

Azerion welcomes WildBrain's Teletubbies into the Habbo and Hotel Hideaway metaverses



The iconic and beloved Teletubbies brand is bringing joy and delight to the popular online social communities through virtual products

Amsterdam – December 14, 2021: Azerion, the digital entertainment and media platform behind the popular online games Habbo and Hotel Hideaway, is welcoming the Teletubbies to the metaverse in celebration of the brand's upcoming 25th anniversary in 2022. Under a new partnership with WildBrain, owner of the Teletubbies and a global leader in kids' and family entertainment, the collaboration will include the exclusive release on December 14 of virtual products in Habbo and Hotel Hideaway. Products available for purchase with virtual currency include Teletubbies-branded avatar onesies based on Dipsy, Tinky Winky, Laa-Laa and Po, as well as custom furniture, including the Tubby Toaster, Custard Machine and Noo-Noo the vacuum cleaner, for players to decorate their rooms in the game.

Established in 2000 by Finnish company Sulake as the first metaverse of its kind, Habbo is a user generated virtual world and social gaming platform with a distinctive pixel-art style, available across nine language communities and attracting young adults (Gen-Z/Y) from over 150 countries. Hotel Hideaway is from the same makers and offers a 3D role-playing experience with seamlessly integrated creative events, full of opportunities to meet, create and share.

The Teletubbies brand partnership and launch is managed by Bare Tree Media, a leader in

digital engagement for brands and the global digital licensee of Teletubbies, in collaboration with WildBrain's leading licensing agency WildBrain CPLG.

"We're excited to work together with Bare Tree Media and WildBrain CPLG on welcoming the iconic Teletubbies into our virtual worlds," says Madelon Smittenaar, Business Development Manager of Azerion. "This partnership demonstrates the many possibilities when it comes to brand partnerships and immersive experiences in this space. The values the Teletubbies embody will really resonate with the diverse and inclusive communities of Habbo and Hotel Hideaway."

"We're thrilled to bring the Teletubbies into the metaverse in the form of virtual goods for avatars and virtual spaces within Habbo and Hotel Hideaway," adds Robert Ferrari, President of Bare Tree Media. "The nostalgia that the Teletubbies evoke as true pop culture icons is a perfect fit for the game demographics and we look forward to further releases throughout 2022."

"This is our first venture into the metaverse with the Teletubbies and we're excited to see how Gen Z fans engage with the brand in a new and unique way. This is just the start of our Teletubbies 25th anniversary celebrations with a raft of new partners and executions expected next year that will continue to bring the beloved brand to life for fans," concludes Jasen Wright, VP of North America at WildBrain CPLG.

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Join us in celebrating the Teletubbies' twenty-fifth anniversary!

Download Habbo and Hotel Hideaway!

Then get into character by dressing up in Habbo and Hotel Hideaway as your favorite Teletubby!

[About Azerion]

Azerion is the European gaming, entertainment, and media platform specialising in digital advertising and the creation and distribution of premium digital content. Since its founding in 2014, Azerion's ambitious growth strategy has been strengthened by the company's network of in-market presence across the European Community (EC), which serves the interests of local audiences and digital advertisers, publishers, and content creators.

Azerion is based in Amsterdam.

[About Bare Tree Media]

Bare Tree Media is a digital agency and publisher focused on helping brands reach and engage

fans within the metaverse, AR experiences for Instagram, Snapchat and TikTok, Twitter emoji campaigns and popular messaging apps as mobile stickers and GIFs. Learn more at www.baretreemedia.com

[About WildBrain]

At WildBrain we inspire imaginations to run wild, engaging kids and families everywhere with great content across all media. With approximately 13,000 half-hours of filmed entertainment in our library – one of the world’s most extensive – we are home to such brands as Peanuts, Teletubbies, Strawberry Shortcake, Yo Gabba Gabba! Caillou, Inspector Gadget, Johnny Test and Deglassi. At our 75,000-square-foot state-of-the-art animation studio in Vancouver, BC, we produce such fan-favourite series as *The Snoopy Show*, *Snoopy in Space*, *Chip & Potato*, *Carmen Sandiego*, *Go, Dog. Go!* and more. Our shows are enjoyed worldwide in more than 150 countries on over 500 streaming platforms and telecasters, and our AVOD business – WildBrain Spark – offers one of the largest networks of kids’ channels on YouTube, garnering billions of views per month from over 245 million subscribers. Through our leading agency, WildBrain CPLG, we also license consumer products and location-based entertainment in every major territory for our own properties as well as for our clients and content partners. Our television group owns and operates four family entertainment channels that are among the most viewed in Canada. WildBrain is headquartered in Canada with offices worldwide and trades on the Toronto Stock Exchange (TSX: WILD). Visit us at WildBrain.com.

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