

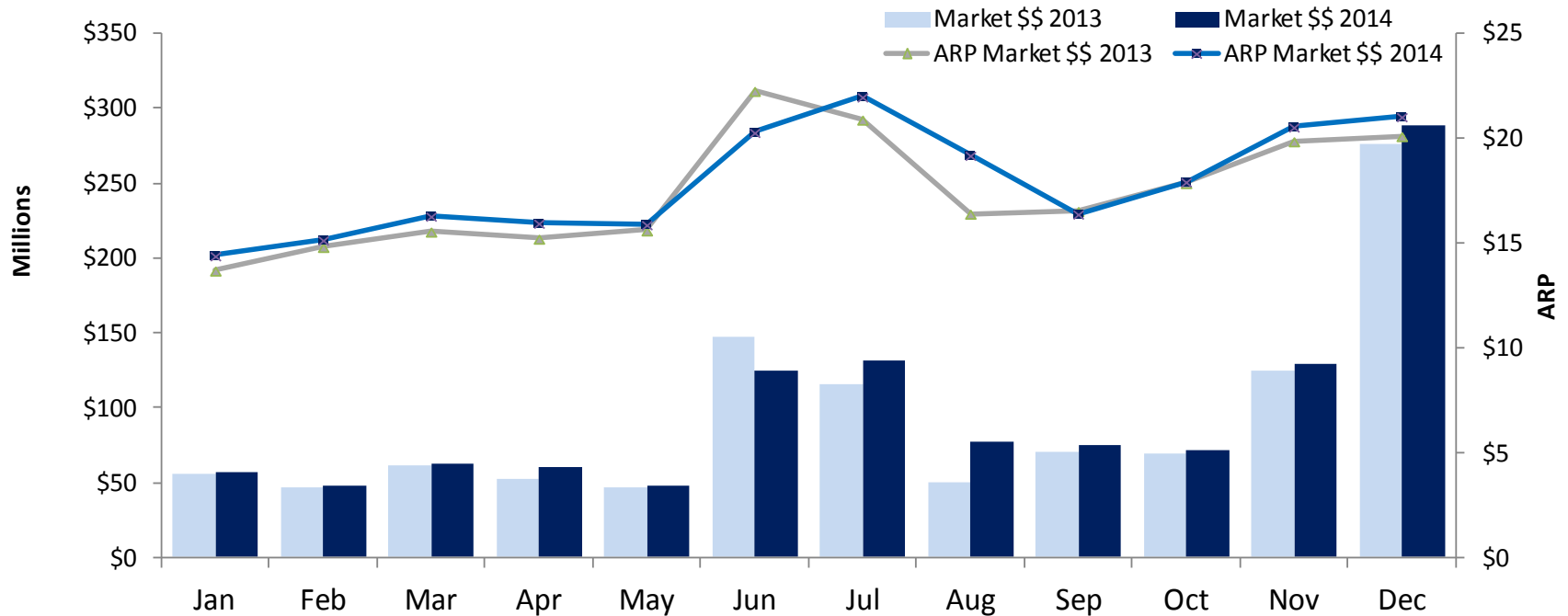
ATA Report 2014 Toys Market Review

February 2015

AUTOMOTIVE
BEAUTY
CONSUMER ELECTRONICS
ENTERTAINMENT
FASHION
FOOD / FOODSERVICE
HOME
LUXURY
MOBILE
OFFICE SUPPLIES
SPORTS AND LEISURE TRENDS
TECHNOLOGY
TOYS
VIDEO GAMES

Monthly Market Performance

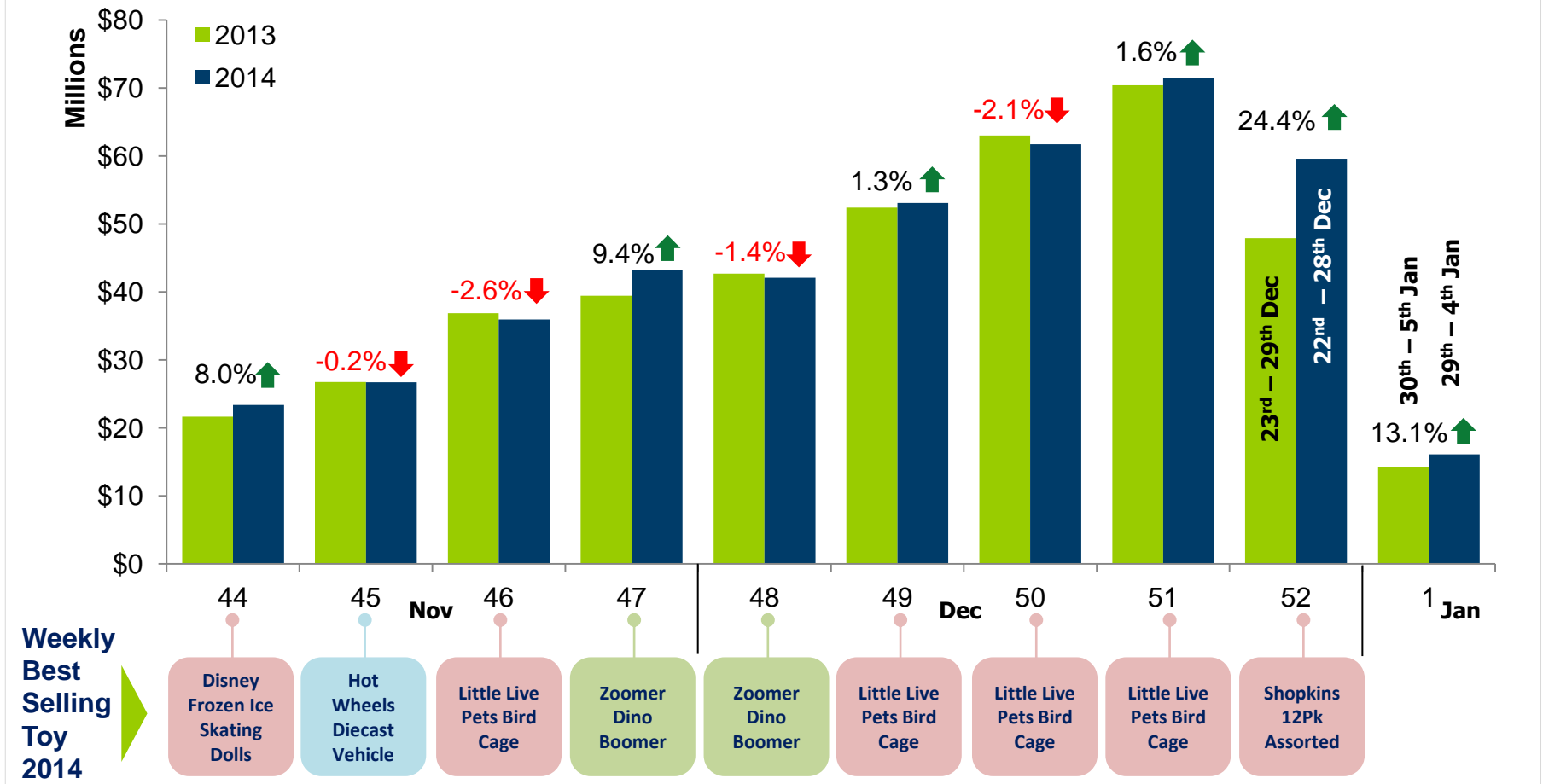
Monthly Market Sales and Average Retail Price (ARP) 2013 vs 2014



% Value Change	1.5%	1.5%	1.3%	15.7%	1.5%	-15.3%	13.3%	55.1%	6.6%	4.1%	3.6%	4.2%
% Units Change	-3.5%	-0.8%	-3.3%	10.3%	-0.3%	-7.1%	7.7%	32.6%	7.5%	3.7%	0.1%	-0.4%

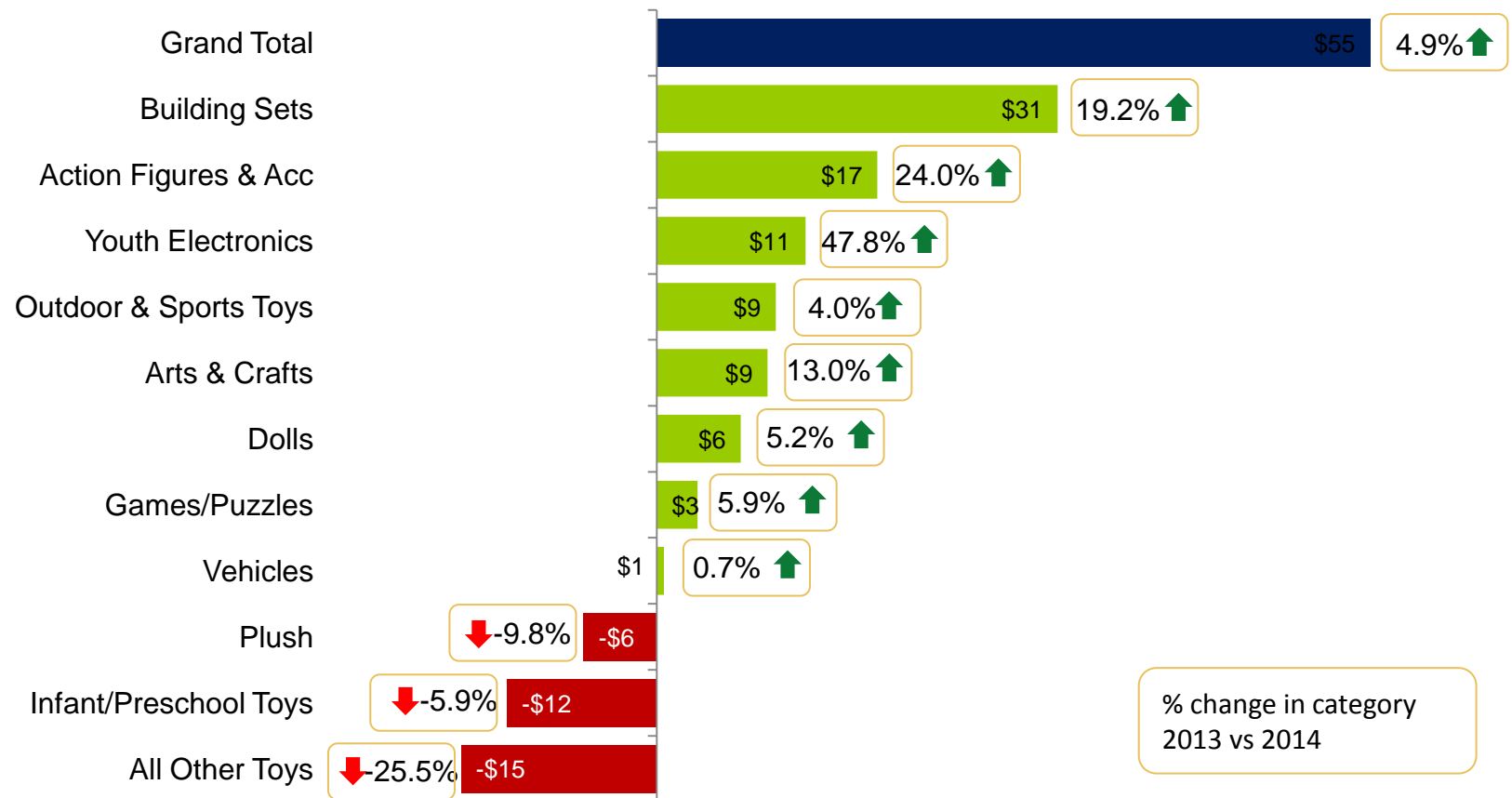
Christmas Period Weekly Performance

Weekly Sales (\$ million) Christmas Period



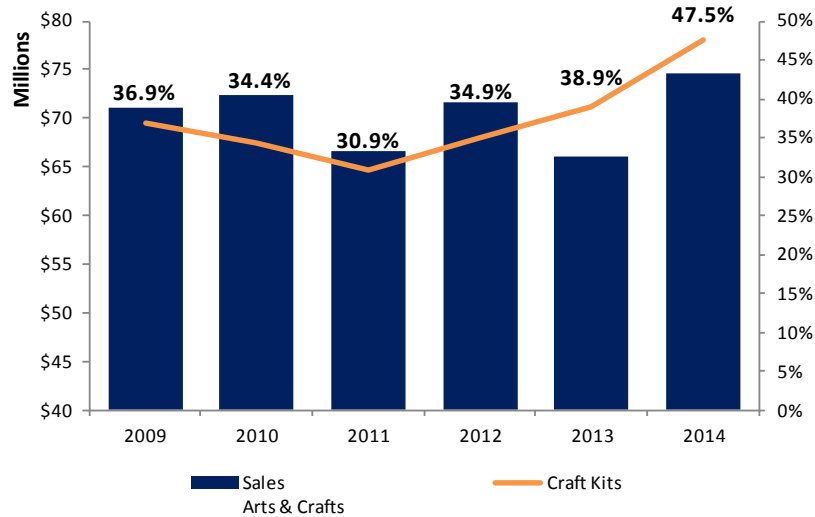
Category Performance

Value Change by Category (\$ million) 2013 vs 2014: Year end December

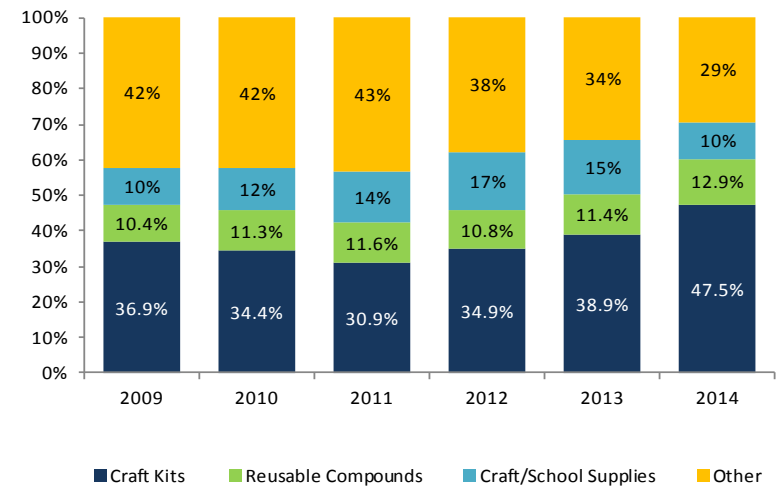


Crafts Kits Driving Value in Arts & Crafts

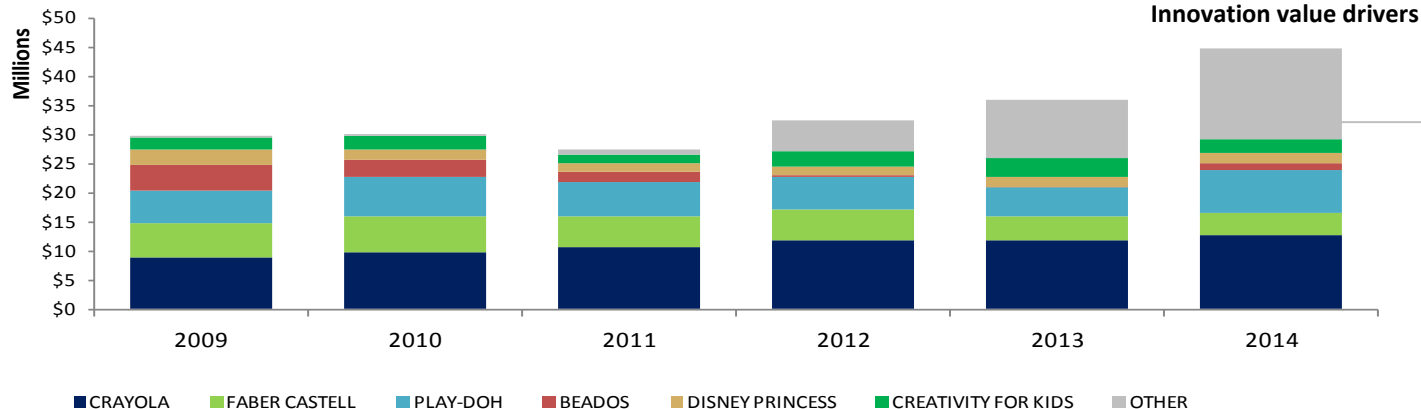
Total Arts & Crafts 6 Years analysis (\$ million)
V Craft Kits Market Share



Total Arts & Crafts 6 Years analysis Minor Category Share



Top Properties in 2014 analysis by sales (\$ million)

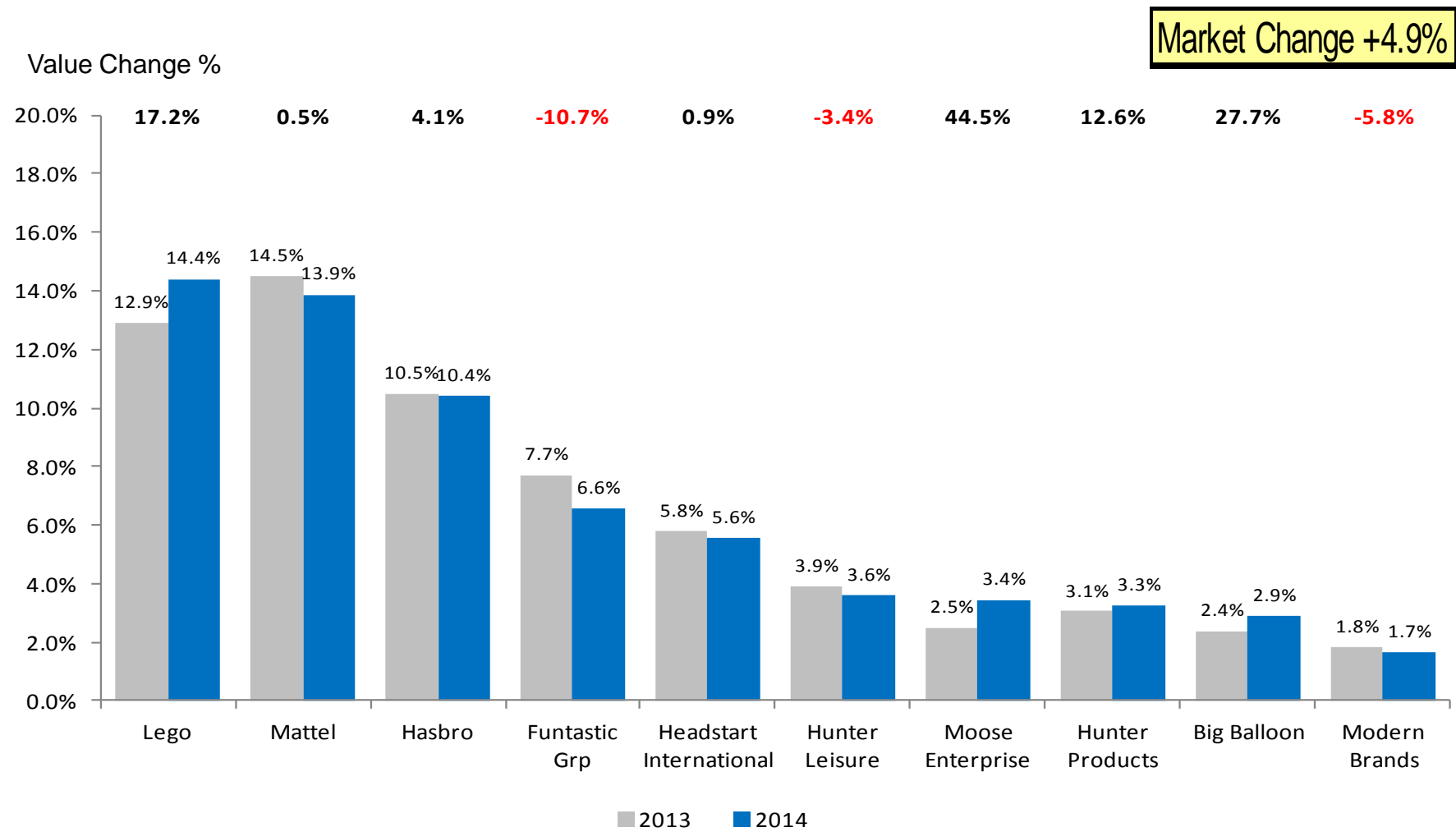


Innovation value drivers

Innovation Value Drivers

- MINECRAFT
- PEPPA PIG
- SANDS ALIVE
- BEADOS
- BLINGLES
- I NKOOS
- MINI LICIOUS

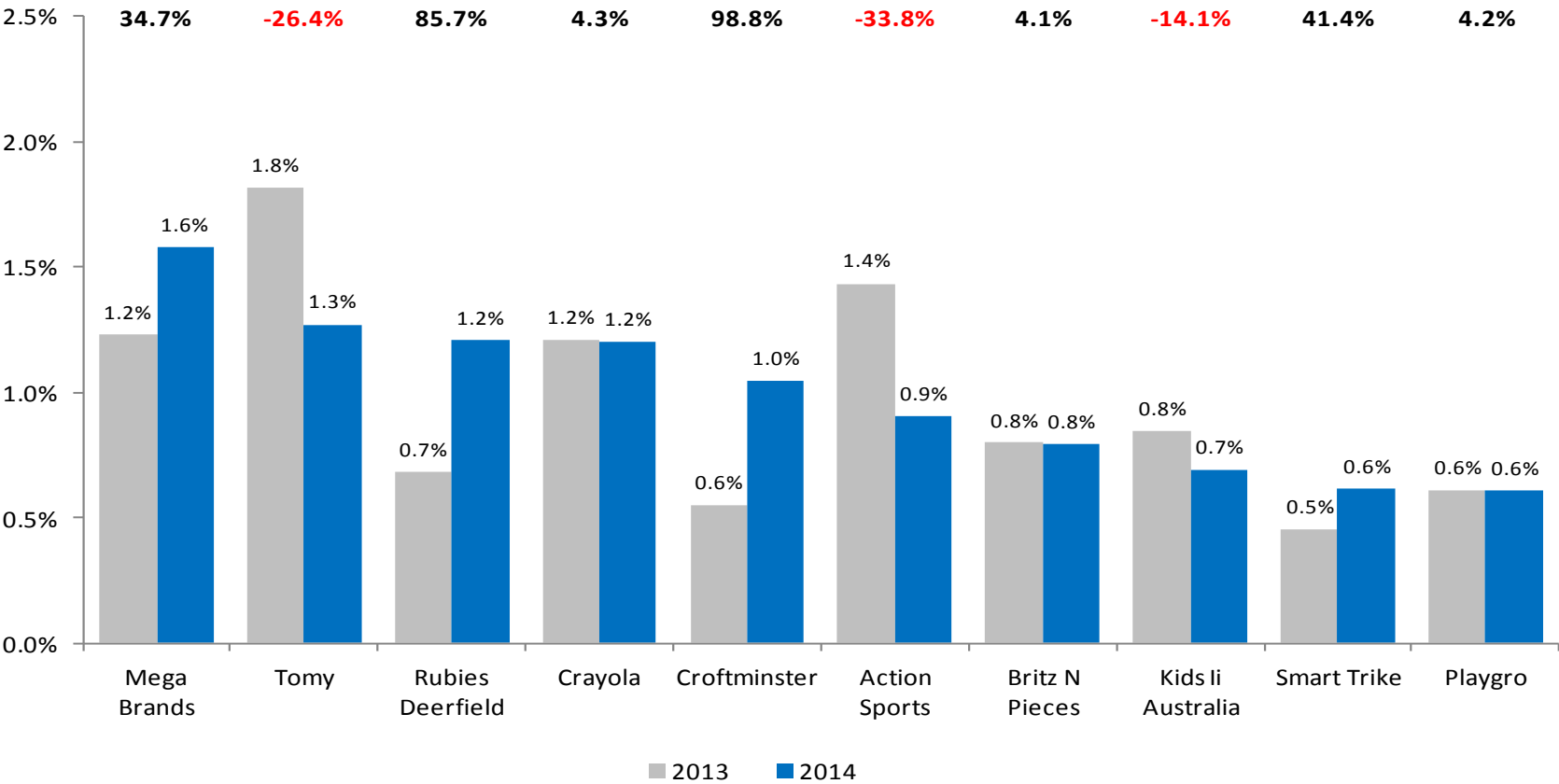
Top Distributors Performance



Top Distributors Performance

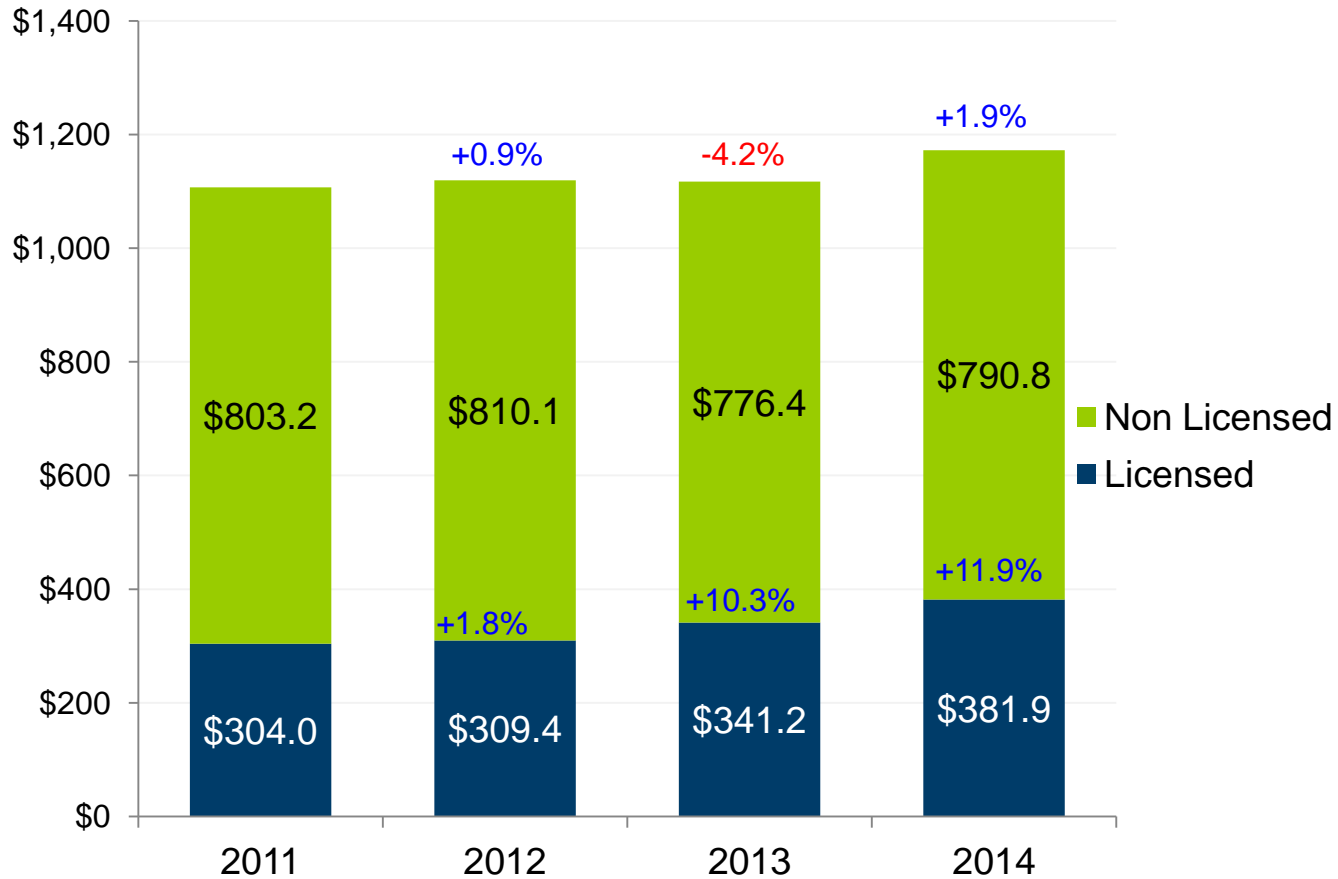
Market Change +4.9%

Value Change %

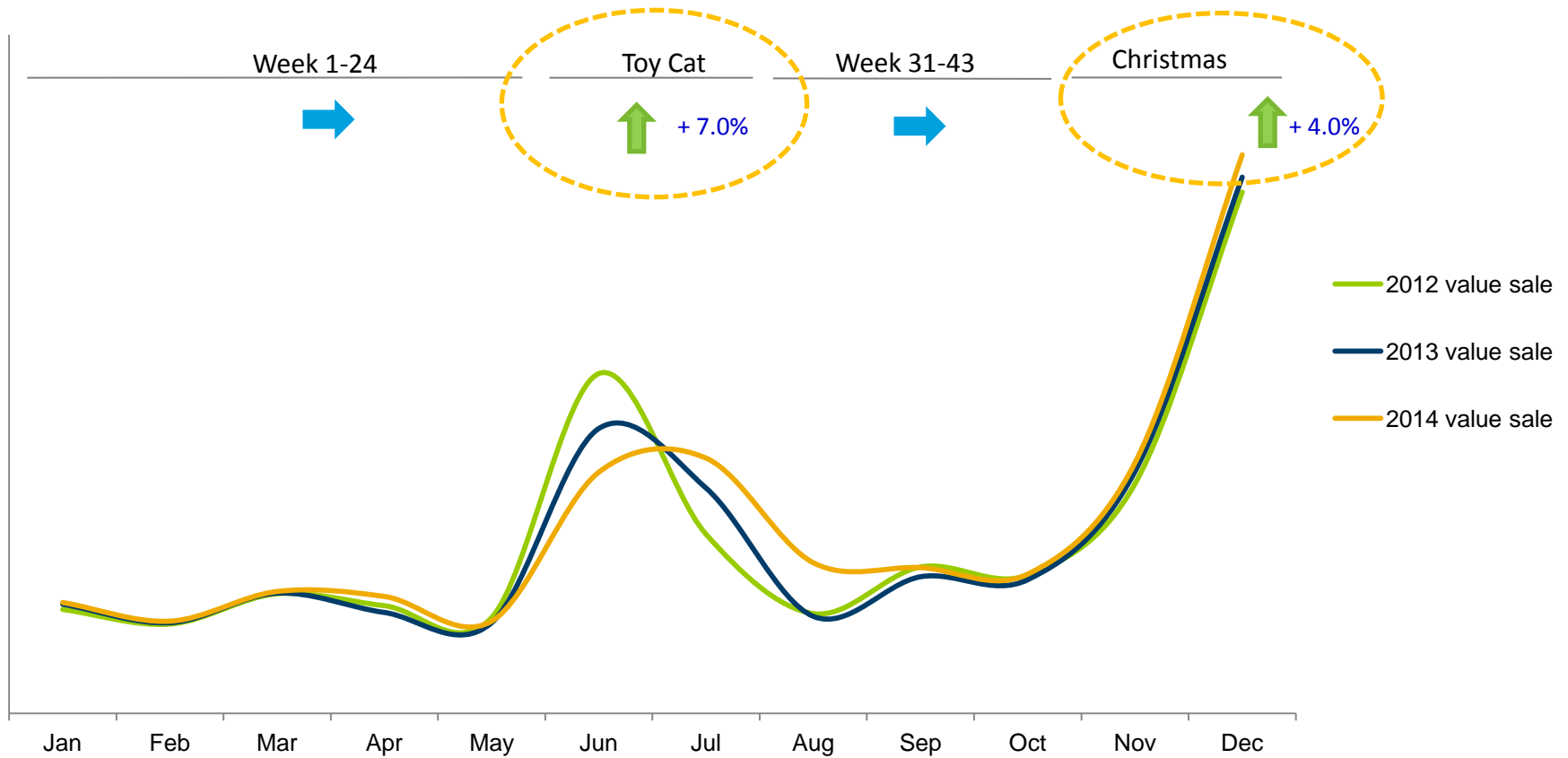


Licensed Toys Keep Growing

- Licensed toys grew by 11.9%

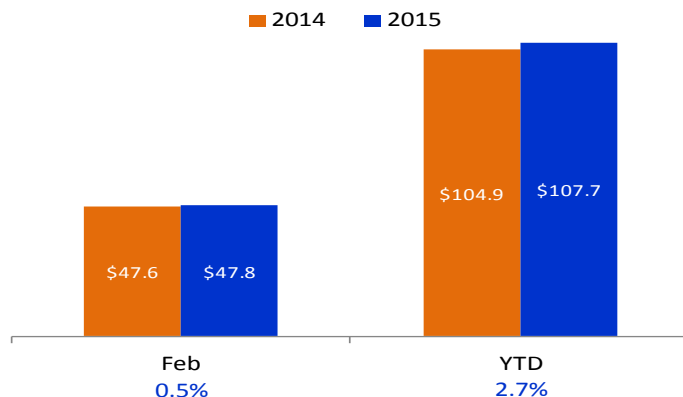


Shoppers Wait For Discounted Periods

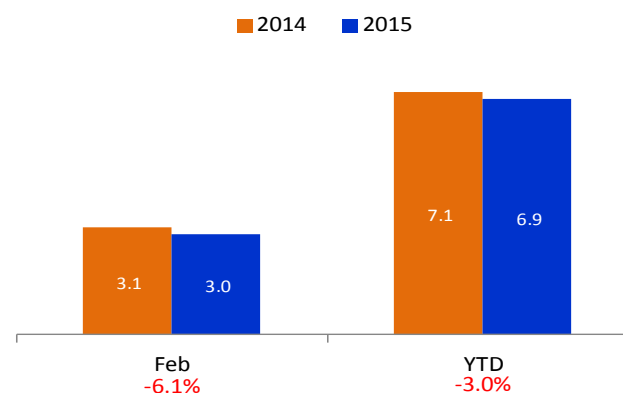


February and YTD Performance

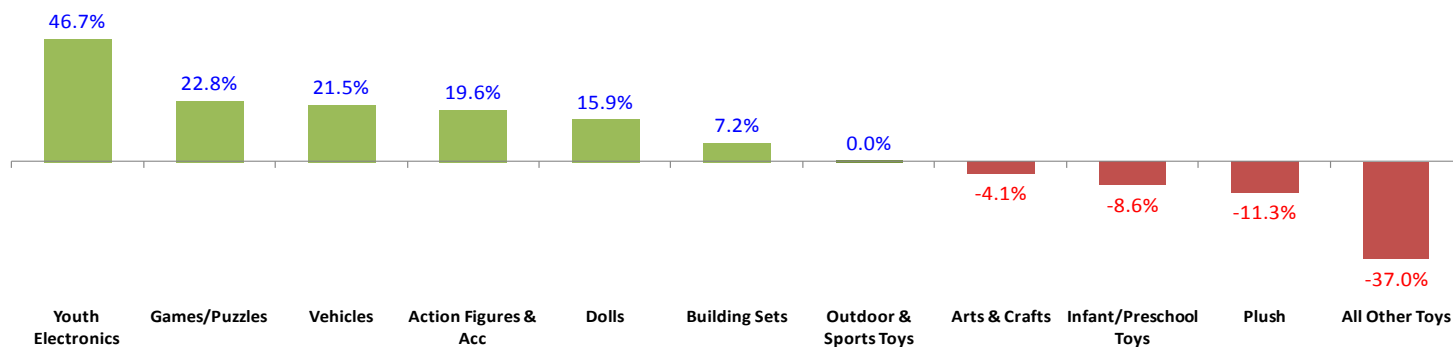
Value (Millions)



Units (Millions)



Category % Value Change YTD (2014 v 2015)



Top Properties Graph Movements

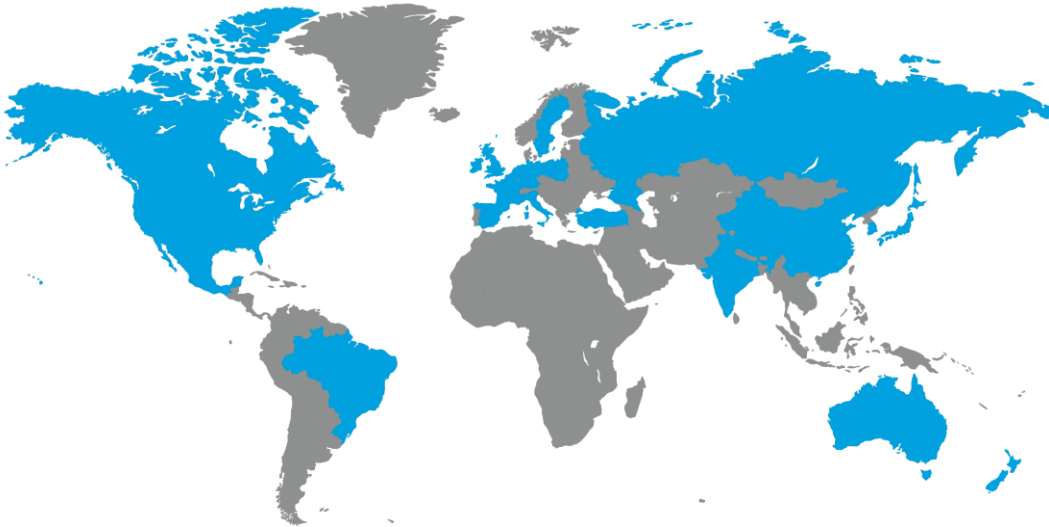
Rank Feb-15	Property	Rank Jan-15	Rank Dec-14	Rank YTD
1	CITY	1st	4th	1st
2	FISHER PRICE	3rd	2nd	2nd
3	MINECRAFT	2nd	23th	3rd
4	STAR WARS	4th	3rd	4th
5	DISNEY FROZEN	7th	1st	5th
6	TMNT	12th	6th	8th
7	SHOPKINS	8th	34th	6th
8	FRIENDS	6th	7th	7th
9	THOMAS & FRIENDS	13th	9th	10th
10	BARBIE	11th	5th	11th

There have not been any significant changes in the ranking of properties over the past few months, other than Minecraft (3rd) and Shopkins (7th), which were ranked 23rd and 34th in December 2014, respectively.

Teenage Mutant Ninja Turtles (6th) and Thomas & Friends (9th) also both climbed back up the ranks recovering after slipping out of the top 10 in January 2015.

Growth Rank Feb-15	Property	Value Rank Feb-15	Value Rank Jan-15
1	LAMAZE	18	59
2	BRIGHT STARTS	22	54
3	DUPLO	20	48
4	PLAYGRO	24	58
5	LEGO	40	85
6	LITTLE TIKES	11	21
7	PAW PATROL	60	133
8	DC	30	46

Thank You



Industries

Automotive
Beauty
Consumer Electronics
Entertainment
Fashion
Food / Foodservice
Home
Luxury
Mobile
Office Supplies
Sports and Leisure Trends
Technology
Toys
Video Games

Countries

Australia
Belgium
Brazil
Canada
China
France
Germany
India
Italy
Japan
Mexico
Netherlands
New Zealand
Poland
Russia
South Korea
Spain
Sweden
Turkey
United Kingdom
United States

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