FALL 2021 PREVIEW
FRANCHISE UPDATE
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)

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
MARKETING & MEDIA INTEGRATION

BRAND CAMPAIGN

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

MORE GREAT BRAND STUFF!

Train Together

Back to School 2021
AN ENTIRELY NEW CHUGGINGTON

FEATURE SCALE
NEW

TRAINTASTIC SCALE
NEW

MINATURE SCALE
NEW

NEW PLAY PATTERNS

FRESHNESS TO THE AISLE

BRING WORLD TO LIFE
FEATURE SCALE

Pop & Transform Chuggers Asst. (3)

Pop & Transform Rescue Wilson (1)
TRAINTASTIC SCALE

NEW

Look-Alike 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)
TOUCH AND GO (T.A.G) ASST.
ALL ABOARD STARTER SET
SAFARI TRACK SET

Touch Activation

SCALE

2” 3.75” 5”
REMOTE CONTROL

RC Wilson (1)
F21 PACKAGING LINE LOOK

- Look-Alive Chuggers
- Touch And Go (T.A.G) Chuggers
- All Aboard Starter Set
- Safari Adventure Track Set
F21 PACKAGING LINE LOOK

- Pop & Transform Chuggers
- Stow & Go Mini Adventure Set
- RC Wilson
MINI SCALE

Spring 2022
Sneak Peak

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

Stow 'n Go Mini Adventure Set – Quarry (1)

Stow 'n Go Adventure: Connected World

Fold 'n Go Adventure Set – Wilson (1)

Stow
N' Go

Mini Chuggers Singles Asst. (8)

Mini Chuggers 3pk Asst. (3)

Spring 2022
Sneak Peak

MINI SCALE
STOW ‘N GO MINI ADVENTURE SET – CPHQ

Spring 2022
Sneak Peak

Stow and Go

Wilson stores inside

SCALE

2” 3.75” 5”
STOW ‘N GO MINI ADVENTURE SET – QUARRY

Spring 2022
Sneak Peak

Wilson stores inside bridge

Stow and Go

SCALE

2”  3.75”  5”
STOW ‘N GO MINI ADVENTURE – CAR WASH

Spring 2022
Sneak Peak

SCALE
2"  3.75"  5"
MINI CHUGGERS FOLD ‘N GO WORLD

Spring 2022
Sneak Peak

SCALE

2”  3.75”  5”
WRAP UP
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!
PRODUCT APPENDIX
FEATURE CHUGGERS
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
2”  3.75”  5”
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

2"  3.75"  5"
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

2” 3.75” 5”
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
TRAINTASTIC CHUGGERS
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
- 2"
- 3.75"
- 5"
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.
TRAINTASTIC SETS
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

2” 3.75” 5”
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
MINI CHUGGERS

S22 Sneak Peak
MINI CHUGGERS ASST.

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

Trainee Pack

Scale:
- 2"
- 3.75"
- 5"

Hero Pack
STOW & GO PLAYSETS
MINI CHUGGERS MINI ADVENTURE SET

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”
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

2”  3.75”  5”
MINI CHUGGERS FOLD ‘N GO ADVENTURE SET

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
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