



WILDBRAIN CPLG EXPANDS SPIN MASTER RELATIONSHIP WITH *UNICORN ACADEMY*[™]

WildBrain CPLG to represent licensing rights for new fantasy-adventure children's franchise in the Nordics, Iberia, Italy and Benelux

Agreement includes location-based entertainment rights to leverage WildBrain CPLG's expansion into this fast-growing category

London, UK – 25 January 2024 – WildBrain CPLG, one of the world's leading entertainment, sport and brand licensing agencies, has expanded its partnership with Spin Master, a leading global children's entertainment company, adding representation for fantasy-adventure children's franchise *Unicorn Academy* to its roster for the Nordics, Iberia, Italy and Benelux. WildBrain CPLG's licensing strategy will target licensees and retailers with apparel and accessories, home décor, health and beauty, and back-to-school paper products categories.

The new representation also includes location-based entertainment (LBE) rights, underscoring WildBrain CPLG's growth and expertise in this space.

Unicorn Academy is a Netflix original CGI-animated series produced by Spin Master Entertainment that airs in over 190 territories in over 30 languages. A 72-minute movie special and 8x22' episodes are currently available for fans, with more content to come in 2024 alongside a slate of consumer products including toys and digital games. Short-form content for *Unicorn Academy* is also available on YouTube.

The series is adapted from *The New York Times* bestselling books originated and published by Nosy Crow, written by Julie Sykes and published in North America by Penguin Random House.

Meike de Vaere, VP Partnerships and Business Development, WildBrain CPLG, said: "Expanding our successful relationship with Spin Master by adding the magical *Unicorn Academy* to our slate highlights the success of our approach—using global expertise at a local level to offer bespoke consumer programmes to grow brands. The addition of LBE rights is particularly exciting as there are significant opportunities for this area of business in 2024 and beyond."

Filled with humour and adventure, *Unicorn Academy* is an animated fantasy-adventure series aimed predominantly at kids aged 5-11. *Unicorn Academy* is the boarding school of every kid's dreams. Located on Unicorn Island[™], Sophia and the rest of the freshman class must bond with a unicorn to unlock their magical powers; only then can they learn to become revered protectors of the island and its magic—all while balancing classwork and navigating new friendships.



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About WildBrain CPLG

WildBrain CPLG is a trusted licensing partner for leading brands worldwide, offering 50 years of expertise building consumer products and location-based entertainment programmes across the entertainment, sport, corporate and lifestyle sectors. With over 20 offices serving the UK, Europe, India, the Middle East, China, Asia Pacific and the US, WildBrain CPLG combines the strength of global reach with expertise in local markets to achieve the best results for partners. Our passionate teams consistently challenge themselves to explore new and innovative ideas and opportunities in partnerships, activations, creative and business processes to celebrate and build brands. At WildBrain CPLG, we believe that collaboration is about clarity, openness and trust, and we are widely known for our no-nonsense, straightforward approach. Our ASPIRE division offers expert 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 Spin Master

Spin Master Corp. (TSX:TOY) is a leading global children's entertainment company, creating exceptional play experiences through its three creative centres: Toys, Entertainment and Digital Games. With distribution in over 100 countries, Spin Master is best known for award-winning brands PAW Patrol®, Hatchimals®, Bakugan®, Kinetic Sand®, Air Hogs®, Melissa & Doug®, Rubik's® Cube and GUND®, and is the global toy licensee for other popular properties. Spin Master Entertainment creates and produces compelling multiplatform content, through its in-house studio and partnerships with outside creators, including the preschool franchise *PAW Patrol*, and numerous other original shows, short-form series and feature films. The Company has an established presence in digital games, anchored by the Toca Boca® and Sago Mini® brands, offering open-ended and creative game and educational play in digital environments. Through Spin Master Ventures, the Company makes minority investments globally in emerging companies and start-ups. With 31 offices spanning nearly 20 countries, Spin Master employs close to 3,000 team members globally. For more information visit spinmaster.com or follow-on Instagram, Facebook and Twitter @spinmaster.