



2016



WE ARE THE MANHATTAN TOY COMPANY[®]

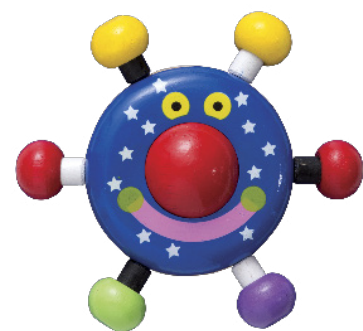
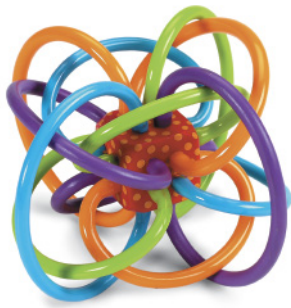
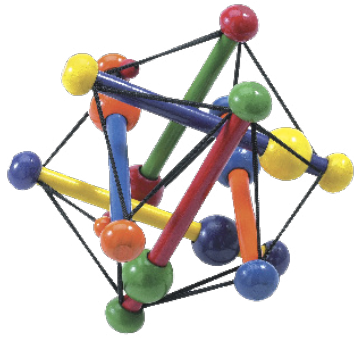
Manhattan Toy holds a market position that would be beneficial in promoting and selling Disney product:

- Manhattan Toy is recognized as a premier toy company that focuses on imaginative play for children. Our target market is the 25 to 40 year old mothers and their families.
- The Company has an award-winning design department that develops wonderful specialty product that is well recognized in the markets we serve.
- We have North American distribution at over 7,000 specialty retailers and sell to almost all national accounts. This is accomplished with a network of 75 specialty store representatives as well as an in-house dedicated large account sales force.
- Manhattan Toy has over 400 products on Amazon.com. Several of these products are consistently ranked in the top 10 for categories they are sold in. One product, Winkel, has been ranked in the top 10 for all toys sold on the site.
- We have nearly 100,000 likes on Facebook with a robust Manhattan Playhouse Club to support on-line ordering. We have a continued presence on Facebook through targeted advertising accompanied by real-time analysis of key analytics.
- Our product manufacturing uses facilities audited for safety and legal compliance. Manhattan Toy combines third party testing as well as corporate monitoring to ensure that our products meet exacting international standards.



MANHATTAN TOY GALLERY

INFANT + BABY TOYS





MANHATTAN TOY GALLERY

SOFT TOYS





MANHATTAN TOY GALLERY

LICENSED CHARACTERS





MANHATTAN TOY GALLERY

WOOD ACTIVITY TOYS





We make a great custom partner because
WE KNOW THE LANDSCAPE

BIG PICTURE THINKERS

- We research economic, business & retail trends
- Study consumer buying patterns, lifestyle trends, expectations
- Consider technology influencers
- Gather & interpret sales intelligence

CATEGORY CAPTAINS

- We are experts on the competition
- We know our strengths and points-of-difference – and we make the most of them
- We get to know our retail partners & how to appeal to their customers

TREND INTERPRETERS

- Travel to Design Trade Shows – U.S. and abroad
- Trend Shop – New York, L.A., London, Paris, Helsinki, Stockholm, Copenhagen, Milan, Amsterdam, Tokyo, Hong Kong
- Study Design, Fashion & Lifestyle directions & Lifestyle directions

CUSTOM DEVELOPMENT

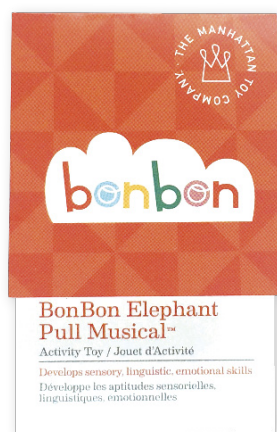
CASE STUDY: NEW BABY COLLECTION FOR BARNES & NOBLE

OBJECTIVES:

- Develop a line of baby toys with developmental features.
- Create a unique brand - including collection name, logo & packaging style guide.



Logo



Hangtag



Box



CUSTOM DEVELOPMENT

LICENSED CHARACTER INTERPRETATION

SEUSS



ELOISE FOR THE PLAZA HOTEL



CUSTOM DEVELOPMENT

CONCEPTS FOR DISNEY

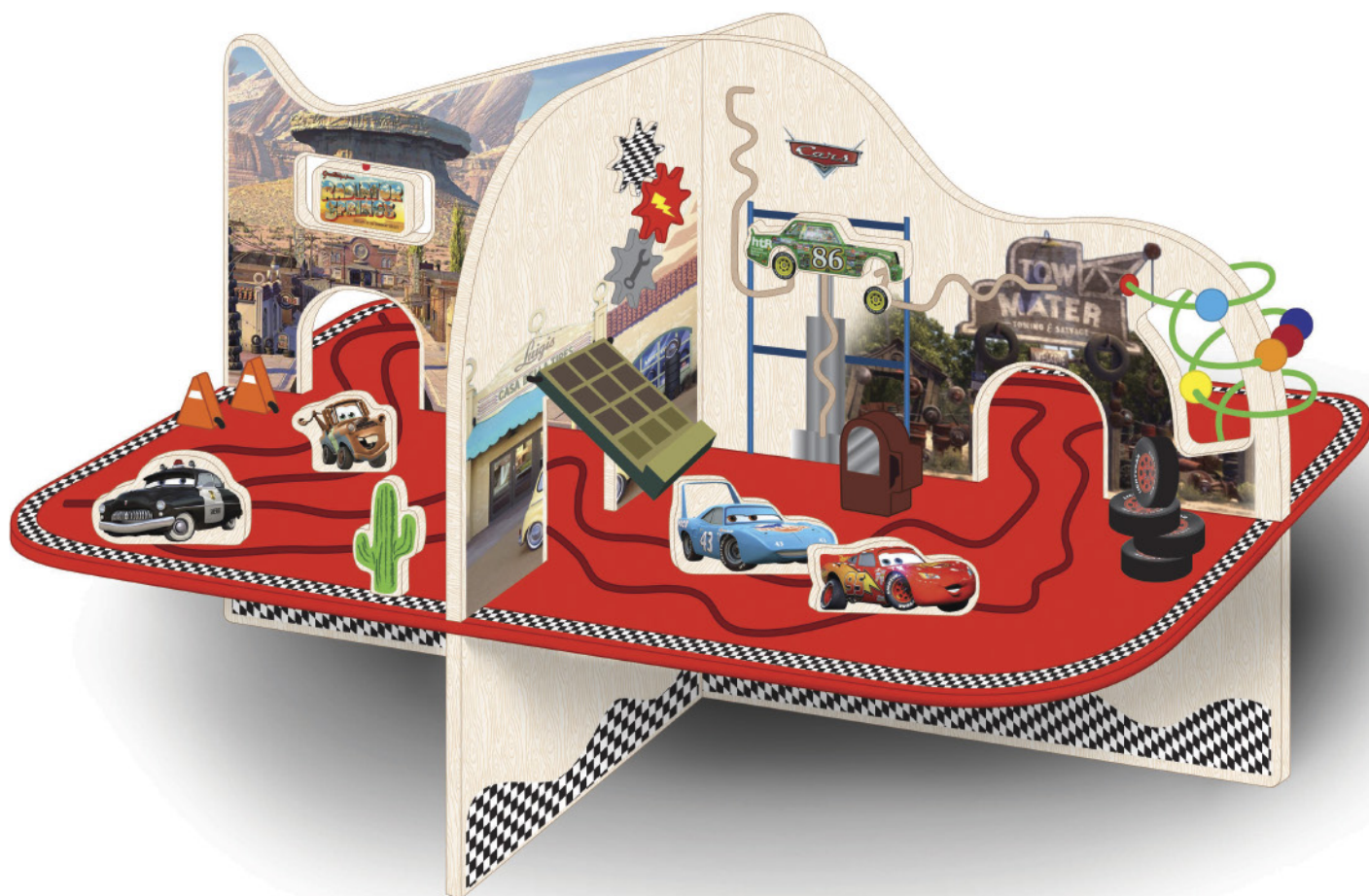
WOOD ACTIVITY TOYS

The Disney license appears to be underrepresented in one of Manhattan Toy's strongest categories; high-quality creative wood toys for infants and toddlers. These products speak to quality and creative play without the negative connotation often associated with injection molded plastic toys.

Our toys appeal to parents and grandparents of toddlers and introduce the young child to the great Disney imagery. Imagine a frozen mountain with Elsa and Olaf surrounded by moving snowflakes and icicles or Lightning McQueen on a wire track with wheels and gears that can be spun by the toddler. The possibilities are endless!



FROZEN ACTIVITY CENTER



CARS ACTIVITY CENTER

Thank you!