



WILDBRAIN CPLG EXPANDS SPIN MASTER RELATIONSHIP WITH GLOBAL REPRESENTATION OF VIDA THE VET™

Rights for hit preschool series build on WildBrain CPLG's extensive slate of Spin Master brands

New representation also includes Spin Master's Rubik's® Cube™ and Tech Deck™ as well as new territories for Unicorn Academy™

London, UK – 16 September 2024 – WildBrain CPLG, a trusted licensing partner for leading brands worldwide, is expanding its relationship with Spin Master to include global representation of hit preschool franchise *Vida the Vet* in UK and Eire, Europe (excluding France), Central and Eastern Europe (CEE), Middle East and Africa (MENA) and Asia-Pacific (APAC) including China, Japan and Korea (excluding Australia and New Zealand).

WildBrain CPLG's consumer products programme will target multiple categories including apparel, accessories, homewares, back-to-school, gifting, partyware and food & beverage. The extensive program will launch in 2025 in the UK and roll out to further territories in 2026 and beyond.



Enjoyed internationally by fans on such platforms as CBeebies, Netflix, and Treehouse, *Vida the Vet* follows ten-year-old Vida, an animal doctor who nurtures the woodland creatures who live outside her home. Whether there's a fox with a sprained paw, a turtle with an itchy toe or a tiger with an aching tooth, Vida is the vet for the job. With quick thinking, a doctor's intuition and the help of her closest friends, Vida helps the adorable animals and makes sure they get the care they need.



Expanding Spin Master representation portfolio

The expanded relationship with Spin Master also includes representation of popular brands *Rubik's* and *Tech Deck* across multiple territories. WildBrain CPLG will represent *Rubik's* in Europe (excluding UK, France, Benelux and Switzerland), MENA and APAC including China and Korea (excluding Japan, Australia, New Zealand). For *Tech Deck*, WildBrain CPLG will handle licensing rights for Europe, MENA and APAC including China, Japan, Korea (excluding Australia, New Zealand).

In a further deepening of the relationship, Spin Master has also extended territory rights handled by WildBrain CPLG for fantasy-adventure children's franchise *Unicorn Academy* to CEE, MENA and Asia Pacific (excluding Australia/New Zealand) building on WildBrain CPLG's current representation in the Nordics, Iberia, Italy and Benelux.

Meike de Vaere, SVP Partnerships & Business Development, WildBrain CPLG, said: "*Vida the Vet* is a fantastic addition to our growing slate of Spin Master brands, and we see considerable potential for this captivating preschool series across key product categories. Spin Master has deep experience creating award-winning content and engaging stories that resonate with kids and families, and we're excited to bring new products and experiences to fans across the globe. With our growing capabilities in APAC and China, we're especially looking forward to working with Spin Master to further extend their brands into these dynamic markets."

For more information, please contact:

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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 Spin Master

Spin Master Corp. (TSX:TOY) is a leading global children's entertainment company, creating exceptional play experiences through its three creative centres: Toys, Entertainment and Digital Games. With distribution in over 100 countries, Spin Master is best known for award-winning brands PAW Patrol®, Hatchimals®, Bakugan®, Kinetic Sand®, Air Hogs®, Melissa & Doug®, Rubik's® Cube and GUND®, and is the global toy licensee for other popular properties. Spin Master Entertainment creates and produces compelling multiplatform content, through its in-house studio and partnerships with outside creators, including PAW Patrol, Unicorn Academy™, Vida the Vet™ and numerous other original shows, short-form series and feature films. The Company has an established presence in digital games, anchored by the Toca Boca® and Sago Mini® brands, offering open-ended and creative game and educational play in digital environments. Through Spin Master Ventures, the Company makes minority investments globally in emerging companies and start-ups. With 29 offices spanning nearly 20 countries, Spin Master employs close to 3,000 team members globally. For more information visit spinmaster.com or follow-on Instagram, Facebook and Twitter @spinmaster.