



## CPLG and Tycoon forge Strategic Alliance

**London, 7<sup>th</sup> March 2017:** Two of the world's leading entertainment and brand licensing agencies, CPLG and Tycoon have joined forces to create a global strategic alliance designed to leverage their respective strengths in their regional markets and maximize key brand opportunities across both agencies.

The alliance provides a 'one-stop-shop' licensing solution for brand owners and retailers looking to work with the best in class in licensing, covering all aspects of content, brand development, retail management, sourcing, branded promotions, and live events across a combined network of EMEA, North America and Latin America.

CPLG, owned by DHX Media, has been at the forefront of the licensing business for over 40 years and in recent years has expanded rapidly from its core European base into North America, Nordics, CEE, Greece, Turkey and MENA. Tycoon, a pioneer of licensing in Mexico for over 25 years, and over 15 years in Latin America, has become a leading licensing network in this vast region. Via offices in Brazil, Chile, Colombia, Costa Rica, Peru and Mexico, Tycoon provides licensees and brand owners a complete solution for the Lat Am region.

Peter Byrne, CPLG's CEO, commented "Licensing is truly a global business and this collaboration with our trusted colleagues at Tycoon is not only a perfect fit but also a natural step in our development. We are like-minded, and have a similar pragmatic approach to the business, along with similar infrastructures and state-of-the-art systems. We look forward to the huge opportunities this can potentially bring."

Elias Fasja, President of Tycoon Group, added "Over the many years we have known CPLG we have represented many of the same clients and have the greatest mutual respect for each other's businesses. We anticipate that teaming up with CPLG can only expand the possibilities and provide solutions of scale for both organizations. We can also learn from each other, which makes us a dominant force in the agency business, without question."

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**For more information, contact:**

Steve Manners, EVP

CPLG

Tel: +44 208 8563 6400

Email: [smanners@cplg.com](mailto:smanners@cplg.com)

Dalia Benbassat, VP Corporate Relations

Tycoon

Tel: +5255 5395 7833 x 245

Email: [dalia@tycoon.mx](mailto:dalia@tycoon.mx)

**About CPLG**

CPLG ([www.cplg.com](http://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](http://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. ([www.dhxmedia.com](http://www.dhxmedia.com)) is the world's leading independent, pure-play children's content company. Owner of the world's largest independent library of children's content, at more than 12,500 half-hours, the Company is recognized globally for such brands as *Teletubbies*, *Yo Gabba Gabba!*, *Caillou*, *In the Night Garden*, *Inspector Gadget*, *Make It Pop*, *Sluggterra* and the multiple award-winning *Degrassi* franchise. As a content producer and owner of intellectual property, DHX Media delivers shows that children love, licensing its content to major broadcasters and streaming services worldwide. Through its subsidiary, WildBrain, DHX Media also operates one of the largest networks of children's content on YouTube. The company's robust consumer products program generates royalties from merchandise based on its much-loved children's brands. Headquartered in Canada, DHX Media has offices in 15 cities globally, and is listed on the Toronto Stock Exchange (DHX.A and DHX.B) and the NASDAQ Global Select Market (DHXM).

**About Tycoon Group**

Tycoon Group is the largest Licensing network in Latin America. Since first start in 1990, Tycoon has been both a pioneer and an agent of transformation and has rewritten the Licensing business in the region for countless brand owners. Structured via on-the ground offices in Mexico, Brazil, Chile, Colombia, Peru & Costa Rica, Tycoon offers comprehensive Licensing services *across the region*. Tycoon's experience includes brands from the character, entertainment, sports and lifestyle fields, and its performance in the development of Merchandising, Promotional and Retail programs has been internationally commended.

Love for brands and business motivation, paired with advanced management systems, Tycoon continues to represent the most professional and passion-driven licensing practice in the region.

As part of its regional operations, Tycoon Group has developed two separate business areas in addition to Licensing & Merchandising: Tycoon Gou Productions, and Blink Solutions.

**About Tycoon-GOU**

Tycoon-Gou Producciones has become one of the top family live entertainment production companies in Latin America.

**The Copyright Promotions Licensing Group Ltd**  
**One Queen Caroline Street, 2<sup>nd</sup> Floor • LONDON W6 9YD**  
**UNITED KINGDOM**  
**+44 (0)20 8563 6400 • F +44 (0)20 8563 6465**

Tycoon-Gou has produced numerous high quality stage shows accomplishing international recognition. Its international network of local promoters and regional offices, guarantees a trustworthy management and proper communication of the shows with the clients as well as the audiences.

Tycoon Gou develops its licensed live shows from casting and scripting to costume and set design. From production and technical support to logistics, booking, marketing and sales.

With more than 20 children licensed shows produced in 19 years, more than 2 million attendants and presentations in every Latin American country, the USA and China, Tycoon Gou has become the first choice for licensors in the live entertainment field.

#### **About Blink Solutions**

Blink Solutions, a Tycoon Group company, provides comprehensive and expert merchandising solutions for any product needs: licensed, non-licensed, private brands and loyalty programs, whether for Retail or promotional purposes.

Via an extensive network of suppliers across the globe, and large retail and consumer product background, Blink offers product that is unique, engaging and relevant. From product sketching, concept and design, to sourcing, manufacturing, brand and quality assurance. Full scope project management in one stop.

#### **Disclaimer**

This press release contains “forward-looking statements” under applicable securities laws with respect to DHX Media including, without limitation, statements regarding the ability of CPLG to leverage brand opportunities individually or as part of a strategic alliance, the ability of CPLG and Tycoon to be able to provide a “one-stop-shop”, and the growth prospects of CPLG and DHX that may result from such strategic alliance. Although the Company 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 the Company. 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 risk factors discussed in materials filed with applicable securities regulatory authorities from time to time including matters discussed under “Risk Factors” in the Company’s most recent Annual Information Form and annual Management Discussion and Analysis, which also form part of the Company’s annual report on Form 40-F filed with the SEC. These forward-looking statements are made as of the date hereof, and the Company assumes no obligation to update or revise them to reflect new events or circumstances, except as required by law.