



BENEFITS OF PARTICIPATING

2020 Toy Industry Financial and Operating Benchmark Study

COMPLIMENTARY access to the final report, which provides:

- **Confidential individualized 'Company Performance Report'** displaying company's own financial ratios and operating statistics alongside industry totals and appropriate cross sections (e.g., Total Revenue, FTE Employees, Region, and other relevant aggregations)
 - Those who participated in prior studies will receive a Company Performance Report featuring up to nine years of your own data shown side by side
- **Confidential company 'Report Card'** which grades participating company on key operating ratios
- **Industry totals and trends** (fiscal years 2011-2019) and cross sections of aggregated data, where appropriate (e.g., Total Revenue, FTE Employees, Region, and other relevant aggregations)
- **Trend data** (e.g., participate in this year's – and subsequent studies – for comprehensive trend data about participating company's performance as compared to industry averages)
- **Online searchable results tool** (available 24/7) that enables participating companies to drill deeper into the data and better tailor criteria by multi-filtering data aggregates (tool will show company's own data alongside select aggregates for easy comparability; data is exportable to .xls or .pdf)
- **Business Information Dashboard** that facilitates creation of customizable reports, including graphing capabilities and five years' worth of trending information
- **Executive Summary** of the most important findings **in** a 2-page **infographic format**
- **Note:** Names of participating companies are **not** disclosed.

Member companies not participating in the data collection process may purchase* summary results, which provide:

- Industry totals and cross sections of aggregated data, where appropriate (**no individual Company Performance Report or Report Card**)
- Online searchable results tool (**no company comparison data will be available**)

*The summary report may be purchased for **\$1,500 to Toy Association Members who did not participate in the study.**

Only companies engaged in the manufacture, importing and distribution of toys – NOT retailers, sales reps, inventors/designers, or other industry support services – can participate and/or receive the results of the 2020 Toy Industry Financial and Operating Benchmark Study.