



WILDBRAIN CPLG CONJURES UP MOOSE TOYS' MAGIC MIXIES REPRESENTATION DEAL

Agency to represent the leading toy company's hit brand in the U.S. and Canada

New York – February 15, 2022 – WildBrain CPLG, one of the world's leading entertainment, sport and brand licensing agencies, is partnering with Moose Toys to handle representation of the global toy company's mega hit, sell-out sales success, Magic Mixies Magic Cauldron and planned line extensions for the brand. Under its dedicated North America office, WildBrain CPLG will represent Magic Mixies in the U.S. and Canada to build a cross-category merchandise offering targeting kids aged 5-8 years old. The initial focus for the consumer products roll-out will be on the apparel, sleepwear, publishing, accessories and homeware categories. Moose will be building the brand's presence even further with a comprehensive content plan later this year.

Since launching in Fall 2021, Magic Mixies has become a global sales juggernaut. In the U.S. alone it captured the No. 1 spot in Special Feature Plush in December and the Fall season¹, according to The NPD Group. As last year's top toy phenom, Magic Mixies continues to grow in popularity, and with demand at retail and increased exposure on social media, it is poised to catapult to even greater success.

Jasen Wright, VP North America at WildBrain CPLG, said: "As we continue building our successful relationship with Moose Toys, it's fantastic to add yet another of their exciting brands to our remit. Magic Mixies has captured the attention of kids and retailers alike, as demonstrated by the stand-out sales since launch. The brand has significant potential beyond the core toy range, and we look forward to forging partnerships that extend the wonderment of Magic Mixies for kids across the U.S and Canada."

Menal McGrath, Vice President, Global Licensing, Moose Toys, said: "WildBrain CPLG has proven itself to be a dynamic and creative partner for our brands in the U.S. and Canada. Furthering our relationship with them by adding Magic Mixies to their portfolio was both the best and the right choice to solidify Mixies' success. We look forward to seeing them work their 'magic' to expand the brand's presence in lifestyle categories for the ultimate Magic Mixies fans."

Magic Mixies was created to ignite imaginations by putting real magic into kids' hands. After the ingredients are mixed into the potion, tap and wave the magic wand. Then with the magic words 'Magicus Mixus: Poof!' an enchanting mist rises and clears to reveal a completely dry Mixie creature, which makes adorable sounds, lights up and interacts with the wand to help create endless spells.

¹ Source: The NPD Group / Retail Tracking Service / USA / December 2021 & August-December 2021



WildBrain CPLG also handles the global licensing program for Moose Toys' biggest boys' franchise to date, Akedo – Ultimate Arcade Warriors. Additionally, the agency recently secured a partnership with Moose for a range of toys and playsets based on a fresh iteration of WildBrain's Strawberry Shortcake brand and its new animated series, *Berry in the Big City*.

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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 50 years of experience in the licensing industry, WildBrain CPLG provides its clients with dedicated licensing and marketing professionals and fully integrated product development, legal and accounting services. WildBrain CPLG believes that collaboration is about clarity, openness and trust, and is widely known for its no-nonsense, straightforward approach. 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.

About Moose Toys

Moose Toys exists to make children Superhappy. It's at the heart of everything we do. The team has innovation in its DNA and is famous for the design, development and manufacture of award-winning toys that continue to disrupt the market! Moose Toys leads in categories including collectibles, craft, dolls, games and youth electronics and is consistently recognized as the most creative company in the industry.

We are a family-run business, but that doesn't mean we are small-time. We shook up the toy industry in 2014 with the global phenomenon Shopkins, and through these pint-sized characters, we reinvigorated the way children play. Not satisfied to stop at toys, we have also stretched ourselves into creating content, entertainment and making worldwide licensing deals. Moose calls Australia home, but our 500-strong team is scattered globally, spreading the Superhappy.