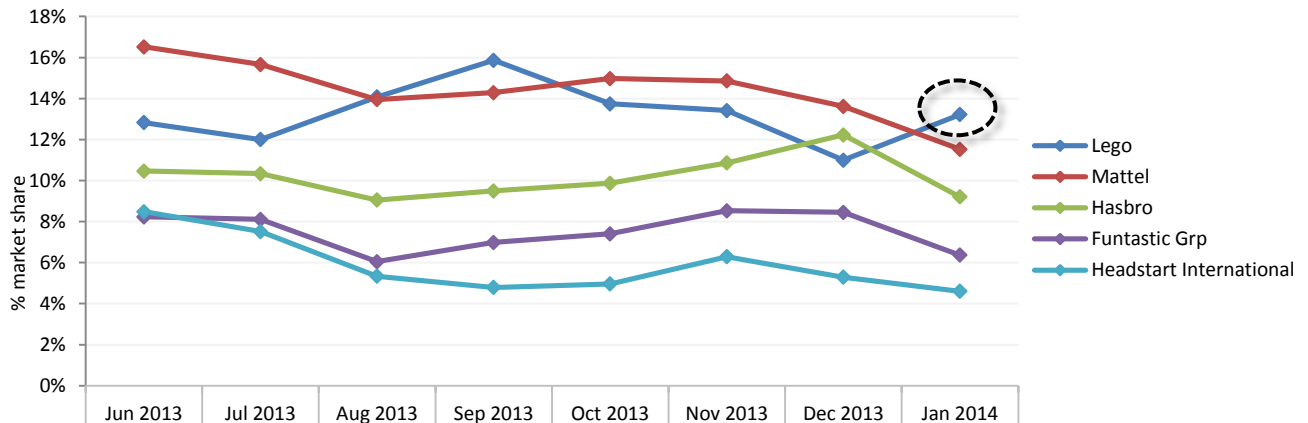


## Lego ranked #1 in January



For the last 2 years Lego has consistently outperformed the competition in Q1 and once again taken the 1<sup>st</sup> rank in January. Share has grown year-on-year, from 10.2% in 2012, to 11.2% in 2013, and now 13.2% in Jan 2014. The success behind Lego has been their new releases, this month those adding value include “City”, “Friends”, “Creator” and “Star Wars”.

Lego’s ranges are also moving up the property ranking, last year took 2 spots of the top 10, while this year took 3 spots.  
 City grew double digit from last Jan and topped 1<sup>st</sup> rank.  
 Star Wars (Lego makes up ~55% sales of this license) moved up the rank with 2014 new releases.  
 Lego Friends successfully took a spot in the top 10 list.

### Top Properties Jan-13

Action  
 Fisher Price  
 Barbie  
 City  
 Star Wars  
 Nerf  
 Faber Castell  
 Crayola  
 Disney Princess  
 Thomas & Friends

### Top Properties Jan-14

City  
 Barbie  
 Star Wars  
 Fisher Price  
 Friends  
 Faber Castell  
 Disney Princess  
 Monster High  
 Crayola  
 Ninja Turtles

## 2014 started off positively

### TOTAL TOY INDUSTRY

Action Figures & Acc	↑
Arts & Crafts	↓
Building Sets	↑
Dolls	↑
Games/Puzzles	↑
Infant/Preschool Toys	↓
Outdoor & Sports Toys	↑
Plush	↓
Vehicles	↓
Youth Electronics	↑
All Other Toys	↑

Last year’s trend flows onto this year, units sale are still in decline, nevertheless value grew from higher average price. 7 out of 11 categories recorded value growth, in which 3 of them tracked solid double digit increases compared to last year: Building Sets, Action Figures and Youth Electronics.

Action Figures continues to grow from Teenage Mutant Ninja Turtle. Will Ninja Turtle continue to spark this year? Or will another license take over?

Furby fuelled up the category Youth Electronics last year and continues to drive growth in Jan-14. Can Hasbro keep this toy fresh for kids?