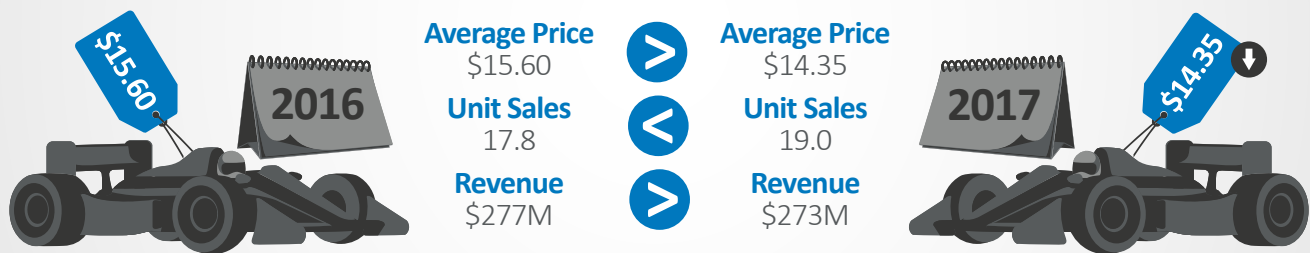


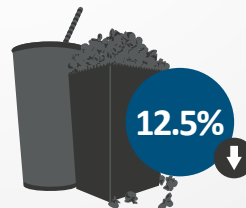
Finding Success in Australia's Toy Market

Success in the softening Australian toys market requires a complete understanding of the retail landscape. That calls for point-of-sale information for all channels and geographical regions, as well as insight on consumers' awareness of toys, their spending habits, and their purchase behavior. **See what we see . . .**

Falling prices and rising unit sales are not driving revenue growth.



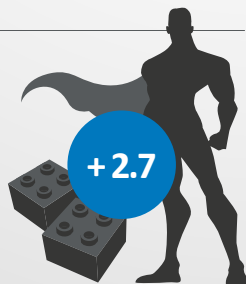
Toys priced between \$10 and \$50 dollars are leading the decline, even though sales are growing in higher and lower price tiers.



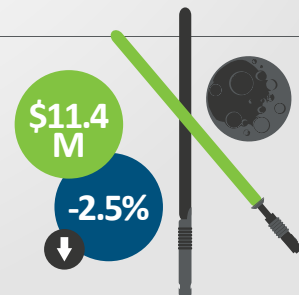
Movie-driven properties fell 12.5% in the first 5 months of the year, for a loss of \$53M, but our analysts expect the industry will recoup those losses in the second half of the year.

7 of the top 10 toy properties are driving growth.

Batman-related toys gained 2.7 share points in the January-to-May period, thanks to performance in the building sets category.



Star Wars toys claimed both the greatest value sales (\$11.4M) and the greatest drag on performance (-2.5%) for the period.



Get a winning advantage. OzToys delivers the only point-of-sale and online consumer panel survey data on toys in Australia, helping industry leaders better understand and sell in this complex market. Discover why leading brands around the world rely on NPD to help them make data-driven decisions with confidence.

Source: The NPD Group, OzToys (point-of-sale data), YTD May 2017

Learn more. Contact russell.carter@npd.com or miguel.velasquez@npd.com.

