

#### Board of Directors

Jack Friedman  
*Chairman and  
Chief Executive Officer  
JAKKS Pacific, Inc.*

Stephen G. Berman  
*President, Secretary and  
Chief Operating Officer  
JAKKS Pacific, Inc.*

David C. Blatte  
*Partner  
Catterton Partners*

Robert E. Glick  
*Apparel Manufacturing Executive*

Michael G. Miller  
*Advertising Executive*

Murray L. Skala  
*Partner  
Feder, Kaszovitz, Isaacson, Weber, Skala,  
Bass & Rhine LLP*

#### Corporate Officers

Jack Friedman  
*Chief Executive Officer*

Stephen G. Berman  
*President and  
Chief Operating Officer*

Joel M. Bennett  
*Executive Vice President and  
Chief Financial Officer*

Michael L. Bianco, Jr.  
*Executive Vice President and  
Chief Merchandising Officer*

#### Corporate Information

*Corporate Headquarters*  
22619 Pacific Coast Highway  
Suite 250  
Malibu, CA 90265  
Tel: 310-456-7799  
Fax: 310-317-8527

*New York Sales Office  
and Showroom*  
200 Fifth Avenue  
Suite 634  
New York, NY 10010  
Tel: 212-929-9222  
Fax: 212-929-9278

#### *JAKKS Distribution Center Warehouse*

21558 Ferrero Parkway  
Walnut, CA 91789  
Tel: 909-594-1379  
Fax: 909-594-2179

*Hong Kong Headquarters*  
Room 718, 7F  
AIA Tower, New World Centre  
20 Salisbury Road, Tsim Sha Tsui  
Kowloon, Hong Kong  
Tel: 852-2-311-1386  
Fax: 852-2-366-8247

*Go Fly A Kite, Inc.*  
Box AA, Route 151  
East Haddam, CT 06423  
Tel: 800-243-3370  
Fax: 860-873-8724

*JAKKS Pacific/Kidz Biz Limited*  
The Clock House  
4 Dorking Road  
Epsom, Surrey KT18 7LX  
England  
Tel: 01372 730980  
Fax: 01372 730999

#### Products mentioned in this report are covered by the following trademarks:

JAKKS Pacific®, Child Guidance®, Flying Colors®, Pentech®, Remco®, Road Champs®, Toymax®, Go Fly A Kite®, Funnoodle®, Trendmasters®, Creepy Crawlers®, Laser Challenge™, Ultra Colors™, Fireworks®, Focus®, Ligualoons®, The Storm™, Tongue Tape™, TV Games™, Super Elastic Bubble Plastic®, Singing Starz™, NRG Paintball™, Kidz Biz®, Equalizer™ and Air Creations™ are trademarks of either JAKKS Pacific, Inc. or its subsidiaries.

The following trademarks are used by JAKKS Pacific, Inc. and its subsidiaries under license: The movie "Dr. Seuss' The Cat in the Hat" ©2003 Universal Studios and DreamWorks LLC. Based on *The Cat in the Hat* book and characters © and ™ 1957 Dr. Seuss Enterprises, L.P. Licensed by Universal Studios Licensing LLP. All Rights Reserved. Nickelodeon®, Goooze®, Gak Splat™, Blue's Clues®, Dora the Explorer™, Fairly OddParents™, Nick-tivities®, SpongeBob SquarePants™, and all related titles, logos, and characters are trademarks of Viacom International Inc. Hello Kitty® is a registered mark owned by Sanrio Co., Ltd., used under license. Finding Nemo™ is a copyright of Disney/Pixar. © Disney/Pixar 2003. World Wrestling Entertainment™, its logos and all character likenesses are trademarks of World Wrestling Entertainment, Inc. THQ® and its logo are trademarks of THQ Inc. Nintendo Gamecube™ and Nintendo Game Boy Advance™ and logos are trademarks of Nintendo of America, Inc. PlayStation® 2 and the PlayStation® logos are trademarks of Sony Corporation of America. Xbox™ is a trademark of the Microsoft Corporation. Activision® is a registered trademark of Activision, Inc. Atari® is a registered trademark of Atari Interactive, Inc. Namco® is a registered trademark of Namco Hometek, Inc. Dragon Ball®, Dragon Ball GT™, and Dragon Ball Z® are registered trademarks licensed by FUNimation Productions, Ltd. ©2003 Bird Studio/Shueisha, Toei Animation. Yu Yu Hakusho™ is a trademark licensed by FUNimation Productions, Ltd. ©2003 Yoshihiro Togashi/Shueisha, Fuji TV, St. Pierrot. NASCAR® and the NASCAR design are a registered trademarks of the National Association for Stock Car Auto Racing, Inc. American Idol™ is a trademark of FremantleMedia North America, Inc. Walmart® is a registered trademark of Wal\*Mart Stores, Inc. Target® is a registered trademark of the Target Corporation. KB Toys® is a registered trademark of KB Toys Stores. Toys "R" Us is a registered trademark of Geoffrey, Inc. Kmart is a registered trademark of Kmart Corporation.

All other product names and associated designs mentioned or shown in this annual report are trademarks and copyrighted properties of their respective owners.

# Corporate Information



## Legal Counsel

Feder, Kaszovitz, Isaacson, Weber,  
Skala, Bass & Rhine LLP  
750 Lexington Avenue  
New York, NY 10022

## Independent Auditors

PKF  
400 South Hope Street  
Suite 710  
Los Angeles, CA 90017

## Investor Relations

Integrated Corporate Relations, Inc.  
3780 Kilroy Airport Way, Suite 200  
Long Beach, CA 90806  
Tel: 562-256-7049  
Fax: 562-256-7052

## Transfer Agent

U.S. Stock Transfer Corp.  
1745 Gardena Avenue  
2nd Floor  
Glendale, CA 91204

## Stock Exchange Listing

Common stock trading on the Nasdaq National Market® under the symbol “JAKK.” As of June 12, 2003, there were approximately 117 holders of record and approximately 9,384 beneficial owners of the Company’s common stock. The Company has not paid cash dividends and does not anticipate paying cash dividends in the foreseeable future.

## Annual Report

A copy of the Company’s annual report on Form 10-K, as filed with the Securities and Exchange Commission, will be furnished to stockholders and interested investors free of charge upon written request to the Company, Attention: Corporate Secretary, 22619 Pacific Coast Highway, Suite 250, Malibu, CA 90265.

## Annual Meeting

The Annual Meeting of Stockholders will be held on Thursday, August 14, 2003, at 9:00 A.M. PDT at Sherwood Country Club, 320 West Stafford Road, Thousand Oaks, CA 91361.

## Common Stock Price Data

	High	Low
2001		
First Quarter	\$15.00	\$ 8.00
Second Quarter	19.44	8.78
Third Quarter	21.80	12.60
Fourth Quarter	25.38	12.44
2002		
First Quarter	\$23.70	\$15.85
Second Quarter	23.49	15.91
Third Quarter	17.76	9.57
Fourth Quarter	16.63	9.30
2003		
First Quarter	\$14.49	\$ 9.50

## Forward-Looking Statements

*This annual report contains forward-looking statements that are subject to the safe harbor created by Section 27a of the federal securities law, including, among others, statements relating to sales growth, political support for education, acceptance of our products and new product introductions. Such statements are subject to substantial risks and uncertainties. Actual events or results may differ materially as a result of many factors, including but not limited to: the extent of acceptance and purchase of the Company’s products by target customers; the extent of educators’ acceptance of technology, accountability and standardized testing; political trends; seasonality and sales cycles in the Company’s markets; competition; availability of funding available to schools; the Company’s ability to continue to demonstrate the efficacy of its products, which depends on how the programs are administered, the demography of participants and other factors; the Company’s ability to retain key personnel; pricing pressures; obstacles or delays in product development; and other risks detailed in the Company’s SEC reports, including the Company’s reports on Form 10-K and 10-Q.*