

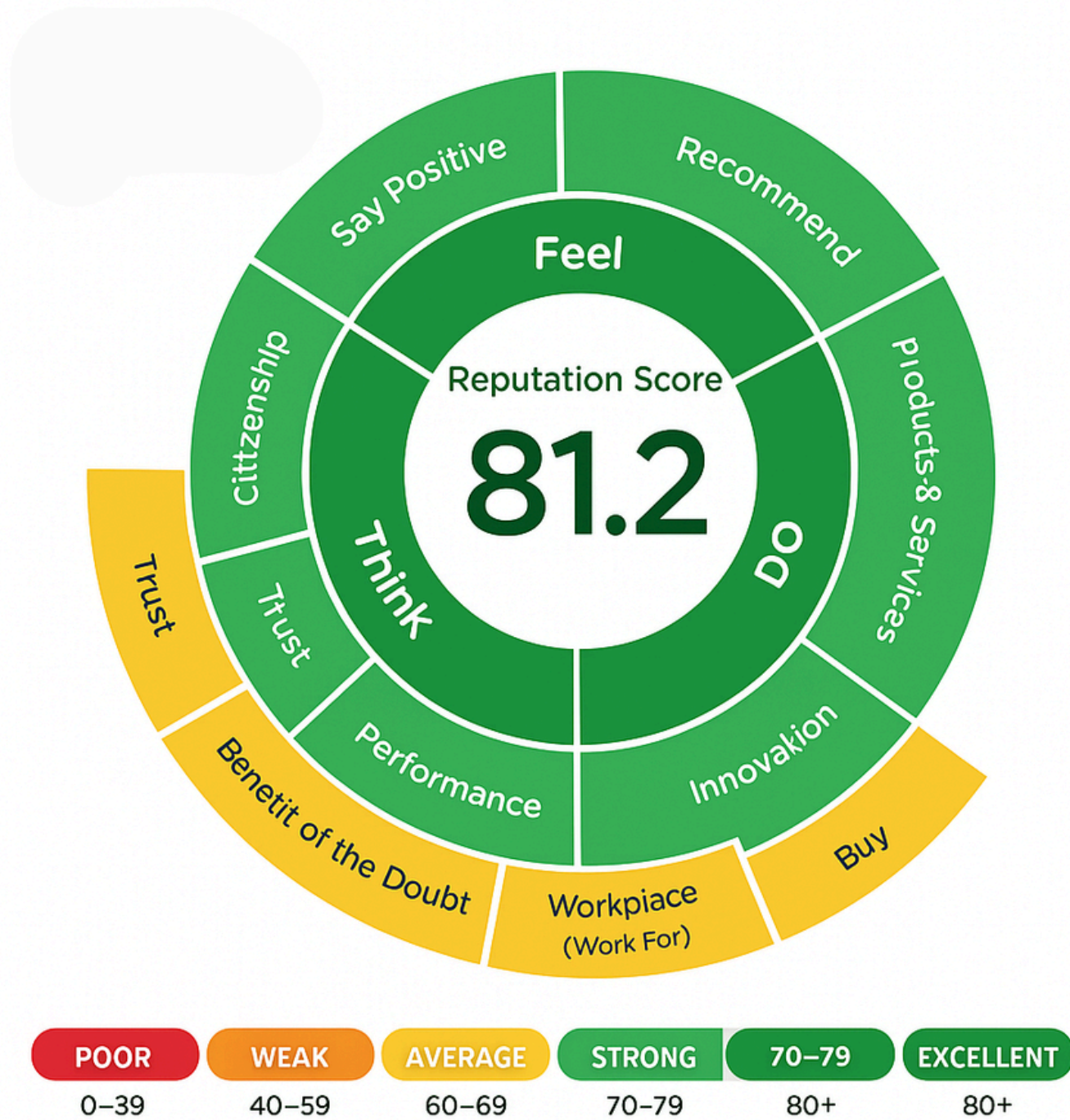


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MATTEL X ELECTRONIC ARTS



BARBIE REPUTATION SCORES MEASURE STAKEHOLDER PERCEPTIONS OF YOUR COMPANY, REFLECTING THE LEVELS OF ADMIRATION, TRUST, AND RESPECT YOU EARN



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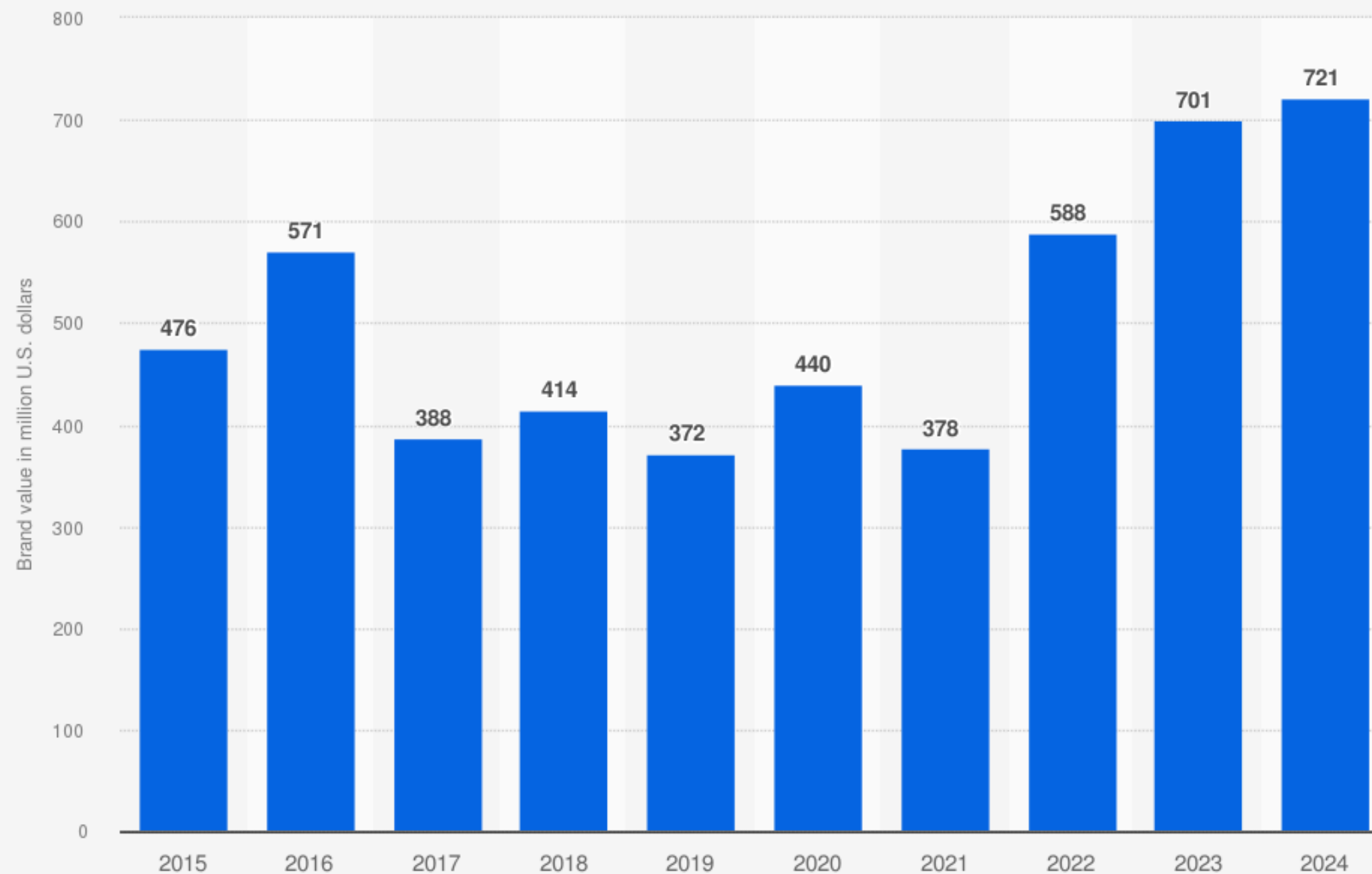
Barbie

"THE SUCCESS OF THE BARBIE MOVIE HAS BEEN A TRANSFORMATIVE MOMENT FOR MATTEL, DRIVING NOT ONLY SALES OF OUR ICONIC DOLLS BUT ALSO CEMENTING BARBIE AS A GLOBAL CULTURAL PHENOMENON. THIS ALIGNMENT BETWEEN ENTERTAINMENT AND PRODUCT HAS BEEN INSTRUMENTAL IN GROWING OUR REVENUE AND EXPANDING OUR BRAND'S REACH." – YNON KREIZ, CEO OF MATTEL



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Brand value of Barbie worldwide from 2015 to 2024 (in million U.S. dollars)



Source
Brand Finance
© Statista 2025

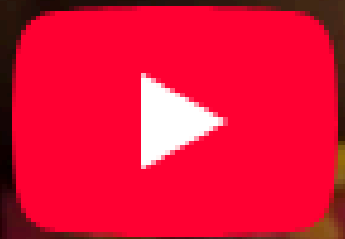
Additional Information:
Worldwide; Brand Finance; 2015 to 2024



Imagine The Possibilities | @Barbie



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Barbie™

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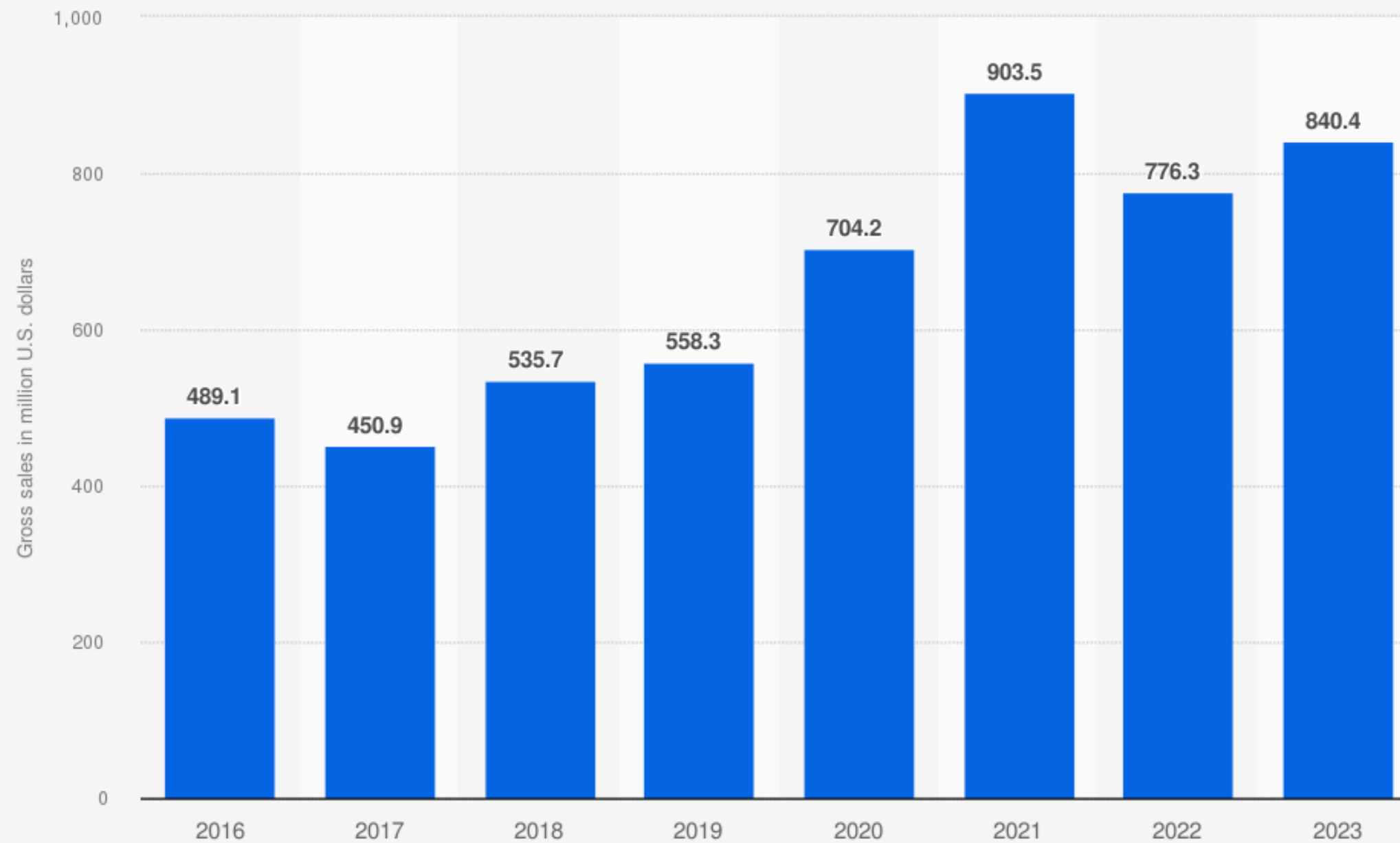
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Gross sales of Mattel's Barbie brand in North America from 2016 to 2023 (in million U.S. dollars)



Source
Mattel
© Statista 2025

Additional Information:
North America; Canada; United States; Mattel; 2016 to 2023



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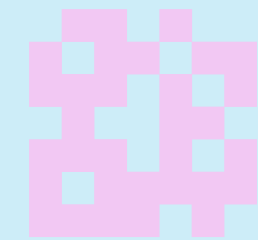


Play it real. Live it virtual.

Step into a world where imagination meets simulation. Barbie™ and The Sims™ have teamed up to bring you the ultimate cross-over experience — in real life and on screen!

This exclusive Barbie Sim Life™ doll celebrates the launch of the **Barbie x The Sims** expansion pack — a brand-new digital world where you can live out Barbie's most iconic lifestyles inside The Sims 4™. Build your very own Dreamhouse, explore Barbie-inspired fashion, and take on exciting careers from astronaut to artist, all with that signature Barbie pink sparkle.

Scan the QR code below to download the game content and start playing today!



Barbie  SIMS™



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