



FALL 2021 PREVIEW



**HERSCHEID
ENTERTAINMENT
STUDIOS™**



FRANCHISE UPDATE



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

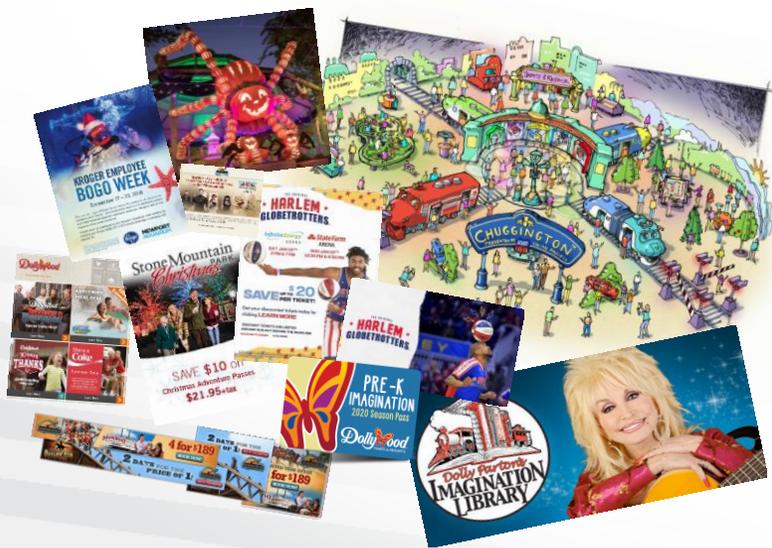
MORE PROMOTION

- 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



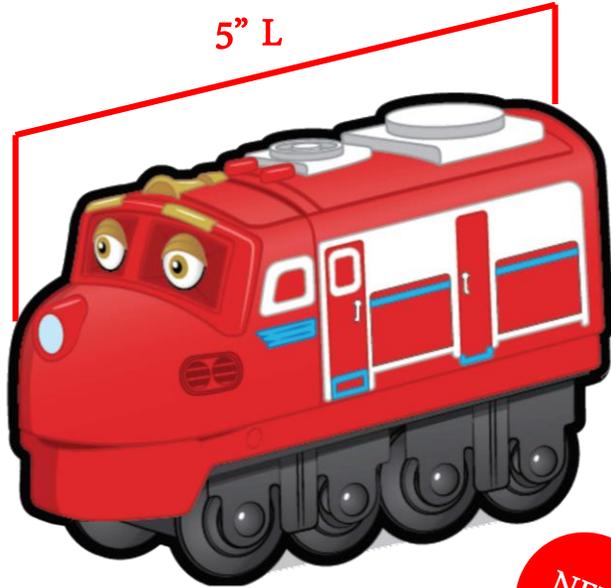
F21 PRODUCT LINE



**HERSCHEID
ENTERTAINMENT
STUDIOS™**



AN ENTIRELY NEW CHUGGINGTON



5" L

NEW

FEATURE SCALE



3.75" L

NEW

TRAINASTIC SCALE



2" L

NEW

MINATURE SCALE

NEW PLAY PATTERNS

FRESHNESS TO THE AISLE

BRING WORLD TO LIFE





FEATURE SCALE

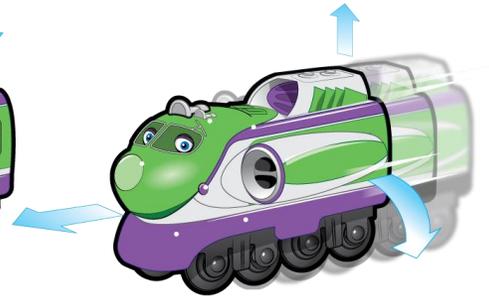
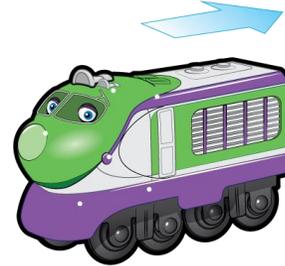
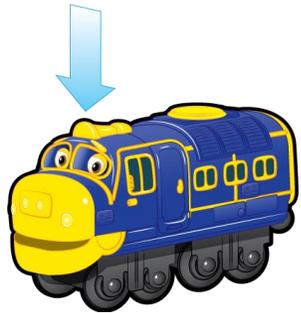
NEW

SCALE

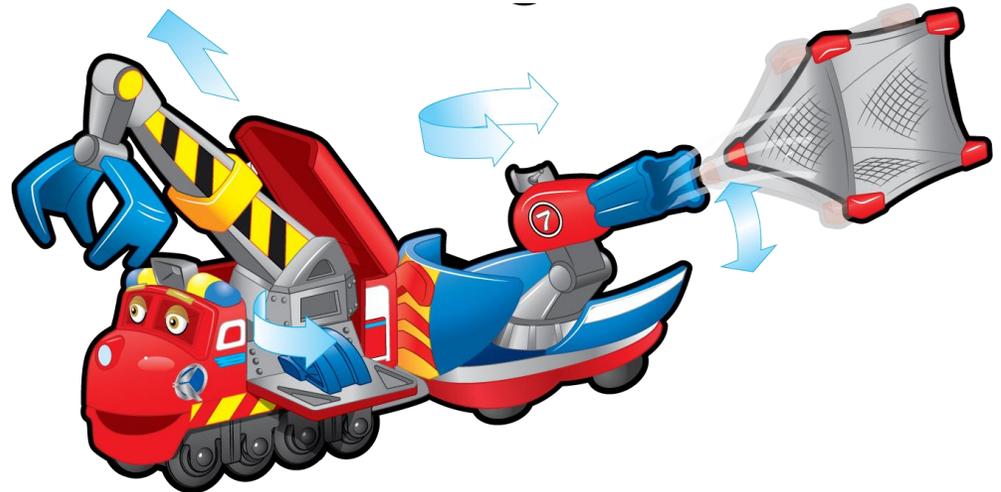
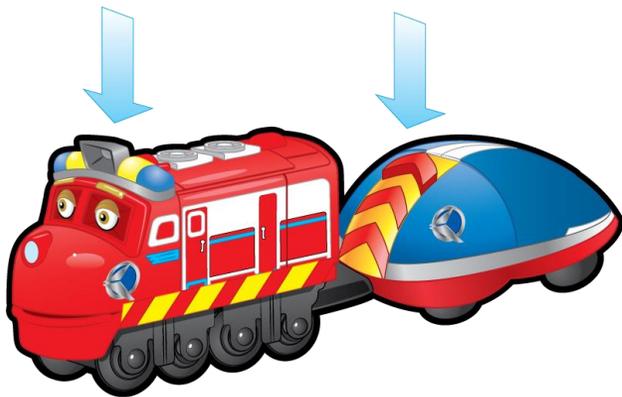


2" 3.75" 5"

Transforming!

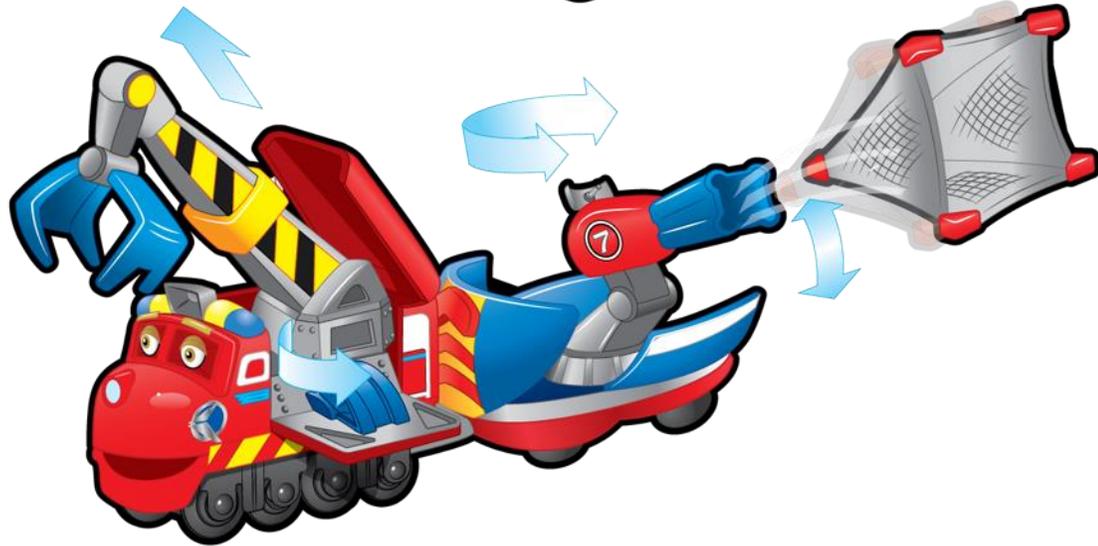
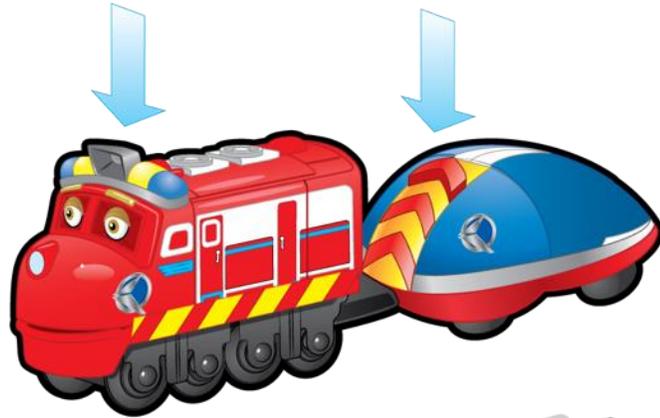


Pop & Transform Chuggers Asst. (3)



Pop & Transform Rescue Wilson (1)

Transforming!



SCALE



2"

3.75"

5"

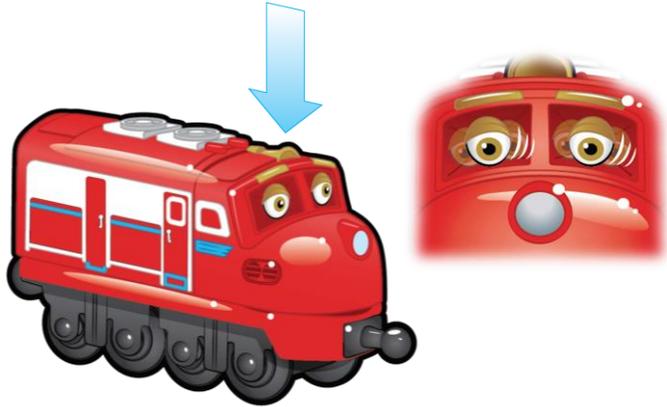


TRAIANTASTIC SCALE

NEW

SCALE

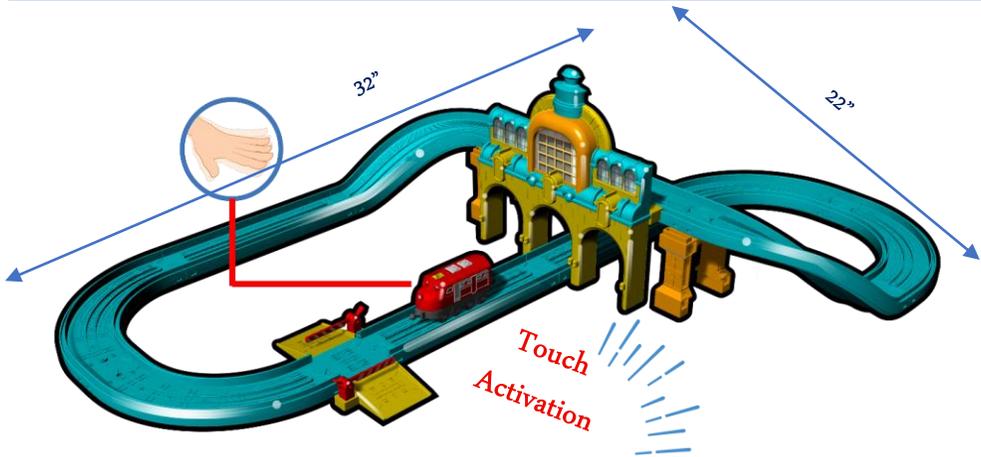
2" 3.75" 5"



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 (1)



LOOK-ALIVE CHUGGERS ASST.

SCALE



Interconnected Map
Pieces





Touch
Activation



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

ALL ABOARD STARTER SET

SCALE



2"

3.75"

5"



SAFARI TRACK SET

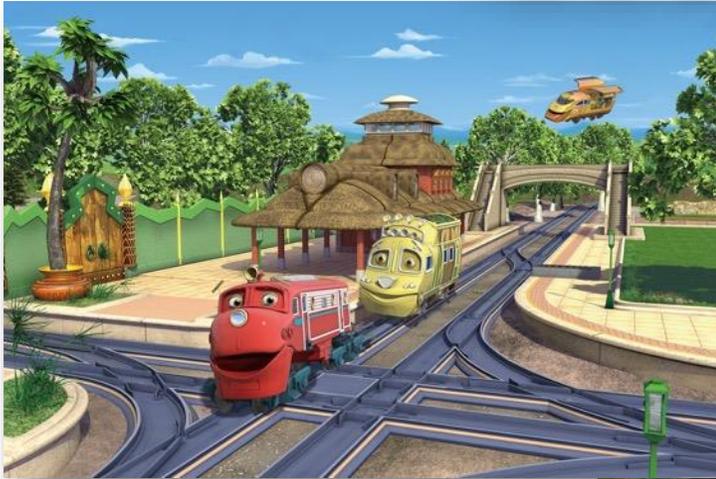
**Touch
Activation**



SCALE

Three red train engines are shown in a row, representing different scales. The first is the smallest, the second is medium, and the third is the largest.

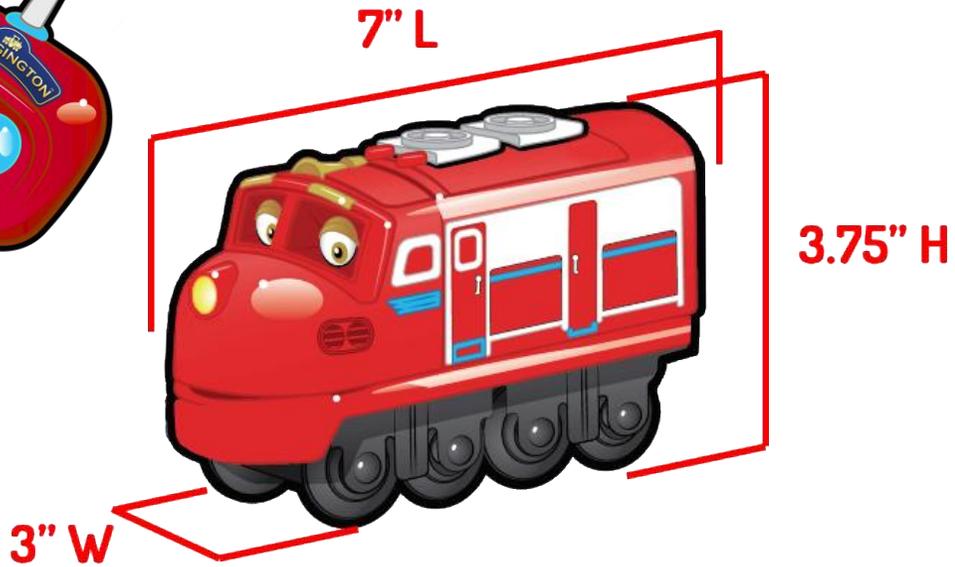
2" 3.75" 5"





REMOTE CONTROL

NEW



RC Wilson (1)



NEW

F21 PACKAGING LINE LOOK



Look-Alive Chuggers



Touch And Go (T.A.G) Chuggers



All Aboard Starter Set



Safari Adventure Track Set



NEW

F21 PACKAGING LINE LOOK



Pop & Transform Chuggers



Stow & Go Mini Adventure Set



RC Wilson



Spring 2022
Sneak Peak

MINI SCALE

NEW

SCALE

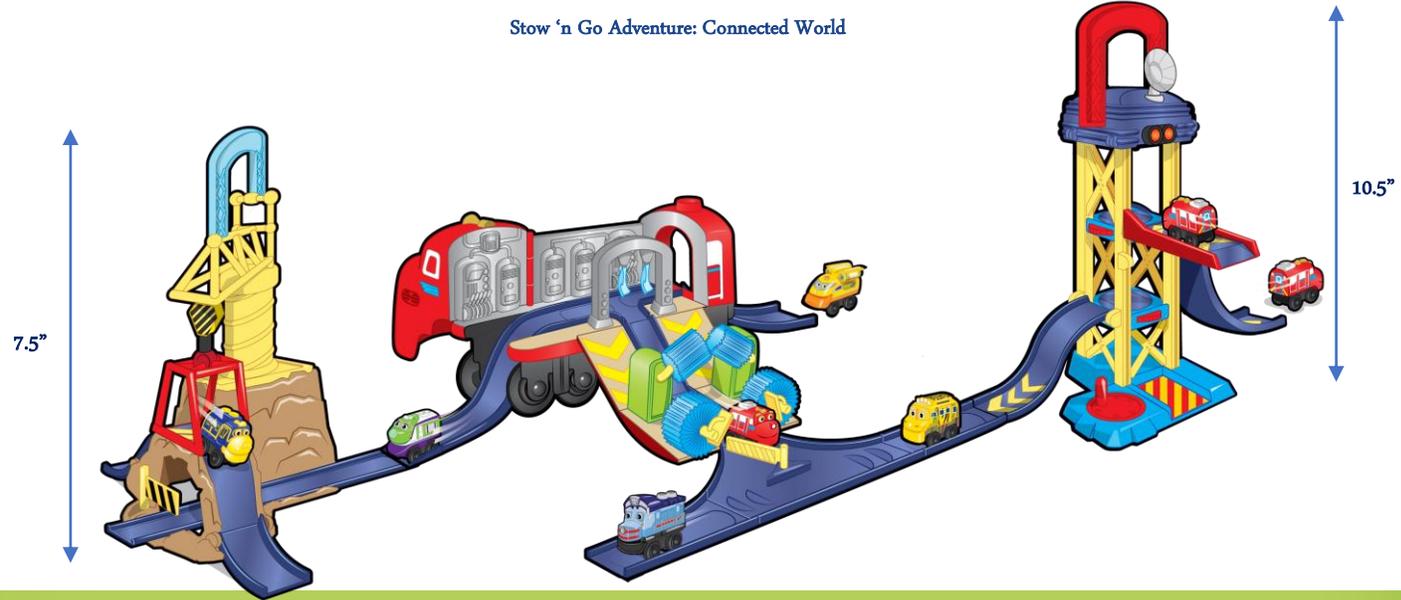
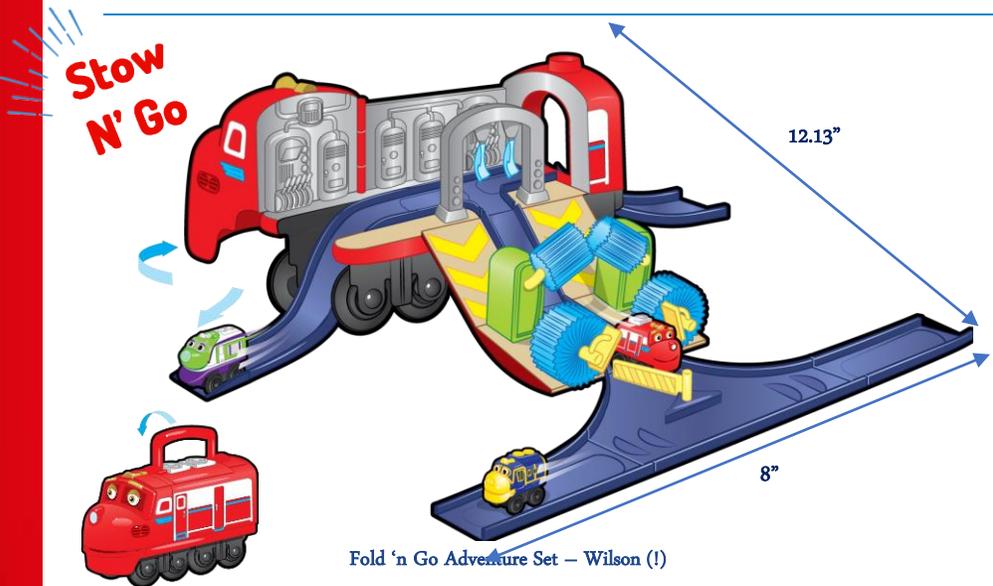
2" 3.75" 5"



Mini Chuggers Singles Asst. (8)



Mini Chugger 3pk Asst. (2)





Spring 2022
Sneak Peak

MINI CHUGGERS ASST.



SCALE



2"



3.75"



5"



STOW 'N GO MINI ADVENTURE SET – CPHQ

Spring 2022
Sneak Peak



SCALE

2" 3.75" 5"

This section displays three red Wilson train engines of different sizes, labeled with their respective lengths: 2", 3.75", and 5".





STOW 'N GO MINI ADVENTURE SET – QUARRY

Spring 2022
Sneak Peak



SCALE

2" 3.75" 5"

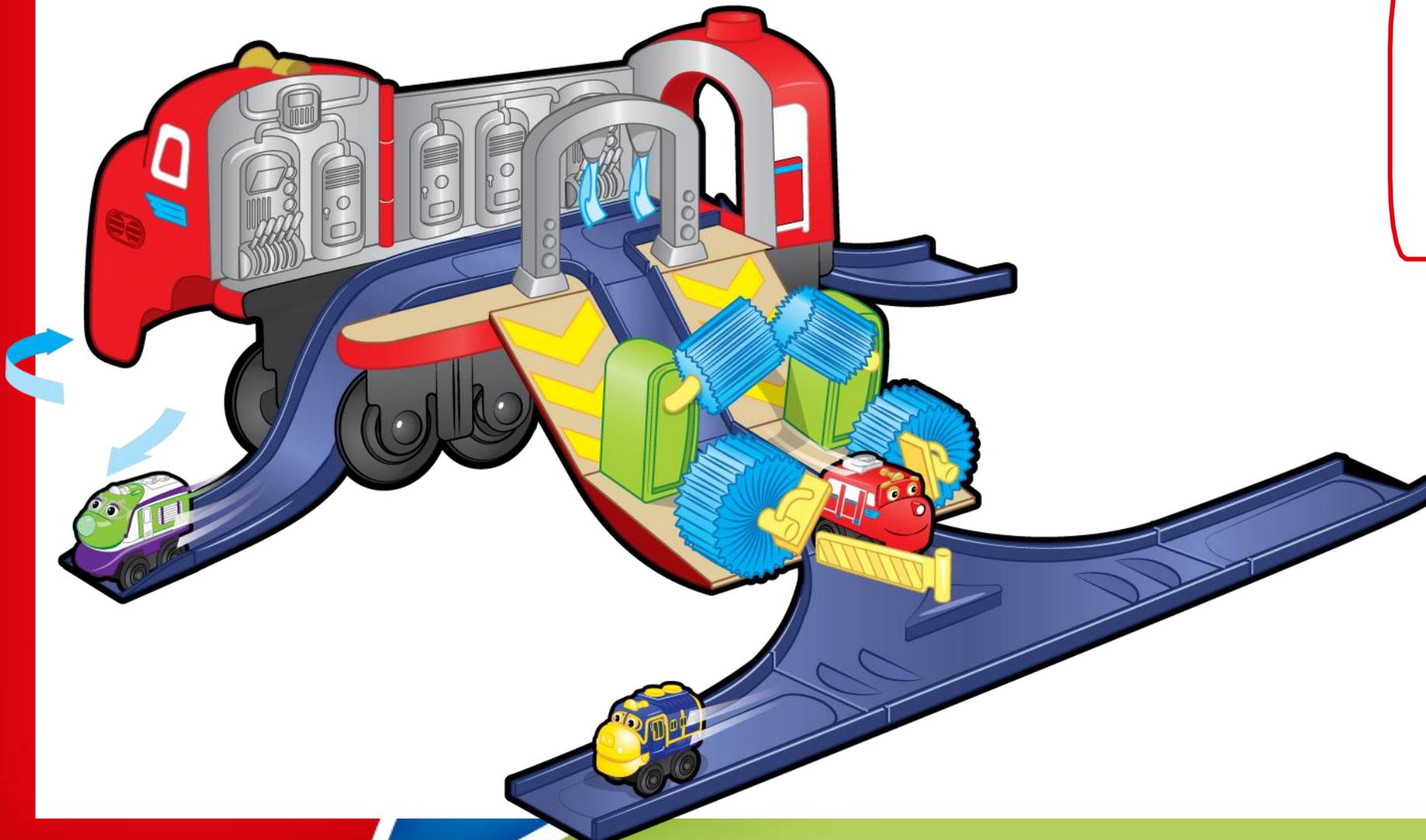
This section shows three red toy trains of different sizes, labeled with their respective lengths: 2 inches, 3.75 inches, and 5 inches.





STOW 'N GO MINI ADVENTURE – CAR WASH

Spring 2022
Sneak Peak



SCALE

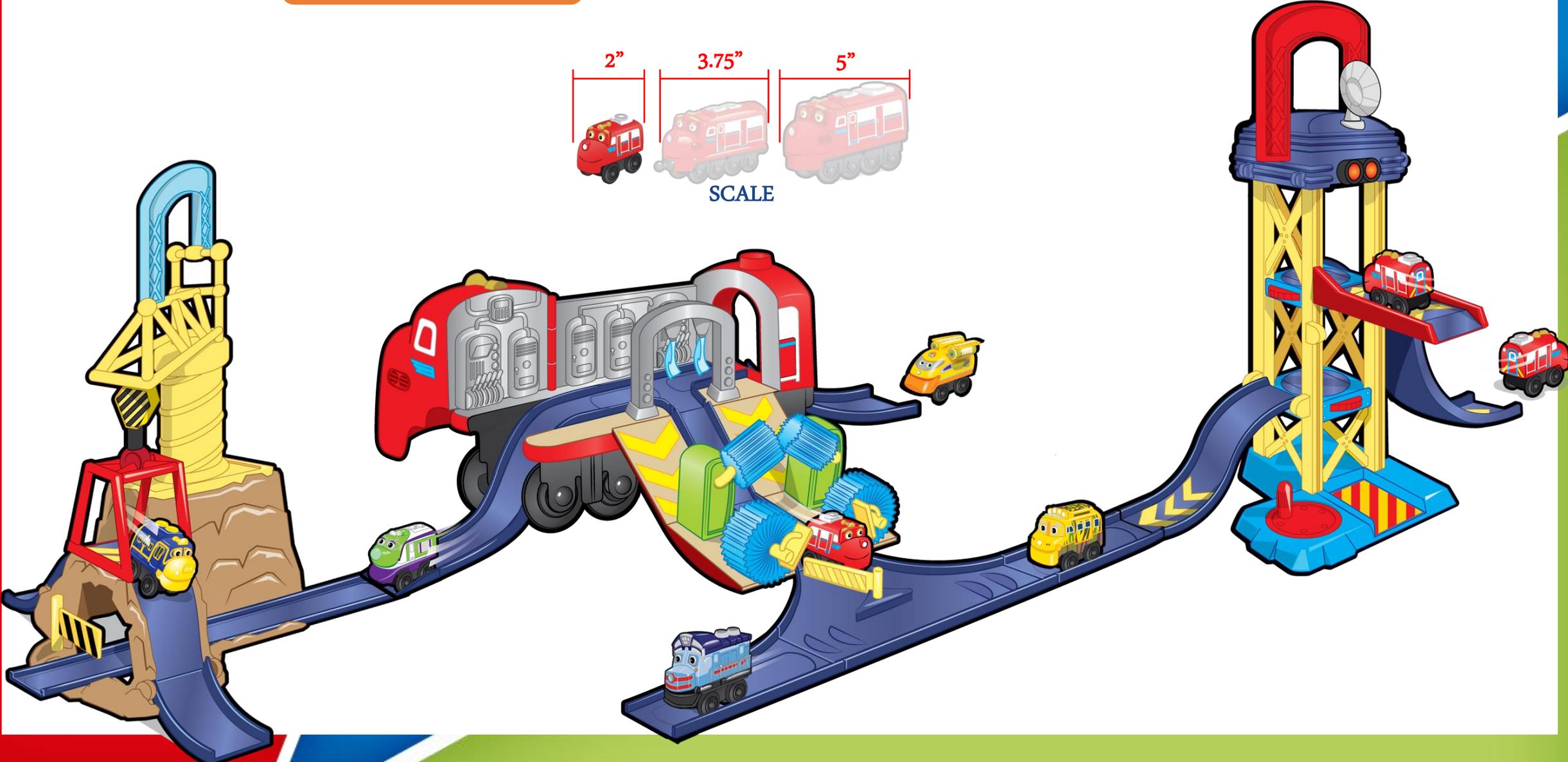
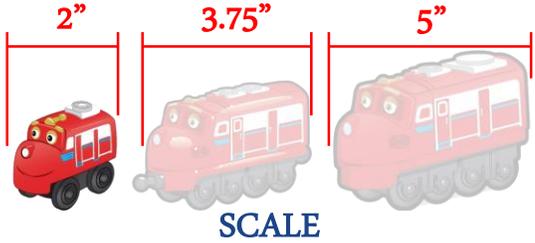
2" 3.75" 5"





Spring 2022
Sneak Peak

MINI CHUGGERS FOLD 'N GO WORLD





WRAP UP



**HERSCHEID
ENTERTAINMENT
STUDIOS™**

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!



**HERSCHEID
ENTERTAINMENT
STUDIOS™**



PRODUCT APPENDIX



HERSCHEID
ENTERTAINMENT
STUDIOS™



FEATURE CHUGGERS



**HERSCHEND
ENTERTAINMENT
STUDIOS™**

POP & TRANSFORM WILSON

NEW



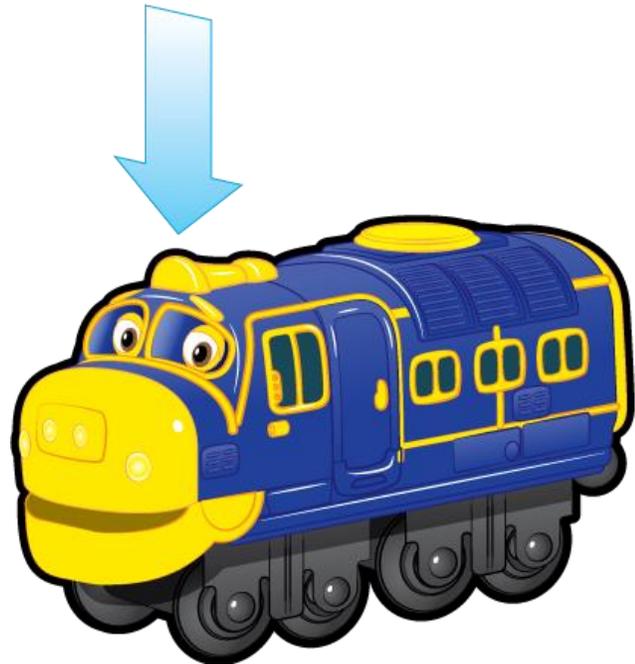
KEY FEATURES

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



NEW



POP & TRANSFORM BREWSTER

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

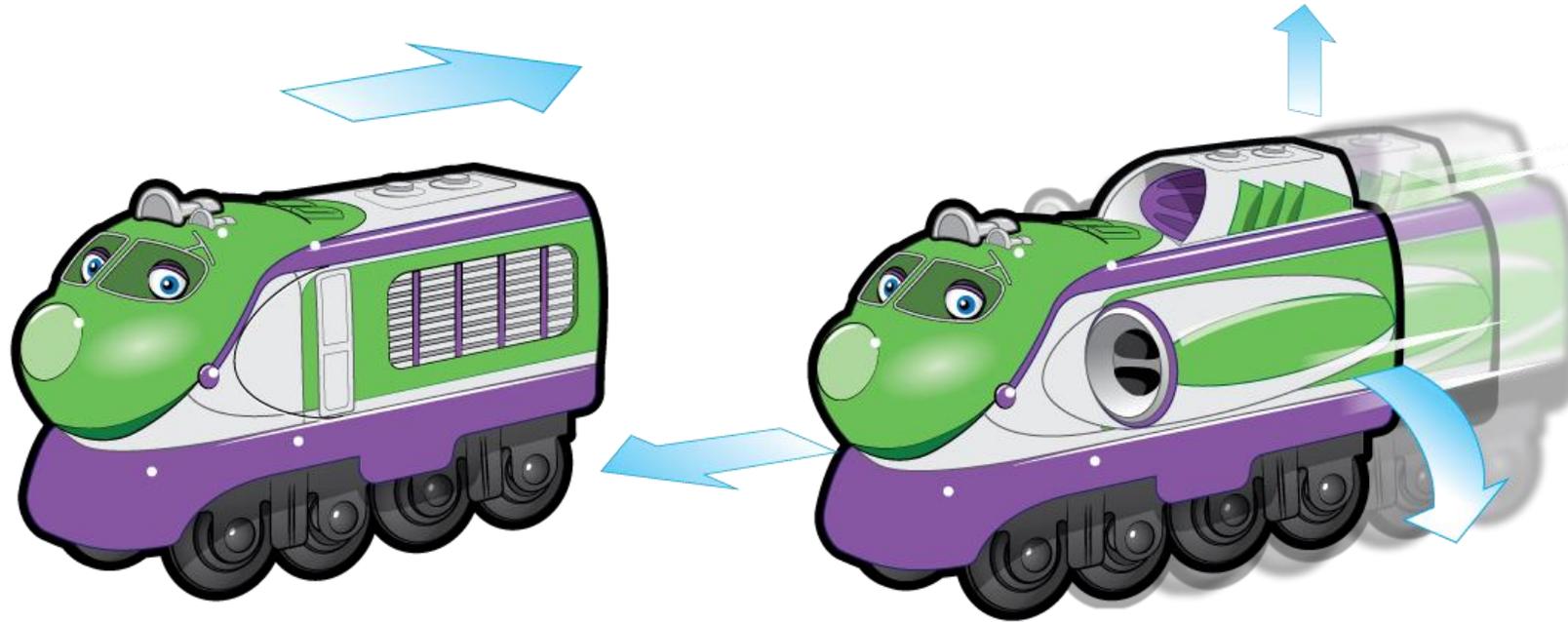


NEW

POP & TRANSFORM KOKO

KEY FEATURES

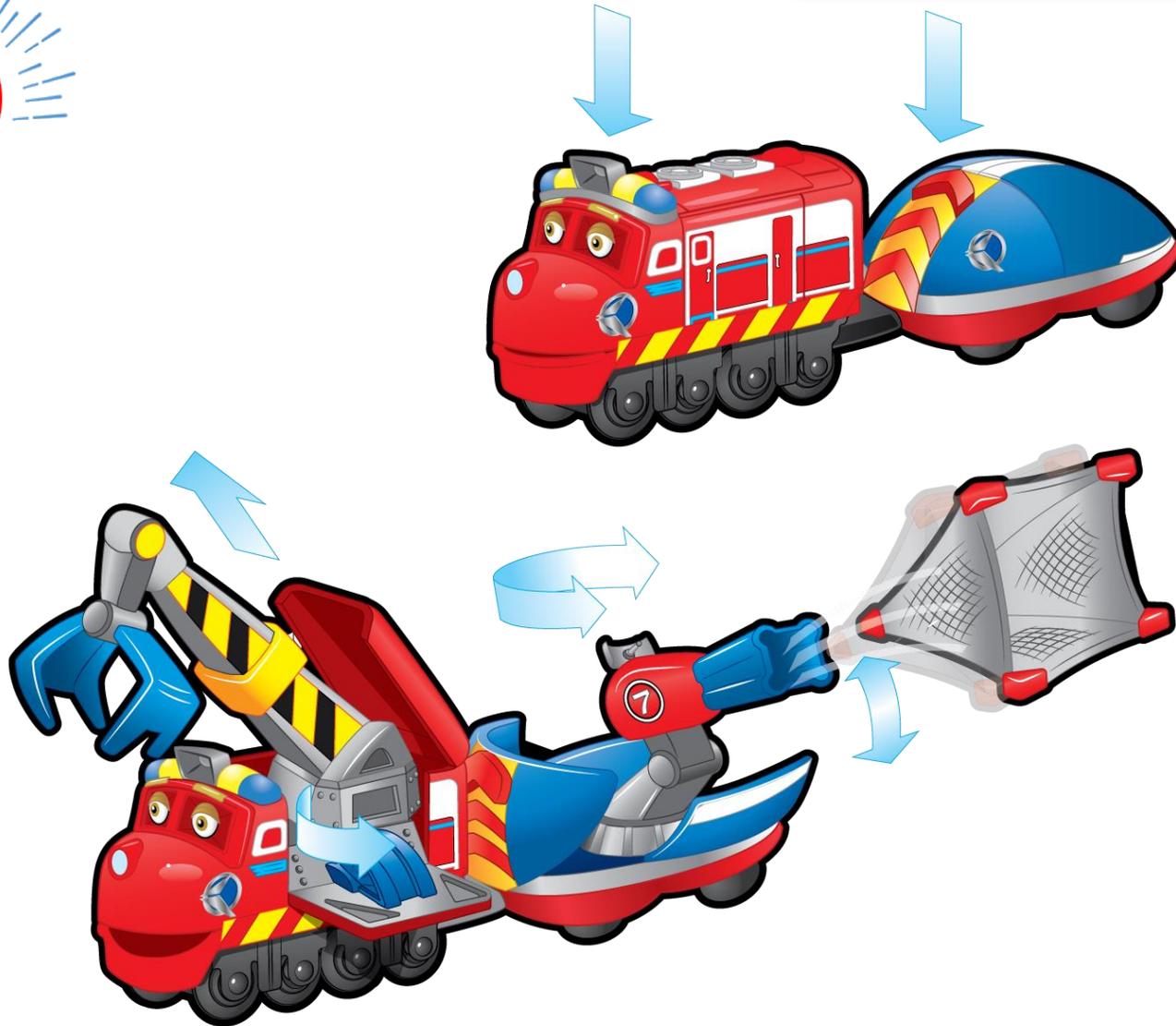
1. Large scale Chuggers with surprise transformation
2. Pull back vehicle
3. Top and side thrusters can be pulled out for manual transformation
4. PACKAGE TYPE: Open Tray



SCALE



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



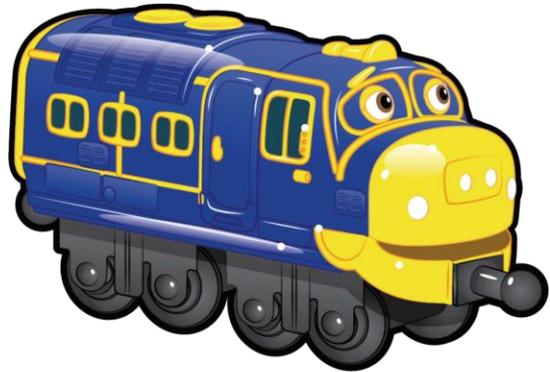


TRAIANTASTIC CHUGGERS



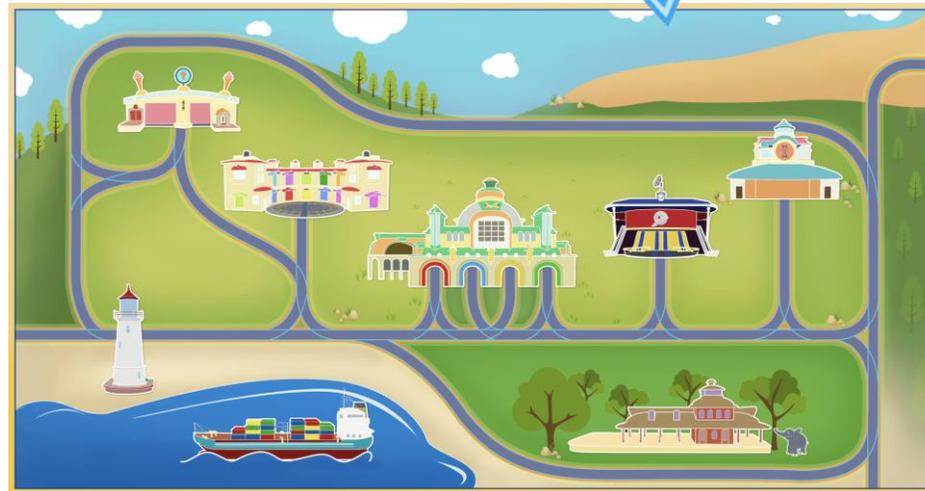
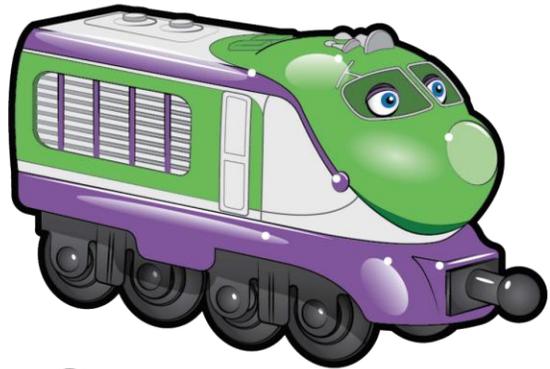


LOOK-ALIVE CHUGGERS SINGLE PACK



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

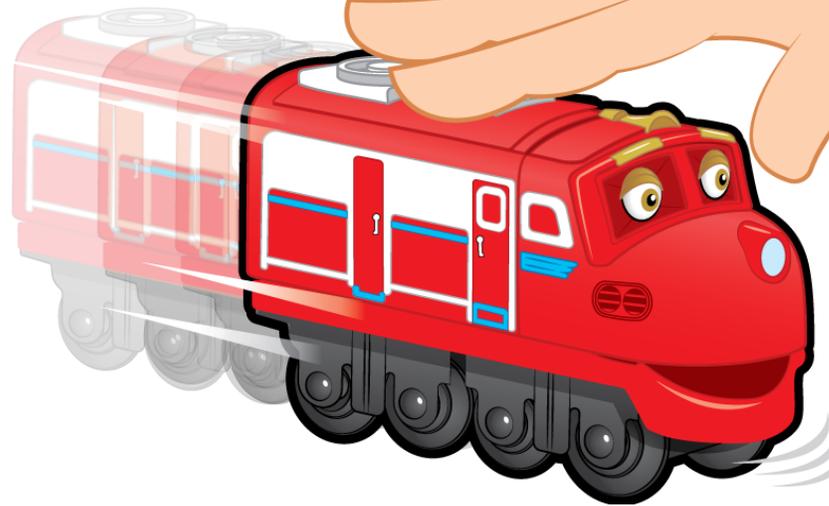
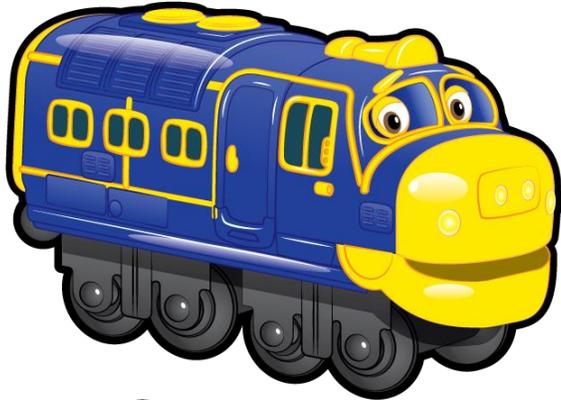


SCALE





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





TRAIANTASTIC SETS





ALL ABOARD STARTER SET

Touch Activation

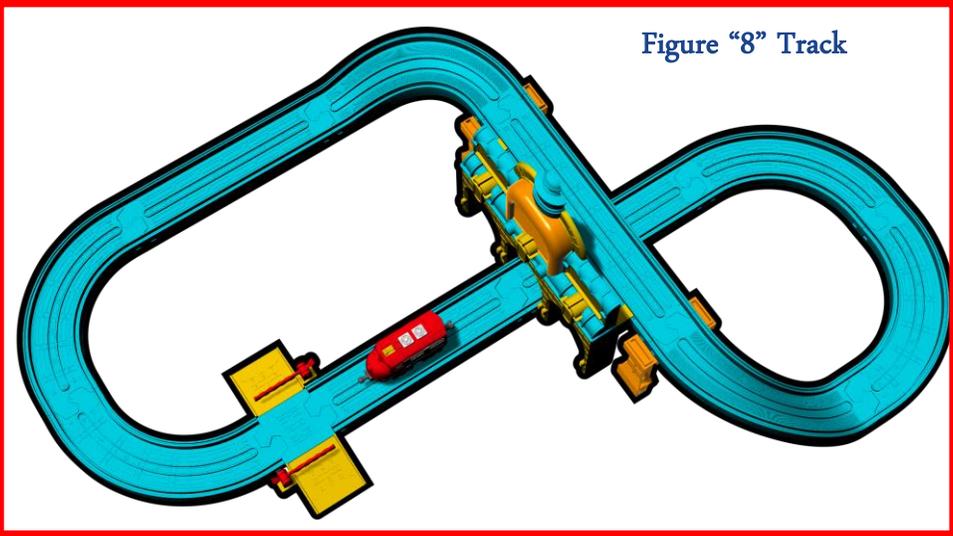
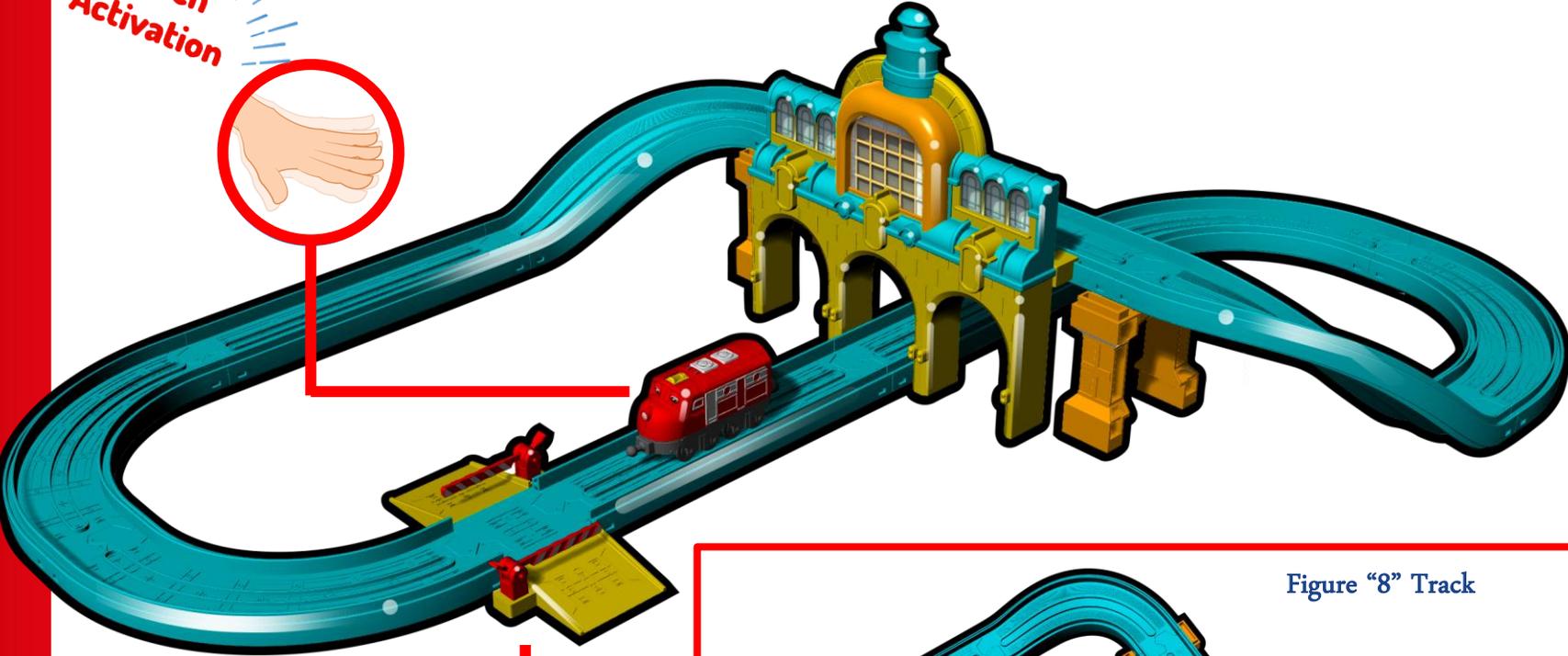


Figure "8" Track

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



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





MINI CHUGGERS

S22 Sneak Peak



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

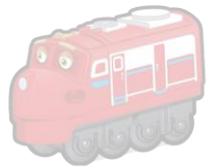
SCALE



2"



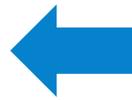
3.75"



5"

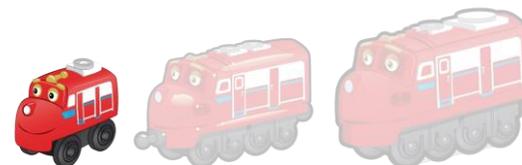


NEW



Trainee Pack

SCALE



2"

3.75"

5"



Hero Pack





STOW & GO PLAYSETS

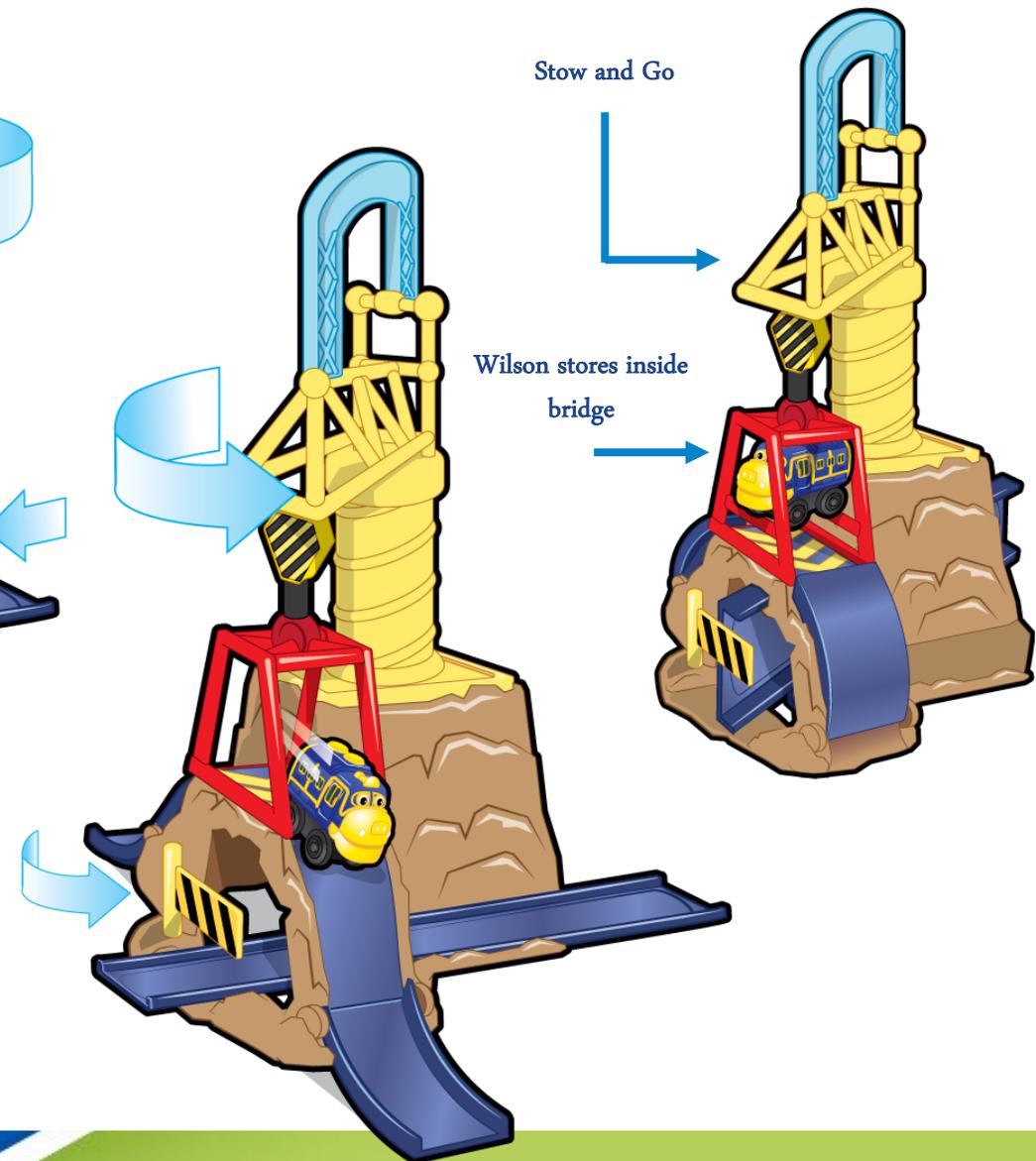


**HERSCHEND
ENTERTAINMENT
STUDIOS™**

CHUGGINGTON™

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



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

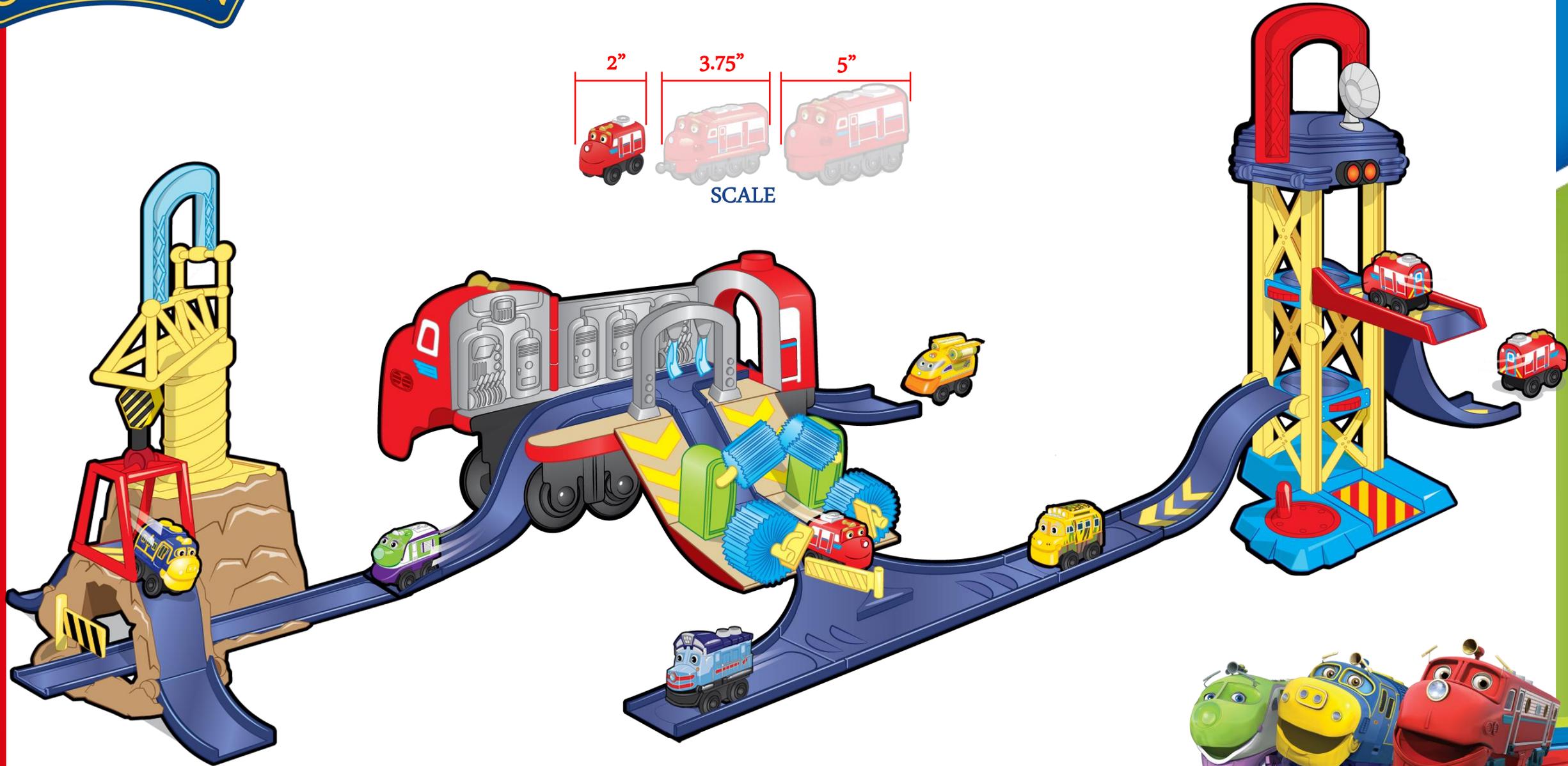
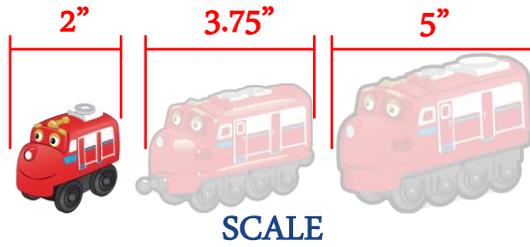


2"

3.75"

5"







RC & ELECTRONICS



**HERSCHEID
ENTERTAINMENT
STUDIOS™**



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

