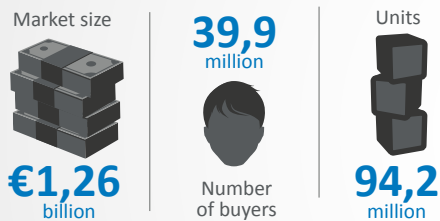


# Quick Look: The Italian Toy Market

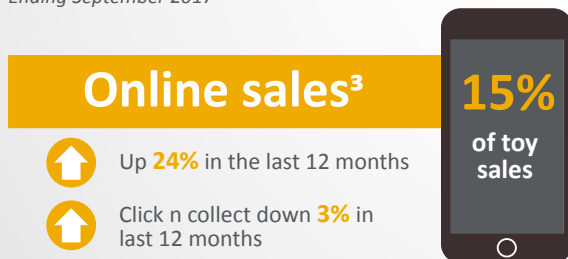
2017: A fluctuating year



Source: The NPD Group/Retail Tracking Services Total Year 2017



Source: The NPD Group/Consumer Tracking Services 12 Months Ending September 2017



There were more than **18.200** new toys launched in 2017

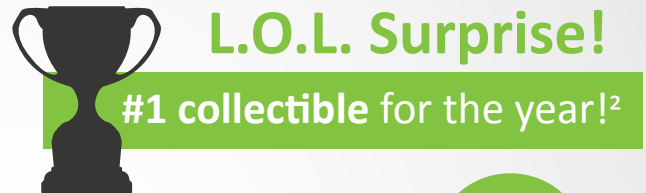


1 Source: The NPD Group/Consumer and Retail Tracking Services 2017

2 Source: The NPD Group/Retail Tracking Service 2017

3 Source: The NPD Group/Consumer Tracking Service 12 months ending Sept. 2017

4 Source: 2016 NPD Global Toy Report & 2017 Retail Tracking Service



**Collectibles** were a driver in 2017, representing **3%** of total Italian € Sales, up **77%**.



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