

Guangdong Alpha Animation & Culture Co Ltd in Toys and Games (China)

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Abstracts

Successful launches for the animated cartoon series Battle of King II and Blazing Teens VI resulted in dynamic sales growth for licenced yo-yos and spinning tops in outdoor and sports toys in 2014. Over the forecast period, the company will continue to use media presence as an advantage in driving sales of its traditional toys and games products, particularly in action figures and outdoor and sports toys.

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