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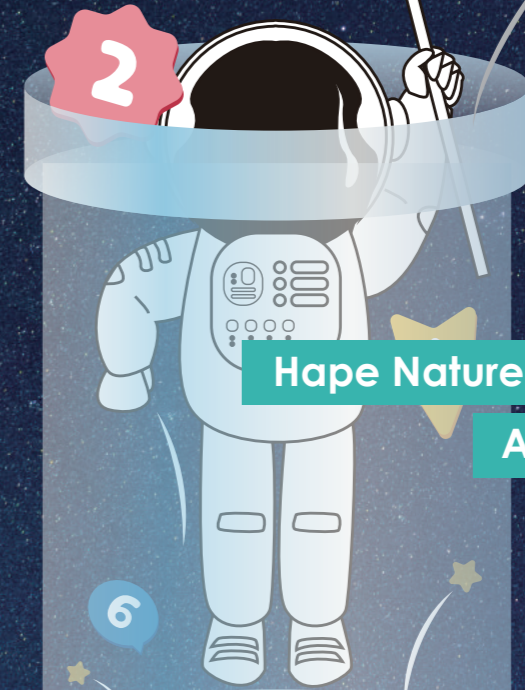
Global Marketing Report

2021 Q1



First Quarter
73%
Y-O-Y Growth!

1,800 Stores
Expected in China!



Hape Nature Explore Education Base
A Child-Friendly Paradise

Interview with the CEO of Hape Holding AG
by China National TV Channel



Go picnic,
Play with friends,
Enjoy the food, sunshine and nature,
Have a nice day!



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Love Play Learn



Find Hape in Fairs

China

USA



Hape started 2021 in fighting spirit. We participated in traditional physical fairs around the world regardless of the negative possibilities presented by offline meetings during COVID-19. Face-to-face exchanges among peers and partners in every industry, the toy industry in particular, is an important and irreplaceable way to learn from each other.

From March 30th to April 1st the 33rd **Shenzhen International Toy & Education Fair** was held as scheduled in the Shenzhen International Convention and Exhibition Center in China. Hape, as a toy exhibitor of vital importance, attended the fair this year together with its eponymous brand, the world-leading educational toy brand Hape® as well as its sub-brand, the German classic building blocks PolyM®, and its strategic partner, the micro building block brand nanoblock®.

Hape gave a comprehensive grand show to all who attended - Presenting toy sections that included various themes like *Bath Toys, Kitchen & Food, Music* and much more, along with Hape Playland and a real-time live-show on the LED screen at the booth gate. Attracted by our exquisite toys, the Hape booth welcomed many VIP guests including the vice president of the Guangdong toy association (one of the organizers of the fair). Meanwhile, plenty of potential customers were drawn to the Hape booth by our quality toys (especially some original 2021 new items) to discuss more cooperation in the future.

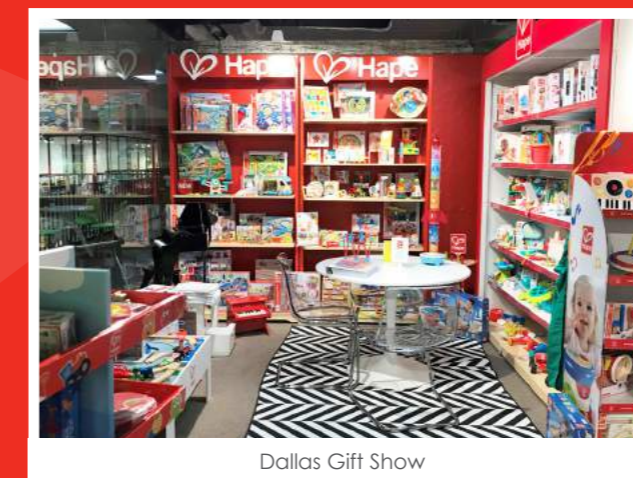
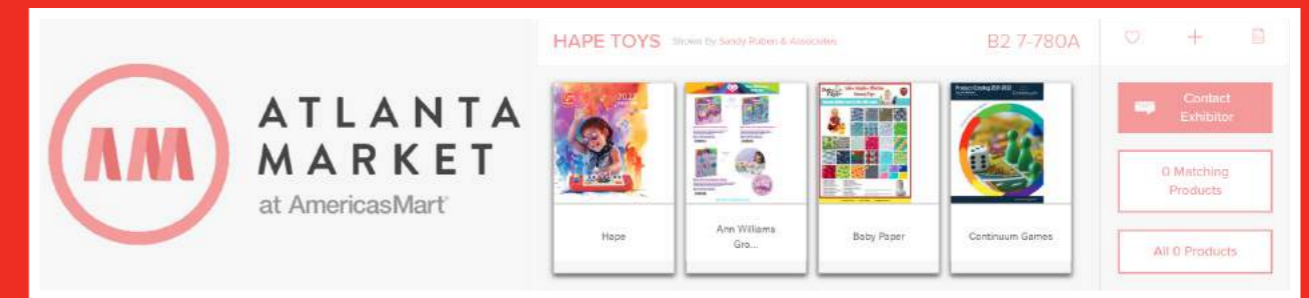
Hape has not ceased to exploring further opportunities to deepen the cooperative relationship with our old partners, and establish new collaboration with potential customers as well, through face-to-face exchanges at physical fairs. Under a relative safe environment in China, Hape will attend more fairs in the future including Southern China, such as Shenzhen, Guangzhou, etc. an important toy market, to go deep into the Southern China market where much potential is very likely to be dug out soon.

Established in 1989, *Shenzhen International Toy & Education Fair*, the most important fair in southern China as well as one of the major fairs in the first half of each year, gathers visitors from toy, infant and children product, licensing products industries. This year, with an around 140,000-square-meter floor space, the fair gathered over 1,400 exhibitors all over the world with thousands of new items making their debuts in 2021.

Just as last year, Hape participated in the **Dallas Gift Show** from 6th to 12th and the **Atlanta Gift Show** from 12th to 19th of January. Under relatively stringent access regulations due to the pandemic, the Hape booth welcomed a lot of visitors interested in our top quality toys. Apart from classic items, we also displayed a series of our new items from 2021 in a conspicuous area, attracting numerous B-end customers to come and discuss potential collaboration.

Hape's new items were a hit at both fairs! The *Musical Whale Fountain, DJ Mix & Spin Studio, and Rocket Ball Air Stacker* were listed in the top 30 items of 2021 by Sandy Ruben, a renowned toy store as well as an industry veteran in the USA that contributes to finding the best, most suitable products for retailers.

Exhibitors	Location
 DALLAS MARKET CENTER Hape	WTC 439 (Diverse Marketing L.P. Toy Division)



Dallas Gift Show



Atlanta Gift Show

After the first round of 2021 fairs, Hape is now planning to take part in many other fairs around the globe. The widespread pandemic may reshape the world as more and more people turn to the online trading and online meeting, but we do believe physical shopping, as always, shall account for a certain part of people's daily lives. Business partners need face-to-face communication and the in-store shopping experience is still of vital importance to consumers. Physical fairs provide all exhibitors and visitors with unique and unparalleled exchanges. Hape hopes to meet you there. Stay safe and see you soon!



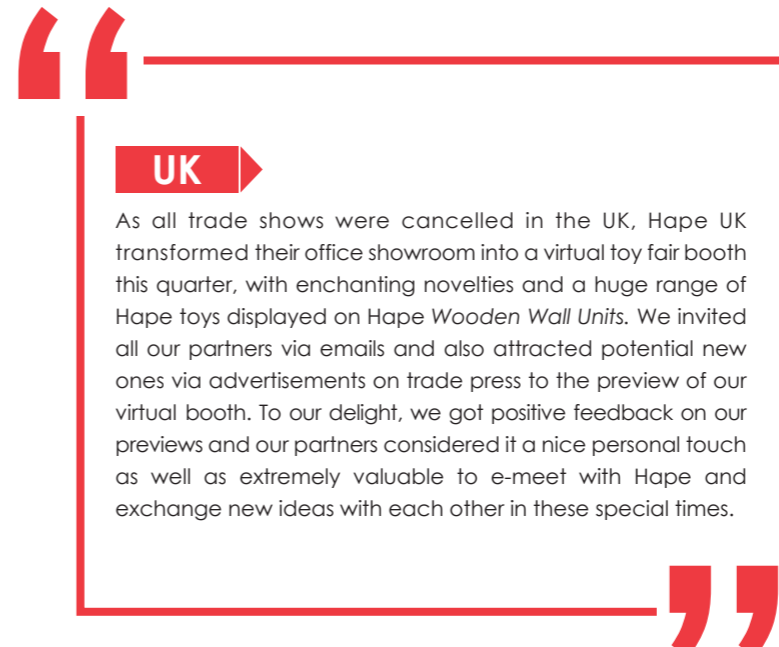
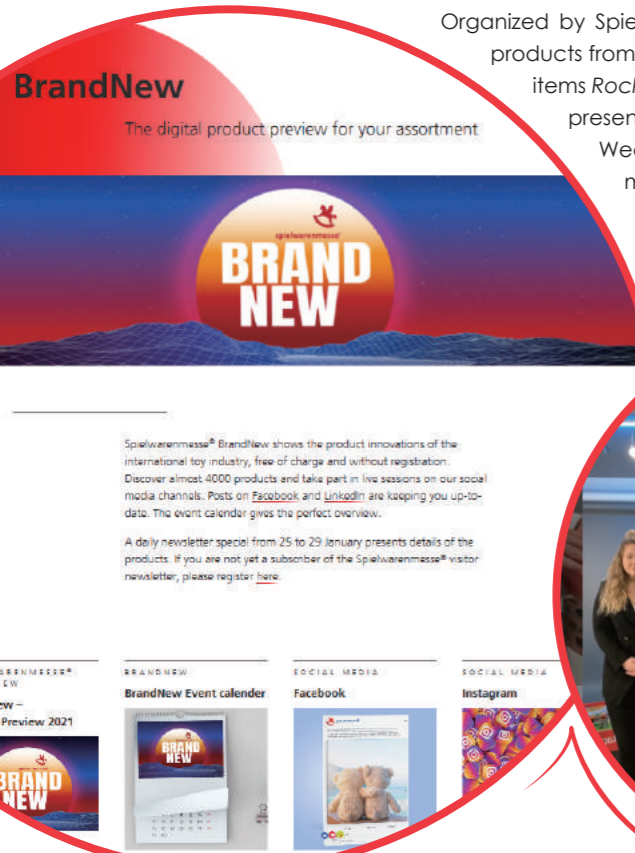
Hape's Digital Tour around the World

This year, apart from physical fairs which have been impossible in many parts of the world due to COVID-19, Hape attended numerous online digital fairs which reached people around the globe. Due to the lockdown in lots of countries and regions, most of the physical fairs have been cancelled and switched into a new form – online digital fairs which avoid or reduce unnecessary contact among people. Let's take a digital tour with Hape!

Germany

Hape participated in the Spielwarenmesse BrandNew from 25th to 29th of January, and Brandora Showroom Weeks throughout the whole of February.

Organized by Spielwarenmesse Nuremberg, Spielwarenmesse BrandNew showcases the latest products from the global toy industry. This year, almost 4,000 products took part. Hape's new items *Rocket Ball Air Stacker*, *Musical Whale Fountain*, and *DJ Mix & Spin Studio* out of 110 present Hape products highlighted our virtual booth. In addition, Brandora Showroom Weeks, a database specialist for the toy and licensing industry, conducted digital meetings through various social media platforms which attracting plenty of "virtual visitors". Appearing with 170 products, Hape welcomed lots of new registrations and publicity and conducted several virtual interviews, introducing our quality toys to all!



UK

As all trade shows were cancelled in the UK, Hape UK transformed their office showroom into a virtual toy fair booth this quarter, with enchanting novelties and a huge range of Hape toys displayed on Hape Wooden Wall Units. We invited all our partners via emails and also attracted potential new ones via advertisements on trade press to the preview of our virtual booth. To our delight, we got positive feedback on our previews and our partners considered it a nice personal touch as well as extremely valuable to e-meet with Hape and exchange new ideas with each other in these special times.

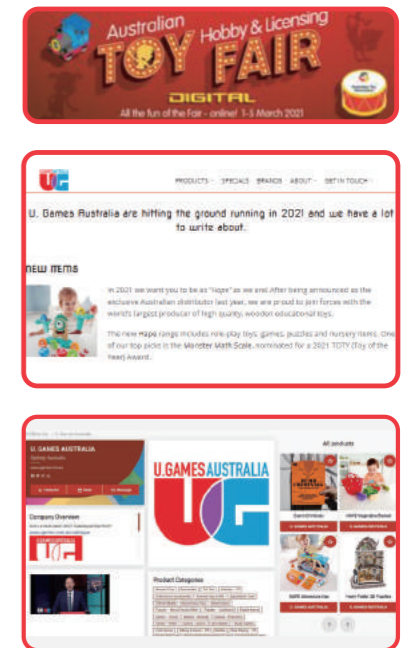


Kate, Business Development Manager of Hape UK in the showroom.

Australia

From 1st to 5th of March, Hape attended the virtual show of the Australian Toy, Hobby & Licensing Fair. In a quite different form from previous years, the virtual show this year was a hive of activity with over 3,400 visits from Australia and around the world logging on over 5 days. Attendees taking part in the virtual fair communicated with exhibitors, browsed products, joined sessions and engaged in private meetings.

Featuring Hape quality toys including the *Toddler Vegetable Basket*, *Adventure Van* and *High Seas Rocker*, a Hape virtual showroom was set on the platform, welcoming a lot of potential customers. During the fair a local toy trade magazine *Toy & Hobby Retailer* issued an online article about Hape with a front image featuring the Hape *Monster Math Scale*, helping gain even more interest and appreciation.



Except for attending digital fairs as an exhibitor, Hape built our own virtual fair booth online this year, inviting all our partners and visitors to learn more about Hape and our exquisite toys. Come and discover more about Hape at <http://47.114.59.212/cn/register.html>.

COVID-19 has reshaped the whole world. People have switched to online meetings, shopping and more in order to socially distance during the pandemic. After the pandemic, however, what will the world be like? How much change will occur in people's lives? No matter what happens, Hape, together with our reliable partners worldwide, will always be ready to adjust and adapt to the trends of the market and the world.

Hape Group Invests in a New Factory in Songyang



31st Jan, 2021, Songyang, China

Hape Holding AG. has signed a contract with the government of Songyang County to invest in a new factory in Songyang. The new factory's size is about 70,800 square meters and is located in Songyang Chishou Industrial Park. According to the plan, construction will start in March and the new factory will begin production in the end of 2021. The factory will be multi-functional, acting as Hape's new production base, product warehouse and a research space for early education. It will follow Hape's environmentally manufacturing concept to produce eco-friendly toys.

As introduced officially, Songyang has a pleasant ecological environment, and is known as China's National Ecological County. Meanwhile, there is huge development potential in Songyang, as the biggest tea market in China, No.3 in national stainless steel industry and a leader in the tourist industry. Also there are highways, a high-speed train and an airport is being built. Songyang is the important transportation hub in South-West of Zhejiang Province, which means the county has great potential for future growth.

The government of Songyang sincerely welcomes Hape's investment and will keep fully supporting Hape's further development in the county.

The Founder and CEO of Hape Group, Peter Handstein said: "Our commitment to the society – maintaining the bamboo forest, making toys out of wood, etc. – is very much in line with Songyang's identity, which is environmentally friendly. Especially through last year, we are finding that more and more consumers are becoming concerned about environmental protection, asking questions such as "How is it produced?" or "What materials have been used?" And I think we have a great potential in this area in the future."

Hape pays close attention to children's early education and we'd like to collaborate with Songyang Kindergarten Teachers College on better education for the next generation. By introducing Western educational theories, like the Montessori Method, Friedrich Wilhelm August Froebel's experience curriculum, etc., we can find a connection and balance between Western and Chinese methods. We will learn from each other and work together on early education which is meaningful and valuable for the whole society.

We believe our new factory in Songyang will play an important role in Hape's next five year plan. As the saying goes, the longest journey starts with a single step, and with the signature on contract today, we make the commitment that we will take that first step and embark on a long journey with Songyang. Let's share the success together!

Interview with the CEO of Hape Holding AG by the China Central Television Financial Channel

On 8th April, the CEO of Hape Holding AG., Mr. Peter Handstein - an outstanding representative of toy industry - conducted an interview with journalists from the China Central Television Financial Channel (CCTV-2). In the interview, Mr. Peter Handstein shared his opinions on how the toy industry was able to maintain steady growth despite the impact of COVID-19.



The global economy was heavily shaken by the pandemic during 2020, yet the global toy industry achieved a stable increase in sales. Specifically, last year, the toy industry saw a 2.6% sales increase on the Chinese consumer market, and as a leading corporation in the toy industry, Hape witnessed **73% sales growth** in the first quarter of 2021. The growth of the Chinese market has gone hand-in-hand with a growing demand for high quality toys for families in China, and Hape firmly believes that the Chinese market will still be the main stage in relation to the company's sales goals over the next 5 to 10 years, since the Chinese market still has enormous potential. According to Peter, the account for the Chinese market share of the group's overall global business will be increased from 20% to 50%.

Aside from these factors, the stay-at-home economy has developed dramatically during the pandemic, and the explosive growth of early educational products is testament to this. The educational wooden-touch pianos developed by Hape and Baby Einstein products have benefitted from the stay-at-home economy, becoming one of the best choices for families who wish to enjoy their time together. The item's sales have rocket accordingly.

Peter went on to stress that intelligent technology integrated into toys will be the next trend of the toy industry. Hape has upped its efforts in terms of developing new toys and has increased its investment in new technologies in order to strengthen its soft power and bolster the overall competitiveness of the brand.

Many companies have closed their physical stores and paid more attention to online business during the COVID-19 outbreak. On the contrary, Hape has stuck with the offline market during this tough period, and has even introduced EurekaKids (a leading Spanish toy chain store) into the Chinese market in order to support the development of physical stores as well as provide a better shopping experience to customers. Peter also emphasized that children can perceive the high-quality of a toy only through their own experiences of play and exploration. Currently, online shopping is gradually becoming the main method for consumers to choose their products, but we stand firm on the belief that online shopping cannot be independent from the experience of shopping in physical stores. We believe that the sales of the online market will be increased as our offline services improve. Therefore, we propose that the upgrading of the brand will only be realized through the balanced development of both the online and offline markets.

And finally, as ever, Hape endeavors to bring more qualified toys to the market for the next generation to enjoy.





Hape Nature Explore Education Base A Child-friendly Paradise



On 26th March, Hape announced the "Hape Nature Explore Education Base (HNEEB)" project at the official awards ceremony that saw Beilun become China's First Child-Friendly District.

The founder and CEO of Hape Holding AG., Mr. Peter Handstein was invited to attend the ceremony and participated in the discussion forum together with guests from different fields, such as the vice president of All-China Women's Federation (ACWF), Cai Shumin; the representative of UNICEF in China, Douglas Noble; etc.

The concept of Child-friendly City (CFC) is initially proposed by UNICEF in 1996 with the purpose of creating a cozy and comfortable city which is better for children's growth and development. Beilun is the first district awarded as the CFC in China.

As a commitment to our next generation, Hape launched "Hape Nature Explore Education Base (HNEEB)" in the conference. This project has already been carried out for years and is planned to be built up within 5 years with investment of up to 100 million RMB. According the blue print, the HNEEB will be a comprehensive space including an ecological tour, an organic farm, a bookstore, a museum and cultural events. It will provide opportunities for parents and children to enjoy their family time together.

Education Base

Museums & Bookstores

Special bamboo museums and bookstores are planned to be built that welcome both children and parents who wish to acquire valuable



knowledge about bamboo and bamboo crafts in an environment full of strong academic and cultural value.

Outdoor Exploration

Other than learning in conventional ways, there will also be interesting activities designed to help children learn through play. We intend to cooperate with various primary and secondary schools in order to establish an outdoor practice expansion training base that incorporates a series of outdoor exploration and adventure sports facilities. Furthermore, we plan to purchase and organise large outdoor facilities that will include climbing equipment, trampolines, water game facilities, etc., that will contribute to a grand outdoor play space. We would like to create a natural exploration space for children and parents that will encourage families to enjoy quality time together in nature.

Bamboo Artistry

In the period between March to May every year, when bamboo shoots begin to sprout and grow, a "Digging Bamboo Shoots" parents-child activity will be carried out. Meanwhile, children are allowed to collect bamboo leaves and create DIY paintings with their parents. We will invite local bamboo craftsmen to help parents and children experience the process of making environmentally friendly bamboo crafts and utensils together. At times, various folk handcraft activities will be carried out with the participation of the local villagers, such as making hand-made rice cakes, zongzi (traditional Chinese rice-pudding), tea leaves, and more.



Local Economic Development

The HNEEB is a comprehensive education and leisure base with a range of facilities including restaurants, hotels and an organic farm, where a lot of employees will be needed. With more and more tourists visiting, the HNEEB project will not only help strengthen the local economic development but will also help settle the local employment situation, to some extent.

Sustainable Development

We plan to build a mini-hydroelectric power station, a wind power station with three wind turbines and a solar power station. In that case, the HNEEB can welcome children and parents anytime and operate from a position of sustainability.



Moreover, we will deal with sewage discharge responsibly in order to protect the local environment, conforming to sustainable development concepts as always.

Apart from designing and manufacturing high-quality educational toys and products made from sustainable materials, Hape cares deeply about the wider world. Concerned with more than toys, we also attach great importance to sustainable development, to the lives of the next generation, and we take great efforts to make the world a better place for our children to live in.

As a leading and responsible enterprise, Hape always actively supports the local government. As introduced by Peter, Hape has been developing in Beilun for more than 25 years, and thanks to the long-term cooperation and service of the local government, Hape has achieved great success – emerging as one of the top toy companies in the industry. As a responsible corporation, we'd like to share our success, feedback and our experiences to wider society. Therefore, we introduced the HNEEB project to all, and we hope to build a comprehensive natural exploration and educational space that will enable children to learn through play and have a quality time with their parents as well.

The HNEEB project conforms to the Beilun CFC project very well, and has been listed as a notable part of Beilun's CFC programs. Simultaneously, the project adheres to China's Rural Revitalisation Policy as well as to the Sustainable Development Strategy. In 5 years time, the Hape Nature Explore Education Base will be built and open to all, destined to become a beneficial project for the local society and predicted to become popular must-see attraction for the nation and even the whole world in the future.

As Peter states, "Children account for 20% of society today, but they are 100% of the future", and we believe that our future begins and belongs with the next generation. Hape, as always, is devoted to making the world a better place than it is today.



UAE

Give Away but Never Give Up

Hape recently took part in the Wayana Program organized by Tawam Hospital, one of the largest hospitals in the UAE. The program donated wonderful toys in gift tote bags to the young patients in Oncological Pediatrics, hoping to ease their pain and bring happiness to the wards.

Kids there were so cute but were unable to jump or play outdoors, instead having to endure pills, chemotherapy or even operations.

While doctors are fighting like superheroes for these kids, Hape and other brands have joined the battle in our own way. We gave away toys and hope, but we will never give up caring for kids. Best wishes to every one of those brave angels.



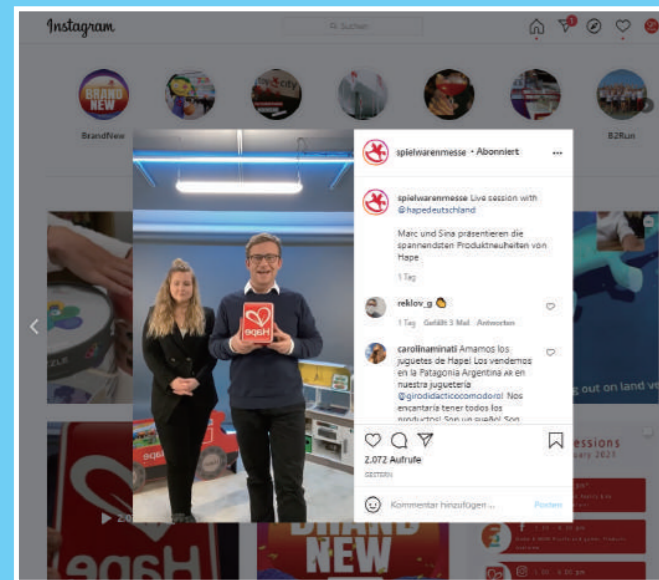
Online Events

Filling the Blanks Left by the Pandemic

Under the shadow of COVID-19, people have still been enduring the special isolation or even lockdown in some countries. Fairs have been suspended and crowds have not been allowed. Marketers had to seek new strategies to break through.



In Germany, Toynamics has multiplied its online efforts to compensate for the absence of fairs and other campaigns. Highlight was the launch of Toynamics Day, a digital event. The event contained several program agenda points including a video series where Peter showed everyone around the Hape factory, the "Hape Bamboo Research Center" and the bamboo forest in China. Followed by a talk with Dennis and Tween Team from Canada about the launch of their new Brand Dinosaurs Art. Finally all new products were presented to the audience. The whole event was organized online and many guests from the press, specialized trade and key accounts were invited in.



Germany

On the other side of the globe, marketers in Peru targeted online promotions in order to stimulate sales. The traditional Black Friday has been hot since November last year and another discount carnival succeeded hugely in March 19th to 26th this year.

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Peru

Spotlights in the

USA

Suffering from COVID-19, the offline business in the USA last season was severely hit. On the other side, there has been an unprecedented sensation in online marketing as kids seriously needed something fun to play!

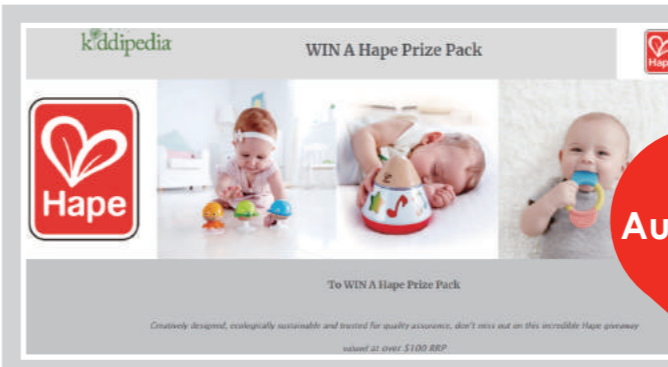
Hape's starring products took turns dominating the mainstream media platforms and harvested quite a lot of attention. *Feed-Me Bath Frog*, *Shape Sorter Xylophone*, *My First Blocks* received over 400,000 impressions on KATU2 and TPM. Coverage of *Hide-and-Seek Periscope* on CNN has gone beyond the United States and reached Hape fans in Canada. In outdoor coverage posted on CNN, Hape's *Pocket Swing* also made an appearance. Besides, in a featured post on the People of Play POP (the Chicago Toy and Game Group) website, Hape's exclusive company profile had a seat to feature for a whole week, which was quite a long time!(Check out the article: Hape ... Love Play Learn: tBR Company of the Week at chitag.com).



WIN A Hape Prize Pack!

Kiddipedia's Newborn Guide is a new resource in Australia which supports and educates parents or parents-to-be through expert information and advice. They feature informative articles from Kiddipedia's Subject Matter Experts including inspirational Gift Ideas and selections of Australia's greatest products for Newborns and much more.

In November last year, a Hape Prize Pack activity was held to encourage engagement with the viewers together with a Supplier/Product Directory of Hape posted on the Kiddipedia website. Sign "Why do you want to WIN this prize?" and subscribe, the lucky subscribers will win the prize pack which contains a *Teether Ring*, a *Stay-Put Rattle Set*, a *Rotating Music Box* and a *Shape Sorting Box!*



Australia

China

Hape "niú" Year!

Spring Festival is always the best time to increase brand awareness since most people get released from work and spend time having fun with their families.

The China market revealed two surprises for retailers. Free samples and giveaways were available for those who issued orders during the given period, which attracted dozens of retailers into the group. The incentive policy for shopping guides continued and 107 stores joined the league, achieving great sales in the end.

For end customers, a short video campaign lit up Tik Tok when over 168,000 viewers showed great interest in this "Shoot for Hape Ox Year Gift Pack" topic.





Hape Achieves 73% Y-O-Y Growth in the First Quarter of 2021

Compared with last year, Hape witnessed **73% year-on-year growth** around the globe in the first quarter of 2021, with a **47.3% growth share in the China market!**

Wonder how we achieved it? Let's take a look in below.

Online:

Achievement: Hape achieved 77.18% increase in the "618 Online-shopping Carnival" and 27.91% increase in the "Double 11 Online-shopping Carnival" of GMV (gross merchandise volume) respectively on year-on-year basis in Hape T-mall flagship store (a dominating comprehensive online shopping platform throughout China). And this was in 2020, a time shadowed by the enormous impact of COVID-19 in China.

Move: We have kept our loyal followers and attracted new fans through close contact (including **daily live streams**) on new media, such as Tik Tok, etc. Simultaneously, long-term cooperative relations with several **influencers** on social media are being closely maintained. That's how we reach such great achievements! We will continue to maintain these effective measures and do more in the long run to further improve Hape's image among the public and achieve better sales.

Offline:

Achievement: Hape toys can be found in 1,240 stores in China. Even during the pandemic, we still conducted a series of offline campaigns throughout the country, such as Hape Spring Roadshow this Chinese Spring Festival in JUSCO (a subsidiary of the Japanese AEON supermarket chain), Qingdao. The various face-to-face contacts with consumers in China lessens the distance between the two sides which creates positive feedbacks and an overt sales increase.

Move: Still, how did we achieve such a great performance? This year, we launched a grand collaboration with supermarkets for the first time, covering Sam's club, Wal-Mart, Metro, RT-MART, CR Vanguard, and more. We provide only the most appropriate and potential products for each cooperative store. For instance, we have developed "good, better, best" versions of particular items in terms of different price, functions and more. To our delight, positive feedback from some of the supermarkets we've cooperated with this quarter have come to us recently. **By the end of 2021, Hape expects to meet all of you in around 1,800 bricks-and-mortar stores in China!** Besides, we will put great attention into the market in lower-tier cities, where great purchasing potential will appear in the future, benefited by several strategic policies and preference measurements issued by the Chinese government.

China has astonished the world with a great performance during the pandemic. After the pandemic, we believe the China market will represent huge potential and occupy a large market share of the world. According to Peter, the Chinese market share of the group's overall global business will increase **from 20% to 50%** in the near future. With careful integration of online and offline strategic measurements, Hape is bound to attain more of the China market and deliver the special "Hape Happiness" to more families around China.



A Hape railway tunnel (part of the Hape Playland) was set up in Langton Garden Centre, a one stop shop for plants, gifts and homewares. Garden Centres are one of the very few retail stores that are allowed to open in the UK during the pandemic. With great feedback about the railway tunnel, we are fully convinced a whole "Hape Playland" will be selling hugely in the future.

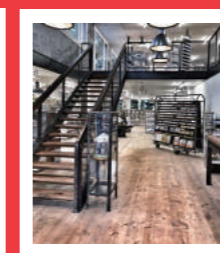
Enough from the big potential market - let's turn to the rest of the world!

Even though the pandemic isolates us and online shopping is booming, we **do not only shop online**. You can also choose your favorite Hape toys in bricks-and-mortar stores all over the world!

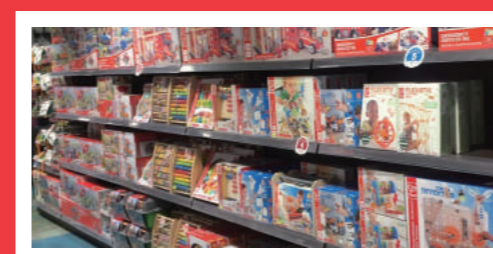


Recently, PUPAZZO, our partner in Georgia, launched its third store in the City Mall - one of the most diverse shopping malls in Tbilisi. Hape made a grand appearance among the local consumers.

On the opening day, decorated with colourful balloons and with the human-sized Pepe mascot entertaining children, the store welcomed a stream of consumers even during these hard times. Accounting for almost half of the store, various ranges of Hape toys including the classic *Kitchen & Food* category, the popular *Music* line, as well as the successful Hape and Baby Einstein collaborations dazzled the consumers. On the occasion of the store-opening, PUPAZZO initiated an online giveaway campaign on Facebook with 3 lucky followers winning quality Hape toys.



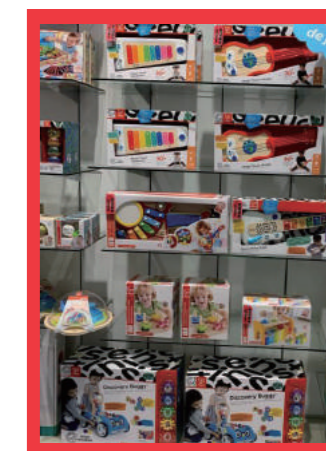
Hape entered SUTER this quarter, with a Hape Playland set up in the store. SUTER belongs to suter-meggen, a family-run company in Switzerland. It is a large specialty store with assortments varying from model trains, model making, die cast and other toys. As a newly joined toy brand, Hape really stood out with diverse toys among the vehicle models in the store!



Hape toys entered Color Land Toys, a place where unrivalled ranges of unique and exclusive toys for boys, girls, babies and toddlers are sold in Al Ain, UAE. All ranges of Hape toys displayed in the store's front shelves really caught consumers' eyes.



Hape toys and Hape & Baby Einstein collaborations were on sale in *infanti*, a store belonging to Silfa Dorel Juvenile. Dorel Juvenile Chile, as a market leader, provides people with excellent products, with a constant focus on product development, innovation, technology and customer satisfaction. To boost offline sales, a big banner featuring Hape was shown on the *infanti* website. In addition, some posts on social media and mailings revolving around Hape toys were sent out. Cooperating with the retailer boosts sales to over 100 countries and Hape is bound to get more and more loyal followers in Chile!



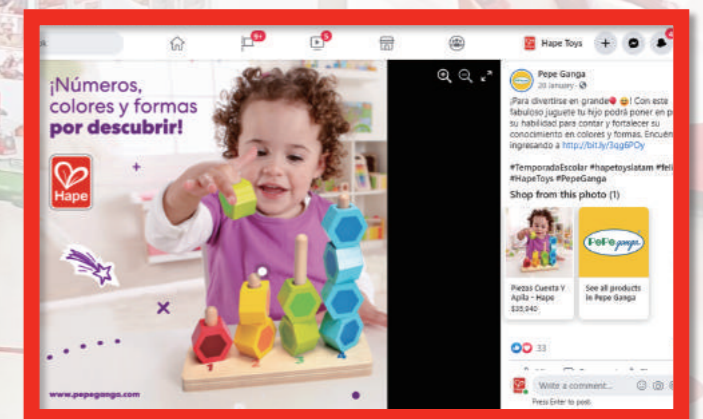
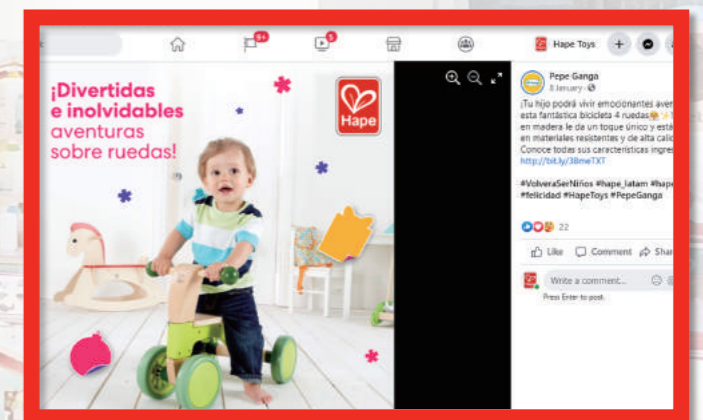
Alegria, Hape's old partner and friend in Peru, redecorated its store recently, offering Hape toys a better in-store display. Furthermore, Alegria also plans to expand its physical store this year. Innovative Hape presentation in stores and higher sales are expected soon. Let's stay tuned!

Hape Playland in Latin America

From December 2020 to February 2021, 5 Pepe Ganga stores, the biggest chain toy store in Colombia, welcomed a brand new Hape Playland alongside fine Hape toys, giving consumers, and children in particular a rich and memorable shopping experience. What makes it more exciting is that Hape Playland will continue to enter in another 5 Pepe Ganga stores this year.

Simultaneously, Pepe Ganga made great endeavours to promote Hape toys online, including frequent posts featuring Hape toys on Instagram and Facebook. And, despite being under a large-scale lockdown, the efforts of Pepe Ganga have not only greatly strengthened the mutual trust and support between the two brands, but also introduced Hape to more potential consumers in the region. Hape, as always, places great emphasis on consumer experiences in bricks-and-mortar stores, and we hope to meet more and more children from all over the world in the near future as the pandemic fades away and normal life finally returns.

Pepe Ganga has a wide coverage that extends throughout the Colombian territory with more than 50 Pepe Ganga Stores located in at least 15 cities. The brand is known for bringing the best services and innovative products in toys, children's clothing, household items and much more. Until now, Hape Playland has entered 5 Pepe Ganga stores in Colombia, namely, PEPE GANGA Parque Calle de la 93 Bogotá, PEPE GANGA Centro Comercial El Cacique in Bucaramanga, PEPE GANGA Centro Comercial Unicentro in Bogotá, PEPE GANGA Mall Plaza in Cartagena, and PEPE GANGA Santafé in Medellín.



SOCIAL MEDIA

Australia

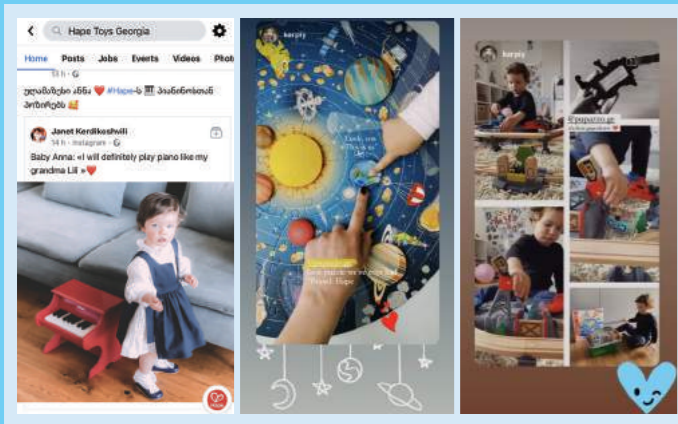
Date: February to March
Influence Area: Australia
Medium: Facebook and Instagram
Topic: Hape toys posted by influential Internet celebrity
Highlight: Hape toys were recommended by an influential internet celebrity with over 22,000 followers. Promotional advertisements and an invitation to play were also published on Facebook and Instagram by Hape Aus and U.Games Australia, convincing numerous parents and children to experience and purchase Hape toys in physical stores.



Publication Time: January & February 2021
Distribution Area: UK
Name of Magazine: ToyWorld
Distribution Channel: B2B
Circulation: 5,182
Product: DJ Mix & Spin Studio, Railway Bucket-Builder Set, Geometric Rattle Trio
Placement: Two full inner-pages
Brief Introduction: ToyWorld magazine is a leading and highly influential trade magazine in the UK committed to delivering fresh and exciting magazines focusing on the toy trade. The magazine reaches key people at all major toy suppliers, as well as representatives from industry bodies, media organisations and other companies that have commercial interests in the toy industry.



Publication Time: February 2021
Distribution Area: UK
Name of Magazine: Progressive Preschool
Distribution Channel: B2B
Circulation: 8,744
Product: Railway Bucket-Builder Set
Placement: Front cover
Brief Introduction: Progressive Preschool magazine is a totally unique trade press publication and the only cross-category trade publication that covers the preschool sector, toys, nurseries, gifts, apparel, licensing and everything in-between. The magazine is sent to subscribers in print and digital formats.

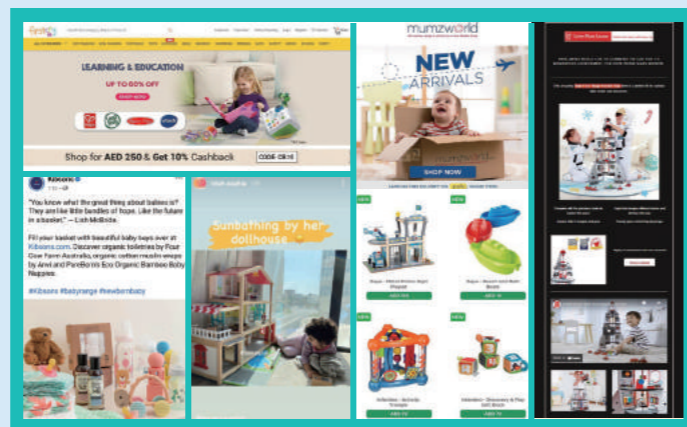


Georgia

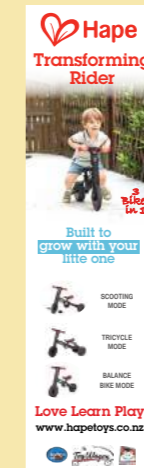
Date: February to March
Influence Area: Georgia
Medium: Instagram
Topic: Hape toys recommended by local influencers
Highlight: Hape's Playful Piano and Solar System Puzzle were recommended by two local influencers, who have 64,000 and 201,000 followers respectively. The Playful Piano and Solar System Puzzle were posted on the influencers' Instagram feed, receiving warm feedback from their army of followers. This recommendation stimulated customers' interests in Hape's educational toys and attracted a great number of customers to the brand.

Date: January to March
Influence Area: UAE
Medium: Instagram and Websites
Topic: Great posts & online presentations on Instagram and various websites
Highlight: Great pictures featuring Hape toys were posted by influencers with enormous followers recently, attracting numerous new followers and heaps of appreciation. Elsewhere, Hape toys were showcased on the homepage of several influential maternal and infant websites, to great acclaim. Meanwhile, Hape sent the Four-Stage Rocket Ship to customers in the UAE in order to celebrate the United Arab Emirates becoming the first Arab country and the fifth globally to reach Mars. The product was highly appreciated and stimulated notable growth in sales.

UAE



Publication Time: January to March 2021
Distribution Area: New Zealand
Name of Magazine: OH baby!
Distribution Channel: B2C
Circulation: 17,500
Product: Multi-use Transforming Rider
Placement: One full inner-page
Brief Introduction: OH baby! magazine is dedicated to creating engaging content and supporting new parents through pre-conception and pregnancy, to childrens' early years. Regular OH baby! topics include nutrition, health, recipes, product reviews and more.



Publication Time: February & March 2021
Distribution Area: Germany
Name of Magazine: Planet Toys
Distribution Channel: B2B
Circulation: /
Product: Penguin Musical Wobbler, Baby Drum, Rotating Music Box, Tubing Pull-back Boat, Beaded Raindrops, Musical Whale Fountain, Metro Police Dept Playset, Ride-on & Foldable Engine Table, My First Musical Walker, Musical Cloud Light
Placement: Four full inner-pages and 1/8 of one page
Brief Introduction: The official publication of the Bundesverband des Spielwaren-Einzelhandels (the Federal Association of the Toy Retail Trade), Planet Toys magazine is the trade magazine from Mayanna Media Verlag that reports on efficient sales techniques, product highlights and current market events. The attractive design and concise reader-friendliness of Planet Toys reflects the high demands of the toy trade for a modern and informative trade magazine.



Italy

Date: January
Influence Area: Italy
Medium: Instagram
Topic: Hape launched "Playful Living" online activity
Highlight: A grand contest (Playful Living) was launched by Hape Italy via Instagram in January. The contest aims to select the most creative and impressive slogans for Hape's Xcellerator, Light-Up Circus Activities Cube and Railway Bucket-Builder-Set, with the aforementioned products also serving as prizes for the most impressive slogans. The "Playful Living" activity achieved great success and received a warm response in Italy, increasing brand awareness and attracting a number of new customers to experience Hape toys.

Publication Time: February to April 2021
Distribution Area: Australia
Name of Magazine: Toy & Hobby Retailer
Distribution Channel: B2B
Circulation: 4,200
Product: Monster Math Scale
Placement: 1/2 of one inner-page and 1/8 of another
Brief Introduction: Published quarterly, Toy & Hobby Retailer magazine specialises in delivering the industry's most in-depth and extensive editorial features, expert opinion and business advice, as well as insightful reports on industry issues, coverage from industry trade fairs and reviews of the latest toy and hobby products.



Publication Time: February 2021
Distribution Area: Italy
Name of Magazine: TOY STORE
Distribution Channel: B2B
Circulation: 3,600 per month
Product: Fun Fan Fryer, Nebulous and Skip Hop
Placement: One full inner-page
Brief Introduction: Toy Store is a monthly magazine dedicated to the toy industry and toy distribution.

