



Hasbro Consumer Products Expands Partnership with WildBrain CPLG on eOne Brands

Popular Hasbro-owned eOne brands Peppa Pig, PJ Masks and Ricky Zoom added to agency's rights for Nordics and Central and Eastern Europe

New licensing partners secured across Hasbro's extensive portfolio in Benelux

London, UK – 26 January 2021 – Following the acquisition of eOne in 2019, Hasbro continues to consolidate its brand-licensing representation across EMEA. As a result, leading licensing agency WildBrain CPLG has been appointed, through an expansion of its partnership with Hasbro Consumer Products, to represent eOne brands Peppa Pig, PJ Masks and Ricky Zoom in the Nordics and Central and Eastern Europe (CEE). These popular brands from Hasbro's global entertainment studio will join WildBrain CPLG's existing representation in these territories for Hasbro Consumer Products brands My Little Pony, Play-Doh, Monopoly and Nerf. WildBrain CPLG's remit on the Hasbro/eOne portfolio in Nordics and CEE includes Merchandising, Publishing, Promotions and short-term Location-based Entertainment.

"We're very excited about expanding our partnership with WildBrain CPLG Nordic and CEE to represent the full combined Hasbro and eOne portfolio locally," says Delphine de Kool, Licensing Director for EMEA Agents at Hasbro. "With a complete portfolio representation and WildBrain CPLG's local licensee and retail relationships, we see these regions as strong growth markets to continue to deepen our consumer connections and drive meaningful 360-degree retail programs."

Slawomir Ekiert, Managing Director CEE and Nordics for WildBrain CPLG, said: "We've established a very successful relationship with Hasbro across many of the company's most popular and iconic family brands in key markets, and the addition of these beloved properties to our rights adds further breadth and depth to our partnership. Together with Hasbro, we look forward to building new opportunities to grow these brands in the Nordics and CEE and to creating greater synergy across our European activity."

WildBrain CPLG already handles Hasbro and eOne brands in Benelux and has scored a raft of new local deals across both portfolios in the territory. For My Little Pony, Canenco is on board for plush, children's jewelry and make-up to support the brand's upcoming movie this October. For Nerf, Durabo is creating headphones and speakers, and Kubbinga is creating bicycles with matching gear. For Peppa Pig, Sambro is launching large-size plush, and Durabo is developing a range spanning arts and crafts, outdoor toys, headphones and speakers. Further new local partners secured by WildBrain CPLG's Benelux team include: W&O Products, The Cookie Company, Airquee, Karsten, RMS Europe, TM Essentials, Vondels, Leomil, Stationery Team Europe and Aymax.



In addition to its representation of Hasbro properties in CEE, the Nordics and Benelux markets, WildBrain CPLG also handles Hasbro's Merchandise, Publishing, Promotions and short-term Location-based Entertainment business in Turkey.

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About Hasbro

Hasbro (NASDAQ: HAS) is a global play and entertainment company committed to Creating the World's Best Play and Entertainment Experiences. From toys, games and consumer products to television, movies, digital gaming, live action, music, and virtual reality experiences, Hasbro connects to global audiences by bringing to life great innovations, stories and brands across established and inventive platforms. Hasbro's iconic brands include NERF, MAGIC: THE GATHERING, MY LITTLE PONY, TRANSFORMERS, PLAY-DOH, MONOPOLY, BABY ALIVE, POWER RANGERS, PEPPA PIG and PJ MASKS, as well as premier partner brands. Through its global entertainment studio, eOne, Hasbro is building its brands globally through great storytelling and content on all screens. Hasbro is committed to making the world a better place for all children and all families through corporate social responsibility and philanthropy. Hasbro ranked among the 2020 100 Best Corporate Citizens by 3BL Media, has been named one of the World's Most Ethical Companies® by Ethisphere Institute for the past nine years, and one of America's Most JUST Companies by Forbes and JUST Capital for the past four years. We routinely share important business and brand updates on our Investor Relations website, Newsroom and social channels (@Hasbro on Twitter and Instagram, and @HasbroOfficial on Facebook.)

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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 45 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.