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Global Marketing Report

2022 Q1

STEP INTO A NEW
FUTURE WITH OUR
SUPPLIERS

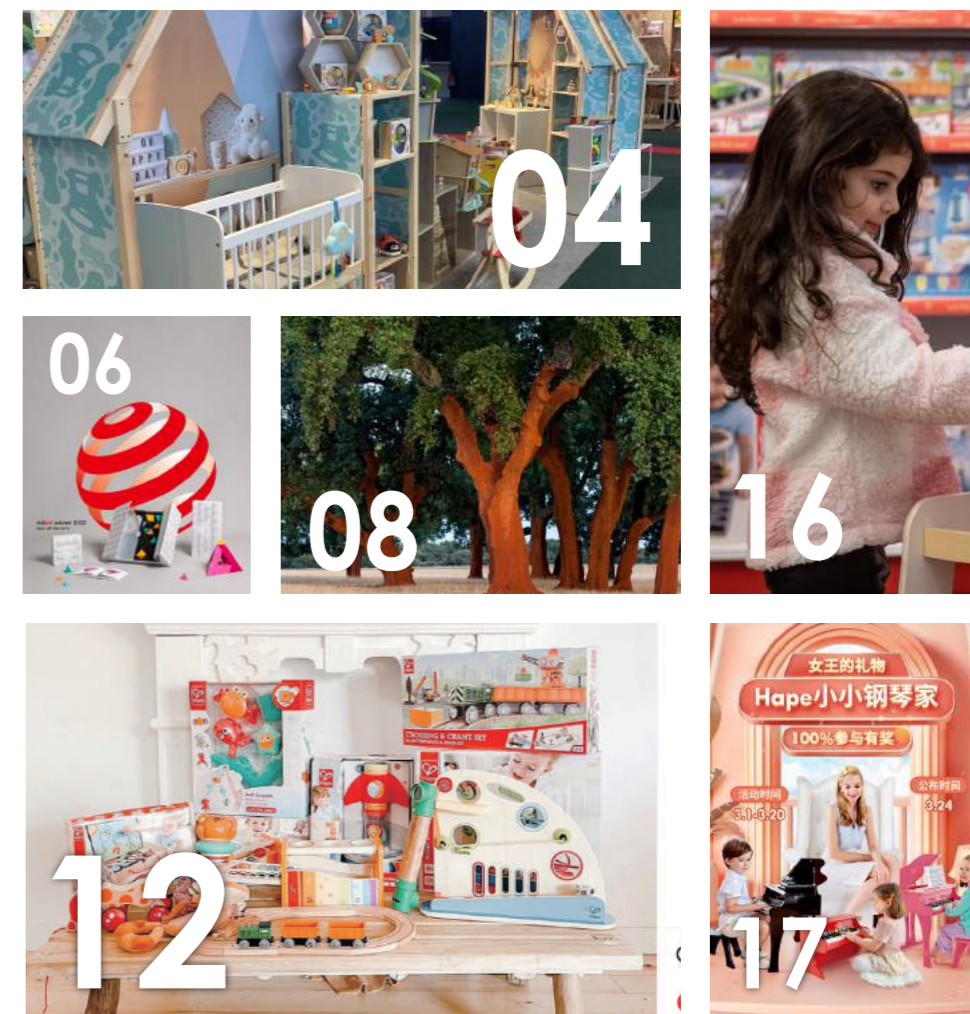
ENCOUNTER
HAPE ON
MEDIA
CHANNELS

TRIDO
WINNING BIG AT THE
RED DOT AWARDS

INTERNATIONAL
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STORIES OF FEMALE
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OUR ONGOING
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Date: 5th to 8th February, 2022
Place: Birmingham, UK
Name: Spring Fair
Type: B2B
Website: <https://www.springfair.com/>
Organized by: Toynamics UK & Ireland
Highlight: Spring Fair is the UK's most vibrant marketplace for wholesale home, gift and fashion items. As the definitive "shop for shops", it's a great place to meet with gift and garden centre retailers and marketers.

A regular exhibitor at Spring Fair, Hape was

among the over 400 industry exhibitors, and showcased lots of toys - including our new products for 2022 and a range of classic items. Numerous retailers came to visit the booth and helped to generate great interest in Hape's toys, especially in our bath toys.

With good word-of-mouth, Hape successfully promoted its brand image to the wider industry and achieved an increase in sales and new orders - especially in local garden centres and gift shops.



Date: 25th to 27th January, 2022
Place: London, UK
Name: London Toy Fair
Type: B2B
Website: <https://www.toyfair.co.uk/>
Organized by: Toynamics UK & Ireland
Highlight: The Toy Fair is the UK's largest dedicated toy, game and hobby trade-show, taking place annually at the end of January in the Olympia, London. The showcase gathered more than 260 companies and exhibited thousands of products to visitors including retailers, buyers, media and the wider industry.

This year, Hape participated in the London Toy Fair with a 10 square-meter booth that exhibited several outstanding products ranging across categories including baby toys, educational toys, arts & crafts and more. At the exhibition, the creative and intriguing toys attracted extensive attention, especially our new Hape Balance Bike, which amazed visitors with its lightweight and colourful appearance. Furthermore, Hape toys generated a lot of buzz from leading media during the exhibition, including leading B2B publications such as *Toy World*, *Toy*

News, *Toys n' Playthings*, influencers, and newspapers like *The Guardian*. Moreover, a leading British retailer with 600 stores decided to sell Hape's products in their retail stores after seeing Hape's exhibition at the show. Currently, our products are sold in 5 of their stores.

Hape's appearance at the 2022 London Toy Fair has successfully increased Hape's reputation in the industry, and created brand awareness among both retailers and consumers alike.



Date: 24th to 28th of March, 2022
Place: Paris, France
Name: Maison & Objet Paris Fair
Type: B2B
Website: <https://www.maison-objet.com/paris>
Organized by: Hape France
Highlight: Held bi-annually in Paris, the Maison & Objet Paris Fair is an international trade fair for home collections, including decoration, arts, toys and more. It is regarded as one of the three most important European events for interior design.

Among the 1,181 exhibitors this year, Hape stood out from the crowd thanks to our 2022 novelties, high-quality toys and an innovative booth design. Inspired by the name "Maison & Objet", we divided our booth into several areas which represented the bedroom, bathroom and garden of the main house respectively. Toys were displayed in the area corresponding to the theme. The garden



area, for example, displayed our outdoor toys, such as Hape *Nature Detective Set*.

To our delight, we got lots of positive feedback from visitors at the show, with many of them warming to the eco-friendly values that we stick to while designing toys. Others were attracted by the educational value that our toys bring to children, and believed that kids will learn a lot whilst playing happily with Hape toys. This event - and events like it - help increase Hape's brand awareness around the globe, and help deliver Hape toys and happiness to as many children in the world as possible.



Date: 13th to 15th of March, 2022
Place: Centrexpo Cogeco Drummondville, Canada
Name: AQIJ show
Type: B2B
Website: <http://www.aqij.ca/>
Organized by: Playwell Enterprises Ltd.



Highlight: The AQIJ show is organised by the Quebec Toy Industry Association and is one of the most important toy shows in Quebec, playing an essential role on fostering connections between AQIJ members and game & toy retailers by coordinating a bi-annual buying fairs in spring and fall.

With a 2600 square-foot booth elaborated prepared by SGM - one of our sales representatives in Quebec and Maritimes regions - Hape presented various 2022 novelties, catching the eyes of numerous visitors. By introducing Hape's innovative new products to all present - both clients and customers - we gained plenty of new orders and positive results and, undoubtedly, the fair gave Hape a precious opportunity to forge new relationships with customers, increase sales and gain greater exposure.



Date: 9th to 11th of March, 2022
Place: Las Vegas, Nevada, USA
Name: Toy Fest West Tradeshow
Type: B2B
Website: <http://toyfestwest.com/>
Organized by: Hape USA



Highlight: Toy Fest West Tradeshow is hosted by Western Toy and Hobby Representatives Association, a non-profit organization founded in 1961. The trade show has grown over the years and is now recognized as both the second oldest and second largest toy trade show of its kind in the United States.

This year's Toy Fest West tradeshow was very well attended due to the cancellation of New York Toy Fair which planned to be held in February. Hape attended the show with a full range of our new products. Novelties like *Gearhead Stunt Garage*, *Bath Time Basketball Elephant Pal* and *Interactive Happy Birthday Cake* attracted lots of customers' attention and gained many positive feedbacks from the visitors at the fair. Many new customers became interested in Hape toys and even made on-the-spot orders at the fair which has achieved a significantly increase on sales.



Witness the Glory of TRIDO Winning Big at the RED DOT AWARDS

On March 10th, the magnetic building block brand TRIDO – a member of the Hape brand portfolio – was honoured as a 2022 “red dot” winner – making it the best of the best.

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. Emerging from Platonic Solids, TRIDO enables everyone – young and old – to create their own shapes. Thanks to an ingenious array of magnets, the polyhedrons are able to be connected with each other by any of their faces or sides, and due to their innovative design and abundance of colour (sky, honey, jungle, flamingo and grayscale), TRIDO offers an immersive experience full of discovery, art and inspiration. It is a spiritual activity in which ideas stack-up endlessly to generate more and more sparks, an eventually – after a process of exploration, self-expression, satisfaction, and appreciation – one feels relieved and free of the stresses and anxieties of the day.

The Red Dot Design Award looks back on a history of more than 60 years, and it represents the best of the best in design and business. Every year, excellent designs bursting with creativ-

ity, innovation and style are selected by a varied panel of international experts and judged against the strictest of criteria. Generally, the Red Dot Award has three prize categories for product design, brand and communication design, and design concept, and amongst these, the product design award is considered the most prestigious. For a long time, the winner of the award has been monopolised by technology giants such as Apple, and LG etc, so TRIDO’s remarkable victory counts as a great success for elegant design that will undoubtedly bring more wide-spread attention to the magical magnetic art-form.

TRIDO encourages everyone to unleash their inner artists and pursue a colourful journey and, adhering to its original inspiration and intention, Hape endeavours to bring happiness to children across the world via high-quality toys and educational products. We will as always continue to create more and more educationally attractive toys designed to develop and nurture children’s learning spirit through memorable play experiences, and aim to create a better world for future next generations along the way.



reddot winner 2022
best of the best

ASTRA BEST TOYS FOR KIDS AWARDS



Good news comes again from the United States of America, where Hape’s *Super Cityscape Transport Bucket Set* was selected as a finalist for the 2022 ASTRA’s Best Toys for Kids Award in the Pretend Play Category! Having been honoured numerous times by the ASTRA Best Toys for Kids Awards over the years, Hape can justifiably be called a resident guest at the award ceremony.

Founded in 1992, the American Specialty Toy Retailing Association (ASTRA) is an international Non-profit trade organisation that serves more than 1,800 independent retailers, manufacturers and

sales representatives specialising in the toy industry. ASTRA is a dedicated community of professionals committed to providing children with healthy, quality play materials that have high play value and are designed with a focus on what the child can do – rather than what the toy can do. Hosted by ASTRA, the Best Toys for Kids Awards honours only one winner in each of its categories.

Please find more information at: <https://www.astratoy.org/>



Super Cityscape Transport Bucket Set
Finalist for Pretend Play Category

ATA Awards Win Down Under



Exciting news from Australia where Hape’s *First Ride Balance Bike* was honoured as a winner at the Product of the Year Awards in the outdoor category, by the Australian Toy Association’s 2022 Industry Awards Ceremony.

The ATA Program of Awards is an integral part of the Australian Toy Hobby and Licensing Fair, as it aims to celebrate the outstanding performances achieved by the industry through products, licenses and individual successes. Selected by a judging panel of retailers, the Product of the Year Awards recognises products that have achieved great success in the Australian market. Together with many other competitive toy brands like Lego® and Mattel®, Hape’s big win at the awards once again illustrates the “edutainment” features of Hape toys.



Step into the Future with Trust, Respect and Transparency!

– 2021 Hape Supplier Summit

On March 3rd-5th, 2022, Hape gathered over 20 representatives from 13 suppliers together to review the development of 2021 and look forward to the cooperation and development prospects in the new year. Hape's founder and CEO Peter Handstein attended the meeting and delivered a speech with great excitement.

First, Peter expressed his heartfelt thanks and extended a warm welcome to the partners. Peter emphasized that children are the end consumers of toys. Although they only account for about 20% of society today, they represent 100% of the future of mankind. Therefore, having sustainable development and developing environmentally-friendly toys has been an inescapable responsibility of ours. To make these happen, we would need the joint efforts of the whole society and the industry. Then, Peter reviewed the history of Hape's entrepreneurial development. From the initial two members who came to China, till today a factory consisting of over one thousand staff including more than 150 20-year veteran employees, Hape has always upheld its original "Love Play Learn" aspiration in the face of economic crises, worker shortage and the pandemic, and dedicated to creating children's favorite toys.



In addition, Peter emphasized again that the stable partnership had been essential for business success. Someone might ask "Peter, do you worry that your partners copy your design and then overtake Hape?" Peter replied with a smile, "I never have such concerns". If more suppliers or even competitors decide to produce environmentally friendly toys, it will be good news for him, because the more followers there are, the closer we are to recover blue skies and clear waters. Hape will never feel afraid to be surpassed because the most important experience left to Hape after over 30 years of development is how to become a leader. Hape shall support the growth of all suppliers, just as they have supported Hape for so many years. During the Q&A session, Peter had in-depth exchanges with all supplier representatives. Participants first discussed the trend of the "toy" market for elder people. Peter believed

that the aging population is a challenge for human society in the coming decades. We need more investigation and research to explore this market segment. Some suppliers asked about Hape's expectations and requirements for them. Peter said that suppliers should firstly get aware of their own advantages, and see what solutions they can provide to customers, as what customers demand is what Hape needs.

At the end of the meeting, Hape presented excellent supplier representatives with well-designed commemorative trophies and certificates. Peter shared the life story of Mr. Ingvar Kamprad, the founder of IKEA and called on all participants to build on past achievements and open up new prospects: "The most important thing is still to be done". In the next five years, Hape would like to work with all suppliers to achieve the goal of an annual output value at RMB 5 billion worldwide". For this purpose, Hape shall deepen its strategic partnership with suppliers in an all-round way based on the principles of "cooperation, trust and transparency". We will stand side by side and march forward hand in hand!



Having Children's Best Interests at Heart

Safety is our priority
– the 40th World Consumer Rights Day,
March 15, 2022



World Consumer Rights Day is celebrated every year on March 15, and addresses the rights and needs of consumers worldwide. As a children's toy manufacturer, Hape has every child's best interests and their safety at heart. All our products must adhere to our zero-tolerance policy, and therefore undergo rigorous quality control procedures and safety tests before they go to market.



We Always Strive for the Best

Quality control at Hape begins with the selection of our supplier, material admittance and the re-inspection on which we place our extremely strict standards and procedures upon, assuring that all our products meet and often exceed the relevant standards. At our product testing facility in China- that is equipped with state-of-the-art laboratory testing equipment - our products undergo various tests and inspections. Torque tests, tensile tests, pressure tests, impact tests, drop tests and many more full and comprehensive test verifications are conducted here.

Apart from Hape's in-house testing, we also cooperate with various internally recognised third-party testing laboratories, such as SGS and TueV Rheinland, in order to carry out safety standard testing on our products. To meet the needs of our customers from around the world, all our products comply with the U.S., European, Chinese and International toy safety standards.



Our Ongoing Mission Towards Sustainability

Today, sustainability is an important purchase criterion for many consumers. At Hape we actively seek sustainable materials for our toys, such as rice composite materials, wood flour composite and FASAL. These materials are perfect for toys because they are non-toxic - which make them safe and ideal for children. In 2021, Hape took another step towards sustainability by introducing composite cork and natural rubber to its portfolio of product materials. Both composite cork and natural rubber are not only recyclable (biodegradable) but also can be harvested without damaging trees.

Delivering product quality and safety are key ingredients when building trust with our customers. As a socially responsible company, it is the commitment we make towards consumers and the wider society. Hape is committed to continuing its zero-tolerance policy and following our high standards of quality testing in order to guarantee the safety and health of the families that buy and play with our toys.

北仑区儿童友好城区建设智库专家座谈会



Hape Group CEO Attends "Beilun's Child-Friendly District Construction" Think Tank Symposium

(Beilun, China) On March 15th, the first Think Tank Symposium - titled "child-friendly district construction in Beilun" - was held officially at the Women and Children Activity Centre. Hape's founder and CEO Peter Handstein was invited to attend the conference and participated in the discussion forum together with experts and think tanks from different fields, such as the minister of the China National Children's Centre, the president of Beilun's Women Federation and many more.

As the pilot unit of child-friendly city construction in China, Beilun's government has been devoted to progressing and completing various projects concerned with child-friendly district construction for a long time. Undoubtedly, the establishment of the think tank group will help to further construct a solid and powerful foundation for future work related to child-friendly district construction in Beilun. Before the meeting, Zong Lina, the minister of the China National Children's Centre, awarded the attending experts a letter of appointment, before highly praising their great contributions towards Beilun's child friendly-district construction. Afterwards, experts from educational departments, judicial authorities and healthcare institutions shared their insightful opinions on child-friendly district construction in Beilun, which pushed the symposium to fascinating climax.

As one of the invited experts at the symposium, Peter expressed his views on Beilun's child-friendly district construction from an entrepreneur's perspective. Peter stated that enterprises maintaining their original aspirations and adhering to their mission is one of the key elements of the current period. As Peter pointed out, enterprises should actively undertake the responsibility of constructing a child-friendly Beilun and that, moreover, the participation of children is of great importance during the construc-

tion of such districts. Peter went on to stress that we should spare no effort to assure that every child is involved in the project.

As a leading and responsible enterprise, we have focused on child-friendly initiatives for a long time, and have done a lot to achieve it. For instance, in 2017, Hape 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 for children. Furthermore, we also launched the "Hape Nature Explore Education Base" project, and constructed a comprehensive space for children to explore nature and enjoy quality family time with their parents. The HNEEB project also conforms to the Beilun CFC very well, and has been listed as an impressive part of Beilun's CFC programs.



We will continue to do more in the future to aid the process of Beilun's child-friendly district construction, and create more diverse and high-quality educational toys for the next generation of learners.

International Woman's Day

Inspiring Stories of Women and Their Careers at Hape



Vivien
General Manager
at Playwell
Canada (Part of
Hape Group)
18 Years at Hape

"For years, I have been able to gain valuable experience in a variety of different fields, including product development, customer service, sales, marketing, operations and more. I've never stopped learning and believe that school is not the only place for study. I listen attentively to the people around me, I observe how they address different audiences and how they give solutions to problems. Finally, I regard the outcomes and achievements of my projects as valuable learning experiences. This habit has helped me to retain my energy and motivation at all times. At Hape I have been extremely fortunate to have the freedom to try, learn and grow."



Maya
Designer
7 years at Hape

"My passion for toy design came early on. Since graduation I developed a keen interest in playful things. It seemed only natural to me, therefore, to pursue a career in the toy industry. I consider myself very lucky to be a Toy Designer, because I can turn my ideas into reality and make my dreams come true. All of my creations are like my children. Some of them turn out beautifully, others look a bit silly but have interesting and fun features. I like working for Hape, because I keep moving forward, and I keep moving toward my dreams."



Haiyan Zhang
Carpenter
16 years at Hape

"It's been now 16 years for me working at Hape. A friend introduced me to the company, while I was telling her about the hardship, I was experiencing working for a different company. My friend strongly advised me to transfer to Hape, and so I did. I've never regretted my decision. I like working here and feel respected."



Maggie
Vice President
20 years at Hape

"On International Women's Day, we celebrate every woman on the planet. I hope that on this very special day every woman will find their own happiness. With this in mind, I'd like to share two guiding principles that have helped me to be successful in both my professional and personal life. Firstly, believe in yourself and like what you do. I believe that being in harmony with oneself is the root of all success. Secondly, love and accept who you are. This will help you to stay positive. A happy mind is a healthy mind.

Living by these guiding principles and having a leadership that promotes an inclusive and tolerant environment allowed me to focus on my career and has made me the woman I am today. For this I'd like to thank Hape and Peter Handstein."



Echo
Category Manager
4 years at Hape

"At Hape we live by the motto: "Love, Play, Learn", we put "Love" first because mutual love between a parent and their child is the pre-condition for play and learning to happen. Being a mother myself I became curious and started to read a lot of parenting-related articles. I discovered that the mutual love between a parent and their child can make a child feel more secure. I believe that working for an educational toy manufacturer has helped me with my own child-rearing and made me a better mother. At the same time, being a mother has also helped me to develop better products for children. It has made me more sensitive and has given me a different perspective of our products."



PICK UP YOUR FAVORITES at the Toynamics' House

This Quarter, in Spain, physical trade fairs were still hard to organise due to the pandemic, and thusly, Toynamics Iberia conducted a series of fruitful and abundant offline activities to keep a close relationship with our B2B customers during this difficult time.

From March 10th to March 20th, two inspiring "Toynamics' House" markets were conducted successively in Bilbao and Granada, causing a sensation in Spain. The "house" was elaborately decorated with various



ranges of Hape toys, including 2022 novelties and classic lines, such as Hape Music Products, the Hape Balance Bike and more. Attracting more than 50 B2B clients to come and pick up their favourite products, the "Toynamics' House" campaign gained tremendous success and achieved great appreciations from our customers, who evaluated it as an innovative way to conduct face-to-face communications. With their cozy atmosphere, the "Toynamics' House" markets are more personalised and relaxed than conventional fairs, and provide a precious opportunity for clients to get close with Hape toys and learn more about our company and our philosophy.

MEET HAPE IN MADRID



Following on from the "Toynamics' House" campaigns in Bilbao and Granada, another excellent offline market was launched by Toynamics Iberia in Madrid, the capital of Spain.

Between March 22nd and 24th, AEFJ - the Spanish toy association - organised a physical marketing campaign at the Marriott Auditorium Hotel in Madrid, offering an opportunity for companies and retailers to present their new products and communicate with their customers. The three-day Madrid market gathered together several companies in the toy industry and offered an abundant choice of products to consumers. As one of the invited brands, the full range of Hape categories on display at the market attracted lots of attention and contributed to a significant increase in sales.



HAPE CHILDREN'S DAY MARKET IN TAIWAN



On March 27th, in order to celebrate Children's Day, a series of 2022 New Taipei City Children's Day activities were kicked-off. Aside from the splendid and wonderful performances at the event, over 50 booths from various sectors, including environmental protection, humanistic care and creative inspiration, gathered together in the first "Children's Love Market" event at Mega City. The occasion provided an abundance of gift choices for Children's Day in Taiwan.



As one of the most influential toy brands in the industry - and invited by "Goodkidstoy", one of our partners in Taiwan - Hape participated in the event via a plethora of products. Exquisite Hape toys were well-arranged in the booth alongside an eye-catching Hape banner, creating an engaging and immersive play experience for children and gaining an enthusiastic response from parents and kids alike that greatly increased Hape's brand awareness in the region.

LEARN TO BIKE IN THIS SPRING

Between March 12th and 13th, following the successful "Learn to Bike" competitions organised last year - another "Learn to Bike" campaign for 3 to 6 years old was held in the Wuyue Plaza, Changsha.

Collaborating with our distributor KidsWant and Wuyue Plaza, this "Learn to Bike" campaign was the first big offline activity conducted by Hape China, which aims to provide an appropriate place for children to enjoy outdoor activities in the beautiful spring sunshine. Plenty of children participated in the activity, and had an engaging and immersive riding experience. Our staff and professional coaches helped the children put on their safety pads correctly before each round of the competition. Every child who participated in the "Learn to Bike" campaign has the opportunity to win our surprising big prize. Every rosy cheek revealed their complete absorption in their riding with Hape's Balance Bike. The activity was shared and posted by parents on their private WeChat accounts, gaining many likes and much appreciation from onlookers.



OFFLINE ACTIVITIES FLOURISHING IN TAIWAN

As the pandemic tension gradually lifts in Taiwan, a series of offline activities resumed during the first quarter of 2022, bringing real and visible happiness to all the participants involved!



Senior Toy Workshops Improve the Quality of Life of Seniors

A senior toy workshop was organized by the Taiwan Toy Education Development Association on 15th January, aiming to promote the nation's seniors' quality of life. 40 teachers were invited to participate in the workshop, where they learned how to use toys that exercise their brains and boost memory and thinking abilities. After the workshop, they all agreed that they had learned some interesting professional knowledge about toys that would improve their quality of teaching and hoped that there would be an advanced workshop soon after.

Hape toys utilized at the workshop attracted a lot of attention from participants and garnered numerous fans. In addition, several organizations for the elderly became interested in Hape toys and expressed their willingness to sell Hape toys

Hape Attended SDGs Workshop as a Model of Sustainable Toys

Today, supporting SDGs (Sustainable Development Goals) has become an important agenda for companies across all industries, including toys. Under these circumstances, the Taiwan Toy Education Development Association has set up a special workshop that focuses on sustainable toys. This workshop invited several educators to participate, with the aim of promoting the idea of environmental protection and sharing eco-friendly toy recommendations with them.

Hape's bamboo toys were presented to the educators during the workshop and the participants all agreed that Hape's toy can contribute to environmental sustainability and bring children closer to the issues of sustainability and environmental awareness.



HAPE TOYS - THE GLUE THAT HOLDS FAMILY RELATIONSHIP TOGETHER



China Taiwan

To bring happiness to more families and to enrich children's lives, Hape held a special activity on January 8th, inviting kids and parents to play with our global best-selling toys including *Quadrilla*, *Robot Factory Domino* and *Creativity Kit*. At the activity, there were several tasks for each family to complete and rewards for families who successfully completed the said tasks.

The activity reflected the philosophy that Hape has always adhered to, which is "Love Play Learn". We aim to let kids learn and strengthen parent-child relationships while playing with toys. The activity made a big impression on the participants and attracted some new fans to hop aboard the Hape toy train.

HAPE'S GLOBAL JOURNEY WITH INFLUENCERS

“ Influencers on social media have now taken over the world of marketing. These influential KOLs share their personalised shopping experiences and give advice to their followers via attractive photo and video content. Here we look at different Hape toys shared by influencers from different countries and regions across various platforms. ”

China

Collaborating with 170 influencers whose follower numbers range from 5,000 to 100,000, Hape conducted a big campaign to promote *Hape Railway* and *Quadrilla* on Little Red Book (Xiaohongshu). As of March 29th, 80 influencers have recommended our toys on their social media accounts and achieved 22,000 interactions on Little Red Book.

In April, the large number of campaign-related posts on Little Red Book reached high views and lured many new and potential consumers to learn more about Hape and its exquisite products.



A Facebook influencer in Taiwan with over 310,000 fans recommended Hape toys to her fans on March 21st, placing particular emphasis on Hape's infant toys and music toys and noting her children's great fondness for the products. The influencer (德國包子+台灣梅子) can in fact be regarded as one of Hape's oldest acquaintances in Taiwan, and was one of the first KOLs to experience our "Dreamy Family Room" last year. We believe that through similar forms of cooperation with influencers - alongside other approaches and strategies - customers in Taiwan will learn more about our exquisite Hape toys.



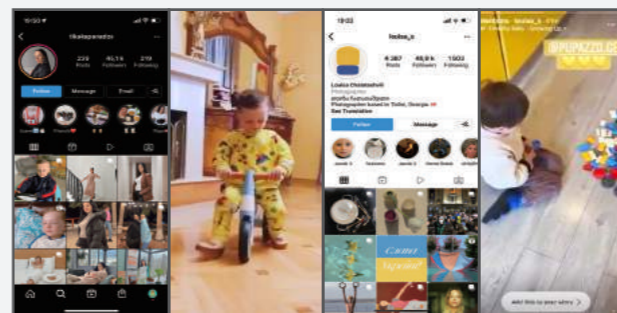
Spain

On 17th March, in cooperation with two Spanish influencers with 143,000 and 136,000 followers respectively, Hape launched an exciting contest on Instagram in which participants could win various Hape products. The contest attracted thousands of people to participate, gaining more than 10,000 likes and 27,000 comments in total. The lucky draw - organized by Hape Iberia - achieved great success in Spain and contributed to a significant increase on the organiser's account, with the number of followers increasing by 3,900 in less than a week.



Georgia

Hape's *First Ride Balance Bike* and one of our creative building block brands, *PolyM*, were shared and recommended by two local influencers on their Instagram feeds recently. The influencers have 45,100 and 49,900 followers respectively. The products were showcased on the pairs' Instagram stories section and received warm feedback from their followers. The recommendation generated much interest in Hape's toys and also increased our brand awareness in the Georgian market. Moreover, Hape won numerous new followers and fans.



EMBRACE A NEW FUTURE THIS NEW YEAR

Georgia



Even though the pandemic has isolated us and led to an online shopping boom, we still enjoy shopping offline, and you can still choose your favourite Hape toys in physical stores around the world.

In the first quarter of 2022 - together with our old and new partners - Hape has entered various stores in Georgia and Taiwan, offering engaging and new play and product experiences with many unique local features.

Hape's Grand Appearance in Georgia
At the beginning of the year, PUPAZZO, our partner in Georgia, made great efforts to bring exquisite Hape toys to more children in the area by launching a brand new store in Axis Towers - one of the finest skyscrapers in Georgia that combines shopping, residential living, working and entertainment in Chavchavadze Avenue in Tbilisi.

On the opening day, decorated with colourful balloons and with a human-sized Pepe mascot entertaining children, the store welcomed plenty of customers - including influential celebrities in Georgia - who took photos and videos of the store and shared content on their social media accounts, attracting numerous new customers to come and experience the event for themselves. Various ranges of Hape toys were elaborately displayed in the store, luring many local children in to enjoy themselves with try out the Hape products.

Aside from the new store opening, Hape toys also made great appearances in various window displays around the country, with well-decorated window displays in City Mall and Axis Towers attracting lots of attention in the first quarter on 2022. The windows were adorned with eye-catching curtains, attracting widespread attention and helping Hape build a better brand image locally.



HAPE IS EVERYWHERE IN TAIWAN

China

In the first quarter of 2022 - in cooperation with our new partner DEAN MEI - Hape entered 35 stores in various counties and cities across Taiwan, including shopping malls, department stores and street stores - giving access to Hape's high-quality toys to more and more local customers and warmly inviting them to come and explore the magic of educational toys! It is expected that Hape toys will appear in another 12 new stores across Taiwan in the near future. Let's look forward to a bright future together!



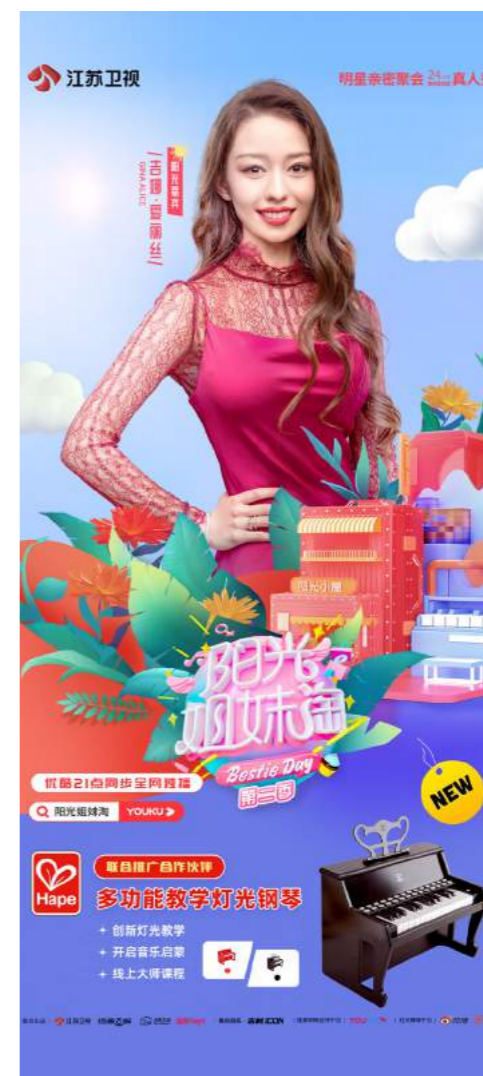
WHERE CAN YOU FIND HAPE? ON VARIOUS MEDIA CHANNELS!

As a world-leading educational toy brand, the first quarter of 2022 represented quite a fruitful period for Hape, as the brand gained new friends and followers through various communication media channels like TV, radio and a host of influential websites. Such quality exposure has helped Hape build a better brand image all around the world.

China

In March, as one of the supporting promotion partners of the "Bestie Day" - a new reality TV program produced by JSTV, Hape's educational Learn with Lights Piano has a great appearance on public and received great appreciation from our customers. In fact, our Learn with Lights Piano has been recommended by numerous celebrities several times for its high quality nature and unique educational features.

Our Learn with Lights Piano is a wonderful way for our kids to begin their musical journey. Meanwhile, this beginner's instrument is the perfect way to build confidence in younger musicians and great for encouraging creativity and the perfect preparation for advanced musical learning.



On February 1st, selected Hape toys like Pallina Original, Robot Factory Domino and Flexistix Creativity Kit were recommended to Taiwanese seniors by "Elder Evergreen Tree" - an influential program on National Education Radio, gaining lots of customers' attention and attracting plenty of younger consumers to visit our online and offline stores in order to select high-quality Hape toys for their beloved elders. The appearance marked a significant increase in sales in the region.

The program "Elder Evergreen Tree" is exclusively produced for the senior audience in Taiwan, and is designed to help the elderly and their family members get more information on issues such as health care, family communication and happy learning. Accordingly, the recommended Hape toys featured on "Elder Evergreen Tree" are appropriate for family games and can also help sharpened OAP's hand-eye coordination and promote healthy activities. The exposure on National Educational Radio not only greatly increases Hape's brand awareness among seniors in Taiwan, but also shows how Hape toys are very much multifunctional toys that can be enjoyed whole family.



USA

Marketing campaigns centred on a series of advertisement placements on influential websites have been successfully launched in the United States of America. Hape's 2022 novelty, Bunny Stacker, was recommended as one of the must-buy toys for the coming Easter holiday for parents and children by Country Living and Good Housekeeping - two influential online websites that have millions of UVMs. Such placements and exposure helps elevate the overall status of Hape products and increases Hape's brand awareness in North America.



SOCIAL MEDIA



Date: March
Influence Area: China
Medium: Sina Weibo (MicroBlog) & WeChat
Topic: Hape co-branding activities on Weibo and an online giveaway contest on WeChat
Highlight: Collaborating with four influential and prestigious maternal brands - such as chiaus® and thyseed® - Hape China launched "Be the Queen of Yourself", a co-branding campaign on Weibo that celebrates International Women's Day. The event caused a sensation, with over 640,000 page views and thousands of mothers engaging in the campaign. The co-branding campaign was a great success, bringing tremendous exposure online and greatly increasing Hape's brand awareness, contributing to a significant growth in sales. Meanwhile, various Hape pianos were posted on Hape's official Wechat account, luring numerous people to participate in a very popular lucky draw activity.

China

Date: January
Influence Area: Georgia
Medium: Facebook
Topic: New Year online lucky draw activity to win an exquisite dollhouse
Highlight: Our partner in Georgia did a super lucky draw on Facebook to celebrate the coming new year, which attracted lots of attention and lured many new potential customers in to learn more about high-quality Hape toys. The winner was chosen randomly live on Facebook, and the winning prize was an elaborated prepared and luxurious All Season House. The lucky winner was beyond excited to bring this special new year's gift back home.

Georgia



Publication Time: February 2022
Distribution Area: Canada (Except Quebec)
Name of Magazine: Mastermind Toys - Baby Play Guide
Distribution Channel: B2C
Circulation: 575,000 online subscribers
Product: Strum Along Songs™ Magic Touch™ Guitar, Magic Touch Piano, Clever Composer Tune Table™ Magic Touch Activity Toy, Rocket Ball Air Stacker, Musical Whale Fountain
Placement: 1/2 of one inner-page, 1/4 of one inner-page, 1/6 of one inner-page and 1/6 of another.
Brief Introduction: Mastermind Toys is Canada's largest specialty toy and children's book retailer. As Canada's authority on play, Mastermind Toys has created the ultimate Baby Play Guide - featuring curated toys, games and books that help babies build on their key skills. This expertly curated guide features new line-ups from exciting brands alongside Mastermind Toys exclusives that support babies' development through play.

Canada



Publication Time: February 2022
Distribution Area: Germany
Name of Magazine: Babykompakt
Distribution Channel: B2B
Circulation: /
Product: Rattle & Teether Collection, Bunny Stacker, Apple Grab Toy, Garden Friends Play Arch, Four Fundamentals
Placement: Front cover, 1/6 of one content page, two full inner-pages and 3/4 of another.
Brief Introduction: Babykompakt is a specialised toy industry trade magazine in Germany that is committed to delivering toys which are important to children in their first years of development.

Germany



Publication Time: March 2022
Distribution Area: Spain
Name of Magazine: Puericultura Market
Distribution Channel: B2B
Circulation: /
Product: Sleepy Sheepy
Placement: One full inner-page
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.

Spain



Publication Time: March 2022
Distribution Area: Germany
Name of Magazine: Luna
Distribution Channel: B2C
Circulation: 55,000 copies bimonthly
Product: Learn with Lights Ukulele
Placement: 1/8 of one inner-page

Germany

Brief Introduction: A well-known fashion and lifestyle magazine in Germany focusing on the daily-life of mothers with children age from 1 to 12 years, Luna suggests holiday celebrations, leisure entertainment and work/life balance tips and informs and inspires readers with stories about life with children. It is a first port of call for trend-conscious parents in the country.



Publication Time: January 2022
Distribution Area: UK
Name of Magazine: ToyWorld
Distribution Channel: B2B
Circulation: 5,182 copies
Product: City Train Bucket Set, New Explorer Balance Bike, Strum Along Songs™ Magic Touch™ Guitar, Together in Tune Piano™ Connected Magic Touch™ Piano, Together in Tune Drums™ Connected Magic Touch™ Drum Set, Nebulous, Dinosart, Nanoblock, Beleduc, Skip Hop and Timio

UK

Placement: Three full inner-pages and 1/2 of another
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.

