

BESPOKE MARKET INTELLIGENCE

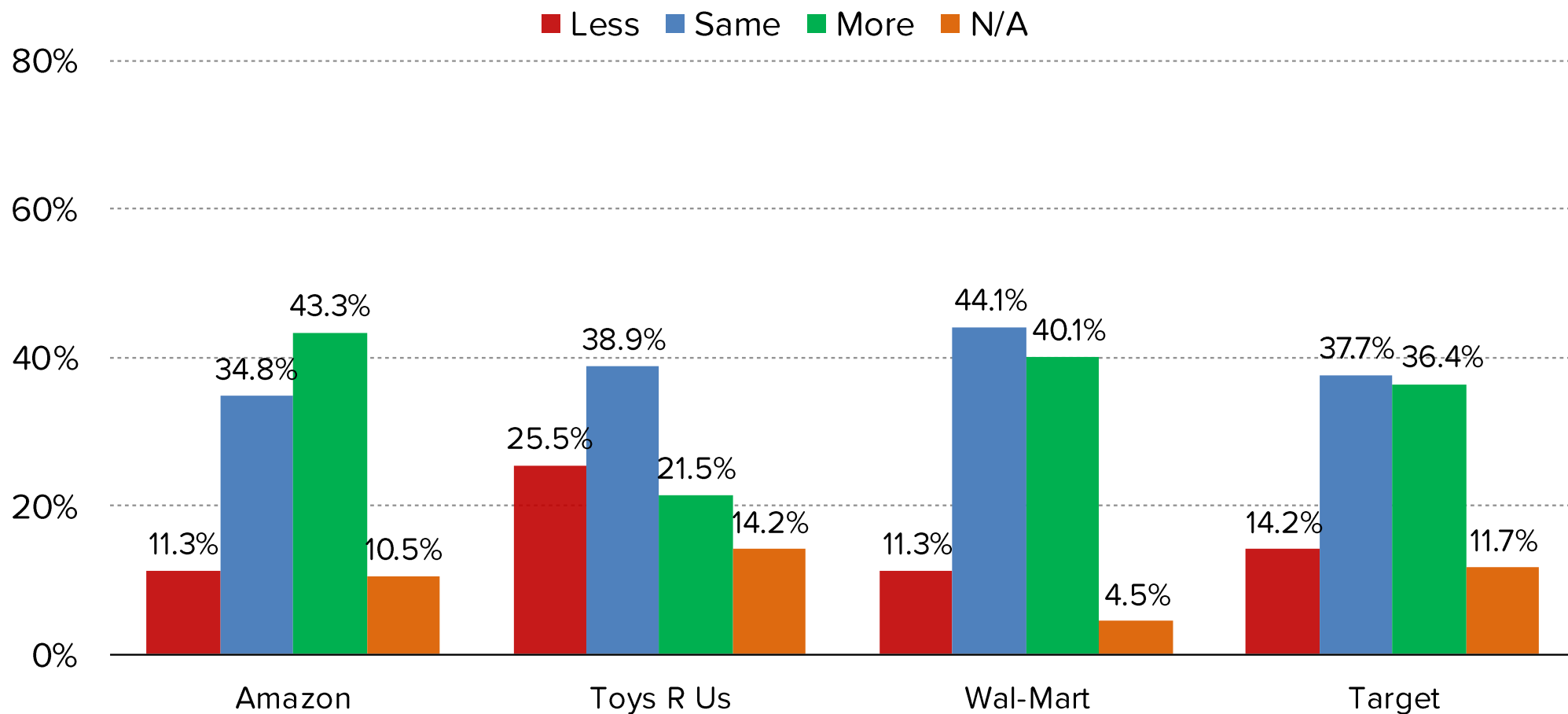
Toys R Us Store
Closings Feedback

February 2018

Parents with children under 10 have been relying on Toys R Us less compared to a year ago (all other retailers received much more favorable feedback).

Posed to parents with children under the age of 10.

Compared to a year ago, have you been relying on any of the following more or less for toy purchases?

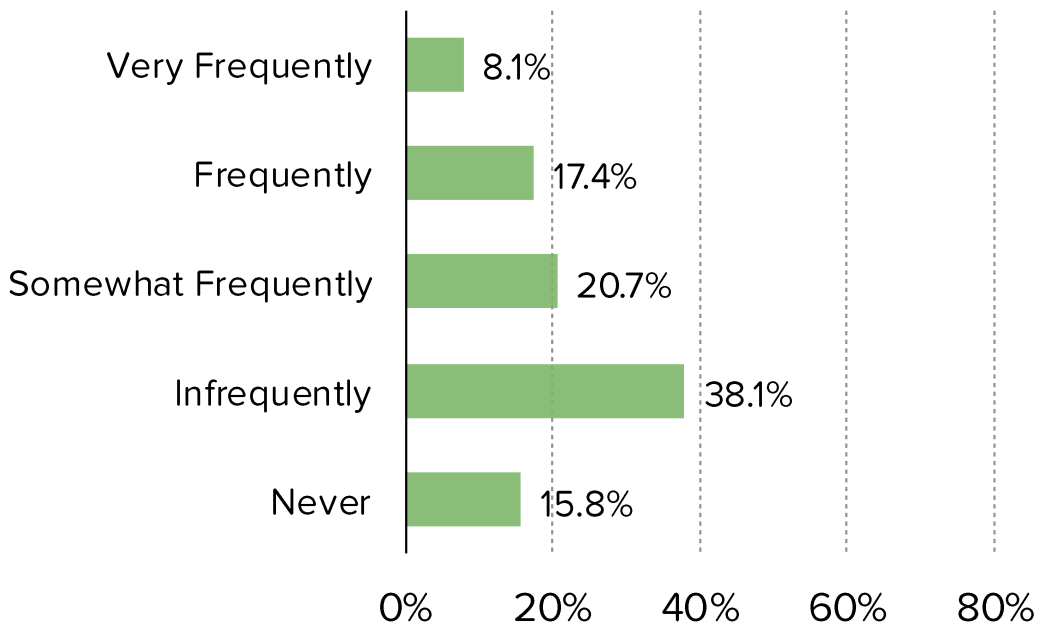


From a Survey of 247 parents with children under 10.

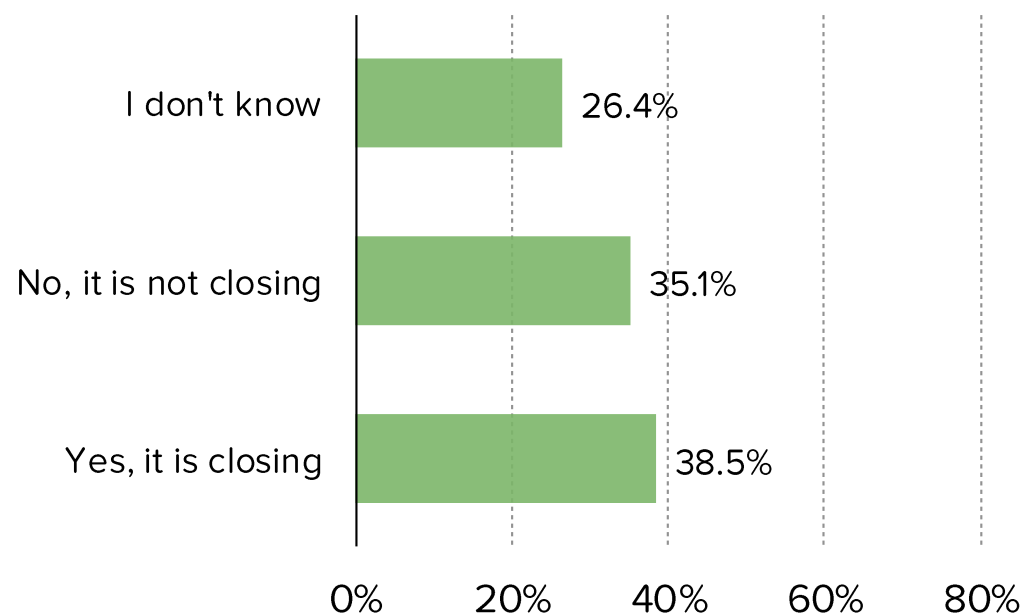
46.2% of parents in our survey go to Toys R Us at least somewhat frequently and 38.5% said they live near a Toys R Us that is closing (this survey finished collecting responses before 200 more store closings were announced today).

Posed to parents with children under the age of 10.

How often do you shop at Toys R Us locations?



Is the Toys R Us that you typically go to scheduled to close?

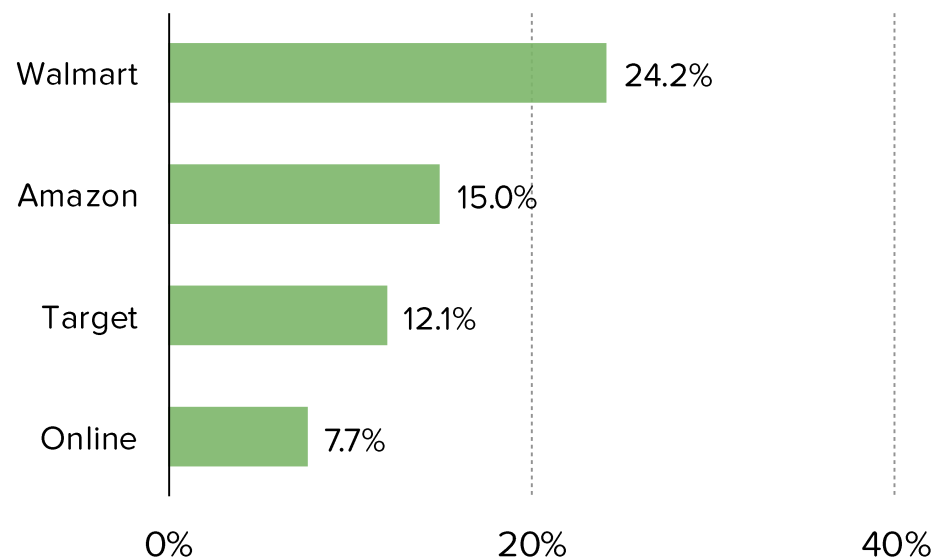


From a Survey of 247 parents with children under 10.

Wal-Mart stands to benefit the most from the store closings. A plurality of respondents who shop Toys R Us said they would shift that business to Wal-Mart if the Toys R Us near them closes.

Posed to parents with children under the age of 10 who go to Toys R Us at least infrequently (ie, more than never).

If the Toys R Us near you closes, where would you be most likely to buy the products that you would typically get at the Toys R Us store?



From a Survey of 247 parents with children under 10.