



First BT21 Pop-Up Shop lands in London

London, UK, 28th May 2019: CPLG has brokered a deal with Bravado, Universal Music Group's industry-leading merchandise and brand management company, to create a pop-up shop offering a collection of BT21 merchandise. The range will feature all eight loveable characters; KOYA, RJ, SHOOKY, MANG, CHIMMY, TATA, COOKY and VAN and will be available from Tuesday 28th May through to Sunday 2nd June at a secret location in Camden, London.

BT21, the new Intellectual Property created through a collaboration between LINE FRIENDS and global boy band BTS, has already attracted an unprecedented wave of popularity from millennials around the world.

For the first time in the UK, a range of BT21 merchandise will be available for the customers who love BT21. The collection will include limited edition BT21 London apparel, available whilst stocks last. Bravado's London pop-up follows a series of successful BT21 pop-up shop in Toronto, Canada.

Tapping into the trending success of BT21 on platforms such as Instagram and Twitter, Bravado's teaser campaign on social media has already generated significant interest amongst not only BT21's followers, but also consumers.

Stacy Scimia, Category and Retail Director, CPLG UK, said: "BT21 is a global phenomenon and bringing BT21 to customers in this first London pop-up will further drive BT21's popularity and widen its appeal in the UK. We are very excited about this pop-up shop launch and the range of bespoke BT21 London merchandise that we believe customers will love!"

David Boyne, Managing Director & Head of European Sales, Bravado UK, commented: "Bravado are proud to partner with CPLG to deliver this exciting pop up opportunity for BT21, cementing the synergy between music and popular culture."

Website: bt21.com **Twitter:** @bt21 **Instagram:** @bt21_official

For further information, please contact:

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About BT21

Beloved by millennials worldwide, BT21 is a new Intellectual Property(IP) created in collaboration with LINE FRIENDS and BTS as the first project of 'FRIENDS CREATORS'. There are eight characters named KOYA, RJ, SHOOKY, MANG, CHIMMY, TATA, COOKY and VAN. BT21 stickers released at LINE STORE since September 2017, recorded more than 28 million downloads and over 3.3 billion Twitter exposures globally. LINE FRIENDS premiered BT21 products at stores in Seoul, New York, Tokyo, and Los Angeles. For more information, please visit at www.bt21.com

**FRIENDS CREATORS: a long-term unique and creative strategy to create a new kind of character IP business based on uniqueness of global artists from different fields*

About LINE FRIENDS

LINE FRIENDS is a global character brand featuring 11 characters which were originally created for use as stickers for leading mobile messenger application LINE and its 200 million active worldwide users. The company has emerged as a global creator by introducing new Intellectual Property (IP) like BT21, characters created together with global boy band BTS and so on. LINE FRIENDS also has collaborated with a number of renowned brands including LAMY, Bang&Olufsen, Beats by Dre and Brompton, all aligned with the company's philosophy and values to showcase premium character products. More recently, LINE FRIENDS has operated over 140 stores globally in a total of 12 markets worldwide, in trend-leading cities such Seoul, Tokyo, New York, and Shanghai, and became an independent company in January 2015. For more information please visit www.LINEFRIENDS.com.

About CPLG

CPLG (www.cplg.com) is one of the leading third-party licensing agencies, managing consumer products programmes for some of the world's best loved properties across lifestyle brands, entertainment and classics. CPLG has offices in the UK, Benelux, Nordics, France, Germany, Italy, Spain, Sweden, Poland, Middle East, Greece & Turkey, the US and in Russia through its joint venture, CPLG Pullman. The company also has a strategic alliance with the Tycoon Group, the largest family entertainment rights, CPLG has more than 40 years of experience in the licensing industry. It provides each of its clients with dedicated licensing and marketing industry professionals and a fully-integrated product development, legal and accounting service. CPLG believe that collaboration is about clarity, openness and trust, and is widely known for its no-nonsense, straightforward approach – Expert Common Sense.

About DHX Media

DHX Media Ltd. (TSX: DHX, NASDAQ: DHXM) is a global children's content and brands company, recognized for such high-profile properties as *Peanuts*, *Teletubbies*, *Strawberry Shortcake*, *Caillou*, *Inspector Gadget*, and the acclaimed *Degrassi* franchise. One of the world's foremost producers of children's shows, DHX Media owns the world's largest independent library of children's content, at 13,000 half-hours. It licenses its content to broadcasters and streaming services worldwide and generates royalties through its global consumer products program. Through its subsidiary, WildBrain, DHX Media operates one of the largest networks of children's channels on YouTube. Headquartered in Canada, DHX Media has offices worldwide. Visit us at www.dhxmedia.com.

About Bravado

Bravado is the leading global provider of consumer, lifestyle and branding services to recording artists and entertainment brands around the world. Part of Universal Music Group, the leader in music-based entertainment, Bravado represents artists in more than 40 countries and provides services including sales, licensing, branding, marketing and e-commerce. Their extensive global distribution network gives artists and brands the opportunity to create deeper connections with their fans through apparel, consumer packaged goods and unique experiences.