2016 FALL ANALYST DAY

Susie Lecker

EVP | Chief Brand Officer

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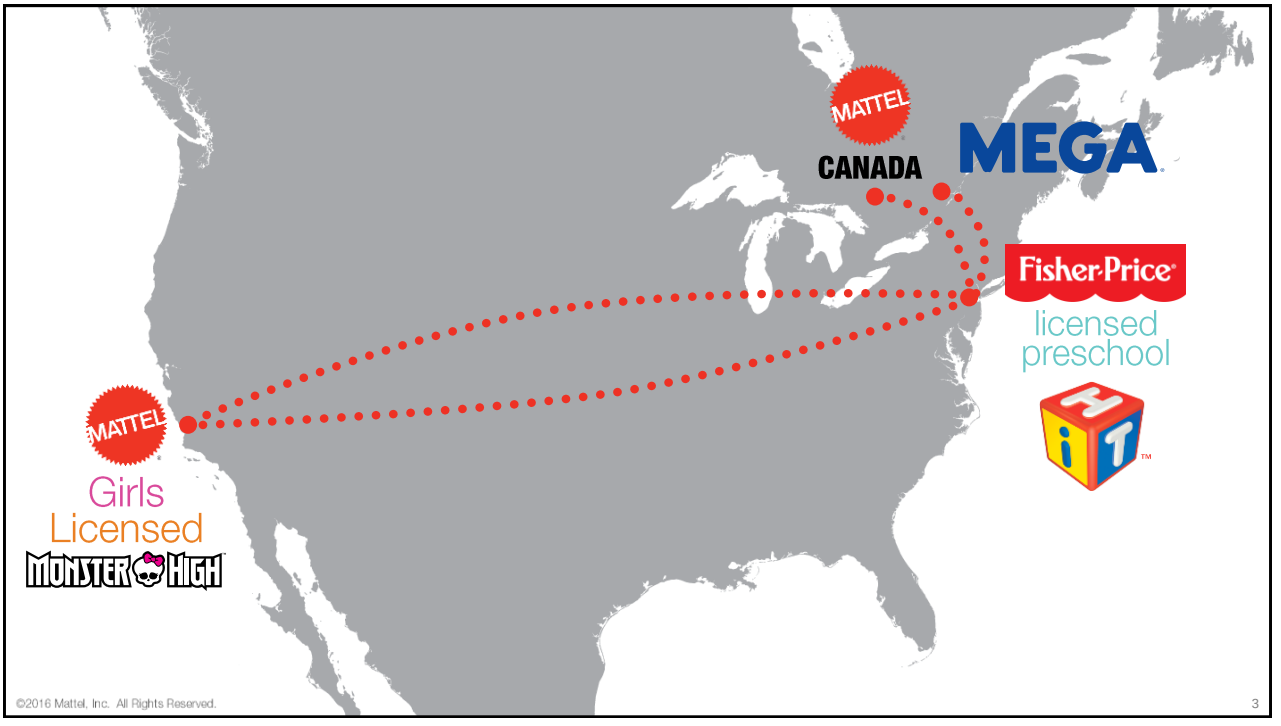

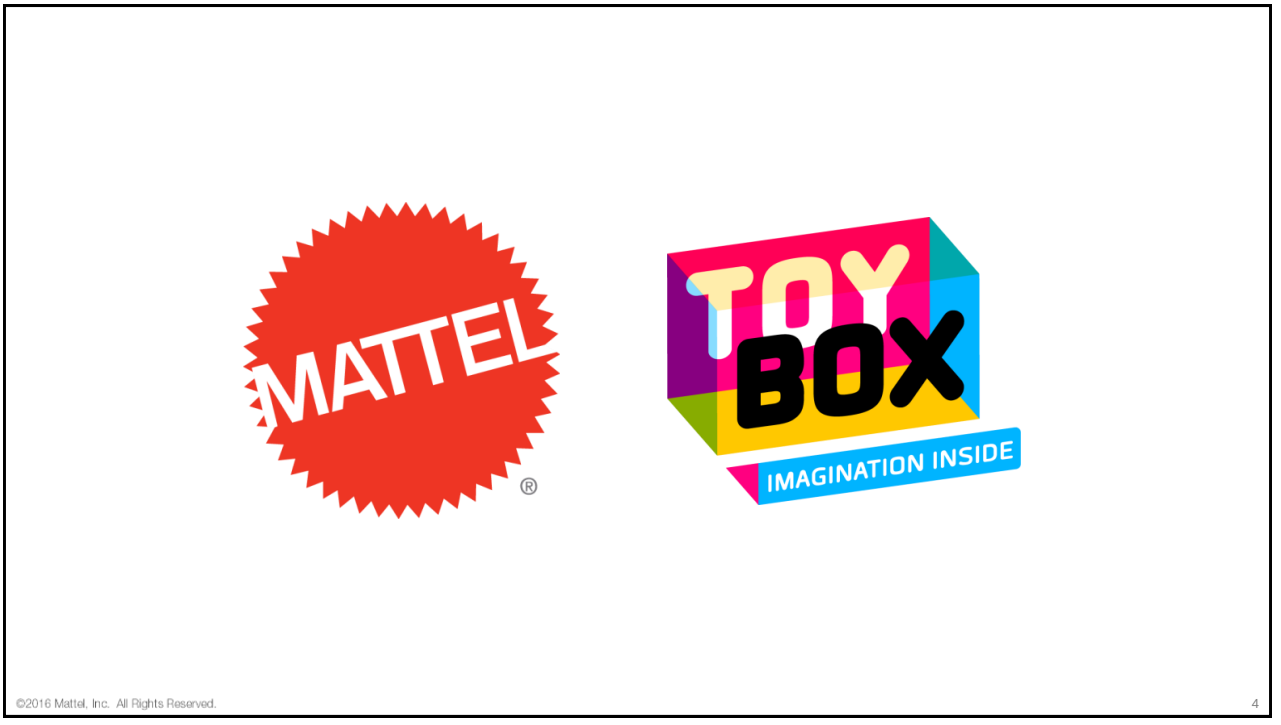

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COMPANY WITHIN THE COMPANY
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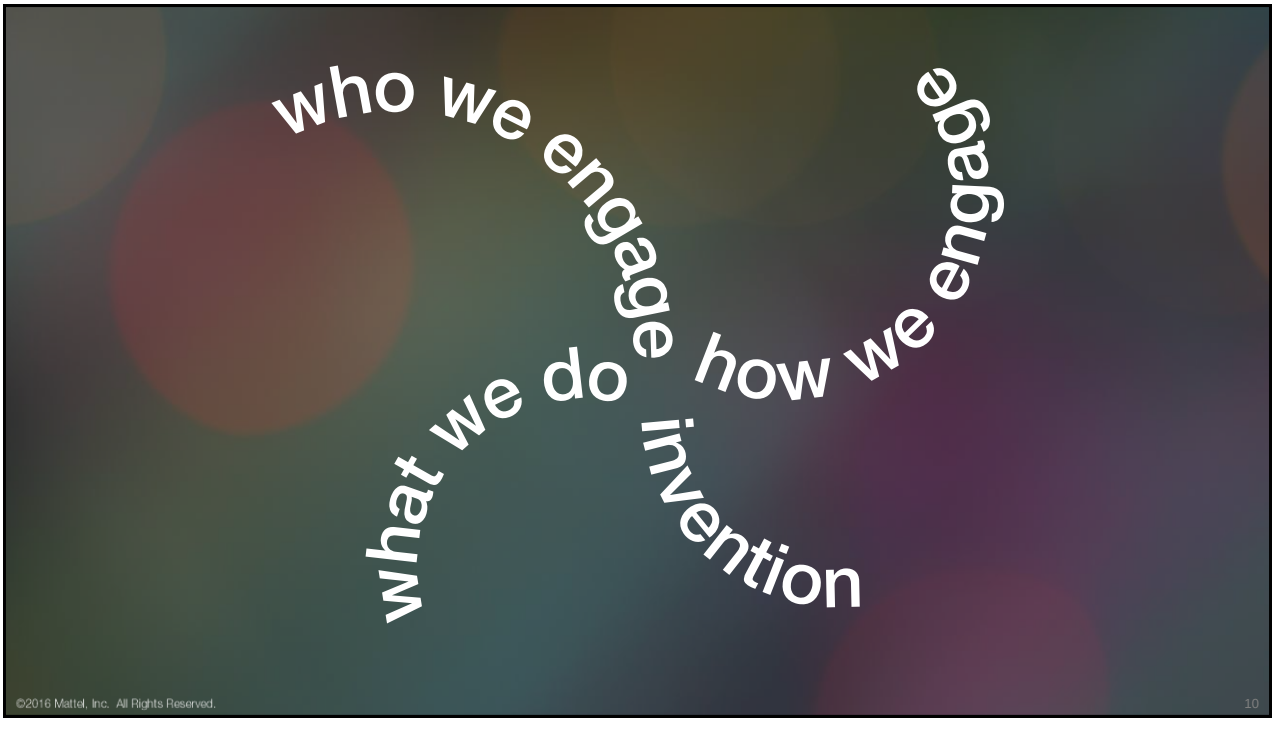

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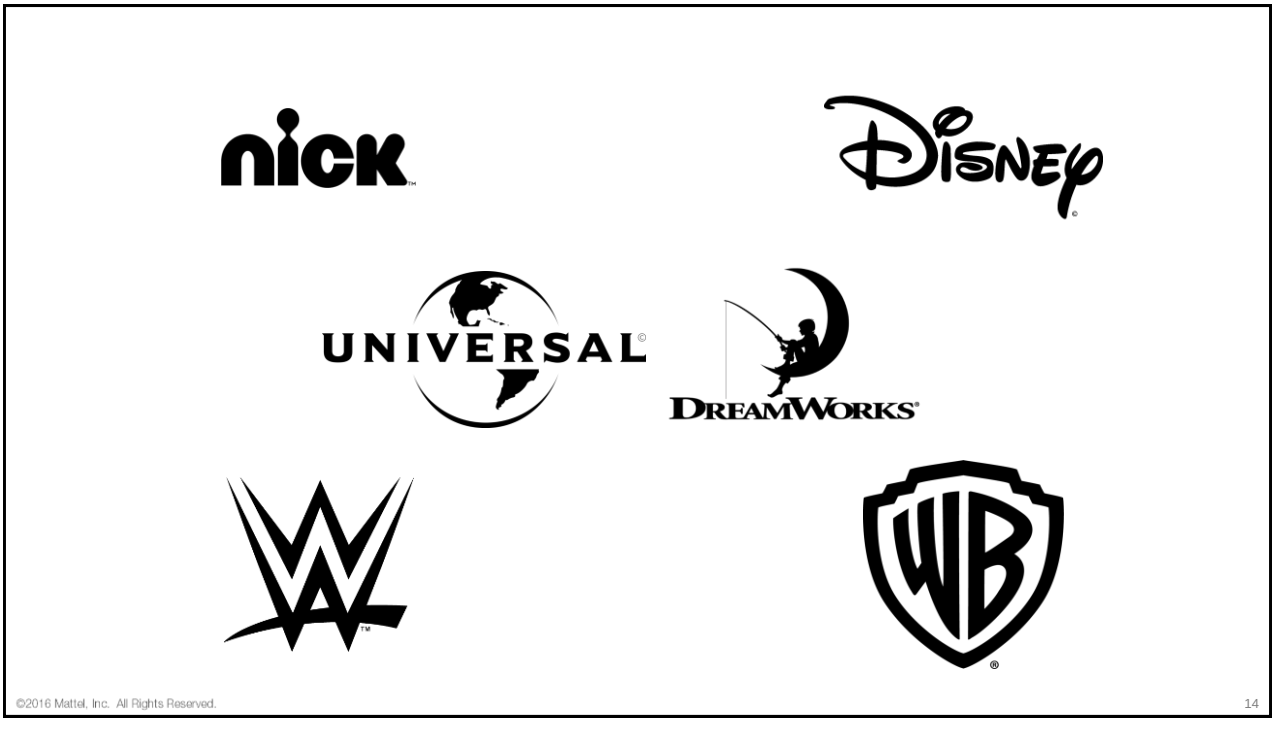

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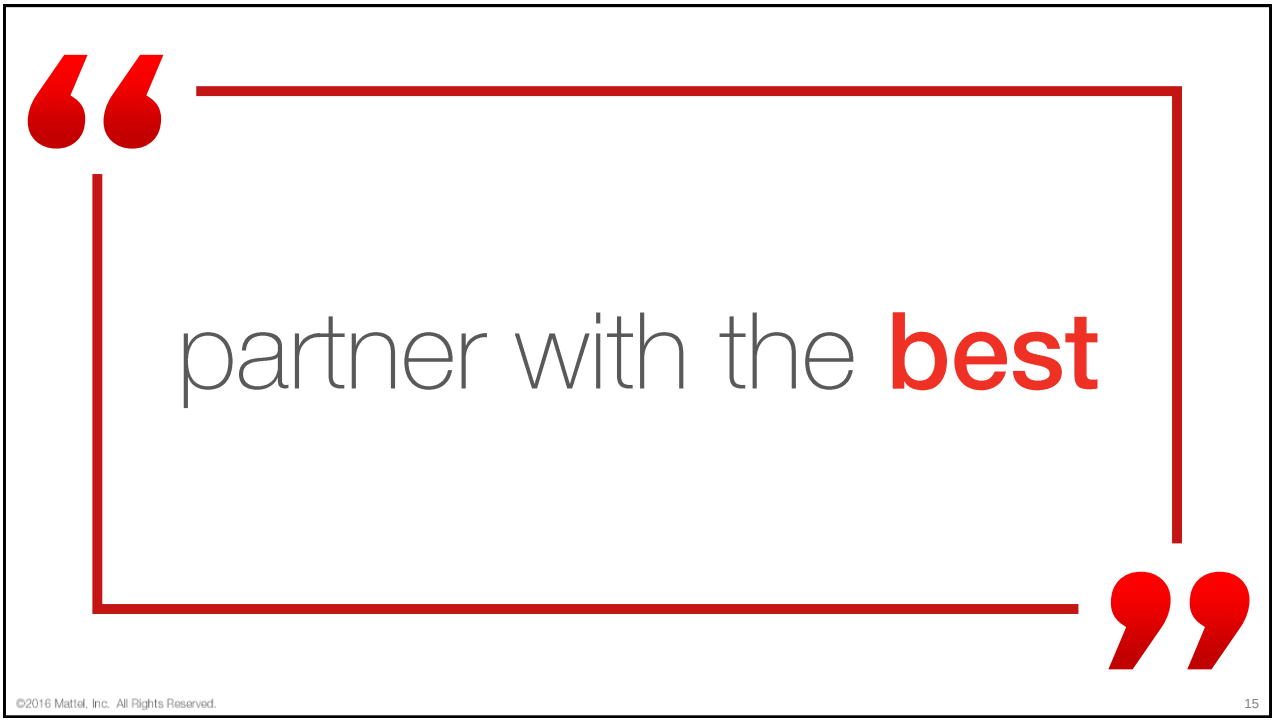

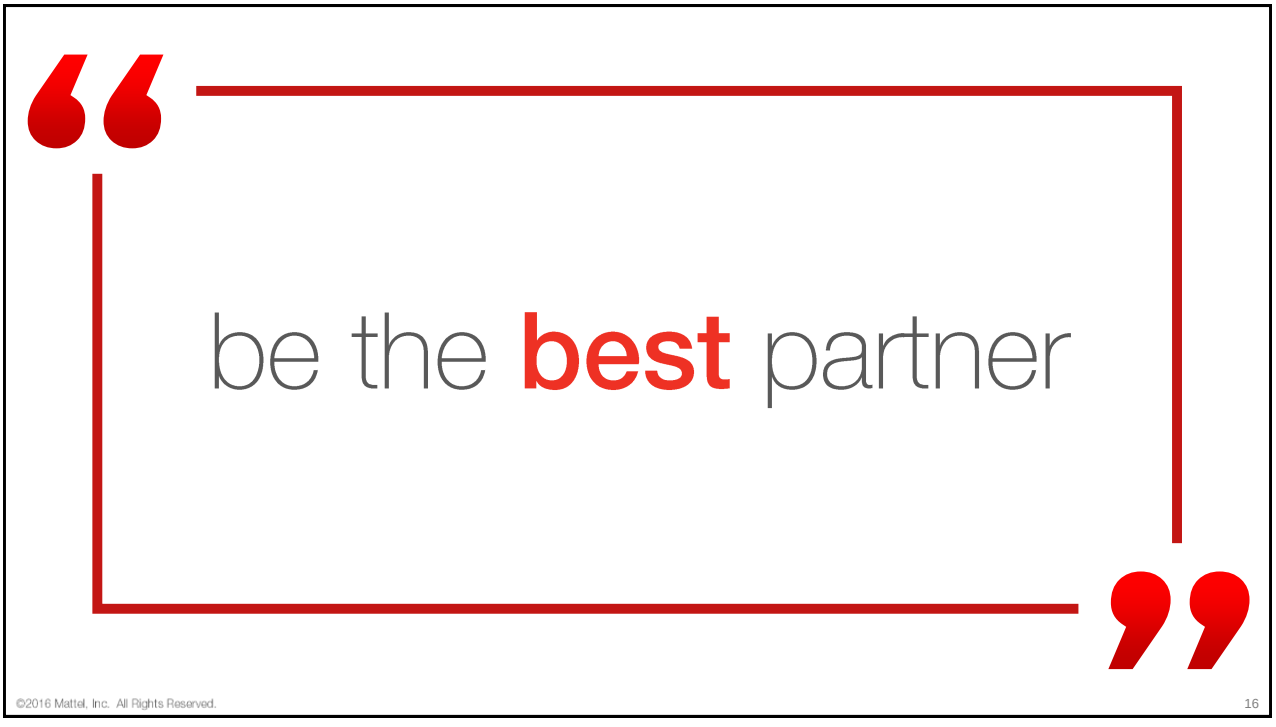

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3 key principles

optimize partner relationships

deliver invention in key categories

invent new categories & pioneer relationships

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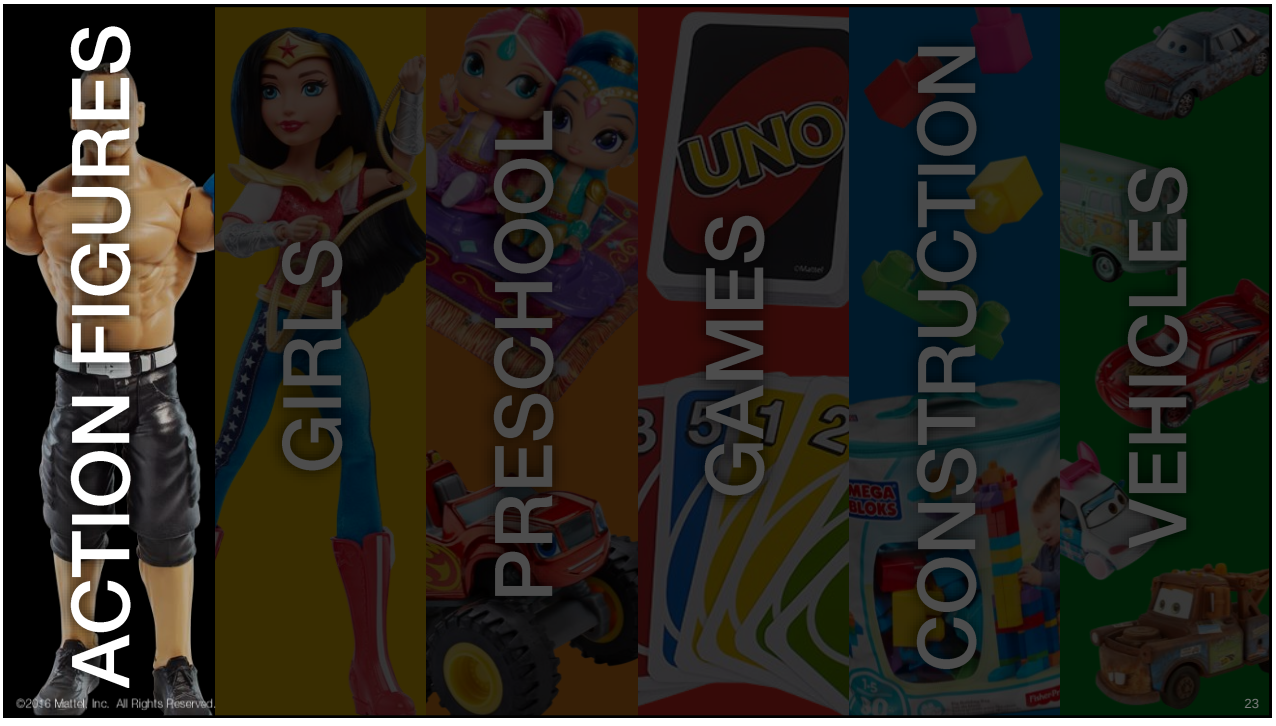



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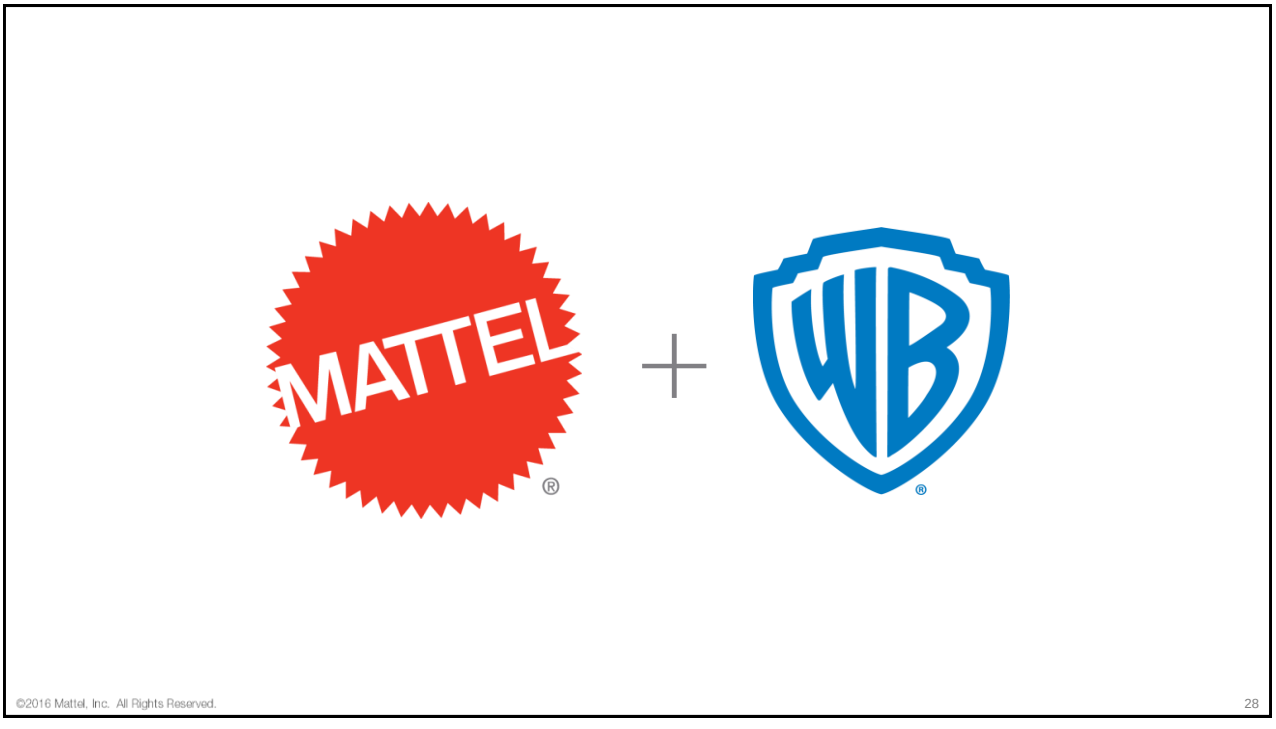

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#2 item in overall US Building sets supercategory

Source: The NPD Group/Retail Tracking Service/US/YTD Sept 2016/Building Sets/Dollars

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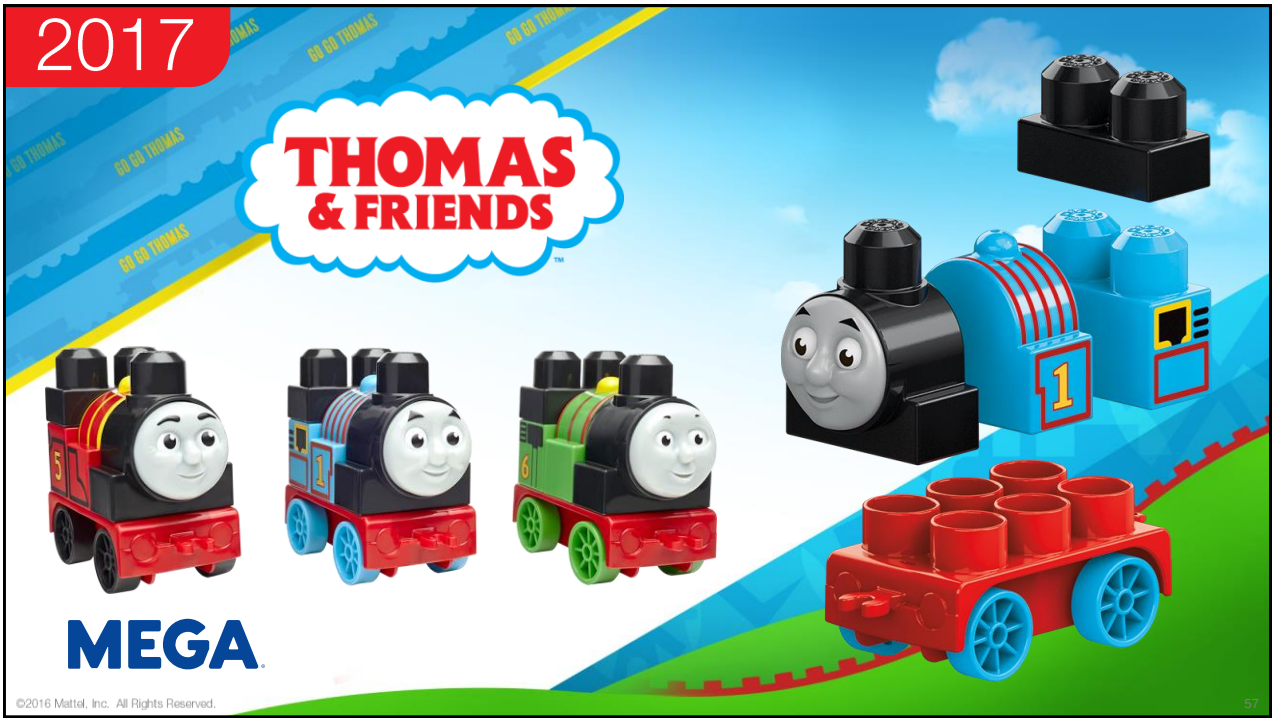



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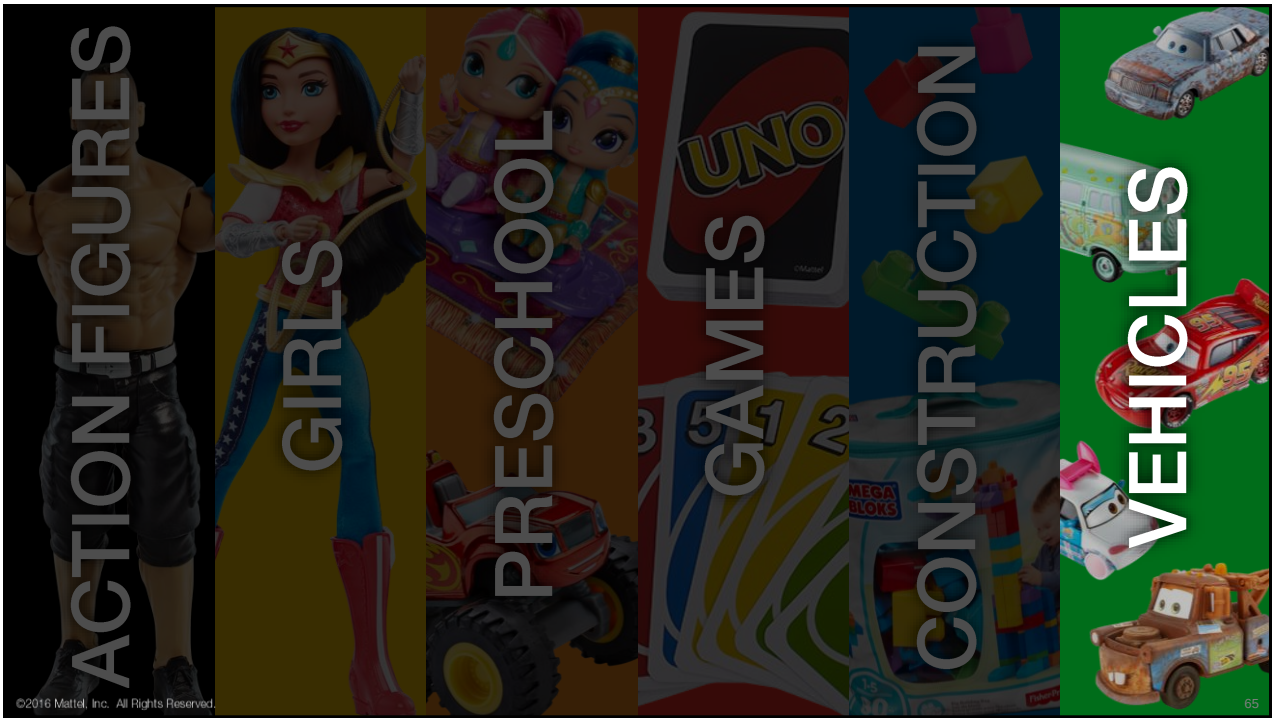



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CONSUMER KEY TOY CATEGORIES
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