STRONG MANAGEMENT TEAM

Executive Officers
(From Left to Right)
Ronen Harary, Co-Chief Executive Officer
Anton Rabie, Co-Chief Executive Officer
Adam Beder, Executive Vice President of Global Licensing and Business Affairs
Mark Segal, Executive Vice President and Chief Financial Officer
Christopher Beardall, Executive Vice President of Global Sales
Ben Gadbois, Global President & Chief Operating Officer
Bill Hess, Executive Vice President & Chief Information Officer
Christopher Harris
Vice President and General Counsel, Corporate Secretary
Nancy Zwiers, Executive Vice President and Chief Marketing Officer
FORWARD-LOOKING INFORMATION

Certain statements, other than statements of historical fact, contained in this presentation constitute "forward-looking information" within the meaning of certain securities laws, including the Securities Act(Ontario), and are based on expectations, estimates and projections as of the date on which the statements are made in this presentation. The words "plans", "expects", "projected", "estimated", "forecasts", "anticipates", "indicative", "intend", "guidance", "outlook", "potential", "prospects", "seek", "strategy", "targets" or "believes", or variations of such words and phrases or statements that certain future conditions, actions, events or results "will", "may", "could", "would", "should", "might" or "can", or negative versions thereof, "be taken", "occur", "continue" or "be achieved", and other similar expressions, identify statements containing forward-looking information. Statements of forward-looking information in this presentation include, without limitation, statements with respect to: the launching of new products, brands and entertainment properties; the Company's operating momentum, financial position, cash flows and financial performance; the Company's future growth, drivers for such growth, and the successful execution of its strategies for growth; and the seasonality of Gross Product Sales and forecasted organic Gross Product Sales and Adjusted EBITDA Margins.

Forward-looking statements are necessarily based upon management's perceptions of historical trends, current conditions and expected future developments, as well as a number of specific factors and assumptions that, while considered reasonable by management as of the date on which the statements are made in this presentation, are inherently subject to significant business, economic and competitive uncertainties and contingencies which could result in the forward-looking statements ultimately being incorrect. In addition to any factors and assumptions set forth above in this presentation, the material factors and assumptions used to develop the forward-looking information include, but are not limited to: the ability of the Company to maintain its distribution capabilities; the Company's ability to continue to build and maintain strong, collaborative relationships; the Company's status as a preferred collaborator; the culture and business structure of the Company will support its growth; the ability to expand the Company's portfolio of owned branded intellectual property and successfully license it to third parties; the expanded use of advanced technology and robotics in the Company's products; the increased access of entertainment content on mobile platforms; fragmentation of the market creates acquisition opportunities; maintenance of the Company's relationships with its employees; and the continued involvement of the Company's founders and that the risk factors noted below, collectively, do not have a material impact on the Company.

By its nature, forward-looking information is subject to inherent risks and uncertainties that may be general or specific and which give rise to the possibility that expectations, forecasts, predictions, projections or conclusions will not prove to be accurate. That assumptions may not be correct and that objectives, strategic goals and priorities will not be achieved. Known and unknown risk factors, many of which are beyond the control of the Company, could cause actual results to differ materially from the forward-looking information in this presentation. Such risks and uncertainties include, without limitation, the factors discussed under "Risk Factors" in the Company's public filings. These risk factors are not intended to represent a complete list of the factors that could affect the Company and investors are cautioned to consider these and other factors, uncertainties and potential events carefully and not to put undue reliance on forward-looking statements.

There can be no assurance that forward-looking statements will prove to be accurate, as actual results and future events could differ materially from those anticipated in such statements. Forward-looking statements are provided for the purpose of providing information about management's expectations and plans relating to the future. The Company disclaims any intention or obligation to update or revise any forward-looking statements whether as a result of new information, future events or otherwise, or to explain any material difference between subsequent actual events and such forward-looking statements, except to the extent required by applicable law.

NON-IFRS MEASURES

In addition to using financial measures prescribed by IFRS, references are made in this presentation to “Adjusted EBITDA”, “Adjusted Net Income”, “EBITDA”, “Free Cash Flow”, “Gross Product Sales”, “Sales Allowances” and “Total Gross Sales”, which are non-IFRS financial measures. Non-IFRS financial measures do not have any standardized meaning prescribed by IFRS and are therefore unlikely to be comparable to similar measures presented by other issuers. For further details on these non-IFRS financial measures, see “Non-IFRS Financial Measures” in the Company's public filings.

CERTAIN OTHER MATTERS

Any graphs, tables or other information demonstrating the historical performance of the Company or any other entity contained in this presentation are intended only to illustrate past performance of such entities and are not necessarily indicative of future performance of the Company or such entities. All financial disclosure in this presentation is in U.S. dollars, unless otherwise noted. Capitalized terms and abbreviations not otherwise defined herein have the meaning assigned to them in the Company's public filings.
INVESTMENT HIGHLIGHTS

- Leading global children’s entertainment company with significant scale and reach
- Diversified portfolio of innovative toys, games, products, brands and entertainment properties
- A proven and growing global entertainment property pipeline
- Globally collaborative business model underpins performance record
- Strong financial performance and operating leverage driving attractive earnings growth
- Experienced and entrepreneurial management team
• Founded in 1994
• Spin Master creates, designs, manufactures and markets a diverse portfolio of innovative products, brands and entertainment properties
• Recognized as market leader in innovation
• LTM Gross Product Sales of US$1,165.9 million (1)
• 2012 – 2015 Gross Product Sales CAGR of 27%
• LTM Adjusted EBITDA of US$196.3 million (1)
• 16 global offices and sales in over 60 countries
• Created new Outdoor Business Segment in 2016 following acquisition of Swimways (2)

(1) For the twelve months ended September 30, 2016
(2) Outdoor business segment established Q3 2016
Spin Master’s global scale is a valuable asset throughout the entire development cycle.
GLOBAL TOYS AND GAMES MARKET

Global Traditional Toys and Games Market Sales\(^{(1)}\) (US$ billions)

2011 $67.8  2012 $70.1  2013 $72.3  2014 $75.8  2015 $80.4  2016* $85.2

CAGR 4.7%

2016 Industry Growth Rates \(^{(2)}\)
UK: 6.3%  Canada: 6%
Germany: 5%  Italy: 4.8%
US: 4.7%  France: 1%

70% of global sales outside North America

Global Traditional Toys and Games Sales by Region\(^{(1)}\) (% of 2016\(^{(3)}\) Global Toy Sales)

US$85.2B

Western Europe, 24%
North America, 30%
Asia Pacific, 25%
Middle East & Africa, 9%
Eastern Europe, 6%
Latin America, 9%
Australasia, 2%
Eastern Europe, 6%

30% of Spin Master’s 2016 Gross Product Sales are outside of North America

Key Regions\(^{(1)}\) (2013 to 2016\(^{(3)}\) CAGR %)

Middle East and Africa 13%
Eastern Europe 11%
Latin America 9%
Asia Pacific 6%
North America 4%

U.S. Key Categories\(^{(2)}\) (2013 to 2016 CAGR %)
Games & Puzzles 13%
Dolls (Collectibles) 8%
Outdoor & Sports Toys 7%

Many regions / segments growing faster than industry

Large and growing industry

(1) Source: Euromonitor International; data provided in current (nominal) terms to include inflation, US$ 2015 exchange rates
(2) Source: The NPD Group
(3) *2016 Data is based on Euromonitor’s projection
• Children’s play and entertainment platforms are converging
• Focused on physical, entertainment and digital properties
• Technology advancements are enabling the cost-effective commercialization of next generation toys
• Properties / brands are increasingly extending across multiple platforms

We want to be where kids are
**36-MONTH BRAND INNOVATION PIPELINE**

**Processes**
- 36 month forward looking revenue pipeline process
- Clear accountability and management for each GBU
- Monthly executive reviews
- Improved global, cross-functional forecasting process
- Pacing models for checks and balances to forecasts
- NPD / forecasting analytics to compare budgets and historical data

**Future Revenue**  
36 mo. Brand Innovation Process

**36 Month Rolling Process**

**Annual Financial Budget**

**Long Term Planning**

**Annual Process**

**IMP - Integrated Marketing Planning Process**  
**FCST—Quarterly Financial Forecast Process**
Our Four Key Growth Strategies

**Innovate across the portfolio of brands and business segments**
- Leverage competitive strengths to build a robust pipeline in all business segments
- Continue to focus on strategic brand building
- Continue to invest in advanced technology and entertainment licenses
- Expand capability and product offering in digital mobile gaming

**Increase sales in international development and emerging markets**
- Optimize international distribution network
- Strategically tailor product offering to local international markets
- Increase proportion of sales outside of North America to 40% in the medium term

**Develop evergreen global entertainment properties**
- Capitalize on success of current entertainment properties
- Develop at least 1 new show per year
- Strategically re-launch properties to capitalize on value of owned content library

**Leverage global platform through strategic acquisitions**
- Fragmented industry with opportunities for consolidation
- Strong balance sheet with financial flexibility

Spin Master continues to make significant progress in all four areas with increased focus on brand building
Continued innovation across the portfolio leading to sustainable growth
Strong licenses support growth for 2017 and beyond
GLOBAL R&D NETWORK WITH CAPABILITIES
DRIVING INNOVATION

• Global R&D operations and network of 3rd party collaborators
  – 5 Strategically located internal R&D centres – Toronto, Los Angeles, Hong Kong, China, Tokyo
  – Collaborative model that leverages external inventors and designers
• Deep internal global talent pool driving innovation
• History of introducing technology to revolutionize traditional toys
• Numerous toy and technology industry awards for innovation across multiple categories
  – Recognized with 13 Toy of the Year nominations for “Innovative Toy of the Year” (1) – more than any other competitor

Technology allows Spin Master to develop differentiated products, bring iconic characters to life and enhance consumer engagement

(1) Source: Toy Industry Association, Inc., calculated since 2005
Development

• Developed internally through rolling 36-month brand innovation pipeline

• Supported by inventors

• Utilizes interactive robotics technology to “hatch”

• Unique play pattern relies on child’s nurturing to hatch egg

• Extensive pre-marketing work with retailers

• Innovative global scale marketing (“Hatch Day”) made Hatchimals the most anticipated new toy of 2016
INVENTORS

Approx. 200 INVENTORS GLOBALLY

Approx. 3000 IDEAS/year

30-50 COMMERCIALIZED/year

ROYALTIES PAID ON NET SALES (3-5%)

• Our model leverages global base of inventors
• Wide funnel drives rigorous process and efficient capital allocation to right products
• Collaborative inventor model supporting innovation
• Outsources and variabilizes part of our product development process
Proven and growing entertainment property pipeline

- Ability to produce, develop and monetize properties through product sales and licensing
- Produced five TV series with multiple seasons and over 400 cumulative episodes
- Significant library of properties
- Multiple entertainment properties currently on air globally
- Robust pipeline with a number of properties at various stages of development

Strategies

- Leverage current properties
- At least 1 new property per year
- Continue to build broadcast relationships
- Generate new L&M revenue streams

Owned properties provide ability to increase consumer engagement, extend product shelf life and improve margins
INCREASE SALES IN DEVELOPED AND EMERGING INTERNATIONAL MARKETS

**International Growth Strategies**

- Selectively add sales and marketing personnel in current International sales and marketing offices
- Open new company-owned sales and marketing offices in certain strategic markets
- Focus on increasing business with current distributors
- Build 3rd party distributor networks in markets where Spin Master does not have an established presence

**Geographic Sales**

<table>
<thead>
<tr>
<th>Region</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>North America</td>
<td>30%</td>
</tr>
<tr>
<td>International</td>
<td>70%</td>
</tr>
<tr>
<td>Int’l.</td>
<td>30%</td>
</tr>
</tbody>
</table>

Source: Euromonitor

Ability to increase International sales to 40% by leveraging global platform
LEVERAGE GLOBAL PLATFORM THROUGH STRATEGIC ACQUISITIONS

Spin Master will continue to seek strategic, accretive, favorably priced acquisitions that improve our growth profile

<table>
<thead>
<tr>
<th>Acquisition Criteria</th>
<th>Proven Track Record</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Intellectual property / brands</td>
<td>• 10 pre-IPO acquisitions</td>
</tr>
<tr>
<td>• Opportunity to innovate</td>
<td>• 5 post-IPO acquisitions</td>
</tr>
<tr>
<td>• Leverage global infrastructure</td>
<td></td>
</tr>
<tr>
<td>• New categories</td>
<td></td>
</tr>
<tr>
<td>• International market growth</td>
<td></td>
</tr>
<tr>
<td>• Ability to grow and expand margins</td>
<td></td>
</tr>
<tr>
<td>• Management continuity valued</td>
<td></td>
</tr>
<tr>
<td>• Must be able to grow what we buy</td>
<td></td>
</tr>
</tbody>
</table>

Well positioned with financial flexibility and deep industry relationships; proven ability to integrate acquisitions and drive value
**RECENT STRATEGIC ACQUISITIONS**

**Cardinal**
- Growth in fast-growing Games & Puzzles category
  - Acquired October 2015 - Leader in licensed and value channel games and puzzles in North America
  - Gives Spin Master #2 position in Games & Puzzles segment
  - Opportunity to scale internationally using Spin Master's global sales and distribution infrastructure

**TOCA BOCA**
- Penetration into Kids Mobile Digital Space
  - Acquired May 2016 - Developers of digital mobile games for kids ages 2-9 with over 15 million active users
  - Strategy is to provide and end-to-end experience for kids - from digital to physical toys
  - Both brands are primed for toy development and merchandise licensing programs

**SwimWays**
- Diversification into Outdoor Category
  - Acquired August 2016 - A leading player in the Water and Outdoor Sports Category – currently one of the largest and fastest growing categories in the US toy industry (1)
  - Opportunity to innovate and drive sales outside of the seasonality traditionally associated with toys
  - Spin Master created a fifth reporting business segment - Outdoor

---

(1) Per NPD
SPIN MASTER MONETIZATION OPTIONS

Channel

PHYSICAL GOODS
Toys & Games

Can be proprietary or licensed IP

Selling to traditional & on-line retail

Selling to 3rd party distributor

Licensing IP to 3rd parties

Licensing to broadcasters

Selling mobile applications

TV subscriptions

CONTENT
TV shows, Digital mobile apps, digital toys

Revenue Stream
**Gross Product Sales (1)**

(US$ millions)

- **2012**: $481
- **2013**: $577
- **2014**: $812
- **2015**: $983

**YoY Growth**

- **2012**: n/a
- **2013**: 20.0%
- **2014**: 40.7%
- **2015**: 21.0%
- **YTD 2015**: 26.3%

**2012 – 2015 CAGR: 26.9%**

**Adjusted EBITDA (1)**

(US$ millions)

- **2012**: $-23
- **2013**: $53
- **2014**: $112
- **2015**: $160

**YoY Growth**

- **2012**: n/a
- **2013**: n/a
- **2014**: 110.4%
- **2015**: 43.6%
- **YTD 2015**: 24.4%

**2013 – 2015 CAGR: 73.7%**

**Adjusted Net Income (1)**

(US$ millions)

- **2012**: $23
- **2013**: $53
- **2014**: $112
- **2015**: $160

**YoY Growth**

- **2012**: n/a
- **2013**: n/a
- **2014**: 190.8%
- **2015**: 48.7%
- **YTD 2015**: 20.5%

**2013 – 2015 CAGR: 107.5%**

**Gross Margin (1)**

(US$ millions)

- **2012**: $192
- **2013**: $245
- **2014**: $356
- **2015**: $459

**YoY Growth**

- **2012**: n/a
- **2013**: 27.3%
- **2014**: 46.3%
- **2015**: 28.1%
- **YTD 2015**: 29.8%

**2012 – 2015 CAGR: 33.7%**

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(1) Non-IFRS financial measures. Non-IFRS measures do not have any standardized meaning prescribed by International Financial Reporting Standards (“IFRS”) and are therefore unlikely to be comparable to similar measures presented by other issuers. Please refer to the section entitled “Non IFRS Financial Measures” in the Management Discussion and Analysis within the Company’s public filings for a discussion of the definition, components and uses of such non-IFRS measures, as well as a reconciliation of such non-IFRS measures to IFRS measures (where a comparable IFRS measure exists).
# Diversified Portfolio of Innovative Brands and Products

More diversified and evolving portfolio leading to sustainable and predictable growth

## Business Segment Gross Product Sales

<table>
<thead>
<tr>
<th>Segment</th>
<th>2010</th>
<th>2015</th>
<th>Change</th>
<th>2015 % Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Remote Control and Interactive Characters</td>
<td>$144 (16%)</td>
<td>$233 (24%)</td>
<td>$89</td>
<td>24%</td>
</tr>
<tr>
<td>Boys Action and High-Tech Construction</td>
<td>$218</td>
<td>$268</td>
<td>$50</td>
<td>24%</td>
</tr>
<tr>
<td>Activities, Games &amp; Puzzles and Fun Furniture</td>
<td>$170 (18%)</td>
<td>$326 (33%)</td>
<td>$156</td>
<td>92%</td>
</tr>
<tr>
<td>Pre-School and Girls</td>
<td>$71</td>
<td>$120</td>
<td>$49</td>
<td>13%</td>
</tr>
<tr>
<td>Outdoor (1)</td>
<td>$602</td>
<td>$317</td>
<td>$265</td>
<td>44%</td>
</tr>
</tbody>
</table>

### NPD SUPERCATEGORIES

<table>
<thead>
<tr>
<th>Category</th>
<th>2010</th>
<th>2016</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Vehicles, Youth &amp; Electronic</td>
<td>1</td>
<td>6</td>
<td>5</td>
</tr>
<tr>
<td>Building Sets, Action Figures, Finger Vehicle Accessory (Sub-Class)</td>
<td>10</td>
<td>17</td>
<td>7</td>
</tr>
<tr>
<td>Arts &amp; Craft, Games/Puzzles, All Other Toys</td>
<td>30</td>
<td>27</td>
<td>7</td>
</tr>
<tr>
<td>Infant &amp; Preschool, Dolls</td>
<td>8</td>
<td>23</td>
<td>15</td>
</tr>
<tr>
<td>Outdoor &amp; Sports Toys</td>
<td>0</td>
<td>34</td>
<td>34</td>
</tr>
</tbody>
</table>

(1) Segment established August 2, 2016
**STRONG FREE CASH FLOW AND FINANCIAL POSITION**

(US$ millions)

<table>
<thead>
<tr>
<th></th>
<th>YTD SEPT 2016</th>
<th>YTD SEPT 2015</th>
<th>F2015</th>
<th>F2014</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Cash Flow from Operating Activities Before Working Capital Changes</strong></td>
<td>$159.60</td>
<td>$103.00</td>
<td>$105.70</td>
<td>$89.80</td>
</tr>
<tr>
<td><strong>Less: Cash Flow from Investing Activities</strong></td>
<td>($167.7)</td>
<td>($32.7)</td>
<td>($93.6)</td>
<td>($26.2)</td>
</tr>
<tr>
<td><strong>Plus: Cash Used for Brand and Business Acquisitions</strong></td>
<td>$130.7</td>
<td>$3.1</td>
<td>$55.1</td>
<td>$1.3</td>
</tr>
<tr>
<td><strong>Free Cash Flow</strong></td>
<td>$122.6</td>
<td>$73.4</td>
<td>$87.5(1)</td>
<td>$64.9</td>
</tr>
<tr>
<td><strong>Conversion Ratio</strong> (2)</td>
<td>67.1%</td>
<td>50.0%</td>
<td>54.6%</td>
<td>58.1%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>December fiscal year end</th>
<th>December 31, 2015</th>
<th>September 30, 2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>Short-term Debt</td>
<td>$3.4</td>
<td>$18.5</td>
</tr>
<tr>
<td>Long-term Debt</td>
<td>$46.9</td>
<td>$145.0</td>
</tr>
<tr>
<td>Total Shareholders’ Equity</td>
<td>$156.3</td>
<td>$320.6</td>
</tr>
<tr>
<td>Cash</td>
<td>$45.7</td>
<td>$49.5</td>
</tr>
<tr>
<td>Net Debt</td>
<td>$4.6</td>
<td>$114.0</td>
</tr>
</tbody>
</table>

(1) Before US$20.3 million one-time cash payment to settle equity participation arrangements at the time of the IPO and a US$16.7 million increase in investing activities (excluding license, brand and business acquisitions)

(2) FCF vs. Adjusted EBITDA

Capital efficient model drives strong free cash flow
Financial flexibility to exploit growth opportunities
CREATING SHAREHOLDER VALUE

**Spin Master is focused on consistent, effective and balanced capital deployment**

- Internal Investments
  - Innovation
  - Geographic expansion
  - Entertainment
  - Talent
- Strategic M&A
- Returns to Shareholders
  - Near-term focus on capital growth

Effective capital deployment will continue to drive strong shareholder returns
APPENDIX
Spin Master's focus on innovation has established new business units and maintains a pipeline of creative new brand extensions.

**Case Study: Air Hogs brand**

1998

- SKY SHARK

Two British inventors brought to Spin Master a prototype flying vehicle which led to the development of Sky Shark

Today

- HELIX X4
- VECTRON
- SKY STUNT
- ZERO GRAVITY
- SHARP SHOOTER

Cumulative Gross Product Sales of Air Hogs: Over $1 billion

**Case Study: Zoomer brand**

2013

- Zoomer Dog

G2 Inventions presented Spin Master with a voice activated and sight responsive truck which evolved into a loveable pet dog

Today

- ZUPPIES
- ZOOMER DINO
- KITTY
- JURASSIC WORLD
- CHOMPLINGZ

The Zoomer brand has won three TOTYs in the last two years
REPOSITIONED FOR SUSTAINED GROWTH

CAGRs

<table>
<thead>
<tr>
<th></th>
<th>10-Yr</th>
<th>2-Yr</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Gross Product Sales</td>
<td>13%</td>
<td>31%</td>
</tr>
</tbody>
</table>

Strategic Initiatives to Position Spin Master for Growth

- Founders refined roles and hired a Global President
- Reduced headcount by 35%
- Formed Global Business Units (GBUs) to focus resources
- Refocused European operations for profitable growth
- Redesigned the innovation pipeline, processes and accountability
- Redesigned global forecasting, processes and accountability
- Implemented improved processes and controls for better oversight and financial discipline
- Established stronger measurements and clear accountability for GBU performance at all levels of the organization
- Continued focus on organic growth through innovation and entertainment content development in addition to acquisitions
- Developed market leading capabilities in interactive, robotic toys

Proven long-term track record and strong base for future growth

(1) 12 months ended September 30, 2016
## PROPERTIES BY CHANNEL AND CATEGORY

<table>
<thead>
<tr>
<th>Channels</th>
<th>Intellectual Property Source</th>
<th>Pre-School &amp; Girls</th>
<th>Remote Control &amp; Interactive</th>
<th>Activities, Games, Puzzles &amp; Fun Furniture</th>
<th>Boys Action &amp; High-Tech Construction</th>
<th>Outdoor</th>
<th>Main Distribution Channels</th>
</tr>
</thead>
<tbody>
<tr>
<td>Physical Toy</td>
<td>Proprietary IP</td>
<td>- Paw Patrol</td>
<td>- Air Hogs line</td>
<td>- Kinetic Sand</td>
<td>- Meccano line</td>
<td>Swimways products</td>
<td>- Target</td>
</tr>
<tr>
<td></td>
<td></td>
<td>- Little Charmers</td>
<td>- Zoomer line</td>
<td>- Bunchems</td>
<td>- Spy Gear line</td>
<td></td>
<td>- Wal-Mart</td>
</tr>
<tr>
<td></td>
<td></td>
<td>- Chubby Puppies</td>
<td>- Hatchimals line</td>
<td>- Cool brand</td>
<td>- Meccanoids line</td>
<td></td>
<td>- Toys “R” Us</td>
</tr>
<tr>
<td></td>
<td></td>
<td>- Brightlings</td>
<td>- Digi line</td>
<td>- Etch-A-Sketch</td>
<td>- Micronoids line</td>
<td></td>
<td>- Amazon</td>
</tr>
<tr>
<td></td>
<td></td>
<td>- Rusty Rivets</td>
<td></td>
<td>- 45+ games</td>
<td></td>
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<tr>
<td></td>
<td></td>
<td>- Abby Hatcher</td>
<td></td>
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<td></td>
<td></td>
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<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Physical Toy</td>
<td>Third Party IP</td>
<td>- Noddy</td>
<td>- Star Trek</td>
<td>- Build-a-bear workshop</td>
<td>- Angry Birds</td>
<td>Swimways products</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>- ZhuZhu Pets</td>
<td>- Star Wars</td>
<td>- Licensed furniture</td>
<td>- Secret Life of Pets</td>
<td></td>
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<tr>
<td></td>
<td></td>
<td>- Masha and the</td>
<td>- Batman vs. Superman</td>
<td></td>
<td>- Batman vs. Superman</td>
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<td></td>
<td></td>
<td>Bear</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td></td>
<td></td>
<td>- Teletubbies</td>
<td></td>
<td></td>
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</tr>
<tr>
<td></td>
<td></td>
<td>- Powerpuff Girls</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td></td>
<td></td>
<td>- Popples</td>
<td></td>
<td></td>
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