2016 FALL ANALYST DAY

Chris Sinclair

Chairman & CEO

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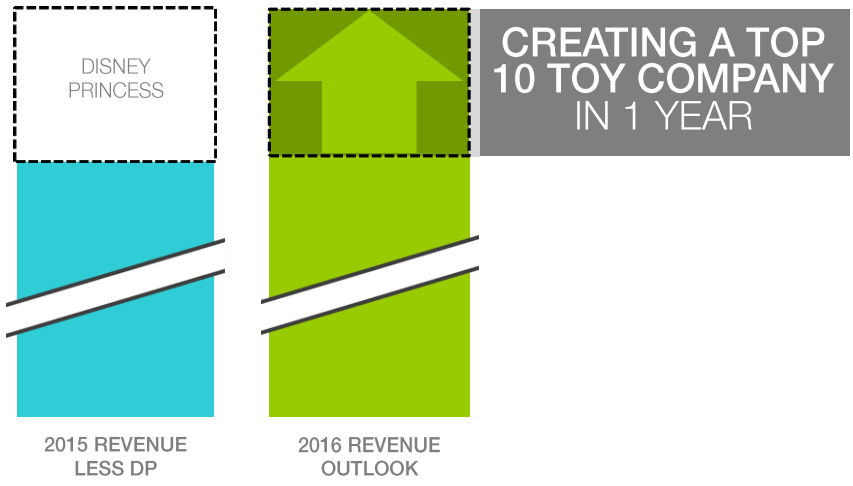
THE POWER OF MATTEL'S PORTFOLIO



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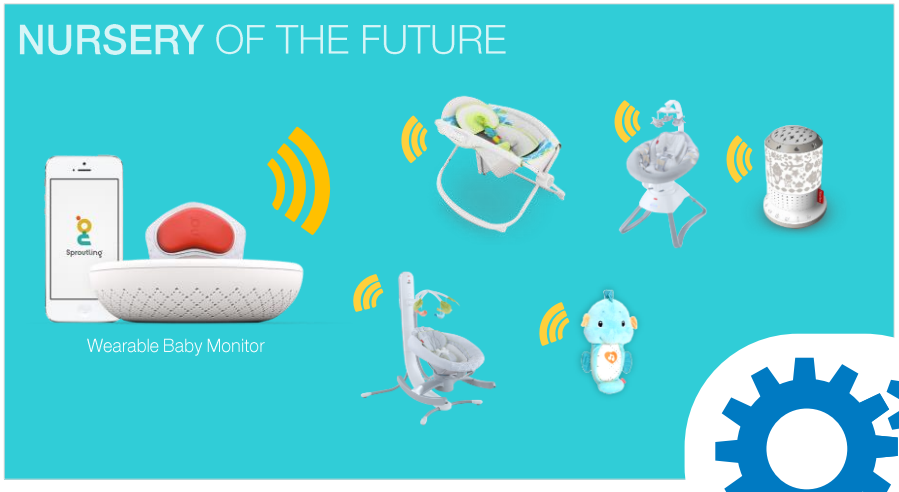

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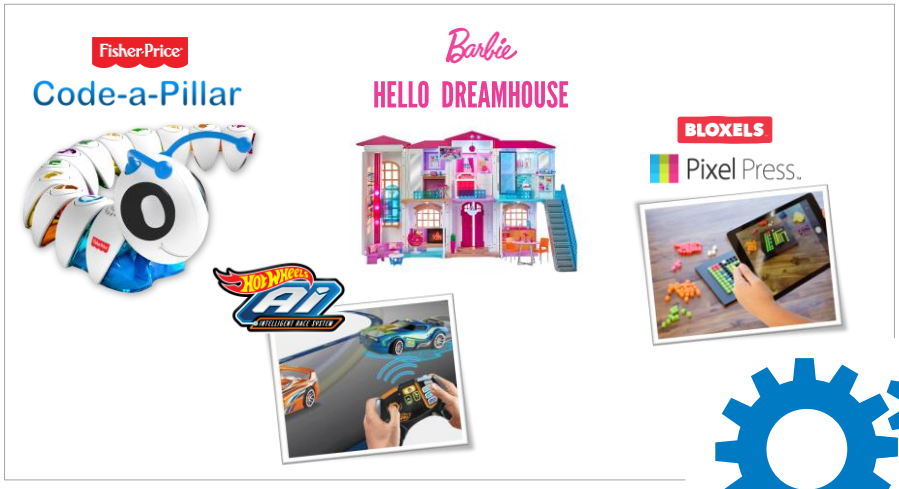

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MARKETING FUTURE

building **one-to-one relationships**

being **connected**

managing a **life cycle journey** with the consumers





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2017 MATTEL

RECHARGED	BUILDING AGGRESSIVELY FOR THE FUTURE
CULTURE	BRAND BUILDING, CREATIVITY AND INNOVATION
LEADERSHIP	REBUILT, STRONG AND ENERGIZED TO WIN
STRATEGIES	SOUND AND WORKING
ACCELERATE	TECHNOLOGY, DIGITAL CONNECTION, INNOVATION
FINANCIALLY DISCIPLINED	COSTS, BALANCE SHEET, IMPROVED RETURNS

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Q&A

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