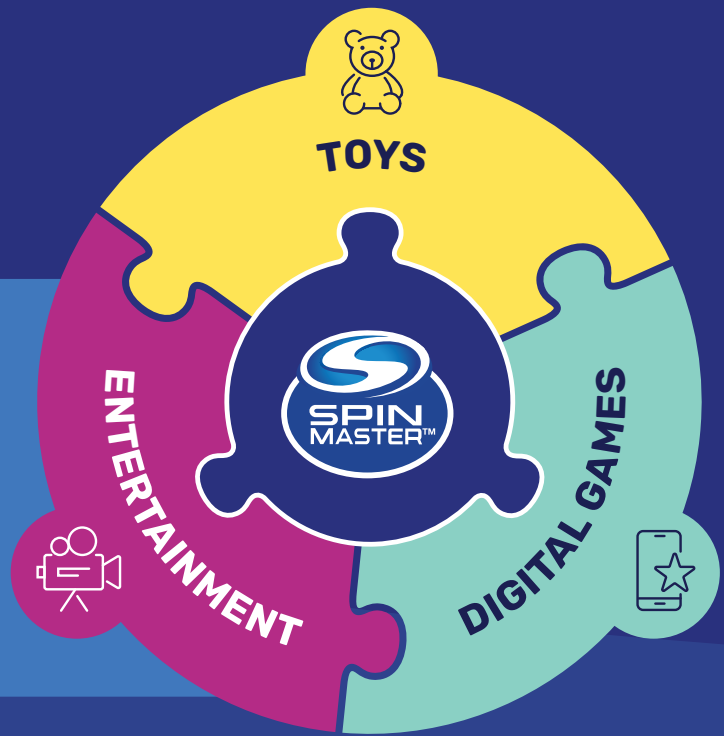


# Creative Centres

## WE WANT TO BE WHERE KIDS ARE!

Leading global children's entertainment company with a diversified multiplatform portfolio.



### Toys



Activities, Games & Puzzles and Plush



Boys



Preschool and Girls



Outdoor



### Entertainment



### Digital Games



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# Activities, Games & Puzzles and Plush

## Activities

The Activities category encompasses a portfolio of innovative products and brands that integrate fun, fashion, trends and popular culture into creative play patterns. The Company has developed this category through the continued establishment of evergreen brands, fostering iconic brands status, innovation to existing items, new promotional opportunities, acquisitions and diversification, with the addition of stationery products to the portfolio. The brands in this category include *Kinetic Sand*, *Cool Marker*, *Etch A Sketch*, *Orbeez*, *inkFLUENCER* and *Meccano*.

The *Kinetic Sand* brand continues to build its evergreen status within North America, and increasingly in global markets. Its steady popularity and growth, paired with positive online reviews, and a wildly popular social media presence (with 12.3 billion views on #KineticSand in 2020) has helped solidify the *Kinetic Sand* brand as a quintessential childhood activity compound in households around the world. In 2021, *Kinetic Sand* further expands the sensory experience by introducing *Kinetic Sand Ice Cream Containers* and *Ice Cream Treats Playset* complete with scented sand. In the fall,

the Company will launch the *Kinetic Sand Sandisfactory Set*, inspired by ASMR (autonomous sensory meridian response) trends and popular play patterns online, introducing for the first time black sand and clear tools to watch the mesmerizing effects as they happen.

The *Cool Maker* brand inspires kids to create, design and customize their own style with confidence. Launched in 2019, the TOTY-nominated *Cool Maker GO GLAM Nail Stamper*, an at-home nail studio that lets kids easily stamp and style their own manicures, will update the play pattern with the *GO GLAM U-Nique Nail Salon* offering added personalization, new decals for manicures and pedicures complete with a built-in dryer. Expanding the portfolio, in 2021 the *Cool Maker* brand will also unveil *Shimmer Me Body Art*, a do-it-yourself studio for kids to express themselves with customizable, glamorous and fun body art. Featuring an innovative roller that transfers iridescent foil directly onto the body, kids can create shimmer designs and then decorate them with glitter and gems.





*Etch A Sketch*, the iconic 60+ year-old brand that was added to the Spin Master portfolio in 2016, will introduce a refresh on the *Etch A Sketch Freestyle*, featuring *Boogie Board™* technology, a sensitive touch screen that will respond to brush strokes. The accompanying two-part stylus with classic tip and brush tip allows the artist to draw or paint, revealing a rainbow of colours.

In 2019, Spin Master acquired the *Orbeez* brand, providing new opportunities for innovation and creative execution. In 2021, kids can bounce, slice and squish in oh-so-satisfying ways with the new *Orbeez #Challenge™*. Driven by the popular social media trend, the first-ever *Orbeez* playset comes with six tools and 2,000 *Orbeez*. The Company will also relaunch the *Soothing Foot Spa* featuring an all new infinity waterfall feature so you can both see and feel mesmerized.

In late fall 2020, Spin Master further diversified the Activities portfolio with the launch of *inkFLUENCER*, a tween-focused stationery, craft and activities line inspired by social media influencers WeWearCute, sold exclusively at Walmart. In spring 2021, the brand expanded the assortment introducing a *Style N Sketch Fashion Journal*, *Style N Create Fashion Packs* and *Click N Color Markers* and a *Click N Blend Water Color Set* coming in fall 2021.

*Meccano* empowers and inspires the next generation of budding builders and engineers. The heritage brand continues to drive an authentic building experience that allows endless building possibilities. In 2021, kids can build and construct a *Motorized Supercar* featuring 328 parts, 10 different *Racing Vehicles* or their own *Monster Jam Truck*.

**Etch A Sketch, the iconic 60+ year-old brand that was added to the Spin Master portfolio in 2016, will introduce a refresh on the Etch A Sketch Freestyle, featuring Boogie Board™ technology, a sensitive touch screen that will respond to brush strokes.**





## Games & Puzzles

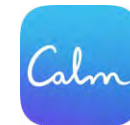
The Games & Puzzles category targets board game enthusiasts of all ages, from children to adults and families, as the perfect antidote to an increasingly technological world. Games & Puzzles includes a wide-ranging library of innovative owned and licensed titles, adult and children’s puzzles, and classic games (e.g., chess, dominos), with over 500 titles.

Acquisitions have played a significant role in building Spin Master’s games portfolio. On January 4, 2021, Spin Master acquired the iconic Rubik’s brand, expanding its leading position within the Games category. The Company plans to put its marquee innovation on the entire Rubik’s portfolio.

The Games & Puzzles category experienced a significant boost in 2020, as the global pandemic drove people to spend more time at home and led families

to rediscover the joy and comfort of united play. Spin Master ups the ante in the Games portfolio for 2021, delivering more family-time moments, friendly competition and brain-bending challenges.

*Perplexus* and *Hedbanz* continue to support and deliver value from their core play patterns combined with a strong lineup of brain-building innovation. Building from the 2020 launch of *Rubik’s Perplexus 2x2*, the Company introduces the 3x3, which includes a 3-D ball that players must maneuver through the inner maze by twisting the cube to align the tracks. With over 15 million copies sold, *Hedbanz*, the quick question game of “What am I?”, unveils *Hedbanz Blast Off* in 2021. With new blast-off headbands, cards will literally blast off the players’ heads, adding an extra race against the clock challenge.



**The Games & Puzzles category experienced a significant boost in 2020, as the global pandemic drove people to spend more time at home and led families to rediscover the joy and comfort of united play.**

The Company raises the stakes in the ultimate family showdown game, *Beat the Parents™*. For the first time, both parents and kids will put something on the line, creating their own wagers – will it be parents doing the kids’ chores or ordering in pizza for dinner?

New titles to the family games portfolio include *Jumanji Deluxe™*, an interactive and immersive adventure game that encourages players to work together to stay alive and complete the challenges as you trek through the jungle. The Company will also launch *Disney Sidekicks*, a co-operative game featuring five sidekicks and their villains from classic Disney movies, and *Harry Potter Catch the Snitch*, a fast-paced, Quidditch-themed card game with a golden twist.

Following the 2020 launch of nostalgic games *Titanic* and *M.A.S.H.*, Spin Master introduces more licensed games that harken back to ‘simpler times’ with *Seinfeld*. A pop culture-inspired adult party game, *Curb Your Enthusiasm* will also be launched as well as a Netflix-themed game, among the first consumer products being launched for one of the world’s leading entertainment services. Spin Master will also expand on its 2020 launch of *Calm Mindful Nature Scene Puzzles*. Teaming up with the #1 mental fitness app, the puzzle experience pairs a stunning scene with related audio from the Calm app.

Lastly, following the 2020 Marvel United Kickstarter campaign that raised \$3 million in 31 minutes, *Marvel* returns to Kickstarter with *X-Men*, a co-operative game in which players take control of *Marvel* heroes.



## Plush

Spin Master's primary Plush offering is brought to market through the *GUND* brand, which targets infants, children and adults of all ages with a wide range of products featuring the quality and huggable softness that has characterized the *GUND* brand for over 120 years. The Plush category's focus includes adding strong licensing partners with continued emphasis on premium fabrics, new themes and animated plush. The brand is organized into baby, core, animated, licensed and trend plush categories.

The Company has accelerated the expansion of the *Baby GUND* line through a focus on modern and traditional baby gifts, contemporary baby products and animated plush. *GUND*'s animated line continues to break through for the brand, with interactive plush that promote sweet engagement between infant and parent as the characters move, tell stories, dance, and play music and games such as peekaboo. In the US market, NPD has ranked Animated Flappy (elephant) #1 within the Infant Plush class since 2017. Coupled with Animated Flora (bunny), Animated Clappy (monkey) and most recently Animated Kissy, a soft plush penguin that blows kisses, the animated collection features a fun, lovable character for every family.

In 2021, Spin Master's innovation is further infused into the high-quality plush line with the introduction of a new animated character, the *Sleepy Eyes Owl Soother*. This interactive item offers some of the same animated magic, but for the bedtime routine between parent and child. With adorable eyes that slowly close and a gentle glowing body, along with soothing sounds and music, the *Sleepy Eyes Owl Soother* provides the perfect atmosphere for sleep time.

From the core line, *Snuffles*, *GUND*'s most iconic bear, is celebrating a milestone 40 years. Known for its unique crescent design that lets him look into your eyes with every hug, the anniversary will be commemorated with a luxurious ruby-coloured *Snuffles* in limited quantities.

The *Toothpick* line's modern aesthetic features characters known for their long, lanky take-along bodies. In 2021, *GUND* will introduce three new modern fabrics: stripes; confetti, featuring colorful speckle fabric; and ripple, with a beautiful blue wavy fabric.

Spin Master continues to leverage its strong relationships with leading licensors to obtain new, desirable licenses. The Company's current licensing agreements with *Sesame Street*, *Hello Kitty*, *Pusheen*, *Gabby's Dollhouse* and *Line Friends* (one of the fastest growing global character brands) continue to build out the portfolio of licensed product.

In 2021, *GUND* will introduce a collection of *PAW Patrol* core and movie-themed plush in 3.5 to 9 inch sizes.

*GUND* will enter a new trend category, unveiling *P.Lushes Pets*, fashion-inspired designer plush featuring luxe, premium fabrics. Each member of the stylish squad has its own unique design inspiration, fabrics, textiles, personality, high style, witty name and biography with multiple waves to collect and adore, including limited editions and special editions.





# Boys

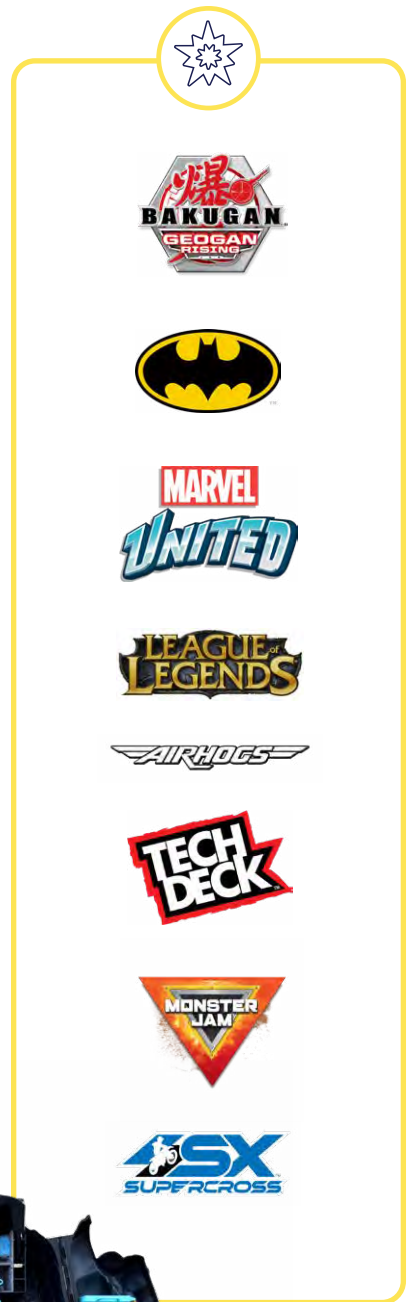
The Boys category delivers high-quality and cutting edge products rich with innovative technology. Licensing of entertainment content is a key component in this category. Spin Master is focused on further strengthening its owned brands, *Bakugan*, *Air Hogs* and *Tech Deck*, as well as collaborating with world-class licenses such as *DC*, *Monster Jam*, *Supercross* and *League of Legends*.

Spin Master continues to build on the *Bakugan* franchise, delivering more toys that transform and incite collectibility. Debuting on Netflix on April 15, 2021, the third season return of the action adventure series *Bakugan: Geogan Rising* sees the introduction of all-new *Geogan* characters. The toy line features these mysterious characters with new shapes, faction symbols and translucent details, each with their own unique transformation and extra battling power.

For over two decades, *Air Hogs* has wowed with innovation, defied gravity and put the power in kids' hands. Building off the successful 2020 launch of *Air Hogs Stunt Shot* vehicle, featuring lightweight technology, a durable body and soft wheels that make it practically indestructible, the Company introduces *Air Hogs Jump Fury* vehicle. Tackling new heights, *Jump Fury* can jump up to 22 inches into the air and its innovative performance wheels won't scratch surfaces, making it perfect for indoor use. RC innovation will also be introduced with *Air Hogs Gravitor*, a high-tech stunt flyer featuring wave control technology that senses altitude and can be controlled with the power of kids' hands.

In 2021, the *Tech Deck* brand, a line of miniature skateboard replicas called fingerboards complete with moving wheels and actual board graphics, will bring to market all new boards, ramps and a custom park designed after the private skate park of the #1 world ranked skateboarder, Nyjah Houston.

Spin Master kicked off 2020 as the newest toy licensee for Warner Bros. Consumer Products' iconic Batman franchise and other DC Super Heroes, delivering what retail buyers called the most innovative DC and Batman toy line they had ever seen. In 2021, Spin Master delivers more unique twists with the *Batman Bat-Tech Transforming Batcave*, a child-size figure (measuring over 30 inches tall) that transforms into a playset as well as the *All-Terrain RC Batmobile* with performance wheels allowing it to drive over mud, dirt, grass, snow and even in water.



**Expanding on Spin Master's current relationship with Feld Entertainment's *Monster Jam* brand and growing its presence in the vehicle play category, Spin Master is the new global master toy licensee for *Supercross*.**



The *Monster Jam* brand continued to show momentum despite the cancellation of many live *Monster Jam* shows due to the pandemic. In 2021, the *Grave Digger Freestyle Force* remote control vehicle will be released, featuring all-new wheelie balancing technology that allows wheelies to be performed on both the back and front wheels with the push of a button. New playsets will also be introduced across the die-cast category, including the 1:64 compatible *Stunt Playset* and *Truck Wash Playset* as well as a new *Mini Playset*.

Expanding on Spin Master's current relationship with Feld Entertainment's *Monster Jam* brand and growing its presence in the vehicle play category, Spin Master is the new global master toy licensee for *Supercross*. The premier off-road motorcycle racing series attracts top professional athletes from around the world. Spin Master will launch the 1:24 *Scale Diecast Motorcycle with Rider Figure* and *Race & Wheelie Bike* in 2021.

Spin Master will unveil toys from the digital gaming world as the Company launches a multi-year product line featuring action figures, playsets and role-play items for Riot Games' *League of Legends* franchise, with an anticipated on-shelf date in the fall of 2021. The line targets fans of the game and will play into the rapidly growing "kidult" market.



# Preschool and Girls

## Preschool

The Preschool category includes toys for children aged two to five, anchored by aspirational characters and great storytelling within Spin Master Entertainment's IP as well as popular licenses. The Company develops entertainment programming and toy lines in unison with a strategy to maximize integration.

The global success of the *PAW Patrol* franchise has established Spin Master as a major player in the preschool space. The *PAW Patrol* universe is constantly expanding with new story themes, characters and brand extensions across multiple platforms, retail aisles and live experiences. Rooted in action and adventure, the introduction of new themes fuels the franchise by elevating storylines, providing exciting discoveries and offering opportunities for new learnings and play experiences. In 2021, the *PAW Patrol Moto Pups* theme is introduced into the series as well as the integrated toy line, complete with new Moto Vehicles and Moto uniforms on the pup figures.

In July 2021, Spin Master will unveil an integrated toy line based on the big screen debut of *PAW Patrol: The Movie*, set for theatres in August 2021. The toy line will include figures, plush, playsets and vehicles complete with the new characters and designs from the feature film.

As the global master toy licensee for DreamWorks Animations' all-new preschool series *Gabby's Dollhouse*, which debuted on Netflix in January 2021, the Company is releasing a new toy line including playsets, figures and plush in the fall. The line will include a true-to-show *Dollhouse Playset* that measures over 2 feet tall, *Deluxe Rooms* and Gabby's signature *Magical Musical Ears* and *Talking Pandypaws*.

In the coming year, Spin Master will unveil a toy line for *Mighty Express*, Spin Master's Netflix-original preschool series that launched in 2020.





## Girls

The Girls category is a hyper-competitive space, influenced by trends, styles and play. Spin Master is focused on delivering products through a mixture of internally created IP (tapping into popular play patterns) combined with strategic, licensing partnerships with franchises girls know and love. This category includes products driven by innovation through the Company's robotics expertise that blends technology and compelling characters, bringing them to life for interactive and immersive experiences. Spin Master continues to expand this product category with new unboxing experiences and unique twists on classic play patterns.

Expanding on the innovations and application of advanced technologies found in Spin Master's former *Zoomer* and current *Hatchimals* brands, the Company launched *Present Pets*, an assortment of interactive plush puppies with a unique unboxing experience. The puppies are so excited to meet you they unbox themselves. Based on the success of the fall 2020 launch, Spin Master will expand the *Present Pets* brand with the introduction of new characters and themes, as well as smaller, lower price point collectibles in 2021.

This fall Spin Master will unveil *Peek-A-Roo*, an interactive plush animal that features an innovative pouch that magically reveals a baby inside, with over 150 sounds and reactions and dynamic momma and baby play. A break frame addition to the aisle, *Purse Pets* are interactive purses that bring your look to life as they blink, respond to touch, and play games and music, merging friendship and fashion.

Hatching into its 10th season, the *Hatchimals Colleggtibles* line continues to evolve with new themes, forms and surprises introduced each year. In 2021, the *Hatchimals Colleggtibles Shimmer Babies* and *Hatchimals Pixies Babysitters*

will inspire coll-EGG-tors everywhere. The interactive *Hatchimals Pixie Crystal Flyer* that features a built-in sensor, allowing it to sense where your hands are as you help her fly indoors, will come to market with an updated design and new light-up feature.

The Company will relaunch a reimagined *Zoobles* brand internationally (outside of North America) in fall 2021. These unique characters transform from ball to animal and sometimes to girl, via their magical magnetic hot spots.

In recent years, the Company has continued to grow and refresh *Twisty Petz*, the playful, trendy and creative brand of collectibles that transform pets and characters into fashionable accessories with a twist. The new 2021 *Twisty Kit* will allow kids to create and customize their very own *Twisty Petz* with over 60 beads to customize into five animals, with four charms and a beader set-up tray.

As the new global toy licensee for the *Wizards World* franchise, Spin Master is developing *Wizards World* products based on the *Harry Potter* and *Fantastic Beasts* films in the Girls category, including dolls; figures and accessories; playsets; select vehicles; games; feature plush; and role play/dress, with an expected on-shelf date in August 2021.



# Outdoor

The Outdoor category primarily consists of four core brands: *SwimWays*, *Aerobie*, *Coop* and *Kelsyus*, offering a diverse portfolio of innovative toys, floats and sporting goods for the backyard, park, pool and beach. Spin Master recognizes the importance of physical activity and outdoor play for children and families; a category which grew during the pandemic. Spin Master entered the Outdoor category in 2016 following the acquisition of *SwimWays*, a leader in water and sand toys and accessories. In 2017, the Company acquired certain *Aerobie* assets from a leading producer of outdoor flying discs and sports toys since 1984.

Spin Master's focus in the Outdoor category is to leverage its global R&D network to introduce product innovation, build out adjacent product categories and increase the Company's global penetration with its brands, making the *SwimWays*, *Kelsyus*, *Aerobie* and *Coop* brands available globally.

The *Learn to Swim-Swim Steps Program* is the entry point into *SwimWays* for the entire family. It is well regarded as the premier Swim Education program; accredited by the USA Swimming Foundation with key certifications from the U.S. Coast Guard and Transport Canada. It is a safe and reliable three-step program of swim products suitable for water introduction to independent swimming with key items such as *Infant Spring Float* and *Baby Spring Float* – the #1 float in the category as per NPD. The range is complemented by top-tier licenses from a number of popular entertainment franchises including *Ariel*, *Frozen 2*, *Minnie*, *Mickey*, *Finding Nemo*, *The Amazing Spiderman & Friends*, *The Avengers*, *Baby Shark* and *PAW Patrol*, which will expand to international markets in 2021.

The *SwimWays* adult products include the popular, patented *Spring Float* line of leisure products. The Company will introduce exciting innovation in 2021 across the adult *Spring Float* line with the new, patent pending *Hyper-Flate Valve Technology* that solves the number one pain point with inflatables within the category, allowing for three times faster inflation and deflation. The *SwimWays* range will be bolstered with key pool and water staples, made in the US pool noodles and the close-cell foam *Aquaria* premium line of high-end floats.

The *Aerobie* portfolio is rooted in best-in-class performance, flight and superior aerodynamic engineering. Products include the *Pro Ring*, *Superdisc* and *Sprint Ring* flying discs as well as the *Orbiter Boomerang*, a high-performance boomerang. In July 2021, *Aerobie* will launch the *Sonic Fin* with the help of an NFL quarterback, who will be the brand ambassador. The innovative design of this toy football creates incredible aerodynamic lift in the air, resulting in throws travelling up to 100 yards. The precise balance of the ball makes it easier to throw spirals and the adjustable fins can be calibrated to increase spin rate and maximum distance.





# Entertainment

Spin Master Entertainment creates and produces multiplatform global entertainment properties, developing compelling content and building franchises that are positioned for long-term growth. Through its in-house studio and partnerships with top animation houses and outside creators and writers, Spin Master Entertainment has built an organization to cultivate creativity.

Spin Master Entertainment currently has five series in production: *PAW Patrol*, *Mighty Express* and *Bakugan: Battle Planet*, airing in more than 190 countries, and two new yet-to-be-announced series. Each has a built-in multichannel content approach encompassing all or a combination of broadcast television, subscription video on demand (SVOD) as well as YouTube and digital platforms.

*PAW Patrol* entered its eighth season on Nickelodeon this year and season nine is currently in production. New themes are introduced with each season, delivering newness in storytelling and physical product. After a successful *Dino Rescue* theme in 2020, the *PAW Patrol* pups will get sleek motorcycles this spring with the introduction of the *Moto Pups* theme, complete with all new Moto uniforms.

The franchise is heading to the big screen this year with *PAW Patrol: The Movie*, an animated feature film produced by Spin Master Entertainment in association with Nickelodeon Movies and distributed by Paramount Pictures. The *PAW Patrol* movie is expected to be the first of several feature films by Spin Master Entertainment.





As digital natives, kids know to go to YouTube to find their favorite characters, and Spin Master is focused on investing in content that resonates across platforms, including the creation of short-form and digital content. Spin Master has produced over 300 pieces of animated, short-form narrative content for digital platforms, both to support the launch of new IP and as a complement to already established longer-format entertainment properties.

The Company debuted its first direct-to-streaming platform series in 2020 with the launch of *Mighty Express* on Netflix, a contemporary approach to the timeless genre of trains. Season two was released in February 2021 with new episode drops slated for Netflix throughout the remainder of the year. *Mighty Express* is complemented with digital content available on YouTube, which has amassed over 73 million views, translating to more than 3 million watch time hours.

In 2019, a decade after its original debut, *Bakugan* made its return, introducing a new generation of fans to the anime adventure series and global battling phenomenon. Next month, season three of *Bakugan: Geogan's Rising* will premiere on Netflix, introducing new species of *Bakugan* monsters in exciting geometric shapes unlike anything seen before. Full episodes of past and current *Bakugan* are also available on YouTube.

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# Digital Games

Spin Master has an established digital presence anchored by the *Toca Boca* and *Sago Mini* studios.

*Toca Boca's* core audience is 6+ while *Sago Mini* apps serve an audience of two to five year olds. *Toca Boca's* and *Sago Mini's* digital games are designed to support children's natural sense of curiosity, experimentation and self-expression. As kids consume more content on mobile devices, these two studios have established a strong presence from which to build within this area of children's entertainment.

The Company's digital games business saw considerable growth and popularity in 2020, largely due to the growth of the *Toca Life World* franchise. As of March 2021, the *Toca Boca* ecosystem had over

50 million monthly active users, more than double the same period last year. The *Toca Boca* studio will continue to pioneer digital play with the introduction of its first multiplayer game, *Toca Days*, set to go live at the end of 2021.

In 2020, the *Sago Mini* subscription business was launched, offering monthly make-and-play boxes that bring quality, creative play right to the consumer's door. Each box is packed with 21st-century skills like empathy, creative problem-solving and emotional intelligence, which are discovered through play. In February 2021, *Toca Boca* studio launched their own monthly subscription service, *Toca Life Boxes*, bringing creative play to children who love surprises.





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