



ATA Report

April 2016

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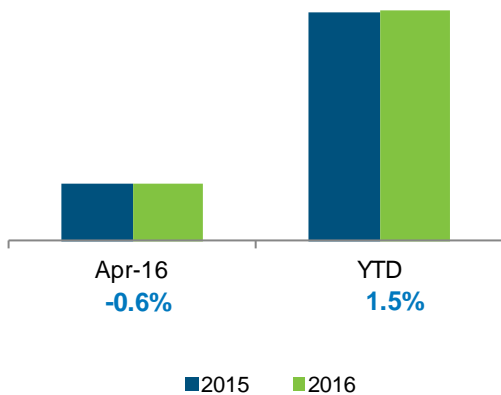


Industry Trends

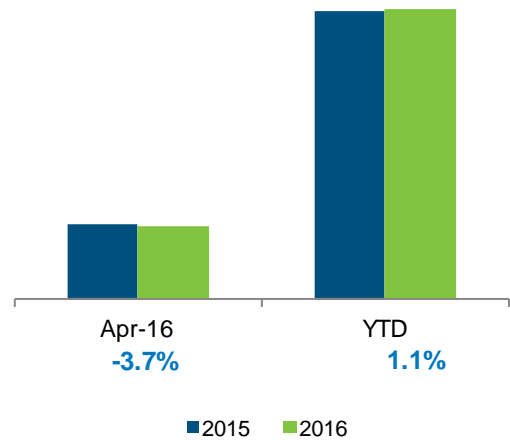
April had a decline on both value and units of -0.6% and -3.7% respectively. YTD performance is still positive in spite of the negative results that contrast with what the market witnessed during March with strong growth in both value and units.

This trend in April however, is not strange to the market, as it's considered a period, along with May, where the efforts are concentrated on the midyear Toy Catalogue; the second biggest period of sales after Christmas.

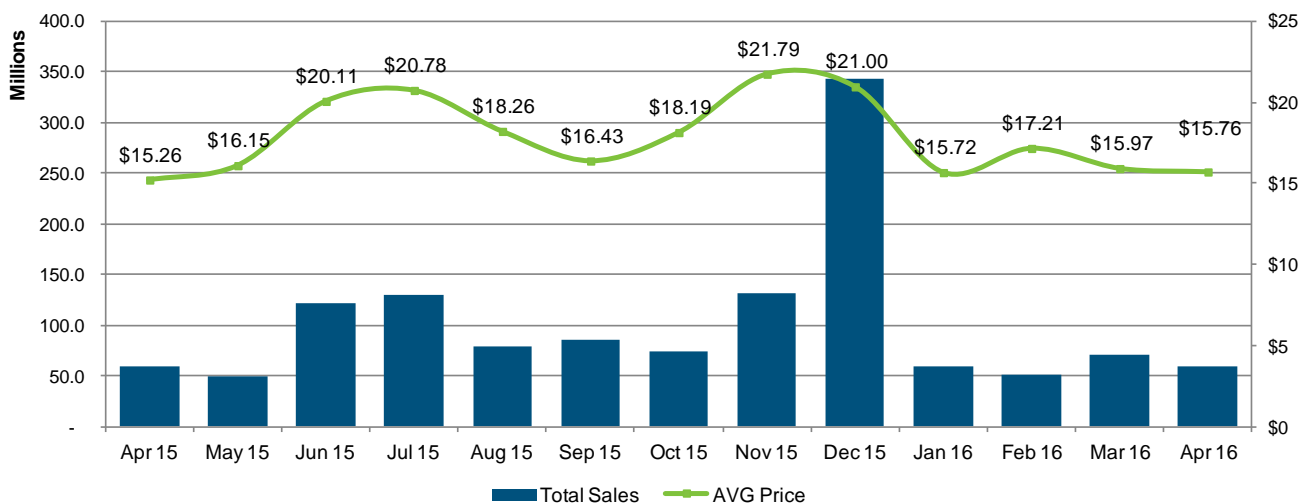
Value (\$m)



Units (m)

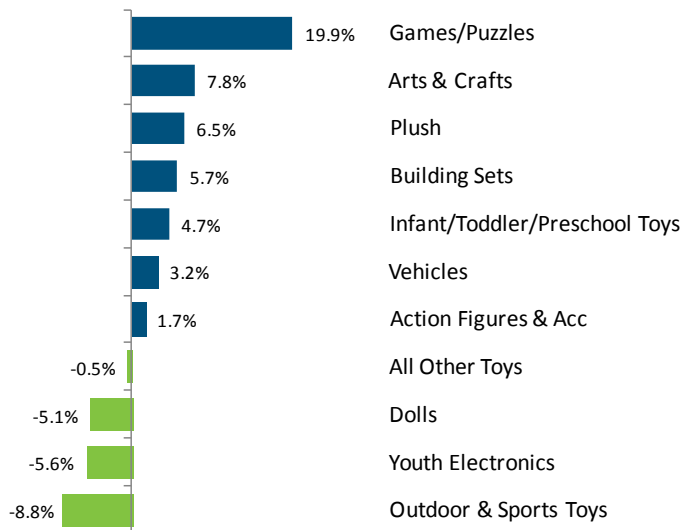


Monthly Value (\$m) and Average Price



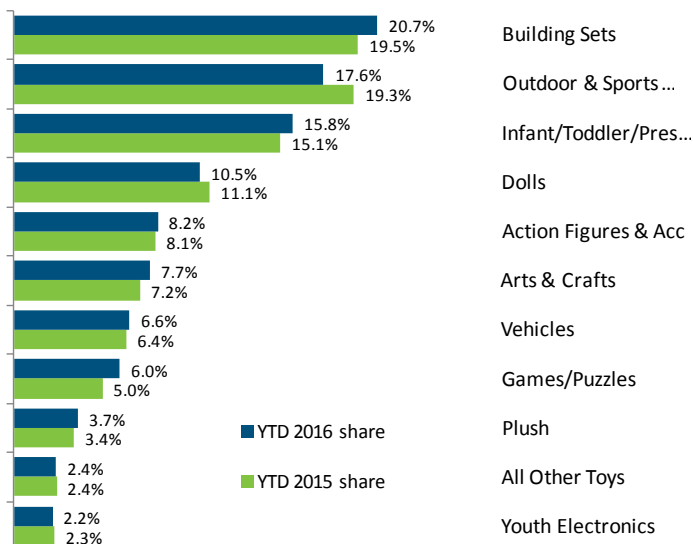
Category Trends

Value Change YTD



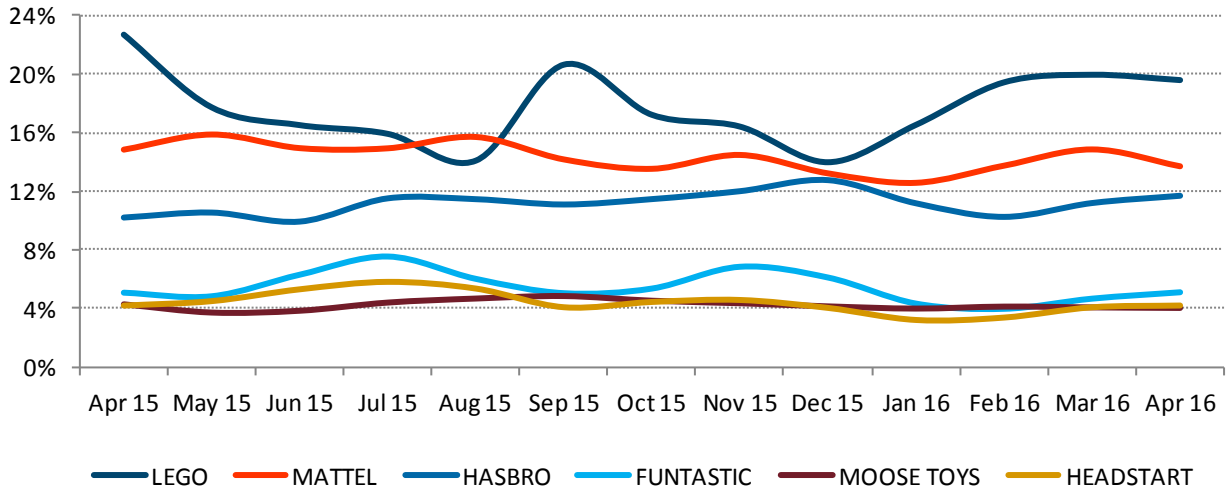
- With the results in April by category, *Games & Puzzles* is the leading category with an amazing 20% growth compared to the same period in 2015. *Arts & Crafts* are also a great 2016 with 7.8% growth. Surprises *Building Sets* performance with the 4th position in terms of growth, as this category is normally in the leading positions in the industry.
- *Outdoor & Sports* performance after April continues on the negative side although, last month had a little improvement taking the category from -12% decline in March to -8.8 last month YTD. *Youth Electronics* went from growing at 2.9% YTD to decline in April at a rate of -5.6%

Category Share YTD



- *Building Sets* continues at the top position by market share as the biggest toys category in Australia. Lego's performance added up to the seasonality of *Outdoors & Sports Toys*, positions *Building Sets* at the top after the first quarter of 2016.
- The amazing results for *Games & Puzzles* made this category gained 100 basis points market share.

Distributor Trends



YTD Rank

Rank	Top 10 Distributors YTD	Val Chg %
1	Lego	6.7%
2	Mattel	-6.1%
3	Hasbro	18.4%
4	Funtastic Grp	3.9%
5	Moose Toys	-7.7%
6	Hunter Leisure	5.6%
7	Headstart	-12.5%
8	Big Balloon	-16.7%
9	Hunter Products	-29.0%
10	Tomy	33.6%

While Lego leads the raking in Australia in the distribution of toys, Mattel has taken over the top position overseas. Hasbro and Mattel in Australia keep closing the gap between them and this promises an interesting battle for the second position.

Most of Top 10 distributors declined in April compared with the results the same month in 2015. Actually, the only ones that did better were Hasbro with a double digit performance and Tomy with an amazing 55% growth. Thanks to the great results Tomy this year, this company now sits within the top 10 distributors YTD.

Rank	Top 10 Distributors	Val Chg %
1	Lego	-14.1%
2	Mattel	-8.2%
3	Hasbro	13.3%
4	Funtastic Grp	-0.0%
5	Headstart	-0.8%
6	Moose Toys	-6.8%
7	Hunter Leisure	6.9%
8	Big Balloon	-19.8%
9	Tomy	55.4%
10	Hunter Products	-34.9%

Rank	Next 10 Distributors	Val Chg %
11	Modern Brands	20.3%
12	Croftminster	12.5%
13	Crayola	15.0%
14	Kids li Australia	18.0%
15	Vtech	166.1%
16	Zuru Inc	1341.2%
17	Playgro	6.8%
18	Crown & Andrews	36.6%
19	Rubies Deerfield	-47.4%
20	Faber Castell	54.2%

Top Selling Properties Overseas

Rank	Canada	US	UK	France	Germany	Italy
1	STAR WARS	STAR WARS	STAR WARS	PLAYMOBIL	PLAYMOBIL	STAR WARS
2	SHOPKINS	SHOPKINS	LEGO STAR WARS	STAR WARS	STAR WARS	DISNEY FROZEN
3	LEGO STAR WARS	NERF	SHOPKINS	DISNEY FROZEN	LEGO STAR WARS	LEGO STAR WARS
4	NERF	LEGO STAR WARS	DISNEY FROZEN	LEGO STAR WARS	DISNEY FROZEN	BARBIE
5	POKEMON	BARBIE	LEGO CITY	VTECH BABY	LEGO CITY	LEGO CITY

Rank	Spain	Belgium	Poland	Mexico	Russia	Australia
1	STAR WARS	PLAYMOBIL	STAR WARS	HOT WHEELS	STAR WARS	STAR WARS
2	PLAYMOBIL	STAR WARS	LEGO STAR WARS	AVENGERS	LEGO CITY	CITY
3	PAW PATROL	DISNEY FROZEN	LEGO CITY	STAR WARS	MLP	SHOPKINS
4	LEGO STAR WARS	LEGO STAR WARS	LEGO FRIENDS	BARBIE	LEGO STAR WARS	THOMAS & FRIENDS
5	DISNEY FROZEN	LEGO CITY	MY LITTLE PONY	PLAY-DOH	HOT WHEELS	FRIENDS

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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