



## **PMI WINS THE GEM WITH BRAWL STARS TOY LINE**

PMI, a leading gaming-sector toy manufacturer and distributor, in an agreement with Supercell, makers of the highly popular Brawl Stars brand, and LINE FRIENDS, a global consumer products licensing partner for the Brawl Stars brand, will release a multi-territory, highly detailed Brawl Stars toy line that will include collectibles, action figures, plush, stampers and more.

The deal was brokered by leading licensing agency WildBrain CPLG on behalf of LINE FRIENDS, and by Big Picture Licensing representing PMI, known for bringing licensed IP to life through engaging and affordable toy lines and collectibles.

First launched in 2018, the Brawl Stars mobile game has become a global hit with 300M downloads in over 164 countries, boasting huge fanbase globally across many regions of Americas, Asia, Europe, EMEA, and CIS. Brawl Stars is a multiplayer online battle-arena and third-person hero shooter game with multiple game modes. True to Supercell's core values, the game is easy to play, fast moving and features distinctive characters.

Brawl Stars fans can expect to see the new collection hitting the market from the summer of 2022. The range will launch in EMEA as well as North America, Japan, Hong Kong and Singapore and will be a key addition to the brand's existing licensing program, which covers apparel, accessories, health and beauty, home, party, promotions, stationery and back-to-school.

Boaz Dekel, CEO & Chairman at PMI, comments: "A big shout-out to everyone involved in bringing together this exciting new partnership with Supercell. We're fully geared to roll out a winning line of authentically designed Brawl Stars toy products and bring a large range of exciting and affordable toys to fans around the world! Supercell's Brawl Stars is a great fit for our IP portfolio of today's hottest brands, aligning perfectly with our marketing and growth strategies and to our commitment to professionalism, uncompromising quality and authenticity in all our toy lines."

Maarten Weck, EVP & Managing Director at WildBrain CPLG, adds: "There continues to be significant growth and demand for consumer products based on gaming IP all around the world. When it comes to arcade and action games with pulling power, the Brawl Stars brand consistently ranks in the global top 10. We're very excited to welcome PMI on board as a strategic toy partner for Brawl Stars and with the game's extensive international fan base, we anticipate strong consumer products traction in 2022 across all key markets."

On behalf of LINE FRIENDS, WildBrain CPLG represents Brawl Stars across the UK, Ireland, France, Germany, Italy, Iberia, Benelux, Nordics, CEE, Greece, Turkey, Russia, Belarus and Ukraine.

### **ABOUT PMI:**

Founded back in the 90's, PMI Ltd owns a long and impressive track record of producing successful trending lines of high volume-high value Toys, collectibles, plush, stationery, games, and other pocket money items at accessible prices. The Company's success strategy is based on skilfully creating new lines of engaging, top-quality products for a growing number of licensing partners bearing the world's most loved brands in the entertainment industry.

### **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 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](http://www.cplg.com).

**ABOUT SUPERCCELL:**

Supercell is a game developer based in Helsinki, Finland, with offices in San Francisco, Seoul and Shanghai. Since our launch in 2010, we've brought five games to the global market: *Hay Day*, *Clash of Clans*, *Boom Beach*, *Clash Royale* and *Brawl Stars*. Supercell’s goal is to make the best games – games that are played by as many people as possible, enjoyed for years and remembered forever.

**ABOUT LINE FRIENDS:**

LINE FRIENDS is a global character brand which originally started from BROWN & FRIENDS, created for use as stickers for the leading mobile messenger app LINE and its 164 million active users worldwide. Taking a step further, the company has emerged as a global creative studio by offering diversified content based on its wide array of Intellectual Property (IP)s including ‘BT21’, characters created together with global boy band BTS, ‘Animation Running Man’, ‘ROY6’ and ‘Usamaru’. LINE FRIENDS also has collaborated with a number of renowned brands including Bang&Olufsen, Converse, Leica, LAMY and Brompton, all aligned with the company’s philosophy and value to showcase premium character products. LINE FRIENDS has operated more than 170 stores in a total of 14 markets in trend-leading cities such as New York, LA, Tokyo, Seoul and Shanghai. Since it became an independent company in January 2015, LINE FRIENDS continues to win the hearts of millennials worldwide through interactive digital communication and differentiated brand experience across multiple retail touchpoints. For more information, please visit [www.LINEFRIENDS.com](http://www.LINEFRIENDS.com).