



CPLG hatches new deals for toy phenomenon Hatchimals®

13th March 2018: Following CPLG's appointment by Spin Master Ltd. to represent Hatchimals®, the agency has now secured a number of licensees across key categories in the UK.

Fashion UK is on board for children's daywear and swimwear, with the first ranges due to launch for SS18.

SAMBRO is developing a range of arts and crafts and stationery products, including stationery-filled craft eggs and magnetic scribblers, as well as bags, luggage and backpacks with two-way sequins to reveal the Hatchimal inside the egg. SAMBRO is also distributing US licensee Wish Factory's range of clip-on plush, which is available now at all major toy stores.

Zak UK is on board for lunchware, dinner and drinkware sets, launching for AW18.

MV Sports showcased its range of bikes, scooters, skates and protection gear at London Toy Fair last month to a great reception, with product due to launch at retail later this year.

In the health and beauty category, Corsair is developing a range of toiletries and cosmetics, including lip balms and nail varnish launching in time for the Christmas season.

Fans of the brand will also be pleased to hear that they will soon be able to hold their own Hatchimals-branded party with party paperware supplies from Unique Industries, available at retail in the coming weeks.

In addition to existing book publisher Penguin Random House, two magazines publishers are now on board: Immediate Media is launching a standalone monthly magazine from June 2018, and DJ Murphy will use Hatchimals content in its compilation magazine, Mixit, which has a readership of 30,000.

"We have seen an incredible response to Hatchimals from both licensees and retailers in the UK," said John Taylor, Commercial Director UK, CPLG. "We've worked closely with Spin Master and licensees to develop some fantastic creative products which truly capture the magical element of the brand. We're looking forward to seeing the first product launch at retail and bringing consumers deeper into the Hatchimals universe."

"We are absolutely thrilled by the response to Hatchimals," said Anna Hewitt, Licensing Director, Spin Master (UK) Ltd. "It's rewarding to watch the growth of the brand as more and more licensees join in the fun and enchanting world of Hatchtopia through CPLG's efforts."

Spin Master revealed a whole world of wonder and discovery with the launch of Hatchimals on October 7, 2016. The toy was earmarked as a "top toy" by retailers before launch and sold out as soon it hit the shelves. Hatchimals took home Toy of the Year at the BTHA awards in January 2017 and continued to

grow as a brand and win awards, most recently winning Collectible Range of the Year in January 2018. Not only is it an award-winning property, Hatchimals was also the #1 growth property in toys across the G12 countries in 2017: UK, France, Germany, Italy, Spain, Belgium, Netherlands, Russia, US, Canada, Mexico, Australia (NPD Epos YTD Dec 2017).

Spin Master has been able to capitalize on the popularity of the brand with the extension of the toy range with the launch of Hatchimals COLLEGGtibles®, other consumer products and also through its entertainment division with digital content in the form of engaging webisodes. With more to come through 2018, Spin Master continues to provide further opportunities for children to explore the world of Hatchtopia and its characters.

Nestled inside a brightly speckled egg, the Hatchimal relies on a child's curiosity, care and nurturing. The Hatchimal responds to the power of human touch and begins to hatch and communicate through taps, pecks, lights and sounds—which Hatchimal is inside is only revealed when it hatches. "Who will you hatch?" is a key feature that drives the element of surprise and discovery and continues to push the boundaries of fun.

For more information, please contact:

CPLG

Victoria Whellans, Senior Business Development Manager, Brands
+44 208 563 6400
victoria.whellans@cplg.com

About Spin Master Corp.

Spin Master (TSX:TOY; www.spinmaster.com) is a leading global children's entertainment company that creates, designs, manufactures, licenses and markets a diversified portfolio of innovative toys, games, products and entertainment properties. Spin Master is best known for award-winning brands including *Zoomer™*, *Bakugan™*, *Meccano™*, and 2017 Toys of the Year, *Hatchimals™*, *Air Hogs™* and *PAW Patrol™*. Since 2005, Spin Master has received 82 TIA Toy of the Year (TOTY) nominations with 21 wins across a variety of product categories, including 13 TOTY nominations for Innovative Toy of the Year, more than any of its competitors. To date, Spin Master has produced six television series, including 2007 success *Bakugan Battle Brawlers* and current hit *PAW Patrol*, which is broadcast in over 160 countries and territories globally. Spin Master employs over 1,000 people globally with offices in Canada, United States, Mexico, France, Italy, United Kingdom, Slovakia, Poland, Germany, Sweden, the Netherlands, China, Hong Kong, Japan, and Australia.

About CPLG

CPLG (www.cplg.com) is one of the world's leading entertainment, sport and brand licensing agencies with offices in the UK, Benelux, France, Germany, Italy, Spain, Sweden, Poland, Middle East, Greece & Turkey and the US. Owned by DHX Media (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 Ltd.

DHX Media Ltd. (TSX: DHX.A, DHX.B; NASDAQ: DHXM) is a leading children’s content and brands company, recognized globally 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 20 offices worldwide. Visit us at www.dhxmedia.com.

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