Report 2019
Exhibitors

<table>
<thead>
<tr>
<th></th>
<th>2018</th>
<th>2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>TOTAL:</td>
<td>240</td>
<td>203</td>
</tr>
<tr>
<td>National:</td>
<td>219</td>
<td>168</td>
</tr>
<tr>
<td>International:</td>
<td>21</td>
<td>12</td>
</tr>
<tr>
<td>No countries:</td>
<td>13</td>
<td>15</td>
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<tr>
<td>Exhibition space:</td>
<td>7.500 м²</td>
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</tbody>
</table>

75,0% of exhibitors intend to participate in Kids Russia 2020 (2018: 71%)  
35,0% of new exhibitors (2018: 41%).

TOP-5 reasons to participate at Kids Russia:

1. Successful positioning of new products
2. Quality of visitors
3. Post-fair business (expected)
4. Number of visitors to the stand
5. Number of contacts with new customer potential

MARKET LEADERS – PARTICIPANTS OF KIDS RUSSIA 2019

- BRADEX KIDS
- BUDI BASA
- Fortune and GS
- Gamma Trade Company
- GUDVIN Company
- Iglika-press
- Igrushka
- Lucky Land Games
- Origami Group of Companies
- PlayLab
- Polesie
- Premier-Igrushka
- ROSMAN
- Simbat
- Sima-Land
- Stella +
- Stellar
- Step Puzzle
- Target
- THERMOS RUS
- The Brainy Band
- TNG
- UniOpt
- Zvezda

«For the first time a delegation from the Altai region has participated. The general impression was very positive. The company-exhibitors engaged in active discussions with potential partners. It will be more than a week’s work to follow up on all our contacts. I especially want to mention the fact that there were no casual visitors present, something which is of no little importance for maximising the benefits of participation. No organizational or technical problems arose, for which separate thanks to the organizers!»

MARIA SADIKOVA, Support Centre Specialist at the Altai SME Fund

«A very positive impression on the whole. Even taking into account the site’s limited size we obtained more than 100 new business contacts, which we consider not a bad result. The organisation of the trade fair was of the highest calibre – all organisational issues were dealt with efficiently and professionally. We hope for an increased floor space and more visitors in future.»

GEORGY PLASTININ, Development Director, Plastmaster company

«Our numerous partners came to this exhibition to discuss things with us and see our products. In other words, for us this exhibition is even more interesting to some extent than other ones, because here we meet our potential buyers. The exhibition is small and this prevents diffusion of the target groups, and they all come to us and give us their attention, which is great. This is not our first exhibition, Bradex Kids grows and changes together with Kids Russia!»

YULIA BRYKOVA, Manager of Bradex Kids, Bradex

«We haven’t participated in the exhibition for 4 years and we are now back to Kids Russia. We find new customers here, and also have had very important negotiations with some of our current customers.»

IRINA BOKAREVA, Manager, Stellar

«We participate in this exhibition every year. It seems to me that just as we cannot do without this exhibition, this exhibition cannot do without us. Therefore, for us, this means an interesting story, this means meeting friends, business contacts, maintaining relationships and finding new lucrative opportunities.»

ANDREY RYBALKO, Key Account Sales Manager, TNG

«We certainly brought to the exhibition our new products, both licensed and proprietary. In our opinion, this exhibition experience is very good. First, we demonstrate to the market that we continue to develop and show our new products. Second, at this exhibition we have the opportunity to discuss our partnership and cooperation with licensing agencies.»

YULIA KANAREVA, Executive Director, Origami
85,5% of visitors are satisfied with the visit to the trade fair and received an excellent, very good or good impression (2018: 78,0%)

93,4% of visitors expressed confidence to visit Kids Russia 2020 (2018: 74,2%)

TOP-5 reasons to visit Kids Russia:
1. Search for new business contacts
2. General market overview
3. Search for new products
4. Maintain existing business contacts
5. Search for mass manufacturing

TRADE VISITORS FROM ALL SECTORS

PRODUCT GROUPS ON KIDS RUSSIA 2019

- Products for pregnant women and nursing mothers: 14,0%
- Children’s furniture and multifunctional equipment for children’s playgrounds: 16,5%
- Electronic and multimedia games: 17,0%
- Children’s clothes, shoes: 20,2%
- Licensed products: 23,0%
- Goods for outdoor activities, sports goods: 24,4%
- Christmas toys, everything for holidays, gifts: 26,0%
- Hobbies and models: 27,4%
- Wooden toys: 29,0%
- Stuffed toys, dolls: 33,4%
- Creativity and design, goods for schools: 37,0%
- Goods and toys for newborns and babies: 38,0%
- Books, educational games, board games: 39,0%

QUALITY OF VISITORS

Make the final decision on the procurement: 34%
Make a decision together with other participants: 37%
Perform the role of a consultant: 20%

VISITORS PROFILE

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NEW PRODUCTS CENTER
WHAT'S NEW!:
WHAT ARE THE TRENDS TO BE IN 2019?

According to the results of surveys of exhibitors and visitors to the trade fair, the key function of KIDS RUSSIA is the demonstration of new achievements in the children’s products industry.

Traditionally, the most interesting new products and achievements from across the industry were presented at the new product centre «What’s New!». Compared to last year there was a striking increase in visitors’ interest in products for newborns and infants as well as in dolls and soft toys. Equipment for kids playgrounds, New Year’s decorations, and everything festive were also the focus of visitors’ attention. As usual interest towards sports equipment, books, boardgames, electronic and multimedia games, hobbies, and arts and crafts remains steady.

TREND GALLERY

High-quality and popular branded products – the best new releases from across the world – were presented in the special zone «Trend Gallery» within the Kids Russia 2019 trade fair. The organizer was Spielwarenmesse eG, a partner of the trade fair.

As part of the project, there was a presentation by representatives of the leading foreign companies studying global trends in the children’s products industry – Alex Dammler (Iconkids) and John Baulch (Toy World Magazine). The experts told us about the main trends in the toy world in 2019, as selected by Spielwarenmesse’s trends committee (Nuremberg, Germany).

BUSINESS FORUM

Every year the Kids Russia’s business programme becomes the centre of an efficient dialogue between leading industry players, experts, research agencies, and representatives of state structures dedicated to the development of the children’s products industry. This allows participants and visitors to the largest industry event of spring to find out about the latest achievements and innovations, uncover the main trends in the promotion of children’s products, and also obtain first-hand information from market experts.

As part of Kids Russia 2019 the organisers presented a rich and renewed business programme, the participants of which could attend unique events including sessions devoted to analytics, community management and online retail.

Experts discussed the Russian market of children’s products and licensed toys, the digital natives generation, media trends in 2019, and the future of our children. The trade fair’s guests and participants discovered how consumer demands have changed and got to know these new customers.

BUYERS LOUNGE –
NEW B2B MARKETPLACE
AT THE 2019 KIDS RUSSIA

A new service created for the open demonstration of products of Russian producers in the Buyers Lounge show-room, where federal chains can learn about new products, leave their reviews and invite companies for discussions. In 2019 seven companies participated in marketplace: Neskuchniye igri, Timbergroup, SD Marketing/Witer Wipes, MPK Parfum, Fabrika Detskoy iGrushki, Evagroup, Sirius.

Retail chain participants in Buyers Lounge 2019:

Ozon • Sela • Lenta • Mosigra
Dom Knigi • Leonardo • Komus
Globus • Kenguru • Yandex (Beru)
Tsvetnoy • Familia • OlanT
MaleniKy Geniy • TvoiDom
Dochki-Synochki • Detskiy Mir
Gorod Igrushek • Toy.Ru • Mytoys
Marwin • Mamsy • Winny/Hamleys • Auchan
The Licensing World Russia 2019 trade fair featured 38 companies from Russia, the UK, Italy and South Korea. The participants included all the main rights holders and license agencies engaged in business in Russia (2018: 36).

The studio «Soyuzmultfilm» was the general partner of Licensing World Russia 2019.

«Licensing World Russia is an excellent chance to meet with producers and offer up-to-date license programmes of our agency’s brands in one place. We have participated every year since 2016 and are satisfied with the results.»

DENIS KULAKOV, CEO, brand4rent