

WILDBRAIN CPLG LIFESTYLE ENROLLS NEW LICENSEES FOR YALE AND HARVARD BRANDS

New cross-category deals secured for the historic US universities across Europe, Australia, North America and the Middle East

London, UK – 24 August 2021 – WildBrain CPLG, one of the world’s leading entertainment, sport and brand licensing agencies, has signed a new wave of deals globally for Yale and Harvard universities as the agency’s lifestyle remit grows.



For Yale University, which WildBrain CPLG represents in EMEA, Russia, Australia and North America, a deal has been signed with Australian retailer Cotton On for a Spring/Summer 2021 range of adult and kids’ apparel, accessories, stationery, wall art and homewares, now available in 880 stores globally across Cotton On and Typo. Additionally, new European partners include Stationery Team for stationery and bags for Benelux, Spain, Germany, Austria, Switzerland, France and Poland; Carbotex for home textiles for Europe (excl. UK, Ireland, Germany and Nordics) and apparel and accessories in Central & Eastern Europe (CEE); Sahinler for



kids and adult apparel and accessories in France; MLP for kids and adult apparel and accessories for select territories within EMEA; and Creaciones Jugavi for toiletry bags in Spain and Portugal.

In North America, The Forecast Agency is launching a Yale University apparel range into specialty fashion stores this summer. Additionally, Sun CE is on board for Yale apparel, accessories and footwear in the Middle East, and WildBrain CPLG is continuing its existing deal with apparel licensee Park Agencies in the UK and Ireland and also with global fashion retailer H&M.

For Harvard University, which WildBrain CPLG represents in EMEA and Russia, new European licensees include: Stone Kids and the high-end fashion brand Cyrillus for kids and women's apparel and accessories, launching in France for Autumn/Winter 2021; Aytex for apparel and accessories launching into multiple European territories; Carbotex for apparel and accessories in CEE, plus homewares in CEE, France, Italy and Benelux; and SkyBrands for kids and adult apparel, accessories and home textiles for the Nordic market. In the Middle East, WildBrain CPLG has signed Fan Mania for apparel, accessories, bags and footwear, alongside direct-to-retail deals with Max Fashion for apparel, accessories, bags, stationery and footwear to launch for back-to-school 2021, and also with fashion retailer RIVA for a collection targeted at women and girls for Autumn/Winter 2021.

For both Yale and Harvard universities, Contrast is launching apparel, accessories, home textiles and bags for the Nordics; Brand Design is signing up for apparel and accessories across Belgium, Netherlands, Poland and the Nordics; J. Brand International is on board for apparel and accessories for Italy, Ulupinar Tekstil is on board for adult apparel and accessories in Turkey and Cyprus with product available at Mavi, DeFacto and LC Waikiki; and for the UK and Ireland, Brand International Group is on board for kids and adults footwear and accessories, alongside Brand Alliance for apparel, loungewear, nightwear, swimwear and print-on-demand apparel and accessories. WildBrain CPLG has also signed deals for fashion retailers Pull & Bear, Zara, Lefties, Stradivarius and Mango.

Victoria Whellans, Groups Brands Director, Lifestyle at WildBrain CPLG, said: "It's a privilege to continue representing the iconic and prestigious Yale and Harvard university brands as part of our expanding Lifestyle portfolio. With the trend for products inspired by varsity and US institutions really proving its longevity, which we expect to continue well into 2022 and beyond, there's significant demand for Yale and Harvard across the globe, as demonstrated by this extensive and distinctive line-up of new licensees and retailers."

Yale is a historic institution and houses 14 residential colleges, each with its own shield, motto, cheer and mascot. The university is also famous for its athletic facilities, which includes the Yale Golf Course, built in 1926, the 61,000-seat Yale Bowl (American Football), as well as one of the largest gymnasiums in the world. It also houses the second largest university library in the world. Many notable alumni have graduated including five US presidents, 19 US Supreme court justices and 500 members of the US Congress.



Established in 1636, Harvard University is the oldest institution of higher education in the United States. Based in Cambridge and Boston, Massachusetts, Harvard has more than 360,000 alumni around the world and is devoted to excellence in teaching, learning and research and to developing global leaders in many disciplines.

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About WildBrain CPLG

WildBrain CPLG 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, Greece & Turkey, Russia, the Middle East, and the US. With more than 45 years of experience in the licensing industry, WildBrain CPLG provides each of its clients with dedicated licensing and marketing industry professionals and a fully integrated product development, legal and accounting service. WildBrain CPLG believe that collaboration is about clarity, openness and trust, and is widely known for its no-nonsense, straightforward approach – Expert Common Sense. 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 Yale University

Now in its fourth Century, Yale boasts America's third oldest college, thirteen renowned graduate and professional schools, along with global recognition for excellence in teaching, research, and service. Yale is consistently ranked among the top Universities in the world by U.S. News and World Report. Yale College is also ranked among the top five undergraduate programs in the United States, and many of Yale's other Schools hold similar distinctions.

About Harvard University

Harvard University is devoted to excellence in teaching, learning, and research, and to developing leaders in many disciplines who make a difference globally. The University, which is based in Cambridge and Boston, Massachusetts, has an enrollment of over 20,000 degree candidates, including undergraduate, graduate, and professional students. Harvard has more than 360,000 alumni around the world.