



WILDBRAIN CPLG AND SPIN MASTER EXPAND RELATIONSHIP, EXTENDING UNICORN ACADEMY™ AND RUBIK'S® CUBE REPRESENTATION INTO UK AND EIRE

Multiple new cross-category licensing partners on board for Unicorn Academy in Europe

London, UK – 22 January 2025 – WildBrain CPLG, a trusted licensing partner for leading brands worldwide, is expanding its relationship with Spin Master to represent fantasy-adventure children's franchise *Unicorn Academy* and the iconic *Rubik's* brand in the UK and Eire. WildBrain CPLG has also signed a range of new consumer products licensing deals for *Unicorn Academy* across Europe under its existing representation agreement. The news follows WildBrain CPLG's recent announcement of global representation for Spin Master's hit preschool franchise *Vida the Vet*™.



Meike de Vaere, SVP Partnerships and Business Development, WildBrain CPLG, said: “Unicorn Academy continues to enchant audiences globally, with new content coming to Netflix in 2025, plus multiple new international broadcasters. Adding the UK and Eire to our *Unicorn Academy* and *Rubik's* brand representation marks another exciting milestone in our successful collaboration with Spin Master. We're energized to continue building a strong line-up of consumer products to engage and inspire fans everywhere.”



WildBrain CPLG now handles licensing rights for *Unicorn Academy* in the UK & Eire, Nordics, Iberia, Italy, Benelux, CEE, MENA, and Asia Pacific (excluding Australia, New Zealand); and for the *Rubik's* brand in the UK and Eire, Europe (excluding France, Benelux and Switzerland), MENA, and APAC including China and Korea (excluding Japan, Australia, New Zealand).

***Unicorn Academy* Grows across Europe**

The growing popularity of *Unicorn Academy* across Europe is highlighted by multiple new consumer products licensing partners signed by WildBrain CPLG, with products launching in 2025, including multi-territory deals with Panini for publishing in Europe as well as collectibles worldwide; Egmont for books and magazine publishing; Stor for homewares; and Dolci Preziosi for food and beverage.

In Benelux, Vadobag has come on board for bags and accessories, Canenco for health and beauty and arts and crafts, Grafix B.V. for arts and crafts, and Van de Erve for apparel and accessories. United Essentials will develop apparel and accessories for both Benelux and Iberia, while Safta and CYP Brands will introduce apparel and accessories in Iberia.

In Italy, Dino Bikes will launch children's bikes, and Coriex will unveil fashion accessories, including backpacks and bags. In the Nordics, Euromic is on board for stationery and back to school products, while Skybrands will create apparel and accessories.

The expanded representation for *Unicorn Academy* and the *Rubik's* brand builds on WildBrain CPLG's exciting slate of Spin Master brands, including *Vida the Vet* in the 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, New Zealand). WildBrain CPLG also handles licensing rights for Spin Master's leading fingerboard brand, Tech Deck™, in Europe, MENA, and APAC including China, Japan, Korea (excluding Australia, New Zealand).

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.