

KidKraft

2016-2017

- KidKraft background and USP's
- Global Trends
 - Dollhouses
 - Play Kitchens
 - Disney Licenses
- Customer CY 2016 development
 - 2015 vs 2016
 - Top selling items (regional)
- New Items for 2017

Global Trends

Customer

Top Sellers

New Items

KidKraft background and USP's



KidKraft is a leading creator, manufacturer and distributor of innovative, quality wooden toys and furniture for children all over the world

- ✦ Established in 1968, available in over 40 countries around the world
- ✦ We believe every child is an individual with a limitless capacity to create and explore
- ✦ Our goal is to inspire children with the power of their imagination through unique and creative high-quality wooden toys and room furnishing
- ✦ Live, Learn, Play

#1
in
Dollhouses

#2
in
Play Kitchens

Wooden &
Imaginative Toys

Award Winning
Toys

Outstanding
Design & Quality

Over 45 years of
experiences

Global Offices
Dallas, Amsterdam,
Shenzhen, Hong Kong

KidKraft background and USP's



Award winning toys



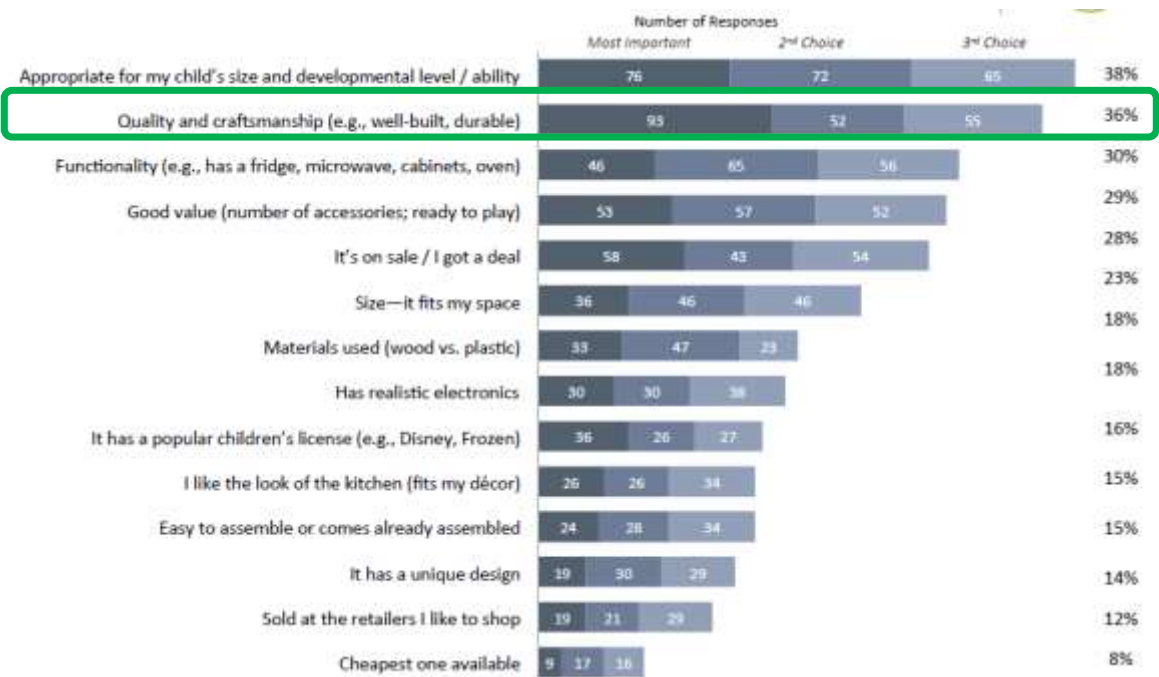
KidKraft background and USP's



KidKraft perceived as a **sturdy**, **durable** and **quality** brand which drives play-kitchen shoppers decisions.



Source: Apeiron web survey, June 2016. n=760
Q: When you think of KidKraft, what three words come to mind? (asked of anyone who was at least somewhat familiar with KidKraft) Note: Only words receiving 3% or more shown

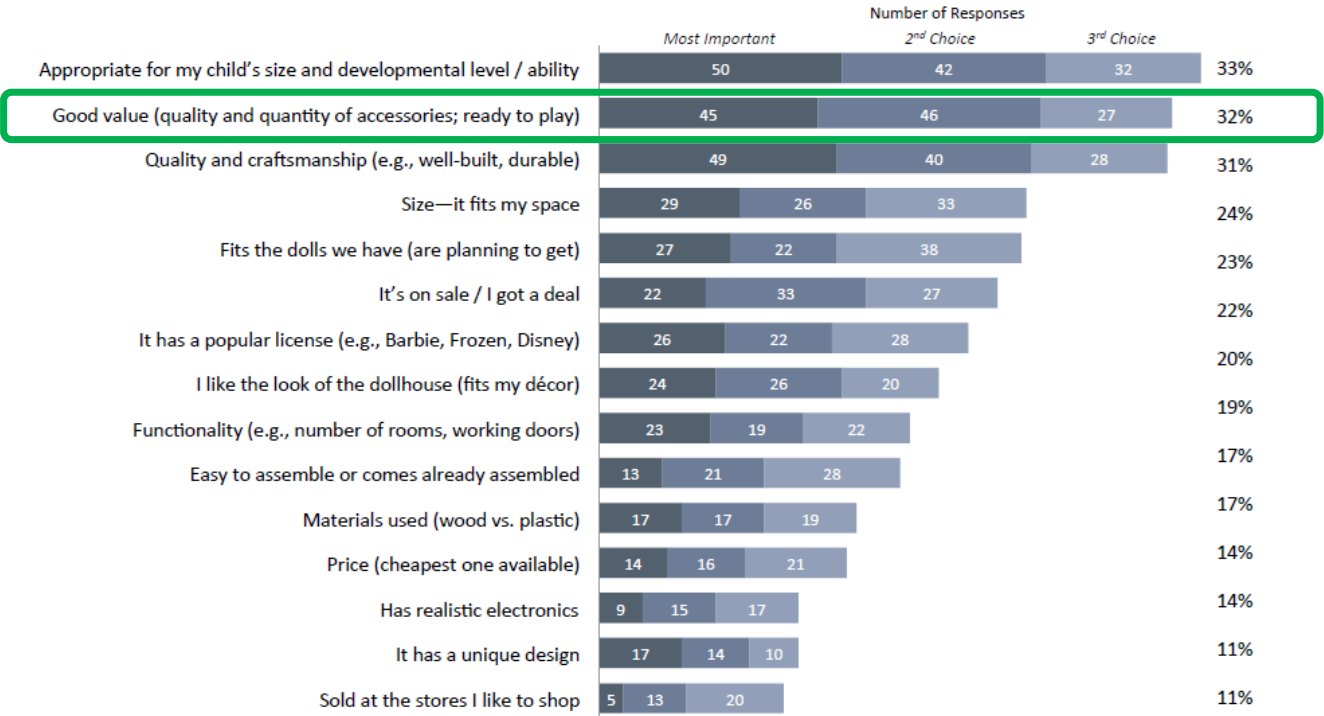


Source: Apeiron web survey, June 2016. n=560
Q: What is most important to you in deciding which **play-kitchen** to buy?
Please rank your top 3 choices with 1 being your top choice.

KidKraft background and USP's



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Q: When you think of KidKraft, what three words come to mind? (asked of anyone who was at least somewhat familiar with KidKraft) Note: Only words receiving 3% or more shown

Source: Apeiron web survey, June 2016. n=560
Q: What is most important to you in deciding which **dollhouse** to buy?
Please rank your top 3 choices with 1 being your top choice.

KidKraft background and USP's



Where can you find us:



...and many more!

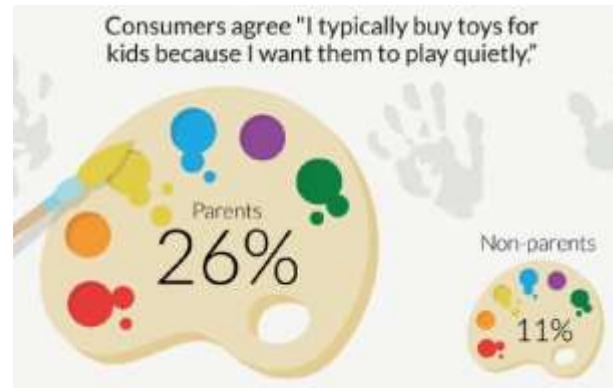
Global trends

Kids aged 12+ grow out of the toy category.



KidKraft is at the heart of the toy segment: 3-8 years old.

Quiet focused play is what parents aim for.



In the segment of imaginative, focused play, KidKraft is market leader.

Toy shoppers are rapidly moving to online channels, where consumer reviews are essential.

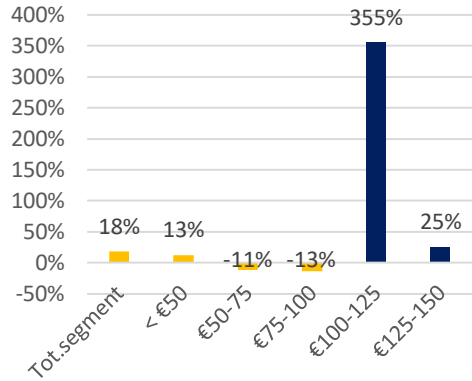


KidKraft is recognized for outstanding consumer reviews.

Trends per Category

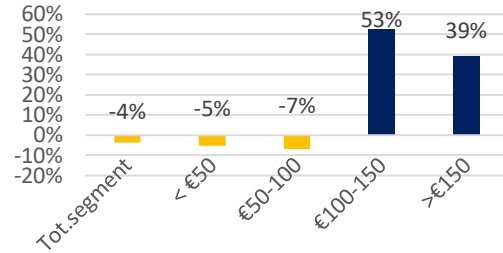
Dollhouses

Growth is in the higher price segments



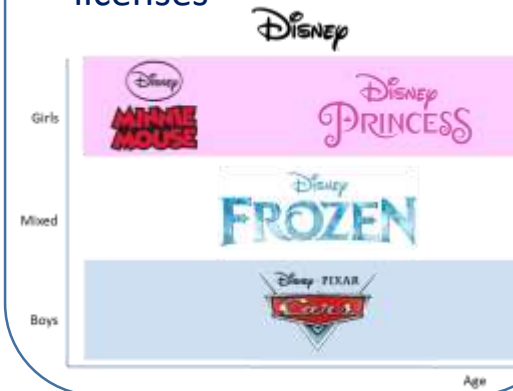
Play Kitchens

Growth is in the higher price segments.



Disney Licenses

KidKraft covers key target groups with various licenses



Princess license has boosted the segment



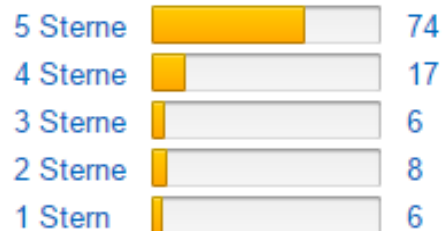
General

Recognized for sturdy, durable quality



Word-class reviews

★★★★☆ 111
4.3 von 5 Sternen



Frozen license performed very well



Cars has been a hit and is coming back for more..



Top selling items 2016

65093: Amelia Dollhouse



65252: Majestic Mansion Dollhouse



Top selling items 2016



65826: Sparkle Dollhouse



65869: Kaylee Dollhouse



Top selling items 2016



65839: Magnolia Dollhouse



65912: Belle Enchanted Dollhouse



Top selling items 2016

65400: Disney Princess Royal Dream Dollhouse



65881: Ice Castle dollhouse



Top selling items 2016

53179: Vintage Kitchen Pink



53173: Vintage Kitchen Red



Top selling items 2016



53369: Large Play Kitchen White



53100: Deluxe Big & Bright Kitchen



Top selling items 2016



53260: Uptown Espresso Kitchen



53151: Prairie Kitchen



Top selling items 2016



63239: Everyday Heroes Wooden Play Set



New Items 2017



Disney Frozen insights

Highest
grossing
animated film
of all time:
\$1.6B.



Frozen ranks #1 in awareness
and affinity among moms of
girls 3-8 and girls 6-8.

90% of Girls 6-11 are aware
of Anna & Elsa



Frozen primary consumer
target is Kids, followed by
Teens and Adults. Expanded
target is parents, gift-givers
and grand-parents.



Olaf has above average
familiarity/appeal score with moms of
boys 2-5 and boys 6-8



#1 Best selling DVD
since 2006 #1 Best
selling Blu-Ray of all
time.



7.5m records sold
globally. Longest
running #1 film
Soundtrack since
2003. 2 Grammy
Awards.



2 Academy Award
Wins, Golden Globe
winner, 2 Critics'
Choice Award Wins



New Items 2017

53380: Disney Princess Belle Pastry Kitchen



Packaging: Color Box + Brown Bottom

Wholesale: TBD

Customer: KidKraft

Available: 11/15/16

Piece Count: Kitchen only (accessories shown in images not included)

Dimensions: 32.32"L x 31.53"W x 40.11"H

Features: Pastry display case, fabric curtains and awning, knobs turn and click and a chalkboard for daily specials, faucet taps turn, storage shelves, pegs to hang things



New Items 2017

65400

Disney Princess Cinderella Royal Dream Dollhouse



Packaging: Color Box + MC

Wholesale: TBD

Customer: Mass

Available: Currently in Market

Piece Count: 11

Dimensions: 38.98" L x 14.88" W x 58.66" H

Features: 11 pieces of royal furniture, a beautiful glass slipper, and gold hanging chandelier all fit for a princess. 5 rooms of open space to play and decorate

