



CPLG brings Chic & Love to Germany and France

30th January 2018: CPLG has been appointed licensing agent in Germany, Austria, Switzerland (GAS) and France for fashion brand Chic & Love, on behalf of Spain-based master agent Consumer Product Connection. CPLG will develop the Chic & Love licensing programme across a range of fashion and lifestyle categories including apparel, accessories, paper and stationery, bags, luggage, and tech accessories.

Chic & Love is a Spanish women's clothing and accessories brand targeting girls and women from 15 years. The brand launched in June 2017 at key retail chains including El Corte Ingles, Fnac and Carlin, and will be present in more than 2,000 Spanish stores in 2018.

Chic & Love's brand DNA is characterized by affordable luxury creating aspirational products at affordable prices. Through a strategic alliance with Swarovski, Chic & Love incorporates Swarovski crystals into many items in their collections.

The brand is now present in more than 15 countries including Spain, Portugal, the USA, Canada, Mexico and Russia, and expanding to new territories in 2018.

Julien Barbier, MD of Consumer Product Connection, said: "We are delighted to collaborate with CPLG on Chic & Love. Joachim and his team have understood from the very beginning the DNA and potential of the brand. Their expertise and hard work has already generated a lot of interest in the territories they cover, and the first agreements should be announced very soon."

Joachim Knödler, MD GAS and France at CPLG, added: "We are excited to work with the brand Chic & Love in Central Europe and add this fantastic fashion brand to our portfolio. From the start, we've had positive feedback from retail and licensees across all categories."

For further information, contact:

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About CPLG

CPLG (www.cplg.com) is one of the world's leading entertainment, sport and brand licensing agencies with offices in the UK, Benelux, Nordics, France, Germany, Italy, Spain, Sweden, Poland, Middle East, Greece & Turkey and the US. 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 partnership is about clarity, openness and trust, and is widely known for its no-nonsense, straightforward approach; Expert Common Sense.

About DHX Media

DHX Media Ltd. (TSX: DHX.A, DHX.B; NASDAQ: DHXM) is a leading children's content and brands company, recognized globally 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 20 offices worldwide. Visit us at www.dhxmedia.com.