



WILDBRAIN CPLG PARTNERS WITH THE PLAYMOBIL® BRAND FOR GLOBAL LICENSING REPRESENTATION

Agency appointed as master licensee to extend the beloved toy brand globally across all consumer products categories

London, UK – 10 January 2023 – WildBrain CPLG, a world-leading entertainment, sport and brand licensing agency, is to handle worldwide rights of PLAYMOBIL® as the master licensee for the renowned IP. The partnership spans across both the core and franchise PLAYMOBIL® brands from the Horst Brandstätter Group, including Wiltopia, Novelmore, Adventures of Ayuma, and more.

Starting from April 1, 2023, WildBrain CPLG will expand the PLAYMOBIL® brand into new categories across merchandise, publishing, location-based experiences and promotions.

Since 1974, PLAYMOBIL® has become a brand synonymous with high-quality toys, and its unique play principle: highly detailed figures and play worlds stimulate imagination and creativity. The system toy promotes curiosity and self-expression, it also benefits motoric and social child development. WildBrain CPLG will build upon the brand's significant potential for creative and innovative consumer product extensions spanning across both adult and kids' categories, while keeping PLAYMOBIL®'s brand DNA at the core. The partnership will develop new ideas and products that bring long-lasting fun to a global audience. It will also explore ways to help the brand achieve its sustainability goals, as it has committed, among other things, to becoming carbon neutral by 2027.

Maarten Weck, EVP & Managing Director at WildBrain CPLG, said: "As we continue to expand our global footprint at WildBrain CPLG, it's fantastic to welcome PLAYMOBIL® to our well-established roster of world-leading brands. PLAYMOBIL® is a household name for families and is a mainstay for retailers, with a long-standing reputation for both quality and creativity. We see significant potential to expand the brand's presence and profile beyond the core toy range, and we look forward to creating new and unique partnerships across a varied range of categories."

Roger Balsler, Head of the PLAYMOBIL® Business Unit, said: "PLAYMOBIL® has fans all over the world. Hand in hand with WildBrain CPLG, we will bring the brand to many new categories and markets. We want to inspire kids of all ages around the globe to playfully explore the world, a world full of imaginative stories. Our goal is to establish PLAYMOBIL® as a globally leading consumer-centric brand. We do this by creating emotional connections with our consumers across all touchpoints from entertainment to toy, from consumer products to promotions and live experiences."



PLAYMOBIL® is the latest global kids' and family brand to join WildBrain CPLG's extensive portfolio, which also includes Crayola, for which the agency holds consumer products rights in EMEA (excluding UK), and Moose Toys' popular Magic Mixies in the North American market.

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About WildBrain CPLG

WildBrain CPLG is a world-leading entertainment, sport and brand licensing agency, with offices in the UK, Europe, India, the Middle East, the US and Asia. With over 45 years of experience in the licensing industry, WildBrain CPLG provides its clients with dedicated licensing and marketing professionals and fully integrated product development, legal and accounting services. WildBrain CPLG believes that collaboration is about clarity, openness and trust, and is widely known for its no-nonsense, straightforward approach. The agency's ASPIRE division is a leader in Corporate & Lifestyle brand representation and management. WildBrain CPLG is part of WildBrain Ltd., a global leader in kids' and family entertainment. Please contact us or visit the WildBrain CPLG website for more information: www.cplg.com.

About Playmobil and Horst Brandstätter Group

With around 4,200 employees worldwide, the Horst Brandstätter Group is a global player. The international group comprises 33 companies. The well-known brands PLAYMOBIL and LECHUZA stand for quality and innovation, and thus offer consumers real added value. In the Inspiring Play Experience business area, the PLAYMOBIL® brand places 7.5 cm tall figures, animals, and a wide range of accessories at the center of a creative, multi-award-winning toy system. The imaginative role play with historical and modern themed worlds fascinates children and is appreciated by parents and educators alike. Since 1974, more than 3.5 billion PLAYMOBIL® figures have been manufactured. The 40 or so play themes are sold in around 100 countries worldwide.