

EXHIBIT A

Google Presentation to Mattel
Insights on Families Online (partial)



INSIGHTS on FAMILIES online



Confidential + Proprietary

Google

YouTube is today's leader in reaching children age 6-11 against top TV channels

63%

You Tube

YouTube.com

63%

nick

TV Properties

57%

Disney
CHANNEL

TV Properties

49%

CN
CARTOON NETWORK

TV Properties

Google

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

Google

EXHIBIT B

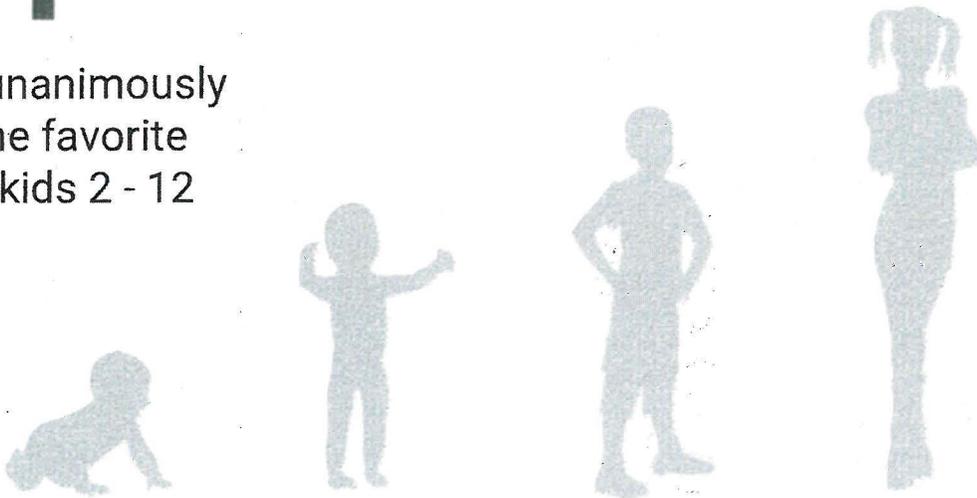
Google Presentation to Hasbro,
Stat Pack: Additional insight into mobile usage among parents +
children (partial)

Google

Stat Pack: Additional insight into mobile usage among parents + children

#1

YouTube is unanimously
voted as the favorite
website of kids 2 - 12



Age 2

Age 3

Age 4

Age 5

Age 6

Age 7

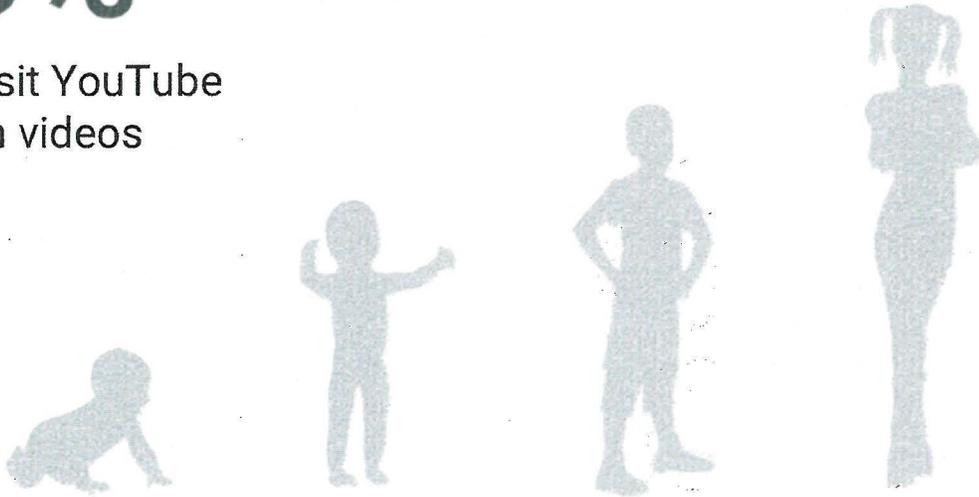
Age 8

Age 9

Age 10

93%

of tweens visit YouTube
to watch videos



Age 2 Age 3 Age 4 Age 5 Age 6 Age 7 Age 8 Age 9 Age 10

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

INDEXED TO
YOUTUBE REACH



100



59



37



35



30



30



28



28



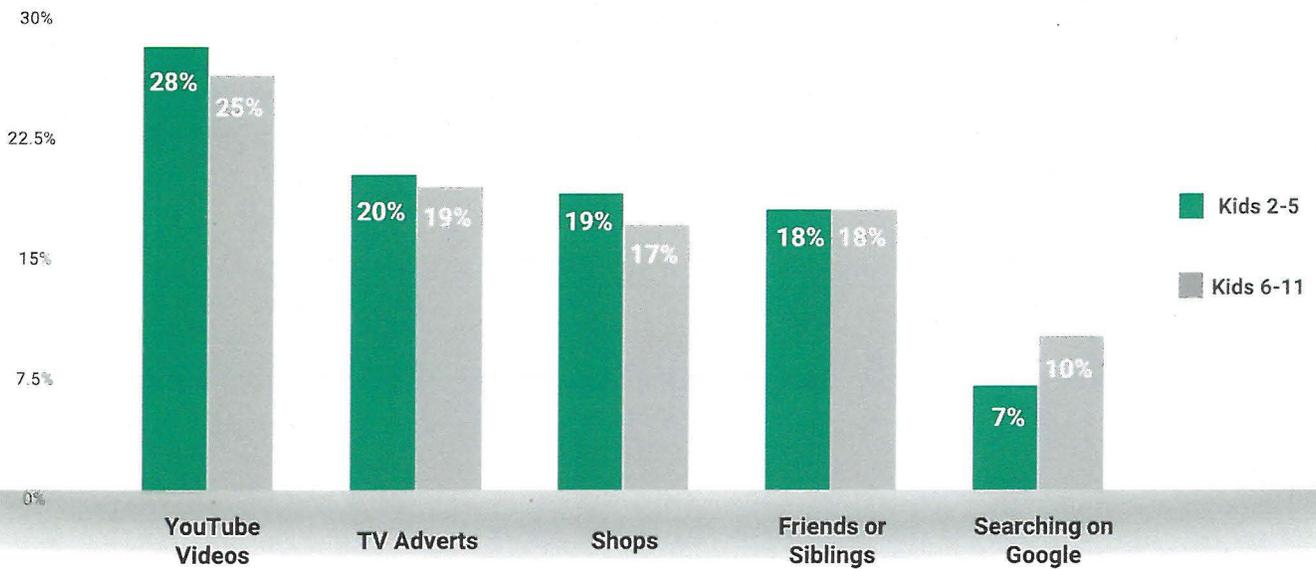
26



24

According to parents...

YouTube is the #1 source where children discover new toys + games



Google

Source: Google Consumer Surveys July 2016, Parents of Children 2-14, 1683 responses

YouTube: The new "Saturday Morning Cartoons"

41% of parents watch family content on YouTube together with their children

W25-49 Watching "Cartoons" on YouTube

