EXHIBIT A

Google Presentation to Mattel
Insights on Families Online (partial)
INSIGHTS ON FAMILIES ONLINE
YouTube is today's leader in reaching children age 6-11 against top TV channels.

63%  63%  57%  49%

YouTube | nick | Disney Channel | Cartoon Network

Source: Nielsen MRI 2015 Kids Study
YouTube Reach in the last 30 days, Desktop Only. Mobile not available
EXHIBIT B

Google Presentation to Hasbro,
Stat Pack: Additional insight into mobile usage among parents +
children (partial)
Stat Pack: Additional insight into mobile usage among parents + children
#1

YouTube is unanimously voted as the favorite website of kids 2 - 12
93% of tweens visit YouTube to watch videos

EXHIBIT C

Google Presentation to Hasbro,
2016 Kids + Family Digital Trends (partial)
2016 Kids + Family Digital Trends
In fact, it’s the #1 website regularly visited by kids

<table>
<thead>
<tr>
<th>Indexed to YouTube Reach</th>
<th>Google</th>
<th>Disney</th>
<th>Cartoon Network</th>
<th>Facebook</th>
<th>PBS Kids</th>
<th>Minecraft</th>
<th>Amazon</th>
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According to parents...

YouTube is the #1 source where children discover new toys + games
I YouTube: The new "Saturday Morning Cartoons"
41% of parents watch family content on YouTube together with their children

W25-49 Watching "Cartoons" on YouTube