



WILDBRAIN CPLG APPOINTED BENELUX LICENSING AGENT FOR HAMSTA WORLD

WildBrain CPLG and Happy Ink join forces to strengthen and grow the presence of Hamsta World in the Benelux

Amstelveen, Netherlands, 24th September 2019: Happy Ink has appointed leading licensing agency WildBrain CPLG to represent the Hamsta property in the Benelux (Belgium, Netherlands, Luxembourg).

Da Hamstas are a group of funny furballs with big mouths and even bigger personalities. Hearing them chat each other up in their crazy language, Hamstanglish, you'll notice these quirky characters are not the brainiest. But what they lack in smarts, they make up for in sass.

Created in Amsterdam by Saskia Keiser, Hamsta embarked on its licensing programme just over two years ago. Since its launch, the brand has secured international partners and presence in over 34 countries and seven territories.

Da spunky Hamstas have been making quite the noise on social media platforms like TikTok, Instagram, Facebook and Twitter. Sharing their hangry thoughts and funny business (though never their food), da Hamstas are connecting to boys and girls around the globe. Their cheeky adventures rallied over 5 million views on YouTube, 277 million views on GIPHY and 1.4 million views on TikTok.

WildBrain Spark, a leading digital kids' network and studio, are also working with Happy Ink to run a three-month pilot programme to distribute nine pieces of Hamsta parody content across the WildBrain Spark Hub Channels to expand the reach and open the content up to wider global audiences.

Brenda Draaisma, General Manager WildBrain CPLG Benelux, said: "We were immediately drawn to the look and feel of the Hamsta World brand. The simplicity and the use of colour in the design is fully on trend. We look forward to working closely with the team to create innovative products that will not only expand the brand throughout the Benelux but will also communicate the fun behind the brand. We will support an extensive licensing and promotional programme already in place, as well as tap into fresh opportunities with a focus on collaborations, toys, loyalty and collectibles."

Saskia Keiser, Executive Creative Director and Founder of Happy Ink, added: "We are so honoured to have WildBrain CPLG represent our quirky Hamstas in their home country. They are such a strong ally to help spread da Hamstas happy and hungry message and to help us team up with a broad range of licensing products in the Benelux."



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About Hamsta World

Da Hamstas of Happy Ink have been spreading happiness and joy since 2017. Born to Dutch Hamsta creator and art director Saskia Keiser, the eight fun and food minded Hamstas quickly became global dwellers, putting smiles on faces all over the world. Da Hamstas of Hamsta World are represented by agents in more than seven territories. Join da fun at www.hamsta.world.

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 40 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 WildBrain Spark

WildBrain Spark builds brands through the management and creation of preschool and children's entertainment content on platforms such as YouTube, Amazon Video Direct and ROKU. WildBrain Spark's branded YouTube network is one of the largest of its kind, featuring more than 225,000 videos for over 650 kids' brands in over 20 languages. One in three kids worldwide with access to YouTube watch video content on the WildBrain Spark network*, which has over 109 million subscribers, and generated over 166 billion minutes of watch time across 33 billion views from July 2018 through June 2019.

Connecting kids' content owners and creators with advertisers in the Advertising Video-on-Demand (AVOD) space, the WildBrain Spark network features much of our own library of 13,000 half-hours of

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WildBrain CPLG is a wholly owned subsidiary of DHX Media Ltd., which on September 23, 2019, announced it is rebranding as "WildBrain".



kids' and family content, including *Peanuts*, *Teletubbies*, *Strawberry Shortcake*, *Caillou*, *Inspector Gadget*, *Degrassi* and *Yo Gabba Gabba!*, as well as popular third-party brands such as Fireman Sam, Curious George, Shopkins and Ben 10. WildBrain Spark Studios also specialises in the creation of new, original content for its network, such as animated and live-action shorts; toy-play and stop-motion videos; preschool counting and alphabet videos; nursery rhymes and more.

**Every 90 days excluding China.*