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Forward-Looking Statements

This presentation contains "forward looking statements" under applicable securities laws with respect to WildBrain including, without limitation, statements regarding the growth strategy of WildBrain, WildBrain’s production pipeline and projects in development, WildBrain’s brand strategy (including its plans for developing and monetizing Peanuts, Strawberry Shortcake and other franchises), the activation of WildBrain’s IP and the results and benefits therefrom, financial projections for WildBrain’s business in China, WildBrain’s direct ad sales business, the value of WildBrain’s assets, leverage ratio and cash flow forecasts, use of capital for investments and other growth opportunities, 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 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 factors and assumptions that management believes are reasonable at the time they were made, but a number of assumptions may prove to be incorrect, including, but not limited to, assumptions about (i) WildBrain’s future operating results, (ii) the expected pace of expansion of WildBrain’s operations, (iii) future general economic and market conditions, including debt and equity capital markets and the availability of financing on acceptable terms, (iv) the impact of increasing competition on WildBrain, (v) changes in the industries and changes in laws and regulations related to the industries in which WildBrain operates, (vi) consumer and investor preferences, (vii) the ability of WildBrain to execute on acquisition and other growth strategies and opportunities and realize the expected benefits therefrom, (viii) the ability of WildBrain to execute on production, distribution and licensing arrangements, (ix) the availability of investment opportunities at acceptable valuations and the ability of WildBrain to execute on such investment opportunities, (x) the timing for commencement and completion of productions, (xi) the ability of WildBrain and its partners to execute on its brand plans and consumer products programs, (xii) changes in the markets and industries in which the WildBrain operates and the ability of WildBrain to adapt to such changes, (xiii) changes to YouTube and in advertising markets, and (xiv) the ability of WildBrain to commercialize consumer products related to its brands. 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, WildBrain’s ability to close and execute on anticipated production, licensing and other arrangements, the ability of WildBrain to realize the expected value of its 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 as well as in WildBrain’s press release dated September 14, 2021.

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.
Transformed and Positioned for Significant Growth
**Why WildBrain?**

Uniquely Positioned, Vertically Integrated Global Kids’ Media Company

1. Only independent kids’ media company with 360° capabilities to monetize across the IP value chain
2. Proven, focused leadership team with significant insider ownership aligned with shareholders
3. Positioned to capitalize on strong market tailwinds
4. Just starting to activate owned and partner IP brands
5. Committed production pipeline = earnings visibility
6. Only independent, vertically integrated, digital distribution channel, reaching larger audience than most cable services
7. Own global licensing platform to maximize monetization of our brands
8. Transformed organization to drive operating leverage and deliver sustained and significant earnings growth

**Why Now?**

We’ve built a platform, team and process to consistently deliver substantial value across our own and partner IP
Our Value Commitments

- Global Leading Kids’ Media Company
- Top-Choice Partner for Media Platforms
- Culture of Creative Excellence and Belonging
- Maximize the Value of Our Own and Partner IP Brands
- Deliver Sustainable Growth
Our Financial Objectives

Actual, Estimated and Objective for Adjusted EBITDA

<table>
<thead>
<tr>
<th>Year</th>
<th>Adjusted EBITDA (C$ million)</th>
</tr>
</thead>
<tbody>
<tr>
<td>F2021A</td>
<td>$72M</td>
</tr>
<tr>
<td>F2022E</td>
<td>$87-$93M</td>
</tr>
</tbody>
</table>

F2024 Objective

15-20% 2-Year CAGR

Revenue 2-Year CAGR of 12-17%

1. C$72 million pro forma excludes $6.4 million of government or other wage subsidies related to COVID-19 and $4.4 million of litigation settlement.
C$72 million pro forma excludes $6.4 million of government or other wage subsidies related to COVID-19 and $4.4 million of litigation settlement.
Agenda

Welcome: Why WildBrain? Why Now?
WildBrain Overview: Our Unique, 360° Approach
Increasing the Value of Peanuts
Unlocking the Value of WildBrain Spark

10-minute break

Activating Strawberry Shortcake
Partnering with Top IP
Significant Brand Upside
Positioned for Sustained, Significant Growth
Closing Remarks

Q&A
Our Unique 360° Approach
WILDBRAIN OVERVIEW
Our History: How Did We Get Here?

We assembled all these great assets under one roof:

- Incredible library, evergreen global franchises
- Owned digital distribution with global reach and engagement
- Top-notch production assets and talent
- Leading global licensing platform with 16 offices covering 65 countries

2006
Company founded

2010
Acquires Yo Gabba Gabba!

2012
Acquires Cookie Jar & licensing agency CPLG

2013
Acquires Teletubbies & In the Night Garden

2014
Acquires 30-year old Degrassi franchise

2014
Acquires Family Channel Canada

2017
Acquires Peanuts & Strawberry Shortcake

2019-2021
Rebranded as WildBrain
- New Peanuts content debuts on Apple TV+
- Activated Strawberry Shortcake, Yo Gabba Gabba! & Sonic Prime

2022
TRANSFORMATION: REORGANIZED & INTEGRATED ASSETS
Our Transformation: What We’ve Done

- Built out and enhanced our leadership team
- Repositioned and reinvigorated our assets
- Restructured our approach
- Transformed our business to deliver growth and value for years to come
Major Industry Trends Favor Huge Upside for WildBrain

Rising value of IP
Known brands equal discoverability and engagement in an increasingly fragmented media world.
We are rich in IP

Kids want both premium and digital content
We serve both these large and growing content markets

Kids are a key driver for media services
We engage kids and families across all media

Growing importance of AVOD
We are the #1 kids’ and family AVOD network

64% of parents choose content that reminds them of their childhood

US $1.7B global kids’ digital advertising spend

60% of Netflix customers watch kids’ and family content

1. Ranking based on premium kids and family content, global AVOD viewership and average of all key metrics
2. WildBrain Spark Ipsos Parent Survey Report July 2021
3. PwC Kids Digital Media Report 2019
WildBrain is Rich in Timeless Brands that We Can Reinvent Time and Time Again

As the owner of the largest independent library of kids’ content at 500 properties
Strong Branded IP Becomes Evergreen When Properly Managed and Targeted

Key Aspects Proven in Successful IP Turnarounds

- Implement management changes
- Rationalize costs
- Focus on core product
- Reinvigorate creative
- Reinvigorate distribution
- Reinvigorate branded products

Examples of successfully reinvigorated branded IP turnarounds

Barbie  LEGO  MARVEL  My Little Pony  Pokémon  Scooby-Doo  Star Wars

Industry Case Study: Timeline of a Successful IP Turnaround

<table>
<thead>
<tr>
<th>Year</th>
<th>Event Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>1932</td>
<td>Toy company founded</td>
</tr>
<tr>
<td>2004</td>
<td>Toy company appoints new CEO</td>
</tr>
<tr>
<td>2015</td>
<td>Becomes world's largest toy company by revenue</td>
</tr>
</tbody>
</table>

- 1998: Toy company reports first loss since 1932
- 2005: New CEO implements turnaround with focus on core product and fiscal responsibility

Sales (SMs)

<table>
<thead>
<tr>
<th>Year</th>
<th>Sales</th>
</tr>
</thead>
<tbody>
<tr>
<td>1994</td>
<td>$898</td>
</tr>
<tr>
<td>1998</td>
<td>$860</td>
</tr>
<tr>
<td>2004</td>
<td>$1,100</td>
</tr>
</tbody>
</table>

New Profit / (Loss) (SM)

<table>
<thead>
<tr>
<th>Year</th>
<th>Profit / (Loss)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1994</td>
<td>$74</td>
</tr>
<tr>
<td>1998</td>
<td>$(13)</td>
</tr>
<tr>
<td>2004</td>
<td>$(322)</td>
</tr>
<tr>
<td>2015</td>
<td>$1300</td>
</tr>
</tbody>
</table>
IP Turnarounds and Franchise Successes Typically Share a Proven Playbook

- **Implement management changes**
  - Appointed new leadership with five new top executives

- **Rationalize costs**
  - Rationalized costs, reduced debt to improve balance sheet and allow us to invest for growth
  - Enhanced financial management, systems and process for better reporting and forecasting

- **Focus on core product**
  - Reorganized, streamlined and integrated operations to focus on our core strengths in kids’ content and IP
  - Rebranded as WildBrain to unify entire company, working together around a single focus

- **Reinvigorate creative**
  - Invested in top talent and development and built new process to ingrain creative excellence in our DNA

- **Reinvigorate distribution**
  - Focused on maximizing reach and engagement of our industry-leading digital platform

- **Reinvigorate branded products**
  - Built brand teams, working with toy inventors, developed brand P&Ls and leveraging our 360° approach to harvest brands
  - Exploiting underserved territories such as China
Appointed new leadership with five new top executives.

Rationalized costs, reduced debt, and improved balance sheet.

Reorganized, streamlined operations, and focused on core strengths in kids content and IP.

Invested in top talent and developed a new process to improve creative excellence.

Focused on maximizing reach and engagement for our industry-leading digital platform.

Built brand teams, working with toy inventors to develop brand P&Ls and leveraging our 360° approach to harvest brands.

Exploiting underserved territories such as China.

We’ve taken this typical playbook further by using technology and data insights to power our decisions on what kids want, where and how.
Today: This is WildBrain

A unique 360° platform powered by data and global insights to deliver compelling kids’ content whenever, however and wherever they want.

Our 360° IP Playbook

All our business units work together to inform and power each other to unlock the value of our IP portfolio.
Our Centralized Data Platform Drives Our 360° Management of IP

Our data and insights provide a feedback loop to inform how we go to market across our business units and manage brands.
Leadership Aligned to Execute and Deliver on Our 360° Approach

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

Aaron Ames
CFO

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, Brand, 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, WildBrainCPLG

Jianbo Wei
MD, China
We are Everywhere Kids Are Consuming Content

Uniquely Positioned to Serve the Largest, Growing Markets for Kids’ Content

Premium Content for Streaming Services
We create top-rated content to meet global SVOD demand for exclusive originals

Digital-First Content for On-Demand Platforms
We produce high-quality, digital content informed by data insights on AVOD
Our 360° Playbook for Activating Brands

We are the only independent one-stop shop to build, market, and merchandise kids’ brands and IP.
Acclaimed Premium Content

Feeding wild brains, from the youngest kids to teens and beyond

- **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, Chip and Potato, Dorg Van Dango, Malory Towers*, and more.
Premium Animation Studio

Full-service premium-animation studio with writing, design, pre-production, production, and post services

- 75,000 square-foot state of the art animation studio in Vancouver, B.C.
- 950 animators, artists and staff
- 2D & CG and game engine pipeline
- Cost advantage due to incentives as a Canadian studio
Industry Leading Kids’ and Family AVOD Network that Excels at Brand Engagement and Amplification

- Maximize viewing to a massive global audience, creating awareness and engagement with premium IP
- Manage / distribute hundreds of thousands of videos from our library and for our partners
- Monetize our audience with industry-leading solutions for direct ad sales and audience targeting

Create new content that meets needs for digital users
- Patent pending data tools
- Partner with brand owners, toy companies and licensors to create and amplify IP

1 in 3 kids reached globally on our AVOD network*
800+ kids’ channels
Billions of monthly views
245M subscribers

*Every 90 days excluding China.

Syndicated across:
- YouTube
- Roku
- Pluto TV
- Prime Video
- Samsung TV Plus
- Tubi
Deep and Ever-Expanding Portfolio of Timeless Brands

Creating premium kids’ content to build enduring franchises

Developing long-range brand plans for IP with historic success to engage a new generation of kids globally at retail

Extending brands to all media platforms to engage a broad, multi-generational audience to maximize licensing opportunities
Long heritage in global licensing since 1974
Representing broadest portfolio of 400+ brands globally including Peanuts, Sesame Street, Paw Patrol, Dr. Seuss, MGM, and many more entertainment, lifestyle, and sports brands
Global reach with 16 offices covering 65 countries worldwide reaching >70% of global GDP
Source of consumer and retail intel, knowing what is on trend to inform our licensing programs and our other businesses

1. Based on global office footprint and number of brands represented
2. World Economic Forum
Increasing the Value of Peanuts
What We’ve Done to Increase the Value of Peanuts

Driving significant upside in top-10 character brand1

**Consumer Products**
Consolidated representation of Peanuts globally to grow consumer products

**Content Distribution**
Partnered with Apple TV+ to extend to a new generation of kids globally
Increasing exposure in untapped China market for Peanuts

**Content Production**
Invested in top-tier creative to deliver multi-year, multi-faceted premium content strategy

(AVOD + DATA)
Leveraged new digital content to broaden audience engagement and reach

1. Licensing Letter Dec. 2019
Premier Creative Content to Drive Affinity for Peanuts

- Multi-year, multi-faceted partnership ensures consistent and prolific output of content
- Top-tier creative team acclaimed for *The Angry Birds Movie*, Frozen and The Simpsons
- Collaborating with digital, marketing and licensing to drive engagement around new content and grow consumer products
- Started with kids-focused Snoopy content to engage kids’ audience and grow licensing in large, untapped categories (e.g. toys)
Extending Peanuts to a New Generation on Apple TV+

Apple marketing worthy of a worldwide theatrical release – increasing market penetration, awareness and viewship

- Long-term partnership with Apple TV+ expanding exposure to kids and families who have never seen Peanuts content
- Integrating marketing across Apple ecosystem driving new commercial and promotional opportunities (e.g. Apple stores, devices, iTunes)
- Leveraging *Snoopy in Space* content to drive awareness (e.g. NASA collaborations, STEM activities and in-school support)
The China Opportunity for Peanuts

We retained broad distribution rights in China on new content

A highly popular brand that has never been supported with media

Heightened engagement will drive more consumer products, commercial tie-ins and location-based entertainment

1. 2020 Tmall Annual Apparel Consumption Data
Success of “Take Care” Campaign Leverages our Digital Strengths

Studio, marketing and digital collaborated to launch new
digital content to drive global
engagement and affinity for
the brand

Pushing out stream of new
multi-language content
across social channels and
our AVOD network

Driving new promotional
and merchandising
programs to grow
consumer products

Significant opportunities to
further leverage our AVOD
strengths to amplify franchise
with more digital initiatives

Since January 2021

<table>
<thead>
<tr>
<th>130M</th>
<th>135M</th>
<th>617M</th>
</tr>
</thead>
<tbody>
<tr>
<td>video views</td>
<td>engagements</td>
<td>impressions</td>
</tr>
</tbody>
</table>

“Take Care” Campaign engagement across digital channels
Peanuts + CPLG Now Exclusive Across EMEA

US$1.7B in annual retail sales today

Full regional management accelerates commercial opportunities for licensees and retailers

Growing collaborations, new, long-term partners and double-digit revenue growth in EMEA

Further elevates WildBrain CPLG’s preeminence across EMEA
Maximizing the Power of Peanuts

Significant upside potential on this global top-10 character brand at retail

- **Premium content**
  - Creating more new content including around other characters in the full Peanuts universe to engage a new generation of kids and families globally

- **Global consumer products**
  - Realizing synergies with our licensing agency to grow consumer products globally

- **Untapped categories**
  - Growing licensing in major untapped categories including kids and location-based entertainment

- **China**
  - Increasing market penetration for distribution and licensing in underserved territories including China

**US$90B**
- Global toy market

**US$6.4B**
- Global location-based entertainment market annually for licensed merchandise

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1. Source: refer to slide 111
2. Global Licensing Report 2020 by Licensing International
What We’ve Done to Increase the Value of the Peanuts Franchise

Results to date executing on our 360° IP playbook on Peanuts brand

**Consumer Products**
Consolidated representation of Peanuts, driving growth and new, longer-term business

**Content Production**
- Full slate of new premium originals
- Emmy-winning *Peanuts in Space* doc
- *Snoopy in Space* debuted as one of most watched shows on Apple TV+
- *The Snoopy Show* won Best Animated Series at LEO AWARDS

**Content Distribution**
Licensed library of classic specials at 60% more than prior deal
- Distributing *Snoopy in Space* in China

Driving engagement and reach with Peanuts clips and new digital content on our global AVOD network
Unlocking the Value of WildBrain Spark
#1 Kids’ & Family AVOD Network¹

- 20 Billion minutes of videos watched monthly
- 1 in 3 kids reached globally
- 800+ channels

¹. Ranking based on premium kids’ and family content, global AVOD viewership and average of all key metrics
Power of YouTube: Generates Audience, Revenue and Data for Kids

% of US Kids Consuming Content on Each Platform¹

- YouTube: 85%
- Video-on-Demand: 71%
- Gaming: 60%
- Social Media (e.g. TikTok): 46%
- Broadcast TV: 41%
- Other Online Videos (e.g. not YouTube): 37%

YouTube is the Top Choice for US Kids’ Viewing

¹ Giraffe Insights and Precise TV Survey “Kids Media Universe: Exploring the kids content space”, August 2021
WildBrain Spark controls the platform for audience engagement. We have known brands and network scale. We have the data analytics to keep viewers engaged in our universe.
We’re an AVOD Leader with Global Scale in Kids’ Entertainment

Industry leader in harnessing growing power of YouTube to generate audiences, revenue and data

Leveraged our huge library to build scale

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

We’re industry leaders in monetizing this audience

All underpinned by our investment in data science and patent-pending tools
What is WildBrain Spark?

Our AVOD platform drives brand monetization, awareness and discovery, all informed by data and insights

Brand monetization
Our owned distribution platform at scale, reaching a larger audience than PBS Kids, Cartoon Network and Nickelodeon
Targeting our fair share of the US$4.5B spent globally each year on kids’ advertising¹

Brand awareness
We build affinity and engagement for our own and partner IP (e.g. emoji, Mattel, Moose Toys) to drive consumer products

Brand discovery
A valuable source for identifying emerging IP using our data analytics to see what works

Data insights
Our data science allows us to identify user patterns and power algorithmic-driven content production

¹ PwC Kids Digital Media Report 2019
How Brands Launched in the Old Linear World

Top Kids Networks in the US

<table>
<thead>
<tr>
<th>Network</th>
<th>Avg. Monthly Viewers millions</th>
<th>Share of Kids 0-12</th>
<th>Avg. Monthly Reach</th>
</tr>
</thead>
<tbody>
<tr>
<td>Disney</td>
<td>21.6M</td>
<td>31%</td>
<td></td>
</tr>
<tr>
<td>WildBrain Spark</td>
<td>16.3M</td>
<td></td>
<td></td>
</tr>
<tr>
<td>PBS Kids</td>
<td>9.7M</td>
<td>18%</td>
<td></td>
</tr>
<tr>
<td>Cartoon Network</td>
<td>8.9M</td>
<td>17%</td>
<td></td>
</tr>
<tr>
<td>Nickelodeon Kids</td>
<td>7.7M</td>
<td>15%</td>
<td></td>
</tr>
</tbody>
</table>

WildBrain Spark draws larger audiences vs. kids’ US cable networks

1. Comscore – average unique viewers and audience share (Mary to July 2020)
Our Extensive Reach in the New Digital World
Highly valuable, hard to replicate

We deliver mass audience reach, curated for the digital world

High Quality Viewership Scale

Our 800+ Channels Aggregate into Massive Audience Reach

Deep Content Library
Programming Expertise
Data Insights

Decentralized, curated content, infinite ability for viewership, strong consumer intelligence
Our Network Gives Us Unprecedented Scale and Global Reach

7.6B total views across all these countries in last 60 days
WildBrain Spark is the Solution in the New Digital World

<table>
<thead>
<tr>
<th></th>
<th>Old Linear World</th>
<th>WildBrain Spark New Digital World</th>
</tr>
</thead>
<tbody>
<tr>
<td>Scale</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Safety</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Consistent Delivery</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Transparency</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Ability to Curate Endlessly</td>
<td></td>
<td>✔</td>
</tr>
<tr>
<td>Unlimited Content</td>
<td></td>
<td>✔</td>
</tr>
</tbody>
</table>

Our Solution

1. High quality, audience scale
2. Consistent, active audience
3. Safe and purposeful content
4. Time-tested IP
And Our AVOD Network is Replicating the TV Experience  

... reaching families on the big screen  

38% of WildBrain Spark’s watch time is on connected TVs  

73% of connected TV watch time on WildBrain Spark is for 30 min. or longer  

75% of parents are watching AVOD content with their children every week  

70% of parents say they buy products or services related to a favorite show or character  

Source: YouTube Analytics, comScore, Tubular Analytics, Making Screen Time Family Time, nVision Media Report Dec. 2020
And Our Scale Delivers Massive Data and Insights

Creating feedback loop for improved service offering

- Millions of data sets processed every month
- Brand-safe and COPPA-compliant insights into viewer behaviour and trends
- We see what works: where, why, how
- Optimizes AVOD distribution
- Tools for improving audience acquisition, brand insights, content creation and media planning
- Pinpoints emerging IP with potential for success
Digital Production Fueled By Insights

Production process reflects different content consumption on YouTube

Higher ROI for brands
A 2.5 min episode of original show Boy and Dragon drives an average 6 mins per view on YouTube

Flexible short formats
Maximize distribution and scheduling with lower volumes of content

Informed by deep platform expertise and insights
Audience-led creative process based on constant viewing feedback
Continual testing to refine publishing strategy, e.g. which creative thumbnail works to engage audience, improving click through rates
Our Scale, Insights and Services Attract Top Partners Across Kids’ Media
Licensing Driven by Partnerships with Top IP and Toy Companies

Leveraging our content creation and data insights to launch brands and drive consumer products

Engaging kids and parents through our massive audience delivery

Building new franchises with multiple revenue streams shared with WildBrain
WildBrain Spark is Key to Our 360° Strategy

Content and IP
- Premium IP library
- Reinventing classic IP
- New IP creation

Distribution
- Our own TV channels
- Distribution to global broadcast and SVOD partners

Production Studio
- Premium animation, interactive and live-action production

Consumer Products
- Global licensing of consumer products for our own brands, plus agent for third-party brands

IP sourcing and acquisition
- IP development

#1 kids’ and family AVOD network with deep engagement and global scale

AVOD content creation

Brand building
- Promotional marketing

Data, Insights and Technology
Digital Ad Sales
WildBrain Spark is a Platform on a Platform

Similar to many businesses built off of the Google platform …

Examples of companies that have scaled and succeeded due to discovery through Google search

<table>
<thead>
<tr>
<th>Company</th>
<th>Market Cap/Valuation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Expedia</td>
<td>$26B market cap</td>
</tr>
<tr>
<td>Kayak</td>
<td>Priceline acquired for $1.4B</td>
</tr>
<tr>
<td>OpenTable</td>
<td>Priceline acquired for $2.3B</td>
</tr>
<tr>
<td>priceline.com</td>
<td>$102B (now Booking Holdings)</td>
</tr>
<tr>
<td>StreetEasy</td>
<td>Zillow acquired for $50M</td>
</tr>
<tr>
<td>Tripadvisor</td>
<td>$5B market cap</td>
</tr>
<tr>
<td>Vevo</td>
<td>$650M valuation</td>
</tr>
<tr>
<td>Yelp</td>
<td>$3B market cap</td>
</tr>
<tr>
<td>Zillow</td>
<td>$23B market cap</td>
</tr>
</tbody>
</table>

... and many more

Sources: Public company, acquisition and valuation info from Factset and Bloomberg, Forbes, Business Insider, Cheddar News, WWD, Axios
Value of WildBrain Spark

Brand Launches For New and Known IP
Digital Production
AVOD Distribution
Direct Ad Sales
Paid Media Campaigns
Advertising using YouTube Algorithm

A unique platform with multiple revenue drivers
Activating Strawberry Shortcake
Our “Always-On” Approach to Relaunching Strawberry Shortcake

Going with digital-first series on YouTube, premium specials on SVOD and Roblox to maximize brand exposure everywhere and power licensing opportunities.
Leveraging the Power of Our 360° Platform

**Consumer Products**
Global toy launch with proven toy partner and our own global licensing platform closely aligned to drive retail success

**Content Production**
Working with top-tier creative, collaborating across the company and informed by data analytics and toy inventors to develop new content

**Content Distribution**
Maximizing distribution across all media platforms to build brand awareness and drive consumer products

Leveraging our AVOD strengths for digital-first IP launch on our global platform where we control audience engagement informed by insights
Reimagining Premium IP with Rich History and Enduring Global Appeal

Why we’re so excited about this franchise

We own 100% of the brand with enduring global appeal, especially strong in the US, Brazil and France

40-year brand successfully reinvented multiple times

US$4B in global retail sales to date with 5M dolls sold

Historically a bestseller across all consumer products categories

Library of TV specials, animated series and films

Strong active fan base on social and YouTube

+3.2M Facebook followers

2.4B minutes of videos watched

1. American Greetings 2012
2. Minutes watched in F2020
Content Strategy Informed by Extensive Research and Testing to Drive Engagement

Research
Extensive research and focus testing informed our brand plan and creative to engage a generation of digital-savvy kids.

Top-Tier Creative
New series production led by a proven creative team in developing IP franchises (My Little Pony and Transformer).

Collaborative
Collaborated across brands team, production, distribution, data insights, licensing and toy inventors to develop new content that translates at retail.

Digital + Premium Content
Rolling out 80 x 4 min. digital-first series on WildBrain Spark and long-form specials on SVOD to engage across the #1 and #2 platforms for kids’ viewing.
Leveraging Spark to Maximize Reach and Drive Awareness

Leveraging WildBrain Spark for wide distribution where we control the platform for audience engagement

**Brand Amplification**
Utilize our global network reach, digital marketing and network advertising to build brand affinity, tune-in to new content and drive toy sales

**Maximize Awareness and Reach**
We’re delivering a TV experience on AVOD combined with content on SVOD to drive more reach than a traditional brand launch

**Data Insights**
Content plan and marketing informed by data and our digital expertise to fully optimize audience reach
Maximizing Expansive Content Offering to Drive Always-On Distribution

Full Range of New Originals and Back Catalogue Content to Drive Sustained Viewing Across All Media Platforms

Maximize Audience Reach and Revenue for classic, new digital and premium content

Omni-Platform Distribution strategy across linear, SVOD, AVOD and transactional

Single Property Channels launched on AVOD and connected TV

Berry in the Big City series

new!

Strawberry Shortcake Specials (in development)

new!

Berry Bitty Adventures Series

Strawberry Shortcake Classic Series

Movies
Combining Global Reach and Strengths of CPLG with Proven Toy Partner to Launch our new Global Franchise

Top-ranked toy innovator, providing strong financial and marketing commitment to launch and grow global licensing program

Leverage our own global licensing platform, highly incented to push our own brand to build an enduring franchise and drive consumer products success

Leverage leading position with key retailers to build and grow licensee base for our own brand

Build on historical retail success in key territories

Introduce to new markets including China

Toy Hits in 2020¹

#1 Large Doll | #1 Youth Electronics

Historical Hits¹

#1 Collectible | #1 Toy Property

1. Ranked by NPD Group based on sales performance
Rolling Out Cross-Category Program that Connects with Today’s Kids

- **2021**
  - Mobile Console

- **2022**
  - TOYs
    - Dolls
    - Playsets
    - Role Play
    - Plush

- **CELEBRATIONS**
  - PUBLISHING
    - Story books
    - Coloring and Activity

- **APPAREL & ACCESSORIES**
  - T-shirts
  - Sleepwear
  - Underwear
  - Backpacks
Multi-Stream Approach to Drive Engagement and Global Toy Launch

**2021**

- **Content**
  - WildBrain studios
  - Berry in the Big City Series
  - Teaser Content: character features, music videos

- **Short form**
  - New Budge App
  - UGC: moms and girls baking
  - Inflencer campaigns / YouTube channels

- **Digital media**
  - New Global Game Launch
  - New website
  - Drive live-action baking
  - Drive to new content

- **PR / Paid media**
  - Baking promos, partner announcements, toy reviews

- **Consumer Products**
  - Master Toy Partner announcement

**2022**

- **Content**
  - Driving tune-in and toys: YouTube and social
  - Bake-off competitions, influencer endorsements

- **Short form**
  - Drive toy launch
  - Gaming updates

- **Digital media**
  - New Global Game Launch
  - New website
  - Baking promos, partner announcements, toy reviews

- **PR / Paid media**
  - Master Toy Partner announcement
  - Toy launch: vintage and new
We’re Building Value in the Strawberry Shortcake Brand

**Consumer Products**
Combining global reach of our licensing platform with top-ranked toy partner, both highly incented to drive retail success

**Content Production**
Rolling out both digital and premium content informed by extensive research and in collaboration across business units and toy inventors

**Content Distribution**
Delivering always-on distribution of new series and back catalogue to drive sustained awareness across all media platforms

**Results to date executing on our 360° IP playbook**

Leveraging our data insights and audience delivery to launch a digital-first strategy and build engagement with a digital-savvy generation of kids
Significant Option Value of Strawberry Shortcake

**Comparable Brand Successes**
(global annual retail sales)

**Strawberry Shortcake has huge potential at retail:**

- Tremendous retail history, generating US$500M annually in the 1980s and US$4B to date\(^1\)
- Enduring global appeal with existing loyal fan base
- Brand characteristics play well across consumer products
- Captures the Zeitgeist

---

\(^1\) American Greetings, New York Times

\(^2\) Sources for Annual Global Retail Sales: LOL Surprise! 2018 (NY Times), Peppa Pig 2019 (statista.com), Barbie 2019 (statista.com), My Little Pony 2018 (TLL)
Partnering with Top IP
Our Ecosystem Creates Multiple Entry Points to Partner with Top IP

IP owners see us as the “go-to” partner for our unique 360° offering

**Consumer Products**
- IP from our licensing agency

**Content Production**
- IP from our studio partners

**Content Distribution**
- IP from our media partners

**WildBrain spark**
- IP from our network data and AVOD partners

WildBrain
Extending the Sonic Franchise to the Next Level with Sonic Prime

We secured global SVOD for the largest budget, CG production in our history

We share with SEGA across revenue streams including distribution, licensing and consumer products

Will leverage WildBrain Spark to drive broader brand engagement

Representing classic Sonic in Europe
Reimagining Classic IP for a New Generation with DreamWorks

Creating recognizable content, key to discoverability
Original series hit top-10 on debut
Reigniting classic children’s book
We’re a partner across all revenue streams including licensing
Launching New Digital-First Brand Extension for emoji

Utilizing our data insight and digital strengths to build brand engagement and drive licensing

WildBrain CPLG representing emoji across EMEA; worldwide licensing on new IP emojitown

Adds to our IP portfolio as we share in all revenue sources including consumer products

In just 3 months since launch¹:

32M views 7700% above forecast for a new IP

#43 YouTube entertainment channel in the UK

1. Launched in June 2021. YouTube ranking from Tubular
Launching Digital-First New Global Toy Franchise, Akedo

Moose Toys’ biggest global boy brand launch to date, combining action figures and collectability with toys just out

Partnered on new digital series debuted on our AVOD network

Utilizing our data insights and AVOD strengths to drive engagement, marketing to today’s digital consumers

We are managing worldwide distribution and global licensing

Adding new IP where we share in all revenue streams
We have a Deep Vault of IP to Switch On
Broden Global Audience to Grow Consumer Products

- Expand into a lifestyle franchise for both preschool and adult consumers
- Distribute library across all media platforms globally to engage wider audience
- Create new digital content and amplify brand on WildBrain Spark
- Expand licensing in multiple categories and in China
Strong Viewership on Library Titles Drives New Content Rollout

- **Value of Owning a Library of Known IP**
  Netflix saw value from viewership of library titles on its platform. SVOD now exclusive home for all *Johnny Test* programming globally

- **Reigniting Property with New Original Content**
  Six years after the last season, two brand new seasons and an interactive special rolling out
New Premium Content Reactivating Known Musical Franchise in our Library

- **Musical Connection Perfect Fit for Apple**
  Reigniting IP behind sold-out live tours in 60 cities
- **Attractive Location-Based Entertainment Property**
  Increase reach and awareness through live events

3.4M
TV viewers weekly on library series

---

1. Fast Company
Consolidating Rights Ownership in our IP is Increasing Engagement and Monetization of Caillou

- Increased daily views by 8% to +4M globally since WildBrain Spark channels opened in the US
- Warner Media licensed full library plus new digital series produced by WildBrain Spark, exclusively for the US

1. Publisher Weekly
More Unlit IP Provides Significant Upside ....

>5x more teens than ever before watch on AVOD\(^1\)

- 40+ year franchise spawned five series, plus specials and TV movies
- *Degrassi: The Next Generation* ran for 14 seasons airing in 140 countries
- Highly acclaimed franchise including winning Gemini Awards, International Emmys and a Peabody Award

Achieved +1M viewers at its height\(^2\)

---

1. WidBrain viewership on non-YouTube AVOD platforms
Almost 40-year franchise including multiple TV series, specials, video games and films

Library content continues to engage an audience on leading streaming and AVOD platforms
... And A Universe of Characters We Can Develop

... And Many More!
We’re Also Developing a Pipeline of New IP

From both our premium production and digital studios
Positioned for Sustained and Significant Growth
Enhanced Financial Flexibility Allows Us To Invest Aggressively Behind Our Growth Initiatives

- Improved cash flow profile and generation
- Paid down $300M in debt from asset sales, rights offering and free cash flow
- Secured $25M in capital to fund growth and consolidate rights ownership
- Term loan refinanced with no financial covenant and improved duration
- Simplified Canadian regulated broadcast assets in separate subsidiary
- Implemented systems, controls and processes for disciplined investment, forecasting and planning
What Has Changed and Why: We’ve Streamlined Our Organization

**PROCESS**
- Reorganized business into new enhanced structure to drive our 360° strategy and increase collaboration across business units
- Streamlined workforce to increase speed and flexibility of operations and promote entrepreneurial culture

**SYSTEMS**
- Upgraded Financial Reporting, Planning and Analysis for improved efficiency, forecasting, and tracking at brand-level P&Ls
- Automated contract lifecycle management systems with dynamic reporting, revenue recognition and forecasting, improving reporting to licensees and analytics in our Consumer Products businesses

**CONTENT INVESTMENT**
- Created cross-functional, content investment group, disciplined in capital management to optimize our investments around largest and best opportunities
- Automated Data Management to track SKU data across licensees by country and retailers to better target licensing programs
Changes Lead to Growing, Highly Predictable Business

Providing foundation for better margin to drive profitable growth and free cash flow

- Greater discipline and focus on exploiting brands over long-term
- Enhanced support for partners driving more 3rd party opportunities
- Smart, recurring multi-year contract visibility
- Low capital risk greenlight policy on production while retaining maximum IP rights
- Lower cost structure due to streamlined organization
Our Growth Trajectory with Upside Optionality on Any Consumer Product Breakout

1. C$72 million pro forma excludes $6.4 million of government or other wage subsidies related to COVID-19 and $4.4 million of litigation settlement.

Actual, Estimated and Objective for Adjusted EBITDA
C$ million

<table>
<thead>
<tr>
<th>Year</th>
<th>Base Revenue:</th>
<th>F2021A</th>
<th>F2022E</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>$45M</td>
<td>$480M-$500M</td>
</tr>
<tr>
<td></td>
<td>$72M</td>
<td>$83M</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Pro forma</td>
<td></td>
<td>$87-$93M</td>
</tr>
</tbody>
</table>

F2024 Objective
15-20%
2-Year CAGR

Revenue 2-Year CAGR of 12-17%
Future Growth Supported by Launches of Proven Brands

With a strong and growing pipeline of owned and partner IP

Actual, Estimated and Objective Adjusted EBITDA
C$ million

F2021A | $72M | Pro forma
F2022E | $83M
F2024 Objective | $87-$93M

1. C$72 million pro forma excludes $6.4 million of government or other wage subsidies related to COVID-19 and $4.4 million of litigation settlement

15-20% 2-Year CAGR

Expect IP activations to start contributing in F2022 and beyond
Illustrative Timeline of IP Lifecycle from Production to Consumer Products

Single Brand Launch

- Season 1 Production
- Season 2 Production
- Consumer Products

F2022
F2023
F2024

Portfolio of Brand Launches

- Brand launch 1
- Brand launch 2
- Brand launch 3
- Brand launch 4
- Brand launch 5
- Brand launch 6

Year 1
Year 2
Year 3
Year 4

... and more
Upside to Base EBITDA

High option value tied to any property becoming a consumer products breakout

Upside to Base EBITDA Growth Drivers:
- Consumer products
- WildBrain Spark
- Switch on more owned IP
- Activate partner IP

Actual, Estimated and Objective for Adjusted EBITDA

C$ million

Driving to maximize size of the prize

15-20%
2-Year CAGR

F2024 Objective

$83M
$72M
$87-$93M

F2021A
F2022E

1. C$72 million pro forma excludes $6.4 million of government or other wage subsidies related to COVID-19 and $4.4 million of litigation settlement
Success of Comparable Brands Highlights Substantial Consumer Products Potential

Brands by Global Annual Sales (US$)

- $2B+
- <$500M
- $1-2B
- $500M to $1B

Potential of Our IP Portfolio

Sources: LOL Surprise! 2018 (NY Times), Paw Patrol (Bloomberg), Peppa Pig 2019 (www.statista.com), Power Rangers (Forbes), My Little Pony 2018 (TLL), Doc McStuffins (Good Black News), CoCoMelon (WSJ), Baby Shark (Time)
Historic Success of Our Brands Support Confidence in Upside Potential of Our IP Portfolio

- **PEANUTS**
  - 70-year brand
  - US$1.7B in Retail Sales Annually
  - Top-10 global character brand

- **Strawberry Shortcake**
  - 40-year brand
  - US$4B global retail sales since launch
  - 5M dolls sold

- **Teletubbies**
  - 25-year brand
  - US$1B in annual retail sales historically
  - Aired in 120 countries and in 45 languages

- **YO GABBA GABBA!**
  - 3.4M TV viewers each week at peak
  - Live tours sold out in 60 cities

- **degrassi**
  - 40-year franchise
  - >1M viewers at historic peak
  - Five series, specials, TV movies

- **INSPECTOR GADGET**
  - 38-year brand
  - Multiple TV series, specials, video games and films

- **Caillou**
  - 24-year brand
  - 15M books sold worldwide

- **SONIC PRIME**
  - 30-year SEGA brand
  - US$6B in lifetime franchise revenue to date
  - >1.14B game units sold

Sources: Peanuts (The Licensing Letter, Strawberry Shortcake (American Greetings 2012), Teletubbies (NY Times), Degrassi (Nielsen Media), Caillou (Walmart), Sonic (Video Games Chronicle), Yo Gabba Gabba! (Fast Company)
Illustrative Contribution of a $1B Brand

$1B at Retail of an Owned Brand

Retail Gross Sales $1B
Wholesale Gross Sales $500M
Gross Royalty $50M
Less: SG&A ($5M)

Potential EBITDA to WildBrain $45M

Broad assumptions for illustrative purposes:
Wholesale at 50% of retail gross sales
Gross royalty at 10% of wholesale gross sales
Licensing agent commission at 30% of gross royalty
SG&A cost at 10% of gross royalty

$1B at Retail of a Partner Brand

Retail Gross Sales $1B
Wholesale Gross Sales $500M
Gross Royalty $50M
Less: Licensing Agent Commission ($15M)
Less: SG&A ($5M)

Potential EBITDA to Partners $30M

Assume 50/50 Partnership

WildBrain CPLG (Licensing Agent) $15M
EBITDA to Each Partner $15M

Potential EBITDA to WildBrain $30M
Targeted Investments to Maximize Lifetime IP Value
Supporting our long-term growth and maximizing our upside potential

**OPPORTUNITY**
- Build Top-Flight Creative Organization
- Improve Financial Reporting and Planning
- Exploit New and Underserved Geographies
- Capture Greater Share of Growing Digital Ad Spend
- Add Executive Expertise and Support to Key Monetization Initiatives
- Utilize Data to Drive Feedback Loop, See What Works
- Improve Pipeline Visibility
- Brand Partnerships/Acquisitions
- Drive Brand Awareness and Build Franchise Success

**INVESTMENTS**
- Hired Strong Creative Talent
- New and Improved Systems
- Built Out China and CPLG US Teams with Top Talent and M&A (Caillou, Mega Man, licensing agencies in Italy and Germany)
- Across Our Ad Stack with People Equipped to Develop AdTech Talent - CMO
- Insight Tools
- Financial Systems
- Talent, Processes
- Marketing Dollars Behind Brands

 Positioned to benefit from incremental operating leverage from investments as we move through F22 and beyond
# Our Investments are Beginning to Deliver Operating Leverage

<table>
<thead>
<tr>
<th></th>
<th>2020</th>
<th>2021¹</th>
<th>2022²</th>
</tr>
</thead>
<tbody>
<tr>
<td>Revenue</td>
<td>$426M</td>
<td>$453M</td>
<td>$490M</td>
</tr>
<tr>
<td>Adjusted EBITDA</td>
<td>$82M</td>
<td>$72M</td>
<td>$90M</td>
</tr>
<tr>
<td>Adjusted EBITDA % Margin</td>
<td>19%</td>
<td>16%</td>
<td>18%</td>
</tr>
<tr>
<td>Incremental Investment Included in Adj. EBITDA</td>
<td>--</td>
<td>$8M</td>
<td>$18M³</td>
</tr>
<tr>
<td>Impact to Adj. EBITDA %</td>
<td>--</td>
<td>2%</td>
<td>4%</td>
</tr>
<tr>
<td>Adj. EBITDA % Without Investment</td>
<td>--</td>
<td>18%</td>
<td>22%</td>
</tr>
</tbody>
</table>

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1. CS72 million pro forma excludes $6.4 million of government or other wage subsidies related to COVID-19 and $4.4 million of litigation settlement
2. Mid-point of F2022 guidance of $480-$500 million in revenue and $87-$93 million adjusted EBITDA assumed for illustrative purposes
3. Includes investment of $8 million from F2021 with additional $10 million in F2022

Incremental investments expected to peak in F22 and level thereafter. Investing in key areas of:

- Creative
- Brand marketing
- WildBrain Spark and direct ad sales
- Global licensing
- China
Our 360° Platform Delivers Significant Value from Bolt-On Acquisitions
We Have A Burgeoning M&A Growth Strategy and Platform

Principles: All deals targeted to grow and solidify our scale and strategic market position

- IP rights expansion or consolidation of 360° rights
- IP with proven record of driving network audience for WildBrain Spark
- Geographic expansion to build global licensing platform

30%+ Baseline IRRs; actual IRRs expected to be much greater over the lifetime

ACQUISITIONS TO DATE

Mega Man: Fully Charged – consolidated worldwide rights to fully control all distribution channels

Licensing agencies in Germany and Italy – secured Peanuts’ agency rights

Caillou – acquired PBS’ share of international and US rights for US$6.4M in Q2 2021

Payback approx. 3 years. ~33% of investment recouped to date through distribution and AVOD revenue

Network driver – among top 1% IP on WildBrain Spark
Path to Financial Growth

We are positioned for strong organic growth due to

- Streamlined systems, processes and organizational structure
- Visibility to contracted deal pipeline executed or pending with base-case content and advertising revenues
- IP deals offer significant upside on consumer products and licensing opportunities
- Deep portfolio of IP to further launch and exploit through our 360° approach
- Pipeline of strong 3rd party partner IP
- WildBrain Spark monetization initiatives

Accretive M&A with +30% returns further magnifies our base-growth targets!
WildBrain is the 360° Kids’ Media Company

One-Stop Shop to Build, Market and Merchandise Brands and IP
We’re Unlocking Value in Many Ways

Switching On Our Huge Portfolio of IP and Content
- Launch several new franchises leveraging our 360° strengths
- Exploit untapped territories
- Exploit untapped licensing categories

Adding 3rd Party Partnerships with Premium IP
- Holistic partnerships where we share across all revenue streams
- Leverage our one-stop capabilities across premium and AVOD for IP partners

Monetizing our Massive Engagement and Insights on WildBrain Spark
- Launch digital-first IP strategies
- Optimize premium, full-length content for digital
- Build out proprietary data tools and ad-tech
- Grow direct ad sales
- Grow digital production
- Grow paid media

Developing and Producing New Content and IP
- Invest in creative talent
- Create new IP with merchandising potential
Industry Trends Highly Favor WildBrain

<table>
<thead>
<tr>
<th>Time Frame</th>
<th>Description</th>
<th>Companies</th>
</tr>
</thead>
<tbody>
<tr>
<td>1980s</td>
<td>In the early 80s, 50+ companies accounted for majority of US media.</td>
<td>NBC, Disney, CBS, Viacom, Time Warner, News Corporation</td>
</tr>
<tr>
<td>1990s</td>
<td>Into the 2000s, a handful of companies controlled majority of US media</td>
<td>Netflix, Apple, Disney+, Peacock</td>
</tr>
<tr>
<td>2000s</td>
<td>Emergence of digital platforms</td>
<td>Hulu, Prime Video, HBO Max, Sling</td>
</tr>
<tr>
<td>TODAY</td>
<td>Market dynamics are rewarding media companies with WildBrain’s end-to-end capabilities</td>
<td>WildBrain</td>
</tr>
</tbody>
</table>

With a vast library of evergreen IP, WildBrain is uniquely positioned to deliver kids’ entertainment, where, when and how kids choose to view.
Significant Media Consolidation is Increasing the Value of WildBrain’s Vault of IP Brands

Amazon paid $8.45B for MGM, ~37x EBITDA

Huge library for Prime Video incl:
+4,000 feature films
+17,000 TV shows
James Bond and Rocky franchises
Handmaid’s Tale, Survivor, Real Housewives

A new major competitor with 200K hours of content
Plans to spend upwards of $20B annually on content

Source: Deadline, Forbes
US$200+ Billion Global Kids’ Entertainment Market … and Growing!

WildBrain is building brands across all categories to capture a larger share of this huge market

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

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
We Are Aligned to Win

Executive team and largest shareholders strongly vested in WildBrain’s success

<table>
<thead>
<tr>
<th>Insider</th>
<th>No. of Shares '000s</th>
<th>% of Diluted Shares O/S</th>
</tr>
</thead>
<tbody>
<tr>
<td>Senior Management</td>
<td>10,713</td>
<td>6%</td>
</tr>
<tr>
<td>Directors</td>
<td>5,716</td>
<td>3%</td>
</tr>
<tr>
<td>Fine Capital</td>
<td>57,966</td>
<td>31%</td>
</tr>
<tr>
<td>EastBay Capital</td>
<td>14,133</td>
<td>8%</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>88,528</strong></td>
<td><strong>48%</strong></td>
</tr>
</tbody>
</table>

1. Senior management and director holdings include deferred share units, restricted share units, performance share units and options as if fully vested.

Nov. 2019 – $60M rights offering backstopped by Fine Capital, but not needed due to being oversubscribed. Proceeds used to pay down term loan and invest in growth

June 2020 – $25M in growth capital provided by Fine Capital
The Sum of Our Parts Yields Significant Value

IP and Content Library

WildBrain Spark (AVOD)

Production Studio Distribution Global Licensing

AUTHENTIC BRAND

LIVE NATION
ENTERTAINMENT

IMG (now Endeavor)
Why WildBrain?
Uniquely Positioned, Integrated Global Kids’ Media Company

Why Now?
We’ve built the platform, team and processes to consistently deliver substantial value across our own and partner IP…and we’re just getting started

1. Only independent kids’ media company with 360° capabilities to monetize across the IP value chain
   Content production, distribution, audience delivery and licensing all under one roof

2. Positioned to capitalize on strong market tailwinds, resilient demand drivers
   US$200B and growing global kids’ entertainment market; growing importance of AVOD

3. Proven, focused leadership team and significant insider ownership
   Track record in building and unlocking value in IP and entertainment businesses

4. Just starting to activate IP in growing pipeline of owned and partner brands for significant upside
   Deep IP portfolio and historic retail success of our own brands to support upside optionality

5. Owned digital distribution and global licensing reach maximizes engagement and monetization of our brands
   We control platforms for audience delivery and data insights to inform how we go to market

6. Nascent initiatives to materially enhance monetization at WildBrain Spark
   Largely unmonetized viewership on YouTube kids

7. Transformed organizational structure to deliver sustained and significant earnings growth
   Restructured our approach, reinvigorated our assets and enhanced financial flexibility to drive long-term growth
Thank you!
www.wildbrain.com