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Global Marketing Report

2019 Q3

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(Photo Source: Copyright_styl ranking)

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Love Play Learn

CBME

Hape Shines in Shanghai

(24th to 26th July 2019, Shanghai, China) The CBME (Children-Baby-Maternity Expo) China - The 19th Shanghai International Children Baby and Maternity Products Expo went smoothly at the National Exhibition and Convention Center this year. With a total floor area covering 293,757 square meters, the internationally leading CBME gathered 4,700 brands from more than 3,300 exhibitors, and attracted 90,000 plus visitors and customers as well. It is really a must-see expo focusing on maternal and children's products for all customers.

Hape Group participated in the expo, together with its eponymous brand, the German wooden toy brand Hape®. Hape showed its new products for 2019, and its strategic partners – the plush toy tycoon Ty®, the micro building block brand nanoblock®, as well as the renowned infant and toddler products manufacturer Kids II's sub-brands, baby einstein®, Oball® and Disney baby®. During the expo, advanced and exquisitely designed products with excellent quality at the Hape booth drew large crowds of visitors and customers. In addition, many renowned media, platforms including iQIYI, Qinbaobao and China Parenting Network, came to have an interview with Hape, showcasing Hape Group's brand image and prominent philosophy.



Join Hape at Kids Fun Expo!

From 11th to 14th July, 2019, the Kids Fun Expo (KFE) was successfully held at the National Agricultural Exhibition Centre in Beijing. The Kids Fun Expo is currently one of the largest consumer-oriented toy expos in China. This year, the expo gathered tens of thousands of toys from more than 200 international brands.

With a total floor space of 224 square meters, Hape's booth was a hit with the visitors, who enjoyed the six originally-designed toy experience centres that were filled respectively with different kinds of Hape toys (*Junior Inventor, Quadrilla, Railway, baby einstein, Kitchen, blocks, etc.*). Hape's new, high cost-effective products were also presented at the expo, gaining much attention from the crowds. Furthermore, an array of interesting games enabled parents and children to have some quality time together whilst learning more about STEAM through *Quadrilla* building and interaction at Hape's booth. In addition, Hape was not only a hit with the visiting children and parents, but also with the gathered domestic media, including xfbw.net, btime.com, GMW.cn, Chinanews.com, iQIYI.com and more. In the end, Hape garnered a large number of new fans and loyal followers at the Expo, making meaningful connections with more and more customers throughout the country.



(Photo Source: Hape Image)

AUTUMN FAIR

Date: 6th to 10th September, 2019
Place: Paris Nord Villepinte, France
Name: MAISON & OBJET PARIS
Type: B2B
Website:

<https://www.maison-objet.com/en>
Organized by: Hape France
Highlight:

MAISON & OBJET PARIS is an international trade fair dedicated to home decor, interior design, architecture and lifestyle culture and trends. The fair takes place in January and September at the Parc des Expositions in Paris, France.

Hape joined the show in September this year displaying shiny new toys from the Hape collection, baby einstein, Beleduc and Kruselings in an open space of 72m². The attractive Hape "red" lit up the fair like a ruby, inciting hordes of visitors to stop by.



Date: 1st to 4th September, 2019
Place: NEC Birmingham, UK
Name: Autumn Fair
Type: B2B & B2C
Website:

<https://www.autumnfair.com/>
Organized by: Hape UK
Highlight:

As Hape's office in the UK and Ireland, Marbel took part in the UK's Autumn Fair. The fair provided the ideal platform for Hape and other suppliers to showcase their products and services to thousands of UK and international retailers. Perfectly timed at the start of the Golden Quarter - the busiest and most profitable shopping time of year - the show brought together products across 11 show sectors, welcoming 22,000 visitors and 1,300 exhibitors.

Hape made the most of this opportunity, introducing clients, customers and contacts to the new items for 2019, including those of *Junior Inventor, Infant Toys, Toddler Toys, Food & Kitchen, Music Toys, Bath Toys, Push & Pull* and *Railway*. The enthusiasm that met these presentations and interactions gives us much optimism for the year ahead.



Mostra Rota Child & Toy Fair

Date: 20th to 23rd September, 2019
Place: Athens International Airport, Athens, Greece
Name: Mostra Rota Child & Toy Fair
Type: B2B
Website:

<https://10times.com/mostra-rota>
Organized by: Hape's Greek exclusive distributor Moustakas
Highlight:

A 65 m² booth at the Mostra Rota Child & Toy Fair represented another step forward for Hape in the Greek market. Organized by the Greek Association of Toy Producers, the Mostra Rota Child & Toy Fair is the key annual exhibition for the Greek market.

In Metropolitan Expo, Greece's most contemporary venue and one of the largest multi-function centres in South East Europe, a large Pepe puppet gave a warm welcome to visitors from all over the world. Behind him were a full range of Hape products, baby einstein, Eurekakids, and more. This year, our distributor in Greece, Moustakas, had spared no expense in promoting Hape, as was apparent from the brand's shiny red booth.



Date: 15th to 16th September, 2019
Place: Nieuwegein, the Netherlands
Name: Spotlight
Type: B2B
Website:

<https://spotlight-event.nl/exposanten/>
Organized by: Hape's Benelux exclusive distributor Edugro
Highlight:

Spotlight is a B2B-intended fair that places emphasis on experience. This year, our distributor Edugro brought Hape to the centre of Spotlight. Toys of *baby einstein* and *Railway* category, *Sunny Valley Adventure Dome* have all become best-sellers thanks to their above-average performances in interactive activities and typical try-me displays.



SPOTLIGHT

(Photo Source: Hape Image)

MAGIC TOUCH PIANO WON GRAND RECOGNITION ACROSS THE WORLD

This quarter, Magic Touch Piano, the great creation of Hape and baby einstein, was again recognized with three influential international awards!



Toy of the Year 2019 in Finland

On 21st August, Toy of the Year 2019 unveiled its final result in Finland - Magic Touch Piano won laurels as First Toy of the Year 2019 (sub-category of Toy of the Year). Along with other universally renowned toy brands including Lego, Brio and others, Hape toys' quality and playability were no doubt approved at a high international level.

For more information, please see: <https://suomenleluyhdistys.fi/tassa-ovat-vuoden-lelu-2019-kilpailun-voittajat/>



For the 14th time this year, the Finnish Toy Association organized the Toy of the Year competition, in which educational and commercial professionals evaluate new toys to help parents choose the most worthwhile toys with great safety and creativity. The award consists of five categories (with one winner in each), namely, Vehicle Toy of the Year, First Toy of the Year, Character Toy of the Year, Construction Toy of the Year and Innovation Toy of the Year.

Toy of the Year 2019 in Sweden

After receiving the grand recognition in Finland, Magic Touch Piano was then nominated by the Toy of the Year 2019 in Sweden in the very same quarter! Together with other renowned toy brands such as Brio, Magic Touch Piano was nominated as the Best Infant Toy of the Year 2019 (a sub-category of Toy of the Year) in Sweden.

For more information, please see: <https://www.lekobaby.se/utm%3%A4rkelsel/%3%A5rets-leksak-3926913>



The Toy of the Year Award is organized by Lek & Baby, a Swedish Toy and Baby Association. The award is divided into categories including Toddler Toy (0-2 years), Preschool Children's Toy (3-5 years), School Children's Toy (6-10 years), Innovation Toy, Arts & Crafts Toy, Eco / Environment Toy and Pulse Raiser Toy.

(Photo Source: Hape Image)

Good Toy Guide in the UK

On 21st September Magic Touch Piano was then honored by the Good Toy Guide (Recommended) in the UK.



Good Toy Guide is organized by Fundamentally Children, an organization dedicated to helping children develop skills through play. They provide independent expert advice on a range of topics including play, toys, apps, children's tech, e-safety, child development, special needs and other parenting issues. For the review process, each submitted product is tested by children, as well as the team of experts, to produce an extensive appraisal of the toy in question, with ratings for fun, skills development and ease of use. Products that received more than 9 star ratings will be certified with a stamp of "Approved" while the ones achieved more than 12 stars are flagged as "Recommended".

For more information, please see: <https://www.fundamentallychildren.com/toy/hape-magic-touch-piano/>

Just as the saying goes, "Gold will always shine", Magic Touch Piano, with its discreet sound level and environmentally-friendly black technology, has won universal recognition from lots of internationally renowned and influential awards, such as ToyAward 2019 at the Spielwarenmesse International Toy Fair. Endorsed by so many internationally influential awards, Hape, without doubt, will gain more popularity and awareness as well as a sales growth in the near future. Hape will, as always, develop more and more quality and fun toys to deliver happiness to every child in the whole world.

Hape Toys Honored in USA

This quarter, great news came from the other side of the Pacific Ocean again – six Hape toys were honored by great awards in the USA! A wide recognition in USA has proved Hape toys' fine quality, fun play value as well as educational meaning, and is already helping Hape to gain more popularity and enjoy more appreciation by all.

2019 PAL (Play Advances Language) Awards

After three Hape toys' recognition in May, another two Hape toys (*Double Fun Fishing Set*, *Cook 'n Serve Kitchen*) were also granted as 2019 PAL Award winners on 26th August.



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.

Please find more information at: <http://playonwords.com/award/pal2019toys/>



2019 Creative Child Awards

Fresh from the above accolades, another four Hape toys (*Mr. Frog Stacking Rings*, *Sunny Valley Adventure Dome*, *Jungle Press and Slide* and *Solar System Puzzle*) also won recognition at the 2019 Creative Child Awards!

Creative Child is a monthly publication in the US to help parents nurture their child's creativity. Its Awards Program is unique in that all products submitted are reviewed by moms, educators and early education professionals. Therefore, every product that is reviewed is by the very people who would purchase them.

Please find more information at: www.creativechild.com

Hape Awarded by Good Toy Guide

On 19th September, along with the Magic Touch Piano, Hape's *Four-Stage Rocket Ship* was also honored by the Good Toy Guide (Recommended) in the UK.

The *Four-Stage Rocket Ship* has been awarded by Best Baby & Toddler Gear Awards (Gold & Consumer Choice) before in UK. It is a multi-level, 20 piece ship which offers an out-of-this-world play experience, helping develop imaginative play and story-telling skills as well as promoting hand-eye coordination.

See the reviews below:
From testers:
"The astronaut is on the computer." - Boy aged 2
"It's a space rocket with a lift!" - Girl aged 3

From experts:
The *Four-Stage Rocket Ship* is great for encouraging imaginative play while introducing children to concepts in space. It was quick and easy to put together, although a screwdriver was needed. Our testers got lost in an imaginative world while playing with the rocket ship, fantastic for building their creativity and helping their personal, social and emotional development.

We found the rocket ship great for storytelling and developing vocabulary – children were able to identify the rocket, spaceman and alien, and once told the actual name "astronaut", continued to use this throughout their play. The many different interactive features opened up lots of discussion about space which helped develop children's understanding of the subject.

See more information at: <https://www.fundamentallychildren.com/toy/hape-four-stage-rocket-ship/>



(Photo Source: Hape Image)

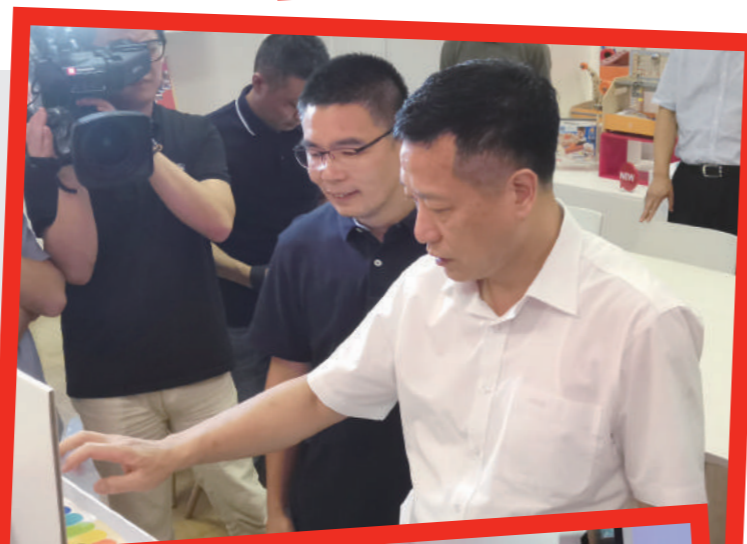


Ningbo Municipal and Beilun District Leaders Make Visit to Hape China

On the afternoon of 29th August, 2019, Liang Qun, member of the Standing Committee of the Municipal Party Committee and Secretary of the District Party Committee, and Deputy District Chief Pan Qunwei - accompanied by a group of government personnel - paid a visit to Hape China.

Mr. Liang visited the product exhibition hall, the office and the production workshop. Astonished by Hape's high-quality wooden toys, he also praised the factory's rigorous and high-level production process, indicating that the government would, as always, support Hape - an excellent for-ign-funded enterprise - to further develop in China. In the meantime, he advised Hape to find a pathway that combines its own actual situation with increased investment in technological transformation and R&D in order to accelerate the transformation of its production processes, thusly enhancing the core competitiveness of its enterprises.

The strong support of the government will undoubtedly help Hape to continue to develop and move in the right direction, bringing happiness to children all over the world with its environmentally-friendly and educational wooden toys. Such circumstances will also help to further promote the development of the industry, and boost the region's economy.



(Photo Source: Hape Image)

Meet PolyM this New School Year

(31st August, 2019, Shanghai) The annual "Welcome Back to School" party co-hosted by the German Chamber of Commerce | Shanghai, in cooperation with the German School Hongqiao, kicked off again this year in the courtyard of the school. Hape organised a PolyM creative challenge during the event, welcoming old and new students and wishing them a great new start in the school.

Just like last year, the "Welcome Back to School" party drew crowds of children and parents and featured excellent live shows, fascinating games as well as tasty German foods. As a member of the German Chamber of Commerce | Shanghai, Hape participated in the great party again this year, welcoming children with the German building block, PolyM. Unlike any other games with prescribed instructions for toy building, this year we provided children with a creative building challenge in order to let them build their own original creations and to explore their imaginations. Children enthusiastically signed up for the challenge and were thoroughly engrossed in building unique PolyM structures. The interested children, patient and curious parents and creative and original PolyM features, combined to make the PolyM challenge a great success, kicking-off the new school year with happy laughter. In the end, two children won the grand prizes respectively (a set of City Vehicles and an Adventure Rocket!) for their dazzlingly original creations.



PolyM, a German creative building brick brand established in 1980, was acquired by Hape Holding AG in 2017. It was created by Meyer, a German auto engineer, for his daughter, and it is still developed and operated by the grandchild of Meyer today. This May, PolyM was awarded the grand Good Toy Award 2019 (hosted by the "Art and Play" Creation Association, the Japanese NPO that operates Tokyo Toy Museum) in Japan, winning unanimous recognition and generous applause.

(Photo Source: Hape Image)

Travel with Hape Railway Trains



From 21st to 22nd September, as the schools started to welcome all their students, old and new, an intriguing event full of Hape Railway trains took place in "Uncle Hape's Attic", Belun Intime City (a comprehensive shopping and entertainment department store), in China.



The event welcomed many participants selected from the Hape member group, and drew crowds of onlookers to the site. The event consisted of three competitions. Every competition participant would be given scores in accordance with the results, and the participant with the highest scores would be awarded with prizes.

Game one: two participant families have to build the Hape *Busy City Rail Set* (first round) and the *Emergency Services HQ* (second round). The team that finishes quickest wins! Game two: the parents have to use the *Free App* to make the *Remote Control Train* go forward or backward while the children are responsible for putting the goods on the train. Again - quickest wins! Game three: the participants have to rotate the top crank handle to generate power to make the *Crank-Powered Train* move to the 5-meter destination. The first one there wins!

Furthermore, grand prizes including *Light and Sound Mountain Tunnel Set* and *Brave Little Engine* were given to the game winners, as well as little Hape giveaways and coupons for lucky onlookers. All participants, children and even their parents, were excited about the game competition, and were completely absorbed in it. Serious faces, ingenious motions, with one hundred percent concentration, the games were intense and exciting, attracting a lot of onlookers. In the end, the children all laughed with great happiness on their faces after winning exquisite Hape toys. Parents all expressed that it was truly a worthwhile game which created an unforgettable experience.



It is really a great success, not only as a precious opportunity to promote Hape's new *Railway* products to all, but also as an interesting and meaningful parent-child event. On one hand, it created a relatively rare opportunity for parents to have a quality time with their children, learning more about their little ones. On the other hand, the event has exposed Hape to more potential customers, winning a lot of children and parents' hearts. Last but not least, the event has made it possible to deliver happiness to more children all over the world, echoing Hape's philosophy and Hape Group's Founder and CEO Mr. Peter Handstein's great hope for the company. In the future, Hape will continue to strive to do the same, delivering more happiness to more children across the world, in turn contributing to a better society.

Find Hape in Your New "Home"

Cross-border Cooperation Case Analysis

Since this September, Hape toys have appeared in a newly built residential flat called "Jiuyueii" in Beilun (Ningbo, China), attracting lots of attention from visiting customers. Till now, the incremental growth in interest has resulted in more and more customers.

In collaboration with Jinke Realty Group, a variety of Hape toys were displayed in some of Jinke's show-flats and sales offices this September. Customers have been pleasantly surprised by the exquisite toys on display, and the colorful "onions", "mushrooms" and "tomatoes" placed in the kitchen have attracted crowds of customers. Furthermore, *Flower Power Guitars*, and Hape's *Railway* toys filled the children's bedrooms with unusual charm, luring in a great number of parents and children. In addition, the new home owners will have the opportunity to win great Hape toys in the "Smash the Golden Eggs" game.



The cross-border cooperation with the real estate group has really broadened the marketing channels of Hape toys. The displayed Hape toys in the show-flats and sales offices not only exposed Hape products to old and new toy customers, but also allowed parents to concentrate on their business whilst their children were preoccupied - thusly further benefiting Jinke's sales in turn. The cooperation was a great success for both sides.

Jinke Realty Group, established in 1998, is a large-scale enterprise group with four-in-one development of diversified industries, including real estate development, science and technology industry investment and operation, life services, cultural tourism and recreation. Equipped with strong comprehensive competitiveness, Jinke is regarded as "a leading service provider of a good life" in the process of urban development.



Online More Loyal Fans Garnered!

Free Trial Program

Free trials of quality Hape toys again caught a lot of customers' eyes! After getting many great feedback from free trials in the China Parenting Network last quarter, Hape has carried out another free trial program in more channels, mainly some renowned maternal and child platforms in China. From July to August, *Magic Touch Xylophone* from Hape and baby einstein was available for all in the China Parenting Network and Mami Selected App. More than 100,000 users visited the page, among which, more than 30,000 visitors made the application. In the end, three lucky users successfully got the chance to get *Magic Touch Xylophone* sent to their home. And they all gave the toy full marks with high praise as well as great photos of their children playing it. Likewise, Hape's *Rattle & Teether Collection* was available for a free trial in the Qinbaobao App from 29th August to 4th September. More than 30,000 visitors applied with great interest. With more exposure through many maternal and child platforms, Hape has gained more fans around the country.

Topic Interaction

On the occasion of a Chinese online shopping carnival (on 9th September), many Hape toys were strongly recommended by a user with a two-year-old child in the forum of the China Parenting Network. Moreover, many mother followers responded to the post and expressed their interest in Hape, especially Hape Music lines, such as *Playful Piano* and *Bath* toys, like *Teddy and Friends Bath Squirts*, which was conducive to encouraging children's talent and fostering their skills. In addition, engaging in topic interaction to win Hape toys has also attracted a large number of people. Hape is becoming more and more familiar with Chinese parents!



Approaching Customers Hape Marketing Events in China

This quarter, Hape has continued to make endeavors to get closer to local customers in China. As an increasingly developing country across Asia, the Chinese market cannot be ignored and is going to occupy more and more attention all over the world. Therefore, Hape has laid great emphasis on it, and has conducted a series of marketing events to draw more and more followers of Hape toys in the meantime. What interesting events? Let's have a look!

Offline More Hape Toys Sold!

Apart from excellent online events, face-to-face interaction has also been carried out across China.

From 26th July to 4th August, Toys Home in Changzhou, Jiangsu launched a grand opening-up event, with up to 50% discount promotion, attracting many customers. Hape toys displayed on *Wooden Wall Units*, as well as the *Engine Play*

Table, won a lot of favour from both adults and children. Likewise, the Hape Playground (previously referred to shop-in-shop) including *Railway POS Play Table* with *Mighty Mountain Mine* and *Grand City Station*, and *Engine Play Table* as well as *Gondola*, added fresh splendor to the store in Longde Square, Chaoyang, Beijing.



(Photo Source: Hape Image)

Hape Toys' Interactions with Customers in Japan

As a market of vital importance in Asia and throughout the whole world, the Japanese market has always accounted for a great part of Hape. In order to make Hape toys widely known, many offline activities have been implemented accordingly by Hape Japan with fabulous feedback obtained!

Jul. 4th	Half Birthday Party
Jul. 26th	PolyM Playground on Sanyo News 140th Anniversary
Jul. 31st	Oyako-no-Jikan (Workshop Series)
Aug. 20th	Littlemama Festa Fukuoka 2019 Aug.
Aug. 22nd to 23rd	Village
Sept. 5th to 6th	Mama & Papa Carnival
Sept. 22nd	Science Festival

Village

Location: Warehouse Terrada, Tokyo

Organizer: Tennozu Canal-side Revitalization Association, Shinagawa Ward

Type: B2C

Held in "Terrada warehouse", famous for lots of art exhibitions, situating in the fashionable area "Tennoz canal side", the event was truly a great success, attracting a large number of visitors, including many children since it was in the middle of the Japanese summer school holiday. As the biggest booth at the entrance, crowds of children and parents paid a visit to Hape, and were enthralled by exquisite Hape toys in the play area and *Flexistix* workshop.

Children were concentrating on building fabulous and original figures with *Flexistix* on the site while parents also enjoyed themselves a lot. At the end of the event, *Geodesic Structures* were even sold to the parents who had become addicted to *Flexistix*. In addition, the event was then broadcasted on TBS TV "N star", the national-wide news in Japan.



(VILLAGE / Stokai)

Science Festival

Location: Gakugei University, Tokyo

Organizer: Gakugei University, Tokyo

Type: B2C

After the successful *Flexistix* workshop carried out in China this March, Hape has once again, implemented another event revolving around *Flexistix* at the Science Festival, in Gakugei University. More than 100 booths related to science and technology participated in the event and around 10,000 visitors attended in one day. Cooperating with Gakugei University's Children Institute for the Future, Hape conducted the *Flexistix* workshop again at the event. After a brief instruction of *Flexistix*, children were excited and could not wait to create their own structures. We welcomed more visitors to our booth than we had expected!



(SCIENCE FESTIVAL)

Oyako-no-Jikan (Workshop Series)

Location: Tsutaya Bookstore Ropponmatsu, Fukuoka
Organizer: Tsutaya Bookstore, Mama ribbon
Type: B2C

Famous for providing customers with a sophisticated lifestyle experience, Tsutaya Bookstore Ropponmatsu in Fukuoka carries out a monthly workshop with different themes. The theme of July was "Craft", Hape set a play area by collaborating with the famous creators group "Anolab". Attending mothers and children all greatly enjoyed the Hape toys, like *Pepe Pull Along*, *Walk-A-Long Croc*, *Fast Flip Racetrack*, etc. There were also babysitters to help look after the little babies, so that the mothers would have enough free time to experience Hape toys.

It was a great and novel experience for mothers and children to enjoy toys in a bookstore. Many of them even became big fans of Hape toys after the event, taking a lot of photos and showing great interest.



(Tsutaya July)

Offline Activities Flourish in the UAE

A new territory on Hape's business map, the Arab world and the United Arab Emirates in particular is firmly in the spotlight, and thanks to a series of offline activities, Hape has improved its brand awareness significantly across the mosaic of the seven emirates.



My Pregnancy Arabia

On June 15th, more than 120 expecting couples and mothers with newborn babies from all over of the UAE got together in Fairmont the Palm, Dubai, to listen to pregnancy-related lectures and watch baby-care demonstrations, seeking to get everything ready for their sweetheart's arrival and early years. All the invited speakers were top experts in their field, and topics such as allergies, family medicines and vaccinations were all discussed. Questions from the eager attendees were also taken.

Whilst listening, the participants could enjoy delicious snacks courtesy of the organizer Cryosave Arabia, and afterwards everyone took part in a series of mega prize draws hosted by Hape.

Meanwhile, visitors to the Hape booth were able to play with cuddly infant toys as well as other products from the catalog. Those who were interested in receiving more information or in subscribing to our newsletters were welcome to leave their contacts with the staff.

The activities turned out to be a great success, and all participants went home with a giveaway bag, which contained a Stay-put Rattle Set.

Real Mums Back to School

The virtual village Real Mums of Dubai entered the real world at the back-to-school event on Aug. 25th. In the grand hall of We Rock The Spectrum Kid's Gym, parents squeezed their way through the crowds shopping for educational products whilst their kids engaged with the featured toys. Over 200 people visited the spot, most of whom were "villagers", who receive peer-to-peer support from Real Mums of Dubai through the whole of their parental journey.

Hape built an all-in-one booth and prepared giveaway bags that contained an Arts & Crafts item for the first 50 visitors to the booth. Also, those who approached the Hape booth directly received a free gift. Many visitors and influencers posted and shared pictures and footage of the event on their social media accounts.

Real Mums of Dubai is an online village established in April 2016. The village started as a group of 40+ friends, and has rapidly grown to include over 14,000 local and expat mums based in the UAE. Its members, referred to as villagers, can utilize numerous services on offer such as the Village Post, Small Business Saturdays, support groups and Mummy Majlis workshops alongside fun stuff such as giveaways, competitions, social events and more.



Episode 1: Mommy Morning

On the morning of July 8th, 50 consumers and 50 media influencers had coffee together in Lime Tree Café on Sheikh Zayed Road, Dubai. Moms caught up, shared their parental experiences and reposted their desired brands on their social media accounts (mostly with an average of 10k followers). "Hape" was the most frequently tagged brand name during the gathering.



Episode 2: Back to School

The theme of September is "New Semester", and thusly at the end of August, Tishtash organized a final gala for kids in the Olioli Children Museum, Dubai.

Parents followed by their happy children poured into the museum. 96 "Local Mom Influencers" with an average of 10k followers posted our products on their profiles, bringing Hape great exposure on social media. The @Hape_mena Instagram account's followers rose from 10.9K to 11.2K on the day of the event. And now it has 11.5K followers in total. Hape also provided goodies bags for each visiting guest.



(Photo Source: Hape Image)

Continuous Cooperation, Steady Improvement Hape Marketing Events in Germany



As Hape's cradle and base in Europe, the company has always attached great importance to the German market. Fruitful marketing activities carried out smoothly by cooperating with great partners, and official online webshop (both B2B and B2C) launched successfully this quarter, raising Hape to a new level with even more loyal followers!

Event

This year, Hape has been cooperating with styleranking media GmbH (an agency that focuses on influencer marketing) by taking part in the Elternbloggercafe events four times a year. Since a great result last time in May, Hape participated in the third of the four events this September. On 15th September, the event took place in Munich, gathering crowds of influencers, many of them with their children. Hape, by virtue of its appealing toys, automatically became a popular site for many children and influencers. Kitchen, Railway, Junior Inventor, all attracted many, especially Quadrilla and Music toys, even made many children reluctant to leave. Children were absorbed in rolling a marble through the Quadrilla marble track. Other little ones were busy "creating" their own melodies with exquisite Hape Music toys. In addition to cooperating with influencers, Hape also gained more new fans this time.



Webshop

Some more good news: Hape's official webshop (B2C in August, B2B in September) in Germany was launched successfully this quarter. Free from all the inconvenience, customers can now directly order their favorite toys online.

B2B: <https://toynamics.shop/>
B2C: <https://hapetoys.eu/>

Free Bamboo Bags Pump Sales

Sri Lanka



Hape's distributor in Sri Lanka, Brands in Style, generated much attention thanks to their recent buy-Hape-products-worth-Rs.5000-and-get-a-free-Hape-Bamboo-Bag promotion, garnering positive feedback from retailers and on Facebook. The objective of the campaign was to reward our loyal customers and encourage impulse purchases.

(Photo Source: Copyright_styleranking)

Cross-marketing in Slovakia

Cross-marketing has never been so maturely employed in Slovakia as Hape & TOYETO's online and offline strategy successfully put Hape in the spotlight in this beautiful country.



Offline: Aupark Bratislava Back to school

On Aug 27th, TOYETO took advantage of the back-to-school mania by building a small playground in the Aupark Shopping Centre, one of the most famous shopping centres in Bratislava.

Hape took the most floor space at the event, displaying many intriguing toys and attracting flocks of kids and parents. The traffic during the day of the event was 30% higher than usual, and over 320 people came to visit Hape between 15:00 to 18:30 that day.

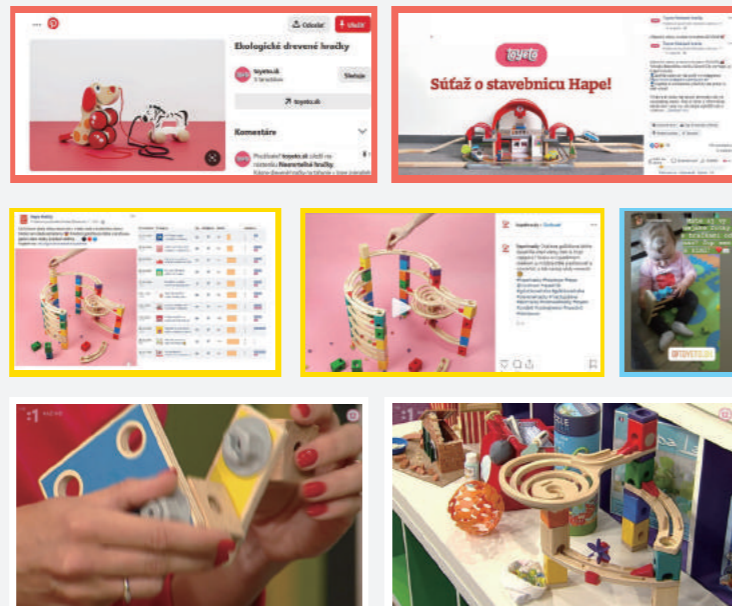
Online: All Roads Lead to Hape

Hape has worked tightly with TOYETO (our exclusive distributor), updating posts regularly on TOYETO's channels:

- Publishing content almost every day (posts and giveaway activities) on the growing Facebook page of TOYETO.
- Post at least once a week (posts or stories) on Instagram and communicate with followers
- Activate a new channel – Pinterest

Hape also cooperated with 11 Influencers endorsing TOYETO, sending toys to them every month and to help them make advantageous posts on their personal accounts. Thanks to their publicity, our brand awareness throughout the country enjoyed a boost.

Elsewhere, a TV show called "Dámsky Klub" invited Hape to discuss "hyperactivity and concentration disorders of children". The show is popular among housewives in Slovakia and is regularly broadcast on Slovak public television.



Happy Italy with Hape in September

September is the most fruitful time of the year. What the kids harvest in Italy has been the most precious fruit: Happiness! Different cities have different stories, now let's hear about two of them.

Fun in Hospital - Un Ospedale per Amico

Speaking of hospitals, most people would think of suffering, pain or even death. Children in pediatric wards need more love and care other than medicine or treatment; and perhaps a little more joy would be the best. In 2004, some volunteers founded an association called OBM aiming to make the Hospital a place where children could have fun even during difficult and sad situations.

On September 23rd, OBM organized an entire day dedicated to children with the purpose of collecting money for the pediatric cancer ward of Buzzi's hospital in Milan. Hape joined this activity with pleasure. As Peter said, we should commit ourselves to make the world better than we've found it. So there wasn't a second of hesitation to do our bit when OBM came into sight.

In this event, Hape installed an open area about Kitchen & Food: Two big kitchens, together with a table of wooden toys like the toaster, coffee maker, salad set, hot dog set and fruit set, formed a cooking section of pretend play. So many kids came to play together, some even with their infusion tubes (with their guardian alongside). Seeing the smile on their faces brought wonderful happiness to all the parents and staff who were there. Moreover, Hape donated some Little Prince items to help collect money for the pediatric cancer ward of the Hospital.



Thrilling Verona - Tocati

Romance has been the permanent theme of Verona since Shakespeare published the unprecedented story of Romeo and Juliet over 400 years ago. But if you came to the historic city this September, you would be thrilled by the great international event.

From 12th to 15th, about 250,000 people plunged into the Tocati – Street games International Festival organized to promote traditional games. More than 50 games caught the eyes of visitors. The government also invited some game teams from abroad to join the great event, making it a thrilling carnival. Hape joined this event on 14th and 15th in a prestigious section, Piazza Bra, together with our local customer Orma. This section was set up in the main square of Verona in front of the Roman Amphitheatre Arena, and we were the only toy company in that area. In our domain, toys for different ages had attracted bunches of visitors.

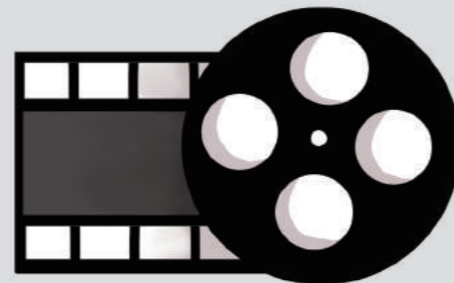
- **Railway:** Children had fun creating different tracks for the train and their parents couldn't help joining the process with lots of accessories we provided. Sets for 3y+ and 18M+ had been equally popular, but the *Grand City Station* was the stand-alone favourite.
- **Kitchen & Food:** Cook 'n Serve Kitchen, Pop-up Toaster Set, My Coffee Machine and various food sets kept those children who had wanted to mimic their parents cooking extremely busy.
- **Quadrilla:** It was a real challenge both for children and parents who were devoted to showing off their competence creating new structures.
- **Junior Inventor:** It was the first time we displayed this range in a B2C event and visitors loved it!

Many families dwelled in our section for two full days playing and then visited the Orma's store shopping for the same Hape toys.

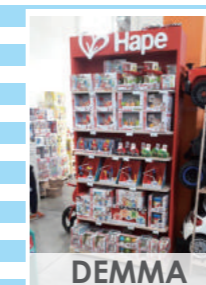
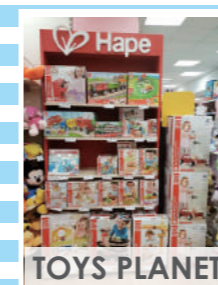


Making Waves at the Portaras Film Festival

The 7th annual film festival of Portaras took place in Cyprus recently, with more than 40,000 visitors and families showing up to watch the shortlisted movies. In collaboration with our wholesale customer Jetaime, Hape connected with the audiences through promo videos and doubled its publicity with good social media exposure.



Apart from the excellent activities, Hape toys entered four stores this quarter, let's see below.



STORE

Find Hape Toys in a New Store!

On 5th September, TOYETO (Hape's exclusive distributor in Slovakia), launched a new shop in one of the strongest and most renowned shopping centers in Slovakia – Eurovea.

Located close to the entrance, Hape occupied a prominent place in the store, displaying a full range of exquisite Hape toys. The sample toys within the store attracted a lot of children, as did the wooden garage located in the storefront. Children and parents flocked into the "paradise" of toys, making the opening a great success.



Slovakia

Hape in Toys "R" Us

UAE



This July, Hape entered three Toys "R" Us stores in Dubai, stopping customers in their tracks thanks to the charmingly arranged shelves of toys and products.



New Hape Playground in France

On 13th September, a brand new Hape Playground was successfully set-up at the "JOUECLUB CHAMBRAY LES TOURS" in France. It was the first time that a Hape Playground has entered a brick-and-mortar store.

Joueclub is the number one toy store chain in France, boasting more than 300 stores nationwide. Hape has maintained a smooth and fruitful cooperation with Joueclub since 2013.



Hape's Great Emergence in Sri Lanka

New Appearance:

On 19th July, Hape entered the kids section of Marino Mall, one of the two malls currently operational in Sri Lanka. The kids section was packed with children and parents alike, with great interest being shown towards Hape toys.



Train Display:

On 19th September, Hape Engine Play Table was displayed at Kids Unlimited for the first time, mainly to provide the customers with a chance to touch and feel the product in order to help obtain more interest and fondness for Hape's Railway toys. The display was a success with customers showing lots of interest and purchasing products onsite.

Kids Unlimited, located in a Colombo suburb, is a four storey children's products outlet carrying a wide range of merchandise. Two of its floors are completely dedicated to toys, with Hape taking up six feet of wall space.

(Photo Source: Hape Image)

Hape Show in Germany!

Display:

Window Display at "Spiel und Freizeit Breustedt", Lower Saxony. **In-store Display** at Dodenhof, Posthausen.



Pepe & Friends



Junior Inventor



Hape / baby einstein Co-brand Line

Hape Playground (previously called shop-in-shop).



Since July, a Hape Playground has been placed in the toy section of Abt Ulm, a big shopping mall in Germany, which now belongs to Mueller, the large German retail chain store.



Another Hape Playground has been set in Kämmer, a toy store in Mücke since August.

(Photo Source: Hape Image) 19

Exploit Potential in the Emerging Market, Make Achievements with the Trustworthy Partner

Interview with Rincon - Hape's Exclusive Distributor in Chile

Rincon (formally known as Rincon Didactico Ltda), has maintained a harmonious and cooperative relationship with Hape for around eight years. We have conducted many successful marketing events together and achieved great results over the years, so it is our pleasure to have Mr. Juan Pedro Manzur, the General Manager of Rincon, here to share his brilliant ideas and feelings about the industry and about our cooperation.

1. During these years, has Hape's brand culture, philosophy and people impressed you at all?

Our work with Hape during these 8 years has been amazing. We have seen the evolution of the company, sales growth, new products, new lines, new brands, new channels... All these changes and growth are great challenges and difficult to manage, and you see every year that things keep going. Everything works. But beside all these changes and growth, the people at Hape remain the same: humble, close, friendly and easy to work with. These are great values that make you feel part of a great team.

2. Chile is known as being one of the best-managed nations in Latin America, with a relatively high natural population growth rate, and its toy market is booming. How has Hape performed in this environment over the years, and do you have any suggestions for Hape to better cater to the consumers in the local market?

Hape has performed very well in Chile. Sales and clients that carry the brand have enjoyed growth. At first it was very difficult, but we manage to get the brand known thanks to lots of hard work and some good ideas. I think one important thing that customers look for is innovation, along with quality and new products - and Hape brings all of that.

Here you can see an event we did in Parque Arauco in 2014 (the biggest ABC1 shopping centre in Santiago at that time).



3. In recent years, more and more consumers seem to attach greater importance to toys' educational value, with STEAM toys becoming increasingly popular around the world, how do you view this phenomenon? What do parents in Chile or South America mainly take into consideration when they choose toys for their children?

I believe this is a fact, more and more parents and grandparents are looking for products based on the features they bring out. Parents realise that smart phones, tablets and game consoles don't help kids to develop their skills as well as an educational toy can. Kids need stimulation and interaction with other kids to develop social skills, improve their communication ability and so many others important developmental aspects that educational toys bring. It is a very good time for this kind of toy and it is a very good time to contribute and help parents with the difficult work of educating children.

4. Looking ahead, what's your outlook on Hape toys? And how about the collaboration with Hape in the future? Can you share any details with us here?

We truly believe in Hape's products; their quality and design help children to improve their skills. And they are attractive to them, so the children just pick them up when they see one around, and start playing because they like them immediately.

We have big plans with Hape, and we think there is still space in the Chilean market for growth so we will be working on that. At the same time, we are delighted that Eurekakids has joined the group, and we see great potential with in Chile.

(Photo Source: Hape Image)

We are living through some of the most interesting and changeable times in human history. The toy industry has mostly embraced the changes and thrived on them. However, as ever in the toy industry we can be guilty of not paying enough attention to the end consumers and end purchasers: parents and kids.

CHANGES IN TOY CONSUMERS

1. Gender labelling and stereotyping – one of the biggest changes with the toy consumer is the changing attitudes to gender labelling and stereotyping. Ten years ago it was normal to refer to toys as being for 'Boys' or 'Girls', but consumers (or at least the media who claim to represent consumers) demanded the removal of these labels so that children could choose for themselves what toys they wanted to play with. We have to also acknowledge that while things have undoubtedly changed, the majority of parents today were children themselves in different times and to a greater or lesser degree bring the prevailing attitudes of their own childhoods to gender and play with them into the future, so we are always tend to be a generation behind to some extent in fully adapting to new social and cultural norms.

2. Consumer renewal – those of us who have been in the toy business for some time will tend to quickly spot trends and toy themes coming back again. There are several reasons for this, not least of being that kids haven't changed that fundamentally over time. The world around them may be quite different and is certainly more tech heavy versus previous generations, but what is fun has not changed that fundamentally. But the biggest reason for successful trends and themes coming back around is that a deeply embedded factor in the toy industry is that we get a new consumer group every three years or so. So, if we reach saturation or boredom point with a toy range or trend, three years later that consumer has moved on and a new consumer enters the market for toys. Therefore, in a sense, the toy consumer is always and eternally changing on an ongoing basis!

3. Globally there is a major trend towards the gig economy and home working – whereas in previous generations, the predominant family circumstance was a parent (or maybe both) who worked away all day for 5 days per week, and one staying at home either full time or part time. This has evolved over time in conjunction with opportunities opened up by the internet. It is as easy to find remote work from around the world as in your own country these days, and even major corporate companies seem to have ever more flexible working circumstances on offer to staff. Clearly this has implications for toy purchase and usage, as parents who are at home more will inevitably end up blurring the edges between work and home life to a greater degree than those who are stuck in an office until official work finish time which we should see as an opportunity for more toy usage.

4. Screen time addiction – this is a real thing! Parents are increasingly looking to toys and games to help them leverage kids off tablets. The extent to which they try varies sometimes by market and by the socio-economic class of the parents. This does however represent an opportunity for the toy business as we provide products which can help to get children away from those screens.

5. Environmental concerns, shopping habits and plastic plethora – environmental concerns have been an issue for a long time already. However, never to such an extent that there was any real threat to the traditional toy business. This has clearly changed – right now, the only major threat I see to the ongoing success of the global toy industry is environmental concern and especially plastic backlash! Human usage of 'throwaway' plastic is right at the forefront of media and consumer attention. Retailers around the world are trying to reduce or remove plastic from across their stores to the best degree they can. As the vast majority of toys sold are made of plastic this is a deep concern for the toy business, and is a definite change over time as we have gone from 'we probably shouldn't use so much plastic' to 'we have to stop using so much plastic immediately'. I'm optimistic in the sense that I think this trend will see the development of economically viable alternatives to plastic before too long, as there is so much industry and business which counts on what plastic can do. But right now as a toy company I would want to also have product lines manufactured from card, compounds, wood and other sustainable materials until science offers a solution!

Referred from Spielwarenmesse "The ever-changing consumer for toys", author Steve Reece, 8th August, 2019.

<https://www.spielwarenmesse.de/magazine/article-detail/change-of-consumers-2019/language/1/>

The Ever-changing Consumer for Toys

(Photo Source: Hape Image)

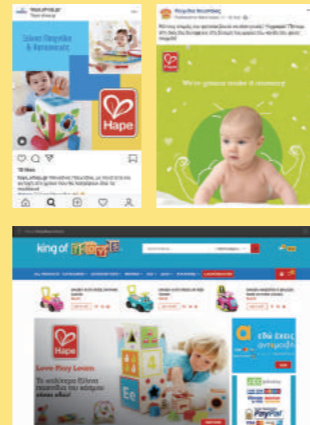
Media Social Media Magazine

Date: July to September
Influence Area: Germany
Medium: Instagram & Facebook
Topic: Influencers' recommendation & great posts from @Hape Toys Deutschland
Highlight: Hape Germany has maintained a long-term cooperative relationship with many online influencers, most of which have children themselves. Also, they have many followers (most of whom are also mothers and fathers) and high interaction rates. Recently the influencers posted great recommendations featuring Hape toys, gaining lots of likes and comments. In addition, Hape Germany issued many great posts, featuring Hape toys, on its formal Facebook account, interacting with its followers and witnessing a steady increase of loyal fans.



Social Media

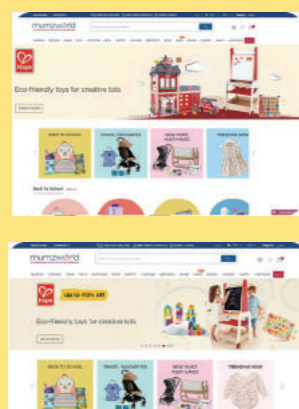
Date: July to September
Influence Area: Greece
Medium: Website & Instagram
Topic: Big advertisement & great posts
Highlight: Hape toys made its presence felt on the homepage of the website King of Toys, an online & retail toy shop, recently, encouraging customers to make purchases. Moreover, many great posts featuring Hape toys were published on Moustakas (Hape's exclusive distributor in Greece and Cyprus as well as the largest toy retailer in Greece) and many customers' social media accounts, attracting lots of further attention.



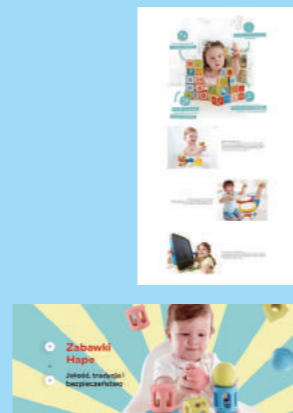
Date: July to September
Influence Area: China
Medium: WeChat
Topic: Hape festive posters and new product recommendations shared on WeChat
Highlight: Hape China posted great content - featuring exquisite Hape toys - to coincide with both international and traditional Chinese festivities such as Teachers' Day and Mid-autumn Festival, etc. Besides this, great recommendation articles of Hape's new products (including co-brand lines with baby einstein and nanoblock) featured on Hape's official WeChat account, were read and liked by lots of subscribers.



Date: August
Influence Area: UAE
Medium: Website
Topic: Online Promotion on mumzworld.com
Highlight: The website mumzworld.com (the number one mother, baby & child site in the Middle East) publicised a promotion on its homepage, with up to 40% discount on selected Hape products in August, garnering a lot of attention and sales growth.



Date: July to September
Influence Area: Poland
Medium: Website
Topic: Hape landing page on Trefl's official website
Highlight: Hape's landing page, as well as some Hape social media banners, were placed on Trefl's (Hape's exclusive distributor in Poland) website, introducing the Hape brand and its mission to new and old customers alike.



(Photo Source: Hape Image)

Magazine

Publication Time: September 2019
Distribution Area: Germany
Name of Magazine: Luna
Distribution Channel: B2C
Circulation: 50,000 copies bimonthly
Product: Deluxe Scientific Workbench, Super Spirals
Placement: 1/2 of one page
Brief Introduction: A well-known fashion and lifestyle magazine in Germany focusing on the daily life of mothers with children age from 1 to 12 years, suggesting holiday celebrations, leisure entertainment and work / life balance tips.



Publication Time: September 2019
Distribution Area: China
Name of Magazine: Parenting Science
Distribution Channels: B2C
Circulation: 360,000 per month
Products: Junior Inventor Discovery Scientific Workbench
Placement: 1/6 of one 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. It also has wonderful columns which discuss all kinds of problems during the process of childcare.



Publication Time: July 2019
Distribution Area: Middle East
Name of Magazine: Mother Baby & Child
Distribution Channels: B2C
Circulation: 45,000 copies per month
Products: Junior Inventor Discovery Scientific Workbench
Placement: 1/2 of one page
Brief Introduction: Mother, Baby & Child is a comprehensive magazine aimed at guiding modern mothers with children aged up to 10 years old. Published by CPI Media Group and distributed in all key retail outlets, hypermarkets, bookstores, clinics, hospitals, cafés, and more, the magazine gains high market coverage.



Publication Time: August 2019
Distribution Area: UK
Name of Magazine: ToyWorld
Distribution Channels: B2B
Circulation: 5,109
Products: All-in-1 Easel
Placement: One page
Brief Introduction: ToyWorld magazine is the biggest and best trade publication for the UK toy trade.



Publication Time: Autumn 2019
Distribution Area: Poland
Name of Magazine: Children
Distribution Channel: B2C
Circulation: 60,000 copies quarterly
Product: Beetle Walker (Red), High Seas Rocker, Elephant, Dante Push and Go, Beaded Raindrops - Blue, Geometric Rattle, Creative Peg Puzzle, Pepe Sound Stacker, Pyramid of Play
Placement: Two pages
Brief Introduction: Children is a widely distributed magazine mainly focusing on children's issues. It is distributed in bookstores and available for individual subscription as well as in kindergartens (for free).



(Photo Source: Hape Image)