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Global Marketing Report

2019 Q2

Hape Shines at 2019 ASTRA



Find Quality Toys in the Fashion Centre of the World



Hape Marketing Highlights in Germany

Big Step into the Middle East



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Love Play Learn



Date: 12th to 14th April, 2019
Place: Helsinki, Finland
Name: Child Fair 2019 (Helsinki Lapsimessut)
Type: B2C
Website: <https://lapsimessut.messukeskus.com/whats-on/?lang=en>
Organized by: Hape's Finnish distributor Tevella
Highlight: Child Fair provides the whole family with the best clothing brands, toys, games and other family necessities, a best and funniest weekend for families in the spring. The fair consists of three main areas, namely, Shopping, Activity Areas, and Magic and Fairy Tales. This year, almost 200 exhibitors presented their products.

Displayed in different categories, fabulous Hape toys shone in special Hape Wooden Wall Units, drawing the attention of many visitors. Over 50,000 visitors came to the site during the three-day fair, many of whom came especially for Hape's quality toys.

Date: 15th to 17th June, 2019
Place: France
Name: Joueclub Fair
Type: B2C
Website: /

Organized by: Hape France
Highlight: The Joueclub Fair is dedicated to all Joueclub stores, displaying diverse goods and toys to all its visitors.

With a 9-square-meter booth, various Hape toys displayed on Hape's Wooden Gondolas caught visitors' eyes at the entry of the fair. Great creations of Hape and baby einstein like Magic Touch Piano, Color Mixer, Innovation Station and Magic Touch Drum made an impact on customers, with Hape garnering lots of followers after the fair.



Date: 21st to 23rd May, 2019
Place: The Majestic Hotel, Ripon Road, Harrogate, UK
Name: The Toymaster Show
Type: B2B & B2C
Website: <https://www.toymaster.co.uk/may-show-registration/>

Organized by: Hape UK
Highlight: The Toymaster Show is a three-day fair for all its members based in both the UK and Ireland. This year, it gathered over 100 suppliers within the toy and gifting sector.



During the fair, quality Hape toys - displayed on Hape shelves by category - caught visitors' attention, with Hape novelties and bestseller items, attracting countless visitors on site. By introducing Hape's new 2019 product ranges to all present clients and customers, greater exposure was assured. Furthermore, Hape's Junior Inventor was also featured in the Toymaster Show preview page in the May issue in the magazine Toys 'n' Playthings. The fair gave Hape a great opportunity to forge new relationships, gain greater exposure and increase brand awareness.

(Photo Source: Hape Image)

PolyM Wins the Good Toy Award 2019

(25th May, 2019, Japan) The grand Good Toy Award 2019 ceremony was held at the Tokyo Toy Museum of Art, where the PolyM Dinosaur Paradise Kit - after being selected by 6,000 toy consultants - claimed the Good Toy Award 2019, winning unanimous recognition and generous applause.

The award's consultants gave high praise to PolyM, the German creative building brick, recommending it to the public as a safe and educational toy. The eco-friendly materials are machine washable and have rounded edges, providing children with a safe and hygienic playing tool and endless building possibilities. Masayo Ono, one of the award's toy consultants, commented, "with beautiful colours, and appropriate size and shape which is easy to assemble, the toy brings out the creativity of children."

The Good Toy Award is hosted by the "Art and Play" Creation Association, aiming to recommend good toys to the public via their annual awards. It consists of three sub-prizes; the Good Toy Grand Prize (one winner each year), the Hayashino Secretary of State Prize (one winner each year), and the Good Toy award (dozens of winners).



(30th May 2019, Shanghai, China) The German Chamber of Commerce in China and Bertelsmann Stiftung, awarded the More Than a Market Awards to five German projects at the fourth award ceremony in Jin Mao Tower.

Hape's "We Care We Share" project stood out among the more than 100 applicants, and was a finalist in the "Medium Enterprises" category of the More Than a Market Awards. Marking the 30th anniversary of the founding of Hape Group, Hape launched the "We Care We Share" project, working with several international NGOs and donating toys and realia to children in need around the world. By the end of last year, the project has benefited more than 12,000 children worldwide. Hape will continue the project in the future, bringing happiness to every child in the world, and contributing to the good of society at large.

About More Than a Market
 Initiated by the German Chamber of Commerce in China (Shanghai) and Bertelsmann Stiftung in Germany, together with the German Consulate in Shanghai - the "More Than a Market" initiative was spread to the whole country since 2017. The initiative aims to establish a profound relationship and partnership between the people and the organisations of these two nations. Meanwhile, the More Than a Market Awards is set to honour the outstanding social engagements of German enterprises in Chinese society. This year, the award consisted of five categories, namely, Small Enterprises (1-500 employees in China), Medium Enterprises (500-5,000 employees), Large Enterprises (more than 5,000 employees), Environmental Protection and Passion & Potential, with only one winner and three finalists coming from each category.



Awards Gala

Shanghai | Grand Hyatt | May 5, 2019



(Photo Source: Hape Image)

Hape Toys Honoured at the 2019 PAL Awards

On 6th May, 2019, three Hape toys (*Mighty Mini Band*, *Pop-up Shop*, *Undersea Figure 8*) were honoured as winners of the 2019 PAL (Play Advances Language) Awards. Joining 20 plus other great toys from educational toys manufacturers like MindWare on the winners roll-call, undoubtedly provides further proof that Hape toys are not only fun, but also infused with learning potential. Moreover, Hape Toys provide fun ways to build children's speech and language skills early on, which is conducive to their future academic success.



Sherry Artemenko, a speech language pathologist, as well as the founder of the PAL Awards, had this to say: "Each of your winners provides loads of fun while increasing language learning potential through play. As operator of the *Pop-up Shop*, kids can role-play, engage in meaningful conversations imitating life experiences as well as get some reading and writing practice. Experimenting with the beat on several instruments and taking a train ride to the bottom of the ocean provide for exposure to new vocabulary, and pretend play while listening and learning. Your creativity, hard work, and developmental focus is evident in these outstanding products."

Ms. Artemenko, as a leading language pathologist and educator with over 30 years and 15,000+ hours working and playing with children experience, selects super fun toys every year for the PAL Awards, toys that help build language skills through creative play and storytelling, keeping little brains sharp. In addition Ms. Artemenko regularly promotes PAL winners on media outlets like FOX6 Milwaukee, NBC CT TV, and ASHASphere (American Speech Language - Hearing Association's blog). Want to find Hape toys on TV? See page 10!



The PAL "Play Advances Language," Award organized by Playonwords.com, recognizes exceptional toys, games and books that, through their design, content, quality, and character, promote play that advances language. It is the only industry recognition focusing on the best toys, games and books that not only entertain, but also inspire kids and caregivers to engage in rich communication and interaction.

Hape Toys' Big Hit in USA The Hot Diggity Awards

Great news came from the USA this quarter when, on 19th May, two of Hape's new toys - *Sunny Valley Adventure Dome* and *Junior Inventor Discovery Scientific Workbench* - won gongs at the 2019 Hot Diggity Awards!

Fresh from these accolades, the very two same toys also won awards at the ASTRA 2019 Best Toys for Kids Awards, with the *Sunny Valley Adventure Dome* winning in the Preschool category and the *Discovery Scientific Workbench* enjoying success as a finalist in the Construction category. Recognized almost simultaneously by influential and prestigious toy awards in USA since their launch, Hape's new toys for 2019 have merged fun, play value and educational significance with great success.

"Not only does this toy hone fine motor skills and teach cause and effect, its design and style are beautiful! The colourful beads are easy to grab with the adorable bird magnet and children will enjoy dropping the beads to seeing where they go."

-Sunny Valley Adventure Dome

"This little work bench has so much value with so many things to build. Workable gears and pulleys make building so much fun. Instructions are easy to follow and even parents may learn a thing or two!"

-Discovery Scientific Workbench



The Hot Diggity Awards is a national seal-of-approval program that evaluates hundreds of family and pet products each year, awarding only the best of the best with a Hot Diggity Award. The seal signifies innovation, quality, entertainment and/or educational value and a commitment to excellence.



Hape Shines at 2019 ASTRA



2019 ASTRA Best Toys for Kids Award

(10th June, 2019, USA) The American Specialty Toy Retailing Association (ASTRA) unveiled its 2019 Best Toys for Kids award winners in June. Hape's *Sunny Valley Adventure Dome* (a new product for 2019) emerged as the winner in the Preschool category by virtue of its brilliant design and high play-value. Three Hape toys - *Baby Bird Pull Along* (Infant & Toddler category), *Solar System Puzzle* (Puzzles: Jigsaw category) and *Discovery Scientific Workbench* (Construction category) - were also finalists in their respective categories.

The Best Toys for Kids awards recognised the fine-quality and high play-value of Hape's new toys, recommending their quality toys to all relative professionals in the specialty toy industry - such as retailers - and thus helping more Hape quality wooden toys reach more children around the world, delivering happiness and joy along the way.



2019 ASTRA Excellence Awards

What made the event doubly exciting was another slice of good news: Mr. Cassidy Smith (Vice President of Sales in Hape USA) was announced as the winner of the 2019 ASTRA Excellence Award - Industry Innovator.

ASTRA's president Kimberly Mosley had this to say. "Our honorees exemplify what makes the specialty toy industry special - an appreciation for the role of play in healthy child development; a commitment to top-notch service; and a willingness to help others in the industry succeed". The recognition of Cassidy Smith, in a way, is a big boost for Hape toys, which aims to innovate and inspire children around the world with their quality educational toys.



Dee Farrell's Speech on ASTRA's State of the Union

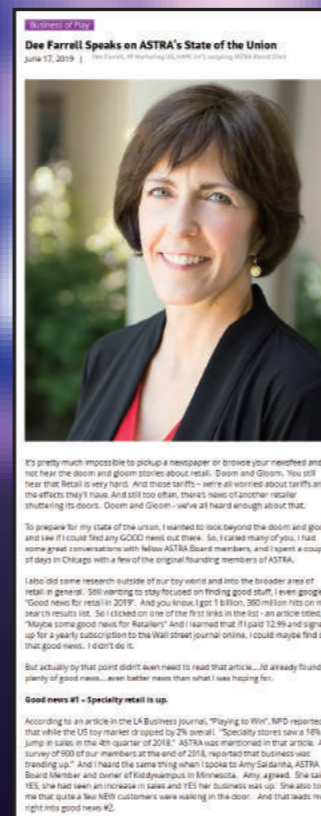
As the outgoing ASTRA Board Chair, and the Vice President of Marketing in Hape USA, Ms. Dee Farrell delivered a meaningful speech at the award ceremony. Faced with the increasingly popular trend of online shopping, Dee Farrell cheered retailers up with four good news, indicating that more great in-store experiences would make bricks-and-mortar stores far more attractive for consumers. She then encouraged retailers to provide more personal, human interactions to customers - alongside innovative in-store experiences - in order to lure more and more potential consumers into physical stores.

About the Best Toys for Kids Awards

The Best Toys for Kids Awards was held by the American Specialty Toy Retailing Association (ASTRA). It consisted of 17 categories this year - including Classic, Construction, Infant & Toddler and Puzzles, - with only one winner and several finalists in each category.

About ASTRA

Founded in 1992, the American Specialty Toy Retailing Association (ASTRA) is an international not-for-profit trade organisation that serves more than 1,800 independent retailers, manufacturers and sales representatives of the specialty toy industry. ASTRA is a dedicated community of professionals committed to providing children with healthy, quality play materials that have high play value and are designed with a focus on what the child can do, rather than what the toy can do.



Adhere to the Belt and Road Initiative, Reach a Win-Win Outcome Overseas Investment Enterprise Research Symposium

On 11th April 2019, the Beilun Taxation Bureau organised a research symposium revolving around overseas investment enterprises at Hape China. Relative government departments including the Beilun Bureau of Justice, the Beilun Bureau of Commerce, as well as eight representative overseas investment enterprises, all attended the symposium as scheduled, discussing the difficulties encountered by enterprises and interpreting related tax supporting policies.

Mr. Peter Handstein (Founder and CEO of Hape Group) extended his ideas during the symposium, "as a German enterprise, Hape is relatively more familiar with European investment environments, thus having an innate European market investment edge; as for local Chinese enterprises, it is of vital importance to discreetly invest in the European market and rationally evaluate investment risks." The implementation of the Belt and Road Initiative will inevitably bring help and convenience to Chinese enterprises' investment within the policy coverage areas. With globally distributed subsidiaries and sub-factories, Hape Group's scope has also reached Romania and Latvia, countries alongside the Belt and Road Initiative. As a pioneer in overseas investment, Peter shared his valuable experience with the present representatives, pointing out, in particular, investment risks. In addition, representative leaders from the Beilun Taxation Bureau and the Beilun Bureau of Justice explained and interpreted the relative overseas investment policies during the symposium, providing guidance and suggestions to the relevant enterprises.



Since last December, Mr. Peter Handstein (Founder and CEO of Hape Group) has acted as the chair of Nottingham University Business School China's (NUBS China) Advisory Board (AB), further deepening the exchanges between Hape and the University of Nottingham Ningbo, China.

In March and April, Hape welcomed two groups of teachers and students from the University of Nottingham Ningbo China, and were instantly infused with their vigorous youth and energetic vitality. Peter warmly led the groups on a visit of our major production and operation departments, - introducing to them the rigorous material selection and standard production processes in person. The teachers and students unanimously recognised Hape toys' fine quality and safe production values after the visit and, moreover, after having some hands-on experience with the products themselves. In addition, Peter shared with them his experiences as a successful foreign businessman in China and the operational ways of multinational enterprises.

Later, in April, Peter was invited to attend the "Leadership Experience Sharing Session" at University of Nottingham Ningbo China, where he generously shared his practical experience and suggestions to middle managers of the university. Peter placed great emphasis on maintenance, regarding it as an important part of leadership: "sharing is caring," he added. Over the decades, Peter has always attached great importance to making every employee of Hape feel like a member of a big family, cultivating a sense of identity, which is deeply imbedded in the daily operation of Hape Group.

College-enterprise exchanges breed great merits, without a doubt. On one hand, welcoming students with open arms, and allowing

(Photo Source: Hape Image)

them to feel the actual production environment in person, is a great opportunity for both parties, bringing cutting-edge ideas to the enterprise in the meantime. On the other hand, sharing practical managerial experience to related faculties is conducive to improving educational management.

Hape firmly believes that the future belongs to children, and is invariably concerned about the education of the next generation. We are not only committed to designing and producing more quality educational toys to help foster a happy childhood, but also to contributing to quality education by working together with universities and educational institutions all over the world.



Keep Abreast with Educational Developments and Accomplish a Better Future with Toys

Ty China Sales Energizing Meeting

On 11th May, 2019, Mr. Peter Handstein, the founder of Deyi (Ningbo) Brand Management & Development Co., Ltd. (Hape Group's sub-company) - which is the Chinese exclusive distributor of prestigious American plush toy brand Ty® - attended a Sales Energizing Meeting, delivering inspirational speeches to all Ty China sales colleagues. Meanwhile, Ty's distributors in other countries and regions, including Northern Europe, Thailand and Hong Kong, also enjoyed the occasion, sharing their sales experience and market outlook. The meeting focused on improving the promotion of Ty® toys, and thusly enriching more children's lives with cute Ty® toys and helping them enjoy a unique childhood.

Peter delivered a motivational opening speech, mentioning a conviction that Mr. Ingvar Kamprad, the founder of IKEA, firmly believed even at the age of 89, "Most things still remain to be done" - a phrase that conveys both his and Hape's fearless attitude and ceaseless endeavours on their journey to realising their dreams. Furthermore, more than 10 Ty China sales representatives made presentations about successful sales cases in China, winning high accolades and applause. In addition, Ty's Nordic distributor generously shared his successful sales experiences on cruise ships, bringing a new sales channel's prospective to one and all in the process. Furthermore, Ty's exclusive distributor in Hong Kong made a splendid periodic summary, and Ty's new distributor in Thailand presented his future market outlook and strategic plan.

All present sales employees were inspired by the gathering, finding their convictions strengthened, goals solidified, grasp of brand awareness enhanced and sense of teamwork compounded. Moreover, attendees absorbed much practical sales experience from one another. After the meeting, we hope that our Ty sales colleagues will do their utmost to introduce Ty® toys to more and more families around the globe, enabling more and more children to enjoy and love Ty toys.



Ty® was founded by Ty Warner in 1986 in the United States, and entered China in 2017 with the Deyi company of Hape Group as its Chinese exclusive distributor.



Hape's Grand Show in USA

Hape USA performed quite brilliantly in marketing this quarter, with outstanding achievements in awards, marketing fairs and events, as well as successful media coverage, making Hape toys a hit across the country.

Fair

ASTRA Marketplace & Academy

Date: 10th to 12th, June, 2019

Location: Pittsburgh, PA, USA

Type: B2B

Website:

<http://marketplaceandacademy.org/trade-show>

ASTRA Marketplace & Academy is a trade show organized by ASTRA (American Specialty Toy Retailing Association). The fair provides the best place for visitors to discover the newest, coolest toys, helping to set their business apart.



Hape has been attending the fair for a number of years. This year, with a 10x20 square foot Peninsula booth and featuring new products for 2019 including *Junior Inventor*, *Quadrilla* and *Railway*, Hape toys, by virtue of their fine quality, alluring appearance and invaluable embedded meaning, endeared themselves to all visitors, achieving over \$160,000 in sales during the three-day tradeshow.

Apart from the sales success, Hape's great performance in three outstanding booth activities also caught people's eyes.

Exclusive ASTRA Specials

We did a promotion on Hape toys, including *PolyM*, *Junior Inventor*, and *Nebulous Stars*, which was a great success in attracting visitors.

Kit Night

There were over 200 retailers who each had approximately eight minutes at a demonstration table and then two minutes to move to the next table of their choice. Hape's table gathered lots of retailers, with a demonstration of *Nebulous Stars Crystal Wish Keepers*, offering retailers a two-hour play session to sit and create.

Play from Day One

This was a new, dedicated area in the ASTRA Marketplace to bring awareness to the importance of play, showcasing products that benefit children's development and inspire play. We also showcased our new *Emergency Services HQ*, which fitted the theme quite well.

In addition, this year, many Hape toys were included in the catalogue of The Good Toy Group, a group of 90 independently owned toy stores with over 165 locations across the country. The group creates seasonal catalogues with products selected through a stringent testing process. Later on 13th June, ASTRA Marketplace made a place for the group members to place orders for products included in the upcoming Holiday Catalogue. Hape products included in the Holiday Catalogue included the *Pop-up Shop*, *Fast Food Set*, *Cooking Essentials*, *Smoothie Blender*. The Baby Catalogue featured the *Stay-put Rattle Set*, *Garden Friends Play Arch*, *Pound and Tap Bench*, *Mr. Frog Stacking Rings*, *Roller Derby*.

Media Show

Find Hape toys appearing on TV!

FOX6 Milwaukee, Hape *Pop-up Shop* recommended by Sherry Artemenko from Playonword.com, see from: <https://fox6now.com/2019/05/30/help-your-kids-avoid-brain-drain-this-summer-with-toys-that-teach/>

Chicago Fox News, Hape *Flower Power Guitar* introduced by Marianne Szymanski, CEO of Toy Tips, see the video here: <https://www.fox32chicago.com/mornings/409866191-video>

Successful online marketing, including social media influencer collaboration and media coverage such as the TV display, have greatly enhanced Hape's brand image and increased market penetration across the USA! A better reputation and ever more recognition for Hape is just around the corner!

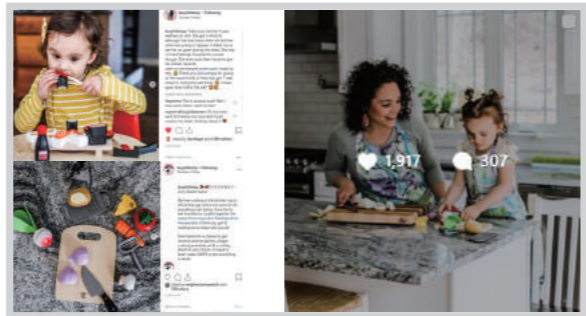


Event

With online celebrity influence increasingly affecting people's views on everything, particularly product choices, Hape has cooperated with many online influencers in the USA to build better brand awareness, putting across the essential meaning of Hape toys.

Till now, we have collaborated with 45 social media influencers, offering them free Hape samples for reviews or as giveaways.

@busylittlezzy (70,000+ Followers) on Instagram. Hape *Sushi Selection* helped the little girl get one step closer to trying the real thing! Also, Hape *Cooking Essentials* were sent to one of the lucky followers.



@rasingdragons4 (50,000+ Followers) on Instagram, Hape *Junior Inventor Discovery Scientific Workbench*, *Solar System Puzzle*, *Robot Factory Domino*, *Quadrilla Castle Escape* were given to one of the lucky followers.

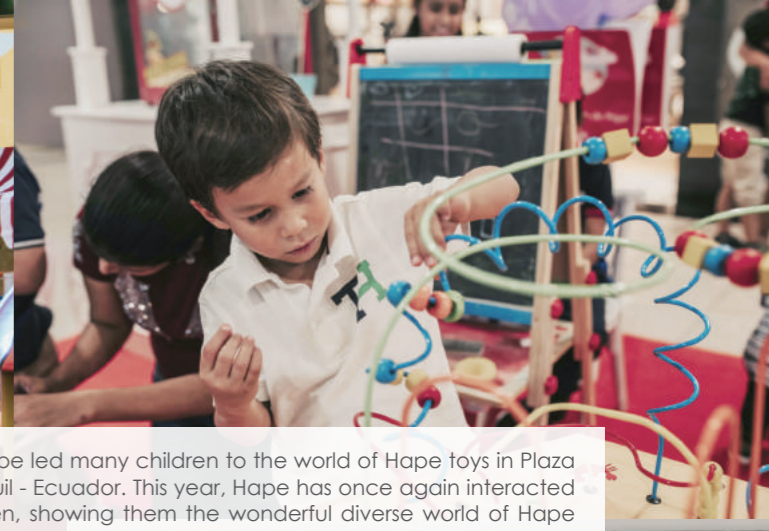


"The Purple Alphabet", a YouTube Subscriber, issued a video recommending Hape STEM toys, including *Quadrilla Race to the Finish*, *Junior Inventor Scientific Experiment Tool Box* to all, also as giveaways.

See the video: <https://www.youtube.com/watch?v=OxrnOPMiVc4>



Still a Hit- Play & Learn with Pepe!



One year ago, Pepe led many children to the world of Hape toys in Plaza Navona, Guayaquil - Ecuador. This year, Hape has once again interacted with lots of children, showing them the wonderful diverse world of Hape toys. For the whole month of June, the "Gran Estación Pepe" event, organized by Belabū (Hape's retailer in Ecuador since 2013) has carried out in La Vista de San Eduardo, CC Plaza Navona, and Local Mariposa - CC Village Plaza. During the event, Pepe walked into the "Mariposa Gift Shop" (located in Local Mariposa - CC Village Plaza) for the first time. Children and parents all had fun playing with various Hape toys including *Engine Play Table*, *All-in-1 Easel*, *Coral Reef Activity Center* among others. The *Sand* toys in particular drew a lot of children as summer is around the corner. And as always, Pepe was still the superstar of the event!

The whole month of June, with the "Gran Estación Pepe" event enabled children to have a quality time with Hape toys, and parents to have a happy parent-child experience! Hape continues to become more and more popular among customers throughout Ecuador.



(Photo Source: Hape Image)

Deeper into Hearts of Consumers – Hape Japan B2C Events

As a country that places great emphasis on child rearing, the Japanese market has always been a top priority in our wider development plan to bring Hape toys to the whole world. This quarter, Hape Japan has carried out many fun events, narrowing the distance between consumers and Hape toys. Not surprisingly, the events were all great successes for Hape's quality, educational toys, since parents lay greater emphasis on STEAM toys in Japan than in many other territories.

Otonabi Market

Date: 3rd to 7th April, 2019

Location: Solaria Stage (station building) Fukuoka, Kyusyu
This 20th anniversary event for Solaria Stage (station building), which is owned by West Japan railroad, gathered 15 popular shops in one location. Amongst the stylish and fashionable atmosphere, Hape stood out as the only brand targeting children. Hape toys on display included *Music* toys, *Kitchen & Food*, *White Gourmet Kitchen* (which was adored by lots of children), *Pepe Pull Along* and the *Railway POS Play Table*, all of which acted like a magnet to attending children and adults alike, leaving a fine impression and many smiling faces amongst the crowds.



Mama & Kids Day

Date: 1st to 2nd May, 2019

Location: Osaka International Exchange Centre
Held during Japan's longest ever national holiday, which celebrated the new emperor's enthronement, the event - themed as "Play and Learn for Children and Parents" - gathered 21 brands and organisations, with workshops and seminars on site.

The Hape booth featured a *Flexifix* workshop, and was a hit with the crowds. With the help of local students from Osaka Kyoiku University, the children created many creative unique figures. As a STEAM toy made from sustainable bamboo, *Flexifix* helped turn the event into a big success for Hape, bring joy to many visitors.



Northport Mall Kids Future Plan

Date: 8th to 9th June, 2019

Location: Northport Shopping Mall, Yokohama

Hape's *Flexifix* event was selected as one of the event series organized by Northport Shopping Mall in June, aiming to connecting families around the area whilst facilitating children's logical, creative and active thinking and boosting sales. Children and parents alike enjoyed the event, creating various figures. One parents, who had three children, commented, "It is great that kids of different ages can play in various ways and can use this toy for a long time!"



Oyako-no-Jikan (Workshop series)

Date: 8th May & 8th June, 2019

Location: TSUTAYA Bookstore Ropponmatsu, Fukuoka

TSUTAYA book store is famous for offering customers a sophisticated life-style experience. TSUTAYA Ropponmatsu in Fukuoka organises workshops (with different themes every time) each month, which Hape is in collaboration with. In every workshop, there is a Hape play area, offering children an opportunity to get up close and personal with Hape toys.

In May's workshop, themed "DIY", Hape's *Fix-it Tool Box* attracted many children and mothers to the play-area.

Later in June, the workshop changed its theme to "Face Drawing & Icing Cookies", and whilst mothers were busy making cookies, many children were drawing their fathers' pictures, as well as playing with Hape *Kitchen & Food* toys.



A series of "playing with children and parents" events have firmly rooted Hape toys into the hearts of consumers in Japan, allowing them to experience the fun and educational meaning of Hape toys in person.

(Photo Source: Hape Image)

Hape All-around Marketing Events in China

As one of Hape's manufacturing bases, the China market has always been of vital importance in Hape Toys' great plan of "going out to the whole world". In order to promote the Hape brand image among Chinese consumers, Hape China has conducted a series of interesting events this quarter. Read on to find out more!

Online Event Broader Cross-border Cooperation

This quarter, Hape Toys cooperated with many well-known platforms aimed at mothers and infants as well as some renowned agencies, placing our quality toys into the public eye.

Free Trial Program

From 17th May to 17th June, Hape *Bath* toy sets (*Teddy and Friends Bath Squirts*, *Happy Buckets Set*) were made available to all applicants in the China Parenting Network, attracting over 50,000 applicants.

Recommendation by Parenting Platform

From 20th May to 2nd June, the "Hape Toys Make You Smart" topic was launched online. Many mothers posted their firsthand experience with Hape toys on the QInbaobao app, sharing experiences and recommending Hape toys to all.

Collaboration with Renowned Platforms

This quarter, Hape has cooperated with many well-known agencies and programs in China. These include BABO Magic Box Project Plan, Zhejiang HYG channel (www.best1.com), Yijiejiaoyou app (www.ejoy365.com) from Sinopec Group, Gymboree Play & Music.

Offline Event Embracing Children's Day with Hape Toys!

Hape China regularly instigates a lot of great direct interactions with end-customers across the country, especially during festivals, when parents are most likely to take their children out. This International Children's Day, Hape toys captured the hearts of lots of children and parents through a series of roadshows.

Throughout May and June, Hape toys have been available in our specially designed play areas around many provinces and regions including Beijing, Shanghai, Zhejiang, Jiangsu, and more. Hape toys invited children and parents to enjoy a pleasant experience within the well-equipped play areas in shopping malls and department stores, playing with almost every category of Hape toys. *Junior Inventor*, *Quadrilla*, *Railway*, *Kitchen & Food*, *Music* and many other Hape toys all captured children's and parents' attention. The exquisite display of fun and quality as well as educational content delighted all who attended.

With continuous all-around marketing events carried out in China, Hape, as a German-style wooden toy brand, continues to be recognized by more and more customers. We are convinced that a higher sales rate and more market share in China are achievable in the near future!



(Photo Source: Hape Image)



Markant
Date: 15th to 16th May, 2019
Location: Messe center Rhein-Main, Hofheim



Markant (an European trade and service cooperation) organized this fair, bringing together partners from trade and industry with a total of 130 exhibitors. Various Hape toys including *Railway*, *Bath*, *Junior Inventor*, *Nebulous Stars*, etc. were featured in the display at the 20-square-meter Hape booth. 70 buyers from 21 different companies paid a visit to Hape, and we even achieved five high potential customers with 3,000 subsidiaries in Germany.



Elternbloggercafe Dusseldorf
Date: 26th May, 2019
Location: Voss Studios Dusseldorf

We cooperated with styl ranking media GmbH (an agency that focuses on influencer marketing) by taking part in their Elternbloggercafe events four times in 2019. This May, with a 9-square-meter area presenting Hape products, 50 visitors came to our booth. With the promotion of many influencers (around 25 stories and posts about Hape), we reached 650,000 followers on Instagram. In addition, the Hape play area also attracted a large amount of visitors. Human-sized Pepe was even a minion among the children!

Hape Marketing Highlights in Germany

This May proved to be a rather busy and productive month for Hape in Germany, with four excellent events carried out smoothly and successfully. As Hape's spiritual home and base in Europe, the German market is of top priority in Hape's development strategy. Fabulous events have been conducted this May, how fabulous? Read on and find out!

EK Fun
Date: 8th to 9th May, 2019
Location: EK Messezentrum Bielefeld



The fair was organized by EK (a service group) in cooperation with Vedes (a European buying group in the toy industry), and attracted 200 exhibitors. Accounting for 35 square meters, Hape's booth drew 560 visitors from 350 companies with a wide range of Hape toys. We also had many effective customers with a great order and new customers. Furthermore, many Hape products were presented by EK Fun employees at special times in the "Erlebbar" activity, where visitors had the chance to experience products including *Quadrilla*, *Railway*, *Junior Inventor* and *baby einstein* (our co-brand).

duoSymPos
Date: 3rd to 4th May, 2019
Location: Hotel Estrel Berlin



The duoSymPo event was organized by duo schreib & spiel (German Trades Association for toys and stationery). With a total floor area of over 4,500 square meters, 100 exhibitors attended the events. Hape, with a 15-square-meter booth, displayed a full range of toys including *Quadrilla*, *Railway*, *Bath*, *Junior Inventor*, as well as sub-brand *PolyM* and co-brand *baby einstein*, *Eltern*. We succeeded in obtaining effective customers with orders among the 1,000 booth visitors.

(Photo Source: Copyright_styl ranking)

Carnival on National Children's Day



Happy Day at Kuchajda Lake

Date: 9th June, 2019

Location: Nove Mesto of Bratislava city

Another Children's Day gala took place on the lawn by the beautiful Kuchajda Lake. Strider Slovakia held a series of sport activities and our exclusive distributor offered another play corner.

This event is a sequel to last year's and was carried under the partnership between Strider Slovakia and TOYETO. Approximately 2,500 visitors were drawn to the *Engine Play Table* and kids had a great time playing around with it.

On Board with Unicorn

Date: 2nd June, 2019

This year, the biggest Children's Day event: "On Board with Unicorn", which aims to support gifted children from socially disadvantaged backgrounds was held on 2nd June. The event attracted over 15,000 visitors to hear concerts, take part in programs and competitions and enjoy Slovakia's biggest ever foam party.

TOYETO s.r.o., the exclusive distributor of Hape in Slovakia, provided a fantastic Hape play corner and various creative activities representing Hape. The great *Engine Play Table* was a particular favorite among the kids.



The annual National Children's Day focuses the spotlight once a year on the younger generation. This year in Slovakia, various celebrations happened, giving the national kids a fabulous day filled with love and laughter.

Toyeto Vnímavé hračky
Published by Toyeto | 25 May at 17:47

Víkend so značkou HAPE je tu! Objavte drevené hračky, ktoré zaručene potešia každé dieťa. Navyše, až do konca víkendu ich môžete mať so zľavami až do 30%. Preskúmajte celú ponuku v našom e-shope.

VÍKEND S HAPE



Special Price for the Special Day

Date: 1st and 2nd, June

Many kids wish for a new toy as gift on Children's Day and Hape offered special prices in stores for the whole weekend. This caused a sensation among customers. Social networks also posted the good news, further raising the awareness of Hape's "Love Play Learn" philosophy.

Hape Appeared in Ladies Club on TV

Location: National TV channel STV1

A show called "Ladies Club" plays on Slovakia's national TV channel STV1. Hape has been introduced to audiences all over the country as a typical toy brand which uses safe and eco-friendly materials.

In two episodes broadcasted, housewives and the hostesses stressed the importance of non-toxic materials and having fun at the same time. Toys like *Creative Construction Kit* and *Color Flutter Butterfly* from Hape met their needs in every way!



Free Give-away from Hape in Evita Magazine

Date: 1st June, 2019

Location: Evita Magazine

TOYETO together with the popular lifestyle magazine Evita launched an online free give-away activity through Evita's social network platform. Given their many followers, over 244,100 unique visitors were been predicted.



(Photo Source: Hape Image)

Big Step into the Middle East

This quarter, Babico (Hape's exclusive distributor in the Middle East) has taken a big step with Hape toys in an attempt to gain more awareness and broaden its sales channel. And, thankfully, these efforts have turned out some fantastic results. So, let's follow Babico to travel to the Middle East!



Greater Awareness – Online Influencers Campaign

One year ago, Hape launched a new partnership in the UAE with Mama's Box, an agency boasting thousands of followers, among which 85% were women. The platform provides products to subscribers and encourages them to post their trial experiences with the products on their own social media accounts. This year, Hape has cooperated with three additional online agencies - Monki Box, Mini Mindfuls and Kiddos - to expand their social media influencers circle. By delivering more toys to more children and parents for trial, Hape is bound to gain more customers' favour and appreciation by virtue of its fine quality, play-value and, most importantly, its educational meaning.



Brand New Sales Mode – Mobile Store

Since this April, a mobile store housed in a van was in action in Kuwait, with many Hape products inside. Instead of heading to the physical stores in person, customers can now select their favourite toys and products in front of their own homes. More convenient than bricks-and-mortar stores - while more convincing than online stores - the new mobile store is gaining more and more customers' appreciation, and is an innovative new sales direction.



Broader Sales Channels – New Offline Store

A new store, "Children International Centre" in Seeb, Oman, has been launched, and a full range of Hape toys were displayed on the Hape shelves and *Wooden Gondola*. Hape's *Flexistix*, *Railway*, *Bath* and many other lines all reached customers' hearts, luring them to have a wonderful and high-value time through play. Furthermore, Babico has also shot a video featuring all Hape toys and promoting Hape to the region.

New initiatives, efforts, and a better future for Hape in the Middle East are very much anticipated through Babico's great work and continuous endeavours.

(Photo Source: Hape Image)

Date & Location:
18th May in Brno City; 25th May in Prague City

Children in Brno and Prague enjoyed the sixth Creative and Logical Games Festival together with their parents in the Czech Republic.

The festival proved popular, with around 5,700 participants taking part in all kinds of games and competitions in the two hosting cities. All play sets and materials came from renowned brands such as Hape, Brio, Pipasik etc, with emphasis placed on creative building, logical thinking and motor skills.

According to age, participants were divided into three groups: Toddlers (1-3 years), Preschoolers (3-6 years) and Primary Schoolers (6-12 years). Each group had several different activities with specially organised games and toys, with children choosing their activities based on their interests. The children were joined by their parents.

In toddler activities, the sponsor had prepared toys with bright colours, and soft and cute characters that promote children's sensory development, hand-eye coordination and fine motor skills.

Preschoolers meanwhile had more chance to deal with building challenges like wooden tracks, blocks, drawing and handicrafts etc. As a typical STEAM toy, the *Quadrilla* marble runs drew the most attention, with children designing structures, building with friends and enjoying marble races. Even the parents got interested with the tricky coding-like system. The activities for preschoolers were set to inspire kids' creativity, develop their imaginations and logical thinking and problem-solving skills.

Children who had already enrolled in school didn't miss a thing either, with advanced building systems designed to inspire inventor spirits and scientific thinking at hand to feed their hunger for experiments science. Hape's *Junior Inventor* sets contributed a lot to this theme, with participants working in teams and competing against each other. From their expression of focus and patience, we could read nothing but satisfaction and happiness.

The festival was held by Olymptoy, one of the most influential toy importers in the Czech Republic, in cooperation with K&L net and Agátin svět. Olymptoy is also the exclusive distributor of Hape in the Czech Republic.

CREATIVE

AND

LOGICAL

GAMES

FESTIVAL



Olymptoy Releases Summer Catalogs including Sand Toys from Hape
Olymptoy released two summer catalogs recently. Called "My Ladybugs", one of the publications is to be used in the brand's 150 stores, whilst the other catalog is for Kindergartens. Both editions include Sand toys from Hape.



(Photo Source: Hape Image)

Find Quality Toys in the Fashion Centre of the World

Hape Toys in Italy



A country known as the fashion centre of the world, Italy gathers crowds of pioneers from all walks of life, and Hape, the leading German-style high-quality wooden toys brand, made an appearance in the country alongside with other famous brands this quarter.

Hape Toys in Esselunga Catalogue!

From this April, Hape's *All-in-1 Kitchen* was available to all end-customers, who could exchange accumulated points for this great Hape toy! Esselunga S.p.A. is a renowned Italian retail store chain established in 1957, and its catalogue offers toy companies just two pages - which were entirely occupied by Hape this year! Through this activity, more and more end-customers in the local market have become aware of Hape, and gradually interest in Hape toys has grown.



Toys Milano Fair

The fourth edition of Toys Milano (a B2B fair) took place during the 6th and 7th of May 2019 at the MiCo Convention Centre in Milan. Organized by the Salone Internazionale del Giocattolo in partnership with Assogiocattoli, Toys Milano is a one-of-a-kind event in Italy, and a must for anyone who wants to create new business opportunities.

During Toys Milano, in-depth seminars and workshops dedicated to primary topics of interest to related sectors were presented by teams of experts. Topics included product safety, market data, consumer surveys, innovation in sales processes and more.

Hape participated the fair this year, displaying an array of Hape toys including *Railway*, *Music*, and *Kitchen & Food* toys, and other great creations of Hape and baby einstein. Gaining valuable exposure to more and more people at the fair, Hape toys has potentially won over crowds of potential customers.



Yoga Festival Bambini

From 11th to 12th May, the "Yoga Festival Bambini", an event completely dedicated to children and their families, took place in Milan. Expectant mothers, newborns, children and their fathers were invited to have new experiences in the Yoga world. Featured Hape toys such as *Pepe Pull Along*, *2-in-1 Kitchen & Grill Set*, *Junior Percussion Set*, all added interest to the event's abundant splendour.

Milan Design Week 2019

An unmissable appointment on an international level and the showcase for creativity, innovation and quality, Milan Design Week attracted over 400,000 visitors this year, with more than 300 exhibitors (more than last year) covering over 10,000 square meters of exhibition space. Innovative design, style and trends are the buzzwords for this particular event - as always.

From 10th to 14th April, Hape took part in "Fuori Salone", the most important event in the world related to the topic of design, which was hosted by Stokke (a renowned design brand). Hape prepared a distinctive play corner at the event, featuring Käthe Kruse, which was greatly appreciated by children both big and small, while another corner featured selected Hape toys, including *Infant* and *Music* toys that allowed parents to join in and play with their children.



(Photo Source: Hape Image)

Hape Toys in the House! Suisse Toy 2019



It must be the largest event investment in Hape toys by our Swiss distributor Arwico ever: we had a house presenting *Quadrilla* and *Kruselings* at the Suisse Toy 2019 event, which is the largest play village at the Bern Expo AG in Switzerland.

From 27th April to 5th May, Suisse Toy offered pure adventure for families and an inspiring space to test, touch and try new and existing products. Amongst around a thousand play-houses, a crowd of kids found fun in Hape's toy house, where the running marbles of *Quadrilla* and *Kruselings* angels attracted children's eyes, inspiring experimentation and construction. Also, a play tutor was on standby, to guide and play with the children! And of course, girls always like dolls, dressing up *Kruselings* angels and finding really play value in these timeless products.

Are you addicted to Hape toys? Buy on site and enjoy 10% off!

Hape Railway Gondola Placed in Swiss Capital

A full set of Hape's *Railway Gondola* shelves were placed in a new shopping mall in Bern recently, increasing customer's shopping enjoyment, especially the little ones.

The *Railway Gondola* is a part of Hape's new Shop-in-Shop system. This system aims to improve Hape's store image and customer experience. It can be flexibly fitted to stores with different sizes and space shapes, and it's possible to not always take the whole system, but perhaps just certain elements. Currently, the new Shop-in-Shop concept has been applied in many Hape stores/corners around the world, and will enter into thousands more Hape toys stores around the globe in the future.



(Photo Source: Hape Image)

Maintain Long-Term Cooperation, Build In-Depth Friendship!

Interview with Arwico - Hape's Exclusive Distributor in Switzerland and Liechtenstein



Arwico has been Hape's exclusive distributor in Switzerland and Liechtenstein since 2010. As a leading distributor, wholesaler and long-term partner, Arwico is indeed Hape's old friend. And we are very honoured to have Daniel Loerincz, the CEO of Arwico, here to share his brilliant ideas.

1 As is known to all, Arwico is the 3rd biggest distributor and wholesaler in Switzerland, whose main business focus is on technique models with high value, like planes, trains and boats etc. What drove you to target the toy business in 2010? And why did you choose Hape as soon as you started your toy business?

There are a few things. Actually, we already grew multi-trade in the radio control and plastic kit area. In the 70s, 80s, and 90s, we were in multi-trade in low-priced categories, and already in the toy business. We had also come to suppliers that developed infant toys, like REVELL, and some plastic, girly toys. Therefore, we knew the toy business already, in 1990s or 2000 millennium.

We have known Mr. Peter Handstein since 2009. I met him several times in 2010 and then we started business with Hape Toys. At that time, there were environmentally-friendly trends on the Swiss market, so we focused on that. And, in 2009 to 2011, there was a huge focus on bamboo toys, which is still visible today. So, Hape's really nice bamboo designs - a new material - and their distinguished wooden toys really caught our eyes. Up to 2005, buyers could only order wooden toys, and it occurred to me that we could put Hape (with its wooden toys and its bamboo toys) into the share.

2 How is the competitiveness of Hape toys in the Swiss market - a wealthy country with a market for even luxurious toys - when put up against strong competitors that have long histories in the European market like HABA, Plan Toys, BRIO, etc? Do you have any advice for Hape Toys that could help them perform better in the Swiss toy market in the future?

There are many famous brands that account for a large share of the toy market in Switzerland, like Pin Toy and Plan Toy (who performed quite well in 2009 and before). Plan Toy is quite popular in special retailer shops. Hape Toys, including its wooden toys and plastic toys, are also quite popular on the Swiss toy market. And I am confident Hape Toys will move to a better level in the future.

Switzerland is a country that focuses on environmental-friendly principles very much, and retailers expect more and more products in this style. So I suggest leading the marketing in promotional ways that can be visualised by customers. We can print more news, new ideas, stories about Hape's development history, and how Hape supports young people in their packaging, which, from my point of view, is a great way to win over customers' hearts. There are many local Swiss brands doing things like that, making it quite clear and visible on the packaging that the items come from a really great company which takes on lots of social responsibility, in an environmental sense. Since in Europe, especially in Scandinavia, Sweden and Switzerland, people place great emphasis on this topic - caring about the environment, that is - I think it is a feasible way forward and worthy of consideration.

3 Since you have salesmen visiting retailers regularly, can you share with us any outstanding retail cases or fantastic sales stories that have impressed you over the years?

We have some projects going on, and one in particular is called "Hello Family", which is very well-known in Switzerland. The "Hello Family" project is in cooperation with Pampers®, which covers many areas related to children, like food, clothing, and toys. We also cooperate with Coop, one of the biggest food and non-food retailers in Switzerland, where we sell our products.

Accordingly we make full use of this four-angle relationship alliance. With Pampers® promotion, we can develop many items for our friends and consumers. For example, if consumers buy 12 packages of Pampers at the regular price, they get a specific regionally designed Hape item for free. Consumers have to log into the website, make an order, and then they will get the goods delivered directly to their home. This is really a successful cooperation, and we are looking for more and more collaborations like this.

(Photo Source: Hape Image)

4 Hape Toys occupies a very large share of your magazine and your toy business; can you recommend three great categories of Hape Toys that you think have great value, rich educational meaning, and could be of great interest to customers?

I think different people have different preferences, whether they are parents, children, friends or relatives, etc. It is quite hard to conclude in a clear way. Also, our magazine can be viewed from different perspectives; from buyers or from children, for example. The thing is, all the nice toys in the magazine can be directly found in local shops.

On the whole, *Kitchen & Food (Role play)*, *Quadrilla*, and *Music* lines are quite popular with customers in Switzerland. We can offer to our shops a whole variety of nice toys and items, which they can order directly on their own. However, the best sellers are the low-priced items. But they are really good items despite the low price!

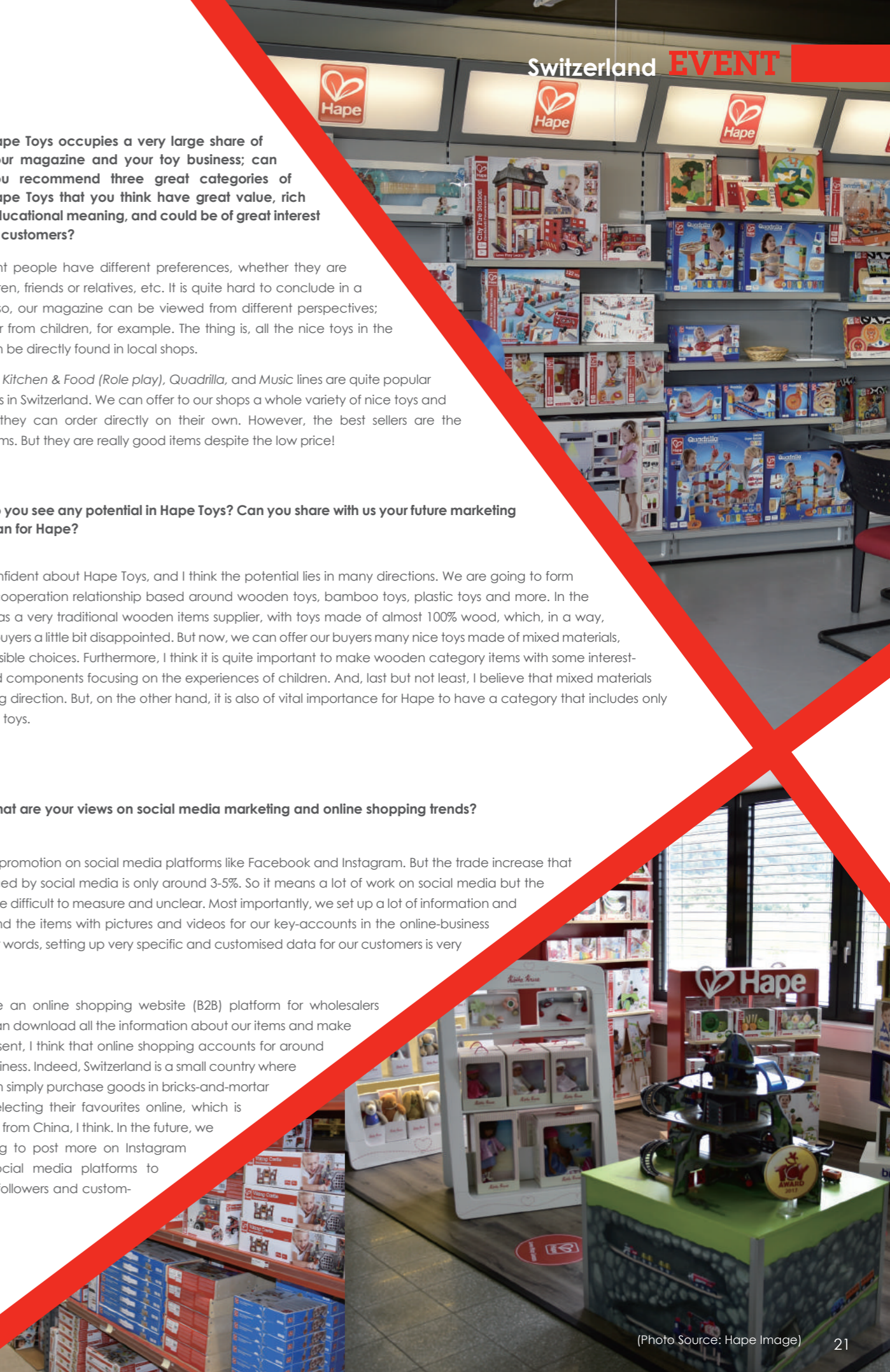
5 Do you see any potential in Hape Toys? Can you share with us your future marketing plan for Hape?

I am quite confident about Hape Toys, and I think the potential lies in many directions. We are going to form an all-round cooperation relationship based around wooden toys, bamboo toys, plastic toys and more. In the past, Hape was a very traditional wooden items supplier, with toys made of almost 100% wood, which, in a way, made many buyers a little bit disappointed. But now, we can offer our buyers many nice toys made of mixed materials, with more feasible choices. Furthermore, I think it is quite important to make wooden category items with some interestingly designed components focusing on the experiences of children. And, last but not least, I believe that mixed materials is an interesting direction. But, on the other hand, it is also of vital importance for Hape to have a category that includes only 100% wooden toys.

6 What are your views on social media marketing and online shopping trends?

We do online promotion on social media platforms like Facebook and Instagram. But the trade increase that might influenced by social media is only around 3-5%. So it means a lot of work on social media but the results are quite difficult to measure and unclear. Most importantly, we set up a lot of information and content around the items with pictures and videos for our key-accounts in the online-business (B2C). In other words, setting up very specific and customised data for our customers is very important.

We also have an online shopping website (B2B) platform for wholesalers where they can download all the information about our items and make orders. At present, I think that online shopping accounts for around 50% of our business. Indeed, Switzerland is a small country where customers can simply purchase goods in bricks-and-mortar shops after selecting their favourites online, which is quite different from China, I think. In the future, we are also going to post more on Instagram and other social media platforms to attract more followers and customers.



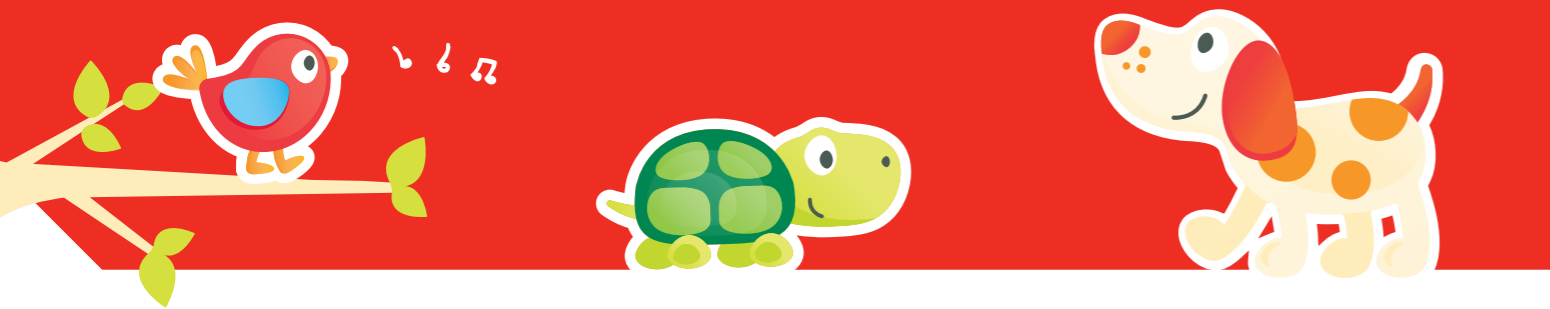
(Photo Source: Hape Image)



It's Time to Love Play Learn Hape Window Display in Ecuador

Since this May, a well-decorated window display in two stores located in C.C Plaza Navona and C.C La Vista de San Eduardo has attracted a lot of attention. The window show, featuring Pepe and his friends: Dante the Cat, Tito the Turtle, and Lily the Bird, along with the slogan "Love Play Learn" intends to invite more and more customers to come inside to pick their favorites back home!

Cooperated with Hape since 2013, Belabú has conducted a series of successful and fruitful marketing activities these years in Ecuador, winning over more and more local customers' hearts, greatly helping Hape build a better brand image. Latin America, as an emerging market along with great potential, has been laid great emphasis on. Hape is always with open arms for sincere partners to forge ahead with a brighter future!



Look! Hape Window Show in New Zealand

Sweetpea, as Hape's new distributor in New Zealand, has elaborately decorated its stores, featuring with diverse Hape toys by the store window. Fabulous Hape toys, under the great arrangement, glow in the sunshine, inviting more and more customers into the store.



Eloquence (a baby gift store)
Time: April to May, 2019
Location: Wellington



Toyco
Time: June to July, 2019
Location: Auckland

Hape's New Appearance in the Baltic Region

Recently, Kotryna, Hape's distributor in the Baltic region opened a new store in Ryga, Latvia, displaying a full range of Hape toys in Hape Wooden Wall Units.



New Store in Italy

This quarter, four new stores "ToySuper" were launched respectively in Roma, Milan, Livomo, and Padova, welcoming the pouring crowds to reach wider ranges of Hape toys.



(Photo Source: Hape Image)



Stop to See the Great Window Show!

Germany

The store "Spiel und Freizeit Breustedt", located in Golsar, decorated its window with Hape & baby einstein co-brand items, with the Magic Touch Piano - a great creation which won the ToyAward 2019 at the Spielwarenmesse International Toy Fair - taking centre stage.

The store "Spiel und Freizeit Breustedt" belongs to Vedes, a specialised trade organisation for toys and leisure, and one of the top three retail groups in Germany. Hape Germany has cooperated with Vedes for many years.

(Photo Source: Hape Image)

SOCIAL MEDIA

Date: April & May & June
Influence Area: Baltic Region
Medium: Facebook & Blog
Topic: Promotion of Hape toys & Hape-toys recommended by a blogger.
Highlight: Baby City & Toy City, one of our distributor Kotryna Group's shops in the Baltic region, shared many posts featuring Hape toys' recent promotion on its Facebook account @BabyCity/ToyCity. In addition, an article recommending Hape toys was posted on 20th June on I LOVE TOYS, a blog website sharing great items related to children and families.



Date: May
Influence Area: New Zealand
Medium: Facebook
Topic: Music Month (All May) – Promotion on Facebook
Highlight: Sweerpea, Hape's distributor in New Zealand, launched an online promotion on Facebook. Followers who tagged a friend in the comments of the posts on @Hape Toys New Zealand, got a chance to win Hape Music toys (Baby Drum, Junior Percussion Set, Mighty Mini Band) in May. The activity gathered 61,000 people with over 800 engagements.



Date: 16th May
Influence Area: UK
Medium: Blog
Topic: Hape toys appeared on Country Child
Highlight: A mother received a pack of toys and items for her children's play-chest party - featuring Hape Music toys, Pound and Tap Bench, Red Ukulele, 6-in-1 Music Maker and more - and posted Hape toys on her blog, which was shared by "Country Child", a website focusing on parenting, children and families.



(Photo Source: Hape Image)

Date: April to June
Influence Area: China
Medium: WeChat
Topic: Hape articles and posters sharing on WeChat
Highlight: Hape China posted articles as well as special posters on WeChat, featuring Hape toys for different festivals, including international ones, like Father's Day, Mother's Day and Day, International Children's Day and Chinese traditional ones, like Dragon Boat Festival, etc. Furthermore, articles about Hape's new products (PolyM, Bath and Music toys) were pushed to their subscribers on WeChat. In addition, Hape China also shared posters on its WeChat "Moments", with classic Japanese Anime characters on special occasions, promoting nanoblock, our distribution brand. The posters featured nanoblock & Pokémon (during the film Pokémon Detective Pikachu) and nanoblock & Doraemon during the film Doraemon.



Date: April & May
Influence Area: Germany
Medium: Facebook
Topic: Great postings on @Hape Toys Deutschland
Highlight: Hape Germany issued many great posts, featuring Hape toys, on its formal Facebook account, recommending Hape toys to all and interacting with its followers.



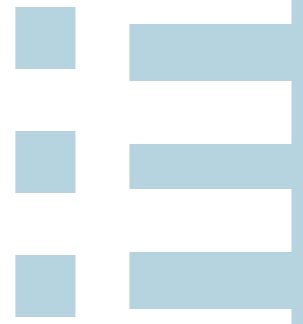
Date: Mid May to the first week of June
Influence Area: UAE
Medium: Instagram & Website
Topic: Great postings on Bumble Bee & Online Promotion on mumzworld.com
Highlight: Bumble Bee - an innovative one-stop-shop catering to the needs of design and fashion conscious parents who don't want to compromise on quality and style - posted Hape toys on its homepage. In addition, the website mumzworld.com also publicised a promotion, with 30% discount on selected Hape items from mid May to the first week of June.



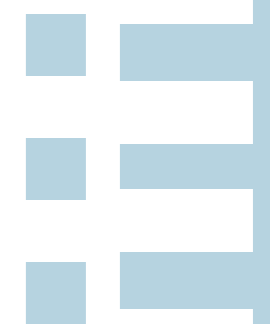
(Photo Source: Hape Image)



Publication Time: June 2019
Distribution Area: UK
Name of Magazine: ToyWorld
Distribution Channels: B2B
Circulation: 5,109
Products: Portable Baby Gym, an introduction of Marbel, Hape's distributor in UK
Placement: Two pages
Brief Introduction: ToyWorld magazine is the biggest and best trade publication for the UK toy trade.



Publication Time: April 2019
Distribution Area: Canada
Name of Magazine: Today's Parent
Distribution Channels: B2C
Circulation: 165,056 bimonthly
Products: Rainbow Bead Abacus, Chunky Clock Puzzle, Fantasia Blocks Castle
Placement: 3/14 of one page
Brief Introduction: Today's Parent is a bi-monthly Canadian magazine for parents of children from birth to age 14. It covers various topics like health, education, behavior, and nutrition.



Publication Time: Winter 2019
Distribution Area: New Zealand
Name of Magazine: OH baby!
Distribution Channels: B2C
Circulation: /
Products: Portable Baby Gym, Sweet Dreams Baby Mobile, Elephant, Dumper Truck
Placement: Two full inner pages, 1/4 of one page and 1/12 of one page
Brief Introduction: OH baby! magazine is dedicated to creating engaging content and supporting new parents through pre-conception, pregnancy, and childhood's early years. Regular OH baby! features include nutrition, health, recipes, product reviews and more.



Publication Time: June 2019
Distribution Area: Germany, Austria, Switzerland
Name of Magazine: Eltern
Distribution Channel: B2C
Circulation: More than 180,000 copies per month
Product: Pull Along Dog, Apple Grab Toy (from Hape/Eltern co-brand line)
Placement: Two 1/8 pages
Brief Introduction: Eltern is a monthly German magazine, founded in 1966, that focuses primarily on parents. 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: April & May 2019
Distribution Area: Middle East
Name of Magazine: Mother Baby & Child
Distribution Channels: B2C
Circulation: 45,000 copies per month
Products: Pop-up Shop, Truss Crane
Placement: Two 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, supermarkets, bookstores, clinics, hospitals, cafés, and more, the magazine gains high market coverage.



Publication Time: 25th May, 2019
Distribution Area: Ecuador
Name of Magazine: Mi Mundo
Distribution Channels: B2C
Circulation: 200,000+ daily
Products: An advertisement about Hape
Placement: 1/3 of one page
Brief Introduction: Mi Mundo (My World), formally El Universo is the first largest printed daily newspaper in Ecuador. The paper is considered one of the country's newspapers of record along with El Comercio, El Telégrafo y Expresso. The topic covers economy, sports, culture, and more.



Publication Time: April 2019
Distribution Area: Greece
Name of Magazine: Kappa
Distribution Channels: B2C
Circulation: 57,348 copies
Products: All Season House (furnished), Pound and Tap Bench, Double-Sided Drum, Rainbow Pan Flute, All-in-1 Kitchen
Placement: One full inner page
Brief Introduction: Kappa is the Weekly Supplement of the Sunday edition of Kathimerini, (a daily political and financial broadsheet newspaper) that combines information and entertainment. It covers a wide variety of topics and current issues in the social, political, cultural and sporting fields, keeping readers up-to-date with the latest developments in news and lifestyle.



Publication Time: April 2019
Distribution Area: China
Name of Magazine: Parenting Science
Distribution Channels: B2C
Circulation: 360,000 per month
Products: Junior Inventor Discovery Scientific Workbench, baby einstein, Innovation Station, Color Mixer, Discovery Train, Magic Touch Piano, Magic Touch Drum, Underwater Discovery Puzzle, Balancing Cal
Placement: 2/9 of one inner page
Brief Introduction: Established in 1980, Parenting Science is a very well-known and popular parenting magazine in China. The title "Parenting Science" was inscribed by Soong Ching-ling, wife of Sun Yat-sen. It covers topics about childcare, teaching and parenting which is both useful and interesting, providing parents with many suggestions about childcare in a fun way.



(Photo Source: Hape Image)

(Photo Source: Hape Image)