

The Educational Entertainment Leader



2013 INVESTOR EVENT

February 12, 2013

Agenda

Think Ahead

Education Leader

Life-Changing Learning Solutions

Trusted Resource for Parents

Global Opportunities

Financial Results

Summary

2013 Product Presentation



Forward Looking Statements

Cautionary Statement under the Private Securities

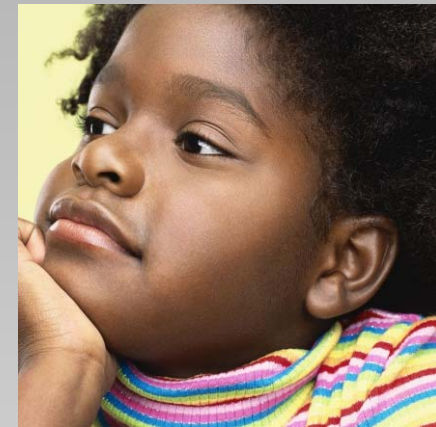
Litigation Reform Act of 1995:

This presentation includes forward-looking statements about management's expectations, including expectations regarding financial results and planned products and features. Our actual results may differ materially from those expressed or implied by such forward-looking statements. The risks that could cause our results to differ include highly changeable consumer preferences and toy trends, our ability to achieve anticipated sales levels, particularly with respect to newly-launched products, the overall economic environment and its effect on retail business, introductions of products that compete with our platforms by a variety of other companies, our ability to respond quickly and cost effectively to changes in manufacturing costs and in consumer demand for our products, and our ability to provide high-quality experiences to consumers with all of our products and services. These risks and others are discussed under "Risk Factors" in our most recent Forms 10-K and 10-Q filed with the SEC. LeapFrog makes these statements as of February 12, 2013 and disclaims any duty to update them.

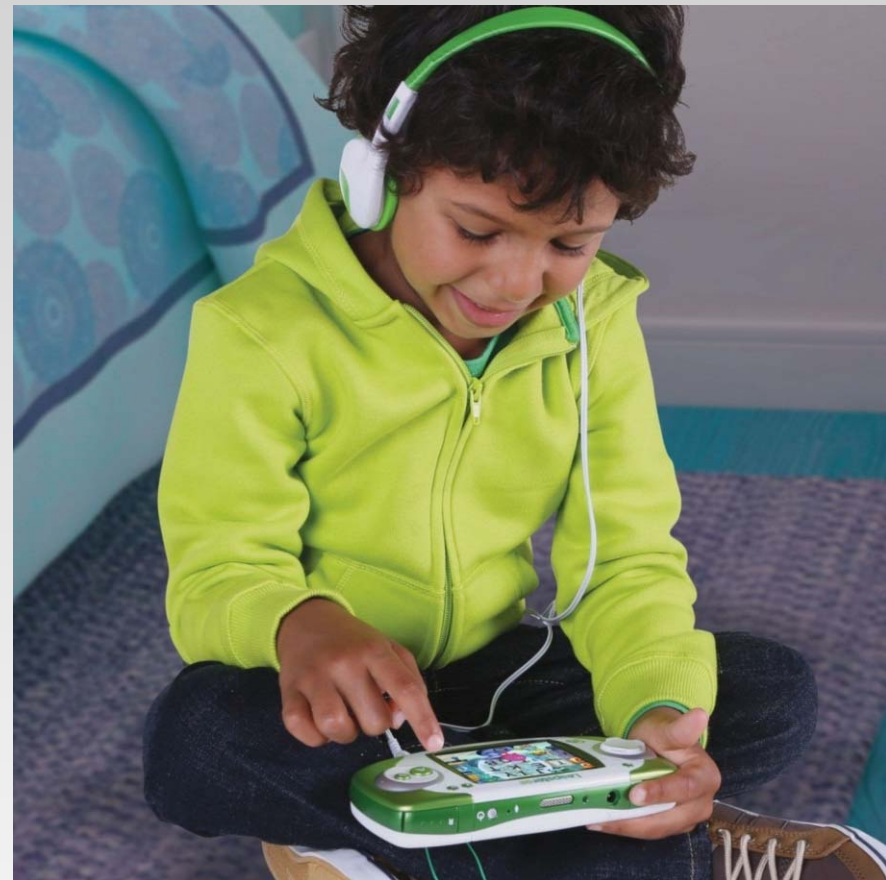




Think Ahead



We know innovation.



Think Ahead

Video Playing in Room



Children Are Our Future



Nearly 50% of U.S. Children Have Difficulties When They Start Kindergarten



**Only 4 out of 100
kindergartners entering
Kipp Ascend Chicago
Primary School in 2010
were able to recognize
numbers or letters.**



Only 69% of High School Students Graduate



Source: Alliance for Excellent Education.

For the First Time in History, America's Younger Generation is Less Well-Educated Than its Parents

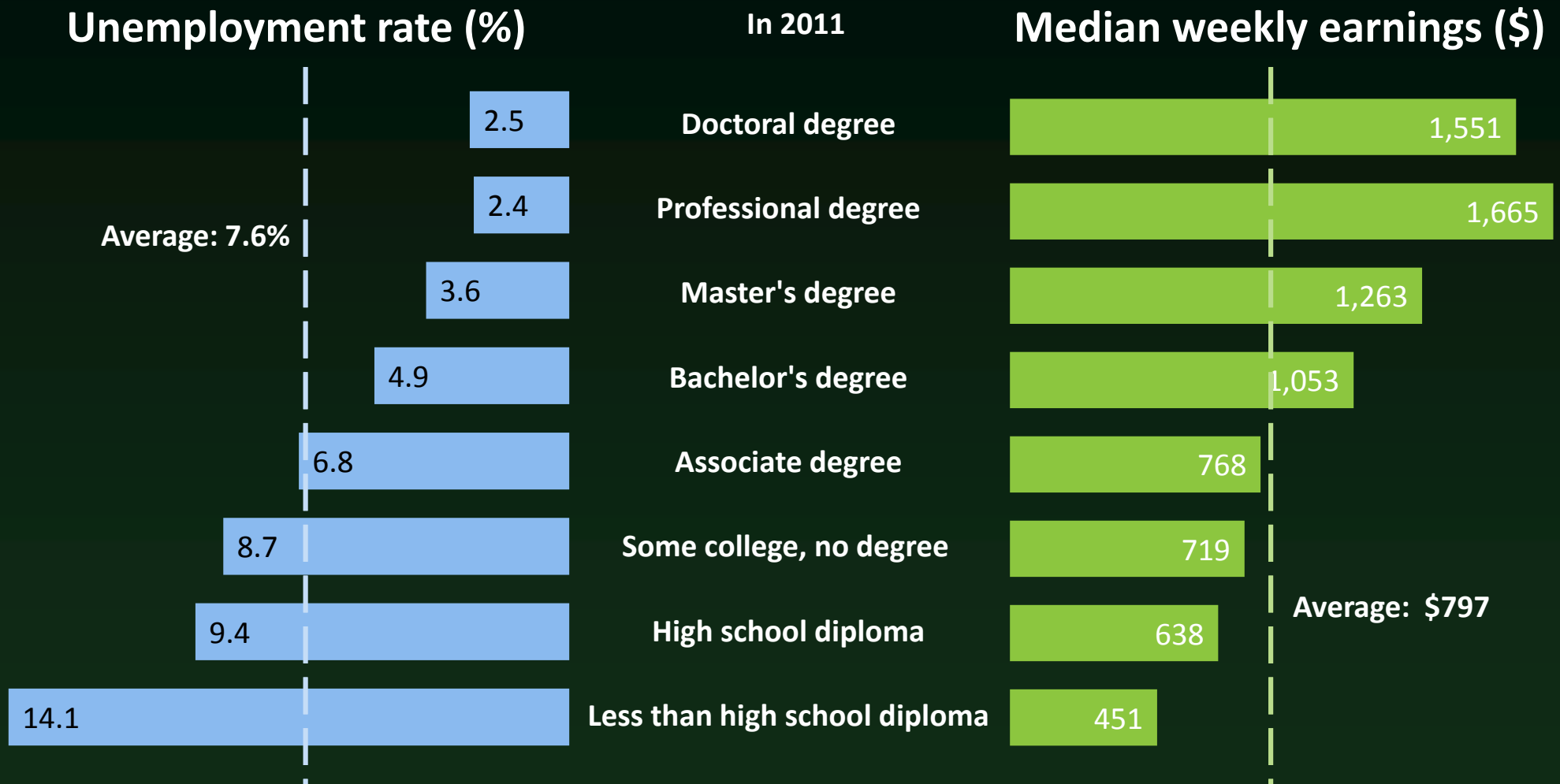


Source: National Academies of Science, Engineering and Medicine

53 Percent of Americans Are Dissatisfied with the Quality of Education Students Receive in the U.S.



Education Pays



Knowledge & Education are the Fundamental Currency Needed to Participate in a Global Labor Marketplace



Global Reading Scores



USA: #17

Rank	Country	Reading Score
1	CHINA	556
2	SOUTH KOREA	539
3	FINLAND	536
4	HONG KONG	533
5	SINGAPORE	526
6	CANADA	524
7	NEW ZEALAND	521
8	JAPAN	520
9	AUSTRALIA	515
10	NETHERLANDS	508
11	BELGIUM	506
12	NORWAY	503
13	ESTONIA	501
14	SWITZERLAND	501
15	Poland	500
16	Iceland	500
17	USA	500



Global Math Scores



USA: #31

Rank	Country	Reading Score
1	CHINA	600
2	SINGAPORE	562
3	HONG KONG	555
4	SOUTH KOREA	546
5	TAIWAN	543
6	FINLAND	541
7	LIECHTENSTEIN	536
8	SWITZERLAND	534
9	JAPAN	529
10	CANADA	527
11	NETHERLANDS	526
12	MACAO	525
13	NEW ZEALAND	519
14	BELGIUM	515
15	AUSTRALIA	514
16	GERMANY	513
17	ESTONIA	512
18	ICELAND	507
19	DENMARK	503
20	SLOVENIA	501
21	NORWAY	498
22	FRANCE	497
23	SLOVAK REP.	497
24	AUSTRIA	496
25	POLAND	495
26	SWEDEN	494
27	CZECH REP.	493
28	UK	492
29	HUNGARY	490
30	LUXEMBOURG	489
31	USA	487



655 Million Children in Primary Schools Around the World



Source: GSV Advisors and Candlestick Research, 2012.

English Speakers Will Double From 1 to 2 Billion Within The Next Decade



Source: GSV Advisors and Candlestick Research, 2012.

Top 5 Languages in the World, Total Speakers

Mandarin Chinese 1.3B

English 1.0B

Spanish 500M

Hindi 490M

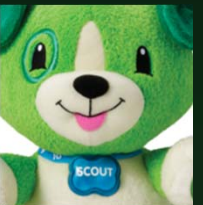
Arabic 255M



Strong Global Demand for Supplemental Educational Solutions Projected for Next 5 Years

Global Market Growth	2012-2017 Projected Growth CAGR
K-12 eLearning	+33%
Edu Gaming	+30%





**18 YEARS OF
EXPERIENCE**

18 Years of Creating Revolutionary Learning Platforms

"Children learn best when they're having fun. The secret is to blend fun and education so that they don't even know that they're learning."

Mike Wood
Founder

1995



1999



LeapPad

2003



LEAPSTER

2008



Tag

2009



My Pal Scout

2010



Leapster
Explorer

2011



LeapPad

2012



LeapPad2
LeapsterGS



Market Leading Learning Solutions

#1 Selling
Kids' Learning
Tablets



#1 Selling
Learning Game
Systems



#1 Selling
Learn to Read
Systems



#1 Selling
Electronic Learning
Toy



We've Helped Millions of Children

Real Book Experiences



100M+ Books Sold

Tablets and Game Systems



~60M Games and Apps Sold

Educational Toys



100M+ Toys Sold



55M Platforms Sold

More than 80 Industry and Parenting Awards and Top Lists in 2012



Winner of 18 Toy of the Year Awards
Over the Past 13 Years!

“The People’s Choice”

LeapPad2



Winner of Two TOTY's:

- ❖ People's Choice Award
- ❖ Educational Toy of the Year



We Create Life-Changing Products

- 90%+ of all product reviews* received four stars or greater
- Current line features more than 4,000 Five-Star Reviews



“My 5 year old started learning how to recognize, spell, and sound out new words as soon as he started using the tag.”



“Wow I'm amazed of how much my kid is learning with this leap pad!!”



*Based on reviews at Amazon.com, Walmart.com, ToysRUs.com, and LeapFrog.com.

Parents & Children Love Our Brand

Top of Mind

The brand moms think of first for educational toys

Top of Market

#1 market share in Electronic Learning Toys

Brand Experience Satisfaction

*Net Promoter Score of 50
"Excellent"*



Brand Quality

How much you agree or disagree with following statement about (brand)?

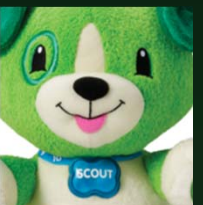
- ✓ Quality products
- ✓ Leader in combining play and learning
- ✓ Offers wide range of learning opportunities
- ✓ Offers quality content with depth of learning
- ✓ Is a leader in learn to read products
- ✓ Creates breakthrough learning moments
- ✓ Makes products that grow with my child
- ✓ Is my favorite brand



Market share based on data from the NPD Group / Consumer Tracking Services.
Other statements based on Brand Tracking surveys conducted by LeapFrog.

We Have the Best Team

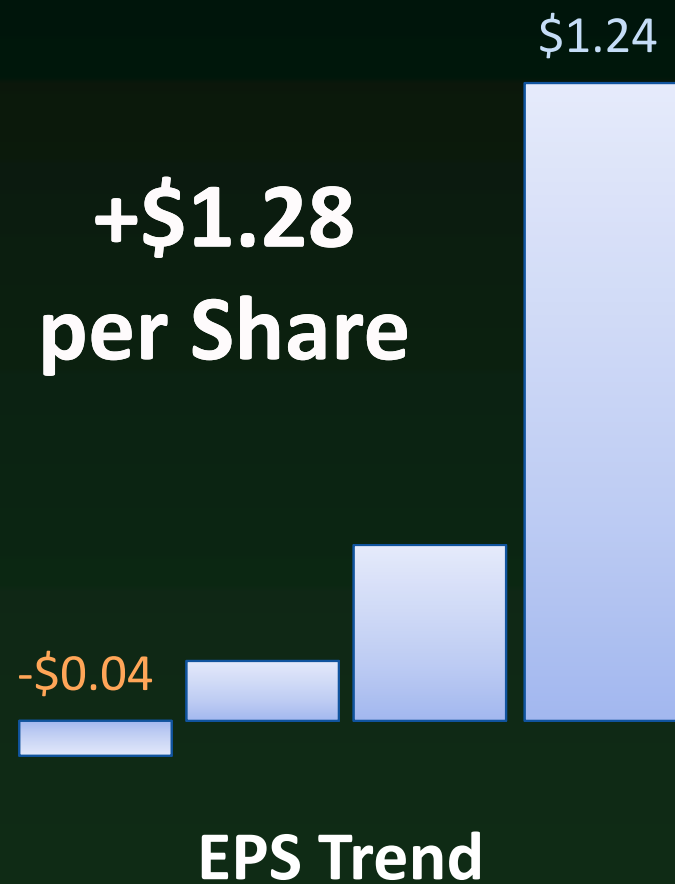
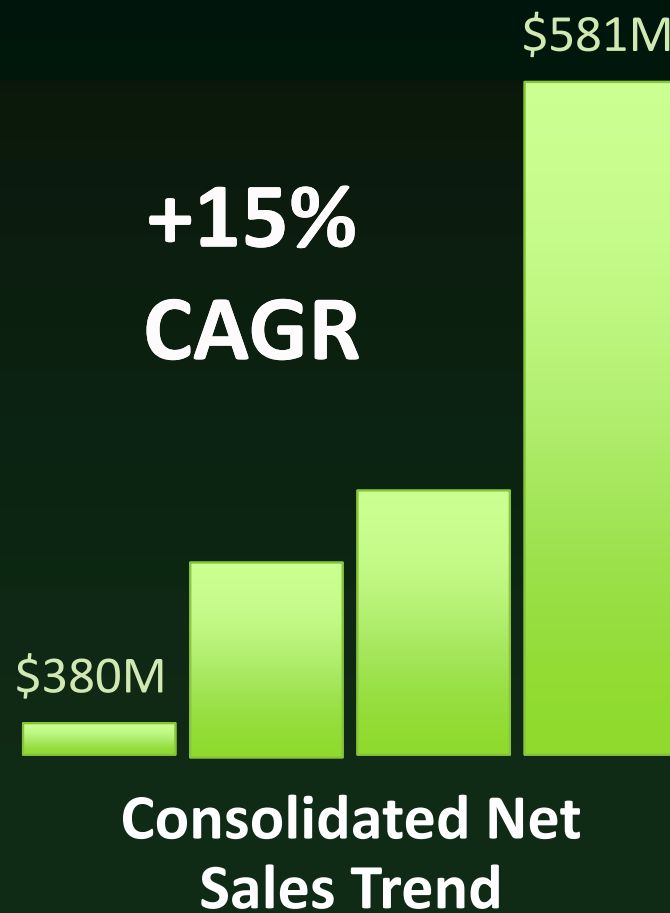




MOMENTUM

Sales and Profit Growth

2009 to 2012



EPS reflects Net Income per Diluted Share
2012 EPS results benefitted by \$0.29 for a release of valuation allowance against our deferred tax asset and by \$0.09 due to expiring statute of limitations.

#1 Selling Toys in the U.S. and the U.K.

#1 Selling Toy in U.S. in 2012
Explorer Software Assortment



#1 Selling Toy in U.K. in 2012
LeapPad Explorer Tablet



Based on sales dollars (pounds) per NPD Group/Retail Tracking Services.

43% Content Sales Growth in 2012

Books



Cartridges



Downloadable Content



Maps and Discovery Packs



Videos and Music



Based on units; compared to LeapFrog's sales in 2011.

4X Digital App Sales in 2012



LeapFrog Favorites

Finding the right app is child's play.

Finding the right app is child's play with recommended learning apps from our most popular categories.

- LeapFrog Top 5
- Age ▶
- Gender ▶
- Favorite Characters
- Skill Boosters ▶



Based on net sales dollars; compared to LeapFrog's digital app sales in 2011.

3X Accessory Sales in 2012



Based on units; compared to LeapFrog's accessory sales in 2011.

LeapFrog Had The #1 Selling Toy in U.S. 3 of Top 4 and 4 of Top 10

2012 Top 10 Selling Toys in the U.S.

1	Explorer Software Assortment	LeapFrog
2	Beyblade Metal Fusion	Hasbro
3	LeapPad Explorer System Green	LeapFrog
4	LeapPad2 System Green	LeapFrog
5	Hot Wheels Express Lane Assortment	Mattel
6	Monster High Doll Assortment	Mattel
7	Easy Bake Ultimate Oven	Hasbro
8	Razor Scooter Assortment	Razor USA
9	LeapPad 2 Bundle Assortment	LeapFrog
10	Barbie 3-Story Dream Townhouse	Mattel



LeapFrog Has The Best Tablets for Children Ages 3-9

LeapPad

#1 Selling Kid's Learning Tablets



13 Million Connected Parents



FREE SHIPPING on orders over \$60 ▶

[Sign In](#) | [My Account](#) | [Gift Lists](#) | [Shop Cart](#) | [App Center Cart](#)

[SHOP](#)

[APP CENTER](#)

[PRODUCTS](#)

[PARENTS](#)

[GET CONNECTED](#)

[SUPPORT](#)

[What is LeapFrog Connect](#) | [Connect Your Toy](#) | [Learning Path](#) | [App Center](#)

[LAUNCH LEAPFROG CONNECT](#)

What is LeapFrog Connect?

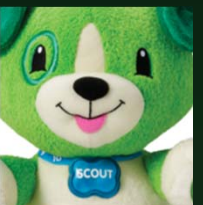
LeapFrog Connect is your gateway to learning fun.

With the LeapFrog® Connect Application, you can:

- see your child's [play and learning progress](#)
- [download learning apps](#)
- create a [personalized learning experience](#)
- [redeem rewards](#)
- and much more!

GET CONNECTED





THE LEAPFROG DIFFERENCE

The LeapFrog Difference

Educational Entertainment is our TOTAL FOCUS

18 years of experience

Powerful assets

- Massive connected consumer base
- Incredible brand
- Proprietary curricula
- Consumers love our products
- Growing base of content partners
- We have the best team in the industry





Education Leader



We know learning.





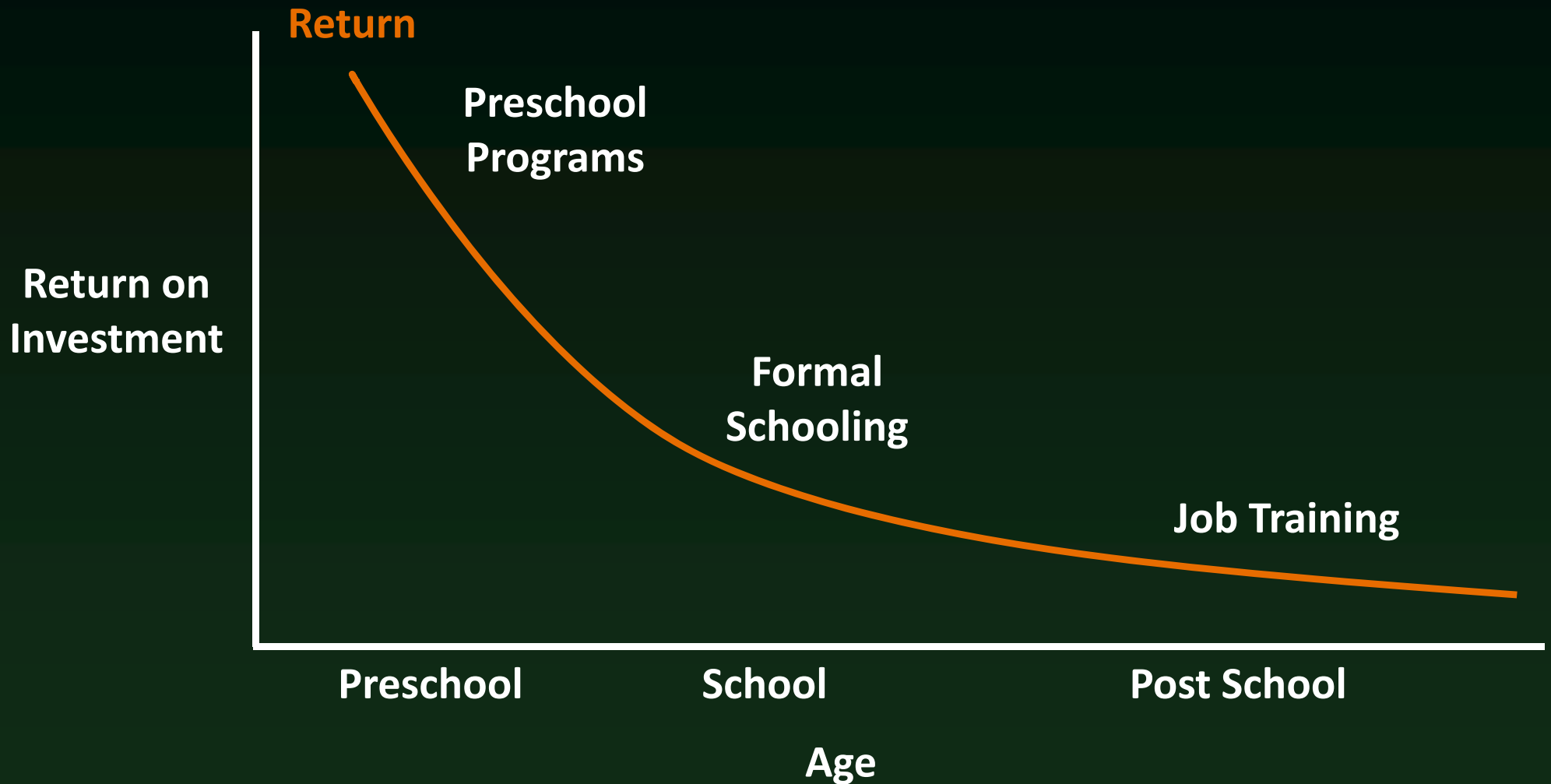
Collaboration

Expertise

Passion...

Because the first
years matter
so much.

Return on Human Capital Investment



Critical Periods of Development



Language Input – Critical in the First Few Years of Life



Providing a Solid Foundation

CHILD DEVELOPMENT

Child Development, September/October 2011, Volume 82, Number 5, Pages 1620–1633

Benefits of Practicing $4 = 2 + 2$: Nontraditional Problem Formats Facilitate Children's Understanding of Mathematical Equivalence

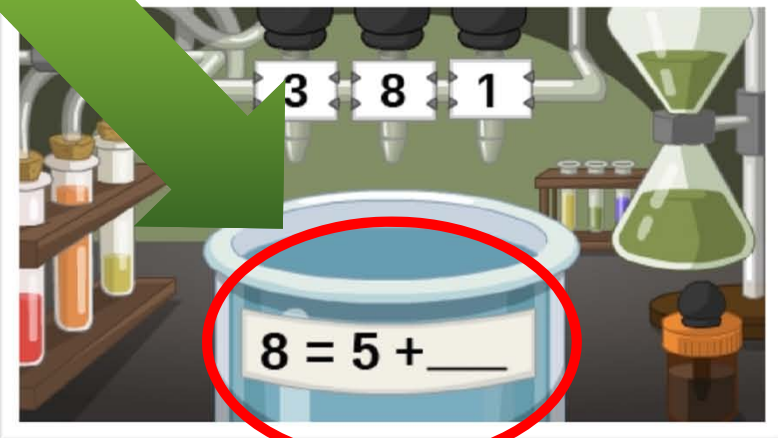
Nicole M. McNeil, Emily R. Fyfe,
Lori A. Petersen, and
April E. Dunwiddie
University of Notre Dame

Heather Brletic-Shipley
Pleasant Union Elementary

This study examined whether practice with arithmetic problems presented in a nontraditional problem format improves understanding of mathematical equivalence. Children (M age = 8;0; $N = 90$) were randomly assigned to practice addition in one of three conditions: (a) traditional, in which problems were presented in the traditional "operations on left side" format (e.g., $9 + 8 = 17$); (b) nontraditional, in which problems were presented in a nontraditional format (e.g., $17 = 9 + 8$); or (c) no extra practice. Children developed a better understanding of mathematical equivalence after receiving nontraditional practice than after receiving traditional practice or no extra practice. Results suggest that minor differences in early input can yield substantial differences in children's understanding of fundamental concepts.

Decades of research in cognitive development and mathematics education have shown that children struggle to understand mathematical equivalence, particularly in symbolic form (e.g., Alibali, 1999; Baroody & Ginsburg, 1983; Behr, Erlwanger, & Skemp, 1980; McNeil, 2000; Ross, 1990). Math-

lems are not typically included in traditional K curricula (McNeil et al., 2006; Seo & Ginsburg, 2003), most people are shocked to discover that children (ages 7–11) solve the problems incorrectly. Across nine studies, McNeil (2005) found that most children (about 80%) did not



From the Mouths of Moms

What is your top priority when you think about
your children, learning and toys?
What is important and what are you trying to accomplish?

Educational
37%

Fun
Engaging
Entertaining
Enjoyable
26%

Makes
learning fun
26%

Beyond
ABC's and
123's
24%



Proprietary Scope and Sequence: > 2,600 Skills



Language and Literacy	Comprehension	Literary Analysis and Critical Thinking Subject Knowledge Vocabulary			Data and Probability	Equations and Expressions Probability Tables, Charts and Graphs
	Language Conventions					Geometry Concepts
	Reading					and Angles and Circles
	Reading Basics					and Congruence
	Spelling					Math
	World Languages					Perimeter Area Time Capacity Mass Number Sense Fractions and Percentage Order Sense Less Than Cognition Whole
Learning for Life	Writing					Operations
	Cognitive Development					on olving ce erals and Soil f Earth
	Computer Literacy					imate and Atmosphere ee Concepts
	Creativity					ental Awareness rocess
	Physical Development					on of Living Things Nutrition d Evolution logy
	Social Development					nd Magnetism Motion ound
	Algebra	Equations and Expressions				Physical Science
	Data and Probability	Probability Tables, Charts and Graphs Coordinate Geometry Geometric Concepts				Space Science Space Science Chronological thinking Understanding History



Squeezing Thousands of Skills into Meaningful Play Experiences



Attention to Detail & Customized Learning Design for Every Product

Sublevel	Question	CA dataset range	WA dataset range	Context	Tutorial	CA	WA1	WA2	WA3	Hint1	Hint2	Hint3
1.1	Integer viverra bibendum neque, elementum suscipit nulla mattis non.	15-50	47-43	Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quisque volutpat fermentum ligula, non vulputate erat imperdiet vitae.	MF 2.0	Lorem ipsum dolor sit amet, consectetur adipiscing elit.	WAsfx + corresponding audio line; WAdisappears	WAsfx + corresponding audio line; WAdisappears	WAsfx + corresponding audio line; flash/highlight CA	Curricular tutorial	Repeat the question	n/a
1.2	Phasellus at enim sit amet dolor lobortis rutrum.	22-44	15-39	Nulla aliquam tellus ullamcorper lorem sodales elementum.	MF 8.4	Integer nec enim nec ante iaculis volutpat id nec felis. Mauris vel dolor sit amet neque placerat placerat vel nulla.	WAsfx + corresponding audio line; WAdisappears	WAsfx + corresponding audio line; WAdisappears	WAsfx + corresponding audio line; flash/highlight CA	Curricular tutorial	Repeat the question	n/a
1.3	1.4 Pelentesque eu lorem diam, sed dapibus lorem.	2, 41, 48	27, 46, 21	Suspendisse vel dui velit, sed mattis risus.	MF 8.0	Vivamus eu augue nibh, vitae mattis dui.	WAsfx + corresponding audio line; WAdisappears	WAsfx + corresponding audio line; WAdisappears	WAsfx + corresponding audio line; flash/highlight CA	Curricular tutorial	Repeat the question	n/a
1.4	1.5 Nullam ut tortor at turpis gravida luctus.	43, 33, 36, 1, 24	24, 32, 25, 37, 39	In sodales facilisis felis, eget sollicitudin dolor commodo eu.	MF 0.0	Sed iaculis egestas elit, id ultrices augue aliquet eget. Curabitur adipiscing felis et felis hendrerit eget pharetra quam congue.	WAsfx + corresponding audio line; WAdisappears	WAsfx + corresponding audio line; WAdisappears	WAsfx + corresponding audio line; flash/highlight CA	Curricular tutorial	Repeat the question	n/a
1.5	1.6 Nullam sed quam vitae est consectetur tristique quis nec mi.	39-26	16-23	Nullam vel mi quis mauris accumsan pharetra. Maecenas pellentesque eleifend odio, vel pretium arcu luctus id.	MF 8.5	Vivamus ut risus eget velit tincidunt rutrum non ac massa.	WAsfx + corresponding audio line; WAdisappears	WAsfx + corresponding audio line; WAdisappears	WAsfx + corresponding audio line; flash/highlight CA	Curricular tutorial	Repeat the question	n/a
1.6	1.7 Aenean quis dui vitae erat sodales faucibus. Sed iaculis luctus diam, nec pulvinar neque mollis eget.	23-13	39-12	Nullam sed quam vitae est consectetur tristique quis nec mi.	MF 6.2	Donec lobortis nisi quis mi lobortis id sagittis libero pharetra.	WAsfx + corresponding audio line; WAdisappears	WAsfx + corresponding audio line; WAdisappears	WAsfx + corresponding audio line; flash/highlight CA	Curricular tutorial	Repeat the question	n/a
1.8	2 Maecenas in felis in orci interdum eleifend. Integer ultrices erat sit amet velit malesuada mollis.	33-2	48-48	Pellentesque vitae nisi nec velit rhoncus molestie suscipit nec neque.	MF 8.0	Vivamus rutrum tortor ac odio laoreet quis mollis dolor hendrerit.	WAsfx + corresponding audio line; WAdisappears	WAsfx + corresponding audio line; WAdisappears	WAsfx + corresponding audio line; flash/highlight CA	Curricular tutorial	Repeat the question	n/a
1.9	2.1 Proin convallis eros vitae libero varius vel congue nibh convallis.	29, 5, 49, 25, 1	48-42, 47, 16	Proin vehicula massa ut odio viverra porttitor. Aliquam sit amet purus ut sapien luctus dapibus et eu est.	MF 1.3	Sed non diam et felis ullamcorper imperdiet.	WAsfx + corresponding audio line; WAdisappears	WAsfx + corresponding audio line; WAdisappears	WAsfx + corresponding audio line; flash/highlight CA	Curricular tutorial	Repeat the question	n/a
2.1	2.2 Ut pellentesque neque vel tortor euismod posuere sagittis nisi venenatis.	23-35	46-6	Integer ultrices erat sit amet velit malesuada mollis.	MF 8.6	Fusce vestibulum posuere nisi, eu facilisis massa vestibulum eget.	WAsfx + corresponding audio line; WAdisappears	WAsfx + corresponding audio line; WAdisappears	WAsfx + corresponding audio line; flash/highlight CA	Curricular tutorial	Repeat the question	n/a
2.2	2.3 Pellentesque fermentum eros vitae lectus aliquet eu lobortis tortor mollis.	30-6	20-14	Nunc ut dui scelerisque tortor facilisis adipiscing elit.	MF 8.0	Fusce vestibulum posuere nisi, eu facilisis massa vestibulum eget.	WAsfx + corresponding audio line; WAdisappears	WAsfx + corresponding audio line; WAdisappears	WAsfx + corresponding audio line; flash/highlight CA	Curricular tutorial	Repeat the question	n/a
2.3	2.4 Cras malesuada risus eget mauris imperdiet id cursus dolor gravida.	37-17	11-35	Ut pellentesque neque vel tortor euismod posuere sagittis nisi venenatis.	MF 8.0	Fusce vestibulum posuere nisi, eu facilisis massa vestibulum eget.	WAsfx + corresponding audio line; WAdisappears	WAsfx + corresponding audio line; WAdisappears	WAsfx + corresponding audio line; flash/highlight CA	Curricular tutorial	Repeat the question	n/a
2.4	2.5 In sollicitudin accumsan libero, vel accumsan eros mollis ac.	49, 5, 45, 34, 32, 39, 2, 19, 27, 4	28, 42, 41, 48, 33, 32, 44, 45, 41, 47	Pellentesque fermentum eros vitae lectus aliquet eu lobortis tortor mollis.	MF 8.0	Fusce vestibulum posuere nisi, eu facilisis massa vestibulum eget.	WAsfx + corresponding audio line; WAdisappears	WAsfx + corresponding audio line; WAdisappears	WAsfx + corresponding audio line; flash/highlight CA	Curricular tutorial	Repeat the question	n/a
2.5	2.6 Vivamus facilisis metus accumsan risus tempus cursus.	46, 50, 42, 38, 1	27, 21, 30, 30, 1	Cras malesuada risus eget mauris imperdiet id cursus dolor gravida.	MF 8.0	Fusce vestibulum posuere nisi, eu facilisis massa vestibulum eget.	WAsfx + corresponding audio line; WAdisappears	WAsfx + corresponding audio line; WAdisappears	WAsfx + corresponding audio line; flash/highlight CA	Curricular tutorial	Repeat the question	n/a
2.6	2.7 Sed faucibus diam at urna ullamcorper adipiscing. Sed ut velit nec magna ultrices ornare tempor non lorem.	49, 4, 38, 49, 3	42, 46, 28, 8, 42	In sollicitudin accumsan libero, vel accumsan eros mollis ac.	MF 8.0	Fusce vestibulum posuere nisi, eu facilisis massa vestibulum eget.	WAsfx + corresponding audio line; WAdisappears	WAsfx + corresponding audio line; WAdisappears	WAsfx + corresponding audio line; flash/highlight CA	Curricular tutorial	Repeat the question	n/a
2.7	3 Morbi quis orci lorem, in ornare tortor. Integer accumsan ultricies elit, nec imperdiet ipsum dignissim a.	18-26	45-31	Vivamus facilisis metus accumsan risus tempus cursus.	MF 8.0	Fusce vestibulum posuere nisi, eu facilisis massa vestibulum eget.	WAsfx + corresponding audio line; WAdisappears	WAsfx + corresponding audio line; WAdisappears	WAsfx + corresponding audio line; flash/highlight CA	Curricular tutorial	Repeat the question	n/a
3	3.1 Quisque eget tellus id erat commodo tempus. Cras tempor nunc vitae odio mattis vel tincidunt mi elementum.	40-16	44-38	Sed iaculis luctus diam at urna ullamcorper adipiscing. Sed ut velit nec magna ultrices ornare tempor non lorem.	MF 8.0	Fusce vestibulum posuere nisi, eu facilisis massa vestibulum eget.	WAsfx + corresponding audio line; WAdisappears	WAsfx + corresponding audio line; WAdisappears	WAsfx + corresponding audio line; flash/highlight CA	Curricular tutorial	Repeat the question	n/a
3.1	3.2 Aenean eu lectus sem, imperdiet pellentesque dui.	16-1	18-49	Suspendisse et justo vel velit iaculis rutrum.	MF 8.0	Nulla vel orci eu nisl suscipit sodales.	WAsfx + corresponding audio line; WAdisappears	WAsfx + corresponding audio line; WAdisappears	WAsfx + corresponding audio line; flash/highlight CA	Curricular tutorial	Repeat the question	n/a
3.2	3.3 Morbi in nisl augue, sed molestie lacus.	35-2	49-23	Nulla vel orci eu nisl suscipit sodales. Nullam eu mauris vel urna ornare faucibus quis sed lorem.	MF 8.0	Aenean fermentum quam eget velit blandit pellentesque molestie nunc lobortis.	WAsfx + corresponding audio line; WAdisappears	WAsfx + corresponding audio line; WAdisappears	WAsfx + corresponding audio line; flash/highlight CA	Curricular tutorial	Repeat the question	n/a
3.3	3.4 Proin nec metus nec mi condimentum vulputate.	40-22	21-48	Quisque eget tellus id erat commodo tempus. Cras tempor nunc vitae odio mattis vel tincidunt mi elementum.	MF 8.0	Aenean fermentum quam eget velit blandit pellentesque molestie nunc lobortis.	WAsfx + corresponding audio line; WAdisappears	WAsfx + corresponding audio line; WAdisappears	WAsfx + corresponding audio line; flash/highlight CA	Curricular tutorial	Repeat the question	n/a
3.4	3.5 Morbi quis orci lorem, in ornare tortor. Integer accumsan ultricies elit, nec imperdiet ipsum dignissim a.	3-18	41-46	Aenean eu lectus sem, imperdiet pellentesque dui.	MF 8.0	Aenean fermentum quam eget velit blandit pellentesque molestie nunc lobortis.	WAsfx + corresponding audio line; WAdisappears	WAsfx + corresponding audio line; WAdisappears	WAsfx + corresponding audio line; flash/highlight CA	Curricular tutorial	Repeat the question	n/a
3.5	3.6 Fusce molestie ligula eu dolor dictum interdum incididunt libero eleifend.	49-36	26-39	Morbi in nisl augue, sed molestie lacus.	MF 8.0	Morbi in nisl augue, sed molestie lacus.	WAsfx + corresponding audio line; WAdisappears	WAsfx + corresponding audio line; WAdisappears	WAsfx + corresponding audio line; flash/highlight CA	Curricular tutorial	Repeat the question	n/a
3.6	3.7 Nam nec mauris sit amet erat iaculis condimentum.	4-22	31-38	Proin nec metus nec mi condimentum vulputate.	MF 8.0	Proin nec metus nec mi condimentum vulputate.	WAsfx + corresponding audio line; WAdisappears	WAsfx + corresponding audio line; WAdisappears	WAsfx + corresponding audio line; flash/highlight CA	Curricular tutorial	Repeat the question	n/a
3.7	3.8 Phasellus fringilla diam id risus iaculis faucibus.	17, 19, 22, 45, 35	18, 36, 29, 27, 11	Morbi quis orci lorem, in ornare tortor. Integer accumsan ultricies elit, nec imperdiet ipsum dignissim a.	MF 8.2	In fringilla fringilla lorem, in volutpat lectus dignissim vitae.	WAsfx + corresponding audio line; WAdisappears	WAsfx + corresponding audio line; WAdisappears	WAsfx + corresponding audio line; flash/highlight CA	Curricular tutorial	Repeat the question	n/a
3.8	3.9 Donec sit amet ligula sed est pulvinar bibendum. Maecenas sed sem a leo vestibulum eleifend et nec nisl.	24, 35, 48, 28, 31	47, 34, 34, 35, 12	Fusce molestie ligula eu dolor dictum interdum incididunt libero eleifend.	MF 10.4	Duis gravida massa eu nibh convallis ac ultrices libero convallis.	WAsfx + corresponding audio line; WAdisappears	WAsfx + corresponding audio line; WAdisappears	WAsfx + corresponding audio line; flash/highlight CA	Curricular tutorial	Repeat the question	n/a
4.1	4.1 Nullam condimentum leo et dui facilisis ut vestibulum velit venenatis.	29-24	49-44	Etiam sed nibh dolor, sed dictum neque.	MF 1.7	Proin id erat sed dui tempus pharetra ut nec felis.	WAsfx + corresponding audio line; WAdisappears	WAsfx + corresponding audio line; WAdisappears	WAsfx + corresponding audio line; flash/highlight CA	Curricular tutorial	Repeat the question	n/a
4.2	4.2 Ut venenatis hendrerit dui, eget lobortis leo sollicitudin id.	18-47	34-36	Nam nec mauris sit amet erat iaculis condimentum.	MF 4.2	Duis dapibus risus id odio aliquam condimentum. Aenean pharetra quam ut odio tempor a rhoncus odio vulputate.	WAsfx + corresponding audio line; WAdisappears	WAsfx + corresponding audio line; WAdisappears	WAsfx + corresponding audio line; flash/highlight CA	Curricular tutorial	Repeat the question	n/a
4.3	4.3 Phasellus pulvinar est ut eros dignissim tempus. Nunc blandit nulla a ligula sollicitudin et tincidunt lectus malesuada.	43-19	46-25	Cras ac dui a tortor dictum consectetur porttitor tempor erat.	MF 5.4	Mauris convallis lectus et purus molestie sed consequat mi porta.	WAsfx + corresponding audio line; WAdisappears	WAsfx + corresponding audio line; WAdisappears	WAsfx + corresponding audio line; flash/highlight CA	Curricular tutorial	Repeat the question	n/a
4.4	4.4 Mauris quis orci molestie odio sodales hendrerit non sed orci.	23-38	21-27	Suspendisse nec elit sit amet libero dictum mollis.	MF 6.9	Proin nec mauris lectus, at placerat mi.	WAsfx + corresponding audio line; WAdisappears	WAsfx + corresponding audio line; WAdisappears	WAsfx + corresponding audio line; flash/highlight CA	Curricular tutorial	Repeat the question	n/a
4.5	4.5 Sed eget lectus at dui bibendum vehicula.	22, 4, 31, 42, 44, 45, 44, 39, 32, 4	20, 32, 8, 26, 30, 36, 13, 45, 47, 38	Phasellus pulvinar est ut eros dignissim tempus. Nunc blandit nulla a ligula sollicitudin et tincidunt lectus malesuada.	MF 0.0	Proin nec mauris lectus, at placerat mi.	WAsfx + corresponding audio line; WAdisappears	WAsfx + corresponding audio line; WAdisappears	WAsfx + corresponding audio line; flash/highlight CA	Curricular tutorial	Repeat the question	n/a
4.6	4.6 Integer ac elit consectetur purus congue mattis at dui.	35-13	9-30	Integer eu justo nec sapien cursus sollicitudin. Ut sagittis eros nec turpis consectetur sit amet scelerisque est luctus.	MF 9.4	Cras nec nisi nunc, non placerat libero.	WAsfx + corresponding audio line; WAdisappears	WAsfx + corresponding audio line; WAdisappears	WAsfx + corresponding audio line; flash/highlight CA	Curricular tutorial	Repeat the question	n/a
4.7	4.7 Aliquam volutpat elit et eros auctor sit amet rhoncus lorem feugiat.	9-29	41-36	Ut sagittis eros nec turpis consectetur sit amet scelerisque est luctus.	MF 3.1	Etiam ut augue turpis, id blandit quam.	WAsfx + corresponding audio line; WAdisappears	WAsfx + corresponding audio line; WAdisappears	WAsfx + corresponding audio line; flash/highlight CA	Curricular tutorial	Repeat the question	n/a
4.8	4.8 Mauris vulputate aliquam sem, sit amet aliquet elit.	43-2	22-1	Donec posuere quam id nisl sollicitudin lobortis. Aliquam in velit non metus scelerisque cursus eget eu purus.	MF 1.2	Integer ornare velit quis mi venenatis porta.	WAsfx + corresponding audio line; WAdisappears	WAsfx + corresponding audio line; WAdisappears	WAsfx + corresponding audio line; flash/highlight CA	Curricular tutorial	Repeat the question	n/a
		29-46	45-14	Aliquam in velit non metus scelerisque cursus eget eu purus.	MF 10.4	Etiam vulputate lectus et magna aliquam dignissim. Mauris sollicitudin feugiat felis, vel fermentum massa egestas vel.	WAsfx + corresponding audio line; WAdisappears	WAsfx + corresponding audio line; WAdisappears	WAsfx + corresponding audio line; flash/highlight CA	Curricular tutorial	Repeat the question	n/a
		40-28	32-19	Mauris vulputate aliquam sem, sit amet aliquet elit.	MF 7.3	Mauris sollicitudin feugiat felis, vel fermentum massa egestas vel.	WAsfx + corresponding audio line; WAdisappears	WAsfx + corresponding audio line; WAdisappears	WAsfx + corresponding audio line; flash/highlight CA	Curricular tutorial	Repeat the question	n/a



Turning Play Experiences into Learning Path Feedback

At a Glance

My Child



[Edit](#) | Last update 09/01/2012 

Select a different child:

Cayden

GO

[+ Add a Child](#)

See Details for:

Game

Video

Ultra ebook

[13 games, books & toys](#)

Skill Path

Skills My Child Is Exploring Through Play

Preschool Skill Path

View Path Key 

Reading Basics

Language Arts

Reading

Operations

History

People and Places

General Science

Life Science

Physical Science

Data and Probability

Earth Science

Numbers

Spelling

Measurement

Math in Action

World Languages

Comprehension

Language Development

Geometry and Shapes

Computer Literacy

Creativity

Cognitive Development

Social Development

Physical Development

Infant

Toddler

Preschool

K

1st

2nd

3rd

4th

5th

6th

7th

8th

Just for You

Tag Junior Book: Our Birthday at the Zoo

Tag Junior Book: Ni Hao, Kai-Lan - Share, Share

Tag Jun Sesame

It's Not Just What We Teach, but How We Teach



Ultra eBooks:
automatically adjusted
reading levels



Ultra eBooks:
interactive elements: learn to
write; choose your own adventure



Teaching to Support Later Academic Success: Formulating a Mental Linear Number Line



Integrating Research and Best Practices

Developmental Psychology
2008, Vol. 44, No. 2, 588–596

Copyright 2008 by the American Psychological Association
0012-1649/08/\$12.00 DOI: 10.1037/0012-1649.44.2.588

Number Games, Magnitude Representation, and Basic Number Skills in Preschoolers

Jemma Catherine Whyte and Rebecca Bull
University of Aberdeen

The effect of 3 intervention board games (linear number, linear color, and nonlinear number) on young children's (mean age = 3.8 years) counting abilities, number naming, magnitude comprehension, accuracy in number-to-position estimation tasks, and best-fit numerical magnitude representations was examined. Pre- and posttest performance was compared following four 25-min intervention sessions. The linear number board game significantly improved children's performance in all posttest measures and facilitated a shift from a logarithmic to a linear representation of numerical magnitude, emphasizing the importance of spatial cues in estimation. Exposure to the number card games involving nonsymbolic magnitude judgments and association of symbolic and nonsymbolic quantities, but without any linear spatial cues, improved some aspects of children's basic number skills but not numerical estimation precision.

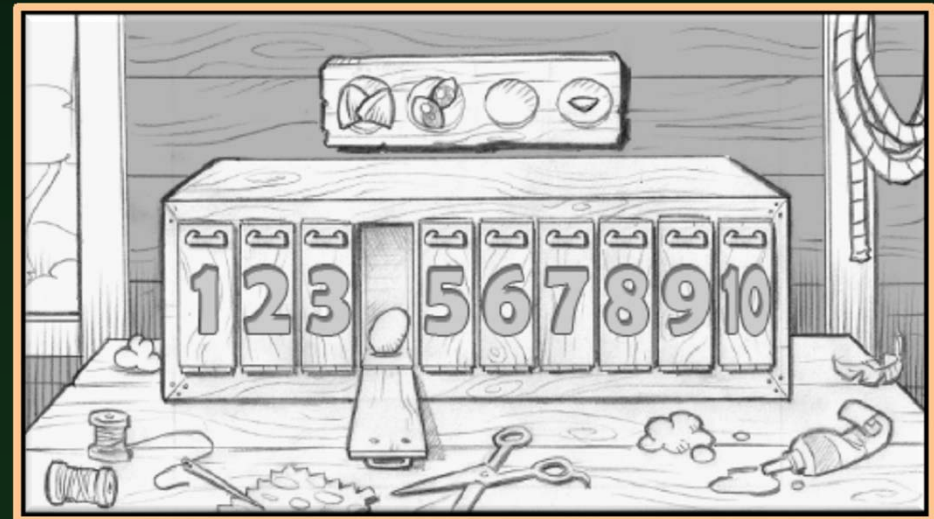
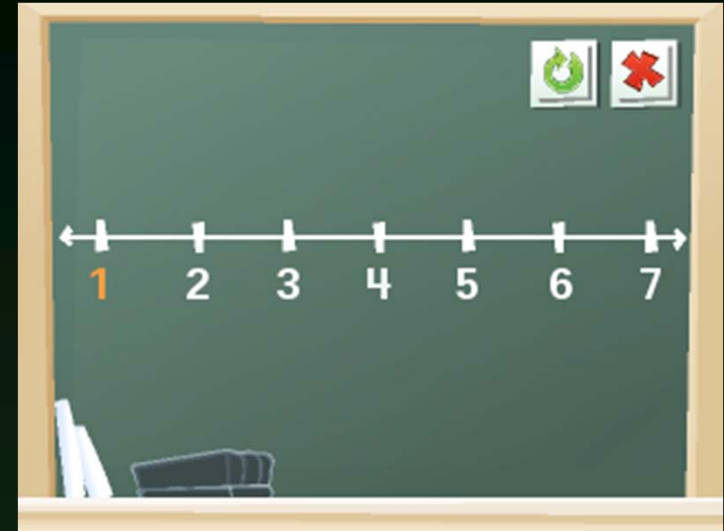
Child Development, March/April 2008, Volume 79, Number 2, Pages 375–394

Promoting Broad and Stable Improvements in Low-Income Children's Numerical Knowledge Through Playing Number Board Games

Geetha B. Ramani
University of Maryland

Robert S. Siegler
Carnegie Mellon University

Theoretical analyses of the development of numerical representations suggest that playing linear number board games should enhance young children's numerical knowledge. Consistent with this prediction, playing such a game for roughly 1 hr increased low-income preschoolers' (mean age = 5.4 years) proficiency on 4 diverse numerical tasks: numerical magnitude comparison, number line estimation, counting, and numeral identification. The gains remained 9 weeks later. Classmates who played an identical game, except for the squares varying in color rather than number, did not improve on any measure. Also as predicted, home experience playing number board games correlated positively with numerical knowledge. Thus, playing number board games with children



Personalized Learning Journeys



Personalize Learning Journeys for Every Child



Behind the Scenes

Video Playing in Room





Life-Changing Learning Solutions



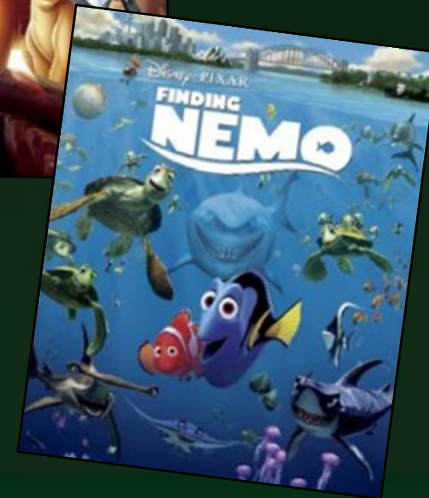
We know kids.



Top Quality Kids' Entertainment

Highest Grossing Animated Films of All Time

- | | | |
|---|---------------|----------|
| 1 | Toy Story 3 | \$1,063M |
| 2 | The Lion King | \$951.5M |
| 3 | Finding Nemo | \$921.7M |



Top Quality Kids' Entertainment

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Toy Story 3 (2010)

[Tom Hanks](#) (Actor), [Tim Allen](#) (Actor), [Lee Unkrich](#) (Director)

★★★★☆ (761 customer reviews) | Like (55)

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You Save: **\$15.03 (50%)**

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4.5 Stars
585 Five Star Reviews



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The Lion King (1994)

Matthew Broderick (Actor), Jeremy Irons (Actor), Rob Minkoff (Director)
★★★★★ (1,205 customer reviews) Like (16,499)

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The Lion King

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Amazon price

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+	Blu-ray [Blu-ray]	\$42.99 Prime	\$30.00	\$26.99

4.5 Stars
932 Five Star Reviews



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Finding Nemo (Five-Disc Ultimate Collector's Edition: Blu-ray 3D/Blu-ray) (2003)

Albert Brooks (Actor), Ellen DeGeneres (Actor), Andrew St

★★★★★ (1,377 customer reviews) | Like (3,534)

List Price: ~~\$49.99~~

Price: **\$27.99** Prime

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Finding Nemo

Rent

Buy

\$1.99

\$14.99

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		Amazon price	New from	Used from
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+ DVD	[Region 6] Mandarin Chinese Edition	\$17.21 Prime	\$12.00	—

4.5 Stars
1,024 Five Star Reviews



LeapFrog is Top Quality Kids' Entertainment... and A Whole Lot More

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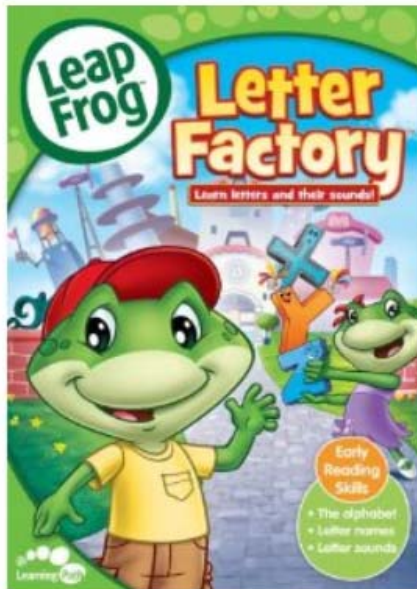
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LeapFrog: Letter Factory (2008)

Ginny Westcott (Actor), Roy Allen Smith (Director) |

★★★★★ (1,152 customer reviews) |



List Price: ~~\$14.98~~

Price: **\$9.81** Prime

You Save: **\$5.17 (35%)**

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Other Formats & Versions

		Amazon price	New from	Used from
DVD	Two-Disc 50th Anniversary Edition	\$9.81 Prime	\$7.68	\$6.34

4.9 Stars
1,054 Five Star Reviews



We Play Smarter

**Play
Expertise**

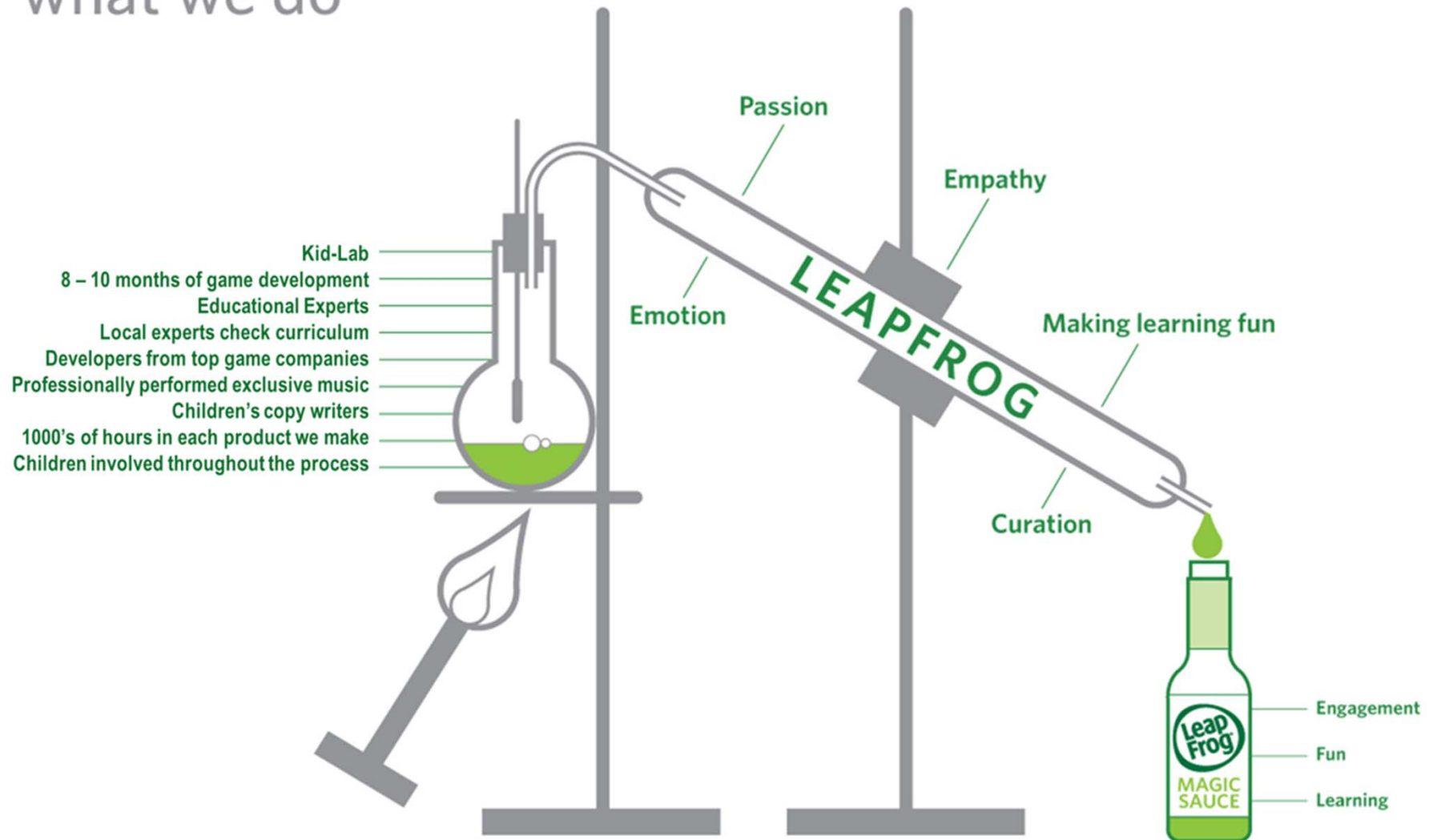


**Educational
Expertise**

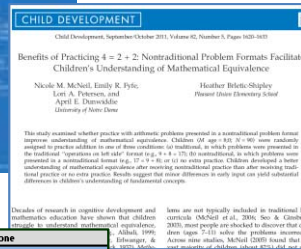


We Play Smarter

what we do



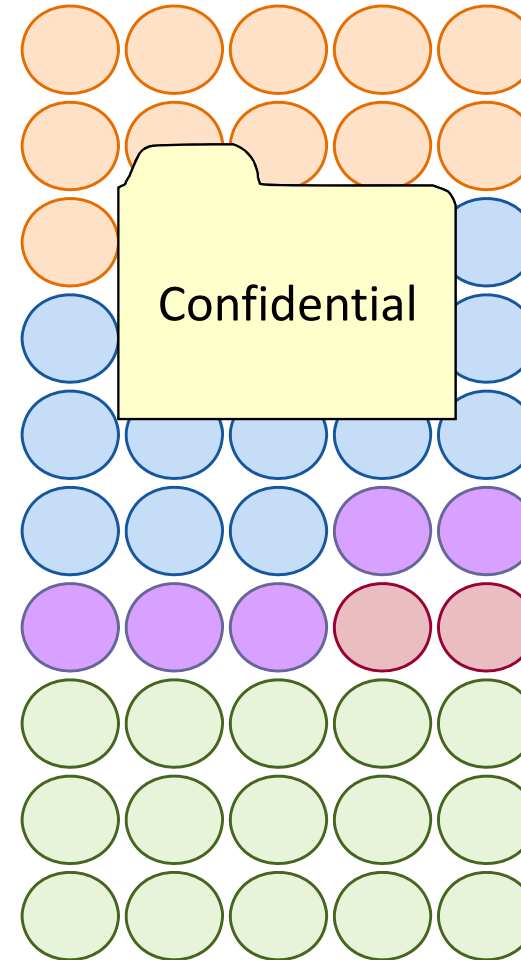
World Class Educational Content...



Domain	Stepping Stone	Skill Stone	Domain	Stepping Stone	Skill Stone
Language and Literacy	Comprehension	Listening and Reading Comprehension	Mathematics	Algebra	Algebra
		Literary Analysis and Critical Thinking			Equations and Expressions
		Subject Knowledge		Data and Probability	Probability
	Language Conventions	Vocabulary			Tables, Charts and Graphs
		Capitalization		Geometry and Shapes	Coordinate Geometry
		Grammar			Geometric Concepts
	Punctuation	Geometry			
	Reading	First Words		Math in Action	Lines, Rays and Angles
		Language Sounds			Polygons and Circles
		Listening and Speaking			Shapes
Reading Basics	Phonics Skills	Measurement	Symmetry and Congruence		
	Reading Fluency		Money		
	Word Building		Real-World Math		
Spelling	Word Recognition	Numbers	Telling Time		
	Book and Print Basics		Area and Perimeter		
	Phonological Awareness		Measurement		
World Languages	Blending	Operations	Temperature and Time		
	The Alphabet		Volume and Capacity		
	Consonants		Weight and Mass		
Cognitive Development	Plurals, Tense and Contractions	Operations	Advanced Number Sense		
	Sight Words and Homophones		Decimals, Fractions and Percentage		
	Vowels		Early Number Sense		
Cognitive Development	Word Parts	Operations	More Than, Less Than		
	First Words in World Languages		Number Recognition		
	Spanish Vocabulary		Parts of a Whole		
Cognitive Development	Writing Skills	Operations	Place Value		
	Cause and Effect		Sequencing		
	Colors		Addition		
Cognitive Development	Exploration and Curiosity	Operations	Advanced Operations		
	Logic and Reasoning		Division		
	Matching		Multiplication		
Cognitive Development	Memory Skills	Operations	Problem Solving		



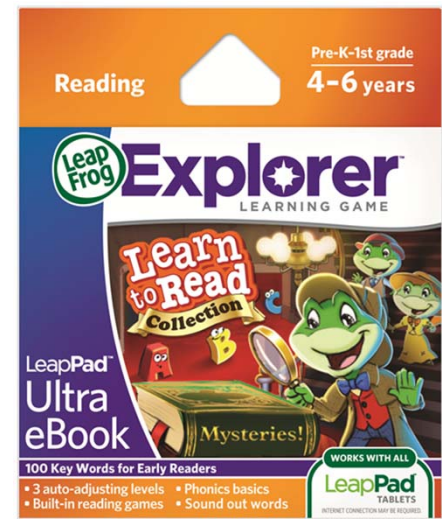
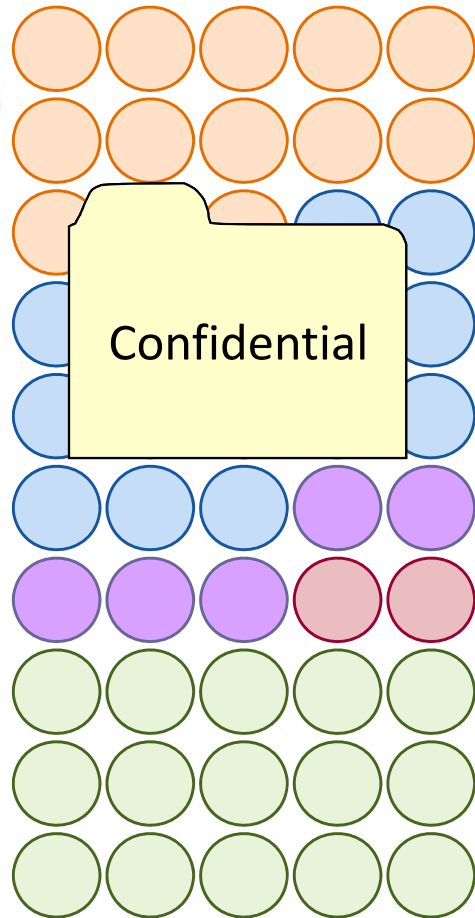
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...Baked Right into the Best Characters!



Preschool Learning Solution:
50 Essential Experiences










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Play, Learn & Explore

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Reading		Mathematics		Science & Social Studies		Creativity & Life Skills		
								
								
								
								
								



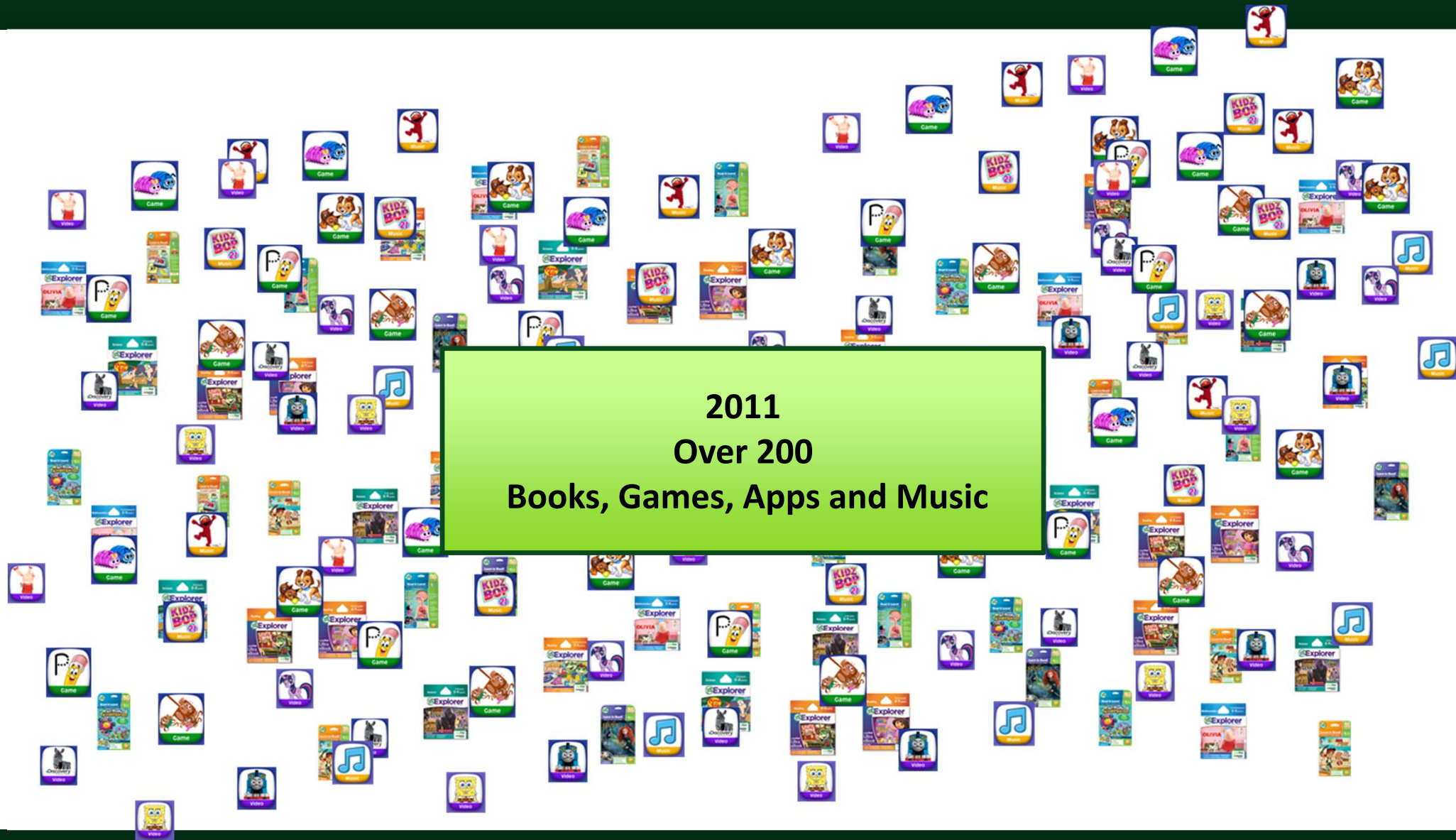
Transformation to Educational Entertainment



**2010
Over 100
Books and Games**



Transformation to Educational Entertainment



Transformation to Educational Entertainment



**NOW
Over 500
Books, Games, Apps and Music**



Each Piece of Content Reviewed and Approved by Educational Experts



Over 30 New Partners Added to LeapFrog App Center in the last 14 Months!

Disney



nick



Discovery
EDUCATION™



Hallmark

Hasbro



SCHOLASTIC



sesameworkshop.



WordWorld™
Where Words Come Alive™

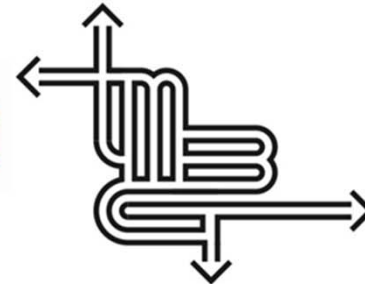
LIONSGATE™

LITTLE PIM
fun with languages



zinkia™

ludorum



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Content Distribution



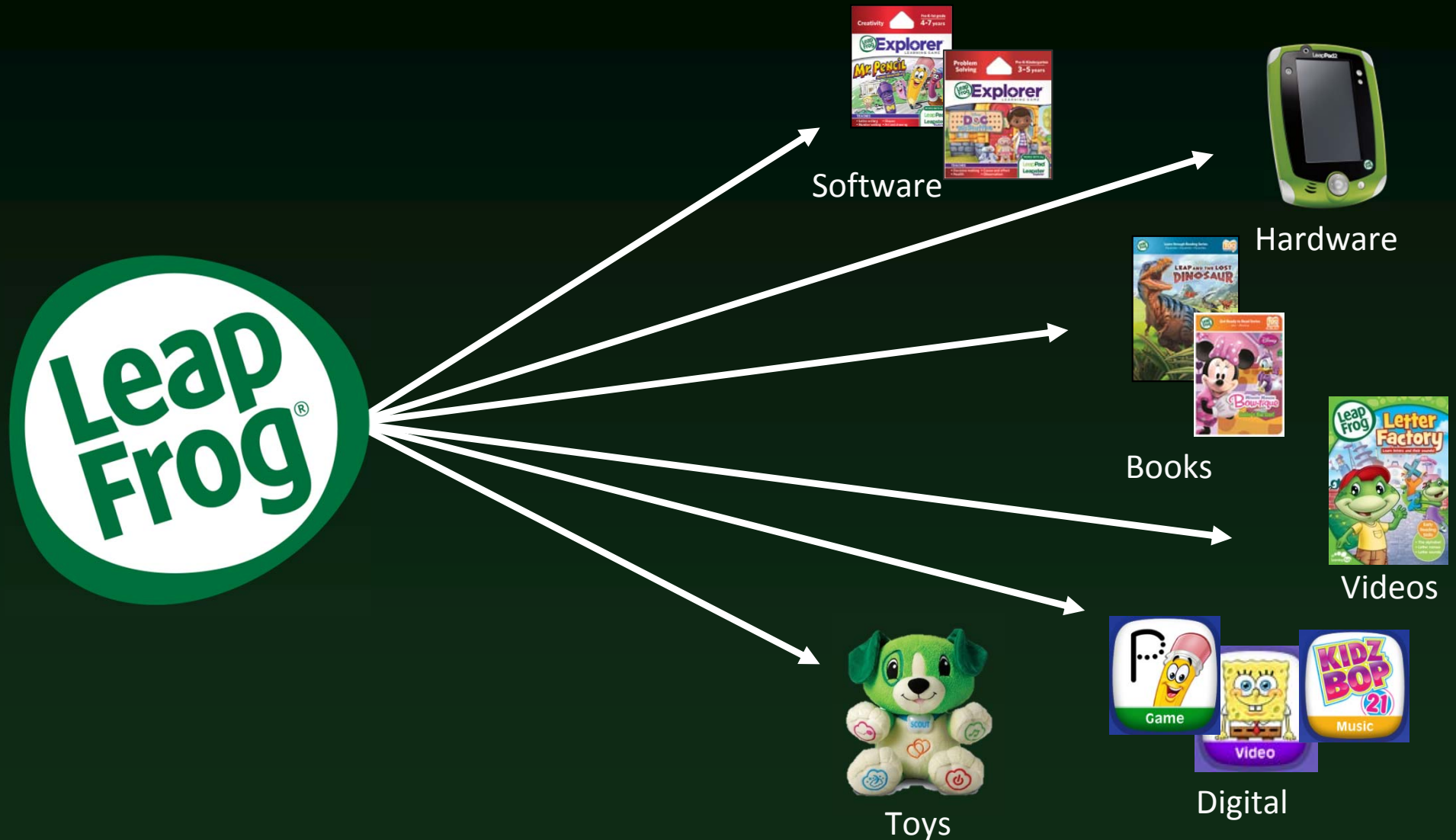
**Content Development
and IP Extension**



Content Development and Distribution



A Broader Definition of Entertainment



...and More Opportunities To Pursue

Many Different Types of Content

Book



App



Book



Video

Development Opportunity



Online



Music



Video Game



Many Different Types of Platforms



Physical Books



Tablets



eReaders



Platforms

Opportunity: Platform Development & Content Distribution



Music Players



Television



Handhelds



Personal Computers

Ongoing Growth Potential in Kids' Market



Video



Music



App



Video Game



Book



Online

CONTINUAL INNOVATION COMBINING CONTENT AND PLATFORM



Physical Books



Tablets



eReaders



Platforms



Music Players



Television



Handhelds



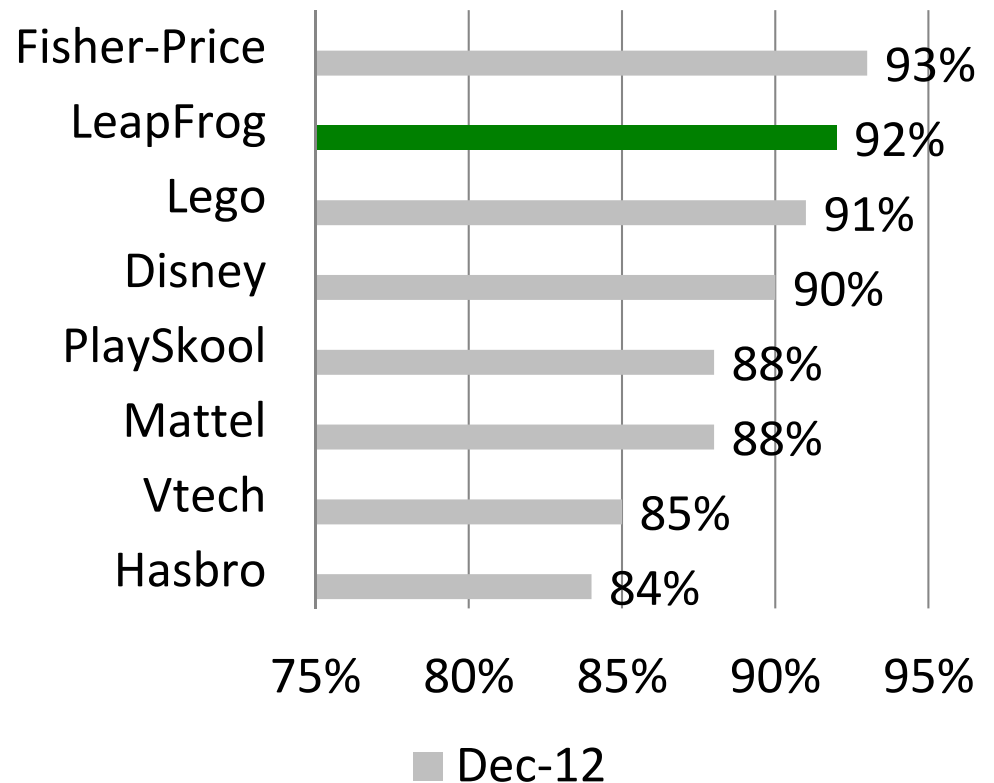
Personal Computers



Top Brand in the Industry

Toy Brand Recall	Total 12/12
1. Fisher Price	43%
2. Mattel	27
3. Lego	25
4. LeapFrog	21
5. Hasbro	16
6. Vtech	11
6. Playskool	11
7. Barbie	9
8. Disney	8
9. Hot Wheels	4

Aided Awareness



Please think about toys made for children today. What toys or toy brands first come to mind when you think about children currently 0 to 8 years of age? Please be as specific as possible and list all of the children's toys that you are aware of. Base=600

Q: Which of the following toy brands are you aware of? Base=600

The Best Learning Solutions in the Industry

The Best Content



The Best Platforms



LeapFrog TOYS



LeapsterGS



LeapPad

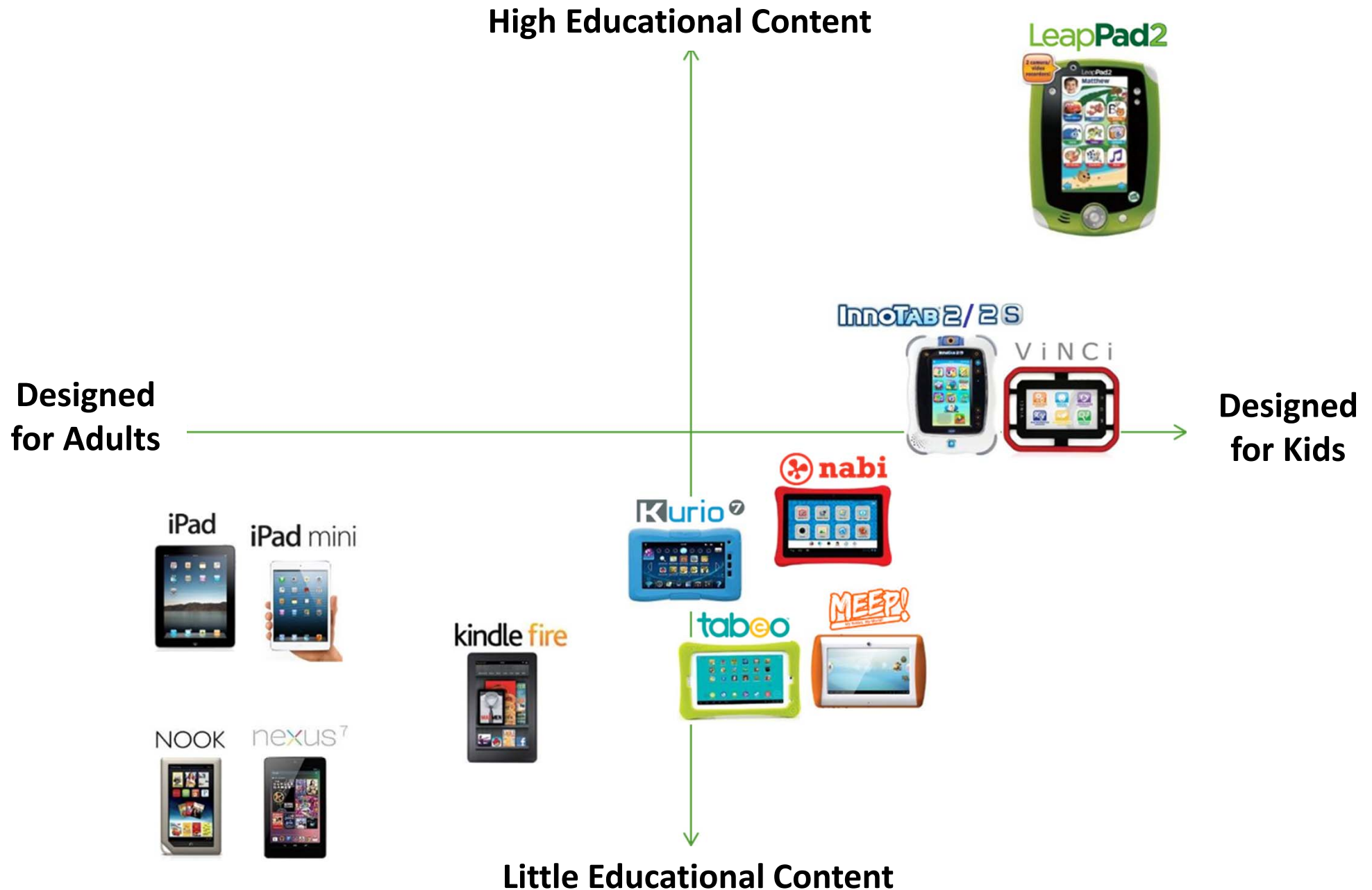


Many Devices and Apps Claim to be Educational

- **Misaligned design and curriculum**
- **Few actually “teach”**
- **Lack meaningful hints and feedback**
- **Not personalized / no auto leveling**
- **Minimal enhancement to learning methodology**
- **Disconnected from parents and family**



Our Solutions Solve a Crucial Need



(Learning + Fun) x Kids = Amazing!

What do we put into a LeapFrog product?

More than 16 years' experience in creating powerful and lasting educational experiences.

A rigorous, proven learning methodology.

Compelling, multi-layered content.

Technology that is intuitive, invisible and engaging.

Music written and performed by our dedicated team of in-house musicians.

Auto-levelling, hints, tutorials and rewards.

Automatically adjusted reading levels.

Phonics support for decodable words.



The expertise of our world-class, in-house Learning Team based in California.

Design and scripting based on carefully identified learning objectives.

The input of experts in leading academic institutions and industry.

Extensive online support and additional learning resources for parents.

1,100 annual sessions of Kid Lab testing.

In-home testing by over 250 families per year.

10-12 months of work developing each game.

Embedded learning, encouraging discovery and experimentation.

What do kids get out?



The Next Big Idea in Learn to Read



The Best Learn to Read Platforms!

Over 100M Books sold!

INCREDIBLE Features and MORE Education in 2013!



Ongoing Growth Potential in Kids' Market



Video



Music



App



Video Game



Book



Online

CONTINUAL INNOVATION COMBINING CONTENT AND PLATFORM



Physical Books



Tablets



eReaders



Platforms



Music Players



Television



Handhelds



Personal Computers





**Trusted Resource
for Parents**



We know parents.



Dedicated to Supporting Parents



Every Parent Wants to Help Their Child Reach His or Her Full Potential



Endless “Insights” On Child Development

- Nearly 150,000 books on Amazon.com for child learning
- Wide range of quality, conflicting approaches



Overwhelming Number Of “Educational” Apps

- Thousands of results on iTunes and Android
- Wide range of quality
- Not reviewed by experts for educational value
- Individual items, not solutions



Our Goal



**Be the ultimate learning
partner for parents**

**The trusted resource that parents turn to first for
learning solutions, insights and support**



Building Relationships

The screenshot shows the LeapFrog website homepage. At the top is the LeapFrog logo and a navigation bar with links: SHOP, APP CENTER, PRODUCTS, PARENTS, GET CONNECTED, and SUPPORT. A search bar is also present. The main banner features three Polaroid-style photos of children using LeapFrog products: 'Learning Toys (0-4 yrs)', 'LeapPad2 (1-5 yrs)', and 'Tag Reading System (4-8 yrs)'. Below the photos is the text 'The Best Learning Toys' and a sub-headline 'Get expert advice on how to choose toys for every age and stage.' with a 'LEARN MORE' button. A section titled 'Shop Popular Products' displays a carousel of products including LeapPad2, LeapsterGS, Tag, Tag Arcade, Toys, and LeapPad1. Below this are three green buttons: 'Special Offers', 'What's New', and 'App Center'. The 'Special Offers' section includes a 'Shop & Save!' promotion with free shipping on orders over \$60. The 'What's New' section features a 'Jumpstart Reading!' promotion where users can win \$5 in books by liking Tag on Facebook. The 'App Center' section promotes downloading hundreds of learning apps, eBooks, videos, and music. At the bottom left, a small footnote reads: 'U.S. Source: #1 Learning Tablet based on the NPD Group/Consumer Tracking Service; PS Electronic Learning'.

LeapFrog

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SHOP | APP CENTER | PRODUCTS | PARENTS | GET CONNECTED | SUPPORT Search by Keyword

Learning Toys (0-4 yrs)
LeapPad2 (1-5 yrs)
Tag Reading System (4-8 yrs)

The Best Learning Toys

Get expert advice on how to choose toys for every age and stage.

LEARN MORE

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LeapsterGS
Tag
Tag Arcade
Toys
LeapPad1

Special Offers

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Jumpstart Reading!
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Download hundreds of learning apps, eBooks, videos, music and more!
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U.S. Source: #1 Learning Tablet based on the NPD Group/Consumer Tracking Service; PS Electronic Learning

Over 4 million
unique visitors
in December
2012



Building Relationships



13 million connected parents



Relevant Recommendations Based on Rich Data

Community

- Millions of parents/kids
- Millions of connected devices
- Millions of games played, levels completed, questions answered

Personal

- Age & gender
- Interests
- Purchasing history
- Engagement & performance on prior games



Supporting Parents: Learning Path

At a Glance

Skill Path

Play Details

My Child

Skills My Child Is Exploring Through Play

Cayden

Edit | Last update 09/01/2012

Select a different child:
Cayden GO

+ Add a Child

See Details for:

Game

video

Ultra eBook

Preschool Skill Path

View Path Key

Reading Basics

Language Arts

Reading

Operations

People and Places

History

World Languages

Measurement

Math in Action

General Science

Comprehension

Language Development

Geometry and Shapes

Life Science

Physical Science

Creativity

Computer Literacy

Spelling

Data and Probability

Cognitive Development

Social Development

Physical Development

Numbers

Earth Science

Infant

Toddler

Preschool

K

1st

2nd

3rd

4th

5th

6th

7th

8th



Supporting Parents: Articles by Learning Experts



Hello Brad (Not you?) | [My Account](#) | [Gift Lists](#) | [My Cart](#)

[SHOP](#)

[PRODUCTS](#)

[GET CONNECTED](#)

[APP CENTER](#)

[PARENTS](#)

[SUPPORT](#)

[Search by Keyword](#)

[Babies](#) [Toddlers](#) [Preschool](#) [Kindergarten](#) [Grade School](#) [Learning Path](#)



21ST CENTURY SKILLS

Media literacy and innovation skills will distinguish the children who are prepared for life in an increasingly complex 21st century. Find out how children can develop skills to succeed in the high-tech world of today—and tomorrow.

[Read more >](#)

Toddlers & Tech



LeapFrog CEO, John Barbour, and Learning Team Lead, Jody LeVos, recently spoke with CBS News on how kids are learning with new technologies.

[Watch the video](#)

Hot Topics

Meet our expert bloggers.

[Toddler Tech Toys 101](#)

[21st Century Skills Preparing Children for Tomorrow](#)

Family Fun

[Make a Birdhouse](#)

This hands-on project gives kids experience with engineering concepts by challenging children to design for a solution. [Activity >](#)

Quick Printable

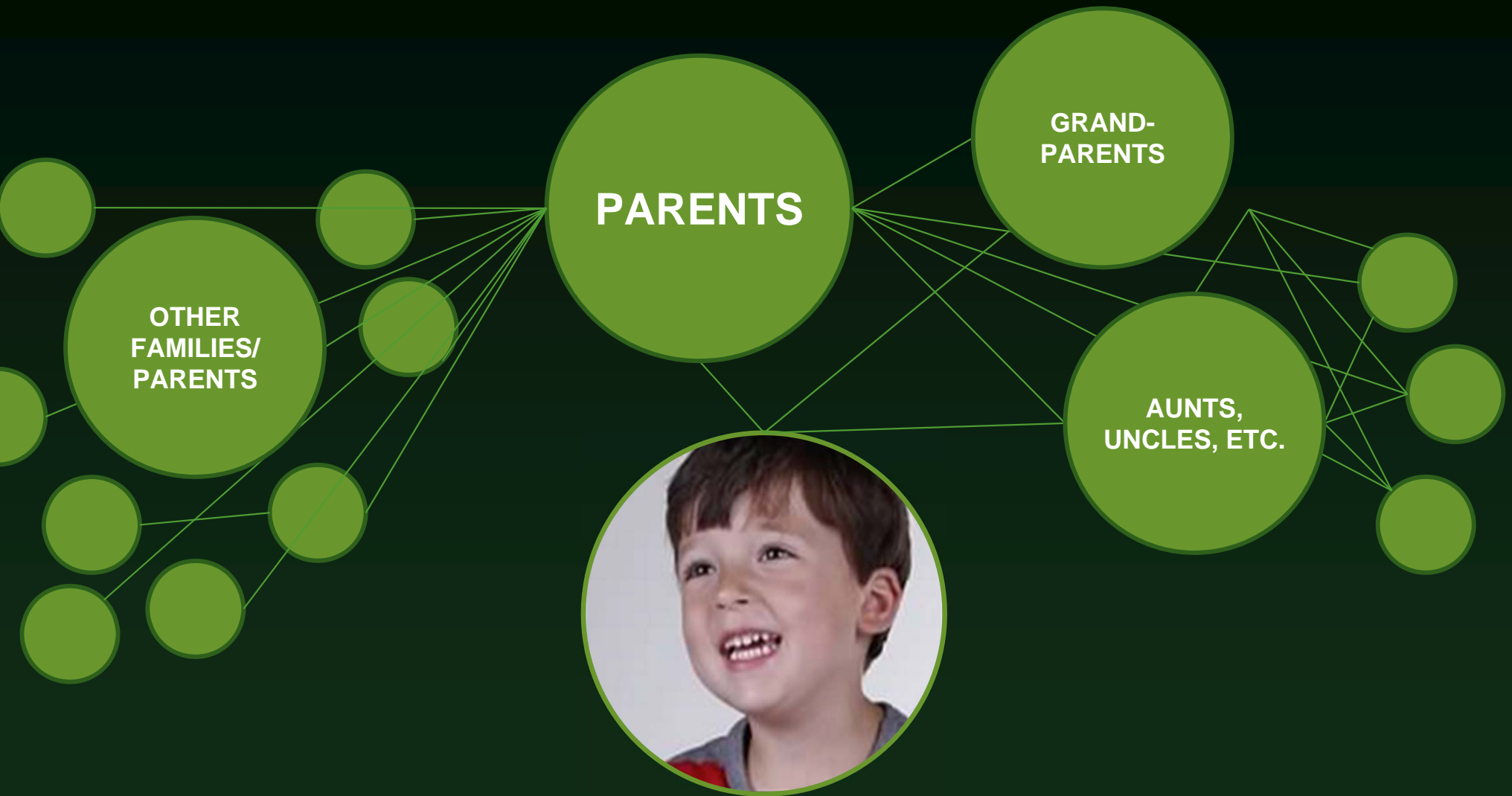
[Taking Turns Song](#)

Help your toddler or preschooler learn to share with this fun song featured on the Touch Magic Guitar. [Printable >](#)

Ready, Set, Print!



Supporting Parents: Developing a Community



Supporting Parents: Developing a Community

facebook



Search for people, places and things



Find Friends Home



LeapFrog

859,840 likes · 7,928 talking about this

✓ Liked

Message



Education

Children learn more when they're having fun! At LeapFrog we're helping them build skills and a lifelong love of learning. Like us for the latest

About



Photos



Ratings & Reviews



LeapPad2



Customer Support



Supporting Parents: Developing a Community



Complete Learning Solution





Global Opportunities



Nous savons l'innovation.



655 Million Children in Primary Schools Around the World



English Speakers Will Double from 1 to 2 Billion Within the Next Decade



Source: GSV Advisors and Candlestick Research, 2012.

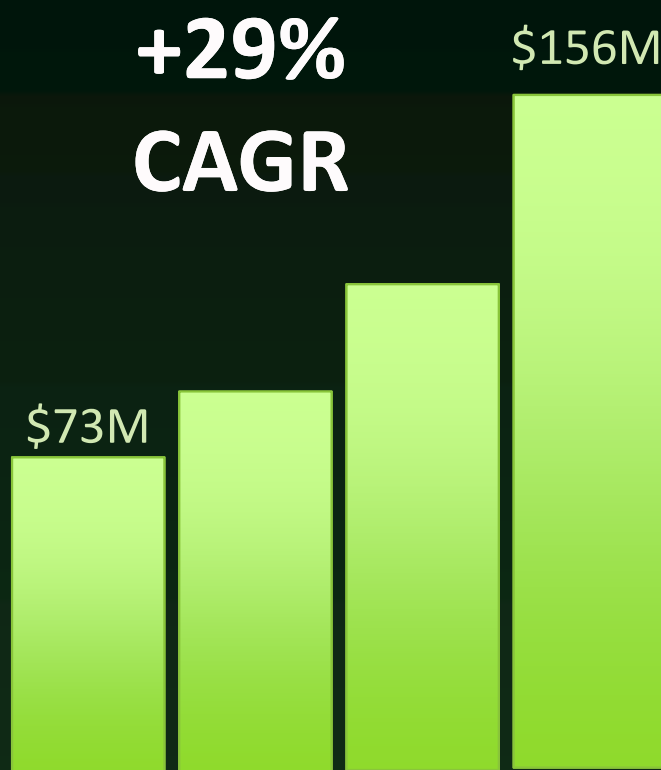
Supplemental Education is a Big Priority in Asia

Region	Consumer Spending on Supplemental Education as a % of Household Budget
USA	2%
Asia	15%

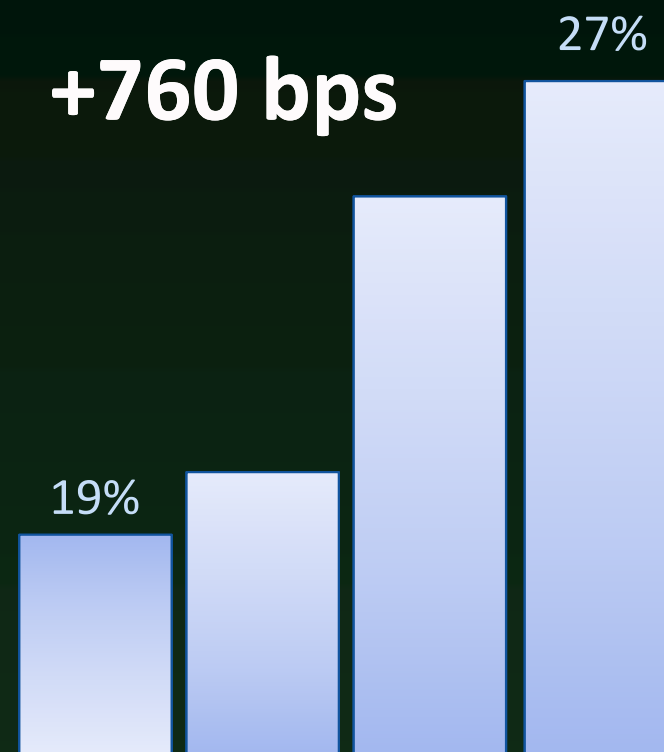


LeapFrog's International Sales

2009 to 2012



Sales Trend



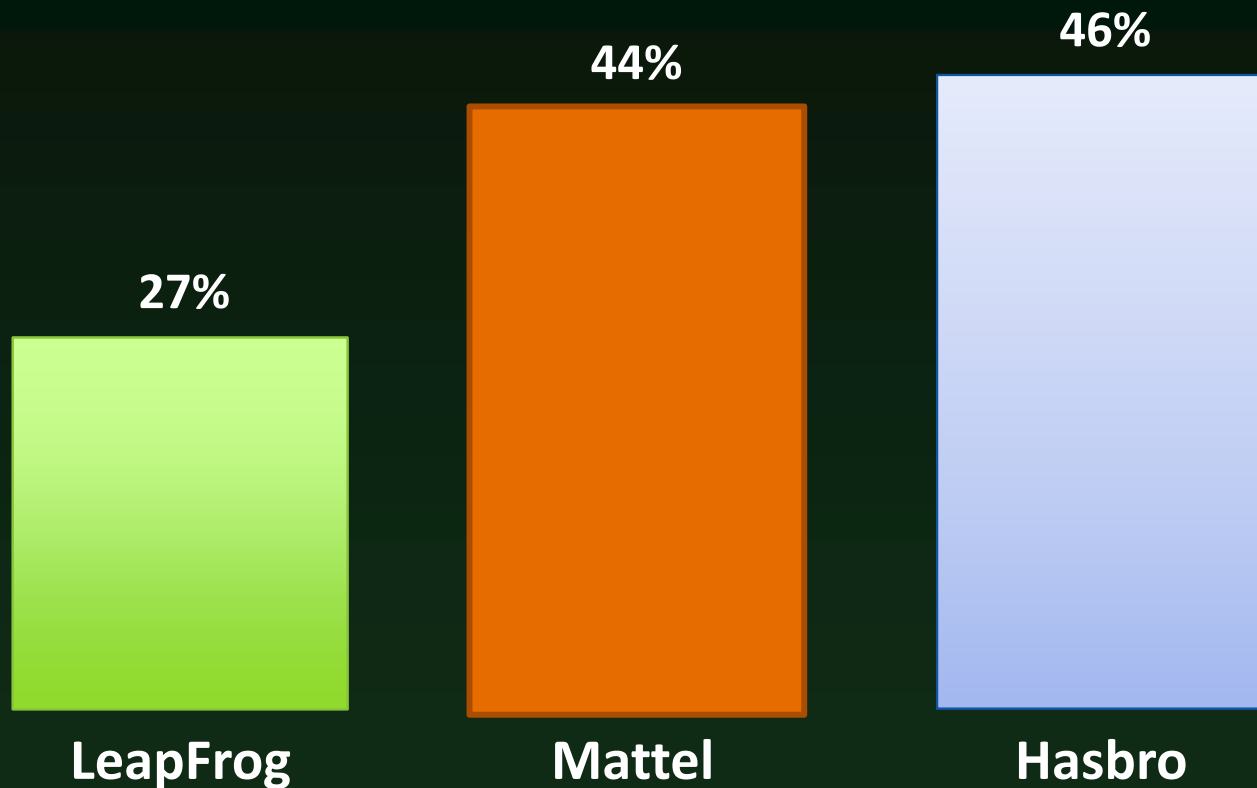
International Mix
of Global Sales



Net sales for LeapFrog's international segment.
International share of LeapFrog's consolidated net sales.

Large Opportunity to Increase International Mix

International Mix of Global Sales

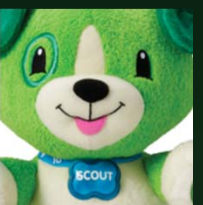


LeapFrog mix of international segment (all countries except U.S.) vs. consolidated net sales, 2012.
Mattel mix of international region (all areas except North America) vs. worldwide gross sales., 2012.
Hasbro mix of international sales vs. international/U.S./Canada sales. Excludes entertainment and licensing., 2012.

Current Key Markets

Region	2012 Net Sales Growth
U.S.	+24%
U.K.	+59%
Canada	+32%
France	+33%
International Distributors	+35%





MARKET HIGHLIGHTS

#1 Selling Toy in the U.K., 2 Top 10 Toys

#1 Selling Toy in U.K. in 2012
LeapPad Explorer Tablet



#10 Selling Toy in U.K. in 2012
Explorer Assortment



#5 Toy Brand in Australia in 2012



Launched LeapPad1 and AppCenter in France



Extensive localization

First to market in kids' tablets

Successful PR Campaign

Best ever in-store execution

Fastest growing company in French toy market

LeapPad #4 selling toy in December 2012



In-Store Execution in France

Joué Club Lyon



Leclerc Champfleury



Leclerc Bois d'Arcy



Oxybul Lyon



Cora
Colmar



LeapPad1 “Lite” Launch in France



Viral YouTube Video: 200K Views



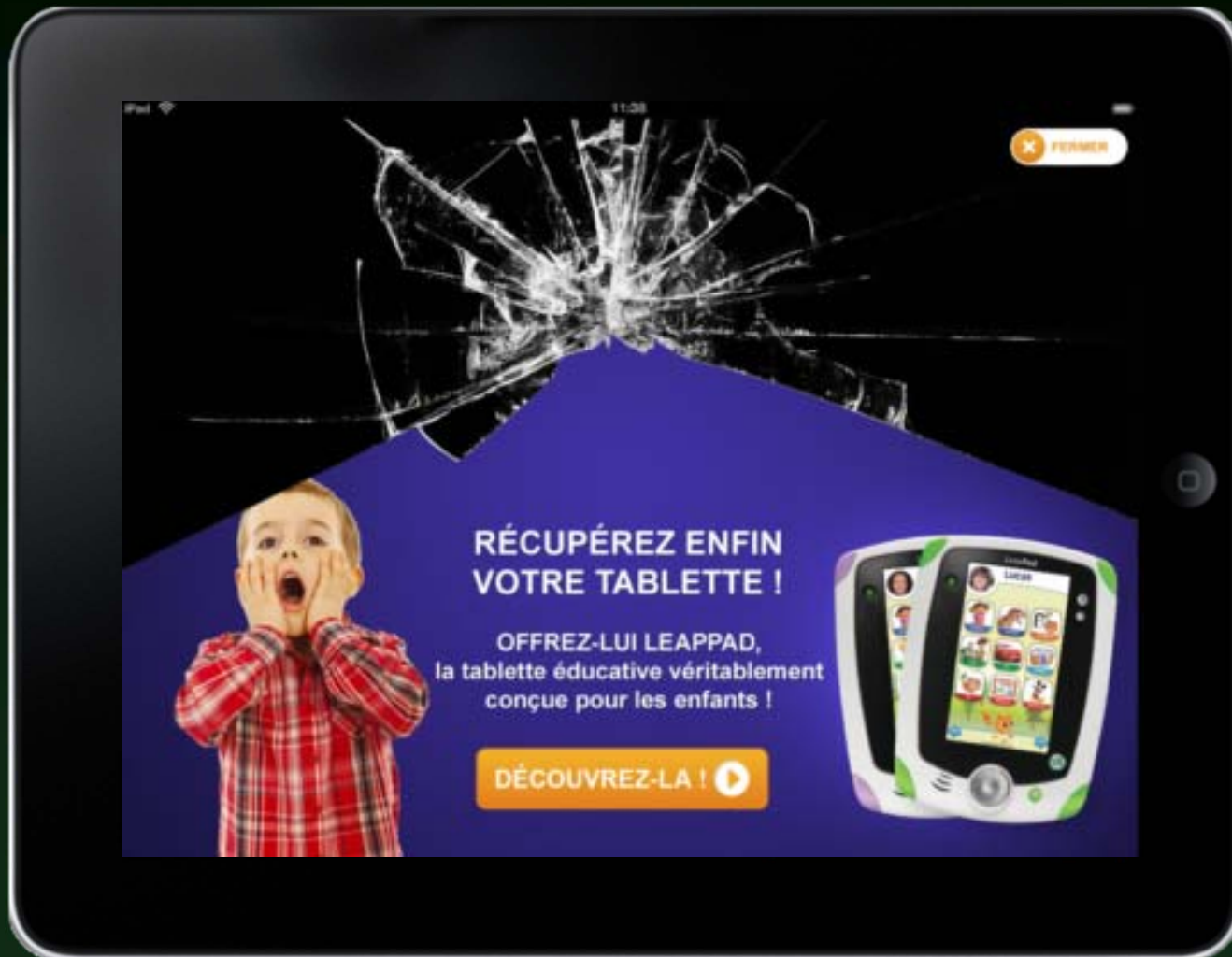
LeapPad1 “Lite” Launch in France



LeapPad on iPad Campaign



LeapPad1 “Lite” Launch in France



LeapPad on iPad Campaign



LeapPad1 “Lite” Launch in France



LeapPad on iPad Campaign



Also Launched LeapPad1 and App Center in French-Speaking Canada

Leap Frog

CANADA: English Français

Enregistrez-vous | Compte | Panier cadeau | Panier d'achat (0)

CATALOGUE | DÉMOS | SERVICE CLIENT

Rechercher

TROUVER LE Cadeau Idéal

Par âge

- Jouets pour nourrissons (0-12)
- Jouets pour bébés (12-36 m)
- Jouets préscolaires (3-5 ans)
- Jouets pour les grands (5-9 ans)

Par système d'apprentissage

- LeapPad2
- LeapPad1
- LeapsterGS
- Leapster Explorer
- Stylo lecteur Tag
- Tag Junior
- Jouets éducatifs

Plusieurs façons de magasiner

Cadeaux pour les garçons

LIVRAISON GRATUITE pour les commandes supérieures à 60 \$! ▶

LIVRAISON GRATUITE

Aubaines sur nos coffrets exclusifs Disney*

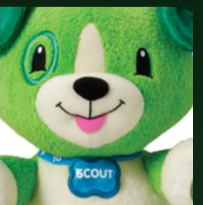
MAGASINER MAINTENANT

Coque gel gratuite!

*Voir les détails

Magasiner nos produits les plus populaires





INTERNATIONAL EXPANSION

Driving International Growth

Grow Existing Markets

Rapidly Build on 2012 French Success

Plan for More Global Expansion in 2014

Localize Products, Services and Marketing

Focused Execution





Financial Results



We know quality.



2012 Highlights

Video Playing in Room



2012 Financial Highlights

Net Sales +28%

- U.S. +24%
- International +38%

Operating Income +170%

Operating Margin 11%, up 580 basis pts

EPS > 4x 2011

Cash & Equivalents +67%

Self-funded operations; did not access
asset-based credit line



2012 Business Highlights

Market-leading products

- U.S.: #1 selling toy, 3 of top 4, 4 of top 10
- U.K.: #1 selling toy, 2 of top 10

Increased market share

- Share of U.S. toy industry increased 40bps to 2.9% from 2.5%
- Share of U.S. preschool electronic learning increased 470bps to 61.4% from 56.7%

13 million connected parents

Sold nearly 1.5x content pieces and 3x accessories vs. 2011

Digital app sales nearly 4x prior year

Distributed digital content for 30 strategic partners

Sold nearly 9 million platforms over the last two years

Received more than 80 industry/parenting awards and top toy list inclusions

Successfully launched first non-English LeapPad (French)



Key Performance Drivers

Transformation from educational toys to educational entertainment

Market-leading learning content

Far greater content focus; opened platform to third-party content

Launched our platforms in new markets (LeapPad in France)

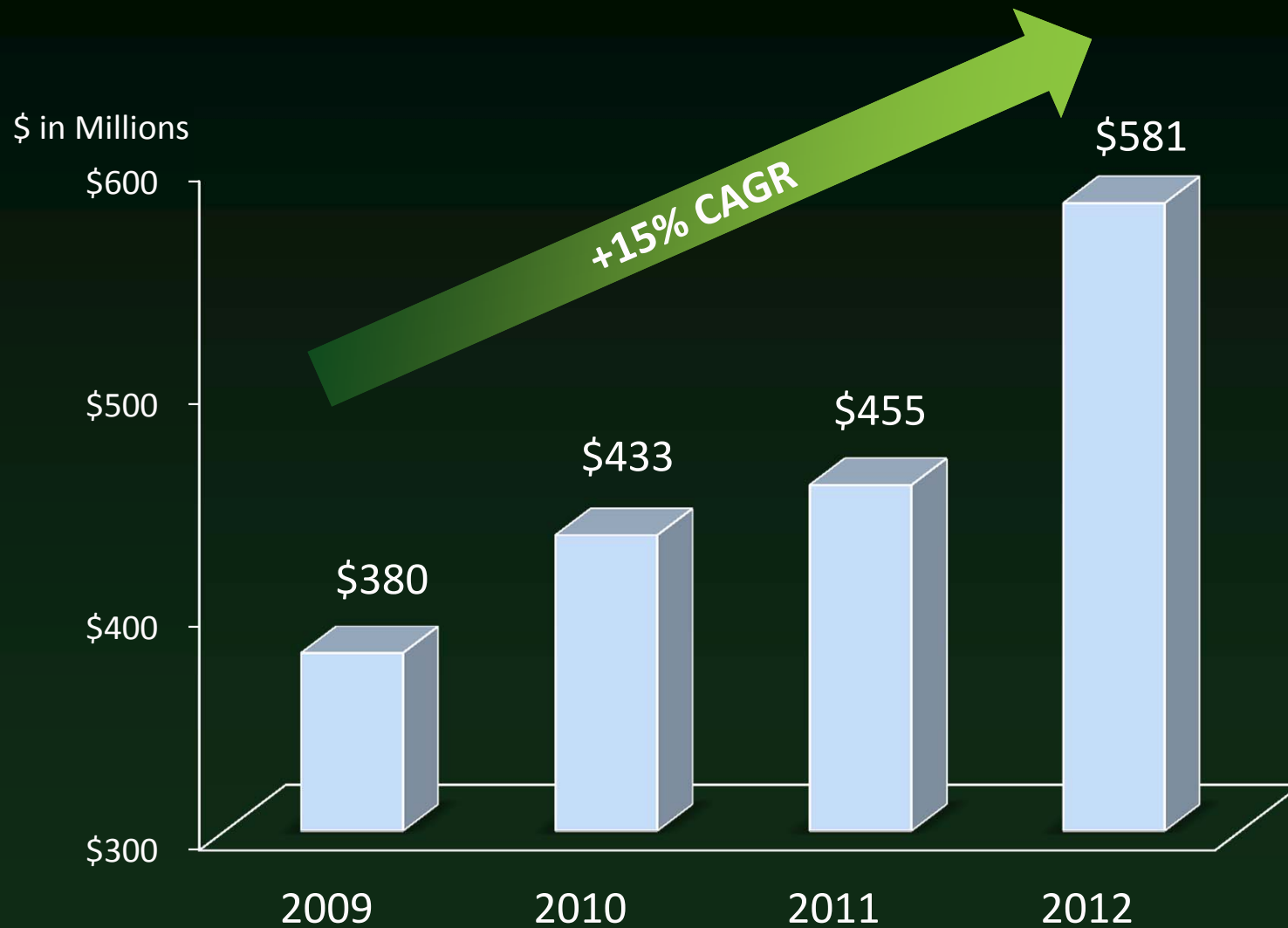
Significantly improved business execution and continued expense discipline

New leadership team members

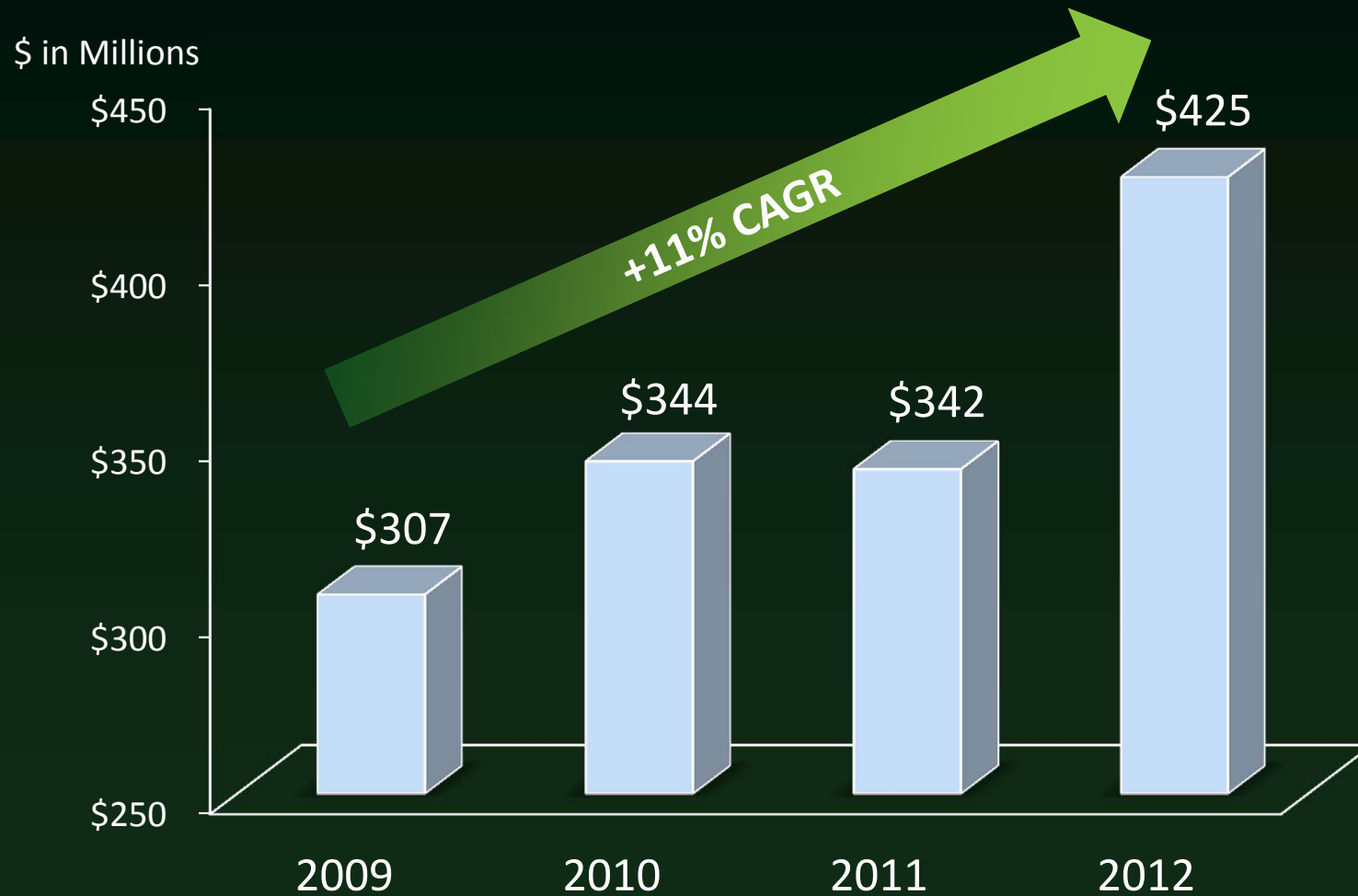
- Ray Arthur, CFO – July 2012. From Pep Boys.
- Greg Ahearn, CMO – June 2012. From Toys 'R' Us.
- Brad Rodrigues, SVP Digital & Community Development – July 2012. From Nike.



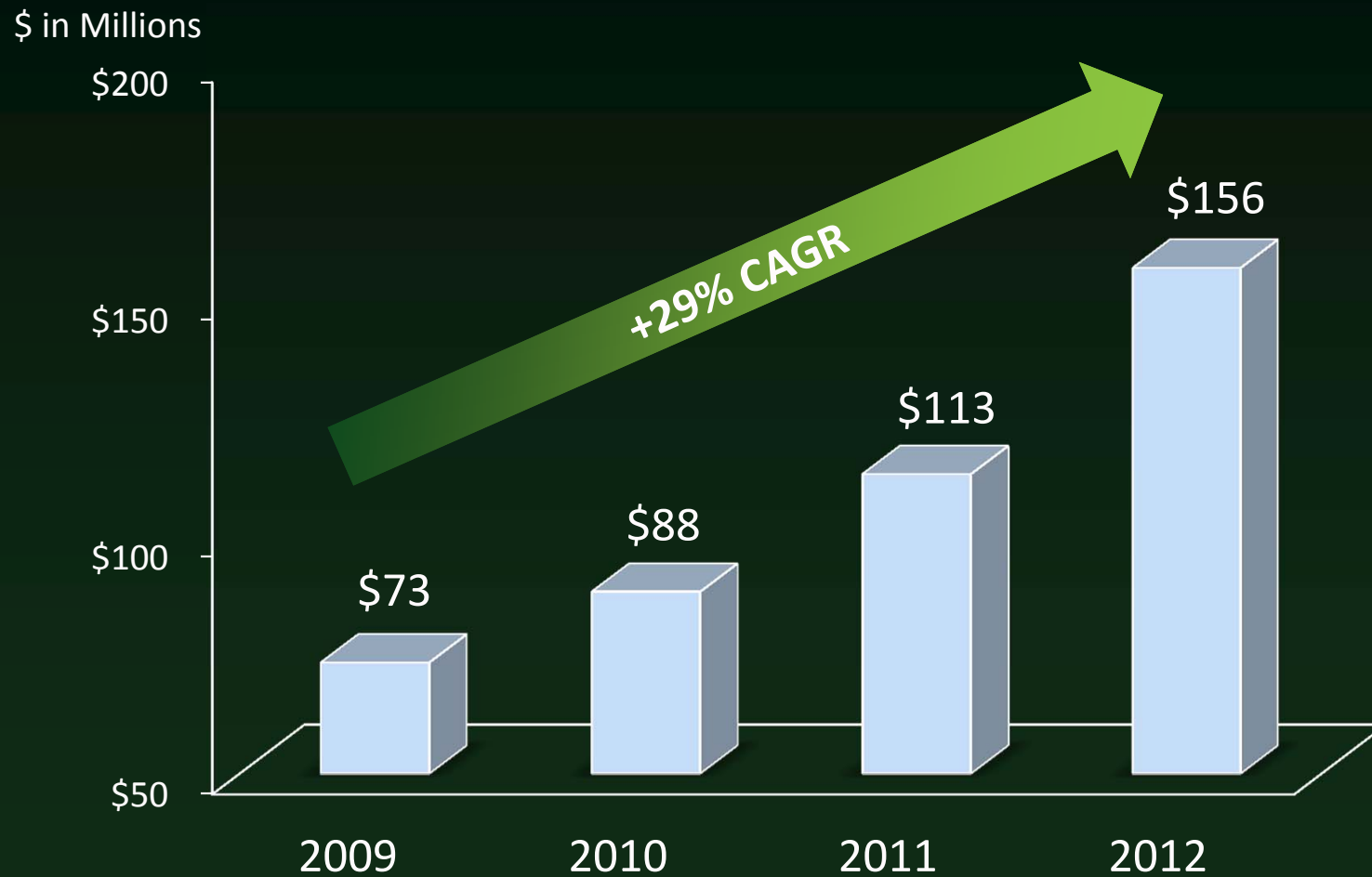
Consolidated Net Sales Trend



U.S. Segment Net Sales Trend

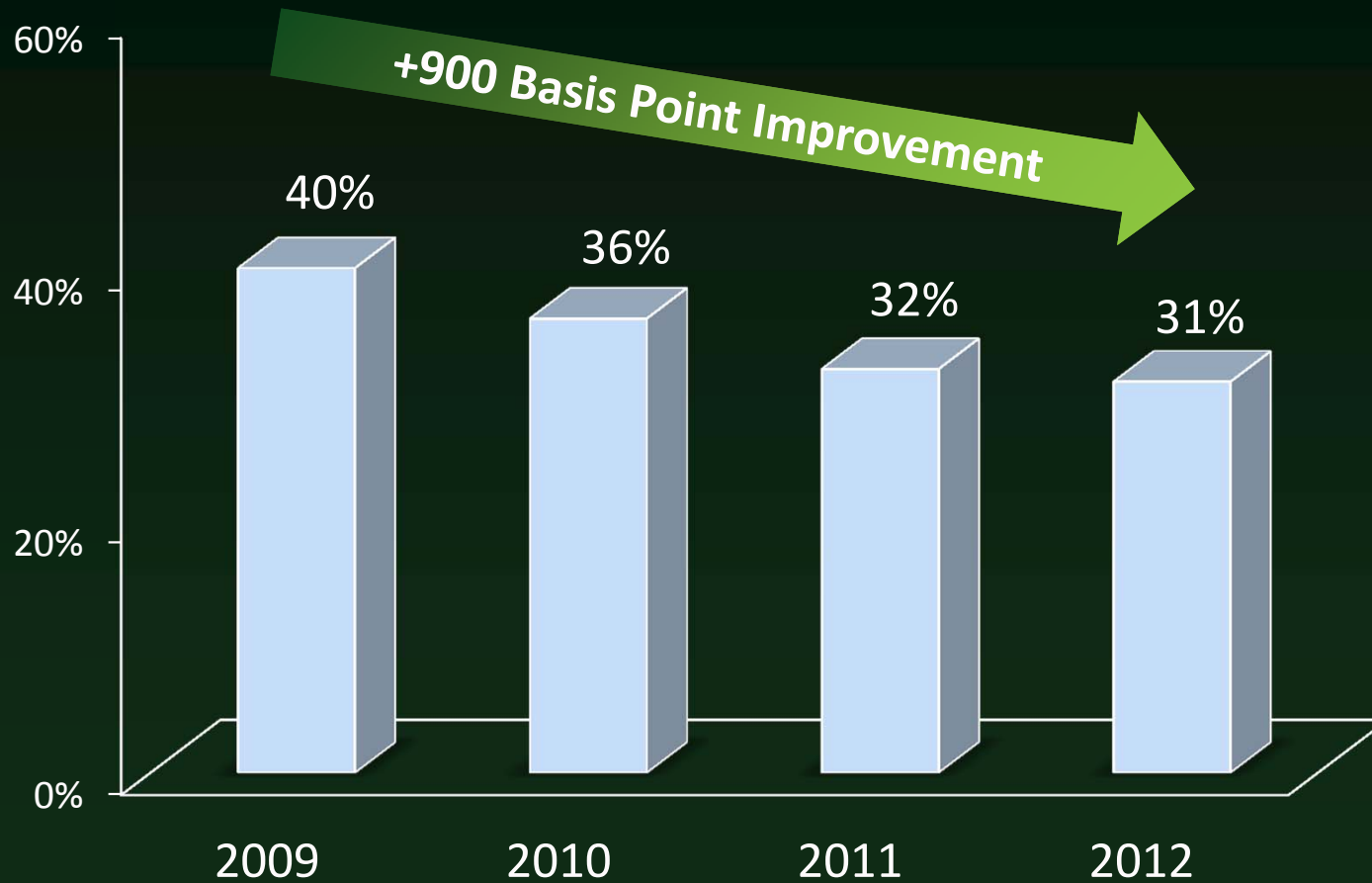


International Segment Net Sales Trend

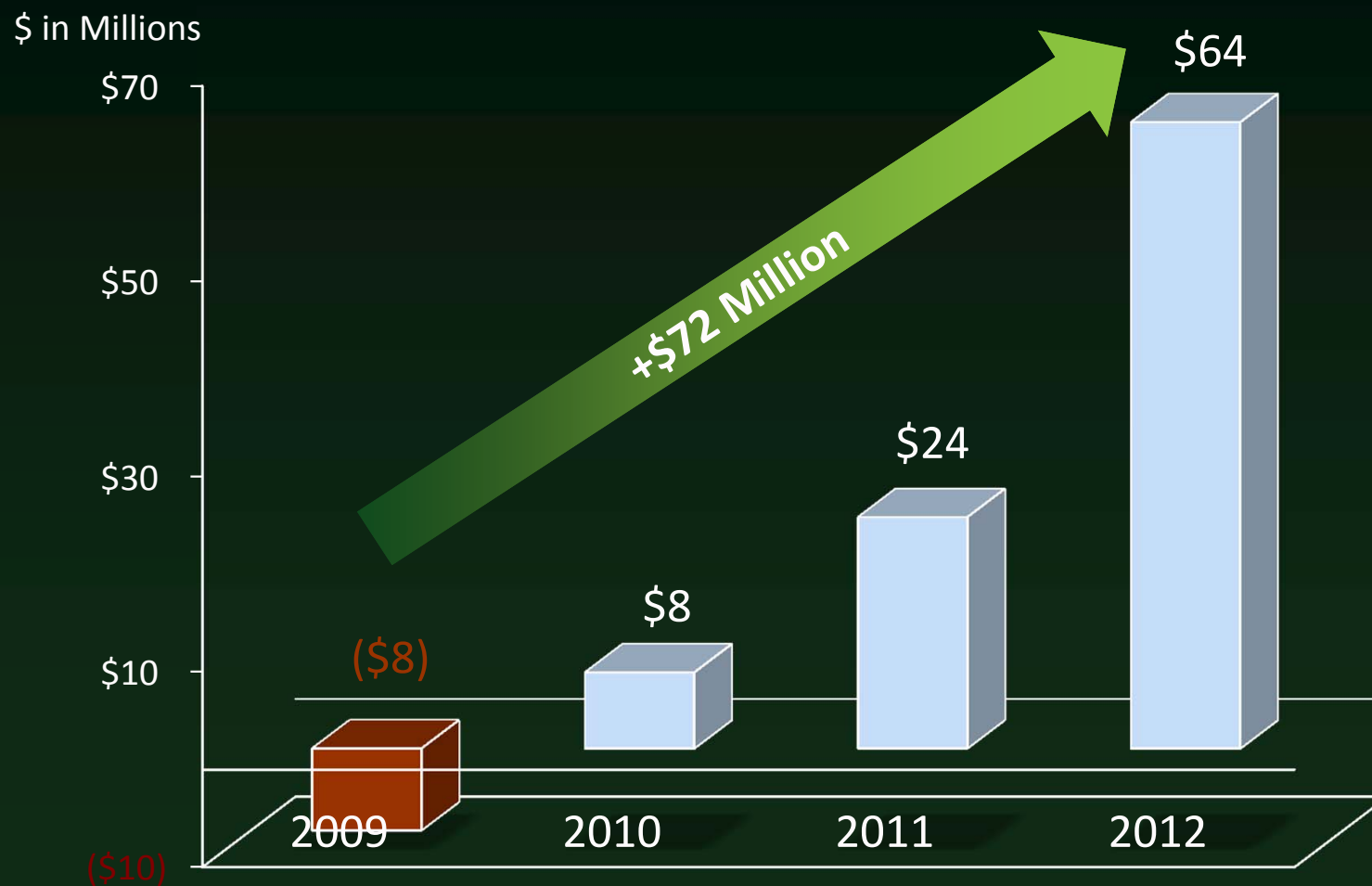


Operating Expenses Trend

OpEx as % of Net Sales

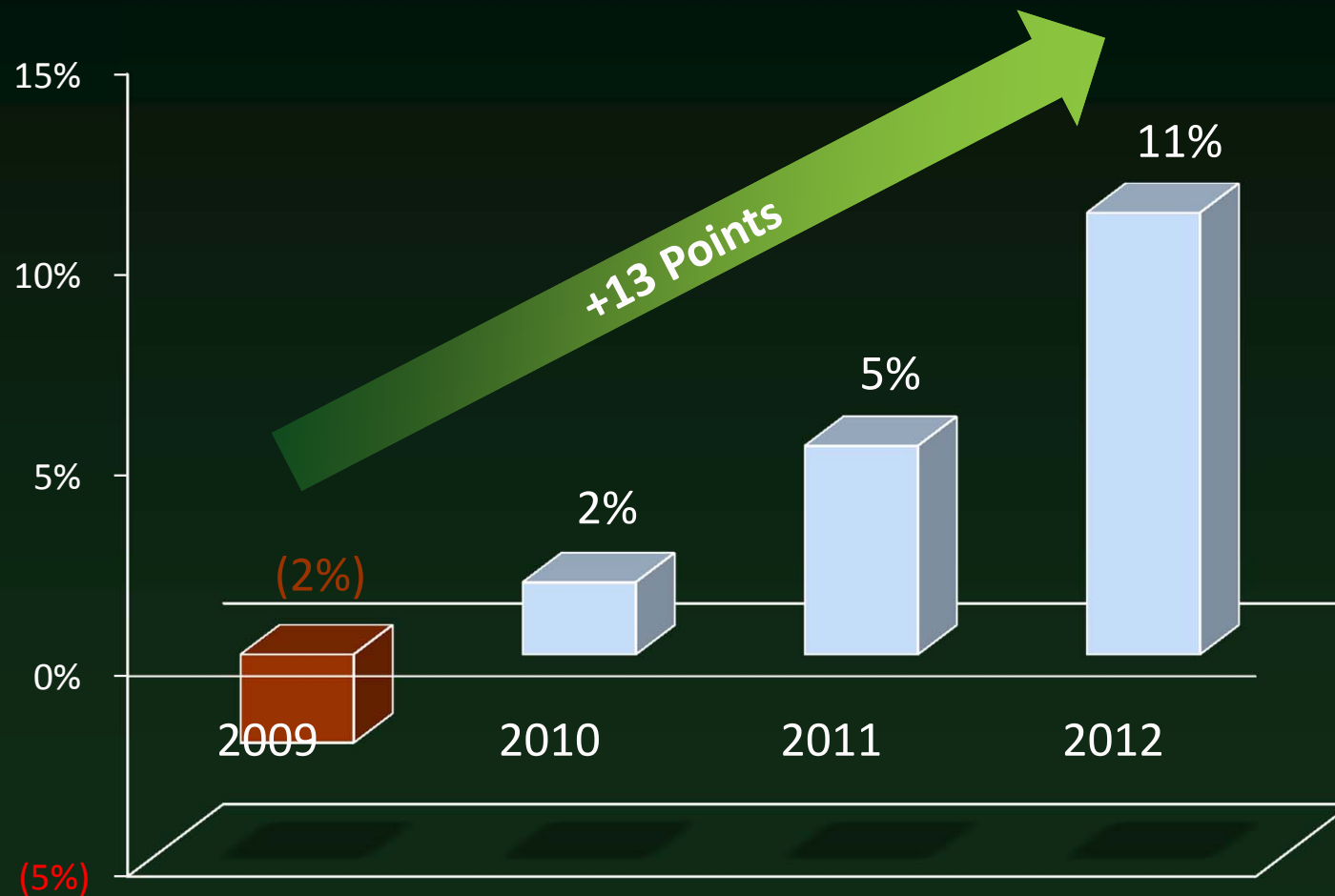


Operating Income Trend



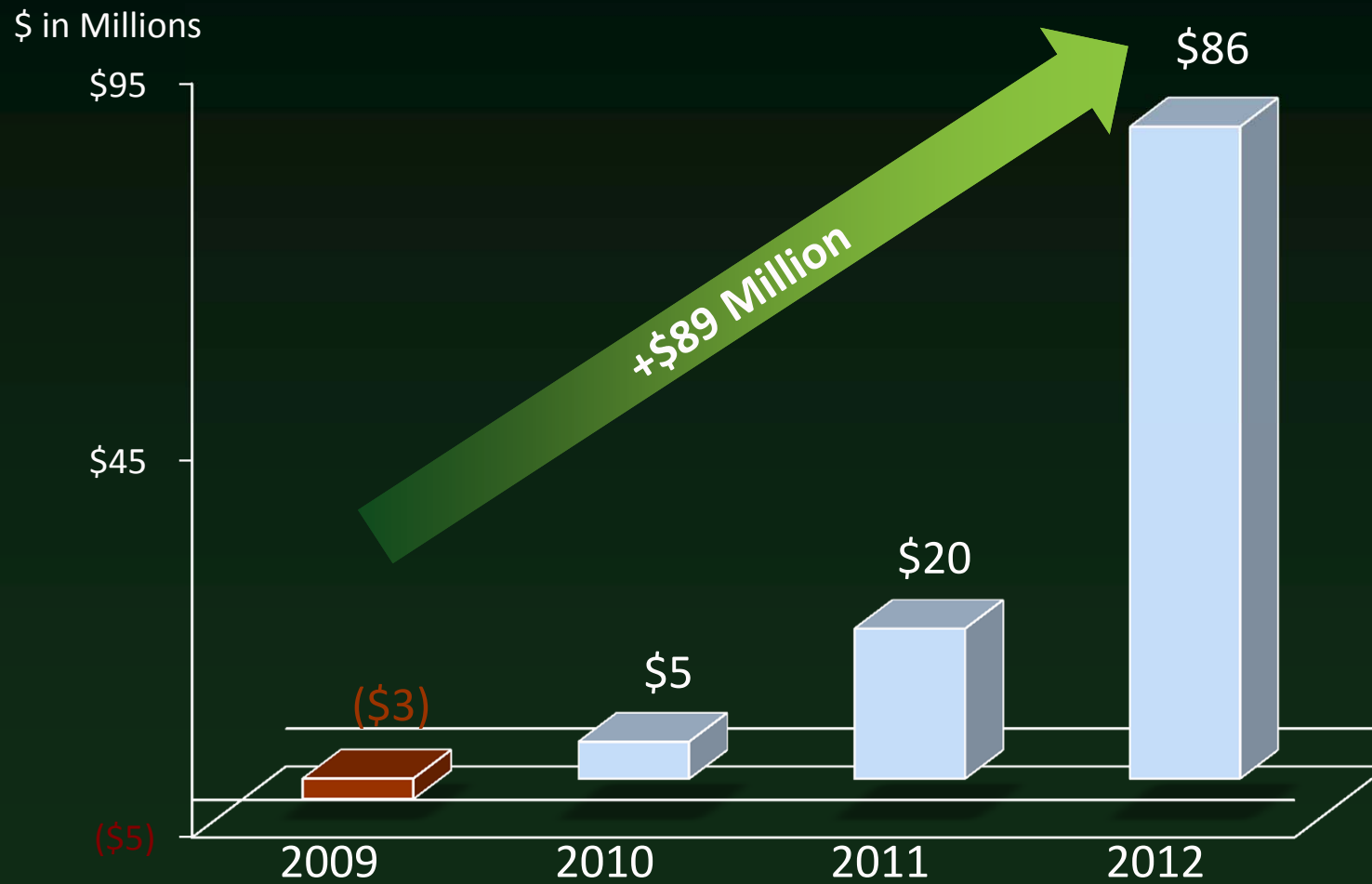
Operating Income reflects Income (Loss) from Operations.

Operating Margin Trend



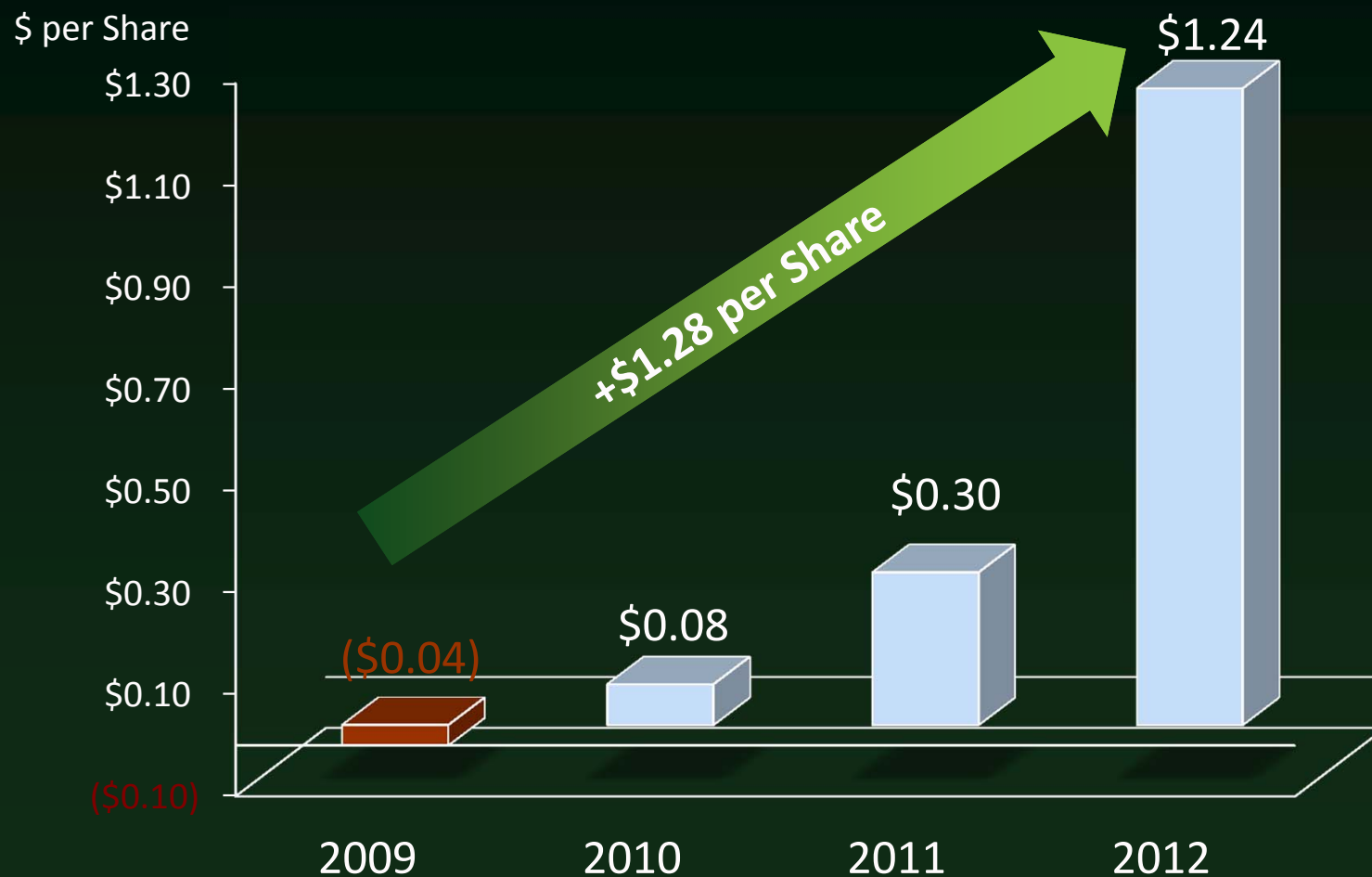
Operating Margin is calculated by dividing Income (Loss) from Operations by Consolidated Net Sales.

Net Income Trend



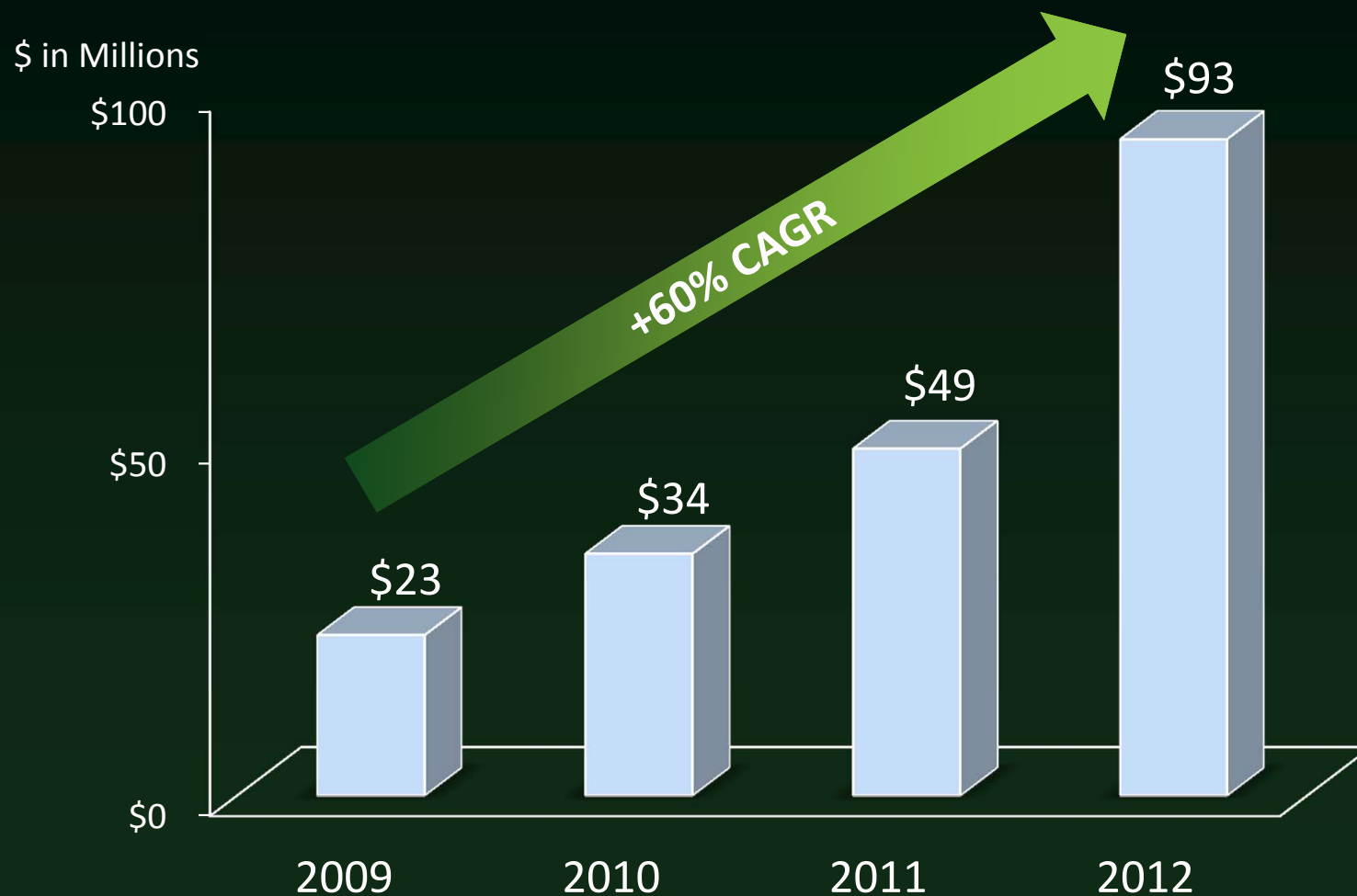
2012 net income includes a \$20.3 million, or \$0.29 per share, tax benefit related to the reversal of a portion of the valuation allowance recorded against deferred tax assets as well as a \$6.4 million, or \$0.09 per share, tax benefit related to the expiration of statute of limitations.

EPS Trend



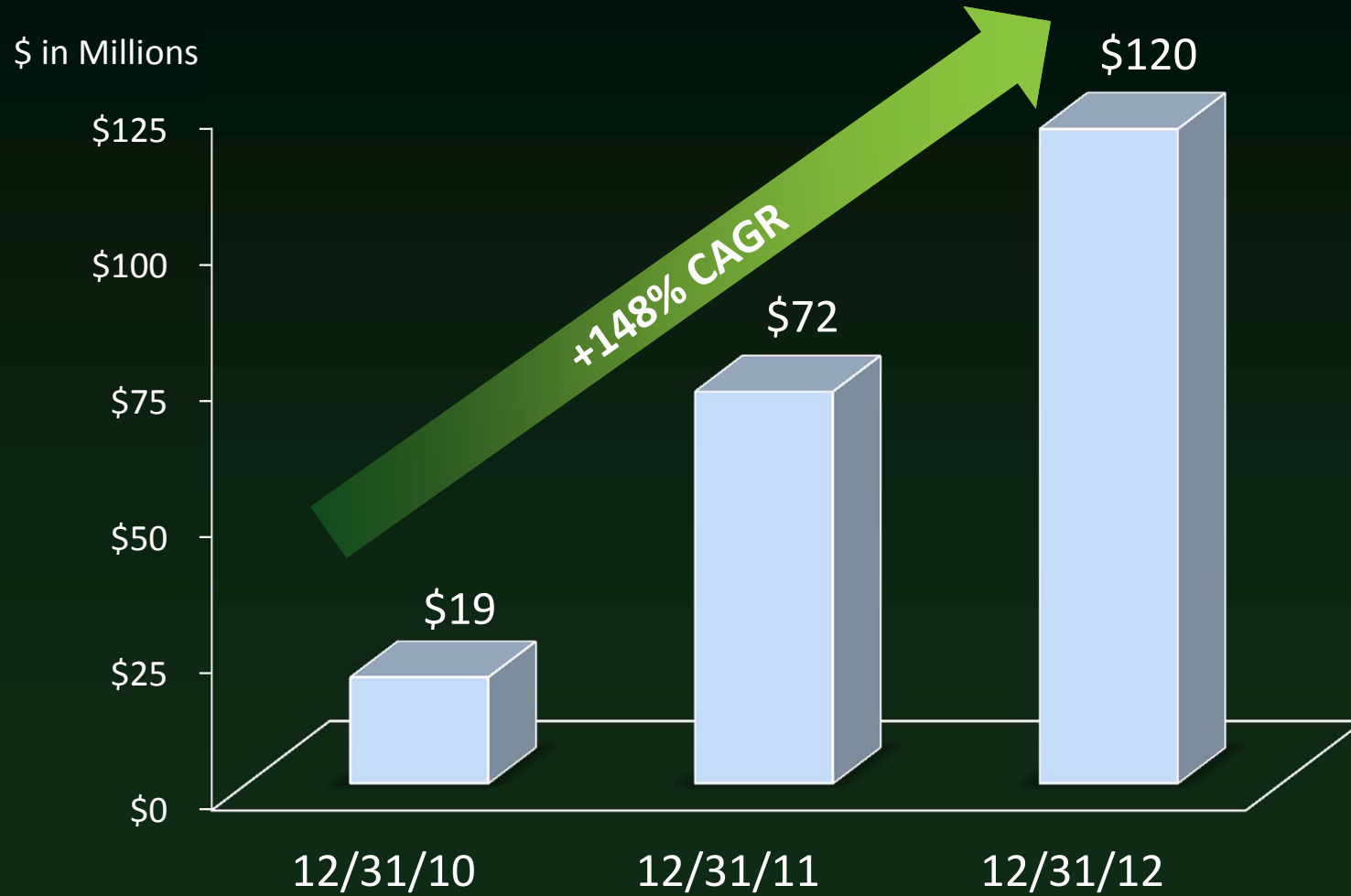
EPS reflects Net Income per Diluted Share.
2012 results include tax benefits of \$0.38 per share related to a release of valuation allowance against deferred tax assets and an expiration of statute of limitations.

Adjusted EBITDA Trend



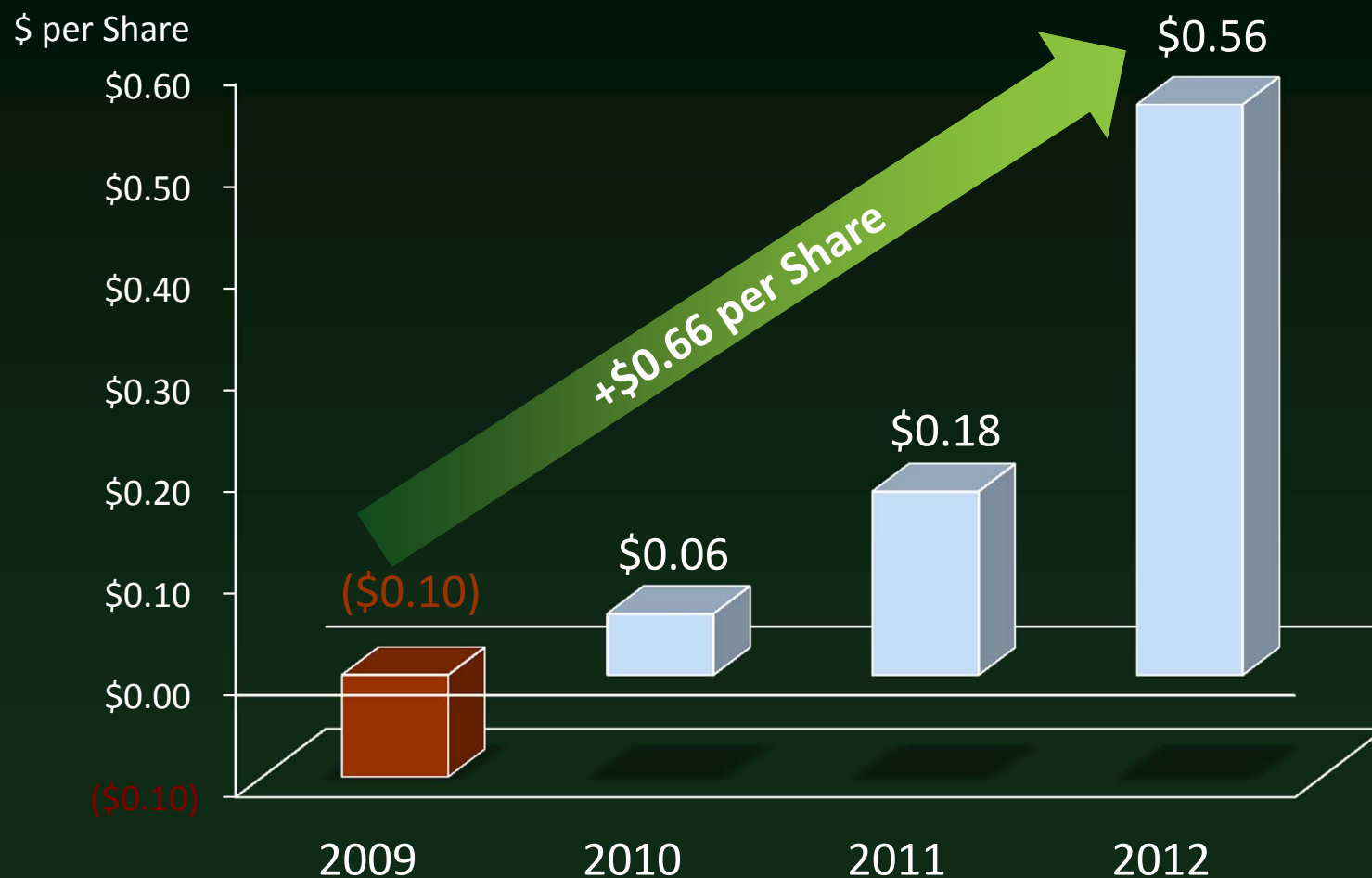
Adjusted EBITDA is a non-GAAP financial measure. Adjusted EBITDA is earnings before interest, taxes, depreciation, amortization, other income/expense, and stock-based compensation. Please see the appendix for more information about LeapFrog's use of Non-GAAP financial measures and a reconciliation of Adjusted EBITDA (non-GAAP) to Net Income (GAAP).

Cash & Equivalents Trend



Normalized EPS with an Effective 37.5% Tax Rate

LeapFrog has significant deferred tax asset balances that will continue to eliminate cash taxes in the U.S. for several years.



Normalized EPS (or normalized net income per share) is a non-GAAP financial measure. Normalized net income is adjusted to reflect an effective 37.5% tax rate and then divided by weighted-average diluted shares outstanding. Please see the appendix for more information about LeapFrog's use of non-GAAP financial information and a reconciliation of Normalized EPS (non-GAAP) to EPS (GAAP).

Reconciliation of Net Income (GAAP) to Normalized Net Income (Non-GAAP)

	Twelve Months Ended December 31,			
	2009	2010	2011	2012
Net income - GAAP	\$ (2,688)	\$ 4,945	\$ 19,902	\$ 86,452
(Benefit from) provision for income taxes	(7,188)	1,030	(1,137)	(24,504)
Income before income taxes	(9,876)	5,975	18,765	61,948
Effective tax expense (benefit) at 37.5% rate	(3,704)	2,241	7,037	23,231
Normalized net income - Non-GAAP	\$ (6,173)	\$ 3,734	\$ 11,728	\$ 38,718
Net income - GAAP	\$ (2,688)	\$ 4,945	\$ 19,902	\$ 86,452
Weighted-average diluted shares outstanding	63,914	65,627	66,332	69,720
Net income per share - GAAP	(\$0.04)	\$0.08	\$0.30	\$1.24
Normalized net income - Non-GAAP	\$ (6,173)	\$ 3,734	\$ 11,728	\$ 38,718
Weighted-average diluted shares outstanding	63,914	65,627	66,332	69,720
Normalized net income per share - Non-GAAP	(\$0.10)	\$0.06	\$0.18	\$0.56



2013 Guidance

Net Sales

- Expected to increase at a high single digit percentage growth rate vs. 2012

Operating Margin

- Expected to remain consistent as a percentage of net sales compared to 2012



Long Term Financial Objectives

Net Sales

- Annual mid to high single digit % growth

Operating Margin

- Double digit operating margin %

Earnings and Cash Flow

- Meaningful earnings growth and cash generation





Summary



We are LeapFrog.



The LeapFrog Difference

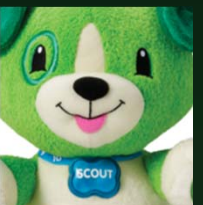
Educational Entertainment is our TOTAL FOCUS

18 years of experience

Powerful assets

- Massive connected consumer base
- Incredible brand
- Proprietary curricula
- Consumers love our products
- Growing base of content partners
- We have the best team in the industry





FUTURE

Strong Global Demand for Supplemental Educational Solutions Projected for Next 5 Years

Global Market Growth	2012-2017 Projected Growth CAGR
K-12 eLearning	+33%
Edu Gaming	+30%



Opportunities

Growing Consumer Demand Around the Globe

Expand Base of Current Multimedia Learning Platforms

Develop and Launch New Learning Platforms

International Expansion

Deliver Our Learning Solutions via Other Platforms



Opportunities

Deliver More 1st Party Life-Changing Educational Entertainment Solutions

- Games
- Books
- Cartridges
- Videos
- eBooks
- Apps
- Videos
- Music

Expand Third Party Content Distribution

Develop Richer Relationships with Parents, Grandparents, Teachers and Caregivers

Continued Benefits from Scale and OPEX Management

Potential Acquisitions



The Educational Entertainment Leader



THANK YOU

APPENDIX



Balance Sheet

<i>\$ in Millions</i>	December 31		Y/Y Change	
	2012	2011	\$	%
Cash	\$120	\$72	\$48	67%
Accounts Receivables	180	157	23	14%
Inventories	40	34	6	18%
Other Current Assets	18	9	2	24%
Current Assets	358	273	79	29%
Long-Term Assets	71	58	19	33%
Total Assets	\$429	\$331	\$98	30%
Accounts Payable	\$32	\$35	(\$3)	(9%)
Other Current Liabilities	61	51	11	21%
Current Liabilities	93	85	8	9%
Debt	0	0	0	n/a
Long Term Liabilities	6	13	(7)	(51%)
Stockholders' Equity	330	233	97	42%
Total Liability & Equity	\$429	\$331	\$98	30%
Working Capital	\$259	\$187	\$71	38%



Discussion of Management's Use Of Non-GAAP Financial Measures and Reconciliation of Net Income to Adjusted EBITDA (Non-GAAP)

This presentation includes a non-GAAP financial measure, specifically adjusted EBITDA which is defined as earnings (or net income) before interest, taxes, depreciation and amortization, other income/expense, net, and stock-based compensation. As required by SEC rules, we have provided a schedule with a reconciliation of adjusted EBITDA to the most directly comparable GAAP measure, net income.

Management believes that adjusted EBITDA is one of the appropriate measures for evaluating the operating performance of the Company because it reflects the resources available for strategic opportunities including, among others, to invest in the business, strengthen the balance sheet, and make strategic acquisitions. However, this measure should be considered in addition to, not as a substitute for, or superior to, net income or other measures of financial performance prepared in accordance with GAAP as more fully discussed in the Company's financial statements and filings with the SEC. As used herein, "GAAP" refers to accounting principles generally accepted in the United States of America.



Reconciliation of Net Income (GAAP) to Adjusted EBITDA (Non-GAAP)

LEAPFROG ENTERPRISES, INC.
SUPPLEMENTAL DISCLOSURE REGARDING NON-GAAP FINANCIAL INFORMATION
RECONCILIATION OF GAAP NET INCOME TO ADJUSTED EBITDA
(In thousands)
(Unaudited)

The following table presents a reconciliation of net income, a GAAP measure, to adjusted EBITDA, a non-GAAP measure. Adjusted EBITDA is defined as earnings (or net income) before interest, taxes, depreciation and amortization, other income/expense, net, and stock-based compensation.

	Twelve Months Ended December 31,			
	2009	2010	2011	2012
Net income - GAAP	\$ (2,688)	\$ 4,945	\$ 19,902	\$ 86,452
Interest income	(556)	(203)	(136)	(241)
Interest expense	60	243	259	50
(Benefit from) provision for income taxes	(7,188)	1,030	(1,137)	(24,504)
Depreciation and amortization	20,495	20,337	19,995	22,084
Other income/expense, net	1,959	1,790	4,809	2,309
Stock-based compensation	10,696	6,172	5,562	6,991
Adjusted EBITDA - Non-GAAP	\$ 22,778	\$ 34,314	\$ 49,254	\$ 93,141



Discussion of Management's Use Of Non-GAAP Financial Measures and Reconciliation of Net Income (GAAP) to Normalized Net Income (Non-GAAP)

This presentation includes non-GAAP financial measures, specifically Normalized Net Income and Normalized Net Income per Share (also called Normalized EPS). Normalized Net Income is adjusted to reflect an effective 37.5% tax rate. As required by SEC rules, we have provided a schedule with a reconciliation of Normalized Net Income and Normalized Net Income per Share to the most directly comparable GAAP measures, Net Income and Net Income per Share.

Management believes that Normalized Net Income and Normalized Net Income per Share are appropriate measures for evaluating the operating performance of the company. However, these measures should be considered in addition to, not as a substitute for, or superior to, net income or other measures of financial performance prepared in accordance with GAAP as more fully discussed in the Company's financial statements and filings with the SEC. As used herein, "GAAP" refers to accounting principles generally accepted in the United States of America.



Reconciliation of Net Income (GAAP) to Normalized EPS (Non-GAAP)

LEAPFROG ENTERPRISES, INC.

SUPPLEMENTAL DISCLOSURE REGARDING NON-GAAP FINANCIAL INFORMATION

RECONCILIATION OF GAAP NET INCOME TO NORMALIZED NET INCOME AND RECONCILIATION OF GAAP NET INCOME PER SHARE TO NORMALIZED NET INCOME PER SHARE (In thousands, except per share data) (Unaudited)

The following table presents a reconciliation of net income, a GAAP measure, to normalized net income, a non-GAAP measure. Normalized net income is adjusted to reflect an effective 37.5% tax rate.

	Twelve Months Ended December 31,			
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