



## CPLG TO REPRESENT EMOJI FOR FRANCE & GREECE

**London, 6<sup>th</sup> November 2018:** The emoji company, the exclusive rights owner to the registered emoji® trademark, has appointed CPLG as its licensing agent for France and Greece.

CPLG will extend the emoji® brand lifestyle program into France and Greece targeting kids, teens and adults with an extensive cross-category range, including apparel, gifting, stationery, homewares and promotions.

The emoji® brand is the most communicative brand of the 21<sup>st</sup> century. Since 2013, the emoji company has extended its iconic brand into a physical and universal lifestyle program suitable for any age and gender.

Over the last four years, the emoji company have created the world's biggest and most impressive library of icons which appeal to a universal target audience. Today, the official emoji® brand is registered in all major territories around the globe in up to 30 classes.

The emoji® brand is a truly universal lifestyle brand which is dynamic, versatile and constantly evolving. This expressive and colorful brand is the perfect mix of iconic branding and popular content, making it ideal for cross-category licensing and promotions.

Clementine Goutaine, Marketing & Retail Director, France at CPLG, commented: "We are delighted to represent the fantastic emoji® brand for the French and Greek markets. We believe that our expertise will help build the brand's current popularity and success, and look forward to developing the business across all merchandising and promotional categories."

"We are happy to work with CPLG who are experts in licensing and manage some of the most important brands," says Marco Hüsge, CEO & Founder of the emoji company GmbH. "Together, we will focus on expanding the retail program for emoji® in France and Greece and work on noticeable brand collaborations."

### **For further information, contact:**

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### **About emoji® - The Iconic Brand**

The emoji company is the owner of the registered emoji® trademark in more than 100 countries around the globe. Altogether the emoji company owns more than 800 trademarks and has created more than 16,000 icons protected under copyright laws and available for licensing and merchandising, promotions and marketing activities. The emoji company works with over 550 renown global partners including Sony Pictures Animation, Walmart, Fuji, Nestle, Tesco and Burger King and was ranked by the [Licensing.biz](http://licensing.biz) Powerlist as the 3rd most influential brand in 2017 behind Lego and Coca Cola.

[www.emoji.com](http://www.emoji.com)



The official emoji® brand moreover has been decorated by the industry as the 3rd most influential brand. For more information visit: [www.emoji.com](http://www.emoji.com) or contact: [emojilicensing@emoji.com](mailto:emojilicensing@emoji.com)

#### **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 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).