

# Growth Strategies



## Innovate across the portfolio

- Leverage our internal and external global R&D capabilities to build a deep product pipeline
- Continue to invest in advanced technologies
- Strategically acquire entertainment licenses to build product pipeline
- Drive cross-platform exploitation of toys and mobile gaming

## Grow international sales

- Focus on deeper penetration and growth opportunities in developed and emerging markets
- Invest in optimizing our international affiliates and third-party distribution network
- Strategically tailor product offering to local markets



## Develop evergreen global entertainment properties

- Capitalize on the success of our current entertainment properties to drive sales and auxiliary revenue streams
- Develop 1-2 new shows per year
- Strategically relaunch proven properties to realize the value of owned content

## Leverage our global platform through strategic acquisitions

- Fragmented industry represents opportunities for consolidation
- Strong balance sheet and free cash flow generation provides financial flexibility
- Proven ability to successfully integrate acquisitions and enhance their value

