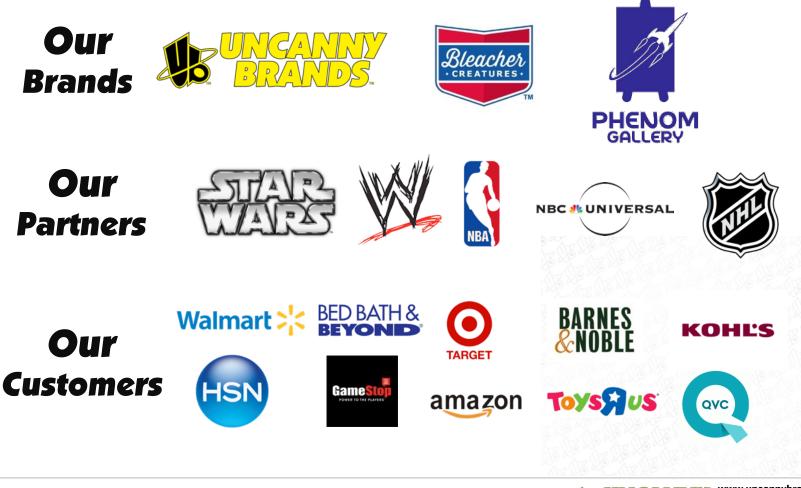
Fueling Pop Culture Passion!







BRANDS.



Our Companies



Formerly Pangea Brands, the home for highly-detailed, superfun appliances and home electronics, Uncanny Brands brings pop culture to the kitchen or office.





Plush doppelgangers of iconic sports and entertainment personalities.



Limited-edition event prints by key art influencers.





617.638.0001 6 W 20th Street, 3rd Floor New York, NY 10011





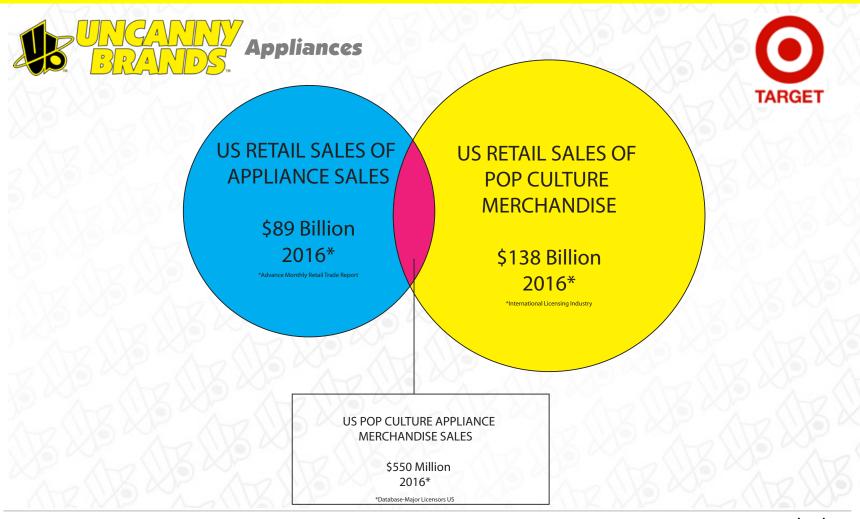
- Pop culture licensing sales worldwide hit \$251.7B in 2016, with Star Wars as the big driver
- 45% of those sales were driven by entertainment/ character licensing
- Global appliance market \$588B projected for 2020
- Unique licensed products bring additional shoppers into the appliance section
- The big licensing initiatives for 2018 are the release of Solo: A Star Wars Story and Jurassic World
- For 2018 Our goal for you is to build a pop culture section, rotating products every 4-6 months

All Designs Pending Final Licensing Approval















- Why is this a growth area for Target in-store?:
 - Pop culture product is bigger category than appliances
 - Pop culture product higher impulse buy conversion
 - Exclusive releases of pop culture proven traffic driver to brick and mortar store
 - Major growth with Uncanny Brands with major retailers like CVS, Wal-Mart, Lowes and Home Depot
 - Category grew 15% in 2016
 - Uncanny is excited about size growth with Target investment and support











 Develop Target exclusive price point items (Direct Import)

Appliances

- Develop Target exclusive high-end items
- Test with key properties and key items (Star Wars, Jurassic World, Minions) for 2018
- Test with key properties and entry price "value" items (Star Wars, Jurassic World, Minions) for 2018
- Build an assortment of in-line to build a section.



STAR WARS[™] KEY ITEMS



STAR WARS[™] \$29.99 & UNDER



Characters Toasters Retail: \$24.99



AVAILABLE STYLES: C-3P0[™] Chewbacca[™] R2-D2[™] Boba Fett[™] Darth Vader[™]



Character Kettles Retail: \$29.99



AVAILABLE STYLES: R2-D2[™] C-3P0[™] Stormtrooper[™] Darth Vader[™]



Lightsaber Pepper Mills Retail: \$19.99 each

DISNEP



Salt & Pepper Mills

Retail: \$19.99 each



AVAILABLE STYLES: Darth Vader™ Stormtrooper™ Kylo Ren™



BBQ Branders Retail: \$14.99 each

AVAILABLE STYLES: Star Wars™ Darth Vader™ Death Star™ Rebel Alliance™ Galactic Empire™



STAR WARS[™] HAN SOLO ITEMS



STAR WARS[™] NEW KEY ITEMS



7 Quart Oval Slow Cooker MSRP: \$39.99

Luke Skywalker Immersion Blender MSRP: \$34.99

> Darth Vader Deluxe Kettle MSRP: \$59.99



All products pending licensor approval.



www.uncannybrands.com 617.638.0001 6 W 20th Street, 3rd Floor New York, NY 10011

Darth Vader Deluxe Popcorn Maker MSRP: \$34.99





All products pending licensor approval.

WWW.UN 617.638.0 6 W 20th S New York,



Minions Popcorn Maker MSRP: \$29.99

Minions Slow Cooker MSRP: \$39.99



DESPICABLE

All products pending licensor approval.

MSRP: \$39.99

Kettles MSRP: \$29.99

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JURASSIC WORLD" KEY ITEMS

Jurassic World Waffle Maker MSRP: \$39.99

Jurassic World Toaster MSRP: \$29.99

Jurassic World BBQ Brander MSRP: \$14.99



All products pending licensor approval.





WWE" KEY ITEMS





All products pending licensor approval.





Some products pending licensor approval.



6 W 20th Street, 3rd Floor New York, NY 10011





KISS[™] KEY ITEMS

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KISS Waffle Maker MSRP: \$39.99

KISS Toaster MSRP: \$29.99

KISS BBQ Brander MSRP: \$14.99



Some products pending licensor approval.



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