



WildBrain™
imagination runs wild

TSX: **WILD**

September 2023

Disclaimer and Non-GAAP Financial Measures

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This presentation contains “forward looking statements” under applicable securities laws with respect to WildBrain including, without limitation, statements regarding the value and future potential and monetization of WildBrain’s intellectual property (“IP”) and other assets, investments by the Company, strategic and operational enhancements associated with the acquisition of House of Cool, the business strategies and operational activities of WildBrain, the markets and industries in which WildBrain operates, plans to reduce leverage and leverage targets, and the growth and future financial and operating performance of WildBrain. Although WildBrain 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 WildBrain. Actual results or events may differ materially from those expressed or implied by such forward looking statements. These forward looking statements are made as of the date hereof, and WildBrain assumes no obligation to update or revise them to reflect new events or circumstances, except as required by law.

Forward-looking statements are based on assumptions, estimates, analysis and opinions of management made in light of its experience and its perception of trends, current conditions and expected developments, as well as other factors that management believes to be relevant and reasonable in the circumstances at the date that such statements are made, but which may prove to be incorrect. Forward-looking statements are inherently subject to risks and uncertainties that may be general or specific and which give rise to the possibility that expectations, forecasts, predictions, projections or conclusions will not prove to be accurate, that assumptions may not be correct and that objectives, strategic goals and priorities will not be achieved. A number of known and unknown risks, uncertainties, and other factors, many of which are beyond the control of the Company, could cause actual events, performance, or results to differ materially from what is projected in the forward-looking statements in this presentation. The risks, uncertainties and other factors that could cause actual results or events to differ materially from current expectations include, among other things, the availability of and cost of financing, general economic and market conditions and the impact of such conditions on WildBrain and the industries in which WildBrain operates, competition and the potential impact of industry mergers and acquisitions, market factors, WildBrain’s ability to identify and execute anticipated production, distribution, licensing and other contracts, contractual counterparty risk, the timing for commencement and completion of productions, the availability of investment opportunities and at acceptable valuations, the ability of WildBrain to effectively integrate House of Cool, technological change, labour relations, dependence on relationships with customers and partners, the ability of WildBrain and its partners to execute on its brand plans and consumer products programs, the ability of WildBrain to execute on strategic transactions, supply chain and other related disruptions, the ability of WildBrain 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 WildBrain’s most recent Annual Information Form and annual Management Discussion and Analysis for the year ended June 30, 2023 and other public documents filed on SEDAR (www.sedarplus.ca).

Non-IFRS Measures

In this presentation, WildBrain uses certain non-IFRS financial measures, including “Adjusted EBITDA”, to measure, compare and explain WildBrain’s operating results and financial performance. These measures are commonly used by entities in WildBrain’s industry as useful metrics for measuring performance. However, they do not have any standardized meaning prescribed by IFRS and are not necessarily comparable to similar measures presented by other publicly traded entities. These measures should be considered as supplemental in nature and not as a substitute for related financial information prepared in accordance with IFRS. For further details on these non-IFRS measures, including relevant definitions and reconciliations, see “Non-GAAP Measures” in WildBrain’s annual Management Discussion and Analysis for the year ended June 30, 2023.

The owner and creator of world- class content and brands



WildBrain Ecosystem

At WildBrain we **inspire imaginations** through the wonder of storytelling.

As a leader in Content Creation, Audience Engagement, and Global Licensing we cultivate and grow love for our own and partner brands with kids and families around the world.

WildBrain's mission is **to create exceptional entertainment experiences** that captivate and delight fans new and old.



How we've become WildBrain

Independent kids & family entertainment leader managing beloved assets across the full IP lifecycle.

- Incredible library, evergreen global franchises
- Top-notch production assets & talent
- Owned digital distribution with global reach & engagement
- Leading global licensing platform with **22** offices covering **90** countries

2006

Company founded



2017

Acquires Peanuts & Strawberry Shortcake

Unveils a custom-built animation studio in Vancouver



2010-2014

Acquires several evergreen franchises to further strengthen portfolio

Acquires 3D studio Nerd Corps

2022

Foundation for growth is in place

Completed consolidation of worldwide licensing network



2019-2021

360-degree strategy implemented

Rebranded as WildBrain

Invested in creative



2023 and beyond

Positioned for sustainable growth

Leveraging IP & insights as an independent kids & family entertainment company with a fully integrated suite of in-house capabilities

Content Creation

Integrates our development and production capabilities, including our Vancouver animation studio, our London-based digital studio, our Toronto animation pre-production business, House of Cool, and live action production business bringing creative excellence across all formats for our proprietary content as well as partner projects.



Award-winning content producers with the largest independent library of kids' content at approx. **13,000 half-hours**.



Top-tier creative including working with acclaimed filmmakers, writers and producers behind *The Angry Birds Movie*, *Mulan*, *Frozen*, *The Simpsons*, *SpongeBob*, *My Little Pony* and *Green Hornet* and *Kato* comics



Original productions: *Snoopy in Space*, *Strawberry Shortcake: Berry in the Big City*, *Chip and Potato*, *Sonic Prime*, *Malory Towers*, and more.



Audience Engagement

Integrates our extensive capabilities in delivering entertainment content to audiences around the world, including our global distribution business, our world-leading YouTube network, digital marketing expertise and our digital advertising business.

Industry leader in harnessing growing power of YouTube to deliver creative content optimized to audiences and today's viewing behaviors

Our expertise has attracted partners from across the kids' media industry

We can accelerate and amplify brand awareness and elevate discoverability



Global Licensing

Includes our leading licensing agency, WildBrain CPLG, franchise management activities for key owned brands, including Teletubbies and Strawberry Shortcake, the management of key third-party IP partnerships, and our interest in the Peanuts brand, operated by the Peanuts Worldwide subsidiary.



Our own global agency covering all key markets to drive consumer products for our brands

Long heritage in global licensing since 1972

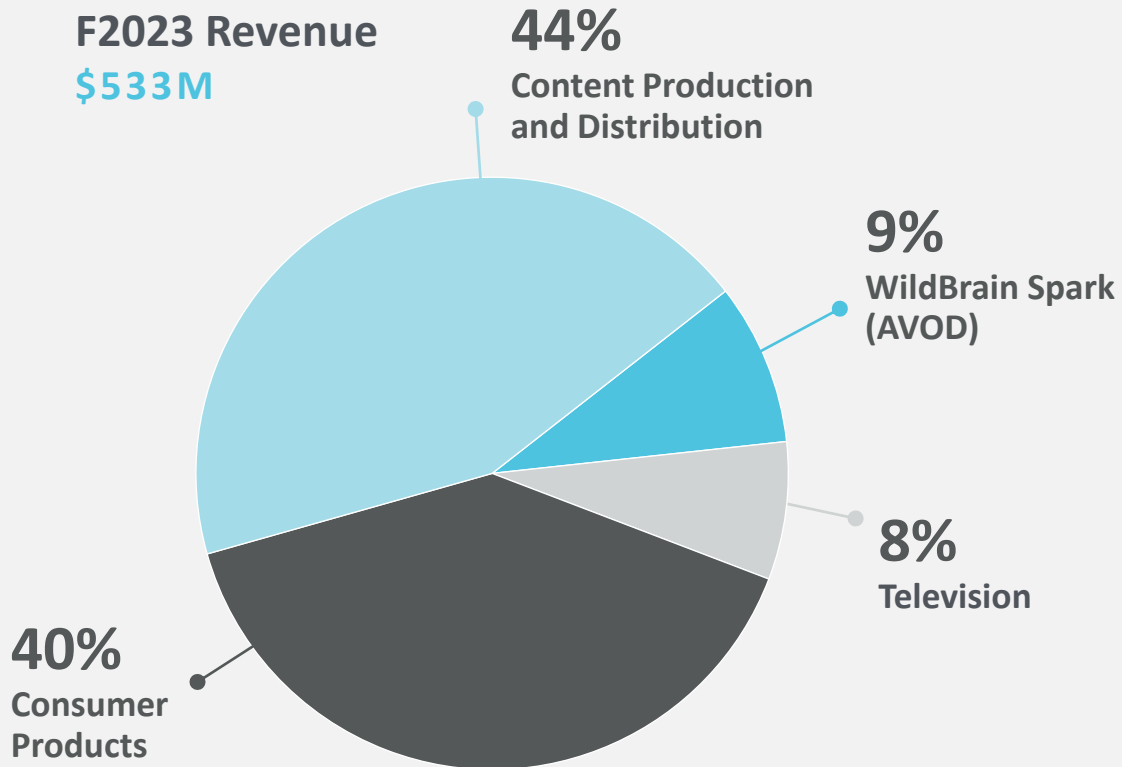
Representing broadest portfolio of 400+ brands globally including Peanuts, Paw Patrol, Peppa Pig, and many more entertainment, lifestyle, and sports brands

Global reach with 22 offices covering 90 countries worldwide

Source of consumer and retail intel, knowing what is on trend to inform our licensing programs and our other businesses

Diversifying revenue across our business

Focusing on our core competencies of content creation, audience engagement and global licensing



Content Creation

- Focus on producing premium and omni-platform content
- Expand into features
- Reduce the development slate

Audience Engagement

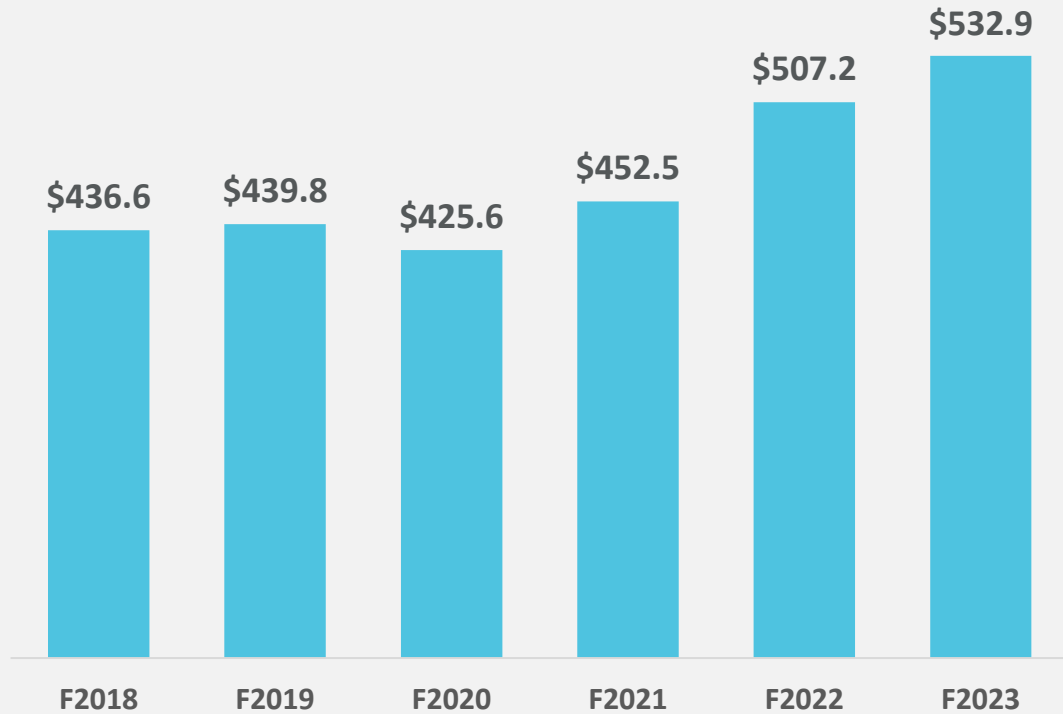
- Build our franchise strategy for reach, relevance and revenue for owned IP
- Deliver value of data analytics and insights across the organization
- Continue to enhance digital marketing capabilities

Global Licensing

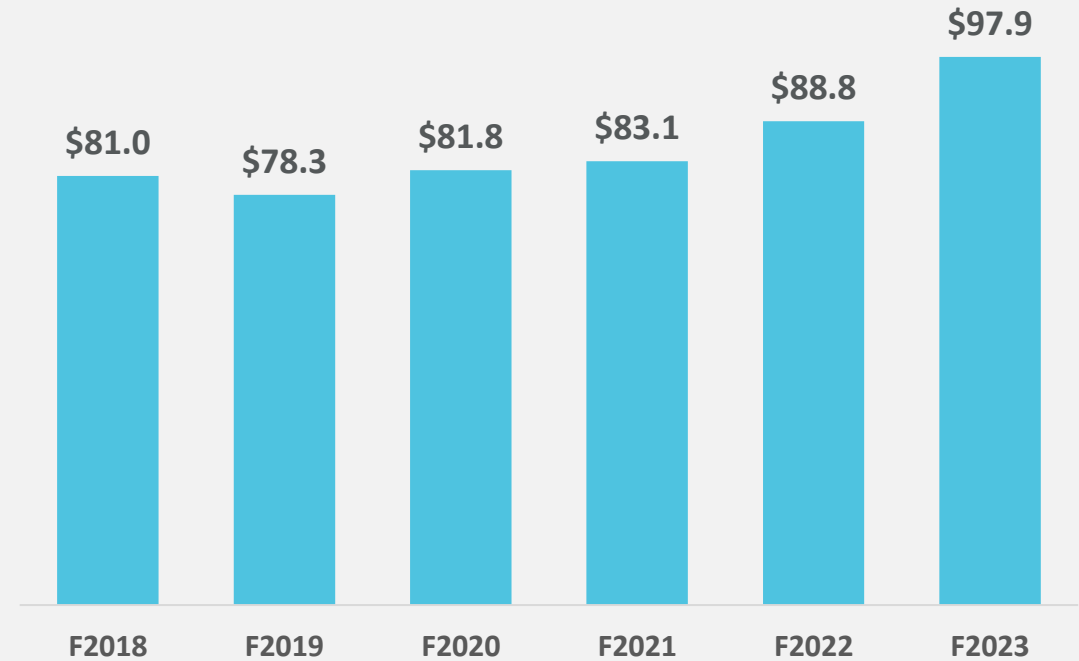
- Hyper-focused on global partnerships, like Playmobil, SEGA, and SuperCell
- Maximizing the value of our owned IP
- Building Location Based Experience, or LBE, strategies and expertise

Financial Results

Revenue (\$ MILLION)



Adjusted EBITDA^{1, 2} (\$ MILLION)



1. Adjusted EBITDA is a non-GAAP financial measures - see below for further details and for additional information, Refer to “Use of Non-GAAP Financial Measures” and “Reconciliation of Historical Results to Adjusted EBITDA” sections of WildBrain’s 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.



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