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KEVIN FARR
Chief Financial Officer



Kevin Farr is the chief financial officer for Mattel, Inc., the worldwide leader in the design, manufacture and marketing of toys and family products.

As CFO, Mr. Farr leads Mattel's worldwide financial functions, as well as information technology, strategic planning, mergers and acquisitions, corporate affairs and investor relations.

Mr. Farr joined Mattel as senior vice president and corporate controller in 1991 before assuming his current role in 2000. Prior to joining Mattel, he spent 10 years with the professional services firm of PricewaterhouseCoopers.

A Certified Public Accountant, Mr. Farr belongs to a number of professional organizations including the American Institute of C.P.A. and the California Society of C.P.A. He serves on the Corporate Advisory Board of the Marshall School of Business at the University of Southern California and sits on the Board of Directors of Polaris Industries, an American manufacturer of snowmobiles, ATV, and neighborhood electric vehicles.

Farr chairs the board of directors of the Mattel Children's Foundation and also serves on the Special Olympics Board of Directors. In 2013, he was recognized with the Special Olympics Humanitarian of the Year Award for his commitment to serving his community.

A graduate of Northwestern University's J.L. Kellogg Graduate School of Business, Farr earned an M.B.A. in finance and marketing and earned his undergraduate business degree in accounting from Michigan State University.

About Mattel

The Mattel family of companies (Nasdaq: [MAT](#)) is the worldwide leader in the design, manufacture and marketing of toys and family products. Mattel's portfolio of best-selling brands includes Barbie®, the most popular fashion doll ever produced, Hot Wheels®, Monster High®, American Girl®, Thomas & Friends® and Fisher-Price® brands, including Little People® and Power Wheels®, MEGA® Brands, including MEGA BLOKS® and RoseArt®, as well as a wide array of entertainment-inspired toy lines. In 2013, Mattel was named one of the "World's Most Ethical Companies" by Ethisphere Magazine and in 2014 ranked No. 5 on Corporate Responsibility Magazine's "100 Best Corporate Citizens" list. With worldwide headquarters in El Segundo, Calif., Mattel's companies employ nearly 30,000 people in 40 countries and territories and sell products in more than 150 nations. At Mattel, we are *Creating the Future of Play*. Visit us at www.mattel.com, www.facebook.com/mattel or www.twitter.com/mattel.

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