



WILDBRAIN CPLG EXPANDS GLOBAL FOOTPRINT WITH APPOINTMENT OF JASEN WRIGHT AS VICE PRESIDENT NORTH AMERICA

Former Beanstalk executive joins senior leadership team to drive agency's expansion and portfolio in North American market

New York, NY – June 15, 2021 – WildBrain CPLG, one of the world's leading entertainment, sport and brand licensing agencies, is bolstering its global footprint and North American operations with the appointment of experienced licensing executive Jasen Wright to the position of Vice President, North America. In this newly created role, Wright will be responsible for driving WildBrain CPLG's North American efforts and expanding the agency's portfolio of entertainment and lifestyle brands in the market. Wright is based in New York and reports to WildBrain CPLG's EVP and Managing Director, Maarten Weck.

Wright will have a strong focus on the ambitious plans for WildBrain's proprietary brands this year and beyond, including Strawberry Shortcake, Caillou, Teletubbies and Chip & Potato. Additionally, Wright will lead the local growth of WildBrain CPLG's wider portfolio of entertainment brands and expand existing relationships with partners, including Square Enix and its iconic arcade gaming IP, Space Invaders. He will also drive WildBrain CPLG's lifestyle portfolio in North America by forging new partnerships and building on existing represented brands, such as Absolut, Malibu, and Harvard and Yale universities. Alyssa Gourlay, based in California, will report into Wright and will continue developing new local opportunities as WildBrain CPLG's Director of Business Development.

Maarten Weck, EVP & Managing Director at WildBrain CPLG, said: "As we continue extending our global reach and ensuring we have a robust presence in all corners of the world, the appointment of Jasen adds significant firepower to our global operations. We have big plans for the North American market and with Jasen's remarkable track record in building top-class consumer products programs, we know he's the ideal candidate to fuel the growth and success of both WildBrain's brands and our wider portfolio across the region."

Jasen Wright added: "WildBrain CPLG has an outstanding reputation for developing robust global licensing programs with best-in-class partners across its impressive and varied line-up of brands. I'm looking forward to working closely with Maarten, Alyssa and the wider team as we accelerate WildBrain CPLG's capabilities and open up further opportunities for both new and existing partners worldwide."

Jasen Wright has developed consumer product and licensing programmes for some of the world's leading brands across food & beverage, home improvement, automotive, art, sports, lifestyle and entertainment. Most recently Jasen was Vice President of Licensing and Brand Management at Beanstalk and led the global brand licensing business for Diageo's spirit brands (ex: Guinness, Baileys, Captain Morgan), Taco Bell and



Morton Salt. While at Beanstalk, he also developed and executed the strategy for extending Stanley Black & Decker, U.S. Army, Ford Motor Company, Harley-Davidson, The Andy Warhol Foundation and Airheads into various categories including home, hardware, home improvement, auto accessories, toys, food & beverage and confectionary. Prior to returning to Beanstalk in 2017, Jasen worked at Vice President of Licensing at Bravado/Universal Music Group, Authentic Brands Group and Warner Music Group. Working across music and sports to launch such brands as Paddington Bear, Rolling Stones, Prince, Wiz Khalifa, Grateful Dead and Tretorn, extending those personalities and properties while building their demand as lifestyle brands.

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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.