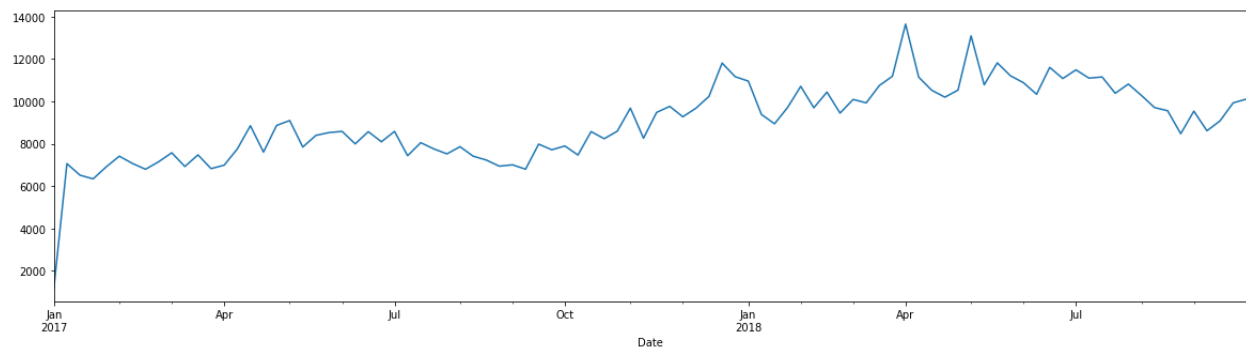


Report On Maven Toys Performance In Mexico

Report Overview:

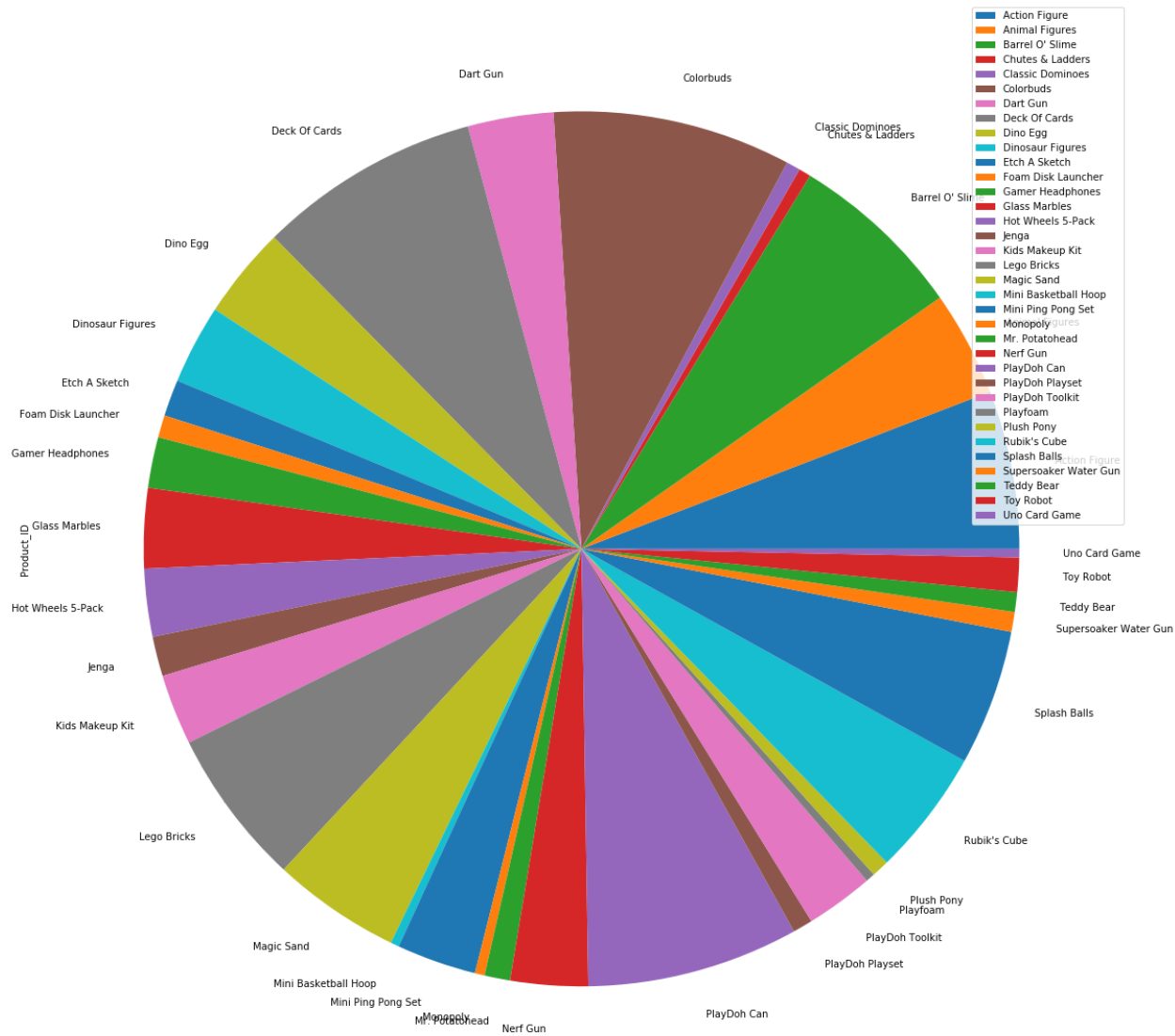
The net revenue from the sales of Maven Toys is \$4,014,029. There has been a sharp increase in the sales of Maven Toys and we expect to see a continued growth in this direction.



Many children like to play with toys during their free time. Innovations such as AI, Internet of things etc. has led to a more sophisticated experience with modern toys. Toys can also serve as a way of teaching children about life lessons and cultivating their imaginative capacities (example: a child imagining a castle and building or painting said castle with the toys we provide).

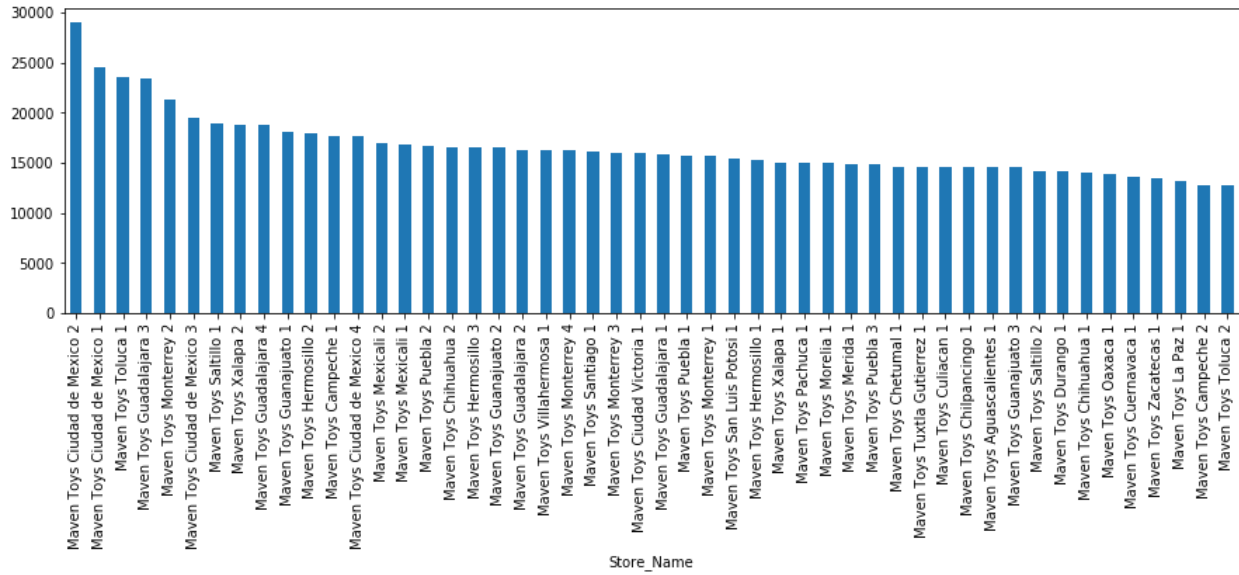
Product Insight:

Arts and Crafts were our best performing product category, with Toys coming second, followed by Games, Sports and Outdoors and finally Electronics as last. Specifically, the PlayDoh Can, ColorBuds and Deck of cards performed very well.



Regional Insight:

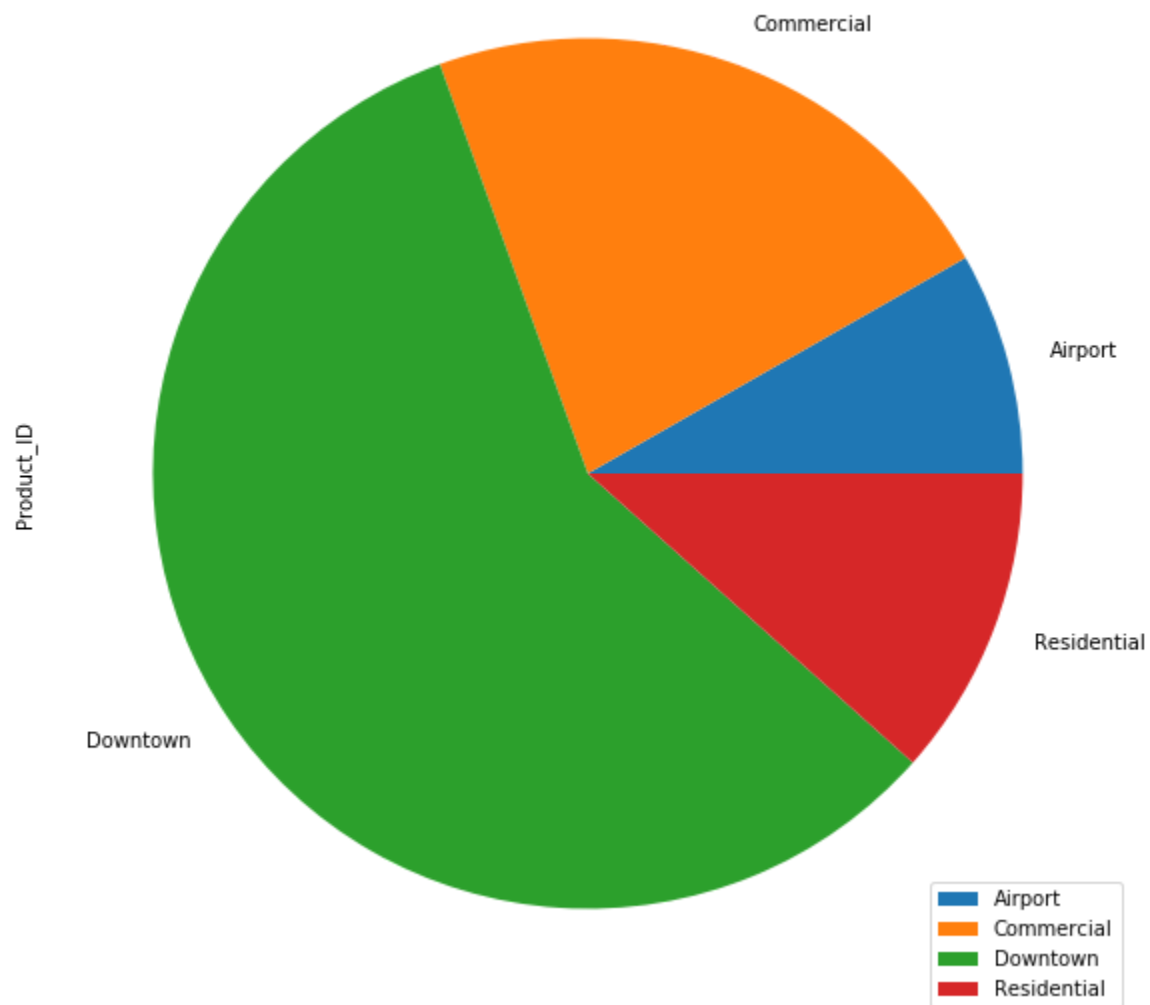
Maven Toys Sales had good performance in the following companies: Maven Toys Ciudad De Mexico 2, Maven Toys Ciudad De Mexico 1 , and Maven Toys Toluca 1.



We had the most product concentration in Maven Toys Ciudad De Mexico 2 and the most variability for Maven Toys was Ciudad De Mexico. Hence investment in this city can result in a significant loss or a significant profit margin.



As for location, Downtown produced the best results. This makes sense since there would be more concentration of people in a city's downtown area versus its other parts such as suburbs, or rural areas.



Conclusion:

In conclusion, Maven Toys has been performing well and the trend shows it will keep up at this pace. Mexico City is our best target to concentrate on for various reasons such as volumes

of people, tourists, and volumes of activities. It is also favorable that Mexico City is the capital of Mexico. Finally, the Downtown Area offers us the most return for our investments.