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HAPE.COM



Global Marketing Report

2022 Q4

Refresh for
the Next
Generation

Hape Acquires
Romanian
Baby Furniture
Manufacture
E-kids

Hape's CEO
Attends the 2nd
Child-Friendly
Initiative Seminar

Check Out
Our Heartfelt
Xmas Gifts
for All Customers

Hape Toys
Take Home
Multiple Awards





2022 Q4

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Love play, learn.

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Refresh for the next generation

At the very beginning, we debated whether our logo was a 'butterfly' depicting our freedom of thinking and spirit, or a 'leaf' representing our commitment to our planet? For many it was a heart, to show how we care and put our hearts into everything we do. A decade later, it is recognized by customers all over the world and on millions of products as a sign of our commitment to "Love play, learn."



10 years ago we introduced our "4 Re".

Firstly to 'Rethink' or think twice before we do things.

Secondly to 'Reduce' wherever we can and not waste material, making products and processes even better.

Thirdly to 'Reuse' as today more and more people are joining our decade commitment to the circular economy.

And fourthly 'Recycle' making sure in the whole process of making toys, materials are respected, separated and recycled, professionally.

Today we add the fifth. We 'Refresh'... our communications and our brand so that the world can be clear in our commitment in developing children's full potential, character and life experience through the power of play, building their confidence and ability to learn about our wonderful world.

From the beginning we have been committed to children. To understand how they feel and make the toys that help them develop and learn. From the day we are born, we are searching. Ever curious, building our strength. Building the foundation of who we are and who we will be. Building the desire to discover the logic behind everything, the possibility to comprehend the complex, helping us all to see and understand our potential and enable our imagination to go beyond that.

To 'Love Play' helps grow kindness, generosity and the empathy. Play builds our determination to start again. Play takes the pressure off and gives an amazing ability to even accept defeat because we set the bar to high this time.

It gives us the tenacity and determination to never ever give up trying.

Play isn't something to do in between lessons. It is the lesson. It's the way we grow and learn. It helps us to see what we are truly capable of, to make the world in which we live, more thoughtful ...



At HAPE, our commitment is to this: A more thoughtful caring world.... A more thoughtful caring world, where children are joyful and learning through play. That is why our commitment is to become a better company, not just a bigger one.

Thank you for believing in me, each other and Hape and committing to our passion to make the world, in which we all live together, a better one, especially for the next generation.

Peter Handstein Delivered a Speech at the 2nd Child-Friendly Initiative Seminar

On Nov.10th, the 2nd Child-friendly Initiative Seminar (shortened to "the Seminar") was held in Beijing, with delegates from all sectors of society participating and sharing their current achievements as well as their future plans in regards to building a child-friendly living environment. The founder and CEO of Hape, Peter Handstein joined the seminar as one of only two entrepreneurs invited.



The Child Friendly Cities Initiative (CFCI) is a UNICEF-led initiative that supports municipal governments in realizing the rights of children at the local level using the UN Convention on the Rights of the Child as its foundation. The initiative was launched in 1996 by UNICEF and UN-Habitat to act on the resolution passed during the second United Nations Conference on Human Settlements (Habitat II) to make cities liveable places for all. The UN Conference declared that the wellbeing of children is the ultimate indicator of a healthy habitat, a democratic society and of good governance.

Chinese government has always placed great emphasis on the benefits of children and juveniles, and works to land the CFCI in China. To realise the goals and results proposed by UNICEF, China has incorporated them in its national plans in combination with state conditions, and has steadily implemented them through all levels of government.

The Seminar of China's Child-friendly Initiative is an important forum held once a year. The first seminar was held on World Children's Day (Nov. 20th) in 2020 in Beijing, with 6 ministries and commissions taking part. Following the experience and the resulting report to the 20th National Congress of the Communist Party of China, the second seminar consisted of 6 sections, including "Friendly Greeting", "Friendly Topic", "Friendly Participation", "Friendly Dialogue" and "Friendly Threshold". Leaders from the All-China Women's Federation, the National Development and Reform Commission, the Ministry of Housing and Urban-Rural Development and UNICEF attended the seminar, with delegates from pilot cities, districts and communities reporting their child-friendly achievements and plans, and exchanging ideas on child-friendly transformations in health services, education, public benefits, product upgrading and industry integration. Two specialty projects, the Child-friendly Aerospace Dream and the Child-friendly Public Service Pilot (Culture & Education) were initiated at the seminar.



As one of the only two enterprise representatives, Peter delivered a speech in the "Friendly Dialogue" section, sharing his Hape interpretation concerning child-friendly products. A real child-friendly toy should be able to inspire children's imagination and curiosity, and it should be open-ended in order to encourage a child's self-exploration and creativity. Children's satisfaction has always been a major target for Hape, so upon learning that China would start the child-friendly initiative, the brand was thrilled to be a part of it. Moreover, Hape has already incorporated typical Chinese elements in its product design, such as the popular "Guofeng (Traditional Chinese) Style" and launched a Silk Road campaign.



Ningbo Foreign Affairs Office Invites Expats to Visit Hape

To help expats gain a better understanding of Chinese modernisation, the Foreign Affairs Office of Ningbo Municipal People's Government invited a group to visit the Beilun Lingfeng Industrial Community, the Container Terminal of Ningbo Zhoushan Port Group Co., Ltd and Hape International (Ningbo) Ltd. on November 25th.

Lots of people attended the event, including expat entrepreneurs from Italy, Britain, Tunisia, Türkiye and dozens of other countries along with delegates from the Foreign Affairs Office of Ningbo Municipal People's Government, delegates to the 20th National Congress of the CPC and relevant responsible persons of Beilun District Government.

As one of the acclaimed Top 100 Manufacturing Enterprises



in Ningbo in 2022, Hape became the last stop of the visitors accompanied by Cheng Zhan, deputy head of Beilun District. Peter Handstein, CEO and founder of Hape led the crew on a tour around the warehouse of imported wooden boards and the production line, illustrating how a product comes into life from the raw materials. After the demonstration, visitors went to a showroom where they tried playing with the toys themselves. Peter introduced Hape's development history and corporate culture, telling everyone how Hape made its breakthrough in the toy manufacturing industry. The entrepreneurs has a great time exchanged their ideas with each other. Speaking of the development of Ningbo in recent years, all the attending entrepreneurs showed their admiration of the city's achievements. As for the temporary stagnancy caused by the pandemic, they all agreed that enterprises should work closely with the government to overcome any difficulties. It is only a matter of time before we triumph over the virus.



Hape Integrates E-KID, the Romanian Baby Furniture Manufacturer, into the Group Structure within A Business Partnership



Peter Handstein, Hape CEO, 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 E-KID we plan to develop a new range of products and services focusing on the children and young people's joyful and creative user-experiences".

Sebeş, Romania - November 15th, 2022. E-KID S.R.L. and Hape Holding AG have entered an agreement for the acquisition of 85% stakes in E-KID by Hape.

E-KID is a leading manufacturer on the baby furniture market in Europe. This new agreement will bring E-KID to the next level and will help Hape build further by completing its everything around the childhood business.

Besides Hape's existing wooden toy production in Sibiu region, Romania, as part of the company strategy for E-KID acquisition, Hape will invest over €3 million in the growth of production in Europe. This will also improve product focused on Europe and help to be independent in the European market for global impacts.

E-KID co-founder, Sylvain Guillot will continue leading, growing and developing E-KID further as a member of Hape Holding Group. Sylvain Guillot stated: "Our company takes pride in its serious and sustainable experience in the production of solid wood furniture for children and we have the ambition of becoming better every day. In our company, where multiculturalism and teamwork are a state of mind, we concentrate all our experience so that children around the world have their first dreams in safe and comfortable products. E-kids' integration with HAPE group will allow us to develop our beloved credo: Children first".

Hape has the same roots and the same shared value: education makes the world a better place for children and gives young people around the world the possibility to educate themselves through play-based learning.

About E-KID



Founded in 2003 and located in Romania, E-KID(<https://www.e-kid.ro>) was initially a distribution company specialized in small furniture for babies. In 2019, E-KID started its own production line at its premises. The experience of a French shareholding company allowed E-KID to secure a fast and steady growth. In order to develop its portfolio and strengthen its business, in early 2022 E-KID invested in a second factory in Braşov, reinforcing its market share and position.

Hape Shines at the 2022 CTE China Toy Expo

From November 1st to November 3rd, the China Toy Expo (CTE) was held as scheduled in the Western China International Expo City in Chengdu. As one of the most influential and professional trade fairs in the Asian toy industry, the 20th China Toy Expo gathered over 2,000 exhibitors, bringing more than 5,000 premium brands and 500,000+ toys and products from the industry, attracting numerous visitors and customers to come and pick-up their favourite child and maternity goods.

As one of the leading enterprises in toy industry, Hape participated in the grand event with novelties from the Hape Collection and its distribution brands, including Trido® and ty®. Adopting the previously successful presentation mode, our booth this year continued to divide Hape toys into segregated toy sections based on the diverse and vibrant features of each category. Plenty of visitors and clients were attracted by our Outdoor toys, whose presentation section was exquisitely adorned with bamboo and other natural touches, creating an immersive and engaging outdoor environment for visitors. Notably, our *Observation Habitat* has become one of our most popular products, thanks to its special educational features. Children can have an amazing creature exploration experience, observing and studying the details of insects and other tiny creatures in the green jar. Apart from our full range of classic toys, which caused a sensation, our 2023 items also won customers' hearts. The *Panda's Bamboo House*, for instance, which features a modern design, light colour and an environmentally-friendly theme, has dazzled numerous visitors and received high-praise from the public.

Apart from potential partners and visitors showing great interest in our playful and wonderful toys, our booth was also visited by many well-known media figures. During the event, the founder and CEO of Hape Group conducted interviews with journalists from XINHUA NET and Chengdu Radio and Television, introducing our 2023 novelties and sharing his insightful ideas about toy industry. No doubt, such quality exposure has helped Hape further increase its brand awareness in Southwestern China.

The China Toy Expo is an important large-scale window and platform for children and maternity products in China and, as always, Hape still believes that offline exchanges and the selling of products in physical stores are irreplaceable necessities. We are very pleased and excited to meet our new friends and old acquaintances via similar physical industry gatherings, and the big success we've achieved in this particular instance has further cemented Hape's consistent pursuit of sustainable educational toys, and proved to us that we are on the right track. We will continue to spend more on developing sustainable and high-quality toys, and offer more appealing and beneficial products to children all around the world.

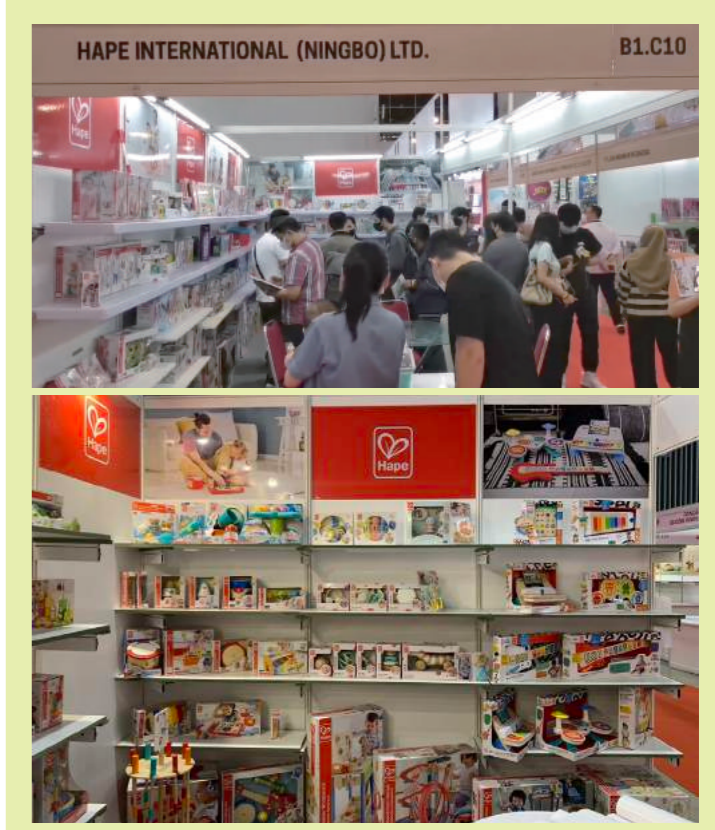


Meet Hape in IBTE

A large-scale international exhibition that brings the best toys from local and international brands together under one roof, the International Baby Products & Toys Expo (IBTE) showcases the latest products toys and provides opportunities to meet and network with key suppliers and industry figures.

In November and December, Hape participated in IBTEs held in Indonesia and Vietnam, garnering positive feedback and comments from customers after the exhibition. The 5th International Baby Products & Toys Expo held in the Jakarta International Expo in Indonesia, was a 3-day gathering bringing more than 6,000 visitors and exhibitors together. The creative and intriguing toys displayed in the Hape booth caught the eye of many visitors and, furthermore, the *Railway Bucket-Builders-Set* attracted lots of potential clients and buyers. Indeed, our *Railway Bucket-Builders-Set* has been one of our best sellers since its first appearance thanks to its innovative design and excellent quality.

Subsequently, on December 1st to 3rd, an IBTE was held in the Saigon Exhibition and Convention Centre in Vietnam, gathering 10,514 professional buyers and clients from the toy industry together for a frenzy of toy-related activity. Hape participated in the event and showcased a full-range of Hape items, further promoting Hape's brand awareness in the region.



Date: 15th to 16th October, 2022
Place: Melbourne, Australia
Name: Pregnancy, Babies & Childrens Expo
Type: B2C
Website: <https://www.pbcexpo.com.au/>
Highlight: The Pregnancy Babies & Children's Expo is Australia's biggest and most trusted early parenting event. With over 30 years of experience, the Pregnancy Babies & Children's Expo is a must for all new parents in Australia, as it provides the latest products and the convenience of having everything parents need to know and buy under one roof. This year, the PBC Expo housed hundreds of exhibitors and boasted an attendance of 7,605 people.

With a diverse array of categories and quality Hape toys displayed on Hape cardboard shelves and wall units, Hape attracted plenty of fair attendees and amassed great attention via various promotional activities conducted by U. Games Australia, our partner in Australia. Moreover, children who were interested in our products could play with our toys on the mat we prepared, and experience the happiness of playing with Hape toys for themselves. Classic music products like *Learn with Lights Piano*, *Baby Drum*, *Musical Cloud Light*, *Musical Whale Fountain*, *Penguin Wobbler*, *Pound and Tap Bench*, *Bunny Stacker*, were all popular among children at the fair, delivering "classic happiness" to all.



Australia's **BIGGEST** early parenting event!



Date: 21st to 25th November, 2022
Place: Deauville, France
Name: PRESHOW JEUX ET JOUETS DEAUVILLE
Type: B2B
Website: <https://www.preshow-noel.fr/>
Organized by: Toynamics France

Highlight: The Preshow was a good place for buyers to discover trends, new products and the must-have toys and games for Christmas 2023. It's also a business meeting based on a specific concept: an event on a human scale that favours quality and personal contact. As one of the most appreciated fairs in the toy industry, this year the event gathered more than 412 buyers and 130 exhibitors in Deauville, including all the major French retailers.

This time, Hape participated in the event with all its 2023 novelties, including those from its distribution brands like Skip Hop®, Nebulous Stars® and more. Our booth was decorated like a winter wonderland, with green wallpaper and a Christmas tree-like display shelf standing in the centre of the booth creating an engaging and immersive festive atmosphere for both buyers and exhibitors. Visitors liked our novelties, especially our *Green Planet Explorers Series* and *Toddler and Baby Toys*, and plenty of clients and buyers popped in to have a look.

As the biggest opportunity of the year to catch up with key accounts in preparation for the 2023 season, the Preshow is essential for further negotiations with big retailers who may list and order products. In general, all our novelties were appreciated, with *The Tea Time Playset*, *Vacuum Playset* and *Ocean Rescue Playset* receiving particular praise for their wonderfully creative role-play functions. The beautiful tea set in particular, received great comments and feedback from buyers thanks to its elegant appearance, innovative design and ability to develop children's language and social skills.



10 (Photo Source: Hape Image)



Date: 1st to 2nd October, 2022
Place: Barcelona, Spain
Name: El Sidral
Type: B2B & B2C
Website: <https://firaelsidral.com/>
Organized by: Toynamics Iberia
Highlight: As the pandemic tension gradually lifts in Spain and all over the world, a series of physical fairs has resumed, creating real and visible platforms for our clients and end-consumers to experience high-quality Hape toys. In October, Hape Iberia participated two grand fairs in Barcelona and Valencia respectively, where a full-range of Hape toys were showcased, receiving great feedback and much attention from attending customers.

As the first fair that brings manipulative materials from all fields together in the same venue, El Sidral is a necessary and essential event for professionals in Early Childhood Education and Primary - as well as for people who work in educational innovation and who are focused on the needs of children and want to know and learn about the resources and inspiration of industry professionals.

This year, El Sidral attracted around 1,500 visitors to enjoy a brightly-lit and free-flowing environment. Hape designed an open booth for visitors at the fair, where various Hape toys were displayed, with the *Learning Toys*, *Quadrilla* and *Puzzles* lines proving to be the a hit. Despite the fact that so many brands and exhibitors attended the event, Hape stood out thanks to its quality and well-designed products. At the event, our *Human Body Puzzle* - which is perfect for encouraging a love of biology and the natural world - earned wide-spread acclaim due to its unique educational features.

Awards Season for Hape Toys

This quarter, Hape's educational and sustainable toys have swept various influential award ceremonies in different countries and regions. This achievement is bound to increase Hape's reputation in the toy industry, and create brand awareness among both retailers and consumers around the globe. Below are the details:



We are Certified STEAM Toys Verified by CTJPA

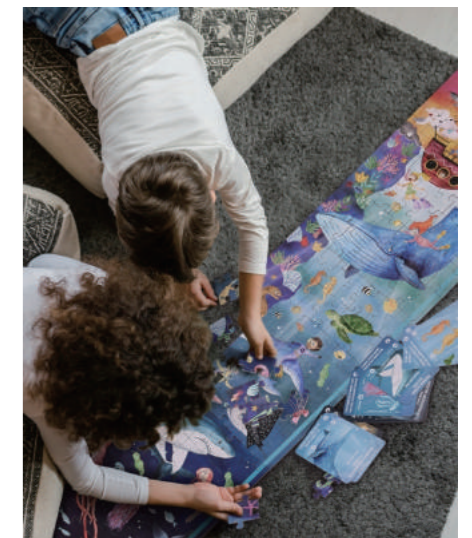


On November 1st, Our *Castle Escape (Quadrilla)* and *Deluxe Scientific Workbench (Junior Inventor)* were named in the first batch of certified STEAM Toys by the China Toy & Juvenile Products Association (CTJPA), which further underlined Hape toys' unique Science, Technology, Engineering, Arts and Mathematic properties. Praised by *Wall Street Journal* as the perfect toy for teaching children how to code, our *Castle Escape* has won numerous STEAM awards around the world, thanks to its special ability in developing children's spatial thinking. Likewise, our *Deluxe Scientific Workbench* is also one of our classic STEAM toys which is highly appreciated by children and parents alike for its scientific features.



Hape Toys are the Experts' Choice

On August 22nd, Hape's *Ocean Life Puzzle*, *Magic Touch Drum* and *Quadrilla Cliffhanger* were awarded the 2022 Experts' Choice Award by Parenting Magazine. When putting the 200-piece underwater puzzle together, children have chance to get close to their favourite sea creatures, and the *Ocean Life Puzzle* is the perfect toy for encouraging a love of nature and aquatic life, as well as being ideal for developing children's problem solving abilities. The *Magic Touch Drum* meanwhile, as one of Hape's classic baby music toys under the *Baby Einstein* Collection, is loved by parents and children alike for its exquisite design and beautiful melodies. Additionally, experts selected *Cliffhanger* due to its multi-age appeal, which once again showcased Hape toys' ability to foster a fun and harmonious family atmosphere.



Toy Start & Star Award

At the beginning of the November, more great news came from Taiwan, where 5 Hape toys were selected as Toy Start & Star Award winners during the festive season. Planned by the Taiwan Toy Education Development Association, The Toy Start & Star Awards are a professional award organisation that recommends good toys to consumers. Having garnered a lot of prestigious awards in Taiwan, this is our second win at the Toy Start & Star Awards, which proves yet again that Hape toys are of great educational value for children.



PolyM Creative City Kit



Discovery Scientific Workbench



Quadrilla Stack Track Bucket Set



My Baking Oven with Magic Cookies



Wonder Walker

(Photo Source: Hape Image) 11

AWARD



In October, Hape's wood-touch technological toy *Together in Tune™* Collection was selected as the Best Toy in the Imitation category by the Spanish Association of Toy Manufacturers, helping to make our magic mini-band even more popular among children and parents in the region. Compared with other musical instrument toys, *Together in Tune™* Collection encompasses an abundance of features that encourage family and friends to play along together.

The Spanish Association of Toy Manufacturers recognises the best toys of the year annually, with only toys that excel in areas such as design, play-value, innovation and gameplay emerging as winners in their given categories.



SPAIN

AWARD

Hape Toys Win Big at the OHbaby! Awards

New Zealand



October proves to be another fruitful month for Hape toys in New Zealand, winning two Golds at the 2022 OHbaby! Awards, making educational and sustainable Hape toys one of the most popular brands in New Zealand.

OHbaby! Awards is a reader lead awards program which means that to be entered into the competition you have to first be nominated by the public. It's seen as one of the best recommendations as it all done by the end user of the products. Hape toys' great wining with two Golds in 2 categories, Best Learning/Educational Toy Gold and Best Baby Toy (6-18 Months) Gold, which is enough to justify Hape toys' popularity among families in New Zealand.

USA



In the United States, 3 Hape toys were listed on the winners' roll call by 3 significant and influential awards bodies respectively in 2022.

Parents Best Toys 2022 Award

In November, our classic instrument set, *Together in Tune Duo™ Connected Magic Touch™ Instrument Set*, was crowned a winner at the Parents Best Toys 2022 Awards, emerging victorious in the toddler category.



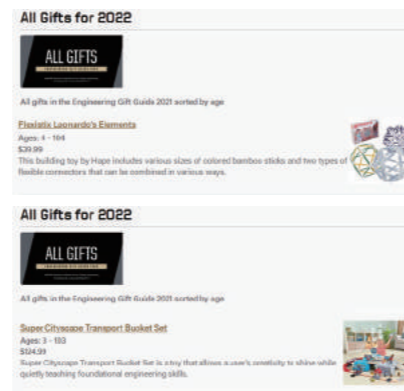
2022 Good Housekeeping Awards



The Good Housekeeping Awards announced their 2022 winners recently, with Hape *Flexistix: Leonardo's Elements* being selected as the best family collaborative toy thanks to its infinite and creative structures. "STEM lovers will adore this set, which let kids use geometry and math to create unique structures. They can play solo or in a group to flex their problem-solving muscles and work on their collaboration skills as they try to build the different shapes". Such great comments and praise from experts and juries further show the unique entertainment and educational features of the product.

Purdue University's Engineering Gift Guide

Hape's *Super Cityscape Transport Bucket Set* and *Flexistix: Leonardo's Elements* were selected to be included in Purdue University's Engineering Gift Guide this December. As one of the top universities in the US, Purdue University selects and recommends valuable toys for both parents and children. After being announced the winner of ASTRA's Best Awards and nominated as a finalist at TOTY this year, our *Super Cityscape Transport Bucket Set* was recommended in the acclaimed Gift Guide, helping increase the product's reputation among customers across the United States.



UK

A Great Honour for Hape Toys as Three Project Baby Awards Win Down Under

Which products were the big winners? Let's find out together...



Penguin Musical Wobbler: Best Baby Toy (6-12 months) - Gold

Our adorable penguin impressed the judges due to its fantastic quality and affordable price. Meanwhile, the lovely waggling toy won the hearts of many children. With the *Penguin Musical Wobbler*, children can experience sound and delight in the penguin's soothing, twinkling sounds and funny waddles - which is also a great way to encourage children to create music and to appreciate the joys of melody.



DJ Mix & Spin Studio: Best Toys (12 months+) - Silver

Performing well at many different awards, Hape *DJ Mix & Spin Studio* has won numerous honours in the industry. This time, the portable keyboard won a silver award at the Project Baby Awards, receiving great comments and feedback from juries and parents. Once again, the product's excellence and popularity in UK has been proven. "A toy that is so well-built and it will last for years", the juries gushed. Indeed, this is more than a portable keyboard, as music lovers, sound-makers and rhythm shakers will all love our magic *DJ Mix & Spin Studio*. With this product, children can unleash their inner artist and be a DJ who controls the beats.



Reviewer said "A toy that is so well built it will last years..."

Railway Bucket-Builder-Set: Best Train Set - Silver

Our *Railway Bucket-Builder-Set* was honoured with a silver gong in the Train category, with the creative design of the set receiving much appreciation from the public. The lid of the box can not only be used as a storage tool, but is also an important accessory that can be used to create a cool little town for passengers and cargo to move through. The simulated deluxe railway set has all the props kids need for stimulating communication and inspiring hours of imaginative role-play.



Poland

From November 7th, customers in Poland can find Hape toys in Biedronka, which symbolises another big step for Hape toys in the Eastern European country. Biedronka is one of the most popular and largest supermarket chains in Poland with over 3,000 stores in the region and a decade-long stronghold on Poland's grocery retail market.



Georgia

This quarter, our partner in Georgia, Pupazzo Toys, executed some interesting and innovative ideas in terms of store-branding and presentation, conducting display photo-shoots and posting their beautiful shop display photos on social media in order to let customers know what great treasures they have in store and online. This kind of innovative presentation has definitely attracted customer attention and lured more and more shoppers into the store.



In December, a well-decorated window display in Motherswork located in Global Center in Chengdu has attracted a lot of attention. The colourful and festive Christmas poster and the exquisite gifts as well as a variety of Hape items in the window - gained much appreciation.

In Suzhou, our partner newly prepared an enormous and creative *Quadrilla* display for customers, which not only brought spectacular visuals to customers, but also attracted numerous parents and kids come and experience the fantastic STEAM toys for themselves.



CL Toys in Suzhou



Motherswork in Global Center, Chengdu

China

Mexico



Centro Comercial Artz Pedregal en la CDMX



Centro Comercial Plaza Satélite en el EDOMEX



Centro Comercial Santa Fe en la CDMX

After enjoying great offline retail success in our first flagship store in Puebla, Hape decided to continue the physical retail trend in Mexico this quarter, opening three well-received pop-up stores in the country as listed above.

Australia



In Q4, a full-range of Hape toys entered Target and Myer in Australia, two influential store groups in Australia, welcoming customers to come and experience high-quality Hape toys in physical stores. Fabulously arranged Hape toys offered free product experiences to every customer who walked into the stores.

Hape Toys Enter in Two New Stores in Spain

In October and December, Hape toys appeared in two new stores in Spain - Abitare Kids in Barcelona and IKUSI MAKUSI in Errenteria, Pais Vasco - giving access to high-quality Hape toys and fresh shopping experiences to local customers. Both stores prepared a special big area in which to present the Hape toys in-store, especially IKUSI MAKUSI, who displayed 90% of Hape and Toynamics products. The exposure shows that Hape toys are of great marketing importance in Spanish offline stores.



Ikusi Makusi



Abitare Kids

Hape Show in Germany

Window Show



Eye-catching window display in Domroes



In-store Baby Einstein promotion in Domroes

Hape Shop-in-Shop in Various Stores



Hape SIS in Harfelder



Hape SIS in Rewe Center



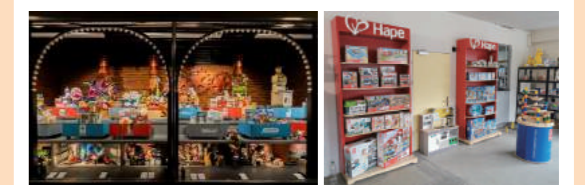
Hape SIS in Teddy Toys

Since 2020, Toynamics Germany has implemented Hape Shop-in-Shops in various stores located in different shopping malls in the country, which has helped increase turnover and build a better Hape brand image in Germany. Let's have a look at these brand new shop-in-shop presentations together!

Hape's Great Appearance in Switzerland

In Bern, LOEB elaborately decorated their annual Christmas window with Hape's classic *Pretend Play* item and the *Metro Police Dept Playset*, attracting lots of children to stop by for a closer look. The shop windows were very well received, despite the freezing cold weather, providing an abundance of Christmas gift ideas and choices to parents and children.

Additionally, our new customer in Switzerland, Kleiner Bewegt, also decided to become a Hape shop-in-shop, and they decorated their stores with Hape shop-in-shop shelves and sold various toys accordingly, attracting lots of attention and helping Hape build a better brand image in the region.



Hape Marketing Events in China

This quarter, Hape has continued to endeavour to get closer to local customers in China, by conducting a series of marketing events designed to draw more and more followers to the brand. Let's have a look at some of these interesting events!

Hape on the Road

Following on from the successful roadshow experiences in the previous quarter, Hape China continued to launch roadshow campaigns across China this quarter. From September 17th to October 7th, co-organised with our partner Sam's Club, we launched a series of roadshows at Sam's Clubs in 15 different cities, providing customers with a seamless Hape experience. Meanwhile, roadshows celebrating China's National Day were organised by our distributors in 20 cities across the Mainland, bringing smiles to many faces. These immersive roadshows have achieved great success and garnered a lot of notable feedback from our valued end consumers.



Hape Family World Cup is in Full Swing

The FIFA World Cup kicked off on November 20th in Qatar - but are you still regretting not being there in person? The Hape Family World Cup gave football fans the chance to win exquisite Hape Football Sets. On December 3rd, to improve the valuable family-time, a "Hape Family World Cup" competition was carried out in Suzhou, earning much praise and attention. At the event, 16 families competed in a tournament, with two families winning our Hape Football Set worth over 400RMB at its thrilling conclusion.

New Year, New Future – Hape Taiwan 2023 Brand Presentation

On Dec. 9th, a lively Hape brand presentation was held in Taipei, announcing Hape Taiwan's 2023 sustainable development goals. This year, our Brand Presentation gathered 48 people together in the Parenting Club. Peter Handstein, the CEO and founder of Hape, opened with a warm-up speech that extended his high-appreciation of the Taiwan company's great achievements in 2022, before going on to express his expectations for Hape in 2023. All the participants had a great time at the event, and our classic STEAM *Quadrilla* toy garnered a lot of attention for its STEAM education properties. In addition, our 2023 *Green Planet Explorers* series also met great appreciation from the participants thanks to its sustainable and environmentally-friendly features.



Marker Party and the Hape Quadrilla Parent-Child Experience

Customers in Taiwan were excited about the colourful and productive offline experience activities conducted by Hape in November and December. At the beginning of December we built a small Hape playground in the National Taiwan Science Education Centre. Hape displaying many intriguing toys in the large space, such as a spectacular *Quadrilla* Wall and magic *Mine Trains*, attracting countless of kids and parents. The three-day Marker Party saw an increase in *Quadrilla* and *Railway Train Sets* sales.

In November, to bring happiness to more families and to enrich more and more children's lives, four Hape *Quadrilla* Parent-Child Experience Activities were organised in Taiwan, inviting kids and parents to play with our global best-selling STEAM toy, *Quadrilla*. At the activities, we not only brought fresh play experiences to children, but also achieved great appreciation from parents!

Participate in the Great Christmas Campaign

In December, Hape was excited and grateful to partner again with Stephen and Ayesha Curry's 'Eat. Learn. Play.' Foundation in order to support families in need this holiday season at the 10th annual Christmas with the Curls!

At the event, an abundance of Hape toys were wrapped and handed out to over 500 Oakland families (out of over 2,000 participants). Freddie, our marketing manager in the US, helped kids pick out their favourite surprise gift, which included multiple Hape products such as *Bath Elephant Basketball Pal*, *Maple Wood Building Blocks*, *Puzzles*, *Store & Go Easel* and more. No doubt, the exquisite Hape toys brought warmth and happiness to children during this cold winter.

It was an incredible event, and the various partners collaborated to donate over \$1M in gifts, including toys, books, clothes, food, home goods and more for families in need. This meaningful event underscores Hape's commitment and long-held intention to create a better world for the next generation.



Create Lasting Memories with Hape USA

2022 was an extraordinary year for Hape USA, with compact and successful offline events resulting in delightful outcomes. In addition, brand new cooperation with museums also contributed to the outstanding overall performance by Hape USA. Read on for more details...

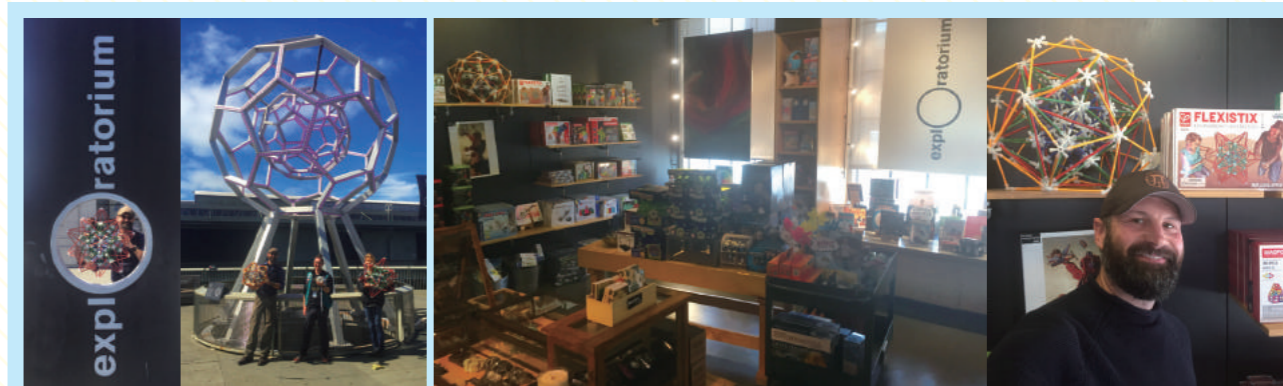


Hape Kitchen Set Donation with EAT.LEARN.PLAY.

In partnership with the 'Eat. Learn. Play.' Foundation, another meaningful and inspiring charitable activity was conducted successfully by Hape before the Christmas event. Hape built and delivered an entire Hape kitchen set to Lotus Bloom, a pre-school family resource centre in Oakland, California. The teachers and families were overwhelmed with gratitude and LOVED the quality and detail of the toys, sending follow-up messages about how much fun the children had playing with them. This donation was perfect as we donated toys for children who are really in need. Holding the philosophy "Love play, learn." deep in our hearts, Hape - together with EAT.LEARN.PLAY - will continue to replicate such donations in the future and endeavour to do our utmost to bring happiness via Hape's quality toys to every child across the world.

Hape's Flexistix at the Exploratorium

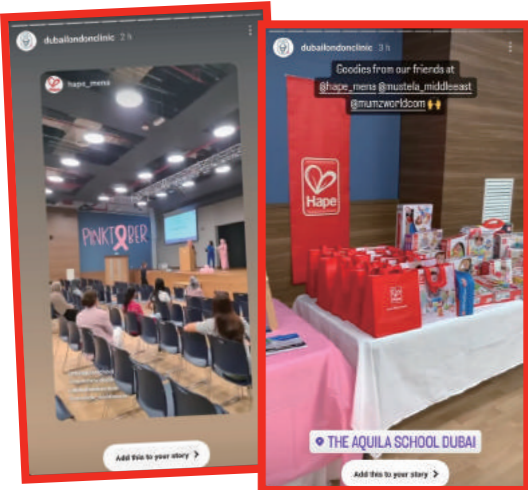
This quarter, Hape *Flexistix: Leonardo's Elements* entered into the Exploratorium, and enjoyed a prominent placement in its gift shops. Widely considered to be one of the best Science Education museums on the globe, the Exploratorium is the No.1 museum in San Francisco and attracts over 1.1 million visitors every year. The sustainable nature of the bamboo and the multi-layered educational value of *Flexistix* were highly appreciated by people in the Museum.



OFFLINE EVENT

Middle East

As a toy brand focused on familial happiness, we are motivated to take action to improve the health of women. On October 12th, Hape attended the "Pinktober Breast Cancer Awareness" event, an offline activity that aimed to raise women's awareness of breast cancer. At the event, we gave away toys as gifts to the attendees in a show of support and solidarity. Also, since the event was in the auditorium of Al Aquila School, we took the opportunity to exhibit toys (such as *Doctor on Call* and *Human Body Puzzle*) on-site, which aroused a lot of interest from the attendees.



Philippines



In November, Hape participated in the Toys R Us Big Toy Sale at Trinoma, an iconic shopping mall in Quezon City, Philippines. The event gave local customers up to 70% off on a wide selection of exquisite toys, drawing countless shoppers to the site. During the event, Hape's mascot, Pepe, was also present, performing its fun dance, playing with children and generally livening up the event's atmosphere.

Mexico

Last season, Humboldt College in Puebla City, Mexico, hosted a carnival to celebrate Oktoberfest. The event was established in 1987, and is an important meeting point between Puebla society and German customs and cuisine. This year was the first time that Hape had attended in the event, and we exhibited several toy lines on-site, encouraging lots of people to come and pick-up their favourite toys. Lots of visitors (many of whom were German) were also very happy to see that Hape has arrived in Mexico.



Germany

This quarter, Hape Germany partnered with Hartfelder, a Hamburg-based toy chain store with over 38 years of experience in the industry, to advertise on the outside of two buses in the city.

In the ad, you'll find a variety of Hape toys - including *Pepe Pull Along*, *Penguin Musical Wobbler* and *Hape x Baby Einstein* series - all of which are presented on prominent areas of the bus body, making a great impression on our target audience and casual passers-by alike. According to feedback from Hape Germany, the move has increased both brand awareness and sales for Hape and Hartfelder simultaneously.



XMAS EVENT

Xmas Gifts from Hape!

During Christmas, stores are all decked-up and stocks and products are on festive display with little snowflakes, bells and more. During this busy but exciting season, brands are all ready to bring their best holiday season ads and Christmas campaigns to the table in order to impress customers. Here's listing of 3 types of Christmas campaigns from our regional offices. Great content, excellent showcases and brilliant conversion rates are what enables them to feature on our list.

Xmas adverts

Europe

During the Christmas season, Hape started its first global advertising campaign, releasing a Christmas advertisement with the theme of "Unwrap Your Potential" on several social media platforms (Instagram, WeChat, Youtube, Tiktok and etc.) simultaneously. For different social media channels, different lengths of content were created to better engage users.



This lovely advertisement brings Hape toys to life, and tells a story about how these toys help an angel that fell from the Christmas tree...The ad shows viewers that Hape toys are made for more than just fun, and that they can learn key-skills like teamwork, empathy and creativity through play.

According to the data from European offices collected so far, the advertisement has reached over 3.4 million users across Facebook, Instagram, TikTok, and YouTube, and attracted 126,286 clicks to the website as a direct result of the campaign.

China

Apart from Hape's Christmas commercial, our Marketing Communication Department at Hape China also created an impressive promotional video for Hape Holding AG, with the slogan "All we want for Xmas is your happiness".

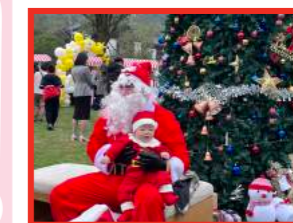


The video, which featured Hape employees from around the world, showed the joint efforts of our team as they strive to create meaningful products for children. The content revealed how a Christmas gift develops from a vague idea to an exquisite product, before finally making its way into a loving family home.

The video was posted on Hape Group's official account on LinkedIn (@Hape Holding AG), WeChat (@Hape集团资讯中心), and Facebook (@Hape Holding AG) and was viewed over 6,000 times in total.



Xmas Bazaar



On December 10th, Hape China partnered with the Cordis Luxury Resort, Cordis Dongqian Lake Ningbo and The Child Academy Hengfeng Kindergarten to hold an exciting Christmas Charity Bazaar on the central lawn of the hotel. The event featured 20 booths, selling toys and food and more. After the bazaar, all proceeds will be donated to the Ningbo

Charity Federation to support charities for children living with rare diseases in Ningbo.

During the 5-hour sale, Hape sold a total of 72 pieces, with a total value of 3,235RMB, of which *A Wild Rider Vehicle*, *Free Kick*, *Police Car with Siren*, *Nature Detective Set* were the most popular.

Xmas Giveaway on social media

To celebrate the Christmas season, Hape UK partnered with 12 different brands to offer one giveaway every day across its Instagram page (@hape_uk). The partners include everything from baby food brands to nursery furniture. In total, they delivered over £3,000 worth of prizes.



Post Interactions



In **Australia**, our Australian partner U. Games Australia launched a 24-day Instagram giveaway on @hape_au, which reached 10.8K users (10% were followers and 90% were non-followers) and gained 126 new followers in total.

At the same time, 12 Days of Christmas Giveaways were held on Hape USA's Instagram (@hape-toys_usa) and Facebook (@Hape Toys). With this promotion, they garnered over 2,000 new followers and great engagement and comments relating to Hape toys. It was a superb online feature to be proud of.



HAPE'S ONLINE JOURNEY

Last Halloween, hape.kz - Hape's Instagram account in Kazakhstan - launched an exciting giveaway, bringing gifts including the *Monster Math Scale* and coupons worth up to 10,000KZT to its followers. To enter the giveaway, participants needed to complete 3 steps: 1. 'Like' the last 5 posts on hape.kz. 2. Make a repost of any of hape.kz's posts to their stories and mark the account. 3. Write in the comments why they love Hape toys. Each participant was given an individual serial number, and 3 winners were determined using a random number generator. The event was a huge hit locally, with 93 participants, 310 comments and 9,837 users reached in total.

Kazakhstan



Also, in Q4, our Kazakhstan marketers conducted a series of preferential online activities designed to stimulate sales. Activities such as 'buy 3 get 1 for free', 10% discounts on birthdays, Black Friday discounts and gift cards etc, attracted a lot of local customers.

Serbia

New Zealand



In Q4, our distributors once again secured the opportunity for Hape to display site-wide digital tiles on the famous parenting magazine OHbaby!'s website.

This time, our *Together in Tune Piano™* and *Connected Magic Touch™ Piano* were showcased in October's tile. This wooden piano has an interactive electronic keyboard with various double-sided pages of sheet music, which helps develop children's colour recognition, understanding of music and hand-eye coordination. December's tile featured the slogan "Unwrap your potential" alongside Hape's Christmas campaign, which emphasised the benefits that Hape can bring to children's personal development.

This season, Hape appeared on two popular mobile apps in Serbia. The first one, Yettel, is owned by the biggest mobile operator. Hape appeared in the section, 'Yettel for you', offering coupons with 30% discount for its users. The campaign gained positive feedback with a 30% increase in sales of some products. The second app was Tvoj centar, which is developed by Confluence, the owner of the 4 largest shopping malls in Serbia. On the app, Hape was promoted in the form of a blog text, which is valued as one of the most interesting blogs for both kids and parents on the app.

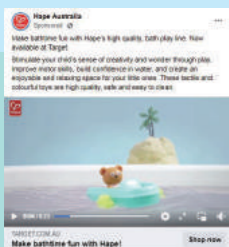


Australia

Apart from its exciting Christmas campaign on Instagram, Hape's partner, U. Games Australia, also placed great emphasis on promoting a mix of content that focused on key promotional periods such as Halloween and its very own Pepe Adventures during Q4. This has included paid Instagram adverts, influencer marketing campaigns, paid media coverage, organic social media exposure and B2C trade events.

Social Media

During a period of three months, Hape Australia posted 38 times, including 101 stories and 5 reels on Instagram, reaching a total of 36,000 users.



Pepe on Tour

This year, Hape Australia has created a series of posts on Instagram with Pepe as the main character, documenting his "daily life", so that followers can generate brand recognition through Pepe's adventures. This season, our adorable mascot was "spotted" playing on the beach during the first day of summer, celebrating Halloween, and hanging out in Coffs Harbour in the Southern Hemisphere!



Paid Promotions on Instagram and Facebook

To drive consumers to purchase the bath range through Target - a famous online and offline shopping website in Australia - U. Games Australia utilised paid promotions through Instagram and Facebook. This campaign targeted a core demographic and delivered combined impressions of 1/2 million Australians.



Sponsoring giveaways

To thank the independent retailers who have selflessly promoted Hape throughout the year, U. Games Australia sponsored giveaways for their top 5 supporters, with an accumulative reach of 214K users. Each retailer had the opportunity to promote one *Toddler Ride On Balance Bike, Light Blue* (offered by U. Games Australia) on social media during December.

PR event

The weather is gradually getting warmer in Australia, and seizing the moment, U. Games Australia collaborated with KOLs and magazines to promote products suitable for the local climate and to increase product sales. Let's find out what they have been doing so far:

Website

PRODUCT: *Musical Cloud Light, Tubing Pull-back Boat & Learn with Lights Piano*
MEDIA: Motherpedia Christmas Guide
REACH: 15,000
DATE: 25/10/22



Magazine

PRODUCT: *Musical Cloud Light, Musical Whale Fountain & Tubing Pull-back Boat*
MEDIA: Canberra Weekly Magazine
REACH: 1,033
DATE: 17/11/22



Instagram & Facebook

PRODUCT: *Musical Cloud Light*
MEDIA: Instagram - raniengineer
REACH: 11,900
DATE: 08/11/22



PRODUCT: *Musical Cloud Light, Musical Whale Fountain & Tubing Pull-back Boat*
MEDIA: Facebook - La Maison Jolie
REACH: 1,015
DATE: 16/11/22



Currently, U. Games is placing great emphasis on promoting the below 4 products:



Exploring & discovery



Creative Development



Creative Development

Musical Cloud Light



Help your little ones drift peacefully off to sleep with this wonderful musical cloud light. Features three hanging raindrops which let you change the lighting settings and select between 10 audio tracks including eight gentle melodies and soothing heartbeat and rain sounds, which could soothe the baby's emotions and stimulate their senses.

Learn With Lights Piano



This 25-key electric piano is a wonderful way to begin your musical journey. Follow the light-up keys to learn how to play! Then you can select your own instrument and play along to one of the six stylized tunes and eight drum beats. This piano will help our kids build confidence, fine motor skills and a love for music for many years to come.

Tubing Pull-back Boat



Make bath-time fun with this splendid speedboat, complete with a tubing bear! Pull back on his string and the boat will actually move through the water, pulling the bear behind on a tube until he reaches the boat safely.

Musical Whale Fountain



Make bath-time magical with this wonderful musical whale fountain. Choose between watching the fountains dance to music or play each whale like the keys of a piano.

These bath toys will turn every bath time into a mini-adventure that help boost your little ones' physical development and stimulate their sense of creativity and wonder through play.

Thanks to U. Games Australia's efforts, Hape reaped unprecedented local attention in 2022. Let's look forward to more great performances from them in the 2023!

MEDIA

Aside from offline marketing activities, Hape also connects and spreads word of its products through television, listicles, live-streaming events and retailers' catalogues.

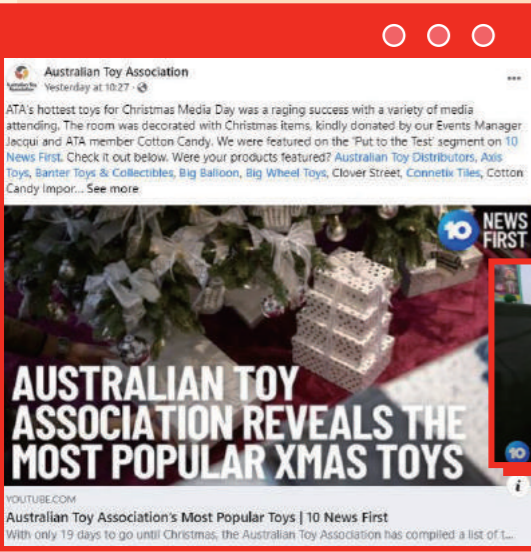
UK

On November 25th, a little girl performed a song with the host using the Hape *Mighty Echo Microphone* on the famous Irish TV show *The Late Late Toy Show*. While she was singing, this battery-free music product amplified and added echo to her voice, making the melody sounds even more beautiful and lovely! Airing once a year in Ireland, the popular TV show showcases the most popular toys of the year, as demonstrated by the host, featured children with special celebrity guests. We're sure this fun toy will leave a good and lasting impression on the Irish audience!



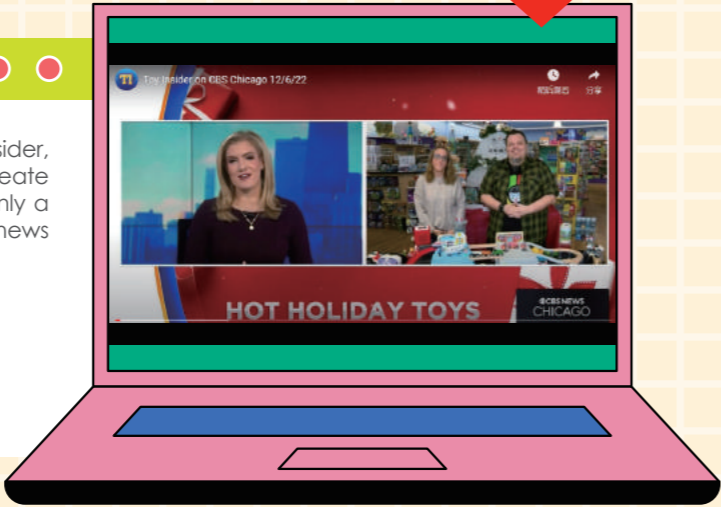
Australia

Good news from Australia! Hape's *Learn with Lights Piano*, *Black* made the Australian Toy Association's Most Popular Toy's of the Year, and was aired on Network 10 News First, where 250,000+ viewers watched live. This beautiful, electric piano, with its 25 light-up keys, is a fantastic way to kick-start your little one's musical journey. By following the 25 light-up keys, children can learn how to play their favourite tunes and later hear what they've played by using the record and playback function. This easy-to-play piano is the perfect preparation for advanced musical learning, and helps build confidence in young musicians.



USA

During the fourth quarter, the Hape USA team worked with Toy Insider, a leading news and information provider in the toy industry, to create a series of PR activities to promote Hape toys, delivering not only a series of listicles on its website, but also featuring Hape toys on TV news broadcasts, including CBS and Fox News. In these instances, the toys were mainly recommended as "Best Holiday Toys".



MEDIA

Switzerland

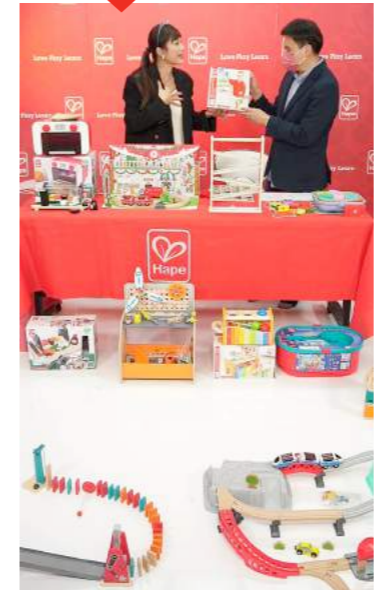
In season 4, Hape products appeared in the Christmas catalogs of six retailers in Switzerland, including Migros, Coop, and Amsler, which will help Hape stand out during a fiercely competitive time for both brands and marketers. The catalogs included a variety of Hape toys, ranging from *Railway*, *Hape x Baby Einstein* series to the *Junior Inventors* series.



Taiwan

On November 30th, Hape's Taiwan team started a one-hour live-stream on Momo Shopping, the leading online shopping website in Taiwan, introducing both hot-selling and seasonal new products to locals. The live-stream received positive feedback from viewers and achieved over 80,000NTD in sales in just one hour.

Founded in September 2004, Momo targets female shoppers and offers items from household goods to clothes, cosmetics and pretty much anything else you would find in a large department store. It serves more than 10 million member-customers and continues to grow steadily.



Middle East

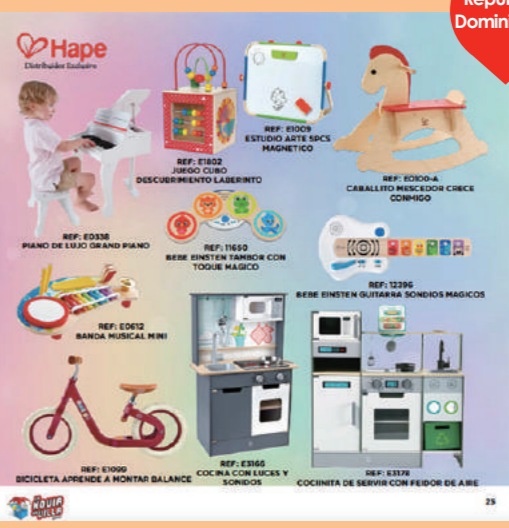
This season, Hape's partner in the Middle East sponsored the premiere of *Lyle, Lyle, Crocodile*, a live-action/CGI musical comedy showing in Reel Cinemas at The Dubai Mall - and provided Hape's Music toys as gifts for the children who attended the event.

The film tells the story of a boy's unconventional friendship with a crocodile who loves singing and their shared adventures. The movie provides a lot of joy mixed with messages about courage, loyalty and inclusion - all carried along with some wonderful music. The film and the event aligns with Hape's Music series, which allows children to explore music in a way that develops their personal skills with joy and happiness.



República Dominicana

For Christmas, our partner in República Dominicana - *La Novia de Villa* - dedicated a full page of their Christmas catalog to Hape products. We believe that with the help of *La Novia de Villa*, more and more local consumers will be interested in Hape toys.



SOCIAL MEDIA

Date: October
Medium: Instagram
Products: Pandas' Bamboo House & Tigers' Jungle House
Instagram Username: @hape_uk

Highlight: To promote Hape's new category, Green Planet Explorers, Hape UK sent two representative products - Pandas' Bamboo House and Tigers' Jungle House - to 12 Instagram influencers and invited them to share their feelings about the toys through stories, reels and social media posts. After the influencers delivered their posts, the toys received some positive feedback from parents, with comments like "cute", "amazing" and "a dream playhouse".

Being made of sustainable and environmentally friendly materials such as bamboo and plant plastic (made from sugar cane), toys in the Green Planet Explorers line all come with accessories that have environmental elements that make sustainability accessible, child-friendly and fun. Take Pandas' Bamboo House and Tigers' Jungle House as examples; kids will learn about solar energy and garbage sorting while enjoying some role-play fun. It's a great way to let children know how to care about our precious environment.



UK

Middle East

Date: Season 4
Medium: Instagram
Products: Hape toys from varies categories
Instagram Username: @hape_mena

Highlight: To implement product placement on social media, Babico - Hape's partner in the Middle East - reached out to several influencers to collaborate with several Hape products. The campaign promoted a wide range of products, from Sand Toys to Railway and Music series, which were all nicely recommended to their respective fans.



Georgia

Date: Season 4
Medium: Instagram & Facebook
Products: Hape toys from varies categories
Instagram Username: @pupazzo.ge
Facebook Username: @Pupazzo Toys

Highlight: To gain exposure in Georgia and boost followers on its social media platforms, our partner Pupazzo launched several giveaways on both Instagram and Facebook, receiving warm responses from local users.



Among the giveaways, the "Sharing Your Baby's First Tooth Photos" event on November 12th - where attendees were invited to share their baby's first tooth photos - was particularly fun and interactive, with parents proudly showing their photos. The comments section was full of cheerful interactions between users and fans alike.

Meanwhile, Pupazzo also cooperated with some local influencers, sending them free Hape toys and inviting them to recommend our toys on their social media accounts through posts, stories and reels.



Serbia

Date: Season 4
Medium: Instagram
Products: Together in Tune PianoTM Connected Magic TouchTM Piano & World Observation Puzzle & Rock-a-bye Cradle
Instagram Username: @hape_serbia

Highlight: This season, our partner from Serbia, FormaVS, reached out to @Tatindnevnik, one of Serbia's top influencers (with 135K followers), in order to promote Hape toys in the region.



FormaVS' performance in social media operations is very impressive, and in just two months, since October 28th, their Instagram followers have gone from 0 to 2052. Let's join together to wish them more success in 2023!



Date: December
Medium: Instagram
Products: Hape toys from varies categories
Instagram Username: @hapefrance

Highlight: This December, Hape France sent an assortment of toys in a Hape Christmas bag to several local influencer families, inviting them to "have a taste" of our toys and create impactful content on social media with their opinions. The children were invited to become the elf of Santa, having the possibility to try the toys before Santa distributes the toys to every child on the 25th. The campaign received warm responses, with positive comments like "sustainable" and "innovative" in various influencers' posts. The campaign expects to reach more than 400,000 users with more than 20 posts from 9 influencers - which will increase Hape's brand awareness in the region. As of December 31, several French users had already showed a strong interest in Hape and Hape toys.

France

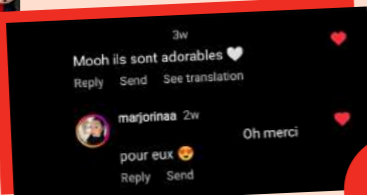
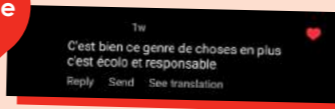


Photo Credit: @littlebabychou

Date: December
Medium: Instagram, Facebook, Pinterest & Twitter
Products: Super Cityscape Transport Bucket Set, Rock & Slide House-Sound Effect etc.

Instagram Username: @hapetoys_usa
Highlight: PR campaigns centred on earning product placements on social media have been successfully launched in the USA. On this occasion, over 100 influencers participated in the campaign, and the Super Cityscape Transport Bucket Set and Rock & Slide House-Sound Effect were chosen as the main promotional products.

In the promotional posts, the toys were mentioned as great Christmas gifts for kids, as they keep them entertained for hours by playing with several imagined scenarios. In the posts, the Rock & Slide House-Sound Effect's music, sound effects, beautiful details and great accessories (more than 25) were emphasised, while the Super Cityscape Transport Bucket Set's focus was more on how it can be stored easily and on the creativity of the design.

We believe such placements and exposure will help elevate the overall status of Hape products, and increase Hape's brand awareness in North America.



USA



UK

Publication Time: November, 2022
Distribution Area: UK & Ireland
Name of Magazine: ToyWorld
Distribution Channel: B2B
Circulation: 5,182 printed copies, 38,265 unique readers online
Product: Sand Toys Range, Hide-and-Seek Periscope, First Ride Balance Bike, New Explorer Balance Bike
Placement: One full inner-page and 1/2 of another
Brief Introduction: The UK's leading toy trade publication, Toy World reaches key people at every toy supplier in the country, as well as representatives from industry bodies, media organisations and other companies that have commercial interests in the toy industry.



France

Publication Time: October, 2022
Distribution Area: France
Name of Magazine: Baby&Cie
Distribution Channel: B2C
Circulation: /
Product: Together in Tune Piano™, Connected Magic Touch™ Piano, Together in Tune Drums™, Connected Magic Touch™ Drum Set, Together in Tune Guitar™, Connected Magic Touch™ Guitar
Placement: One full inner-page



Brief Introduction: Baby & Cie is a unique two-in-one magazine that aims to be an indispensable guide for parents at each stage of their daily lives.

The 'A BABY' section highlights the pre-pregnancy and pregnancy periods, as well as the first years of a baby's life, encompassing its many stages, trends and problems in order to support mums and dads in their mission as future and young parents.

The 'A KIDS' section covers the tender years of toddlers aged 3 right up to the age of 14 with humour, seriousness and boldness. At once playful in its graphics and in its offbeat articles, it is also educational thanks to its in-depth themes and topical dossiers. Baby & Cie is quickly becoming a must-read for parents of all kinds.



Publication Time: November, 2022
Distribution Area: France
Name of Magazine: PARENTS
Distribution Channel: B2C
Circulation: /
Product: Together in Tune Drums™, Connected Magic Touch™ Drum Set
Placement: 1/2 of one inner-page

Brief Introduction: PARENTS is known as "your favourite magazine or website for young parents", and is an expert AND friendly magazine for future or young parents of children aged 0 to 10. Filled with cutting-edge expertise but also kind and friendly, PARENTS never patronises. Each year, the magazine also organises a set of awards, and publishes news of the lucky winners.

Canada



Publication Time: October, 2022
Distribution Area: Canada (Except Quebec)
Name of Magazine: Mastermind Toys-2022 Holiday Play Guide
Distribution Channel: B2C
Circulation: 600,000 subscribers – from October 22nd to December 31st
Product: Together in Tune Piano™ Connected Magic Touch™ Piano
Placement: 1/4 of an inner-page
Brief Introduction: Mastermind Toys is Canada's largest specialty toy and children's book retailer. As Canada's authority on play, every year their Gift Guide brings the nation the best toys of all ages for the holiday season.

New Zealand

Publication Time: December, 2022
Distribution Area: New Zealand
Name of Magazine: OHbaby! -Christmas Gift Guide
Distribution Channel: B2C
Circulation: 17500 with the readership of 90,000 +
Product: Sleepy Sheepy
Placement: 1/8 of one inner-page



Brief Introduction: OHbaby! magazine is dedicated to creating engaging content and supporting new parents through pre-conception and pregnancy right through to early years and childhood. Regular OHbaby! topics include nutrition, health, recipes, product reviews and much, much more. The annual Christmas Gift Guide selects an array

of beautiful Christmas gifts ranging from toys to baby care products, and provides parents with a useful guide to all their little one's favourite gifts and presents.

Spain

Publication Time: December, 2022
Distribution Area: Spain
Name of Magazine: Juguetes B2B
Distribution Channel: B2B
Circulation: /
Product: Shape Sorter Xylophone, Stacking Music Set, Learn with Lights Drum, DJ Mix & Spin Studio, Gearhead Stunt Garage, Quadrilla Stack Track Bucket Set
Placement: One full inner-page and 1/3 of another
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.



Australia

Publication Time: December, 2022
Distribution Area: Australia
Name of Magazine: The Toy Universe
Distribution Channel: B2B
Circulation: /

Product: Swimmer Teddy Wind-Up Toy, Rock Pool Squirters, Musical Whale Fountain, Master Bricklayer Set, 5-in-1 Beach Set, Power Paw, Red, Rain Shovel, Blue, First Ride Balance Bike, Light Green, Toddler Picnic Basket, Gourmet Grill (with food)



Placement: One full inner-page
Brief Introduction: Toy Universe is Australia's No.1 online-only kids toy store, and it's B2B magazine - The Toy Universe Magazine - provides the latest toy industry news and features KOL interviews and product recommendations, making it a great choice for industry professionals who wish to keep up with the industry and find inspiration.

Middle East

Publication Time: November, 2022
Distribution Area: GCC countries in the Middle East
Name of Magazine: TRU Festive Catalogue 2022
Distribution Channel: B2C & B2B
Product: Interactive Happy Birthday Cake, highlighting the categories of Hape
Placement: One full inner in 1st page
Brief Introduction: Toys "R" US (TRU) Middle East is a leading retailer of toys and games in GCC region that aims to make an exhaustive range of products available to customers at reasonable prices. This catalog contains selective products per brand that intends to reach more customers visibility in a direct way through distribution in targeted areas with a total print out of 70,000 copies.



MAGAZINE