

MERCHANTWISE APPOINTED AUSTRALIAN AND NEW ZEALAND LICENSING SUB-AGENT FOR WILDBRAIN'S PORTFOLIO OF BRANDS

Australia's Merchantwise has been appointed as the Australian and New Zealand sub-agent for WildBrain's impressive portfolio of brands.

WildBrain, a global leader in kids' and family entertainment, is home to some of the world's most loved brands, including Teletubbies, Inspector Gadget, Chip and Potato, Strawberry Shortcake and In the Night Garden.

Merchantwise will work closely with WildBrain's leading licensing agency, WildBrain CPLG, to capitalise on exciting licensing partnerships across Australia and New Zealand to further build upon each brand's unique profile and presence in Australia.

Licensing opportunities will be sought and secured with partners across a variety of categories, including apparel, collectibles, homewares and promotions.

"We are beyond thrilled to be representing WildBrain's incredible portfolio across Australia and New Zealand. Known the world over for iconic brands like Strawberry Shortcake, Teletubbies, In the Night Garden and Inspector Gadget, WildBrain truly is home to some of the most loved kids and family properties. We can't wait to create and develop strategic licensing partnerships in the two markets," said Merchantwise's Managing Director, Kerryn McCormack.

Maarten Weck, EVP & MD, WildBrain CPLG added, "Merchantwise's expertise and knowledge in these regions makes them an ideal partner for us to continue to grow the presence of our beloved WildBrain brands. There is significant opportunity to connect with both new and existing fans across our portfolio and we're looking forward to building impactful consumer products partnerships".

About Merchantwise

Merchantwise is a leading gaming, digital and entertainment licensing agency in Australia and New Zealand, representing some of the world's best loved brands and developing compelling brand extensions and retail programs for consumers of all ages. Visit merchantwise.com.

Merchantwise is part of The Merchantwise Group, a full-service brand agency headquartered in Melbourne, Australia, with offices in Sydney and Paris. The Merchantwise Group undertakes creative and digital marketing, promotions, brand licensing and extensions for some of the world's best loved brands.



About WildBrain

At WildBrain we inspire imaginations to run wild, engaging kids and families everywhere with great content across all media. With approximately 13,000 half-hours of filmed entertainment in our library – one of the world’s most extensive – we are home to such brands as Peanuts, Teletubbies, Strawberry Shortcake, Yo Gabba Gabba!, Caillou, Inspector Gadget, Johnny Test and Degrassi. At our 75,000-square-foot state-of-the-art animation studio in Vancouver, BC, we produce such fan-favourite series as *The Snoopy Show*, *Snoopy in Space*, *Chip & Potato*, *Carmen Sandiego*, *Go, Dog. Go!* and more. Our shows are enjoyed worldwide in more than 150 countries on over 500 streaming platforms and telecasters, and our AVOD business – WildBrain Spark – offers one of the largest networks of kids’ channels on YouTube, garnering billions of views per month from over 245 million subscribers. Through our leading agency, WildBrain CPLG, we also license consumer products and location-based entertainment in every major territory for our own properties as well as for our clients and content partners. Our television group owns and operates four family entertainment channels that are among the most viewed in Canada. WildBrain is headquartered in Canada with offices worldwide and trades on the Toronto Stock Exchange (TSX: WILD).