

FOR IMMEDIATE RELEASE



## IRONMAN APPOINTS CPLG AS LICENSING AGENT ACROSS EUROPE

**LONDON** (8<sup>th</sup> March 2019) – IRONMAN, a Wanda Sports Holdings Company, has appointed CPLG as its licensing agent for the IRONMAN Triathlon Series and the IRONSPORT brand in Europe.

CPLG will work closely with the IRONMAN Group to develop a range of strategic licensing alliances with best-in-class licensees across a range of categories, including loungewear, underwear, winter accessories, bags and luggage, fitness accessories, healthy snacks, meal kits, homewares and personal care.

“IRONMAN is the No. 1 participation sports company in the world and we are thrilled to be representing the brand,” said Steve Manners, EVP of CPLG. “IRONMAN is a world-class brand with a highly engaged audience of both athletes and fans. We look forward to working closely with the team at IRONMAN to create innovative products that not only expand the brand throughout Europe, but also communicate the ethos behind the brand.”

The IRONMAN Triathlon Series offers athletes the opportunity to push beyond their perceived limits by swimming 2.4 miles (3.8km), biking 112 miles (190km) and running 26.2 (42.2km) miles in route to completing one of the world’s most challenging single-day endurance races and earning the coveted title of IRONMAN. Since its inception in 1978, the IRONMAN triathlon has come to represent the ultimate test of body, mind and spirit for both professional and amateur athletes.

Phase two of the licensing program will see CPLG develop a range of IRONSPORT products for non-technical apparel and athleisure wear, fitness and training accessories, outdoor sporting gear and beyond. To inspire aspirational athletes, the *IRONSPORT powered by IRONMAN* brand was launched in 2018. The brand extends IRONMAN to those who are passionate about living a fun, active, fitness-fueled life through outstanding products and services.

“We are excited to partner with CPLG to grow our licensee business in Europe,” said Nathalie Wolderling Bishman, Senior Director of Global Licensing for IRONMAN. “The CPLG team has a history of building great brand programs at retail and has established offices throughout our European race markets. We look forward to expanding our licensing business through our combined extensive relationships in the region and bringing new product offerings to our athletes and fans.”

For more information on the IRONMAN brand and global event series, visit [www.ironman.com](http://www.ironman.com).

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### **About IRONMAN Consumer Products Licensing**

IRONMAN is a top 100 Global Licensor with retail revenues of licensed product exceeding USD\$300 million per year. IRONMAN Licensed Products have been around since the inception of the brand and are manufactured and distributed through global, regional and local licensing partners across a variety of channels including food, drugstore, mass, and specialty as well as online and through IRONMAN owned retail channels. IRONMAN aims to create products that expand the brands exposure and enhances core and casual fans’ relationship with the brands beyond the mass participation event offerings. IRONMAN products span categories such as watches, eyewear, compression apparel, apparel accessories, fitness accessories, running strollers, fragrances, bags and luggage as well as wellness products to aid in an athlete’s nutrition and recovery. Most notably, the Timex IRONMAN Watch was launched in 1986 and

continues to be the #1 selling sport watch in the world. For more information contact [licensing@ironman.com](mailto:licensing@ironman.com).

### **IRONSPORT**

The newest member of the IRONMAN family of brands, IRONSPORT™, “Powered by IRONMAN”, was inspired by the ANYTHING IS POSSIBLE® spirit of IRONMAN, continuing the tradition of quality and excellence that the IRONMAN brand has come to embody since 1978. IRONSPORT was created to reach people everywhere who are passionate about living a fun, active, fitness-fueled life. IRONSPORT will be licensed to best-in-class partners from apparel to fitness accessories, outdoor sporting gear and beyond.

### **About IRONMAN**

As part of Wanda Sports Holdings, the IRONMAN Group operates a global portfolio of events that includes the IRONMAN® Triathlon Series, the IRONMAN® 70.3® Triathlon Series, 5150™ Triathlon Series, the Rock ‘n’ Roll Marathon Series®, Iron Girl®, IRONKIDS®, International Triathlon Union World Triathlon Series races, road cycling events including the UCI Velothon® Series, mountain bike races including the Absa Cape Epic®, premier marathons including the Standard Chartered Singapore Marathon, trail running like Ultra-Trail Australia™, and other multisport races. IRONMAN’s events, together with all other Wanda Sports Holdings events, provide more than a million participants annually the benefits of endurance sports through the company’s vast offerings. The iconic IRONMAN® Series of events is the largest participation sports platform in the world. Since the inception of the IRONMAN® brand in 1978, athletes have proven that ANYTHING IS POSSIBLE® by crossing finish lines at the world’s most challenging endurance races. Beginning as a single race, IRONMAN has grown to become a global sensation with more than 230 events across 53 countries. For more information, visit [www.ironman.com](http://www.ironman.com).

### **About CPLG**

CPLG ([www.cplg.com](http://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](http://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 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](http://www.dhxmedia.com).

### **For more information, please contact:**

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