



Anna Artyukhova promoted to Managing Director for Russia and CIS at CPLG Pullman

London, UK, 14th August 2019: CPLG Pullman is pleased to announce that Anna Artyukhova has been promoted to the position of Managing Director for Russia and CIS.

Based in Moscow, CPLG Pullman was formed in 2018 when CPLG acquired a 49% stake in Pullman Licensing LLC, a leading Russian licensing agency owned by Igor Kuleshov, President and owner of Gulliver Holdings, one of Russia's premier toy and clothing manufacturers and distributors.

In her new role, Anna will lead the Moscow team in its strategy to drive growth for clients and expand the company's base of leading entertainment and classic brands. Anna will continue to report into Slawomir Ekiert, MD CEE & Nordics at CPLG, who will work with Anna to strategically develop the company's business in Russia and CIS (the Commonwealth of Independent States).

Maarten Weck, EVP & MD of CPLG, said: "Anna has played a pivotal role in building our joint venture in Russia and has proved to be a very keen, effective and energetic leader. We are confident that Anna will propel our business to the next level with passion, creativity and drive."

Anna Artyukhova said: "Under the CPLG Pullman joint venture, we have made significant progress growing our licensor's properties in Russia and CIS. I look forward in my new role to working with the Moscow team as part of the global CPLG family to propel further growth for our clients and to expand our business in the territory."

Anna Artyukhova joined Pullman in 2015 as category manager before being promoted to Commercial Director in 2017. Prior to that, Anna held roles at Plus Licens and C-Toys Co Ltd., a division of Russian children's retailer Detsky Mir.

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About CPLG

CPLG (www.cplg.com) is one of the leading third-party licensing agencies, managing consumer products programmes for some of the world's best loved properties across lifestyle brands, entertainment and classics. CPLG has offices in the UK, Benelux, Nordics, France, Germany, Italy, Spain, Sweden, Poland, Middle East, Greece & Turkey, the US and in Russia through its joint venture, CPLG Pullman. The company also has a strategic alliance with the Tycoon Group, the largest licensing network in Latin America. Owned by DHX Media (www.dhxmedia.com) a leader in the creation, production and licensing of family entertainment rights, CPLG has more than 40 years of experience in the licensing industry. It provides each of its clients with dedicated licensing and marketing industry professionals and a fully-integrated product development, legal and accounting service. CPLG believe that collaboration is about clarity, openness and trust, and is widely known for its no-nonsense, straightforward approach – Expert Common Sense.

About Pullman Licensing

Pullman Licensing LLC is one of the leading agencies in Russia, based in Moscow. It offers full-service licensing across all product categories with partners in Russia, CIS countries and Baltics. brand and trade marketing, sales and accounting, finance and legal support, cooperation with customs and patent offices, creative and product development. Pullman Licensing is the exclusive agent and strategic partner of Viacom Nickelodeon Consumer Products, Paramount Licensing, SEGA, The Emoji Company, Roi Visual, Santoro, Ludorum and KinoAtis, the Russian animation studio.

About Gulliver Holding

Trading as “Gulliver and Co”, the company has more than 20 years’ experience of toys and kids apparel in Russia and CIS. One of the leaders of Russian kids’ products market through kids apparel under the “Gulliver” brand with 200 stores and “Button Blue” (80 stores), and develops products including toys (plush, fashion dolls and educational toys), infant and licensed goods.

About DHX Media

DHX Media Ltd. (TSX: DHX, NASDAQ: DHXM) is a global children's content and brands company, recognized for such high-profile properties as *Peanuts*, *Teletubbies*, *Strawberry Shortcake*, *Caillou*, *Inspector Gadget*, and the acclaimed *Degrassi* franchise. One of the world's foremost producers of children's shows, DHX Media owns the world's largest independent library of children's content, at 13,000 half-hours. It licenses its content to broadcasters and streaming services worldwide and generates royalties through its global consumer products program. Through its subsidiary, WildBrain, DHX Media operates one of the largest networks of children's channels on YouTube. Headquartered in Canada, DHX Media has offices worldwide. Visit us at www.dhxmedia.com.