



WILDBRAIN PROMOTES BENJAMIN BAO TO GENERAL MANAGER, CHINA, TO DRIVE FURTHER GROWTH UNDER ITS APAC STRATEGY

Newly created role aims to accelerate WildBrain’s business in China for leading brands and drive expanded opportunities for 360° global strategy

London & Shanghai – 5 March 2024 – WildBrain, a global leader in kids’ and family entertainment, has promoted Benjamin Bao to the newly created role of General Manager, WildBrain China, to drive further growth in the territory as part of the company’s overall APAC business. Bao was previously VP, Greater China for WildBrain CPLG, the company’s global licensing agency.

Bao will continue in his focus on accelerating the growth of WildBrain CPLG’s agency business in China, maximizing commercial opportunities in the country for both owned franchises and partner brands. He will also adopt an expanded remit to drive business opportunities in China across WildBrain’s 360° strategic pillars of Content Creation, Audience Engagement and Global Licensing, to accelerate the company’s next stage of growth in the region for iconic brands such as Peanuts, Teletubbies, In the Night Garden, Strawberry Shortcake and more.



Based in Shanghai, Bao will continue to report to Ben Peace, SVP Commercial, Asia-Pacific, MENA and India, WildBrain CPLG, for Global Licensing, while working closely with Maarten Weck, WildBrain’s EVP of Global Partnerships and Licensing, for WildBrain’s 360. Bao will also continue to work closely with Evi Sari, VP, Location-Based Entertainment, who leads WildBrain CPLG’s LBE business in China, reporting to Weck.

Maarten Weck, EVP of Global Partnerships and Licensing, WildBrain, said: “Both China and APAC are rapidly growing and exciting areas of opportunity for us, and we have always taken a bespoke approach to strategy and execution that works hand-in-hand with cultural nuance and local market dynamics. Ben Peace’s global vision and dynamic leadership for our overall APAC business, coupled with Benjamin’s wealth of local expertise and deep experience in the China market, makes for a highly complementary and effective duo to drive further growth across the region. We have big ambitions, and WildBrain’s 360-degree capabilities are vital to maximizing opportunities for our owned franchises and partner brands globally.”

Benjamin Bao, General Manager, WildBrain China, adds: “As we continue to focus on the growth of our business in China, I’m looking forward to building on the incredible momentum we’re seeing across the entire Asia region. WildBrain’s 360-degree eco-system is a truly unique offering, and we’re committed to harnessing

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our capabilities to grow opportunities in China, underpinned by our team’s unparalleled local knowledge and expertise.”

Since expanding its presence across APAC to seven offices in 2022, WildBrain CPLG has generated significant activity in China for its portfolio of leading brands, including major Location-Based Entertainment projects for Peanuts, Teletubbies and In the Night Garden, as well as multiple consumer products collaborations for brands such as Peanuts, Spin Master’s Unicorn Academy and Vida the Vet, and PLAYMOBIL®, including hugely successful global retail partnerships with POP MART and MINISO.

For more information, please contact:

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About WildBrain

At WildBrain we inspire imaginations through the wonder of storytelling. As a leader in 360° franchise management, we are experts in content creation, audience engagement and global licensing, cultivating and growing love for our own and partner brands around the world. With approximately 14,000 half-hours of kids’ and family content in our library—one of the world’s most extensive—we are home to such treasured franchises as Peanuts, Teletubbies, Strawberry Shortcake, Yo Gabba Gabba!, Inspector Gadget and Degrassi. WildBrain’s mission is to create exceptional entertainment experiences that captivate and delight fans both young and young at heart.

Our studios produce such award-winning series as *The Snoopy Show*; *Snoopy in Space*; *Camp Snoopy*; *Strawberry Shortcake: Berry in the Big City*; *Sonic Prime*; *Chip and Potato*; *Teletubbies Let’s Go!* and many more. Enjoyed in more than 150 countries on over 500 platforms, our content is everywhere kids and families view entertainment, including YouTube, where our network has garnered approximately 1.5 trillion minutes of watch time. Our television group owns and operates some of Canada’s most loved family entertainment channels. WildBrain CPLG, our leading consumer-products and location-based entertainment agency, represents our owned and partner properties in every major territory worldwide.

WildBrain is headquartered in Canada with offices worldwide and trades on the Toronto Stock Exchange (TSX: WILD). Visit us at wildbrain.com.

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