



## **CPLG to join forces with Pullman Licensing to expand in Russia, CIS and Baltics**

**London, UK – 4 October 2018:** CPLG is further extending its international footprint by agreeing to acquire a 49% share in Pullman Licensing LLC (“Pullman”), a leading Russian licensing agency owned by Igor Kuleshov, President and owner of Gulliver Holdings, one of Russia’s premier toy and clothing manufacturers and distributors.

CPLG and Pullman are expected to collaborate on the overall management and operations, utilizing CPLG’s international industry knowledge and expertise and Pullman’s local strength in the market. Pullman will maintain the existing staff in their Moscow office and look to expand the existing portfolio of rights. Pullman’s current portfolio includes Nickelodeon, Paramount, ROI Visual and Emoji across Russia, CIS, and the Baltics.

The venture, to be named **CPLG Pullman**, will also represent certain of CPLG’s portfolio, including *Line Friends*, one of the fastest growing global character brands, and Archie Comics, with further representation to be announced shortly.

Peter Byrne, CEO of CPLG comments: "CPLG’s move into Russia is a logical next step and helps consolidate our expansion plans across the region, bringing further scale to our existing operations. We are very excited to be creating this new venture with Pullman, who are a strong established player in the market, to take the business to new heights".

Igor Kuleshov, owner of Pullman Licensing LLC added, “We are sure that this partnership will give us additional opportunities for the business expansion in Russia and internationally. The combination of Pullman’s local knowledge and success and CPLG’s reputation and experience in this business is a winning combination in the Russian market”.

CPLG and Pullman aim to complete the transaction on or about October 30, 2018, subject to customary closing conditions and the execution of certain ancillary agreements.

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### **About CPLG**

CPLG ([www.cplg.com](http://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](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 partnership is about clarity, openness and trust, and is widely known for its no-nonsense, straightforward approach; Expert Common Sense.

### **About Pullman Licensing**

Pullman Licensing LLC is one of the leading agencies in Russia, based in Moscow. It offers full service licensing across all product categories with partners in Russia, CIS countries and Baltics. brand and trade marketing, sales and accounting, finance and legal support, cooperation with customs and patent offices, creative and product development. Pullman Licensing is the exclusive agent and strategic partner of Viacom Nickelodeon Consumer Products, Paramount Licensing, SEGA, The Emoji Company, Roi Visual, Santoro, Ludorum and KinoAtis, the Russian animation studio.

### **About Gulliver Holding**

Trading as "Gulliver and Co", the company has more than 20 years' experience of toys and kids apparel in Russia and CIS. One of the leaders of Russian kids' products market through kids apparel under the "Gulliver" brand with 200 stores and "Button Blue" (80 stores), and develops products including toys (plush, fashion dolls and educational toys), infant and licensed goods.

### **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).