



Moose Toys Announces Eight New Shopkins™ Licensees for North America 2015 Shopkins Licensed Merchandise Retail Sales Hit \$100 Million

Melbourne, AUSTRALIA – January 13, 2016 – Moose Toys announces eight additional licensees joining the Shopkins licensed merchandise program for the US and Canadian markets, bringing the total licensee count to 51. The new deals were brokered by The Licensing Shop Inc. and products licensed include the following:

- Bendon Publishing – Coloring and activity books, US and Canada
- Frankford Candy – Every day and seasonal confections, US and Canada
- AME – Sleepwear, US
- Dynacraft BSC Inc. – Bikes and scooters, US and Canada
- Just Play LLC – Plush toys, US
- Percy 3D Media Inc – Electronic digital invitations “PercyVites”
- Edge Brands – Swim accessories, skateboards and helmets, US and Canada
- HG International – Cold weather accessories, Canada

In 2015, US and Canadian retail sales of Shopkins licensed products is estimated to have reached over \$100 million, with licensees projecting sales will more than double in 2016. Moose Toys have sold over 207M+ Shopkins characters worldwide. Shopkins was #1 in the small doll category, #2 in the super doll category and #1 item across all toys during certain periods over the year. The Shopkins mobile app became the #1 kids’ 6-8 app when it debuted and now has over 3 million downloads (IOS). Most recently, a one-of-a-kind Gemma Stone Shopkins character, made from carefully crafted glass, sold for \$21,500 in a charity auction. Shopkins is a finalist for 2016 Property of the Year by the Toy Industry Foundation, and the Shopkins Scoops Ice Cream Truck is a finalist for 2016 Girl Toy of the Year. Indeed, the best is yet to come in 2016 for the Shopkins brand!

About Moose Toys

Moose Toys is a global toy company with offices in the US, UK, Hong Kong and the head office based in Melbourne, Australia. This award-winning company is known for designing, developing and distributing toy and lifestyle products across the globe for children of all ages and the young at heart. Moose has products in all toy categories including collectibles, arts and crafts, activity toys, dolls, novelty items and outdoor products, and has brought joy to kids worldwide with successful products such as Mighty Beanz, Beados, Aqua Sand and The Trash Pack™. In 2015, Moose expanded several major product lines for boys and girls, including Shopkins™, the hottest girl’s collectible line of grocery and fashion themed characters; Little Live Pets, electronic pets that come to life in the palm of your hand; as well as line extensions for Beados craft activity sets. The company also introduced Qixels, the first “craftstruction” activity that allows kids to create pixelated worlds of monsters, warriors and more. Moose Toys has scored numerous coveted toy awards from industry experts and major retailers. Shopkins is a finalist for 2016 Property of the Year by the Toy Industry Foundation, and the Shopkins Scoops Ice Cream Truck is a finalist for 2016 Girl Toy of the Year. The Shopkins Small Mart playset was awarded the 2015 Girls’ Toy of the Year by the Toy Industry Association. Visit www.moosetoys.com for more information.