

Quick Look at the U.S. Toy Market

2018: a year of instability



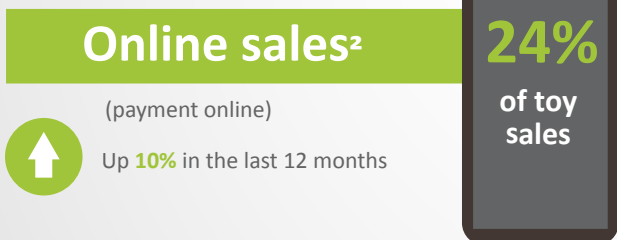
L.O.L. Surprise!
Doll Assortment

#1 toy for the year¹

Collectibles were a key driver in 2018, representing **13%** of total U.S. dollar sales, up **28%** and 1 out of 6 toys sold.



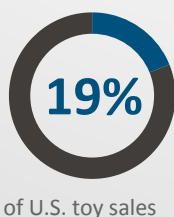
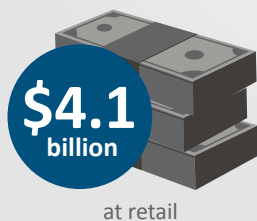
Collectibles sales increase versus 2017



The U.S. is the largest toy market in the world.



There were **9,503** new toys launched in 2018



(children up to age 9)



1. Source: The NPD Group / Retail Tracking Service
2. Source: The NPD Group / Consumer Tracking Service
3. Source: The NPD Group / 2017 Global Toy Report

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