



WildBrain CPLG and SEGA® Go Full Speed with Action-packed Licensing Programme for Sonic Prime™

New licensees build on huge cross-category appeal and rapidly growing global fandom for the Sonic the Hedgehog™ franchise

Visitors to Licensing Expo can visit SEGA (stand O226) and WildBrain CPLG (stand F214) to learn about more Sonic Prime licensing opportunities

London, UK and Burbank, CA – 30 May 2023 – WildBrain CPLG, a world-leading entertainment, sport and brand licensing agency, and SEGA of America, Inc. (“SEGA”), are rapidly clocking up global licensing partnerships for the smash-hit Netflix series, *Sonic Prime*, building on the ever-growing fandom of the Sonic the Hedgehog™ franchise—one of today’s most popular entertainment properties and a perennial fan-favourite in every market.

Co-produced by SEGA and WildBrain Ltd., the CG-animated *Sonic Prime* series premiered worldwide on Netflix in December 2022 and immediately captured the hearts and imaginations of fans. *Sonic Prime* raced to the number one spot in kids’ content worldwide on the platform and secured a spot in the Global Top 10 TV (English) across 66 territories, with over 54 million hours viewed within the first ten days. WildBrain CPLG, in partnership with SEGA, are thrilled to announce extensive cross-category licensing partnerships for *Sonic Prime* in multiple markets, which offer a variety of fun, exciting ways for fans to engage with the brand and its iconic, much-loved characters. With more episodes announced for release on Netflix July 13, *Sonic Prime*’s surging popularity amongst global audiences continues to grow and is reflected in the expansive slate of licensing deals unveiled so far, with many more to come.

New licensees for *Sonic Prime* signed by WildBrain CPLG include a homewares deal with Aymax that includes bedding, towels, cushions and blankets for Belgium, France, Germany, Luxembourg, the Netherlands, Portugal and Spain.

In the UK and Eire, Bioworld International is set to launch *Sonic Prime* themed apparel and accessories, widely ranging from hoodies, loungewear, and sleep sets, to keyrings, badges, socks, hairbands, and jackets. In Turkey, Fen signed on to bring Sonic and friends outdoors with products including outdoor playsets, bicycles, swings, and activity tables.

Partnerships have been signed with Diramix for sticker albums, sticker packs, 3D stretchable and 3D toppers in Italy, San Marino, Vatican City and Canton Ticino; and Artesania Cerdà for a deal including backpacks, activity books, stationary, pencil cases and more in Andorra, Portugal, Spain, and the UK. Additionally, in



France, La Plume Dorée is on board for stationery and accessories, including agendas, pencil jars, luggage and more.

Further new licensees include Ravensburger for a creative set of *Sonic Prime* toys and games including 2D/3D puzzles and arts and crafts sets in EMEA, alongside Play by Play for plush figures in Spain, Portugal, Andorra, Italy, and Greece.

These new licensing partners build on the previously announced partnership with leading gaming-sector, toy manufacturer, and distributor PMI, for an exclusive line of *Sonic Prime* products including collectibles, mini figures, clip-on plush, stampers, games and more, planned for a multi-territory launch in summer 2023.

Recently announced, JAKKS Pacific, a leading designer, manufacturer, and marketer of toys, is set to launch their first line of licensed *Sonic Prime* toys and plush this July. The upcoming line includes Wave 1 of both the 5" articulated figures and the 2.5" figures multipack, Sonic Prime Angel's Voyage Ship Playset, and Sonic Prime 13" Plush.

Maarten Weck, EVP & MD at WildBrain CPLG, said: "Sonic Prime is an incredible example of what can happen when strong partners come together to supercharge a beloved, known IP with amazing new content. Sonic the Hedgehog has a massive and very passionate fanbase around the world, devoted to the 'blue blur'. It has been fantastic to watch the licensing programme for Sonic Prime really take off in markets across the globe. Together with SEGA, with whom we already have a long-standing partnership on the classic Sonic the Hedgehog brand, we are committed to delivering many more new and creative ways for fans to engage with Sonic on and off screen. With more episodes of *Sonic Prime* coming this July to Netflix, we know this adventure has only just begun."

"Sonic has always personified traits like collaboration and hard work, which is why the Sonic Team continues to bring the brand into new avenues like our longstanding partnership with WildBrain," said Ivo Gerscovich, Chief Business and Brand Officer at SEGA of America. "With the success of Sonic Prime, the Sonic community continues to amaze us with their love and dedication, and we want to give back by creating exceptional merchandise to celebrate both Sonic and our fans."

In *Sonic Prime*, the action-packed adventures of Sonic the Hedgehog go into overdrive when a run-in with Dr. Eggman results in a literal universe-shattering event. Desperate to piece his prime reality back together and save his old friends, Sonic races through the Shatterverse, discovering strange worlds and enlisting new friends in an epic adventure of a lifetime.

The Sonic franchise has generated incredible additional momentum over recent years, with the brand's 30th anniversary celebrated in 2021, two successful feature films from Paramount Pictures and SEGA SAMMY, and



a third feature slated for release in December 2024. Additionally, Paramount and SEGA earlier this year announced production began on *Knuckles*, which is the first TV series in the expanding cinematic world of Sonic and will feature the character Knuckles voiced by Idris Elba, for Paramount+.

Sonic Prime was animated at WildBrain's Vancouver studio, with SEGA and WildBrain jointly participating across production, distribution and licensing. SEGA represents licensing for Sonic Prime in North America and Japan, while WildBrain CPLG represents the brand in the rest of the world.

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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 SEGA of America, Inc.

SEGA of America, Inc. is the American arm of Tokyo, Japan-based SEGA CORPORATION, a worldwide leader in interactive entertainment. Established in 1986, SEGA of America publishes innovative interactive entertainment experiences for console, PC, mobile and emerging platforms. In 2020, SEGA ranked #1 among Metacritic's Annual Game Publisher Rankings. Its globally beloved franchises include Sonic the Hedgehog™, Like a Dragon™, Virtua Fighter™, Super Monkey Ball™, and Phantasy Star Online™, along with Atlus' Persona™ and Shin Megami Tensei™ series. Since its debut more than three decades ago, Sonic has become a pop culture icon featured in dozens of games, TV series, and movies. SEGA of America has offices in Irvine and Burbank, California. Visit www.sega.com.