



COMMUNIQUÉ DE PRESSE

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UBISOFT EXPANDS WILDBRAIN CPLG REPRESENTATION WITH RAYMAN LICENSING RIGHTS IN FRANCE

Expanded representation unlocks new consumer products opportunities for Rayman, as the enduring video game franchise celebrates its 30th anniversary



Paris & London, October 29. Ubisoft is proud to announce it has expanded its representation agreement with WildBrain CPLG, a trusted licensing partner for leading brands worldwide, granting licensing rights for the iconic *Rayman* video game franchise in France. The announcement coincides with the franchise's 30th anniversary celebrations in Q4 2025 and ahead of Paris Games Week 30 October – 2 November 2025.

The new rights build on WildBrain CPLG's successful longstanding partnership with Ubisoft in the French market for its *Les Lapins Cretins* (Raving Rabbids) brand. Under the expanded agreement, WildBrain CPLG will spearhead a strategic cross-category licensing programme for *Rayman*, targeting key merchandising categories, including apparel and accessories, toys and collectibles, homewares, publishing, stationery, promotions, and more.

"Our collaboration with WildBrain CPLG marks a new chapter in the evolution of the Rayman licensing program. We're excited to see how this partnership will expand its reach and inspire meaningful brand experiences across fashion, collectibles, and more," says François Tallec, VP Partnerships & Consumer Products at Ubisoft.

Clémentine Goutaine, Commercial Director, France, WildBrain CPLG, adds: *"Rayman is a truly iconic character whose unique visual identity and whimsical universe have captivated fans for*

three decades. As Ubisoft marks this significant milestone, expanding our partnership in France presents exciting opportunities to bring Rayman to life offscreen through fresh and innovative consumer products and experiences that celebrate the brand's enduring appeal."

Rayman has been a video game icon since his debut in 1995. Rayman is a character without arms or legs, giving him a totally unique artistic look that has appealed to the whole world. The franchise then gained cult status with major sequels such as *Rayman 2: The Great Escape* (1999), *Rayman 3: Hoodlum Havoc* (2003), *Rayman Origins* (2011), and *Rayman Legends* (2013). With an atmosphere that is magical, absurd, and poetic all at once, Over the coming months, the brand's social media accounts and those of the Montpellier studio will take you back in time and immerse you in the world of Rayman through exclusive content: concept art, interviews, behind-the-scenes footage, giveaways, and more.

The Rabbids were born from a spin-off of the Rayman universe and quickly became a popular phenomenon. Originally simple enemies, the Rabbids have won over audiences of all ages with their crazy, unpredictable and hilarious behavior. They parody pop culture, humans, animals and even video games. Their design makes them instantly recognizable. They have also become stars of TV and amusement parks in many countries.

About Ubisoft Ubisoft is a creator of worlds, committed to enriching players' lives with original and memorable entertainment experiences. Ubisoft's global teams create and develop a deep and diverse portfolio of games, featuring brands such as Assassin's Creed®, Brawlhalla®, For Honor®, Far Cry®, Tom Clancy's Ghost Recon®, Just Dance®, Rabbids®, Tom Clancy's Rainbow Six®, The Crew® and Tom Clancy's The Division®. With a Ubisoft+ subscription, players can access new releases, premium editions and extra content on Day One on PC, console and cloud. For the 2024-25 fiscal year, Ubisoft generated net bookings of €1.85 billion. To learn more, please visit: www.ubisoftgroup.com.

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About WildBrain CPLG

WildBrain CPLG is a trusted licensing partner for leading brands worldwide, offering 50 years of expertise building consumer products and location-based entertainment programmes across the entertainment, sport, corporate and lifestyle sectors. With over 20 offices serving the UK, Europe, India, the Middle East, China, Asia Pacific and the US, WildBrain CPLG combines the strength of global reach with expertise in local markets to achieve the best results for partners. Our passionate teams consistently challenge themselves to explore new and innovative ideas and opportunities in partnerships, activations, creative and business processes to celebrate and build brands. At WildBrain CPLG, we believe that collaboration is about clarity, openness and trust, and we are widely known for our no-nonsense, straightforward approach. Our ASPIRE division offers expert Corporate & Lifestyle brand representation and management. WildBrain CPLG is part of WildBrain Ltd., a global leader in kids' and family entertainment. Please contact us or visit the WildBrain CPLG website for more information: www.cplg.com.

