



CPLG Germany acquires Team! Licensing to create agency powerhouse

London, UK, 22 May 2019: CPLG, one of the world's leading third-party licensing agencies, today announced the acquisition of Germany based Team! Licensing GmbH.

Maarten Weck, EVP & MD of CPLG, said: "We are very excited to join forces with Team! Licensing. By combining our strengths, we have created a German agency powerhouse. The extensive expertise from both companies brings unprecedented licensee, retail and promotional capabilities, and offers Licensors the most comprehensive service in GAS and across CPLG's multi territory structure".

CPLG Germany currently represents a wide range of Licensors, including CBS, Sesame Street, MGM, Dr. Seuss, Line Friends, Sega, and Tetris, as well as brands including IRONMAN, Perfetti Van Melle, and Apex Global Brands. The acquisition of Team! Licensing will, amongst others, bring Peanuts into the overall CPLG German representation.

Katarina Dietrich and Gerold Kolenbrander, joint founders of Team! Licensing, commented: "We are excited for Team! Licensing to become part of CPLG's multi territory structure which will strengthen our client relationships both in Germany and across EMEA."

Joachim Knoedler, Managing Director, CPLG Central Europe, oversees CPLG's Germany operations. Katarina Dietrich and Gerold Kolenbrander will continue as Senior Advisors to the business.

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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 Team Licensing

Team! Licensing represents a new generation of licensing agencies. We believe the creation of valuable and sustainable licensing campaigns is a true joint effort between all partners involved. Our Team offers professional service selecting a suitable brand for your product and target market. We support the handling of license agreements, creative product development, press and PR activities and most important your market introduction to retail. Team! Licensing acts in the name of our licensors whereby your product- and marketing strategy is the guidance for our consultancy service for you. Our strengths are the fast and uncomplicated decision making, the ongoing interaction with our partners, implementation of cross promotional opportunities and target-oriented solutions.

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.

Disclaimer

This press release contains "forward-looking statements" under applicable securities laws with respect to DHX Media including, without limitation, statements regarding expected Peanuts licensing arrangements and the business strategies and operational activities of DHX Media and its subsidiaries, the expected benefits of the acquisition. Although DHX Media believes that the expectations reflected in such forward-looking statements are reasonable, such statements involve risks and uncertainties and are based on information currently available to DHX Media. Actual results or events may differ materially from those expressed or implied by such forward-looking statements. Factors that could cause actual results or events to differ materially from current expectations, among other things, include the ability of DHX Media to successfully integrate the acquired business into CPLG's multi-territory structure and otherwise, the ability to retain required employees and customer contracts, and other factors discussed in materials filed with applicable securities regulatory authorities from time to time including matters discussed under "Risk Factors" in DHX Media's most recent Annual Information Form and annual Management Discussion and Analysis, which also form part of DHX Media's annual report on Form 40-F filed with the U.S. Securities and Exchange Commission. These forward-looking statements are made as of the date hereof, and DHX Media assumes no obligation to update or revise them to reflect new events or circumstances, except as required by law.