



Social Impact Efforts 2012

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creating the future of play



5 million children impacted globally

Making a difference in 100 countries

Mattel, Inc. annually contributes 2% of its pre-tax profits to charitable activities

\$8 million retail value of TOYS donated

\$10 million grants awarded

12 Days of Play impacted more than 60,000 kids globally

121,000 volunteer hours by more than 13,000 Mattel employees from around the world

In 2012, Mattel continued to fulfill its vision of 'making a meaningful difference, one child at a time' through a wide variety of philanthropic and social impact programs. Mattel's philanthropic efforts in total equated to more than two percent of the company's annual pre-tax profits and included grant making, toy donations and volunteer efforts.

For the year, Mattel granted funds directly to nonprofit and non-governmental organizations worldwide, as well as directly to the Mattel Children's Foundation, for a total of \$10 million.

Mattel focused efforts on organizations that directly serve children in need, including local, national and global organizations.

This included its ongoing focus on six Signature Partners in 2012: Mattel Children's Hospital UCLA, which served more than 100,000 children last year; Special Olympics, particularly their Youth Activation and Young Athletes Programs involving more than 95,000 youth; Save the Children, which supports early childhood development in India, Malawi and China and Early Steps to School Success program in rural communities across the United States; the Children's Hospital Association through which more than 66,000 toys are donated to most of its

220 member organizations annually; Make-A-Wish Foundation, which grants wishes to children with life-threatening illnesses around the world; and Playworks, which ensures underprivileged children have access, tools and the ability to enjoy the benefits of play.

Mattel also donated more than half-a-million toys, with a retail value totaling approximately \$8 million, to thousands of organizations directly serving children in need around the world.

The Mattel PLAYers volunteer program included more than 121,000 volunteer hours performed by more than 13,000 Mattel employees from around the world who volunteered in charitable activities. This included Mattel employee's participation on Team Mattel -- in partnership with local Special Olympics programs around the world -- making Mattel the largest international team of corporate volunteers in the history of Special Olympics. Mattel employees also actively participated in the Mattel 12 Days of Play program in more than 30 locations globally where employees coordinated play events at school playgrounds, wrapped toys to be given to underprivileged children and brought holiday parties with play experiences directly into hospitals and other charitable settings.

