

Total Market Belgium

YTD August 2016

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Agenda

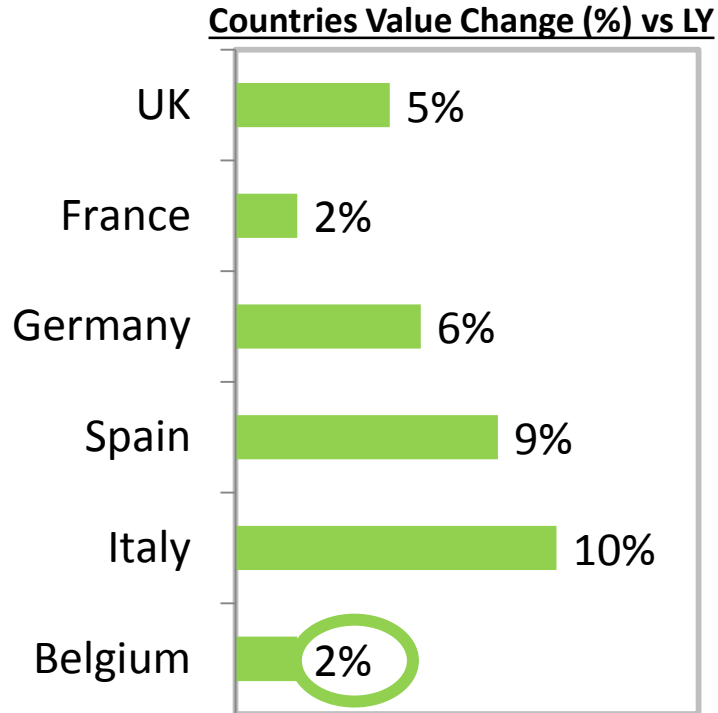
1. EU6 overview
2. NPD POS Belgium Overview

Overview EU6

1

G6 Results and Performances YTD Aug 2016

All countries up for Prefall 2016.



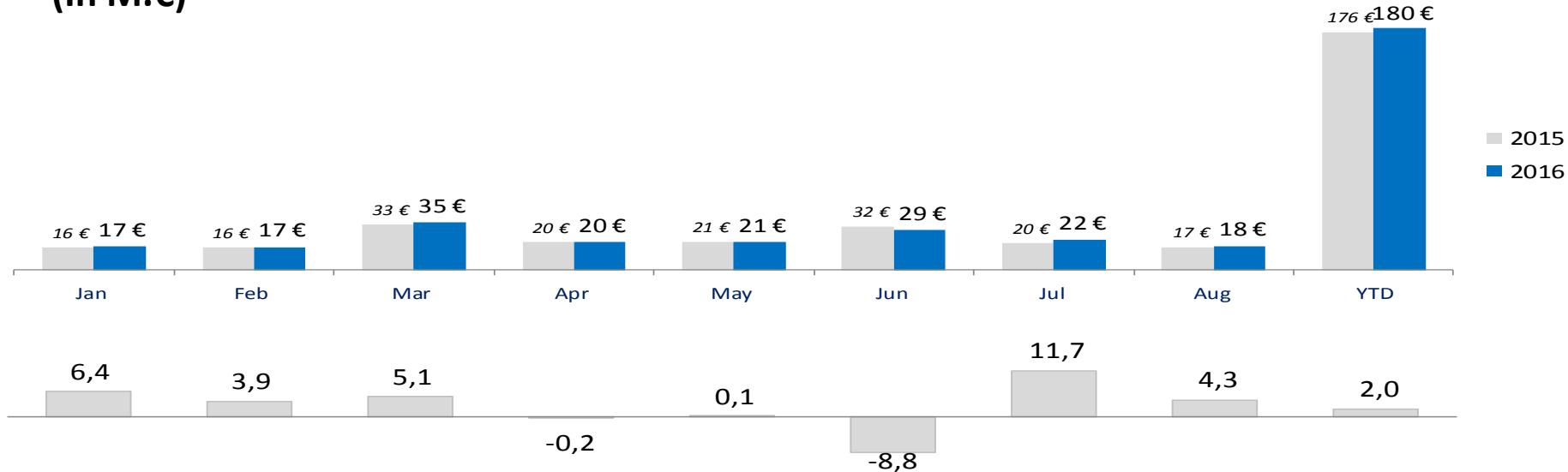
NPD POS Belgium Overview

2

Monthly sales (M€) YTD Aug 2016

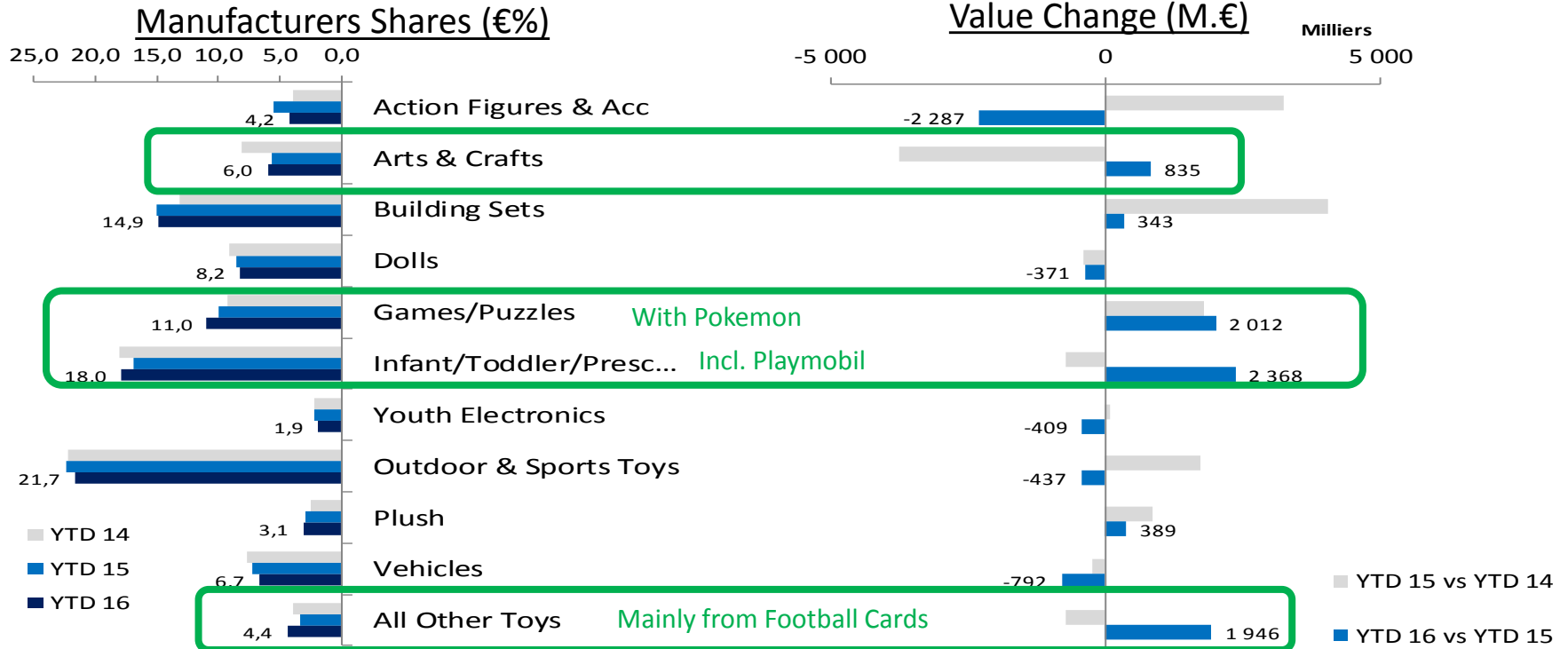
Despite slow down in 2nd quarter, Toys market maintained growth in first 8 months.

(In M.€)



Category Performance YTD Aug 2016

5 out of 11 supercategories grew (incl. Games/Puzzles and IPS)



Licenses shares YTD Aug 2016

Licenses market slowing down in YTD 2016 (vs. +22% LY).

Licensed Sales
% change

€34M

+22%
€42M

-1%
€41M

License
Penetration
(%)

20

24

23

YTD 2014

YTD 2015

YTD 2016

TOP 5 most Dynamic Properties (Brands+Licenses) YTD Aug 2016

3 Boys and 2 IFPS !

Star Wars

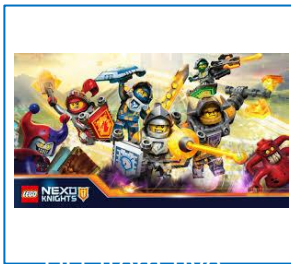


(LEGO Star Wars:
+1,5M€)

WCS



LEGO Nexo
Knights



Playmobil



Paw Patrol



Top 10 best selling items YTD 2016

1



Panini
UEFA Euro 2016

2



Simba
Friends House

3



Splashtoy - Bomb A-
O/Bunch-O-Balloons

4



Vtech
Kidizoom Duo

5



LEGO Star Wars
Millennium Falcon

6



Mattel
Cars2 Character Assst

7



Mattel
Hotwheels Single Cars

8



LEGO Nexo Knights
Le Fortrex

9



Panini
UEFA Euro 2016

10



Vtech
Storio Max 5

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Question & Answer

Thank you

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