



TECHNICOLOR APPOINTS SIMBA TOYS AS MASTER TOY PARTNER FOR AWARD-WINNING ANIMATED SERIES *THE DEEP*

September 13th 2017: Technicolor has appointed Simba Toys as master toy licensee for the award-winning animated show, *The Deep* (known as *Nektons* in Germany), in a deal brokered by licensing agency CPLG, a DHX Media company.

Under the Simba brand, the toy company will initially release a range of figures, playsets and role-play toys and accessories, before expanding into outdoor, die-cast and radio-controlled vehicles and wheeled toys. The first toys will roll out at retail in Germany, Austria, Switzerland, UK and Nordic countries in Q3 of calendar 2018.

“We are thrilled to be working together with a world-class company like Simba Toys,” commented Pam Kunick Cohen, Head of Brand Management, Licensing and Merchandising, Technicolor. “Their enthusiasm for *The Deep* and willingness to collaborate at every stage of development ensures a robust toy line that will truly capture the essence of the brand.”

“*The Deep* is a top-rated animated series in several countries already and expanding in others rapidly. We are looking forward to developing this exciting property together with Technicolor into a strong global license by creating an exciting and interactive toy range. The key elements of these undersea adventures such as action, cool vehicles, animals and good versus evil, fit perfectly for the target group of kids 6-9 years,” added Werner Lenzner, Licensing & Strategic Development Manager of the Simba Dickie Group.

“*The Deep* is a hugely popular cross-generational show and its diversity appeals to families worldwide -- the characters are not from a specific place in the world, they are from anywhere and everywhere,” said CPLG’s EVP, Steve Manners. “With an instinctive flair and knowledge of the industry, we are confident that Simba Toys will develop products with a distinctive design to capture the excitement and fantastical elements of the series and bring them to life in a unique toy line.”

The Deep series airs in over 130 markets around the world and follows the adventures of the Nekton family, a brilliant team of underwater explorers.

Season two’s much anticipated new episodes debuted on Australia’s ABC ME daily from August 22, ranking as the top-rated show for the channel that day; and rolled out weekly in July on the UK’s CBBC in their popular Faves at Five slot, quickly ranking as the #1 series for Kids 6-12 for the week beginning July 31, according to BARB. Season two also debuted on September 5 on Canada’s Family CHRGD.

Additional broadcast partners for season two include: Super RTL (Germany), Netflix (U.S.), Universal Kids (U.S.), Nickelodeon (Greece), NRK Super (Norway), YLE (Finland), POP (Italy), Biggs (Portugal), RTBF’s OUFtivi (Belgium), MBC3 (Middle East), Minimax (CEE), KidZone TV (Baltics), Multimania (Russia), Hop! (Israel), SVT (Sweden), TSR (Switzerland), SRC (French Canada), and Zap (Angola and Mozambique).



The Deep has resonated with kids around the world, garnering numerous international industry nominations and awards, including the 2017 Kidscreen Award for Best New Series (Kids Category); the Golden Sparrow Award at the German Children's Media Festival; and multiple nominations for the 50th Annual AWGIE Awards in Australia for Children's Television, with writer Thomas Duncan-Watt winning the AWGIE for his script *Beware The Sentinels* in the Children's Television category 'C' Classification, children's 5-14 years.

The Deep is a co-production between Australia-based A Stark Production (scripts, design and music) and Canada-based DHX Media (animation, voices and post-production), with distribution also handled by DHX Media. Technicolor, the underlying rights holder to *The Deep*, has oversight of the brand's licensing extensions with CPLG, a DHX Media company and one of the world's leading licensing agencies, serving as the multi-territory licensing agent for the brand, including North America, EMEA (excluding Germany) and Latin America.

The Deep is based on the Aurealis Award-winning graphic novel series created by multi-award-winning best-selling comic book author and playwright Tom Taylor (*All New Wolverine*, *Earth 2*, *Superior Iron Man*, *Batman: Legends of the Dark Knight*, *Injustice: Gods Among Us*, *Star Wars: Blood Ties*), illustrated by James Brouwer (*Justice League Beyond*), and published by Gestalt Comics.

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About CPLG:

CPLG (www.cplg.com) is one of the world's leading entertainment, sport and brand licensing agencies with offices in the UK, Benelux, France, Germany, Italy, Spain, Sweden, Poland, Middle East, Greece & Turkey and the US. 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 partnership is about clarity, openness and trust, and is widely known for its no-nonsense, straightforward approach; Expert Common Sense.

About DHX Media Ltd.

DHX Media Ltd. (TSX: DHX.A, DHX.B; NASDAQ: DHXM) is a leading children's content and brands company, recognized globally 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 20 offices worldwide. Visit us at www.dhxmedia.com.

About Simba Toys:

Simba Toys was founded by Fritz Sieber and his son Michael on 1st May 1982. The company has many different brands for all ages. Babies learn about their world with the Simba range of baby toys. Steffi and Evi Love dress-up dolls are the stuff of young girls' dreams, and creative development comes into play with Simba Art&Fun. Squap, the ultimate game of outdoor fun, started as a summer hit and has become a long runner. Simba Toys is a part of the Simba Dickie Group.

About the Simba Dickie Group

As one of the top five toy manufacturers in Europe, the Simba Dickie Group operates internationally with a workforce of 3,050 people. The family-owned company founded by Fritz and Michael Sieber in 1982 saw its turnover reach €640m in 2016. The Group's product range now comprises more than 4,000 exciting items, from the popular BIG BOBBY CAR and Schuco collector's models to the dress-up doll Steffi Love from Simba Toy, the wooden building blocks from Eichhorn and toy cars from Majorette. The corporate philosophy can be described in five words: we love to make toys. This guiding principle is reflected in the values responsibility, authenticity, innovation, quality and service.