



WILDBRAIN CPLG GETS SPOOKY WITH EXPANSIVE LICENSING PROGRAMME FOR MGM'S *WEDNESDAY* IN COLLABORATION WITH MGM CONSUMER PRODUCTS

Cross-category consumer products offering inspired by Netflix's most watched English-language series now rolling out

Apparel collaborations launching with retailers including Zara, Primark and ASOS; toy and gifting from WOW! Stuff, Rubies, Cinereplicas and more

London, UK – 22 September 2023 – WildBrain CPLG, one of the world's leading entertainment, sport and brand licensing agencies, is collaborating with MGM Consumer Products on an extensive consumer products programme for the studio's smash-hit series *Wednesday*. The program includes the signing of new and expanded partnerships across fashion, gifting, homewares and more. *Wednesday*, which debuted in November 2022 on Netflix, launched at number one in 83 countries. It has recently become Netflix's most watched English-language series of all time.

WildBrain CPLG, on behalf of MGM, has brokered extensive deals to offer fans new ways to celebrate *Wednesday*'s quirky world. In fashion, Zara launched apparel for women and older girls in spring 2023, with an expanded range to begin rolling out in autumn and winter of 2023. Brand Alliance has signed on for adult apparel and accessories, with a new collection landing now at Primark, following the launch of a collection with ASOS in summer 2023. WildBrain CPLG has also secured new apparel partnerships with Trucare in the Middle East and North Africa, and Aytex in Germany, Austria and Switzerland (GAS).

In the toy and gifting category, WildBrain CPLG has signed Play by Play for a range of collectible plush, which launched across Europe in August. For EMEA, Cinereplicas is on board for a range including cos-play apparel and accessories, collectibles, stationery and kitchenware launching this autumn. In Europe, Pyramid International began rolling out its gifting range in March this year across specialist retailers, including HMV and Forbidden Planet, which included wall art, stationery and apparel.

WildBrain CPLG also handles licensing rights for the original *The Addams Family* brand on behalf of MGM in Europe, the UK, India and the Middle East. The original brand continues to be highly popular amongst audiences, amplified by the smash-hit success of *Wednesday*. WildBrain CPLG has secured recent apparel partners for the property in EMEA including Brand Alliance, Park Agencies, Skybrands, Napo and Aytex, plus Elyaf Group and Bloomerry GmbH. It has also bought Smiffys, Ciao, Funiglobal and Amscan on board for dress-up.



Maarten Weck, EVP & Managing Director, WildBrain CPLG said: “The success of MGM’s *Wednesday* series on Netflix has been remarkable. The series has quickly become a global phenomenon, and the growth of its fandom shows no signs of slowing down. We are proud to be working with MGM on an extensive offering of fresh, kooky and creative products that capture the magic and mystery of *Wednesday*’s world. As audiences gear up for the show’s highly anticipated second season, together we’ll build on this solid foundation to extend *Wednesday* into new categories and retail channels, with something for every fan to enjoy.”

Robert Marick, Head of Consumer Products, MGM, said: “It’s been exciting to see the fandom for *Wednesday* grow so quickly internationally. With the support of WildBrain CPLG and our international partners, we are looking forward to bringing a line-up of *Wednesday* merchandise to fans throughout Europe, the UK, India and the Middle East that will let them enjoy the property well beyond the roll of the series’ credits.”

In previously announced partnerships, WOW! Stuff has signed on for a gifting range, including Nano Pods and a Real FX Thing toy which lets fans create scenes from the series using green screen technology. Rubies have also inked a deal for dress-up costumes, launching in October 2023.

Wednesday follows Wednesday Addams’ misadventures as a student at Nevermore Academy, a very unique boarding school snuggled in deepest New England. This series marks the first time fans get to see the character of Wednesday not only in a new boarding school environment, but also as a teenager. Wednesday attempts to master her emerging psychic ability, thwart a monstrous killing spree that has terrorized the local town and solve the supernatural mystery that embroiled her parents 25 years ago—all while navigating her new and very tangled relationships at Nevermore.

Licensees attending Brand Licensing Europe, from October 4–6, are invited to visit WildBrain CPLG, at stand B171 to learn more about exciting licensing opportunities for *Wednesday*.

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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 MGM

Metro Goldwyn Mayer (MGM), an Amazon Company, is a leading entertainment company focused on the production and global distribution of film and television content across all platforms. The company owns one of the world's deepest libraries of premium film and television series, as well as the premium commercial free pay television network MGM+ U.S., which is available domestically via cable, satellite, telco and digital distributors. MGM+ International, an on-demand service, delivers the best of MGM's rich catalogue of movies and series to an international audience, and is available in 25 countries across Europe, Australia, Asia, Latin America, and Canada. MGM also owns unscripted production companies Big Fish Entertainment and Evolution Media. For more information please visit www.MGM.com