



CPLG APPOINTED WORLDWIDE AGENT FOR ABSOLUT VODKA

For release on 23rd May 2018: The Absolut Company, producer of Absolut Vodka, has appointed leading licensing agency CPLG to represent its brand worldwide (excluding France).

Leveraging its extensive knowledge and experience in building lifestyle brands, CPLG will develop a global licensing programme across apparel, fashion collaborations, accessories, gifting and barware targeting men and women of legal drinking age.

Absolut's brand purpose: to instigate a more open world - a world of inspiration and inclusivity, appeals to a millennial generation who want to change the world. Absolut challenges society's labels: man, woman, gay, straight – favouring difference, acceptance and the freedom to be who you are.

CPLG will bring Absolut's brand purpose to life through a robust licensing programme led by fashion, accessories and lifestyle products that not only utilises the graphics, colour palette and brand signifiers of Absolut, but that also reflects the company's creative spirit, progressive nature and sustainable vision.

Steve Manners, Executive Vice President, CPLG, said: "We are thrilled to be working with one of the most iconic and recognizable adult drink brands in the world. Absolut's brand purpose, as well as its inclusive and ethical approach, resonates with today's consumers. We are already in discussion with some fantastic teams to extend Absolut in new, innovative and unexpected ways."

Jonas Magnusson, Director of Innovation at Absolut, commented: "Absolut has a long history of creative collaborations within art and fashion. We are very excited to explore how our brand can come to life in a new way within fashion and lifestyle. Together with CPLG, we're now taking an exciting step beyond our iconic bottle to bring our brand purpose to life."

From the label-free transparent bottle Andy Warhol deemed an artistic muse, to the key ingredient in infamous cocktails like the Cosmopolitan and the Espresso Martini, to one of the most awarded advertising campaigns in history, Absolut is now the world's no. 1 premium vodka and the 5th largest international spirit.

During the 1980s Absolut began collaborating with artists like Keith Haring and Andy Warhol, securing the brand's position as a patron of the arts and contemporary culture. Absolut has a

heritage rooted in the fashion world and over the years has collaborated with a number of famous brands and designers including Gucci, Marc Jacobs and Mac, with campaigns featuring famous super-models such as Kate Moss.

For more information, contact:

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About The Absolut Company

The Absolut Company has the worldwide responsibility for the production, innovation and strategic marketing of Absolut Vodka, Malibu, Kahlúa and Our/Vodka. Absolut Vodka is the world's fifth largest spirits brand. Every bottle of Absolut Vodka comes from one source, Åhus in southern Sweden. Malibu is the number one rum-based coconut spirit in the world, sold in more than 150 countries. Kahlúa coffee liqueur is the world leader in its category. The head office is located in Stockholm, Sweden. Chairman and CEO is Anna Malmhake. The Absolut Company is a part of Pernod Ricard, which holds one of the most prestigious brand portfolios in the sector.

About CPLG

CPLG (www.cplg.com) 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, Middle East, Greece & Turkey and the US. Owned by DHX Media (www.dhxmedia.com) a leader in the creation, production and licensing of 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 partnership is about clarity, openness and trust, and is widely known for its no-nonsense, straightforward approach; Expert Common Sense.

About DHX Media Ltd.

DHX Media Ltd. (TSX: DHX.A, DHX.B; NASDAQ: DHXM) is a leading children's content and brands company, recognized globally 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 20 offices worldwide. Visit us at www.dhxmedia.com.