

Hallmark
itty bittys®



*Smaller is better:
at least when it comes to Itty Bittys!*

We've picked some of the most iconic characters from film, comics and TV and given them a new look that's totally sweet and unique.

Their small stature makes them perfect for collecting and just right for pairing with a greeting card or stashing in a backpack or Christmas stocking.

They are the ideal little treat for collectors and gift givers - a super impulse solution to help drive your basket spend!

There will be loads of Itty Bittys to collect...launching with Super Heroes, Snoopy and Charlie Brown, Scooby Doo & the ever loved Wizard of Oz...Our collection will continue to grow

At their core, Itty Bittys are cute, collectable and addictive!

WE'RE HALLMARK HOME GROWN

"I think, for the most part, people who design products for kids would agree that we're all still just kids inside. We still like to play."



**Adan Chung,
Hallmark Itty Bittys Designer**

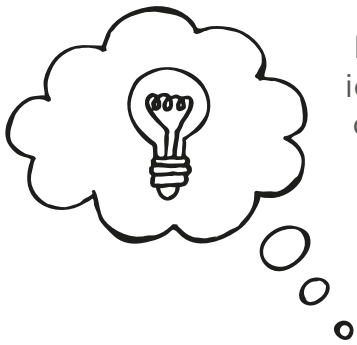


HI, WE'RE ITTY BITTYS!

A small beginning with a big future!

A LITTLE IDEA 2011/12

A small but mighty Hallmark team in the US identified a need for high quality collectable plush



A QUIET LAUNCH 2012/13

Adan Chung (Chief Itty Bitty designer) sketched his first doodle. Then the first 8 Itty Bitty characters quietly entered Hallmark Gold Crown stores

800%

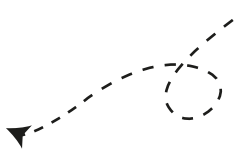
A PROMISING SIGN 2014

By the end of the year, sales had increased by 800%! 5 new themed collections, 12 limited editions and accessories were added to the line up



A GROWING SUCCESS! 2015

An ever growing collection in the US now includes over 80 characters. And with a strategy built around collectability, the range regularly features limited editions and themed releases. Coupled with targeted engagement strategy, excitement builds as fans await the release of the latest addition to the family.



Little guys with a big proven success story!

USA MEGASTARS!



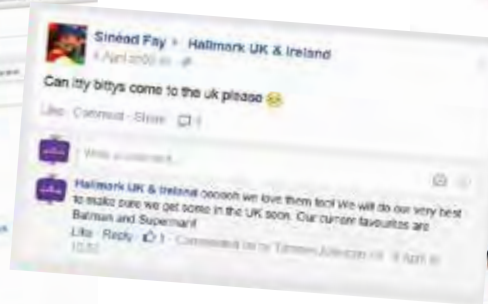
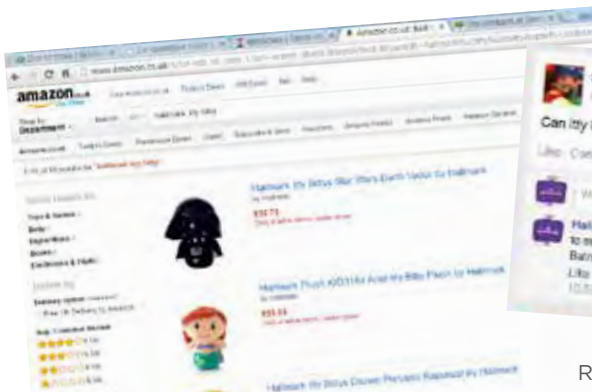
- 2014 **sales growth 800%** up from 2013!
- **Over 1.5m units** sold to date
- **Continuous Demand** has driven distribution in over 2,400 Gold Crown stores
- Collectability is key to the success of Itty Bittys with **The Justice League with Batman #1** sellers for 2014

A GROWING SUCCESS 'DOWN-UNDER'

Launched to Australian Independent Card Shops in May 2014. Early results far exceeded sales expectations ...

- Half of the range **sold out!**
- **Tripled sales expectations** despite restricting shipments!
- Also now available in Target department stores – an **exclusive National Partnership**

UK DEMAND HAS ALREADY BEGUN!



Request for Itty Bittys on Facebook & Twitter

Who's buying itty bittys?

KIDS OF ALL AGES
FROM TOTS TO
TEENS

GIFT
GIVERS



KIDS WITH
PESTER
POWER

TEEN
CHARACTER
FANS

CHARACTER
COLLECTORS
OF ALL AGES

**ONCE YOU HAVE ONE YOU WANT THE FULL
COLLECTION.**

**KIDS WANT TO COLLECT AND PLAY AND BIG KIDS
WANT TO COLLECT AND DISPLAY!**

Even celebrities love them!



Jennifer Garner



Katie Holmes

Retail Solutions



Itty Bittys are the perfect 'add-on' gift when buying a card, or even a little treat for yourself.

Make the most of these additional sales opportunities with these space saving, maximum impact retail solutions.

7 tier FSDU unit allows for maximum Itty Bittys using minimum space. To fill order a selection of seven trays to suit your store!



* Characters not included, for visual representation only.

This perspex unit holds 32 Itty Bittys and can be used either as a counter top unit or slotted into your card shelves. This sleek design allows flexibility and lets you build up your Itty Bitty collection as new characters launch, by adding extra shelf units.

7 tier FSDU Unit (Unit only)
SKUs Holds 7 trays
Free FSDU POSEDY13
 Minimum order of 7 trays

CTU/Slat Wall Unit (Unit only)
SKUs 32
Free Unit POSEDY14
 Minimum order of 2 trays



Itty Bittys launching in the UK and Ireland!

Hallmark
itty bittys®



DC
COMICS™

MEET THE JUSTICE LEAGUE DC COMICS CHARACTERS FROM WARNER BROS...



- The Justice League is the most popular Itty Bitty collection
- Batman is #1 Best seller for 2014 in the US
- Batman is the top selling Superhero character in boys toys at retail in UK
- Landing in the UK in 2015 with Batman, Superman and Wonder Woman!
- Hugely Anticipated Batman V Superman movie opens in 2016!
- Brings Wonder Woman into the spotlight and other characters join in a Superhero movie schedule like never seen before!



Tray SKU 25442739 - €62.40 - R.R.P €128.00

Singles per tray x2 Wonder Woman, x6 Superman, x8 Batman

Clip Strip SKU 25442738 - €31.20 - R.R.P €64.00

Singles Clip Strip x1 Wonder Woman, x3 Superman, x4 Batman
Minimum order of 2 clip strips



BATMAN, SUPERMAN, WONDER WOMAN and all related characters and elements are trademarks of and © DC Comics.

Itty Bittys launching in the UK
and Ireland!



THE WONDERFUL WIZARD OF OZ COLLECTION



DOROTHY



COWARDLY
LION



SCARECROW



TIN MAN

- Four iconic characters from the much loved Wizard of Oz, a cinematic classic with massive retro appeal
- Adults love the nostalgic collectability of these characters - buying them for themselves and for a new generation of fans!
- Success of initial collection in the USA has seen this collection expand to increase new characters including Toto and the Winged Monkeys!



SKU 25442712 - €62.40 - R.R.P €128.00

Singles per tray x4 Scarecrow, x4 Tinman, x4 Dorothy, x4 Lion

SKU 25442708 - €31.20 - R.R.P €64.00

Singles per Clip Strip x2 Scarecrow, x2 Tinman, x2 Dorothy, x2 Lion
Minimum order of 2 clip strips



5 054655 002839



5 054655 026026

*Itty Bittys launching in the UK
and Ireland!*

PEANUTS®

©Peanuts Worldwide LLC

**MEET SNOOPY AND
CHARLIE BROWN**



SNOOPY



**CHARLIE
BROWN**

- A real retro brand loved by teens and adults alike, with a quirky and nostalgic draw to the characters
- A brand new feature length film hits the cinemas in November 2015, which is set to draw in a younger generation of fans as well as tapping into the nostalgic appeal of the older generation
- Snoopy and Charlie will be joined by more of their friends in 2016!



SKU 25442706 - €62.40 - R.R.P €128.00
Singles per tray x10 Snoopy, x6 Charlie

SKU 25442709 - €31.20 - R.R.P €64.00
Singles Clip Strip x5 Snoopy, x3 Charlie
Minimum order of 2 clip strips



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SCOOBY DOOBY DOO...WHERE ARE YOU?



CHARACTER DESIGNS COMING SOON!

- With a recently launched new TV series, Scooby Doo is seeing somewhat of a revival.
- Lego have announced they will be launching a Scooby Doo range this August, and if the success of their other licensed ranges is anything to go by, this is set to be a big hit!
- Fans will be eagerly awaiting the next live action movie, which is due to be released in 2016.
- Our quirky Scooby & Shaggy characters will appeal to all generations of Scooby fans!



SHAGGY



SCOOBY-DO

SKU 25442713 - €62.40 - R.R.P €128.00

Singles per tray x10 Shaggy, x6 Scooby Doo

SKU 25442711 - €31.20 - R.R.P €64.00

Singles per Clip Strip x5 Shaggy, x3 Scooby Doo
Minimum order of 2 clip strips



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SCOOBY-DOO and all related characters and elements
are trademarks of and © Hanna-Barbera.

* Launch date subject to license approval

Itty Bittys launching in the UK and Ireland!

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DREAMING OF AN ITTY BITTY CHRISTMAS...



- Limited edition festive favourites: Santa & Rudolph – exclusive designs only available as Itty Bittys!
- Hallmark Australia found that plush sales increase on average by 30% during the Christmas period
- Perfect stocking fillers or additional Christmas treats – helping to drive impulse purchase and maximise basket spend
- 5 year plan of seasonal and limited edition characters to drive opportunities during key events



SKU 25442707 - €62.40 - R.R.P €128.00
Singles per tray x10 Santa, x6 Rudolph

SKU 25442710 - €31.20 - R.R.P €64.00
Singles per Clip Strip x5 Santa, x3 Rudolph
Minimum order of 2 clip strips



Why you need Itty Bittys instore now

GROW YOUR BASKET SIZE

- High impact off and on shelf displays to drive impulse and incremental purchase
- Perfect 'add-on' gift pick up



INCREASE PURCHASE FREQUENCY

- Fantastic collectability
- Schedule of new releases and limited editions to keep customers engaged in the range and continually coming back for more!

MULTI-BUY PROMOTIONS

- New characters increase sales by 135% (Source: US Gold Crown Retail Scan)



DRIVE STORE FOOTFALL

- Driving both kids and adult collectors into store in search of their favourite licensed characters
- Enhanced through marketing and social media hype to create awareness and demand

ENHANCE YOUR MARGIN MIX

- With high margin, 100% licensed plush



Plus many more to be released in 2016...

NOT SO ITTY BITTY AFTER ALL!



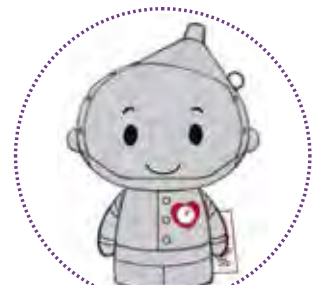
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