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

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<thead>
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<th>Indexed To</th>
<th>YouTube</th>
<th>Google</th>
<th>Disney</th>
<th>Disney Channel</th>
<th>Amazon</th>
<th>Cartoon Network</th>
<th>Facebook</th>
<th>PBS KIDS</th>
<th>Minecraft</th>
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Source: LMX 2016
According to parents...

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

Source: Google Consumer Survey; July 2016, Parents of Children 2-11, 1,483 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