WildBrain™

imagination runs wild

TSX: WILD

November 2021

WildBrain At A Glance

#1
Largest independent kids and family media company[1]

#1
Kids and family AVOD network, WildBrain Spark[2]

1 in 3
Kids globally watch our AVOD network, WildBrain Spark[3]

13,000
Half-hours of content in our library

950
Animators, artists and staff in our studio

150
Countries where our shows are watched

25
Years as trusted kids' broadcaster in Canada

3,000+
Licensees globally in our consumer products business

400+
Partner licensing brands represented globally

1. *Based on management's estimates as owner of one of the world's largest independent libraries of kids' content (ie. excluding libraries of a US studio)*
2. *Ad-supported video-on-demand (AVOD); ranking based on our combination of premium kids and family content, global AVOD viewership and average of all key metrics sourced from Comscore data and internal analysis;*
3. *1 in 3 kids – based on unique viewers on WildBrain Spark as a % of global kids' audience on YouTube on a quarterly basis*

Introducing WildBrain

WildBrain

WildBrain is a global media company that creates, manages and delivers engaging content and brands to kids and families everywhere

Why Invest in WILD

A global leader in kids' and family entertainment

1. Robust assets with significant opportunities to enhance monetization
2. Proven, focused team and strategy
3. Resilient demand drivers and strong market tailwinds
4. Transformed organizational structure to capture growth opportunities
5. Improving balance sheet and cash generation
6. Significant insider ownership

WildBrain

Proven Global Leaders Focused on Creativity, Brand Building and Global Business Development

New C-Suite and executive appointments

Eric Ellenbogen (CEO) has 30+ years running entertainment businesses:
- President of Broadway Video Entertainment
- President of Golden Books Family Entertainment
- CEO of Marvel Enterprises before its acquisition by Disney
- Co-founded Classic Media, acquired by DreamWorks Animation
- Co-President of Classic Media, a business unit of NBCUniversal

Aaron Ames (CFO), a CPA and specialist in business improvement, M&A integration in management positions with public and private companies:
- COO of WildBrain's predecessor, DHX Media
- Chief Integration Officer for DHX Media following acquisition of Cookie Jar Entertainment, where he was CFO
- Senior roles with Atlas Cold Storage, Centenario Copper, and TSC Stores LP

Josh Scherba (President) leads our teams responsible for creating kids' and family content and placing our shows on screens globally:
- With company since its founding in 2006, coming over with DECODE Entertainment when it merged with Halifax Film
- Key role in WildBrain being recognized as a leading international producer and supplier of TV programming, and building our YouTube kids' network, WildBrain Spark

Deirdre Brennan (COO) oversees global distribution, our AVOD business and our Family broadcast channels in Canada. Previous senior roles held at:
- NBCUniversal Cable Entertainment, Corus Entertainment, Australian Broadcasting Corp., BBC Worldwide Australia, Nickelodeon Australia

Damon Berger (Chief Marketing Officer) drives new business and revenue through opportunities in media sales, social commerce and digital marketing for both WildBrain and third-party brands. Previous senior roles held at:
- Mattel, Fullscreen and 20th Century Fox

Tim Erickson (EVP, Brand at Peanuts Worldwide) has 20+ years in consumer products and brand building at notable media and IP companies including:
- Twentieth Century Fox, DreamWorks, Disney and LEGO

Michael Riley (Chief Brands Officer) draws on 25+ years of experience in company building, brand and IP development and global marketing. Previously worked on top children's IP for the biggest firms in entertainment, consumer products and media at:
- Mattel, Hasbro, Bandai America and Sony Pictures Entertainments

Jianbo Wei (MD, China) is a veteran entertainment executive. He's managed business and growth strategies in China for the world's leading entertainment multi-nationals, forging partnerships and successfully navigating the country's regulatory landscape. Previous senior roles at:
- NBCUniversal, The Walt Disney Company, Warner Bros

WildBrain

Marquee Assets with Significant Upside

Content and IP

- Largest independent library of kids' and family IP
- Proven, evergreen brands
- 13,000 half-hours of filmed entertainment
- Distributing to 500+ telecasters and streaming platforms globally

+

AVOD Network

- WildBrain Spark is one of the largest kids' AVOD networks with deep engagement and scale
- 800+ channels, 650 brands on YouTube reaching 240 territories in 30 languages
- Growing presence on Roku, Amazon, Apple and more
- Monetizing our large online audience in billions of monthly views

+

Production Studio

- Premium full-service studio for proprietary and service production
- 2D, 3D animation and interactive production
- Award-winning original animated and live-action series for preschoolers to teens
- 950 animators, artists, and staff

+

Consumer Products

- Global licensing of consumer products in every major territory for our own brands plus agent for third-party brands
- Largest independent global licensing agency for 400+ partner brands including Dr. Seuss, Paw Patrol and Hello Kitty
- 3,000+ licensees globally

Large and Growing Portfolio of Beloved Global Brands

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WildBrain Spark - Massive Scale in Distribution and Extensive Reach

1 in 3

kids globally watch our AVOD network[1]

#1

kids and family AVOD network[2]

>20 billion

minutes of videos watched monthly

240

territories reached globally

>800

channels of kid-safe, curated content

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1. *Sources: World Bank, United Nation, YouTube Analytics - based on quarterly unique users on WildBrain's top 200 channels*
2. *Based on our combination of premium kids and family content, global AVOD viewership and average of all key metrics sourced from Comscore data and internal analysis*

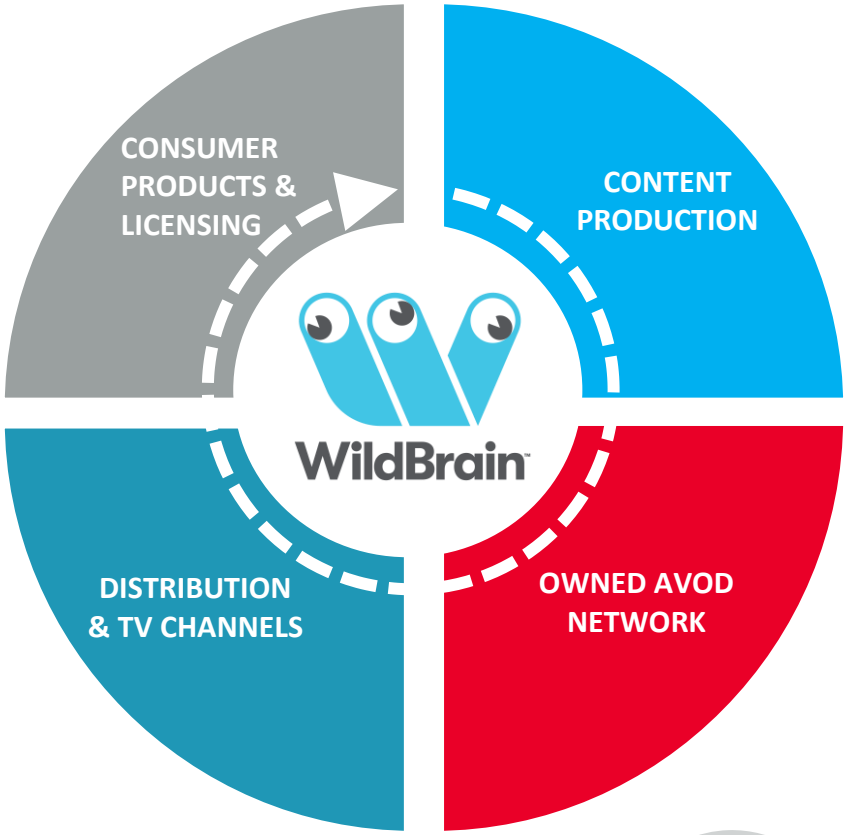
We're Partnering with the Best Companies Globally

We’re Now Positioned to Drive Significant Returns Across the IP Value Chain

Realigned

to monetize opportunities across all platforms

- streamlined operations resulting in $10M of annual cost savings; reallocated headcount
- fully integrated business units
- improved operating framework to increase collaboration, cross-selling and speed-to-market
- promote a culture of accountability
- focused on maximizing long-term profitability



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The Force is With Us

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Large and Growing Total Available Market

Macro trends provide strong tailwinds for future growth

Growing Digital Viewership

Growing AVOD Importance

Growing Content Spend

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Kids' Viewing Moving to Digital

80%

of kids consuming content online, nearly doubled from 44% in 2015

Source: Ofcom Children and Parents: Media Use and Attitudes Report 2019 – based on 5 to 15 year olds

Growing Importance of AVOD

#3

Kids entertainment is 3rd largest genre on YouTube

US$1.7 billion

Kids digital ad spend growing to US$1.7B by 2021

55%

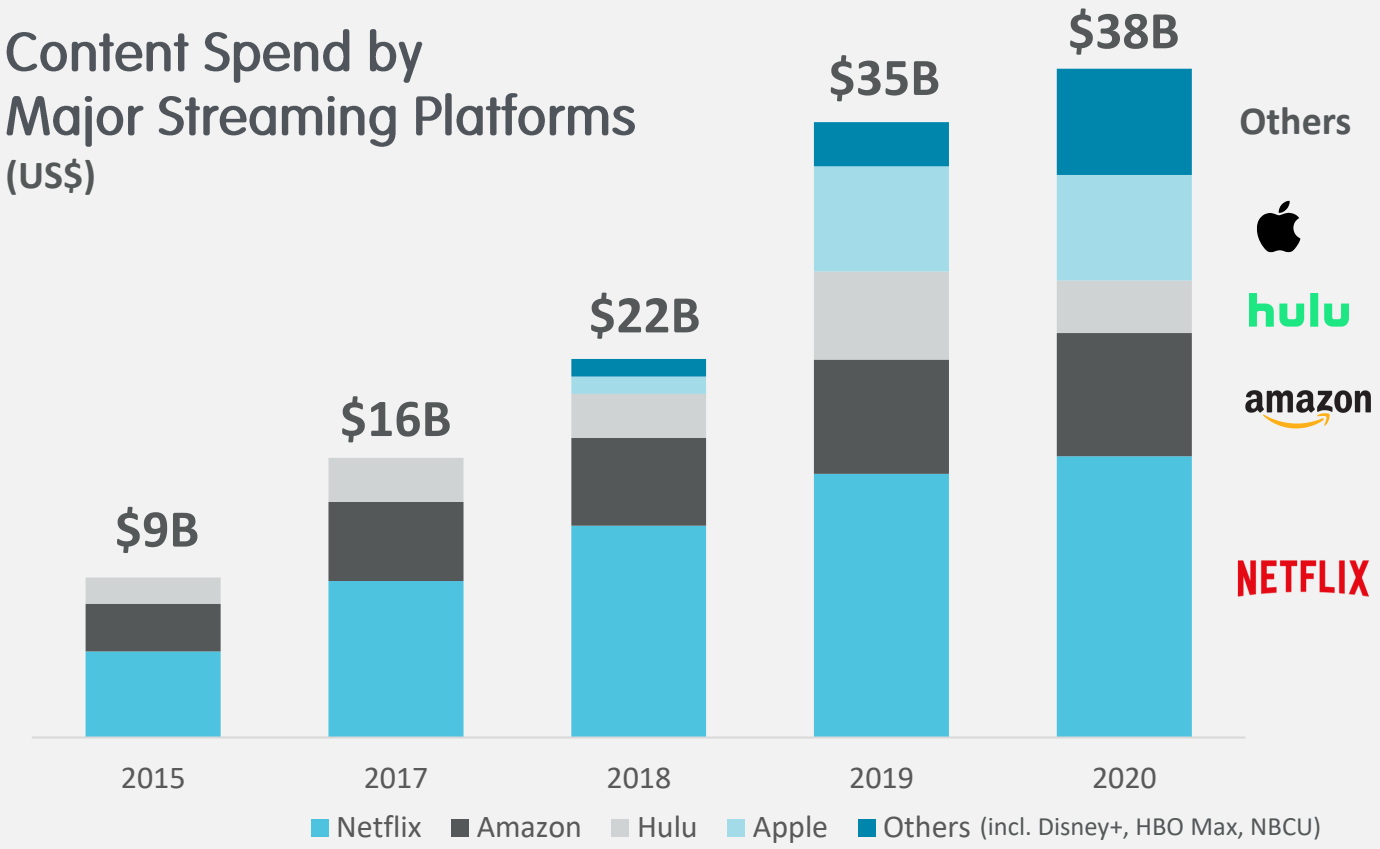
Linear TV viewing in the US down 55% from 2010 to 2019

53%

53% of US consumers willing to see ads to lower SVOD costs

Sources: WildBrain Spark internal analysis, Tubular Video Intelligence 2019, PWC Kids DIgital Media Report – May 2019, UBS analysis of Nielsen data, www.thetradedesk.com

Growing Demand for Premium, Original Content



"Turf war" for subscribers fueling content spend and kids are key drivers of this demand

- **Consumers are 1.7x more likely to subscribe to SVOD if kids are in the household[1]**
- **83M households watch kids and family content on Netflix, or 60% of Netflix customers**

Sources: S&P Global Market Intelligence, Parrot Analytics (2019), Statistia, Business Insider, Motley Fool (Sep. 2019), Variety (Jan. 2020), Bloomberg May 2020, PWC Kids Digital Media Report – May 2019

1. *Compared with the UK average*

Major New Entrants Moving into SVOD and AVOD

US$38B in current annual content spend

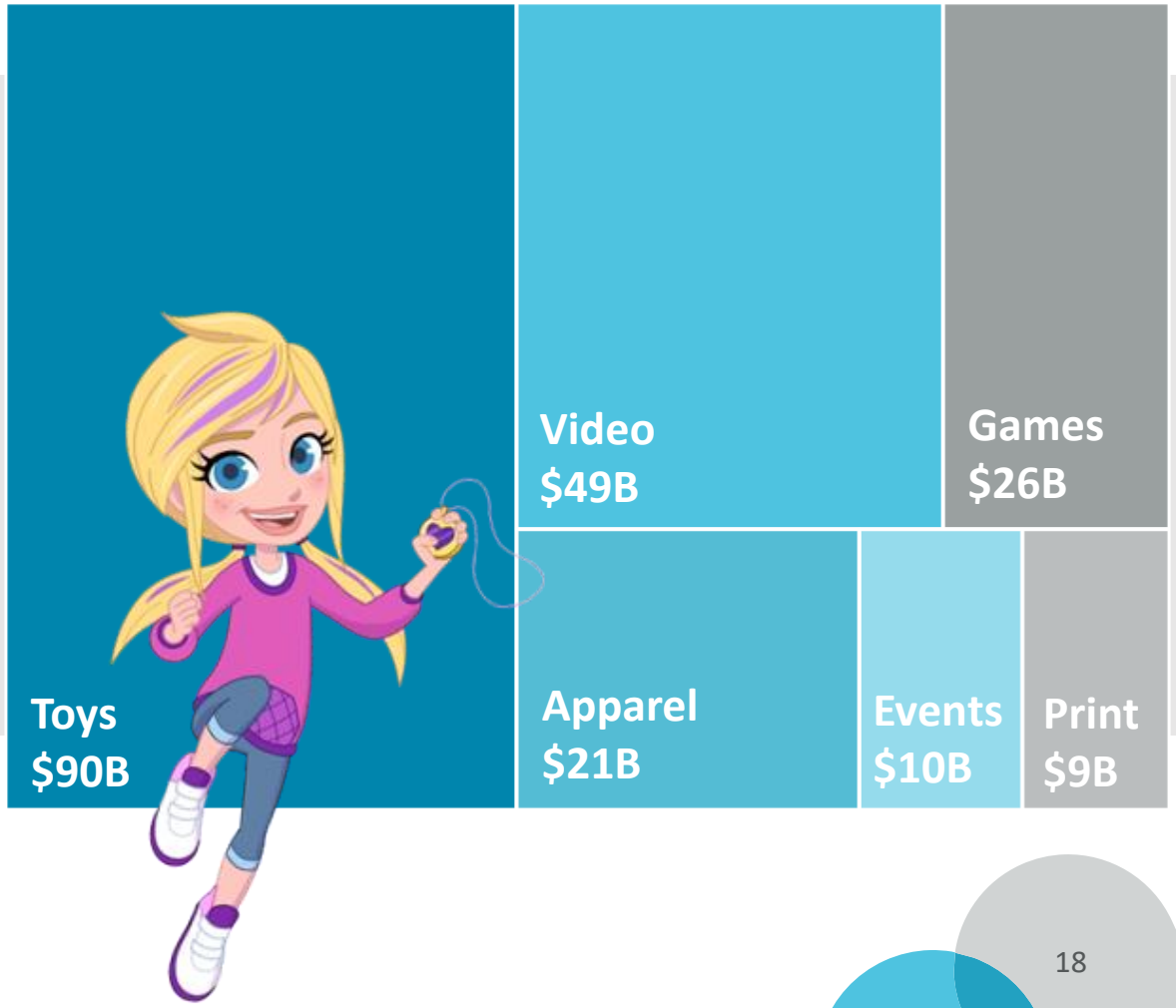
…with major new entrants catalyzing future demand

Large and Growing Total Available Market
US$200+ Billion Global Kids' Entertainment Market

Toys and video account for 2 biggest categories ≈ US$140 billion opportunity

Global Kids' Entertainment Market by Sales (US$ billions)

- Toys and videos[1] are closely linked
- Toy makers need audiences and IP to drive sales
- Video content owners seek to move up the value chain to toys and other merchandise



1. *Video includes Linear TV, Film, SVOD and AVOD*
2. *Sources: Management information; AdStage Paid Media Benchmark Report Q4 2018; Google Ad Sense; L.E.K. research and analysis; Trade press; BBTV; PwC kids media report 2019; Allied Market Research; Management interviews; Licensed International; Newzoo, International Publishers Association; Technavio*

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Initiatives Underway to Unlock Shareholder Value

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Investing to Maximize our Assets' Long-Term Earning Power

Turning on Key IP

Exploiting Underserved Territories

Building Toy Franchises

Monetization of WildBrain Spark's Assets

We're just getting started to reignite proven properties that can be meaningful contributors incl. **Strawberry Shortcake, Teletubbies, Inspector Gadget, Yo Gabba Gabba, Johnny Test**

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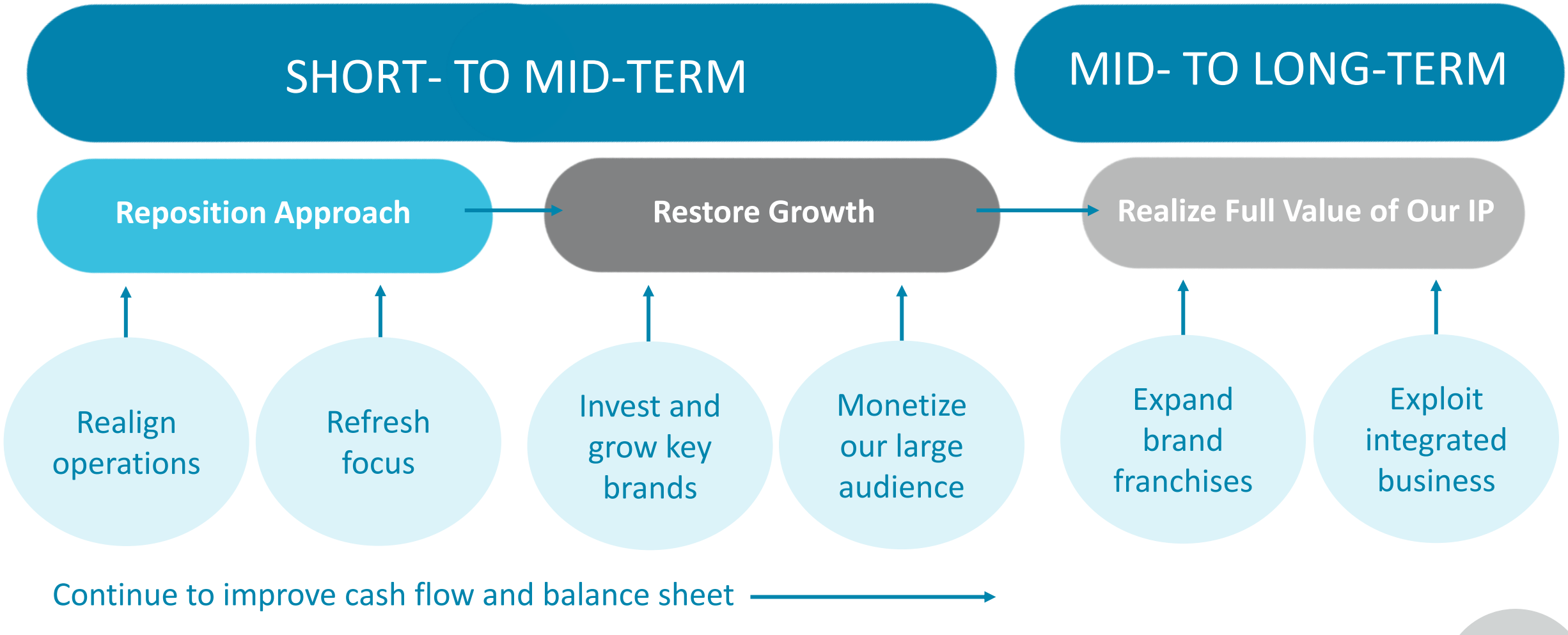
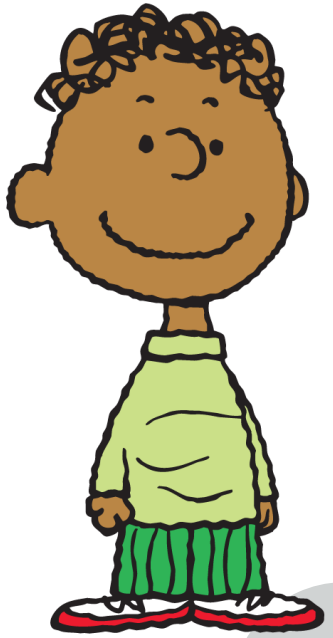
Our Roadmap to Sustained Growth



Our Roadmap – Where We Are

Short- To Mid-Term Repositioned Approach

- ✓ Appointed new CEO and leadership
- ✓ Reorganized, streamlined and integrated operations
- ✓ Rebranded under WildBrain to unify business
- ✓ Realigned company around a long-term focus
- ✓ Returned to positive cash flow generation
- ✓ Rationalized costs, reduced debt to improve balance sheet and invest for growth
- ✓ Secured $25M financing to fund growth only



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Our Roadmap – Where We're Going

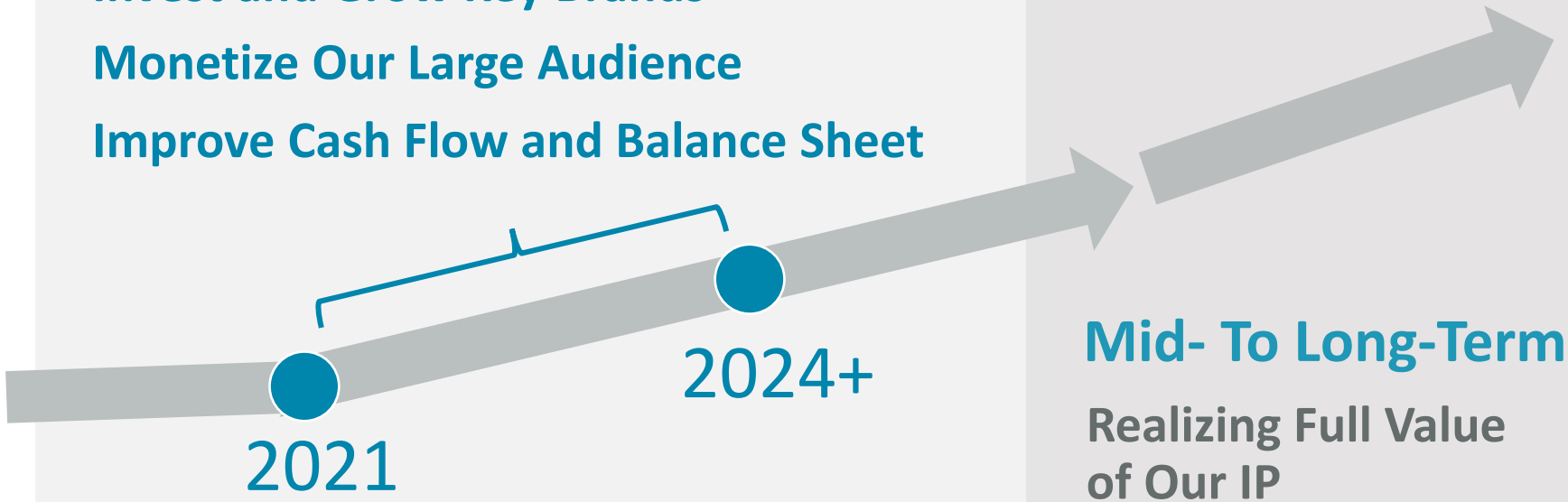
Short- To Mid-Term

Restoring Growth

Invest and Grow Key Brands

Monetize Our Large Audience

Improve Cash Flow and Balance Sheet



- Reinvigorate and launch key brands, including Strawberry Shortcake, Teletubbies, Yo Gabba Gabba
- Focus on strong creative talent
- Open up new and underserved geographies
- Deepen relationships with core partners by cross-selling services across business units
- Expand monetization of WildBrain Spark's large online viewership, including build out of direct ad sales

Mid- To Long-Term

Realizing Full Value of Our IP

- Expand brand franchises
- Exploit integrated business

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Long Runway for Reactivating Key Owned Brands

Starting to activate owned brands to significantly grow our pipeline of long-term, stable cash flow

TODAY: Maximize Potential of Recently Activated IP

Strong contracted content profit streams expected to commence in mid F22 and beyond. Potential for further upside through consumer products and licensing.

NEAR-TERM: Activate Dormant IP

Focus on signing strategic, long-term library and new content deals. Deep library of marquee and proven IP provides potential upside.

LONG-TERM: Realize Full Value of IP

Core properties contributing to results. Further expand brand franchises with consumer products licensing deals.

PEANUTS by Schulz

SONIC PRIME

CHIP and POTATO

Strawberry Shortcake

Teletubbies

caillou

YO GABBA GABBA!

INSPECTOR GADGET

degrassi

WildBrain

Proven, Evergreen Brands Provide Robust Upside

Recently Activated IP Potential

PEANUTS by Schulz

- ✓ Top-10 global character brand
- ✓ US$1.7B at retail annually
- ✓ Classic library on Apple TV+
- ✓ New content for Apple TV+

SONIC PRIME

- ✓ Massive global fan base
- ✓ New series for Netflix
- ✓ Licensing agent for Sonic classic in EMEA

CHIP and POTATO

- ✓ Season 2 for Netflix

Upside

- Untapped territories
- Untapped categories (kids)
- Distribution and consumer products in China

- Consumer products
- Expanded licensing agency representation

- Grow audience on other platforms
- Consumer products

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Deep Library of Unlit IP Provides Significant Upside

Strawberry Shortcake

40-year brand
US$4B at retail historically

Teletubbies

25-year brand
US$1B a year at retail historically

Caillou

24-year brand

Inspector Gadget

38-year brand

Yo Gabba Gabba!

Series spawned popular live stage show

degrassi

Teen franchise spanning five series, specials and made-for-TV films

…and MANY MORE!

The Value of WildBrain Spark

WildBrain

Unparalleled Reach, Engagement and User Intelligence

WildBrain spark

One of the Largest Networks of Kids' Content on AVOD

800+
Channels

240
Territories

30
Languages

YouTube · prime video · fire tv · Roku

Monetizing Billions of Monthly Views on WildBrain Spark

Grow Advertising Dollars

- Sell directly to advertisers offering placement in kid-safe, curated premium content
- Optimize YouTube algorithm
- Run advertising campaigns to promote channels and brands

Drive Brand Awareness

- Help brand owners increase exposure on digital platforms
- Engage consumers to promote toys, generate revenue and re-launch IP
- Marketing vehicle for SVODs to drive viewership to their services

Mine Powerful Data Analytics

- Use our data analytics and insights to see what works: where, why, how
- Ability to pinpoint user patterns to grow views, develop IP and source emerging IP with potential for success

We Connect Partner Brands with Kids and Families All Over the World

WildBrain spark

Why Viewership Matters: The Power of WildBrain Spark

- In media, advertising dollars follow eyeballs
- Brands need to engage audiences for their toys and merchandising
- Harder to reach kids via linear TV with views shifting online
- Kids entertainment is the #3 largest genre on YouTube[1]

- **We reach 1 in 3 kids globally on YouTube – one of the largest audiences in kids and families**
- **IP owners and SVODs starting to see YouTube as a marketing vehicle and aiding with discoverability**
- **Scale of our network provides a huge amount of data on what audiences are watching and helps to source, test and develop IP**

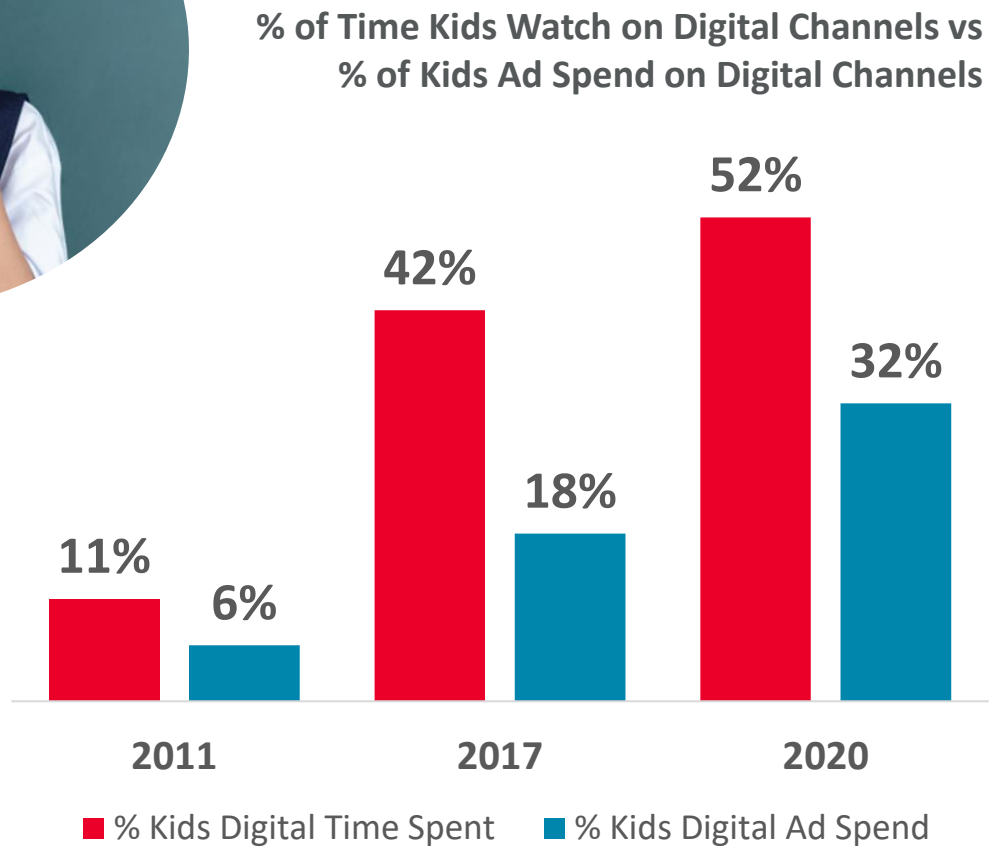
200 million unique viewers watch WildBrain Spark each month

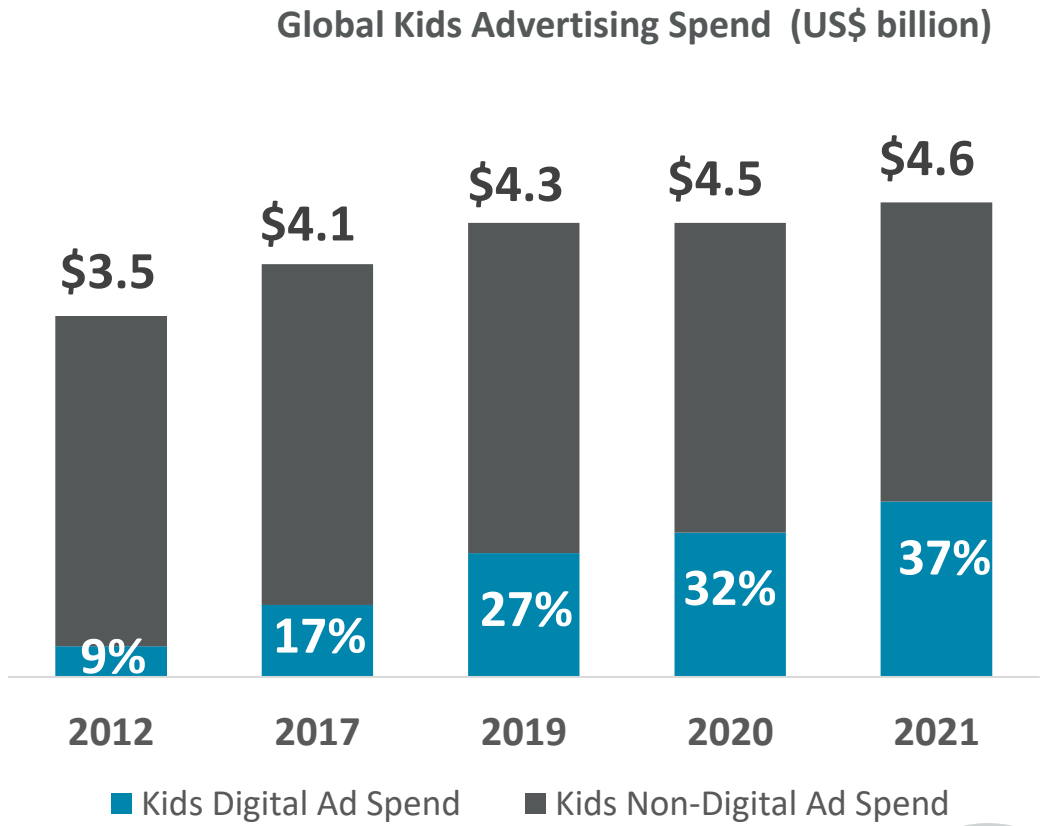
1. Tubular Video Intelligence 2019

WildBrain spark

Ad Dollars Follow Audiences Shifting from Linear to Digital

Kids Digital Ad Spend Growing to US$1.7B by 2021



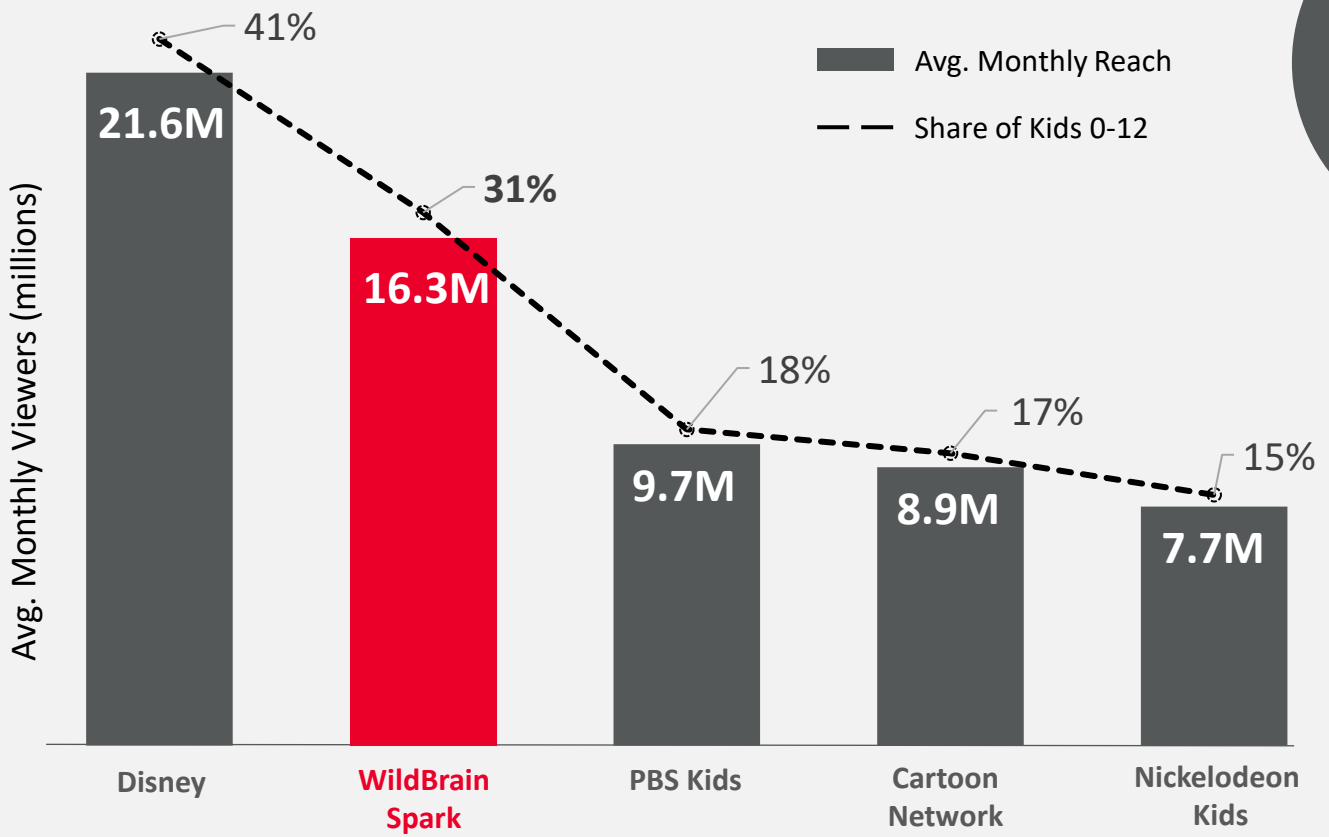


WildBrain spark

Sources: PwC, Common Sense Media 2020

WildBrain Spark Draws Larger Audiences vs. Kids' US Cable Networks

Top Kids Networks in the US[1]



16M viewers in the US watch

WildBrain spark

WildBrain Spark's audience reach presents a big opportunity to increase its share in the

US$4.6 billion[2]

in annual global kids advertising spend

1. *Source: Comscore – Latest 3 Month Average Unique Viewers and Audience Share (May to July 2020)*
2. *Source: PwC Kids Digital Media Report 2019*

Why Invest in WILD

A global leader in kids' and family entertainment

1. **Robust assets with significant opportunities to enhance monetization**
   Focused on growing key brands and monetizating WildBrain Spark's large audience

2. **Proven, focused team and strategy**
   New executive leadership with track record in building and unlocking value in IP and entertainment businesses

3. **Resilient demand drivers and strong market tailwinds**
   US$38B and growing global content spend market; growing importance of AVOD

4. **Transformed organizational structure to capture growth opportunities**
   Removed department silos and improved operating framework for better collaboration, cross-selling and speed-to-market; refocusing on brand building and global business development

5. **Improving balance sheet and cash generation**
   Initiatives underway to drive growth opportunities with improved free cash flow generation

6. **Significant insider ownership**
   Aligned with shareholders

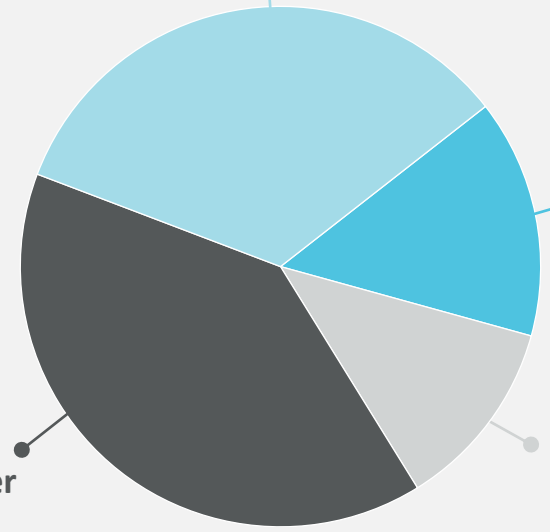
Appendix

WildBrain

Monetizing Kids' Content and Brands

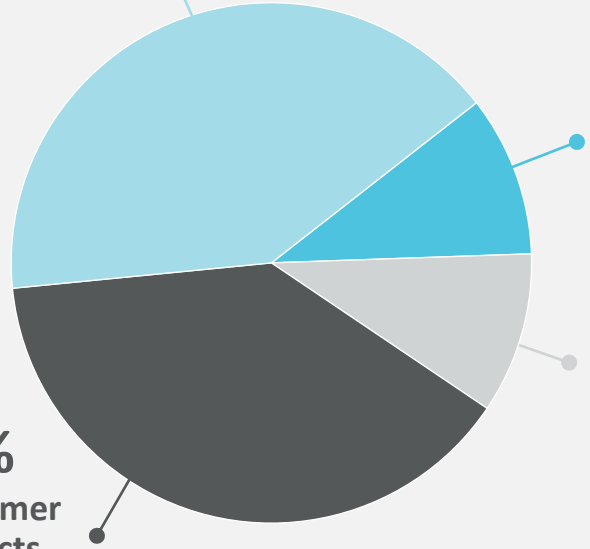
Through integration and collaboration across our business units

F2020 Revenue
$426M



- 34% Content Production and Distribution
- 15% WildBrain Spark (AVOD)
- 12% Television
- 40% Consumer Products

F2021 Revenue
$453M

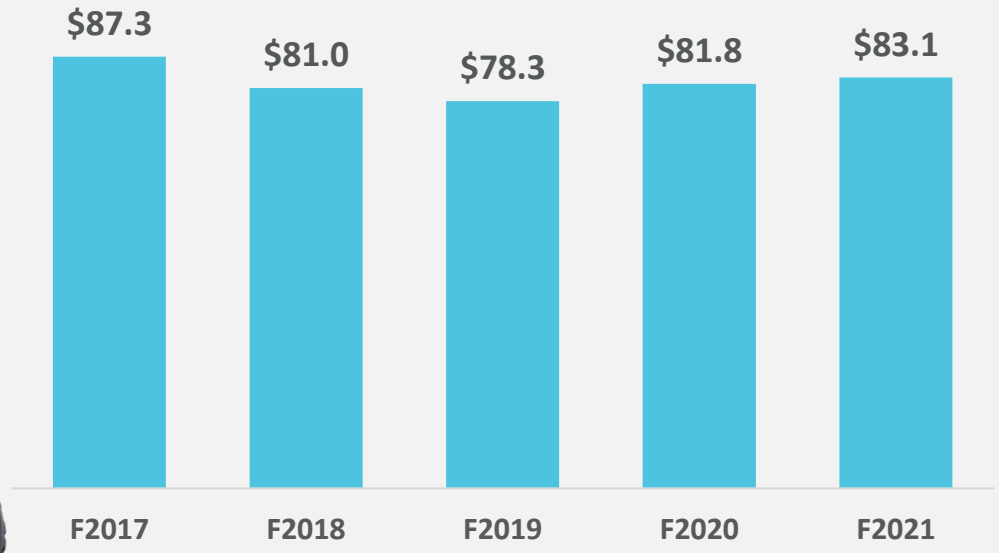


- 41% Content Production and Distribution
- 10% WildBrain Spark (AVOD)
- 10% Television
- 39% Consumer Products

Financial Results

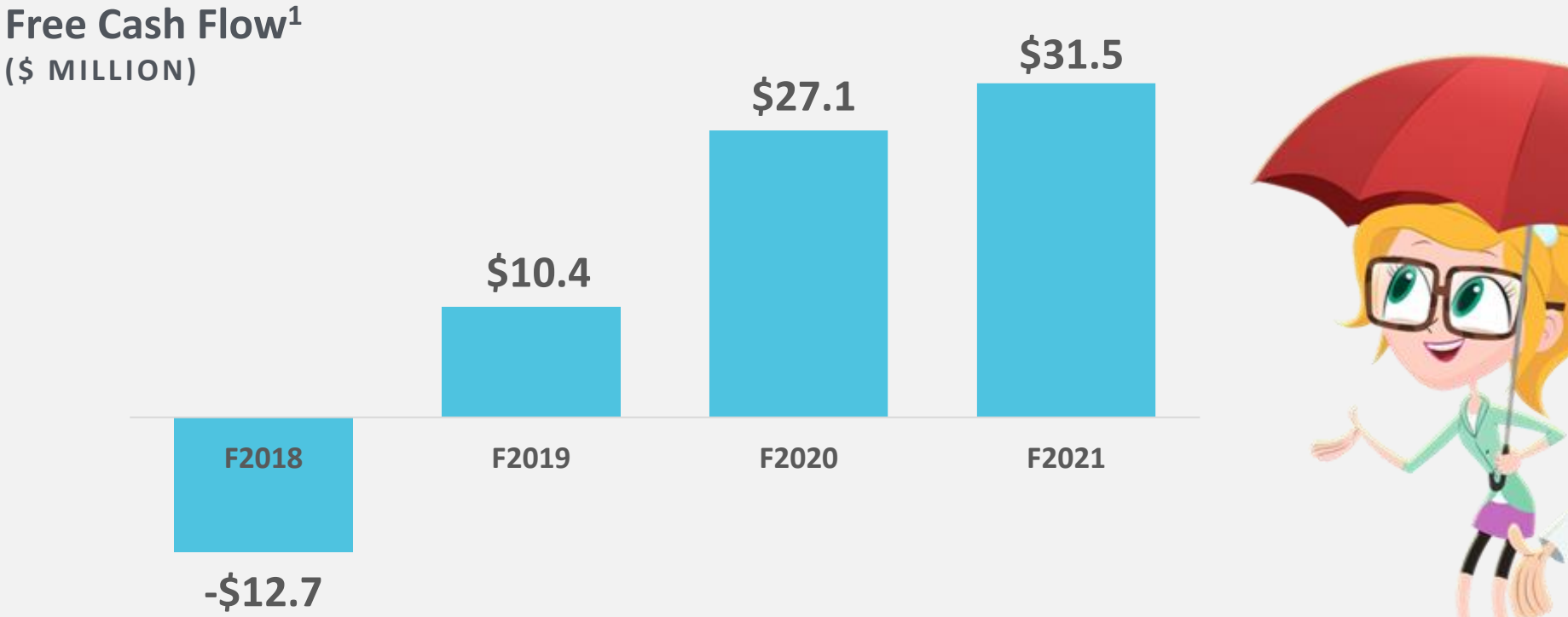
Revenue
($ MILLION)

Adjusted EBITDA[1, 2]
($ MILLION)



1. *Refer to "Use of Non-GAAP Financial Measures" and "Reconciliation of Historical Results to Adjusted EBITDA" sections of WildBrain's F2020 MD&A .*
2. *For comparative purposes, we have reflected the impact of the sale of the minority stake in Peanuts to Sony (which occurred in Q1 2019) as if the sale had occurred at the beginning of F2018 (when Peanuts was acquired). As reported, adjusted EBITDA for F2018 was $97.5M and adjusted EBITDA for F2019 was $79.6M. F2020 adjusted EBITDA included a positive benefit of $8M from the adoption of IFRS 16.*

Improving Free Cash Flow to Reduce Debt & Drive Growth



1. *Free cash flow is defined as operating cash flow less distributions to non-controlling interests, changes in interim production financing and repayments of lease liabilities. See the "Non-GAAP Financial Measures" section of WildBrain's Fiscal 2021 MD&A for a reconciliation to GAAP measures.*

Enhancing Financial Position

Balance Sheet $000s	June 30, 2021	June 30, 2020
CASH[1]	92,057	84,526
BANK INDEBTEDNESS	-	10,000
LONG TERM DEBT	482,394	502,006
NET DEBT[2]	390,337	427,480
WORKING CAPITAL	190,598	200,810
WORKING CAPITAL RATIO[3]	1.76	1.86

Capitalization

SHARE PRICE[4]	$3.97
SHARES OUTSTANDING	172M
MARKET CAPITALIZATION	$683M
ADD: NET DEBT	$390M
ENTERPRISE VALUE	$1,073M

1. *Cash includes restricted cash*
2. *Net debt = long-term debt and bank indebtedness less cash, excludes interim production financing.*
3. *Working capital ratio = current assets / current liabilities.*
4. *As of November 9, 2021*

Deepened Leadership Team

C-Suite with deep experience in IP and kids' content & entertainment

Execs with deep experience in global kids' content, brand and IP building, consumer products, and China, coming from DreamWorks, Disney, Hasbro, LEGO, Mattel, Marvel, NBCU, and Warner Bros.

ERIC ELLENBOGEN
CEO & Vice Chair

AARON AMES
Chief Financial Officer

JOSH SCHERBA
President

STEPHANIE BETTS
Chief Content Officer

DEIRDRE BRENNAN
Chief Operating Officer

DAMON BERGER
Chief Marketing Officer

JAMES BISHOP
General Counsel & Corp. Secretary

TIM ERICKSON
EVP, Brands, Peanuts Worldwide

ANNE LOI
EVP M&A & Chief Commercial Officer

DANIELLE NEATH
EVP & Chief Accounting Officer

MICHAEL RILEY
Chief Brands Officer

TARA TALBOT
EVP, Global Talent

MAARTEN WECK
EVP & MD, WildBrain CPLG

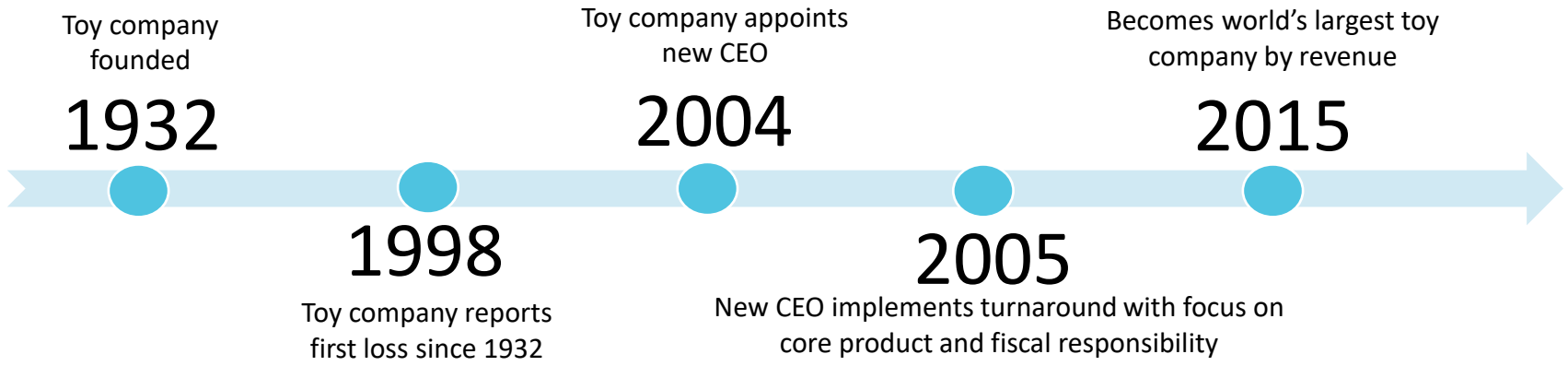
JIANBO WEI
Managing Director, China

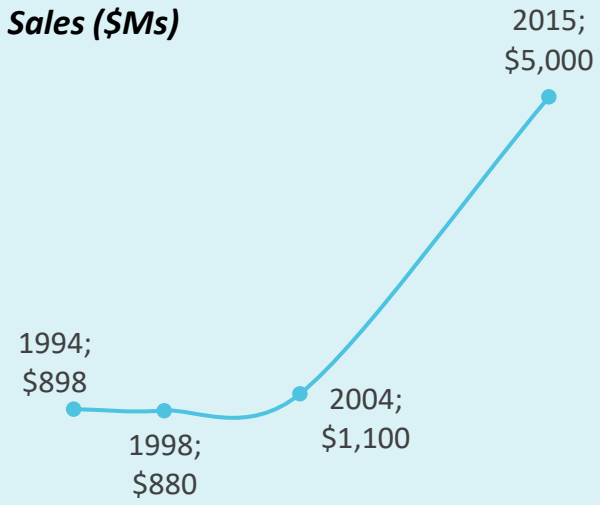
What Does Success Look Like
IP Turnaround Case Study

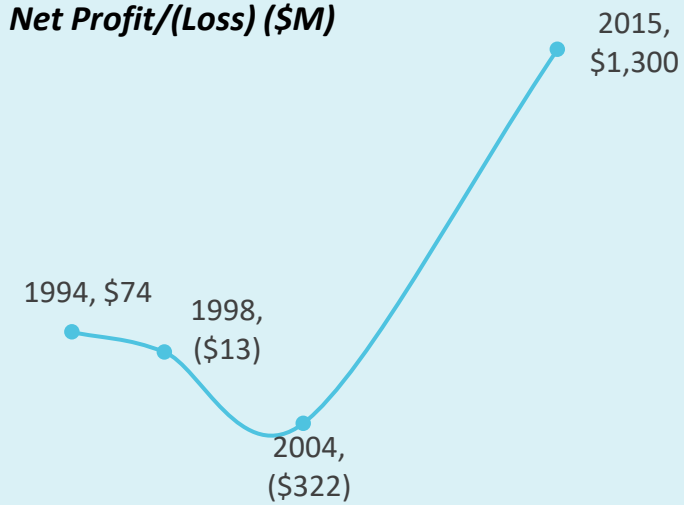
WildBrain

Industry Case Study: Timeline of a Successful IP Turnaround

Strong IP is timeless when properly managed and targeted to the right viewers







Industry Case Study: Roadmap of a Successful Turnaround

From 1998–2003, the toy company had entered into multiple businesses outside of its core which caused overall costs to sky rocket. The company successfully turned around its business by:

- **Implementing Management Changes**: In 2004, first new CEO appointed outside the founding family, and set a mission to revive the toymaker through fiscal responsibility and creativity.
- **Rationalizing Costs**: Aggressively cut costs including closing of foreign outposts and inventory rationalization.
- **Focusing on Core Product**: Focused on core products by selling theme parks and motion picture division, and shutting down its video game business. Proceeds from sales used to pay down debt. Simplified its product set and focused on diversifying product reach.
- **Reinvigorating Creative**: Focused on bringing new themes and characters to the product and expanding reach to new regions and age groups. Partnered with multiple studios to produce movies and expanded its brand to consumer interactions by opening >100 brand concept stores globally.

Disclaimer

This presentation contains “forward looking statements” under applicable securities laws with respect to WildBrain Ltd. and its subsidiaries (“WildBrain” or “the Company”) including, without limitation, statements regarding the value and future potential of WildBrain’s intellectual property (“IP”) and other assets, use of capital for investments and other growth opportunities, operating capabilities of WildBrain, the business strategies and operational activities of WildBrain, the markets and industries in which WildBrain operates, and the growth and future financial and operating performance of WildBrain. Although the Company believes that the expectations reflected in such forward looking statements are reasonable, such statements involve risks and uncertainties and are based on information currently available to the Company. Actual results or events may differ materially from those expressed or implied by such forward looking statements. Factors that could cause actual results or events to differ materially from current expectations include, among other things, the current outbreak of COVID-19 and the magnitude and length of economic disruption as a result of such outbreak, market factors, the Company’s ability to close and execute on anticipated production, licensing and other contracts, the ability of WildBrain to activate IP and to realize the expected value of its IP and other assets, and other factors discussed in materials filed with applicable securities regulatory authorities from time to time including matters discussed under “Risk Factors” in the Company’s most recent Annual Information Form and annual Management Discussion and Analysis. These forward looking statements are made as of the date hereof, and the Company assumes no obligation to update or revise them to reflect new events or circumstances, except as required by law.

Contact Us

Nancy Chan-Palmateer
Director, Investor Relations
(416) 977-7358
nancy.chanpalmateer@wildbrain.com

TSX: WILD
www.wildbrain.com