

COSCO
kids


safety 1st

 **MAXI-COSI**

Tiny Love


LITTLE SEEDS


Disney baby

Dorel Juvenile Group Brand Portfolio



Our award-winning family of brands such as Maxi-Cosi, Tiny Love and Safety 1st support millions of parents in their journey every day.

together,
we're the village.

For every **First**, and every moment after.

We Carry
the Future

Moments of
Wonder

Where
Imagination
Takes Root.



COSCO
kids™



together,
we're the village.


safety 1st



For every **First**, and
every moment after.

 **MAXI-COSI®**



We Carry
the Future


Tiny Love®



Moments of
Wonder


**LITTLE
SEEDS™**



Where
Imagination
Takes Root.


**Disney
baby**



Top Retailer Outlets
That Carry Our Brands:



NORDSTROM

KOHL'S



pottery barn kids





safety 1stTM

For every **First** and every moment after.



safety 1st
at a Glance



Who We Are

Safety 1st is a trusted leader in child safety, dedicated to creating reliable, easy-to-use products that help families confidently embrace, explore, and celebrate the milestones that make childhood and parenthood so important. From car seats and strollers to home safety solutions and beyond, we prepare children and their parents for each new skill and adventure at every age and stage.

Brand Legacy

- Pioneering child safety products for over 40 years
- Creators of the iconic "Baby on Board" sign that redefined road safety awareness.
- Market leader in car seats, baby gates, and home safety.

Global Reach Products sold in over **60** countries!

Why **Safety 1st**

Instant Brand Trust

Broader Market Research

Increased Consumer Appeal

Expansion into Safety

Strengthened Product Portfolio

Market **Opportunity**

Over **\$225 MILLION**
in annual retail sales
Consistent growth with +1.7% YOY sales increase

Customer Loyalty

96%
Overwhelming majority
would repurchase

5.7%
Market Share

+0.03% YOY,
outpacing competitors

Who We Are



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OVER 40 YEARS

of pioneering child safety products

MARKET LEADER

car seats, baby gates, & home safety

TRUSTED PARTNER

for parents & caregivers

SOLD GLOBALLY

in over 60 countries

CREATORS of the
ICONIC



Brand Story

That first car ride home from the hospital, the first bath in your sink, the first snot to be sucked and the temperature that needs taking when baby's very rosy cheeks may be an indicator of something more. That first sleepover with your big sister. AKA: The Pank. Also known as Professional Aunt, No Kids.

Safety 1st is there for every joyous first.

We're here for first-time parents and grandparents, single parents by choice, and parents who make the jump from one kiddo to two (or more!). To us, it doesn't matter how you became a parent, it matters that you did.

Safety is for parents who want their children's lives to be full of happiness, love, and firsts of all kinds.

When you close your eyes and picture these firsts, you see smiles, hear the giggles, or the thump of a baby's diapered tush hitting the floor after their first triumphant steps.

You don't "see us." You don't "see" Safety 1st, and honestly, that's the way we like it. We're automatically, yet intentionally, a routine part of your every day.

From the moment you opened that big Safety 1st box and installed your baby's car seat—we were there.

You'll look at pictures years from now and remember the first bath in the sunny yellow tub and see the little Safety 1st "First Love" icon on the side.

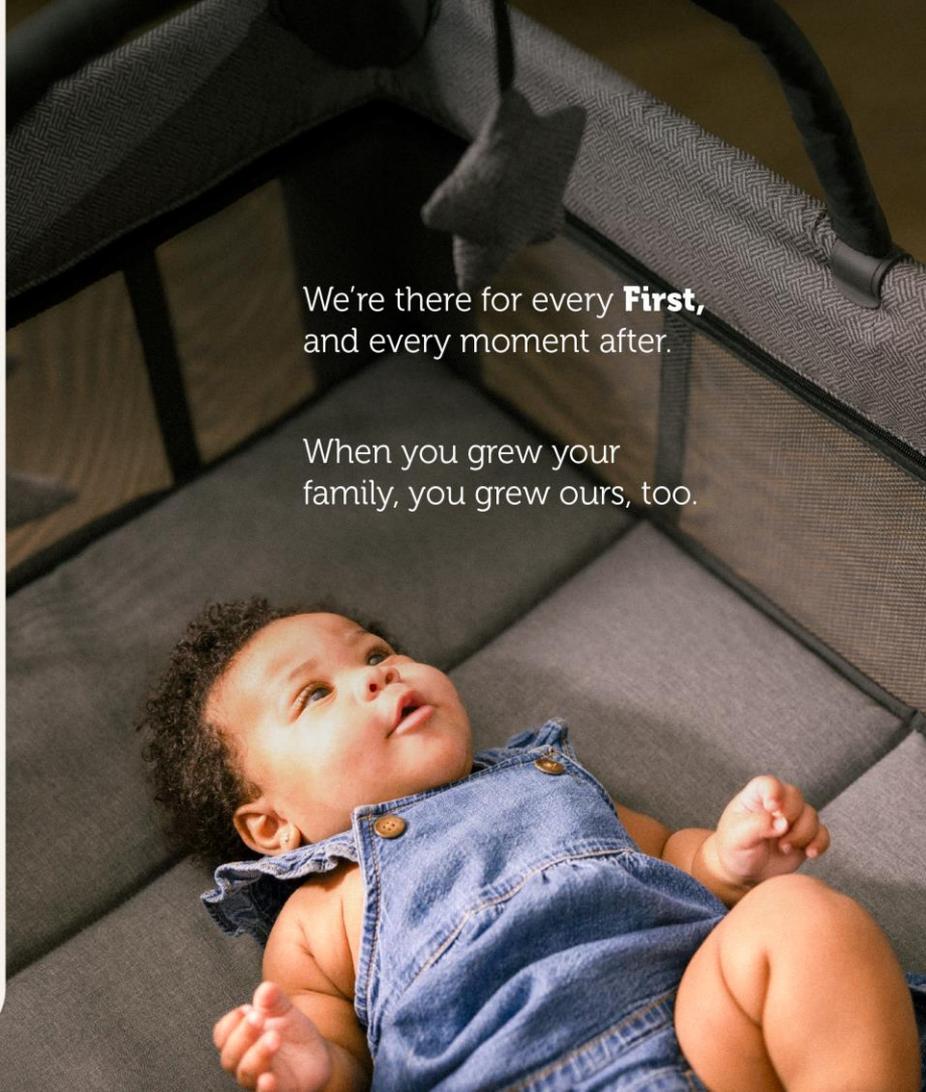
Safety 1st is your family's greatest joy enabler. At every stage, we encourage fun and growth while satisfying a parent's need to protect their child.

We're here to give parents peace of mind. We transform "No Zones" into "Go Zones." Both physically and emotionally.



We're there for every **First**,
and every moment after.

When you grew your
family, you grew ours, too.



Brand Pillars

Enable Joy

Allow
parents to
focus on milestones
& precious moments.

Infuse Humanity

We are vibrant,
emotive, & inclusive.

Simplify the Journey

Make parenting easier by
creating intuitive products.

Celebrate a World of Firsts

Life with little ones is full of firsts –
we're the brand that's there for every one.

Current
**Product
Categories**

Mobility



Infant Health



Car Seats



Home

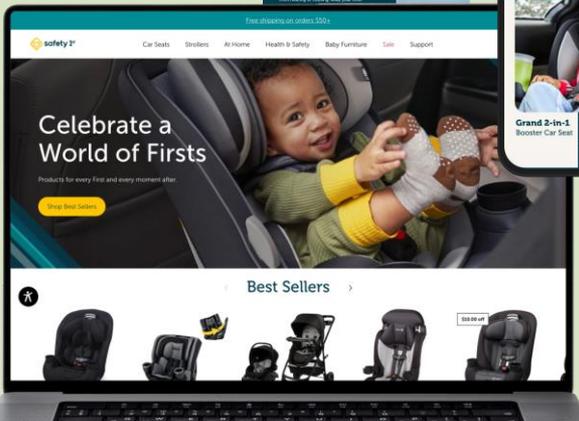


Home Safety



Visual Direction

Digital



Retail



Packaging





safety 1st™

Trusted leader in child safety with decades of experience, unmatched innovation, and a commitment to protecting families worldwide.

A brand **built**
on **trust**



Over **\$225**
MILLION

in annual retail sales

Consistent growth with +1.7% YOY sales increase

11 Units Sold
Last Year
MILLION

5.7%
Market Share
+.03% YOY outpacing
competitors

Products
sold in over

60

Countries!





— Leading Name in
Child Home Safety

Customer Loyalty

96%

Overwhelming majority
would repurchase

89 NPS

Across All Categories

**Industry-leading
customer satisfaction**

Social Media Highlights

9.3M+ Views

225 pieces of influencer content in 2024

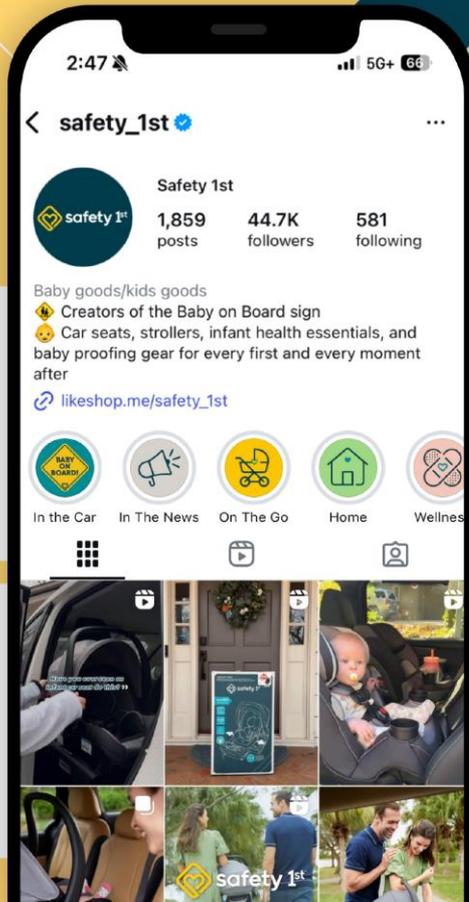
 **46.6K**
Followers

Impressions surged to **977K+**
(+103% YOY)

 **824K+**
Video Views

and 39 pieces of content in 2025*

*TikTok content strategy began in 2024



Earned Media Highlights

7.8 Billion

Total Impressions

1094

Total Placements

Placements Include:

Forbes

 TODAY

Parents

GOOD MORNING AMERICA

the BUMP



Parent Personas

Target Consumer Audience

"I put time into buying stuff for my kids and I'm always looking to make smart choices to save on products that will last!"



Key Demographics

Stay-at-Home Toddler Parents

- 25-29 and 30-34 years old
- Children Under 5
- 89% Female
- Lower - Middle Household Income
- Limited College



Shopping Habits

- Enjoys shopping; it's fun!
- Shops in stores
- Products = practical, convenient, long-lasting
- Lower price is a consideration
- Likely to rely on hand-me-downs



Research Habits

- Conducts extensive research
- Scours consumer ratings
- Compares product features



Sustainability

- Not a top priority
- Rarely seeks sustainable products
- Recycles because it is "right"
- Concerned about child's future
- Not skeptical of sustainable products' quality



Parenting Choices

- Most optimistic & proud
- Important that they spend time away from children
- Most anxious & exhausted
- Struggles with placing too much pressure on themselves



Value Hunter



"I love being a parent. I am focused on the wellbeing of my family and I'm looking for the latest and greatest products for them."

Confident Shopper



Key Demographics

Affluent Baby Parent

- 30-34 years old
- Children Under 2
- Limited college
- 70% Female
- Higher Total Household Income



Shopping Habits

- Enjoys shopping; retail therapy!
- Price doesn't matter
- Wants the latest and greatest



Research Habits

- Thorough when researching products
- Is looking for popular products
- Trusts parenting resources & consumer reviews



Sustainability

- Somewhat important
- Sometimes seeks sustainable products
- Recycles to make positive impact
- Concerned with climate change



Parenting Choices

- Knowledgeable & in-control
- Confident that they are doing their best
- Gentle approach to parenting
- Prioritize family health



3-Year Brand Narrative

Beginning with our Safety 1st rebrand launch in 2024, our brand narrative year-over-year tells a cohesive story – that Safety 1st is with your family at every stage, from moments to milestones and beyond. This same formula will be applied as we craft the Safety 1st consumer journey beyond 2026.

2024

A Year of Safety 1st Moments

Introduce the new Safety 1st to consumers and create a meaningful connection between our brand and the everyday moments parents share with their child.

Themes

- Q1: Celebrate Moments of Firsts
- Q2: Moments of Exploration
- Q3: Effortless Moments
- Q4: Moments of Togetherness

2025

From Moments to Milestones

Solidify a connection between our brand and the many milestones ("firsts!") that parents encounter throughout the year.

Themes

- Q1: A Year of Firsts
- Q2: First Adventures
- Q3: First Lesson
- Q4: First Festivities

2026

Beyond Milestones: Empowering Families

Demonstrate how Safety 1st a brand rooted in supporting families and boosting confidence (for parents and baby!) as they navigate their year.

Themes

- Q1: Confidence at Every Age
- Q2: Encouraging Discovery
- Q3: Feeling Prepared
- Q4: Enabling Joy

2026 Marketing Calendar

Empowering Families

Q1 Confidence at Every Age			Q2 Encouraging Discovery			Q3 Feeling Prepared			Q4 Enabling Joy		
JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC

Brand Activations

- Brand Tentpole Event (MAY)
- Brand Purpose Activation (NOV)

Social Media & Influencers

Always on support with increased budget/activity during key timeframes & product launches

Paid Media

Always on support with increased budget/activity during key timeframes & product launches

Industry Events

- Marbella (Global) (MAR)
- High Point Market (MAY)
- ABC Kids Expo (JUN)
- Kind & Jugend (OCT)
- High Point Market (NOV)

Retail Activations

- Walmart Baby Days (FEB)
- Target Circle Week (MAR)
- Amazon PRIME (JUL)
- Baby Safety Month (AUG)
- Amazon PRIME (SEP)
- BF/CM (NOV)

Earned Media

Always on support with increased activity during key timeframes



THE **POWER** OF
safety 1st



Expansion into Safety Products

Instant Brand Trust

Increased Consumer Appeal

Broader Market Research

Increased Brand Loyalty

Access to Proven Marketing

Strengthened Product Portfolio

Co-Branding and Innovation Opportunities

Comprehensive Support

- Brand Strategy
- Marketing Communications
- Earned Media
- Activations
- Partnerships
- Trade Retail (access to extensive distribution network)
- Advertising
- Social Media
- Influencers
- Packaging & digital asset development collaboration
- Product design & development collaboration

Brand Halo Effect

Association with a trusted family-focused brand.



**Licensee
Support**



TOP PERFORMING
Licensee in our Categories

Disney
Licensee for over
15
YEARS

SOLD AT

National Retailers WALMART, TARGET,
AMAZON, and KOHL'S

CAR
SEATS

INFANT
HEALTH &
GROOMING

HOME

MOBILITY



Existing Licensees

Categories

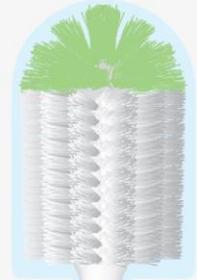
Feeding, Cups & Bottles, Cleaning,
Food Storage, & Pacifiers

Placement

Walmart & Off-Price Retailers



Bottle Brush



BPA
FREE

Use as
a Stand
or as a
Wall Clip

Licensing Opportunities



Potential Categories

- Toys
- HBA
- Food & Beverage
- Apparel & Accessories
- Home
- Publishing
- Pet





Licensing
Opportunities

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