

SQUISHMALLOWS

by Kellytoy

OVER 25 MILLION SOLD!





Meet The Squad



Squishmallows
for

Justice

Sample Retailer Custom Line

Global Distribution

Squishmallows are currently sold in over 40 countries and counting. The website is available in English, French and Spanish, and the interactive UK site launched May 2019.



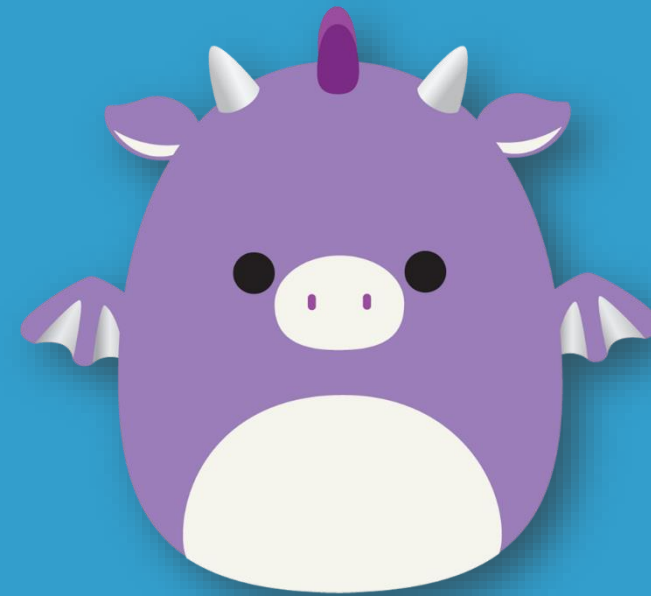
Sample New Characters



Reina - Sequin Caticorn
2019 Fantasy Squad



Teresa - Unicorn
2019 Fantasy Squad



Dina - Dragon
2019 Fantasy Squad



Stacy - Squid
2019 Sealife Squad



Skyler - Skunk
2019 Farm Squad



Lauren - Lemur
2019 Zoo Squad



Avery - Mallard Duck
2019 Farm Squad



Mattie - Peacock
2019 Bird Squad



Sample Story Lines



If you're looking for a feline friend, Cameron's your cat. He loves to jump in and out of boxes, build forts with his friends Hoot and Wendy and use his skateboard to get around town. Cam also loves going to the beach to take cat naps with his friends, but is always up for an adventure!

One day for his birthday on December 18 he wants to take a trip around the world! But for right now, he's set his eye on learning a new hobby - sailing!

Do you believe in fate? Astrid does! She is a dreamer and loves learning how about how the stars align. Her birthday is December 21st, the longest night of the year! Isn't that perfect for Astrid? Her most prized possession is her telescope, and she is rarely ever without it.

Astrid is a deep thinker and loves interacting with others. Curious to know what she wants to do when she grows up? She wants to be a psychology professor! She is fascinated by people. If she's not reading a book, she is hanging out with her friends! Do you think you and Astrid could be compatible? We're sure she would love a friend like you!



Customer Feedback



A picture is worth a 1,000 words...

Everyone Loves Squishmallows!



Sharing the Squishmallows Love






Someone even
got a tattoo!!!

Squishmallows Awards



Squishmallows Metrics

Squishmallows' growth has been exponential.

 Fans are extremely engaged on Facebook and Instagram, with Squishmallows average Instagram post likes hovering at over 1,500+ per post, and 45-100 average comments per post. Compared to more established competitors like Ty, who boasts 65,000 more Instagram followers than Squishmallows, Squishmallows outranks Ty on post likes and comments.

 Squishmallows fans have created several Instagram fan accounts and Facebook groups, all with content featuring Squishmallows. Fan-led Facebook groups are used for collectors, trading, and sharing squad growth.

 During a recent Grand Opening for Costco US, the highly coveted 24" Squishmallows sold out within two days, exceeding store expectations and projected need.

 Squishmallows has a very engaged database, with average e-blast open rates hovering around 25% (industry average is only 12%) and average e-blast click through rates hovering around 9% (industry average is only 1.4%).

 Squishmallows uses digital ads for squads and exclusives sold through retailers. These ads promoting specific retailers have average click through rates of 30+% (the industry average is 1-2%).

See the Squad!



The Kellytoy Story

With over 30 years of experience in the plush industry, Kellytoy is proud of our history as a family run business, and our values of maintaining high quality standards, workmanship and our ability to provide customers with the greatest plush toys in the marketplace.

Our office, showroom and design facilities in Los Angeles include three warehouses with space exceeding 250,000 sq. feet, which allows us to meet the needs and demands for innovation, distribution and future growth. As one of the leading retailers for mass market, gift/specialty, toy retailers, party stores, supermarkets, discount stores, drug stores, and amusement and crane.



Ready, Set, Squish!

New York Showroom
330 Michael Drive
Syosset, NY 11791
(516) 364-8100

Kellytoy
World Headquarters
4811 South Alameda Street
Los Angeles, CA 90058
(323) 923-1300
(800) 346-0312
www.kellytoy.com

Hong Kong Showroom
Houston Centre
63 Mody Road, Suite #609
Tsim Sha Tsui East, Kowloon, H.K.
852-2368-4194

Jonathan S. Kelly
jonathan@kellytoy.com
O: (323) 923-1300 x340
M: (213) 280-7449

Jeanne Yoon
jeanne@kellytoy.com
O: (323) 923-1300 x339
M: (323) 854-5326

