FORWARD-LOOKING STATEMENTS/REGULATION G

Mattel is including this Cautionary Statement pursuant to the Private Securities Litigation Reform Act of 1995 (the "Act"). Certain statements made during today's presentation may include forward-looking statements within the meaning of the Act relating to the future performance (including, without limitation, future revenues, strategies, prospects, goals, and all other statements that do not relate strictly to historical or current facts) of Mattel and its subsidiaries' overall businesses, brands and product lines. These statements are based on currently available operating, financial, economic and other information and they are subject to a number of significant risks and uncertainties. A forward looking statement is neither a prediction nor a guarantee of future events or circumstances, and those future events or circumstances may not occur. A variety of factors (e.g., consumer preferences, product mix, global, political and economic conditions) many of which are beyond our control, could cause actual future results to differ materially from those projected in the forward-looking statements. Some of these factors are described in the "Risk Factors" section of Mattel's 2015 Annual Report on Form 10-K, in our 2016 quarterly reports on Form 10-Q, and in other filings Mattel makes with the SEC from time to time, as well as in Mattel's other public statements. Mattel does not update forward-looking statements and expressly disclaims any obligation to do so.

To supplement the financial results presented in accordance with generally accepted accounting principles in the United States ("GAAP"), Mattel presents certain non-GAAP financial measures within the meaning of Regulation G promulgated by the Securities and Exchange Commission. The non-GAAP financial measures used herein may include: gross sales, adjusted other selling and administrative expenses, adjusted operating margin and constant currency. Mattel uses these metrics to analyze its continuing operations and to monitor, assess and identify meaningful trends in its operating and financial performance, and each is discussed in detail on the following page. These measures are not, and should not be viewed as, substitutes for GAAP financial measures. Information required by Regulation G regarding non-GAAP financial measures, including reconciliations of the non-GAAP financial measures to the most directly comparable GAAP financial measures, are included in Mattel's January 24, 2017 earnings release (as exhibits) and earnings slide presentation (as an appendix), which will be available at the time of this presentation in the "Investors" section of our corporate website, http://corporate.mattel.com/, under the subheading "Financial Information – Earnings Releases."

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MATTEL

2017 NEW YORK TOY FAIR

Juliana Chugg
EVP | Chief Brand Officer – Core Brands

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CORE BRANDS

enduring
scalable
broad awareness & reach
market leading positions

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Source: Mattel Internal Finance (in constant currency)

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core brand momentum

Barbie +9%

Hot Wheels +9%

Fisher-Price core +6%

Thomas & Friends +3%

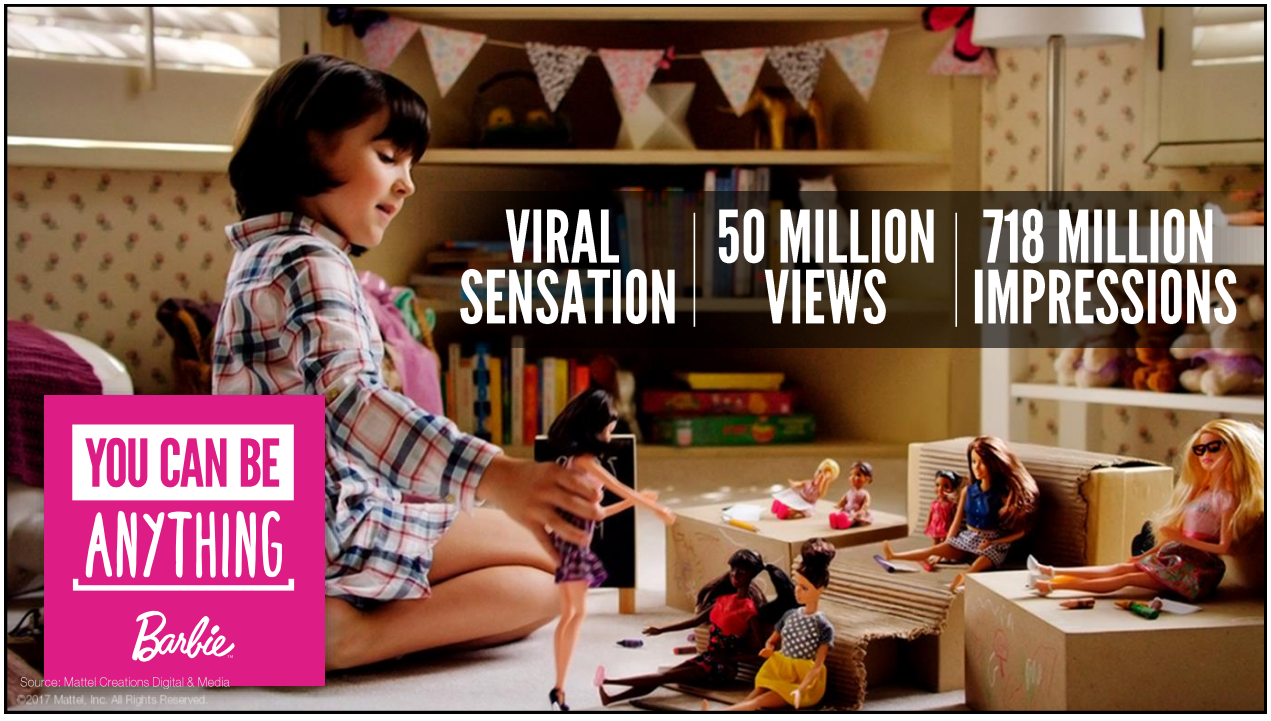
American Girl +0%

Source: Mattel Internal Financials (shipping in constant currency)

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2016 FASHIONISTA LINE



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2016 CAREER LINE

+65% VS PY



Source: Global POS / Mattel Internal Financials
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5B+ MEDIA IMPRESSIONS

Source: Articles individually ranked by Weber Shandwick. Calculated according to CisionPoint.
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2016 ESTATE LINE



#1 SELLING ITEM



Source: The NPD Group / Retail Tracking Service / FY2016
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2016 YOUNGER GIRL LINE

+82% VS PY



DREAMTOPIA



Source: Global POS / Mattel Internal Financials
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REINVENTING CONTENT STRATEGY IN 2017

BROADENING DISTRIBUTION TO DRIVE REACH & SALES BASE

SPRING 2017

VIDEO GAME HERO: DVD



FALL 2017 & BEYOND

YOUNGER GIRL DREAMTOPIA SERIES: EPISODIC + SPECIALS



OLDER GIRL BARBIE'S LIFE SERIES: EPISODIC + SPECIALS



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2017 YOUNGER GIRL DREAMTOPIA SERIES:

episodic + specials



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2017 CATEGORY EXPANSION
YOUNGER GIRL 3-5

DREAMTOPIA

PRODUCT



CONTENT





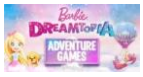
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DIGITAL





IN-STORE POS



PUBLISHING



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2017
OLDER GIRL
BARBIE'S LIFE SERIES
episodic + specials



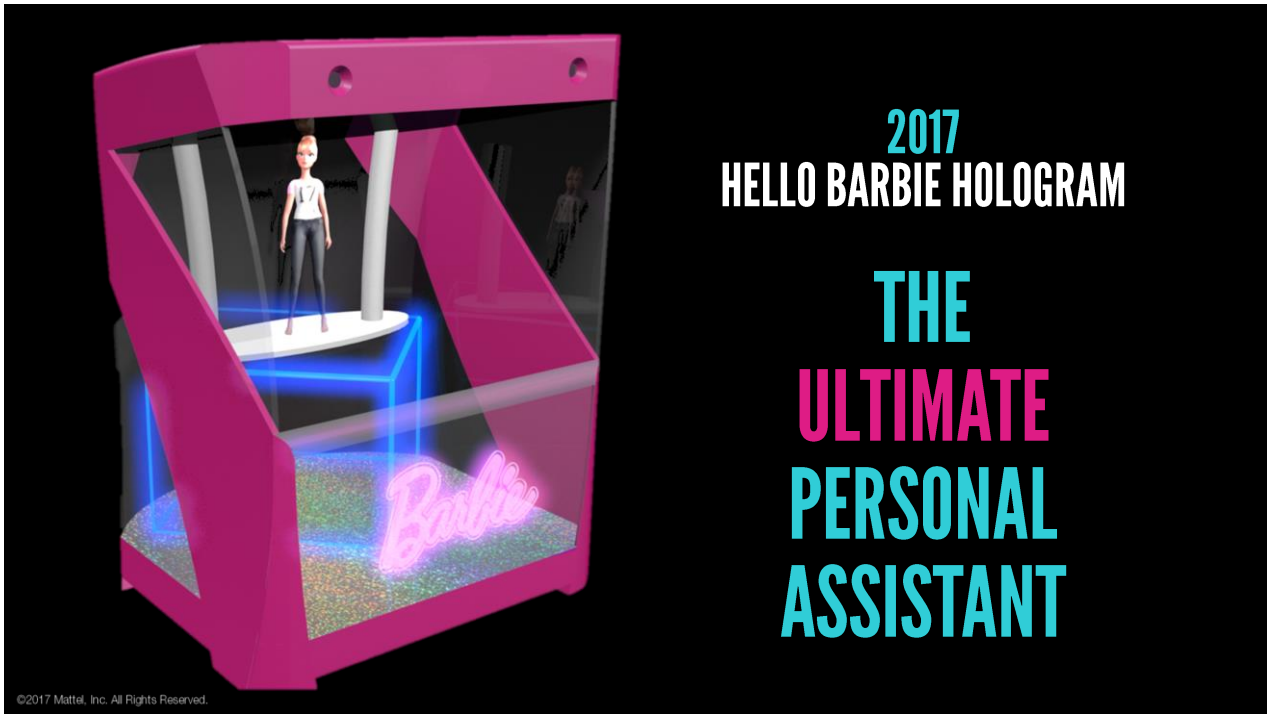
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Fisher-Price®

best possible start

Baby	Infant/Toddler	Preschool
0-6 Months	6-36 Months	3-5 Years
Gear & Toy Solutions for Babies and Parents	Discovery Solutions from ABCs to Ps & Qs	Creative Thinking Solutions Across STEM & Storytelling





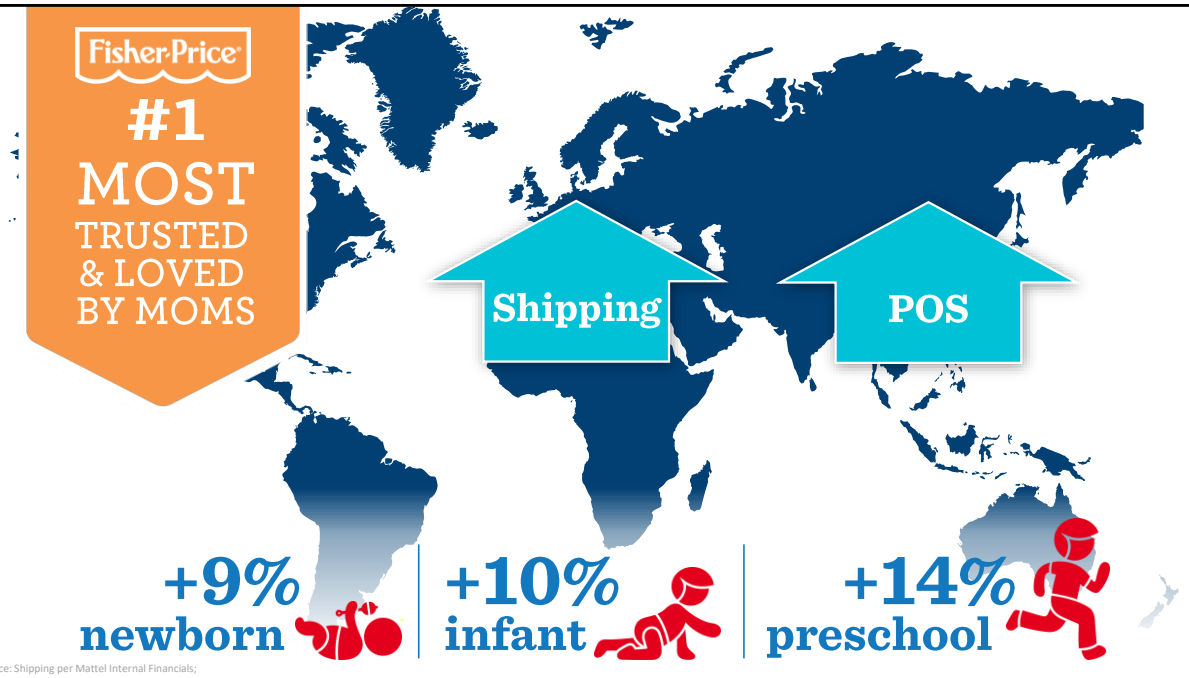


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Fisher-Price

#1 MOST TRUSTED & LOVED BY MOMS



Source: Shipping per Mattel Internal Financials;
Claims ranking global - Deb Weber, Ph.D. ; Global Consumer Insights > ; January 2015 Supplier: Ipsos Omnibus

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2017 Baby

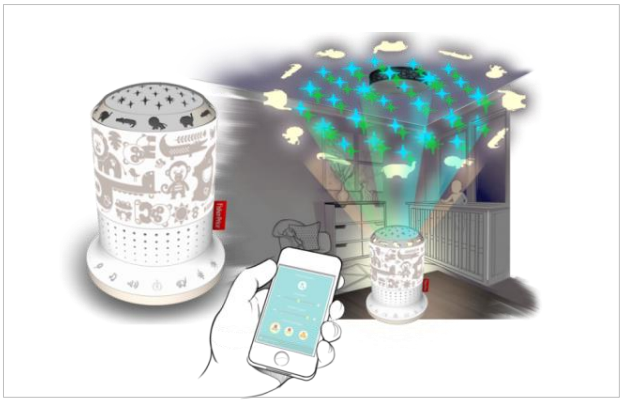












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JONATHAN ADLER
Crafted by Fisher-Price





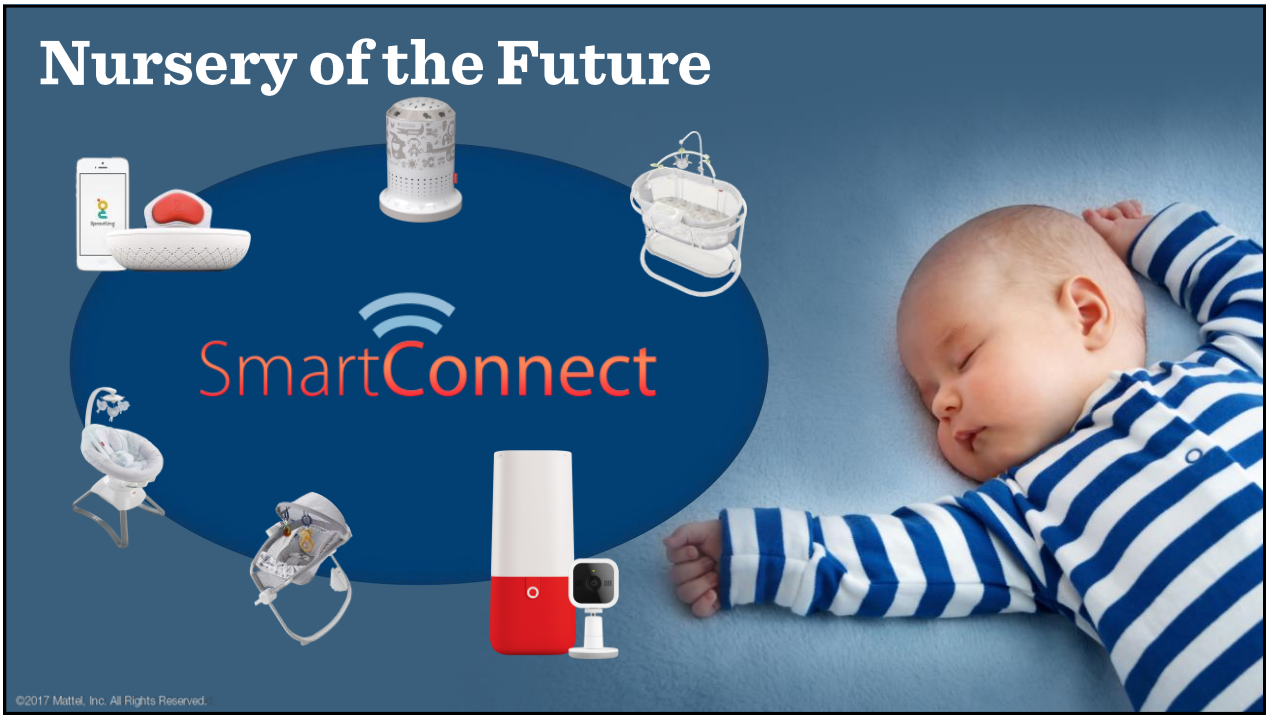






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Nursery of the Future



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Fisher-Price

aristotle



2.5B

Media Impressions

CES

Best Product
to watch

Source: DKC Tracking Report 2/3/17

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Infant













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Fisher-Price

TOY OF THE YEAR AWARDS · TOY OF THE YEAR AWARDS · TOY OF THE YEAR AWARDS · TOY OF THE YEAR AWARDS ·
TOTY
TOY OF THE YEAR AWARDS
2015
WINNER

a Strong Year 2



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2017 Preschool











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Fisher-Price®

Preschool



nominated

TOTY® 2017

TOY OF THE YEAR AWARDS

Code-a-Pillar

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Fisher-Price®

2017 Innovation



Teach 'N Tag Movi

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Fisher-Price®

2017 Innovation

Smart Cycle

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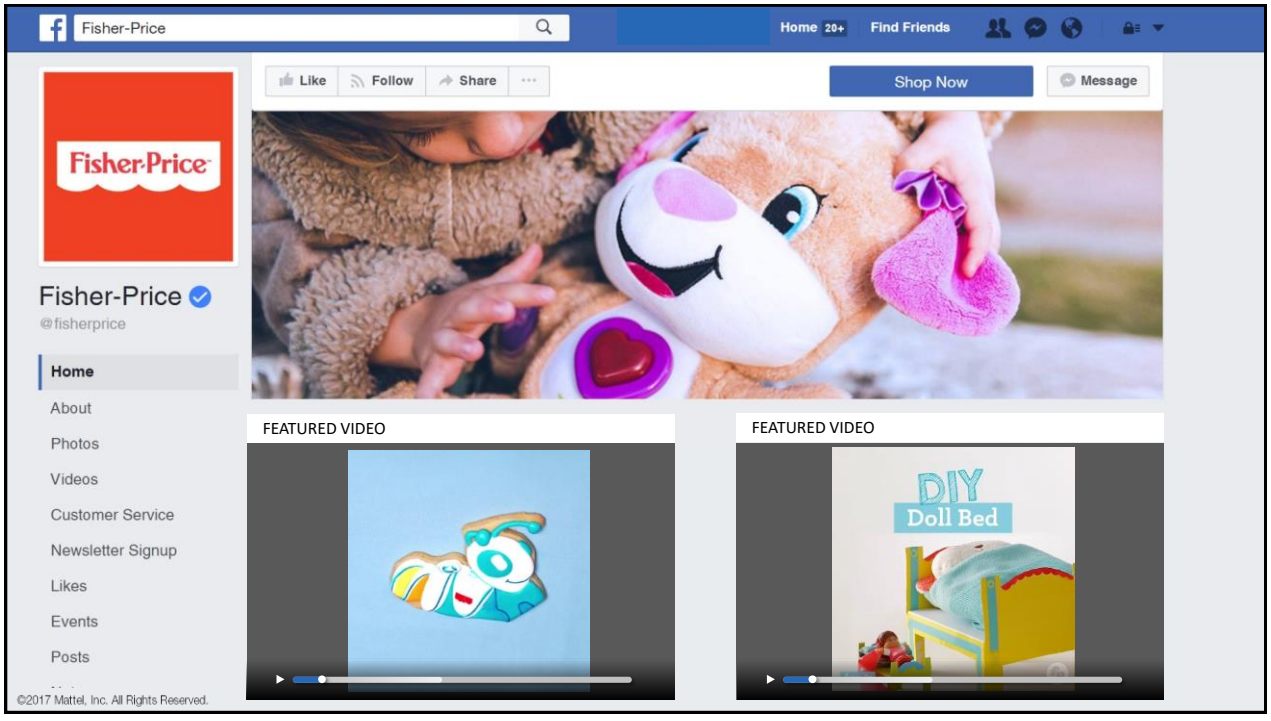


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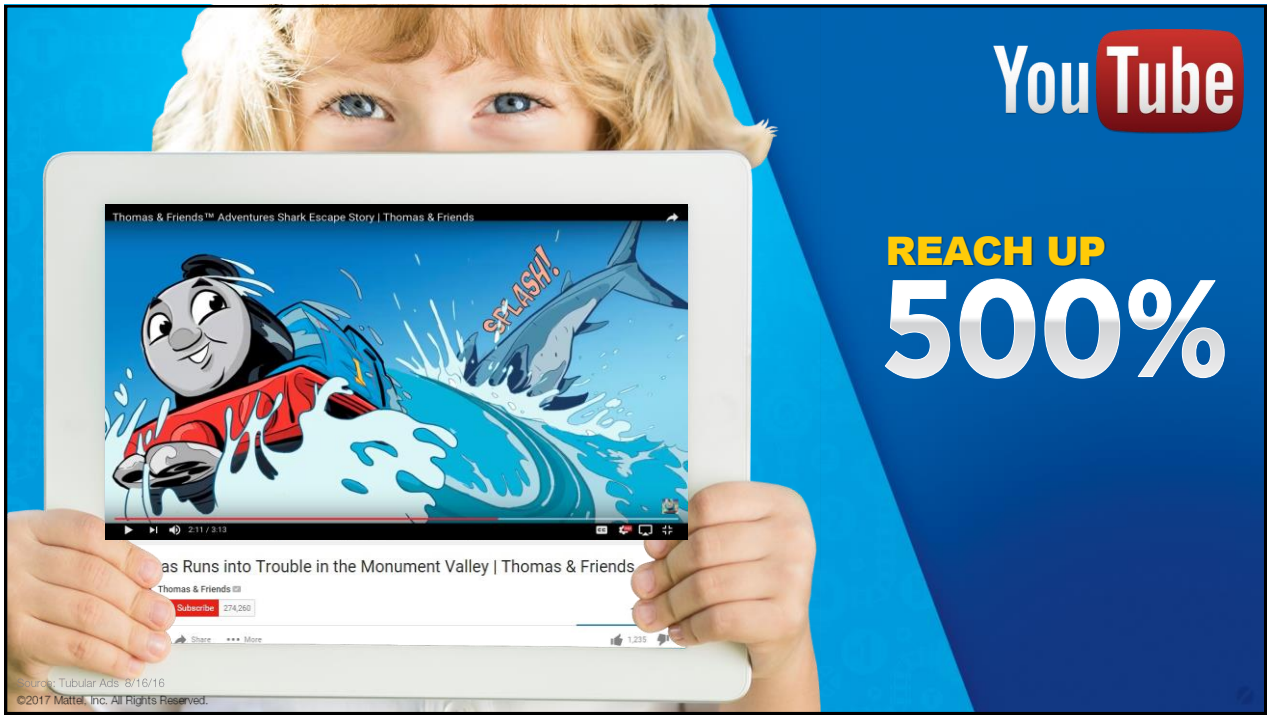
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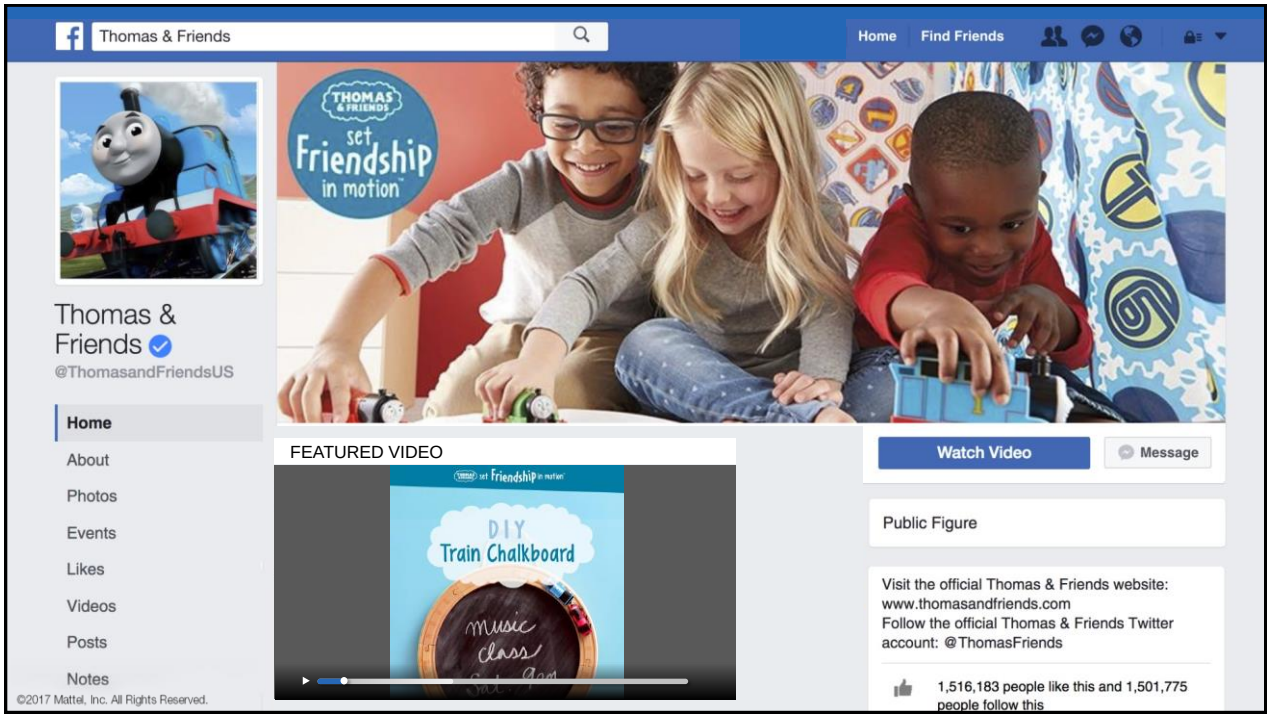


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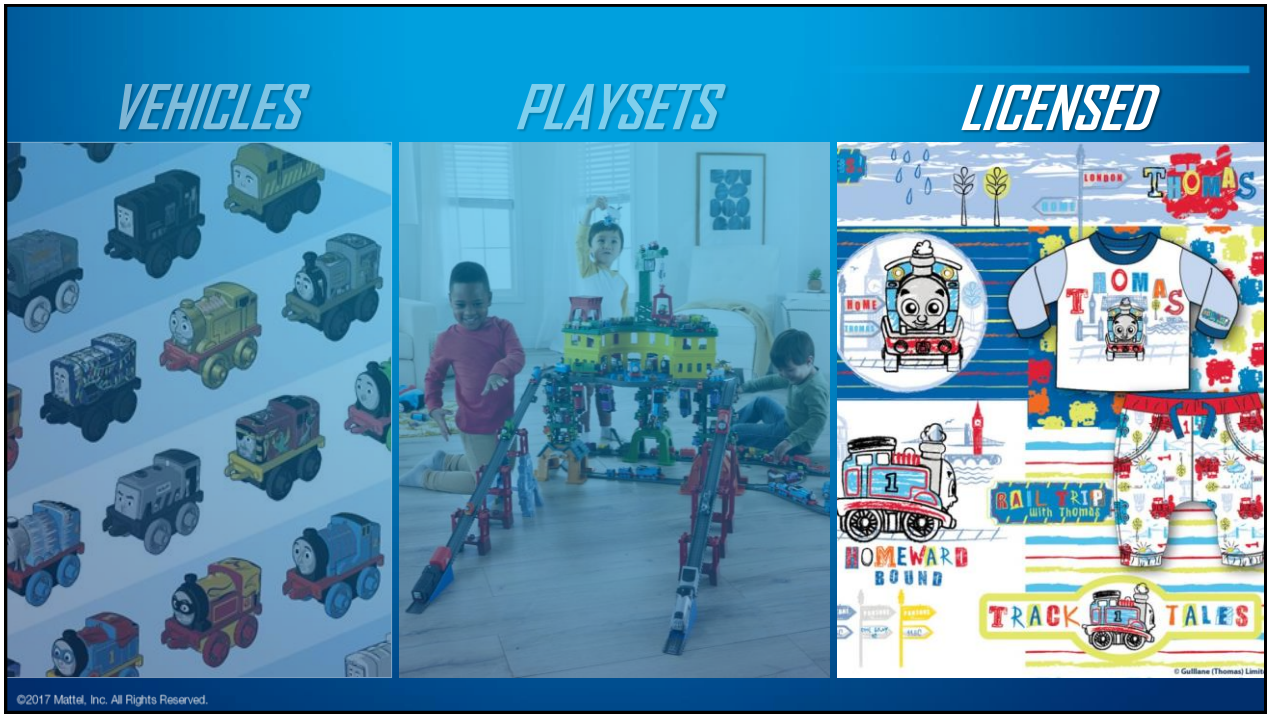


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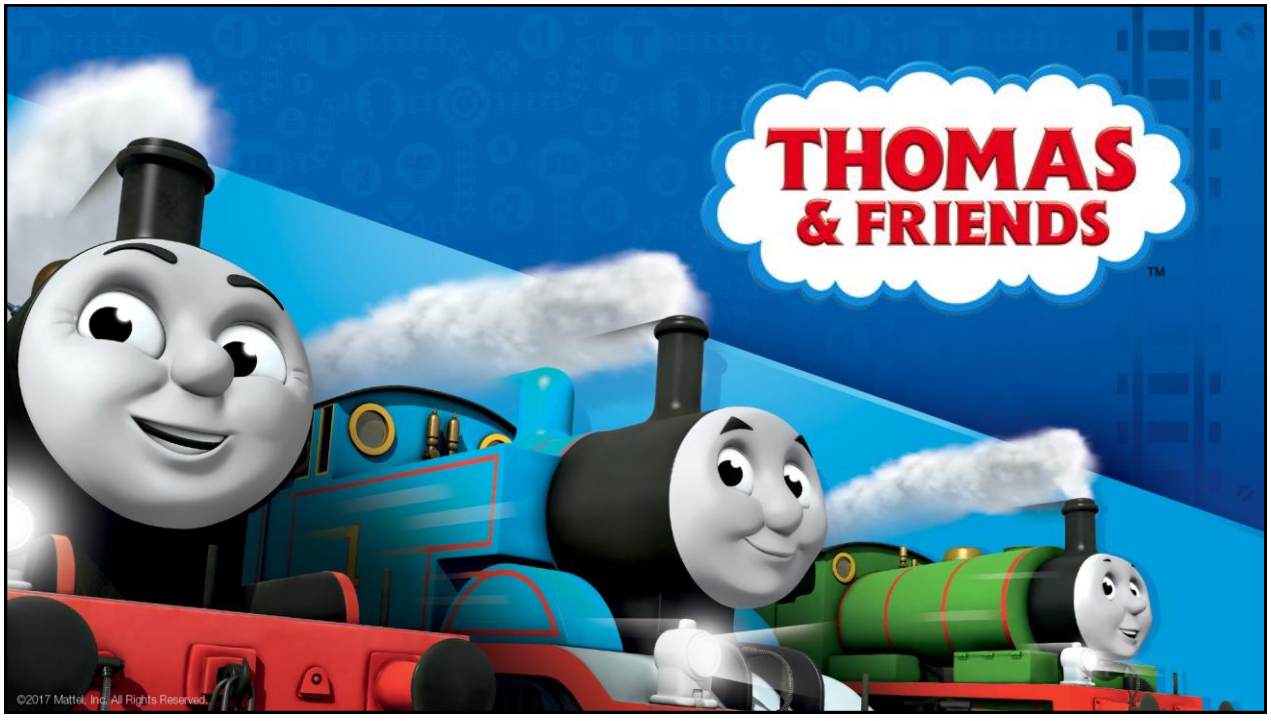


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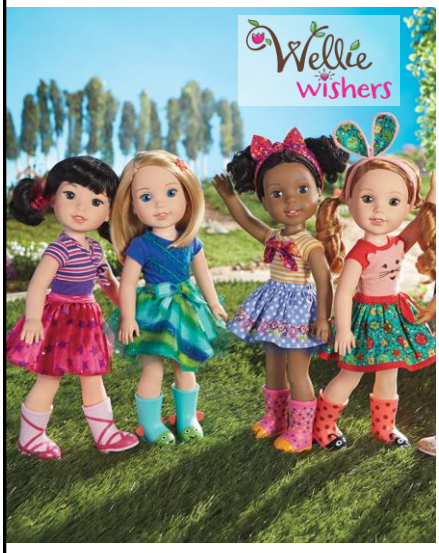
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Product
younger girl



Content
amazon studios



Distribution
wholesale



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MEGA™



2017 Girl of the Year

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2017 Contemporary Characters



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Beforever

2017 Historical Character

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truly me

Customized Doll



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Store of the Future | new york flagship



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+165% vs PY | 34MM views

YouTube



Source: Youtube Analytics

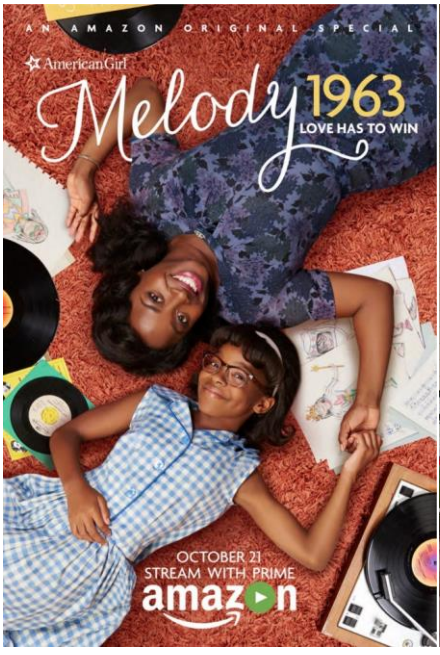
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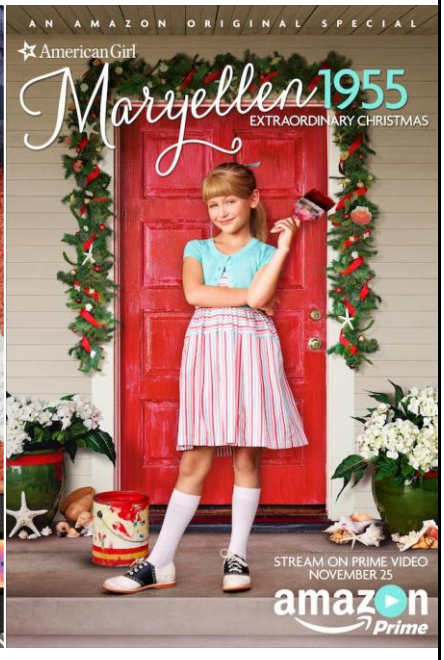
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amazonstudios



THE NAACP IMAGE AWARDS





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2016 GROWTH

Shipping ⇧ | POS ⇧

Innovation
gaming
remote control
playsets

Engaging Content



Source: Mattel Internal Financials
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TRACKS & VEHICLE ACCESSORIES

Shipping ⇧ POS ⇧

ULTIMATE GARAGE



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MATTEL

Mattel 2017

lead | play | grow

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