



CPLG MENA takes on rights to FC Barcelona; and adds new licensing manager for the MENA territory

London, UK, 16th May 2019: CPLG is pleased to announce it has been appointed master licensee for the Middle East and North Africa (MENA) for Futbol Club Barcelona (FC Barcelona). In addition, CPLG has expanded its own team in the MENA region, with the addition of new licensing manager, Roberto Pallottini.

On the 29th November 1899, Hans Gamper founded FC Barcelona alongside 11 enthusiasts -- participants in something which at that time was a relatively unknown sport: football. Since then, the storied club has been home to some of the sport's most famous players, including Lionel Messi, John Cruyff, Maradona, Ronaldinho, Xavi and many more. FC Barcelona is one the most awarded football teams in the world, and the model of football excellence, making real the Barca motto "More than a Club".

FC Barcelona's licensing and merchandising rights are managed by Barca Licensing and Merchandising (BLM), owned by FC Barcelona. On behalf of BLM, CPLG will develop a cross-category licensing programme for a wide range of consumer products, including non-performance apparel; equipment, such as bags, balls and accessories; back-to-school and stationery ranges; toys; novelty gifts; food and beverages; watches; health and beauty products; and homewares.

Pau Pascual, Managing Director of Iberia & MENA at CPLG, said: "FC Barcelona is one of the most successful and most popular clubs of all time and we are delighted to be representing the brand in MENA, where the team has an impressive fan base. The club has an extensive licensing program in many other regions around the world, and our expertise in football licensing will enable us to replicate this success and build a robust merchandising and retail program in MENA."

As part of its growth strategy in the region, CPLG has appointed Roberto Pallottini as Licensing Manager for MENA, reporting to Neesha Law, Commercial Director, CPLG MENA. Based in Dubai, Roberto will work closely with Neesha to expand the CPLG portfolio and develop the existing business across the market. Originating from Italy, Roberto previously held the role of Licensing Category Executive for fashion and household at Rainbow, before moving to Dubai where he held the role of Licensing Manager at 20too Licensing, focusing on softlines across the MENA region.

Neesha Law commented: "We are delighted to welcome Roberto to the CPLG MENA team. His passion and enthusiasm for our properties, together with his experience within the key softlines categories makes him a fantastic addition as we expand our portfolio and footprint in the territory."

For further information, please contact:

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About FC Barcelona

Barça (www.fcbarcelona.cat) is more than a team of great stars, is more than a stadium full of dreams, is more than the goals we've scored and more than the trophies that we've won throughout our history. Barça is MORE THAN A CLUB. More than a club because it is made up of the MORE THAN 144,000 MEMBERS that make the big decisions democratically, because working together is the best way to ensure both sporting and managerial success. More than a club because when we play we want to win, but without neglecting our OWN STYLE. More than a club because we are more than just football: we invest in 5 PROFESSIONAL SPORTS and promote WOMEN'S SPORT. More than a club because we are a SCHOOL FOR LIFE that educates people through sport. We don't just want to attract the greatest players but also use "La Masia" to nurture great people that are recognized and recognizable both on and off the field. More than a club because we feel that such VALUES as humility, ambition, effort, teamwork and respect are just as important a part of the way we play as winning. More than a club because without forgetting our roots in BARCELONA and our Catalan identity and culture, we have always been open to the world, and have become a meeting point for different people, cultures and nations. More than a club because we are firmly committed to SOCIAL CHANGE. We believe in the power of sport to change. More than a club because we work with the finest professionals and experts in the world of sport, generating knowledge that we share in order to set new standards in SPORTING KNOWLEDGE AND INNOVATION. That's why we are more than a club, because we spend every day working hard to be the best and to make the world into a better place, by not only imagining a more prosperous future, but by really making it happen

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

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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.