



WILDBRAIN CPLG ANNOUNCES NEW LEADERSHIP STRUCTURE TO DRIVE FURTHER GROWTH

**New Senior Leadership Team focuses strategic management expertise across
key territories, partnerships, finance and operations**

London, UK – 12 September 2024 – WildBrain CPLG, a trusted licensing partner for leading brands worldwide, today announced the appointment of a new Senior Leadership Team (SLT) reporting to Maarten Weck, WildBrain’s EVP of Global Partnerships and Licensing.



The news comes following a period of rapid growth for WildBrain CPLG, which saw the company expand into new territories, including Asia Pacific, the US and India, while also building out a robust offering of partner-centric back-office services, and diversifying its capabilities to include Location-Based Entertainment (LBE). The implementation of the new SLT focuses WildBrain CPLG’s business under four senior executives, drawing on their deep expertise in licensing to lead teams and drive future growth across key territories, expand partner relations, and further strengthen global finance and operations.

Pau Pascual and Ben Peace have each been promoted to the role of SVP, Commercial. In his new role, Pau is responsible for oversight of commercial teams and activities for all of Europe, the UK and the Americas. Ben



will be responsible for oversight of commercial teams and activities across Asia-Pacific, MENA and India. Pau and Ben will lead the company's dedicated licensing professionals in offices across these territories to drive existing and new opportunities for commercial growth. Pau is based in Barcelona, Ben in Singapore. As part of these changes, John Taylor, has stepped down from his role as VP Northern Europe to pursue other opportunities, effective immediately. We thank John for 15 years of dedicated service and wish him all the best in the future.

Meike de Vaere, based in Amsterdam, has been promoted to SVP, Partnerships & Business Development, with a remit to build and grow strategic partnerships with new licensing opportunities, while also developing new business prospects. Meike also expands her remit to include oversight of partnerships under WildBrain's YouTube business, part of its Audience Engagement pillar led by Kate Smith, EVP, Audience Engagement. In the expanded role, Meike leads a team of experts offering brands integrated strategic and tactical capabilities for reaching fans across both licensing and YouTube.

Rounding out the SLT is Clare Vosper Mortimer, VP, Finance & Operations, who joined WildBrain CPLG in November 2023. Based in London, Clare oversees WildBrain CPLG's finance function as well as its operations. Clare leads a global team that focuses on enabling strong partner-centric services in these functions, augmenting WildBrain CPLG's best-in-class suite of in-house services.

Maarten Weck will continue in his current role, providing strategic leadership and oversight to WildBrain CPLG and the SLT, while focusing on growing Global Partnerships with key third-party brands across WildBrain's 360° ecosystem of Content Creation, Audience Engagement and Global Licensing. Reporting to Maarten, Evi Sari, VP, LBE APAC, will continue to lead WildBrain CPLG's LBE business, based in Shanghai, working collaboratively with the SLT to drive new opportunities for brands.

Maarten said: "Through the hard work of our teams across the globe over the past two years, WildBrain CPLG has grown into new territories, developed new business offerings for partners and strengthened our overall back-office capabilities. As we continue our mission to be a top licensing partner for brands worldwide, now is the ideal time to focus our collective strength on the opportunities ahead. Pau, Ben, Meike and Clare have strong track records as leaders of people and strategic thinkers in our business. I have every confidence in their abilities, and I look forward to continuing our work together to drive our next phase of growth."

For more information, please contact:

Aimée Norman at Liberi Consulting, external PR for WildBrain CPLG

aimee@libericonsulting.com

+44 (0) 7957 564 050



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.