

WILDBRAIN CPLG POWERS UP FOR BRAWL STARS REPRESENTATION

New deal for hit mobile gaming brand extends agency's partnership with rights holder LINE FRIENDS

London, UK – 13 April 2021 – WildBrain CPLG, one of the world's leading entertainment, sport and brand licensing agencies, has secured a multi-territory representation deal for the popular online mobile game Brawl Stars with the brand's global rights holder LINE FRIENDS. The deal marks an extension of WildBrain CPLG's existing partnership with LINE FRIENDS for character brands BROWN & FRIENDS and BT21.

On behalf of LINE FRIENDS, WildBrain CPLG will represent Brawl Stars across the UK, Ireland, France, Germany, Italy, Iberia, Benelux, Nordics, CEE, Greece, Turkey, Russia, Belarus and Ukraine. The licensing programme will be aimed at fans of all ages, and key target categories include apparel, accessories, toy, homewares and stationery.



Brawl Stars is a multiplayer online battle-arena and hero-shooter game with multiple game modes. It was originally created and produced by the Finland-based mobile game developer, Supercell, and provided the foundation for a global partnership between Supercell and LINE FRIENDS to exploit all opportunities for the Brawl Stars IP, including licensing, content creation and merchandise production. The game first launched in 2018 and has since generated a significant user base in Europe with over 280M downloads.



Maarten Weck, Executive Vice President and Managing Director at WildBrain CPLG, said: “We’ve established a very successful partnership with LINE FRIENDS across their beloved character brands, so it’s fantastic to extend the relationship and welcome the hugely popular Brawl Stars to our portfolio. The game has an impressive footprint across Europe, which will provide a solid foundation as we assemble a compelling cross-category consumer products programme for fans and gamers. We already have a number of exciting deals in the pipeline, so watch this space!”

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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 LINE FRIENDS

LINE FRIENDS is a global character brand which originally started from BROWN & FRIENDS, created for use as stickers for the leading mobile messenger app LINE and its 164 million active users worldwide. Taking a step further, the company has emerged as a global creative studio by offering diversified content based on its wide array of Intellectual Property (IP)s including 'BT21', characters created together with global boy band BTS, 'Animation Running Man', 'ROY6' and 'Usamaru'. LINE FRIENDS also has collaborated with a number of renowned brands including Bang&Olufsen, Converse, Leica, LAMY and Brompton, all aligned with the company’s philosophy and value to showcase premium character products. LINE FRIENDS has operated more than 250 stores in a total of 15 markets in trend-leading cities such as New York, LA, Tokyo, Seoul and Shanghai. Since it became an independent company in January 2015, LINE FRIENDS continues to win the hearts of millennials worldwide through interactive digital communication and differentiated brand experience across multiple retail touchpoints. For more information, please visit www.LINEFRIENDS.com.

About SUPERCCELL



SUPERCELL is a Finland-based company that develops games such as Brawl Stars, Clash Royale and Clash of Clans. Brawl Stars became an instant global hit as more than 10 million people signed up for pre-registration before it first launched in December 2018. It reached 100 million downloads globally within half a year.