



WILDBRAIN CPLG EXTENDS PEANUTS REPRESENTATION TO INDIA

Agency's dedicated new India office to build a local cross-category merchandise offering for Snoopy and the Peanuts gang

Successful Peanuts partnerships and activations in EMEA have recently included LACOSTE, YSL and the Dogs Trust

London, UK – January 27, 2022 – WildBrain CPLG, one of the world's leading entertainment, sport and brand licensing agencies, is expanding its multi-territory representation deal with Peanuts Worldwide to include the Indian market. Under its recently launched dedicated India office, WildBrain CPLG will build on its successful EMEA partnership for the iconic Peanuts character brand and assemble a local cross-category programme targeting apparel, gifting, homewares, stationery, pet accessories, and promotions for all demographics.

WildBrain CPLG's new licensing operations in India are led by Managing Director MENA and South Asia, Neesha Krishna, who will lead the local strategy for Peanuts in the region on behalf of Peanuts Worldwide, working with Mangesh Hande, Commercial Director for India, and reporting to Pau Pascual, VP Southern Europe, MENA and South Asia.

India is the latest in the consolidation of Peanuts territory rights under WildBrain CPLG, since the acquisition of the brand by the agency's parent company WildBrain in 2017. WildBrain CPLG's existing remit for Peanuts covers the UK; France; Spain; Italy; Central and Eastern Europe; Middle East and North Africa; Germany, Austria & Switzerland; Benelux; Greece; Turkey; Russia; and the Nordics.

Recent Peanuts success across existing territories

Additionally, WildBrain CPLG has seen a raft of successful collaborations for Peanuts in existing markets. The agency's French team recently activated a partnership with LACOSTE for a global family fashion collaboration and also secured Nocibe for a health and beauty range, YSL for a Peanuts jumper and Swildens for an apparel line. In the UK, Marks & Spencer introduced a baby and kids' collection for Christmas 2021, Moonpig.com launched a range of Peanuts-themed greetings cards this month, and an exciting partnership with the Dogs Trust will see a public art trail launch in Cardiff during Spring 2022.

In Italy, Iceberg launched an apparel collection, Intimissimi Uomo released a range of Christmas menswear, Calzedonia a line of socks and Zafferano Poldina a design lamp. In MENA, a promotional activation recently took place with quick service restaurant Herfy. For Spain, Nerthus launched a range of kitchenware, and in Greece, Mylkona has created a range of personalised apparel, homewares and stationery.



Tim Erickson, Executive Vice President of Brand at Peanuts Worldwide, said: “Our expanded presence with WildBrain CPLG over the past several years has resulted in meaningful growth and collaboration across the EMEA region. Bringing India into that portfolio allows us to continue building this important market and strengthen Peanuts’ existing MENA business.”

Maarten Weck, Executive Vice President & Managing Director at WildBrain CPLG, added: “We’re seeing huge success for Peanuts across all markets with stand-out new lines and innovative executions. The expansion of our Peanuts representation into India marks a significant step in strengthening our global footprint and growing our dedicated territory operations. A brand with Peanuts’ heritage and cross-demographic appeal offers significant opportunities for partners and retailers in the burgeoning Indian region, and we’ll utilise our vast experience to find the right partners to engage local consumers.”

WildBrain CPLG India currently represents entertainment, lifestyle and sporting properties from the agency’s portfolio, including Yale and Harvard universities, Tetris, Archie Comics, emoji® – The Iconic Brand, Juventus Football Club and OSPREY LONDON, plus Authentic Brands Group’s celebrity brands Elvis Presley, Marilyn Monroe and Muhammad Ali, fashion brands Aéropostale and Nine West and sports brand Prince Tennis. WildBrain CPLG India will also focus on broadening licensing activity to support the ambitious global strategy for WildBrain’s proprietary brands, including Strawberry Shortcake and the Teletubbies.

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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 Peanuts

The characters of Peanuts and related intellectual property are owned by Peanuts Worldwide, which is 41% owned by WildBrain Ltd., 39% owned by Sony Music Entertainment (Japan) Inc., and 20% owned by the family



of Charles M. Schulz, who first introduced the world to Peanuts in 1950, when the comic strip debuted in seven newspapers. Since then, Charlie Brown, Snoopy and the rest of the Peanuts gang have made an indelible mark on popular culture. In addition to enjoying beloved Peanuts shows and specials on Apple TV+, fans of all ages celebrate the Peanuts brand worldwide through thousands of consumer products, as well as amusement park attractions, cultural events, social media, and comic strips available in all formats, from traditional to digital. In 2018, Peanuts partnered with NASA on a multi-year Space Act Agreement designed to inspire a passion for space exploration and STEM among the next generation of students.