

Spin Master Announces Strategic Agreements with International Licensing Agents

Spin Master (TSX:TOY; www.spinmaster.com), a leading global children's entertainment company, has entered into strategic agreements with three international licensing agents; WildBrain CPLG for EMEA, Tycoon for Latin America, and Haven for Australia and New Zealand to represent Spin Master's core portfolio of brands including Hatchimals™, Bakugan™, Toca Life™, Zo Zo Zombie™, Etch A Sketch® and Tech Deck™.

The international licensing agents will work with Spin Master to initiate and drive licensee activity in the categories of apparel, accessories, back-to-school, food & beverage, gift & novelty, health & beauty, home décor, party goods, publishing (ancillary), seasonal, sporting goods and promotional partnerships.

Global licensing efforts are already underway for Bakugan, Spin Master's ninth television series, complete with innovative toy line, card game and mobile app. The licensing program leverages the key attributes of the brand – battling, gaming, and collectability with a style guide based on anime-styled art, building on the brand's rich heritage and adapting to a new generation of fans.

In 2019, Spin Master unveiled the significant licensing potential behind Toca Life with a back to school program at H&M featuring a fashion collection for both Girls and Boys. The imaginative capsule collections combined the brightly colored characters of Toca Life with fashion by channeling the spirit of the game. Based on its successful performance, the collaboration will be further expanded on in Spring 2020. With over 13 million downloads of Toca Life, there exists an exciting pipeline of global opportunities.

"Evergreen global properties combined with new IP have established Spin Master as a leader in content creation, toy development and franchise building," says Juli Boylan, Vice President of Franchise Development & Outbound Licensing at Spin Master. "We are thrilled to join forces with WildBrain CPLG, Tycoon and Haven, all with stellar reputations and proven track records in their respective markets. Each share our entrepreneurial spirit and are sure to accelerate our global licensing efforts by bringing our brands, characters and stories to consumers in new and unique ways."

"Spin Master is globally known for its innovative toys and brands and we are excited to be aligning our complementary skills and expertise across these core properties, seeking fresh new opportunities to grow their presence with both new and established fans worldwide," says Maarten Weck, Executive Vice President and Managing Director, at WildBrain CPLG.

As creators, designers and manufacturers of innovative toys and games as well as producers of successful entertainment properties, Spin Master is focused on pushing the boundaries of innovation, creativity and fun. With a diverse and disruptive portfolio, Spin Master offers rich licensor opportunities.

About Spin Master

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®, Erector® by Meccano®, Hatchimals®, Air Hogs® and PAW Patrol®. Since 2000, Spin Master has received 110 TIA Toy of The Year (TOTY) nominations with 30 wins across a variety of product categories, including 13 TOTY nominations for Innovative Toy of the Year. To date, Spin Master has produced nine television series, including the relaunched Bakugan: Battle Planet and current hit PAW

Patrol, which is broadcast in over 160 countries and territories globally. Spin Master employs over 1,800 people in countries around the world including Canada, United States, Mexico, France, Italy, United Kingdom, Russia, Slovakia, Poland, Germany, Sweden, the Netherlands, China, Hong Kong, Japan, Vietnam and Australia.

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 40 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.