

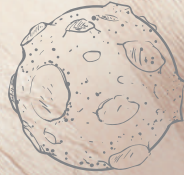


Global Marketing Report

2018 Q4

First Visit to
Latin America

Greece
Moustakas
Interview



Follow with Little Angels,
Go with Hape Toys!





Love Play Learn

2018 Q4 CONTENTS

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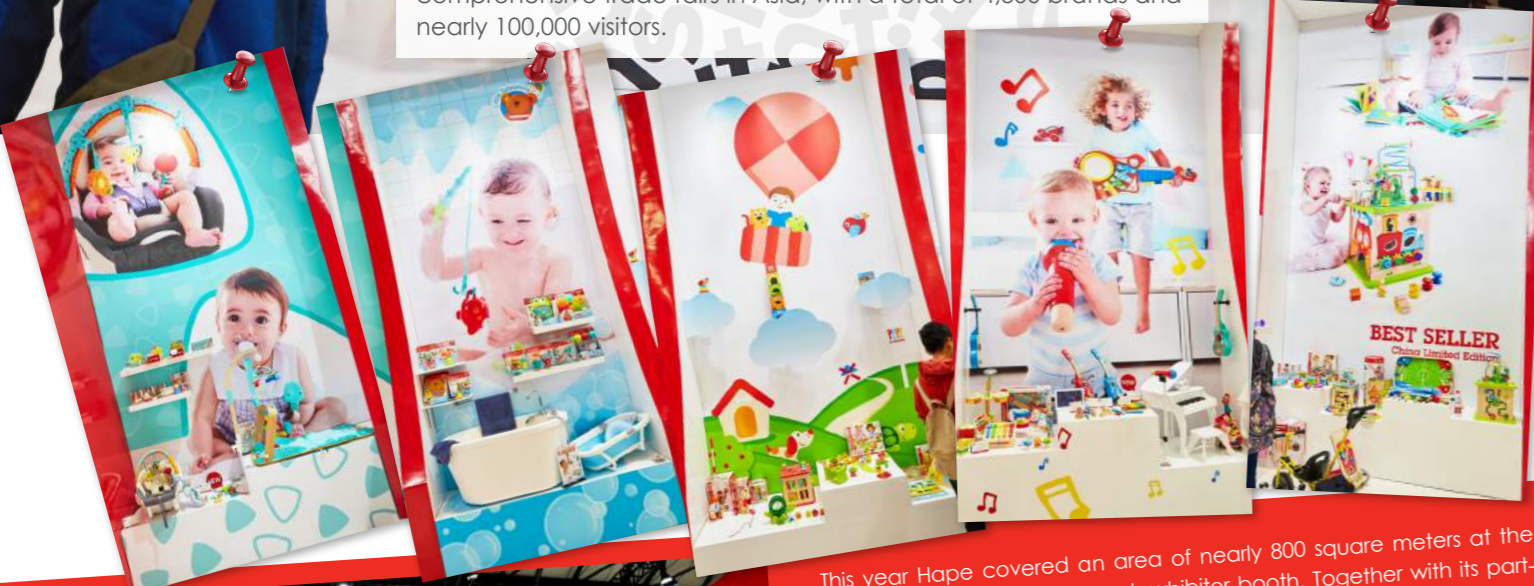
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2018 China Toy Expo – Shanghai



Date: 16th to 20th October 2018
Place: Shanghai New International Expo Centre
Name: 2018 International Trade Fair for Toys & Preschool Education Resources (China Toy Expo – Shanghai)
Type: B2B & B2C
Website: <https://www.china-toy-expo.com/>
Organized by: Hape China
Highlight: Organized by China Toy & Juvenile Products Association (TJPA), the China Toy Expo ranks first among international comprehensive trade fairs in Asia, with a total of 4,300 brands and nearly 100,000 visitors.



This year Hape covered an area of nearly 800 square meters at the expo. In fact it was the largest exhibitor booth. Together with its partners, the world's plush toy tycoon ty®, Hape Group presented the micro building block brand nanoblock®, Hape also presented its co-brand building block manufacturer Kids II, along with its sub-brands baby einstein, bright starts and Ingenuity. Meanwhile, Hape, with its eponymous toy brand Hape®, German 100-plus-year-old handmade doll brand Käthe Kruse®, and European high-end maternal and child life experience brand Abitare Kids, all shone at the expo.

During the expo plenty of Hape's new products caught visitors' eyes. The debut of the new shop-in-shop also charmed many guests. Hape has gained more followers and raised its brand awareness a lot through the expo, as always achieving outstanding results.

(Photo Source: Hape Image)

Czech For Toys



Date: 25th to 28th October 2018
Place: PVA EXPO Prague - Letňany
Name: "For Toys Fair"
Type: B2B & B2C
Website: <http://fortoys.cz/en/>
Organized by: Hape distributor Olymtoy
Highlight: "For Toys Fair" is the biggest fair in Czech/Slovak Republic. This year, the fair attracted around 55,000 visitors and plenty of brands as well. Children were fascinated by lots of Hape toys, especially the Engine Play Table in the playing corner. Hape obtained a great deal more exposure and popularity among children and parents through the fair.

G! come Giocare

Italy

Date: 23rd - 25th November 2018
Place: MICO Milano Congressi (Fiera Milano)
Name: G! come Giocare
Type: B2C
Website: <https://gcomegiocare.it/>
Organized by: Hape Italy
Highlight: G! come Giocare is known as the Christmas event for families in Milan. Different activities were organized by the main partner of this event, Assogiocattoli. They organised parades with different brands mascots, children shows, Santa's house and even the possibility for children to write a letter for Santa Claus!



Hape participated with a distinctive booth and several playground areas, totaling 80 square meters. We presented visitors with Railway Sets, Quadrilla Sets, Playful Delicious and other Hape items, such as Deluxe Grand Piano, all of which captured the attention of children and parents alike. In addition, a corner featuring a shop-in-shop concept with shelves (Wooden Gondola, Wooden Wall Unit) showcasing Nebulous items amazed all visitors. We made a great impression in the expo and, once again Hape has enriched itself with even more followers.



(Photo Source: Hape Image)

Quadrilla Castle Escape Bear the Palm of the Inaugural Seriously STEM Awards in USA

(1st November 2018, New York City) The winners of the inaugural Seriously STEM Awards were officially unveiled at the Kids & Family Tech Expo media event. Hape's *Quadrilla Castle Escape* claimed the prize in the Engineering - Preschool category of the Seriously STEM Awards.

Inspired by Da Vinci Circle, Hape's *Quadrilla Castle Escape* is a German-engineered design which has inspired an endless stream of followers, both children and adults alike since its debut on the market. Children can escape from the castle's rotary tower with this exciting *Quadrilla* set which features two transparent stairways. As the marbles make their way down the rail they sound three hanging bells, bringing new dimensions of sight and sound to your marble runs. In addition, *Quadrilla Castle Escape* helps to develop spatial thinking and an understanding of Science, Technology, Engineering and Mathematics (STEM) principles. Praised by the *Wall Street Journal* as the perfect toy for teaching children how to code, *Quadrilla Castle Escape* has also won several other influential awards including A Parents' Choice Gold Award.

This year marks the first Seriously STEM Awards, created by the agency Child's Play Communications in partnership with the organization STEM.org to identify children's products that genuinely teach STEM subjects. It is a new program designed exclusively to review and evaluate STEM toys for kids. The award consists of four categories; Science, Technology, Engineering and Maths. Each major category comprises five age ranges; Infant, Toddler, Preschool, Early School, Tweens and Teens. Each minor category selects a winner, likewise a winner for each major category, and one grand prize winner. Judges come from STEM education related industries containing prestigious scholars and reputable editors, such as Jo Boaler, Professor of Mathematics Education at Stanford University.

For more information, see: <https://childsplaypr.com/seriously-stem-awards-winners/>



Hape Claimed 2018 MBC Awards UAE



(18th December, 2018) The UAE's Mother, Baby & Child (MBC) Awards unveiled its winners and Hape won the Silver Prize of the Toy Brand of the Year 2018!

The MBC Awards acknowledge the enormous contribution that brands, educational establishments, healthcare providers and other entities make towards shaping the future for families in the UAE, through their role in helping mothers and nurturing children. Now in its 7th year, it will be awarding the mums' favorite products and services that excel at serving both families and the community, as voted for by UAE mothers themselves. The winners of each category will be settled by the votes from around 70,000 parents and readers of the magazine over 3 to 4 months. The MBC Awards are the only awards of their kind - Giving mothers the opportunity to help shape the vital industries that are part of their daily lives and recognize the brands that support them and their families.

As third place winner in 2017 and second in 2018, we're really shooting for first position in 2019! Hape attained a higher penetration in the UAE market by virtue of the recognition of the MBC Awards. Customers' confidence in and appreciation of Hape toys will no doubt continue to rise.

With customers' trust, let's look forward to Hape's bright future in the UAE.

Read more at: <https://www.motherbabychild.com/>



Meet You,
Meet the "International Selection Award" again!

Meet You Website: the biggest female online service platform in China. Its services for female health management has more than 100 million users, and over 160 million daily views.

(14th December, Xiamen) The 2018 Her Power Brands Festival, held by the Meet You Website and the Economic Daily Newspaper has successfully concluded in Xiamen, China. A plurality of brand corporation projects were declared and final recipients of brand awards were revealed. Once again, Hape was the only toy brand to win at the International Selection Awards, along with such renowned international brands such as Clarins and Nestle.

源自德国的益智环保玩具品牌

Themed as "She Era Your Future", the event concentrates on the contribution of females in shaping the future, enhancing the adaptability and flexibility of feminine power. The list is compiled by a comprehensive analysis of more than 150 million female users and consumer votes, with media supervision.

Economic Daily Newspaper; The press provides timely, accurate, and comprehensive news about China's economy to economic decision makers, business executives, economists, and people from all trades and professions.

Hape Toys Clinch Back-To-Back Awards in Parenting Champion List

(22nd November, Shanghai) The 2018 Champion Night Ceremony was held on the Bund of Shanghai. Organized by the China Parenting Network, it announced the 2018 Parenting Champion List and Awards.

Voted on by more than 280,000 users, two Hape toys stood clearly out from over 500 candidates: *Teddy and Friends Bath Squirts & Happy Buckets Set* clinched back-to-back honors of Annual Top 10 Popular Children Toys. Hape & baby einstein co-branding *Magice Touch Piano* won the Professional Recommend Design Award, (which was won last year by Hape's *Deluxe White Grand Piano*). It once again certifies the high quality and excellent design of Hape's toys - repaying the trust shown by thousands of hundreds of parents.

Encouraged by this, Hape will continue to make efforts to bring ever more safe and wonderful play experiences and environments for kids and will definitely develop more high-quality eco-educational toys. .

Champion List of Mother's Choice; All products are recommended and voted for by real mothers via a secure platform. The event aims at providing a real and reliable guide on maternal products for new mothers.

More info: http://act.ci123.com/pomp2018/?c=champion_list#quanpinlei





On 8th December, Nottingham University Business School China (NUBS China) Advisory Board (AB) held its winter 2018 meeting at the University of Nottingham Ningbo China. Twenty people including Advisory Board members and invited alumni attended the meeting, which was hosted by Professor Martin Lockett, Dean of NUBS China.

Hape CEO Was Elected to Be the Chair of NUBS China Advisory Board



During the meeting, professor Lockett announced that the Chair of Board will be Mr. Peter Handstein as the Founder & CEO, Hape Holding AG after members' voting and careful consideration. Mr. Keith Ng as the Retail Banking CFO of Ping An Bank and Ms. April Lin as the General Manager of Guapo Island Group were selected as the Deputy Chair of the Board. Three of the above mentioned members will be invited to join NUBS Global Advisory Board.

Mr. Peter Handstein extended his sorry for the absence of the meeting due to his busy schedule in the video link during the meeting. Peter said, "I am thrilled and excited to be voted from many members for the chair position and I hope to respond with satisfaction and successful achievements. Let's strive together to make Nottingham the best University and the best place where young talent can blossom."

Elected as the Chair of NUBS China Advisory Board presents highly praise, also expectation, of Peter's business knowledge and practice experience. In response, Peter Handstein, leading Hape Group, is committed to effort and contribute more on education of next generation.

Amfori & CTJPA "Sustainable Toy Supply Chain Amidst Global Challenges" Round Table

Hape Contributes to Sustainable Development Efforts

(Shanghai, China), Hape Group founder & CEO Peter Handstein has attended a round table discussion aimed at creating a more sustainable global toy industry. The forum, titled 'Sustainable Toy Supply Chain Amidst Global Challenges' was held at the 17th China International Toy Fair (China Toy Expo) in Shanghai on October 16. The event was organized by sustainable-trade organization amfori and peak toy industry body, the China Toy & Juvenile Products Association (CTJPA).

Three attendees delivered speeches from the perspectives of retailers, traders and manufacturers. Ms. Smith put forward the opinion that successful retailers should always listen to customers, and Mr. Handstein responded by saying, "New generation share more and know more today." Mr. Handstein explained, "Children account for 20% of society today, but they are 100% of the future. Therefore, what we do will impact the society."

Since being founded 32 years ago, Hape has always placed the end consumer - children first. We never compromise on quality, safety, or sustainability. We use safe, eco-friendly materials, such as recycled cardboard, organic inks, and 100-percent water-based colors. We also strive to use water purification and circulation systems that are in line with sustainable development.

How do we achieve sustainability while facing these challenges? Mr. Handstein highlighted the need to create more awareness among traders, manufactures and industry bodies like amfori as well as among end consumers. Purchasers should feel proud of buying products from a sustainable brand.



(Photo Source: Hape Image)

Peter's First Visit to Latin America

From 8th to 19th, November 2018, Hape Group founder & CEO Peter Handstein paid his first visit to Latin America. Peter flew across 4 countries, Colombia, Chile, Argentina, and Peru, meeting with Hape's distributors and government agencies to discuss feasible ways to achieve better cooperation.

In Colombia, Peter introduced the collaboration pattern with EurekaKids to the distributor. He also paid a visit to the Ministry of Education of Colombia to discuss a project proposing PolyM to the kindergartens in Colombia. Then, Peter visited the kindergarten built by Instituto Colombiano de Bienestar Familiar (ICBF), mostly for refugees' children and orphans. He felt deeply sorry for the children and brought them along some PolyM sets as presents.

Hape's exclusive distributor in Chile - Rincon Didactico, partnered with Hape for about 6 years, met with Peter and discussed the strategy plan of collaboration with Hape in the long term. They showed Peter stores in Santiago and the warehouse near the airport, expressing their marketing plans in the meantime. Peter was very impressed with Rincon's ceaselessly increasing sales year by year, simultaneously giving his advice to the educational toy retailer, "The best solution should be 5% - 15% attention on Educational and 85% - 95% on Retailer."

This year marks the first year that Hape has developed cooperation with our distributor in Argentina. Our distributor led us to visit the natural forest and magnificent manor in Southern Argentina, as well as the store in Buenos Aires. Peter expressed his confidence on the new cooperation, "We have a very good start with Argentina, and good to go continue. Of course, strategy is very important (Price, market, competitors)."

In Peru, Peter had a meeting with Kiddys House - a retailer that has been partnered with Hape for a long time. Also, Peter discussed and negotiated with the biggest educational bidder locally about a new cooperation project.

Peter's visit to Latin America has bonded Hape with even further with our distributors. We hope to deliver Hape toys with joy to every child around the world. A brighter future is ahead!

The Colombian Institute of Family Welfare - ICBF, is the entity of the Colombian state that works for the prevention and integral protection of early childhood, childhood, adolescence and the wellbeing of families in Colombia, providing special attention to those in conditions of threat, nonobservance or violation of their rights, reaching more than 8 million Colombians with their programs, strategies and care services with 33 regional headquarters and 211 zonal centers throughout the country.



(Photo Source: Hape Image)



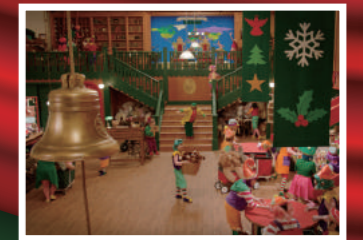
Follow with Little Angels Go with Hape Toys!

On 5th November, a new store, full of Hape toys, opened in Ceibos, Ecuador. Until now, Belabú – Hape’s distributor in Ecuador owned a total of 5 stores in the country. A brilliant future is predicted between Hape and Belabú along with a great deal of marketing success.

Not far from the new location, another store in Plaza Navona, Guayaquil, launched a grand campaign featuring Kruseling from Hape’s sub-brand, Käthe Kruse®: a German 100-plus-year-old handmade doll brand. Encouraged by the successful activity held in June with Pepe playing and learning with children in Guayaquil, Belabú launched another Kruseling campaign in Plaza Navona on 28th October. Five 8-year-old girls in Kruseling-featured dress showed customers around in the plaza. There was also a turntable and a lucky draw for children who took part in the campaign. Furthermore, the 5 little angels would lead customers across the shopping area and into the plaza center. A large screen playing Kruseling videos in the center of the plaza attracted a large crowd. A stream of crowds marveled at the grand campaign and the brilliant show, spontaneously following the little angels to explore more Hape toys. We reached nearly the peak of our sales thank to this campaign. We are very confident that, in future, Hape will undoubtedly continue to win over the hearts of increasingly more customers in Ecuador.



(Photo Source: Hape Image)



Hape Toys in New Puppy Star Christmas Movie

(Sherwood Park AB, Canada) Santa has stocked up on his favourite Hape toys in the all-new Puppy Star Christmas movie! Puppy Star Christmas is a new song-filled Air Bud “Pup-Star” movie that introduces four new pups to the family. They stow away on Santa’s sleigh and find themselves trapped at the North Pole trying to save the world’s Christmas spirit! Released on Netflix 20th of November, 2018!

The movie features plenty of Hape toys including the *Happy Grand Piano*, *Rock & Rhythm Band*, *All-in-1 Easel* and more..



Happy Grand Piano

These musical mutts sure know how to tickle the keys on the *Grand Piano*. Brody is a budding concert pianist that can easily scale the 30 keys of this beautiful wood grand piano made for small hands (or paws).

Rock & Rhythm Band

Eddy the Elf Dog makes rocking and rolling look so cool with his p-awesome drum set from Hape. You can keep the beat too with this perfectly scaled set of drums, cymbals and rhythm makers.

Can you spot your Hape Favorites in the Pup Star Christmas movie? Watch the trailer here: <https://youtu.be/dHZ00pg2I4A>

As part of a promotional campaign, Pup Star has provided 75 Blogger moms with a gift box of goodies for a Gingerbread House decorating contest. Hape Chef’s Apron Set is included in these 75 Mommy Blogger Gift Boxes. Meanwhile, Hape’s *White Gourmet Kitchen* is the biggest prize awarded to the winner of the Mommy Blogger Contest. Sponsoring the movie, participating in movie promotion as well as press releasing online – this is a complete plan to maximum the advertising effect and pre-heat the market for the Christmas season!



(Photo Source: Hape Image)

Hape's First TV-Commercial in Finland

Since the *Grand City Station* was named Toy of the Year 2018 in Finland. Tevella, Hape's Finland distributor, aired an advertisement of the railway set on the Finnish Television channel (MTV3) as well as on their on-demand TV. This is the first TV-commercial by Tevella!

The advertisement is composed of two parts, five seconds of product video clip and five seconds showing the award seal over the product alongside the Hape and Tevella logos. This not only promotes the product and improves Hape's brand awareness, it also drives traffic to Tevella's online store and website. According to data from Tevella there were over 16,000 website visitors within 2 weeks while more than 10% visited the *Grand City Station*! The ad was also uploaded to YouTube by Tevella and has attracted in excess of 40,000 views. This is Hape's most infusive marketing activity ever in Finland. Let's congratulate everyone on the great selling of the Hape *Grand City Station*!

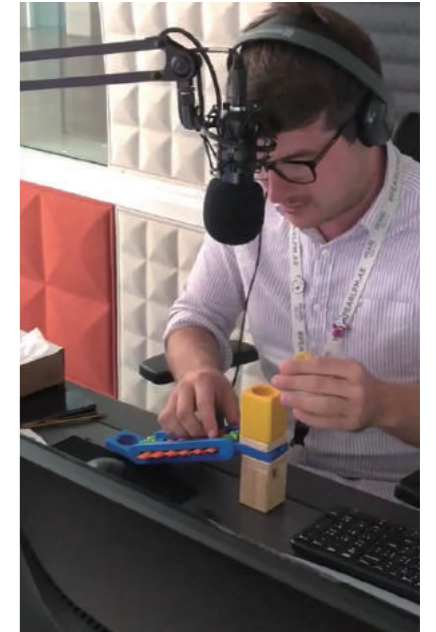


Listen, Hape's Sonic Playground Is on UAE Radio Show!

In 2018 *Sonic Playground* – a new toy from Hape *Quadrilla* category, was presented on the UAE radio show - Pearl FM. It was introduced by the host with "Guess the instrument sound - what instrument is this? Give a correct answer and will be rewarded a gift from Hape!" Then he put a marble through a block and let it run across the track - *Sonic Playground* to make the beautiful sound.

Showcasing *Quadrilla Sonic Playground* on radio, what an innovative idea! And thanks to Pearl 102FM, it maximized its distinctive features to the entire UAE audience, simultaneously exposing Hape to more potential groups.

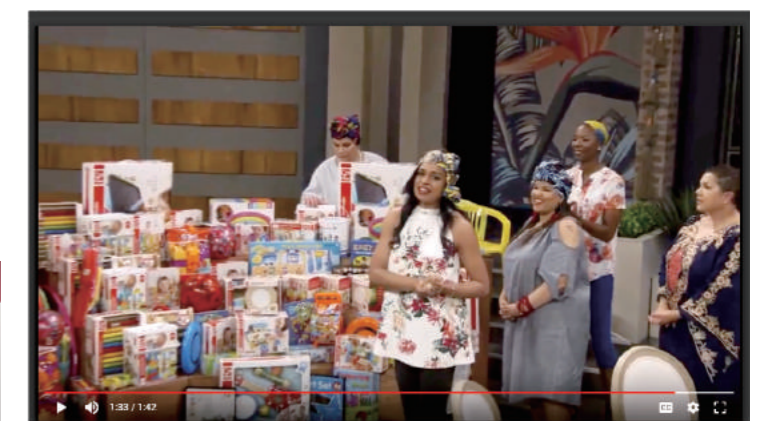
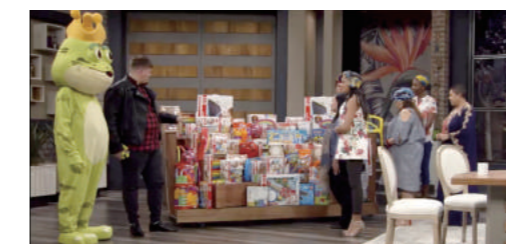
Pearl 102FM is a pioneering radio station, with a targeted audience of children and parents and which broadcasts all around the UAE. It made history as the first-ever English language radio station dedicated to children and their families. Pearl 102FM's programs are carefully designed - they are educational, entertaining and raise cultural awareness. They believe in the importance of the children and their future, as well as that, through the power of radio as an interactive platform, they can have a positive influence while creating a unique opportunity to connect with the community.



Hape's Appearance on South Africa Television

Hape toys showed on the TV show - *kykNET & Kie*. Plenty of Hape toys were presented in the show "Tussen Ons" (Between Us) since our exclusive distributor in South Africa – Toy Kingdom – made a donation of toys to schools previously. A full shelf of different Hape toys was displayed in the show, including the *Mini Band Set*, the *Anywhere Art Studio* and others. The host and guests of the TV show introduced the Hape toys and all conveyed a strong interest. There is no doubt that Hape toys will gain even more popularity in South Africa due to the TV show.

kykNET & kie is a South African general entertainment television channel, part of the M-Net stable of channels, which broadcasts in Afrikaans.



Hape Interview On Italy National TV Channel

Hape Milano has been distinguished as having "excellence in the toy sector" and has also been invited for a TV interview on the famous Italian national television channel BUSINESS 24. Hape Milano's office General Manager, Alberto Petruzzelli accepted the interview as representative of the company. BUSINESS 24 is a channel dedicated to business interviews and business activities in Italy.

Mr. Petruzzelli introduced Hape to the audience. He spoke about how Hape was created as well as the company's ethics and mission. Mr. Petruzzelli stated that Hape always puts the safety of toys as a top priority. He also said that Hape outdoes its rivals due to its quality and innovation and he also had an important reflection in social media; "We propose the development of the interaction between parents and children." Mr. Petruzzelli expressed during the interview.

(Photo Source: Hape Image)

(Photo Source: Hape Image)

Hape's Prosperous Marketing in Japan

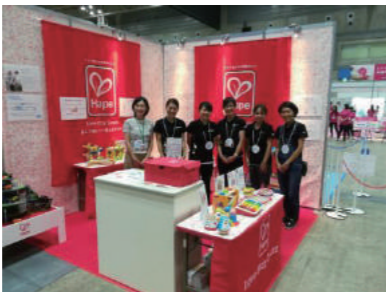
2018 was an extraordinary year for Hape in Japan. Compact and excellent offline events have resulted in successful and delightful outcomes. In addition, new stores launched in Japan also contributed to the outstanding overall performance by Hape Japan. Read on for more surprises!

Part I: Offline Events

In 2018 Hape carried out many events across Japan. From March to December, around 15 offline events were launched with great feedback.

Event Schedule:

- Mar. ● "Half Birthday" event in Tokyo
CANVAS in Fukuoka
- Jun. ● "Maternity" event in Tokyo
CANVAS in Tokyo
- Aug. ● "Japan Family Festival" in Yokohama
Hape Friends event in Tressa Yokohama
- Sep. ● Hape Friends event in Markis Yokohama
"One Love Aloha" event in Yokohama
- Oct. ● Tama Hiyo Park in Yokohama
"Maternity Family" event in Tokyo
"Halloween" event in Osaka
- Nov. ● "Half Birthday" event in Tokyo
- Dec. ● Hape Friends event in Tressa Yokohama
Kids event in Niigata
Hape Fan Meeting in Osaka



All the listed events went off smoothly and generated great feedback. For instance, "Hape Fan Meeting in Osaka" implemented on 16th December, attracted more than 300 people. We decorated Pepe friends by balloon art and introduced a lesson about the "Importance of Good Educational Wooden Toys for Kids", which greatly interested children. During the event, Hiro, our representative in Hape Japan, introduced *Flexistix* and other Hape products to many kindergartens. They all responded with positive comments, especially for *Flexistix*, saying it was "a great STEAM product", and showing interest in introducing the product to local kindergartens.



Part II: New Stores

Since Hape's first new shop-in-shop concept store, (Hape flagship store in Japan) entered Toys R Us in Tressa Yokohama this July, Hape has entered more stores throughout Japan.

In the beginning of November, Hape entered Yodobashi Camera Kichijoji store. With a play corner featuring Hape toys, as well as some benches for parents to rest while their children play, Hape has made an electronics store into something more special. Besides, various Hape toys on the shelves interested children so totally that they nearly had trouble moving away when their parents asked!

Since the middle of November, Hape has entered 6 stores in BREEZE, 12 stores in après les cours, totaling 22 stores run by F.O. International.

Hape has also attained its place in Hamleys stores, which were the first across Japan. On 30th November, Hamleys World Porters store opened in Yokohama, with a playing corner equipped with Hape toys. Next day, Hamleys Canal City Hakata store launched with a shelf full of Hape toys.

With more stores and excellent events in Japan, Hape is being taken ever deeper into the hearts of children and parents alike. The more we do, the more trust we will earn. A bigger market share and greater popularity of Hape is very much anticipated!

(Photo Source: Hape Image)

Hape Events in Israel

Eskimos, Hape's exclusive distributor in Israel, has done lots of excellent campaigns this year. Keep reading to find out what happened!

- Feb. ● Preorders for shops for new Hape items.
- Mar. ● Passover Event at Ronchick shop
- discount and open items for play time for children with Pepe.
- Jun. ● Sand Toys Event at Dyada shop.
"Music Makes You Hape" event at Dyada shop.
- Jul. ● Exhibition for our customers at our warehouse for Hape items.
Exhibition for our customers at TLV (Tel Aviv-Yafo).
- Sep. ● Hape Café
- Kitchen and food items open to play.
- Offer 20% discount.
- Street window show at Dyada shop, Nest shop and Ronchick shop.
- Nov. ● Shopping IL, Black Friday, Cyber Monday.
- 25% discount on Hape items online.

Hanuka Event

This December, our distributor held events during the Hanuka holiday. By offering 10% discount to shops and end-customers in 5 stores, *Snake Charmer Top* all sold out in two days!

As one of Israeli largest toy distributors, owning more than 120 stores across the nation, Eskimos is Hape's trustworthy partner. Eskimos has been collaborating with Hape since 2016 and became Hape's exclusive distributor this year. Eskimos has done excellent work these last few years. We're very much looking forward to more marketing events and better partnerships in the future!



Hape Kitchen – What Would You Like to Eat?



In September, as 2018 New Year festival happened in Israel, Eskimos launched an event - Hape Café. Inspired by the great success of campaigns like the Passover Event, "Music Makes You Hape" earlier in the year, Hape Kitchen Event also achieved huge success and garnered a lot of attention.

In 3 stores, namely, Dyada shop, Nest shop and Ronchick shop, diverse Hape Kitchen and Food items were open to play. Fascinated by dazzling Hape foods, such as *Homemade Pizza*, *Sushi Selection*, *Mix & Bake Blender*, children seemed to love playing in a "real" kitchen with all those lifelike foods and menus. Furthermore, all the stores were decorated with Hape toys, attracting customers inside. What's even more exciting was the discount - 20% off all Hape toys!

(Photo Source: Hape Image)

Come to Sri Lanka!

2018 is a new era for Hape in Sri Lanka with the beginning of cooperation with the new distributor. During the latter half of the year, a variety of well-prepared events, online and offline, have been carried out and consequently won a lot of customer hearts. Want to know more? Just keep on reading!

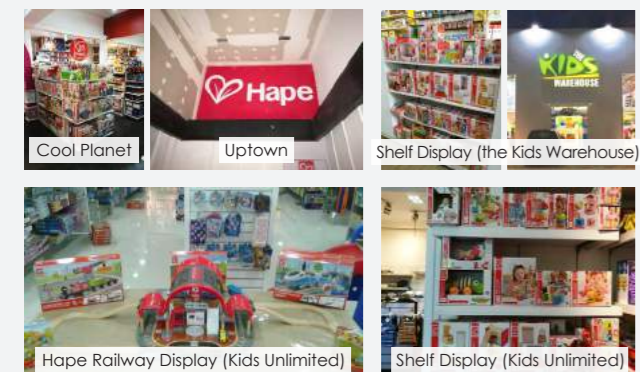
Online Events

Our customer has made a lot of online promotion efforts to raise Hape's brand awareness including a series of free giveaways campaigns on Facebook. To our great joy, it came out with satisfactory results – managing to reach 2,000 fans within just 5 months and improving orders for Hape through the Facebook page. Based on this excellent achievement, our customer launched the "12 Days of Giveaways" Christmas Campaign on Facebook. This, too has had great outcomes so far. More and more customers were engaged and a couple of orders were placed as well. Since it is an ongoing event, we believe it will end up with even more marvelous effects!



In-Store Display

Hape has entered dozens of stores in Sri Lanka over the last months. You can find some instore displays with Hape toys below.



Offline Events

Apart from magnificent online campaigns, there are fabulous offline events as well, engraving customer minds with the great image of Hape.

Hape Kitchen Offer at Kids Store

From 1st October to 15th November, Hape launched an event at Kids Unlimited, the largest kids store in Sri Lanka. With 20% off on Hape Kitchen, we managed to sell many Kitchen sets on site. Great instore displays also successfully attracted crowds. Moreover, posts with Hape toys on the Kids Unlimited Facebook page helped to reach numerous new followers. Hape has once again enhanced its image and increased its market penetration.



Christmas Campaign

From 15th November to 31st December, Hape has implemented a Christmas promotion campaign. By purchasing any product consumers get a free key chain and for above Rs.8000 purchases a Hape kid backpack is given free across Sri Lanka. We've been seeing great posts on the pages of most outlets. All the reaction from the shops so far has been positive!



Hape performed awesomely in Sri Lanka in 2018, with great sales and excellent marketing activities, we have every reason to believe an even better year lies ahead for Hape in 2019!

(Photo Source: Hape Image)

Pepe's First Appearance in Panama



Pepe successfully concluded his first appearance in Panama this December!

Two events were launched in December featuring Pepe featuring the headline act. On 1st December, 2018, our distributor implemented an activity in MULTIPLAZA, Panama City; On 15th December, another activity was carried out in El Hombre de la Mancha (a bookstore & café), Chiriqui Province. During this wonderful time, Pepe's story was told to the children present. Entranced as the children were, they displayed a keen interest in Pepe and Hape toys. Furthermore, children were extremely fond of Hape toys through playing. And excellent photos with truly happy children were taken at the end of the event.

Our distributor is very content with the events, "We are pleased and full of joy, that the power to arrive to the heart of so many children in a unique and special way. We hope that this tie that joins us today through Hape continues to grow and makes us a member of each home, of each family. Wherever we are, we will never miss the essence of children reflected in fun."

EL hombre de la Mancha started to collaborate with Hape in 2018. Owing many stores in Panama, a closer and better cooperation between Hape and EL hombre de la Mancha is expected in the future.



The Boom of Milk Powder Co-Branding

This year, Hape Hong Kong has cooperated with several high end milk powder brands and achieved far more than expected.

Starting with Mead Johnson at the BB Fair in July, Hape has collaborated Friso, Hipp, and will also join hands with Wyeth in the coming January. Mead Johnson chooses Hape toys promotable with milk powder, even displaying Country Critters Play Cube and White Gourmet Kitchen at their booth to lure customers. Friso is fond of Hape Kitchen, Railway and Magic Touch Piano; while Wyeth prefers Balance Wonder for older kids. All Hape toys are matched with milk powder beyond the first stage.

Benefiting from cooperation with these milk powder brands, Hape welcomes a boom in toy sales this year. Meanwhile, Hape raises its brand awareness by appearing with milk powder brands that are necessary for every family with young babies. Parents who were aware of the campaign showed great interest in Hape. Intrigued by fabulous Hape toys, more and more parents said they would choose Hape for their own children and even recommend Hape to others. We are confident that a bigger market share is on the way.

(Photo Source: Hape Image)





Spiele Fairs



Other B2C Fairs

This year Hape Germany paid more attention to communication with end consumers through a series of B2C fairs and campaigns. These were quite successful and are worth learning about. Read on to find out more!

I. Efforts to Lure More End-customers through B2C Fairs
Spiele Fairs

From 5th to 7th October, Spiele-Messe Fair was held at the Leipzig Exhibition Centre in Germany. It attracted around 94,000 visitors and covered an area of 90,000 square meters. It was a fair not only for toys but also for modelling and leisure activities in general. Hape presented *Quadrilla* sets and *Railway* toys, drawing the attention of a large amount of visitors.

Hape has benefited a lot from the fair, in more ways than just sales. Most of the visitors were amazed at the quality of Hape's products and said they will remember the brand at Christmas! Another two Spiel Fairs took place respectively from 25th to 28th of October in Essen and from 22nd to 25th of November in Stuttgart. Occupying 72,000 square meters in Essen, it attracted 182,000 visitors, whose attention was attracted by Hape toys as well. Hape was a hit at the fair and improved brand awareness vastly.
For more information, see:
<http://www.modell-hobby-spiel.de/en/meta/factsheets/en/?language=en>

Other B2C Fairs

Apart from those mentioned above, Hape also attended another two B2C fairs.

1. From 3rd to 4th November, Hape participated in the Spielraum Fair in Dresden. 150 exhibitors showcased their creative products in an area of 15,000 square meters, attracting 20,000 visitors. For more information visit: <http://www.spielraum-dresden.de/rueckblick/>
2. From 9th to 11th of November, Hape took part in the Spielidee Fair in Rostock. There were 100 exhibitors displaying distinct products in a 10,600-square-meter area which attracted a total of 22,500 visitors.
For more information visit:
<https://www.inrostock.de/en/hansemesse/spielidee/>

HAPE GERMANY B2C MARKETING REVIEW

II. Improvement of Brand Awareness - Social Media Influencer Event

On 14th of October, a Social Media Influencer Event - Blogger Parents - was held at the Eltern Blogger Café. More than 150 influencers and bloggers came to the site, almost all of whom shared their experience on Instagram and Facebook. In addition, a lot of Hape toys caught visitors' eyes such as the *Happy Grand Piano*. Furthermore, Pepe served as an excellent communication bridge between Hape and visitors. Hape has raised its brand awareness even more since then and we are bound to perform even better in 2019!



III. Expansion of "Hape Territory" - Spielkiste Lang!

On 17th October, a new toy store - Spielkiste Lang opened in the shopping center - "Aisch Park Center", located in Bavaria, a city near Nuremberg.

Hape's German managers, Peter Kircher and Ganesh Sugumar were there to celebrate the opening with the owners. It is a modern shop with many Hape shop-in-shop products. We are confident that Hape will be attracting even more new and loyal customers soon.



(Photo Source: Hape Image)



Highlights of Marketing in Czech

Olymptoy has been Hape's distributor since last year. As a major toy importer in the Czech Republic, Olymptoy performs fantastically in marketing and is driving remarkable improvement of Hape's brand awareness and sales this year. Let's review some recent marketing campaigns to see what's interesting in the Czech market these days.



We Love Play in Christmas

How did you celebrate Christmas this year? There are lots of kids in Prague who are excited to answer; "Playing with Hape toys!"

At the end of November and beginning of December, Hape participated in a three-day play corner event in the central plaza of the Metropole Zličín shopping mall. The event attracted about 30,000 people and was a paradise for children to meet and experience a variety of toys and games. After playing and trying them freely, they then wrote down their Christmas wishlists.

Hape's *Pallina* with colourful sticks and balls really drew kids' attention and created fun. Never setting rules for children and just letting them play imaginatively means there always be endless possibilities stimulated. *Pallina* successfully held children's sustained concentration and sold quite well in the Pompo Store, just near the plaza.

For the Christmas season, Olymptoy also created a number of Hape toys advertiments in print, including professional magazines, chain-store catalogues, kindergarten special journals, as well as online banners and mailing marketing. All in all a great effort for Hape toys this Christmas.

All these stunning, optimistic activities promoted Hape toys sales and enhanced brand awareness. We'd like to offer our sincere thanks for all your excellent work in 2018 and look forward a even more stirring 2019!

Quadrilla Tested with Children

In November, Hape joined hands with "Agata's World", the business partner of Olymptoy. We invited 5 families (selected from 650 applicants) with children aged between 5 and 8 to play and test Hape *Quadrilla*. More than 16 kids were involved in the trial. At the end, *Quadrilla* was given a general rating of 98% and was issued the "Tested with Children" certification and seal.

Some comments from test families:

- ... "wood smells beautiful"
- "Clear instructions"
- "Fun for a long time"
- "Enjoying the whole family"
- "Quality pieces"
- "Perfect material processing"



The satisfaction from all families and kids who have participated in testing confirms that *Quadrilla* is the right toy for you! And this test certification, has been made by children instead of any authoritative organization, strongly representing children's love of *Quadrilla* and earning even more consumer trust of Hape toys.

30. 11. - 2. 12. 2018 09:00 - 21:00

1. ADVENTNÍ VÍKEND PLNÝ HER A HRAČEK



(Photo Source: Hape Image)

Taking Hands with Reliable Partner, Succeed in Challenge Time



Moustakas is the largest toy retailer in Greece, and has been the partner of Hape for 5 years. After years of this cooperative, friendly relationship with Hape we moved into even closer cooperation in 2018 as they have become Hape's exclusive distributor in Greece and Cyprus. Managing to succeed during difficult financial times in Greece, Moustakas has a lot of hard-earned business experience. Recently, good friend of Hape and owner of Moustakas, Nikos G. Moustakas accepted our interview and shared some stories and inspiring ideas on business.

What drives you to continue to collaborate with Hape?

Hape has been a valuable partner for the past five years with retail distribution being the starting point of our collaboration giving us the opportunity to evaluate the brand and mutually develop its equity towards consumers.

Although Hape is operating in the challenging and competitive environment of wooden toys, achieves to thrive through innovative and quality products, as well as by engaging in strategic partnerships (as the one with Kidsll) that add more value to its product portfolio.

In my point of view, we are sharing many common values with Hape as far as consumer approach is concerned. At the same time, Hape offers wooden toys of unique quality that add value at our stores. I have strong faith in brands and consequently products that respect consumers and create value through a successful commercial proposition. Throughout these years, we have managed to educate and convince our consumers, as well as current wholesale customers, to trust and select Hape wooden toys.

Among all the products Hape produces, could you name 3 toys that impressed you most over the past 5 years?

Being in the toy industry for many years I have often observed that "personal favorites" are not always the products that win consumers along the way. I believe that Hape has managed to make an exquisite job with product propositions winning both parents and children.

I would point out the whole musical instruments category as it is a line that fully cultivates music education allowing children explore and develop an unfamiliar (to them) art.

Moreover, *Quadrilla* products are a great toy proposal that allows children to develop creative and interaction skills.

My personal favorite is the *Mighty*

Mountain Railway. Trains are a classical theme in toys, always reminding adults of their childhood. This is an item of great design and execution based on mechanics, "always ready to take you to your next journey".

In these difficult periods for Moustakas stores, what is the most unforgettable experience you have gone through? How did you overcome it?

The Greek market has undergone a difficult period for approximately a decade across all retail segments and industries. To one extent we are still experiencing a challenging environment in everyday business.

I would argue that the most difficult period was mid 2010 to end 2012 mainly due to the dramatic shift of consumers' attitude and due to the decrease in their disposable income. As a result, we have learned (as individuals and as organizations) to operate in an unstable environment that requires us to be more effective and efficient in our business planning and a lot faster in our reflexes. My goal is to retain all those characteristics that make the organization strong and improve spotted weaknesses.

At this same period the country went through financial capital controls that created huge obstacles in imports. At that point, the selection of valuable partners proved to be vital in overcoming a really difficult situation, as they had to show faith in our way of doing business and "go the extra mile" and support us.

Through such a "learning" process it is vital to carefully select partners like Hape, that will contribute to a mutually successful future and growth. Based on these goals we developed our wholesale model for which Hape plays a significant factor in terms of success and development.



Mr. Nikos G. Moustakas, the owner of Moustakas

(Photo Source: Hape Image)

In the future, what do you plan to do with Hape products? Do you have any strategic plans for Hape toys? Could you share them with us here?

Moustakas is currently the largest toy retailer in the Greece with 11 physical stores across the market.Hape products are placed at premium spots within the stores offering visibility in order to coincide with the consumer journey. In order to achieve maximum in outlet brand building all Hape corners are distinctively categorized by adequate placement of POP material. Throughout the year we approach consumers through instore and digital activation programs.

At the same time, G & N Moustakas SA wholesale department has commenced its operations on January 2018 directly covering the districts of Greece and Cyprus. Our goal is to offer the right Hape product mix with the right pricing policy both for the store and the end consumer, providing stores with direct access to quality products. We aim to grow Hape brands in the market & develop a localized product portfolio approach vis a vis the stores' and the market's needs and requirements. Strategically, we aim to strengthen Hape brand equity and awareness in our market by

investing in below the line activities and online communication. In addition, we will be launching a pioneer for the Greek market, business to business platform, which will allow wholesale customers to directly access our products.

We appreciate Nikos' excellent thoughts on Hape and Hape toys, successful experience, future strategic plans. We do learn a lot. At the end of the interview, he also mentioned, "Being a partner to Hape I feel that I should underline the pillars of our relationship that primarily stem from Peter's mentality and personality. Being an extrovert person and business man, he manages to bring people (and potential partners) together so that they work jointly towards a common goal. Evidently Peter is a self-motivated, hard-working and visionary person who manages to inspire his partners and at the same time remain humble and full of energy. All the aspects of Peter's character described above, are reflected, expressed and materialized in the essence of Hape brand and through the great execution of exceptional quality products."

Inspired by such positive impression, definitely there is a foreseeable glorious tomorrow between Hape and Moustakas.

Wholesale Showroom



Moustakas has finished its new office just before the Christmas Season, with a beautiful showroom full of Hape items!

The Join of EurekaKids



EurekaKids has entered Moustakas Retail Stores this year!

Christmas Event



Hape Railway Play Fest in a Moustakas Store



Moustakas has placed Hape toys in the prominent position in its annual Christmas Window Show in 3 stores, Melissia, Monastiraki, and Peristeri.

Christmas Window Show

(Photo Source: Hape Image)



Hape New Shop-in-Shop Launched in China

In the first week of December, two shop-in-shop stores were launched in Shanghai and Suzhou, welcoming the pouring crowds. It marks the first stage of a large-scaled implement of the new Hape shop-in-shop system in China.

The layout design started in October and took a month to complete. These two stores caught the eyes of local children and parents from the moment they opened. Children had a great time in the Hape world and we achieved lots of happiness. With such a good beginning, there is every reason to look forward to better and better sales conversion in the near future.

Babe Max
Shanghai
20 m² Hape Shop-in-Shop



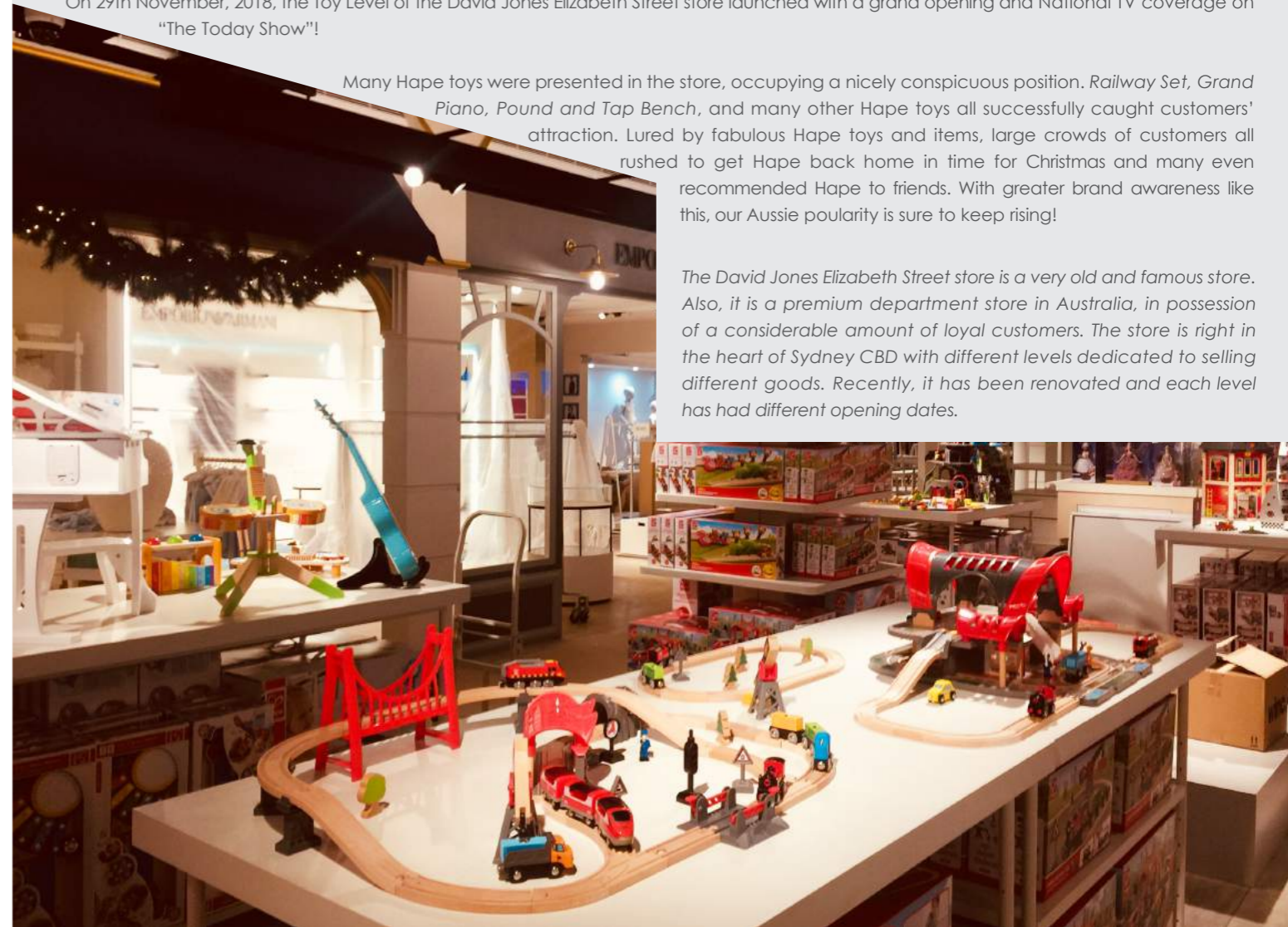
AEON
Suzhou
43 m² Hape Shop-in-Shop



(Photo Source: Hape Image)

Hape's Brand New Appearance in Australia

On 29th November, 2018, the Toy Level of the David Jones Elizabeth Street store launched with a grand opening and National TV coverage on "The Today Show"!



Many Hape toys were presented in the store, occupying a nicely conspicuous position. Railway Set, Grand Piano, Pound and Tap Bench, and many other Hape toys all successfully caught customers' attraction. Lured by fabulous Hape toys and items, large crowds of customers all rushed to get Hape back home in time for Christmas and many even recommended Hape to friends. With greater brand awareness like this, our Aussie popularity is sure to keep rising!

The David Jones Elizabeth Street store is a very old and famous store. Also, it is a premium department store in Australia, in possession of a considerable amount of loyal customers. The store is right in the heart of Sydney CBD with different levels dedicated to selling different goods. Recently, it has been renovated and each level has had different opening dates.

Hape Emerges Again in Switzerland

This quarter, Arwico, Hape's exclusive distributor in Switzerland, opened another new store "le monde des jouets" in Montreux. With 3-meter Hape shelves in the doorway, Arwico displays Hape toys to the customers in a very prominent position. Walk- A-Long Croc, Railway set, Kitchen & Food set and even bamboo toys all shone with their glorious charm, holding the attention of whole batches of customers at a time!

Arwico is the 3rd biggest company of distributors and wholesalers in Switzerland. Since 2010, Hape has cooperated with Arwico for 8 years or so. And as our exclusive distributor in Switzerland, Arwico helps sell Hape toys, including its sub-brand, Käthe Kruse, and also our co-brand Beleduc across Switzerland. We have every reason to believe, Hape and Arwico, shoulder by shoulder, will continue to work together towards a beautiful future.



(Photo Source: Hape Image)

Date: September – October
Influence Area: UAE
Medium: Instagram
Topic: Sand Toys Campaign
Highlight: Babico, our exclusive distributor in the United Arab Emirates (UAE), has implemented a "Sand Toys Campaign". Every week during the campaign, participants can take part by following @hape_mena and tagging 5 of their friends. There will be 5 prize winners in the end! This is great for increasing interactions while posting the giveaway items.



Date: 21st December
Influence Area: Greece
Medium: Instagram
Topic: Cooperation with one of the leading "Mother" influencers in Greece
Highlight: Hape's exclusive distributor in Greece, Moustakas, has launched a campaign with one of the leading "Mother" influencers in Greece, aiming to reach and influence a wider target audience. They cooperated with Ms Despina Kampouri (a celebrity influencer, mom and journalist), who has 170,000 followers with likes varying from 2500 to 5000 per post on Instagram. Ms Despina Kampouri has posted pictures and videos of Hape Cook and Serve Kitchen as well as her stories calling out or mentioning our products. The poster caught more than 3,000 likes in two days.

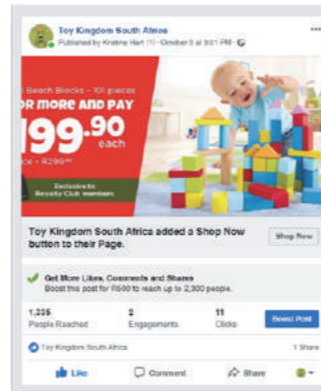


(Photo Source: Hape Image)

Date: 31st October
Influence Area: Greece
Medium: Facebook
Topic: Hape Trick or Treat Contest
Highlight: Moustakas, our distributor in Greece, has launched an event on Facebook. Every one could take part in the event and write comments revolving around the topic. The two winners of the competition will win either a Pepe Pull Along or a Tito Pull Along from Hape.



Date: 3rd October
Influence Area: South Africa
Medium: Facebook
Topic: Toy Kingdom shared a new shop link
Highlight: Toy Kingdom, Hape's exclusive distributor in South Africa has opened a new shop. They also shared the new shop link in their facebook page to stimulate customers' interest.



Date: 30th November
Influence Area: Germany
Medium: Facebook
Topic: Christmas lucky draw from Hape Germany
Highlight: Hape Germany did a super lucky draw on Facebook to celebrate the Christmas Season that attracted more than 5,000 comments and over 1,000 shares! The winning prize was a whole set of Grand City Station, and Remote-Control Train, Crank-Powered Train, Solar-Powered Train. With such a big surprise, a merry Christmas is certain!



DECODING STEAM: TOYS TAKE YOU THERE

In July, U.S. Toy Association's released the report of "Decoding STEM/STEAM", aiming at helping toy manufacturers, parents, teachers, and the general public better understand the concept of STEAM and the role of toys and play in building these skills in children. There are 10 indirect benefits related.

1. Toys establish intrinsic motivation which gets kids involved/passionate about STEAM subjects and leads the way to developing a joyful, healthy relationship towards these disciplines.
2. Mistakes are OK—fail first, fail fast. Toys and play teach kids how to fail and still have fun. The handling of mistakes is an important mindset that contributes significantly to children's development of persistence/perseverance. Play is a risk-free zone.
3. Toys can teach collaboration and social/emotional skills which are greatly needed in the workplace. New York Times columnist and author Thomas Freidman in his keynote address at the Colorado STEM Summit shared his new term for these skill sets —STEMpathy.
4. Toys can expand stereotype roles (not just make them pink) and foster diversity of cultures and perspectives.
5. Toys can also teach kids to take healthy risks in a playful environment and transfer that confidence and courage to their future endeavors—including those in science, technology, engineering, math, presentations, performance, etc.
6. Toys can promote hands-on work which helps the brain improve cognition including math.
7. Toys can encourage kids to explore their own talents and develop their passion through play. This allows them to expand their interests and try out new things to help them identify what they like and want to pursue.
8. Toys can help kids realize and relate STEAM skills to the world around them making math and science relevant to things they experience every day such as cooking, running, and building.
9. Toys can teach kids to problem solve, think deeply, and take their time—in addition to many other transferable skill/competencies.
10. Toys can integrate the arts into STEAM projects by encouraging creativity, intuition, and imagination.



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.

Referred from "DECODING STEM/STEAM" The Toy Association STEM/STEAM Strategic Leadership Committee Findings, July, 2018, www.toyassociation.org

(Photo Source: Hape Image)

Magazine



Publication Time: November & December 2018
Distribution Area: Germany
Name of Magazine: Leben & Erziehen
Distribution Channels: B2C
Circulation: 152,300 copies per month
Products: *Dynamo Dominoes, Grand City Station, Solar System Puzzle*

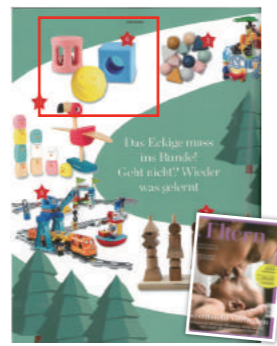
Placement: 1/5 of two pages and 1/2 of one page in the November edition; 2/3 of one page and 1/2 of one page in the December edition
Brief Introduction: *Leben & Erziehen* is the well-known German early education in family magazine with around 35 years history. It is published by Bayard Media GmbH and addresses expectant parents who have already become parents. *Leben & Erziehen* stands for a variety of baby and child related topics and is rounded off with reports and guides on health, nutrition, games, education, finances and services - just about everything you need for a harmonious family life.



Publication Time: October/November 2018
Distribution Area: South Africa
Name of Magazine: Baba & Kleuter
Distribution Channel: B2C
Circulation: 15,549 bimonthly
Product: *Sights & Sounds Railway Set*
Placement: 1/4 of one inner-page
Brief Introduction: *Baba & Kleuter* is an Afrikaans parenting magazine in South Africa. It covers all aspects of pregnancy, birth, babies and toddlers. Moms who just want the best for their children rely on it for advice and information. It inspires readers with thorough, inspirational articles to be better parents and raise their children with confidence. The magazine creates a community of open-minded Afrikaans parents who all believe in wholesome families where every family member can fully live up to them.



Publication Time: December 2018
Distribution Area: Middle East
Name of Magazine: Mother Baby & Child
Distribution Channels: B2C
Circulation: 45,000 copies per month
Products: *Flower Power Guitar*
Placement: One full inner-page
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, supermarkets, bookstores, clinics, hospitals, cafés, and more, the magazine gains high market coverage.



Publication Time: December 2018
Distribution Area: Germany
Name of Magazine: Eltern
Distribution Channels: B2C
Circulation: 139,000 copies per month
Products: *Geometric Rattle*
Placement: 1/6 of one inner-page
Brief Introduction: *Eltern* is a monthly German magazine founded in 1966 that focuses primarily on parents, one of the biggest in Germany. The magazine plays a special role in the discussion of new parenting styles and pedagogy, and covers almost all topics that may be of interest to parents.



Publication Time: December 2018
Distribution Area: Greece
Name of Magazine: Mommy
Distribution Channels: B2C
Circulation: 16,000 copies per month
Products: *Pepe Pull Along, Happy Grand Piano (Pink), Pound and Tap Bench, Rainbow Xylophone, Farmyard Peg Puzzle, Chunky Number Math Puzzle, Emergency Peg Puzzle*
Placement: one full inner-page
Brief Introduction: *Mommy* contains a host of topics ranging from fertility, childbirth, breastfeeding, infants, and toddlers, to the family, and all issues that concerns mothers, future mothers and, of course, new fathers.



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