



WILDBRAIN CPLG ADDS ITALY AND INDIA TO THEIR REMIT AND RENEWS OVERALL HASBRO AND EONE REPRESENTATION

Multiple new deals secured across existing European markets

London, UK – 31 January 2023 – WildBrain CPLG, one of the world’s leading entertainment, sport and brand licensing agencies, is consolidating its representation of Hasbro and eOne properties with the addition of Italy (Hasbro and eOne) and India (Hasbro only) to its remit. Additionally, WildBrain CPLG’s existing representation deal has been renewed, under which the agency handles Hasbro/eOne’s portfolio of brands in Central and Eastern Europe (CEE), Benelux, the Nordics and Turkey.

Across all of these territories, WildBrain CPLG now represents the full portfolio of global entertainment leader Hasbro’s brands, including My Little Pony, Transformers, Nerf, Play-Doh, Dungeons & Dragons, Power Rangers and Magic: The Gathering. Representation also includes all Hasbro Gaming brands, such as Monopoly, Cluedo, Twister and Trivial Pursuit. WildBrain CPLG also represents brands such as Peppa Pig and PJ Masks across these territories, excluding India. WildBrain CPLG handles key merchandising categories for all of these brands, including apparel and accessories, arts and crafts, homewares, food and beverage, health and beauty, electronics, pet supplies and toys.

Maarten Weck, EVP & MD WildBrain CPLG, said: “We’ve established a hugely successful relationship with Hasbro/eOne and have already brought their beloved brands to life for a vast audience. The renewal and expansion into additional markets is testament to the strength of our partnership, and we know that Italy and India will provide significant opportunities for future growth and innovative collaborations. We look forward to continuing this journey with Hasbro/eOne and using our robust local and global expertise to build engaging consumer products programmes for the long-term.”

Marianne James, Vice President EMEA & Asia Licensed Consumer Products at Hasbro, said: “Since we started working with WildBrain CPLG three years ago, Hasbro has seen growth across merchandise for many of our esteemed brands in the European market, deeming our partnership a huge success. We’re thrilled to continue working with WildBrain to help scale up our brands in Italy and India. We’re confident that they’ll bring success to these key regions.”

New Deals Across EMEA

Within existing markets, WildBrain CPLG has signed BOTI for a Transformers-themed line in Benelux of the toy company’s popular Battle Cubes product, and BONNE is now on board for Peppa Pig smoothies in Finland. In CEE, new deals include a direct-to-retail partnership for Peppa Pig with footwear retailer CCC, and a deal with Trendmaster for a confectionery offering across Nerf, My Little Pony and Transformers.



In Turkey, Ceren has added PJ Masks alongside its existing Play-Doh deal in the stationery category, and the agency has signed its first deals for Peppa Pig with Ermoda for apparel and Mori Toys for puzzles.

For more information, please contact:

Aimée Norman at The DDA Group

aimee.norman@ddapr.com

+44 (0) 7957 564 050

About WildBrain CPLG

WildBrain CPLG is a world-leading entertainment, sport and brand licensing agency, with offices in the UK, Europe, India, the Middle East, the US and Asia. With over 45 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. The agency's ASPIRE division is a leader in Corporate & Lifestyle brand representation and management. 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 Hasbro

Hasbro is a global branded entertainment leader whose mission is to entertain and connect generations of fans through the wonder of storytelling and exhilaration of play. Hasbro delivers engaging brand experiences for global audiences through gaming, consumer products and entertainment, with a portfolio of iconic brands including MAGIC: THE GATHERING, DUNGEONS & DRAGONS, Hasbro Gaming, NERF, TRANSFORMERS, PLAY-DOH and PEPPA PIG, as well as premier partner brands.

Hasbro is guided by our Purpose to create joy and community for all people around the world, one game, one toy, one story at a time. For more than a decade, Hasbro has been consistently recognized for its corporate citizenship, including being named one of the 100 Best Corporate Citizens by 3BL Media, one of the World's Most Ethical Companies by Ethisphere Institute and one of the 50 Most Community-Minded Companies in the U.S. by the Civic 50. For more information, visit corporate.hasbro.com.