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HAPE.COM



Global Marketing Report

2022 Q2

Hape Establishes New Trade Subsidiary in China

Bath Toys Prevail in Hot Summer

Camp with Hape:
ENJOY
a Wild Nature
TOGETHER

The **ROADSHOW** Must Go On

Hape Toys Swept 3 Awards in the USA



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Date: 12th to 15th June, 2022
Place: Bordeaux, France
Name: Salon Master Class JouéClub
Type: B2B
Organized by: JouéClub, Toynamics France
Highlight: JouéClub is a leading toy and baby products retailer, with more than 350 stores across France and Europe. This year marks the 70th anniversary of JouéClub, so this year's Salon Master Class JouéClub captured a great deal of attention. All of JouéClub's buyers attended the show, representing 300 points of sale in France combined.

The occasion was not the first time that Hape has been involved in this exhibition, and thanks to the anniversary's spotlight, our *Baby Einstein*, *Music*, *Railway*, *Korko*, *Quadrilla* and *Toddler* ranges made a big impression on visitors, who were looking for new best-sellers for the upcoming back-to-school and Christmas seasons.

France



Date: 13th to 15th June, 2022
Place: Long Beach, California, USA
Name: ASTRA's Marketplace & Academy 2022
Type: B2B
Website: <https://astra.glueup.com/event/astra-marketplace-academy-2022-long-beach-ca-49304/>
Organized by: American Specialty Toy Retailing Association
Highlight: Hape successfully exhibited at ASTRA's Marketplace & Academy Fair in Long Beach, California, during June 13th -15th. With over 400 manufacturers and 700 specialty store owners in attendance, it was a great opportunity to show Hape's new products and to interact with our network of sales representatives and customers.

During the fair, the *Super Cityscape Transport Bucket Set* drew the spotlight, with good orders being made as a result. What's more, the product was announced as the winner of the *Best Toy for Kids of ASTRA 2022 Award* in the Pretend Play Category, which is an awesome achievement as it is voted for by specialty stores and independent toy stores across the USA and Canada.

Founded in 1992, the American Specialty Toy Retailing Association (ASTRA) is an international not-for-profit trade organisation that serves more than 1,800 independent retailers, manufacturers and sales representatives in the specialty toy industry.

USA



Date: 6th to 12th June, 2022
Place: Milan, Italy
Name: Milan Design Week: The Fuorisalone 2022
Type: B2B
Highlight: The Fuorisalone returned this year in conjunction with the Salone del Mobile, Milano 2022. The theme of the Fuorisalone: "Between Space and Time" was an invitation to reflect on the changes taking place in the world and to think ahead in order to achieve sustainability goals that allow us to look to the future.

This year, Hape partnered with Stokke (a world-renowned Norwegian company offering best-in-class solutions for children) and Casa Ovunque (a hybrid event that mixes digital and physical attributes of the home experience). Hape's products merged well with the fresh and modern exhibitions along with other products and was appreciated by both professional visitors and children alike.

Italy

Date: 8th to 9th May, 2022
Place: Milan, Italy
Name: Toys Milano 2022
Type: B2B
Organized by: Salone Internazionale del Giocattolo and Assogiocattoli
Highlight: Canceled for two years due to the pandemic, Toys Milano 2022 is back at the frontline of the toy industry. This international fair, the most important B2B event in Italy, saw Hape present highlights of all its best sellers as well as our new sustainable series', the *Korko* building blocks which are made with cork and the *Dollhouse* sets that incorporates bamboo and Green PE.



Date: 17th to 19th May, 2022
Place: Harrogate, UK
Name: 2022 Toymaster May Show
Type: B2B
Website: <https://www.toymastermayshow.co.uk/>
Organized by: Toynamics UK & Ireland
Highlight: As a listed member of Toymaster, Toynamics exhibited at the Toymaster May Show this year. 94 Toymaster members and 64 other independent retailers took part in the fair, which drew a great number of both Toymaster Members and other toy retailers to the site. During the three-day exhibition, Hape's *New Explorer Balance Bike* and *First Ride Balance Bike* lured the visitors' attention - and everyone seemed surprised at how light the bikes were and loved their thoughtful design and the incorporation of cork.

Toymaster is the largest buying group for independent toy retailers in the UK and Ireland, and seeks to integrate their stores to the local community and to get involved in local activities and support other independent retailers and trades in their region.

UK

Starring AWARDS in This Season

Great news comes again from the other side of the Pacific Ocean, where 3 Hape toys are listed on the winners' roll call respectively by 3 significant and influential awards in the USA. This great achievement is bound to increase Hape's reputation in the toy industry, and create brand awareness among both retailers and consumers in the USA.



The 2022 PAL Award

On May 23rd, Hape's Scoot-Around bike was honored as a winner of the 2022 PAL Award. With the benefits of promoting gross motor skills, spatial awareness, and encouraging imagination, Scoot-Around bike attracts the award judges' attention from a sea of competitors and was valued as a perfect ride-on toy for early movers.

The PAL, "Play Advances Language" Award organized by Playonwords.com, recognizes exceptional toys, games and books that, through their design, content, quality, and character, promote play that advances language. It is the only industry recognition focusing on the best toys, games and books that not only entertain but also inspire kids and caregivers to engage in rich communication and interaction.



Scoot-Around



ASTRA Best Toys for Kids Awards

On June 13th, Hape's Super Cityscape Transport Bucket Set has crowned the winner of the 2022 ASTRA's Best Toys for Kids Award in the Pretend Play Category. The award was voted on by specialty stores and Super Cityscape Transport Bucket Set finally stood out thanks to its high-quality, play-value and educational meaning. This achievement is bound to bolster its reputation and garner more attention from the American public because of the award's strong reputation within independent toy stores across USA and Canada.

Founded in 1992, the American Specialty Toy Retailing Association (ASTRA) is an international not-for-profit trade organization that serves more than 1,800 independent retailers, manufacturers and sales representatives of the specialty 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. Held by ASTRA, the Best Toys for Kids Awards only honors one winner in each of its categories.



Super Cityscape Transport Bucket Set



Toy Insider Spring / Summer 2022 Winner

The Toy Insider was awarded Toy Insider Top Summer Toy 2022 to Hape's Scoot-Around bike and Bunny Stacker, helped by their wide-ranging benefits to children's growth, such as practicing sequencing and building up muscle strength, etc. The winners are recommended on the Toy Insider's website as the hottest toys in the summertime, which gave Hape a precious opportunity to increase sales and gain greater exposure.

The Toy Insider is a consumer-focused publication by US Trade magazine, Toybook. It aims to inform end consumers of hot new products and promote popular items for both Summer and Fall. The Toy Insider's Spring & Summer Toy Guide features more than 260 of the best, brightest, and coolest spring and summer toys, ready to help parents and their kids have a blast during the sunny season! Now in its 17th year, the Toy Insider is made up of a panel of toy industry experts who review thousands of products all year long. They review each product to evaluate its originality, quality, play value, skill-building, and fun factor, narrowing the selections to the best of the best.



Bunny Stacker



Scoot-Around



Toy Start & Star Award

In Taiwan island, Monster Math Scale (co-branded version) and Quadrilla Race to the Finish had been selected by the Taiwan Toy Education Development Association as the Toy Start & Star Award winners this season. The award news was published on April 1st in a toy guide recommended to kids of 0 years old and the elderly.



Race to the Finish



Monster Math Scale

On May 28th, the Taiwan Toy Education Development Association held another online workshop introducing the awarded products to the public and sharing the latest toy trend from Nuremberg Toy Fair.

2022 Junior Design Awards

After being shortlisted in 2022 Junior Design Awards, this year again Hape had been favored by the Junior editorial team and a host of highly respected judges and entered the shortlist. Plus, apart from two products for Best Toy Design candidates, Hape as a brand also got included in the finalist of Best Toy Brand.



Best Toy Design 3-5 Years:
City Train Bucket Set



Best Toy Design 0-2 Years:
Nature Exploration Play Cube

The Junior Design Awards is initiated by Junior, a glossy, family lifestyle website for the modern parent, drawing on 20 years of heritage and expertise from our journey through award winning print into digital publishing. For over 10 years the awards have highlighted the best of the best in children's design from small brands to heritage brands and retailers to online stores. Winning the awards has been a highly sought after endorsement for a brand and a trusted and highly regarded seal-of-style approval.

We'll follow up the final winner list and update you later. You can also click <https://www.juniormagazine.co.uk/junior-design-awards/> for more insights.



Parents Award for Editorial Experts

In April, Together in Tune Drums™ Connected Magic Touch™ Drum Set of Baby Einstein series was announced to win the Prix Parents des experts de la redaction (Parents Award for Editorial Experts) in France, for its unique function that it is able to connect to other instruments in their series to make a unified family band.



This award is organized by the Parents magazine which helps moms and dads navigate every aspect of parenthood from pregnancy through the school years. This magazine has managed to get to the heart of the latest news and recommendations on kids' health, safety, nutrition, behavior, and more to give parents the tools to raise healthy and happy children. In 2021, Parents is considered as the favorite media for parents.



Together in Tune Drums™
Connected Magic Touch™
Drum Set



HAPE INCLUDES EUREKAKIDS - THE LEADING RETAILER AND DISTRIBUTOR OF EDUCATIONAL TOYS IN SPAIN - IN GROUP STRUCTURE AND BECOMES A VERTICAL BUSINESS



Girona, May 25th, 2022 Grupo Eurekakids and Hape Holding AG have signed an agreement for the acquisition of stake in Grupo Eurekakids by Hape.

Eurekakids is one of Europe's largest distributors of educational toys with a growing presence in Latin America, China, East Europe and leading the Spanish market. Eurekakids has developed an attractive business model combining its own stores, franchise stores, on-line and wholesale distribution channels. This new agreement will bring Eurekakids to the next level and will help Hape to build a vertical business: from factory to store.

Part of the strategy for Eurekakids group is to rollout over 1000 point of sale (POS) pieces across stores worldwide within the next 5 years. To achieve this the group will invest over €10 m in the growth of regional warehouses and logistic centers. This will also improve product availability.

Eurekakids, Beleduc and Hape have the same roots and the same shared value: education! Make the world a better place for children and give young people around the world the possibilities to educate themselves through play-based learning.

Peter Handstein (CEO of Hape) said "After being in the toy and educational industry for over three decades, serving our business partners and helping them every day leads us to think: What do we want to achieve? We keep children at the heart of everything that we do, and we are committed to making, not just more products, but better products.

With our further investment into Eurekakids we will support this development to the next level. We continue helping our children develop themselves as they play and learn their way into the future.

Eurekakids' founders, Erik and Marta will continue leading and developing Eurekakids transformation from franchise to a worldwide multi-channel brand as members of Hape Holding Group. The management team will be enlarged to include Oriol Sole as CEO. His business and financial expertise will help to develop and grow the business on a global scale.

About Eurekakids

Founded in Girona, Spain in 2002, Eurekakids is one of Europe's largest educational toy retailers. Eurekakids as a brand is well recognized by parents interested in the education and development of children from 0-10 years old for its high quality, predominantly wooden toys, innovative educational focus and orientation around family-shared moments.

Eurekakids has a leading position in its core retail markets in Spain (#1) Italy (#2), Portugal (#3) and a growing presence in East Europe, Asia, and Latin America.

Eurekakids has developed an attractive business model combining its own stores, franchise stores, on-line and wholesale distribution channels and Chain Sales to reach a network of more than 200 points of sale in 14 countries in 2021.

For more information: <https://www.eurekakids.com>



On Feb. 28th, 2022, Hape Holding AG (hereinafter referred to as Hape) established another wholly-owned trade subsidiary: the Toynomics China Ltd. (referred to as Toynomics China hereafter). This new subsidiary takes on full responsibility of Hape's domestic business - as well as that of its various sub-brands - aiming to provide yet more high-quality, eco-friendly and educational toys to its Chinese consumers, advanced support to parents via its education methodology and better overall services. In the middle of May this year, Toynomics China officially opened its doors in Ningbo, China.



Hape Establishes New Trade Subsidiary in China

As a major cultural consumer product, toys have earned more and more attention over the years, and the buying power has shifted to a new-generation of parents. According to the *White Book of China's Toys and Children Products Industry Development*, the past five years have seen constant growth in the domestic demands for children's toys with further potential foreseen - which further boosts the toy industry. Presented with such opportunities, Hape has made a strategic plan to expand its own market share, and we believe that China will be the territory in which the brand realise its long-term growth plans. Accordingly, no effort will be spared in the investments we make in our loyal and local consumers.



Hape, with its world-leading capacity to design and manufacture high-quality educational toys, was established in Germany in 1986 by founder and CEO Peter Handstein. Currently, there are more than 40 Hape companies around the world, with over 2000 employees on the books. Hape® toys are sold in over 100 countries and regions.



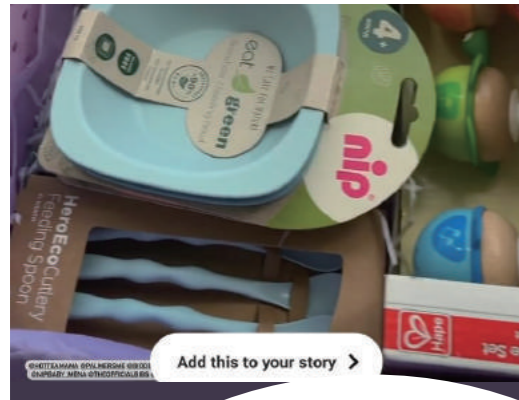
As the distributor of Hape, Toynomics China has built a team with two major departments:

The Online Sales department is responsible for channels such as Jingdong, Tmall, Douyin and other content marketing platforms, whilst the Offline Sales team takes charge of the four sales regions, KA channels and OEM business. Flanked by the Business Extension,

Marketing, Commerce and Aftersales Service teams, Toynomics China will make a significant contribution to Hape's global ambition of the 5 billion output value.



To celebrate Toynomics China's establishment, Peter - the founder and CEO of Hape - sent his congratulations and expectations: "We have seen the resilience of China's economy during the pandemic, and in the meantime we have also seen its potential. As the second largest consumer market in the world, China has continued to optimise the structure and quality of its economy. So, in the future, Hape must ride this wave in order to not only become the most influential children products producer around, but also to do some good for the people that have loved us over the past 30+ years."



Add this to your story >

Over the past two or three years, the "Subscription box" marketing strategy has had a drastic improvement on Hape's brand awareness levels, and it has become a fashionable new shopping style for local parents. As usual, Mamas.box selected some star items of well-known brands including Hape and wrapped them up elegantly in a gift box. Customers could then buy a surprise box at a discounted price, according to the age and skill level of their child. This season, over 600 boxes had been delivered to families in the Middle East.

Georgia

Middle East

To celebrate International Children's Day, Hape's local distributor once again sent Pepe to its store, where he handed out balloons to the little ones that stopped by. Customers that day also enjoyed a 50% discount on every second in-store purchase, and 60 lucky customers were gifted an extra 10% discount card.

Pupazzo owns a toy store chain in Georgia, and has been Hape's local distributor since 2019.



New Zealand

Sweetpea Marketing is a leading importer and distributor for toys, games and gifts in New Zealand. As a family owned and operated company, Sweetpea has certainly come a long way from the start up in the family garage 30 years ago. With its high level of customer service, strong sales team, quality control and top brands, Sweetpea is able to offer customers exciting, fun and refreshing products with a point of difference.

To demonstrate their fine toy selection this year, Sweetpea has organized a series of annual roadshows over the past several years, causing a sensation across the country and harvesting a major orders from the key customers to boot.

From May 16th to June 3rd, eight cities in both the North Island and the South Island have seen Sweetpeas sprouting - and superior Hape products were featured on each occasion.



You're Invited
To Sweetpea's Annual Roadshow

North Island

- Hamilton: 16th - midday 18th May
SkyCity Casino - 346 Victoria Street, Hamilton Central
- Napier: 19th - 20th May
Anchorage Motor Lodge - 26 West Quay, Ahuriri
- Wellington: 23rd - midday 26th May
Miramar Links Golf Club - 1 Stewart Duff Dr, Miramar
- Auckland: 31st May - midday 3rd June
Sweetpea Marketing - 4/31 William Pickering Dr, Rosevale



South Island

- Nelson: 17th - 19th May
- Christchurch: 24th - 27th May
- Cromwell: 30th - 31st May
- Invercargill: 1st - 2nd June

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sweetpea.co.nz

In order to solidify and maintain their positions, social media influencers have been more willing than ever to co-work with influential brands like Hape, in arrangements that can be mutually beneficial for both parties.

On April 9th and 10th, in Cambrils, Spain, six influencers and their children gathered in a villa near the beach for a special workshops of Hape toys.

At the event, we introduced how our toys had been developed and showcased their benefits in terms of childrens' development. The influencers were impressed that most of our products are not only educational, but made of wood too. Afterwards, the children had some free-play time while their influencer parents were busy taking pictures and videos, later publishing them on their popular social media accounts.

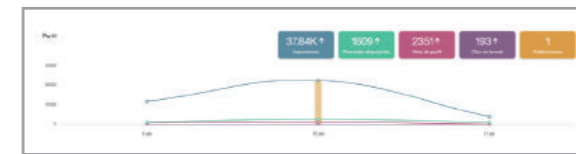
The event received great feedback, and the number of new followers and Impressions on Instagram increased accordingly.

Spain

New followers at the weekend of the event:



Impressions on the Instagram account during the weekend of the event:



On June 21st and 22nd, a Baby Music Festival (Happy Boum des Tout-petits) was held in Paris, offering 15 children from 12 influencer families an age-appropriate music festival stuffed with our musical toys. 17 of our toy instruments - including some Baby Einstein items - were played by the budding musicians, with the Together in Tune instrument being highly spoken of for its amazing functionality.

France



The main stage was decorated with Baby Einstein characters and Pepe the puppy, which proved a hit with the attending children. The festival also included an inspiring musical class with 3 courses (30 minutes each) taught by an expert in using our toys.

After the festival, influencers shared their immersive moments on their social media accounts, receiving 1.65M impressions. The event was a great success, and greatly increased our brand and product visibility by reaching a target audience of nearly 580K.



CHRONO CROSS BY HAPE RAILWAY

China's traditional culture has been more and more popular among the young generation, which emphasizes the cultural confidence of our people, especially the young parents who have detected the inexhaustible educational resources out of China's over five thousand year old civilization. To satisfy consumers' demand, Hape has put more efforts integrating the typical Chinese elements into local marketing activities.

During May 27th to June 17th in Ningbo Museum of Art, children had been feasted with a mini show of Yongcao Railway, the earliest railway built in Ningbo. Yongcao Railway (total length 77.9 km) was completed in the year 1914, Qing Dynasty. Its terminal station, Ningbo Station has seen the historical changes of Ningbo's railway transportation.

On the spot, visitors were amazed at the model built with Hape's Railway set. Parents told their children their stories when they took the train from the old Ningbo station to visit their relatives.



In middle June, Hape "drove" its little locomotive to the Wanda Square in Yinzhou, Ningbo. This time the landscape out of the coaches had changed to ancient states along the Silk Road.



The Silk Road is neither an actual road nor a single route. The term instead refers to a network of routes used by traders for more than 1,500 years, from when the Han dynasty of China opened trade in 130 B.C.E. until 1453 C.E., when the Ottoman Empire closed off trade with the West. German geographer and traveler Ferdinand von Richthofen first used the term "silk road" in 1877 C.E. to describe the well-traveled pathway of goods between Europe and East Asia. On the spot, the exquisite scenario designed by Hape's marketing team had become the most popular background for visitors to take pictures. This activity also sparked online, Hape launched a topic to encourage visitors to post their videos, the random 3 lucky fans were gifted with a Railway gift set worth of 398 RMB.



HAPE ON THE ROAD

Hape's 2022 round of roadshows hit the road as scheduled recently, taking in 7 cities and connecting with customers in Zhejiang, Yunnan, Sichuan and Hainan. Co-organized with partners like Kidswant, Metro and Sam's Club, the roadshow brought along a series of surprises, including block-building contests, discounts and free giveaways.



To promote Hape's highlighted category, a children's "cooking" competition was carried out in some cities, earning much praise and attention. Participants chose two recipes and "cooked" them with the provided Hape kitchen utensils. The contestant who finished first won the competition.

The activity was enthusiastically welcomed by the attending children, who couldn't wait to show their mothers how capable they were, and were excited to potentially get their hands on the awesome prize that Hape had prepared for the lucky winner.

CAMPING OUT WITH HAPE IN SPRING

Along with the recovery of China's post-pandemic economy, people seem to have changed their entertainment preferences, and rather than dining-out, gathering and watching movies, more and more Chinese families choose camping as a way to spend their weekends and holidays. The beautiful landscapes, fresh air and home-made picnics allow family members to release pressure and escape their daily routines, giving them opportunity to stretch their legs and interact with less worry of potential Covid infection.

As a toy brand that loves to connect kids with nature, Hape - alongside Naturehike, AUDI and Tomatoart - brought three nature exploration galas to lucky families in Ningbo, China.



Campsite: Qingfeng Redwood Valley
Time: May 29th
Theme: Run Away from the City and Bump into a Different Childhood
Spotlight: Sponsored by Hape, the campsite was well-furnished and equipped with all kinds of Hape toys, including Railway, Quadrilla, Nature Fun, PolyM blocks, balance bikes and more.



Campsite: Kerouac Campsite, Ningbo
Time: May 7th
Theme: Study Tour into the Forest
Spotlight: Ningbo is a hilly city with rich forests that contains diverse flora and fauna resources. In the beautiful May, a flock of children could finally seize the moment to get into the wild and study something out of the textbooks.

This event was co-organized by Hape and Tomato Art (<http://www.tomatoart.com.cn/>), an art training platform.



Campsite: Banbiashan Holiday Resort
Time: June 17th - 19th
Theme: Have Fun Being Wild
Spotlight: The popular holiday resort Banbiashan aligned with Hape in June, bringing a summer carnival to Shipu beach. Hape, with its specially designed outdoor gear that included Nature Fun Toys, Sand toys and balance bikes, organised a series games and activities. At the carnival, children and parents enjoyed snacks, art shows and - most importantly - the fun and educational benefits of Hape toys.

BUSTLE ONLINE

This quarter, Hape teams around the world endeavoured to launch several online events designed to offer consumers the most attractive discounts around and to share the latest sizzling summer toy trends to a wider audience.



ONLINE PRESENTATION

The middle of each year is the peak purchase time for Taiwan's schools. Leveraging this opportunity, Hape's Taiwan office held an online presentation on Youtube, inviting professionals in the education and toy industries - such as distributors, kindergarten supervisors and staff in education-related companies - together to introduce Hape's educational toys.



The presentation brought over 100 people together, with most of the audience expressing great interest in Hape toys, especially in the *Quadrilla* series and in the Hape & Kids II co-branded *Baby Einstein* musical toys, which can bring creativity and inspiration to children. According to feedback from our distributors in Taiwan, the number of kindergartens buying *Baby Einstein* musical toys increased after the presentation.

ONLINE CAMPAIGN

Apart from the online presentation, our Taiwan office also cooperated with Mamilove, a well-known local online shopping site for new parents, to provide a series of toys - such as *Multi-spout Sprayer* and *Fold and Go Beach Set* - as prizes for a two-month lucky draw on Lion Travel. This summer, Hape toys are ready to become best friends with kids during bath, yard and beach playtimes!

Lion Travel is Taiwan's top online travel site, with 10 branches around the world. It features deals on flights, hotels, travel packages and more. Its reputation brings it over 100,000 website views in a single month, and Hape's placement will surely help us achieve greater brand awareness amongst local parents.



In New Zealand, our distributor secured us a three-month, site-wide advertising display on the magazine *OH baby!*'s website, and got us a permanent sponsorship position in its under-5Y sections. Thanks to their endeavours, customers can find Hape's prominent digital tiles almost anywhere on the website, arousing interest and encouraging viewers to click on the posters and enter Hape's website to buy our toys.



OH, baby! magazine is dedicated to creating engaging content and supporting new parents from pre-conception and pregnancy through to childhood. Regular *OH baby!* topics include nutrition, health, recipes, product reviews and much more. It's particularly popular among parents, with an average of 30,000 visitors every month.



NEW ZEALAND

From 25th March to 15th April, Hape debuted on Mumzworld's front page, with a banner saying "up to 50% off the full range" luring much attention. Babico, our distributor in the Middle East, also used several promotional methods - including newsletters and push notifications - to draw customers' attention to the activity.



Founded in 2011, Mumzworld is the largest online marketplace in the Middle East, catering to mother, baby and child products from newborns to 12-year-olds. Undoubtedly, the promotional activity will help improve brand awareness among consumers in the Middle East and lure new and potential customers into the world of Hape Toys.



MIDDLE EAST

In Q2, our Hong Kong team conducted a series of preferential online activities for customers, including offering discounts, launching surprise bags and lucky draws and sending vouchers, which increased sales and brand awareness among shoppers in the region. Take the promotional campaign on Hape's e-shop as an example: it boosted sales greatly, which lay in sharp contrast to the time when there was no such promotional activities

Month	Orders
Jan 2022	10
Feb 2022 (No Promotion)	15
Mar 2022	20
Apr 2022 (Ty Surprise bag launched)	25
May 2022	15
Jun 2022	10

HONG KONG

Georgia



Last quarter, Hape toys debuted on Veli Store, one of the best online shopping websites in Georgia, which is another big step in our ambitious implementation plan in Georgia. This will positively increase Hape's brand awareness locally and increase sales.

At the same time, a diverse array of Hape toys were presented on WOLT Delivery Georgia, an online platform providing home delivery services for customers who shop on it, which makes it easier for local families to enjoy our toys!

Slovakia



Good news from Slovakia! Last quarter, we opened our first Eureka Kids store in Slovakia, expanding our reach to a new country in the European Union. Located in Cubicon Gallery shopping center in Bratislava, the store has a total commercial area of more than 100 m², and this is only the first step we have taken in the Slovak Republic. Let's stay tuned!

France



In the middle of June, a well-decorated window display in JouéClub Agen, a famous France toy and game shop, attracted lots of attention locally. The display featured exquisite Hape items from DJ Mix & Spin Studio, Learn with Lights Drum to Magic Touch Drums, luring customers to come inside and pick up their favorites.

The pop-up store to present toys of Hape, Pintoy and Ty in Sogo Causeway Bay Store

This quarter, thanks to the efforts of our Hong Kong team, high-quality Hape toys appeared locally in various forms, giving access to exquisite toys to more and more customers and inviting them to come and discover excellent Hape toys for themselves.

China Hong Kong



Brand new displays for Ty toys in 2 Hong Kong stores

Singapore



In May, high-quality Hape toys entered Playscape - our partner Edupod's new retail showroom, which provides parents and educators toys ranging from children's furniture to complimentary merchandise such as wooden toys and push bikes.

In the showroom, Hape toys were prominently displayed on the red shelves near the entrance. Next to the shelves, a table in the shape of a giant Hape train sets displays the Hape Railway sets, allowing customers to find Hape's high-quality toys and creative displays as soon as they enter.

China Ningbo



On June, the magnetic art brand TRIDO - a member of the Hape brand portfolio - launched its pop-up store in Ningbo Hankyu, a branch of the top Japanese department store. The pop-up store design is simple and inviting, with the main colours white and silver on the display cases, ceilings and floors. TRIDO's unique building blocks were set up at the centre of the store, inviting potential consumers to experience this unique magnetic art.

Choose your favorite Hape toys in both brick-and-mortar stores and online stores all over the world.

USA



A promotional shelf introducing TRIDO's magnetic building blocks in LCX, one of the most popular fashion stores in Hong Kong

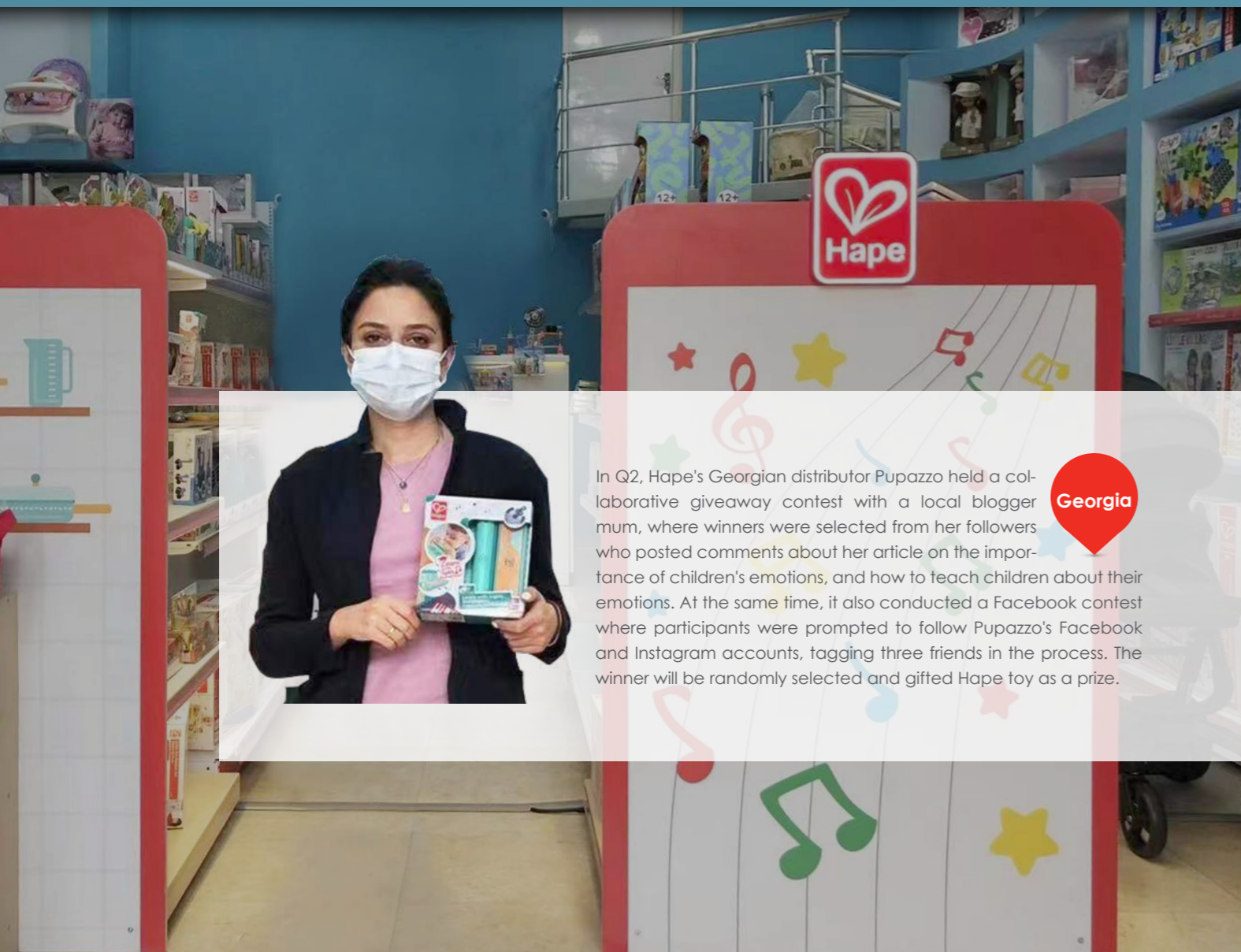
Last quarter, Kitty Face, a local whimsical specialty baby and toy store boutique in Michigan, offered Hape toys an eye-catching in-store display. As our old friend, Kitty Face has brought Hape's high-quality toys to countless local families since 2019. This time, the store helped Hape build a better brand image locally again with the beautiful toy display, attracting more consumers to enter the store to learn more about Hape.

A window display in Causeway Bay EsLife

Online Activities are Flourishing

ALL AROUND THE WORLD

Thanks to the efforts of our regional offices and distributors, Hape has once again earned a lot of exposure this quarter.

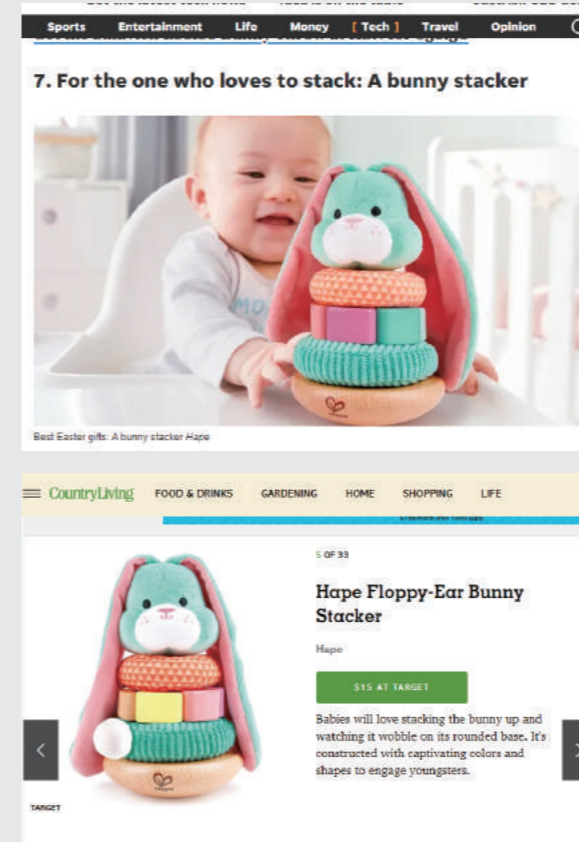


In Q2, Hape's Georgian distributor Pupazzo held a collaborative giveaway contest with a local blogger mum, where winners were selected from her followers who posted comments about her article on the importance of children's emotions, and how to teach children about their emotions. At the same time, it also conducted a Facebook contest where participants were prompted to follow Pupazzo's Facebook and Instagram accounts, tagging three friends in the process. The winner will be randomly selected and gifted Hape toy as a prize.

Georgia

A series of media pitches on mainstream news channels and on lifestyle magazine websites have been successfully launched in the United States recently. The purpose of these large-scale activities is to push Hape's 2022 novelty, *Bunny Stacker*, as one of the year's best Easter gifts. There are eight influential websites showcasing the product, with millions of UVMs(unique visitors per month) respectively, including USA Today, Yahoo! and Country Living etc.

USA



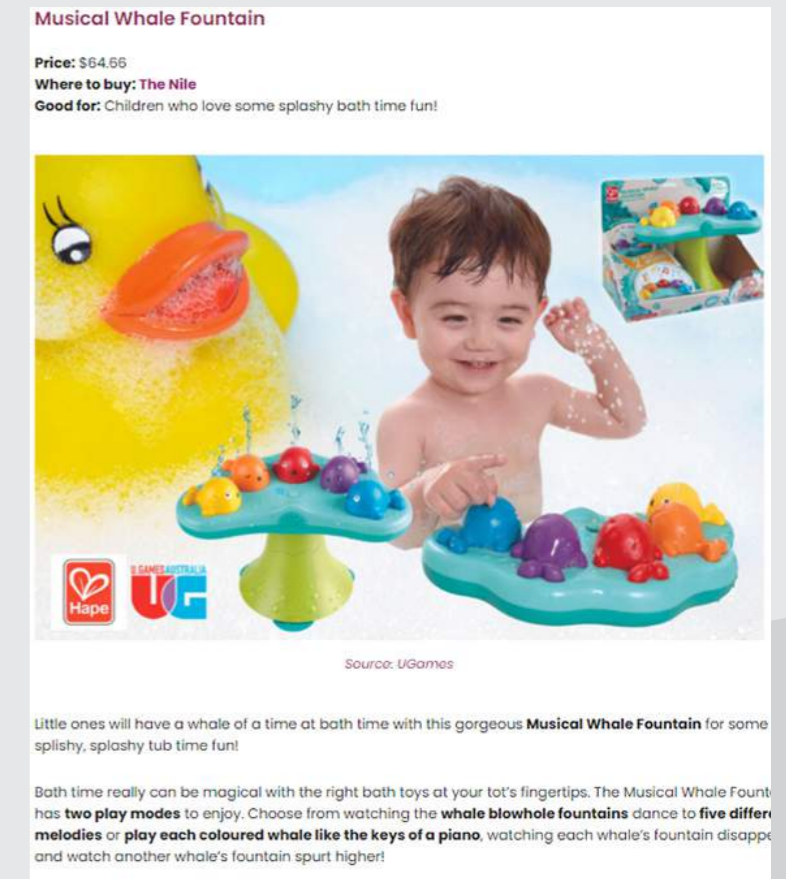
On April 28th, Hape participated in Parent & Baby, a virtual pitching event in which products were showcased to journalists one-by-one for 15-minutes at a time. The event was attended by 30 high-profile journalists from broadcast, digital and print media. Hape presented a variety of toys at the event, including *DJ Mix & Spin Studio*, *Hide-and-see Periscope* and etc. leaving a lasting impression on the attendees. After the event, we received a lot of high-profile coverage in major newspapers like *the Independent*. *The Penguin Musical Wobbler* was described as being "super cute" and the *DJ Mix & Spin Studio* as being unique on the market.

UK

Hape's *Musical Whale Fountain* was selected as one of the Best Toddler Toys and Preschool Toys in 2022 by MUM CENTRAL, thanks to the toys' multifunctional design and ability to develop children's motor-skills, sensory abilities and all round cerebral strength.

Australia

MUM CENTRAL is a leading Australian parenting website providing advice, information, articles and support to mothers. It has over 800,000 Facebook followers and 42,000 email subscribers.



Spain

Date: June
Medium: Instagram
Topic: Influencer Giveaway
Highlight: Working alongside Hape, three influencers (@eyesofthemoon, @misstrillis @miriamgame1) launched giveaway campaigns on their platforms recently, distributing a €350 vouchers to their followers on Instagram.

The activity had reached a total audience of about 407,000 of the influencers' followers and received over 12,300 comments. And after all, it brought Hape around 500 new followers.



France

Date: June
Medium: Instagram
Topic: Online campaign to promote our Nature Fun range
Highlight: An influencer campaign was held in June to promote our Nature Fun range with the "Little Explorer's Kit", that included a compass, torch, telescope and more.

Nine influencers and more participants than expected took pictures and published them prior to subscribing to @hapefrance, which greatly increased visibility and awareness of Hape and its Nature Fun series.



Potential target reached	711K
Total of engagements	23.7K
Likes	19.4K
Comments	4.24K
Views	109K
Plays	260K
Estimated impressions	934K



UK

Date: June
Medium: Instagram
Topic: An online campaign with influencers posting pictures and an Instagram story to promote the Railway category.
Highlight: To raise brand awareness and promote Hape Railway, a campaign was recently launched. Five high-profile influencers, with a total of over 3 million followers posted pictures featuring Railway sets on their profiles and published their stories in order to promote the category.

Each celebrity received a unique 25% discount code (valid for one month), which they could share with their followers. The results will be shared at the end of July.

marlofalcone AD: What a busy week we've had preparing for the wedding! I have to say this @hape_UK railway table has kept Parker entertained for hours, and it's been great to play with him in between all the prep! Hape has a fantastic collection of affordable wooden railway toys - compatible with all the wooden tracks we already have - and amazing battery powered trains, including an awesome remote control train!

The great people at Hape have offered you all 25% off with Parker's special code "Parkerjai25" which is available until 29th June 2022.

View the whole collection at <https://uk.hape.com/>



New Zealand

Date: April - June
Medium: Instagram & Facebook
Topic: Easter Warm-up & Giveaways
Highlight: The Maternity and Infant magazine, *OHBaby!*, published a poster on their social media account in order to gear up for Hape's upcoming Easter promotion season.



Afterwards, a Bath Day Gift Box containing toys of Hape and other famous brands found its way to one lucky Instagram winner.



On April 7th, Hape Toys New Zealand launched an online giveaway activity in which a prize package worth of \$165, including toys like an Apple Grab Toy and a Rattle & Teether Collection, was sent to new parents celebrating new lives coming into their lives.



China

Date: April - June
Medium: RED
Topic: Influencers Promotion
Highlight: One of the main social media marketing focuses of 2022, the Railway and Quadrilla categories, dominated RED, one of the top-flow social media platforms in China. During the second quarter, Hape worked with around 200 influencers, reaching approximately 18M users.



杭杭的小世界
 “还在愁六一礼物？看我家爸爸给孩子准备的 我家爸爸经常给孩子一个惊喜。这不六一到了~把家...”



Australia

Date: April - June
Medium: Instagram
Topic: Ads and Influencer promotion
Highlight: Catch Australia has been bringing affordable prices to everyday Aussies since they began online retailing in 2006. U. Games Australia partnered with Catch via the Hape Australian Instagram page on May 16th to promote the Mr.Frog Stacking Rings.

The Catch Instagram page has over 59,000 followers, and the promotion was also shared on the Hape Australia Instagram page, driving many followers to our retail stores.

On June 11th, as part of the June Long Weekend celebrations, U. Games Australia initiated a collaboration between influencer @brayjoe828 and the retailer Tiny Fox in order to celebrate the birth of the influencer's new baby, in which the 2022 launch of the new Hape Multi-Stage Sensory Gift Set was highlighted. The activity reached 30,000 followers and amassed 224 Likes and 102 Comments.





Canada

Name of Magazine: Mastermind Summer Play Guide 2022
Publication Time: May 13th - Aug 13th
Distribution Channel: B2C
Circulation: 600K email subscribers
Product: Rain Shovel (Red), 5-in-1 Beach Set, Sand Shovel (Blue)
Brief Introduction: Each year, Canadians can't wait to make the most of the warm weather by enjoying their backyards, parks, beaches, cabins and cottages. The Summer Play Guide, published by Mastermind Toys, includes ideas to keep kids entertained during the summer months, with park, water and sand play activities, birthday party must-haves and décor ideas, a summer reading list for all levels and a selection of scooters and ride-ons.



MAGAZINE

UK & Ireland

Name of Magazine: Toy World Magazine
Publication Time: April, 2022
Distribution Channel: B2B
Circulation: 5,182 printed copies, 38,265 unique readers online
Product: Learn with Lights Piano (Black), Preschool Toys
Placement: 1/2 page of feature report on the piano, 1 inner page for preschool toys
Brief Introduction: Launched in September 2011, Toy World has firmly established itself as the market leading UK toy trade magazine, and it reaches key people at every toy supplier, as well as representatives from industry bodies, media organisations and other companies which have commercial interests in the toy industry.



(Photo Source: Hape Image)



Spain

Name of Magazine: Puericultura Market
Publication Time: June, 2022
Distribution Channel: B2B
Product: Musical Cloud Light, Stay-put Rattle Set etc.

Name of Magazine: Juguetes B2B
Publication Time: June, 2022
Distribution Channel: B2B
Product: DJ Mix & Spin Studio, Learn with Lights Drum etc.

Brief Introduction: Puericultura Market (Since 1992) and Juguetes B2B (Since 1962) have been creating and publishing exclusive content through multi-media channels (magazine [print+digital], website, e-newsletters, social networks and virtual fairs) with segmented coverage of the entire childcare sector in Spain (including specialised retailers, manufacturers, brand distributors and other economic agents).

New Zealand

Name of Magazine: The Star
Publication Time: June 23rd, 2022
Distribution Channel: B2C
Distribution Area: Canterbury South Island
Circulation: 98,000 readers weekly
Product: Kitchen with Light & Sound, Marble Run Race Track, Metro Police Dept Playset
Brief Introduction: The Star Magazine is Christchurch's most read and largest circulating newspaper, and is published by the multimedia company, Star Media.



Name of Magazine: North Canterbury News
Publication Time: June 20th, 2022
Distribution Channel: B2C
Distribution Area: Canterbury South Island
Circulation: 51,000 readers weekly
Product: Kitchen with Light & Sound, Marble Run Race Track, Metro Police Dept Playset
Brief Introduction: The News, based in Rangiora, is published every Thursday and delivered to every home in the region. Each issue features local community news and views, rural happenings and sport.



(Photo Source: Hape Image)