

Miraculous Corp Appoints WildBrain CPLG to Lead Licensing Efforts Outside the Americas

Expanded representation strengthens six-year alliance with WildBrain CPLG



Hollywood, CA – October 1, 2025— Miraculous Corp, the global entertainment powerhouse behind the beloved *Miraculous*® franchise, today announced the appointment of leading licensing agency, WildBrain CPLG, as its licensing partner in most regions outside of the Americas. The new representation significantly expands Miraculous Corp’s successful six-year relationship with WildBrain CPLG across Germany, Switzerland, and Austria (GSA).

The multi-year partnership, which commences October 1, 2025, marks a significant step in Miraculous Corp’s global expansion strategy as it celebrates the franchise’s milestone 10th anniversary in 2025. WildBrain CPLG will lead licensing efforts in multiple key markets across EMEA and Asia-Pacific, focusing on long-term brand development in key consumer products categories. Broadcast partner TF1 will continue as the agent for France, maintaining local expertise and continuity for the brand.

“*Miraculous* is more than a global hit—it’s a cultural movement that has ignited the imagination of millions of fans worldwide,” said **Roz Nowicki, Global Head of Consumer Products, Miraculous Corp.** “As we continue to accelerate our international expansion, it makes sense to consolidate our efforts. WildBrain CPLG have been an outstanding partner for six years across

Germany, Switzerland and Austria, and they bring the strategic vision and operational excellence essential to grow the Miraculous franchise into new markets and categories with a strong emphasis on product innovation. They are the ideal collaborator to help us take this next bold step on our mission to inspire future heroes to change the world.”

WildBrain CPLG will oversee licensing for Miraculous Corp across a wide range of consumer product categories, including apparel and accessories, consumer electronics, homeware and domestics, food and beverage, footwear, health and beauty, novelty and gift items, paper products, promotions, school and art supplies, pet products, and sporting goods. In addition, WildBrain CPLG will handle local language publishing and toys and games.

With *Miraculous: Tales of Ladybug & Cat Noir* now in its sixth season and season seven in production, and with multiple new content formats and spin-off series on the horizon—including *Miraculous Chibi* (Q4 2025) and *Miraculous Stellar Force™* (2027)—the *Miraculous®* universe continues to evolve with powerful themes of courage, identity, and empowerment. Through this expanded licensing partnership, Miraculous Corp aims to bring fans closer to the world of *Ladybug & Cat Noir* and its next-generation heroes through innovative consumer products.

“We’re incredibly excited to expand our successful partnership with Miraculous Corp at such a pivotal moment in this iconic franchise’s journey,” said **Maarten Weck, EVP, Global Partnerships & Licensing, WildBrain**. “The storytelling, characters, and global reach of *Miraculous* are unmatched, and over the past six years, we’ve seen firsthand the powerful resonance *Miraculous* has with fans. As we take on a broader role across EMEA and Asia-Pacific, with the 2026 launch of *Miraculous – Tales of Ladybug and Cat Noir* Season 7 and the 2027 launch of *Miraculous® Stellar Force™*, we look forward to delivering best-in-class licensing programs that reflect the heart and creativity of the Miraculous universe.”

About Miraculous Corp

Miraculous Corp is the groundbreaking joint venture between Mediawan and ZAG, established in 2024 to unite all facets of the globally acclaimed *Miraculous®* franchise. Mediawan—Europe’s premier independent production powerhouse led by Pierre-Antoine Capton—is known for acclaimed titles such as *Miraculous*, *Adolescence*, *Call My Agent*, *3 Body Problem*, *HIP*, *The Count of Monte Cristo*, and *Rhythm and Flow*. ZAG, the innovative independent animation studio led by Jeremy Zag, has gained global recognition for creating the ZAG HEROEZ Label including *Miraculous* and *Ghostforce*. Headquartered in the United States, Miraculous Corp oversees the franchise’s creative vision and commercial strategy to expand its global footprint and usher in a new era of iconic characters and captivating narratives.

Driven by the mission to inspire future heroes to change the world, Miraculous Corp delivers storytelling that inspires young audiences. Celebrating its 10th anniversary in 2025, the company’s flagship series, *Miraculous: Tales of Ladybug & Cat Noir*, has grown into a worldwide phenomenon through rich animation, emotionally layered themes, and relatable heroes. With a dynamic portfolio that includes new formats like *Miraculous Chibi* and the first spin-off series in

the Miraculous universe, *Miraculous Stellar Force™*, Miraculous Corp is just beginning its journey. With a bold creative mission, an expanding global presence, and new content designed to captivate and empower the next generation, the company is primed to inspire future heroes—one story at a time.

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.