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Global Marketing Report

2019 Q1



Spielwarenmesse ToyAward 2019



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Love Play Learn



2019 Global Tour — Hape Shines in Three International Toy Fairs

At the beginning of 2019, Hape appeared at three top-class international toy fairs, namely, the Hong Kong Toys & Games Fair (7th to 10th January), the Spielwarenmesse International Toy Fair (30th January to 3rd February) and the North American International Toy Fair (16th to 19th February). Hape's booths proved to be popular attractions for many attendees, and the world-renowned certification bestowed to the brand concluded a successful global tour for Hape.

Hape Group, together with its eponymous toy brand Hape®, German 100-plus-year-old handmade doll brand Käthe Kruse®, its strategic partner, the world's plush toy tycoon ty®, and German preschool education brand Beleduc, all participated in the fairs.

Gloriously Distinctive Booth

At the Hong Kong and New York fairs - having incorporated *Junior Inventor*, our brand-new product category - Hape successfully presented visitors with segregated toy sections in a modern mechanical style, attracting many visitors. Furthermore, in order to better prepare for the world's biggest toy gathering - the Spielwarenmesse International Toy Fair - Hape collaborated with a well-known booth design company to create a tailor-made Hape booth in Nuremberg, seamlessly creating a multi-brand, multi-series, multi-style product display arena. Additionally, Hape's new shop-in-shop concept store was on show - in the presence of many major global retailers - marking a significant step for Hape in the implementation of its global strategic marketing plan.



(Photo Source: Hape Image)



During the Spielwarenmesse International Toy Fair in Nuremberg, the wonderful creation *Magic Touch Piano* of Hape and baby einstein won the trophy at the ToyAward 2019 in the Baby & Infant category, the highest honour in the toy industry. This is yet another success for Hape and represents more high-calibre recognition of its quality toys and play value. Simultaneously, the *Deluxe Scientific Workbench*, a new product launched earlier this year, was also nominated by the ToyAward 2019 in the PreSchool category. With both new toys accredited, Hape was undoubtedly a shining star at the Nuremberg fair this year.

Hape's Global Tour provided the brand with not only a stage to demonstrate new products and brand strength, but also a perfect opportunity to make interactions and promote collaboration with global clients and partners, both new and old. Hape made a great splash at all three global fairs, with the tour achieving fabulous success.



During the fairs, Hape's booths attracted large crowds of visitors. The President of the Hong Kong Trade Development Council (HKTDC), the Associate Inspector of the Department of Cultural and Tourism Industries, and the President of China Toy & Juvenile Products Association (CTJPA), visited Hape's booth, meeting and chatting with Mr. Peter Handstein, the founder and CEO of Hape Group. Moreover, much global media focused on Hape, with a reporter from XINHUANET holding a special interview with Mr. Handstein, many mainstream media outlets covering the introduction of Hape's 2019 new products and social media influencers and renowned experts highly praising the excellent craftsmanship and outstanding design of Hape's toys, strongly recommending them to children and families all over the world.

Large Crowds Concentrate on Hape

(Photo Source: Hape Image)

Pitti Immagine Bimbo



Italy

Date: 17th to 19th January 2019
Place: Firenze Fiera - Fortezza da Basso

Name: Pitti Immagine Bimbo
Type: B2B

Website: <http://www.alitsa.com.tr>

Organized by: Hape Italy

Highlight: Pitti Immagine Bimbo is an international fashion and lifestyle exhibition for kids established in 1975 in Florence.

This year, the exhibition gathered 564 brands, of which 354 came from abroad (58% of the total), and attracted about 10,000 visitors and more than 8,000 buyers both from Italy and abroad. With a 19-square-meter booth, Hape attracted plenty of new customers, and promoted Hape Infant lines and the *baby einstein* category together with *Krusellings* products.

Hape obtained a lot of positive results after the exhibition this year, with a dozen of potential customers showing strong interest in starting a new collaboration and introducing our products in their stores. They have acquired a strong taste for Hape products from *baby einstein* line, such as the innovative toy *Magic Touch Piano*, which has won numerous renowned awards worldwide, including the ToyAward 2019 in the Spielwarenmesse International Toy Fair in Nuremberg, Germany.

Hape's showcase at the exhibition this year drew large crowds as always, promoting both brand awareness and providing customers with quality toys with high play/fun value along with plenty of education significance.

Muscat International Book Fair



Date: 21st February to 3rd March 2019
Place: Oman Convention and Exhibition Centre
Name: Muscat International Book Fair
Type: B2B

Website: <http://www.mctbookfair.gov.om/en/sample-page/>

Organized by: Hape distributor Babico

Highlight: Since its debut, The Muscat International Book Fair has grown exponentially, taking rapid steps of development and expansion that have enabled it to be part of important cultural exhibitions and grow into an important cultural, intellectual and literary forum. Launched in 1992, the fair has attracted more and more countries, publishing houses and visitors

This year, the 24th edition of Muscat International Book Fair - held grandly at the Oman Convention and Exhibition Centre - saw 882 publishers from 30 countries participate, attracting huge crowds (more than 826,000 people attended in 2017). It was the first time that Hape had a booth at the Muscat International Book Fair after many years' attendance, and Hape's products shone brilliantly thanks to their distinctive toys and products.



Maison & Objet Paris



Date: 18th to 22nd January, 2019
Place: Paris Nord Villepinte, France
Name: Maison & Objet Paris
Type: B2B

Website: <https://www.maison-objet.com/en/paris>

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 2910 brands presented their latest creations, among which 603 participated for the first time. The exhibition welcomed over 84,000 visitors from 160 countries. Hape displayed its products in a toy section, drawing a lot of attention. The majority of visitors were mainly store owners and retailers, many of whom responded well to Hape's toys. Hape's exposure to visitors in France will surely increase the brand's awareness around the globe, and help deliver Hape toys and happiness to almost every child in the world.

(Photo Source: Hape Image)

Date: 2nd to 7th February 2019

Place: NEC, Birmingham

Name: Spring Fair

Type: B2B & B2C

Website: <https://www.springfair.com/>

Organized by: Hape UK

Highlight: The Spring Fair is the UK's all-encompassing sourcing marketplace, facilitating connections between retailers, exhibitors and marketers.

As one of the exhibitors at the Spring Fair, Hape presented plenty of toys and products, drawing the visitors' attention. Hape also organised meetings with a number of B2B/B2C contacts in order to introduce Hape's new 2019 product lines and to optimise coverage for the year ahead (including *Fundamentally Children* and *Progressive Preschool*). Additionally, Hape has been published in leading B2B publications such as *Toy News*, and also had advert coverage in leading B2B publications such as *Toy World*.

With media exposure and good word-of-mouth, Hape successfully increased its brand awareness, garnering the attention of many.

SPRING FAIR



Date: 22nd to 24th January 2019

Place: Olympia, London

Name: Toy Fair

Type: B2B & B2C

Website: <https://www.toyfair.co.uk/>

Organized by: Hape UK

the TOY FAIR

Highlight: This year, the Toy Fair packed three days of business into one event and welcomed more than 260 exhibiting companies, ranging from the large renowned brands right through to the new start-up companies and one-man bands. Since its first launch in 1954, the Toy Fair has been a showcase that provides visitors with a real overview and insight into a fun, innovative and exciting industry.

Hape participated in this year's Toy Fair, with a booth displaying numerous Hape toys, such as *Junior Inventor* (Hape's new STEAM toy). Hape also organised a half day of meetings with a number of B2B/B2C contacts in order to introduce Hape's new 2019 product lines and to optimise coverage for the year ahead (including *Angels & Urchins*, *Made For Mums*

and *Toy World*). The creative and intriguing toys really caught the visitors' eyes, and furthermore, we attracted lots of media and press attention during the fair. Subsequently, Hape toys have been published in leading B2B publications such as *Toys N Play Things*. Also, leading B2B publications such as *Toy World* have published full-page Hape advertisement. Moreover, Tweets circulating on our behalf using the handle @ToyFairUK (10k Followers) during the fair helped drive visitors and the media to our stand during the show by promoting events, special offers and new products. In addition, a slot on Toy Fair TV for the Sales Manager to showcase Hape's *Junior Inventor* range placed further attention on the brand.

Hape's appearance at the 2019 Toy Fair in London helped promote Hape's brand image a great deal and visitors were impressed by Hape and its range of exciting products.

(Photo Source: Hape Image)

SPIELWARENMESSE TOY AWARD 2019

On 30th January, 2019 the annual ToyAward 2019 ceremony was held in Nuremberg, Germany. The wonderful creation *Magic Touch Piano* of Hape and baby einstein won the trophy in the Baby & Infant category after already taking the prize at the Grand Prix du Jouet 2018 in France last year. Receiving two internationally renowned awards successively is a great omen and the *Magic Touch Piano* is bound to continue gaining higher market penetration worldwide. The worldwide recognition proves Hape toys on quality and play fun value, as well as a stimulus for a better success between Hape and baby einstein in the future.

Judges highly praised the item saying: "The *Magic Touch Piano* from Hape and Kids II is the ideal way to introduce toddlers to the world of music. The innovative wooden piano keys do not work in the classic way but with the touch of warm fingers alone..."

What made things doubly exciting was that Hape's *Deluxe Scientific Workbench* was also nominated by ToyAward 2019 in the PreSchool category. Let's congratulate our team for this fantastic success!

ToyAward is one of the most significant global toy awards. It consists of five major categories namely: *Baby & Infant* (0-3 years), *PreSchool* (3-6 years), *SchoolKids* (6-10 years), *Teenager & Adults* (10+ years), and *Startup*. There were only 643 submissions in 2018. This year, the five winners of each category were selected from 838 submissions. Winners were singled out by a 16-member jury of experts ranging from international trade representatives and market researchers to educators, scientists and toy safety experts. All winners were chosen for their possession of extraordinary features in play fun, originality, safety and workmanship & quality as well as the comprehensibility of product concept and the prospects of success in the shops.

For more information, please see: <http://www.toyaward.de/en/2019/>



Mutual Respect in U.S.-China Trade Talks Would Benefit World – Peter’s Interview by New China

The 116th North American International Toy Fair launched in New York on 16th February, 2019. During the four-day fair Hape presented its great toys to all visitors, drawing a lot of attention, including media like New China.

On 18th February, New China conducted an interview with Peter Handstein, the Founder and CEO of Hape Group. Peter has extended many of his views about U.S. - China Trade relations since it is an essential part when it comes to toys marketing. As the whole world has been nervously awaiting the outcome of the trade talks, Peter really hopes the trade frictions will be resolved on the basis of mutual respect. "We believe we are global citizens. The success of our company comes from the togetherness of an open market," Peter said. He also extended his hope accordingly, "We have received a lot of respect in China for what we are doing, and we respect them. I hope the U.S. - China negotiations will strike a deal based on respect, which will benefit the rest of the world, including China and the United States."

Hape, as a company established in 1986 in Germany and then expanded to China in 1995, has deep roots in China. For the past decades, Hape has developed a lot and made great progress, benefiting from the support of the Chinese trade policy and open environment. As is known to all, however, "One cannot survive and thrive in a secluded area." Hape is no exception. We have laid emphasis on the U.S. market for the past years, with a professional team handling the marketing. Hape will continue to contribute to the open trade market with mutual respect between U.S. and China, which is conducive to the both sides and indeed the whole world.

New China (XINHUANET) is a comprehensive news information service portal. It is China's most influential online media and a globally influential Chinese website. It has 31 local channels and other foreign channels covering English, French, Spanish, Russian, Arabic, Japanese, Korean, German, Portuguese, Tibetan, Victorian, Mongolian and more. New China is dedicated to providing the most authoritative and timely news and information to netizens around the world.



(Photo Source: YouTube, New China)

Hape Toys in International Games Festival - Cannes

From 22nd to 24th February, 2019, Hape France participated in the International Games Festival in Cannes. The event mainly featured with "game", visitors and participants all enjoyed themselves with the various toys and games.

Hape Toys have been presented to all visitors - from passionate players to curious bystanders - offering a play-time for everyone on site. Our toys, including *Quadrilla*, *Junior Inventor* and *Railway set*, drew the attention of a lot of visitors', particularly children, leading them into a different games' universe. Crowds of visitors showed strong interest in Hape toys, regarding them as interesting and educational toys. Through the event, Hape has rooted its toys in plenty of customers' hearts, delivering more and more happiness to children all over the world.

The International Games Festival is a whole world of games that settles in Cannes. With numerous types of games, including traditional games and classics, modern board games, video games, simulation games (role playing, grandeur nature...) and more - there is something for every taste, including conferences and workshops for a better understanding of the game world!

Closer to Customers - Hape China's Promotion in Festivals



(Photo Source: Hape Image)

The Chinese market has always been an indispensable part of the Hape development plan. With great attention and selected market plans, Hape has occupied a large place in Chinese customers' hearts, with great sales and market performances.

In the first quarter of 2019, Hape China launched a series of promotional activities, both online and offline. To usher in the Chinese New Year, Hape launched a great online promotion as well as an offline activity. All customers who purchased over RMB390 would get a reduction of RMB90 during the first two hours of 13th January, 2019. Moreover, we also did giveaway gifts for customers with big orders like free travel coupons, storage boxes, Hape toys, etc.

The offline lucky draw also garnered a lot of attention. From 18th January to 10th February, 2019, customers who bought Hape toys over RMB168 also got a chance to try the lucky draw. In 24 consecutive days, numerous Hape toys would be delivered to the lucky winners, containing *Quadrilla Xcellerator*, *Railway set*, etc. Likewise, on the occasion of International Working Women's Day, Hape launched an online promotion, gaining a lot of customers' favor. Free giveaway gifts and lucky draw coupons attracted many visitors.

Hape China's frequent interactions with customers, like promotion in different festivals, have really narrowed the distance between both sides. Furthermore, it helps Hape Toys, a German-style wooden toy brand, gradually enter into Chinese customers' heart and gain more and more loyal fans. A brighter future is awaiting for Hape. Let's stay tuned!



(Photo Source: FIJ Cannes)

Tamahiyo Family Park 2019 in Osaka

Date: 10th March, 2019
Location: INTEX Osaka
 It is one of the biggest events in Japan for pregnant women and families with 0 to 3 years old children, attracting 24,000 visitors! During the event, we displayed Hape toys in terms of different ages, illustrating clearly for parents our toys' respective age ranges. Also, some of our children's education specialists provided guests with professional advice and information, attracting even more visitors.

The event collaborated with the popular magazines, *Tamago Club* and *Hiyoko Club*. Supported by the local organization "Mama Comu" (Mothers community), Hape gained a strong connection with local visitors. After the event, Hape had embraced many new fans of our toys, with Instagram followers increasing hugely!



HAPE MARKETING EVENTS IN JAPAN

In the first quarter of 2019, Hape Japan carried out a series of splendid offline events gathering crowds of participants and harvesting plenty of fans and followers by the end. By blending with customers in Japan, Hape has learned more about Japanese characteristics and will take these into consideration to continue to adapt to the Japan market.

Half Birthday Party

Date: 14th March, 2019
Location: Ikebukuro, Tokyo
 It is a special day for mothers who have babies around 6-months old. This event offers mothers the opportunity to connect and exchange information with each other while absorbing useful information from great lectures on site. This year, the theme was an exclusive party (with no alcohol or champagne), held in a wedding party hall. Only 140 mothers whose first baby was around 6 months were invited.



Hape toys were presented to mothers during the event. In the meantime, we offered a space for babies to play, giving mothers time to learn more about our toys. Having acquired the information that we are the wooden educational toy born in Germany, a number of mothers really got interested in Hape toys and became fans!

Kazoku Mirai Fes (Future Family Festival)

Date: 27th to 28th March, 2019
Location: Tokyo International Forum
 This is the largest family event in central Tokyo during Japan's spring school holiday. This year, the event comprised 45 booths both for kids to enjoy and parents to gain useful information, attracting around 25,000 visitors on site.



We presented Hape toys to all visitors and also arranged a space for kids to play, which was very popular. Our booth was not particularly large, however we were among the top booths with most visitors. They were interested in Hape toys, such as *Music* category and *Mighty Mountain Mine*. In addition, more entertainment was achieved with a raffle draw at the booth. Hape again garnered numerous followers and fans.

HAPE FLEXISTIX WORKSHOP IN JAPAN

Exploring New Possibilities of Bamboo Toys

On 9th and 10th March, 2019, Hape Japan implemented a *Flexistix* workshop in Kyushu University, Fukuoka. It is a large-scale event for children with 55 booths.

During the event, with the aid of undergraduate students as staff members, who study art in University of Teacher Education in Fukuoka, our booth welcomed more visitors than we expected despite the rainy weather. By using *Flexistix*, we gave children the opportunity to express their ideas and creativity. We also guided them how to play by collaborating with Tokyo Gakugei University "Children Institute for the Future". Addi-

tionally, the event was reported by several web media outlets.

Featuring *Flexistix*, the event was a great success. We succeeded in expressing the possibilities of *Flexistix*. It really is a great STEAM toy made from sustainable materials, helping children discover their talent and creativity while learning to collaborate with each other.

Flexistix Workshop then traveled to China in later March, to interact with children from different countries. Let's go to next page to have a look!

Exploring New Possibilities of Bamboo Toys - 2019 Hape Flexistix Workshop in China

From 26th to 28th, March, 2019, a group of Japanese faculty from Tokyo Gakugei University paid a visit to Hape China, bringing lots of new creative ideas for *Flexistix*. The group comprised Professor Etsuroh Tetsuya (president of Children Institute for the Future in Tokyo Gakugei University), and 7 of his university students. Professor Tetsuya is a famous art educator researching play art and exploring children's natural creativity.

The first day, Professor Tetsuya came to visit Hape Group in Ningbo and did an introduction presentation to all attendees. He presented a lot of new *Flexistix* shapes and also shared stories of some excellent play events created by his team in Japan, which explore new experiences with daily material such as mirrors, sunshine, newspapers, etc. Professor Tetsuya believes *Flexistix* acts as an essential bond as well as a toy to help children communicate and collaborate with each other and even with different generations. Inspired by him, Peter Handstein (the Founder and CEO of Hape Group) also delivered his view: "Perfect design is to provide solutions to customers' needs. And toys should never be finished, the last page of a toy's guidance book should be your own creation by imagination." *Flexistix* is the exact toy to help explore the imagination and creativity of children.

A strong curiosity and intense interest prompted the group to visit the Hape Bamboo Research Center. Professor Tetsuya and his students had an in depth tour of the traditional hand-made production process of bamboo products. The artisan showed his exquisite technique, which really caught the attention and impressed all. Within a few minutes, a simple piece of bamboo was made into an exquisite bracelet. It was an interesting fusion of

Chinese and Japanese craftsmanship.

As everybody knows, bamboo is one of the fastest-growing plants in the world. Made from bamboo, *Flexistix* is an environmentally-friendly toy which has garnered numerous children's appreciation. As a toy manufacturer that produces the highest standard of developmental green toys for children, Hape is and will continue to lay emphasis on bamboo-made sustainable products.

Another highlight is the building event in the Access International Academy Ningbo (AIAN). With a large box of *Flexistix* sticks and joints, their plan was to have an interactive event with children at school. The event consisted of two parts, namely, the bamboo sticks event and the newspaper sticks event. Professor Tetsuya and his students played together with children in AIAN with both *Flexistix* and newspaper sticks. They got to see how sticks and paper can be used to construct different shapes. Children really got into the activities and had fun, while we saw the imagination from the expressions on their faces. In the end, all participants were proud of their creations and there was a fantastic sense of achievement.

Flexistix, as a STEAM toy made from sustainable bamboo, has really anchored itself between education and play fun for children. Furthermore, it is a successful cooperation between university and enterprise, aimed at improving the quality and play fun value of our STEAM toys after absorbing children's ideas. In addition, it serves as the bond of communication between Chinese and Japanese cultures.





In the first quarter of 2019, Hape launched a series of marketing events in Australia. Through these abundant activities which included a number of diverse fairs, Hape toys have attracted a great deal of loyal customers, and also occupied a large share of their hearts. Read on and let's travel to Australia!

Hape Marketing Highlights in Australia

Part 1 Hape in B2B Exhibitions

1. Australian Toy Hobby & License Fair

Date: 3rd to 6th March 2019

Location: Melbourne

The Australian Toy Hobby and Licensing Fair is the biggest and most important industry event in the Southern Hemisphere - attracting the biggest names in toys and thousands of attendees from around the world. At this annual event, retailers and buyers are given their first look at the new toys, hobby and licensing products from suppliers such as Lego and Mattel. Along with the opportunity to witness first-hand the latest toy trends, fill orders and generate sales, attendees also got the opportunity to network at a range of events running over the week such as the annual Gala Dinner and Licensing Breakfast.

This year, 184 exhibitors showcased their products at the Fair to over 4,000 buyers and retailers over four action-packed days. With 15,000 square meters of new and exciting products, all attendees from UK, Europe, US and Asia-Pacific all found their favorite toys and products in the end. Hape, as an exhibitor in the fair, showcased its great toys to all visitors, winning their hearts, especially Junior Inventor and *Flexistix*. During the fair nearly 200 customers visited our booth with the intention of purchasing our toys. Moreover, our total orders have exceeded those in previous years beyond our expectations. Furthermore, major customers also visited our booth, like newsXpress, David Jones, Kmart, among others. Adding to our joy, we even won the Stand of the Year Award, claiming the winner of "Best Open Space Stand over 200 square meters"!

2. G8 Conference and Goodstart Conference

On 18th March 2019, Hape attended the G8 Conference in Brisbane to promote our toys and other educational products to the education sector. With great Hape toys like *Flexistix* and the *Outdoor* category, Hape's stand attracted around 900 visitors.

On 25th March 2019, Hape attended the Goodstart Conference in Brisbane. Again, great interesting Hape toys drew a lot of attention, with around 1,000 visitors dropping by our stand.

The participation in these two conferences has really promoted Hape's brand awareness and narrowed the distance between Hape and our customers.

Part 2 Online Promotion – Hape Toys

Educational Experience, Hape's distributor in Australia, has launched an online portal to introduce and recommend great toys to its visitors. It consists of several categories, such as Art & Craft, Furniture, Infants & Toddlers, Mathematics, etc. It recommends several pertinent toys for each category. Hape toys – *Flexistix*, which was regarded as a STEAM toy, showed in the Engineering category. Furthermore, customers can shop directly through the website. With great recommendations and convenience, Hape is bound to attain higher sales in the future.

(Photo Source: Hape Image)



Exploit Mutual Potential, Grow Together in Fast Changes

Interview with Hape Benelux Exclusive Distributor Edugro

Edugro became Hape's exclusive distributor in Benelux in 2013. As the partner of Hape for around six years, Edugro has overcome lots of difficulties. Recently, the CEO of Edugro, Kim Versteeg, agreed to our interview and shared valuable experiences and creative ideas on business. See the interview below.

Established in 2011, you managed to become our exclusive distributor in your third year of founding (2013). Why did you choose Hape in the first place?

Through our other company for the educational market we've known Hape for a long time already. We know the work ethic of the company and the quality you deliver. We fully support the philosophy of Hape, love the products and see great potential for the brand(s) in our region. Choosing Hape was a no-brainer for us and becoming Hape's distributor for the Benelux was our main objective at that time.

And what did you do to establish collaboration with Hape?

We were able to convince Hape that we are a stable partner in the Benelux and that together we can push the brand forward in our region. In the five years since we have been very successful together and proven to be a great match.

Under the circumstance of the smooth economy in Europe, how do you achieve an increase in selling these years?

From an online perspective the economy runs smoothly, from a brick and mortar standpoint however there are quite a few challenges. Within these circumstances and a shift in our strategy from push to pull, getting in touch with the end-consumer as a brand is at this moment crucial for us. Increased attention and budget in (online) marketing is the key for us in order to continue to grow in turnover. Our new Hape consumer webshop for Benelux is created for this purpose and we expect to be able to reach a lot of end-consumers within our target groups and increase Hape awareness, loyalty and ultimately, of course, sales.

After more than 5 year's collaboration, Hape Group's brands still occupy a large part of your business as always. How do you view our close collaboration during these years? Is Hape a great help to you?

With its continuous support Hape has been a great help to us over the years. We're especially proud of the great customer service we are able to offer because of Hape's support. It is highly appreciated by us and more importantly by our customers.

Looking ahead, what's your outlook on the collaboration with Hape?

We still feel as if we are just at the beginning of our mutual potential. Together with the great support of Hape, we expect to grow further in our fast-changing industry and achieve the goals we set together.

Hape would not become the "Hape" of today without these trustworthy partners. We hugely appreciate the trust and support from all of our distributors and working partners. We are looking forward to a brighter future with reliable partners.

(Photo Source: Hape Image)

Hape Toys Shine in Australia

David Jones was renovated last year, with the Toy Level refurbished and equipped with a variety of toys. More and more Hape toys have been presented in the David Jones department in Australia, embellishing it with a creative and popular toy section.

In the first quarter, more and more categories of Hape toys were selected and presented in the store with relatively conspicuous positions. Railway set, Music lines including *Mighty Mini Band*, *6-in-1 Music Maker*, *Deluxe White Grand Piano*, etc., all successfully drew customers' eyes. Furthermore, the department also established an interactive play space equipped with more Hape toys which attracted crowds of customers, in particular children. To our joy, the set of the play space really promoted the sales a lot. More gratifying still Hape has improved its brand awareness and image once more across Australia, winning increasingly more attention and popularity among Australians.

David Jones Pty Limited, trading as David Jones (colloquially DJs), is an Australian upmarket department store, owned since 2014 by South African retail group Woolworths Holdings Limited. David Jones was founded in 1838 by David Jones, a Welsh merchant and future politician after he emigrated to Australia. It is the oldest continuously operating department store in the world still trading under its original name.



Hape Toys New Image in Japan's Top Camera Store

On 18th March 2019, a new presented Hape corner showed in Yodobashi Machida, Japan which attracted lots of attention. Instead of a full shelf of closed packaged products, we reserved the central area for free trial Hape toys, encouraging customers to touch and feel Hape toys directly. We transported some Hape toys from the back shelves to the front rack, displaying them in open packages.

Believing play experience says more than thousands of advertisements, we attach importance to offline communication with our consumers (children) and maximize the opportunity for consumers to touch and feel the quality of Hape toys. After all our high quality and excellent design is the best seller. Dazzling toys on the self like *Penguin Musical Wobbler*, *Rotating Music Box* and *Railway set* drew a stream of customers to stop and ask for further information.

With toys in an electronics store as a special and original feature in the Japanese market, Hape toys have made the electronics store more interesting and inviting. Meanwhile, the integration of the two different products is bound to facilitate each other's sales. The feedback from customers was fantastic, garnering a wider recognition of Hape toys in Japan. Upgrading marketing strategy and finding the right way to communicate with local consumers is the key to winning in Japan.

Yodobashi Camera Co., Ltd. is a major Japanese retail chain specializing in electronics, PCs, cameras and photographic equipment. Founded in April 1960, Yodobashi Camera's sales rank fourth among consumer electronics mass retailers in Japan. There are 23 stores operating now. In recent years the online shopping platform has been developed to become the second largest in Japan only behind Amazon.



(Photo Source: Hape Image)

The Biggest Toy Industry Trends In 2019

The toy industry recently had its biggest gathering of the year, Toy Fair in New York, and that's where all the trends in the industry can be observed. The author Richard Kestenbaum spoke with a number of people about what will take off in 2019, including Ken Seiter, EVP of the Toy Association, and these are the leading trends for 2019:

Unboxing

Unboxing is a fancy way of saying "taking stuff out of the box." But it is also consistent with the overall consumer trend favoring experiences rather than products. Like the old-fashioned Russian nesting dolls, where a smaller doll of the same type is inside each outer doll, it's the experience of opening the product that is the most important part of having it and playing with it. That's what unboxing is about. It makes the packaging and the product into one coherent, unified experience.

Influencers

Marketing of toys is changing rapidly as influencers have come to the toy business and they are having a big impact. The most important is Ryan's World which has over 18 million subscribers on YouTube and has had over 30 billion video views.

Compound Craze

Slime, sand, dough and other materials continue to be popular not just on their own but also as part of the unboxing trend. Having to dig through various compounds in order to get to a goal gamifies the experience of compounds. Because the products are shapeable, it encourages kids to be creative and is a playful way to encourage original thinking.

Nostalgia never seems to get old. For the



Food and Fragrance

The importance that young parents place on health-conscious eating has made its way to the toy business. Food-related toys and games are a way for parents to educate their children about good food choices without making it into a lesson. Scented toys are also growing.

eSports

Sports has always had a significant impact on the toy business but the phenomenal growth of eSports, led at the moment by the gaming phenomenon Fortnite, is driving a huge amount of interest, spinoffs and related games and toys.

Aspirational Play

Focusing children on tasks that lead more clearly to career skills has long been appealing to parents. The focus currently is on STEM skills (science, technology, engineer and math), particularly for girls. The STEM acronym is now often changed to STEAM with the additional "A" standing for Arts.

toy industry it creates a warm feeling for past, positive experiences. Of course the flip side is that even with updates and modifications, it's a way to reduce investment and risk in new product and new character development.

Entertainment

Well of course, if toys aren't entertaining, what's the point of them? But the toy industry means something else by entertainment. Entertainment in toys relates to connecting movies, tv shows and licensed properties to toys. It's an old strategy but when the movies are current and popular, never seems to lose its appeal.

The toy industry is fast. Some trends and brands can last a long time but very often they change rapidly. Managing product development is critical to success but so is managing inventory. If a toy producer invests in a trend and the trend tapers off, being left with too much inventory at the end of the trend can wipe out all the profit that came before. So watching trends isn't just a matter for product creation, it's critical to the mission of a toy business throughout its life.

Referred from Forbes "The Biggest Toy Industry Trends In 2019", 3rd March, 2019. <https://www.forbes.com/sites/richardkestenbaum/2019/03/03/toy-trends-toy-fair-mattel-hasbro-disney-play/#296b17a42ad2>



(Photo Source: Hape Image)

Social Media



Date: 2nd February & 14th February & 6th March
Influence Area: China
Medium: WeChat
Topic: Hape's online promotion on WeChat
Highlight: Hape China posted articles featuring Hape toys on three important festivals, namely, Spring Festival, International Working Women's Day, and Lantern Festival. Hape toys that fit these occasions, such as *All Season House (furnished)*, *Kitchen & Food* category, etc., impressed customers greatly. In addition, a range of giveaways during the festivals proved popular among Hape's customers.



Date: 29th January
Influence Area: Germany
Medium: Facebook
Topic: Hape toys recommended by Gruner + Jahr
Highlight: Toys created by Hape and Eltern were recommended by Gruner + Jahr, one of the largest publishing houses in Europe, whose headquarters lie in Hamburg, Germany.



Date: 22nd February
Influence Area: North America
Medium: Facebook
Topic: Hape toys recommended by influencer "Mama writes Reviews"
Highlight: Facebook influencer "Mama writes Reviews" posted an article, recommending Hape toys to all her followers. After introducing four toys (including *Garden Salad*, *My Coffee Machine*, *Pop-up Toast Set*), she recognised Hape toys' quality and sustainability, and even rated Hape alongside leading brands such as Melissa and Doug.

Hapeariffic: Here's Froot Loop's FAVORITE Educational Play Food Toys from Hape Toys

REVIEW TOPICS: EDUCATIONAL, FOOD & DRINK, TOYS

Froot Loop has a slight obsession with play food. We have other Hape products and they are so fun as well.

Fun Food Prep: Combine food and pretend play to create a rich language learning environment as kids act out scenarios common to their everyday experiences, whether selecting ingredients at the Fresh Market, or creating in the kitchen, at a crepe cart or barbecue grill. Favorites this year include Hapinet's "Make and Bake Cooking Set" as kids lead the playful learning in their little fox, snowman, bunny or unicorn aprons, roll out the dough to the perfect thickness and use the 5 themed cookie cutters. Kids can head out to Leap Frog's "Smart Sizzlin' BBQ Grill," adding pretend corn or a hot dog to the rotisserie initiating a silly song, while learning colors, vocabulary and counting integrated into the play. Add a message of kindness, and inclusion to your food prep with Plan Toys' imperfectly shaped "Wonky Fruits and Vegetables." Carl Carrot, Adam Apple and Tommy Tomato Heart become wonky pretend play heroes in their campaign to fight food waste. Flag down your little friend at Janod's *Crepes à Co.* as they roll the cart to offer waffles and donuts, my mainstays, as well as fruit and check you out at the cash register.

Date: 11th March
Influence Area: North America
Medium: Instagram
Topic: Hape toys introduced by Playonwords.com
Highlight: Sherry Artemenko from Playonwords.com recommended Hape toys (*Pop-up Shop*, *All-in-1 Kitchen*, *Egg Carton*) during the New York Toy Fair, placing particular emphasis on Hape's Kitchen line, noting children's great fondness for the products.



Date: 11th February
Influence Area: UAE
Medium: Instagram
Topic: Great postings on Bumble Bee
Highlight: Bumble Bee posted Hape toys, along with other great products, on its homepage. Bumble Bee is an innovative one-stop-shop catering to the needs of design and fashion conscious parents who don't want to compromise on quality and style. It's a great opportunity for Hape toys to be regarded as a parents' selected choice.

(Photo Source: Hape Image)

Magazine

Publication Time: January 2019
Distribution Area: Germany
Name of Magazine: TOYS
Distribution Channel: B2B
Circulation: 6,445 copies per month
Product: *Deluxe Scientific Workbench*, *Nebulous Stars*, an interview with Dennis Gies
Placement: Two pages, 1/2 of one inner-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.



MADE FOR MUMS

16. **Hape wooden till** €18.45

Age: 3+

What it is: A wooden till measuring 18,3x21,5x13cm in cm. Made to Hape's environmentally friendly standards.

Why we love it: This till is beautifully finished and is super sturdy. The abacus is brightly coloured, and your child will also love the barcode scanner and clip and pen block.

If you like wooden, more vintage toys we think this is a serious contender at a great price. And it's not too big so it won't take up too much precious room if you're short on space.

Available from: [Precious Little One](#)

Available at: [Deutz](#)

Publication Time: January 2019
Distribution Area: UK
Name of Magazine: Made For Mums
Distribution Channel: B2C
Circulation: 1,500,000
Product: *Checkout Register*
Placement: /
Brief Introduction: *Made For Mums* is a website that helps parents make confident choices for their children and themselves, including finding the best products for children and pregnant women, suggestions for parents and discussions on parenting issues.

SPRING FAIR ESSENTIALS

A Master Market Place

As the single biggest trade show for the U.K. Spring Fair is one of the most important buying events for the preschool and primary toy retailers and buyers in the UK. From toys and gifts to games and puzzles. Taking place from November 1 - 3, there's 2 full days worth of the show, attract hundreds of exhibitors for parents to get their eyes on the latest toys. We'll take a look at what will be on offer.

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Publication Time: January/February 2019
Distribution Area: UK
Name of Magazine: *Progressive Preschool*
Distribution Channel: B2B
Circulation: 10,849 copies bimonthly
Product: *Cooking Essentials*, an interview with Joe Rushworth, the sales manager at Hape UK
Placement: 1/6 of two pages
Brief Introduction: *Progressive Preschool Magazine* is the only cross category trade publication for the infant and preschool-aged market. With a huge reach across toys, gifts, nursery, apparel, licensing and more, it is a must-read publication for any supplier or retailer in this sector.

Love for your newborn

SPRING FAIR ESSENTIALS

Love Play Learn

Publication Time: January & February & March 2019
Distribution Area: Middle East
Name of Magazine: *Mother Baby & Child*
Distribution Channel: B2C
Circulation: 45,000 copies per month
Product: *Deluxe Scientific Workbench*, *Portable Baby Gym*
Placement: Three full pages in each edition
Brief Introduction: *Mother, Baby & Child* is a comprehensive magazine aimed at guiding modern mothers with children aged up to 10 years old. Published by CPI Media Group and distributed in all key retail outlets, hypermarkets, bookstores, clinics, hospitals, cafés, and more, the magazine gains high market coverage.

Bild NÜRNBERG

Florian Silbereisen will Traumschiff-Kapitän

POLIZEI STOPPT HITLER-AUKTION

Erstmal zu Penny

„Bruder“ hat eine Autowerkstatt auf den Markt gebracht

Kann (4) testet eine Werkbank, mit der man sich experimentieren lassen kann

Publication Time: January 2019
Distribution Area: Germany
Name of Magazine: *Bild Nürnberg*
Distribution Channel: B2C
Circulation: 33,316 copies daily
Product: *Deluxe Scientific Workbench*
Placement: 1/6 of one page
Brief Introduction: *Bild Nürnberg* is part of the *Bild* newspaper, which has a circulation of 1,500,000. It is the most popular newspaper in Germany, and mainly consists of pictures and social news.

Magazine

(Photo Source: Hape Image)