

SUPERCCELL EXPANDS WILDBRAIN CPLG PARTNERSHIP WITH CONSUMER PRODUCTS PROGRAM FOR HIT GAME BRAWL STARS

- Supercell and WildBrain CPLG expand their existing partnership to launch global cross-category consumer products for Brawl Stars, a mobile game with over \$2 billion in lifetime revenue
- The licensing deal will explore opportunities across toys, apparel, publishing, gifting, collectibles, consumables, and housewares



22nd May 2024 - Supercell is expanding its partnership with WildBrain CPLG, a trusted licensing partner for leading brands worldwide, to bring Brawl Stars consumer products to millions of fans across the globe.

WildBrain CPLG already represents Supercell's smash-hit gaming franchise The World of Clash, inclusive of mobile games Clash of Clans and Clash Royale, which have together racked up over 4 billion in downloads.

The signing of WildBrain CPLG to represent global licensing rights (excluding China) for Brawl Stars will see the brand exploring consumer product opportunities across toys, apparel, publishing, gifting, collectibles, consumables and housewares.

Brawl Stars launched in 2018 and is a fast-paced multiplayer mobile game for iOS and Android devices that has surpassed over \$2 billion in lifetime revenue. The game has boomed in 2024, recording its highest ever global player (monthly active users) numbers. Supporting this growth are the game's social media channels, with over 16 million subscribers on the game's YouTube channel, plus over 19 million combined followers across platforms such as Facebook, Instagram, TikTok, X, Discord, Reddit and Twitch.

Building off an early licensing program for a Brawl Stars IP collaboration that was successful in the Asia and European markets, the new global cross-category consumer products program will focus on the core gaming style of Brawl Stars.



Andrea Fasulo, Head of Global Licensing, Supercell, said: “Millions of fans are engaging with Brawl Stars every day, and our role is to find new ways to bring the in-game world they love into real life. We are thrilled to expand our partnership with WildBrain CPLG by adding Brawl Stars to their roster, and to work with them to build a licensing program that gets our players excited and builds the momentum of our growing portfolio of IP.”

Maarten Weck, EVP, Global Partnerships & Licensing, WildBrain, said: “Brawl Stars is one of the biggest mobile games in the world and we’re excited to be bringing a huge licensing programme to markets across the globe in partnership with Supercell. With gaming brands in popular demand, powerhouse IPs like The World of Clash and Brawl Stars, where the number of players is growing daily, means they are set for long term consumer products growth.”

-ENDS-

Notes to Editors

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About Supercell

Supercell is a game company based in Helsinki, Finland, with teams in Los Angeles, San Francisco, Seoul, and Shanghai. Since its launch in 2010, the company has brought five games to the global market: Hay Day, Clash of Clans, Boom Beach, Clash Royale, and Brawl Stars. Supercell’s dream is to create games that as many people as possible play for years and that are remembered forever.

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.