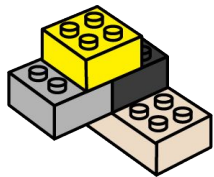




Not Playing Around: Toy Sales are Booming

Toys are a growing category on KCL, with sales averaging 81% growth year over year since 2019.



KCL users are shopping for toys earlier than ever. Traffic to toys in September 2021 outpaced October of 2019 and 2020.

Best Performing Toys (by order count):



KCL is averaging **29%** traffic growth year over year.

Sales per view has grown **62%** year over year.