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Hasbro Consumer Products Adds eOne brands to WildBrain CPLG's Representation in Benelux

After working with WildBrain CPLG Benelux since January 1, 2020, Hasbro is expanding the licensing agency's rights to include the iconic eOne brands, following the recent integration of Hasbro and eOne.

"We are maximizing our local partnership with WildBrain CPLG Benelux and adding PEPPA PIG, PJ MASKS and RICKY ZOOM," says Marianne James, Vice President of Hasbro Consumer Products in EMEA. "With WildBrain CPLG's local retail relationships, we see this region as a strong growth market to deepen our consumer connections across Merchandising, Publishing, Promotions and short-term Location Based Entertainment."

Brenda Draaisma, Managing Director at WildBrain CPLG Benelux, adds: "The expansion of Hasbro's brand portfolio with the addition of eOne's beloved global preschool brands including Peppa Pig, PJ Masks and Ricky Zoom, has added significant firepower to Hasbro's already impressive offering. We look forward to working across these new brands and we're confident with their focus on family-oriented storytelling, the properties will drive new growth for licensees and retailers in the Benelux market."

Read more: <https://investor.hasbro.com/news-releases/news-release-details/hasbro-completes-acquisition-entertainment-one>

About Hasbro

Hasbro (NASDAQ: HAS) is a global play and entertainment company committed to *Creating the World's Best Play and Entertainment Experiences*. From toys, games and consumer products to television, movies, digital gaming, live action, music, and virtual reality experiences, Hasbro connects to global audiences by bringing to life great innovations, stories and brands across established and inventive platforms. Hasbro's iconic brands include NERF, MAGIC: THE GATHERING, MY LITTLE PONY, TRANSFORMERS, PLAY-DOH, MONOPOLY, BABY ALIVE, POWER RANGERS, PEPPA PIG and PJ MASKS, as well as premier partner brands. Through its global entertainment studio, eOne, Hasbro is building its brands globally through great storytelling and content on all screens. Hasbro is committed to making the world a better place for all children and all families through corporate social responsibility and philanthropy. Hasbro ranked among the 2020 100 Best Corporate Citizens by 3BL Media and has been named one of the World's Most Ethical Companies® by Ethisphere Institute for the past nine years. We routinely share important business and brand updates on our [Investor Relations](#) website, [Newsroom](#) and social channels (@Hasbro on Twitter and Instagram.)

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. Please contact us or visit the WildBrain CPLG website for more information: www.cplg.com.

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