

MATCHBOX

Driving Toward a Better Future™

Matchbox is demonstrating its commitment to sustainability by using better products for the environment and inspiring greener play patterns in kids.

Better Products for the Environment

Recycled Plastic and Zinc*

Used in select products

GVY87
Action Drivers
Fire Station Rescue

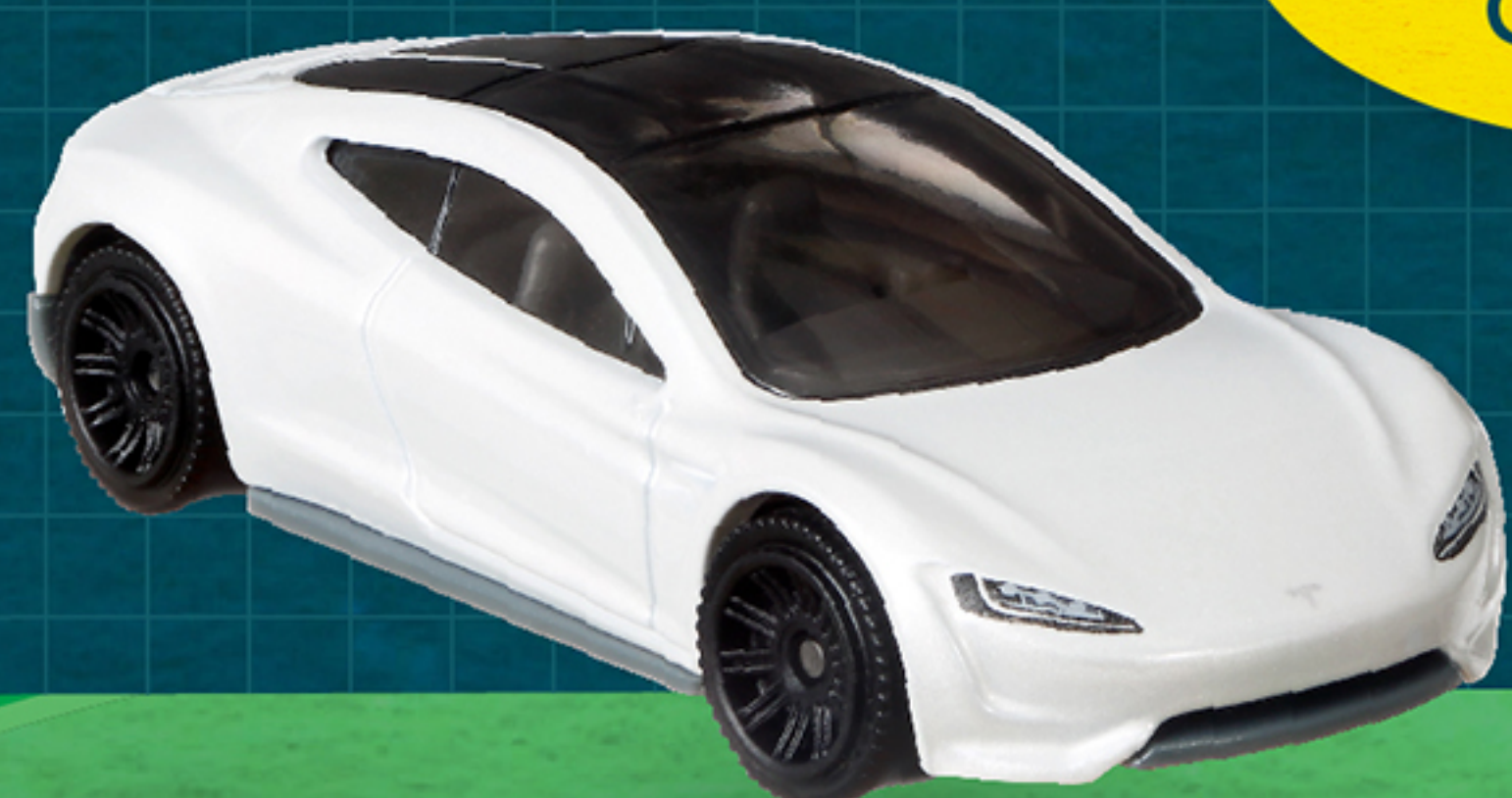
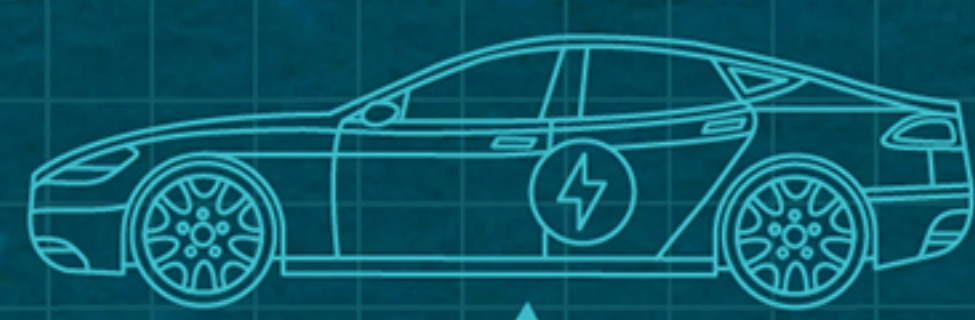


MATCHBOX
ACTION
DRIVERS



Recycled and FSC-Certified Paper in Packaging

Ensures materials come from responsibly managed forests that provide environmental, social and economic benefits**



HHY23
Tesla
Roadster

**Matchbox
Tesla Roadster**
Made from 99% recycled
materials and certified
CarbonNeutral@***

Reducing Waste

Home Compostable Inner Tray

Replaces single-use plastics in Electric Vehicle 5 and 12 packs



Recyclable, Plastic-Free Packaging

In assorted vehicles and playsets



HHR64
Recycling Truck

Easily Separated Electronics

Support e-waste disposal and recycling in all new products with electronics

**Play
Back** MATTEL
Play.
Recycle.
Repeat.

Mattel PlayBack

A toy takeback program that helps keep material out of landfills by sending it back to Mattel for recycling, offering guilt-free solutions for toys that have reached the end of their useful life

Encouraging Greener Play Patterns

Electric Vehicles

Included throughout die-cast product lines

GKK32
Self-Driving Bus



Electric Vehicle (EV) Charging Stations and Solar Panels

In select Action Drivers playsets



YouTube Series

Features environmentally friendly themes to inspire sustainable storytelling in play

EV PSA and Educational Web Content

Conversation starters for families to discuss environmental benefits of EVs

END GOAL: 100% recycled, recyclable or bio-based plastic in all our products and packaging by 2030



* ISCC-Certified Plastic used in Action Drivers playsets and the Matchbox Recycling Truck reduces need for virgin plastic. (Mass Balance Approach, which gradually increases the share of bio-based and/or circular feedstocks in the production process. Source: <https://www.iscc-system.org/>). GRS-certified recycled zinc used in Electric Vehicle 5 and 12 packs. **Source: <https://us.fsc.org/en-us/certification>
***The Matchbox Tesla Roadsters have been certified CarbonNeutral@ by Natural Capital Partners with carbon offset credits going towards reforestation of the Mississippi Valley in the southeastern U.S.
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