



WILDBRAIN CPLG KICKS OFF MENA REPRESENTATION FOR FC BAYERN MÜNCHEN AND PARIS SAINT-GERMAIN FC

Deals expand agency's sports representation to seven globally recognised football club brands

London, UK – 9 December 2021 – WildBrain CPLG, one of the world's leading entertainment, sport and brand licensing agencies, has grown its prestigious roster of high-profile football club brands in MENA, signing representation for globally recognised clubs FC Bayern München and Paris Saint-Germain FC (PSG), which is managed by Fanatics, a global leader in licensed sports merchandise. Additionally, the agency will handle rights for FC Bayern München in Israel, along with an expanded remit for FC Barcelona in that territory, while in India, it will add FC Bayern München and Juventus to its representation slate.

The new representations expand on WildBrain CPLG MENA's portfolio of many of the world's most successful football club brands, including Arsenal, FC Barcelona, Juventus, Liverpool FC and Manchester City, with extensive partners signed across a number of key categories. Existing licensees include Sun Ce for back-to-school, Andy Enterprises for apparel at Babyshop, Riva Fashion for kids' lifestyle apparel, Esal for footballs and Todo Mundo for apparel, with a new deal signed for health and beauty products with My Perfumes for Liverpool FC, FC Barcelona and Juventus.

Neesha Krishna, Managing Director MENA and South Asia, said: "The opportunities presented by these new additions to our football portfolio are very exciting and both clubs have a squad of not only exceptional players but international superstars. PSG is currently one of the fastest growing brands in football. FC Bayern München, which has the highest number of club members worldwide, is renowned for its consistent presence at the top of the sport. These brands are natural additions to our top-level sports pillar, which we are looking to grow and expand across new markets through our global presence."

WildBrain CPLG India is the agency's newest office and represents entertainment, lifestyle, and sporting properties from the agency's portfolio, including Yale and Harvard universities, Tetris, Archie Comics, emoji® – The Iconic Brand, Juventus Football Club and OSPREY LONDON, plus Authentic Brands Group's celebrity brands Elvis Presley, Marilyn Monroe and Muhammad Ali, fashion brands Aéropostale and Nine West and Prince. WildBrain CPLG India will also focus on broadening licensing activity to support the ambitious global strategy for WildBrain's proprietary brands, including Strawberry Shortcake and the Teletubbies.

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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, India, 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.