



Global Marketing Report

2023 Q3

Peter Handstein
-Finalist of
TOTY's Champion
of Sustainability

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Meet Hape
in Various Fairs

Hape's
Bustling Offline
Activities Highlights

Hape Becomes
the Global
Manufacturer
and Distributor
of Tidy Books

Hape Continues
Its Awards Rush

Love play, learn.



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Peter Forges His Way Towards a Sustainable Future!

EXCITING NEWS from the United States!

On August 21st, Peter Handstein - Founder and CEO of Hape Group - was nominated as a finalist of TOTY's Champion of Sustainability award, which is a true testament to Peter's philosophy and to the brilliant and continuous sustainable development of Hape.

As the Founder and CEO, Peter's mission for Hape has always been clear: "To make the world a better place for our next generation." Peter's commitment to create beautifully crafted and thoughtful toys designed to shape the minds of children has not only benefited the mothers, fathers, and children of our world, but it has also created a lasting legacy and paved the way for other brands to follow suit through sustainable, green practices. Peter believes that for Hape to continue to grow, his company must remain conscious of the impact that manufacturing its product makes on the environment - just as much as it pays attentions to the impact its products make on children. Because of this longstanding commitment, Peter is truly an original thought leader and champion of sustainability within the toy industry. Over the years, Peter has actively participated in various global forums and conferences related to sustainable development (amfori Forum, EFMD conference, etc.) in order to continuously educate and familiarise himself with the best developmental,



manufacturing and shipping practices, whilst simultaneously recommitting himself and Hape to the toy industry and global sustainable developments per se.



Long before sustainability became a trend, Peter's mission "to make the world a better place for our next generation" has shaped Hape's sustainable growth plans and initiatives since its inception in 1986. From product design and material selection to the manufacturing and packaging process, Peter ensures that Hape strictly follows the "minimum ecological cost" principle, marking every achievement green along the way. For many years now, rice composite materials, FASAL, wood flour composite and bamboo have become imperative elements of Hape's product material portfolio, and more recently, Hape has added natural rubber, organic cotton and cork to its roster, further diversifying the portfolio of sustainable materials.

As a pioneer of sustainability in the industry, Peter is also heavily involved in giving back to local and global communities by helping provide better living environments for children in need across the globe. Let's take a look at some of the highlights of these endeavours:

- 1 Launched "We care We share" – a global charity program that has helped more than 10,000 children in need.
- 2 Donated more than 20 kindergartens to Yunnan, China, in a successful attempt to offer better education to children in need.
- 3 Donated a set of Danish outdoor playground facilities to a local park to create a child-friendly environment for children.
- 4 Conducted a series of toy experience events for seniors to enrich the life of the seniors'.
- 5 Organized abundant activities for "Autism Children" to encourage and comfort the Autism Group.
- 6



Hape Joined Hands with Tidy Books becoming its Global Manufacturer and Distributor



to get away from screens and learn through free play and independent exploration. Besides, Tidy Books shelves make perfect addition to Hape brand family: Iconic, original, sustainable, practical for keeping toys (such as puzzles, arts & crafts sets,) as well.

Peter Handstein, founder and CEO of Hape commented on this new partnership: "The brand assets and the growth of Tidy Books are quite impressive. Besides, Hape has a mature wooden-product manufacturing and distributing network, and Tidy Books is highly scalable & easy to distribute with compact packaging. We just match with each other."

Making the world a better place than what we received is always Hape's pursuit. But attaining this goal requires joining forces. So Hape welcomes any partner that echoes with us to join the course. Let's work together to offer a better future for our next generation.

Hape has commenced partnership with Tidy Books, the child-friendly brand specialized in making classic open book shelves. The cooperation agreement had been signed bilaterally and came into force on July 1st, 2023.

Tidy Books was established in London in 2004 by the violin maker G raldine Grandidier for her daughter, Ad le. Filled with parental love and musical sense of order, Tidy Books products feature with ethical and sustainable manufacturing with FSC wood and eco-friendly water lacquer.

Sturdily built, they are ideal in the nursery or the classroom. For those families who are nostalgic for quieter and simpler times, Tidy Books is a must-have: Kids can use it from birth to 10, and it will become an heirloom. In the world full of digital devices, children use active concentration and thinking skills when exploring physical books rather than just scrolling screens. Tidy Books encourages children to develop a relationship with the real world.

"We started our business with   500 investment, and now we own a worldwide presence with   4 million sales. I know I have done the right thing. Kids need some true reading when they are young." Said G raldine, the brand founder. "It's time to move forward. We need consistent distribution as part of a larger operation, so Tidy Books could be available to many more children, worldwide. And Hape is capable of that."

As a leader in designing, manufacturing and distributing high quality educational toys and products made from sustainable materials, Hape is also an expert in wooden toys and furniture. Tidy Books and Hape share much in common including the core educational and eco-friendly business value. Both brands wish children



Hape Continues Its Awards Rush



TOP 10 Spielzeug 2023 Nomination

Honoured by various renowned award bodies several times already, Hape's *Panda's Bamboo House* was again nominated as for a TOP 10 Spielzeug 2023 Award thanks to its ability to cultivate sustainability awareness in children and its focus on social and emotional skills.

The TOP 10 Spielzeug Awards are selected by the Federal Association of Toy Retailers (BVS) together with the TOP 10 Spielzeug judges. The BVS is an important opinion leader in Germany that represents the interests of the toy retail sector. In general, the TOP 10 Spielzeug Awards offer fun potential for everyone: there is something for every age, taste and budget!

See more information at: <https://www.top10spielzeug.de/Das-Bambushaus-der-Pandas>



This quarter, Hape's sustainable and educational toys once again stood out from the crowd, pocketing five prestigious international awards along the way.



Toy of the Year Awards Finalist

Hape's *Panda's Bamboo House* was nominated as a finalist in the Playset of the Year category at the 2023 Toy of the Year Award in late August and, having been nominated numerous times over the years, Hape can justifiably call itself a resident guest at the ceremony!



Toy Insider Top Holiday Toys

We are proud to announce that our products *Panda's Bamboo House*, *My Baking Oven with Magic Cookies* and *Beep 'n' Buy Cash Register* have been chosen as Top Holiday Toys in The Toy Insider's 2023 Holiday Gift Guide! The three products have been honoured for their "edutainment" properties and for their wide ranging benefits to children's overall development.

The winners of the Toy Insider Awards are recommended on the Toy Insider's website as the hottest toys of the holidays which gives Hape a precious opportunity to gain more exposure and increase brand awareness among our target customers.



CBME Awards: Innovative Design Awards

During the Children Baby Maternity Expo (CBME) in Shanghai, Hape's *My Baking Oven with Magic Cookies*, which offers a realistic baking experience complete with timer, sound, light effects and colour-changing cookies - was selected as a winner at the CBME Awards, specifically in the Innovative Design Category. According to a comment from the experts, the set won over the jury's hearts thanks to its perfect functions when it comes to developing children's imaginations and language and social skills.

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



Play for Change Awards

Korko's Little Skittles Bowling Set was honoured as a Bronze Winner in the Sustainability Category at the Play for Change Awards recently, an award that aims to deliver an overall positive impact on the environment. The judges praised the innovative use of cork as a sustainable raw material, and found cork to be an excellent environmentally-friendly choice.

The Play for Change Awards have been created to recognise toy companies who are innovating in the fields of sustainability, diversity & inclusion and life skills, and without a doubt, winning an award yet again proves that our ongoing efforts in sustainability are becoming increasingly recognised within the industry.



2023 Best STEAM Toys

This August, four Hape toys were awarded Best STEAM Toys awards by *CommonWealth Parenting Magazine*. The awarded toys were all related to learning - with a primary focus on STEAM toys - and the winners were selected by a professional jury, comprised of kindergarten teachers, toy trend experts, a children's occupational therapist and the toy media. A total of 40 toys were recommended, with Hape's *Quadrilla* set recommended in the TOP 10 STEAM Fun Toys list - impressing our customers in Taiwan a great deal. Below are the award winning toys:



My Baking Oven with Magic Cookies



Little Chef Cooking & Steam Playset



Quadrilla Basic Coding Set



Cogworks Experimental Playset

FAIR



Date: 7th to 9th September, 2023
Place: Cologne, Germany
Name: Kind + Jugend Fair
Type: B2B & B2C

Germany

Website: <https://www.kindundjugend.de/>
Highlight: On September 7th, the *Kind and Jugend Fair* was held as scheduled in Cologne, Germany, with more than 1,000 exhibitors from 46 countries gathered together in the exhibition hall. This year, the motto of the fair was "innovative, inspiring and international", which aligns with Hape's philosophy and core values. We were beyond excited to participate in the event, with products from Hape® and various brands from our big family, including Senger®, Käthe Kruse®, AT4®, Korke®, Ambosstoys® and more, on display throughout the event.

Over the course of three full days, our Toynamics' booth buzzed with vibrant energy driven by the lively media and various business activities. Attractive novelties, such as *Vacuum Playset* and *2 in 1 Rocking Horse*, impressed customers and professional buyers alike. Another highlight of the event



was the exposure that Ambosstoys' enjoyed on SAT.1 - one of the biggest TV channels in Germany. The show was broadcasted on a regional channel in Nordrhein Westfalen State, which is one of the biggest German states, comprising of nearly 9 million households. Without a doubt, such high-quality media exposure will help Hape further increase its brand awareness in Germany. Additionally, the handmade doll brand Käthe Kruse®, was relaunched at the event, bringing fresh experiences to the loyal fans of these classic dolls.

FAIR

Date: 17th to 21st August, 2023
Place: Astana, Kazakhstan
Name: Kids Expo
Type: B2B & B2C

Kazakhstan

Highlight: Kids Expo, one of the most significant industry fairs in the capital of Kazakhstan, is a professional marketplace for children's goods and services, including educational products, hobbies, recreational items, games, children's culture, children's fashion and clothing.

To provide an abundance of choice for residents and guests in the capital ahead of the upcoming academic new year, our partner in Kazakhstan participated in with an almost full-range of Hape products. The *Engine Play Table* was the most eye-catching item on display, with *Puzzles* and the *Music* items also finding new fans. What's more, a table with colouring books where children could paint and colour lovely Pepe and Lily images to their liking became the most popular attraction at the event.



Date: 6th to 9th July, 2023
Place: Bangkok, Thailand
Name: Baby and Kids Best Buy 52
Type: B2B & B2C

Thailand

Highlight: Baby & Kids Best Buy is the premier trade fair in Thailand that sells child and maternal products and services to a diverse array of buyers, manufacturers and traders. This time, apart from bringing some of Hape's new items like *Little Chef & Steam Playset* to the fair, our distributor in the region also tried something new, namely focusing on showcasing products from the Hape *Music, Kitchen & Food* and *Railway* categories instead of displaying a full-range of Hape toys. To our surprise, inquiries for *Infant and Toddlers* products that we didn't show at the fair were more than expected, which brought us some positive signs regarding this new attempt.



Canada

Date: 13th to 16th August, 2023
Place: Toronto Congress Centre, Canada
Name: FALL 2023 TORONTO GIFT+HOME MARKET
Type: B2B
Website: <https://canadagiftshows.com/toronto-fall-gift-home-market/>

Highlight: Continuing the great success achieved in January's *Gift & Home Market*, Playwell once again brought Hape to the *Fall Toronto Gift & Home Market* – the biggest and longest running event in the industry - showcasing some of the Hape Collection's best-selling novelties. Toys from *Arts & Crafts*, *Baby & Toddler* and *Green Planet Explorers* category dazzled the customers and, notably, the *Panda's Bamboo House* became a hit, receiving appreciation for its unique green design.

Toronto aside, Playwell had another productive journey at Quebec's *Salon du Jouet de Drummondville* in September, displaying a great amount of educational Hape toys and providing professional buyers the precious opportunity to become connected with our fabulous high-quality toys. During the event, the award winning *Panda's Bamboo House* proved ever popular, winning over yet more hearts and minds.

Date: 10th to 12th September, 2023
Place: Drummondville Fair Centre, Canada
Name: Salon du Jouet de Drummondville
Type: B2B
Website: <http://www.aqij.ca/>



Australia

Date: 5th to 9th August, 2023
Place: Melbourne, Australia
Name: Reed Gift Fair
Type: B2B

Highlight: This year's Reed Gift Fair was held in the Melbourne Convention and Exhibition Centre, and Hape simply couldn't miss the opportunity to participate. Accordingly, U. Games Australia (our partner in Australia) made sure that it was a fabulous and fruitful adventure for Hape. With diverse categories of quality Hape toys displayed on Hape cardboard shelves and wall units, Hape attracted plenty of fair attendees, capturing 9 sales leads during the event. What's more, during the 5-day gathering, Hape's *Sand* toys attracted a lot of attention due to the Australian weather warming up and heading towards the Spring/Summer seasons.



Date: 28th to 29th June, 2023
Place: Sydney, Australia
Name: Australian Toy Association Mid-Year Preview
Type: B2B

Highlight: U. Games Australia introduced a variety of new Hape lines to buyers at the ATA's Mid-Year Preview, a platform for distributors, wholesalers and importers to promote their products to Australian buyers in the industry. Without a doubt, Hape's presence at the Mid-Year Preview provided a wonderful channel in which to connect with our potential clients.



STORE

Grasshopper Toy Shop - a high-street store with a nice amount of footfall in a prime location in Glasgow city centre - decorated its window with exquisite Hape toys recently, attracting lots of local customers to stop in for a closer look. In June, the eye-catching red window - which was full of the Hape's best sellers, including *Pepe Pull Along*, *Monster Math Scale*, and *Penguin Music Wobler* - created an immersive toy kingdom for local children. Continuing the great success of the window display in June, Grasshopper Toy Store launched another fabulous window display, themed "Nature Fun" in August by, receiving plenty of positive feedback from customers. Besides this, Hape also offered a giveaway on Grasshopper Toy Shop's social media, with participants standing the chance to win all the stock displayed in the window!

UK



Spain

In September, thanks to great efforts made by our Toynamics Iberia Team, Hape toys made great appearances in two stores in Spain - A Vagoneta Educativa in Teo, A Coruña and Abacus in Catalunya - providing fresh shopping experiences to local shoppers. In A Vagoneta Educativa, various Hape toys were displayed in a large street-facing window, luring numerous passers-by to come to the store to have a closer look at the intriguing products. The *XXL Walk-A-Long Snail*, *Together in Tune Piano™ Connected Magic Touch Piano* and *Puzzles* all caught the customers' attention thanks to the eye-catching window design. In Abacus meanwhile, Hape toys appeared prominently on the shop's shelves, receiving great feedback from customers. In fact, 140 products were sold in just half a week! Until now, we have appeared in 10 different Abacus stores, and we plan to have our toys appear in more stores in the future.

Hape in Abacus



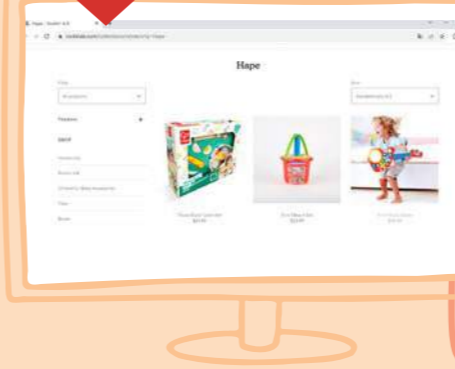
Germany



In July, a full range of Hape *Nature Fun* toys were displayed in a prominent place in Habakuk, a well-renowned store with a large of selection of baby and toddler toys in Germany. Habakuk's sell-in campaign proved to be very successful, with all the products selling out within one month. The great result showed that our *Nature Fun* Series has a huge market in Germany, and that more and more children wish to go outside and explore nature in their free time.

STORE

USA



This quarter, Hape USA implemented a Hape 'Shop-in-Shop' in Rockin' AB - a flagship Texan store that continues to be a leader in the region's curated specialty toy and gifts scene. The Shop-in-Shop presentations lured many customers into the store to experience the high-quality toys in person, and - besides these physical store presentations - Rockin' AB also placed Hape toys on its online retail store, giving customers more opportunities to choose and purchase exquisite Hape toys.



Canada



Treasure Island - a local toy store in Toronto that is passionate about curating an amazing selection of children's toys - has bought plenty of Hape toys since the beginning of 2023, and this July, the Hape area in the store became a permanent fixture, enticing customers to come back and experience more. Hape toys, especially those from the *Pretend Play* and *Baby* series, are on a roll in Treasure Island, with statistics showing that the sales of Hape toys has enjoyed a significant increase since the establishment of the Hape area, becoming the #2 best-selling brand this year. What an amazing achievement! Let's look forward more exciting news from Canada as the year continues!

Thailand



The third quarter of 2023 has proven to be another fruitful season for Hape in Thailand, with Hape toys debuting in 3 premium stores, giving access to its educational toys to more and more customers and tourists in the popular Asian nation. Let's have a look where the toys can be purchased below:



Hape in Let's Create



Hape in Lucky's World

Middle East

In June and August, Hape toys appeared in two stores in the Middle East - in *Lucky's World* in the Kingdom of Bahrain and in *Let's Create* in Dhabi respectively, attracting local customers to come enjoy some precious family time together with our exceptional educational toys. According to our distributor in Middle East, *Lucky's World* thinks very highly of Hape's huge market potential, and has been very supportive. It is estimated that *Lucky's World* launched around 40 Hape items on its shelves, even though it was its first collaboration with Hape. Additionally, Hape's *Playset & Vehicles*, *Push & Pull*, and *Kitchen & Food* toys proved very popular among the customers in Dhabi's *Let's Create*, thanks to their collective benefits on children's learning and development.



Hape in SonneSterne



Hape in Siam Takashiyama Kids Zone

STORE



Working with NaturaSi – a renowned chain store specialising in the retail of organic and natural products in Italy - Toynamics Italy launched a special campaign to promote Hape products in the local shops during summer season. Seven special Hape toys, including *Wild Rider Vehicle*, *Ladybug Pull Along* and *Egg Carton*, were sold on-site, with preferential prices in-store, providing an abundance of choice for lovely summer gifts.

Fun fact: the core element of the brand logos of Hape and NaturaSi are quite similar, and they also share values centred around sustainability and fairness. Without a doubt, the campaign was a win-win collaboration for both Hape and NaturaSi, and not only did it help boost our sales, but it also provided a wider selection of sustainable products for the loyal customers of the Italian store.



Italy

Hape's Bustling Summer Highlights

Experience Hape Together at a Children's Festival

Germany

In August, two grand festivals for children - Wilde Wiese Festival and Kinderfestival - were held respectively in Hellenthal and Leipzig. Visitors of all ages came to enjoy the occasion, and Hape brought even more excitement via the various toys from *Music* and *Balance Bike* categories to the site, winning over the hearts of countless children. We separated our experience areas into two - the Music Zone and the Riding Zone - offering engaging new play and product experiences to our little fans. Children could not only unleash their inner musical potential in the Music Zone, that was loaded with exquisite Hape Music toys, but they could also experience an immersive riding experience with our *Off Road Balance Bike* on the huge playground.

For businesses and brands, summer is a great time to plan and execute offline campaigns, and productive activities can provide incredible opportunities for brands to stand out from the crowd and make a lasting impression on their target customers. Undoubtedly, Hape would never miss out on such great opportunities to enhance their brand awareness, and from July to September - thanks to our fantastic colleagues around the world - various activities were successfully conducted in different countries and regions.



Spain

Toynamics House in Galicia

In July, Toynamics Iberia carried out the second Toynamics House of the year in Galicia, inviting clients to see and test all the novelties and bestsellers for 2023 from brands such as Hape®, Beleduc® and Korco®, among others. Retailers from more than 15 toy shops attended, offering high-praise to the high-quality Hape toys on offer. Moreover, thanks to the great efforts of our Toynamics Iberia team, we gained lots of new and potential customers, such as Alibebe and Alijuguetes. In fact, Alijuguetes has already placed their first order, and negotiations with Alibebe are ongoing, and we believe there will be great news coming from Spain very soon.

Peter Visited the Rehabilitation Centre

To make the world a better place than the one we received

Following-up on Hape Founder and CEO Peter Handstein's long-held belief, Hape endeavours to do its utmost to bring happiness to every child across the world. In July, together with the Hape Mexico team, Peter paid a visit to the CRIT Rehabilitation Centre in Puebla, bringing their warmest and sincerest greetings to children with Down Syndrome. The visit was of great significance for both Hape and CRIT as it created infinite possibilities for deep cooperation in the future.

Mexico



Besides the collaboration with NaturaSi, in this quarter, Toynamics Italy also brought high-quality Hape toys into a Disney Store in Sicily, where a full-range of Hape toys were displayed on multiple shelves, enticing residents of Sicily to come inside and pick up their favourites.

Moldova



Robertino, Ciocana

In July, a full range of Hape toys featured in great displays in two Robertino Stores in Moldova, receiving lots of positive feedback from customers in the local area. Fabulously arranged Hape toys from the *Music*, *Infant* and *Kitchen & Food* categories conveyed unique happiness to every customer in the store. Robertino is an influential store which offers a wide variety of items for children and babies, and the products presented in Robertino are from the world's most famous manufacturers, of high-quality and fully certified. Without a doubt, Hape's appearance in Robertino represents another big step in Moldova's offline market for us.



Robertino, Shopping MallDova



France

After enjoying great success in Jouéclub stores last season, Toynamics France continued to implement a new POS in the Jouéclub in Montigny-le-Bretonneux in July, giving fresh and unique toy experiences to local Hape fans. This time, Toynamics France mainly focused on promoting classic toys under the *Music* categories, providing precious opportunities for children who are fond of music. Various award-winning Baby Einstein items were well-displayed on the store's shelves, attracting little musicians to come inside to play their own sweet melodies.

A Review of Hape's China Activities

China

In Q3, Hape China continued to communicate with its clients and customers through a series of roadshows, toy experience parties and displays. Read on to find out more:



Hape at Xinhua Autumn Book Retail Expo

On September 14th, Hape attended the Xinhua Autumn Book Retail Expo in Guangdong. The Xinhua Autumn Book Retail Expo is a professional book industry expo, which gathers plenty of experts, retailers and distributors from related industries. As the only toy brand at the Expo, Hape showcased its diverse array of toy categories, attracting many visitors to our booth. Adopting a previously successful presentation mode, we divided our toys into segregated toy sections that included different themes - like *Kitchen & Food*, *Railway*, *Music Toys* and more - creating immersive play modes for our customers. Participating in events like this is an important step for Hape as it seeks to explore new business opportunities.



Brand Display in Hangzhou "Future Community"

Hape held a great brand display in the hallway of a Hangzhou "Future Community" recently, expressing our core brand values and philosophy as well as showcasing various Hape toys from different categories. The construction of a "future community" - a more sustainable, intelligent and digital community - has great significance for social development in the future. In fact, Hangzhou "Future Community" can be regarded as the model unit for the construction of "future community" in the nation. There is no doubt that Hape's appearance in Hangzhou "Future Community" can help further build brand awareness and attract more potential customers.



Hape Roadshows Continue in China

To provide an engaging playground for children to have fun experiences in during their summer vacation, Hape collaborated with partners and distributors from bookstores, toy shops and children's entertainment centres to launch a series of summer roadshows in 19 stores across China. Adorable Teddy - one of the hottest characters from our *Bath Toy* category - was seen lying on the beach amongst coconut trees and beautiful sunshine, creating a relaxing summer vacation atmosphere and enticed children to come inside and experience our roadshow. The successful cooperation with the two Xinhua Bookstores further boosted our confidence in relation to bringing toys to more culturally inclined places and underlined our determination to further broaden our marketing channels.

Taiwan Region

This quarter, some wonderful offline activities were held in Taiwan, bringing real and visible happiness to all participants and drawing positive feedback from local customers and partners. Read on to learn more:

Hape Brand Party in Taipei's Parenting Club

On July 15th, Hape Taiwan held a brand party for its loyal customers, inviting 45 groups of parents and children to participate in a toy challenge activity in Taipei's Parenting Club. At the event, each family received a toy challenge card and the children could compete in various challenges in different toy experience areas specially prepared by the Hape Taiwan Team. During the two-hour activity, children flocked to experience areas like *Quadrilla* and the *Music Playing Zone* in order to experience the fun for themselves. At the party, Pepe was the big star, capturing the hearts of the attending parents and children. The lovely dog-shaped mascot was surrounded and hugged by children, and won over plenty of passionate new fans. During the event, a separate retail area was also set-up so that parents could purchase their favourite toys on-site.



Toy Experience Party at Taipei's SHERATON Hotel

After the great success of the aforementioned Brand Party, Hape Taiwan conducted another captivating toy experience party in the Sheraton Hotel's Million Ballroom, Taipei. Professional children's sport teams were invited by Hape Taiwan to kick-off the party with their beautiful singing, which successfully ignited the participants' enthusiasm, creating a lively and fun atmosphere. According to the feedback from the parents who participated the party, many children were still singing the exclusive Hape song even after the party had finished!



The spacious room was decorated with a diverse range of Hape toys and divided into four toy areas that featured different themes, attracting around 120 families to the party for a memorable toy experience. Thanks to the huge venue, a sports obstacle area was erected by Hape Taiwan, in which participants could walk *Pepe Pull Along* and ride *Balance Bikes*. What's more, parents and children who successfully completed the obstacle course had the chance to win big prizes specially prepared by Hape (A Sheraton Family Room Stay Voucher, valued \$250, for example). The event proved to be a great success amongst the attending parents and children, and, pleasingly, we saw a healthy rise in sales during the event.



OFFLINE EVENT

Come to Learn More About Hape



On July 26th, Hape Taiwan organised a toy sharing party for our distributor CHICK in a baby retail store in Taipei. As one of Hape's most reliable partners in Taiwan, CHICK has developed a good relationship with us and has always been very supportive. Till now, we have entered around 100 CHICK stores in Taiwan, including directly-operated department stores and baby stores. At the event, the Hape Taiwan team not only introduced our brand's core values, philosophy and some knowledge of toy security, but also shared some practical parenting knowledge about child development, which was greatly appreciated by the parents. The attendees could also purchase their favourite toys on-site after experiencing them in person.

Toy Experience Event at the E-Da Skylark Hotel

On July 20th, more than 100 people attended a Hape toy experience event in the E-Da Skylark Hotel in Kaohsiung, Taiwan, having a great time engaging with a diverse set of game challenges and experiences. Hape prepared a full-range of toys, including our Nature Fun series, Kitchen & Food Series and Railway series - with STEAM *Quadrilla* captivating the most hearts! It's said that E-Da Hotel plans to conduct some similar activities for seniors - and Hape can't wait to get the opportunity to meet with the toy loving elders! In fact, an abundance of senior activities are being planned by Hape as we speak, so stay tuned!



Explore Infinite Possibility with Trido

In late August, Trido set up an immersive experience scene in a Maserati showroom, allowing children to explore the infinite possibilities of the magnetic blocks in a dreamy and starry room. During the event, we prepared plenty of surprising gifts for the children as their parents enjoyed a Maserati test drive. The children were fully engaged in their artistic creations and greatly enjoyed the event. What's more, Ambosstoy - another brand from the Hape portfolio - made a great appearance at the event.

Create Your "Green Tree" with Koriko® Blocks

In August, Koriko® - an original and sustainable brand under the Hape family - executed an innovative experience activity in an art gallery in Guangzhou, greatly conveying its sustainable values to the children and parents who participated in the event. The little artists used the Koriko® building blocks to create an exclusive green tree, and, without a doubt, the creative Hape's *Green Planet Explorers* posters on the wall of the space and the colourful Koriko® building blocks displayed on the green carpet helped the creative attendees unleash their inner artists. Many parents commented that their children learned something about the concept of "sustainability" due to the activity, and positive feedback like that proves - yet again - the great success of this and similar events.

Are You Ready to Go Back to School?

September is the time that children go back to school after the summer vacation, and Toynamics France delivered 3 Hape educational toys - *Human Body Puzzle*, *Solar System Puzzle* and *Monster Math Scale* - to our little fans to get them prepared for the new semester ahead. Children loved the educational toys we delivered, and had a lot of fun playing with them. The *Solar System Puzzle* proved especially popular with both children and parents thanks to its innovative design and educational properties.

The campaign was launched on Toynamics France's Instagram account, and an official blog dedicated to parents, teachers and childcare professional was published. In addition, the campaign also attracted the attention of many influencers', with almost 40 related posts reaching up to 210,000 influencer created accounts! The campaign was a great way for Hape to show its "Love play, learn." philosophy - and it is still in progress, with more surprising gift packages to be delivered soon.



France



featured on Summer Toys online, and provided local customers with an abundance of gift choices for the long summer. To our delight, many classic Hape Sand Toys including *Beach Basics*, *Ice Cream Shop* and *Monster Digger* performed well in the summer campaign, with sales significantly increasing. Besides this, the EurekaKids team prepared an abundance of toys for the children's back to school period, providing a selection educational toys that can be utilised at school. Such productive campaigns not only help boost sales, but also help better deliver our educational values to customers.

ONLINE EVENT

Taiwan Region



Pepe Coloring Contest

Hape organised a Pepe Colouring Contest in physical stores and on its Facebook account recently, gaining many little and loyal fans in the process! The special competition caused a sensation in Taiwan, receiving great appreciation from parents and children alike. We received 308 creative Pepe pictures from the little painters and, finally, participants who stood-out from the hundreds of entries won some exquisite gifts specially prepared by Hape.

Spain

A series of Campaigns Conducted by EurekaKids

In Q3, EurekaKids - another core member of the Hape Family - conducted a series of special campaigns, helping children to enjoy a happy and colourful summer. The EurekaKids marketing team released the B2C catalogue,



¡Vete de Vacaciones con las deberes hechos!
NUEVA COLECCIÓN BACK TO SCHOOL

Introducing Hape to More Customers Around the World!



New Zealand

Love play, learn

Introducing our latest line of toys, the Green Planet Explorers!

A new unique concept from Hape that goes beyond just being environmentally friendly. It actively engages children in learning about sustainability through the power of play. Children can immerse themselves in the captivating world of Green Planet, where children as young as 3 years old can join the Explorers on their thrilling adventures. The toy sets are supported through an animated miniseries on YouTube that brings the vibrant characters and important concepts to life.

Made from eco-friendly materials such as bamboo and Green PE, eliminating unnecessary plastics.

SHOP NOW

Love Play, Learn

Hape play sets help children develop their imagination and confidence.

SHOP NOW

Online campaigns and promotions have been one of the major marketing strategies in New Zealand, as they have great significance on New Zealand market. After the successful outcomes achieved in last quarter, Sweetpea – our partner in New Zealand - continued to promote Hape through EDM marketing, website advertising and other online strategies. The products highlighted this quarter were toys from Hape's Green Planet Explorers category, Kitchen & Food category and many other creative novelties, providing ample and immersive role-playing opportunities for children - and giving parents the precious chance to spend more quality family time with their kids at home. These productive promotions further conveyed the important message that Hape toys can bring happiness and companionship to children and help to create quality time for families across the globe.

Kazakhstan

СПАСИБО, что выбрали нас!

hape.kz

In the third quarter of 2023, our partner in Kazakhstan remained focused on fruitful online promotions in order to provide exquisite Hape toys to local customers. In honour of the day of the capital, special mini-presents were prepared for customers who placed orders, leaving a deep impression on our old acquaintance and making many new friends. At the same time, of course, regular special offers, such as birthday discounts and greeting cards with Lily and Pepe as gifts, were ever-present.

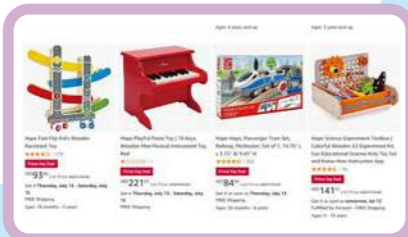


Middle East

Let their imaginations soar high

Shop now

This quarter, the online community in the Middle East appeared to be more bustling than ever. Co-operating with our familiar and reliable partners Toys "R" Us, Mumzworld and Amazon, we introduced a series of promotional activities to coincide with various special events in the family calendar like Prime Day - achieving a great increase in sales along the way.



Apart from Middle East, La Novia De Villa, Hape's partner in the Dominican Republic, also recommended Hape products to local users on Instagram. We believe that the recommendations from La Novia De Villa - a famous toy distributor which has garnered nearly 200,000 followers on Instagram - can help us to build strong brand awareness in the Dominican Republic, and encourage more and more local customers to become interested in our products.

The Dominican Republic

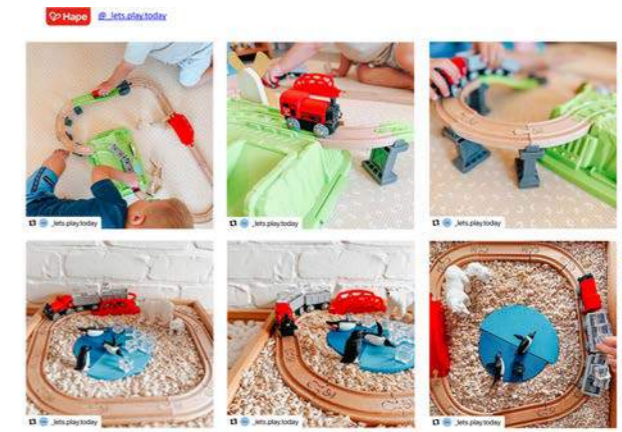
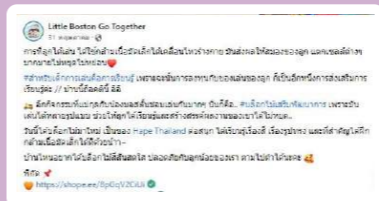


Communicating with end-users online is becoming one of the most important marketing strategies for any self respecting brand. Accordingly, this quarter, Hape's main marketing activities on social media were product placements and lucky draws in order to increase brand awareness around the world poste haste.



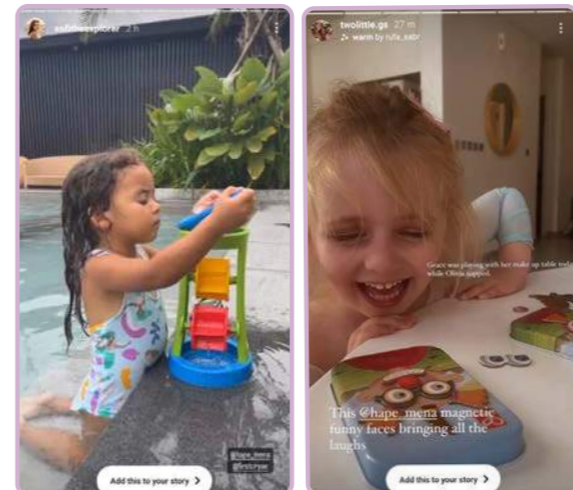
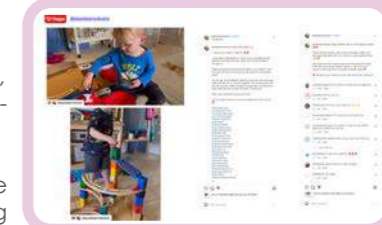
Thailand

Date: June
 Medium: Facebook
 Products: 101pcs Wonderful Blocks
 Instagram Username: @Hape Thailand
 Highlight: Little Boston Go Together is a Thailand parenting influencer channel that usually shares glimpses of daily lives, parenting journeys and the unique dynamics of Thai families. With 65,000 followers on Facebook in total, they wield considerable influence in the region, so this season, Hape Thailand showcased 101pcs Wonderful Blocks on the account, inviting the blogger to share reviews about the toy via Facebook.



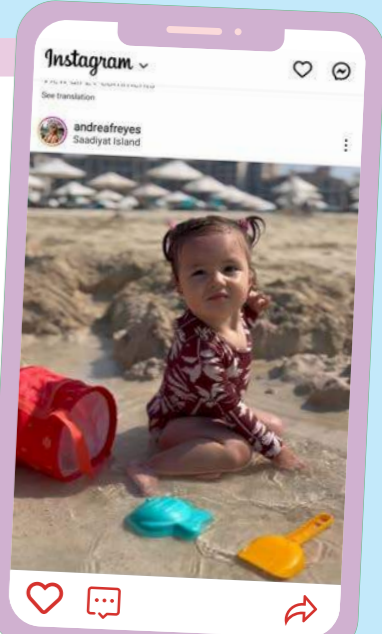
Australia

Date: Season 3
 Medium: Instagram
 Products: Toys from Hape's STEAM Toys, Railway and Playsets & Vehicle categories
 Instagram Username: @hapetoyus_aus
 Highlight: Great posts featuring elaborate Hape toys and inspiring stories focusing on Hape products were created on Instagram by local influencers in Australia, enticing customer attention and gaining numerous comments and much enthusiasm. During the quarter, the Australian team tried to show local customers that how Hape's toy can help develop children's creativity, problem solving skills, and social skills through products in STEAM Toys, Railway and Playsets & Vehicles categories on Instagram. Undoubtedly, recommendations from influencers greatly help Hape raise its brand awareness in region and beyond.



Middle East

Date: Season 3
 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 a variety of Hape products. The campaign promoted a wide range of products, from Sand Toys to our Kitchen & Food and Music series, which were all nicely recommended to their respective fans.



USA

Date: Season 3
Medium: Instagram
Name: Pound and Tap Bench & All-in-1 Easel & Beep 'n' Buy Cash Register
Instagram Username: @hapetoys_usa
Highlight: To gain exposure in the USA and boost followers on its social media platforms, Hape USA launched a giveaway on Instagram, receiving warm responses from local users. The giveaway gifts were the Pound and Tap Bench and All-in-1 Easel, which garnered 959 Likes, 3643 comments and 696 shares, reaching 21,350 accounts and making 37,219 impressions! Additionally, more than 500 new followers were gained thanks to the efforts of Hape USA.



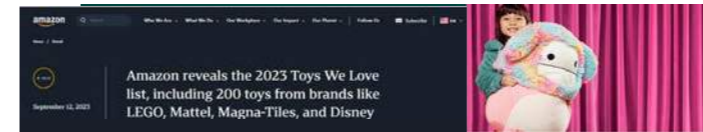
At the same time, PR campaigns centred on earning product placements on social media have been successfully launched in the country, with around 20 influencers participating in an initial campaign. On this occasion, the Beep 'n' Buy Cash Register was chosen as the main promotional product, and in the promotional post, the toy was mentioned as being a great back-to-school gift for kids, as it gets children in the mood for math whilst encouraging imagination and creativity. 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

Hape Toys Were Recommended on Various USA Channels

Amazon's "Toys We Love" list 2023



Just in time for holiday shopping, Amazon has released its 2023 "Toys We Love" list - including more than 200 of their favourite toys, games and activity kits carefully sourced from across Amazon by the toy team. The list represents what will be the hottest, must-have-it toys for kids during the holiday season, with iconic brands such as Crayola, Disney, Fisher-Price, LEGO, Mattel and National Geographic enjoying success in previous years. This year, we are very excited to announce that Hape's Pound & Tap Bench is included on the list and in the running for glory and acclaim.

Moreover, we are proud to say that this toy is a multifunctional musical delight and a immersive sound experience for toddlers. Children can retrieve the balls as the pounding sends them tinkling over or they can pull out the keyboard and xylophone and play a solo. While playing, the toy promotes dexterity, hand-eye coordination, manipulation, arm movement and teaches about the cause and effect principal. At the same time, it also encourages musical development and exploration, audio recognition and learning through joyful play.



Date: Season 3
Medium: Instagram
Name: Products in Arts & Craft category
Instagram Username: @hape_italia
Highlight: A micro-influencer campaign was undertaken during June and July, in order to promote Hape's Arts & Crafts range. Four influencers were chosen based on their engagement rates, covering a total of 111,000 combined followers. Each influencer was sent 2 products to promote via their stories and posts. In summary, the decision to hire influencers for the Arts & Crafts category proved to be highly effective in expanding their reach, and by showcasing Hape products through influencers, our target audience is likely to have gained a sense of familiarity, thereby increasing curiosity and trust towards Hape products generally. The influencers and their children displayed genuine excitement for the Hape products, and enthusiastically shared stories and posts as agreed upon. Moreover, the success of the campaign led to numerous new influencers expressing interest in collaborating with Hape Italy.

Italy

UK

Date: Season 3
Medium: Instagram
Name: Products in the Arts & Craft category
Instagram Username: @hape_uk
Highlight: This quarter, the UK team cooperated with four local influencers to promote the Arts & Crafts range, which received lots of positive feedback. Influencers and local consumers expressed how much they loved the activities as they are a great way to keep children entertained over the school holidays and away from screens.



Date: July & August
Medium: Instagram
Name: Products in the Arts & Craft category
Instagram Username: @hape_iberia
Highlight: To promote the new Arts & Craft range, Hape sent several products to 3 Instagram influencers with a combined 100k followers, inviting them to share their feelings about the toys through stories, reels and social media posts. This summer giveaway campaigns garnered more than 8k comments in total and helped @hape_iberia gain around 500 new followers.

Spain



On August 23rd, the Hape USA team worked with Toy Insider, a leading news and information provider in the toy industry, placing Hape toys on TV news broadcast Fox Chicago. In the show, Toy Insider's Chief Toy Officer Laurie Schacht - together with the host of Fox Chicago - showed off the smartest new toys ahead of the new school year. Hape's Little Chef Cooking and STEAM Playset, one of the most classic and award-winning items from the Kitchen & Food category, was recommended as being among "The Best Educational Toys" for children, thanks to the unique educational properties of the product. The hosts introduced our toy carefully, commenting that the playset is a fun way for children to learn about healthy eating. Without a doubt, quality exposure on such influential media outlets has heightened our brand awareness in the region and helped boost sales.



MAGAZINE

UK

Publication Time: August, 2023
Distribution Area: UK
Name of Magazine: Toy World
Distribution Channel: B2C & B2B
Product: *Monster Math Scale, First Ride Balance Bike, Light Blue, Human Body Puzzle* and more.
Brand: Hape
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 whilst 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, as well as the trade's leading information provider NPD Group, various 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.



Germany

Publication Time: August, 2023
Distribution Area: Germany
Name of Magazine: SPIELMITTEL
Distribution Channel: B2C
Product: *Panda's Bamboo House*
Brand: Hape
Brief Introduction: Founded in 1981, SPIELMITTEL is a well-known German toy magazine. The magazine has been distributed to more than 6,700 paediatric clinics around the country since 1988, where it is displayed in waiting rooms for families and patients to enjoy.



Publication Time: August, 2023
Distribution Area: Germany
Name of Magazine: Luna
Distribution Channel: B2C
Circulation: 50,000 copies
Brand: Käthe Kruse
Brief Introduction: A well-known fashion and lifestyle magazine in Germany focusing on the daily life of mothers with children age from 1 to 12 years, *Luna* suggests holiday celebration, leisure, entertainment and work / life balance tips.



Publication Time: July, 2023
Distribution Area: France
Name of Magazine: Baby & Cie
Distribution Channel: B2C
Brand: TEAM T4
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, meanwhile, 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.



France

Publication Time: July, 2023
Distribution Area: France
Name of Magazine: Le Journal de Mickey
Distribution Channel: B2C
Product: *Oodles of Doodles Scratching*
Brand: Hape
Brief Introduction: *Le Journal de Mickey* is a French weekly comics magazine established in 1934 and currently published by Disney Hachette Presse. It aims to help kids explore the world while having fun and learning, and it is now the most popular French weekly magazine for children aged between 8 and 13 years old. Our *Oodles of Doodles Scratching* item was featured recently, giving children arts and crafts ideas for summer.



Spain

Publication Time: August, 2023
Distribution Area: Spain
Name of Magazine: Puericultura Market
Distribution Channel: B2B
Product: *Apple Grab Toy, Bunny Stacker, Musical Cloud Light, Turbo Turtle*
Brand: Hape
Placement: 1/2 of one inner page
Brief Introduction: To further increase the awareness of our products in the baby category, Toynamics Iberia place regular publications in the *Puericultura Market* magazine. *Puericultura Market* has been the leading specialised media brand in Spain's childcare sector since 1992, and it has been creating and publishing exclusive content for specialised retailers, manufacturers and other economic agents through multichannel media in Spain.

