



Global Marketing Report

2023 Q2

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HAPE.COM



Hape Acquires
French Childcare
Furniture Company
TEAM T4

Harvest Season:
Hape Toys
Swept 3 Awards
in the USA

Rise of the Seniors:
Toys Are No Longer
Just for Children

Hape
Roadshows
Spread to
Various Cities

Pooling the
Expert Strengths
to Carry Forward
Early Education





Love play, learn.



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HAPE INTEGRATES TEAM T4 A FRENCH CHILDCARE FURNITURE COMPANY WHICH STRENGTHENS THE GROUP'S STRUCTURE

TO PROVIDE QUALITY PRODUCTS AND SERVICES TO FAMILIES AROUND THE WORLD.

OUR DEAR PARTNERS,

We are pleased to announce that as of May 1st 2023, TEAM T4 will join the HAPE group and thus join one of the major actors of the wooden toy industry, in Europe and in the world.

It is a new page which is written for Team T4, in the continuity of the work accomplished within the group Team Tex since 5 years. Thanks to Team Tex and the strength of the group we have solidly crossed the turbulences and the unstable economic situation of these last years and reinforced our positions on the French market and on the e-commerce.

The HAPE group will put at our disposal its important industrial establishment in Eastern Europe and will bring us all its expertise to further improve our products and our prices. For our part, we will bring them our knowledge of the childcare market which will complete their offer of early learning games for the 0-2 years target. The links forged with the Team Tex teams will continue with numerous synergies at the commercial level, particularly with targeted distribution agreements.



OUTLOOK FOR THE FUTURE



"After being in the toy and education industry for over three decades, serving our business partners and helping them on a daily basis leads us to think: what do we want to achieve? We keep children at the heart of everything we do and are committed to making not just more products, but better products.

With our additional investment in Team T4, we plan to develop better products and services focused on the joyful and creative user experience of children and young people."



"This is a new chapter for Team T4. The HAPE group is offering us very strong development opportunities and is counting on us to expand in the childcare furniture market in France and Europe. The complementarity between our companies gives us all the assets to meet this challenge."

About TEAM T4

Family business, TEAM T4 is established in France, in the Jura, since its creation in 1984. With our brands AT4 small furniture big ideas, WEBABY and JURABABY, we design, manufacture and market quality wooden furniture and accessories for babies. With almost 40 years of experience and know-how, we design items that combine simplicity and robustness for quality at the best price. Always on the lookout for innovative ideas, practical tips and modern aesthetic lines, our research department, made up of experienced technicians and designers, works every day to offer original, useful, environmentally friendly and, more often than not, evolving furniture. Team T4 furniture and accessories are designed in France and manufactured in Europe. They comply with very strict safety standards, which are obviously essential for the safety of the child.

TEAM T4

Part of the Hape Group

Pooling Expert Strengths of Different Countries to Carry Forward Early Education

On April 20th, Hape invited experts, scholars and teachers to join a seminar named "Two Searching & Three Researching" that focused on the search for quality toys and children books, and research on toys & children books, children and teaching approaches. The event was held in the Songhuajiang Kindergarten in Ningbo, China, aiming to implement the Guideline to Learning and Development of 3~6 year-old Children whilst solidifying the Two Searching & Three Researching motion and expanding the communicating platforms and channels to "integrate kindergartens and encourage support and learning amongst each other".

During the seminar, six experts in early education from the Netherlands - together with executives from Hape International (Ningbo) Ltd. and European EducationAll Group under Hape Holding AG - had a great discussion on how to carry out the "Learn through play" methodology. Consisting of "Academic Dialogue between the guest experts and the local" and the "Experience Exchange of the Teachers", the seminar attracted over 50 local teachers who had a lively discussion with the Dutch experts on site.

After visiting the Themed Teaching Corner supported by Hape in the kindergarten, the invited experts spoke highly of the teaching practices of the "Learn through play" methodology, and made their proposals on "how teachers can promote children's early development with educational toys". Afterwards, they paid a visit to the outdoor teaching garden and commented, "This trip to China has given us a more direct and forensic understanding about early education, and your investments in "Learn through play" have made better outcomes than us! I think we can learn from each other and amend our own shortcomings, and synergize advanced teaching methods to push early education to another level.



Although we come from different countries, there's no boundaries for education or ideas, and we hope the "Learn through play" theory can become enriched in China."

During the session, delegates from the eight kindergartens that enjoy Themed Teaching Corners shared their teaching experiences and the benefits of having such teaching corners. One teacher took "listen to a story with dominoes" as an example, introducing the empowering functions of educational toys in combination with children's varying personalities.

The seminar not only provided the guest experts a window through which they can learn about China's early education, but also demonstrated our current achievements via our "Learn through play" practices. Through the seminar, all the participating parties deepened their understanding of "Two Searching & Three Researching".

Educators and caregivers can only become the partner and the supporter of children during play when they truly know them, and we need to make constant efforts to help children transition from "having fun playing" to "reaping the benefits of playing", which requires us to pool together the different strengths of different countries, industries and sectors. It is Hape's pleasure to work hand-in-hand with peers from all over the world and to contribute to the healthy development of the early education cause.



Date: 16th to 17th May, 2023
Place: London, UK
Name: London Stationery Show
Type: B2B
Organized by: <https://www.stationeryshowlondon.co.uk/>
Highlight: On May 16th, nearly 2,000 guests from all over the world came to London to attend the London Stationery Show, which is dedicated to stationery and arts & crafts. Over 150 exhibitors, including Toynamics UK, displayed their artistic products on-site. During the fair, the team met a large range of retailers, from independents to national accounts, and numerous buying groups.

The stand was consistently busy with new and existing customers, and it managed to generate a variety of high-quality leads for new accounts. Lots of visitors were impressed by how visually impactful our stand was, and the team received lots of positive feedback about all the featured brands.

Italy



Date: 16th to 17th April, 2023
Place: Milano, Italy
Name: Toys Milano & Bay-B
Type: B2B
Organized by: Salone Internazionale dei Giocattoli and Assogiocattoli
Website: <https://www.toysmilano.com/>

Highlight: Dedicated to the toy and early childhood markets - as well as to stationery, carnival, holidays and parties - Toys Milano is a unique event on the Italian market, as it provides valuable business opportunities for a multitude professionals. Therefore, it's a great opportunity for those who wish to keep up to date with the latest trends in the toy industry and seek new opportunities to expand their businesses. The event has grown exponentially over the years, and is now in its 6th edition.

For two days, 3,830 professionals from across Europe attended the fair, which is 25% more visitors than in previous years. It also saw a 14% increase in company participation, with 157 exhibitors representing 235 brands across 12 thousand square meters of exhibition space.

Toynamics was delighted to participate and showcase their offerings, attracting both past buyers and prospective clients interested in working with us in the future. Hape's *Green Planet Explorers* category, *Outdoor* category, *Kitchen & Food* category and *Puzzle* category - as well as *Baby Einstein* products, *Nebulous Stars* stationery, *DinosArt* stationery and *Korko* sets - garnered lots of attention at the fair.

UK



Date: 16th to 18th May, 2023
Place: Harrogate, UK
Name: Toymaster May Show
Type: B2B
Organized by: Toynamics UK
Website: <https://www.toymastermayshow.co.uk/>
Highlight: The Toymaster May Show, the largest trade show dedicated to independent toy retailers in the UK and Ireland, dazzled in Harrogate on May 16th to May 18th, with over 100 suppliers and over 200 retailers attended the grand event.

Toynamics UK brought *Nature Fun* series, *Human Body Puzzle*, *Cross Racing Balance Bike* and more to the fair, meeting up with Hape's current retailers and attracting interest from new retailers and networking with other suppliers to boot. Existing customers were pleased to see our new products in person, discussing with us which ones could be the new best sellers. The new *Puzzles* and *Nature Fun* items were thought to be the most promising candidates. The show was a huge success, garnering great feedback from all the visitors and attendees.

France



Date: 11th to 13th June, 2023
Place: Bordeaux, France
Name: Jouéclub Fair
Type: B2B
Organized by: Jouéclub
Highlight: This fair is dedicated to Hape's key customer *Jouéclub*, presenting Hape novelties and distributed brands, including *Baby Einstein* items, the new bamboo easel, the *Musical Whale Fountain* and much more.

Jouéclub is one of Hape's best customers in France, and there are lots of *Jouéclub* stores in France, among which the *Herblay* store is one of the most representative. The Hape brand works well in the *Herblay* store, and more than 154% growth over the same period last year has been recorded.

Romania



Date: 24th to 28th May, 2023
Place: Bucharest, Romania
Name: BOOKFEST International Book Salon
Type: B2B&B2C
Organized by: Romanian Publishers' Association
Website: <https://bookfest.ro/bookfest-bucuresti-2023/>
Highlight: The 16th Bookfest International Book Salon was held in Bucharest, Romania this year, and book lovers could participate in debates, book launches and meetings with book writers, publishers and cultural celebrities.

Bookfest is the most important book salon in Romania, and the only event of the publishing industry that manages to gain international fame. Over 5,000 visitors and 170 exhibitors joined the event - with only two toy companies present. Our local distributor Elfa 90 Toys&Games made an open-area for visitors to gather and try out our products. *Quadrilla* proved to be quite popular, with both children and adults becoming fascinated by it. The distributor gained 5 new interested parties, and sold many products on the spot. Overall, Hape received some good publicity at the event.

Australia

Date: 2nd to 4th June, 2023
Place: Sydney, Australia
Name: Pregnancy, Babies and Children's Expo
Type: B2C
Website: <https://www.pbcepo.com.au/>
Highlight: The Pregnancy, Babies & Children's Expo is Australia's most popular and trusted event for young parents, with over 30 years of experience. During the event, leading brands offering the best prices, special offers and innovations all come together under one roof. This year, there were 10,781 visitors across the 3 days, 57% of whom were aged between 25-34 years, and 45% of whom were expecting their first child.

Hape showcased a variety of categories, including *Baby*, *Bath*, *STEAM*, *Railway*, *Kitchen & Food*, and *Puzzles*. Moreover, a play-area with giveaways was set-up in the booth for kids to enjoy. After the fair, Hape B2C website gained 430 new sign-ups.



Date: 10th to 14th June, 2023
Place: Columbus, USA
Name: Astra Marketplace & Academy
Type: B2B&B2C
Organized by: American Specialty Toy Retailing Association (ASTRA)
Website: <https://astra.glueup.com/event/astra-marketplace-academy-2023-columbus-ohio-64799/>
Highlight: Hape USA successfully exhibited at the American Specialty Toy Retailing Association (ASTRA) show in Columbus, Ohio on June 12th-14th. The show was very well attended by everyone from toy store owners and sales reps to PR teams and manufacturers, and it continues to be the leading event for independent retailers.

With 17 new mid-year release items displayed, Hape gained lots of new sales and customers this year, as specialty market was expanded. The new cleaning items garnered the most attention, and a soft roll-out of the new *Nature Adventure* line also attracted many visitors to our booth.

USA

FAIR

Date: 7th to 9th April, 2023
Place: Shenzhen, China
Name: Toy&edu China
Type: B2B

China

Highlight: The Toy&edu China toy fair recovered its vitality in Shenzhen after the pandemic. With the reputation of "the wind vane of China toy market", the fair has been one of the most important event of toy industry. Apart from the traditional channels, the fair also attracted resources from oversea/domestic online platforms, live streaming business, book stores and tourist attractions etc. Hape brought its novelties of *Railway, Kitchen & Food, Music* and *Sand* category to the fair and lured many new clients and orders.



Date: May 11th to 14th, 2023
Place: Nonthaburi, Thailand
Name: Thailand Baby and Kids Best Buy 51
Type: B2B&B2C

Thailand

Organized by: Ace Con (Thailand)
Website: https://www.babybbb.com/-gallery_cn.php
Highlight: Thailand Baby and Kids Best Buy 51 (short as BBB hereafter) is the first and the only trade fair in Thailand that sells products and services for mothers and children purely. Covering all the needs of buyers, importers and exporters of maternal and child products all over Thailand, BBB distributes products at a great price, making it well known as the Mother and Child Products Center of Thailand.

This year 1,000 booths of products and services filled the event including Hape's which was larger than the one in last year. Play zones were set for children on the spot and PolyM® set *Adventure Playground kit* were gifted to those who made a PolyM® structure at our booth and shared the photo on Facebook with #HapeThailand.



focuses on interactive picture books, magazines, and tabletop games related to SDGs and environmental issues.

Hape's *Green Planet Explorers*, *Bamboo toys* and *Wild-animal-protection Themed sets* had made the best illustration on "sustainable toys" which allowed children to learn loving the Earth through play and encouraged parent-child cooperation to explore and complete various projects, leading them to go Green in real life while having fun.



Taiwan Region

Date: April 4th to May 1st, 2023
Place: Kaohsiung, Taiwan Region
Name: Toys go green - SDGs toy Fair
Type: B2C
Organized by: Taiwan Toy Education Association
Website: https://youth.kcg.gov.tw/News_Content.aspx?n=9&s=8368

Highlight: Mirroring with the 17 Sustainable Development Goals released by the United Nations, Taiwan Toy Education Association organized a specialty fair celebrating the sustainability and green lifestyle. With nearly a hundred toys and books that focus on environmentally friendly and sustainable designs displayed, the exhibition explores sustainable education and environmental topics through sustainable toys, picture books, and games, aiming to convey these concepts to children of all ages.

The exhibition consists of three themed zones: "Toys by Nature" showcases toys made from natural resources, while the toys in the "Recycle and Play" area are made from recycled materials. The "Sustainability for Kids" zone

AWARD

What a Harvest Season!

2023 PAL Awards

USA

On May 23rd, Hape's *Pandas' Bamboo House* was honoured as a winner at the 2023 PAL Awards. Promoting language development, social and emotional skills and developing empathy, compassion, and communication, the product inspires children to take on different roles as they play with others.

The PAL (Play Advances Language) Awards, organised by Playonwords.com, is the only industry awards recognise exceptional toys, games and books that promote play that advances language development.



In the USA, spring through summer almost acts an awards season for Hape, with three influential award ceremonies - The PAL Award, ASTRA Star Play Award and the Toy Insider Spring / Summer Award - all taking place hot on the heels of one another. Elsewhere, a surprise came from Australia, where Hape was triple stamped by bloggers at the Blogger's Choice Awards, winning Favourite Brand Overall, Best Brand Experience and Most Likely to Purchase.

These glories will increase Hape's reputation in the toy industry, and create constant brand awareness among both retailers and consumers.

ASTRA Star Play Award



During the American Specialty Toy Retailing Association (ASTRA) show in Columbus, Ohio, Hape's *Panda's Bamboo House*, *Little Chef Cooking and Steam Playset*, *Outdoor Kitchen and My Baking Oven with Magic Cookies* were all nominated for 2023 ASTRA's Star Play Awards. Although not coming out on top, the nominations themselves are bound to bolster Hape's reputation and garner more attention from the American public due to the award's strong influence within independent toy stores across USA and Canada.

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

Toy Insider Spring / Summer 2023 Winner



The Toy Insider awarded its Toy Insider Top Summer Toy 2023 award to Hape's new *Gardening Tool Set*, thanks to the toys' wide-ranging benefits to child growth and its ability to lure children away from screens and into the garden in order to learn about plants, sustainability and the natural world.

The winners are recommended on the Toy Insider's (a consumer-focused publication by US Trade magazine) website as the hottest toys of the summer, which gives Hape a precious opportunity to increase sales and gain greater exposure.

Australia



On May 19th, Melbourne Bloggers Brunch saw 83 influencers meet and mingle with 13 Mumpower esteemed local and global brand partners, interacting with new products and networking with like-minded creators with a combined audience size of more than 2.2 million. Following the event, the influential attendees nominated brands for each award, with Hape's outstanding contribution to the industry acknowledged in the shape of three categories from the Blogger's Choice Awards, including Favourite Brand Overall, Best Brand Experience and Most Likely to Purchase.



The Bloggers Brunch is Australia's premier influencer marketing event, creating highly leveraged relationships between brands and content creators who collectively speak with millions of Australian mums. Christie Nicholas, Mumpower CEO and Founder of the Bloggers Brunch, commented: "Hape really delivered in terms of creating a beautiful experience for each attendee, taking the time to talk through the ethos behind the company and finding the best-fit brand representatives to continue collaborations."

Hape Toys in Stores around the World

Are you ready for your summer vacation? If so, be sure to visit some of our globe-covering stores on your travels, and pick-up some of your favourite Hape toys to make your holiday even more fun-filled. Exquisite Hape toys can be purchased in some of the following locations:



France

In April, Hape toys implemented a new POS at Jouéclub Herblay, giving a fresh and unique toy experience to local customers. Hape toys are popular among children and parents alike, with statistics for this quarter showing more than **154% growth** over the same period last year! What an amazing achievement! Let's look forward to more great news coming from France over the coming months.

This quarter, educational and sustainable Hape toys maintained good momentum on the Australian market. In April, a full range of Hape toys featured in a great display in Target and Toyworld, two influential store groups in the region, receiving great feedback from customers and clients alike. Notably, Hape's Bath Toys were very well received by customers in Target, and the sales figures were encouraging after launch.

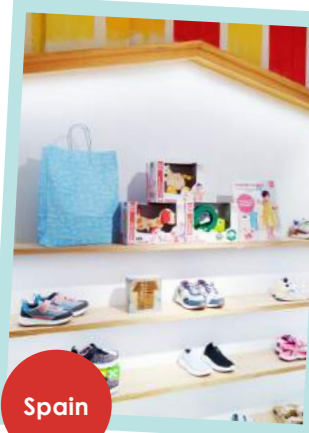


Hape in Toyworld

Australia



Hape in Target



Spain



During April and May, Toynamics Iberia carried out a brand-new collaboration with CASAS - one of Spain's most prestigious shoe stores - under the slogan "Walking with Pepe". The shelves of the store were festooned with some of our adorable Walk-A-Long toys, and the children who came into the store could play with our cute Pepe and other lovely Walk-A-Long animals whilst their mom or dad shopped for new shoes, creating a playful and cozy shopping environment for all. Hape's

Walk-A-Long series were very well received among the children, especially Pepe and Snail, who both won the hearts of many smitten children. Without a doubt, this cross-border cooperation with CASAS has helped Hape broaden its marketing channels and further improve our brand awareness on the Iberian Peninsula.



Hape's New Layout in MOORE WILSON

New Zealand

This quarter, our partners in New Zealand, Sweet-pea improved the in-store range and presentation of the Hape brand, which helped Hape toys stay fresh and interesting, projecting a better brand image for Hape in the region.

Hape toys in stores in the Middle East also embraced a new outlook, with our partners in the region decorating Hape's display zone with colourful floor stickers that made the area more attractive to consumers. Moreover, the Hape shelves secured a wide space in the store, situated at the entrance and including a prominent window display. Such adjustments helped Hape to further improve its brand awareness in the region.



Hape's New Decoration in Children International Centre

Middle East

Hape Pop-Ups Gaining Popularity in China

China

Hape pop-ups performed well in the second quarter, thanks to a wealth of intriguing and attractive products. In April and May, Hape launched two pop-up stores in Shanghai and Kunshan respectively, receiving great feedback and acclaim from old and new fans. Pleasingly, the sales data of our pop-up in Shanghai proved even better than we forecasted, which injected great confidence into our outlook moving forward.



TRIDO Pop-up in Hall of the Sun in Shanghai



Hape Pop-up in Sogo Shanghai



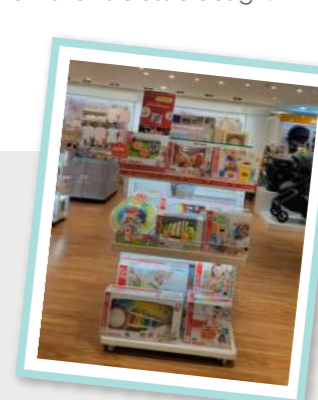
Hape Pop-up in Kunshan Shanghai

The magnetic block brand TRIDO® - one of the core members of the Hape Family - also initiated a pop-up store in Shanghai on May 27th, bringing customers fresh shopping experiences and the opportunity to touch and feel the magical blocks in physical stores. Moreover, classic hand-made baby walker brand Ambosstosys®, which is a debutant in China, also won over many children's hearts thanks to its classic design.

Hape Continues Its Amazing Journey in Taiwan

Taiwan Region

In the second quarter of 2023 - in cooperation our new partner CHICK - Hape entered **77 CHICK stores** in Taiwan, including 10 directly-operated department stores and 67 baby stores, allowing consumers have the chance to experience Hape products at first-hand, and allowing the Hape brand to engage directly with consumers. Hape toys are very popular in CHICK stores, with sales in Q2 significantly increasing. Besides this, we also made a great appearance in the Ming Yao Department store, where a full range of toys dazzled customers. Our *Fire Truck with Siren* become one of the best sellers in the department store on Mother's Day.



Hape in Chick Department Store



Hape in Ming Yao Department Store

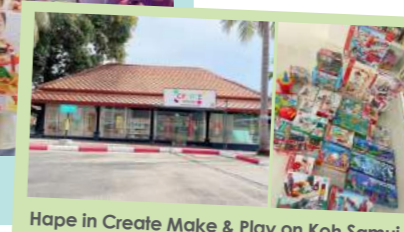
Hape Toys Enter in Two New Stores in Thailand

Thailand

In April, Hape toys appeared in two new stores in Thailand - *The Little Store* in Bangkok and *Create Make & Play* on Koh Samui, giving access to educational and sustainable Hape toys to local customers and global tourists. According to our partner in Thailand, Hape's *Railway* and *Toddler* toys performed well in *The Little Store* thanks to the holiday shopping rush. In addition, although this is Hape's first appearance on Koh Samui, high-quality Hape toys left a deep impression on tourists and local customers alike. Just as our partner said, we believe that Hape will be soon become a popular on Koh Samui due to our ongoing efforts and hard-work.



Hape in the Little Store



Hape in Create Make & Play on Koh Samui

Look!

Hape Global Window Show

UK

In May, a full range of Hape *Green Planet Explorers* toys appeared in the window of La Maison de Zazou - one of the most famous toys shops in this area in France, which has been offering games, educational toys and books to French parents and children for decades. The exquisite toys excellently communicated Hape's sustainable philosophy to local customers, and garnered much appreciation for the attractively green design. More fabulous window displays are coming soon in France. Stay tuned!

France



At the beginning of June, a well-decorated window display located in a high street blessed with healthy footfall in Hove, attracted a lot of attention. Timeless Toys decorated its window with *Green Planet Explorers* toys alongside adorable animal doll stickers, all of which were designed to entice customers to come inside for a closer look. Proving the popularity of Hape's *Green Planet Explorers*, the owner of Timeless Toys said that people were commenting and asking questions about the products during the duration of the display.



Switzerland

In Bern, LOEB elaborately decorated their window with classic Hape products and cutting-edge Trido wares, attracting lots of children to stop-by for a close look. Without a doubt, with a great location in a very central location in the city of Bern, the display was certainly a great opportunity for Hape to show and build its brand image in the local area.



China



时间: 2023.05.20 13:07
天气: 晴 31°C
地点: 湛江市·赤坎购书中心(兴华购物广场店)
经纬度: 21.276660°N, 110.370235°E

Vietnam

Hape New Products Display in Vietnam

With great support from our partner Nkid, exquisite Hape toys enjoyed a wonderful display in tiNiStore - one of the most influential retail stores in Vietnam, under Nkid Group. Having been Hape's loyal partner for a long time, Nkid always keeps the shelves in tiNiStore full of Hape toys, bringing an abundance of quality choice to its Vietnamese customers. Moreover, to provide the hottest and latest toys on the market to its patrons, Nkid prepared a products display especially for Hape's new arrivals this quarter, which attracted a wealth of consumer attention.



Rise of the 'Seniors': Toys Are No Longer Just for Children

On June 2nd, Hape volunteers conducted a toy experience activity at JORU Group - a pioneer in the elderly care space - for more than 20 seniors in their eighties. During the event, toys such as *Creative Kit*, *Crabby Mosaic Kit* and *Pallina Original* won over the participants' hearts thanks to their ability to strengthen hand-eye coordination and to develop finger dexterity.



We Are Also Senior-friendly

Last year, a series of toy experience events for seniors organized by Hape in Taiwan Region and Mainland China caused a sensation, receiving high praise from people from all walks of life. At Hape, we firmly believe that toys are not just for children, and that our respected elders also have the right to have fun with educational toys. Let's check out the meaningful activities for seniors conducted by Hape during the second quarter of this:

China



Taiwan Region



As Taiwan moves towards an ageing society with a high proportion of elderly individuals, instances of dementia are also increasing. In 2023, New Taipei City established the "Happy Brain Bus" which gathered a group of professional therapists together along with a batch of interesting cognitive tools and toys for the attending seniors. On May 1st, Hape Taiwan was fortunate enough to join a "Happy Brain Bus" event, and provided the rural elders various brain-health exercise toys and an abundance of collaborative activities centred on our *STEAM Quadrilla*, *Domino* and creative *Flexistix* products.



In addition, on May 30th, Beleduc - an educational brand in the Hape family - also conducted a meaningful toy experience for seniors in Taiwan. Beleduc's toys proved to be very popular among the attendees, and received lots of positive feedback and appreciation from the elders, who expressing their happiness in participating in this great event.

For seniors, playing with toys provides not only a chance to recapture the carefree joy of childhood, but it's also a great way to cultivate a positive mental attitude. Hape will continue to encourage intergenerational play, and bring happiness to the elders through our senior-friendly toys.

OFFLINE EVENT

Hape Roadshows Spread to Various Cities

China



In celebration of International Children's Day, Hape collaborated with partners and distributors like Sam's Club, Costco, Metro and CL Toys, to launch a series of roadshows in 117 stores in 50 cities from 19 provinces. The roadshows were enthusiastically welcomed by children and parents alike, and garnered a lot of precious feedback from our valued end consumers.

Sweetpea – our distributor in New Zealand – has put together a roadshow and traveled to different locations around the country, showing our new products for the second half of the year to local customers. During the roadshow, top customers and potential clients were invited to see and play with the products and to make pre-orders. The roadshows proved to be a very successful offline marketing strategy, which in turn greatly boosted the sales of our products.



New Zealand

Explore the Ancient Silk Road With Hape Railway



Without a doubt, as a significant part of Chinese traditional culture, the Silk Road has strong and deep international influence, so to satisfy the young generations' need of better understanding and inheriting Chinese traditional culture, Hape launched a "New Silk Road Campaign" last year, which provided many memorable brand experiences for Chinese customers. In middle of May, Hape "drove" its little locomotive to the "All City" shopping centre in Shenzhen, attracting plenty of visitors who came to explore the secret of ancient Silk Road via our classic Railway products. The campaign achieved great success, with product turnover significantly increasing.

Hape Special Outlets Day

This quarter, Hape prepared a special preferential activity for Internet programmers, where they could get exquisite Hape toys at discounted prices. The "kidults" flocked to the Hape sale during their break time to pick their favourite toys.



Branding Cooperation with EF Education

In the ultra-competitive context of the market, it is important to surprise consumers and reel them in with innovative proposals. Without a doubt, co-branding can be an effective and unique strategy which can bring fresh experiences to consumers. To celebrate Children's Day, Hape launched an upgraded Growing Gardeners Greenhouse, which included customised English flashcards created by EF education, delivering our "Edutainment" philosophy to parents and children alike.



OFFLINE EVENT

Toy Experience Event on Children's Day in Taiwan



On April 23rd, in celebration of Children's Day, a lively Toy Experience Event was organised for children aged 2 to 4 years-old by Hape Taiwan, creating a memorable and delightful Children's Day for the attending little ones. The Children's Day month activities were held in five sessions and attracted more than 200 participating parent-child pairs. The attendees spent a happy and cozy day in a stimulating and relaxed environment. At the event, children could not only experience educational toys at first hand, but also could vote for their favourite toys and select the best Hape toys from those on display. In addition, the children received an exquisite gift prepared by the Hape Taiwan Team.



There is no doubt that toy experience events like this are a win-win activity for both Hape and its customers. On the one hand, parents and children are given a precious opportunity to spend quality family time together, and on the other, it is a great way for Hape to get close to our customers and to learn about their actual needs. Additionally, the events also help us bring our customers to more retail channels and ultimately to promote the sale of our products.

Beleduc's Memorable Appearance in Taiwan



On May 30th, Beleduc® made a memorable appearance at a distributor conference in Taiwan, with Beleduc's toys proving popular among the distributors, receiving lots of positive feedback and appreciation from the clients. During the event, the participants had a great time with an abundance of toys from Beleduc®, with their laughter filling the room.

Beleduc® is a sub-brand in the Hape family that shares the same roots and core values as Hape, namely that children do not play to learn, but rather they learn because they play. Beleduc® not only provides highly-quality educational toys, but it also offers educational materials, including furniture, games, arts & crafts, trikes, outdoor play materials and classroom equipment for children of kindergarten and preschool age.



Hape in tiNiWorld, Vietnam

Don't miss out! Come to tiNiWorld and have a wonderful time with Hape. tiNiWorld – owned by Nkid (Hape's partner in Vietnam) – is an edutainment playground for kids where children can play with an abundance of games and toys. Hape toys are always displayed in Toy Garden areas in tiNiWorld, which are always full of happy children playing with their favourite toys. According to Nkid, Hape toys are one of the most-loved toys in tiNiWorld, thanks to their sophisticated design and interesting educational properties.



OFFLINE EVENT

Meet Your Acquaintance in Italy

A popular brand in Italy, Hape has participated in Milan Design Week several times, and this year - as an old acquaintance - we once again attended, armed with our quality toys, including items from the sustainable toy brand, Koriko®.

A casa Ovunque '23

From 17th to 23rd April, Toynamics Italy had the chance to be a part of a special project. A casa Ovunque '23, which was an exclusive event focusing on everyday design and sustainability. We brought products from Koriko® and Hape's Green Planet Explorers series to the event, providing children with an opportunity to express their creativity and to learn about environmental sustainability. Overall, the event was a huge success in terms of raising awareness about Koriko® and Hape's products, and it adequately demonstrated our commitment to promoting sustainability.



Italy



Collaboration with Kikolle Lab

During Design Week, on 22nd April, Kikolle Lab opened its doors to the public for a free-entry gaming experience featuring Hape® and Koriko® products. The space was designed with great attention to detail, featuring sustainable furnishings, exquisite design decorations and themed play corners. Specifically, Kikolle Lab is more than just an alternative to kindergarten, it's a haven where children can express their imaginations, creativity and learn through play. The experience event attracted around 30 children – some of whom were already loyal Hape customers and others who came specifically from Como for the event. The event was highly praised by our little customers and their parents, who all requested that it be held again in the future! Kikolle Lab also expressed their intention to collaborate with us again further down the line.



Spain

Hape at Spain's Primavera Music Festival

In June, thanks to the efforts made by our Toynamics Iberia team, Hape had a chance to attend Primavera Sound – one of the biggest music festivals in Spain, that took place in Barcelona. Various Hape toys were displayed in the Kids' Area at the three-day event, in which top bands and singers from around the world flock to perform. As the main brand selected by the event organizer, Hape made it a memorable time for the attending children, with exquisite products from Railway, Pallina and Music series on site for them to enjoy. Notably, Hape's Music toys like Learn with Lights Ukulele and Learn with Light Piano proved popular, thanks to their focus on helping little musicians unleash their artistic potential!



OFFLINE EVENT

Australia



On May 19th, Hape's Australian distributor-U.Games brought Hape toys to a MumPower Bloggers Brunch, a one-day event held in Melbourne, which gathered over 80 influencers. The U.Games' team created a "Stay & Play" area for children, where Hape toys could be played with, and displays table on which the attending influencers could



further discuss the benefits and features of the products. All the influencers left with a Hape brand bag, including a Pepe book, a Beaded Raindrops keyring, a Little Auto and a gift certificate for Hape's website. In addition, Pepe had his first visit to a pilot's cockpit during his journey to the MumPower event, which made for an amusing spectacle. Hape and the U.Games' team received lots of appreciation from the influencers who attended, with one mum commenting: "Hape are amazing! Everyone was so knowledgeable, and they are so passionate about sharing information about their brand. I already love their products, but now even more so having met the people behind them". Such praise underscored the great success of event.

Georgia



Thailand



In May, our partner in Thailand gifted Infant and Toddler toys to two mum clubs for children aged between 6 months to 24 months in Bangkok. The mum clubs are ideal spaces for celebrating, discussing and bonding between parents who have children around the same age. At the gathering, attended families experienced exquisite Hape toys in person, and several lucky participants won exquisite Hape toys prepared by our Thailand team. Undoubtedly, such sponsored activities help Hape expand its brand awareness among its target customers, and goes some way to further broadening its market share.



On June 1st, in celebration of International Children's Day, Pupazzo (Hape's distributor in Georgia) decorated a store with colourful balloons and creative posters. Moreover, to make sure that children could get their Children's Day gifts at a more preferential price, Pupazzo announced an unprecedented 35% discount on the day to encourage local customers to come in and pick-up some gifts. The turnout during the special promotion was so good that it even exceeded expectations, with customers flocking to the store to pick out their favourite gifts.

The Dominican Republic



This summer, Pepe had a memorable time with some happy children in the Dominican Republic. On June 11th, La Novia De Villa - Hape's partner in the Dominican Republic, prepared various creative games and a Pepe mascot who interacted with children at the "Verano MaraVilla" event, bringing tons of fun to the local kids. Meanwhile, a 20% discount on Hape toys was also launched, allowing the children the chance to take toys home at a good price once the festivities drew to a conclusion.

Introducing Hape to More Customers Around the World!



In Taiwan, a lively lucky draw contest took place from March to April on Hape Taiwan's Facebook account in order to promote Hape's new products, including *My Baking Oven Magic Cookies* and *Sushi Time*. After a series of steps, including sharing photos under the theme, "Pepe fans and Hape toys" in the comment section, participants had a chance to win Hape Family Room accommodation vouchers and score new products as gifts from Hape Taiwan.

The contest was well received, with many parents sharing photos of their children happily enjoying Hape toys. It attracted a total of 328 participants, cultivating a comfortable and joyful atmosphere that will help attract more people to Hape's new products and encourage local consumers to learn more about the Hape brand.

Taiwan Region

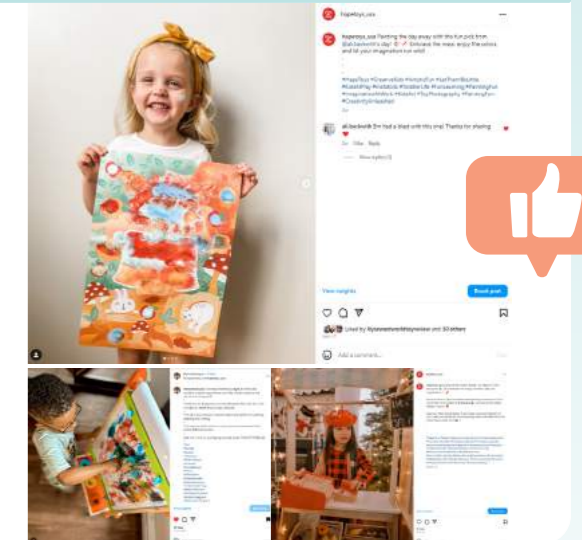


USA



Viewing it as a long-term project, Hape has been cooperating with local influencers in the USA for a while now, developing many innovative ways of posting images that market Hape toys and creating interesting stories and content.

Moreover, during the month of May, Hape USA ran an online Instagram competition to promote our toys to our avid followers. The post received 564 likes, 1,600 comments, 371 forwards and 11 saves in total, reaching 11,767 people and making 18,429 impressions. Our Instagram follower numbers increased by more than 350 people as a direct result of the campaign.



In Q2, our partner in Kazakhstan remained focused on key marketing dates, offering discounts on the Day of Defenders of the Fatherland, Children's Day, and Cosmonautics Day. At the same time, of course, regular special offers, such as birthday discounts and greeting cards with Lilly and Pepe as gifts, were ever-present.



Kazakhstan

Spain



in sales. At the same time, Toynamics Iberia launched an online competition by using items in stock on @hape_iberia, in which all the winners received their product with a flyer offering a discount at the Hape B2C web-shop. To our delight, the campaign attracted 1,400 likes, 22,000 impressions and 5,000 comments, helping @hape_iberia gain more than 300 new followers in total.

In Spain, a series of Hape toys, ranging from *Walk-A-Long Snail* to *Monster Math Scale*, were gifted to 5 Instagram influencers who were invited to share their feedback with their fans after trying out the toys. The campaign was a great success, resulting in a significant increase



New Zealand



Delight Your Baby with Hape!

Enjoy play time with your baby with our range of toys and accessories for infants. Each thoughtfully developed to stimulate babies' senses, encourage self-discovery, and reward movement. Play is at the heart of everything we do.

SHOP NOW



Love Play, Learn

Hape's Kitchen & Food range encourages role play and helps children practice social skills.

SHOP NOW

Sweetpea - our New Zealand partners, promoted Hape through EDM marketing, website advertising and pay-per-click advertising. The products highlighted this quarter were all perfect for children to play with in the fall (June-August is Winter in New Zealand), with the *Off-Road Balance Bike* offering outdoor fun perfectly suited to milder autumn and winter temperatures, the *Kitchen & Food* collection providing ample role-playing opportunities while camping and *Infant Toys* giving parents and kids the chance to enjoy quality play-time together at home. The season's promotion conveyed the message that

Hape can offer diverse toys for a wide range of age groups and personalities, ideal for those beautiful late autumn days with mom, dad and friends.



Love Play, Learn

SHOP NOW

Middle East



This quarter, *Ocean Life Puzzle*, *Music Push Learning Walker*, *Bunny Stacker* and *Penguin Musical Wobbler* appeared in the Instagram posts of 5 influencers in Middle East. Among these products, *Bunny Stacker* and *Penguin Musical Wobbler* featured as part of a "subscription box" from Mamas.Box and Monki box, that the bloggers duly received. In addition, our Middle East partners also cooperated with @babysshoparabia, a famous online baby care shopping website that boasts 565.2K followers on Instagram, in order to launch a giveaway contest to leverage the popularity of the account in an attempt to increase brand awareness and the visibility of Hape in the region.



France

From May to June, Toynamics France's focus was placed squarely on promoting the *Green Planet Explorers* and the *Art & Craft* range. By showcasing our products through influencers, our target audience is likely to have gained a sense of familiarity, thereby increasing curiosity and trust towards our products and brand. In terms of the *Green Planet Explorers* range, influencers and their audiences



loved that the products are not only sustainable, but that they also teach sustainability to children in a fun and engaging way. They also recognised the role that the *Art & Craft* range can play when it comes to aiding the development of creativity and imagination in children.

Italy



A micro-influencer campaign was planned during the months of May and June, in order to promote our *Green Planet Explorers'* products. 3 influencers were chosen to participate based on their engagement rates, covering a total of 80,000 followers. Each influencer was sent 2 products to promote via their stories and posts.

The decision to hire influencers to promote the *Green Planet Explorers* category has proven to be highly effective in expanding our reach across the market. The influencers and their children displayed genuine excitement for our products, enthusiastically sharing stories and posts about the range. Moreover, the success of the campaign has led to numerous new influencers expressing interest in collaborating with Hape in the future.



UK



In April, Toynamics UK worked with a range of influencers (with a total reach of some 150,000 people and an average engagement rate of 3.83%, which is above the UK average) to draw attention to the *Fun Fan Fryer* and the *Mix 'N' Bake Blender*, with some smaller accessories that support the content also featuring. The selected influencers created a range of content that was fun, authentic and wholesome, engaging with their audience in an impactful way.

In May and June, a group of micro-influencers were also selected to help promote the *Green Planet Explorers* range. With a combined following of nearly 350,000, our influencers created content designed to educate their audiences on all of the great features and shining points. Specially selected eco-conscious families and influencers were selected in order to reach audiences that are already interested in sustainability, as well as new audiences eager to be educated from other non-specialised pages.

Where can you find Hape on media channels?

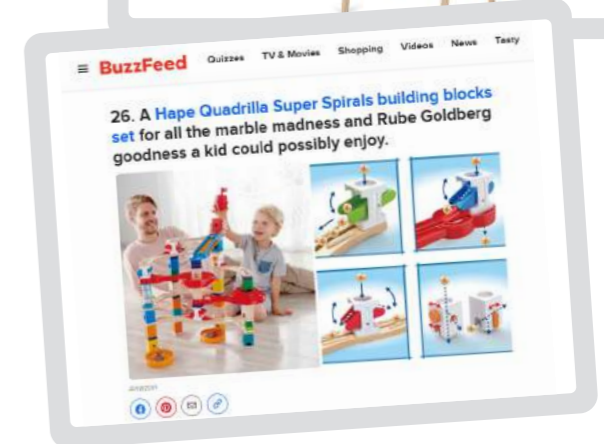


USA



In May, Hape toys *Gourmet Grill (with food)* appeared on WABC Channel's "Summer in Toys" for Chris Byrne's Memorial Day segment. In the show, all three hosts enjoyed playing with the *Grill*, with Chris even mentioning that it was a great addition to their summer grill series. He also spoke highly of Hape and of the quality of all of the toys that Hape produces for children. The segment garnered 2,317,315 impressions over the holiday weekend - which is about a \$50k free advertisement spot! In addition, the *Gourmet Grill (with food)* was featured in the background of the dance trivia segment of the show, gaining even more exposure.

Elsewhere, marketing campaigns centered on a series of advertisement placements on influential websites have been successfully launched in the USA. In the advertorials, *Super Spirals* is recommended as a toy that is "wonderful for coordination, logic, imagination and teaching kids to keep trying", and Hape's *All-in-1 Easel* was highlighted for the richness of its play functions.



Thailand



This quarter, Hape toys entered the Little Store, a premium baby and mother products retailer, and participated in its online workshop "How to Select an Outfit and Toys for Toddler" by Dr. Ruang Khao. Dr. Ruang Khao, the workshop's host, is a local parenting influencer who attracts around 230K fans on Facebook. Such exposure helps elevate the overall status of Hape products and increases Hape's brand awareness in the region.



Publication Time: May, 2023
Distribution Area: USA
Name of Magazine: ASTRA 2023 Look Book
Distribution Channel: B2B
Product: Outdoor Kitchen, My Baking Oven with Magic Cookies, Little Chef Cooking & Steam Playset and Panda's Bamboo House
Placement: 1 inner-page
Brief Introduction: Founded in 1992, the American Specialty Toy Retailing Association (ASTRA) is an international not-for-profit trade organisation that serves more than 1,800 independent retailers, manufacturers and sales representatives specialising in the toy industry. ASTRA is a dedicated community of professionals committed to providing children with healthy, quality play materials that have high play-value and are designed with a focus on what the child can do - rather than what the toy can do. Hosted by ASTRA, the Astra Star Play Awards honours only one winner in each of its categories.



Publication Time: May, 2023
Distribution Area: USA
Name of Magazine: Toy Times
Distribution Channel: B2B
Product: Panda's Bamboo House
Placement: 1/2 of one inner-page
Brief Introduction: Toy Times is a magazine for members of the American Specialty Toy Retailing Association (ASTRA). ASTRA's goal is to provide relevant, timely and thought-provoking articles and resources to toy store owners, sales reps, manufacturers and industry service providers.



MAGAZINE



Sleepy Sheepy
 A new sleep aid from Hape, the Sleepy Sheepy is their latest toy to help little ones drift off.
 This two in one night light and music box has a gentle glow and comes with five different melodies - Can you count the stars? Sleep my child, The Moon Has Risen, Schubert's Lullaby and Now I Lay Me Down to Sleep.
 There are two volume settings and a timer so that it automatically turns off. This smiling sheep is rechargeable with a Micro-USB.
Tel: 0116 478 5230
sales@toynamics.co.uk
www.toynamics.com

Publication Time: April, 2023
Distribution Area: UK
Name of Magazine: Nursery Today
Product: Sleepy Sheepy
Circulation: Nearly 4,500 including independent retailers, group buyers, national accounts and journalists
Placement: 1/4 of one inner-page
Brief Introduction: Established in 1997, Nursery Today is the only UK trade publication published monthly and mailed as a printed magazine together with a digital edition online, via the Nursery Today website (www.nurserytoday.co.uk) and various social media platforms (LinkedIn/Instagram), to professionals working in the nursery business. With regular news, product features, profiles, retailer profiles, trade talks, exclusives and regular columnists, it is an essential read for anyone working within the nursery trade - be they retailer, supplier or anything in between.



Sleepy Sheepy



Publication Time: April, 2023
Distribution Area: Spain
Name of Magazine: Juguetes B2B
Distribution Channel: B2B
Product: Get Up & Go
Placement: 1/2 of an 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.



Publication Time: June, 2023
Distribution Area: UK
Name of Magazine: Toy World
Distribution Channel: B2C & B2B
Product: Sponge Painting Fun, Chalks and Stencils Art, Magic Friends DIY Magnets, Letters and Numbers Tracing, Colour Mix Painting
Brief Introduction: Over the past 11 years, Toy World has established itself as the UK's No. 1 toy trade title, providing valuable in-depth industry information and keeping fully up to date with what's happening in the trade. Toy World features news, opinion, insight, analysis, comments, interviews, articles, product features and much more. They also feature the trade's leading information provider NPD Group, independent retailer opinions and many experienced and knowledgeable industry contributors. In short, anyone in the UK who has a legitimate interest in the world of toys receives Toy World, alongside a selection of major global toy suppliers and retailers.

