



CPLG CONNECTS WITH LINE FRIENDS TO REPRESENT ITS GLOBAL CHARACTER BRANDS ACROSS EMEA

London, 1st October 2018: LINE FRIENDS, one of the world's fastest growing global character brands, has appointed CPLG as licensing agent across EMEA for its global character brand, BROWN & FRIENDS.

BROWN & FRIENDS, including BROWN, CONY and SALLY, were originally created for use as stickers for leading mobile messenger application, LINE, and its 200 million active worldwide users. The characters have been widely loved since first showcased in 2011 and have played a pivotal role in LINE FRIENDS' rapid growth and success around the globe.

With the characters' global popularity, BROWN & FRIENDS has collaborated with a number of renowned brands including LAMY, Brompton and L'Occitane.

CPLG intends to develop a licensing programme for BROWN & FRIENDS targeting tweens, teens and young adults, with a focus on fashion, accessories, gifting and stationery.

Steve Manners, EVP, CPLG, commented: "We have been following LINE FRIENDS for a number of years and are thrilled to be working with the brand. Their iconic characters appeal to a wide audience, transcending language, age and culture, which gives us enormous opportunity to develop long-term licensing programmes. We are already seeing demand for these characters at retail and are excited to showcase them to the industry at Brand Licensing Europe next week."

"LINE FRIENDS has always been dedicated to quality and bringing impressive experience for our fans globally. We believe CPLG can help to present these values to the fans in EMEA and very much look forward to working with the CPLG team" said an official at LINE FRIENDS.

LINE FRIENDS also operates its own store network, with 113 stores globally in a total of 11 markets worldwide, including Seoul, New York, Tokyo, and Shanghai. LINE FRIENDS has also expanded its portfolio to feature a wide range of character products, animations and mobile games, along with cafés, hotels and theme parks around the world.

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For further information, contact:

Victoria Whellans, Senior Business Development Manager, Brands, CPLG
+44 (0)208 563 6400
victoria.whellans@cplg.com

About LINE FRIENDS

LINE FRIENDS is a global character brand featuring 11 characters which were originally created for use as stickers for leading mobile messenger application LINE and its 200 million active worldwide users. The company has emerged as a global creator by introducing new Intellectual Property (IP) like BT21, characters created together with global boy band BTS and so on. LINE FRIENDS also has collaborated with a number of renowned brands including LAMY,



Beats by Dre and Brompton, all aligned with the company's philosophy and values to showcase premium character products. More recently, LINE FRIENDS has operated 113 stores globally in a total of 11 markets worldwide, in trend-leading cities such Seoul, Tokyo, New York, and Shanghai, and became an independent company in January 2015. For more information please visit www.LINEFRIENDS.com.

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; 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.