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HAPE.COM



Global Marketing Report

2022 Q3

We Do It
For A
Better
Future

HAPE'S FIRST
FLAGSHIP STORE
IN MEXICO

Step Into A New
Future With Our
Distributors

Our
Fabulous
Marketing
Events Around
the World

Hape & THE
TOTY AWARDS

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Love Play Learn

Holding the Hape philosophy "Love Play Learn" dear to our heart, we believe:

Love is the mutual love between child and parent, Play is the experience of success or failure, Learn is the natural outcome from love and play.



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2023 - BE PREPARED TO AVERT FUTURE PERILS



Since last year, the world economy has been impacted by a series of challenges such as global climatic anomalies, the recrudescence of Covid-19 outbreak, regional conflicts, rising prices of food and energy, inflation and stringent monetary policies. All of these challenges have contained the stabilization and recovery of the world economy. Recently, the World Trade Organization has lowered their forecast for the growth rate of global trade in goods in 2023 to 1%, much lower than their April forecast of 3.4%.

As an active player confronted with this complicated situation, I don't always think that defense and retrenchment is the best policy, and since the beginning of 2022, Hape has adapted a "stabilizing by extension" strategy, after carrying out thorough analysis. The actual measures include: Investing more in order to expand our distributing channels and to accelerate the construction of our own logistic hub to guarantee a smooth supply of products to the global market; the subdivision of the end market by customizing GOOD, BETTER and BEST categories for different consumer groups, with the precondition of never comprising our products' quality, and catering to peoples' interest in environmental protection by developing sustainable products that incorporate cork, rice material and bamboo.

You may wonder why Hape marches ahead with such momentum while a worldwide economic downturn is seemingly on the way. Well, my philosophy is this: be the brave pioneer when others are too worried to move forward, but be cautious when the lane is crowded with ambitious speculators. Usually, people are not defeated by the barriers that they can see, but by the fear of them. When others see a crisis coming, I just see another opportunity wearing a scary mask.

With almost 40 years of practice in the toy industry, my team and I had weathered more than one economic crisis - and in fact, everything is always moving up and down, like a wave. Maybe 2023 will be a "trough" for the world economy, but after that, it shall go up again. What we ought to do is to make proper deployments and work extra hard to boost ourselves to the "peak". Put simply, no matter how the situation changes, the best strategy to avert collateral perils is to stay committed to our customers and to strengthen our own core competitiveness.

1. Following the nationwide financial crisis in 2018, and despite the effects of the pandemic - Moustakas still performed well. What is Moustakas's approach to maintain its steady growth?

Strategically, we try to retain the characteristics and practices that have brought us this far over the past 40 years. My goal is to retain all the characteristics that make the organization strong, improve weaknesses and adapt to the ever changing market circumstances.



Moustakas Toys
Distributor in Greece

2. Faced now with a more complicated situation that is shadowed by regional conflicts, how will Moustakas consolidate its partnership with Hape in order to overcome such uncertainties?

Moustakas growth is based on strategic partnerships and investing on brands with a proven track record. At the same time, it is vital to carefully support these brands allowing them to differentiate by reinforcing projects such as the "Hape Shop In Shop", that is a benchmark for our market.

We consider Hape to be a strategic partner and with whom we are sharing many common values. At the same time, we are looking forward seeing, supporting and becoming a part of Hape's new strategic partnerships that will add more value to its product portfolio and continue to thrive through innovative and quality products.



1. We noticed that Sweetpea has been making full use of its "road-shows" to harvest orders recently. Why do you think this marketing approach triumphs in New Zealand?

We spoke to our customer base to identify their needs and created the sales initiative that catered to their requirements. This initiative is for our independent customer base and runs alongside our bespoke programs designed for our key account clients. Hape is a vital part of our business and our customers' business since it is our largest brand, they value seeing the product in advance, as it is key to their ranging and sales strategies.

Sweetpea Marketing Ltd
Distributor in New Zealand

2. What are Sweetpea's expectations in terms of the growth of the local market share of the Hape brand?

After having exponential growth over the past 3 years, we expect to maintain a growth rate of approximately 10-20%. This is also reliant on market conditions and the continued development work from Hape, of course.

1. Yefei has promoted and placed Hape products on all its channels in south-western China in one year. How did Yefei achieve such efficiency?

Yefei has defined itself as the interpreter and transporter of educational toys, a server of premier brands. So, when we find a qualified brand, it is our honor to introduce it to the public. Quickly integrating our resources and sweeping away any obstacles, Hape's products met our customers just as fast as we had hoped.



Yunnan Yefei Trading Co.Ltd
Distributor in China



2. What attributes does Hape possess that made you decide to distribute our products?

We've chosen Hape because we saw the possibility of incorporating play with learning through Hape's products. Hape's safety record (products that are produced by international standards and certified by a third party), simplicity (easy to master & maintain and durable) and ability to support children's development (promoting independence and encouraging self-discovery) were key factors in our decision.

Date: 17th to 21st August, 2022
Place: Nur-Sultan, Kazakhstan
Name: Expo Kids Fair
Type: B2B/B2C
Organized by: QAZEXPO congress
Highlight:



Expo Kids was organised as an exhibition and marketplace for educational products. Our partner had 3 booths at the event that were dedicated to some of the brands we've been distributing, including Hape, whose wooden toys featured at the event.

The *Engine Play Table* was the most eye-catching item on display, with *The Magic Touch Piano* and other *Railway* sets also finding their fans.

Over 80,000 visitors and exhibitors came to the fair and we harvest orders of 2 independent shops in Nur-Sultan and new orders from Kaspi.kz.

Kaspi.kz is the largest online marketplace in Kazakhstan, much like Amazon is in the US. It was established by one of the country's largest banks, and users can buy goods over credit and pay back via monthly installments. Due to factors such as this, the majority of Kazakhstan citizens hold its bank cards. Kaspi works only with well-established companies who have their own warehouses and websites in Kazakhstan, and you have to be a citizen of Kazakhstan with a good credit history over at least the most recent 3 years to register in their system. For our online sales, it is the major profit source, which is why this fair is so important to us as a brand.

The Expo Kids Fair is the largest for the last 3 years. The vice prime minister of Kazakhstan and the major of Nur-Sultan also visited Hape booth together with a number of delegates from kindergartens and independent shops.



Date: 4th to 7th August, 2022
Place: Nonthaburi, Thailand
Name: Baby & Kids Best Buy
Type: B2B/B2C
Website: https://www.babybbb.com/gallery_cn.php
Organized by: Ace Con (Thailand)
Highlight:



Baby & Kids Best Buy (short as BBB) is the premier trade fair in Thailand that sells child and maternal products and services to a diverse array of buyers. Manufacturers and traders from all over Thailand joined the event, making BBB mother and child products epicentre of Thailand.

Due to the pandemic, Hape hadn't attended any exhibitions in the country since the beginning of the pandemic, so people were glad to the brand's "debut". To mark the occasion, Hape prepared its largest booth ever and arranged a children's play area, luring many children in to experience the toys.

Learn with Lights Red Piano, *Super Cityscape Transport Bucket Set* and *PolyM Medieval Castle* were a hit among the young visitors.



Date: 18th to 20th Aug, 2022
Place: Shenzhen, China
Name: toy & edu China 2022
Type: B2B
Highlight:



Postponed due to the pandemic, the 34th toy & edu China finally commenced on Oct. 18th. This year, Hape and its 72m² booth impressed visitors, with *Junior Inventor*, *Kitchen & Food* and *Sand Toys* drawing much of the spotlight. Accordingly, orders were signed and new clients secured!

Date: 8th - 12th September, 2022
Place: Paris, France
Name: Maison & Objet
Type: B2B
Website: [Maison&Objet | Décoration, design, art de vivre, votre source continue d' inspiration et de nouveautés \(maison-objet.com\)](https://www.maison-objet.com)



Highlight: Sparking business opportunities and creative interaction between the world's design and lifestyle communities, Maison & Objet aims to become a never-ending source of inspiration. This year, over 60,000 buyers from 150 countries attended the event, and potential buyers were invited to order directly at the Hape booth, with special offers on *Quadrilla* and *Train* products. New clients from all over France were attracted by Hape's products.



Date: 11th to 13th September, 2022
Place: Olympia, London, UK
Name: Top Drawer AW 2022
Type: B2B
Organized by: Toynamics UK
Highlight:



Held in the heart of London, Top Drawer is the UK's leading design-led trade show. The show brought together a curated menu of top brands and exciting new names across the design and lifestyle spectrum.

Hape's *Glow in the Dark Puzzles* proved popular among the visitors, with good feedback also going to *Korko* thanks to its sustainability credentials. The fair also featured an in-show program, with an advert appearing in the *Toy World* magazine.



Date: 14th - 15th September, 2022
Place: Business Design Centre, London, UK
Name: The Big Christmas Press Show 2022
Type: B2C
Organized by: Toynamics UK
Highlight:

The Big Christmas Press Show offers significant media exposure, with journalists and influencers meeting multiple brands under one roof to enjoy a magical experience. Hape took this opportunity and worked with journalists and social influencers throwing a wave of Hape-style online. *Gearhead Stunt Garage* was the star of the show due to its durability and nice-finish, it's the ideal gift for Christmas! All the attending journalists and influencers were stunned. Besides, *Learn with Lights Piano* showed everyone how advanced and clever our toys can be.



Date: 20th-22nd September, 2022
Place: Dallas Market Centre, Dallas, Texas
Name: Dallas Toy Fair 2022
Type: B2B
Organized by: Hape USA
Highlight:

USA

Toy Fair Dallas is The Toy Association's marketplace where brands can showcase their toys to buyers from the nation's top toy retailers, international outlets and specialty stores (including Walmart, Target, Hobby Lobby, and hundreds more). Dallas exhibitors also have the opportunity to give media, including CBS11 and Fox4, a first look at the toys that could top wish lists for this and next holiday season, and report on the category winners of The Toy Foundation's Toy of the Year Awards.



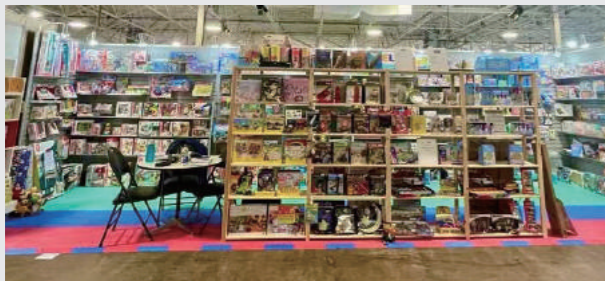
During the fair, Hape met many new and existing customers, with walk-throughs and appointments with Target, Toys R Us, Macy's and more. The event helped reignite the passion for Hape among our customers, thanks to the wonderful new items scheduled to be released in 2023. New items such as *Tigers' Jungle House* and *Colour Mix Painting*, received great feedback, and customers are eager to begin ordering for next year already.

Canada

Date: 7th-10th August, 2022
Place: Toronto Congress Centre
Name: Toronto Gift + Home Market
Type: B2B
Organized by: Playwell Enterprises Ltd.
Highlight:



At the first LIVE + IN PERSON market since 2020, buyers sourced products from more than 400 exhibitors in 130,000 square feet of displays, including some 50 new suppliers making their debuts. The show was a great opportunity to meet new customers and generate sales orders. Hape exhibited a series of high-quality toys ranging from *Baby* lines to *Music* lines at the event, receiving great exposure and praise.



Date: 6th-7th July 2022; 12nd -13th July, 2022
Place: Sydney, Melbourne, Australia
Name: Australian Toy Association Mid-Year Preview
Type: B2B
Organized by: U Games
Highlight:

Australia

The ATA's Mid-Year Preview is a platform for distributors, wholesalers and importers who are ATA members, and it allows them to promote their products to Australian buyers in the industry. Due to the pandemic, the Previews were the first industry trade fairs in over 2 past years, and it's a great opportunity to meet new suppliers and catch-up with existing business contacts.



This year, our partner U Games participated in both the Sydney and Melbourne Previews, bringing a wide range of Hape toys to the visitors. Having the product on show at these prominent events, we were able to review the product in closer detail with our clients and gain great exposure.

Date: 30th July-3rd August, 2022
Place: Melbourne, Australia
Name: Reed Gift Fair
Type: B2B
Organized by: U Games
Highlight:

Leading the retail industry for over 50 years with two major national events in Sydney and Melbourne, Reed Gift Fairs is the single most valuable marketing option for brands who wish to promote themselves. With diverse categories of quality Hape toys displayed on Hape cardboard shelves, we attracted plenty of fair attendees and achieved great sales.



Witness the Moment of Glory



China

In August, Hape's *Pandas' Bamboo House* was selected as the Best Design Toy at the CBME AWARDS, one of the most prestigious award organisations in the Chinese toy industry. *Pandas' Bamboo House* features a modern design, light colours and an environmentally friendly theme. Soft green is the main colour of the house, on which interactive elements are added, such as solar cells and a manual elevator basket. Moreover, the toy is made of wood and eco-friendly renewable materials like green PE (made from sugar cane plants), FSC certified wood and bamboo - materials which are safe for kids to play with and also environmentally friendly. Being selected as a winner at the awards is a huge endorsement of Hape's high-quality toys and of the brand itself.



CBME Award - Best Design Toy



An offshoot of the Children Baby Maternity Expo (CBME), the CBME AWARDS have been one of the highest honours in China's child, baby and maternity industry since 2014, and with its prestigious and visionary perspective, impartial and objective system and multiple platforms, the awards helps quality products achieve big success.

Toy Insider-Top Holiday Toys

USA

Toy of the Year (TOTY) Finalist



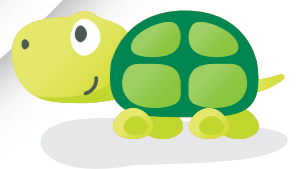
Hape's *Rock & Slide Dollhouse*, *Store & Go Easel* and *Super Cityscape Transport Bucket Set* were selected by Toy Insider as the go-to toys for kids aged 3-4 this holiday season. The toys stood out thanks to their special functions that encourage children's imaginations, creativity, and role-playing abilities, which help develop social and emotional skills simultaneously.



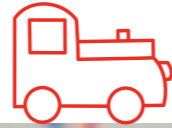
Carefully reviewed by a panel of expert judges, Hape's *Super Cityscape Bucket Set* has been selected as a finalist for a Toy of the Year award in the Specialty Toy Category. Being nominated as a finalist is truly a testament to the quality of Hape's toys. Let's cross our fingers for more success in the future.

The Toy Insider is a consumer-focused publication by US Trade magazine, Toybook. It aims to inform end consumers about hot new products and promote popular items for both summer and fall. The Toy Insider holiday gift guide features the best toys, games, and gifts for children of all ages. This year's guide is packed with a brand-new selection of toys, fun games, educational toys and items featuring some well-known characters.

Known as the "Oscars" of the toy industry, the Toy of the Year (TOTY) Awards are presented annually to the top toys, games and related properties on the market. Administered by The Toy Association, the awards program supports the philanthropic work of The Toy Foundation, which delivers new toys to children in need.



We Do It for a Better Future



As an industry-leading company, we are devoted to playing a leading role in fostering positive impacts on societies. In Q3, our Hape Ningbo team organised a series of social welfare activities, ranging from donations to environmental clean-up activities, to contribute to the betterment of society. Let's take a closer look at what went on...

Donating Toys to Children of Low-Income Factory Workers

In July 2022, Hape partnered with the "Factory Family Space Project", donating over 127,654 RMB worth of toys to 17 different factories, offering joy, play and learning to children in need.

Here we are delighted to share some of the feedback and photos we received from the factories. From the moment we saw the beautiful smiles on the children's faces, our belief that donations are not merely giving away free items, but rather a means to bring joy and hope to people's lives, was re-doubled.



Charity Sale Events: A One-day Charity Sale

On July 15, Hape Ningbo joined a One-day Charity Sale event organised by the Ningbo Beilun Charity Federation, driving fundraising to purchase sporting goods for students in Meigu County, a remote area in Liangshan Yi Autonomous Prefecture, Sichuan, China. As the event went on, the booth gathered more customers than we expected, as they crowded in front of the booth to pick out their favourite toys to contribute to the fundraising. Thanks to everyone's great support, we raised a total of 1,638 RMB and donated all funds to charity.



Intime City Charity Sale

Outdoor workers often face challenging conditions during summer. Along with excessive heat and intense sun-rays, they deal with the heavy labour that they have to do every day. Therefore, working with Ningbo Beilun Charity Federation, we organised a three-day charity sale, raising funds to help set-up cool-down stalls around Beilun for outdoor workers, so that they can get drinking water for free and take a break. During the event, a small group of Hape Ningbo staff's children teamed up to help us voluntarily. With the efforts of our staff and young volunteers, we raised enough funds to cover the costs of the planned "cool-down stalls".



Donating Educational Toys to 8 Local Kindergartens

In May 2022, Hape Group donated a batch of sustainable, educational toys worth over 200,000 RMB to eight kindergartens in Beilun, Ningbo with the purpose of advancing the construction of Beilun's child-friendly district, supported by Beilun Education Bureau, and to help them establish various thematic learning areas in the classrooms.

At present, packages of donated educational and sustainable Hape toys have been delivered to eight kindergartens, including the Beilun Centre Kindergarten, the Experimental Kindergarten, and many more. It is said that these educational toys will come into service soon and will be elaborately displayed in the thematic learning areas of the kindergartens in order to have a positive impact and improve the teaching facilities by creating engaging and immersive learning environments for children.

With the learning area project progressing, Hape will further cooperate with educational experts in the future, inviting them to engage in the process of developing and compiling more valuable and practical teaching materials, as well as drafting teaching guidelines for pre-school children - which will be a great benefit for teachers.

Blood Donation

On August 20th, employees from Hape Ningbo went to the local donation centre and offered their blood voluntarily in order to save other people's lives. Despite the scorching sun, we know that the world will never be barren if we irrigate it with LOVE!



World Cleanup Day-Trash-Picking Event

The Hape Ningbo team took a trip to a nearby water reservoir recently, not for a picnic, a swim or a hike, however. They all gathered on a sunny morning, rather, to clean-up the beautiful water-side location situated nearby our office. With mild sunburn and a bit sand and water in our shoes, we cleaned things up around the reservoir, and had a great time to boot! From plastic bottles to cigarette butts, to plastic bags and fishing nets, we removed all the litter that we could find. And, two and a half hours later, we had collected 8 bags of garbage.



Mainland China

In Q3, Hape China opened three pilot stores across the country in order to test out new initiatives regarding our operating models. This is an important step for Hape in regards to exploring new business opportunities. Hopefully, such endeavours will lead to greater success for Hape.

-A Xinhua bookstore located in Chikan, Guangdong, where kids can enjoy Hape toys after reading.



-In Foshan, Guangdong, Hape entered Baby House, a famous maternal and baby brand with a membership of more than 500,000 and 11 chain stores in the region. In the past 8 years, Baby House has had every child's best interests and safety at heart, which is highly consistent with Hape's philosophy.



-In Xiamen, Hape created a children's room scenario adorned with Hape toys at Topcare, a high-end maternal and baby brand providing exquisite products to kids aged 0-14. Here, parents can buy toys in the Hape scenario altogether as a package.



Taiwan China

Fear of visiting the doctor or the hospital is an issue that resonates with many families. During checkups, some children become so distressed that efforts to calm them down dominate the visit. This is where Hape toys come in; on August 31st, Hape opened a new store at the National Taiwan University Children's Hospital, the largest children's hospital in Taiwan, inviting young visitors and parents to come and experience various popular products and novelties. The first month saw an increase in visitors and sales, and we look forward to more great news from them soon.



Australia

In August, Hape started its cooperation with MYER, setting up planograms in its brick-and-mortar stores across Australia and welcoming Hape toys to its website (<https://www.myer.com.au/b/Hape>).

Myer operates 58 department stores across the country, as well as their online business, myer.com.au. Their merchandise range includes Womenswear, Menswear, Children's wear, Beauty, Homeware, Electrical Goods, Toys and General Merchandise. Through this cooperation, we wish to bring joy to more families in Australia, and become a friend to every Ozzie kid.



Korea

With the easing of Covid-19 restrictions in Korea, Hape resumed selling in TRU's Gimpo International Airport branch last month, giving more local customers access to its products. It is expected that Hape toys will appear in more TRU branches in the near future.



New Zealand

In Q3, Toyco, our partner in New Zealand, adorned the window of its store in Auckland with a variety of exquisite Hape toys, attracting passing children and parents alike and luring them into the store. The display lasted for 2 months.

An old acquaintance of Hape, Toyco - the largest independently owned and operated toy store in New Zealand - launches a Hape-themed window display every year, as it proves an effective way to boost sales and attract customers.

Japan

A series of eye-catching acrylic case displays for Marble Run Race Track and Tricks n Twists Marble Track were set-up in several regions in Japan, giving local consumers who are interested in Hape more access to our toys.

According to our partner's plan, Hape toys will appear in another 325 new stores across Japan in October. Stay tuned for more news from Japan in the coming months.



Mexico

We are proud to announce the grand opening of Hape Playland, the first Hape flagship store in the world!

Located in the Angelopolis shopping mall, in Puebla, Mexico, the store has a total commercial area of more than 200m², and houses a full range of Hape toys, including our Infant toys, Railway and Toddler ranges.

On the opening day, Pepe was invited to play games with the visiting children and parents, spreading happiness and joy around the store. The event attracted a lot of customers, and the overall sales performance exceeded expectations.

We are glad to bring novel and valuable play experiences to Mexico, but this is only one of the steps we have taken to achieve our ambitions in the region and beyond. In the future, we will endeavour to give our customers around the world more and more access to our high-quality toys.



Approaching Customers:

Hape's Fabulous Marketing Events All Around the World

This quarter, a series of excellent and inspiring Hape offline marketing campaigns were smoothly and successfully held around the world. Read on to find out more!

Hi! Innovation Week & PolyM Trial Activity in China

August proved to be a rather busy and productive month for Hape China, with two fabulous offline activities conducted successfully in Hangzhou and Suzhou. On August 3rd to 5th, together with many other influential maternal brands, Hape participated the "Hi Innovation" Week held in the Hangzhou International Expo Center. Organized by CBME, "Hi Innovation" Week is a brand new offline market event that gathers thousands of buyers and brands and provides precious platforms and opportunities for exhibitors and KOLs to get to know each other. Moreover, on August 28th, the grand PolyM Trial Activity was conducted successfully in Suzhou, causing a significant increase in PolyM sales. Undoubtedly, such efforts have further broadened our marketing channels and increased our brand awareness.

Enjoy Your Summer Vacation with "Uncle Hape"

To give children in Taiwan a safe and unforgettable summer vacation, Hape arranged an array of diverse and colourful activities for little ones, including study sheets, educational short video making, colouring contests, storytelling competitions and much more. These special vacation activities - particularly the colouring and storytelling competitions - caused a sensation in Taiwan, receiving great appreciation from parents and children alike. We received 488 creative colouring papers and 82 excellent videos in total from our little playwrights and, finally, participants who accrued the most likes from the jury won some exquisite gifts specially prepared by Hape.



Senior Benefits

In addition to children, Hape also cares about the happiness and development of the senior members of our society, and on August 14th, a senior toy workshop was organised at Taiwan's Sun Yat-sen University, that aimed to give teachers, caregivers and the elderly a taste of the latest toy trends and knowledge on how to use toys to exercise their cerebral abilities.

Hape toys such as Creativity Kit, Pallina Original, and Robot Factory Domino, were utilised at the workshop, attracting a lot of attention from participants thanks to their ability to strengthen the user's hand-eye coordination, concentration levels and finger dexterity.

Everyone enjoyed playing with the educational toys, and even completed various toy challenges with their team members. Soon, Hape toys will appear in more senior spaces and give our beloved elderly more healthy play time.



It Is Sweet to Be Back - Hape in Sweet Suite

At the show, our innovative and educational toys were pitched to the attending outlets, such as Parents.com, Good Housekeeping and producers from the GMA show - which symbolises yet another successful marketing campaign in the USA. Hape USA will continue to make efforts on various marketing fronts in attempt to bring Hape toys into more and more homes across America. Stay tuned for more exciting news...



On July 13th, Hape attended the Sweet Suite 2022 at Pier 60 in New York City. Sweet Suite is an industry event organised for the media and influencers who are on the lookout for the hot-toy trends going into the holiday season. In attendance were many toy manufacturers ranging from MGA, Lego, Osmo and Tonies, alongside top news outlets and influencers. This was Hape's first attendance at the show and the first time that the show had been conducted in person since 2019. As a discovery sponsor, we were able to show our Super Cityscape Transport Bucket Set, Rock & Slide House, Store & Go Easel, Ocean Life Puzzle & Interactive Happy Birthday Cake products at the event.

From July to September, Pupazzo, our partner in Georgia, oversaw a prosperous promotional season, and carried out a number of fruitful and preferential promotion activities aimed to make Hape toys more affordable to local consumers. For example, a 3+1 gift promotion - which lasted until the end of July - was a great success amongst customers and children. For Pupazzo, September is another busy and bustling month thanks to the "Back to School" promotions and the special anniversary week campaigns. The anniversary week event, which offers customers 50% off on every second purchase, was a big hit in the region, attracting a big response from local shoppers and parents who look for great toys.

Prosperous Promotion Season in Georgia

Indeed, all the above promotions and events proved to be a great success in Georgia, causing a significant increase in sales and enticing more and more customers to become loyal Hape fans.



Experience Hape Toys at the Strider Racing Event

Aimed at brand-enhancement and presenting our products, our distributor in Thailand participated the Strider Racing Event held in Central Rama 2 with a full range of Hape toys. The balance bike race for children aged 2-5 - was organised by Strider, and the event marked Hape's debut exhibit in the nation. Starting from August 20th, the ongoing activity attracted thousands of children who were all eager to experience the magic and joy of riding.

The event saw Hape present a full quota of unique and innovative toys in our Experience Zone, drawing plenty of attention and attracting numerous children who sought to play with some of Hape's bestselling toys, such as the City Train Bucket Set and the Cargo Delivery Loop. The families who came to the event showed great interest in the eye-catching Hape toys, with many stopping by our booth to get a closer look. Hape will, no doubt, strengthen its brand image greatly through events like this, attracting more potential customers along the way.





Trade-shows and exhibitions have been pretty much halted in Spain due to the Covid-19 pandemic, so in an attempt to bring Hape's new products and the company in general closer to its B2B clients, Toynamics Iberia conducted an offline campaign named "Toynamics' House" at Galicia, from the 14th to the 17th of July, exhibiting various ranges of Hape toys - including 2022 novelties and classic lines such as Hape Bath Toys, Railway products and much, more more. To avoid large social gatherings, only 26 clients were invited to the campaign.



In the first 3 season, we organised similar campaigns in many other cities in Spain, with them all gaining tremendous success and achieving much appreciation from our clients. "Toynamics' House" was no exception, and during the campaign, the clients enjoyed a cozy atmosphere, informally chatting with the sales staff, the company director and staff from the marketing department.

Last season, the CDAC (Chinese Development Assistance Council) launched its first play-based pilot program. It is inspired by the body's deep understanding of play as an important part of learning and development. Thusly, in the program, children can develop their imagination, creativity and communication skills through hands-on play experiences. Parents are encouraged to engage in relevant activities, workshops and discussions offered by the program in order to learn more about the value of play.

Thanks to our partner Edupod's efforts, Hape educational toys were selected to be part of the program.

Since Hape's inception in the 80s, "Love Play Learn" has been the philosophy that the brand has strictly adhered to, as Hape believes that play supports healthy development and promotes a deeper understanding of everyday things and the world around us. We are glad to share the same understanding of play with the CDAC, and hope that Hape's toys will be of great help to the children who participate in the program.



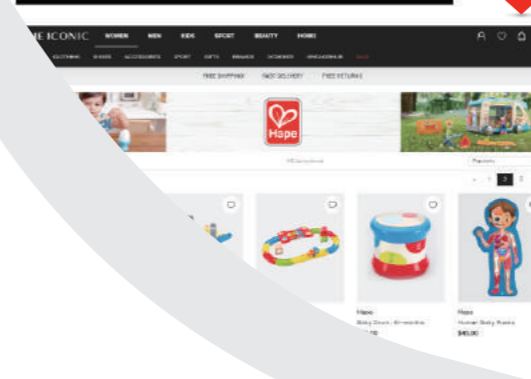
Ready to have fun with Hape online?

This quarter, Hape deployed some innovative techniques to promote interaction with existing and potential customers around the world. Aside from a series of online discount events, online campaigns such as the *Quadrilla Construct Competition* were also carried out, offering great opportunities for local customers to experience Hape toys and learn more about the brand too.

In Q3, THE ICONIC, a leading online fashion & lifestyle retailer in Australia and New Zealand, set up a Hape brand page, and uploaded a wide range of Hape toys on its website. At the same time, they also created a carousel ad on Facebook that allows viewers to see different Hape toys in one post by scrolling through the cards included in the content and accessing the individual product pages by clicking the picture. Such activities help bring Hape products and the brand in general to an increasingly wide selections of customers.



THE ICONIC Australia



Kazakhstan In Kazakhstan, marketers in Q3 conducted a series of preferential online activities to stimulate sales. Activities such as 'buy 3 get 1 for free', 10% discounts, free deliveries with purchases above \$100, free birthday packaging, and gift cards, etc, attracted a lot of local customers. In Q4, preferential activities for Halloween and New Year will be launched, bringing festival-themed surprises to our customers in Kazakhstan.



The Middle East Last season, the online community in the Middle East appeared to be more bustling than ever. Cooperating with our old acquaintances Firstcry, Mumzworld, HalaMama, Kibson, and Amazon, we introduced a series of promotional activities to coincide with various special events in the family calendar, such as the back-to-school season and prime day, achieving a great increase in sales.





Georgia In July, Pupazzo, our partner in Georgia, had an interview with marketer.ge – the biggest and the most trustworthy business informer and one of the most popular E-magazines in Georgia, which has over 350,000 visitors per month. In the article, the leader of Pupazzo shared the story how Pupazzo was founded and introduced the imported brands that they have in their stable. In the interview, Pupazzo highlighted the sustainable features of Hape toys, and heaped praise on the educational function of Hape's products. In parallel to the article, a great image of Hape's *Magic Touch Piano* was produced, catching the readers' eye and increasing brand awareness. Collaborating with Hape for years, Pupazzo has conducted numerous successful marketing campaigns in Georgia, and endeavours to give more and more local parents and toy lovers access to exquisite Hape toys. The appearance of Hape in marketer.ge has without a doubt greatly increased Hape's brand awareness in the region.



New Zealand

At the end of August, a grand *Quadrilla Construct Competition* was launched by our distributor in New Zealand via Instagram and Facebook. The contest was open and free to all New Zealand residents, and aimed generate some impressively creative *Quadrilla* builds, the best of which - if shared with the Hape New Zealand team - could be in the running to win a *Quadrilla Stack Tack Bucket Set* or a *Cliffhanger Set*. "My 4-year-old son LOVES his *Quadrilla* run, and he is forever "rescuing" cardboard rolls or packaging from the recycling to use with it. Both he and his big sister had a blast!" Great feedback from the participants showed that this *Quadrilla Construct Competition* helped raise brand awareness in New Zealand whilst bringing smiles to many faces.



From June 28th to July 10th, the topic "Learn and Have Fun in Great Nature" has becoming a hit on various social media platforms in China. Initiated by Hape China, "Learn and Have Fun in Great Nature" is an online event which aims to collect meaningful and impressive outdoor experiences that happen between parents and children, and encourage our little ones to get close to and learn from the nature. The event caused a sensation, with over 7,000,000 page views and nearly 1,000 new followers joining our social media platforms. Numerous fans shared their lovely stories, creative pictures and videos related to outdoor activities with us, achieving great appreciation from our subscribers. Moreover, 30 lucky participants won an *Explorers Bug Jar*, specially prepared by Hape. The launching of the event was a great success, bringing tremendous online exposure and greatly increasing Hape's brand awareness.

China



Australia

This quarter, Hape Australia has embraced a productive and fruitful online marketing season, conducting several successful cooperation activities with *The Creative Toy Shop*. With over 190,000 followers, *The Creative Toys Shop* account is one that Hape Australia has highlighted as being useful to driving social media. Strategically, Hape Australia tags TCTS in every post across Instagram, interacts with their content and has received invaluable content and sponsored advertising through them supporting the Hape Brand. Overall, the Hape Australia Instagram channel reached +9.8% more accounts than when compared to the previous quarter.

UK

In August, a raft of Hape Learning influencer campaigns have been launched across the European continent by Hape UK. The Hape Learning influencer campaigns were split into 3 categories in the UK, working with 5 micro-influencers per category - 15 in total - with a combined following of over 110,000 and an average engagement rate of 5%. Influencers posted a mixture of static images and Instagram reels (videos) of children playing and interacting with the *Quadrilla Super Spirals Set*, *Junior Inventor Deluxe Scientific Workbench* and *Educational* products such as *Monster Math Scale*, *Rocket Ball Air Stacker* and *Human Body Puzzle*, promoting all of the cool and fun features that the products enjoy, including their STEM Principles, educational aspects, scientific attributes and how they aid the development of children's imaginations.



Actually, influencers on social media platforms have now taken over the world of marketing. They share personalised experiences and give advice to followers using photos and videos, offering a shortcut to potential buying groups. Given that the pandemic outbreak is still rampant in some countries, the combination of shopping and socialising has become ever more welcome among customers. Hape UK will continue to seek meaningful cooperation with influencers and endeavour to introduce Hape toys to every corner of the European continent.

SOCIAL MEDIA

New Zealand

Date: July to September
Influence Area: New Zealand
Medium: Facebook & Magazine
Topic: Facebook shout out & a giveaway in a magazine
Highlight: In New Zealand, our distributor conducted a series of abundant and fruitful marketing activities on both emerging and traditional media, such as Facebook and in some well-known magazines. Various Hape products, including classic Hape *Railway* toys, were presented on Facebook with preferential activities, helping make Hape toys more popular in the nation. Meanwhile, our STEAM toy, *Quadrilla*, received great exposure in Tot to Teens - NZ's largest parenting publication across digital and print. All these efforts allowed local customers to learn more about our products.



Georgia

Date: July & August
Influence Area: Georgia
Medium: Facebook
Topic: Online lucky draw activities
Highlight: This quarter, our partner in Georgia did two super-lucky draws on Facebook to give thanks for our customers ongoing support. The activity attracted a lot of attention from our regular customers as well as luring numerous new potential customers in to learn more about Hape toys. By sharing the posts created by Pupazzo and tagging their friends, participants gained the opportunity to win a *Multi-stage Sensory Gift Set* as well as a raft of Hape sand toys. Hundreds of people participated in these online activities with two lucky winners bagging great gifts.



SOCIAL MEDIA

France

After the Baby Music Festival (Happy Boum des Tout-petits) in Paris in June, Hape's French office organised an Instagram influencer marketing campaign to promote Hape's *Music* and *Hape x Baby Einstein* toys. Dubbed #happeningfamily, it achieved huge success around France, with a total reach of 785,8K, amassing over 1,000 new social media followers.



Denmark

Date: May & September
Influence Area: Denmark & Sweden & Norway
Medium: Instagram
Topic: Online campaign with influencers
Highlight: This year, to increase brand awareness and promote Hape toys, Maki, our partner from Denmark, collaborated with approximately 34 influencers to bring forth an abundance of online campaigns. A full-range of Hape toys, including bestsellers from the Baby Einstein range combined with some promising new toys and a collection of classics, were posted on Instagram. The beautiful pictures achieved great appreciation from followers and fans alike.

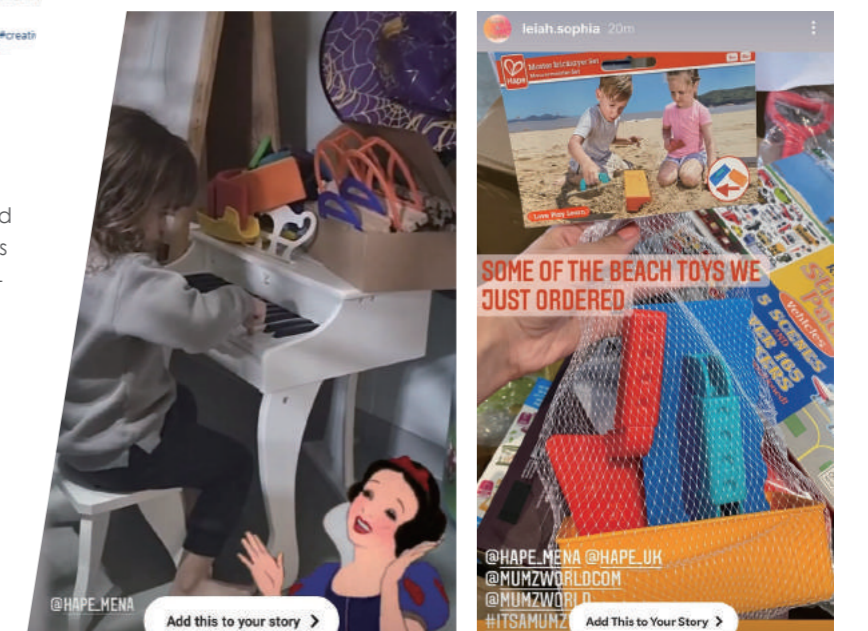


Middle East

Date: July to September
Influence Area: Middle East
Medium: Instagram
Topic: Hape toys were recommended by local influencers
Highlight: Great posts featuring elaborate Hape toys and inspiring stories focusing on Hape products were created on Instagram by local influencers in the Middle East, enticing customer attention and gaining numerous comments and much enthusiasm. Undoubtedly, recommendations from influencers greatly help Hape raise its brand awareness in region and beyond.

USA

Date: September
Influence Area: USA
Medium: Instagram
Topic: Online influencer campaigns
Highlight: In America, Hape's *Doll Family Mansion* and *Store & Go Easel* were recommended by influencers who shared great posts on their social media accounts, gaining lots of appreciation from their followers and attracting plenty of consumers to come and experience high-quality Hape toys for themselves, in both physical and online stores. Online campaigns with influencers has been one of the major marketing strategies in America, as it has great significance on the US market. Starting from September and running through to the next quarter, to raise brand awareness, Hape USA will ramp up its influencer placements, so stay tuned to hear more inspiring online campaigns from the USA soon!



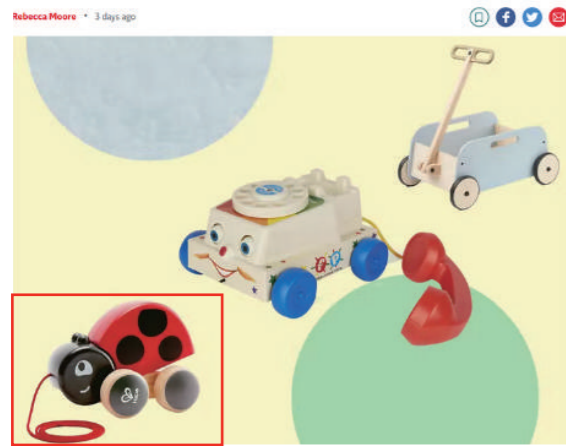
Publication Time: July, 2022
Distribution Area: UK
Name of Magazine: The Independent
Distribution Channel: B2C
Circulation: 3.6 million online readers
Product: Ladybug Pull Along
Placement: 1/8 of one inner-page



Brief Introduction: The Independent is a British online newspaper. Nicknamed 'the Indy', it is known for its 'Indy Best' articles, that recommends quality products, making it popular with parents and grandparents.

11 best pull along toys to keep babies and toddlers company

Get your little one the perfect toy companion to take on all their adventures



TOY WORLD



Publication Time: August, 2022
Distribution Area: UK & Ireland
Name of Magazine: ToyWorld
Distribution Channel: B2B
Circulation: 5,182 printed copies, 38,265 unique readers online

Product: Four-Stage Rocket Ship, DJ Mix & Spin Studio, Magic Touch Piano, Magic Touch Curiosity Tab, Strum Along Songs™ Magic Touch™ Guitar, First Ride Balance Bike, Discovery Scientific Workbench, Hide-and-seek Periscope, Adjustable Telescope, Explorers Bug Jar, Baby Drum, Monster Math Scale, Double Side Drum, Deluxe White Grand Piano, Happy Grand Piano, Rocket Ball Air Stacker, Notes & Keys™ Magic Touch™ Keyboard, Anywhere Art Studio

Placement: Two full inner-pages
Brief Introduction: ToyWorld magazine is a leading and highly influential trade magazine in the UK that is committed to delivering fresh and exciting content concerning 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.

PAPOUM

Publication Time: July, 2022
Distribution Area: France
Name of Magazine: Papoum
Distribution Channel: B2C
Circulation: /

Product: High Seas Rocker
Placement: 1/8 of one inner-page
Brief Introduction: Papoum Magazine is a popular magazine for toddlers aged 1-3 (and their parents!) in France. It's the perfect magazine for parents who wish to read with their children and make multitudes of discoveries together.



Publication Time: August to September, 2022
Distribution Area: Spain (Catalonia Area)
Name of Magazine: El Culturista
Distribution Channel: B2C
Circulation: /

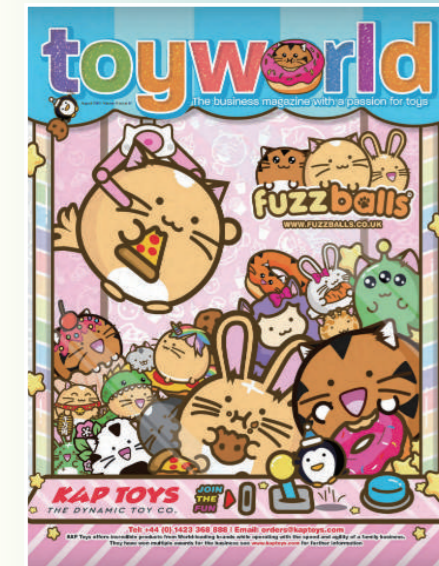


Product: Musical Cloud Light, Stay-put Rattle Set, Role-Poly Ralph, Apple Grab Toy
Placement: One inner-page
Brief Introduction: El Culturista is a cultural magazine distributed in Barcelona and its surrounding areas. It is aimed at schools and relates the cultural agenda for parents and children.

Publication Time: August, 2022
Distribution Area: Spain
Name of Magazine: Juguetes B2B
Distribution Channel: B2B
Circulation: /



Product: New Explorer Balance Bike, First Ride Balance Bike, Scoot-Around
Placement: One inner-page
Brief Introduction: Juguetes B2B (established in 1962) have been creating and publishing exclusive content through multi-media channels (magazine [print+digital], websites, e-newsletters, social networks and virtual fairs, etc) with segmented coverage of the entire childcare sector in Spain (including specialised retailers, manufacturers, brand distributors and other economic agents) for decades.



MAGAZINE