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# Global Marketing Report

2021 Q3

How Can Hape Attract Young Parents?

Build Child Friendly Cities for Our Next Generation

Invest in Sugarobot, Contribute to STREAM Toys

Announcement on Hape's Anti-counterfeiting Efforts

Hape Continues the Fight Against COVID-19!





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**Love Play Learn**

# 2021 CBME

From the 14th to 16th July 2021, the Children-Baby-Maternity Expo (CBME) was held as scheduled in the National Exhibition and Convention Center in Shanghai. As the 21st session, the expo this year gathered 2,726 exhibitors and 4,253 premium brands from 33 countries and regions in the industry, attracting 97,504 visitors with a total floor covering around 300,000 square meters.

Hape Group attended the expo together with its partner Beleduc, within a 108-square-meter booth, showcasing various categories of Hape toys. Adopting the previous presentation mode, we continued to divide Hape toys into segregated toy sections that included different themes like *Kitchen & Food*, *STEAM*, *Bath Toys* and more. The 1:1 real size Hape Playground enabled the dealers and distributors to have a direct view of the Hape shelves, helping to promote the new retail experience for our customers. Furthermore, diverse Hape classic items as well as fabulous novelties caught in-booth customers' eyes a lot. In particular, a whole wall display case of *Balance Bikes* caused a stir among the visitors on site.

Apart from potential cooperative partners, visitors showed great interest in Hape. Our booth was also visited by well-known media in the industry in China. Moreover, Hape *Learn with Lights Ukulele* was awarded as a finalist of the **2021 CBME Innovative Design Brand Award**.

CBME is a world-renowned professional expo, providing an open and diversified platform for brand exhibitors (manufacturers and suppliers, etc.) and potential buyers (dealers and distributors, etc.) to discover more new and original novelties. Also, fantastic industry summits on site gave the attendees new inspiration.

For several times, Hape has been showcased at the expo which is an important large-scale window and platform for children and maternity goods in China. Hape has always been convinced that the Chinese market occupies a large share in the global market and it is very likely going to be much bigger in the future. Furthermore, the present and future Chinese parents are more willing to spend in raising their children, with quality educational toys accounting for a large share. We are trying to dig into the market and learn more about the consumers in order to offer more appealing and beneficial toys for children.

As always, Hape still believes offline exchanges and selling in physical stores mean a lot, especially as the pandemic is hopefully soon to come to an end. We are very excited to meet old friends and attract more new partners via physical professional industry gatherings. Additionally, Hape will focus more on the differences in various markets in different countries and regions, to produce more localised novelties to accompany children in their childhood.



## China Meet Hape in HongKong

**Date:** 5th to 8th August 2021  
**Place:** Hong Kong Convention Centre  
**Name:** The 29th International Baby & Children Products Expo  
**Type:** B2C  
**Website:** <https://www.eugenegroup.com.hk/bbexpo/single/page/expo-info>  
**Organized by:** Hape Hong Kong

**Highlight:** The International Baby & Children Product Expo is one of the largest annual baby fairs in Hong Kong, which delivers inspirational and insightful parenting information as well as exquisite maternal products to young parents. This year, the exhibition gathered over 400 exhibitors and displayed than 100,000 high-quality maternal products.

Along with EurekaKids, Hape classic categories *Kitchen & Food*, *Music* and *Balance Bike* were elaborately presented in the Hape booth, delighting visitors with quality Hape toys and assorted preschool tools. Although the exhibition had a strict limitation on the number of visitors due to the pandemic, Hape still managed to attract plenty of "new parents" as new customers, receiving high-praise for our exquisite toys. Eventually, the pandemic is going to fade away and we will see more and more vibrant offline events taking place in the near future.



## Tour Around the USA



**Date:** 22nd to 26th August 2021  
**Place:** Las Vegas, Nevada  
**Name:** Las Vegas Market  
**Type:** B2B  
**Website:** <https://www.lasvegasmarket.com/>  
**Organized by:** Hape USA

**Highlight:** The Las Vegas Market provides thousands of cross-category furniture, gift and home decor resources, as well as access to quality accommodation, dining and recreation for attending exhibitors, buyers, designers and suppliers at the expo. This year, the attendance of the show reached about 60% of pre-pandemic levels, which is exponentially higher than last year's showing. As one of few toy brands on site, Hape garnered a lot of likes and more followers.

**Date:** 5th to 8th August 2021  
**Place:** Minneapolis Convention Center  
**Name:** ASTRA 2021 Marketplace & Academy  
**Type:** B2B  
**Website:** <https://www.marketplaceandacademy.org/>  
**Organized by:** Hape USA

**Highlight:** ASTRA (American Specialty Toy Retailing Association) Marketplace & Academy is a four-day trade show and education conference featuring industry leaders and hands-on product demonstrations. This year, there were 273 exhibitors and around 1,000 attendees at the show. Different from last year's digital show due to the COVID-19, it got back to a live and in-person event this year, enabling the public to regain their experience in physical Marketplace & Academy. In the 10x30-square-meter booth, various Hape toys were displayed, with the *Kitchen & Food* and *Music* lines proving to be the most popular on site. Although the attendance at the show was quite a bit less than usual, Hape stood out in virtue of its quality products at one of the biggest specialty toy shows of the year.



# Get Together in the UK

**Date:** 14th to 15th September 2021  
**Place:** Cranmore Park Conference & Event Centre, Birmingham, UK  
**Name:** Independent Toy & Gift Show  
**Type:** B2B  
**Website:** <https://www.independenttoyandgift.co.uk/>  
**Organized by:** Toynamics UK & Ireland  
**Highlight:** The Independent Toy & Gift Show is a trade show that targets small independent retailers that has become a firm favourite on the toy and gift buying calendar. This time the show offered a unique buying experience with new products and surprises at every turn, ranging from traditional toys to the latest gadgets and gizmos. Moreover, buyers could meet diverse exhibitors from across the world during the fantastic two day toy fest.



For Hape, it was a great opportunity to meet small independent retailers and buying group members like AIS - to whom Hape presented an exclusive offer of 5% off any orders over £300 to. Our FSDU's meanwhile - new toy ranges and Christmas specialties that were prominently demonstrated - attracted lots of retailers that have not been to a trade show in over a year, resulting in lots of orders.

Hape took up a big section of the stand, along with Baby Einstein, and the show was a great success, with everyone enjoying seeing the Rocket Air Stacker in action!

**Date:** 15th to 16th September 2021  
**Place:** Business Design Centre, London, UK  
**Name:** Christmas Press Show  
**Type:** B2C  
**Website:** <https://www.cijgroup.co/london2021>  
**Organized by:** Toynamics UK & Ireland  
**Highlight:** The Christmas Press Show is an annual gathering of multi-brands & retailers that come together to meet journalists & influencers under the same roof, leading to great media exposure and publicity for new Christmas products and items.

This year the Christmas Press Show hosted over 900 journalists and influencers during the 2 day event, showcasing around 70 brands on site. Most of the journalists present at the show were looking for recommended products for their Christmas Gift Guides and Top 10 Christmas lists etc, and even if not selected, it's always good to leave a strong impression for future articles. Influencers were not a rare sight - with most amassing over 15,000 followers, and some of the super influencers even reaching over 700,000 followers.

Hape's exhibits received good feedback, garnering attention from The Daily Mirror, The Sun, The Daily Mail, The Evening Standard, Netmums, Good Housekeeping, The Late Late Toy Show and more. The stand was dedicated to Hape and everyone particularly loved the Railway Bucket-Builder-Set and DJ Mix & Spin!



## Wow! The Happy Kid Award by PureWow!

Hape received a double "Wow", winning two awards in the Happy Kid Award election held by the PureWow website in the United States. The veteran award harvester *Musical Whale Fountain* this time took the Best Toddler Toys away and *Quadrilla Super Spirals* captured the Best Toy for 4-7 year olds.

This is the second annual Happy Kid Awards. After vetting more than 1,000 items spanning toys, games, books, home, tech and back-to-school gear, PureWow continued its professionalism in finding the ideal gift for all the birthdays, baby showers and "trust me, you need this" moments life has to offer. All contenders had to undergo severe tests by PureWow editors and 54 families across the country. Only the best of the best could finally triumph.

### The Best Toddler Toys

#### Best Bathtime Toy

Every kid knows that bath time is really just play time, and these musical whales are all about fun. They spout water! They play songs! They transform into a piano! Silly entertainment that will have your babe in giggles (and just maybe distract them long enough for you to wash the shampoo out of their hair!)



Musical Whale Fountain

### The Best Toy for 4-7 year olds

#### Coolest Block-Building Set

A marble run that comes with control blocks and spiral twists (not to mention musical sound effects), this toy was a big hit with our testers — especially the 6 and 7-year-olds. Not only do the marbles go in different directions, there are a ton of ways to configure the layout. (Parents, you know what that means...hours of occupied time, woohoo!)



Quadrilla Super Spirals

Apart from the nicely-written words praising Hape, PureWow also attached a buying link under each awarded item. PureWow followers were able to conveniently take any honored products back home by simply clicking.

Read more at: <https://www.purewow.com/family/happy-kid-awards>

# Witness the Moment of Glory in Taiwan!

This July, two Hape toys were awarded the Best STEAM Toys 2021 award by the *CommonWealth Parenting (CW Parenting)* magazine, while another four items were recognised by Taiwan's Elderly Toy Certification!



## Best STEAM Toys 2021



### Monster Math Scale (2-4 years old category)

- Cute monster family-themed weighing scale with weights.
- Great for learning about simple addition and subtraction.
- Introduces children to weight, measurements and balance.
- Helps to promote fine motor skills and concentration.



### Castle Escape (5-7 years old category)

- Marble-run construction toy made with durable wood and non-toxic, water-based paints.
- Praised by the Wall Street Journal as the perfect toy for teaching children how to code.
- Endless possibilities for reconfiguring the layout.
- Helps to develop spatial thinking and an understanding of STEAM principles.



Please find more information at: [https://site.parenting.com.tw/topic/shopping\\_2021steam-347](https://site.parenting.com.tw/topic/shopping_2021steam-347)

STEAM is not only the latest educational trend, but also a promising new toy category that helps develop essential abilities in future generations. After decades of development, STEAM now plays a key role when parents choose toys for their children. Meanwhile, more and more STEAM related awards have emerged in recent years, designed to select the best educational toys with STEAM characteristics so as to help guide parents to choose the most appropriate toys for their little ones. According to the 14 unifying characteristics of STEAM toys issued by the Toy Association, STEAM toys help children **learn through play** from various extent and dimensions, which echoes the philosophy of Peter Handstein (Hape Group's founder and CEO). With a "Learning Toys" category present at Hape for years, we endeavour to design and produce more and more educational & STEAM toys to help children continue to learn through play.



## Elderly Toy Certification



Robot Factory Domino



Flexifix Creativity Kit



Pallina Original



Totter Tower

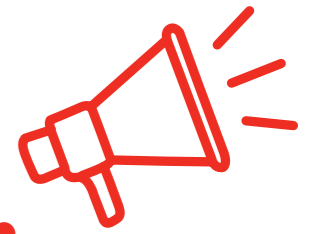
Organized by the Taiwan Centre of R&D and Testing for Commodities, the Elderly Toy Certification recognises toys that are popular among the elderly. Toys can be played by both children and the elderly at home, fostering a fun, easy and harmonious family atmosphere, which benefits children to a great extent.

Please find more information at: <http://www.ttrd.org.tw/%E6%A8%82%E9%BD%A1%E5%B0%88%E5%8D%80.asp>



The aforementioned awards represent the first grand achievements of Hape in Taiwan. Having garnered a lot of STEAM related awards around the world, the prize this time proves yet again that Hape toys are of great educational meaning for children. Furthermore, by gaining recognition from the elderly, Hape toys not only serve the young, but also entertain the old – and can be seen as multifunctional toys for a whole family. Why not give them a try? Hape will never let you down.

# Announcement on Hape's Anti-counterfeiting Efforts



A large number of counterfeit and pirated Hape toys have appeared in various online transactions and on social media platforms in China recently. This has seriously infringed consumers' rights and interests, disrupted market order and damaged Hape's brand image. To crack down on the infringements and to prevent any further bad situations, Hape has consulted with the police in order to pursue the legal responsibility of the infringers, and to maintain and uphold Hape's brand image.

Due to such anti-counterfeiting actions, some real progress has been made, with 4 investigated cases resulting in punishment and imprisonment, fines and administrative penalties.

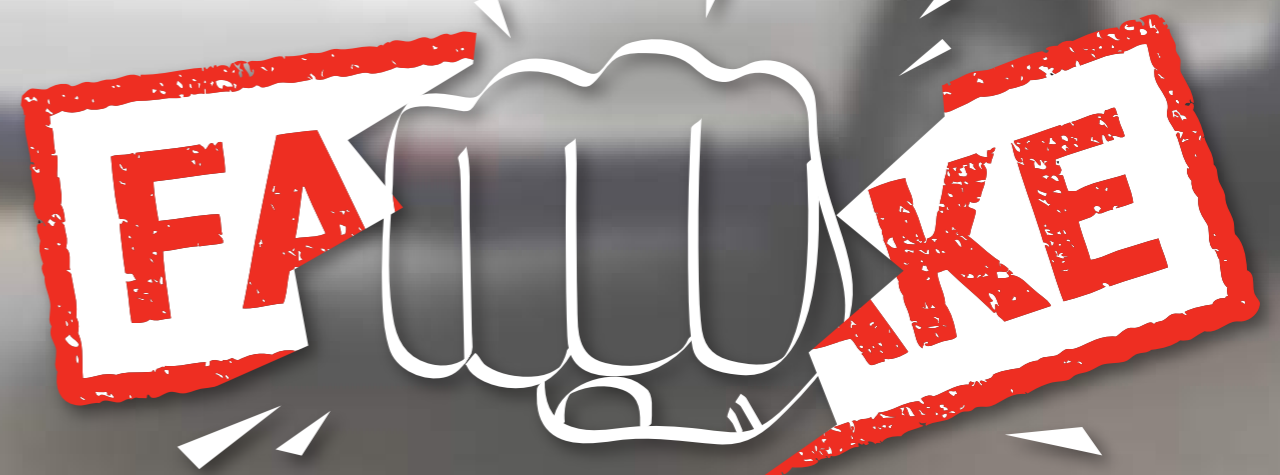
Counterfeit and pirated toys pose a great threat to children's health and safety, since most of them are made from recycled materials with rough burrs and without any formal testing for toxic substances. Furthermore, the selling and circulation of the counterfeit and pirated Hape toys also disrupts the market order, causing harm to the Hape brand as well as to our global partners.

Here, we would like to call on our dear partners and friends: if you have any information about counterfeit and pirated Hape toys, please do not hesitate to contact us or reach out to your corresponding Hape contact team or person. We will do our utmost to crack down on the infringers and to protect our partners' interests.

For those who infringe on the Hape brand, manufacture or sell counterfeit and shoddy products, Hape will spare no effort to pursue its legal responsibilities and make the infringers pay their due price.

We would also like to thank our global partners for their continued support, trust and support of the Hape brand! Hape puts a high-premium on children's healthy growth as always, and will continue to do our utmost to help protect the next generation.

Hape Holding AG.  
September 1st, 2021



# Hape Holding AG Invests in Sugarobot, Contributing to STREAM Toys



X

Sugarobots

Sept. 16th, 2021, Ningbo, China

Peter Handstein, the Founder and CEO of Hape Group, has signed a contract with the founding team of Sugarobot, to co-found Ningbo Yiling Education Technology Co., Ltd, in order to jointly develop STREAM toys for the global industry.

Sugarobot produces modular intelligent robots that can be freely assembled. Compared with traditional building-block robots, Sugarobots can be quickly spliced by screwing, and consist of multiple robot modules with no exposed wires. Also, they can be built into a variety of different types of robots without any screws, minimising the time of building, and thus giving the builders room to unleash their creativity. In addition, Sugarobot will soon integrate STREAM (Science, Technology, Robot, Engineering, Art, Mathematics) education concepts, equipped with hardware including motion modules, acousto-optic modules and sensor modules, to allow builders to acquire more technological knowledge about robotic, programming, artificial intelligence and more, via automatic control, APP control and computer programming.

Hape Holding AG, as a leader in designing and manufacturing high-quality educational toys, is committed to producing the highest standard of educational toys for children from 0-6 years old. For the past 35 consecutive years, Hape has steadfastly adhered to its original aspirations; to accompany children through their childhoods, conveying happiness through Hape toys which are sold in over 100 countries and regions around the world at present. Furthermore, with educational toys becoming a new trend in the toy industry in recent years, Hape will continue to place more emphasis on the educational toy industry, incorporating intelligent technological elements and STREAM concepts in order to provide more options and possibilities for educational toys and the early childhood education sector.

With the nation's standardised education market policy guidance and the advancement of the "Child-friendly City" project proposed in the 14th Five-Year Plan in China, children have been gifted more free time to experience and utilise a wider range of diversely educational toys. Therefore, high-quality educational toys seem to be particularly important right now. Accordingly, Hape - collaborating with Sugarobot - will combine educational toys with intelligent technologies and creative and unique STREAM concepts to help children stretch their minds and learn through play.



# How Can Hape Attract Young Parents?

## An Interview with Peter Handstein (Hape Group Founder and CEO)

On 19th August, the China Toy & Juvenile Products Association (CTJPA) posted an article about an interview with Peter Handstein (Hape Group's founder and CEO). It is the second consecutive time Peter has been interviewed by CTJPA - the only national association for the toy and juvenile products industry in China, as well as the sole legal representative for China's toy and juvenile products industry in the International Council of Toy Industry (ICTI), designated by the Chinese government. Read on to see what Peter had to say this time!

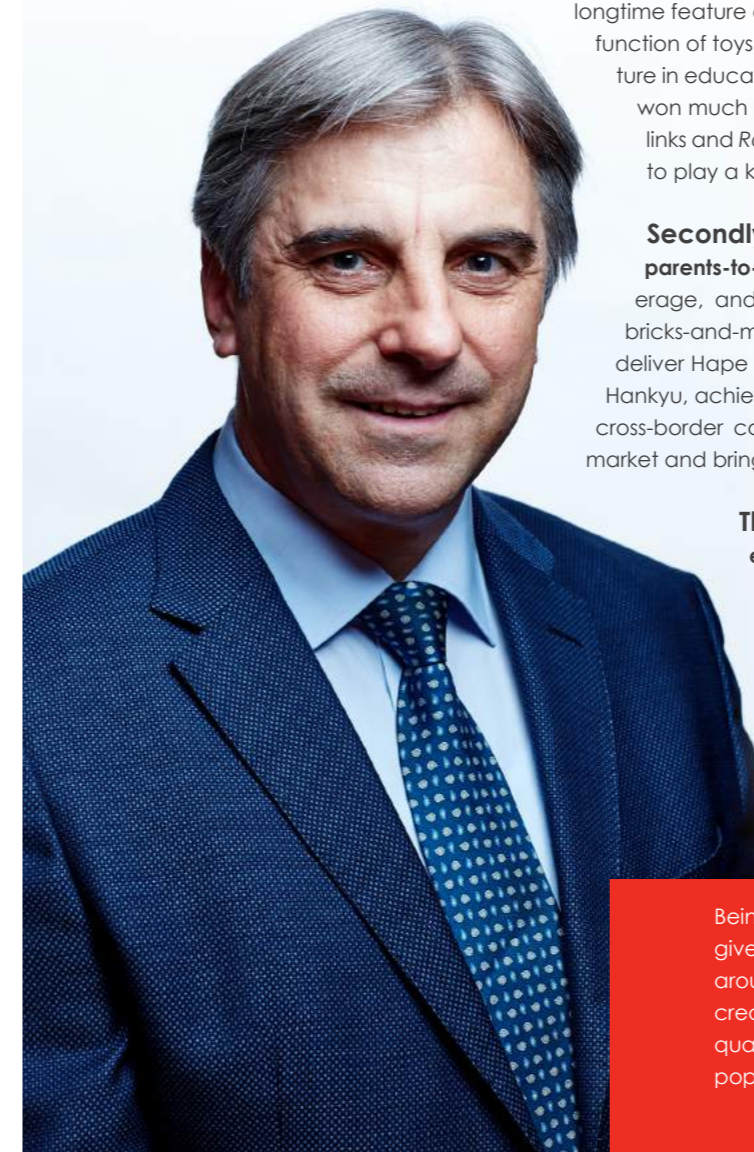
Aside than Peter's legendary entrepreneurship history, this time the interview focuses more on Hape as a brand and what Hape toys will do to adapt to the market and young "Generation Z" parents.

**First of all, quality is Hape's cornerstone, while STEAM & educational functions are ever-present in Hape toys.** On one hand, as Peter said, Hape has made a commitment to the environment, adopting sustainable raw materials, like wood, bamboo, rice, FASAL, and more, into the production and manufacture of its toys decades ago. In recent years, we have also made great endeavours to research the possibility of adopting more diverse and sustainable materials, like cork and natural rubber, into our toy production, in order to assure the quality of our toys and reduce the industry's effect on the environment as much as we can. On the other hand, STEAM has been a

longtime feature of Hape toys. As young parents place more emphasis on the educational function of toys when choosing items for their children, STEAM has emerged as a key feature in educational toys recently. Accordingly, various Hape STEAM-enthusied toys have won much recognition worldwide, including *Monster Math Scale* for its mathematics links and *Rocket Ball Air Stacker* in science and technology, etc. "STEAM will continue to play a key role in 2022's Hape novelties.", indicated by Peter.

**Secondly, multi-channel marketing will be a solution in terms of reaching young parents-to-be.** According to Peter, Hape now basically achieves omni-channel coverage, and offers tailored products for different channels. Moreover, apart from bricks-and-mortar stores and online shops, we plan to exploit more channels in order to deliver Hape toys to young parents. Therefore, we launched a pop-up store in Ningbo Hankyu, achieving great success with high sales. Furthermore, we seek to achieve more cross-border collaborations with popular brands in China to extend our reach in the market and bring Hape toys to more and more young parents.

**Thirdly, Hape's "New Oriental Aesthetics" novelties will cater to the "Generation Z" parents of the future.** "As a leading educational toy brand originating in Germany, Hape has always attached great importance to the localised development. Moreover, we've thought a lot about how to produce toys that will be both popular on the market and respectful of Chinese culture - as China is a very promising market all over the world.", stated Peter. To cater to the Chinese market, we participate in diverse exhibitions in order to learn more about local and popular products. In addition, we plan to offer Hape "New Oriental Aesthetics" novelties to more young parents, hopefully garnering "likes" and new fans along the way.



Being interviewed by various global media outlets from different industries gives strong proof that Hape has attained a certain place in consumers from around the world's hearts - as well as of Peter's enchanting entrepreneurship credo. Hape will never let our supporters down, producing more and more quality novelties for young parents and adapting to any new trends that pop-up in the future.

# Hape Continues the Fight Against COVID-19!

Since the outbreak of COVID-19 in early 2020, epidemic prevention has become a regular thing in people's daily life, with masks turning into a must-have piece of PPE for everyone. Hape, caring about the whole of society, entrusted Hangzhou Yicang charity agency to donate 961,900 children's masks to families and children of disadvantaged groups (disabled children, low-income groups, etc.) across China recently, protecting them from potential harm during the epidemic period.

Meanwhile, in July, the once-in-a-century heavy rain in Henan province caused large-scale flooding, inflicting severe damage to central China, with lots of buildings, shops, schools and other structures more or less destroyed. However, fighting against the flood does not end when the rains cease, since more acute post-flood issues remain - health and hygiene problems and anti-epidemic measures in particular. In early August, Zhengzhou city of Henan province was listed as a COVID-19 epidemic high-risk area, making it even more urgent for people to take measures to protect themselves. Aside from promoting universal vaccination, daily protection materials such as masks are of vital significance at present. In this regard, Hape joined the rescue team, delivering **100,000 child masks** through the Hangzhou Yicang charity agency on August 6th to the Henan Province Disabled Person Welfare Foundation, who helped hand out the masks to children in Henan. Later in October, Hape again, donated a batch of quality toys, with a total value of more than RMB 130,000, to children in flood-stricken kindergartens in Henan, to accompany them in kind-hearted warmth.



**+** The endeavour was Hape's second large-scale child mask donation following on from the 200,000+ child masks donated to kindergarten children in Beilun district, Ningbo City, at the end of last year.

"To make the world a better place than we received it!" Following Hape Group Founder and CEO Peter Handstein's long-held belief, we, as always, endeavour to do our utmost to bring happiness via Hape's quality toys to every child across the world over a long period of time. Meanwhile, we always keep an eye on public welfare undertakings and on people in need. For decades, we have adhered to our original intentions, making donations of more than **RMB 19,000,000 (in both products and cash)** to people in need all over the world. During the epidemic, Hape actively took a series of measurements to do the best we could in order to repay society. At the early stage of the outbreak, Hape designated a certain proportion of its donated 5-million charity fund to purchase medical equipment or compensate medical workers and to help ease the surging demand for protective equipment. During the epidemic, Hape made several child mask donations to protect our future - the next generation. At the same time, Hape also works closely with local governments and the wider community, strictly following the latest epi-control policies and keeping a close track on the health and travel conditions of our staff in China, thusly building a solid supervision system to guarantee a safe path during through this difficult period.

As the saying goes, "happiness often comes after bitterness", and Hape will hereby honour its commitment to its staff and to society, and continue to deliver protective masks and quality toys to children in need, healing everyone to get through this difficult period. No matter what the donation is - be it masks, toys or capital - Hape hopes to ease the pain with sincere love and happiness.



(Photo Source: Hape Image)

# Meet Your Old Acquaintance in Italy this September!

As a popular toy brand in Italy, Hape has participated in Milan's famous Design Week several times, and the annual event Tocati in Verona for consecutive years. This year, as an old acquaintance, we again appeared at both events, showcasing our quality toys, including the magnetic building block brand TRIDO.

## Temporary Toy Store in Milan Design Week

From 5th to 10th September, we had the chance to be part of a special project at the Toy Design Department of Politecnico, Milan, where we set-up a temporary toy store - a new concept store where children and their parents can enjoy real experiences, play with toys and potentially purchase them.

As an unmissable international event and showcase for creativity, innovation and quality, we introduced the magnetic building block brand TRIDO - a new member of Hape brand portfolio - and, to our delight, our store attained approximately 1,000 visitors, both children and adults, as well as very positive feedback, despite the prevalent COVID restrictions.



**"Unusual, creative and perfect for education, coordination and the development of children's skills."**

## TOCATI

The grand street-games international festival Tocati takes place every September in Verona, the city of Romeo and Juliet, with the aim of enhancing local culture via a series of traditional games.

This year, on 18th and 19th of September, we took part in the annual event in Tocati, together with our partner Orma Giocattoli, showcasing various hot Hape toys the jolly attendees. With a bigger participation than last year's, the event attracted around 200,000 people and more than 300 families on site visited Hape.

Baby Einstein: children were enthusiastic to discover that by just touching the piano music would come out, and had lots of fun playing the piano and the keyboard.



Railway: the main attraction of the stand, the popular Ride-on & Foldable Engine Table combined with lots of Railway sets allowed kids to play together, proving to be a big hit on site.



# Experience the Hape Fun in China!

As the pandemic tension gradually lifts in China, a series of offline activities has resumed, conveying real and visible happiness to all participants and children present.

## “Learn to Bike” Competition

During the Chinese Mid-Autumn Festival, a Hape “Learn to Bike” competition for children aged 3 to 6 years old was held in Fubang Plaza in central Beilun district, Ningbo. Children applied for the game and were all welcomed to participate in the competition. There were three levels of race tracks in terms of difficulty, Bronze, Silver, and Gold Medal, with fake lawn, see-saw, air bed, S-shape ramp, road pile, and more to make it much more interesting and entertaining. Our staff helped the participant children put on shields correctly before every round of the competition. Every rosy cheek revealed their complete absorption in the competition with Hape New Explorer Balance Bike. Every child who finished the race got a stamp point in their task card to win the final prize and there were eventually three brave little riders who won the final prizes. Meanwhile, the competition was also broadcast live on Tik Tok, attracting lots of likes and sales orders. All the parents present showed great interest in Hape balance bikes, and many ended up purchasing one for their child with a coupon for each on-site consumer.

Another round of the competition – “Knights Paradise Challenge” – is ongoing from September 23rd to November 21st in the same plaza in Ningbo. Every participant will get a coupon while purchasing a Hape balance bike. Come and join us!



## Interactive Activities with Children – our Target Audience

After the great success of the pop-up store in Ningbo Hankyu, we implemented a series of parent-child activities in Hape’s playland on the 5th floor every weekend of September. With Hape toys including *Monster Math Scale*, *Rainbow Bead Abacus*, *All-in-1 Easel*, etc., children and parents developed more fondness and interest in Hape toys through play. At the same time, we are carrying out an ongoing “Brand Experience Officer Recruitment” campaign which is open to all. Every child has a chance to experience Hape toys freely. Search for the Hape official WeChat account and apply!



## Cross-border Cooperation with the Castle Hotel Dalian

This July, various Hape toys, along with Hape group’s strategic partner - the world’s plush toy tycoon – Ty, entered into many rooms of the Castle Hotel Dalian, decorating its “Family Room” as a warm and cozy place which is a lot of fun for a family to live in. Except for the family rooms, tenants can also find Hape toys in the buffet restaurants of the hotel.



# Get Ready to Encounter Hape in Taiwan?

China

## Cross-border Cooperation with the Hotel Lounge

Another cross-border cooperation with a hotel took place in Taiwan recently. A diverse selection of Hape toys (“Little Musician”, “Little Chef”, and “Little Inventor”) appeared in the 3 themed rooms of the Hotel Lounge. Children were invited to enjoy the variety of Hape items in the rooms, instead of touching the toys in public places, which is much safer and more hygienic during the pandemic. Cross-border cooperation with the hotel industry has really broadened the marketing channels of Hape toys, not only beautifying hotels with its quality toys, but also offering Hape an opportunity to reach people from all walks of life. A win-win outcome from this corporation is expected!

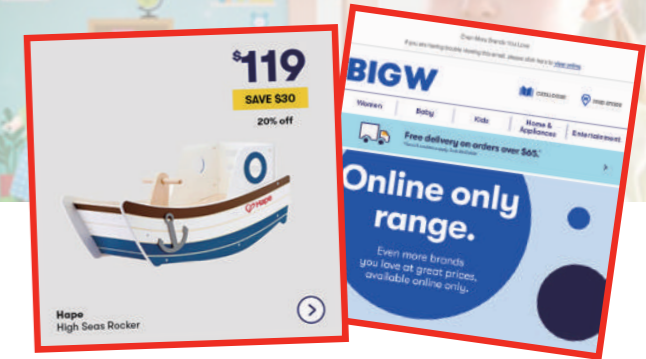


(Photo Source: https://tw.appledaily.com)

(Photo Source: Hape Image)

# Online Activities Flourishing in Australia

This quarter, offline marketing campaigns were still hard to organise due to another strict lockdown in Australia. Thusly, Hape’s Australian distributor U. Games Australia conducted a series of preferential online activities for customers during this difficult time.



From July to September, a diverse array of exquisite Hape toys were presented on various influential websites, such as Amazon and Big W, exposing the brand’s high-quality toys to more and more customers in Australia. In September, Hape items were added to MYER, one of Australia’s largest department store group, attracting many customers’ attention and receiving 70 new orders in the first week alone. In addition, U. Games Australia launched various lucky draws on its official social media account, luring new and potential customers in to learn more about Hape toys.

Australian Early Childhood Educator’s Day, meanwhile, took place on September 1st, and as the supporting sponsor of ECED, Hape prepared an abundance of products - including *All-in-1 kitchen*, *Railway Bucket-Builder-Set* and more - as the prize for participating educators and families. Organised by the Australian Childcare Alliance, ECED celebrates the work of Australian educators and the great care they give young children. The partnership with Early Childhood Educator’s Day is definitely a great campaign for Hape as it helps broaden the early educational market as well as increasing brand awareness in Australia. We believe and hope that the pandemic will pass before too long and prosperity will return in the near future!



## Fun Summer Vacation

Hape accompanied some lucky children for an entire summer vacation in Taiwan this quarter - gaining yet more little loyal fans in the process!

### 1.Hape Learning Schedule

A Hape learning schedule was shared each week via Hape’s official website, *CW Parenting* magazine’s website and other outlets, providing toy recommendations to children of different ages along with daily or weekly class timetables.

### 2.Home Play & Worksheets

We also offered diverse learning and play materials featuring Hape toys for children stuck home, enabling them to have a great time drawing and matching. We received very positive feedback from parents, who enjoyed seeing their children’s concentrated faces.

### 3.Toy Unboxing & Experience Video

Hape toys’ unboxing and experience videos were broadcast live or posted on Hape’s social media channels as well across partners like *CW Parenting* magazine. With detailed explanations and presentations, consumers learned a lot about Hape toys and are became more interested in Hape as a brand.

(Photo Source: Hape Image)



# Rise Up amongst the Outbreak

While bearing the ups and downs of the pandemic, marketers all over the world have been steadfastly standing for self-restoration. Even though the virus can't be whacked out in one shot, we are sure to keep on fighting until we win in the end.

## UK

In the UK, an online competition launched in July by Hape and Piccolo Foods (a popular toddler food brand) together with Beaba (baby products brand) attracted over 3,000 contenders and turned out to be a great success! The winners received a giveaway worth over £250 including the Toddler Kitchen Set from Hape.



In August, 12 influencers started a campaign on *Monster Math Scale*, priming kids for the new semester.



## China

The Xiaohongshu platform has been Hape's major stage on the mainland. Vlogs themed around the new balance bike, sand toys and the Gearhead Stunt Garage swept this summer with tides of excitement.

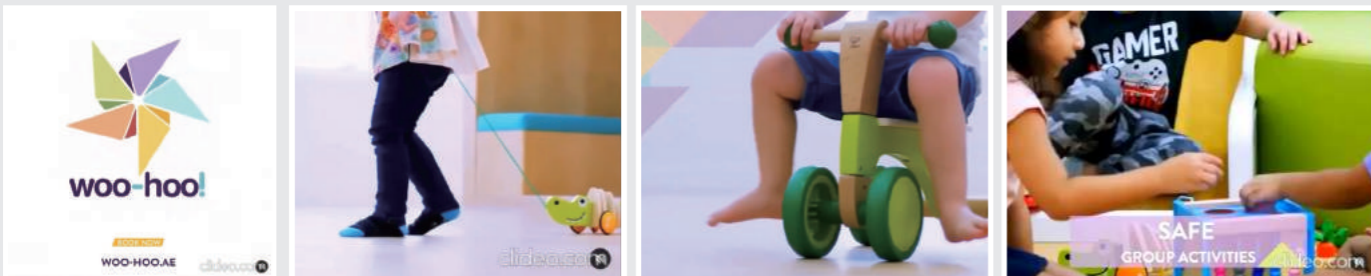
<p><b>Balance Bike</b> In July</p> <p>Vloggers: 31 Fans Covered : 832 k Thumb-ups &amp; Comments: 8643 Views : 261k Fans Reached : 3440 k</p>	<p><b>Sand Toys</b> In August</p> <p>Vloggers: 19 Fans Covered : 679 k Thumb-ups &amp; Comments: 4579 Views : 120 k Fans Reached : 1860 k</p>	<p><b>Gearhead Stunt Garage</b> In September</p> <p>Vloggers: 25 Fans Covered : 1114 k Thumb-ups &amp; Comments: 7356 Views : about 220 k Fans Reached: about 3300 k</p>
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In Hong Kong, Hape joined a campaign held by the milk tycoon Friso from July 27th - August 8th. Consumers who purchased formulas worth over HK\$899 will be given a *DJ Mix & Spin Studio* for free.



## UAE

Woo-hoo! New toys arrive! Hape has twice sent surprise toys - in February and in July - to the play area of the most popular children's museum in UAE where kids' enthusiasm and enjoyment were fuelled by the engaging toys and facilities.



Hape deepened our collaboration further with influencers. With great cooperative relationship, local influencers have developed more innovative ways of posting images of Hape products. This method proved to be very successful. On Instagram, stories and blogs about Hape products thrived on the Hape\_mena channel.

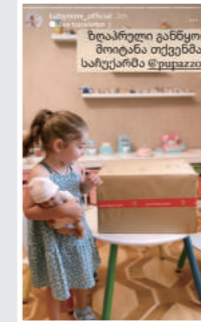
Since 2018, our local distributor Babico has carried out a program of "Subscription Boxes" providing customized collections of educational products for local families. This year the program continued and performed well in reaching the target consumer group.

## Georgia

In the June 20th episode of the popular TV program "No Time to Sleep" sponsored by EU, the famous hostess, Olga Babluani spoke about Hape brand and gave the 6 little guests Hape Vouchers! Hape gift bags also appeared in the show. The show is targeted at smart, intelligent, employed families. Apart from children and parents, they also invite experts, doctors and other specialists to the show which makes its voice quite an influence. Hape's appearance in this show heightened our brand awareness hugely.



In September a campaign was launched by our local distributor Pupazzo on Instagram. Participants tagged Pupazzo Toys in stories (all Hape products) and then one lucky winner received a Pupazzo Box full of Hape toys.



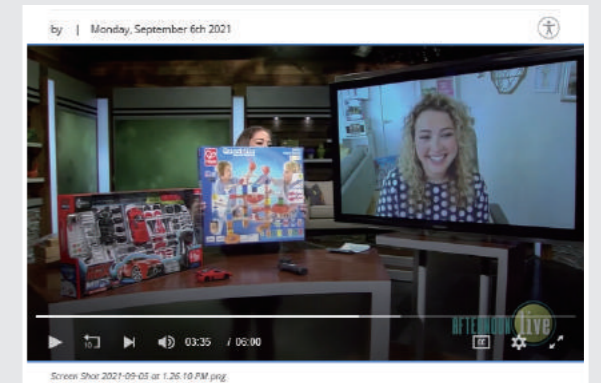
In tune with the online campaign, an offline celebration of Pupazzo Birthday was held in September in the City Mall. The big Pepe pal took pictures with children and sent Hape's red balloons as gifts. Customers got great discount on every second purchase, which was popular with local citizens.



## USA

Hape's founder and CEO Peter was invited and interviewed in the podcast hosted by toy industry veteran Phil Albritton. Phil has interviewed many amazing people making amazing things for kids, toys, games, books, media etc. During the more than 30 minute interview, Peter shared the history of Hape, his ambition in making more sustainable toys for children and ideas on the future of the toy industry.

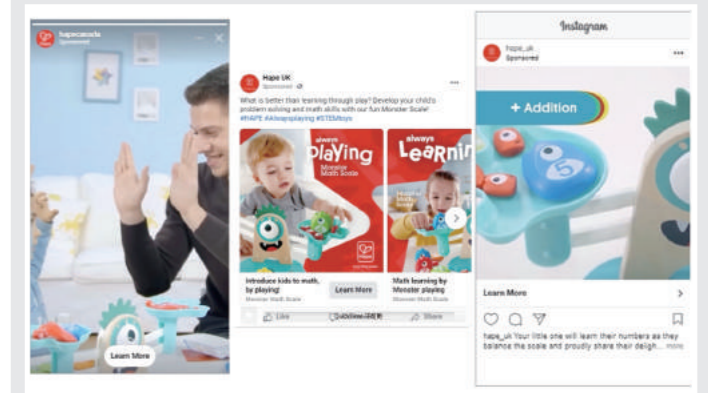
Note: The "Power Kid Podcast" is presented by The Toy Book Podcasts by Adventure Media and Events. The long-running series presents in-depth interviews and conversations with some of the biggest names and rising stars in the toy, game, and family entertainment industries. The Toy Book Podcasts are available through all of your favorite streaming services, including Anchor, Spotify, Apple Podcasts, Google Podcasts, and more.



In Portland, Marissa Silva from the Toy Insider appeared on Sunday's Afternoon Live discussing the best in educational toys. In the show, Marissa highlighted the *Quadrilla Super Spirals* as a great STEAM toy for kids.

## Spain/France/UK/Canada

Marketing campaigns with a series of videos have been launched across the European continent. Hape's *Monster Math Scale*, *Rocket Ball Air Stacker* and *DJ Mix & Spin Studio* starred in the videos. Together with them an interesting cartoon film featuring the scale and the stacker was also presented. The videos have been released following the planned schedule, working continually to deliver traffic to our ecommerce clients.



# Follow TRIDO and Start a Fantastic Journey around China



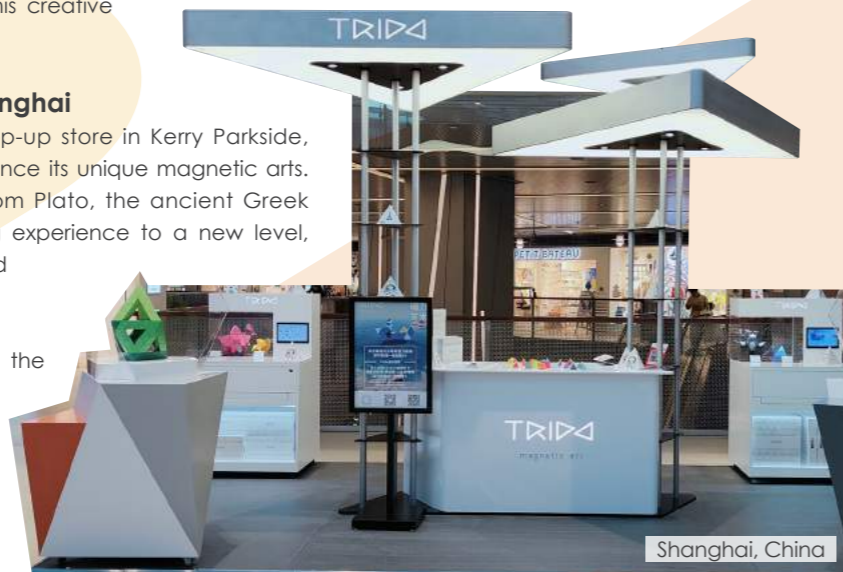
This September, the magnetic building block brand TRIDO - a new member of Hape brand portfolio - has made great appearances in many cities around China, ushering in a fresh trend for magnetic arts.

In 2018, Artur Tikhonenko established TRIDO in the UK, and at the beginning of 2021, Hape became the exclusive distributor of TRIDO around the globe, endeavouring to introduce this creative and unique building-block to a wider audience.

## TRIDO Unveils Its First Pop-up Store in Shanghai

On September 16th, TRIDO launched its first pop-up store in Kerry Parkside, Shanghai, inviting potential consumers to experience its unique magnetic arts. With its classic geometric shapes originating from Plato, the ancient Greek philosopher, TRIDO takes the traditional building experience to a new level, allowing unlimited possibilities of self-expression and creation.

The pop-up store in Kerry Parkside, Shanghai, is the world's first physical TRIDO retail store, and we shall see more stores popping-up all over the world in the future. Meanwhile, customers can also pick up their favourites via an applet on TRIDO's official Wechat account, which allows a more convenient and pleasant shopping experience.



Shanghai, China

## TRIDO's Great Appearance in Design China Beijing

On September 24th, as a creative and fresh building-block brand established in the UK, TRIDO was invited to the 4th Design China Beijing event, attracting plenty of exhibitors and customers to come and explore the fantastic magnetic arts. With its ingenious design and abundance of colour (sky, honey, jungle, laguna, flamingo and grayscale), TRIDO received high-praise from customers and exhibitors alike.

Design China Beijing mainly showcases products of exceptional design, quality and inspirational content, and gives a platform for the world's most established brands alongside exciting up-and-coming designers from China and abroad. TRIDO's appearance at the Design China Beijing is the first time that the brand has participated in large-scale exhibition, and with this first success now behind us, TRIDO will keep exploring its potential and endeavour to bring the magnetic arts to countless customers around the world.

Emerging from the Platonic Solids, TRIDO enables everyone - young and old - to create their own shapes. In the near future, we will endeavour to invest more in TRIDO offline physical stores and market events to bring rich magnetic building-block experiences to every customer in globe.



Beijing, China

Shape your art!



## Stop to See the Great Window Display in Georgia

This September, a well-decorated window display in a store located on Chavchavadze Avenue attracted lots of attention in Georgia.

The window display was prepared by PUPAZZO, our partner in Georgia, and was elaborately adorned with colourful balloons and an eye-catching and vivid background poster that entertained parents and children alike, luring customers to come inside and pick up their favourites. Various ranges of well-presented Hape toys, including classics in the Kitchen & Food, Music and Walkers category, dazzled the customers.



## Baby Einstein's Great Show in France

September 1st - A store in "Jouet Leclerc", located in Le Gouesnou, Brittany, France, decorated part of its shop with Hape & Baby Einstein co-branded items, with a large-sized Magic Touch Piano - a great creation which has won numerous international toy awards - taking centre stage. Various Baby Einstein items in the store grabbed the customers' attention and enticed them come and experience the magic of music.

Hape France cooperated with "Jouet Leclerc" to offer discounts on Baby Einstein products - a move that saw significant increases on sales. Hape will try similar tactics in other offline stores in the near future in order to bring yet more exquisite Hape toys to the world.



## Hape's Wonderful Appearance in the Middle East

This quarter, high-quality Hape toys appeared in the Middle East in different forms, giving access to exquisite toys to more and more local customers and inviting them to come and discover excellent Hape toys for themselves.

Hape toys successfully entered Color Land Toys - located in the centre of the Etihad mall and the only toy store in the mall - a store with an unrivalled range of unique and exclusive toys for boys, girls, babies and toddlers. The Ride-on & Foldable Engine Table - shining in the window with thanks to its unique and colourful appearance - inviting thousands of customers to come to pick up something new and exciting for their children.

The Al Sharq Library meanwhile - a distinguished library established fifty-years ago in the city of Riyadh, KSA - decorated its bookstore with abundant and exquisite Hape toys in 2020, and since then Hape's eye-catching toys have lured-in numerous consumers and caused significant growth in sales during the year - which is outstanding considering the competitive toy brands like Lego® and Hasbro® that Hape sits alongside in the library.



## Hape's Thematic Window Display in Hong Kong

Since September, well-decorated and highly thematic window displays in three Eslite bookstores located in Taikoo, Causeway Bay and Tsim Sha Tsui respectively have caused a sensation in Hong Kong. The bookstore windows were elaborately decorated with different themes (Education, Music and Railway) and adorned with exquisite Hape toys, enticing plenty of consumers to come inside to experience high-quality Hape toys for themselves.

The fabulously arranged Hape window displays attracted the appreciation from many local customers, with the Rocket Ball Air Stacker winning customer's hearts with its unique educational functions, received high-praise from visitors to the store.

The thematic window displays represent yet another cross-cooperation with bookstores for Hape, and the brand will unveil more creative physical stores in the future and endeavour to bring happiness to every consumer.



# Child Friendly Cities Initiative



Child  
Friendly  
Cities  
Initiative

unicef  
for every child

## Build Child Friendly Cities for Our Next Generation

Children, as the next generation and the promising future of society are of vital importance. Therefore, child-related issues, including safety, health and development are among the most crucial facing us. "Child-friendly" has risen up to build a real friendly and beneficial society for children. The concept and initiative nowadays hasn't quite been understood by everyone yet. Read on to learn more about it.

### What is the Child Friendly Cities Initiative?

The Child Friendly Cities Initiative (CFCI) is a UNICEF-led (United Nations International Children's Emergency Fund, hereinafter referred to as UNICEF) initiative that supports municipal governments in realizing the rights of children at the local level using the UN Convention on the Rights of the Child as its foundation.

It is also a network that brings together government and other stakeholders such as civil society organizations, the private sector, academia, media and, importantly, children themselves who wish to make their cities and communities more child-friendly.

The initiative was launched in 1996 by UNICEF and UN-Habitat to act on the resolution passed during the second United Nations Conference on Human Settlements (Habitat II) to make cities liveable places for all. The UN Conference declared that the wellbeing of children is the ultimate indicator of a healthy habitat, a democratic society and of good governance.

### What is a child-friendly city?

A child-friendly city (CFC) is a city, town, community or any system of local governance committed to improving the lives of children within their jurisdiction by realizing their rights as articulated in the UN Convention on the Rights of the Child.

In practice, it is a city, town or community in which the voices, needs, priorities and rights of children are an integral part of public policies, programmes and decisions.

Broadly speaking, it is a city, town or community where children:

- Are protected from exploitation, violence and abuse.
- Have a good start in life and grow up healthy and cared for.
- Have access to quality social services.
- Experience quality, inclusive and participatory education and skills development.
- Express their opinions and influence decisions that affect them.
- Participate in family, cultural, city/community and social life.
- Live in a safe secure and clean environment with access to green spaces.
- Meet friends and have places to play and enjoy themselves.
- Have a fair chance in life regardless of their ethnic origin, religion, income, gender or ability.

While the primary responsibility for ensuring that children's rights are realised lies with governments, other stakeholders such as civil society organizations, the private sector, academia and the media, as well as children themselves, also have an important role to play in building child-friendly cities.

### The Child Friendly Cities Initiative in China

In 2016, the city of Shenzhen – which has 11.9 million residents – expressed an interest in joining the Child Friendly Cities Initiative. Shenzhen has included the goal of making the city child-friendly in its 13th Five Year Plan for Economic and Social Development which runs from 2016-2020 and published the Shenzhen's Child Friendly City Strategic Plan 2018-2035.

The initiative has been jointly rolled out by the Municipal Government and the Shenzhen Working Committee on Children and Women. A local coordination mechanism and steering committee have been established to lead the process under the aegis of the Shenzhen Working Committee on Children and Women. To complement the 13th Five Year Plan a Child Friendly City Strategic Plan 2018-2035 and a draft Plan of Action 2018-2020 that outlines the objectives and activities of the initiative have also been developed. The Strategic Plan refers to the nine CFCI key components advocated for by UNICEF and contains three building blocks: social security for children, children's participation and child-friendly urban space. In 2017 and 2018, the city initiated pilot projects in communities, schools, libraries, hospitals, parks and transportation areas to make them child friendly. Districts in the city have also started initiatives such as a community children's council

(Photo Source: Hape Image)

to ensure children's participation, the promotion of the construction of child and woman friendly streets, and the inclusion of the construction of child friendly communities in the government's livelihood and practical projects.

Interest in joining the Child Friendly City Initiative is emerging from other cities in China as well. In 2017, a Chinese delegation visited Switzerland and Germany to learn about CFCI and Changsha and Shenzhen participated in the Child Friendly Cities Summit in Cologne in October 2019. With support from UNICEF the initiative officially rolled out in 2020.

**On March 26th, 2021, the awarding ceremony of Beilun as China's First Child-friendly District was held in Ningbo, officially marking Beilun to be a pioneer in this initiative in China.**

### Hape's efforts on the Child Friendly Cities Initiative

#### 1. Quality, safety, environmentally-friendly, and educational features of Hape toys.

Quality and safety is the base and bottom line of a product. All Hape toys have gone through 6 global quality standards, namely, **ASTM F963** (American Standard), **EN 71** (European Standard), **ISO 8124** (International Standard), **SOR 2011** (Canadian Standard), **GB 6675** (Chinese Standard), **ST** (Japanese Standard), before going to the market.

Furthermore, Peter (founder and CEO of Hape Group) insists that a commitment to the environment is indeed the commitment to children, because one day our children will inherit the world. Under his belief, Hape has always made sure to produce environmentally-friendly quality toys for all. From product design and material selection to the manufacturing and packaging process, Hape strictly follows the "Minimum ecological cost" principle, marking its every achievement with a green medal. Originally stemming from wood, Hape now actively explores more environmentally-friendly new materials, introducing bamboo, Green PE, which is made from sustainable sugar cane, the rice-based material, and FASAL which is synthesized from wood powder, cork and natural rubber to our products.

In addition, educational feature are another important function

of a toy. Hape is a world-leading educational toy brand, producing educational toys for children to encourage them to learn through play. Numerous Hape toys have been honored by internationally-renowned awards, such as ToyAward and German Toy Prize in Germany, Toy of the Year in the USA, Grand Prix du Jouet in France, a great proof of Hape toys' popularity and educational value. In 2018 we introduced Junior Inventor, a quintessential STEAM toy, to develop children's hands-on skills as well as scientific logic. Last month, we signed onto a cooperation with a robotics company to combine robotic elements into our toys. We are always on the way of producing more educational and child-friendly toys and will never stop.

#### 2. Philanthropy for children in need & a pioneer in CFCI

"To make the world a better place than we received it!" Following Peter's long-held belief, we have done our utmost to bring happiness via Hape toys to children across the world. As a way of doing so, we attach great importance to public welfare undertakings and on children in need. For decades, we have adhered to our original intentions, making donations of more than RMB 19,000,000 (in both products and cash) to people in need globally. In 2017, we donated a set of Danish outdoor playground facilities to Beilun Haichen Park - all of which can be used for free - creating a child-friendly outdoor environment. And on the eve of the last Children's Day, led by Peter, we initiated a sandpit cleansing activity with a team of more than 30 volunteer staff to help maintain the facilities.

#### 3. Hape Nature Explore Education Base (HNEEB)

We have already focused on the child-friendly initiative and done a lot to achieve it through our efforts, and will continue to do more in the future as the CFCI rises in Beilun. On the very same day that Beilun became China's first child-friendly district, Hape Nature Explore Education Base (HNEEB) project was launched to all. The HNEEB will be a comprehensive space including an ecological tour, an organic farm, a bookstore, a museum and cultural events, enabling children to learn through play and have a quality time with their parents as well. Conforming to child-friendly values, the HNEEB project has been listed as a notable part of Beilun's CFCI programs. In the near future, a child-friendly nature base will be built and open to all, destined to become a popular must-see attraction for the nation and even the whole world. Stay tuned!

Partly referred from UNICEF Child Friendly Cities Initiative official website,  
<https://childfriendlycities.org/>

# MEDIA Social Media



**Date:** September  
**Influence Area:** New Zealand  
**Medium:** Facebook  
**Topic:** Post-sharing and comment competition to win balance bike  
**Highlight:** The Hape New Explorer Balance Bike and My First Balance Bike were both posted by OHbaby! magazine on its official Facebook account, attracting more than 1,000 people to participate in the lucky draw activity and luring many new potential consumers in to learn more about Hape toys.



**Date:** July to September  
**Influence Area:** China  
**Medium:** WeChat  
**Topic:** Hape creative festive posters  
**Highlight:** Hape China published great posters – featuring exquisite Hape toys – to coincide with both international and traditional Chinese festivals, such as Human Moon Day and Mid-Autumn Festival, on WeChat, gaining many likes from its subscribers.



**Date:** August  
**Influence Area:** Thailand  
**Medium:** Facebook  
**Topic:** Mother's day lucky draw from Hape Thailand  
**Highlight:** Hape Thailand did a super lucky draw on Facebook to celebrate their nation's Mother's Day, which attracted lots of attention and a 70% increase in followers. The winning prize was a Grow-with-me Rocking Horse, Pepe Sound Stacker, Mighty Echo Microphone, Magic Touch Drum and a Pepe Pull Along, with five lucky fans from Bangkok winning big.



**Publication Time:** July, August & September 2021  
**Distribution Area:** Peru  
**Name of Magazine:** Signo Educativo  
**Distribution Channel:** B2B  
**Circulation:** /  
**Product:** Deluxe Scientific Workbench, Optical Science Lab, Pallina Original  
**Placement:** Three full inner-pages  
**Brief Introduction:** Signo Educativo magazine is dedicated to transmitting advanced cultural and educational philosophies by sharing innovative pedagogical experiences. It publishes 10 issues a year and contains updated educational articles, interviews with renowned personalities from educational circles throughout Peru and much more.



**Publication Time:** September to December 2021  
**Distribution Area:** New Zealand  
**Name of Magazine:** OH baby!  
**Distribution Channel:** B2C  
**Circulation:** 17,500  
**Product:** New Explorer Balance Bike, Learn with Lights Ukulele Red, Learn with Lights Harmonica, Perfect Pizza Playset, Delicious Breakfast Playset, Healthy Fruit Playset, Healthy Salad Playset  
**Placement:** 1/2 of one inner-page  
**Brief Introduction:** OH baby! magazine is dedicated to creating engaging content and supporting new parents through pre-conception and pregnancy to their children's early years. Regular OH baby! topics include nutrition, health, recipes, product reviews and more.



**Publication Time:** July to August 2021  
**Distribution Area:** Taiwan  
**Name of Magazine:** Ānkē Care  
**Distribution Channel:** B2B  
**Circulation:** 8,500 copies bimonthly  
**Product:** Robot Factory Domino  
**Placement:** 1/3 of one inner-page  
**Brief Introduction:** Ānkē Care is an industry magazine and the only cross-domain integration platform for the care industry in Taiwan. It combines publications, websites, communities and seminars, and encourages them to communicate with each other.



# Magazine MEDIA

**Publication Time:** July, August & September 2021  
**Distribution Area:** UK  
**Name of Magazine:** ToyWorld  
**Distribution Channel:** B2B  
**Circulation:** 5,182  
**Product:** Remote Control Train, Toddler Kitchen Set, The Ultimate, Deluxe Scientific Workbench, Intercity Train, Pepe Pull Along, Emergency Services HQ, Crossing & Crane Set, Battery Powered Rolling-Stock Set, City Fire Station, Railway Bucket-Builder-Set, Rainbow Pounder, Science Experiment Toolbox, Metro Police Dept Playset, Hide-and-seek Periscope, Fun Fan Fryer, Deluxe White Grand Piano, Blue Ukulele, Rainbow Pan Pipe  
**Placement:** 1/2 of one inner-page, 1/3 of one inner-page and 1/4 of one inner-page in the July issue; four and a half of full inner-pages in the August issue; 1/5 of one inner-page in the September issue  
**Brief Introduction:** ToyWorld magazine is a leading and highly influential trade magazine in the UK that is committed to delivering fresh and exciting content that focuses 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:** August 2021  
**Distribution Area:** USA  
**Name of Magazine:** Toy Book  
**Distribution Channel:** B2B  
**Circulation:** /  
**Product:** Musical Whale Fountain, Super Spirals, Rocket Ball Air Stacker  
**Placement:** 1/3 of one inner-page and 1/3 of another  
**Brief Introduction:** The Toy Book is a leading trade magazine that serves the toy industry. Since 1984, the Toy Book has been an authority on news, trends, new products, and happenings within the toy industry. With the largest reach in the industry, The Toy Book is a must-read for anyone in the business of toys and children's entertainment.

