



CPLG PROMOTES BRENDA DRAAISMA TO GENERAL MANAGER OF BENELUX

London, UK – 14th March 2019: CPLG has promoted Brenda Draaisma to General Manager of CPLG Benelux, reporting in to Maarten Weck, who was recently named Executive Vice President and Managing Director of CPLG.

“Since joining CPLG eight years ago, Brenda has been instrumental in growing our retail relationships and championing our brands across the Benelux and, more recently, the Nordics regions. She has played a pivotal role in expanding our entertainment and lifestyle portfolio delivering exciting retail programmes and brand collaborations,” Maarten Weck said. “This new position allows Brenda to give focus to this key market and lead the team to further strengthen our clients’ properties across the region.”

In this expanded role, Brenda will oversee CPLG Benelux’s activities across licensing strategy, promotions, publishing and retail development for the company’s diverse portfolio of entertainment, classic and lifestyle properties.

“CPLG is a fantastic company to work for and it is very exciting to be given the opportunity to take on a fresh challenge. I am looking forward to spearheading commercial and retail strategy for Benelux and further growing the business,” Brenda Draaisma said.

Brenda joined CPLG Benelux in 2011 as Retail & Marketing Director, having previously held roles at food giant Deoleo (formerly Grupo SOS), Orangina Schweppes and Mattel.

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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 licensing network in Latin America. 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 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.