhdistys.fi/category/uutiset/vuoden-lelu/>



## Hape's Feed-Me Frog Honored at UK's

### Best baby & toddler gear Awards 2018



On 3rd September, Hape's *Feed-Me Frog* won the silver award in the Bath Toy category of the Best Baby & Toddler Gear Awards 2018, outperforming formidable competitors including Playmobil.

In their review of *Feed-Me Frog*, award judges said the toy helps, "to make bath time a fun and enjoyable experience for both parent and child, providing the perfect platform for learning in the tub."

The Best Baby and Toddler Gear Awards are held annually by the website Mumii and see products awarded Gold, Silver, Bronze, and Consumer Choice awards, plus recognition for being shortlisted in each category. Competing brands and products go through a stringent shortlisting process, in-house testing by nursery experts, and consumer testing, before the ultimate winners in each category are announced.

Read more at <https://www.mumii.co.uk/2018-bbtg-awards-entries>



## Hape's Portable Baby Gym Won Golden Rocking Horse Award 2018

On 20th July, 2018, Hape's *Portable Baby Gym* won Golden Rocking Horse Award 2018 in the "Newborn" category contested by 50 nominees.



Hape's *Portable Baby Gym* is created for children ages zero and up, which is both a toy to keep children entertained in a range of situations and also a stylish tote bag to carry the gym itself and other toys and accessories. It can be easily zipped up for storage. It is really a good choice for parents to have fun with babies wherever you are. Have you picked one?

For more information, see:  
<https://dasspielzeug.de/Produkte/Das-Goldene-Schaukelpferd-2018>



(Photo Source: Hape Image)



# Hape CEO Was Invited to Be the NUBS China Advisory Board Member!

On 13th July, the official formation of the Nottingham University Business School China (NUBS China) Advisory Board and the first meeting was held at the Graduation Ceremony 2018. Hape Group founder & CEO Peter Handstein was invited to join the first cohort of Advisory Board members, together with the Associate Dean of National School of Development, Peking University, Prof. Huang Yiping; Guapo Island Group General Manager April Lin; the Chairman & President of FOTILE Kitchenware Co. Ltd., Mao Zhongqun; etc.

NUBS China Advisory Board provides strategic advice to support the Business School's current development and future activities. Board members include distinguished leaders from private and public sector organizations that help to develop strong links with businesses, organizations, and policymakers to ensure the continuing relevance of the School's activities.



(Photo Source: Hape Image)



(Ningbo, China) On 13th July, the founder and CEO of the Hape Group (hereafter referred to as "Hape"), Peter Handstein, and the Director of the Ningbo Beilun Education Bureau, Wang Mingliang, cosigned an agreement on the entrustment of running the Access International Academy Ningbo (AIAN) School, which marks a new beginning for AIAN and a remarkable step for Hape Group in the area of education.

Established in 2003, AIAN is an independent nonsectarian coeducational school. It is accredited by the Western Association of Schools and Colleges (WASC), as well as a member of the Association of China and Mongolia International Schools (ACAMIS) and the East Asia Region Council of Overseas Schools (EARCOS). Besides these, it is also a College Board Testing Center and a venue for SAT and AP examinations. The curriculum of AIAN extends from Kindergarten through to High School. AIAN boasts an integrated and mature academy system.

Alongside school management, Hape is committed to improve social awareness in AIAN, explore and practice a cooperative school model, create a warm and caring learning environment for a larger number of students, and finally prepare the children to be the life-long learners, effective communicators, collaborative skill holders and global citizens. Hape plans to retain current teaching staff, optimize the international education resources and enlarge the scale of AIAN. "Mr. Waterman (the Headmaster of AIAN) and I both share the same idea; both of us care for children and hope to provide a good learning environment for students to become better and grow healthy," said Peter Handstein.

"The ministry of Beilun District oversees AIAN, and expects to develop AIAN to become an important ancillary facility to attract international talent. We will support and cooperate with Hape to run a better AIAN and further improve the reputation of the international education in Beilun or even in Ningbo and further, meeting the needs of students for their international education," said Director Wang.

As Peter Handstein believes, "Children account for 20% of society today, but they are 100% of the future." Education and care for children is the foundation of future development both for individuals and the whole society. Co-running AIAN and investing in education is the natural result of Peter's aspirations and a remarkable step for Hape. While cooperating with Beilun Education Bureau, the Hape Group will strive to build up AIAN as an ideal place for study and growth and open this up to more children.

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Founding location: Germany  
Founding year: 1986  
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315800  
Headmaster: Dan Waterman  
Founding year: 2003  
Web: www.aian.org.cn

# Hape Co-Run AIAN Entrusted by Education Bureau

(Photo Source: Hape Image)

# DAN Finanz AG ACQUIRES PLAYWELL ENTERPRISES LTD

**Acquisition brings Hape's leading brand together with Playwell's distribution platform.**

(Edmonton, Canada) July 16, 2018 -- DAN Finanz AG, a financial division owned by Mr. Peter Handstein, founder and CEO of Hape Holding AG, today announced that it has acquired Playwell Enterprises Ltd., a Canadian-based distributor of children's products.

With this acquisition, Hape further extends its reach into Canada and lays the foundation to expand its offerings to Canadian retailers. The acquisition will combine the power of the Hape platform and products to drive increased representation with Playwell's sales and distribution expertise and proven ability to help retailers better manage their inventory through a highly scalable platform. Hape will focus its attention on the U.S. market with the Edmonton staff and U.S. warehouse.

"Playwell has delivered powerful results for the brands it distributes - a key focus area for Hape. When combined with our 30-plus years of experience of empowering millions of children to learn through playing with Hape products, we believe we can help build stronger connections between retailers by removing some of the most difficult barriers to the retail business," said Peter Handstein, founder and CEO of Hape. "Together, we can help retailers provide a broader product range with more efficient warehousing, logistics and sales and marketing programs, which can lead to more retailers having access to high quality toys and ultimately, lower product acquisition costs."

"We built Playwell 34 years ago with the goal of putting retailers at the center, offering them innovative, reliable brands for their discriminating consumers focused on learning through play." said Henry Lim, Playwell's founder and CEO. "That potential becomes even more compelling when combined with Hape, whose brand and ability to engage and motivate a diverse range of consumers is incredibly powerful. Together, we can build a complete experience to optimize distribution."

### Playwell Enterprises Ltd.

Founded in 1985, Playwell Enterprises, Ltd. is one of the leading distributors of children's products in the specialty toy and gift industry. From the outset, Playwell has focused exclusively on providing high-quality toys and products that engage and stimulate children through all stages of development.

In addition to sourcing its own products from manufacturers around the globe, Playwell is proud to be the exclusive Canadian distributor for a number of leading global toy brands, including 4M, Magformers, Educational Insights & Learning Resources, Yookidoo, Halilit, Hama, and WePlay. By leveraging these respected brands, Playwell has established a very strong presence in the Canadian specialty-toy retail market, as well as prominent placement in the catalogues of all the principal educational-product companies in Canada.

Learn more about Playwell at [www.playwellcanada.com](http://www.playwellcanada.com).

# 2018 "Hape Summer Camp" Has Concluded Successfully



Hape China hosted "2018 Summer Camp" from July 9th to August 17th 2018, in the Hape Experience Center (Hai Chen Park, Ningbo). The camp provided a joyful summer for children as well as a worry free environment for parents. As a part of Hape employee's welfare, the camp was free for children of Hape employees, and was simultaneously open to children ages 3 to 13, giving employees children a safe place to learn and play without having to be left home alone during summer vacation.

The camp helped children benefit from their summer vacation time. The summer camp began at 7:30 am and ended at 4 pm. Each day's program included meals, games, sports and rest. Also included were popular science projects as well as Chinese etiquette, virtue, and art performances. The children who participated in the summer camp in the Hape Experience Center were cared for by professional preschool tutors and patient guidance by undergraduates. Hape also made toys available giving children relaxing playtime and the opportunity to make new friends!

The summer camp is part of Hape Group's employee benefits program and "Ethical Toys Program". The goal of the camp is to help employees achieve a balance between parenting and career. Promoting family harmony improves employee performance.

As one of the companies certificated by "Ethical Toys Program", Hape Group has always prioritized the well-being of its employees and hopes to enhance employees' happiness through this camp.

The ICTI Ethical Toy Program (formerly ICTI CARE Foundation) is the ethical supply chain program for the global toy and entertainment industry. It exists as a separate, independent, not-for-profit organization dedicated to improving ethical standards at toy factories around the world. It offers certification, assessment and monitoring tools which enable toy brands, retailers, manufacturers and industries associations to achieve responsible sourcing aims and drive standards. Globally over 1,200 factories are Ethical Toy Program Certified, representing 650,000 workers in 13 countries.

## Hape Establishes Distribution Relationship with Kids II

(1st Sep., 2018, Hong Kong) Hape China has established a distribution relationship with the renowned toy company Kids II Inc. (Hereafter referred as "Kids II"), as of September becoming the major distributor of Kids II across mainland China.

Kids II is an infant and toddler products manufacturer based in Atlanta, America. The company aims to create more baby "basics" that enrich everyday life during the early years and help families build brighter futures, with a focus on toys, baby swings, baby chairs, and other kinds of accessories for infants and toddlers. There are five featured subsidiary brands held by Kids II, namely Bright Starts, baby einstein, Ingenuity, Oball and Disney Baby.



Along with the signatures on distribution and license agreement, granted by Kids II, Hape China will distribute all of Kids II's brands and categories in mainland China, as well as engage in marketing activities. Taking advantage of Hape's strong online and offline distribution network and platform, Kids II products will be introduced to more children and families in China, who can look forward to a brighter future.

Besides the distribution relationship with Kids II, Hape is also the exclusive distributor of the plush toys tycoon TY®, in China and Mongolia, as well as the exclusive distributor of the micro building block brand nanoblock® in mainland China. Distributing valued brands to deliver quality toys to more children over the world aligns with Hape's philosophy and original intention.

(Photo Source: Hape Image)

(Photo Source: Hape Image)

# QUADRILLA WELCOMES CHILDREN BACK TO SCHOOL



On 1st September 2018, Hape took part in the "Welcome Back to School" party co-hosted by the German Chamber of Commerce and the German School in Shanghai. During these festivities welcoming students back for the new school term, Hape organized a *Quadrilla Marble Run* Challenge.

The "Welcome Back to School" party included exciting live shows, entertaining games, yummy snacks, and welcomed children back from their long summer vacations, encouraging them to begin their new term with fun and laughter. As a member of the German Chamber of Commerce in Shanghai, the Hape Group provided the children with an original, innovative and unique educational toy – the *Quadrilla Marble Run* building game. The quickest *Quadrilla Castle Escape* builder could win a whole set of *Quadrilla* toys as the grand prize.

At the party, the children signed up for the competitions with enthusiasm and challenged themselves continuously. Parents were also mesmerised watching the children set their wits to build *Quadrilla*. The parents were able to experience how the high-quality educational toys offer a powerful and beneficial influence on children's development, stimulating children to a better understanding of spatial structure, expanding their spatial imagination, enhancing their hands-on abilities, and extending their concentrated attention. In the end, Guo Lexing from China won the laurels. In just three minutes, he managed to build a set of *Quadrilla Castle Escape*, and attained the ultimate prize. Linus from Germany, the winner from the previous year also attended the party, defending his record and succeeded in challenging himself to achieve a better time. According to Linus's mother, not only is Linus a big fan of *Quadrilla*, but the other two children at home are also in love with Hape's *Quadrilla* series. They often spend a lot of time together building and have fun.



*Quadrilla Marble Run* is designed by Mr. Braun, a German electronics engineer. It is a quintessential STEAM toy that combines S (science), T (technology), E (engineering), A (art) and M (mathematics). *Quadrilla Marble Run* integrates small pieces such as transformable splicing blocks, 180-degree horizontal tracks, accelerators and colorful marbles, which can all be built together in different designs. This also enables children to be exposed to centripetal force, gravity, friction and other principles during play and develop cognitive ability and concentration at the same time, truly meeting the standard of "learn through play."

(Photo Source: Hape Image)

# Hape in Tocafrè Street Games Festival Italy

On the 15th and 16th September this year, Hape participated in Tocafrè - an international street games festival in Verona, Italy.

Tocafrè is an annual Italian event which takes place every September in Verona, the city of Romeo and Juliet. The event's goal is to enhance the local culture with a series of more than 50 traditional games. Every year Verona's city Hall invites a foreign games delegation to participate.

This year the event ran from 13th to 16th September 2018 and attracted about 250 thousand visitors. Hape participated for two days with the collaboration of the customer Orma of Verona in two different areas, namely Piazza Bra and Via Patuzzi. Our first game, took place in Piazza Bra, which was quite prestigious since it situated in the main square of Verona in front of the Roman Amphitheatre. It is also one of the most visited places in the city, attracting around 2 million people every year. During Tocafrè lots of people from all around the world came to visit our stand. We provided visitors with *Railway* sets and the *Mighty Mountain Mine* – a huge hit with both children and parents. Hape, along with other participants created a school yard at Via Patuzzi. With other fun items available to play with including *Quadrilla* sets, blocks, *Flexistix*, and *PolyM*, Hape's presence brought joy and fun to children and parents alike.

This event is bound to help Hape gain more popularity among Italian fans and is certain to raise brand awareness. Another step towards a brighter future with ever more social awareness of what we have to offer.



# Hape's First Brazilian B2B Conference

On July 26th and 27th, our exclusive distributor in Brazil, BR FRANCHISING PARTICIPAÇÕES LTDA., organised a special event during the Brazil Franchise Conference. They delivered a presentation about Hape Group and the products we offer to local retailers. It was the first B2B event of this kind for Hape in Brazil and we are happy to say it went well beyond our expectations and saw a big success with the retailers.

When it comes to wooden toys, Hape is always the distributor's first choice. They are satisfied with the quality and the range of toys we offer. They believe in our products and they see the potential for success with Brazilian customers. In August and September, they had an introductory deal on a range of toys. So far, their sales expectations have been met. They are planning on offering more deals in the future.

Retailers' feedback has been incredible so far. As

per their comments, Hape is above their expectations in regards of quality and design. They are satisfied with what we offer and it's hard to find other similar products in design or quality on Brazil market. For now, retailers all have high hopes and expectation about sales numbers. They will start selling Hape toys in October, when stock arrives to their stores.

Children and their parents in the audience were able to see and do first-hand test of the toys. The Kitchen and Food range and the Music toys were a big hit amongst our youngest enthusiasts.

This conference is sure to generate more sales in the South American region. Being a part of this event will help Hape get territorial expansion and strengthen its brand image in the region. We will reach a bigger audience and target market with collaboration with more retailers and partners.



(Photo Source: Hape Image)



This August marked the 1000th birthday anniversary of Groß-Eichen, a village that has survived the trials of time. What makes this event even more special for us is that Groß-Eichen is the home of Hape AG.

Celebrations included a number of live performances, with participants and visitors coming from both the village itself and surrounding villages and towns. Some 70 booths and exhibition stands were scattered throughout the village. Local businesses and associations played a key role in the festivities. A big hit amongst everyone were the helicopter flights above the village that everyone had the chance to go on. In addition, many music acts and sports performances took place during the day.

What Hape did for the event was one of a kind. "Toys as in earlier times" was the theme for Hape's booth. The aim was to explore history and to show how play was incorporated into childhood in the

past. There was a big focus on craftsmanship. A century ago, toys were not usually mass produced and children had to use their imagination and creativity even more. Children who visited the Hape stand were given the chance to build the kinds of toys used by children of yesteryear, including dolls and toy rafts. Of course, children could then take their handcrafted toys home.

It's safe to say, the event was a big success for Hape. We had over 600 parents with children at our stand. The feedback from everyone was positive. Children were stimulated to use their imagination and creativity, and parents appreciated the effort Hape has put in the event.

Germany  
1000th Birthday Anniversary of Hape's Hometown

## Ready to Experience Hape Toys in Strider's Events?

Hape recently cooperated with Matej Pozsgay, the distributor of the well-known balance bike brand - Strider in Slovakia, in a series of Strider events aimed at brand-enhancement and presenting our products.

The event was organized by Strider's distributor in Slovakia, Matej Pozsgay. Starting from 30th May it was an ongoing activity, designed to be carried out in stages. Till now, there have been 10 events held in 9 cities, including "Challenge Day" on 30th May in Bratislava, "1st Kids Festival" on 23rd June in Nitra, and "Strider Zone at Kids Tour of Peter Sagan" on 22nd September in Topoľčianky.

These events saw Hape present a full quota of unique and innovative toys in our Experience Zone, which successfully drew plenty of attention - with hundreds of children playing with Hape bestsellers, the *Pound and Tap Bench* and the *Magnetic Maze*. Hape will, no doubt, strengthen its brand image greatly through these events, simultaneously attract more potential customers.



(Photo Source: Hape Image)

Since July, Hape's Flexistix has been one of the featured toys at Les Bâtisseurs en Herbe, France, together with other well-known brands such as Beleduc, Playmobil, Lego, Brio, Mr.Domino, Meccano.

Les Bâtisseurs en Herbe is a playground in Chambourcy, France, with a 540-square-meter play space dedicated to games for children aged



18 months to 14 years. Children can choose from a wide range of games, from the traditional to the more innovative. There are games that encourage quiet, thoughtful play and promote group cohesion. There are also games for children who are more interested in adventure, competition and challenges. Staffs are on hand to provide assistance to children using building toys.

## Flexistix Play Yard in France

For more information, see <https://batisseursenherbe.fr>

## How Do We Succeed at Social Media Marketing? UAE



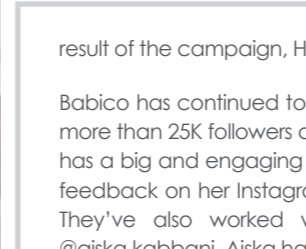
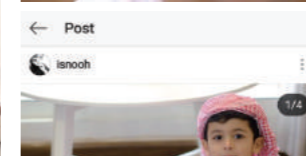
Liked by mamas.box, katherineabdeen and 10,901 others  
aiska.kabbani Our little angel turn 1 Years old today Thank you so much for all the birthday wishes and beautiful messages We love you all Thank you so much @sugaholicbakeshop for this beautiful and incredible tasty cake



Liked by hauck\_mena, babysouk and 1,016 others  
واضح فرحة حمدان ب لعبته الجديدة التي صار له فخره @hape\_mena وايد حيث فكرة اللعبة و احسها مناسبة للاطفال التي اعمارهم من 3 سنوات و فوق , انه و في الصغير خارج ما عرف كيف يتصرف برفق العيار 🙏🏻 بما انه حمدان من محبين السيارات و كل العله سيارات . بس تقريبا انه تقبل العيار والادوات الموسيقية و كان يربوا على راج توصل عثمان



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This quarter Babico, (Hape's exclusive distributor in UAE) has been continuously working on improving their social media presence, in particular Instagram. We are more than happy to report that the results of their effort on Hape's online branding are satisfying. They have focused on online campaigns for the Music and Bath toys, and built stable relationships with big influencers in the Middle East and North Africa (MENA) region.

For their Music campaign, Babico partnered up for the first time with Sana Baloshi @isnooh, (who has nearly 100K followers.) Both sides are very satisfied with the outcome and are certain it won't be the last time they work together.

The first part of the campaign included a review of the *Mini Band Set* with photos of Sana's children. Her son, Hamdan, usually a huge fan of toy cars recently found he loved playing the guitar. He and his mother are super excited to explore it even further with

Hape music toys. Sana prefers educational toys for her kids instead of online games. She says the set is great for kids aged 3 years and above, perfect for exploring children's talents and is suitable for both boys and girls.

The second part of the campaign consisted of a giveaway for Sana's followers. After getting familiar with the set, her followers had the chance to win it. To join, all they had to do was follow her and the Hape MENA Instagram pages (operated by Babico), and leave a comment under her post. In total, Ms Baloshi posted 7 photos and 5 Instagram stories. As a result of the campaign, Hape MENA gained 400 new followers.

Babico has continued to expand their professional influencer network. Katie Fielder, @katiefielderdx, has more than 25K followers and is one of the influencers they've worked with. She is quite popular in UAE and has a big and engaging following. Babico sent her gifts for her child's birthday and Katie shared positive feedback on her Instagram page, as well as favourable reviews on Mumzworld, a popular online store. They've also worked with Elizaveta Kabbani, @mrs.elizaveta.kabbani and her daughter Aiska, @aiska.kabbani. Aiska has 245K followers and is receiving a lot of love in Dubai. By providing her the *Grand Piano*, which was featured in a series of posts, it attracted more than 10,000 likes for each photo!

We are more than happy to hear Babico's excellent performance on our social media branding and there's no doubt that further corporation with more influencers is on the way. Let's keep looking forward together!

(Photo Source: Hape Image)



# Hape's New Shop-in-Shop Concept Store in Japan

November 2017  
First assignment:  
To design a new Hape shelf.

On 6th July this year, Hape opened a flagship shop at Toys R Us in Tressa Yokohama, Japan. It is Hape's new brick-and-mortar shop to carry out the concept of shop-in-shop. In the experience days, a large number of visitors were attracted by Hape's fancy products and unique whole store display, within the 39sqm space. Kids ran happily through the tunnels in gondolas and were fascinated with our charming toys. Especially placed in the gondolas, Hape toys were even more captivating to children and parents alike.

Since last year, Hape has a long-term plan of carrying out of the concept of shop-in-shop. The Japan store is the first trial, more presentation and implementation is in progress; on strategy, Hape is further looking for a total of 2,500 shop-in-shop partners together with the leading Spain retailer Eurekakids, the new member of Hape Group.



## A Journey into Hape World

The experience inside the shop will be a journey into the Hape world that will let the customers explore and have fun with the different categories and toys we offer. There are 6 key components in a shop-in-shop corner, namely, backwall units, gondola modules, grid, floor graphics, wall graphics and communication.

**Gondolas:**  
Made of a standard racking and "dress" to apply to the racking. When needed the dress can easily be changed according to any store changes.

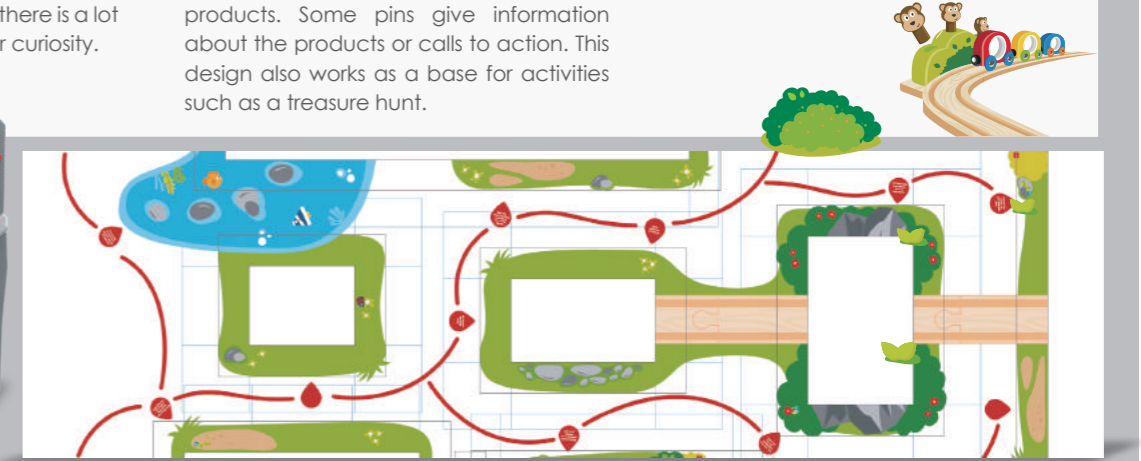
**Backwall Units:**  
Composed by a main module (double section) and an extension that makes it possible to extend the wall according to the space provided. This will provide much more horizontal flexibility for the merchandising.

**Grid System:**  
Based on the main principles of the retailing, the grid system makes it easier to plan and design a shop-in-shop. A "margin" around the gondola gives suitable space for the customers to move around inside the area.

**Wall Graphics:**  
In order to strengthen the theme of a "journey into the Hape world" key products are added to the landscape to show our customers that there is a lot to discover and trigger their curiosity.

**Floor Graphics:**  
A path guides parents and children through the area in a playful way, bringing them directly to the hot-spots and key products. Some pins give information about the products or calls to action. This design also works as a base for activities such as a treasure hunt.

**Communication Elements:**  
Added into the area to raise brand awareness or help the customers find what they are looking for.



## Why We Work on Shop-in-Shop?

In the broad panorama of toys we want to stand out for our quality and attention to design - showing our range in a new inspiring way. The first impression we want to give is: Hape is playful, innovative, friendly, affordable, passionate and more than anything willing to make the world a playful place where children will never stop learning.

July 2018  
TRU Tokyo Yokohama  
grand opening

November 2018  
Planning new trials  
in Shanghai.

January 2019  
Presentation in  
international toy fairs.

Further  
developments.

**Shop-in-Shop**  
Also referred as a store-within-a-store, this is an agreement in which a retailer offers a part of the retail space to be used by a different company to run another independent shop.



(Photo Source: Hape Image)

## Interview with Luca Salamane:

Luca Salamane is Hape's Italian designer working on Shop-in-Shop system in Japan TRU store



**What's your emphasis in the design of Hape shop?**  
Before the design of this shop, I studied Japanese culture and the market. Therefore, I have placed great importance to quality and design since customers pay special attention to detail, things related to children in particular. With regard to design, it is a really a tough one to reach a high-level fine standard, but we like challenges as well as an opportunity. We focus on the design details and high quality of beech products and thought about the most effective way to communicate while showing it. Moreover, we can do some new shopping experience since children and adults both think something's changed. Experience, fun and exciting, as we define it as "shop'n'play" (shopping and play).

**What's the highlight of Hape shop?**  
We are proud of the shop design. I believe every design in the shop can bring joy to customers. I think children would be fond of it and adults would return to their childhood here. You can find "fun" within the shop. Our idea, in short, is discovery. Discovery is a part of human nature and one of the most trusted values of designers as well. The highlights of the store should not be exposed by me, instead, I would suggest customers to go and discover it by themselves, explore and experience LOVE PLAY LEARN in the store, in Hape world!



(Photo Source: Hape Image)

# Hape New Hit to STEAM

The 21st century is an era of scientific and technological information, as well as seeing the rapid development of artificial intelligence, and education continues to stand out as a top priority. The STEAM (Science, Technology, Engineering, Art, and Mathematics) education concept has gradually emerged and gained high penetration around the world. Other than western countries, STEAM has attained increasingly more attention in China as well.

As everyone knows, the importance of education is unparalleled. Since we cannot deprive children of their right to "play" while they learn, educational toys act as

a perfect balance. Hape has devoted itself to designing and producing diverse, wooden educational toys for many years, aiming for children to "learn through play". Following this trend, we launched the new science experiment workbench - *Junior Inventor* in the second half of this year. It is a process of "know how" and encourages children to explore science by themselves.

*Junior Inventor* is a typical STEAM toy designed by Gert Olsen, a world-renowned Nordic exhibition architect and designer.

## Gert Olsen - Designer of Junior Inventor



Gert Olsen is a world-renowned toy designer and established *Do It Yourself*, a publication of quality wooden toys oriented to children, to encourage children's DIY concept. Gert has over three decades' experience in the industry and has always recognized the profound influence toys can have on children's development. One of his key focus areas is toys designed to develop science,

technology, arts, engineering and mathematics (STEAM) skills.

Gert is also well-known for his work organizing dozens of interactive science exhibitions in the Nordic countries. In 2015, he won a top award for his work as exhibition architect on the Lost Shield Viking experience visitor center at Trelleborg Viking Fortress.

As Plato revealed, "You can discover more about a person in an hour of play than in a year of conversation." Perhaps equally true is that you can discover more about the world in an hour of play than any other way.



(Photo Source: Hape Image)

It is because of the philosophy of "Love Play Learn" and the original intention and concept of - "children do not play to learn but learn through play" that Hape toys are so highly favored by parents and children alike. For over 30 years of concentration and improvement, Hape wooden toys have been well received. Now, *Junior Inventor* workbench is making its entrance. Pick up one and let your little ones experience the charm of science!



# JUNIOR INVENTOR



"Junior Inventor" Experience the Charm of Science!

### S (Science):

*Junior Inventor* includes pulleys, levers, the principle of the persistence of vision and the law of the conservation of energy, as well as kinetic energy, potential energy, gravity, traction, friction and much more. This allows children to experience and apply various physical principles while they play. Furthermore, through play, children begin to deepen their understanding of science, innovating freely through their own imagination and building a unique scientific experiment platform.

**T&E (Technology and Engineering):** The bolts, nuts, pulleys, gears, etc. in *Junior Inventor* can be skillfully combined on the workbench. The five-hole, seven-hole and nine-hole wooden strips perfectly fit with the components like the hands and the frog. Children are free to build a unique experimental platform with various accessories, presenting diverse scenes and characteristics.

**A (Art):** The unique frog and hands, as well as the bell and the lantern, add a lot of beauty to *Junior Inventor*. Turning the handle, the jumping frog, the waving hand, the animated lotus, and the zoetrope (a simplified animation), as well as the ringing bells all blend into one, giving the children a little wonderful world.

**M (Mathematics):** The scale and angle marked on the experiment workbench provide easy calculation and operation for children. The wooden strips contain three holes, five holes, seven holes and nine holes. Children need to measure the length of the wooden strips and the size of the accessory pieces in order to select the appropriate shapes and sizes. The geometric principles contained in the product, such as the instability of the parallelogram and the stability of the triangle are all rooted in the minds of the children, laying the foundation for future study. With repeated construction, children start to learn the fundamentals of mathematics and cultivate interest in mathematics in a subtle way.

# Hape Play Fest – the Campaign Solution Package

Are you still perplexed by the B2C campaign plan? How to prepare activity material? How to play and communicate with consumers (children)? Here we offer the solution – Hape Play Fest: a professional offline experience campaign package containing design materials, tools, and play ideas!

We believe play experience is the best persuader for selling toys and an offline campaign is the best way to communicate with consumers (children). Hape Play Fest simplifies the campaign preparation and minimizes limitation on campaign locations, as it can be organized wherever end-consumers gather: the playground, around the shop, the shopping mall, the plaza, the park and so much more.

This year, Hape has launched 4 Play Fest packages, including *Flexistix*, *Quadrilla*, *PolyM* and *Railway*. Each of them is one category's campaign solution, which can be mixed according to different requirements. Below we'd like to introduce the Railway Play Fest for instance.

## Hape Railway Play Fest



Panorama of Hape Railway Playfest

### Play Idea 1:

- **Organized by:** Local office/ Retailer
- **Launch Time:** Weekend
- **Age:** 3Y+
- **Winner Prize:** E3703 Battery Powered Engine No. 1
- **Lasting Time:** 15 minutes
- **Content:**
  1. 3 groups total in each round; 5 rounds in total and each group includes 1 parent & 1 child.
  2. Before the competition, there is a specific railway demo that will be shown to participants; they will have two minutes to watch; the demo sample will be disassembled and participants have 15 mins to recreate the rail set.
  3. Regarding the pattern in mind, the group which rebuilds the railway (as same as the one in the demo) most accurately in shortest time within 15 minutes wins the competition.
  4. The winner from each competition will get the prize of E3703 Hape Train (Battery Powered Engine No. 1).
  5. All participants (Kids Only) will get 15% discount to stimulate sales.

### Play Idea 2:

- **Organized by:** Local office/ Retailer
- **Launch Time:** Weekend
- **Age:** 3Y+
- **Winner Prize:** E3703 Battery Powered Engine No. 1
- **Lasting Time:** 30 minutes
- **Content:**
  1. 2 pairs total in each round; 5 rounds in total; each pair consists of 2 children who build a railway set according to a picture.
  2. Each pair must build the specific railway set exactly the same as one in the picture and then use a remote-control train or Engine No.1 to go around the track.
  3. The pair in each round who finishes in shortest time wins the competition and gets a set of E3703 Battery Powered Engine No. 1.



Besides the *Railway*, there are *Flexistix*, *Quadrilla*, and *PolyM* Play Fest available now, and more categories are under way. So stay tuned! Any problems or suggestions are welcomed; please kindly contact our Global Marketing Department for more details.

(Photo Source: Hape Image)

mumzworld  
mumz community



UAE Newsletter

**Region:** UAE  
**Type:** B2C  
**Language:** Arabic  
**Circulation:** /  
**Producer:** Hape's UAE distributor Babico

**Distribution:** Posted Hape's toys in mumzworld.com (the top mother, baby & child site in the Middle East). Customers can shop online through the website.

**Region:** Slovakia  
**Type:** B2B  
**Language:** Slovak  
**Circulation:** /  
**Producer:** Hape's Slovak distributor TOYETO  
**Distribution:** The B2B newsletter was distributed to our B2B customers (including retailers) and focused on introducing products, mainly the seasonal products and new products. Since August 2018, we have attracted and brought in 12 new customers within the stationery stores segment in different regions of Slovakia.



Netherlands  
Edugro's Magazine



**Region:** Benelux  
**Type:** B2B  
**Language:** Dutch  
**Circulation:** 2,000 copies  
**Producer:** Hape's Dutch distributor Edugro  
**Distribution:** Share with retailers in printed version. In October 2018, the year's second edition was distributed by post to more than 2,000 retailers in the Benelux.

## Switzerland Vedes and Kira Xmas Leaflet

**Region:** Switzerland  
**Type:** B2C  
**Language:** Swiss  
**Circulation:** /  
**Producer:** Hape's Swiss distributor Arwico  
**Distribution:** Presented some top-items in the Vedes leaflet for autumn and winter 2018. We also presented the kitchen on the front side of the Kira Christmas leaflet. There is a page full of Hape items on page 3 as well.



# Social Media



**1. Date:** 2nd July – 21st July  
**Influence Area:** Germany  
**Medium:** Facebook  
**Topic:** A daily summer giveaway from Hape Germany  
**Highlight:** For 20 days in July, Hape Germany did a different giveaway every day to increase brand awareness and gain popularity. Making customers happy, giving everyone a fair chance at winning was the main goal. All of their daily giveaways attracted huge audiences and they saw a significant increase in engagement.

**2. Date:** 12th September  
**Influence Area:** France  
**Medium:** Facebook  
**Topic:** Hape in Louvre Museum  
**Highlight:** Customers got to see Hape in the gallery of the world's most famous museum! Every year the Louvre exhibits the top environmentally friendly products from around the world. Hape is proud to say that this year is no exception for us and it was one of the main attractions for parents and kids. Railway, Music, Flexistix and Baby and Toddler all appeared in the gallery.

**3. Date:** 14th September  
**Influence Area:** Italy  
**Medium:** Facebook  
**Topic:** Hape Italy has participated in MovieWeek in Milan, partnering with Fuoricinema  
**Highlight:** A poster was shared by Hape Italy and Fuoricinema, proclaiming the chance to see and experience firsthand Hape toys at MovieWeek. Hape had a separate table at the marketplace where parents had the opportunity to buy Domino sets, Magnetic mosaics, The Little Prince sets and a variety of Infant and Toddler products.

**4. Date:** 3rd August  
**Influence Area:** Hong Kong  
**Medium:** Facebook  
**Topic:** Hape at BB exhibition  
**Highlight:** Hape Toys Hong Kong showed at the BB exhibition from 3rd-6th August. A lot of new customers visited the booth and a number of new products were introduced to visitors.

**5. Date:** 6th August  
**Influence Area:** Malaysia  
**Medium:** Facebook  
**Topic:** Royal Toys World invites parents and kids to visit the new Hape play area.  
**Highlight:** Royal Toys World, our retailer in Malaysia, has set up a new play area featuring Hape toys. They shared a photo of it and invited everyone to visit. They have a variety of toys including kitchen sets, music toys, doll house, toddler items and more.

**6. Date:** 15th September  
**Influence Area:** India  
**Medium:** Facebook  
**Topic:** Hape at Kids India 2018  
**Highlight:** Kids India is the biggest B2B event for toys in India. This year Hape launched new products to the Indian market. They used Facebook as a way to invite everyone to go and explore Hape products and novelties. Shortly after the event, they uploaded a video showing the whole booth.

**7. Date:** 8th August & 20th September  
**Influence Area:** China  
**Medium:** WeChat  
**Topic:** Hape's online promotion in WeChat  
**Highlight:** Hape published promotion articles about PolyM and baby einstein in WeChat, presenting new products such as *Magic Touch Piano*. Meanwhile, some giveaway toys helped Hape raise more popularity among customers.

(Photo Source: Hape Image)



**Publication Time:** July/August 2018  
**Distribution Area:** Germany  
**Name of Magazine:** TOYS  
**Distribution Channel:** B2B  
**Circulation:** 6,445 copies per month  
**Product:** Beetle Walker (Red), Beetle Walker (Blue), White Fridge-freezer, Classical Bus T1 Walker (Red) and an interview of Dennis Gies  
**Placement:** One full inner-page, 2/3 page, two 1/6 pages and 1/7 page  
**Brief Introduction:** TOYS is created by a circle of experienced journalists and industry experts. The TOYS magazine has been on the market for 50 years, released both in paper copies and the online website toys-kids.de. Editors collect stories, interviews and portraits to offer a vivid impression of how multifaceted, innovative and trendy the baby/toddler and toy industries are. At the same time, the magazine offers tips and suggestions on beautiful gift and hobby items for readers.



**Publication Time:** July 2018  
**Distribution Area:** China  
**Name of Magazine:** Mum Baby  
**Distribution Channel:** B2C  
**Circulation:** 530,000 copies per month  
**Product:** Geometric Rattle Trio  
**Placement:** 1/6 of one 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.



**Publication Time:** September 2018  
**Distribution Area:** Germany  
**Name of Magazine:** Babys Richtig Fördern  
**Distribution Channels:** B2C  
**Circulation:** 60,000 copies quarterly  
**Products:** Sleepy Animal Puzzle  
**Placement:** 1/6 of one inner-page  
**Brief Introduction:** It is a special edition of the magazine *Leben & Erziehen*, the well-known German early education in family magazine with more than 60 years history. Established in 2009, *Babys Richtig Fördern* centers on all aspects of children's life, mainly containing breastfeeding, baby food, baby products, toys, home education and medical care.



**Publication Time:** September 2018  
**Distribution Area:** India  
**Name of Magazine:** Mother & Baby India  
**Distribution Channel:** B2C  
**Circulation:** 100,000 copies per month  
**Product:** PolyM  
**Placement:** One full inner-page  
**Brief Introduction:** Launched in England about half a century ago, *Mother and Baby* has been published in Italy, Spain, Poland, Serbia, Croatia, Australia, Singapore, Indonesia and Thailand. Targeting mothers of newborns and children aged up to five years old, *Mother and Baby* fulfils the demands of modern, mainstream mothers. It is also seen as the leading magazine concerning pregnancy and child-rearing in India.



**Publication Time:** July & August 2018  
**Distribution Area:** China  
**Name of Magazine:** Fashion Baby  
**Distribution Channel:** B2C  
**Circulation:** 420,000 copies per month  
**Product:** Käthe Kruse, Quadrilla, Monster Digger, and Multi-spout Sprayer  
**Placement:** Two full inner-pages and 1/6 of one page in the July edition; one full inner-page and 1/8 of one page in the August edition  
**Brief Introduction:** Originally named *Baby & Mother* (established in 2000) but rebranded as *Fashion Baby* in 2005, this practical parenting guidebook for mothers-to-be and parents of babies from newborn to three-years-old aims to "interact face-to-face and teach hand-by-hand". Moreover, *Fashion Baby* is seen as the most fashionable, scientific and interactive parenting magazine in China, providing new mothers with the all necessary knowledge.

(Photo Source: Hape Image)

# Magazine