



Toys Market Presentation

FY 2022 & YTD Apr 2023

15th June 2023



Agenda

- 01 Full Year 2022 Australia Toys
- 02 YTD April 2023 Global Toys
- 03 YTD April 2023 Australia Toys
- 04 2023 Outlook





02

Australia
Toys 2022
Summary
Highlights

How did Australia Perform in 2022?

	Value	Units	ASP
INDUSTRY	FLAT *1.3B '22 +15% vs '19	-5% '22 sold 3.1M units less +1% vs '19	+5% Av Price: \$21 +14% vs '19
LICENSING	+5% +28% vs '19	FLAT +13% vs '19	+4% +14% vs '19

A positive Christmas for 2022:

\$327M (+2%)

Weeks 47 - 51

Last 3 weeks, grew +8% vs 2021

Weeks 50 - 52



2022 Australia Product Trends

Comparing to 2021, Plush category had the largest growth for 2022

Top Gaining Dollars by Subsegment



Collectibles Return!

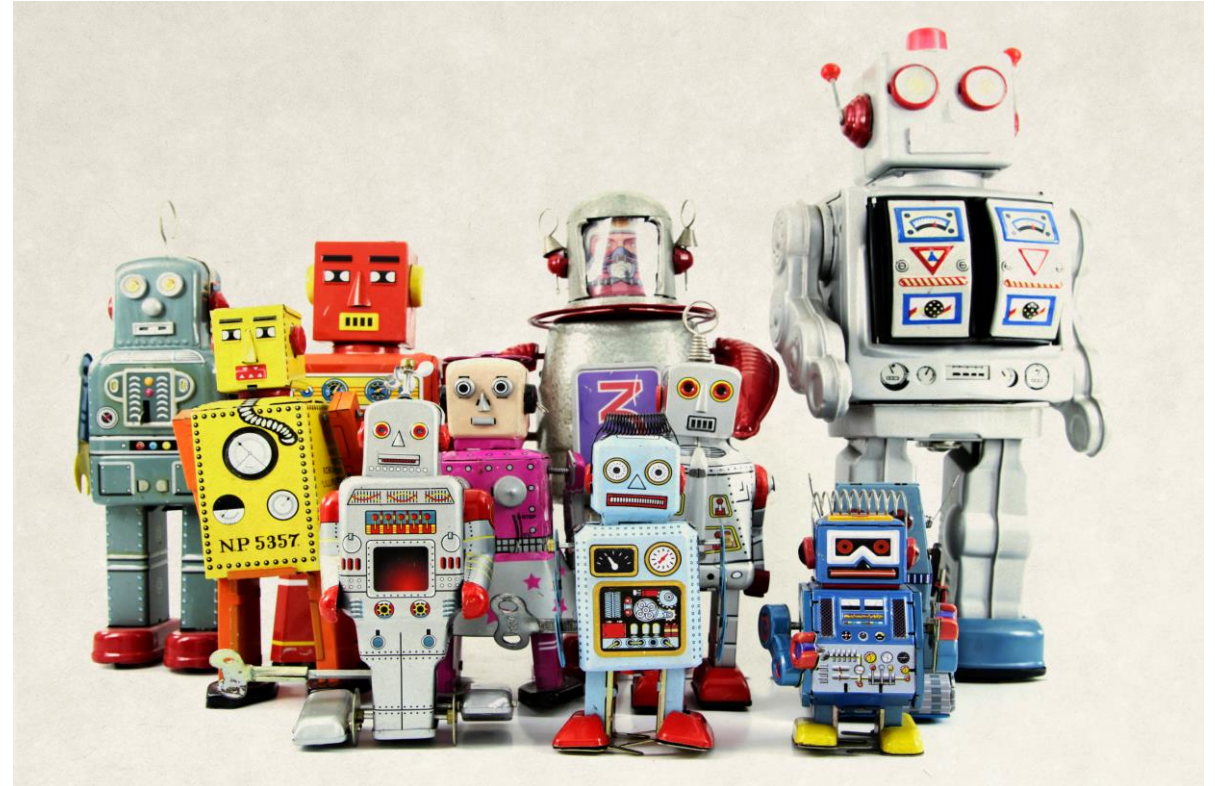
Collectibles account for 9% of toys

+16%

2022 vs. 2021

Top Gaining Collectibles by Subclass:
Traditional Plush, Strategic Trading Card Games,
Playset Dolls & Collectibles, Fashion Dolls...

Rest of market -2%

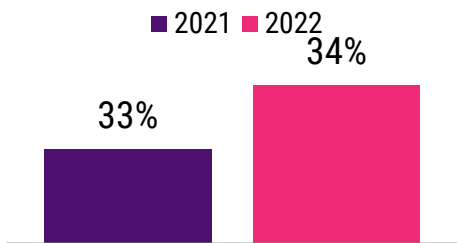


Entertainment Returns

Compared to 2021, Movies/TV/DVD/Digital, Video Games and Sports had positive increases in 2022



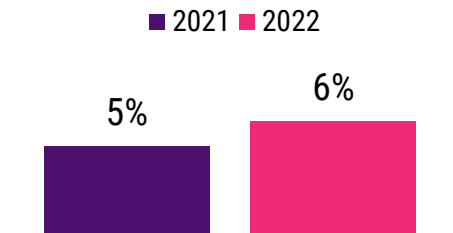
Movies/TV/DVD/Digital
\$451M



Movies/TV/DVD/Digital



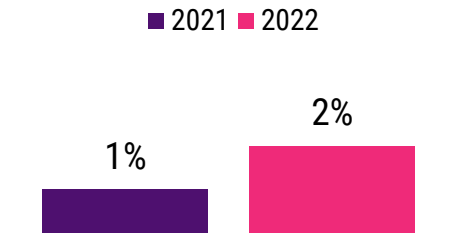
Video Games \$86M



Video Games



Sports \$22M



Sports

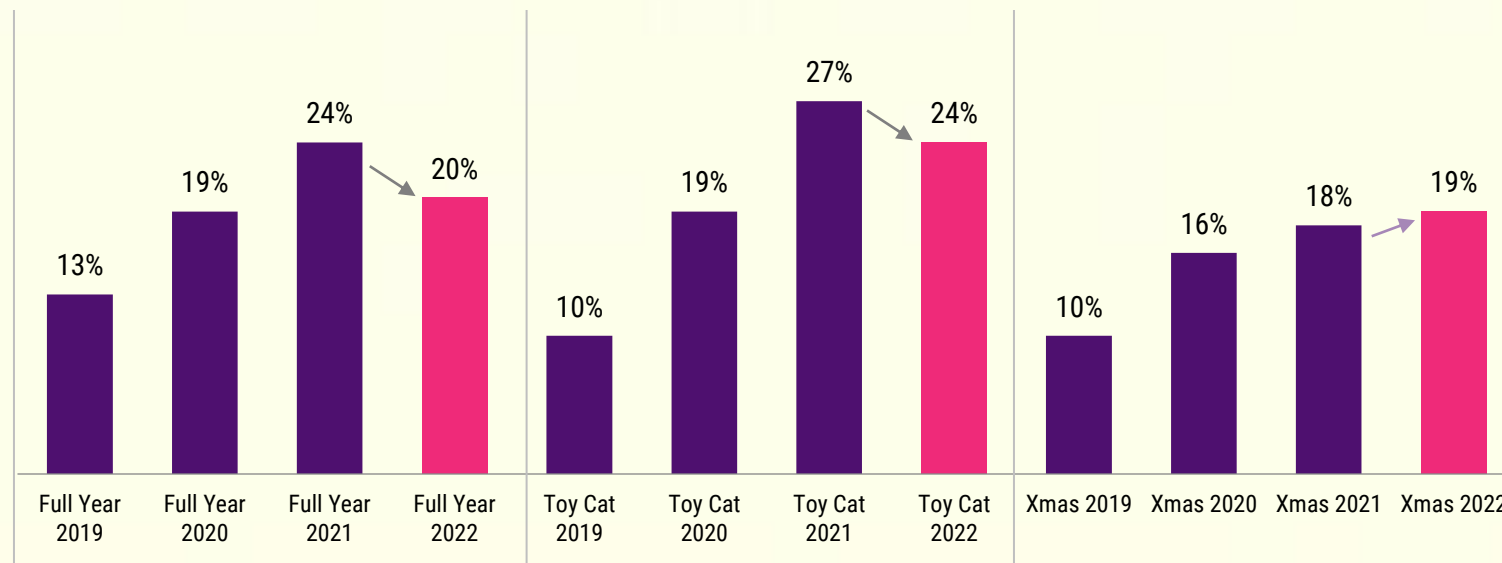
Source: Retail Tracking Service | AUS | Full Year 2022

Circana, Inc. and Circana Group, L.P. | Proprietary and confidential

Return of in-store post pandemic

Full year 2022, online channel dropped 4 points, -19% in dollars dropped

Online channel share



Source: Retail Tracking Service | AUS | Full Year 2022

Post-Lockdown Purchase Behaviour

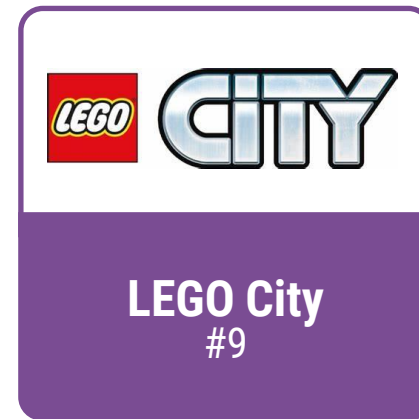
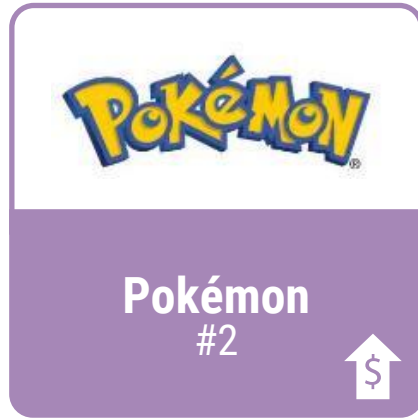
Toy buyers plan to shop online the same before, 2 points up from previous year and 26% still plan to shop online more, but this is down from previous year



Question: Please indicate how your online purchase behaviour will change after COVID compared to before?

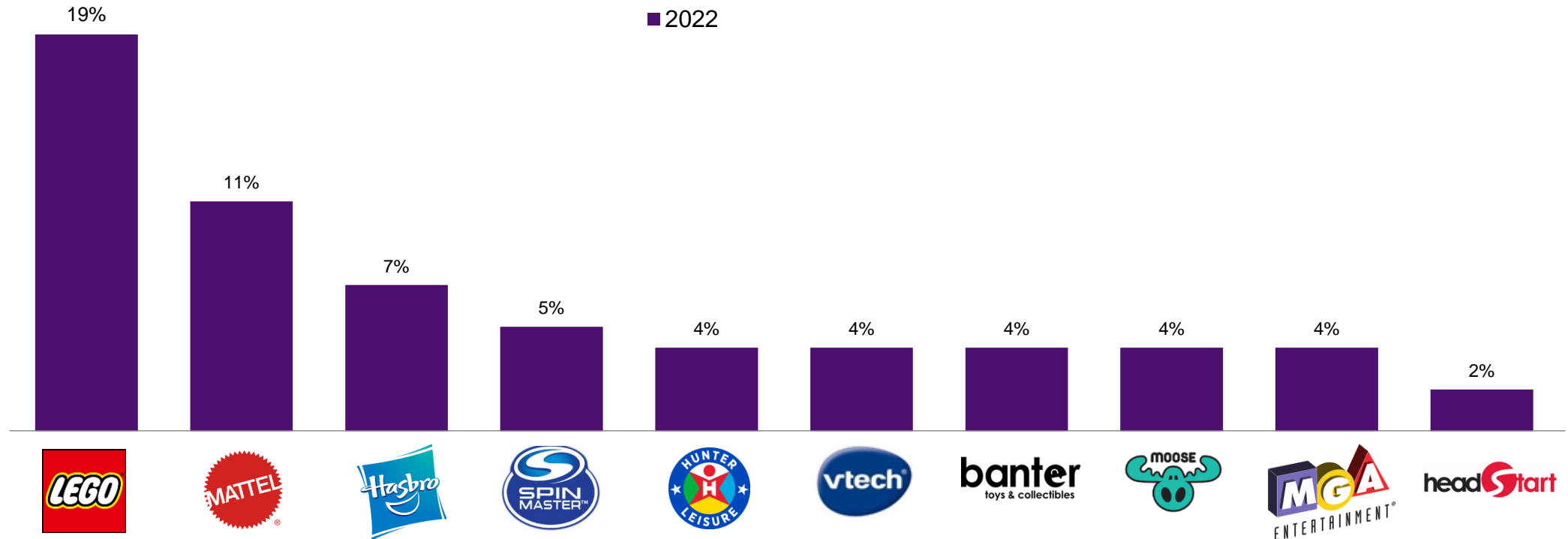
Top 10 Properties

7/10 properties grew. JW had the largest gains, 42% of the gains from Mattel followed by LEGO 30%. JW performed better than 2018. 2022 marked the largest ever sales for Pokémon and Barbie (#1 for 3 years in a row)



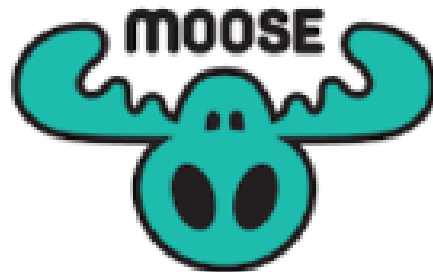
Top 10 Corp Manufacturers \$M

5/10 manufacturers grew in the top 10, Mattel, Banter and Moose were the most gainers.



Top 5 Gaining Corp Manufacturers \$M

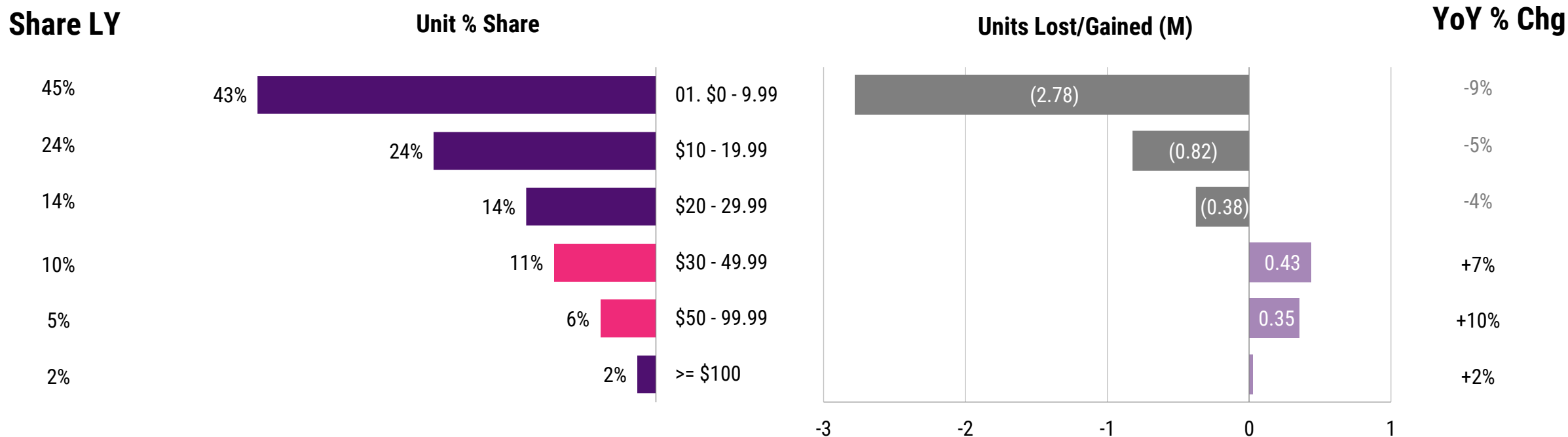
Within the top 10, the 5 gainers collectively added +\$38M of gains



Next Top 5 Manufacturers Gainers Added +\$16M

Most toys bought <\$10, but it was the only price point to lose share

70% of losses came from the under \$10 as consumers cut impulse purchases as they make more considered purchases.



Just over 1 out of 3 spent is above \$50+

\$50+ more prevalent +4%

2019 Share: 30%

2020 Share: 33%

2021 Share: 34%

2022 Share: 36%



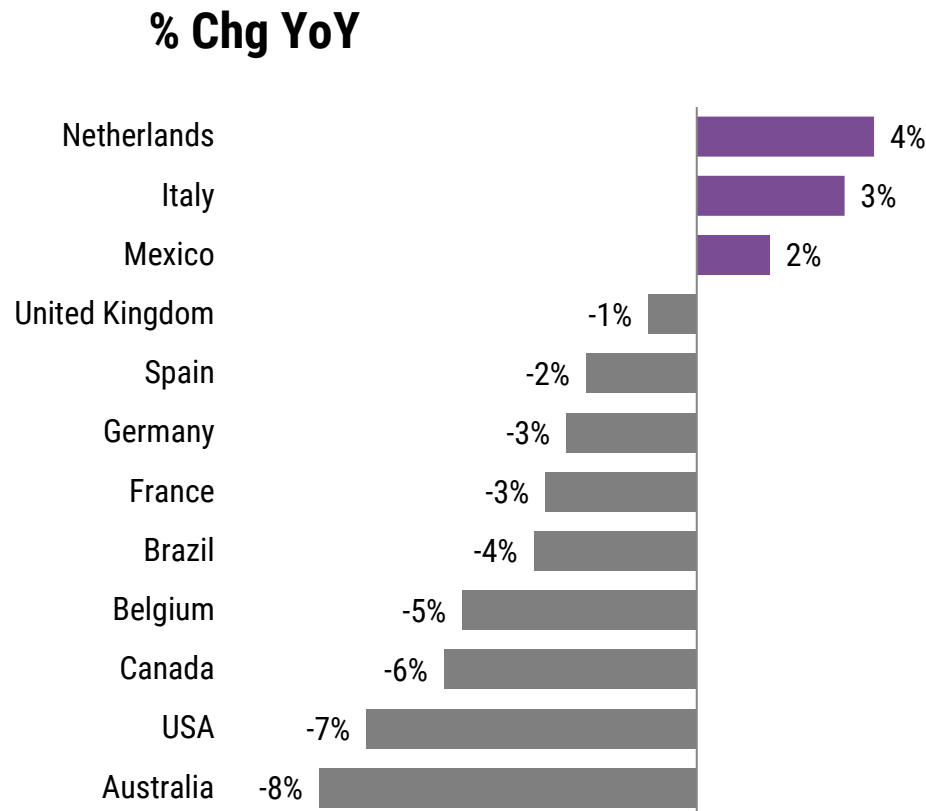


03

Global Toys
2023
YTD April

Industry Growth / Decline By Country

Worth \$14B for the YTD Apr '23, 3/12 countries up



23 vs. '19

+26%
+13%
+23%
+2%
+5%
+18%
+5%
+14%
+6%
+30%
+36%
+17%



G12

-6%

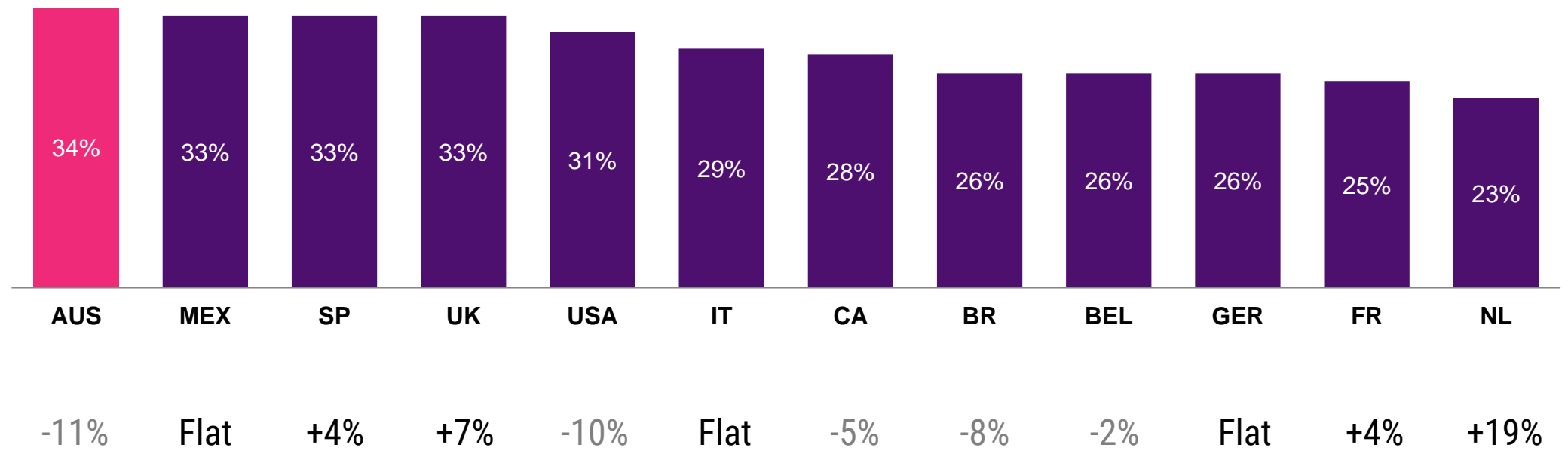
vs. 2022

+26% vs. 2019

Units -6%
Av Price Flat

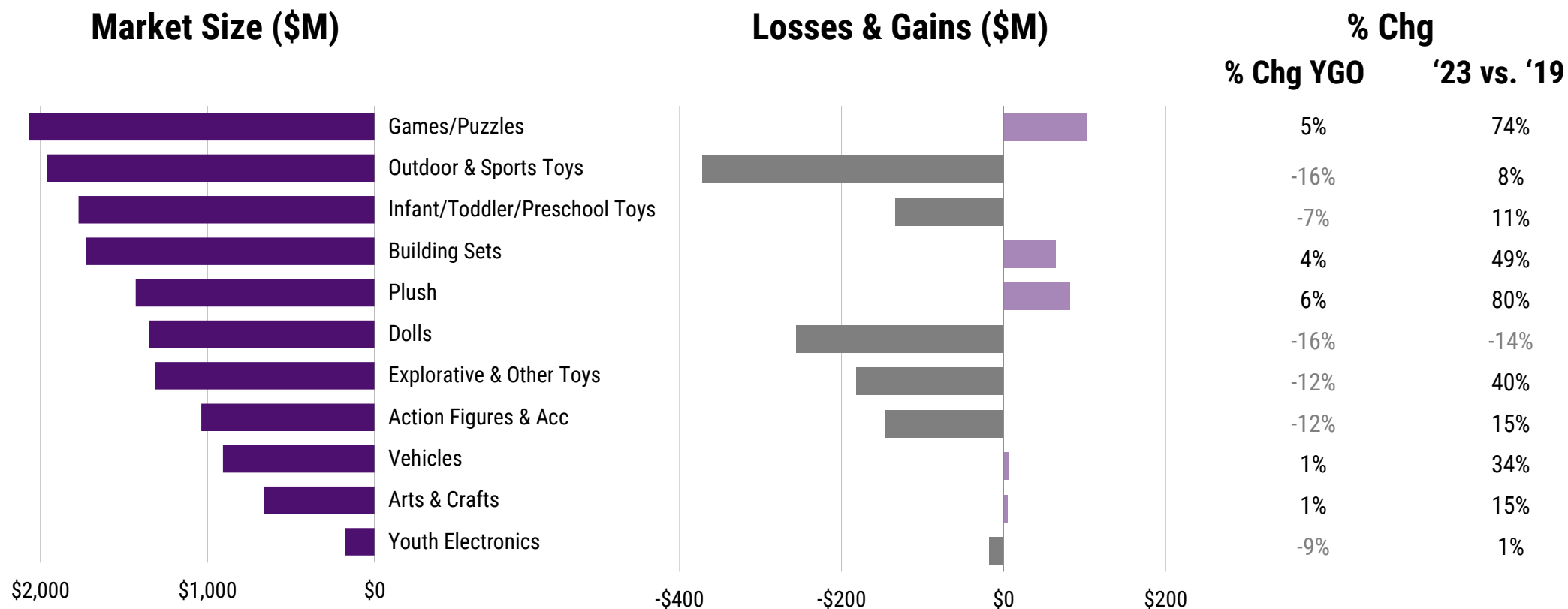
Licensed toys decline -6% globally

Despite the decline, Australia remains the highest % of licensed toys, followed by Mexico and Spain. Licensed toys only grew in 4 countries. Global average license toys share 30%.



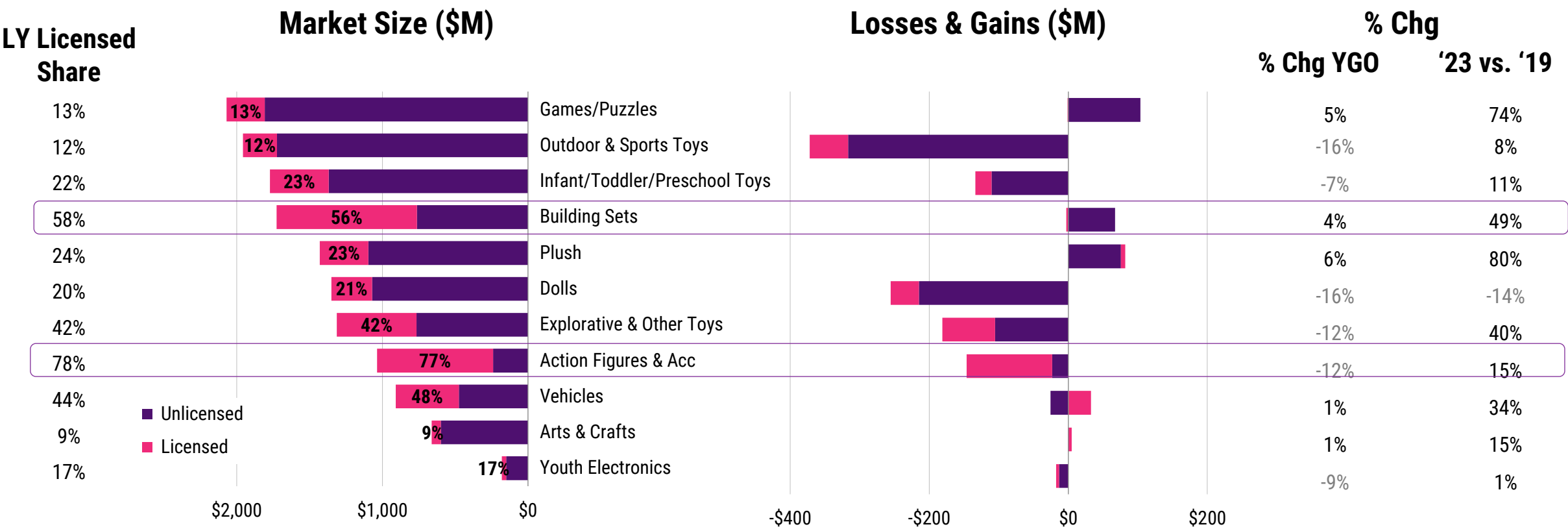
Global Performance By Super Category

5/11 categories grew. Top subclass gains: Strat Trading Cards, Traditional Plush, Standard Building Sets, Mini Vehicles & Adult Games. 10 categories still grew vs. 2019



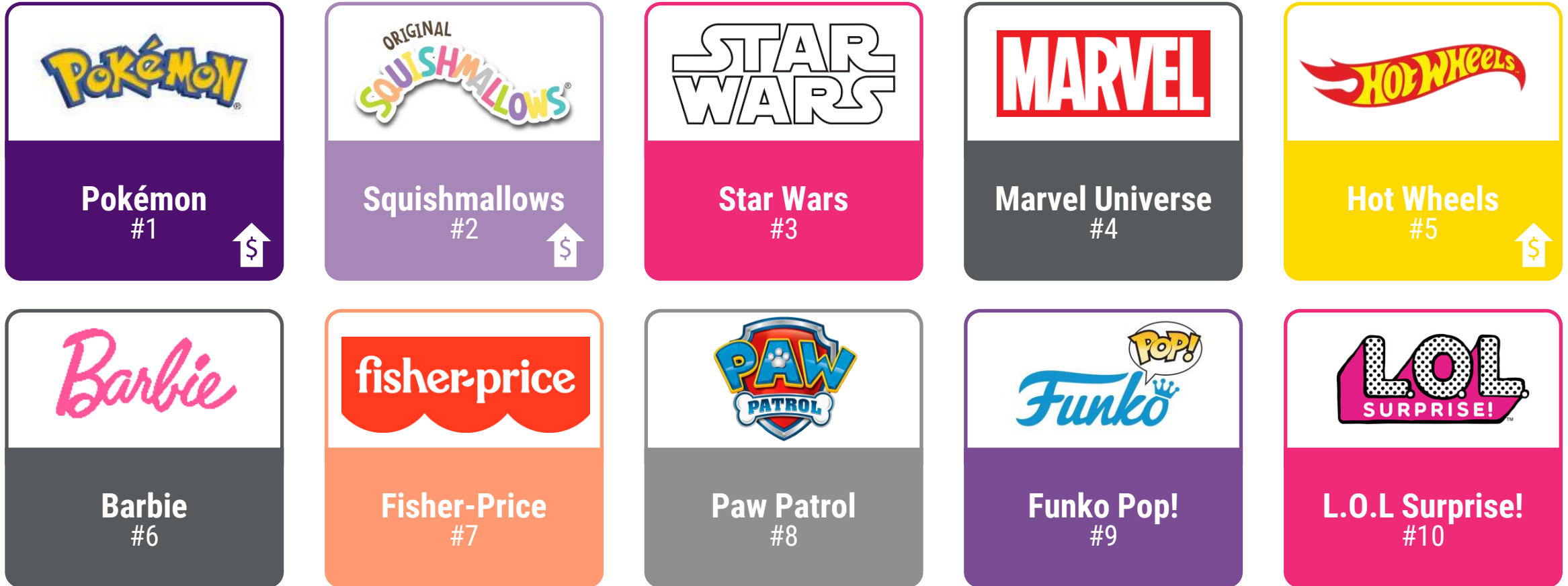
Global Performance By Super Category

Some categories were more highly licensed than others: Building Sets and Action Figures accounted for 41% of all licensed toys



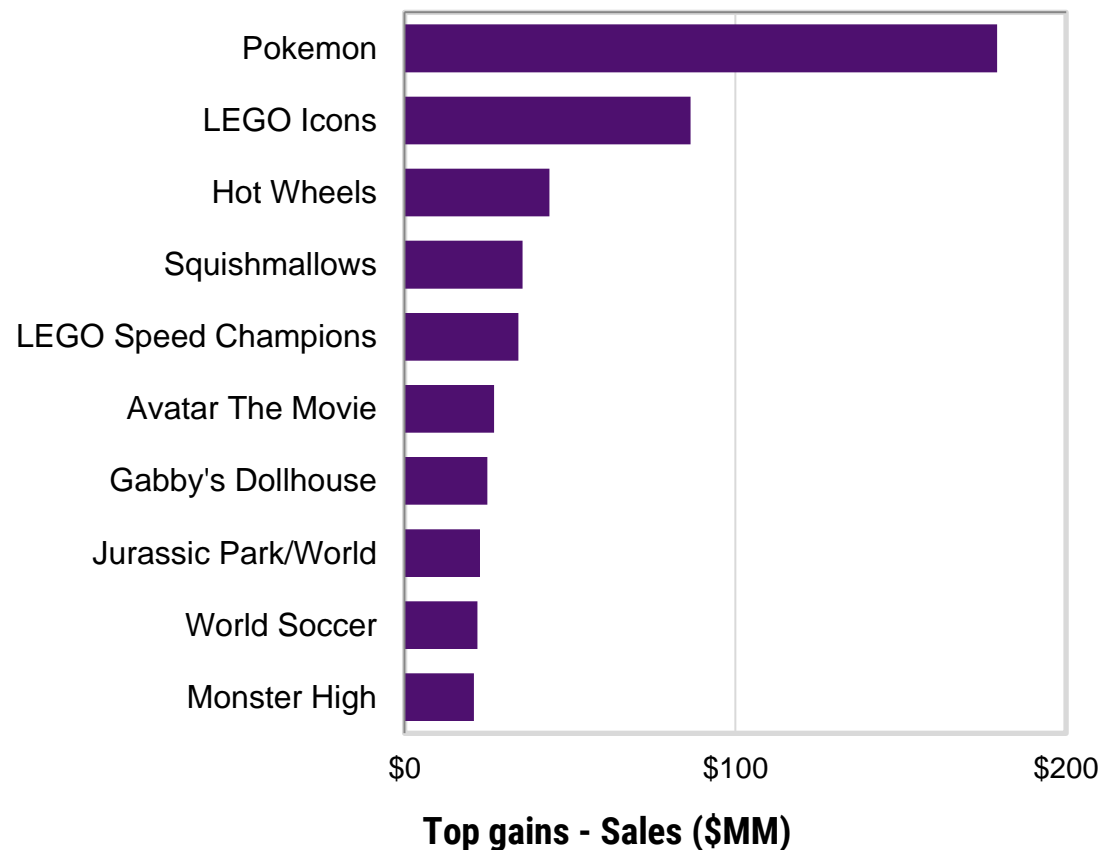
Top 10 Properties are global

3/10 properties grew. Pokémon maintained the #1 position. Pokémon, Squishmallows, and Hot Wheels were 3 properties that stood out +\$258M. Nintendo at #11 (LY:14)



Top 10 \$ gaining properties

Pokémon, LEGO Icons and Hot Wheels take the top 3 spots.





04

Australia
Toys 2023
YTD April

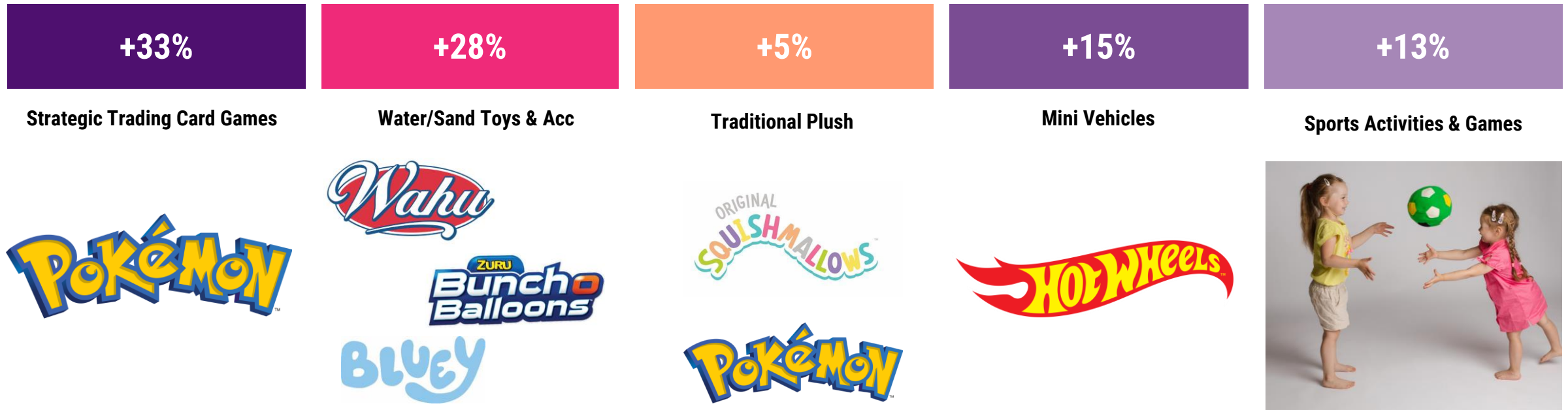
How is Australia Performing in 2023 so far?

	Value	Units	ASP
INDUSTRY	-8% \$267M '23 +16% vs '19	-3% '23 sold 450K units less +3% vs '19	-5% Av Price: \$17 +13% vs '19
LICENSING	-11% +30% vs '19	-2% +13% vs '19	-9% +15% vs '19

2023 Australia Product Subclass Trends

Comparing to 2022, Strategic Trading Card Games Subclass had the largest growth for 2023 YTD Apr

Top Gaining Dollars by Subclass



Collectibles continues the lead in 2023!

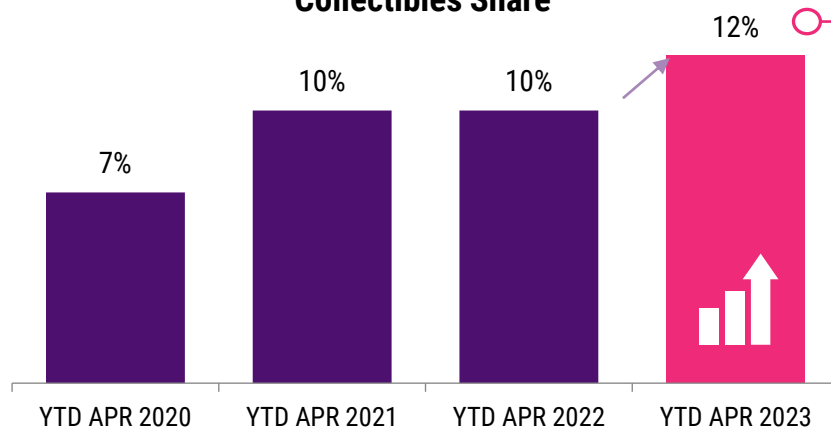
Collectibles account for 12% of toys. Strategic Trading Card Games is top gaining subclass for collectibles

+6%

YTD APRIL 2023 vs. 2022

Rest of market -10%

Collectibles Share



Top Gaining Collectibles by Subclass:
Strategic Trading Card Games, and Traditional Plush

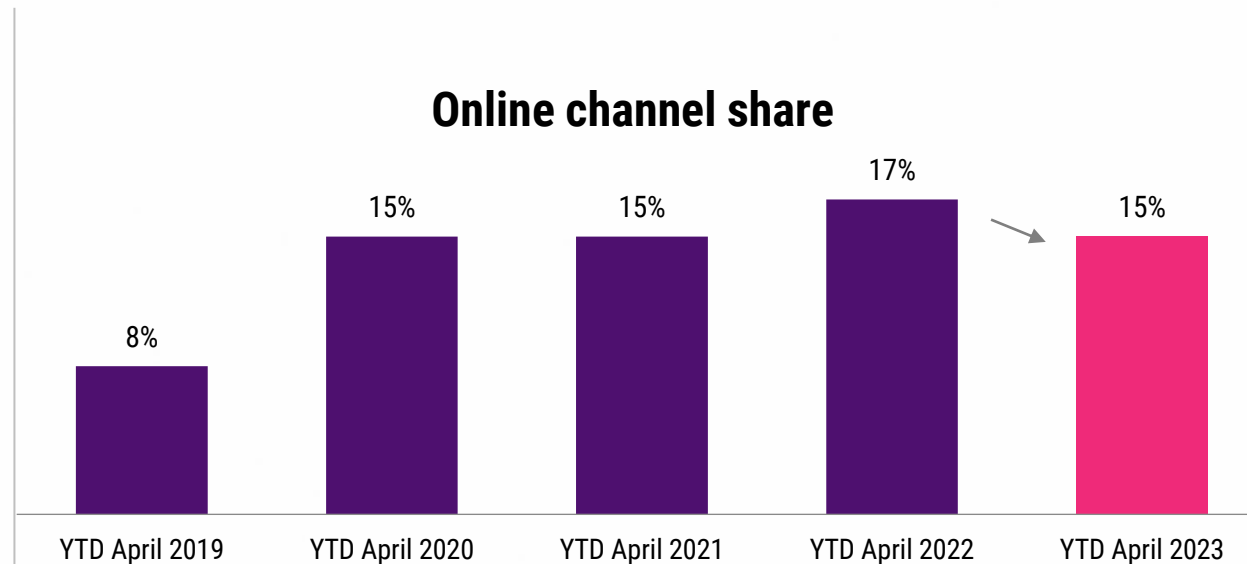
STCG & Traditional Plush Collectibles Total Gain: +\$4M

Source: Retail Tracking Service | AUS | YTD April 2023

Circana, Inc. and Circana Group, L.P. | Proprietary and confidential

Online Shares for 2023 Mid Year


YTD Apr 2023, online channel dropped 2 points




Source: Retail Tracking Service | AUS | YTD Apr 2023

Top 10 Properties

3/10 properties grew. This YTD April marked the largest ever sales for Pokémon and Squishmallows



Pokémon
#1



Hot Wheels
#2



Barbie
#3



Star Wars
#4



Marvel Universe
#5



LEGO City
#6



Squishmallows
#7



Fisher-Price
#8



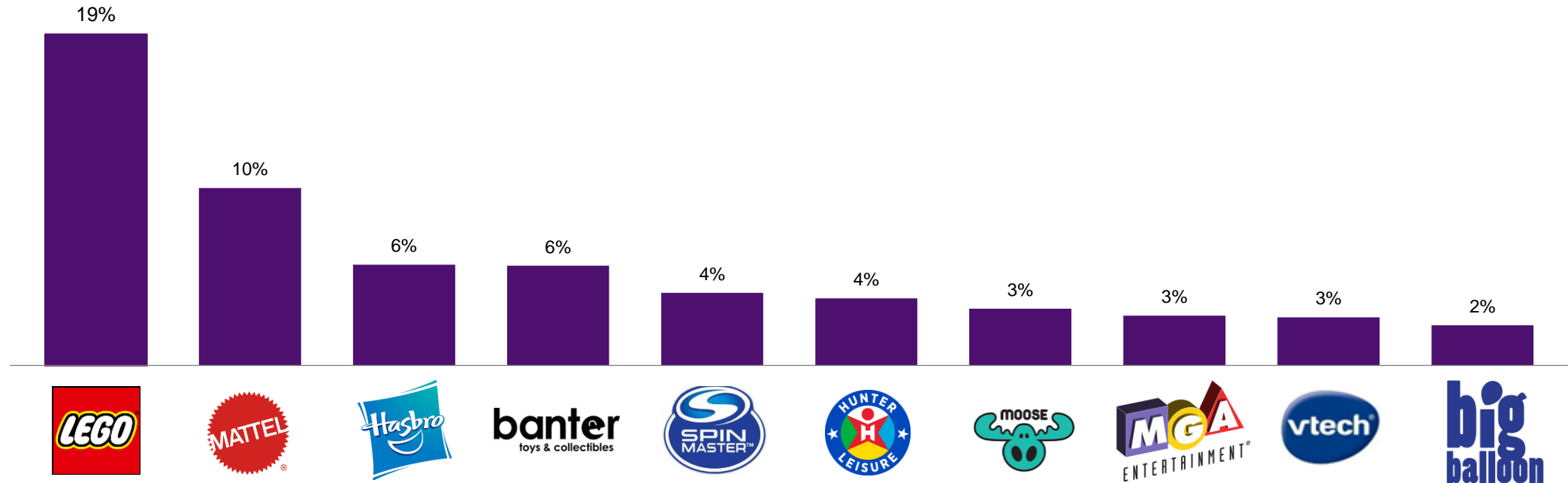
LEGO Technic
#9



Crayola
#10

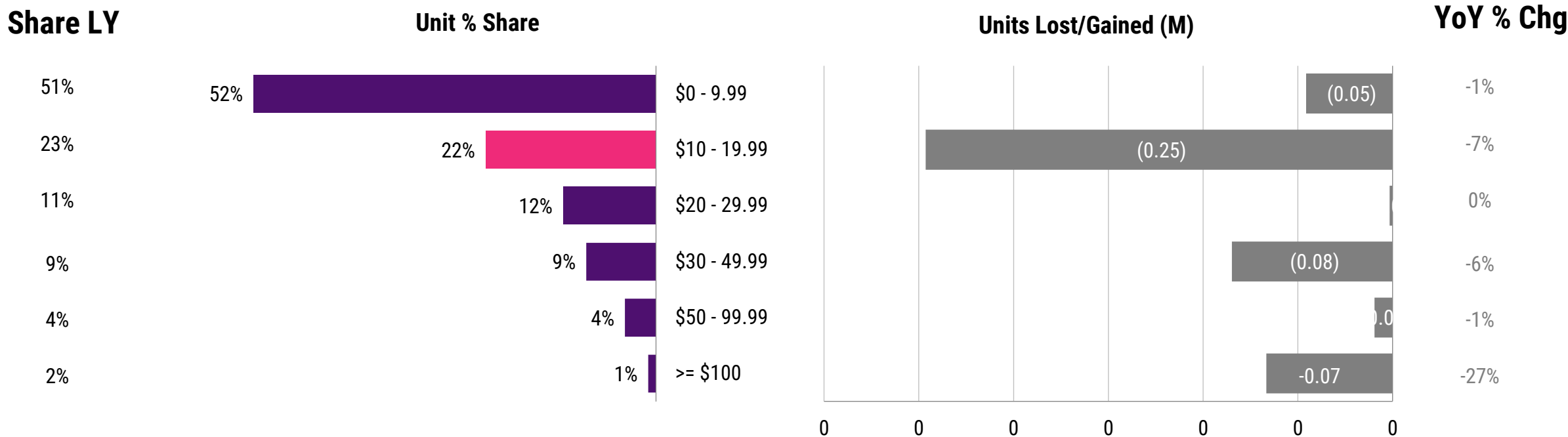
Top 10 Corp Manufacturers \$M

2/10 manufacturers grew in the top 10, Banter Toys was the manufacturer with the most gains, followed by Mattel.



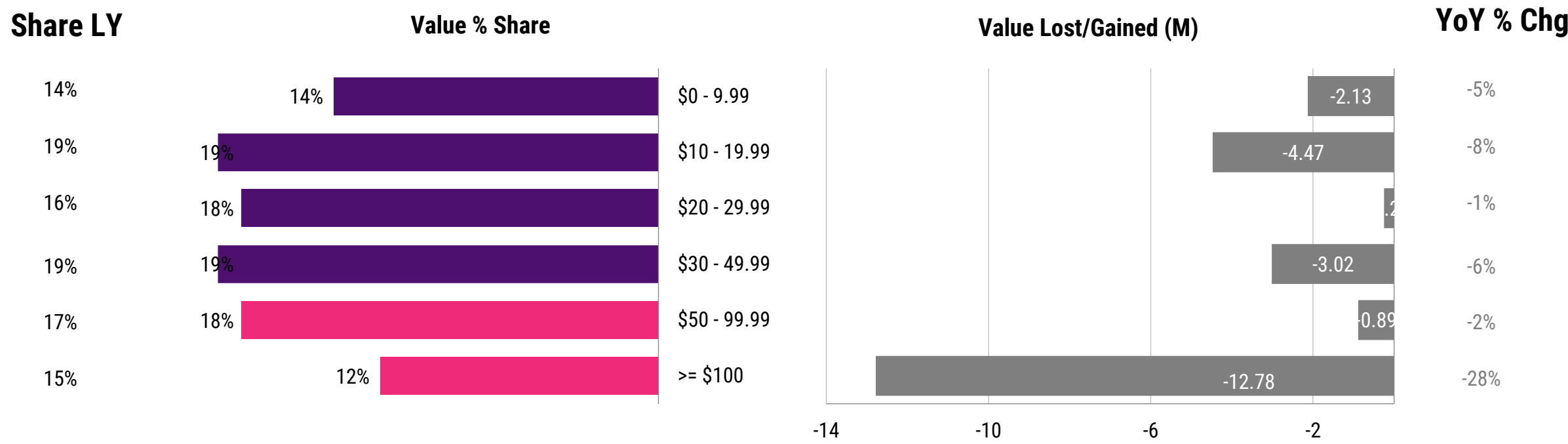
Majority of toys bought <\$10

50% of unit losses came from the \$10-\$19.99



Just 1 out of 3 is spent above the \$50+

Just over half of dollar losses came from above \$50+





05

2023
OUTLOOK

Conclusion and Outlook

- Australia YTD Apr dropped -8% vs. YGO but still +16% growth compared to pre-covid
- Consumers return to in-store shopping post COVID/restrictions in '22 but YTD Apr '23 had the same online shares as 2020 & 2021 and above pre-covid.
- High cost of living continues with more price conscious consumers and more considered purchases.
- Hoping for a better 2nd half after a difficult 1st half vs. YGO, huge growth not expected due to the tough uncertainty economic conditions



Questions & Answers

Thank you

