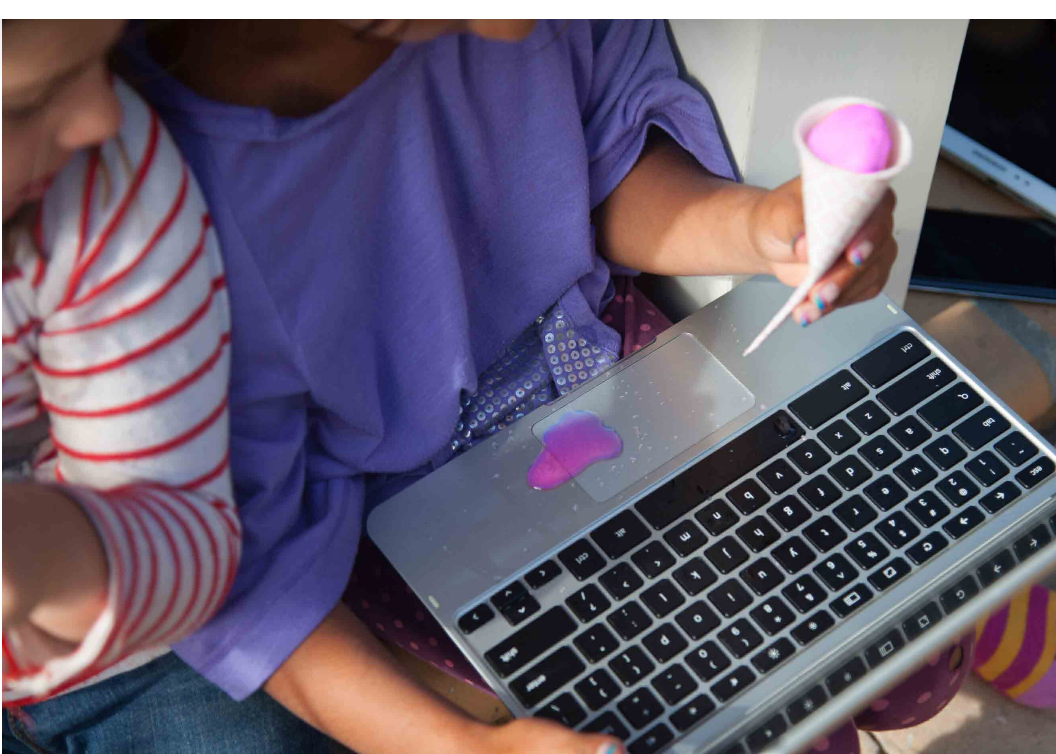




41 MILLION DEVICES

WERE DAMAGED BY EUROPEAN KIDS LAST YEAR

1 IN 3 FAMILIES HAD A KID DAMAGE A DEVICE



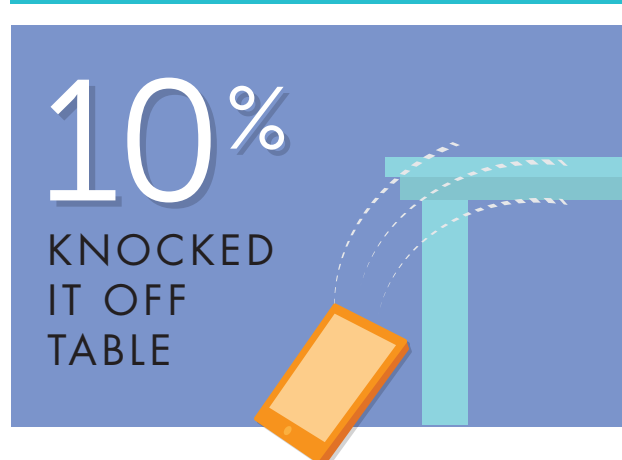
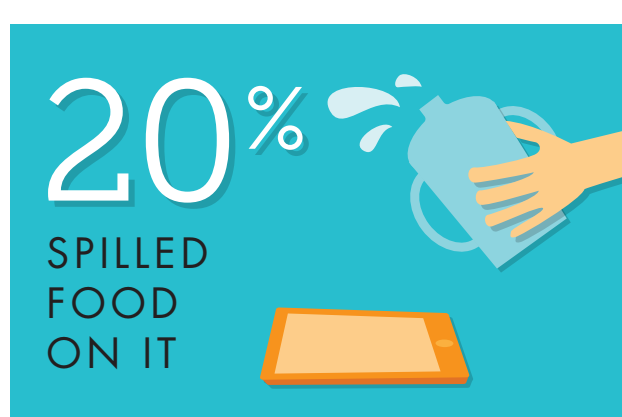
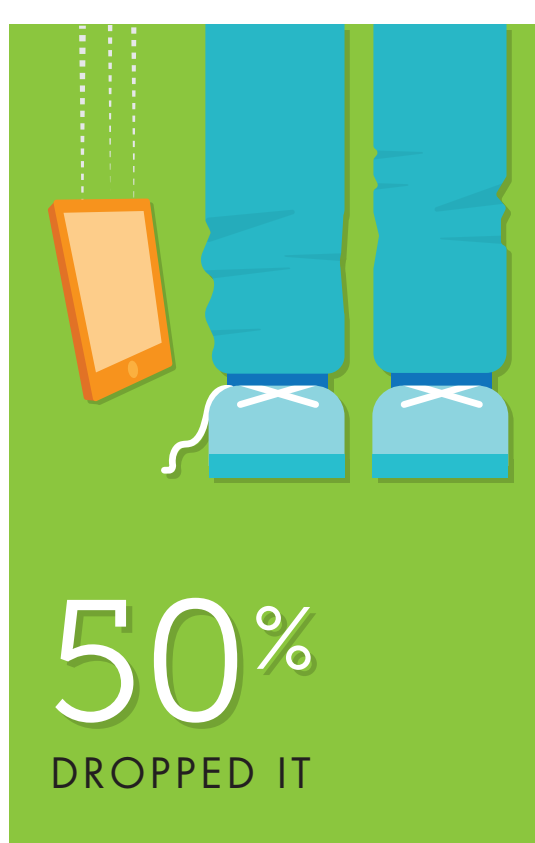
UK PARENTS SPENT
£848 MILLION
ON ELECTRONICS
DAMAGED BY KIDS

44%

OF UK TEENS HAVE DAMAGED A TABLET, SMARTPHONE OR LAPTOP



HOW KIDS BREAK DEVICES



31% OF KIDS AGED 1-5 OWN A TABLET, SMARTPHONE OR LAPTOP

KIDS SPEND
1 in every 5 minutes
WITH ELECTRONICS