



**MGA Entertainment Maintains Spot as the #2 Toy Company in the U.K.  
for the Second Consecutive Month**

*Achievement Includes Securing the #1 and #2 Selling Franchises in the Industry for May*

**Van Nuys, Calif., June 14, 2018** –Despite the toy market’s overall 11% drop for the month of May in the U.K., MGA Entertainment, Inc. (MGAE) saw a whopping 52% increase in POS sell-through!\* Continuing April’s historic achievement, MGAE maintains their position as the #2 Toy Company in the U.K. for the second month in a row. MGAE also sustains their position as the #3 toy manufacturer in 2018 YTD.\*\*

Among the top 5 manufacturers, MGAE is UP 86% YTD, with only one other manufacturer seeing a single-digit increase and all others down double-digits.\*

Leading the way for MGAE is the cultural phenomenon L.O.L. Surprise!®, which holds four out of the five top-selling spots in the industry including L.O.L. Surprise!® Confetti Pop Asst. as the #1 Item for the market YTD 2018.\*\* May has been the most impressive month of the year, with L.O.L. Surprise!® capturing six top spots (#1, #3, #4, #5, #8 and #12), while the iconic brand of Little Tikes® held down the best-selling toys at #10, #18, #38 and #48).\*\*\* As summer heats up, the Little Tikes® Fountain Factory was the #1 selling outdoor toy for May.\*\*\*

“Clearly our innovative product, packaging and marketing is hitting a chord with consumers around the globe, especially in the UK,” said Isaac Larian, CEO of MGA Entertainment. “The entire portfolio, from Num Noms, to Baby Born, to our new Moj Moj line, is flying off the shelves. And, we’re excited to add our new Ready 2 Robot line to the mix in July.”

As these toy brands expand and evolve to become cross-category franchises, MGAE is working with a talented group of licensing partners including apparel, housewares, school supplies, and summer goods to make them even more accessible and engaging.

In another grand achievement for the month of May, MGAE has the #1 selling franchise in the toy industry—L.O.L. Surprise!®— and the #2 selling property – Little Tikes®. \*\*\*

“For two brands to hold the top spot, one that was launched less than 18 months ago, and one classic that’s been around for over 49-years, speaks to the passion, creativity and dedication of our teams worldwide,” Larian said.

**About MGA Entertainment**

MGA Entertainment, a consumer entertainment products company headquartered in Van Nuys, California, creates innovative proprietary and licensed products including toys and games, dolls, consumer electronics, home décor, stationery and sporting goods. The MGA family includes award-winning brands such as L.O.L. Surprise®, Little Tikes®, Num Noms™, Project Mc2™, Crate Creatures™, and Zapf Creation®. Visit us at <https://www.mgae.com/>

\* Source: The NPD Group/ U.K. Retail Tracking Service/ YTD May 2018/ Value Sterling GBP £  
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