

PENGUIN VENTURES APPOINTS WILDBRAIN CPLG TO REPRESENT THE WORLD OF PETER RABBIT™ IN THE U.S. AND CANADA

Multi-year deal signed to drive cross category growth for literary heritage brand

London & New York – 16 April 2025 – Penguin Ventures, the consumer products and experiences team at Penguin Random House Children’s UK, has appointed WildBrain CPLG, a trusted licensing partner for leading brands worldwide, to represent The World of Peter Rabbit™ across the U.S. and Canada on behalf of brand owner and Beatrix Potter’s original publisher, Frederick Warne & Co. Under the agreement, WildBrain CPLG will manage the consumer products programme rights across merchandise, promotions, digital and experiences.



The licensing program will expand the presence of this classic children’s literary property across multiple categories including apparel, toy, home, gifting, décor and more, ahead of two milestone celebrations: Beatrix Potter’s 160th Anniversary in 2026 and Peter Rabbit’s 125th anniversary in 2027.

David Sprei, Commercial Director, Penguin Ventures, said: “I am delighted to have made this appointment and am confident that this is the start of a long and fruitful partnership with Jasen and his team. It was evident early on that their understanding of the brand and ambitions to grow Peter Rabbit were very much aligned with our strategic and creative plans. This appointment comes at a pivotal time for WildBrain CPLG to take us through two key anniversary years and beyond and there’s already a few deals in the pipeline, so watch this space.”



Jasen Wright, VP North America, WildBrain CPLG, said: “With a timeless heritage spanning over 120 years, The World of Beatrix Potter and beloved character Peter Rabbit have enduring appeal for families and kids around the world. We are looking forward to working closely with David and his team at Penguin Ventures to leverage the significant licensing opportunities for this cherished property in the coming years.”

The World of Peter Rabbit™ also includes beloved characters such as Jemima Puddle-Duck, Benjamin Bunny, Flopsy, Mopsy & Cotton-tail, Mrs. Tiggy-Winkle and Squirrel Nutkin. *The Tale of Peter Rabbit* by Beatrix Potter has sold over 46 million copies around the world and has been translated into 50 languages, having never been out of print since it was first published by Frederick Warne & Co. in 1902.

For more information, please contact:

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About Peter Rabbit™ and Beatrix Potter

The Tale of Peter Rabbit is one of the world’s best-loved children’s books and was originally written by author and illustrator, Beatrix Potter in a picture letter in 1893. It was first published by Frederick Warne & Co. (today an imprint of Penguin Random House) in 1902 and the story has never been out of print since, selling in excess of 46 million copies worldwide. Today over 2 million of Beatrix’s books are sold globally every year, whilst Peter Rabbit has appeared on books and merchandise in more than 110 countries throughout the world. In 2026, we will be celebrating 160 years since Beatrix Potter’s birth. This will closely be followed in 2027 by the 125th anniversary of Peter Rabbit (marking 125 years since we first published Beatrix Potter’s *The Tale of Peter Rabbit*).

Penguin Random House Children’s is committed to growing and protecting The Peter Rabbit™ brand. The World of Peter Rabbit™, one of the world’s largest literary based consumer products and experiences programmes, is managed in-house by Penguin Ventures.

www.peterrabbit.com

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About Penguin Ventures

We’re off the page and on an adventure.

Penguin Ventures is the licensing and consumer products division of Penguin Random House Children’s UK. We manage and exploit our portfolio of iconic literary brands and characters: PETER RABBIT™; THE



SNOWMAN™; THE WORLD OF ERIC CARLE™; FUN WITH SPOT™; FLOWER FAIRIES™ and more, we find new ways to tell the world's favourite stories. Working with best-in-class partners in licensing, retail, promotions, experiential, theatrical, exhibitions; at location-based experiences; and across the digital landscape, we take our beloved characters off the page and on new adventures.

www.penguinventures.co.uk

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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.