

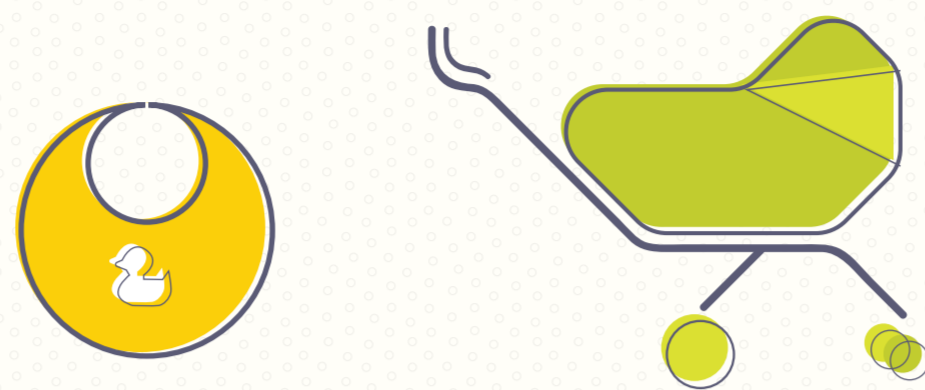
BLURRED LINES FOR BABY & HOME?



ECONOMY IS LOOKING UP:
Great Britain is emerging from the longest ever recession!
2014 holds the promise of recovery.

SLOWDOWN IN BIRTH RATES IN 2013
Number of live births fell by 2.5% in Q3,2013 vs Q3,2012

Seasonality in the Nursery Industry is related to
NUMBER OF BIRTHS IN A MONTH



Feeding constitutes
1 OUT OF 2
Volume sales.

£3 OUT £10
is spent on
BABY TRANSPORTATION



NON-FMCG NURSERY SALES MATCH THE BIRTHS



60m+
ITEMS

80+
ITEMS PER BIRTH
(AVERAGE)

50%
FEEDING

PRICE INFLATION WAS THE VEHICLE
OF GROWTH IN 2013:

Prices increased by 3.1% leading to an increase in
the value within the Nursery Hardware markets.

FOR ESSENTIAL BABY HARDWARE
(Strollers, Monitors, Car Seats and Highchairs),
there was a PRICE INCREASE IN JAN 2014
as compared to Jan 2013 except for Baby Monitors
where prices decreased by £3

REMEMBER ONLINE

3 OUT OF 4 SOCIAL
MEDIA USERS ARE FEMALE

FACEBOOK IS THE PREFERRED
SOCIAL MEDIA PLATFORM:
more than 3 out 5 females use Facebook

MOBILE DEVICES ARE
DRIVING ONLINE SALES:

1 in 2 consumers carry a SMARTPHONE/TABLET when out shopping!

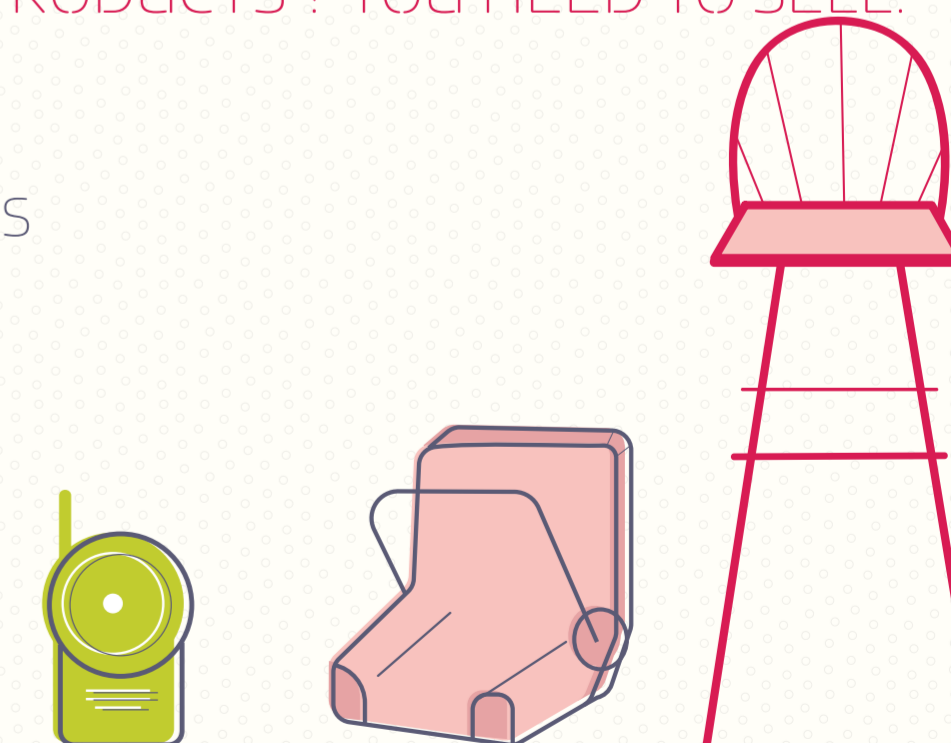
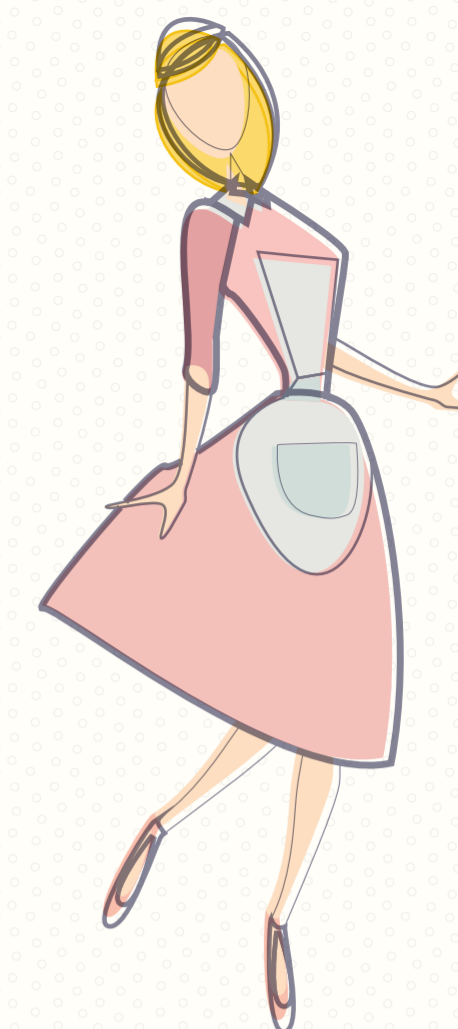
1 in 5 STROLLERS, 1 in 4 CAR SEATS, 1 in 3 HIGHCHAIRS
and 1 in 2 BABY MONITORS are purchased online.

CAR SEATS, BABY MONITORS AND HIGHCHAIRS
PURCHASED ONLINE ARE TRADE-UPS

STROLLERS ARE STILL VERY MUCH AN IN STORE PURCHASE:
Mother and Child specialists are the channel of choice, selling more than
1 out 2 strollers.

TRADING IN HIGHER PRICED PRODUCTS? YOU NEED TO SELL:

- » TRAVEL SYSTEMS
- » VIDEO ENABLED BABY MONITORS
- » WI FI ENABLED BABY MONITORS
- » WOODEN HIGHCHAIRS
- » GROUP 0/1/2 CAR SEATS



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