



HAPE.COM

Switzerland

Hape Holding AG.
Hallwilerweg 2
6003 Luzern
T: +41 41 818 78 78
F: +41 41 818 78 99
info@hapetoys.eu

Italy

Hape International (Milano) S.R.L.
Via L. Alberti 6
20149 Milano
T: +39 02 9439 4976
F: +39 02 9439 4977
italy@hapetoys.eu

UK & Ireland

Toynamics UK & Ireland
Unit 10, Kibworth Business Park
Kibworth Harcourt, Leics
LE8 0EX, UK
T: +44(0)845 6000 286
sales@toynamics.co.uk

China

Hape International (Ningbo) Ltd.
#9-27 Nanhai Road
Beilun, Ningbo
T: +86 (0) 574 8680 1188
F: +86 (0) 574 8680 9770
info@hapetoys.com

Hong Kong

Hape International (Hong Kong) Ltd.
Units 903B-904, 9th Floor,
94 Granville Road,
Tsim Sha Tsui, Kowloon
T: +852 3157 1052
F: +852 3157 1058
info@hapehk.com

Germany

Toynamics Europe GmbH
Alsfelder Straße 41
35325 Mücke
T: +49 (0) 64 00 95 87 0
F: +49 (0) 64 00 95 87 29
info@toynamics.com

France

Hape France SAS
1, Chemin des Douaniers
78240 Chambourcy
T: +33 (0) 1 3927 2020
F: +33 (0) 1 3927 2021
france@hapetoys.eu

Canada

Playwell Enterprise Ltd.
1399 Kennedy Road
Unit 5A, Scarborough
Ontario, MIP 2L6
T: 001-416-439-0044
F: 001-416-439-4656
sales@playwellcanada.com

U.S.

Hape International Inc.
2nd Floor
199 Pembina Road
Sherwood Park, AB T8H 2W8
T: 800 661 4142
F: 780 467 4014
info@hapetoys.com



Global Marketing Report

2019 Q4

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Chief Editor : Echo WU
Editors : Viveka ZHU, Echo WU, Summer YAN
Designers : TANG Jian, XU Jianli, ZHANG Mengru

Tel : (+86) 574 86819176
Email : EchoWu@happy-puzzle.com
Website: www.hape.com

Love Play Learn

Hape Shines at the 2019 China Toy Expo

From 16th to 20th October, 2019, the 18th International Trade Fair for Toys & Preschool Education Resources (China Toy Expo – Shanghai), organised by the China Toy & Juvenile Products Association (CTJPA), was successfully held in the Shanghai New International Expo Centre.

Hape participated in the expo, together with its eponymous brand, the German wooden toy brand Hape®, German 100-plus-year-old handmade doll brand Käthe Kruse®, and its strategic partners – the renowned infant and toddler products manufacturer Kids II's sub-brands, baby einstein®, Oball® and Disney baby®, the plush toy tycoon Ty®, the micro building block brand nanoblock®, as well as the Thai premium quality wooden toy brand PINTOY®. In addition, the leading Spanish toy retail brand EurekaKids® made its debut in China, displaying its new retail concept store, which drew a lot of attention.

Thanks to its eye-catching and exquisite new toys, good media coverage and rising sales, it's clear the Expo was a great success for Hape.

Hape also enjoyed media attention from the likes of Parents x Jingdong, YouKu and the magazine ITMA during the event. In addition, Mr. Christian Ewert (president of amfori), paid a visit to the Hape booth, engaging in an in-depth exchange with Mr. Peter Handstein, (Founder and CEO of Hape Group).

Shanghai

(Photo Source: Hape Image)



With an 800-square-meter floor space, the Hape booth presented segregated toy sections that included different themes like infants and toddlers, music, sand and outdoor, STEAM, and much more. Moreover, the Hape Playground (previously called Hape "shop-in-shop"), and the real-time live-show displayed on the booth's LED screen helped give a comprehensive presentation of Hape's exquisite toys to all its visitors. Additionally, the expertly designed, high-quality products - alongside the fabulous Ty show - drew large crowds of visitors and customers to the booth during the Expo.

FOR TOYS

10. VELETRH HRAČEK A HER
17.-20. 10. 2019



Date: 17th to 20th October 2019
Place: PVA Expo Prague - Letňany
Name: For Toys Fair
Type: B2B & B2C
Website: <http://fortoys.cz/en/>
Organized by: Hape distributor Olymtoy

Highlight: As the biggest fair in the Czech/Slovak Republic, the "For Toys Fair" was once again a hit in Prague this October. With plenty of excellent exhibitors and brands, as well as brilliantly diversified products, this year's fair managed to gather around 56,000 worldwide visitors. The Hape toys presented in Olymtoy's booth successfully drew large crowds of visitors, especially the *Engine Play Table* located in the playing corner – which was a hit among children. Presented to more parents, enjoyed by more children and exposed to larger markets, Hape toys will very likely become many children's favourite playthings in the near future!



Czech



We Are A 2020 TOTY Award Finalist! VOTE US TO WIN!

This season, exciting news arrived at Hape from America: Hape has been selected as a finalist at the 2020 Toy of the Year (TOTY) Awards! Two of Hape's toys – Hape Fire Station and Hape Emergency Service Headquarters – are respectively shortlisted for "Playset of the Year" and "Specialty Toy of the Year".

The TOTY Awards recognises the top toys of the holiday season, and is referred to as the "Oscars" of the toy industry. All of the winners of the award are not only selected by professional juries, but also voted for by consumers around the globe, members of the Association, retailers, journalists, bloggers and academics. It is great praise for Hape to be a finalist of TOTY, with two Hape toys standing out from more than 600 competitors this year. The voting is ongoing, so let's vote for Hape to win!

The final result will be revealed at the awards presentation ceremony on February 21st, 2020. Cross your fingers for Hape!



TOY OF THE YEAR AWARDS



Vote page:
<https://www.toyawards.org/toyaward/custom/SpecialtyToy.aspx>
<https://www.toyawards.org/toyaward/custom/PlaysetToy.aspx>

The Best Toys for Autistic Children USA



Hape Walk Along Snail won The Best Toddlers Oldie but Goody Award. "The Walk Along Snail does double duty as a great shape sorter and a perfect pull toy. Develop fine motor skills with quality wood toys in eye pleasing colours."



More reading: <http://www.autism-live.com/ToyGuide>

One in fifty-nine children in the U.S. has an Autism Spectrum diagnosis. Boys are four times more likely to be diagnosed with an Autism Spectrum Disorder. These are children who need great toys that are not only fun to play with but can also help them grow and develop important skills. This holiday season, Autism Live, a unique website for Autism Community covering more than 102 countries, has curated a list of top toys and gifts in a wide range of categories and developmental levels to help you find the perfect gift to delight the children, teens and adults in your life who are on the Autism Spectrum.

Hape Shake and Match Shape Sorter was awarded the The Best Toddlers Sensory Toy award. "Shape-sorters are an essential learning toy. They teach a variety of skills from hand-eye coordination, matching, colours, cause and effect, problem solving and more. This well-made Shake and Match Shape Sorter from Hape® is an award winner because of the clever addition of flexible cords that keep shapes in unless you shake. Parents love this design upgrade, for easy clean up and more interactive play!"



Daddy, what's my Christmas Gift?

Any ideas on Christmas gifts for your kids this year? What's your answer to the question above? Well, timely, *Fatherly* - the leading digital media for dads in USA - lists the 50 Best Toys of 2019 to help you answer this question.

How about selecting a Hape Beaded Raindrops - Blue for your little one? As *Fatherly* comments, it might be the best rattle ever! "The gentle rain noises that come from it stimulate baby senses and parents' nerves, and its unique shape offers an easy grip. Plus, it's handsomely built using sustainably harvested wood." Gift one to your baby and have a nice play-time together. It's the best moment of the holiday season!

More reading: <https://www.fatherly.com/gear/best-toys-2019/>



(Photo Source: Hape Image)

What a MAGIC Piano!



It's the season for holidays and gifts, and all kinds of organisations list their yearly best-of-lists in order to offer consumers some handy gift ideas. As usual, a host of high-quality Hape toys have found their place on such festive lists. Here are just some of the U.K. highlights:

This year, three Hape toys were selected as finalists at the Made for Mums Toys Award, nominated respectively in the Best Educational/Learning Toy, Best Toy for Pretend and Best Science/STEM Toy/Kit categories. Additionally, the Magic Touch Piano won the Silver Award in the Best Educational/Learning Toy category.

It's true what they say about the Magic Touch Piano - it really is magic - hoovering up toy awards around the world. From America to Europe, everyone loves it. In US, the world's first video wiki - Ezvid Wiki - chose it as one of the Top 10 Toddler Pianos of 2019, whilst in Germany it was handed the 2019 Spielwarenmesse ToyAward. As well winning a Made for Mums Toys Award in the U.K., the product was also named the Best for Music toy of the year in a list of 10 of the Best Educational and Development Toys by Mashable, which is one of the most popular multimedia platforms in the country with more than 28 million followers and over 45 million monthly views.

More reading:
<https://www.madeformums.com/reviews/madeformums-toy-awards-2019-winners>
<https://wiki.ezvid.com/best-toddler-pianos>
<https://mashable.com/uk/roundup/best-educational-toys-uk>



(Photo Source: Hape Image)



See More "Magic" in Poland!

Moving from the UK to Poland, this quarter, after being celebrated in the UK, the Magic Touch Piano won another prestigious award - the Toy of the Year 2019 - Honorable Mention (Musical Toys category) in Poland. Created by Hape and baby einstein, Magic Touch Piano has won world-wide recognition from many renowned and influential awarding bodies across the globe in just one year or so since its "birth", proving beyond any doubt the product's high-quality values, which may stimulate new trends in the toy industry.

Reviews from the jury:

"The magic, tactile piano from Hape is the perfect way to introduce young children to the world of music. The innovative wooden piano keys do not work in a classic way, but react to the touch of warm fingers."

As the most prestigious competition in Poland, Toy of the Year provides a quality label that helps parents choose smart and safe toys that stimulate their children's development. Based on six evaluation criteria, namely, safety and quality of workmanship, functionality, toy idea, impact on children's development, design, and description of the toy, the contest invites the greatest authorities in the children's industry in Poland, covering psychologists, physiotherapists, industry journalists, as well as well-known parents, to select the best toys available twice a year.

Read more at:
<http://www.zabawkaroku.pl/produkt/?id=7526>



Hape Bear the Palm in Parenting Champion List again!

On 21st November, 2019, the annual Champion Night Ceremony was held in Shanghai, and once again, Hape toys lit up the winners roll-call of the 2019 Parenting Champion List and awards!

Organized by the China Parenting Network, this year the award winners went through a stringent review process, with a voting network of over 482,000 moms from 81 cities across the country. Two Hape toys were honoured by the awards once again - Rattle & Teether Collection, which won an award for the Annual Top 10 Popular Children Toys, and the Magic Touch Curiosity Tablet, which claimed the Professional Recommended Science Award. With the continuous recognition by consumers in China behind it, Hape will endeavour to deliver more original quality toys to enrich children's early-life with happiness and meaning.



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

See more information at:
http://act.ci123.com/pomp2019/index.php?c=champion_list#thead

Hape Honoured in Japan

On 6th November, great news came from Japan; Hape Roller Maze was awarded the Bronze medal at the Toy Grand Prix 2019 in the "Baby" category. In collaboration with AEON, the award winners will be displayed in its stores nationwide! Furthermore, each AEON store distributes a catalog of Christmas toys, including the Toy Grand Prix award-winning products. This year, as a Toy Grand Prix 2019 award winner, Hape Roller Maze will, undoubtedly, become one of the nation's preferred consumer choices this Christmas!

Reviews from the jury:

"It is a classic version of an educational toy that hides and pops out the ball, and enhances dynamic cognitive ability and programming thinking. It also develops imagination while thinking about the movement of things."

Organized by Sankei Living, the Toy Grand Prix is divided into 5 categories, namely, Pretend Play, Vehicle Toy, Creative Toy, Educational Toy and Baby Toy, with 3 winners (gold, silver and bronze) in each category. The award winners were based on a total of 7,287 votes from child-rearing moms and dads nationwide.

For more information, see:

https://gyutte.jp/207513#outline_1_6



(Photo Source: Hape Image)



Leading Spanish Toy Chain Store "Eurekakids" Enters China 欧育控 - STREAM HOUSE -

On the morning of November 30th, the first Eurekakids retail concept store launched in Ningbo, marking its formal entrance into China.

Mr. Peter Handstein, the Founder and CEO of Hape Group, attended the opening ceremony and expressed his congratulations by delivering a speech and cutting the ribbon. Eurekakids gathered multiple internationally renowned toy brands, including Hape Group's subsidiary brands, such as the German wooden toy brand Hape®, German 100-plus-year-old handmade doll brand Käthe Kruse®, and Hape's strategic partners - the renowned infant and toddler products manufacturer Kids II's sub-brand baby einstein®, the micro building block brand nanoblock®, the plush toy tycoon Ty®, as well as the Thai premium quality wooden toy brand PINTOY®. Moreover, there will be increasingly more quality brands in the future.

Some of Hape's Railway, Junior Inventor, Kitchen & Food toys featured in the store, and were ready and waiting for children to have a free, hands-on experience with the products, luring crowds of consumers into the store. Aside from the quality toys, interesting games and competitions were also a hit among children; little ones concentrated on building blocks and answering questions, smiling sweetly as they were handed prizes in the end.

Eurekakids is a company specialises in the sale of high-quality educational toys and children's accessories for children aged from birth to 12 years old. Established in 2002 in Spain, Eurekakids is now in possession of over 190 stores in 15 countries around the globe. As Hape Group's new toy retail store, Eurekakids (Ningbo) is the debut of Eurekakids in China. Hape made investment in Eurekakids in 2018, and introduced the new toy retail mode into the Chinese market this year.

(Photo Source: Hape Image)



First Latin America Meeting in Hape China



From 18th to 22nd October 2019, a group of Hape's distributors from Latin America paid a visit to Ningbo, China. Following Peter's first visit to Latin America last year, it was a good chance to exchange ideas and yet more inspiration between Hape and our good friends, the distributors of Latin America.

The group visited Hape's showroom, the factory and the warehouse, taking a closer look at Hape and its products. Having witnessed the rigorous material selection and standard production processes in person, the visitors all showed their deeper appreciation of Hape toys' quality and innovation.

In order to collect comprehensive ideas from all the visiting distributors, a meeting was arranged for the 20th and 21st October in the Hape Ningbo office. Heated discussions and inspiring ideas were aired, covering many meaningful issues such as sales increases, marketing plans and more. During the meeting, a brainstorming session bred many diverse and insightful thoughts from the distributors. Ms. Gabriela from Ecuador proposed to have a closer connection with official social media and to conduct more campaigns designed to enrich Hape's awareness. Mr. Javier from Uruguay meanwhile suggested to explore more local projects in Latin America countries. Taking these genuine and original ideas and advices on board, we are confident that Hape's future in Latin America will be bright and prosperous.

As the first Latin America distributors' meeting, Hape managed to narrow the distance between the distributors greatly, deepening the understanding between both sides along the way. Also, it was a great chance for the distributors to learn more from other friends' successful marketing and selling experiences. With more communication, more understanding and more trust, Hape will, beyond doubt, deliver more happiness to children in Latin America by virtue of its continuous design and quality development, and thanks to our friends' great support and cooperation!



01 Products' Show



02 Hape's Factory



03 Distributors' Meeting

(Photo Source: Hape Image)

Nurturing Hope for Society - Hape Career Talk at UNNC

On 5th November, Mr. Peter Handstein, the Founder and CEO of Hape Group, delivered a brilliant and inspiring speech at a Career Talk in the University of Nottingham Ningbo China (UNNC), simultaneously introducing the culture and philosophy of the Group and recruiting new and exciting talents.

Peter never sat down during the two-hour speech, enjoying the occasion greatly and relishing every exchange with students - young men and women who represent the future of society. He encouraged the graduates to take action in order to realise their dreams and be fearless in the face of difficulties, using his own entrepreneurial journey as a case in point. Peter also inspired the graduates with a Jewish allegory, "one can know the amount of seeds an apple has with a cut, but one can never get the accurate number of apples a seed can breed - none if in a barren land, but plenty if in fertile land with abundant sunlight and rain..." The graduates are like seeds with infinite possibilities, while Hape is willing to act as the fertile land, nurturing the seeds with a quality environment in order to foster the graduates and provide them with a diverse array of possibilities.

Graduates who are interested in Hape are very welcome to pay a visit to Hape China. Immersing themselves in the fabulous toy wonderland and experiencing the Group's culture and philosophy in person will undoubtedly help young graduates to make the right choice at an important crossroad in their lives.



(Photo Source: Hape Image)

HEADING INTO AN EXCITING DECADE HAND IN HAND

As a leader in the design and manufacture of high-quality, educational baby and children's wooden toys, Hape always strives to deliver happiness to children. Furthermore, in order to produce toys that are full of love, Hape Group attaches great significance to its employees as, after all, it is them who see the products through their crucial production journey. A toy made by contented, happy person will undoubtedly, bring happiness to the child through play. Therefore, this year, Hape shed light on its employees needs and achievements.

Senior Employees' Reward Ceremony



On the evening of December 5th, Hape Group held a grand reward ceremony for its senior staff in order to recognise and repay their hard work. Mr. Peter Handstein, the Founder and CEO of Hape Group, gifted anniversary souvenirs and welfare prizes to each senior staff in person, extending his heart-felt gratitude to all.

In the warm and cozy restaurant, the employees had a pleasant evening chatting amongst one another whilst enjoying the delicious food. More than 60 employees who've worked at Hape for 20-years received exclusive certificates and anniversary souvenirs from Peter in honour of their dedication and loyalty; while employees who've worked for Hape for 10 years were also awarded exclusive certificates of honour and welfare prizes directly from Peter. With handshakes, gratitude and sincerity, Peter expressed his gratefulness to all employees who have dedicated themselves to Hape for many years.

Love Play Learn - Diversified and Interesting Competitions

Throughout the year, we have carried out many competitions among our staff for amusement and team-building purposes. What's worth mentioning is that almost every competition applied materials related to Hape toys, enabling staff to learn more about Hape toys.



Corporate Annual Travel

Aside from welfare prizes for the senior employees, Hape also takes care of every member in the group by providing tangible benefits to all, old and new, including annual travel. Supported by its corporate wing, all staff have a chance to relax and unwind, enhance friendships and build tacit understandings with each other whilst on an interesting trip.



As Peter always says, "Hape is a big family", and only if every member works hard, will the family grow stronger and stronger! Hape would like to forge ahead with all its employees and friends towards a bright and exciting era!

(Photo Source: Hape Image)

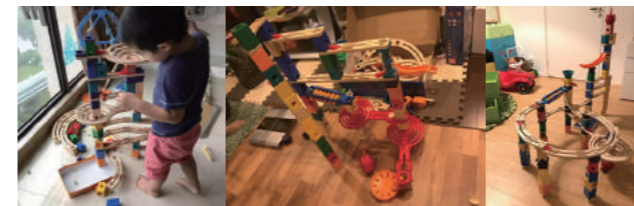
Getting into Children's Hearts

What is love in children's minds? Why do children love toys? Do children really have a better ability to innovate than adults? To find out the answers to these questions, we carried out two world-wide campaigns, so let's read on and see!

Build the Craziest Quadrilla Challenge 2019



Time: September 19th to October 17th, 2019
Area: USA, UK, Latin America, France, China
 A Quadrilla Challenge was held to uncover the most creative feature built using Hape Quadrilla toys. All the participants were required to build their own Quadrilla track and post pictures using the #craziestquadrilla and #ilovehape hastags to win a Quadrilla set. After some good participation from children around the globe, three innovative Quadrilla tracks were chosen and awarded the grand prizes. Moreover, the three prize winners' work was featured on the "Hall of Fame" from Hape's official Quadrill App.



Top 3 Quadrilla Tracks

Spread the Love Challenge

Time: October 20th to November 2nd, 2019
Area: USA, UK, Latin America, France, Italy
 Hape launched a global campaign to inspire children to paint and draw anything that comes to their mind when they think about the word "Love". With some good participation from children around the world - especially from the UK and France - we rewarded three winners with some great Hape toys. Taking much inspiration from the children's efforts through the campaign, Hape's "Love" philosophy was undoubtedly enriched.



Top 3 Artworks



Follow Pepe and Find Hape Toys in Store!



This December, Je t'aime by mini-lo (hereafter referred as Je t'aime), a baby care products brand as well as a partner of Moustakas - Hape's exclusive distributor in Greece and Cyprus - held a 3-year celebration in its bricks'n'motar store in Cyprus.

Hape was a shining star during the "3-year celebration" activities, with Pepe's visit capturing the children's hearts and luring a crowd of kids inside to pose for photos with the lovable hound. Moreover, great pictures featuring Pepe were posted online as an Instagram contest featuring Hape products was launched. Pepe's visit brought great joy and laughter to customers in the store, and also gave the children great Christmas greetings. In addition, the activity strengthened the theme of "play, try and get to meet the new lines and products of Hape and Eurekakids" revealing a great Hape Christmas gift list to the attending consumers. The featured Hape products have attracted many new consumers throughout campaign, and Pepe has become a bright star among the children thanks to the great activity!



(Photo Source: Hape Image)

Hectic Germany: Hape is Everywhere!

The past season proved to be Hape's liveliest days of the year in Germany, with a series of fairs taking place in almost every first-tier city. Now let's take the cross-country tour again to see what Hape has been up to.

Spielmesse Stuttgart

Date: 21th to 24th November, 2019
Place: Messe Stuttgart, Baden-Württemberg
Type: B2C
Website: <https://www.messe-stuttgart.de/en/>

Organized by: Messe Stuttgart GmbH

The spotlight shone on the city Stuttgart in late November, with 100,000 people visiting "Spielmesse Stuttgart", with *Junior Inventor* and *Railway* once again drawing crowds of visitors. Kids were so crazy about the mega *Railway* system that they didn't want to leave Hape's booth! All visitors at our booth were gifted with a voucher that entitled them to a 20% discount when shopping for Hape products online.



Eternbloggercafé

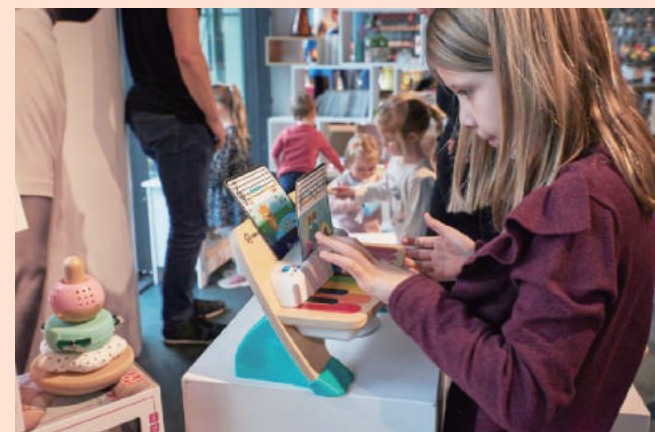
Date: 27th October, 2019
Place: Bikini Berlin
Type: B2C
Website: Instagram

Organized by: styleranking media GmbH

A small coffee get-together was organised in Bikini Berlin by styleranking media GmbH, where almost 100 social media influencers came to pay a visit, posting over 70 stories and photos afterwards on their personal accounts. Roughly calculated, over 1.5 million followers on Instagram received posts linked to Hape.



Hape's exquisitely decorated booth garnered lots of attention from kids as well. Colourful *Railway* sets, *Kitchen & Food* items, toy instruments and *Walkers / Ride-ons* helped make a great play ground, with children enjoying hours of fun. The activity also saw 20 new cooperation opportunities emerge.



(Photo Source: Copyright_styleranking)

model hobby spiel

Date: 3rd to 6th October, 2019
Place: Leipzig, Sachsen
Type: B2C
Website: <https://www.modell-hobby-spiel.de/de/>
Organized by: Messe Leipzig GmbH

The biggest trade fair for model building, model railways, creative arts, crafts, games and toys, "modell-hobby-spiel" saw over 99,000 visitors attending during its tenure - engaging with board games, creative workshops, the miniature world of cars, planes, ships, trains, robots and more.

Hape joined this great event with a 48m² booth showcasing its acclaimed *Railway* model train sets and creative *Junior Inventor* series. Lots of kids were attracted to the play area, some kneeling down to invent a "time machine", some getting carried away by the shooting locomotives. Even the accompanying dads couldn't help but get involved! All visitors at our booth were gifted with a voucher that entitled them to a 20% discount when shopping for Hape products online.



Hape's "Babywell" Tour

In 2019, the "Babywell" fair was held at 10 cities and organised by Fleet Events. As Germany's leading baby fair, the "Babywell" Fair offers everything related to pregnancy, childbirth and parenting, and is a platform where national and regional manufacturers, local dealers and service providers from the fields of mobility, furniture, toys, health, care, nutrition and fashion can gather. Additionally, visitors received comprehensive consulting, comparison and shopping opportunities.

From 3th Oct. to 1st Dec., this year Hape joined the "Babywell" tour in Munich, Berlin, Frankfurt and Cologne this year, attracting over 51,000 visitors in total and showcasing a wide range of toys, including *Learning Toys*, *Infant Toys*, *Puzzles*, *Push & Pull* and the co-brand baby *einstein* series etc.

According to Fleet Events, in 2020 the "Babywell" fair will welcome two new locations - Nuremberg and Vienna. From autumn onwards, there will be a playground sponsored by Hape/Toynamics Europe at all locations, where young visitors can play whilst their parents shop.



(Photo Source: Hape Image)

October



Moments Review before Christmas

Christmastime signifies the end of the year. It's a time for looking back and remembering what came before. What great moments have you had this past year? Hape would like to share some of its favourite moments from Slovakia with you all.

Press Conference: Will Modern Technology Replace Classic Toys?

Date: 23rd October, 2019
Place: Bratislava
Organizer: TOYETO
Type: B2C
Hape's distributor in Slovakia held a pre-Christmas press conference in a recently opened store in Bratislava, discussing whether modern technology will replace classic toys.

At the conference, our ambassador Lenka Ščošová, a popular influencer in Slovakia and a famous TV broadcaster and father-of-two, introduced Hape's toys to journalists and shared his perspective on the advantages of combining electronic gadgets with traditional wooden toys. Lenka also shared some tips on how to select good Christmas gifts for your loved ones, using - of course take - Hape toys as examples.

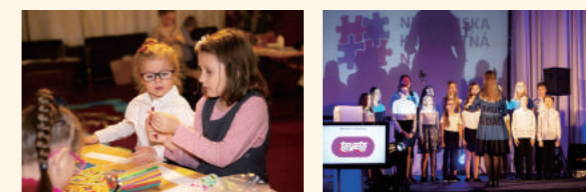


Donors club – Gala 2019

Date: 24th November, 2019
Place: Nitra
Type: B2C
Organized by: Nitra Community Foundation
A lively gala was held in Nitra to show thanks to the donors who have contributed to the philanthropic affairs of the Nitra Community Foundation. Local actors performed wonderful shows with passionate dancing and singing, and an angelic children's choir drew loud applause from the attendees, even bringing some audience members to tears.

During the gala, the foundation also transferred another batch of Hape toys - donated by our local distributor TOYETO - to children in need, and after the show, young actors and kids from the audience wrote lovely notes to their peers who were to receive the toys, telling them that there's always someone out there who cares about them.

The Nitra Community Foundation is a well-known organisation that aims to improve the quality of life in the Nitra region. Each year, the foundation holds activities to show thanks and celebrate its charitable deeds.



Biblioteka Campaign 2019

Date: 7th to 10th November, 2019
Place: Bratislava
Type: B2C
"Bibliotheque" is an event organised to promote reading to the Slovakian general public. Ideal for the pre-Christmas period, it has become an ideal way to give books centre stage during the busiest shopping days of the year. Hape grasped this opportunity, introducing new books that are complemented by a thematic program designed for readers of all ages, including interactive games, theatre and entertainment activities for the youngest bookworms out there. Additionally, Hape's products inspired an independent play area where children could take a fun break from reading.

This year marks the 27th year of "Bibliotheque", with attendances topping 45,000 people. During the event, Hape received exposure not only through RTVS (national radio and TV broadcaster), but also through other local television channels, newspapers, radio stations and websites. An extensive campaign on social media networks also helped boost brand awareness.



(Photo Source: Hape Image)

Hape: Warm Thy Hearts

2019 marks the second year of Hape's march into Japan, and despite the cold weather, Hape brought warmth and joy to many tiny hearts this winter thanks to its dedication to the Love Play Learn philosophy. Here are a few highlights of what has been going on on the Japanese scene.

Mama & Kids Festa in Fukuoka

Date: 9th to 10th November, 2019
Place: Marin-Messe Fukuoka, Fukuoka
Type: B2C
Website: <https://mamakids-festa.com/fukuoka/>
Organized by: Innovent, Inc.

During the 9th to 10th November, Hape Japan participated in the "Mama & Kids Festa" in Fukuoka, one of the biggest events for families with young kids in Fukuoka (a city located in the south of Japan). Over 17,300 visitors came to visit.

Hape toys were displayed according to different Christmas present themes and free Pepe key chains were available for visitors who became Hape's SNS followers. The tree and colourful toys on Hape-red tables delighted the crowd, and lots of people asked where they could buy the toys. Kitchen toys were especially popular and many visitors took selfies with the products. Also, our new B2C catalogue proved popular with children thanks to its quizzes.



Half Birthday Party

Date: 14th November, 2019
Place: Ikebukuro, Tokyo
Type: B2C
Website: <http://half-birthday.com/?p=2474>
Organized by: Hitomina

14th November was a special day for mothers with 6-month-old babies in Tokyo, as the Half Birthday Party event offered mothers the chance to exchange experiences and useful information with each other. As an exclusive party with non-alcoholic champagne, only 140 lucky mothers were invited.

A special area with Hape toys for the babies was organised, so that the mothers could focus on their conversations whilst the little ones played happily. The organisers also built a Hape tent for visitors to take photos around and in. The event proved to be a great success, with lots of visitors noting afterwards that they would definitely add Hape toys to their Christmas present lists.



Tama Hiyo Family Park

Date: 27th October, 2019
Place: Pacifico Yokohama, Yokohama
Type: B2C
Website: <https://st.benesse.ne.jp/park/>
Organized by: Benesse Corporation

The Tama Hiyo Family Park is one of the biggest events in Japan for pregnant ladies and families with kids aged 0 to 3 years old. Nearly 30,000 visitors came to the event this year, with over 50 companies and organisations exhibiting.

On-site, we introduced Hape toys according to age and distributed our new B2C catalogues. We also gave a Pepe key chain as a gift to those who agreed to follow our SNS account. Thanks to this activity, we had gained 1,000 new followers on the day of the event alone, with our follower number reaching 5,000 followers in total.



Brand-new 2019 B2C Catalog Published

Hape Japan finally released its highly anticipated B2C catalog recently, after much hard-work and planning from the branch's establishment.

Compared with former editions, the latest catalog features more lifestyle pictures, interesting quizzes, mazes and other interactive features. Hape's star puppy, Pepe, along his friends, work double as storytellers in the publication, explaining the functions of the toys, showing readers how to use them and raising tricky questions - giving children the feeling that they are reading a comic book rather than a catalog. For parents, the catalog also contains the recommended age group, price and benefits of each toy, useful information that every parent requires whilst searching for new toys and gifts for their little ones.

A good read for all the family, Hape Japan will continue optimising the catalog as new products join the collection over the coming months.



(Photo Source: Hape Image)

Yingbasha Children Expo



Date: 16th to 17th November, 2019
Place: Beijing
Type: B2C
Organizer: www.yingbasha.com

Hape made its presence at the Yingbasha Children Expo - held in Beijing between 16th and 17th November - known, causing quite a stir in the National Convention Centre. Visitors were crowded into the booth, asking questions and sharing photos on their social media accounts.

Yingbasha is a professional mother and baby platform owned by the global wedding exhibition organisation "China Wedding Expo". Each year, Yingbasha holds exhibitions in six first-tier cities across China, cooperating with online stores and mother's communities to provide high-quality, safe and healthy mother and baby products and services.

The official website of Yingbasha seeks to build a direct selling point that places premier brands from around globe in one place. This way, mothers can easily find what they need whether they are planning their pregnancy, pregnant, in the perinatal period or raising a child.



Joy and Spiritual Healing in Prague

No tears in Prague, just joy and spiritual healing from Hape.

Agata's Playing Festival

Date: 19th to 20th November, 2019
Place: Prague
Type: B2C
Organizer: Agata's World

In the National Museum of Agriculture, our business partner "Agata's World" organised the joyful Agata's Playful Festival, making the first year that didactic toys have been tested in Prague. Hape presented the Dominoes, Junior Inventor and Quadrilla sets.

Products were also sold on-site, with Hape proving to be very popular among local families. The feedback from visitors was very positive, and it has been confirmed that the festival will return once again next year.



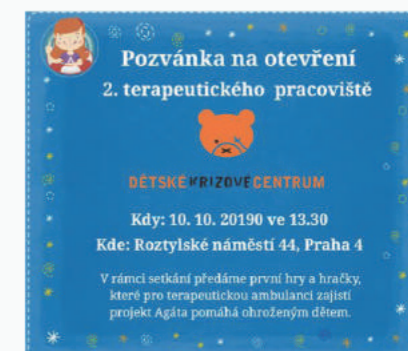
(Photo Source: Hape Image)

Great Hape Toys Donated to the Children's Crisis Centre

Date: 10th October, 2019
Place: Prague
Type: Charity

Organizer: Agata's World & Children's Crisis Centre
 Hape's distributor in Czech (Olymptoy), donated a batch of toys to the Children's Crisis Centre in a ceremony held on 10th October in Prague. The event also initiated Hape's formal cooperation with the organisation.

The Children's Crisis Centre was established in 1992, as the first specialised organisation in the Czech Republic seeking to help abused and neglected children. It includes a professional team consisting of psychologists, therapists, social workers and lawyers who work closely with pediatricians, gynecologists, social-legal authorities, investigators and judges etc.





Relying on the Trustworthy Friend, Rising in the Third World

Interview with Toy Kingdom, Hape's Exclusive Distributor in South Africa

In 2007, Hape established a harmonious collaboration with Toy Kingdom (Pty) Ltd (hereafter referred to as Toy Kingdom). As one of the top three toy chain stores in South Africa, Toy Kingdom possesses 28 stores in the country, a key factor in the two company's fortuitous relations thus far. Mr. Hylton Bannon, the Managing Director of Toy Kingdom, chatted with us recently, sharing his insightful and inspiring ideas for both our cooperative relationship and the industry's future prospects.

1. Since most of your distributed brands are internationally renowned with long histories - brands like Barbie® and Lego® for example - what inspired you to choose Hape®, back then an emerging wooden-toy brand, and how did you achieve your that?

The essence of our brand is to create a heartfelt connection with our customers through play, and by being a wholesome toy guide. Hape's mission of Love Play Learn aligned perfectly with our essence; as a heartfelt connection is made through Play with Love, and learning happens when you guide children and adults on this journey.

2. In recent years, how has Hape performed in the South African market? What kind of challenges has Hape faced, and what's your idea on the competitive edge of Hape in the South Africa market?

Hape's performance in the South African market has gone from strength to strength over the last decade. Hape in South Africa - and globally - has a unique advantage in the appeal the brand has to millennial moms who represent the fastest growing segment of our customer base. Research shows that millennial moms care more about a company's values than price. Love Play Learn, combined with the use of natural materials, speaks directly to this fast-growing segment. A challenge that the brand has faced in South Africa is that there is a perception that the toys are for younger children, despite there being a range of toys suitable for all ages and even older children.

3. Over the course of the decade, have you come across any successful retail cases that are particularly special or impressive in relation to Hape's sales?

A successful retail case for us in South Africa has been to position Hape merchandise at wall bays at the start of the walkway that meanders through-out our store. By placing a brand which is educational, gender natural, environmentally responsible and visually very strong at the start of the journey a customer will take through our stores has enabled us to be a wholesome toy guide from the very first step of this journey. This sets a magical tone for the rest of our customer's journey through our kingdom.

4. Compared with European, Asian and other regional markets, what special features do the toy market and toy consumers in Africa or South Africa possess? Any suggestions that may help Hape enrich its consumer group in the South African market?

The South African toy market and toy consumers are following the global digital trends due to the rapid penetration of smartphones and falling data costs. This trend is both an opportunity and challenge to the growth of traditional toys in the South African market. The opportunity for a specialty toy retailer like ourselves and the Hape brand is that parents are becoming more and more concerned about the amount of time their children are spending on screens, as too much digital play can have negative consequences for young children and their development. This provides a wholesome opportunity for both Toy Kingdom and Hape in the South African market. Creating brand awareness around Hape's unique selling points both digitally and in-store is the key to unlocking further growth in South Africa over the next decade. Elsewhere, in order to enrich the market of older children, Hape could change its packaging of relevant items to appeal more to older children.

5. Looking ahead, what's your prediction on the development prospects of the toy industry in South Africa over the following three to five years? And what's your view on Hape's role in it?

Over the next three to five years we will see the evolution of retail stores in the South African toy industry adopting a truly omni-channel strategy. Brand awareness and loyalty will be created through experiential retailing in traditional brick and mortar stores. Experiential stores are becoming more prevalent within the market and the growth of such stores is envisioned to continue. This raised brand awareness and loyalty to Hape will see customers trusting the brand more and more online. The key to unlocking this online sales channel, including social media, remains the physical experience of Love Play Learn that a customer will have with Hape in a Toy Kingdom store, with a wholesome toy guide. This type of physical experience cannot happen online and this is the key for growth in the South African toy market for Hape in the future.

Ready to Catch Hape in South Africa?

This quarter, Toy Kingdom, Hape's exclusive distributor in South Africa, launched two new stores within the country. Eye-catching Hape wall-bays, filled with quality Hape toys, stood out thanks to the brand's signature "Hape Red"!



Time: 22nd November, 2019

Location: "Toy Kingdom" in the Glen Shopping Centre, Cnr Orpen & Letaba Streets, Oakdene, Johannesburg, South Africa.



Time: 29th November, 2019

Location: "Toy Kingdom" in the Mall of Africa, Lone Creek Crescent and Magwa Crescent, Waterfall City, Johannesburg, South Africa.



Time: 11th October, 2019

Location: "TOYETO" in SC Forum, Poprad, Slovakia. (SC Forum - the biggest shopping mall in the north of Slovakia, located in Poprad city, near the High Tatras, the highest mountain in the country - boasts a countless visitors during the year. It boasts more than 110 stores and restaurants and wide range of services.)



Hape's Latest Appearance in Slovakia

As Hape's exclusive distributor in Slovakia, TOYETO conducted a grand opening ceremony for its new store in Poprad. Aside from regular customers, a special guest - Marcel Forgáč (a well-known and very popular nationwide radio and TV broadcaster) - was also present, appreciating the quality Hape toys on-site.

Slovakia



(Photo Source: Hape Image)

(Photo Source: Hape Image) 19

STORE



UK

Hape successfully entered the Co-op Department Store in Paisley, Scotland. See the *Mighty Mountain Mine* window show for the Christmas Season since November!

USA

On 27th November, Hape toys faced the customers of the Mall of America - Legacy Toys, located in Bloomington, for the first time ever.

Legacy Toys was founded in Ely, Minnesota, in 2012, as a uniquely original toy store, devoted to helping kids and their families stoke their imaginations through exploration and play.



UAE

In 2019, the UAE maintained its fast growth and solidified its reputation as a new and emerging market. In Magrudy's, Hape's products successfully quenched the thirst for mother and baby products across the Emirates. In fact, Magrudy's had to open a second shop to accommodate the expanding article categories.

Magrudy's began trading in 1975, and quickly became a central part of Dubai life, selling almost everything and anything the locals desire.



(Photo Source: Hape Image)

STORE

Greece

In the Christmas season, a themed Hape window that showcased *Happy Grand Piano*, *All Season House*, *Cook'n Serve Kitchen* and *baby einstein* items was unveiled in Monastiraki, Athens, turning into a new spot for people to take selfies and pose for photos.



In December, the first Hape Shop on the Greek market landed in the Nea Erithrea store in Moustakas.



In December, Moustakas opened a signature store (MOYΣTAKAΪ TOYS) in the Golden Hall shopping mall, located in the northern suburbs of Athens. The store, which covers 600 sqm and is filled with all categories of Hape toys, soon became the go-to place for customers seeking high-quality wooden toys and premium brands.



Switzerland

A new Hape store was opened in St-Imier, Switzerland in October.



Hape's products were featured in the grand shopping window of LOEB in Bern.



(Photo Source: Hape Image)

MEDIA Social Media

Date: October to December
Influence Area: China
Medium: WeChat
Topic: Hape festive posters, new product releases, and Group news shared on WeChat



Highlight: Hape China posted great posters - featuring exquisite Hape toys - to coincide with both international and traditional Chinese festivities such as Halloween, Thanksgiving and the Chinese National Holiday, etc. Furthermore, Hape's new Harmonica was also presented, in its various colours, and lots of updated news from Hape was posted on WeChat, gaining many likes from its subscribers.



Date: October to December
Influence Area: Greece
Medium: Instagram
Topic: Great posts from Moustakas
Highlight: Hape products found in the stores of Moustakas and its partners (Je t'aime, Toys Shop). Great pictures featuring Hape toys were posted via their official Instagram account, attracting a great deal of followers.



Date: October to December
Influence Area: UAE
Medium: Instagram & Website
Topic: Great posts & online promotion on mumzworld.com
Highlight: Great pictures featuring Hape toys were posted by influencers, attracting a lot of followers and appreciation. In addition, a grand promotion for selected Hape toys was launched on the website mumzworld.com (the number one mother, baby & child site in the Middle East) during Black Friday, garnering a lot of attention and causing significant sales growth.

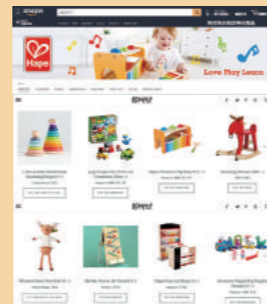


Website

Date: October to December
Influence Area: Switzerland
Medium: Website
Topic: Hape products showcased on Galaxus and Coop
Highlight: Galaxus (officially known as Digitec Galaxus AG, the biggest online retailer in Switzerland) presented new Christmas offers every week during the run-up to the festive season, with Hape *Quadrilla* listed as the top product on one occasion. Furthermore, Coop (aka Coop Bau+Hobby, the leading Swiss DIY store) expanded its e-shop and launched Hape articles.



Date: 5th November & 29th November
Influence Area: USA
Medium: Website
Topic: Hape toys recommended by Romper & Amazon's Black Friday advertisement
Highlight: Hape's *Pound and Tap Bench* and *Pop-up Shop* were included in the 2019 edition of Romper's Toy Box. Romper is a brand of Bustle Digital Group, which has 8,200,000 readers, among which 75% are females aged between 18 and 34 and based largely in North America. Moreover, Hape products sold well on Amazon during Black Friday.



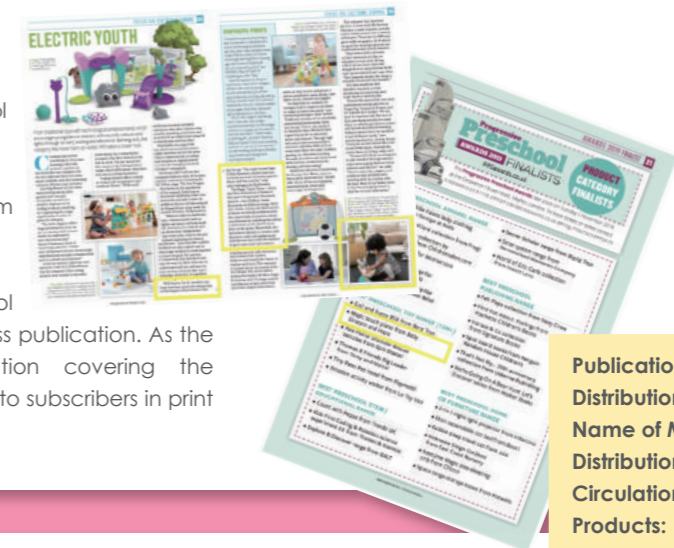
(Photo Source: Hape Image)

Eltern für dich



Publication Time: December 2019
Distribution Area: Germany, Austria, Switzerland
Name of Magazine: Eltern
Distribution Channel: B2C
Circulation: More than 180,000 copies per month
Product: *Flappy Bird, Play Cube, Bead Maze, Music Box, Apple Grab Toy, Rabbit Cloth - Pink, Pull Along Dog, Stacking Tower* (from Hape / Eltern co-brand line)
Placement: Three pages and 1/6 of one page
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: October 2019
Distribution Area: UK
Name of Magazine: Progressive Preschool
Distribution Channels: B2B
Circulation: 10,849
Products: *Magic Touch Piano* (from Hape x baby einstein co-brand line)
Placement: 1/3 of one double-page,
Brief Introduction: *Progressive Preschool* magazine is a totally unique trade press publication. As the only cross-category trade publication covering the preschool sector, the magazine is sent to subscribers in print and in digital format as well.



Publication Time: October 2019
Distribution Area: China
Name of Magazine: Parenting Science
Distribution Channels: B2C
Circulation: 360,000 per month
Products: *Blues Harmonica, Red Ukulele, Fire Truck with Sire, Castle Escape*
Placement: Two 1/3 pages
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.



Magazine MEDIA

Publication Time: December 2019
Distribution Area: Greece
Name of Magazine: Kappa
Distribution Channels: B2C
Circulation: 57,348 copies
Products: *Cook'n Serve Kitchen, Magic Touch Piano, Solar Power Circuit*
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: November & December 2019
Distribution Area: South Africa
Name of Magazine: Kids SuperClub
Distribution Channels: B2C
Circulation: 123,843
Products: *101 Beech Blocks*
Placement: 1/10 of one page
Brief Introduction: *Kids SuperClub* is a fun, colourful and interactive magazine filled with crafts, activities and educational content. It is aimed at 5 to 12 years old children.



(Photo Source: Hape Image) 23