



FALL 2021 PREVIEW



HERSCHEND
ENTERTAINMENT
STUDIOS™



FRANCHISE UPDATE



HERSCHEND
ENTERTAINMENT
STUDIOS™

TRAIN TASTIC LAUNCH

MORE NEW CONTENT & MORE PROMOTION



STRONG LAUNCH - RATINGS SUCCESS!

- Top 20 K2-5 & Boys 2-5 vs ALL CABLE
- Top 10 Shows on Disney Junior
- Beats Nick Jr and Disney Jr Lead -In Show (MMCH)

Ratings Info (June 29 – Aug 10: 10x Premiere Episodes / 7 weeks of Strip Programming M-F)

NEW CONTENT LAUNCH

- LAUNCHED APRIL (SHORTS)
- LAUNCHED JUNE-AUG (NEW EPS)

MORE NEW CONTENT

- NEW EPISODES - Q4 2020
- 2020 HOLIDAY SPECIAL
- MORE NEW EPISODES - Q1 & Q3/Q4 2021
- 2021 BACK-TO-SCHOOL SPECIAL

MORE PROMOTION

- CONTINUED ON-AIR & DIGITAL SUPPORT
- BREAKOUT SPECIAL PROMOTION
- BRAND CAMPAIGN – Q3 2021



**MORE GREAT
BRAND STUFF!**

MARKETING & MEDIA INTEGRATION



BRAND CAMPAIGN



**TRAIN
TOGETHER**

BACK TO SCHOOL

2021

DOUBLED YOUTUBE GROWTH



+178% in VIEWS YoY

+316% in Likes YoY

+237% Net Subscribers YoY



Since launch on Disney Junior, June 2020 – US Channel Only



F21 PRODUCT LINE



HERSCHEND
ENTERTAINMENT
STUDIOS™



AN ENTIRELY NEW CHUGGINGTON

5" L



FEATURE SCALE

NEW

3.75" L



TRAINTASTIC SCALE

NEW

2" L



MINATURE SCALE

NEW

NEW PLAY PATTERNS

FRESHNESS TO THE AISLE

BRING WORLD TO LIFE





Transforming!

FEATURE SCALE

NEW

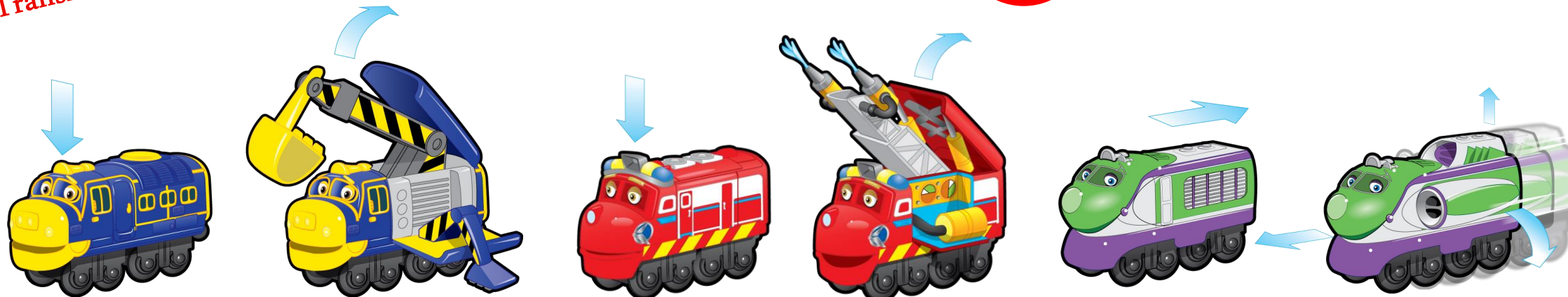
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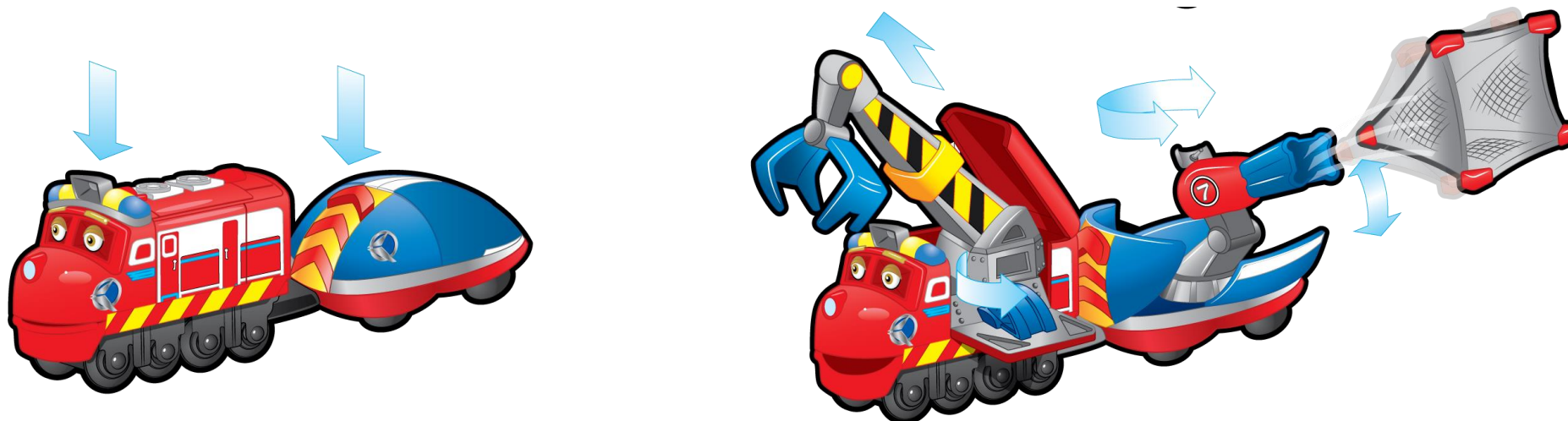
2"

3.75"

5"



Pop & Transform Chuggers Asst. (3)

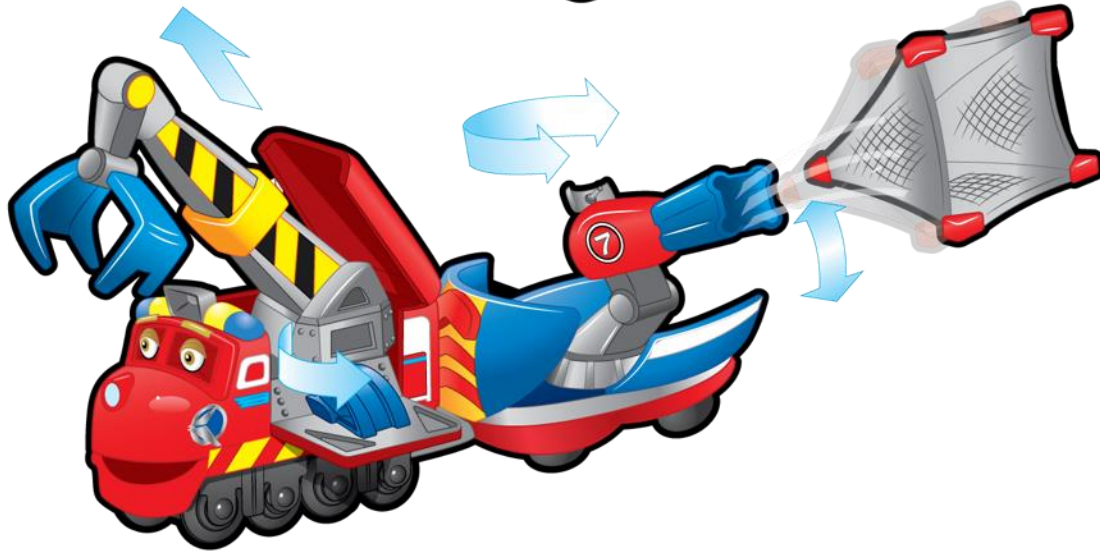
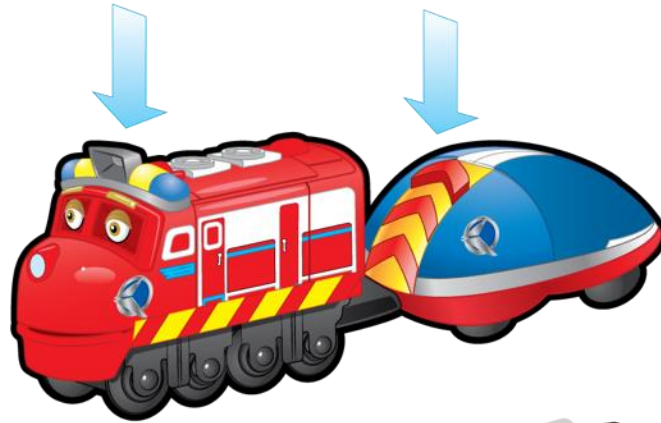


Pop & Transform Rescue Wilson (1)



POP & TRANSFORM RESCUE WILSON

Transforming!



SCALE





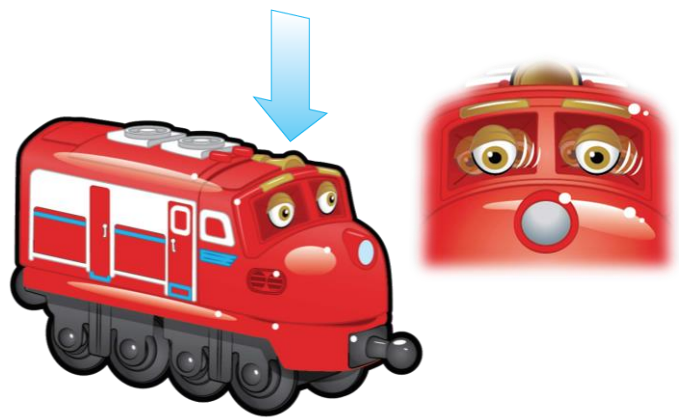
TRAI NTASTIC SCALE

NEW

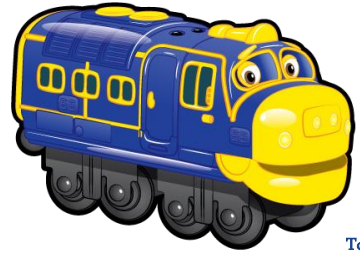
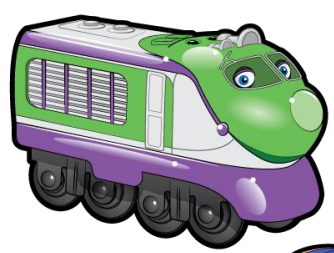
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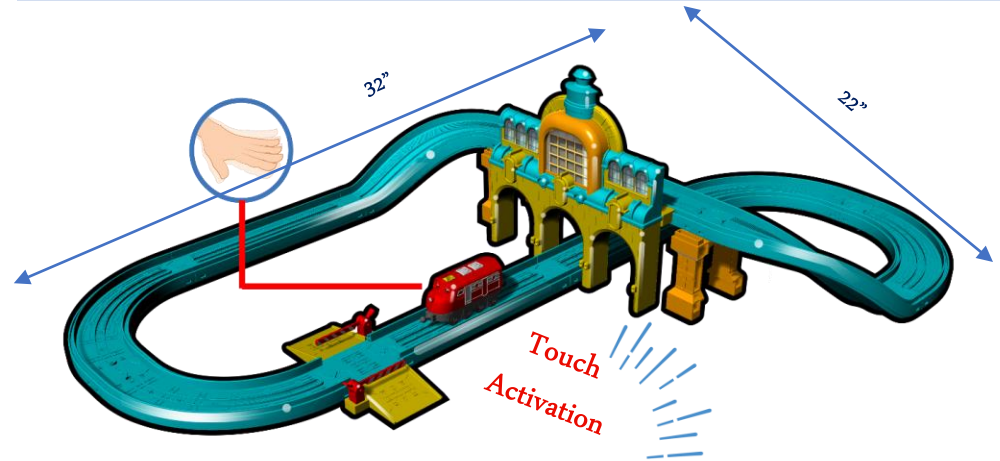
2" 3.75" 5"



Look-Alive Single Pack (4)



Touch And Go (T.A.G) Chuggers (4)



All Aboard Starter Set with T.A.G Activation (1)



Safari Adventure Track Set with T.A.G Activation (!)



LOOK-ALIVE CHUGGERS ASST.

SCALE



Interconnected Map
Pieces





Touch
Activation



TOUCH AND GO (T.A.G) ASST.

ALL ABOARD STARTER SET

SCALE





Touch
Activation



SAFARI TRACK SET

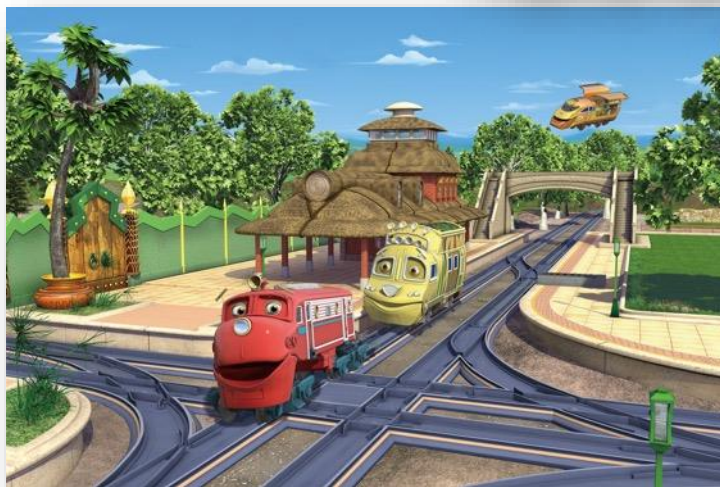
SCALE



2"

3.75"

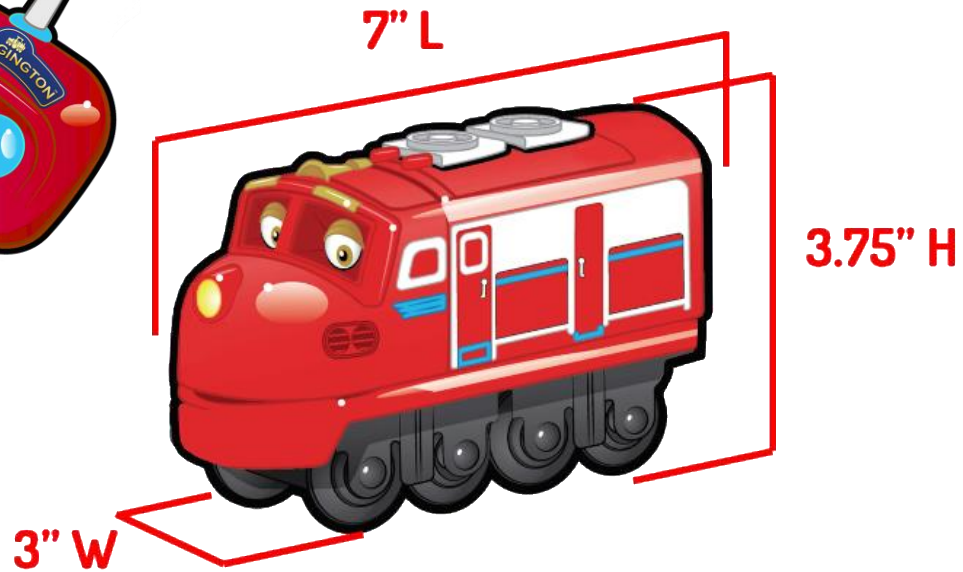
5"





REMOTE CONTROL

NEW



RC Wilson (1)

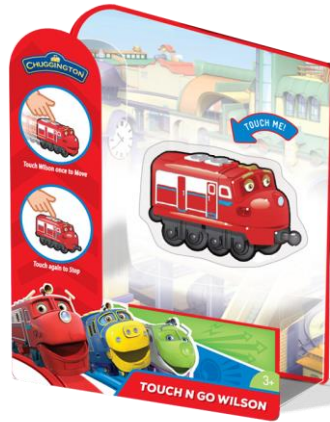


F21 PACKAGING LINE LOOK

NEW



Look-Alive Chuggers



Touch And Go (T.A.G) Chuggers



All Aboard Starter Set



Safari Adventure Track Set



F21 PACKAGING LINE LOOK

NEW



Pop & Transform Chuggers



Stow & Go Mini Adventure Set



RC Wilson



Spring 2022
Sneak Peak

MINI SCALE

NEW

SCALE



Mini Chuggers Singles Asst. (8)



Mini Chugger 3pk Asst. (2)

Stow
N' Go



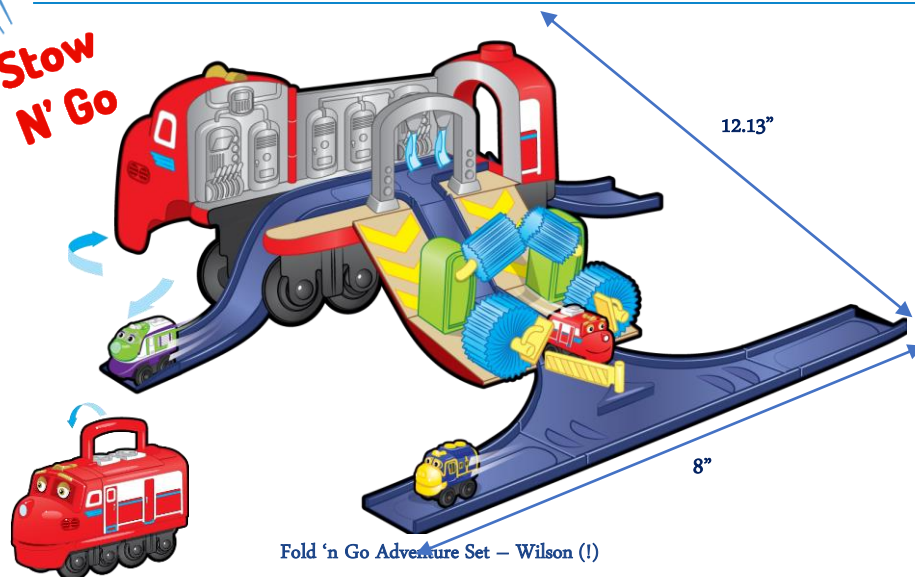
Stow 'n Go Mini Adventure Set - CPHQ(1)



Stow 'n Go Mini Adventure set - Quarry (1)

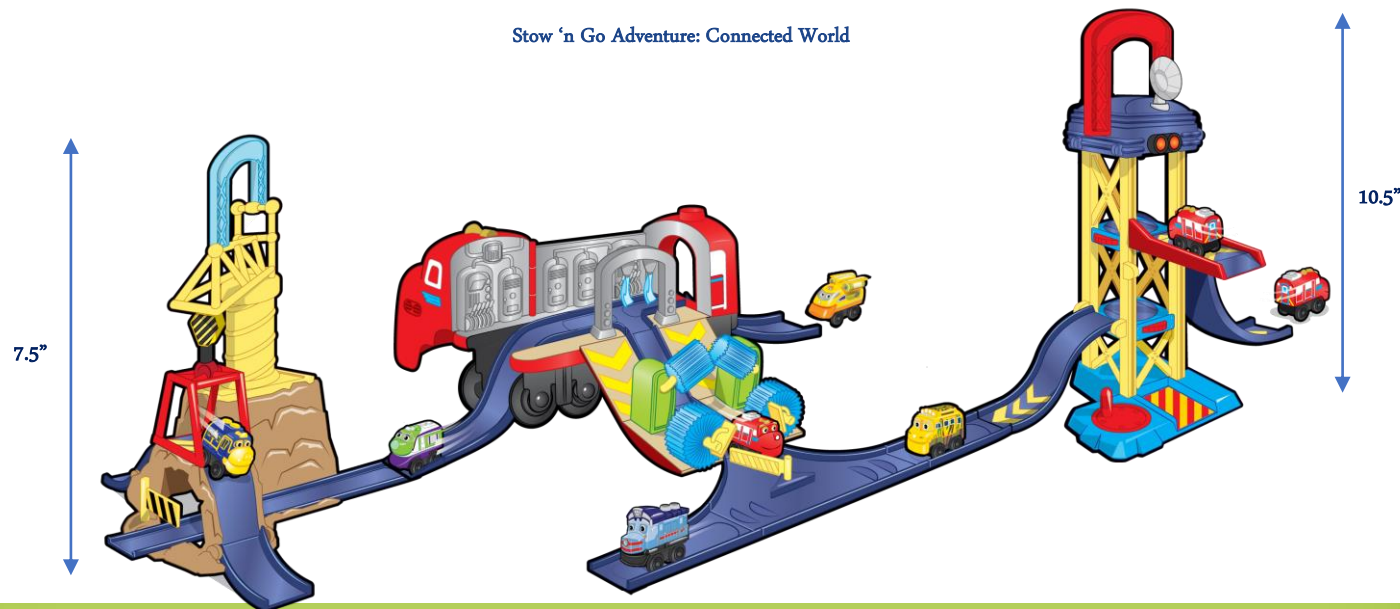


Stow
N' Go



Fold 'n Go Adventure Set - Wilson (1)

Stow 'n Go Adventure: Connected World





Spring 2022
Sneak Peak

MINI CHUGGERS ASST.



SCALE



2"



3.75"



5"





STOW 'N GO MINI ADVENTURE SET – CPHQ

Spring 2022
Sneak Peak



SCALE





STOW 'N GO MINI ADVENTURE SET – QUARRY

Spring 2022
Sneak Peak



SCALE

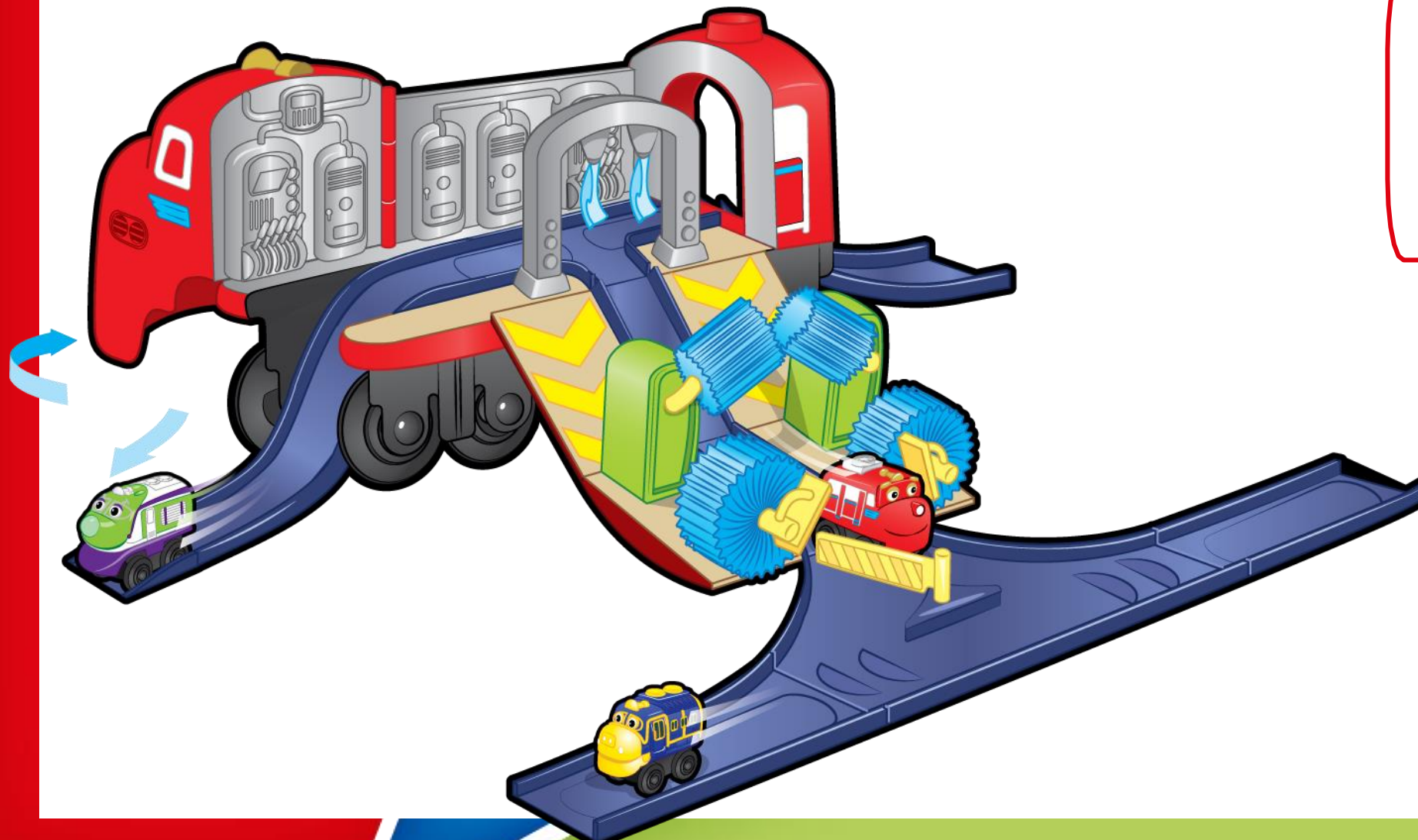




STOW 'N GO MINI ADVENTURE – CAR WASH

Spring 2022

Sneak Peak



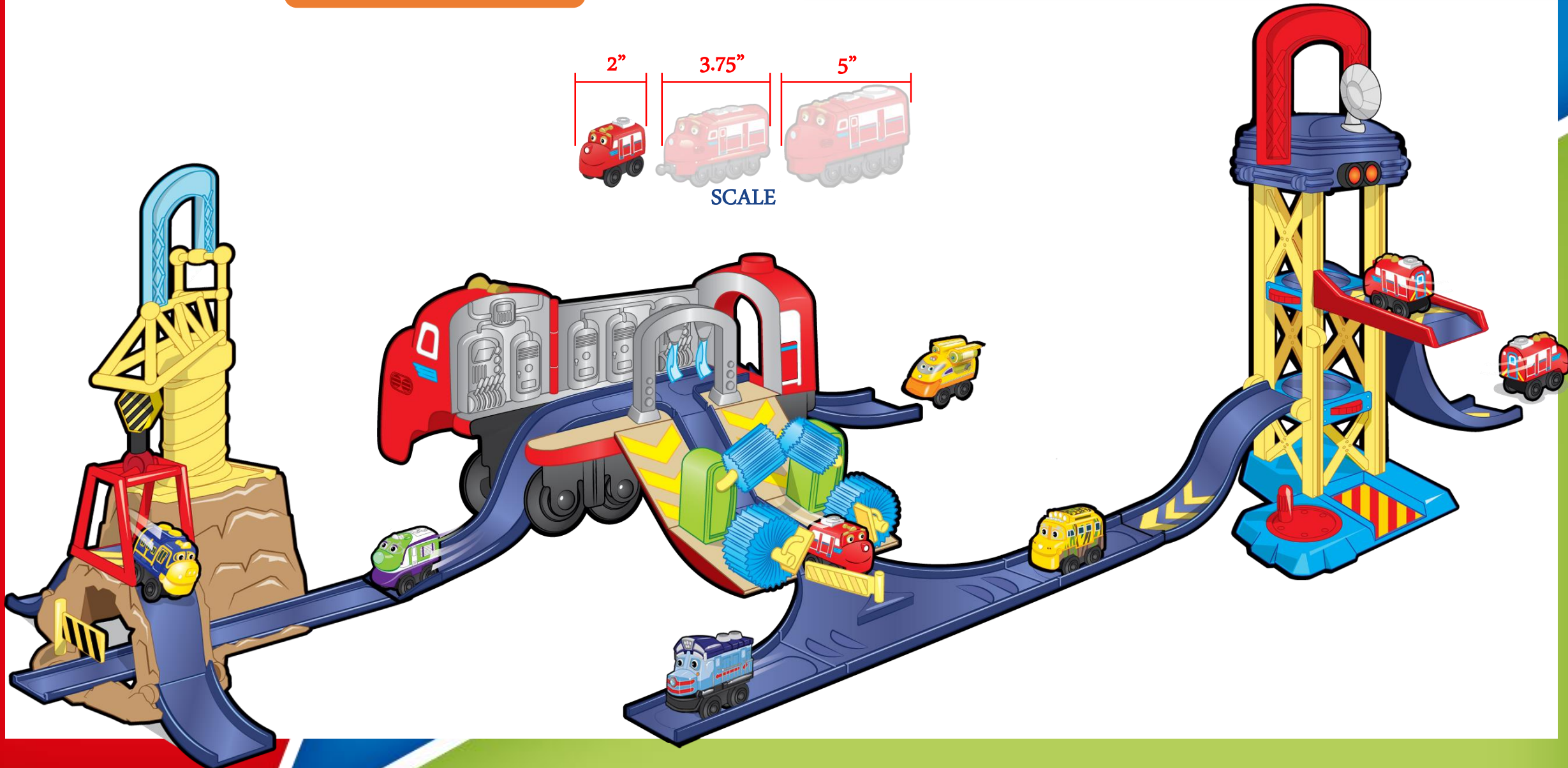
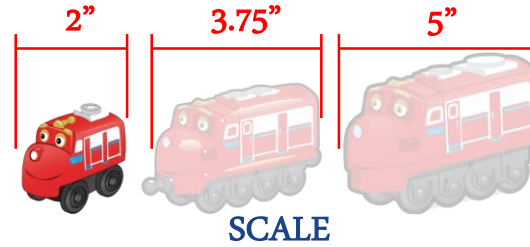
SCALE





Spring 2022
Sneak Peak

MINI CHUGGERS FOLD 'N GO WORLD





WRAP UP



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WRAP UP & THOUGHTS

KEY TAKE AWAYS

1. Winning multi-platform content + leading network Disney
2. HES Tier 1 franchise-level support
- Plus Alpha Marketing Investment
3. Toys that bring freshness and innovation to the aisle





THANK YOU!



**HERSCHEND
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PRODUCT APPENDIX



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STUDIOS™



FEATURE CHUGGERS



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POP & TRANSFORM WILSON

NEW



KEY FEATURES

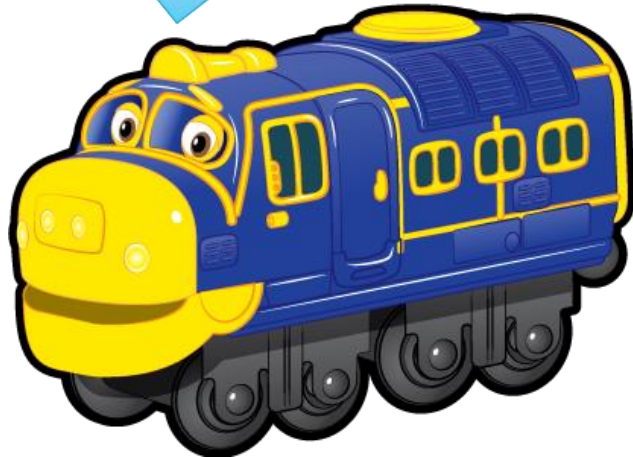
1. Large scale Chuggers with surprise transformation
2. Pressing Wilson's light bar, reveals dual water nozzles and extending ladder
3. Side panels can be pulled out manually revealing additional rescue gear
4. PACKAGE TYPE: Open Tray

SCALE



POP & TRANSFORM BREWSTER

NEW



KEY FEATURES

1. Large scale Chuggers with surprise transformation
2. Pressing Brewster's horn, reveals extending digger
3. Side panels can be pulled out manually revealing outrigger
4. PACKAGE TYPE: Open Tray

SCALE

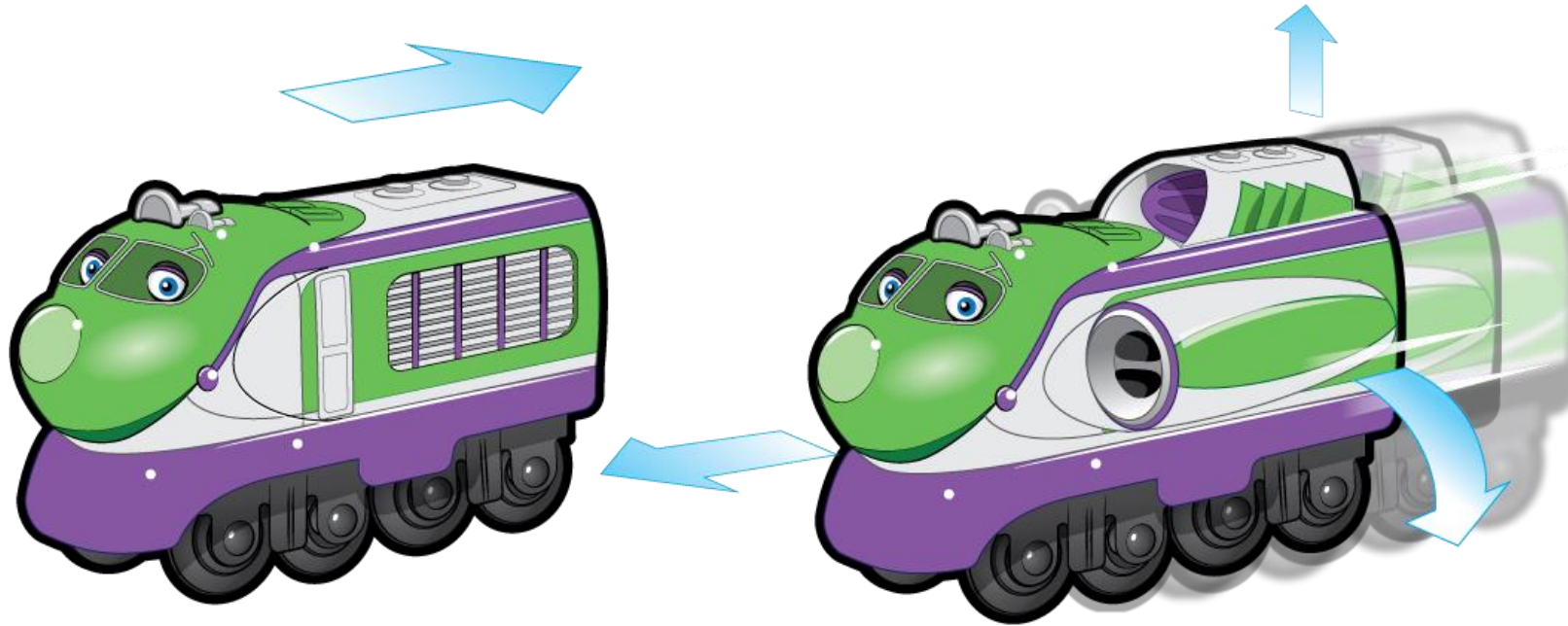




POP & TRANSFORM KOKO

KEY FEATURES

1. Large scale Chuggers with surprise transformation
2. Pull back vehicle
3. Top and side thrusters can be pulled out for manual transformation
4. PACKAGE TYPE: Open Tray

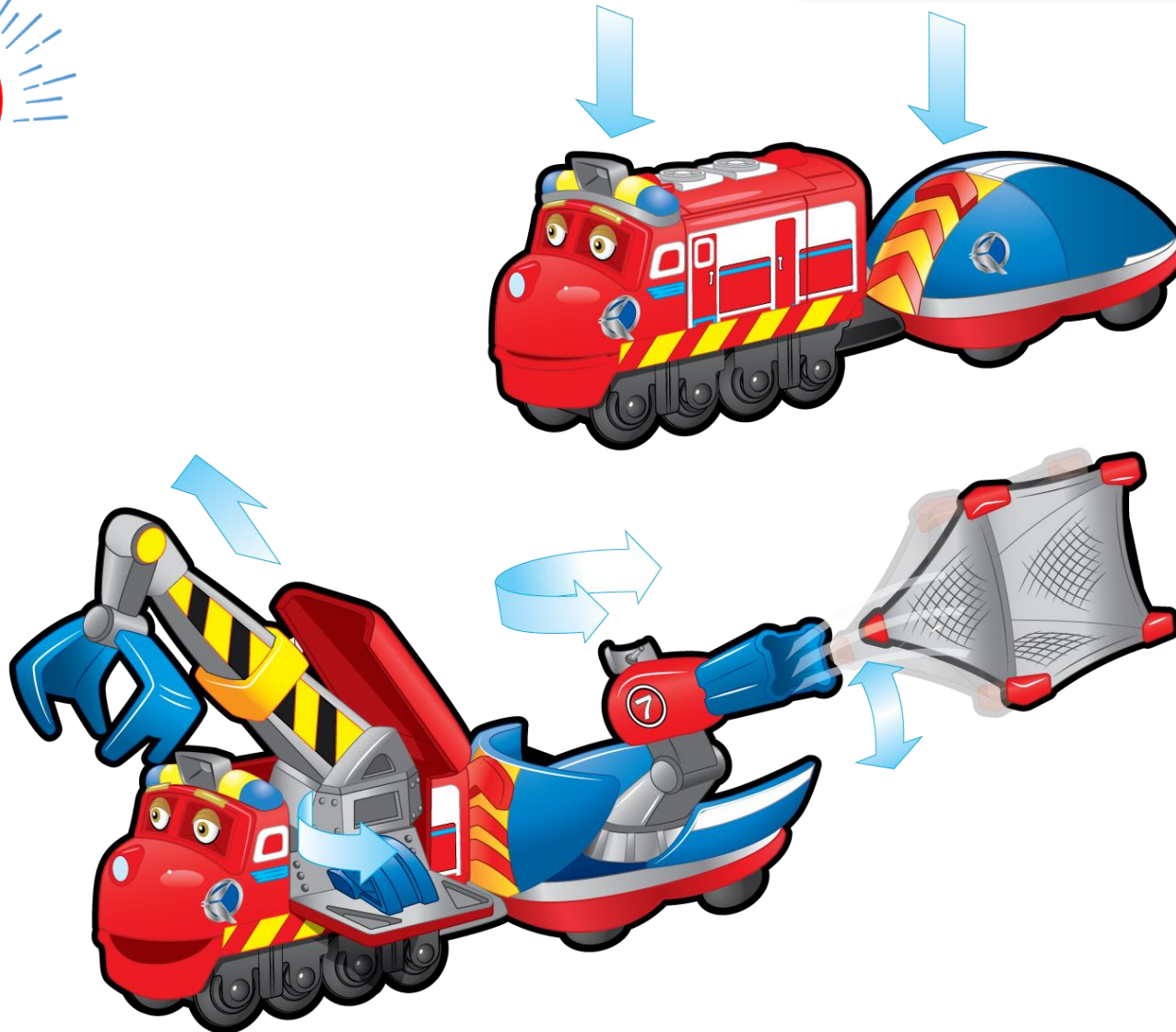


SCALE



POP & TRANSFORM RESCUE WILSON

NEW



KEY FEATURES

1. Transforming large scale Feature Chugger + transforming gear cart
2. Pressing Wilson's light bar reveals mechanical arm
3. Pressing red chevron shaped button reveals net launcher with flexible net projectile
4. PACKAGE TYPE: Open Tray

SCALE





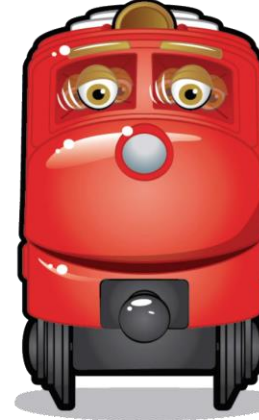
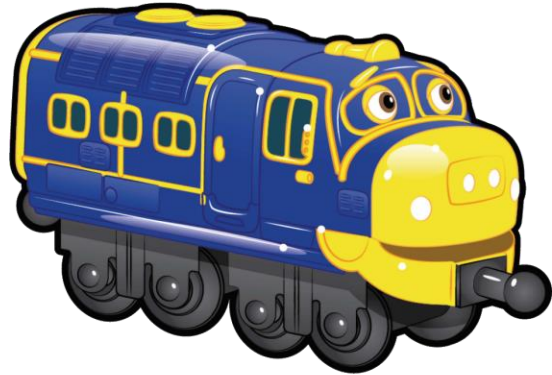
TRAIANTASTIC CHUGGERS



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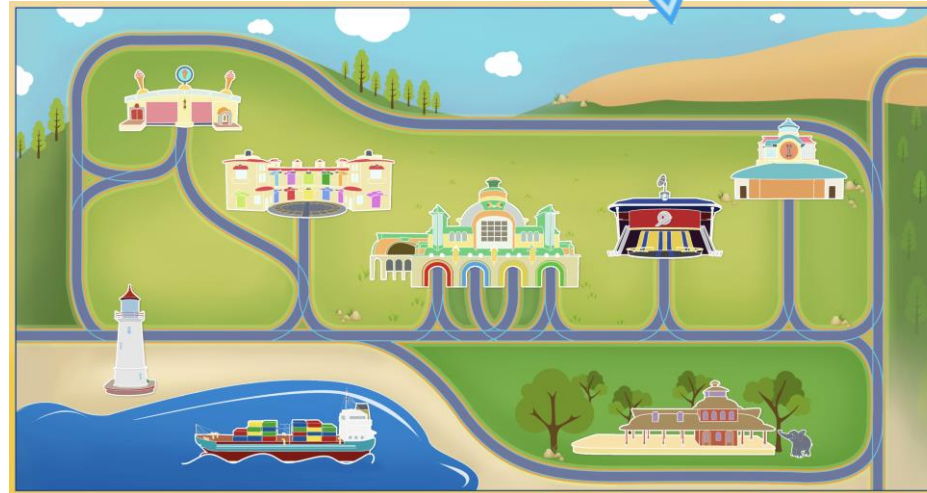


LOOK-ALIVE CHUGGERS SINGLE PACK



KEY FEATURES

1. Each Chugger has a unique Look Alive feature and includes a map
 - Wilson's eyes move left and right
 - Brewster's mouth moves up and down
 - Koko's eyes move left and right
 - Frostini's body moves side to side when pushed
2. PACKAGE TYPE: Blister Card

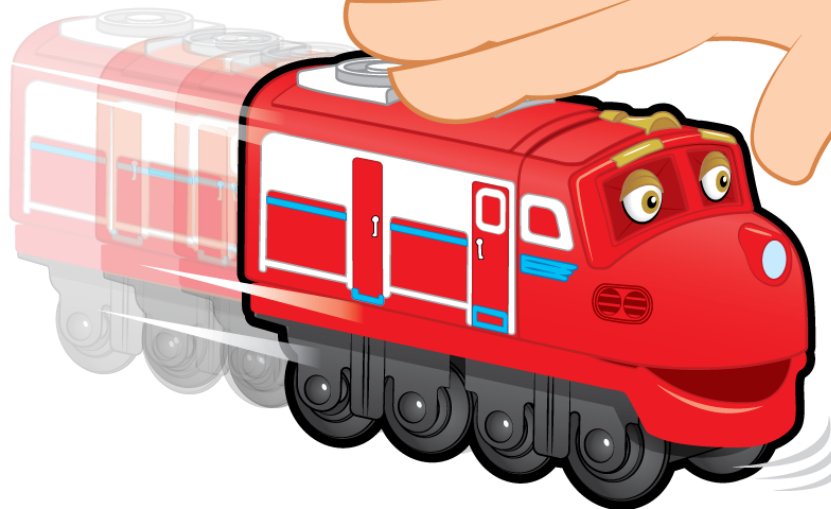
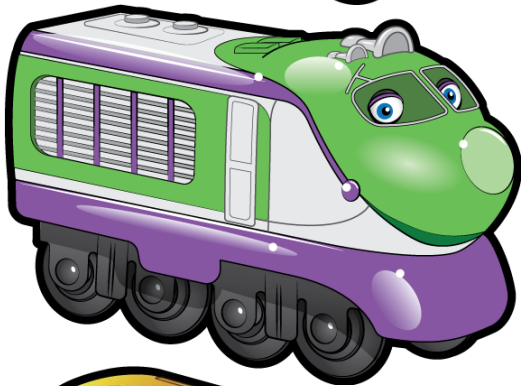
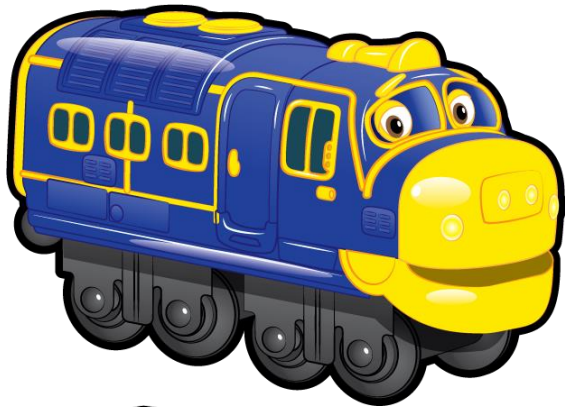


SCALE





NEW



TOUCH AND GO (T.A.G) ASST.

KEY FEATURES

1. Motorized Chuggers with Touch And Go (T.A.G).
Touch once to move; touch again to stop.
2. Core scale allow Chuggers to be played both on and off the rails
3. PACKAGE TYPE: Window Box

SCALE



2"

3.75"

5"





TRAI NTASTIC SETS



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Touch
Activation



ALL ABOARD STARTER SET

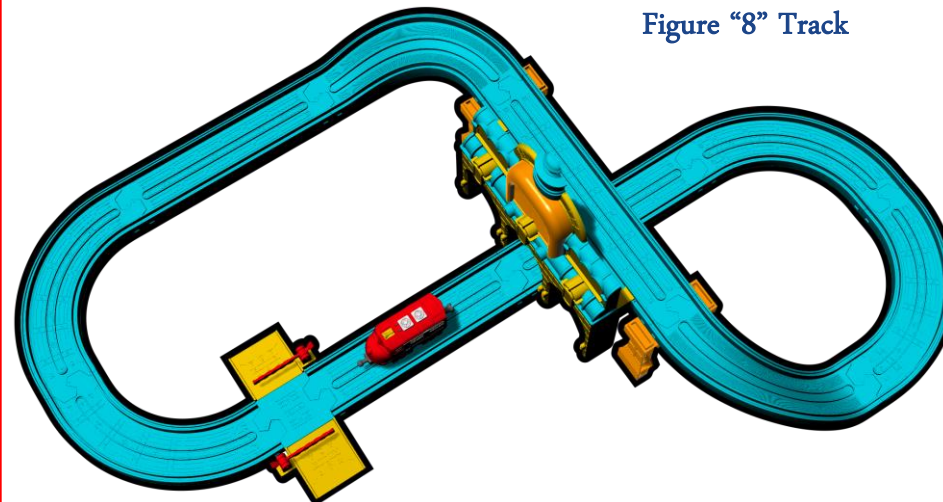
KEY FEATURES

1. All aboard starter track with T.A.G Tech Wilson
2. Figure "8" track with depot façade and manual crossing gate
3. PACKAGE TYPE: Partial Window Box

SCALE

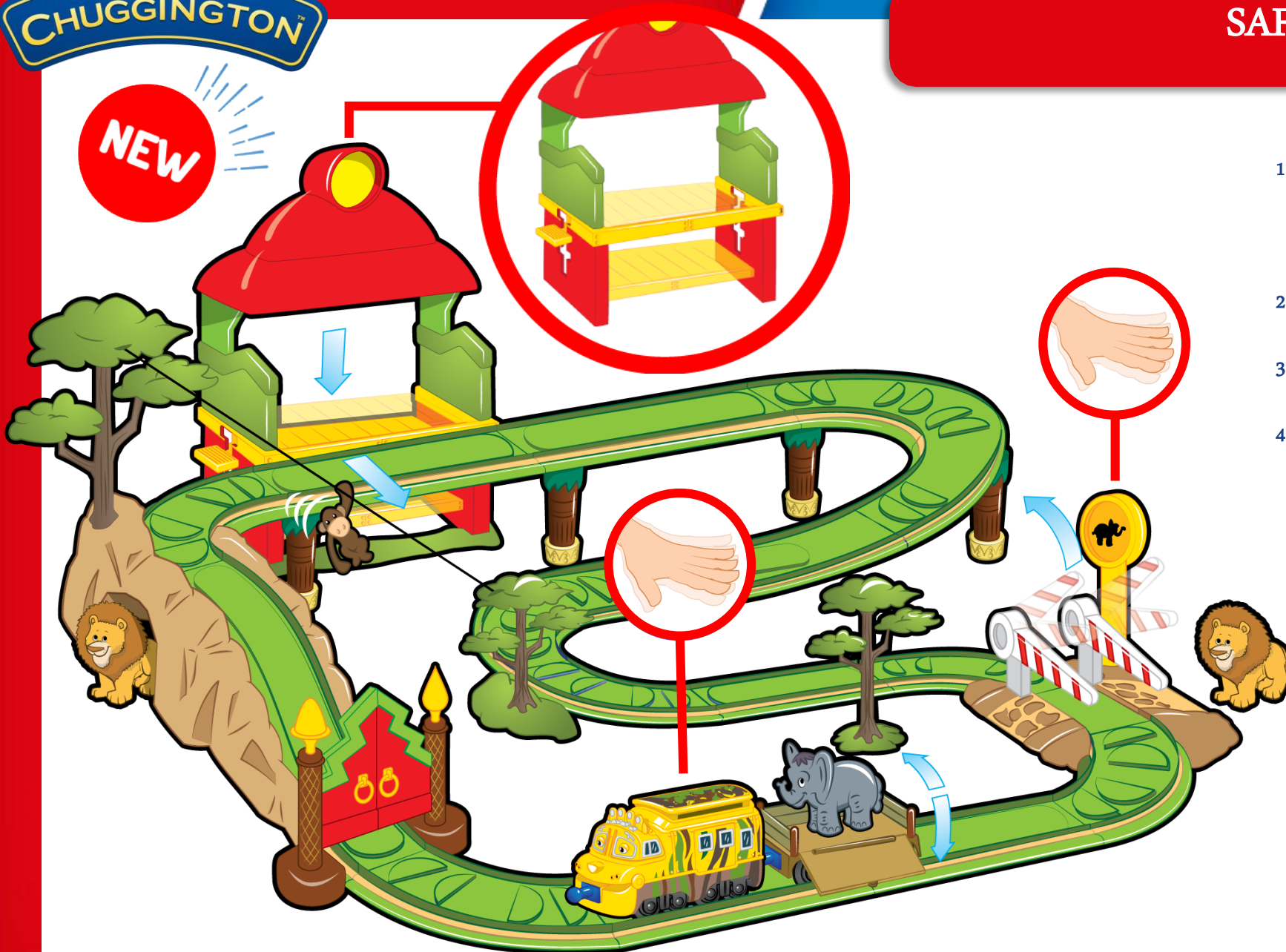


Figure "8" Track





NEW



SAFARI TRACK SET

KEY FEATURES

1. Motorized Mtambo + animal cart with T.A.G activation. Touch once to move Mtambo; touch again to stop Mtambo. T.A.G activation also controls animal crossing gate
2. Elevator feature in station allow kids to move up and down
3. Monkey zipline, kids can manually drop from top to bottom
4. PACKAGE TYPE: Partial Window Box

SCALE



2"



3.75"



5"



MINI CHUGGERS

S22 Sneak Peak



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MINI CHUGGERS ASST.

NEW



KEY FEATURES

1. Mini size for “on the go” play
2. Includes free rolling wheels and cute expressions
3. Packaging type: Mylar Bag & PDQ

SCALE



2"



3.75"



5"





MINI CHUGGERS 3-PACKS

NEW



Trainee Pack

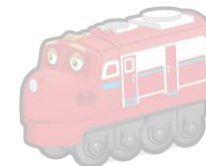
SCALE



2"



3.75"



5"



Hero Pack





STOW & GO PLAYSETS

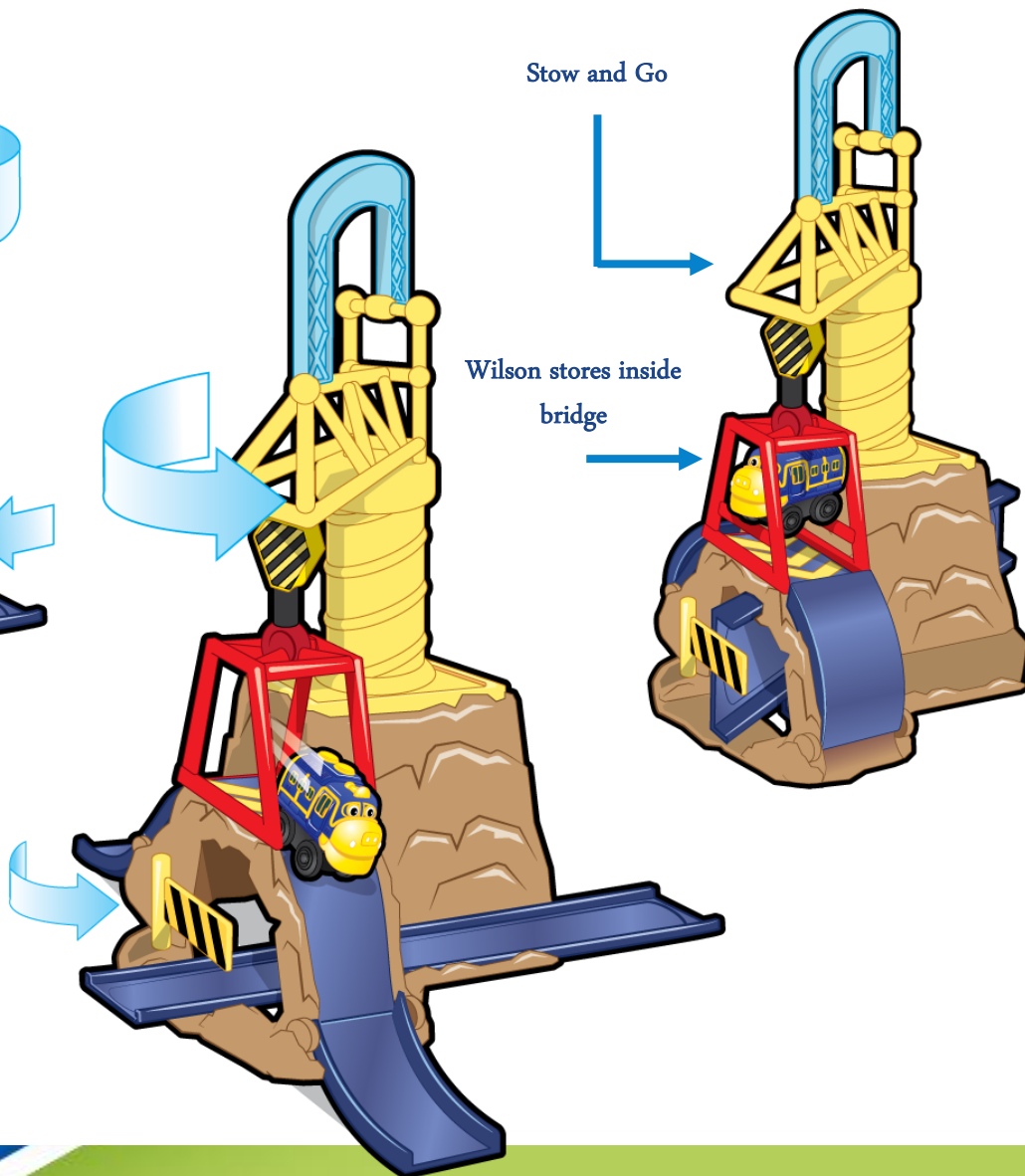


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MINI CHUGGERS MINI ADVENTURE SET

NEW



Stow and Go

Wilson stores inside
bridge

KEY FEATURES

1. Rotating crane with truss bridge
2. Double sided drop ramp
3. Tunnel and rotating gate
4. PACKAGE TYPE: Closed Box with Handle

SCALE



2"



3.75"



5"





MINI CHUGGERS MINI ADVENTURE SET

NEW



KEY FEATURES

1. Kid powered elevator platform with drop ramp
2. Mid and high drop ramps
3. Kid powered turn table allow kids to mechanically maneuver Wilson from elevator to drop ramp
4. PACKAGE TYPE: Closed Box with Handle

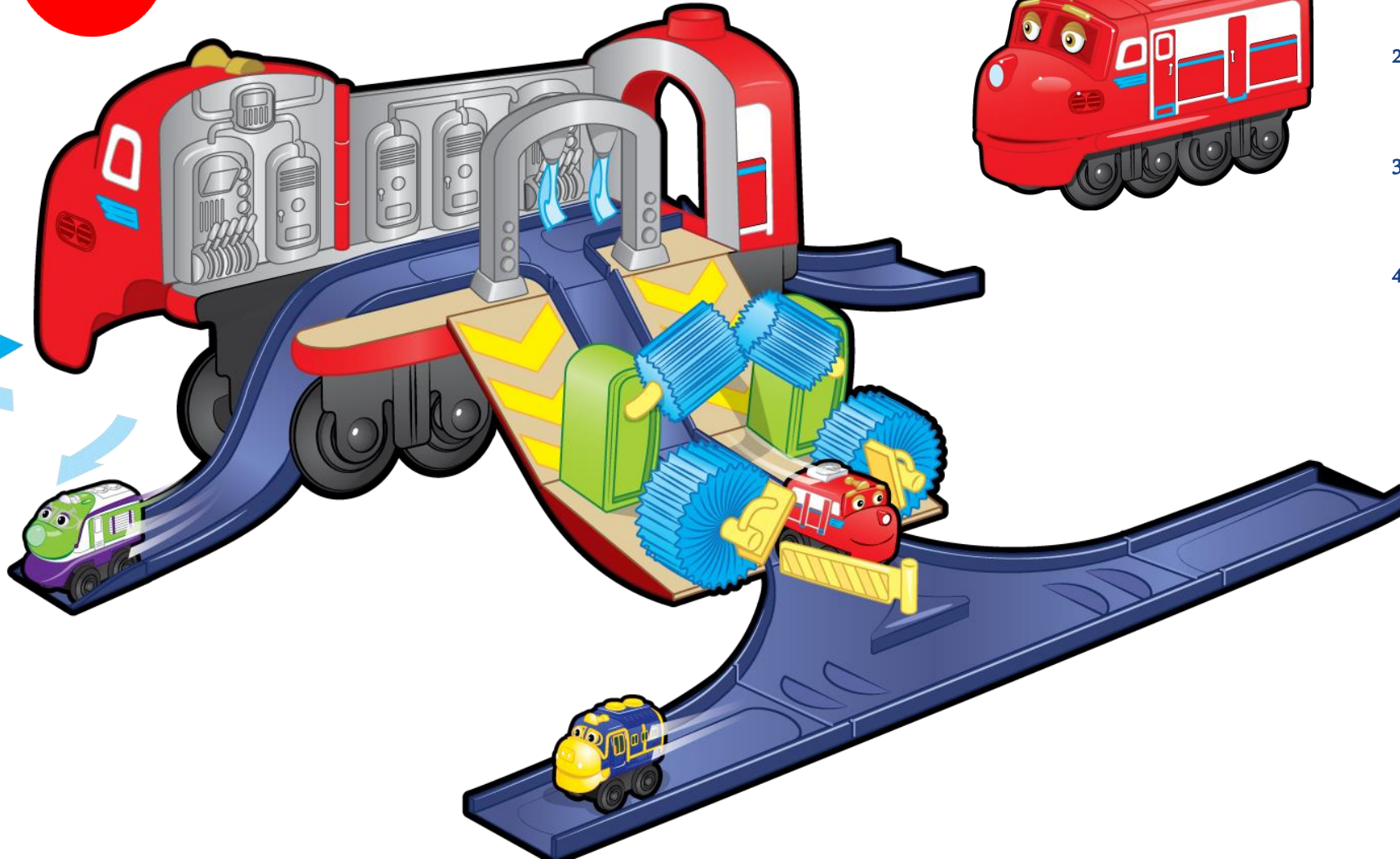
SCALE





MINI CHUGGERS FOLD 'N GO ADVENTURE SET

NEW

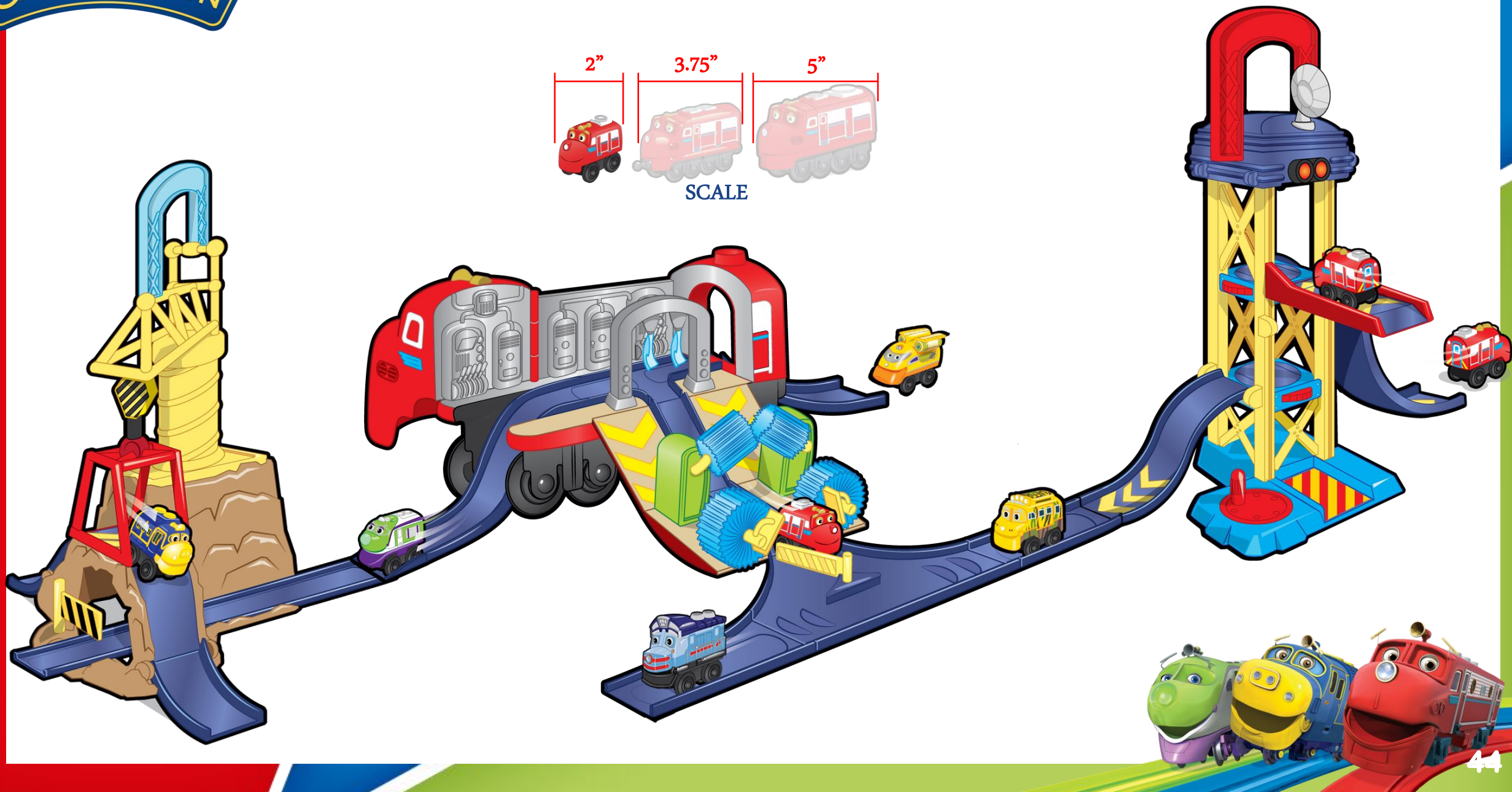
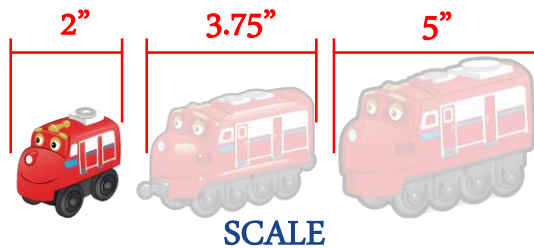


KEY FEATURES

1. 2-in-1 "on the go" Wilson playset with handle.
2. Wilson opens up revealing a car wash, 2 drop ramps and a "T" track
3. Kids can manually manipulate the rollers attached to car wash for pretend cleaning
4. PACKAGE TYPE: Open Tray

SCALE







RC & ELECTRONICS



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RC WILSON



KEY FEATURES

1. Motorized Wilson RC with moving eyes
2. 2 large buttons: Forward and turn
3. Includes 20 seconds of sounds
4. PACKAGE TYPE: Open Tray

