

WILDBRAIN CPLG SCORES ASIA REPRESENTATION FROM DEVOLVER DIGITAL FOR GLOBAL GAMING PHENOMENON FALL GUYS

Agency to represent the record-breaking gaming brand across Asia

First licensees secured to join Bandai, SEGA, Ensky, Kotobukiya and more

London, UK – 6 February 2024 – WildBrain CPLG, a trusted licensing partner for leading brands worldwide, has partnered with Devolver Digital to represent global gaming phenomenon Fall Guys in Asia. Under the new partnership, WildBrain CPLG will now handle consumer products rights across Japan, mainland China, Hong Kong, Macau, Taiwan, South Korea, Thailand, Vietnam, Malaysia, Singapore, Indonesia, Philippines, Brunei, Cambodia, Laos and Myanmar.

WildBrain CPLG will seek to expand Fall Guys' merchandise offering into new categories, including apparel, accessories, homewares, stationery and collectibles, to grow awareness of the brand through a creative consumer products programme. The partnership was secured by WildBrain CPLG's Singapore team, led by Ben Peace, VP APAC.



WildBrain CPLG has already signed new licensees for Fall Guys in Japan, including Caitac Family for adult apparel and accessories and Tachibana for pillows and homewares. They join an existing Fall Guys licensee base which includes Bandai, Ensky, SEGA, Kotobukiya and more.



Fall Guys is a free-to-play multiplayer battle royale game with cross-platform functionality, in which players compete in increasingly chaotic rounds of obstacle races until only one lucky winner remains. The game launched in 2020 with the free-to-play version following in June 2022. This was one of the most successful gaming launches of the year, securing the record for the most downloaded game on PlayStation. It continues to maintain its position in the top 10 free to play games globally.

Peace said: “Gaming brands are hot property, and Fall Guys has quickly become a fan favourite, capturing the imaginations of millions around the world. As the game’s popularity continues to surge, we’re seeing a rapidly growing appetite for merchandise, and we’re responding with an ambitious licensing programme to offer fans new ways to celebrate the game. Fall Guys is the perfect addition to our expanding portfolio of popular entertainment properties, and we look forward to leveraging our expertise to build a creative portfolio that engages fans across APAC.”

Fée Heyer, Head of Global Licensing & Partnerships at Devolver Digital, said: “WildBrain CPLG is the perfect partner to help us expand the Fall Guys consumer products programme throughout Asia—the spiritual home of video games. The agency has built amazingly creative, well-considered and consumer-centric programmes for entertainment royalty over the years, and we can’t wait to see what they have planned for Fall Guys across the APAC region.”

The addition of Fall Guys to WildBrain CPLG’s growing representation portfolio in the APAC region follows its recent growth including dedicated new offices and teams in Seoul, Taipei and Singapore, as well as an expanding Shanghai team. Fall Guys join an impressive portfolio represented by the Wildbrain CPLG APAC offices, including Peanuts, Teletubbies, Strawberry Shortcake, In the Night Garden, PLAYMOBIL®, Sonic Prime/SEGA, Sauber Motorsport’s racing team Alfa Romeo F1 Team Stake, Master Lock and Yale University.

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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.

About Devolver Digital

Purveyors of fine digital entertainment wares from independent artists worldwide. Owned and operated by a team that replies to internal email threads with a non-stop deluge of hilarious gifs and passive aggressive shots at one another. A collection of individuals who work with independent developers from all over the world to produce and promote some of the most original, eccentric, and beloved games of the past decade. <https://devolverdigital.com/>