



WILDBRAIN CPLG CONNECTS WITH NEW EUROPEAN PARTNERS FOR LINE FRIENDS

London, UK – 8 September 2020 – WildBrain CPLG, one of the world’s leading entertainment, sport and brand licensing agencies, has secured a raft of new deals in Europe on behalf of LINE FRIENDS’ brand BROWN & FRIENDS, featuring the brand’s signature characters BROWN, CHOCO, CONY, SALLY and others.

WildBrain CLPG, which represents LINE FRIENDS across Europe and in the UK, has brought on board licensees for BROWN & FRIENDS, including: Blueprint Collections for stationery; Gund for plush; Kokomo for health and beauty; Misirli for socks; Poetic Brands for daywear and nightwear; Portico Designs for calendars; and Zak Designs for melamine. For France, WildBrain CPLG has secured a deal with Undiz for an underwear and nightwear range, and in Switzerland with Confiland for confectionary. These new products have started rolling out at retail and will continue launching throughout the year, joining LINE FRIENDS’ existing global deals with Funko and UNIQLO.

Additionally, Atomic10 has been appointed as the PR agency for LINE FRIENDS in the UK. The agency will work with influencers and media partners to support licensees’ product launches and expand LINE FRIENDS’ fan base in the market.

John Taylor, VP Northern Europe and Managing Director UK and France at WildBrain CPLG, said: “Instantly recognisable, the LINE FRIENDS and BROWN & FRIENDS characters have quickly become part of Gen Z and Millennials’ daily lives internationally. We’re excited to be expanding the brand’s European licensee base with bold new products which are ideal for fashion conscious fans, and having Atomic10 on board in the UK will provide invaluable support as we get the word out to tweens, teens and young adults in the market.”

These new partnerships follow LINE FRIENDS’ recent win at the Licensing International Excellence Awards 2020, where BROWN & FRIENDS was named the Best Digital / App / Video Game Brand.

For more information, please contact:

Aimée Norman at DDA Blueprint PR

aimee@ddablueprint.com

+44 (0) 7957 564 050

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.

About Line Friends

LINE FRIENDS is a global character brand which originally started from BROWN & FRIENDS, created for use as stickers for the leading mobile messenger app LINE and its 200 million active users worldwide. Taking a step further, the company has emerged as a global creative studio by offering diversified content based on its wide array of Intellectual Property (IP)s including 'BT21', 'Animation Running Man', 'ROY6' and 'Usamaru'. LINE FRIENDS also has collaborated with a number of renowned brands including Bang&Olufsen, Leica, Lepetto, Converse, LAMY and Brompton, all aligned with the company's philosophy and value to showcase premium character products. LINE FRIENDS has operated more than 200 stores in a total of 14 markets in trend-leading cities such as New York, LA, Tokyo, Seoul and Shanghai. Since it became an independent company in January 2015, LINE FRIENDS continues to win the hearts of millennials worldwide through interactive digital communication and differentiated brand experience across multiple retail touchpoints. For more information, please visit www.LINEFRIENDS.com.