



WILDBRAIN CPLG EXTENDS THE JOY OF PLAYMOBIL® TO FANS GLOBALLY THROUGH NEW LICENSING COLLABORATIONS

Multiple cross-category partners include McDonalds, Kia Motors, Really Nice Things, Sahinler, Leblon Delienne, and more

London, UK – 9th September 2025 – WildBrain CPLG, a trusted licensing partner for leading brands worldwide, is expanding the licensing programme for renowned toy brand PLAYMOBIL®, with new cross-category products and standout promotional collaborations across the globe. As master licensee for PLAYMOBIL®, WildBrain CPLG handles worldwide rights across the brand's core and franchise programmes for the Horst Brandstätter Group.

For over 50 years, PLAYMOBIL® has captivated children and collectors worldwide with its innovative toy figures and play worlds that inspire imagination, storytelling and creativity. Supporting PLAYMOBIL®'s refreshed brand strategy for 2025, which aims to strengthen relevance, reach new audiences, and accelerate globalisation through creative campaigns and innovative product portfolios, the expanded licensing programme for kids and adults includes a wave of new partnerships across promotions, home, apparel, accessories, and health and beauty.





Meike de Vaere, SVP, Partnerships & Business Development, WildBrain, said: “PLAYMOBIL® has incredibly enduring appeal, and its unmistakable design continues to fuel major global collaborations and innovative market-led products inspired by playfulness and imagination. These new partnerships reflect PLAYMOBIL's multigenerational appeal, and our commitment to bringing joy to fans and families around the world through fun and unique consumer products and experiences.”

Playful new promotions around the world

A global collaboration with McDonald's, launched in June 2025, sees exclusive PLAYMOBIL® Wild Animals figurines made from plant-based plastic featured in the restaurant chain's signature Happy Meals. Marking PLAYMOBIL®'s second collaboration with McDonald's, the promotional campaign is rolling out internationally and will reach over 70 countries worldwide by spring 2026.

In South Korea, Kia Motors has partnered with PLAYMOBIL® to create specially designed PLAYMOBIL® x Kia figurines. Unveiled at the Seoul Mobility Show in April, each exclusive PLAYMOBIL® character has been paired with a vehicle under five different themes: driver, startup CEO, camper, courier, and professional technician. Fans can purchase the PLAYMOBIL® figures and other limited-edition merchandise online and at speciality retailers in South Korea.





In Europe, Nomad Foods' PLAYMOBIL® promotion, which sees consumers receive a figurine upon purchase of products from the Findus, Iglo, or Birds Eye ranges, is rolling out in Belgium this September, following its launch across multiple markets starting in 2023. A collaboration with Uργο in the Benelux will see a PLAYMOBIL® figurine promotion with Alvityl Multi-Vitamins roll out from September to December 2025.

Creative consumer products across home, apparel, accessories, and health and beauty

In multi-territory European collaborations, Adapta Blue's Really Nice Things brand has unveiled a collection of PLAYMOBIL® inspired high-end home textiles, storage and accessories; Lifestyle will release an extensive homewares range, including coffee cups, travel mugs, thermos, a money bank, flowerpots, and lunchboxes, available from September; and Paul Hartmann is on board for adhesive band aids rolling out in Autumn 2025. In France this autumn, CA Finance will launch a footwear collection, while Sahinler debuts an apparel range in the country. In MENA, Chloe Media is set to unveil an apparel collection in spring/summer 2026.

Extended collections from existing global partners, including Boyhood's high-end decorative collectible wooden 3D figurines and Leblon Delienne's premium resin sculptures, are also rolling out this autumn/winter.

To learn more about licensing opportunities for PLAYMOBIL®, visit the WildBrain CPLG team at Brand Licensing Europe at stand B171.

For more information, please contact:

Louisa Danquah, Marketing & Communications Specialist, Global Partnerships & Licensing
Louisa.danquah@wildbrain.com

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.

About PLAYMOBIL®



For over 50 years, PLAYMOBIL has been inspiring children and adults alike with its diverse themed worlds. The iconic, 7.5 cm tall PLAYMOBIL figures are at the centre of the creative, multi-award-winning system toys—they invite children to slip into different roles, experience exciting adventures and create their own world.

PLAYMOBIL inspires curious minds to give free rein to their imagination, inspire their curiosity and boost their self-confidence - with endless possibilities. Since its market launch in 1974, over 3.8 billion figures have been produced. Today, PLAYMOBIL is represented with over 40 play themes in around 100 countries worldwide.

PLAYMOBIL is a brand of the Horst Brandstätter Group based in Zirndorf near Nuremberg. The internationally active group of companies unites strong brands that stand for quality, innovation and design. In addition to PLAYMOBIL, LECHUZA is also part of the Horst Brandstätter Group - known for its high-quality planters with intelligent irrigation systems.