2016 FALL ANALYST DAY

Richard Dickson

President & COO

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STRATEGIC PRIORITIES

1. Build powerful brand franchises
2. Establish Toy Box as the partner of choice
3. Develop unmatched commercial excellence
4. Drive continuous cost improvement
5. Rapidly build emerging market leadership

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1 BRAND PURPOSE

2 PRODUCT INNOVATION

3 CONSUMER ENGAGEMENT

4 LICENSED PARTNERSHIPS

5 COMMERCIAL EXECUTION

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1 BRAND PURPOSE

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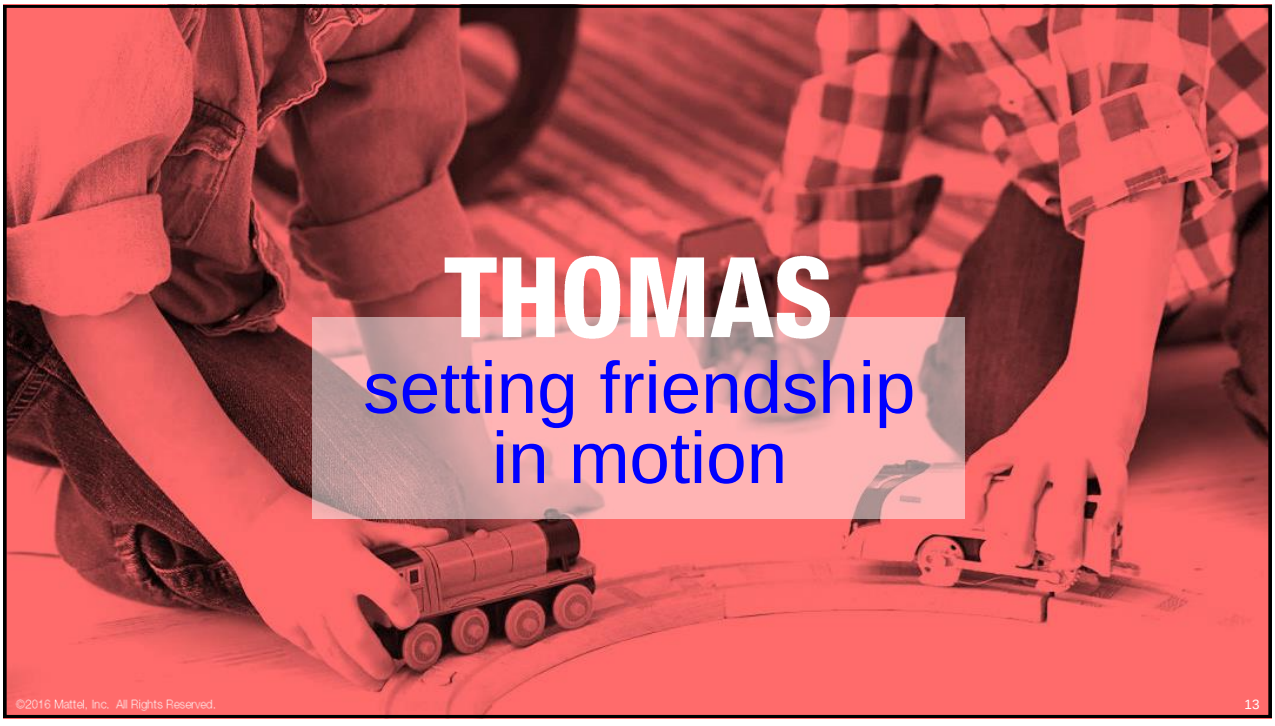


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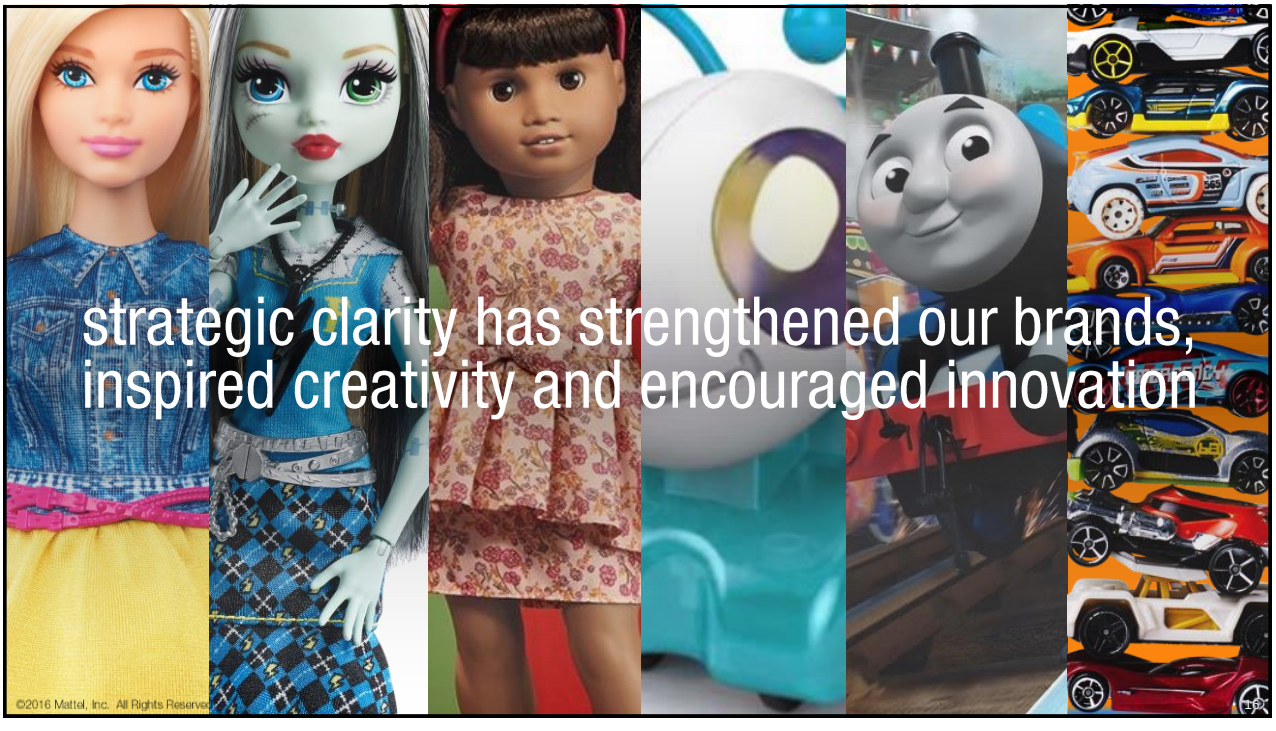
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2 PRODUCT INNOVATION

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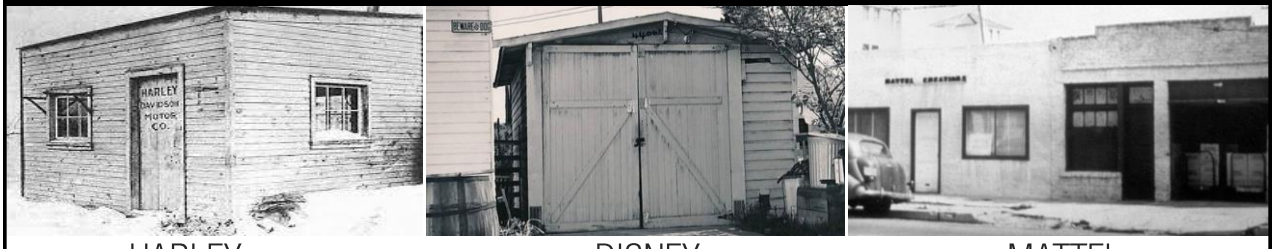
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APPLE | GOOGLE | AMAZON

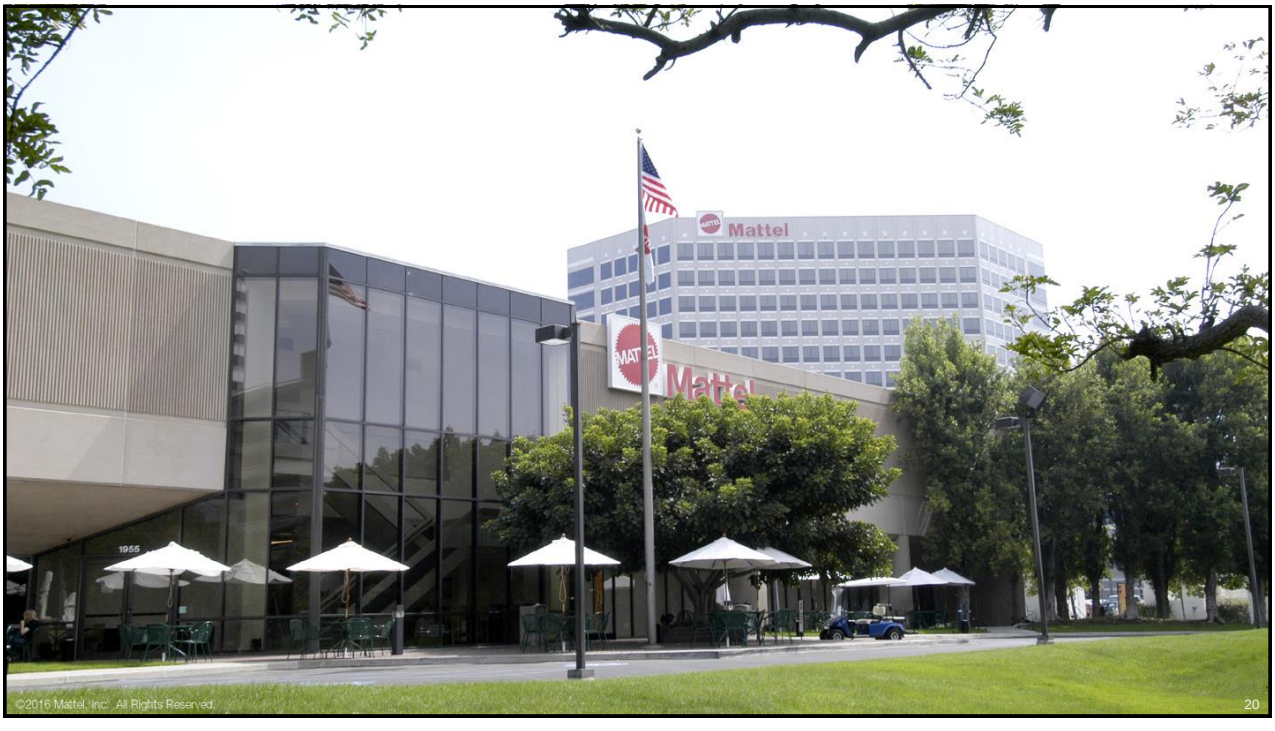


HUMBLE **BEGINNINGS**



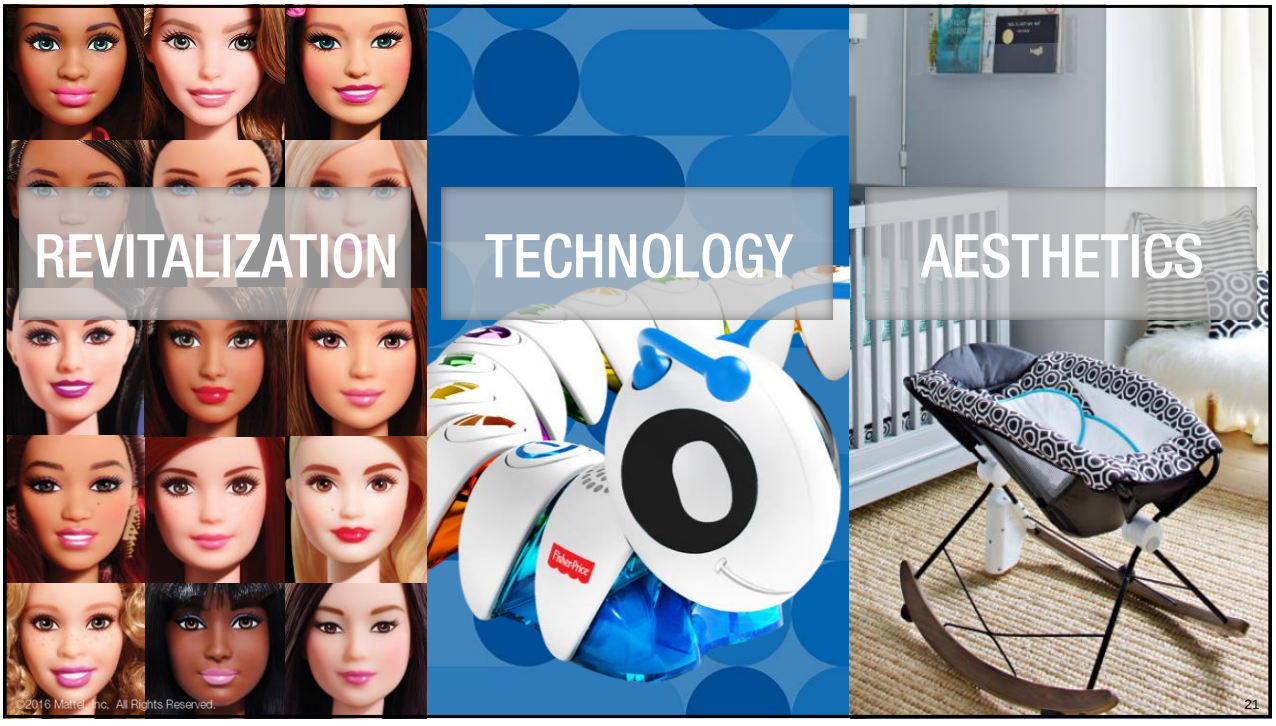
HARLEY | DISNEY | MATTEL

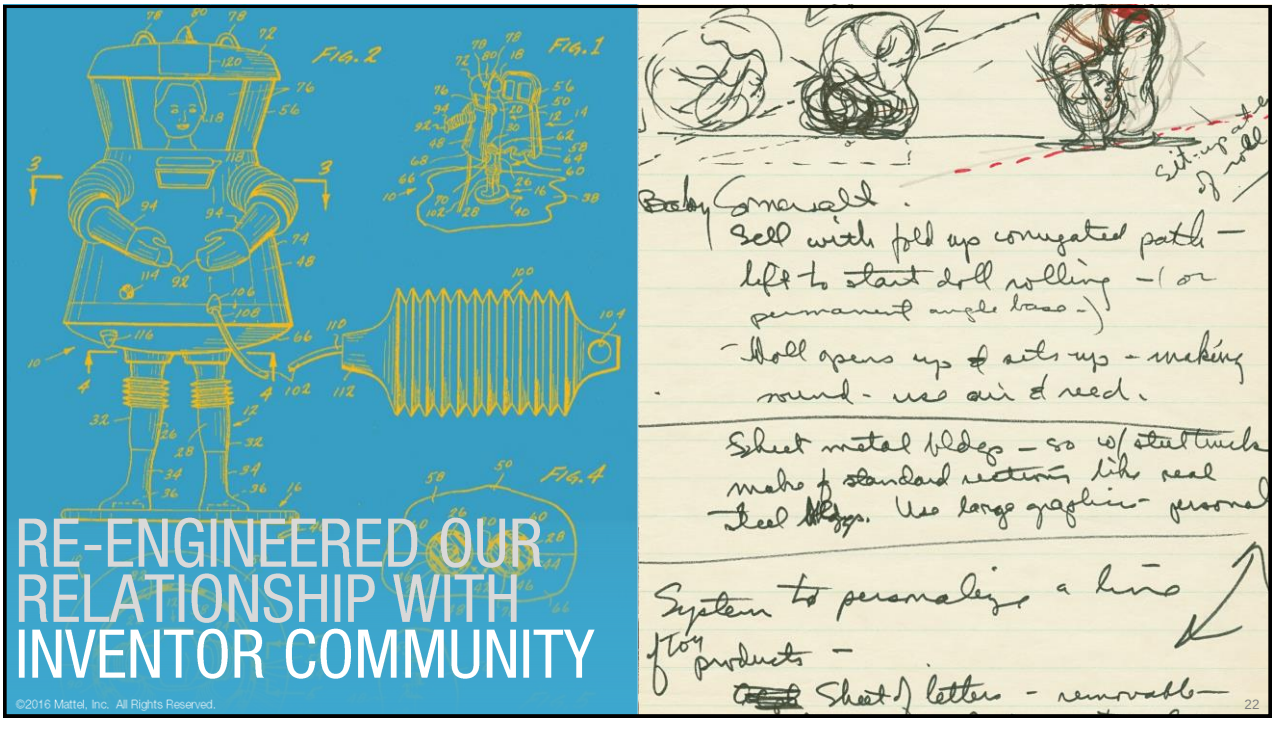
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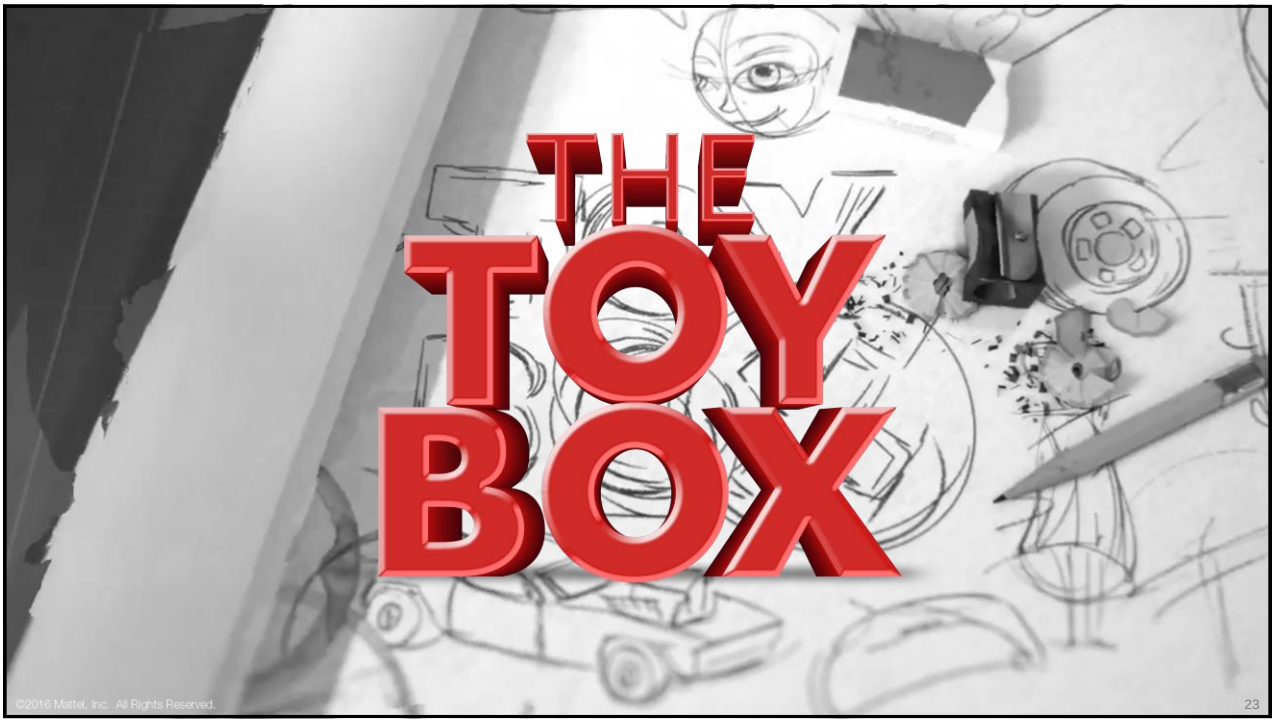
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celebrating the invention of toys



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3 CONSUMER ENGAGEMENT

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4 LICENSED PARTNERSHIPS

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5 COMMERCIAL EXECUTION

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amazon.com

Argos

TARGET

Walmart

ToysRUs

Tencent 腾讯

JD.COM 京东

天猫 TMALL.COM

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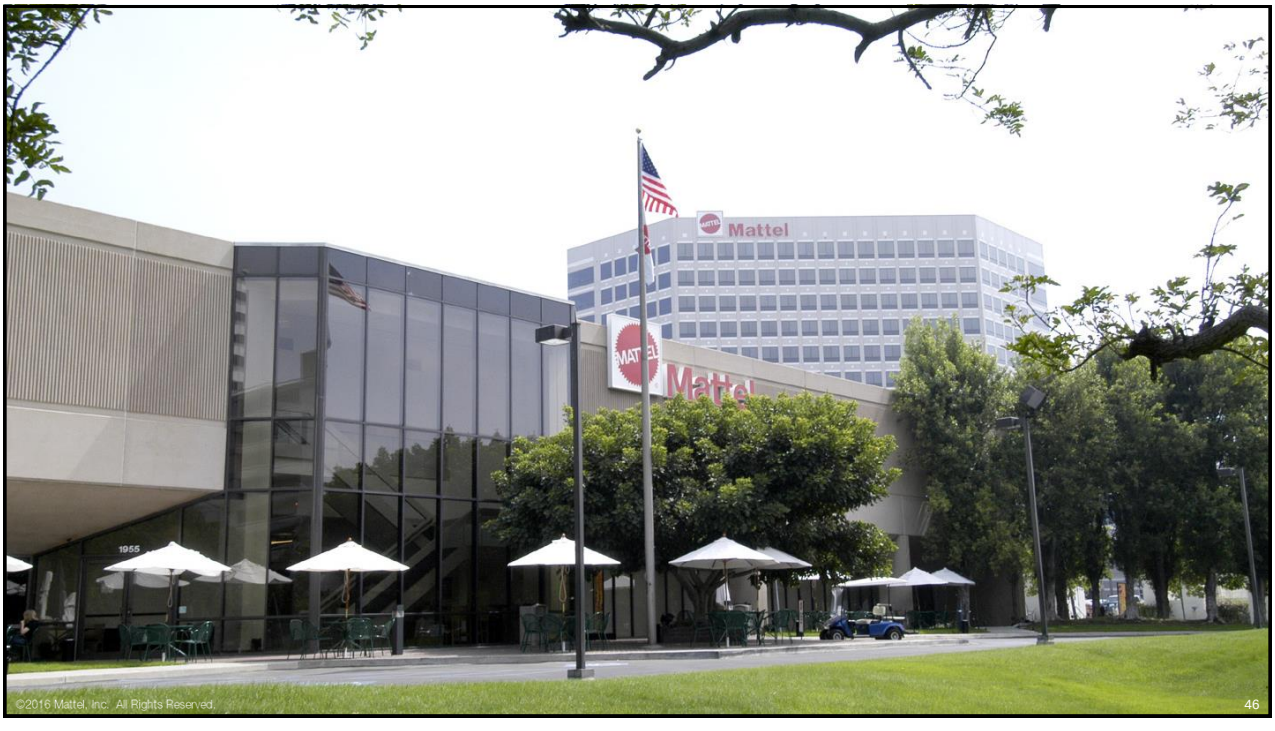
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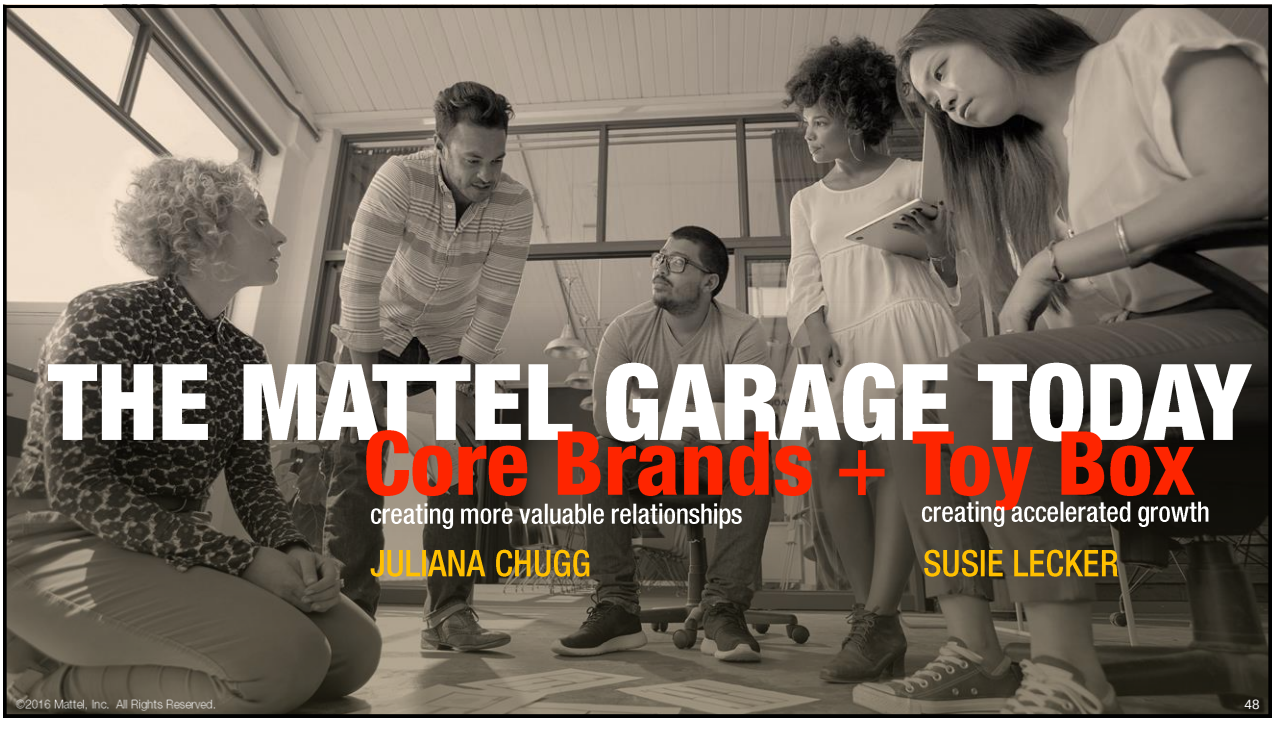
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