



WILDBRAIN CPLG SCORES SWEET DEAL WITH PERFETTI VAN MELLE

Licensing agency's representation of confectionary brands Chupa Chups and Mentos renewed, Smint added to partnership

New cross-category deals secured in the Middle East and Europe

London UK – 12 May 2020 – WildBrain CPLG, one of the world's leading entertainment, sport and brand licensing agencies, has secured a multi-territory representation renewal for Perfetti van Melle's Chupa Chups and Mentos confectionary brands covering the UK, France, Germany (Mentos only), Iberia, Central and Eastern Europe, Middle East and the Nordics. Additionally, Perfetti van Melle has added Smint to WildBrain CPLG's remit for all of Europe.

Victoria Whellans, Group Brands Director at WildBrain CPLG Lifestyle, said: "With their distinct visual identities, which can be worked into a variety of trends, and their proven longevity in the consumer products space, Chupa Chups and Mentos continue to appeal to a broad range of licensees and retailers. We're looking forward to building upon our successful partnership with Perfetti van Melle and forging bold new collaborations across fashion and lifestyle categories for these iconic confectionary brands, in addition to creating a fresh merchandise offering for Smint."

Since first being appointed by Perfetti van Melle in 2016 to represent Chupa Chups and Mentos across all categories (excluding food and beverage), WildBrain CPLG has built a successful fashion- and lifestyle-focused licensing programme for the brands across apparel, accessories, health and beauty, home fragrance and halo collaborations.

WildBrain CPLG has recently inked a wave of new licensing partnerships on behalf of Perfetti van Melle with partners including: Invent Creative Event Solutions for a Chupa Chups shopping mall event in the Middle East; RMS for Chupa Chups arts and crafts including scented stationery, make-your-own lip balms and make-your-own bath bombs in the UK; and Van der Erve for Chupa Chups and Mentos apparel, nightwear, underwear and accessories for Benelux, France, Germany and the Nordics.

Key partners already on board include: the recently announced fashion range at Riva stores across the Middle East; Fashion UK for apparel and Misirli for socks in the UK; Corsair for health and beauty in the UK and Benelux; ERT for accessories, Carbotex for homewares and Uroda for health and beauty in Central and Eastern Europe; and Simba Toys for back-to-school in the Middle East. In addition, WildBrain CPLG secured a direct-to-retail partnership with LPP in Poland which saw the launch of a kids and ladieswear range at its Reserved stores last year, with further styles planned for Autumn/Winter 2020. Smyk, one of the leading children's



retailers in Poland with 181 stores, has also recently launched a Chupa Chups collection including apparel, footwear, accessories, bedding, and health and beauty. The range is currently available to buy on www.smyk.com and will be supported by social media and direct marketing initiatives.

For more information, please contact:

Aimée Norman at DDA Blueprint PR

aimee@ddablueprint.com

+44 (0) 20 7932 9800

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, 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. Please contact us or visit the WildBrain CPLG website for more information: www.cplg.com.

About Perfetti Van Melle Group

The global confectionery group Perfetti Van Melle is a privately-owned company producing and distributing candies and chewing gum in more than 150 countries worldwide. It owns many much loved brands such as Mentos®, Alpenliebe® and Chupa Chups®. Perfetti Van Melle is always striving to create innovative treats and a better future for its consumers.

Perfetti Van Melle also unlocks the power of several of its most popular brands through a successful licensing program: Mentos®, Chupa Chups®, Airheads®, Frisk®, Brooklyn®, Smint®, Fruittella®, Alpenliebe® and Big Babol® all have sweet or fresh lifestyle oriented programs in key markets across the globe. By merging art, fashion, pop culture and candy, the brands' style guides offer original creativity to develop an ever-expanding universe of exciting lifestyle products, brand and retail experiences.

Moreover, the Chupa Chups® and Airheads® brands offer the opportunity to take their characteristic and unique flavour profiles to selected categories in the food and beverage aisles with leading FMCG partners.