



WILDBRAIN CPLG IS APPOINTED LICENSING AGENT IN IBERIA AND GERMANY FOR SANRIO

WildBrain CPLG to expand merchandise offering for characters including Hello Kitty, My Melody, Aggretsuko, Gudetama and Little Twin Stars

London UK – 19 May 2020 – Sanrio and WildBrain CPLG today announced that the licensing agency is to represent the portfolio of popular Sanrio character brands including Hello Kitty, My Melody, Aggretsuko, Gudetama and Little Twin Stars across Iberia (Spain and Portugal) and Germany.

WildBrain CPLG, one of the world's leading entertainment, sport and brand licensing agencies, will expand on Sanrio's existing consumer products programmes and take its brands into new categories in Iberia, with a focus on fashion accessories, homewares, and collaborations with local brands. For Germany, WildBrain CPLG will handle all categories including apparel to bolster the ranges currently available at leading retailers including C&A, Zalando, Otto, Ernsting's family, Lidl and myToys.

Sanrio is a global lifestyle brand best known for the pop icon Hello Kitty. Last year saw the company mark 45 years of Hello Kitty with a host of worldwide initiatives including global fashion collaborations with some of the world's best known brands including Levi's, Puma, Furla and Converse; tie-ups with high-end fashion designers to create limited edition products, such as Balenciaga and GCDS; campaigns with social media influencers; and exhibitions and experiences to immerse fans in Hello Kitty's world of happiness, friendship and fun.

The Hello Kitty brand has also seen extensive growth with fast-fashion retailers around the world, including Zara, H&M, Primark and Desigual, amongst others. Additionally, Sanrio recently announced a global master toy partnership with Mattel to develop toys and games inspired by a range of characters from its portfolio, which will roll out from Autumn 2020.

Also this year, Sanrio is celebrating its 60th anniversary with new initiatives, turning the spotlight onto more of its beloved characters: fans will be invited to join digital campaigns, with more social media fun, exciting influencer tie-ups and competitions. In addition, new collaborations with fashion and other partners are launching with limited-edition collections.

Maarten Weck, Executive Vice President and Managing Director at WildBrain CPLG, said: “After working with Sanrio to celebrate Hello Kitty’s 35th anniversary in 2009, we’re excited to be teaming up with them once again. Sanrio’s diverse and charming portfolio of characters is known and loved across Europe, and we’re looking forward to forging new licensing partnerships to bring them to life for fans across Iberia and Germany during Sanrio’s landmark 60th anniversary year and beyond.”

Silvia Figini, Chief Operating Officer Sanrio – EMEA, India and Oceania and Mr Men – Worldwide, commented: “We are happy to collaborate with a global agency such as WildBrain CPLG in two of our main markets. Their international expertise and our strong heritage will create a successful partnership, and we are confident that together we will boost our amazing portfolio of characters in all the product categories.”

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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.

About Sanrio

Founded in 1960 in Japan, Sanrio has turned the gift-giving tradition into company’s “Small Gift, Big Smile” mission to help people express their heart felt feelings.

It's more than just a catchy phrase; it's the foundation of everything we do, and we're proud to say we've been creating smiles for over 45 years.

Throughout the years the Company has created and licensed over 400 characters appealing on ages 0 to forever. It is indeed not only home to superstar Hello Kitty, but a global brand concentrating on marketing classic characters like My Melody, Kerokerokeroppi, Bad Badtz-Maru, Little Twin Stars, Cinnamoroll, Pompompurin, Gudetama, the new entry Aggretsuko and the British icons Mr. Men Little Miss. Sanrio today joins forces with the most respected companies in fashion, streetwear, cosmetics, hi-tech, toys to bring smiles on the coolest brands.