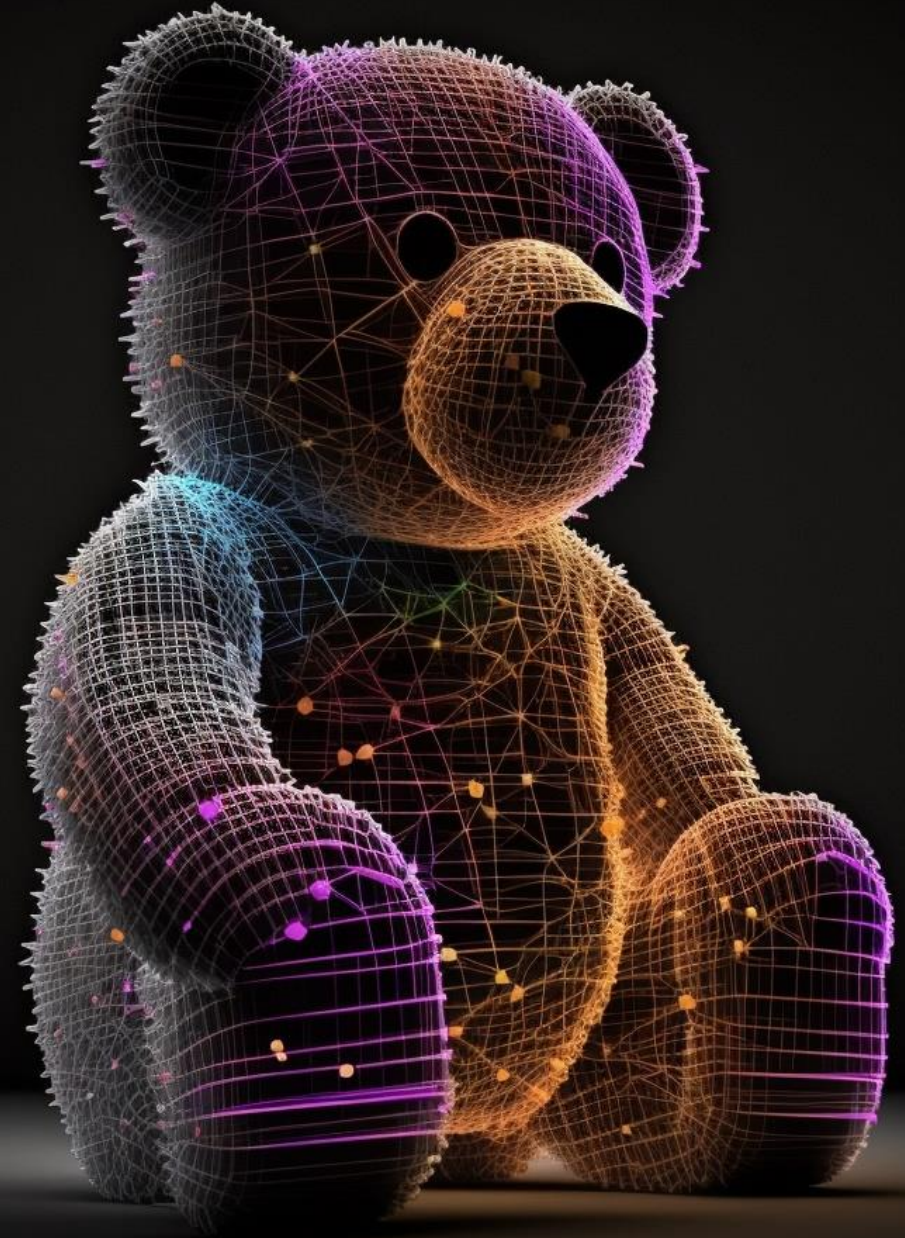




Australia Toys Market Presentation

FY 2024 & YTD Apr 2025

27th June 2025



Agenda

01

2024 Recap Australia Toys

Toy industry trends and
the influence of economic
conditions in Australia

02

YTD Apr 2025 Global Toys

How Australia's toy
market stack up against
global trends

03

YTD Apr 2025 Australia Toys

A look at the toys market
recovery in 2025

04

2H 2025 Outlook

Looking ahead to the
second half of 2025

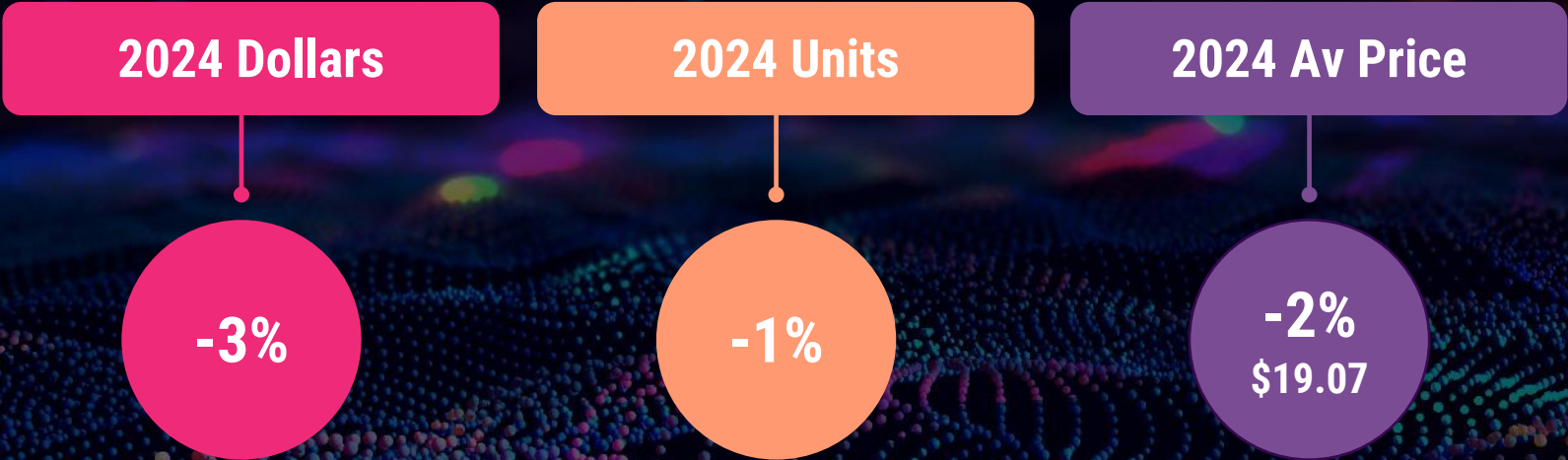


01

Australia Toys 2024 Recap

Australia toys experienced a decline in 2024 but dollars still up +9% vs. 2019

Despite declining in dollars, Australia was the 4th best performing country in units, performing better than G12.



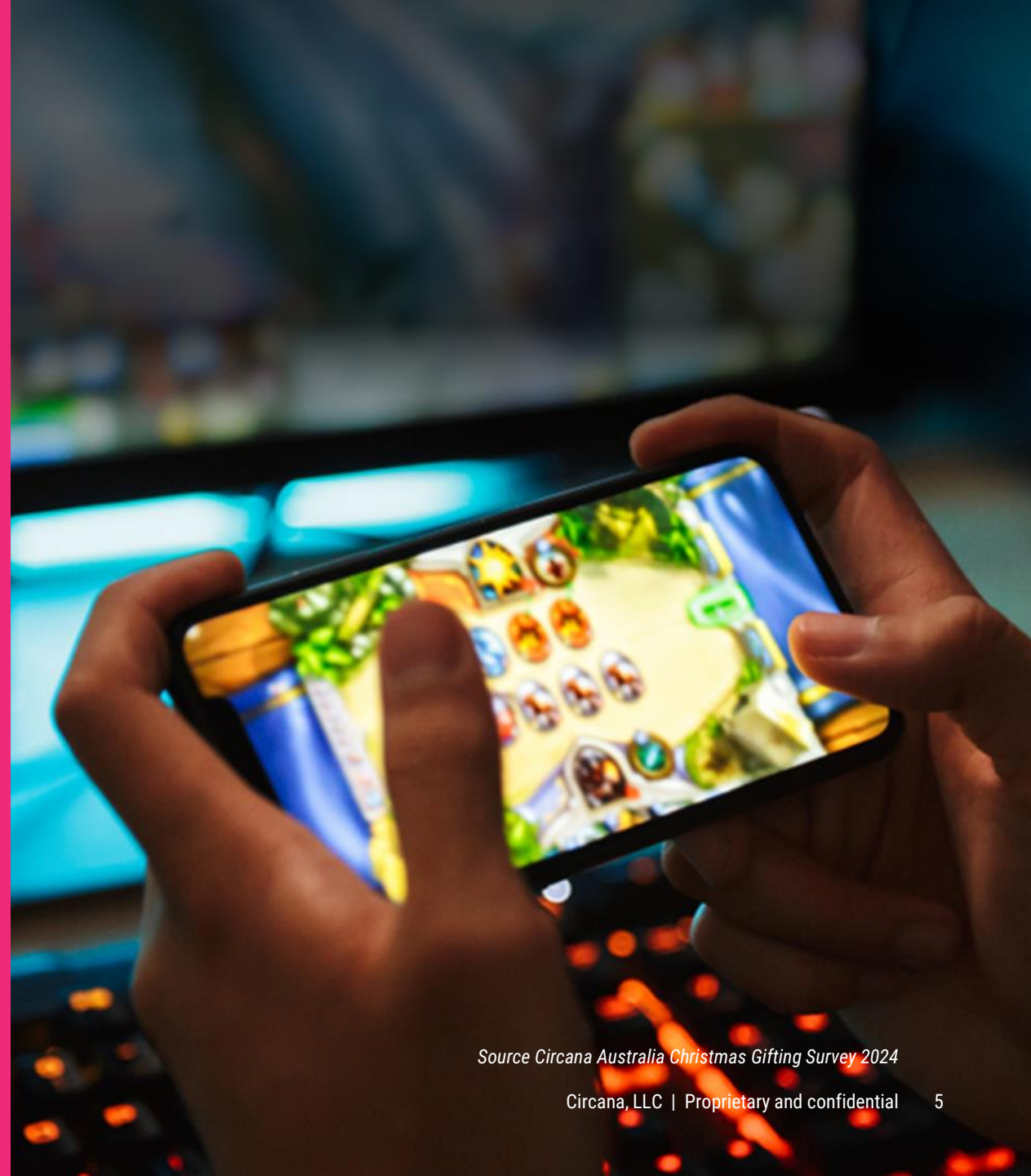
	Dollars	Units
G12	Flat	Flat
Mexico	+7%	+8%
Netherlands	+5%	+1%
Canada	+1%	+1%
USA	Flat	Flat
France	Flat	-1%
Brazil	-1%	+7%
Spain	-2%	-1%
Germany	-2%	-1%
Australia	-2%	+1%
Italy	-3%	Flat
Belgium	-3%	Flat
United Kingdom	-3%	-4%

(Excl. Drawing and Bicycles)

Reasons for spending less on toys? Financials!

- 1** Being more cautious with money due to less disposable income
- 2** Increased screen time and earlier mobile usage among children
- 3** Reduced spending on toys due to hand me downs and secondhand purchases

Q: Why are you spending less on Toys and Board Games?

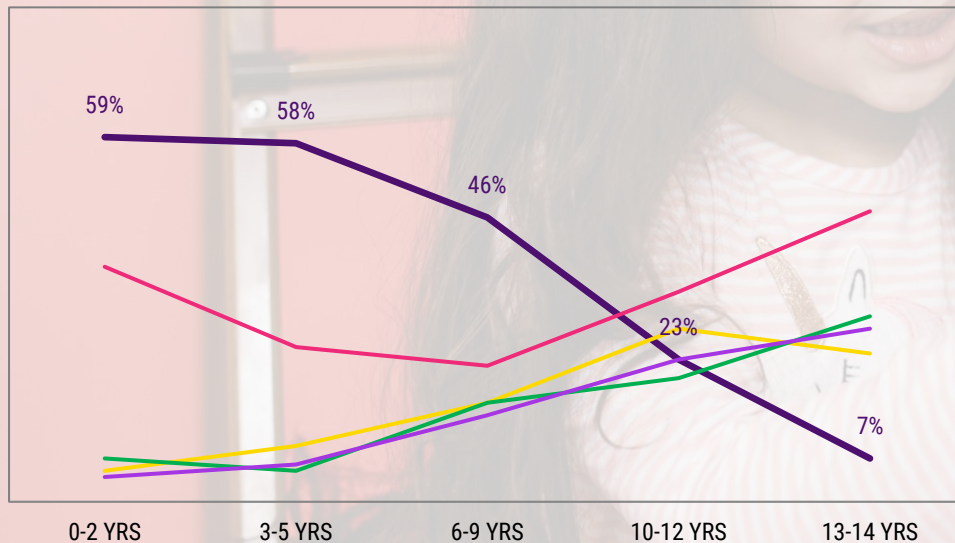


Wish List Top Categories by Age/Gender 2024

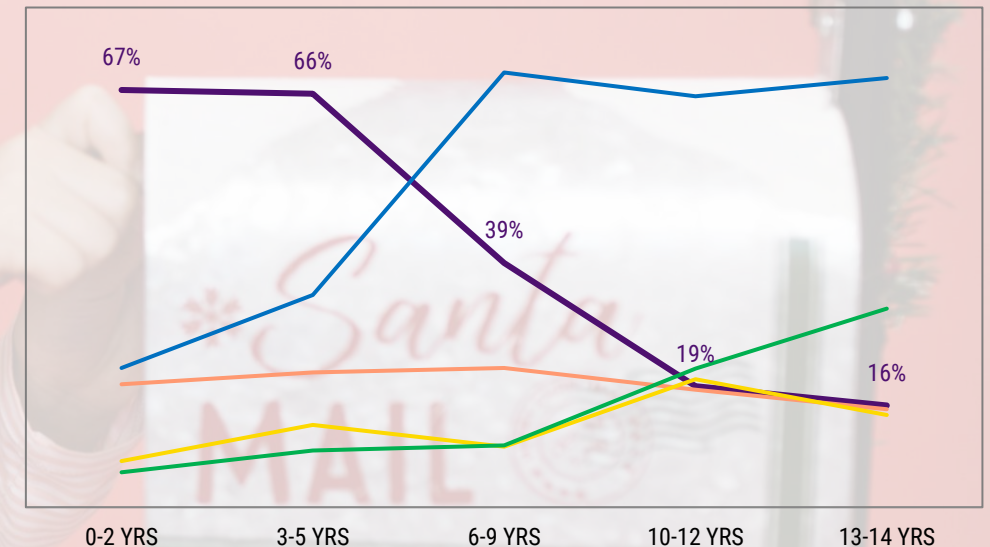
Toys & Games #1 for boys up to 5 yrs and girls up to 9 yrs. For boys, Video Games dominates compared to other categories and ranked much higher starting from 6 yrs



— Toys — Clothing/footwear — Consumer electr. — Money / Gift Card — Health & Beauty



— Toys — Video Games — Sport equipment — Consumer electr. — Money / Gift Card

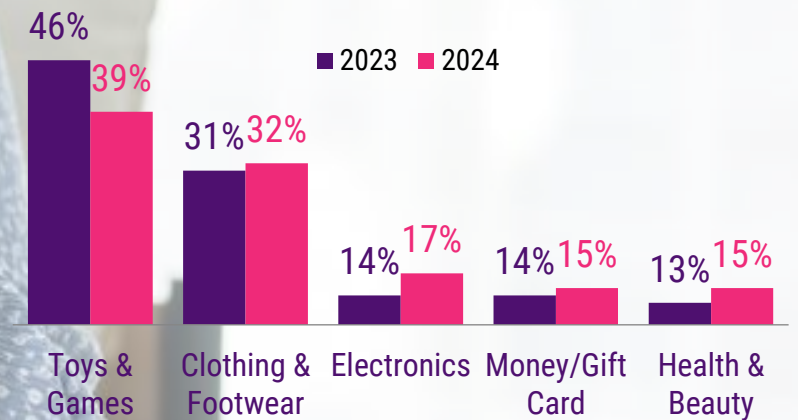




Toys' relevance with girls

Girls Christmas wishlist

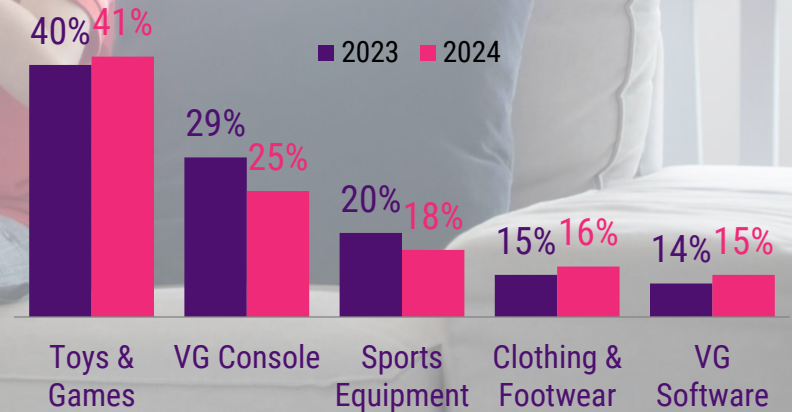
If your children created a wish list for Christmas 2024, of their most wanted gifts, what were their top 2 requests from the categories below:



Toys' relevance with boys

Boys Christmas wishlist. VG console will see a strong uplift this coming Xmas

If your children created a wish list for Christmas 2024, of their most wanted gifts, what were their top 2 requests from the categories below:



In 2024 consumers were lean with spend, only <\$10 grew

But the decline in \$100+ stopped and remained flat vs. 2023.

Price Points	% chg
	2024 vs. 2023
<\$10	4%
\$10 - 29.99	-4%
\$30 - 49.99	-5%
\$50 - 99.99	-4%
>= \$100	Flat



In 2024 consumers were lean with spend, only <\$10 grew

But the decline in \$100+ stopped and remained flat vs. 2023. It is also imperative to remember that compared to 2019, price points above \$30+ grew double digits

Price Points	% chg	
	2024 vs. 2023	2024 vs. 2019
<\$10	4%	1%
\$10 - 29.99	-4%	-5%
\$30 - 49.99	-5%	26%
\$50 - 99.99	-4%	29%
>= \$100	Flat	15%



Despite the challenges in 2024, there were still some bright spots

+13% Building Sets
+5% Games/Puzzles
+3% Youth Electronics
+1% Vehicles

Top Dollar Adding Manufacturer

Top 3 Dollar Adding Total Properties



Desire: Driving demand with excitement

Licences

+2%

36% of annual sales
(+1Pt)

Collectibles

+4%

+10% in units (15% share)

New items

+7%

32% of 2024 = \$419M
(2023: 29%)

Kidults

+22%*

Over 70% of Kidults came
from Building Sets

***Kidults:** Select Standard Building
Sets, Action Figurines, Trading Card
Games...*



2025

Global Toys
YTD April 2025

Toys grew for all countries Circana tracks

12 countries grew in dollar sales YTD Apr 25 vs. LY. Canada had the largest growth, followed by Netherlands and France



Global Toys Market: \$17B at retail for 1.5B units. Australia aligned with global trends

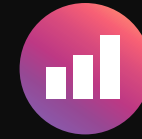
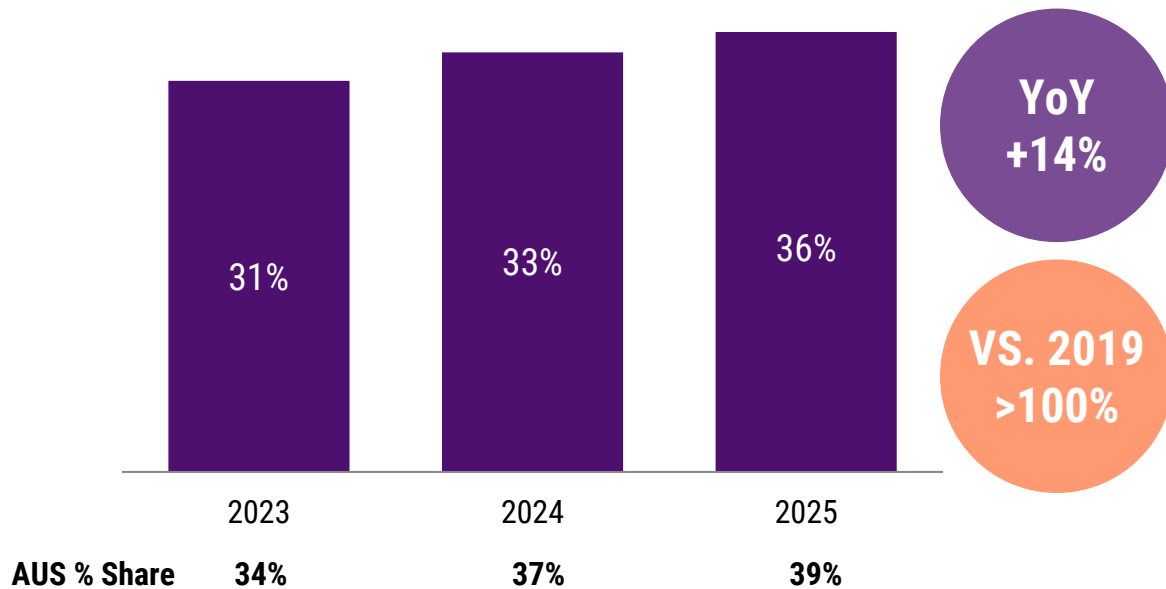
G12: +6%

Australia: +5%

G12: Licensing larger than ever driving demand

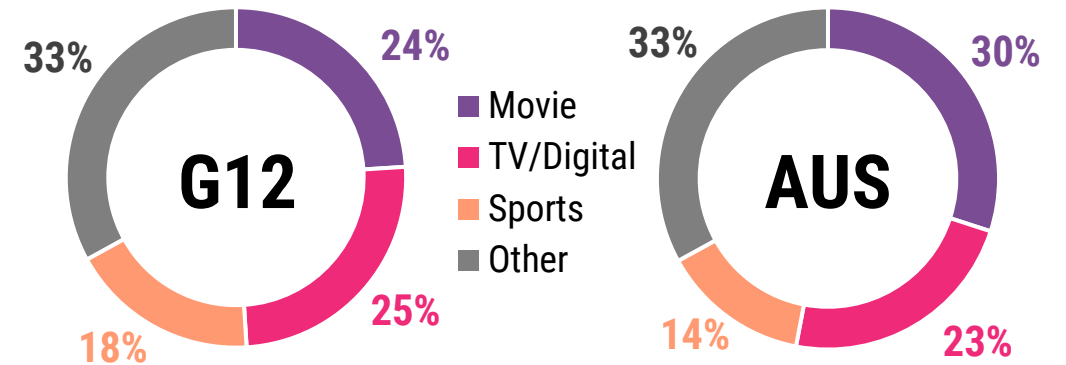
Australia leads with the highest share for the last 3 YTD

G12 License Share by Year (YTD April)



- **Sports licenses** led growth in both dollars and share #1-dollar gainer across Aus & G12
- **Movie-licensed toys** represents a larger share in **Australia (30%)** compared to **G12 (24%)**
- **TV/Digital licensing** continues to grow in dollars, Australia gained (1p.p)

Entertainment License % Share

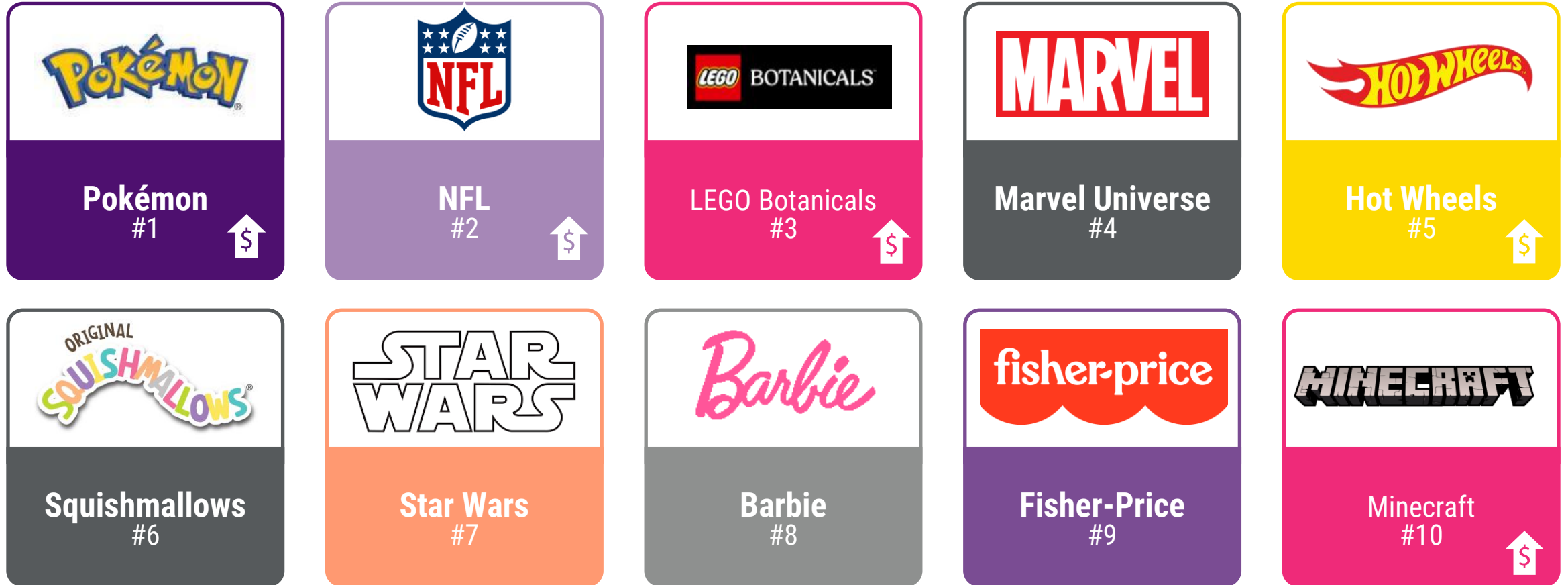


Source: Retail Tracking Service | G12 \$ Sales Projected | YTD April 2025

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

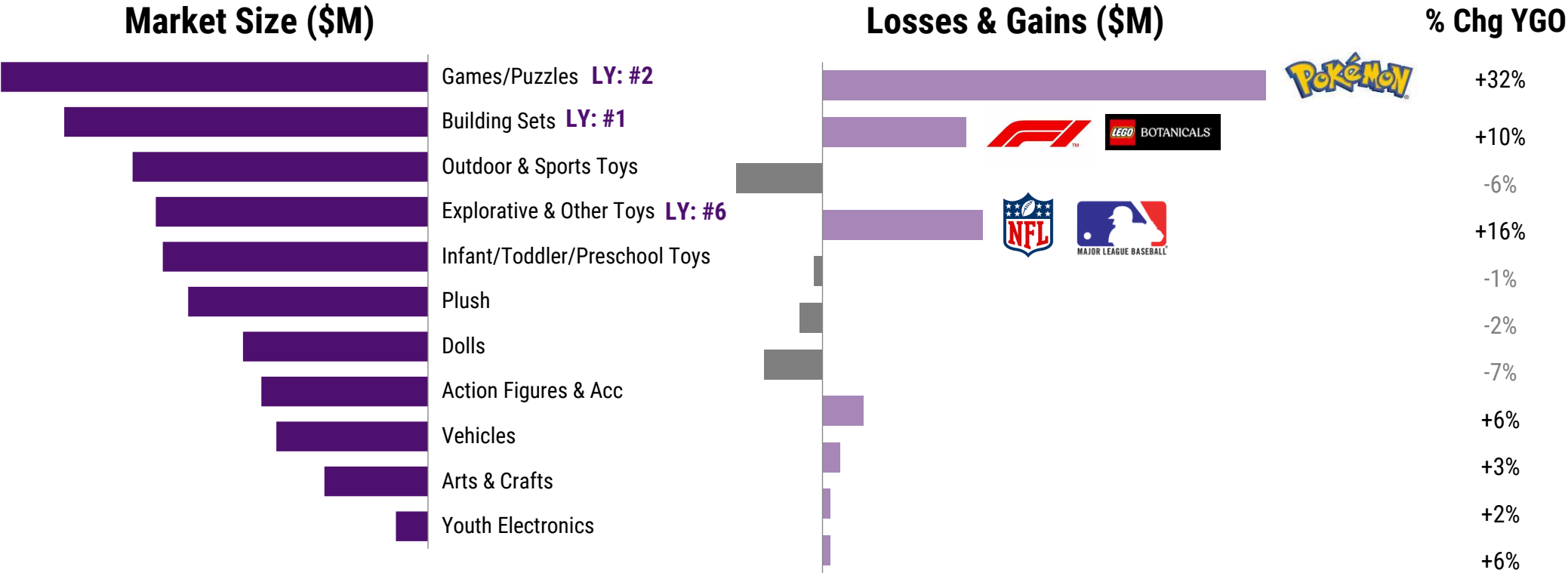
Top 10 Global Properties

5/10 properties grew. Pokémon maintained the #1 position. Pokémon, NFL, LEGO Botanicals, Hot Wheels and Minecraft were 5 properties that stood out +\$1B.



Global Performance By Super Category

7/11 categories grew vs. YTD 2024. Games/Puzzles takes over Building Sets leading as the new #1





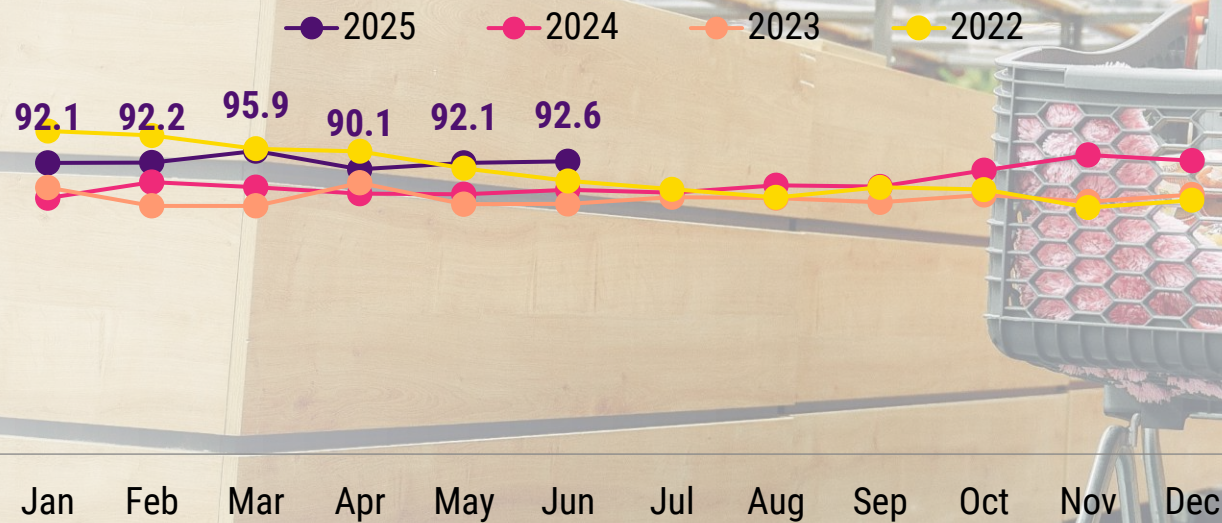
03

Australia Toys
YTD April 2025

Consumer Sentiment in 2025 above 2023, 2024

2025 marks a turning point, improved sentiment, falling interest rates, modest wage growth at 3.6% annually, is just enough to outpace inflation and relatively stable unemployment rate support a more confident outlook

Consumer Sentiment Index

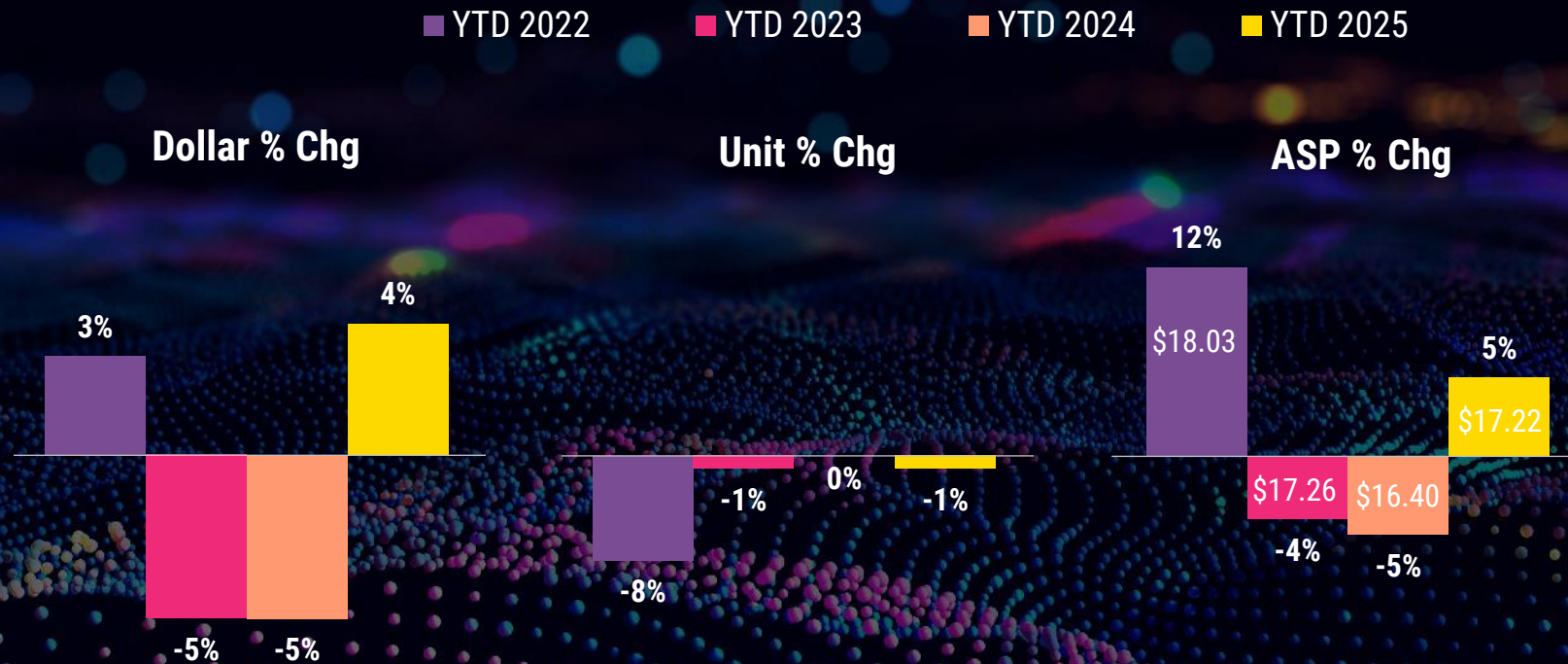


Cash Rate
(May25): 3.85%

Unemployment
Rate (May25):
4.1%

Toys record \$ growth after 2 years of decline






Recovery in 2025 very much driven by newness thorough licensed toys (across multiple entertainment types), highly sought after trading cards and teens/adults buying toys (Botanicals, F1)



Compared to 2019

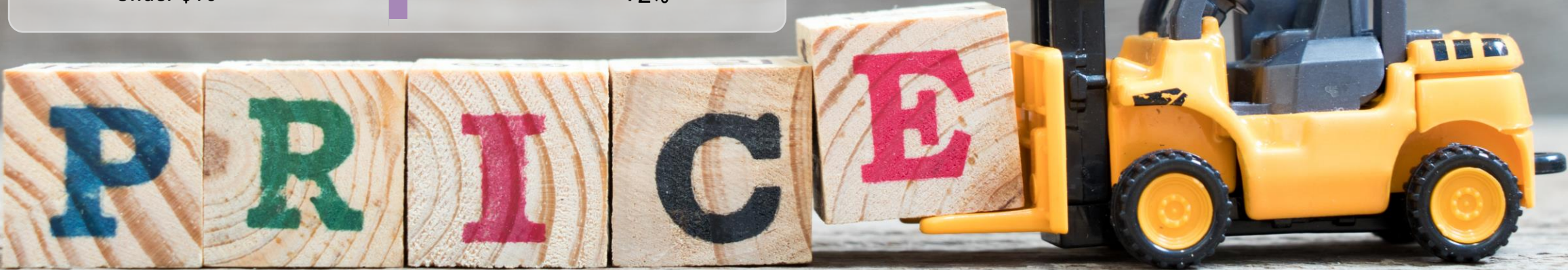
Dollars: +28%
Units: +8%
ASP: +18%

Growth Returns At Key Price Points

Price Point	Losses & Gains (\$M)	YoY % Chg
\$100+		+21%
\$50 - \$99.99		-1%
\$20 - \$49.99		+9%
\$10 - \$19.99		-8%
Under \$10		+2%

\$100+
+21% dollars
growth, premium
toys bounces back
driven by Pokémon
TCG, LEGO &
Toniebox

\$100+ Share
2025: 13%
2024: 11%
2023: 12%
2022: 16%



At a top level, 6 supercategories grew

Breaking it down into the subclasses, Trading Cards and Preschool Talking/Sound grew >100%



>100%

Strategic Trading Card Games driven by Pokémon TCG



>100%

PS Talking & Sound driven by Toniebox



+11%

Fashion Dolls driven by Monster High, Wicked Movie, and Unicorn Academy



+11%

Standard Building Sets driven by Formula 1, LEGO Speed Champions and Fortnite



+20%

Action Fig & Collectibles driven by MrBeast Lab, Minecraft and WWE



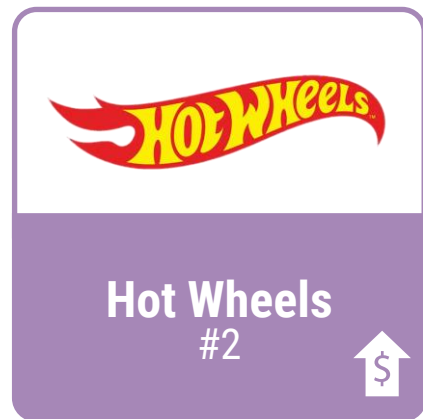
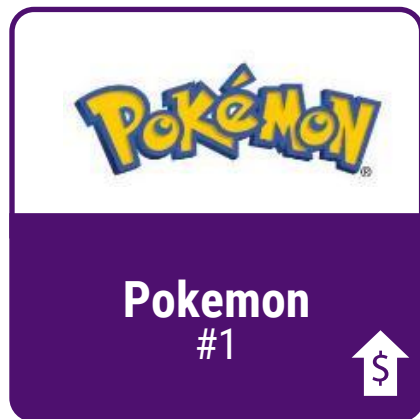
+30%

Card Games driven by UNO

**ABSOLUTE
DOLLAR
GROWTH**

Top 10 Properties

8/10 properties grew. Pokémon leads for YTD Apr 2024. Formula 1 and LEGO Speed Champions joined the top 10



Australia goes all in for licensing +12% in value, +5% in units

2025 is slated to be a big year for box office films, consumers will continue to spend on licensed toys

Licensed share of toys YTD:

2022: 34%
2023: 33%
2024: 36%
2025: 39%

Top 8/10 licenses grew:

Star Wars, Formula 1,
Bluey, Minecraft,
Harry Potter, Sonic,
Monster Jam, Hello
Kitty

JW Dominion
2022

#1 Action Fig
#2 license in
total toys

HTTYD Hidden
World 2019

#3 Action Fig
#14 license in total
toys

YTD Apr25 Dragon
themed toys: +28%

Source: Retail Tracking Service | AUS | YTD April 2025

Circana, LLC | Proprietary and confidential

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Collectibles grew
+28%
in Dollars and Units

15%	19%
Dollars Share	Units Share

Strategic Trading Card Games, Action Figure Collectibles & Special Feature/Interactive Plush were the top growing collectible subclasses

81% of consumers have engaged in 'Collecting'

Meanwhile 1 out of 3 consistently stayed in this space

34%

Remained **consistent** in their interest in collectibles

27%

Had **increased** interest in collectibles

20%

Had **decreased** interest in collectibles



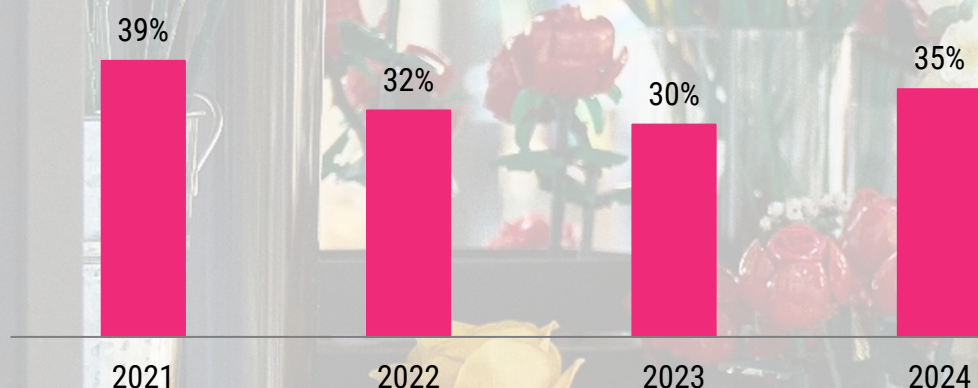
19%

Nearly a fifth of respondents do not engage in collecting

Gift-giving/self-gifting among adults dipped post COVID due to financial pressures

Consumers are spending more as certain pressure points like petrol, utilities have relaxed just enough for little joys

Gift-giving/self-gifting for 18+



Q : Did you buy toys, board/card games or puzzles for Christmas 2024?

36%

of European consumers have bought a toy for themselves or another **adult** in 2024

Kidult Toys grew +27%* in dollars vs. LY

Kidults: Select Standard Building Sets, Action Figurines, Trading Card Games...



04

2025 Outlook

Looking ahead for Toys: Driving demand from value to indulgence

Consumer behaviour will be contrasted once again where they will be both lavish and lean, optimistic but also cautious. Capitalise on desire & indulgence

A promising box-office
+ Sports + Series on
SVOD

➤ **Licences**

Social media trends,
buzz, collection,
indulgence

➤ **Newness**
Innovation vs iteration

Capitalise on ageing
population:
Convert non-buyers &
grow casual buyers

➤ **Buyers**

De-seasonalisation
outside key
occasions
(*emotional/cultural cues*)

➤ **Frequency**

2025 Product trends

Social Media Food Collectibles Sports
 Animé Video Games Plush
 Fans Surprise Beauty
 Kidults Games Friendship
 Nurturing Animals Asia
 Flowers Crafts F1 MICRO
 Football
 Netflix
 Pop culture Horror



Future Toy Purchase Plans

4% do not plan to buy toys in 2025
(vs. 5% did not plan to buy in 2024)

44%

Plan to spend the
SAME in 2025

42% in 2024

22%

Plan to spend
LESS in 2025

23% in 2024

22%

Plan to spend
MORE in 2025

17% in 2024



A boost in positivity, 2025 showing more promise than 2024



Q: With regards to your spending for your children (up to 14 years) on category Toys, Board/Card Games & Puzzles, which statement best applies to your plans for 2024?

Source Circana Australia Christmas Gifting Survey 2024

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

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Thank you

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