



HAPE.COM

Switzerland

Hape Holding AG
Rotzbergstreet 30
6362 Stansstad
T: +41 41 818 78 78
F: +41 41 818 78 99
info@hapetoys.eu

Italy & San Marino

Toynamics Italy S.R.L.
Via L. Alberti 6
20149 Milano
T: +39 02 9439 4976
F: +39 02 9439 4977
italy@toynamics.com

Spain & Portugal

Toynamics Iberia SLU
De La Ruffla, 35
08221 Terrassa (Barcelona), Spain
T: + 34 93 731 62 49
contacto@toynamics.com

UK & Ireland

Toynamics UK & Ireland Ltd.
Unit 10, Kibworth Business Park
Kibworth Harcourt, Leics
LE8 0EX, UK
T: +44 (0) 116 4785230
sales@toynamics.co.uk

United States of America

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

Hong Kong & Macao (China)

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

Germany & Austria

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

France & Monaco

Toynamics France SAS
1, Chemin des Douaniers
78240 Chambourcy
T: +33 (0) 1 3927 2020
F: +33 (0) 1 3927 2021
france@toynamics.com

Belgium & Netherlands & Luxembourg

Toynamics BeNeLux BV
Keizergracht 555
1017 DR Amsterdam, Netherlands
benelux@toynamics.com

Canada

Playwell Enterprises Ltd.
1399 Kennedy Road
Unit 5A, Scarborough
Ontario, M1P 2L6
T: 1-416-439-0044
F: 1-416-439-4656
sales@playwellcanada.com

China

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



Global Marketing Report

2021 Q4

NEW COMPANY IN TAIWAN MAKES GREAT MOVES IN CHINA

HAPE ENTERED THE SHORTLIST OF THE TOTY AWARDS

TOY OF THE YEAR

HAPE FUTURE HOPE

KINDERGARTENS OPENED IN CHINA

SUPPORT CHILDREN'S DEVELOPMENT AND NURTURE FUTURE HOPE



HAPE PLAYLAND IN COLOMBIA

HAND IN HAND WITH GLOBAL INFLUENCERS





*Cheer with the
Hape Big Family,
usher in a bright new year!*



2021 Q4 CONTENTS

Chief Editor : Yuki ZHU

Editors : Viveka ZHU, Summer YAN, Elaine PAN

Designers : TANG Jian, XU Jianli, Rachel KE

Tel : (+86) 574 86819176

Email : PR@mail.hape.com

Website: www.hape.com

Love Play Learn

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AWARDS SEASON FOR HAPE!



The Best Toys of the Year, organised by Romper
Awarded Items:

Penguin Musical Wobbler, DJ Mix & Spin Studio, Quadrilla Super Spirals, Magic Touch Piano

Romper is a media site that chronicles the adventures - the highs and lows - of parents from a wide range of backgrounds and circumstances.

To help parents select the best gifts for their children, Romper presents a Toy Box, an annual round-up of the year's best toys for kids in every age group. Carefully curated by parenting editors and the toughest critics - kid - over 100 items has been listed including Hape's Penguin Musical Wobbler, DJ Mix & Spin Studio, Quadrilla Super Spirals and Magic Touch Piano.

2021 Best Toy Awards, organised by Good Housekeeping

One of the most widely recognised magazine publications in the world, Good Housekeeping organised three rounds of tests, covering Safety Checks, Ease of Use and Kid Approval. After the months-long testing process was completed, the winners of the 2021 Good Housekeeping Toy Awards were finally unveiled.

Performing well in all categories, Hape's DJ Mix & Spin Studio reached the billboard with comments such as:

"DJ-inspired toys are a big trend this year, and this one brings the idea of mixing and scratching down to a toddler level in an ingenious way."



Musical Whale Fountain by Hape
18+ months | \$34.99 | 2021 Toys

Does your little one love bath time? Whether they love splashing in the water, or you're having bath time struggles, Hape's Musical Whale Fountain...
[read more](#)

Hape enjoyed a successful three months on the US awards circuit this year, and in November alone, were recognised by four popular toy award ceremonies, culminating in the PAL Awards. Now, let's share the joy together.

PAL Awards, organised by PLAY ON WORDS. com
Awarded Items:

Musical Whale Fountain & DJ Mix & Spin Studio

Established and led by speech and language expert Erika Cardamone, the PAL Awards recognises exceptional toys that, through their design and quality, promote play that advance language. PAL Award winners are recognised in the industry as leaders in child language development and education that sparks fun and creative play in children.

This year, Hape's Musical Whale Fountain and DJ Mix & Spin Studio became Top 10 Winners at PAL, in the Infant Toys and Preschool Toys categories respectively. This is the highest honour that our already incredible products could receive, and their outstanding learning potential has proved once again that our products "embody thoughtful design, content, quality, and character that engender play that advance language (PAL)".



Made in partnership with Baby Einstein, the Hape Magic Touch Piano is part of a collection of first instruments (a drum and guitar are also offered) designed to introduce babies and toddlers to music. There are a few ways to play as a traditional piano or with the accompanying song cards that teach children how to follow music by identifying colors as opposed to the actual notes. The keyboard can also identify the individual song cards and play an advanced version of the tune when prompted.



DJ Mix and Spin Studio by Hape
12m-5y | \$39 | 2021 Toys

Noise makers, music lovers, and rhythm shakers will all love Hape's DJ Mix and Spin Studio. This is so much more than a portable keyboard. Finally...
[read more](#)

HAPE TOYS ARE MADE FOR MUMS TOO!

Good news! Hape's City Fire Station and Railway Bucket-BUILDER-Set were recognised as BRONZE and GOLDEN award winners, respectively, by the Made for Mums website in the UK this October.

Made for Mums is the UK's biggest parenting reviews site. After 3,000 judging hours - in which more than 1,000 products were sent out to families for countless rounds of testing with babies, toddlers and parents - the winners of the 2021 MadeForMums Awards were finally settled and released.

Below is some of the praise published on the website:



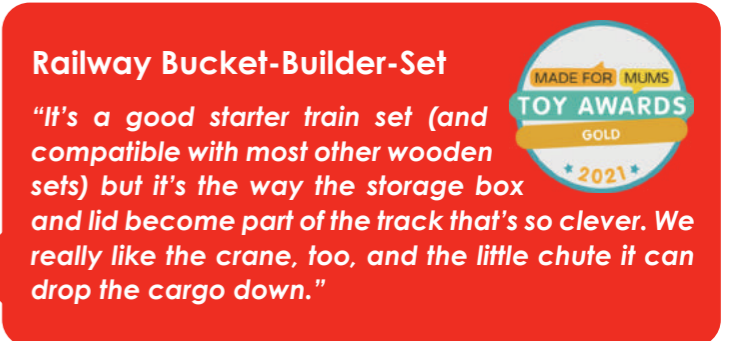
City Fire Station

"It's a really good size and we love the attention to detail - there's even a treadmill to keep the firefighters fit when they are not putting out fires!"



Spain

The leading online educational materials store in Spain, InfanTiyas, recently held a ranking campaign and after evaluation, Hape's Monster Math Scale became the winner as a fun and original game which aims to teach - in a hands-on way - fundamental mathematical concepts such as weight, equivalence and balance etc. InfanTiyas since posted the ranking results on their official website, as well as on their Instagram account.



Railway Bucket-BUILDER-Set

"It's a good starter train set (and compatible with most other wooden sets) but it's the way the storage box and lid become part of the track that's so clever. We really like the crane, too, and the little chute it can drop the cargo down."

InfanTiyas specialises in educational toys, and their client portfolio is quite influential among teachers and schools. It was a great opportunity to expose ourselves to Spain's educational toy sector, making ourselves more well-known to education centres and nurseries.



FAIRS DURING THE PANDEMIC

The latter half of 2021 was more challenging than expected due to the Covid-19 variants that came one after another. Many fairs had to be canceled, yet the few fairs that happened brought us much joy and delight. Let's take a look at some highlights.

Date: 22nd to 26th November, 2021
Place: Deauville, France
Name: PRESHOW NOEL
Type: B2B
Website: Preshow Noël - Business meetings between suppliers and distribution purchasing decision-makers (preshow-noel.fr)
Organized by: Hape France
Highlight: The Preshows are business meetings based on a specific concept: an event on a human scale that favours quality and personal contact. As one of the most appreciated fairs in the toy industry, this year the event gathered more than 250 buyers and 100 exhibitors in Deauville, including the all the major French retailers.

Hape participated in the event with novelties from the Hape Collection, Trido, and distribution brands including Nebulous Stars, DinosArt and Timio. Our booth this year was designed to include different themed sections: the Baby Room, the Garden, the Music Hall and the Arts & Crafts studio. Visitors liked our novelties, and many major clients, such as Oxybul, King Jouet, Nature and Découvertes, popped in for a look.

The Preshows are essential for further negotiations with big retailers who may list and order the products. In general, all our novelties were appreciated. The Gearhead Stunt Garage and the balance bikes (particularly the one with cork) were very well-received.



Date: 18th to 21st November, 2021
Place: Muang Thong Thani, Thailand
Name: Thailand Baby & Kids Best Buy
Type: B2C
Highlight: Customers at the 2021 Thailand Baby & Kids Best Buy were looking forward to our novelties, especially the *Infant* and *Toddler* toys, which were best sellers during the fair.



Date: 18th to 20th November, 2021
Place: Taipei, Taiwan
Name: THE CARES TAIPEI 2021
Type: B2B
Website: <https://www.ankecareexpo.com/>
Organized by: AnkeCare
Highlight: Nurturing an ageing society requires diversified support and integrated resources from all of society's industries. The educational characteristics of Hape toys not only support children's growth, but also work to help elders maintain their motor-skills and brain activity throughout life.

Accordingly, this year's THE CARES TAIPEI saw Hape's *Flexistix* series displayed in the senior themed pavilion, which proved to be a smart decision. Around 17,862 visitors came to the fair, including many industry experts and manufacturers. Hape's debut brought vitality and fun to the senior visitors, and gave consumers more information about our brand.



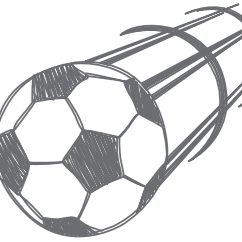
READY TO REALISE YOUR "FOOTBALL DREAM"?

HAPE SUPPORTS CHILDREN'S FOOTBALL TEAM IN CHAIQIAO PRIMARY SCHOOL



On November 5th, the Chaqiao Primary School football team recorded a surprising and memorable victory against the Beilun District (Ningbo City) league champions, making history bringing joy to all involved. Later, on the 11th, Peter Handstein - founder and CEO of Hape Group - was invited to Chaqiao Primary School's annual football carnival, and had a great time playing with the little players.

"To make the world a better place for our next generation" Following Hape Group Founder and CEO Peter Handstein's long-held belief, Hape designated RMB 100,000 from its 5-million charity fund to subsidise Chaqiao Primary School's "Football Dream" project, enabling the purchase of football uniforms, professional instructors, funds for outings and competitions etc. The "Football Dream" project has greatly enriched the school children's extracurricular lives during the pandemic time.



The little-known school football team is growing into a rising star on the football field, and their recent victory over the traditional top team in Beilun, is proof in their progress. Peter is very glad to see their achievements and very willing to help the young football players realise their dream.

Hape pays close attention to the growth of children and has been committed to creating a better world for the next generation since the day it was established. Charity is not only one simple activity however, it is more of a long-term mission that anchors on your actions year on year and your dedication to a given cause. One of our solutions is to take on more social responsibility in order to satisfy the public and maintain our plan for sustainable development. Ultimately, successfully nurturing the growth of children requires everyone's attention and our combined efforts.

In addition, 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 25,000,000 (in both products and cash) to people in need all over the world. In the future, Hape - as always - will stick to its original intention, strive to produce more quality toys to accompany children around the world, stress emphasis on the all-round growth of our next generation, endeavour to cultivate a better environment for them, and, in the meantime, promote Beilun (China's first Child-Friendly District) to reach a better place in terms of its development and environment.

NEW COMPANY IN TAIWAN MAKES GREAT MOVES IN CHINA

On Dec. 15th, a lively Hape brand presentation was held in Taipei, announcing the establishment of another subsidiary in Taiwan.

The presentation was organised by a subsidiary team together with the Commonwealth Parenting Education Media & Publishing Co. Ltd. and the Taiwan Toy Education Development Association.

In the Commonwealth Parenting Club, delegates, partners from the Toy Education Development Association and media reporters all gather together. Peter Handstein, the CEO and founder of Hape, opened with a warmup speech that extended his congratulations to the Taiwanese company and expressed his great expectations for the local market. After that, Eric Chen, the head of the subsidiary, announced the official establishment of the Hape Taiwan Company and shared Hape Group's profile and history with the attentive audience. Peter has been a great pioneer. He has forged an empire of toys for the world. Now it's our turn to land in Taiwan."

Later the spirit of the Hape brand was introduced, as well as its awards history and its major achievements over the years. Despite the global economic difficulties experienced around the world recently - including stagnancy and a shortage of supplies - Hape has continued to gather momentum, which brought smiles to the audiences faces.

Aside from the above topics, the presentation also shared Hape's Brand Strategy and Plan for 2022. Customised for the local market, a "Toys Start & Star" concept has been initiated, which brought the afternoon's guests much to look forward to.

And, last but not least, the presentation culminated with a products demonstration and new items showcase. With eye-catching samples littering the venue, audiences members of all ages stood up and enjoyed playing with the products.

The presentation was a great success. "I'm so excited to bring Hape toys to the public. It's

an honour for me to work for Hape. We have so much to do here." Said Mandy, a member of the Taiwanese team.

The establishment of the Taiwanese company has marked one of the most important moves in Hape's strategy in China. With our consistent endeavour to bring high-quality toys to children and a commitment to the Love Play Learn philosophy, we have more than one reason to believe Hape will enlighten Taiwanese families with fun, educational and eco-friendly toys.



HAPE FUTURE HOPE KINDERGARTENS

OPENED IN HONGHE, YUNNAN – Support Children's Development and Nurture Future Hope



In 2021, supported by the Shanghai Huji Foundation, Yunnan Honghe Education & Sports Bureau and German Association for Economic Cooperation (Deutsche Investitions-und Entwicklungsgesellschaft, DEG), Hape Group in cooperation with the subsidiary company - European EducationAll Group (Ningbo) Ltd. (hereafter as EEG) donated to 20 kindergartens in 3 towns of Honghe county, Yunnan, China. Until now, the project has benefited up to 471 local children.

The project aims to improve the pre-school students' learning condition and quality in Yunnan rural area, supporting the development of 3-6 aged children by implementing "one village one kindergarten" principle, and also benefiting the economic development in the rural area. The project measures include donating educational and sustainable toys and kindergarten furniture, training teachers and nursery personnel, supplying lunch for students, and much more.

During 21st - 23rd Nov., 2021, accompanied by Fan Chen, the General Secretary of Shanghai Huji Foundation, the Founder & CEO of Hape Group Peter Handstein led the Hape team to visit Longmei Kindergarten, Asa Kindergarten and Xiaoli Kindergarten in Honghe county, along with Huji project local team and leaders from Honghe Education & Sports Bureau, Jiayin Town Central School and Langdi Town Central School.

In the morning of 22nd, the team visited

Longmei Kindergarten. Witnessed by all students, teachers, and parents the opening ceremony of Hape Future Hope Kindergarten took place. The Principal of Jiayin Central School, the Principal of Longmei Kindergarten, Mr. Peter Handstein and the teachers' and parents' representatives delivered speeches; students and teachers also danced and sang to celebrate.

At present, the start-up package of educational and sustainable toys and furniture donated by Hape have come into service. The project provides solutions

that improve the children's learning environment. To achieve these conditions, we supply children's lunch and napping beds, by doing that, we transfer it into a full-day Kindergarten program. Moreover, it releases parents' pick-up pressure and extends their time to work, which increases parents' willingness to send the children to Kindergartens. In the next step, Hape and EEG education team will cooperate with the Huji team and the local teachers, to develop online and offline training content, tutorial videos, as well as sending Hape volunteers to the project site to instruct teachers on how to use the toys in

a way that promotes learning through play.

The Honghe Education & Sports Bureau and Schools also highly appreciate the project, as well as the benefits it brings to the local pre-school education development. In the meantime, along with the success of the project model, we hope it can benefit to more local pre-school classes.

Children are our hope and future. Hape's efforts always concentrate on children's development and well-being across the globe and we strive to make the world a better place for the next generation!

Spain On 11th December, Hape held a two-hour gathering in a hotel in Barcelona - the Ayre Hotel Rosselló - with a dozen influencers (with a combined total of 409,000 followers) and their children. We expressed the values of Hape, the product functions, benefits and play tips - as well as presenting different toys - inviting the guests to have a play. The attending children were fascinated with our toys, and various categories caught their eyes. In fact, they could not stop playing with the Hape toys! Unique melodies from Hape and Baby Einstein collaborative products, puzzles with colourful patterns and little balls hovering in the *Rocket Ball Air Stacker* all contributed to the attending children's wonderful play-time. During the event, the influencers uploaded their stories, tagging @hape_iberia, and after the event all of them made posts showing the products. To our delight, some of them even attached the links to our products', helping promote our toys voluntarily since their children had such a great time at the event and greatly enjoyed Hape toys.



WOW! IT'S HAPE TIME!

HAPE MEET-AND-GREET WITH GLOBAL INFLUENCERS

Influencers now occupy a large share of the current marketing world both domestically and internationally. Therefore, to introduce Hape toys to more children and families across the world, we invited groups of selected influencers to various Hape gatherings in three different parts of the whole world. By having fun with Hape, more awareness will be conveyed to more and more children across the world.

China

From 11th to 13th, November, a group of 20 influencers enjoyed a three-day tour of Hape China and the brand's manufacturing base in Ningbo. Recommended by mengxiang.com, a popular e-commerce platform, the 20 influencers all boast over 10,000,000 followers each. The influential group took a visit through Hape's brand showroom, a corridor festooned with Hape's historical markers, the laboratory for product testing, manufacturing workshops and more, learning much about the Hape brand along the way. Recently, Hape entered mengxiang.com, with a total gross merchandise volume of 1,000,000,000+ per month. Among all the 10,000+ brands on the platform, Hape is bound to gain more attention in the influencer tour's wake by way of their followers on platforms like WeChat and RED, etc.



France

A Hape Christmas event took place in a castle - Château de Bouffémont - in France between 30th November to 1st December. We invited 9 influencer families to spend 24 hours with various Hape toys in a beautiful castle specially decorated for Christmas. The attending children had lots of fun playing with Hape toys that day, especially with Pepe Pull Along. Surprisingly, each child got to take home their very own Pepe when they left since they could not bare to part with their puppy after the event had finished! Between them, the influencers posted 162 stories and reached a total of 1,000,300 people - which was a great success for Hape. A great number of French consumers have been made aware of Hape as a quality educational toy brand thanks to the influencers' promotion and publicity - which maybe help our sales over the festive and new year gift-buying period.



Turn the page to read about more exciting gatherings and promotional activities!

ARE YOU AWARE OF HAPE TOYS?

Hand in Hand with Influencers

Introducing Hape to More Corners of the Whole World!

Below are some recent online interactions with influencers:

Scandinavia (Denmark, Norway, Sweden)

From October to December, Hape's *Rocket Ball Air Stacker* - along with collaborations of Hape and Baby Einstein such as the *Magic Touch Piano*, *Magic Touch Drums*, *Magic Touch Xylophone*, *Strum Along Songs™* and the *Magic Touch™ Guitar* - appeared in Instagram posts of 75 influencers (25 influencers from Denmark, Norway and Sweden). Children in the post's images look happy with the Hape toys, and the content cultivates a comfortable and joyful atmosphere which will help attract more people to Hape and encourage them to learn more about the brand.



*Please do not repost it to social media

Australia This quarter, a Hape Christmas Campaign swept over Australia, introducing Hape and its toys to millions of Australians through various posts and ads across the maternal and infant industry, as well as via the content of well-known influencers with tens of thousands of followers. Over 35 articles focusing on the Hape brand and Hape toys were released on the online, in printed outlets and across Instagram posts of influencers, reaching over 5,000,000 Australians! The campaign was mainly a pre-cursor to the Christmas shopping season, and resulted in a huge increase of sales for several popular items.

Monster Math Scale No.1 seller

Increased sales of 25% from Q3 to Q4 on the Big W shopping website, increased sales of 50% from Q3 to Q4 on Amazon.

Doll Family Mansion

Increased sales of 22% from Q3 to Q4 on the Big W shopping website, increased sales of 141% from Q3 to Q4 on Amazon.

Adventure Van

Increased sales of 240% from Q3 to Q4 on Amazon.



Italy Another Hape Christmas campaign took place from 1st December to Christmas day in Italy. We sent 8 Santa Claus sacks, including *DJ Mix & Spin Studio* and other Hape toys, to various influencers, with a combined total of over 276,000 followers. We intended to generate children's try-out experiences courtesy of the influencers, as their children became Santa Claus' elves for our toys. Till now, we have received very positive feedback, and Hape has proven to be a good choice at Christmas for children all around the world.



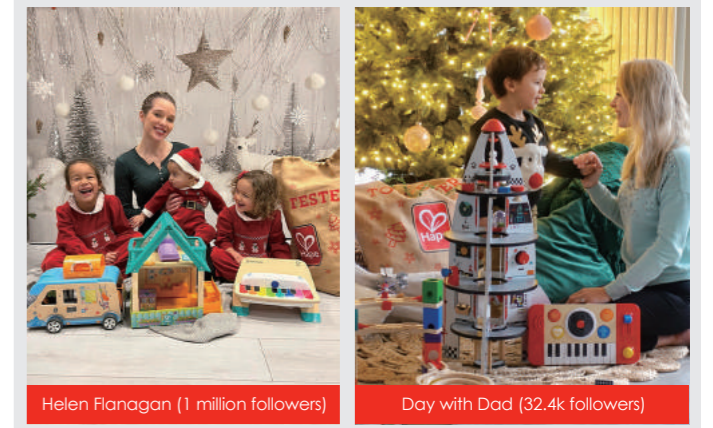
China Hape China has been cooperating with influencers on the RED platform for a long period of time, and posts with great images based on the *Flip Flat Easel* and *Gearhead Stunt Garage* swept this quarter, amassing great feedback and reaching millions of followers.



UK

1. Toy Tester Influencer Campaign

We invited 20 Instagram influencers (15 micro-influencers with 288,500 followers, and 5 paid influencers with 2,844,000 followers) to our Toy Tester campaign throughout December, offering 2 great toy options for them to try out. To our delight, the campaign has helped generate 2,000 new followers for @Hape_UK up to now, bringing more and more eyes to Hape's digital doors.



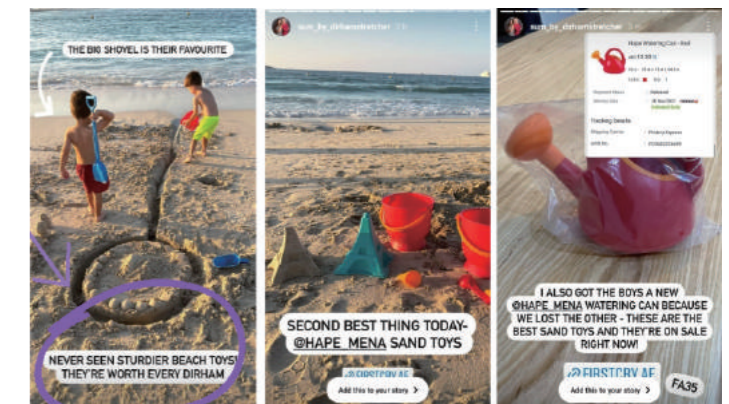
Helen Flanagan (1 million followers)

Day with Dad (32.4k followers)

2. Railway Influencer Campaign

This December, two Hape Railway items (*Railway Bucket-Builder-Set* and *Busy City Rail Set*) were gifted to 15 influencers who were tasked to create their own Railway designs. The original and creative Railway designs attracted many loyal followers and resulted in great sales. In fact, the campaign link to the retailer is out of stock for our hot Railway items!

UAE As a long-term project, Hape has been cooperating with local influencers in the UAE for a while now, developing many innovative ways of posting images with Hape toys as well as creating interesting stories.



Influencer cooperation is a new market trend and an effective method to increase sales. Hape, as always, keeps abreast of the times and adapts to the market trends, creating broader brand awareness as well as a higher sales amount. As a world-leading educational toy brand, we are and will always do our utmost to spread our message and philosophy to every family around the world.

China

After the success of the "Learn to Bike" Competition in September, another 2 competitions have been carried out this quarter - the "Railway Construction Competition" and the "Little Chef Competition" on 24th October and 26th November respectively.

1. Railway Construction Competition

294 families took part in the competition, creating their own original Railway constructions in an attempt to win prizes. The competition took place in Shanghai, generating 81,142,334 impressions online and a synchronous broadcast on Tik Tok and many other interactions on Sina Weibo (MicroBlog). In addition, the competition was entered the Guinness China Records, which garnered a lot of attraction.

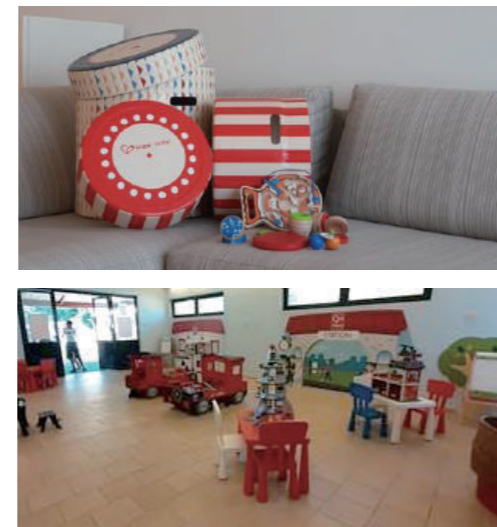
2. Little Chef Competition

The competition gathered 10 families who competed to make the most special "meal" with Hape Kitchen & Food toys like Garden Vegetables. The event reached 35,905,755 impressions online with synchronous broadcasting and other social media platform interactions.



Italy

Hape developed a collaboration with a well-known hotel chain - Gruppo UNA Hotel - through 2 Italian projects recently. In the first one, we organised a play area at UNAHOTELS Naxos Beach, Sicilia, with 4 different thematic areas (Sweet Home Kitchen, Railway Station, Creative Arts Stage, Free Play Area) where children could play with various types of Hape toys. A Hape Engine Play Table, Hape Playland shelves with LED and logo and personalised graphics on the wall all contributed to the wonderful play area that enabled children to explore their imagination and creativity with others. Other Hape toys (Magnetic Drawing Board, Go-Fish-Go, etc.) were put into superior rooms and suites for VIP guests, and several Hape gadgets (Castanets Giveaway, etc.) were given to children aged 2-6 years old as a welcome gift as they checked-in to the hotel. Hape gained much brand awareness in the country due to this cross-border collaboration.



"HAPE CHRISTMAS"



*Jingle bells jingle bells
Jingle all the way...*

This year, a specialised, hand-built Hape Christmas Tree became an attraction at the square near the gate of Hape China's HQ, not only for its 3-meter height, but also for the natural aroma that emanates from the cinnamon and dry lemon slices that adorn the tree.

To celebrate Christmas with all of Hape's members, we launched a "Best Shot of the Hape Christmas Tree" campaign, to encourage everyone to take photos of the tree and share their creativity with us in order to stand a chance of winning a lucky Hape Christmas pack. The campaign proved popular among all Hape members, helped bring some Christmas spirit to our cherished friends and family.



UAE

Recently, Hape became a big hit in the UAE. Following on from the children's museum giveaways in February and July, this quarter another batch of Hape toys were given to children in Westfield Nursery, bringing great happiness to them. Due to the endeavor, Hape has gained more little fans locally, popular with children and adults.

WHERE CAN YOU FIND HAPE? EVERYWHERE!



Thailand

On 4th December, Hape attended the iconic Strasbourg Christmas Market in the lobby of the Sofitel Bangkok Sukhumvit, a luxury hotel. Partnering with over 20 brands covering children's toys, handmade candles, gift cards, lifestyle & gourmet products, wine & spirits - all perfect gifts for the Christmas holiday - Hape enjoyed a 5-hour gathering with local consumers. It was a great publicity success in which we gained quite a lot of attention from the press and tourists alike.



New Hape Corner in Buenos Aires

When you go to one of the top attractions - Buenos Aires - in South America, do not miss the new Hape corner in Alparamis stores!

In September

Alparamis launched a pop-up store in its Galerías Pacífico, a shopping centre located in the heart of Buenos Aires, which is a historic building as well as an iconic tourist space in the country. Hape, among other brands and products, is the only toy brand in the store, offering diverse categories of exquisite toys on Hape branded shelves.



Later in October

Another pop-up store was set-up in the Central House in Olivos, with an even bigger space for Hape toys in this particular corner. See Hape Kitchen with Light and Sound, Coral Reef Activity Centre, Pepe Pull Along and Ride-on Engine Table in the Hape corner and come and have a try.



It's great to launch a pop-up store in Latin America, and following the great success of Ningbo Hankyu in the first half of this year, we look forward more success in other parts of the world!

Since 2018

Alparamis has been Hape's exclusive distributor in Argentina, distributing Hape toys in around 100 stores in the country. Established in the 1980s, Alparamis is a Family Concept Store that aims to provide great products in areas like children's items, stationery, decoration and kitchenware, etc. Additionally, Alparamis is the place to be at Christmas, offering fabulous Christmas gift portfolios for all.

TAKE A HAPE PLAYLAND TOUR ACROSS COLOMBIA

This quarter, 5 Pepe Ganga stores were equipped with a brand new Hape Playland, following on from the previous 5 stores that were endowed last February. Until now, Hape Playland has entered 9 Pepe Ganga stores, offering consumers and children in particular a rich and memorable shopping experience where they find Hape's world filled with Hape toys, Hape's shelves, floor stickers and much more besides.



In 2020, Pepe Ganga began its cooperation with Hape, introducing Hape toys into its physical stores. Hape Playland - a prior project in the collaboration - has made Hape toys even more appealing than before, and the toy sales data in the 5 stores equipped with a Hape Playland in February 2021 is 2 times of the other 8 stores without Hape Playland. A total of 13 physical stores will sell Hape toys till the end of November, 2021. Additionally, one more store will unveil its own Hape Playland this January.

As the biggest partner in terms of introducing Hape Playland to Latin America, Pepe Ganga plans to promote Hape and install more Hape Playlands throughout 2022. Aligning with Pepe Ganga's strategic plan, Hape is convinced that physical store shopping will always exist - despite the pandemic and the prosperous world of online shopping. As always, Hape will continue to place great emphasis on the consumer experience in brick-and-mortar stores, and hopes to see more and more children having fun in our Playlands in the near future as the pandemic fades away and normal life finally returns.

Pepe Ganga is the biggest chain toy store in Colombia and enjoys a 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.



Pepe Ganga HAPE Playlands.

1. Pepe Ganga Parque De La 93 (Bogotá, Colombia)
2. Pepe Ganga Mall Plaza (Cartagena, Colombia)
3. Pepe Ganga Santafé (Medellín, Colombia)
4. Pepe Ganga Unicentro (Bogotá, Colombia)
5. Pepe Ganga Cacique (Bucaramanga, Colombia)
6. Pepe Ganga Viva Barranquilla (Barranquilla, Colombia)
7. Pepe Ganga Arboleda (Pereira, Colombia)
8. Pepe Ganga Santafé (Bogotá, Colombia)
9. Pepe Ganga Centro Mayor (Bogotá, Colombia)
10. Pepe Ganga Tesoro (Medellín, Colombia) (Opening January 2022)

NEW PARTNERS NEW FUTURE

This year, Hape met and cooperated with 3 new partners in order to explore and broaden its market in south-eastern Europe and Asia.

Big steps into south-eastern Europe

This quarter, Hape entered various stores in Romania, Serbia, Croatia and Montenegro, gaining brand awareness and further broadening its offline markets in south-eastern Europe.

Cooperating with Viva Toys Srl, our distributor in Romania, Hape toys were elaborately displayed in "BebeTei" - an influential independent store focusing on family care products and children's toys, which is located in Bucharest, the capital of Romania - on 1st November. A full range of Hape toys were displayed on Hape shelves, reaching consumers' hearts and luring them to come inside to have a wonderful and precious time through play.

Consumers in other south-eastern European countries, meanwhile, can also experience Hape's exquisite toys in physical stores. Forma VS d.o.o. (Hape's new distributor in Serbia) has taken a big step in an attempting to bring high-quality Hape toys to every corner of south-eastern Europe, causing a significant sales increase compared with previous years.



Hape's Great Appearance in Jordan

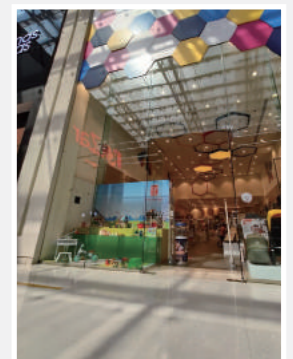
On 13th December, AL SHALATI, our partner in Jordan, adorned the window of Shalati Toys with creative and eye-catching Hape posters and presented various ranges of Hape toys in the store. Cooperating with Hape since July, 2021, AL SHALATI - the largest wholesale and closeout toy distributor in Jordan, has conducted a series of successful and fruitful marketing activities in Jordan, attracting numerous customers' attention and helping Hape build a better brand image locally.



Meet Hape in the UAE

In October, an abundance of Hape toys were displayed in the flagship store of Apparel Group, located in the Al Wahda Mall, Abu Dhabi. Apparel Group is a global fashion and lifestyle retail conglomerate and one of the dominant retail sectors across GCC (Gulf Cooperation Council) countries. Elaborate Hape toys stood out among other competitive toy brands like Simba® and Barbie®.

Meanwhile, a Hape window display in the Dubai Mall this November caught consumers' eyes, as did the human-sized Pepe that walked around in the mall. The colourful posters and creative floor stickers - as well as a variety of Hape items in the window - gained much appreciation. The Dubai Mall is one of the most visited and well-known shopping centres in the UAE, with great shopper traffic even during the pandemic impact.



Switzerland

Meet Hape in Switzerland

This quarter, Hape has made some great appearances in different big cities in Switzerland, giving access to exquisite Hape toys to old acquaintances and new friends, inviting them to come and discover their favourite toys.



In Bern, LOEB elaborately decorated their annual Christmas window with Hape classic *Music* items, including the educational *Learn with Lights Drum* and glorious *Baby Einstein* items, attracting lots of children to stop by for a closer look.

In October, Hape entered Labyrinth - an independent toy store in Buelach, owned by Spatz & Co., a retailer with 4 physical stores. Various Hape toys were displayed in a lovingly designed spot where children and adults felt comfortable and relaxed. Moreover, well-arranged Hape toys filled the shelves, providing an abundance of Christmas gift choices.

Spain

Baby Einstein Window Kaleidoscope in Spain

From October to December, Hape enjoyed a boost in market coverage across Spain as around 56 stores were adorned with Hape *Baby Einstein* items, infiltrating various independent stores and shopping malls.

Various *Baby Einstein* items made it into shop windows, and enjoyed lots of preferential promotions. Customers who made purchases over 500€ and posted a photo in the shop window would have an opportunity to win a lucky prize pack worth 1500€. The colourful window grabbed passersby's attention and enticed them to come inside and experience the magic of Hape!



Hape Christmas Window Display in Thailand



On 15th November, "abc the Baby", located in Maga Bangna - the largest low-rise shopping centre in south-east Asia - elaborately decorated its window with various Hape toys, including *Grand Station Calendar*, as well as a TV set that played videos showcasing Hape *Railway* items and products.

Combined with the shining Christmas tree and colorful balloons, the various Hape toys helped the Christmas window display attract a lot of attention, turning it into a hotspot for people wishing to take selfies and pose for photos.

Thailand

Finland

Hape Enters the Largest Independent Toy Store in Finland



On 1st October, Hape entered the Tampereen Pieni Lelukauppa store, giving access to high-quality Hape toys to local consumers along with a fresh shopping experience.

Located in the city centre of Tampere, Tampereen Pieni Lelukauppa is the largest independent toy store in Finland.

Having been in Tampereen Pieni Lelukauppa for a period, exquisite Hape toys attract plenty of attention, with *Penguin Musical Wobbler* and various innovative *Baby Einstein* items performing the best. The open items, in particular, have become a perfect play area for in-store children!



Hape USA's national sales manager Chloe was invited to be interviewed on the *Toy Coach Podcast*, hosted by toy industry veteran Azhelle. The *Toy Coach Podcast* is the only toy industry podcast created to inform inventors and entrepreneurs about what toy companies and buyers really want. The toy coach Azhelle, meanwhile, has interviewed numerous people who make amazing toys for kids and adults.

During the one-hour interview, Chloe shared with Azhelle her early experiences in her previous career, and communicated her insightful ideas on the innovation of the sales process. In the episode, Chloe told Azhelle that the favourite part of her job was that she loves bringing happiness and joy to children and parents. Chloe also touched on the Hape's great teamwork ethic, and how Hape helps its sales team develop and construct a more optimised sales system. You can listen here: <https://www.th-toycoach.com/podcast/innovating-the-sales-process-in-2021-with-chloe-kershaw-of-hape-toys>.

Following on from the podcast, Hape toys have also made appearances on various National TV shows recently, featuring on Kelly & Ryan's *Holiday Gift Guide*, *Toy Insider NBC Today* and *Toy Insider Fox News*. On 18th November, Hape's classic *DJ Mix & Spin Studio* was highly recommended by Christopher, Kelly and Ryan as one of the hottest holiday gifts around. Meanwhile, Marissa Silva from *Toy Insider* appeared on *NBC Early Today*, highlighting Hape's *Qualdrilla Super Spirals* as the best STEAM toy around for kids. In Indianapolis meanwhile, James Zahn joined *Fox 19* to showcase the best holiday toys. In the show, James emphasised how perfect and excellent Hape's *Railway Advent Calendar Set* was. Such quality exposure has helped Hape gain more coverage in major media publications across the United States.

On 28th November, Hape's *Railway Advent Calendar Set* was featured on TV's *M6 News* - in the top 3 most influential TV channels in France. The audience was 1,5 million. As the first wooden Christmas Calendar on the toy market, Hape's *Railway Advent Calendar* was recommended as one of the must buys during this Christmas season by professional shopping centre sales people. The appearance of *Railway Advent Calendar* on TV attracted wide-spread attention from children and parents alike, causing a significant increase in sales.

Find Your Christmas 'Must-Buy' in M6

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SOCIAL MEDIA



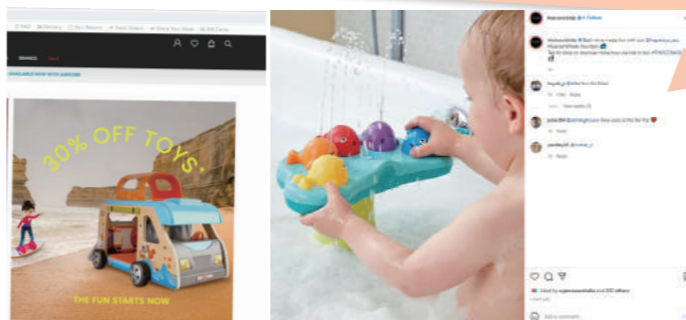
Date: October to December
Influence Area: China
Medium: Sina Weibo (MicroBlog) & WeChat
Topic: Hape co-branding activities on Weibo and creative festival posters on WeChat
Highlight: Collaborating with over 10 influential maternal brands, Hape China did a super lucky draw on Weibo, which attracted a lot of attention and greatly increased Hape's brand awareness. Furthermore, Hape China posted great posters – featuring exquisite Hape toys – to coincide with both international and Chinese festivals such as World Children's Day and National Day on WeChat, achieving great appreciation from its subscribers.



Date: December
Influence Area: France & Spain
Medium: TikTok
Topic: Hape Quadrilla posted and shared by an Internet celebrity
Highlight: Hape Quadrilla was recommended by influencers on TikTok, luring a global audience of 3.6 million and convincing many parents and children to experience and purchase this amazing STEAM toy in physical stores themselves, making Quadrilla one of the must-buy Christmas toys.



Date: October to December
Influence Area: Australia
Medium: Instagram & Websites
Topic: Great posts & online promotion on Instagram and influential websites
Highlight: Great posts featuring elaborate Hape toys were created on Instagram by Hape Australia, enticing plenty of customers' attention and causing a 77% increase in followers. Meanwhile, the ICONIC - one of the world's leaders in online fashion - adorned their online homepage banner with Hape and posted selected Hape toys on their official Instagram account, luring numerous consumers and contributing to a significant growth in sales during the Christmas season.



Babies first experience of sound



Date: October to December
Influence Area: New Zealand
Medium: Facebook & Websites
Topic: Facebook Shout Out and advertisements on websites
Highlight: Various online platforms posted Hape toys along with promotions on selected Hape toys, attracting numerous consumers to choose exquisite Hape toys, both online and offline, which caused a 610% increase in sales. In addition, OHbaby! Magazine posted and recommended Hape toys on its official Facebook account, gaining a great number of followers and causing a significant sales increase.



MAGAZINE



Publication Time: November to December 2021
Distribution Area: Germany
Name of Magazine: Spielzeug International
Distribution Channel: B2B
Circulation: 10,167 copies per month
Product: Rattling Rings Teether, Compass Set, Growing Gardeners Greenhouse, Explorers Bug Jar, Hand-Powered Flashlight, Geometric Rattle Trio
Placement: 1/6 of one content page, one full inner-page and 1/3 of another
Brief Introduction: The aim of the international trade journal *Spielzeug International* is to promote and facilitate communication between trade and industry on an international level, with particular focus and commentary on innovations and developments in the trade and sales market. The publication's core readership are decision-makers in the toy industry and its related segments.



Publication Time: October 2021
Distribution Area: Spain
Name of Magazine: Puericultura Market
Distribution Channel: B2B
Circulation: /
Product: My First Balance Bike, Apple Grab Toy, Bead Maze, Stacking Tower, Turbo Turtle, Sleepy Sheepy, Rattle & Teether Collection, Eltern
Placement: 1/2 of one inner-page, 1/4 of one inner-page, 1/4 of one inner-page and 1/8 of another
Brief Introduction: *Puericultura Market* is the leading specialised media brand in Spain's childcare sector. Since 1992, it has been creating and publishing exclusive content to specialised retailers, manufacturers, brand distributors and other economic agents through multichannel media in Spain.



Publication Time: October 2021
Distribution Area: Finland
Name of Magazine: Finnish Big Toybook
Distribution Channel: B2C
Circulation: 170,000
Product: Healthy Salad Playset, Kitchen with Light and Sound, Healthy Fruit Playset, Delicious Breakfast Playset, Perfect Pizza Playset, Park and Go Garage, Railway Bucket-Building Set, Magic Touch Drums, Strum Along Songs Magic Touch Guitar, Magic Touch Piano, Learn with Lights Drum, Learn with Lights Ukulele, DJ Mix & Spin Studio
Placement: Two full inner-pages
Brief Introduction: The *Finnish Big Toybook* is Finland's oldest toybook, which is sent out automatically to families with children aged under 10 years old.



Publication Time: December 2021
Distribution Area: Peru
Name of Magazine: AHK
Distribution Channel: B2B
Circulation: /
Product: 70 Piece Railway Train & Table Set with Battery Powered Locomotive
Placement: One full inner-page
Brief Introduction: The AHK is released by the Peruvian-German Chamber of Commerce and Industry (AHK Peru), part of the largest network of chambers of commerce in the world with 140 offices in 92 countries - and 79 in Germany - all united under the DIHK matrix based in Berlin. It is a special catalog for Christmas promotion, and distributing through the members of the chamber.

