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The toy story delivers a mixed bag as Hasbro shares tumble on Toys "R" collapse while Mattel soars, thanks to Barbie

The toy industry was a study in contrast in Friday's pre-market trade as Hasbro Inc's stock (NASDAQ:HAS) tumbled after a disappointing quarter due to the collapse of Toys "R" Us while rival Mattel Inc shares (NASDAQ:MAT) rocketed after reporting a robust fourth-quarter.

While Mattel shares picked up 16% to hit \$14.35 before the opening bell on Friday, rival Hasbro shares sank by 8.7% to \$82.40.

READ: Hasbro struggles in 3Q after Toys R Us bankruptcy, job cuts to follow Hasbro's fourth-quarter results fell short of Wall Street's estimates as it was hit hard during the holiday period by the closing of Toys "R" Us.

In the three months ended December 30, Hasbro earned \$1.33 per share (adjusted) on sales of \$1.39 billion. Analysts had called for Hasbro to see a profit of \$1.67 per share on revenue of \$1.52 billion.

"2018 was a very disruptive year, driven by the bankruptcy and liquidation of Toys "R" US across most of the world and a rapidly shifting consumer and retail landscape," said Brian Goldner, Hasbro's CEO in a statement.

"We were not, however, able to recapture as much of the Toys "R" Us business during the holiday period as we anticipated as the effect of its liquidated inventory in the market was more impactful than we and industry experts expected.

Barbie and Hot Wheels lift Mattel's numbers?

In its latest quarter, toy maker Mattel reported better-than-expected earnings, helped by the sales of Barbie dolls and Hot Wheels cars.

The company reported net income of \$14.9 million, or \$0.04 per share, on revenue of \$1.52 billion. The results crushed the forecasts of analysts who had called for the El Segundo, California-based company to post a loss of \$0.16 per share on sales of \$1.44 billion.

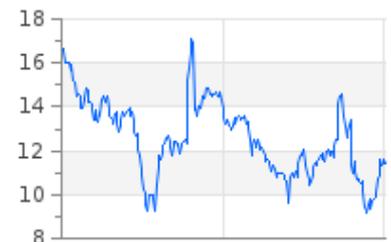
"In terms of regaining top line growth Barbie and Hot Wheels continued their momentum throughout the year," said Ynon Kreiz, CEO of Mattel, speaking in a conference call late Thursday. "We executed well in our two largest regions North America and Europe and maintained our strength in Latin America and global emerging markets excluding China."

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Price: \$11.42

Market Cap: \$3.95 billion

1 Year Share Price Graph



September 2018 March 2019 September 2019

Share Information

Code: MAT

Listing: NASDAQ

52 week	High	Low
	17.265	9.065

Sector: Manufacturing & engineering

Website: www.mattel.com

Company Synopsis:

Mattel, Inc. designs, manufactures and markets toy products worldwide through sales to customers and directly to consumers. The company is the worldwide leader in the design, manufacture and marketing of toys and family products.

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