

# Mattel Oyuncakcilik Tic Ltd Sti in Toys and Games (Turkey)

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## Abstracts

Mattel aims to maintain its leading position by introducing new products under its popular licences in Turkey, concurrently with the global releases, in order to benefit from demand boosts following the launches of popular movies. The company also plans to increase its retail distribution by signing new deals within the expanding traditional toys and games stores channel.

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