

STAND D100

Mattel, Inc.
www.mattel.com



With a powerful portfolio of iconic brands and popular new properties, Mattel Inc will unveil new best-in-class partnerships and product offerings for kids, tweens and adults at this year's Brand Licensing Europe. Whether as an industry-leading licensor or as a trusted licensee, Mattel is a leader in providing meaningful brand

experiences that translate into innovative and successful cross-brand partnerships. Mattel delivers unparalleled brand engagement through dynamic cross-category marketing programs that keep its brands relevant and everywhere kids and their families are today.



Barbie®

The Barbie® brand has always been a perfect reflection of fashion, cultural relevance and aspiration. The number one fashion doll in the world, Barbie® is a brand that loves fashion and continues to align with top names in the fashion industry as well as maintain relevance by having a presence in all the places girls are today. The brand is currently represented in 45 different consumer product categories consisting of sporting goods, home décor, beauty, fashion, accessories and electronics



Hot Wheels®

As the #1 die-cast vehicle manufacturer in the world, Hot Wheels® is passionate about delivering thrilling vehicle experiences to boys of all ages. An iconic lifestyle brand, Hot Wheels® boasts best-in-class partnerships that span multiple categories including apparel, sporting goods, publishing and innovative toys that drive the brand's continued success.



Monster High™

Monster High™, the popular new franchise and #1 new fashion doll of 2010, has been the talk of the halls since it hit campus last summer. Centered on the fashionable teenage descendants of the world's most famous monsters, Monster High™ infuses rich storytelling at every consumer touch point, and empowers tween and teen girls to express their individuality, embrace their imperfections and form friendships that last beyond a lifetime.



Fisher Price®

Fisher-Price, Inc. is the leading brand of infant and preschool toys in the world, whose legacy of high quality toys has enhanced early childhood development for more than 80 years. Fisher-Price® continues to demonstrate licensing success in the infant and preschool categories with babygear, publishing, outdoor toys and apparel, as well as character-based toys inspired by high quality children's programming.



Max Steel®

An aspirational superhero franchise for boys, Max Steel® is a top "N-Tek" secret agent who utilizes his turbo powers, high tech gear and thrill-seeking attitude to defeat monstrous villains that threaten the world. Max Steel® is the most popular boys action property in Latin America, and has been for years, driven by unparalleled marketing support and an ever expanding arsenal of content and related products.