



Investor Day

OCT 5, 2021

TSX: WILD



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Forward-Looking Statements

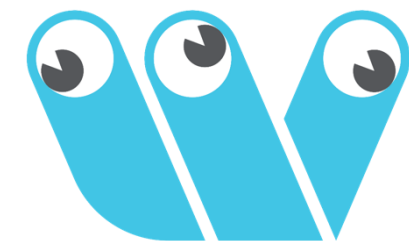
This presentation contains “forward looking statements” under applicable securities laws with respect to WildBrain including, without limitation, statements regarding the growth strategy of WildBrain, WildBrain’s production pipeline and projects in development, WildBrain’s brand strategy (including its 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 are 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 consumer 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 contracts, 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.



WildBrain™

**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

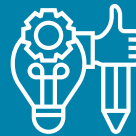
Global Leading
Kids' Media
Company



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

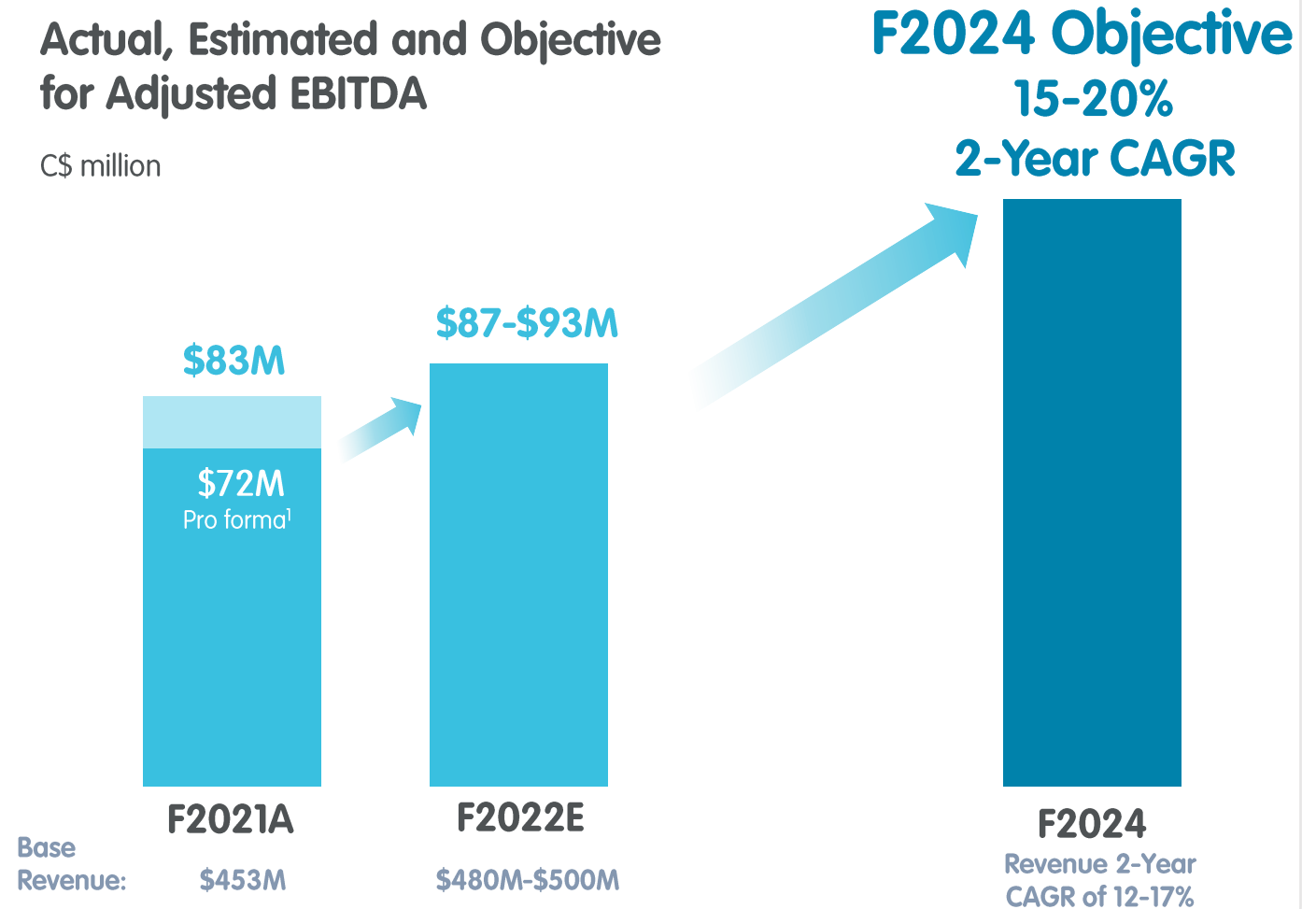


Our Financial Objectives



Actual, Estimated and Objective for Adjusted EBITDA

C\$ million



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

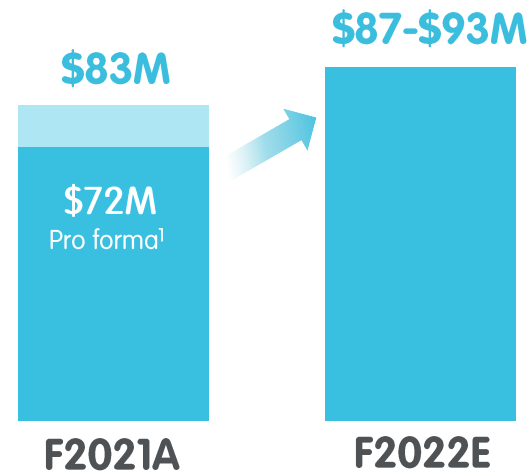
Significant Option Value Tied to Any IP Becoming A Consumer Products Breakout

Base Adjusted EBITDA with Upside Optionality



Actual, Estimated and Objective for Adjusted EBITDA

C\$ million



Driving to maximize size of the prize

15-20% 2-Year CAGR

Upside to Base EBITDA Growth Drivers:

- Consumer products
- WildBrain Spark
- Switch on more owned IP
- Activate partner IP

F2024 Objective

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

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

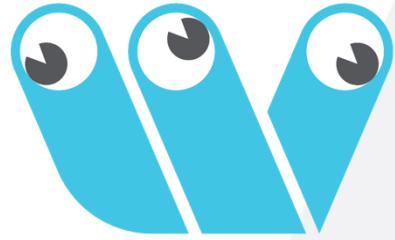
Partnering with Top IP

Significant Brand Upside

Positioned for Sustained, Significant Growth

Closing Remarks

Q&A



WildBrain™

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



Unveils a custom-built animation studio in Vancouver

2019-2021

Rebranded as WildBrain

New Peanuts content debuts on Apple TV+

Activated Strawberry Shortcake, Yo Gabba Gabba! & Sonic Prime

TRANSFORMATION: REORGANIZED & INTEGRATED ASSETS

EMERGING FROM TRANSFORMATION



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 network¹



64%

of parents choose content that reminds them of their childhood²

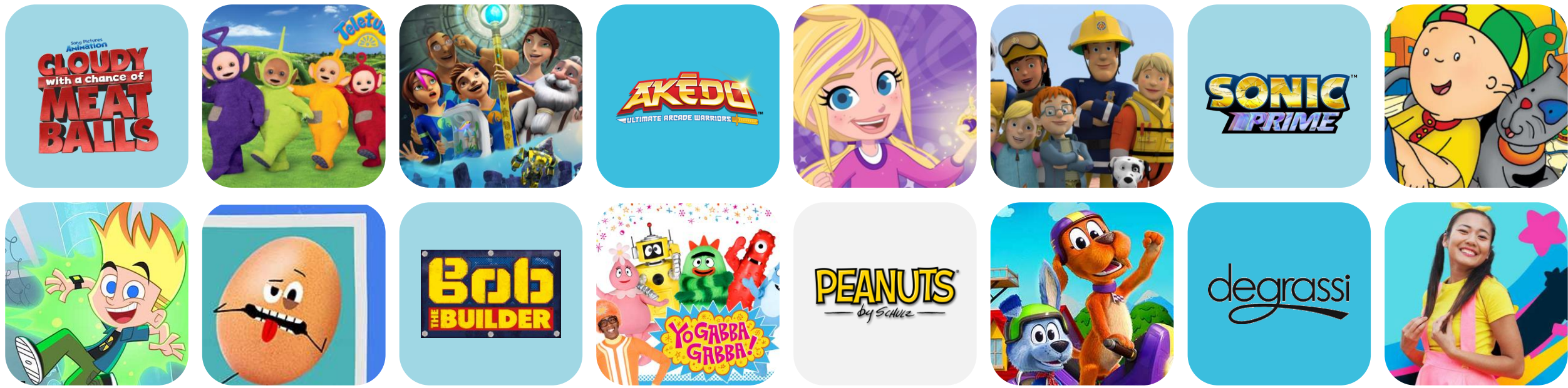
US
\$1.7B

global kids' digital advertising spend³

60%

of Netflix customers watch kids' and family content³

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

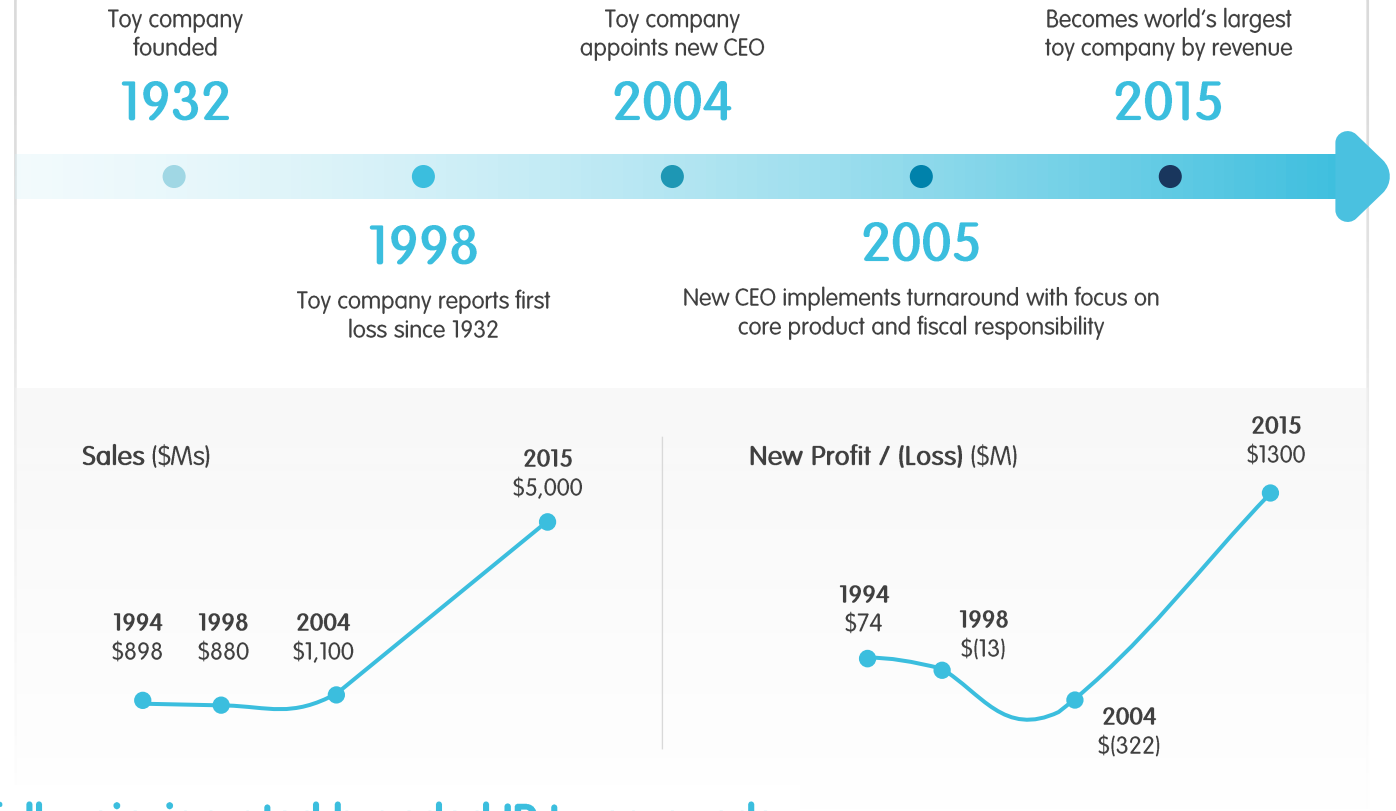


Strong Branded IP Becomes Evergreen When Properly Managed and Targeted

Key Aspects Proven in Successful IP Turnarounds

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

Industry Case Study: Timeline of a Successful IP Turnaround



Examples of successfully reinvigorated branded IP turnarounds



IP Turnarounds and Franchise Successes Typically Share a Proven Playbook



IP Turnarounds and Franchise Successes Typically Share a Proven Playbook



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

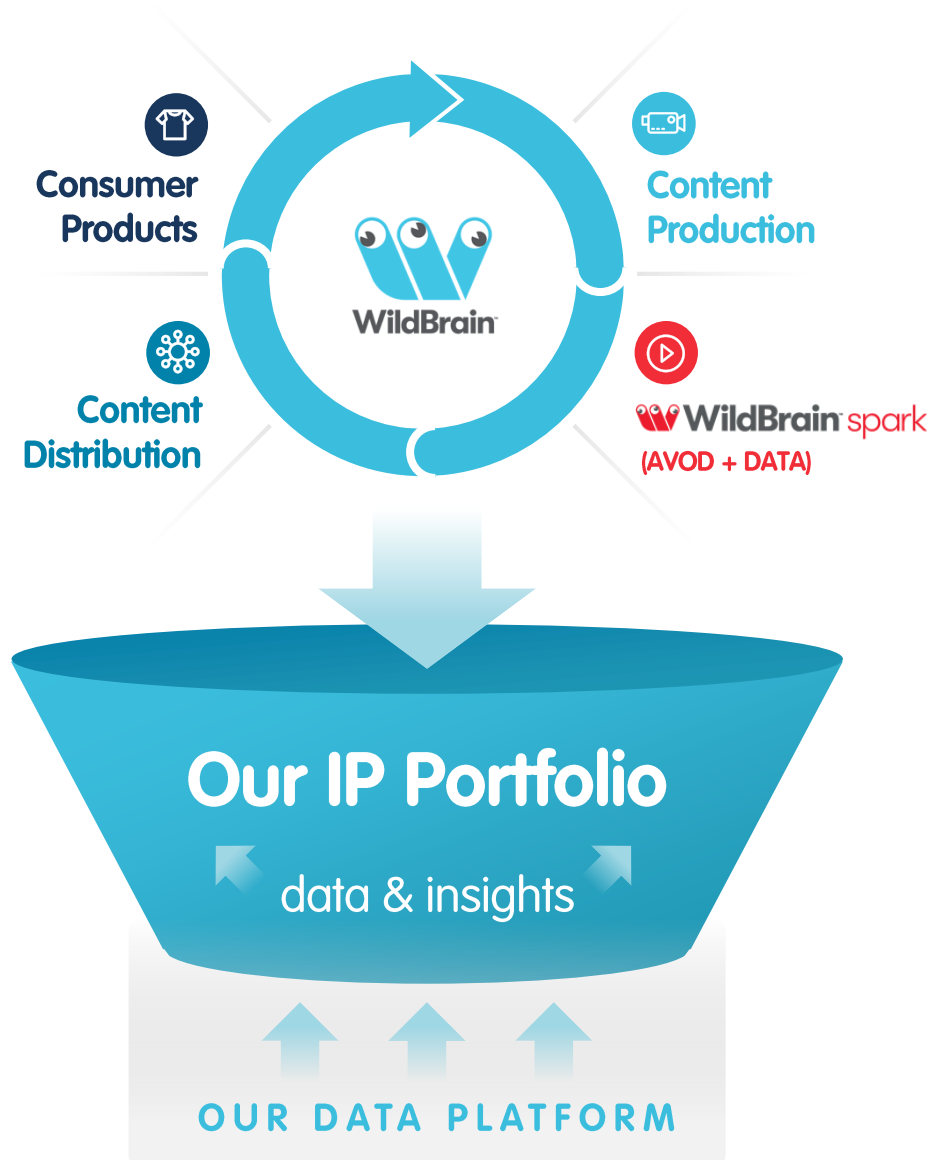
Our 360° IP Playbook

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, WildBrain CPLG



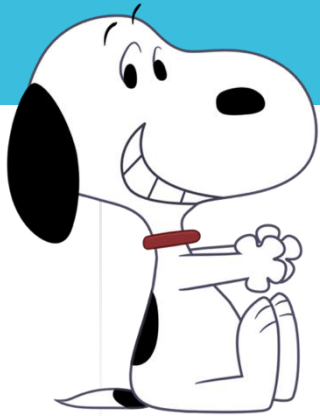
Jianbo Wei

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



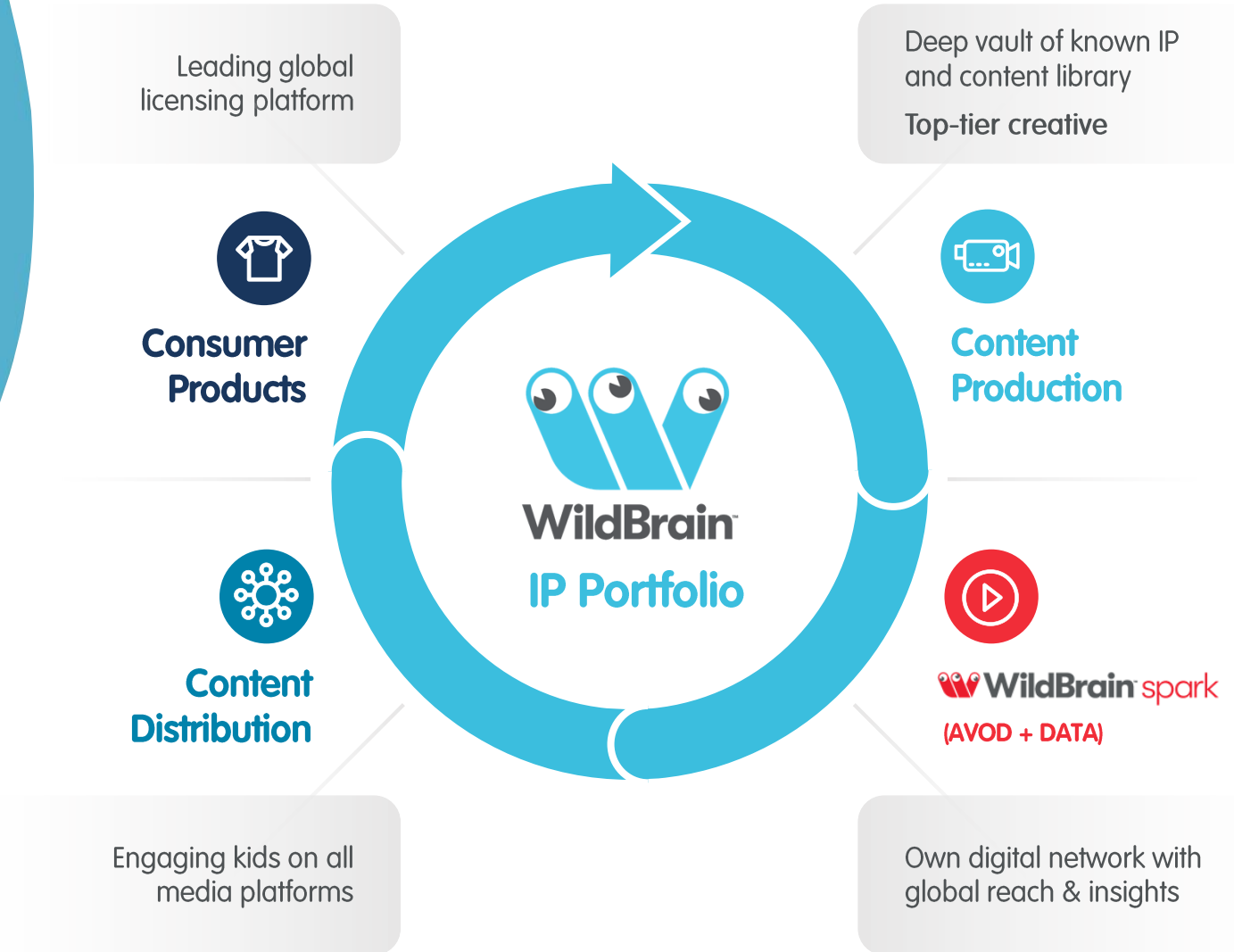
Digital-First Content for On-Demand Platforms

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.



kidscreen
AWARDS

SHAW
rocket
prize



Canadian
Screen
Awards



ANNE
AWARDS

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

Syndicated across:



YouTube

ROKU

PLUTO TV



tubi

*Every 90 days excluding China.

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



Largest Independent Global Licensing Agency to Drive Consumer Products¹



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

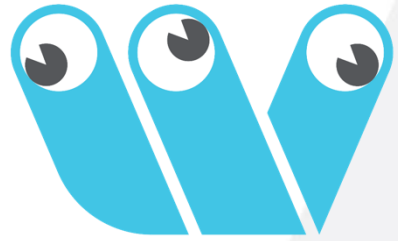
Long heritage in global licensing since 1974

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 GDP²

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



WildBrain™

Increasing the Value of Peanuts



What We've Done to Increase the Value of Peanuts

Driving significant upside in top-10 character brand¹



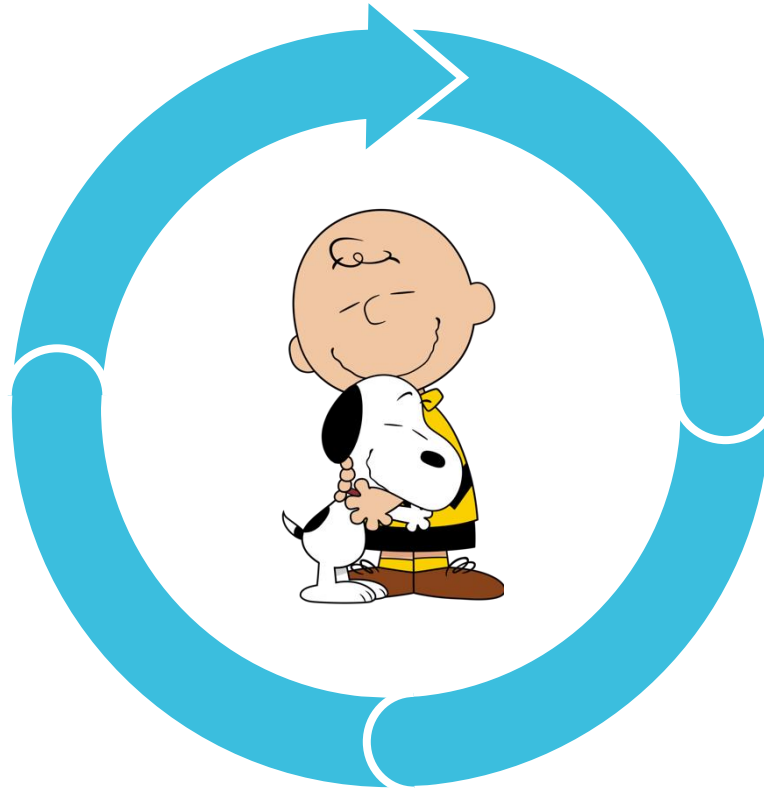
Consumer Products

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



 **WildBrain** spark



(AVOD + DATA)

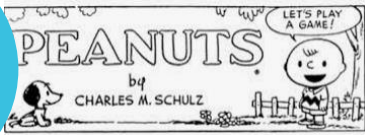
Leveraged new digital content to broaden audience engagement and reach

1. Licensing Letter Dec. 2019

Premier Creative Content to Drive Affinity for Peanuts



From comic strip debuted in Oct. 1950



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)



100%



Extending Peanuts to a New Generation on Apple TV+



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



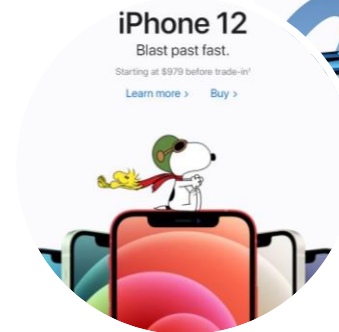
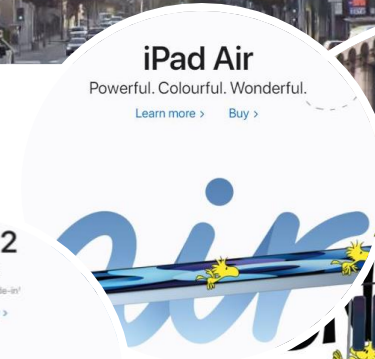
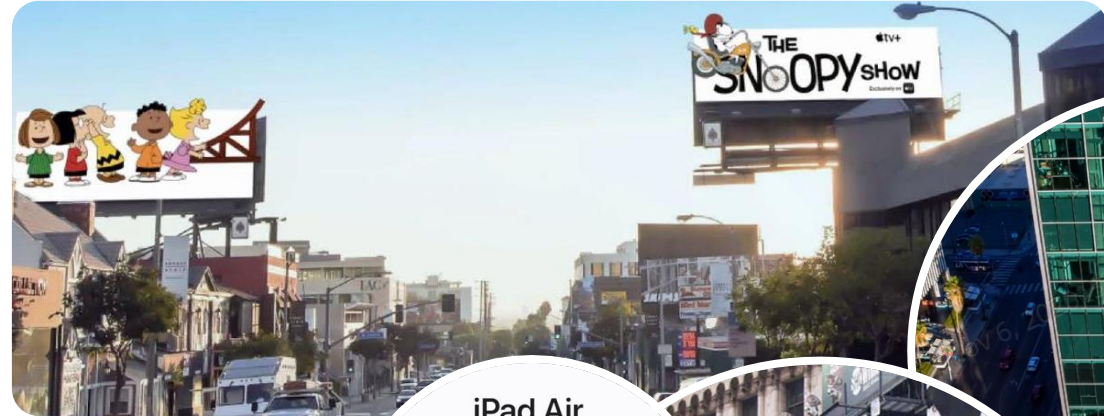
Long-term partnership with Apple TV+ expanding exposure to kids and families who have never seen Peanuts content



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



#5

5th most popular character IP for apparel in China¹

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

130M
video views

135M
engagements

617M
impressions

“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

US\$90B

Global toy market¹

US\$6.4B

Global location-based entertainment market annually for licensed merchandise²



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

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

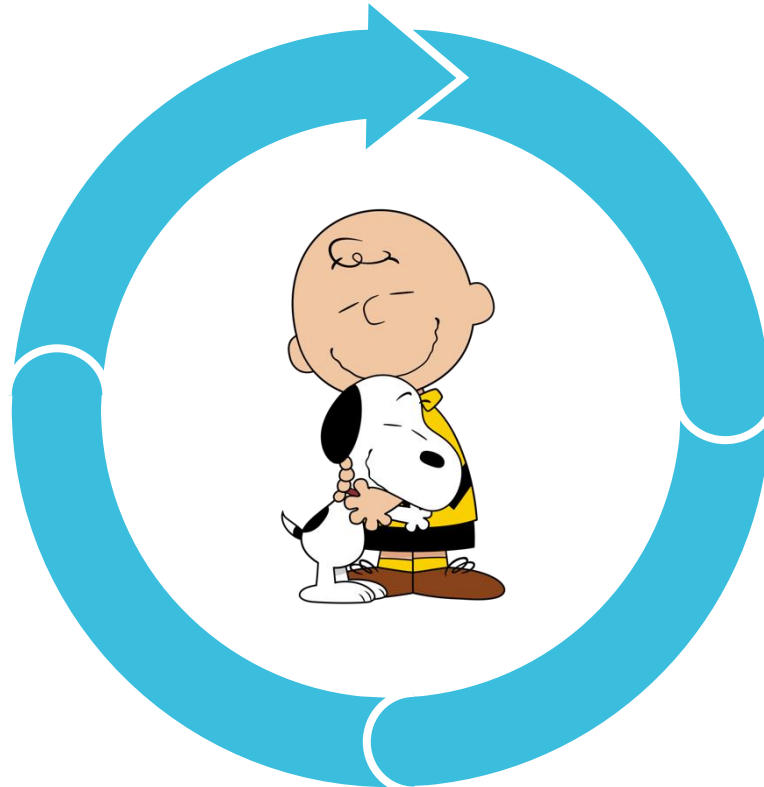
Consolidated representation of Peanuts, driving growth and new, longer-term business



Content Distribution

Licensed library of classic specials at 60% more than prior deal

Distributing *Snoopy in Space* in China



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

 **WildBrain** spark



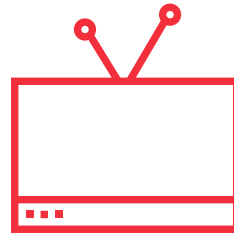
Driving engagement and reach with Peanuts clips and new digital content on our global AVOD network



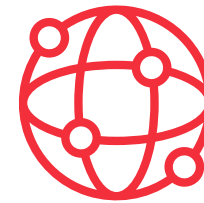
Unlocking the Value of WildBrain Spark



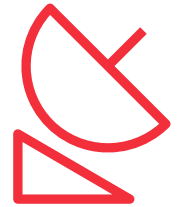
#1 Kids' & Family AVOD Network¹



20 Billion
minutes of videos
watched monthly



1 in 3 kids
reached
globally

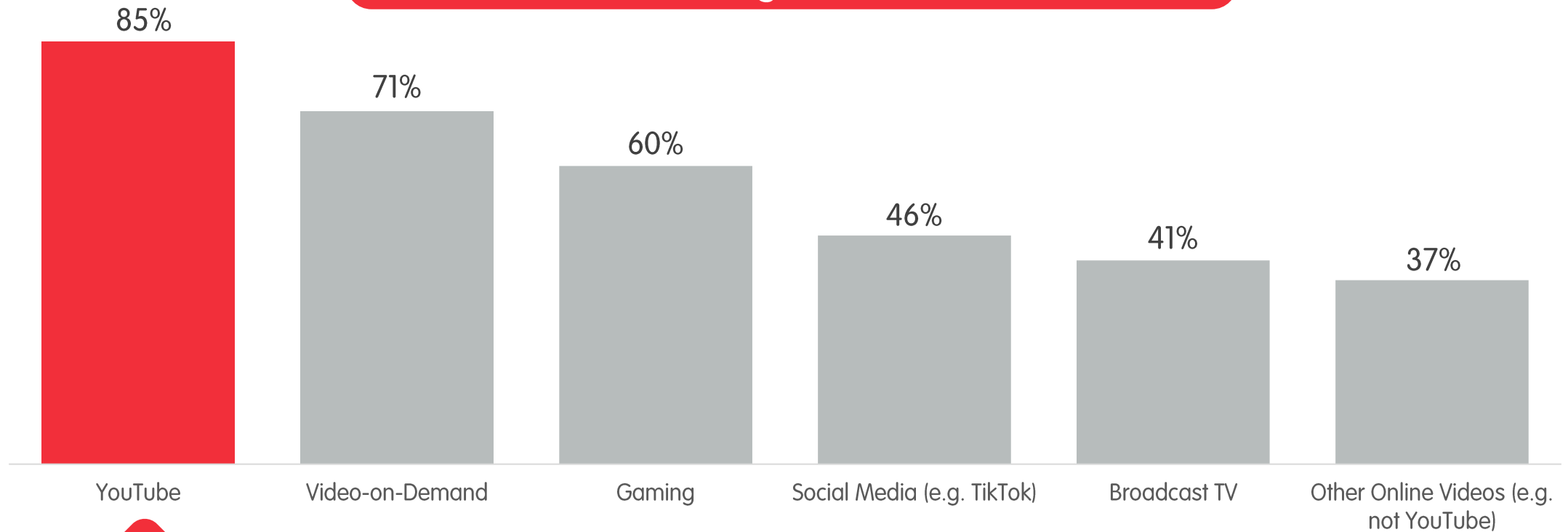


800+
channels

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 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

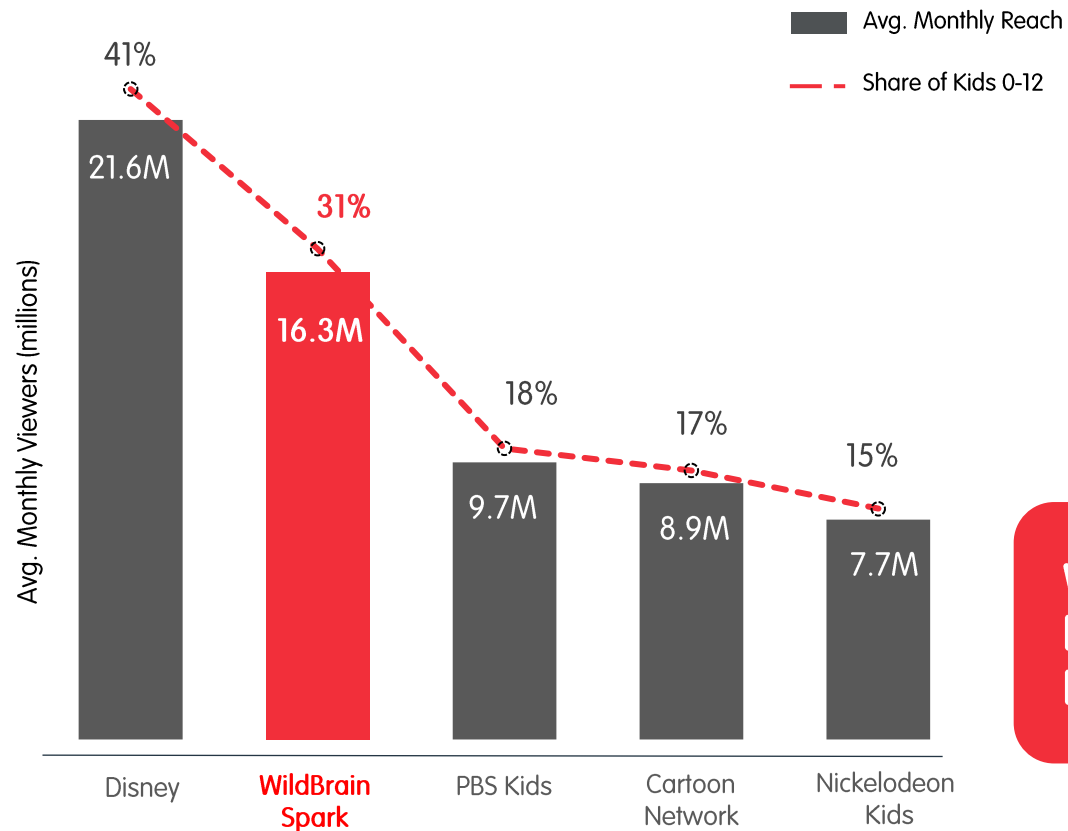
Our data science allows us to identify user patterns and power algorithmic-driven content production



1. PwC Kids Digital Media Report 2019

How Brands Launched in the Old Linear World

Top Kids Networks in the US¹



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

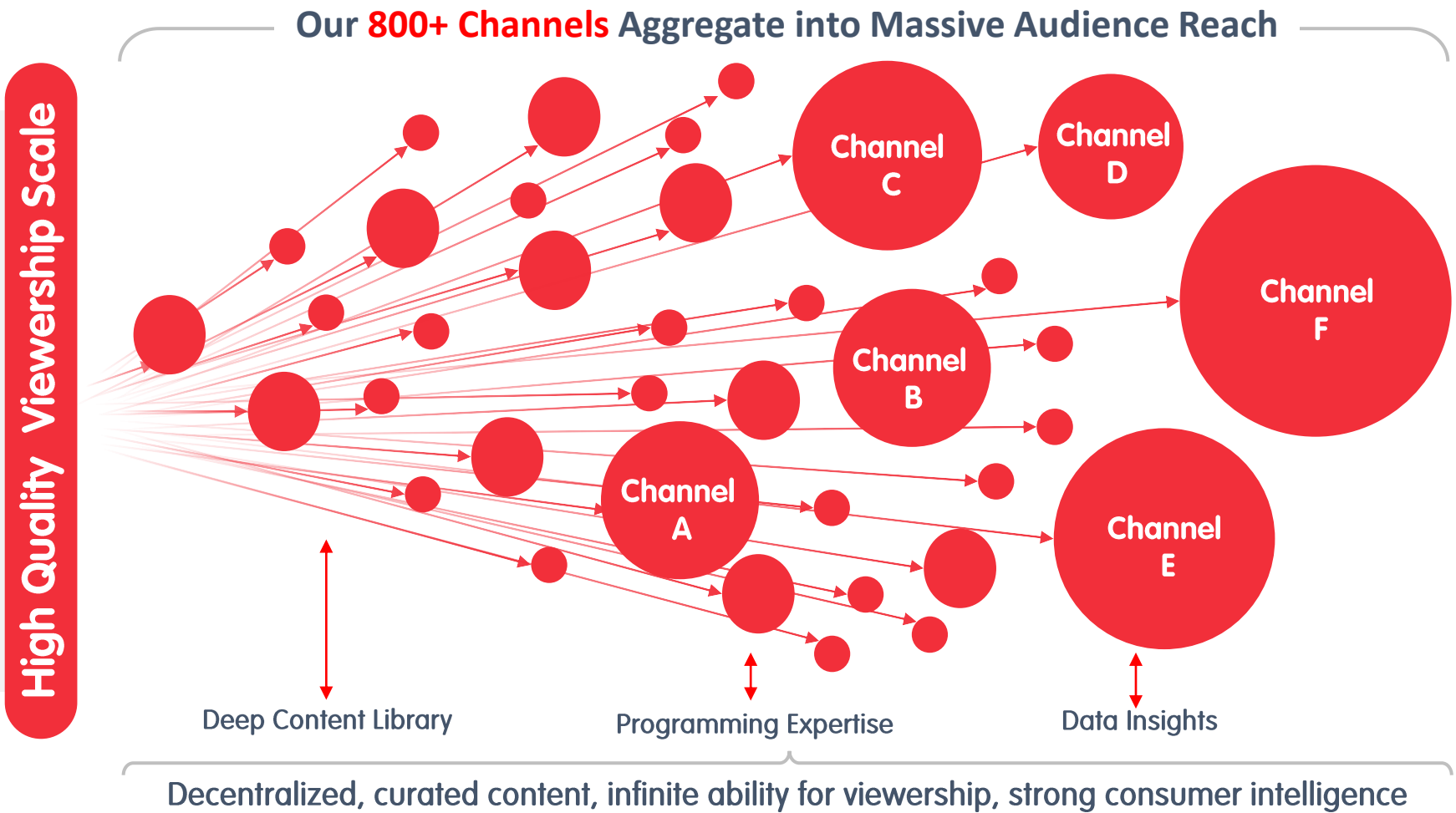


1. Comscore – average unique viewers and audience share (May to July 2020)

Our Extensive Reach in the New Digital World

Highly valuable, hard to replicate

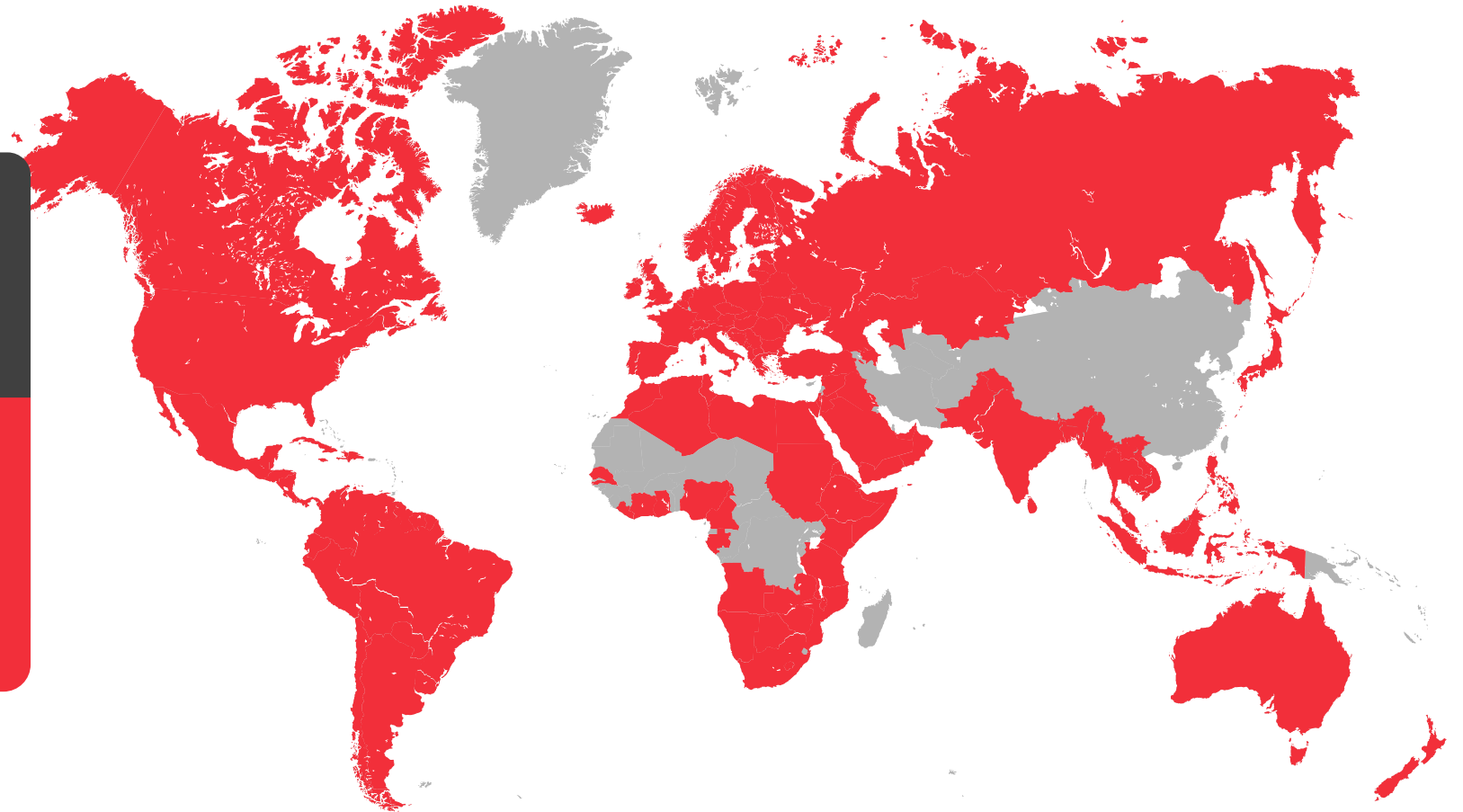
We deliver mass audience reach, curated for the digital world



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

	Old Linear World	WildBrain Spark New Digital World
Scale	✓	✓
Safety	✓	✓
Consistent Delivery	✓	✓
Transparency	✓	✓
Ability to Curate Endlessly		✓
Unlimited Content		✓

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

NBCU



eOne

WARNERMEDIA

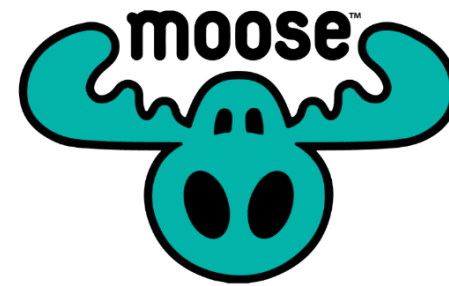
NETFLIX

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

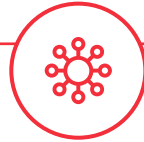


Content and IP

Premium IP library

Reinventing classic IP

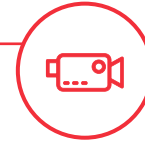
New IP creation



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



\$26B
market cap



Priceline
acquired for
\$1.4B



Priceline
acquired for
\$2.3B



\$102B
(now Booking
Holdings)



Zillow acquired
for **\$50M**



\$5B
market cap



\$650M
valuation



\$3B
market cap



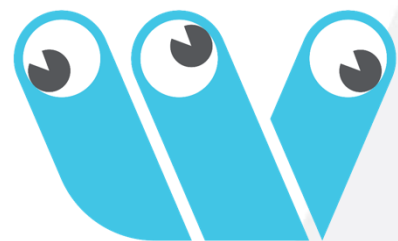
\$23B
market cap

... 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





WildBrain™

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



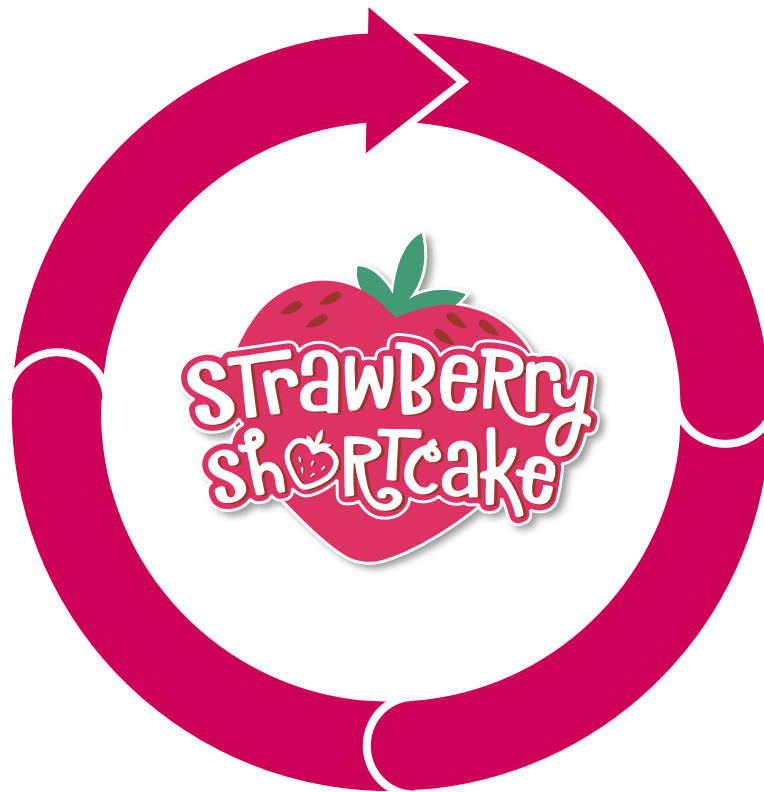
Consumer Products

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



Content Distribution

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



Content Production



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

 **WildBrain** spark



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 sold¹

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

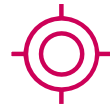
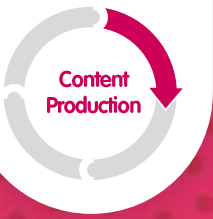
2.4B

minutes of videos watched²



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



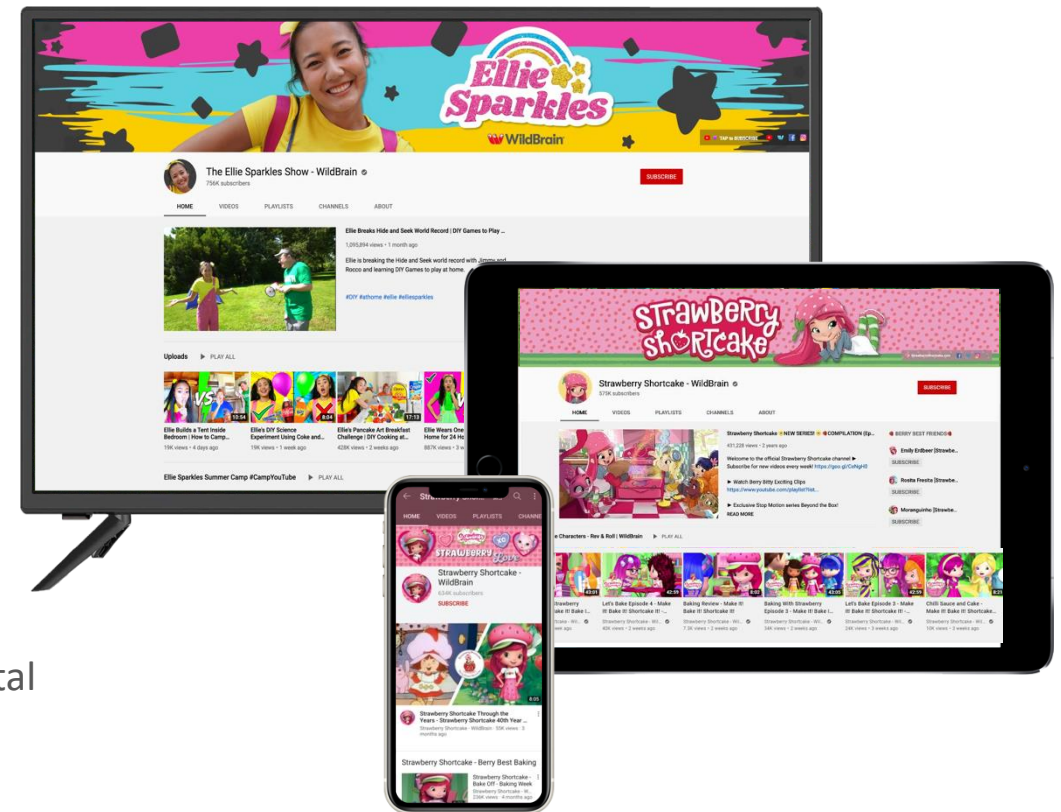
Maximize Awareness and Reach

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



Toy Hits in 2020¹

#1 Large Doll | #1 Youth Electronics

Historical Hits¹

#1 Collectible | #1 Toy Property



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

1. Ranked by NPD Group based on sales performance

Rolling Out Cross-Category Program that Connects with Today's Kids

2021

Mobile
Console

ROBLOX

 **BUDGE**
STUDIOS

2022

TOYs

Dolls
Playsets
Role Play
Plush

CELEBRATIONS

PUBLISHING

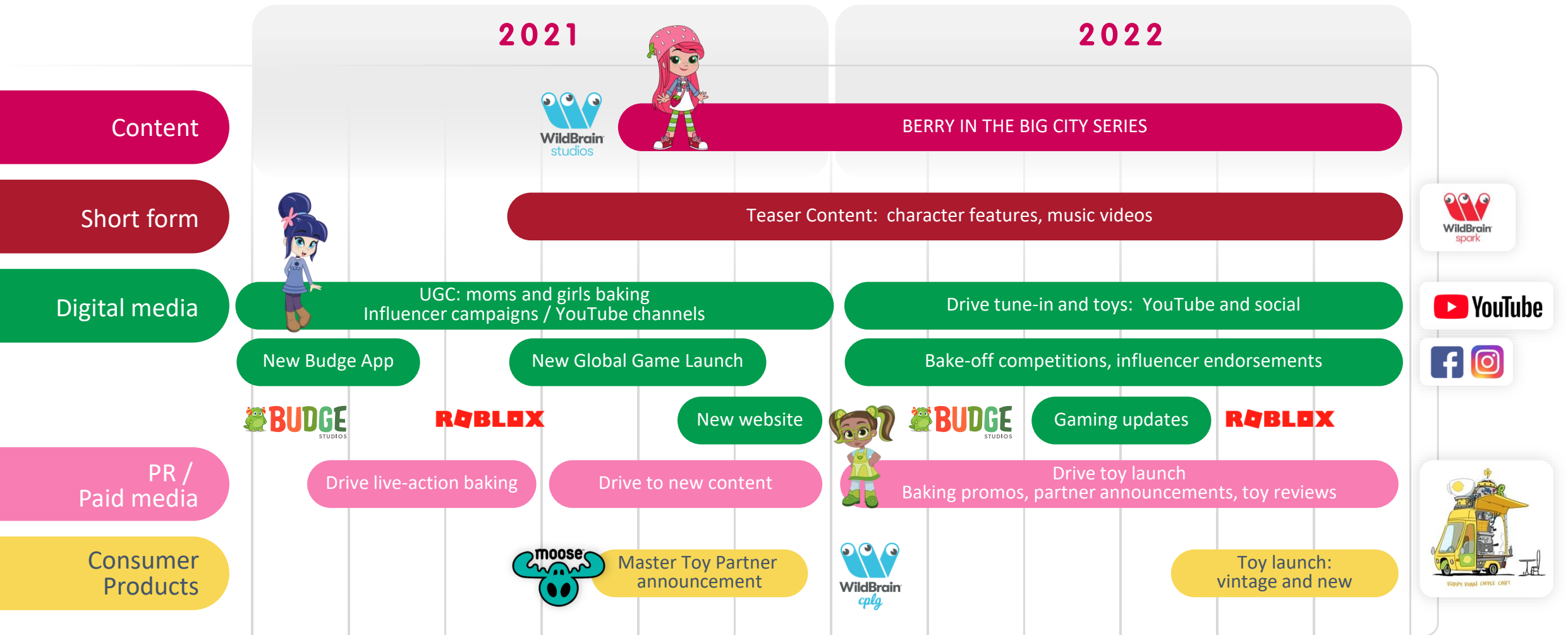
Story books
Coloring and Activity

APPAREL &
ACCESSORIES

T-shirts
Sleepwear
Underwear
Backpacks



Multi-Stream Approach to Drive Engagement and Global Toy Launch



We're Building Value in the Strawberry Shortcake Brand



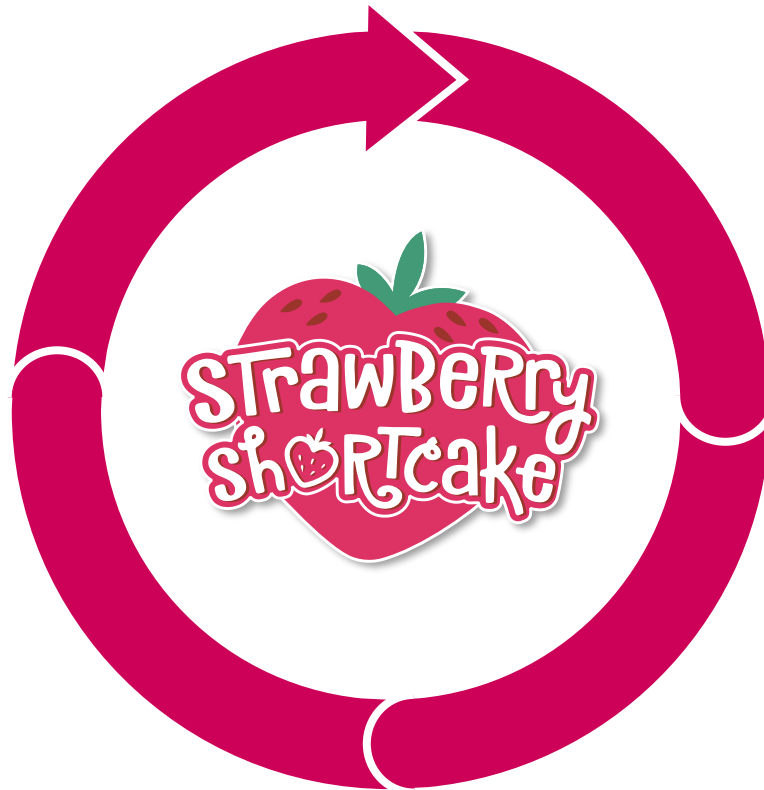
Consumer Products

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



Content Distribution

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



Content Production



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

 **WildBrain** spark



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

Results to date executing on our 360° IP playbook

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 date¹

Enduring global appeal with existing loyal fan base

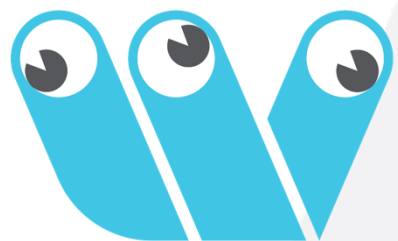
Brand characteristics play well across consumer products

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 (statisa.com), My Little Pony 2018 (TLL)



WildBrain™

**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 Distribution

IP from our media partners



Content Production

IP from our studio partners



WildBrain spark

IP from our network data and AVOD partners





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

NETFLIX



Go, Dog. Go!





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

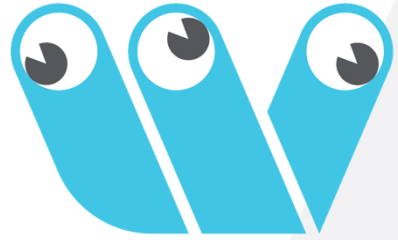
Partnered on new digital series debuted on our AVOD network

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





WildBrain™

Significant Brand Upside



We have a Deep Vault of IP to Switch On





Grow Engagement in Preschool



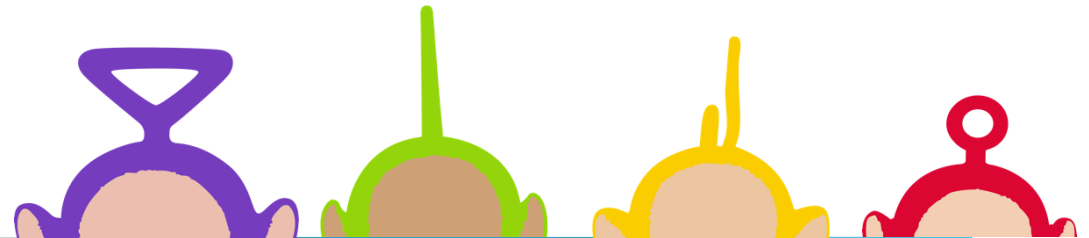
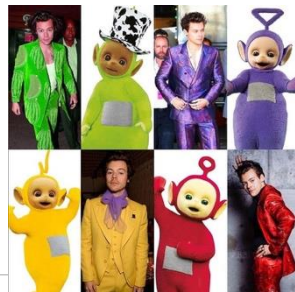
US \$1B
annual retail sales at peak¹

Broaden 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



Elevate into Adult Pop Culture Brand



1. New York Times

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



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

Top 1%
on YouTube
among kids' channels

15M
books sold worldwide¹



1. Publisher Weekly

More Unlit IP Provides Significant Upside

>5x more teens than ever before watch on AVOD¹

- 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

+1M

Achieved +1M viewers at its height²

degrassi



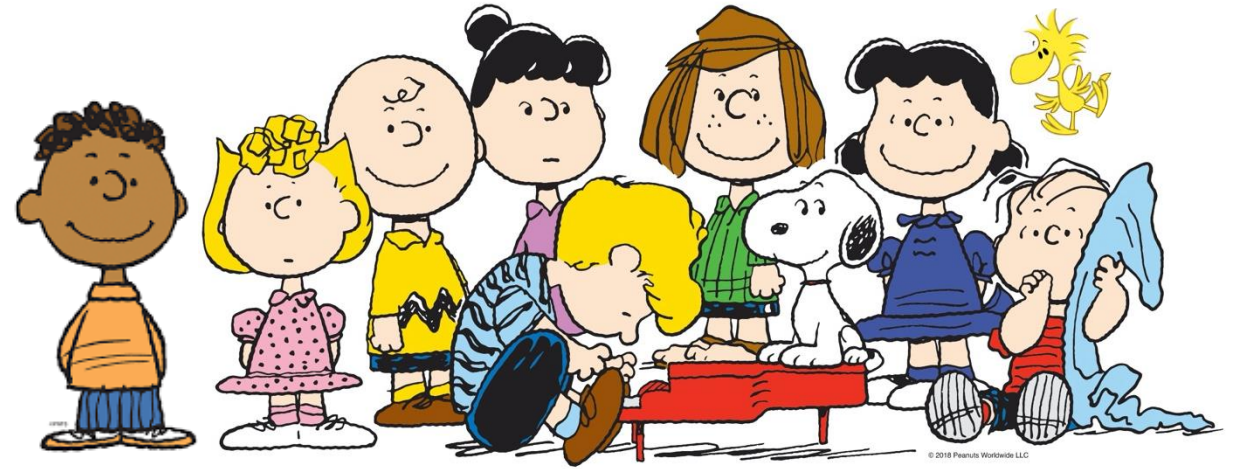
1. WidBrain viewership on non-YouTube AVOD platforms
2. Nielsen Media Research Sep. 2005



And...

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

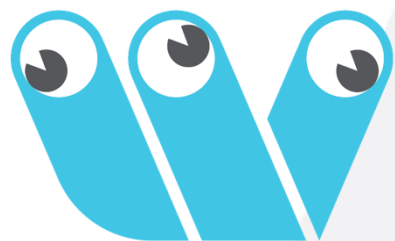


... And Many More!

We're Also Developing a Pipeline of New IP

From both our
premium production
and digital studios





WildBrain™

**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

CONTENT INVESTMENT

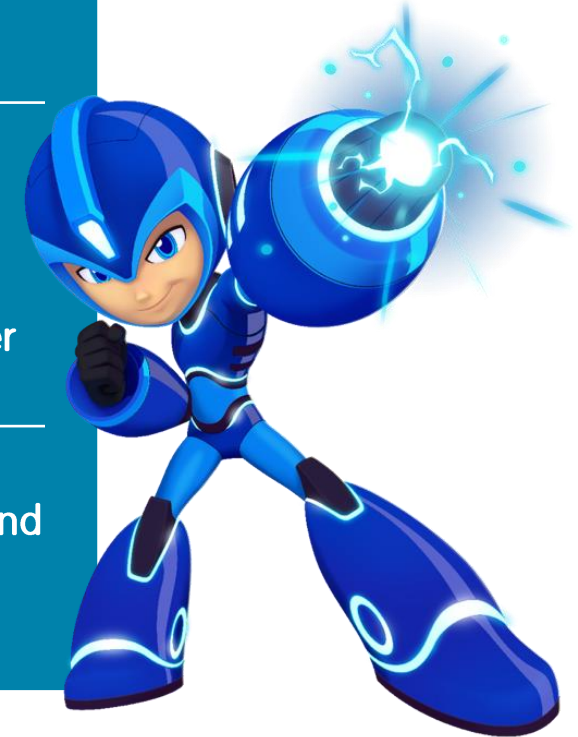
Created cross-functional, content investment group, disciplined in capital management to optimize our investments around largest and best opportunities

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

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



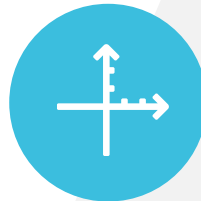
Greater discipline and focus on exploiting brands over long-term



Enhanced support for partners driving more 3rd party opportunities



Smart, recurring multi-year contract visibility

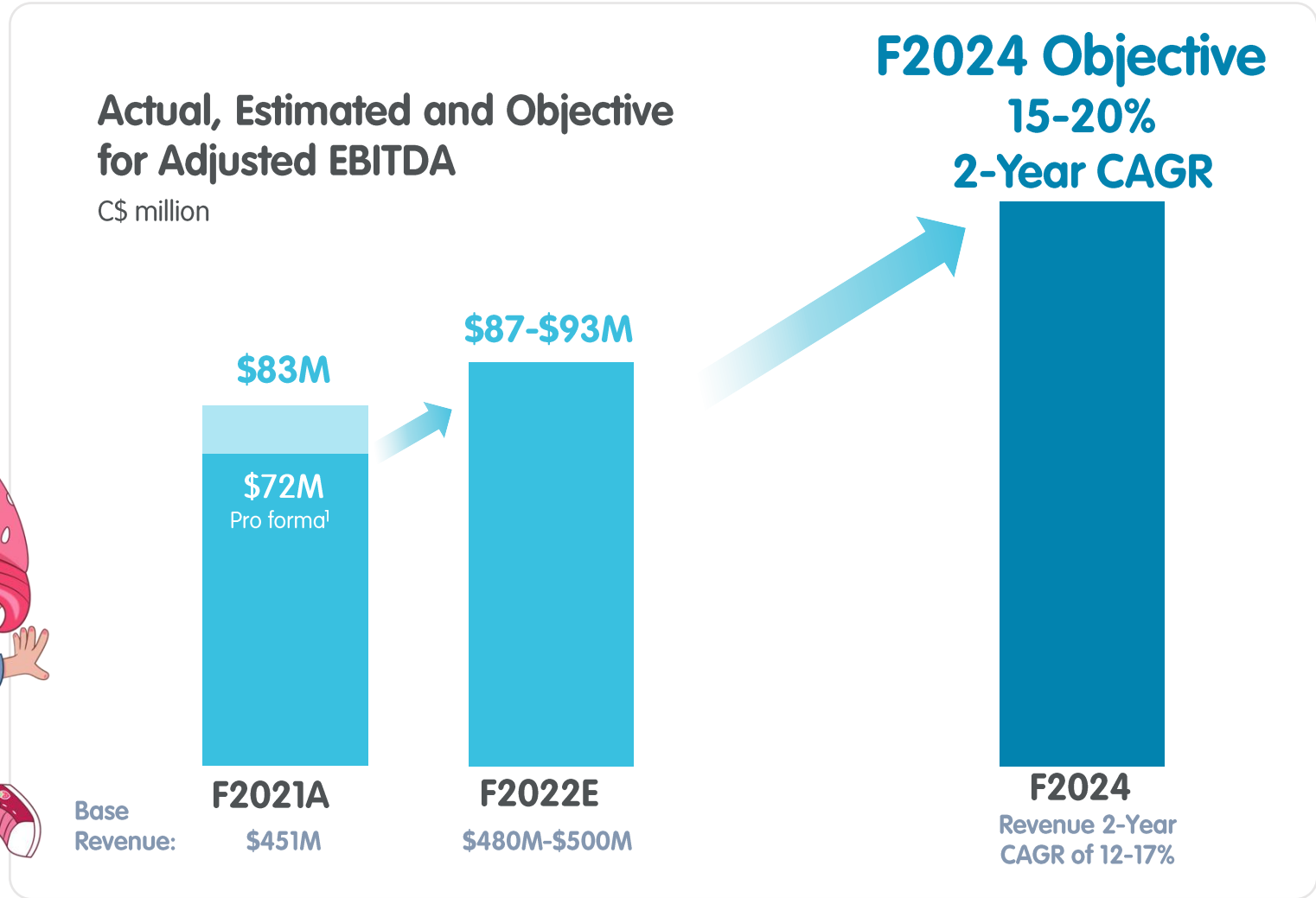


Low capital risk greenlight policy on production while retaining maximum IP rights



Lower cost structure due to streamlined organization

Our Growth Trajectory with Upside Optionality on Any Consumer Product Breakout



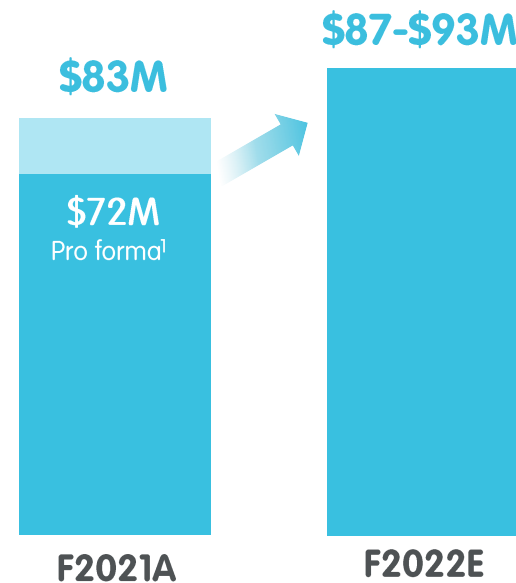
1. C\$72 million pro forma excludes \$6.4 million of government or other wage subsidies related to COVID-19 and \$4.4 million of litigation settlement

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



15-20%
2-Year CAGR

Expect IP activations to start contributing in F2022 and beyond

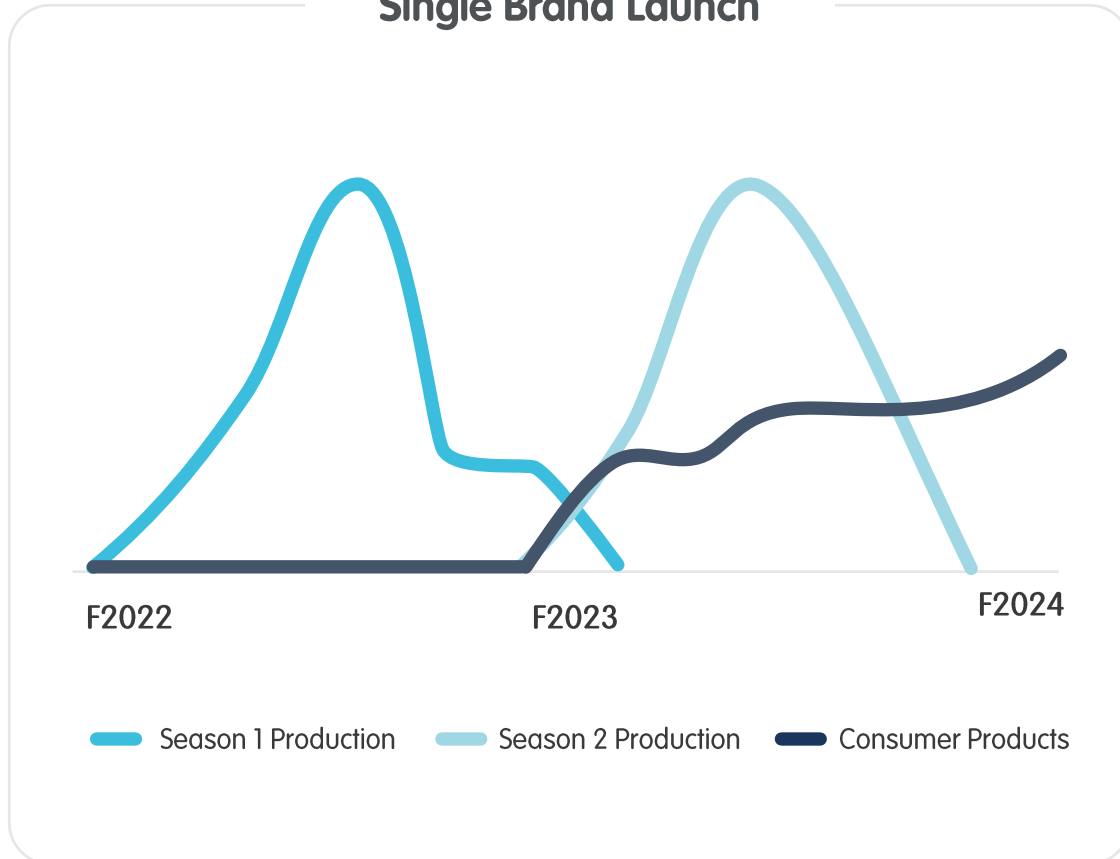


F2024 Objective

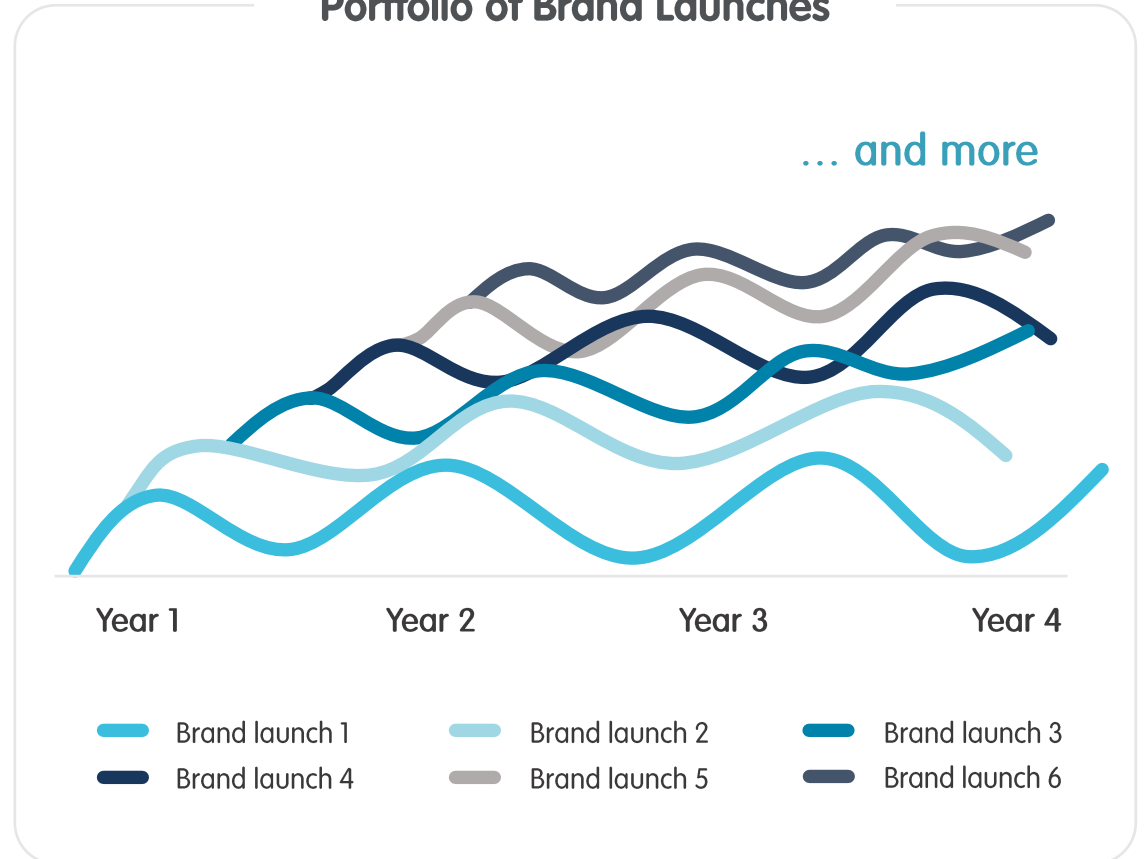
1. C\$72 million pro forma excludes \$6.4 million of government or other wage subsidies related to COVID-19 and \$4.4 million of litigation settlement

Illustrative Timeline of IP Lifecycle from Production to Consumer Products

Single Brand Launch



Portfolio of Brand Launches



Upside to Base EBITDA

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

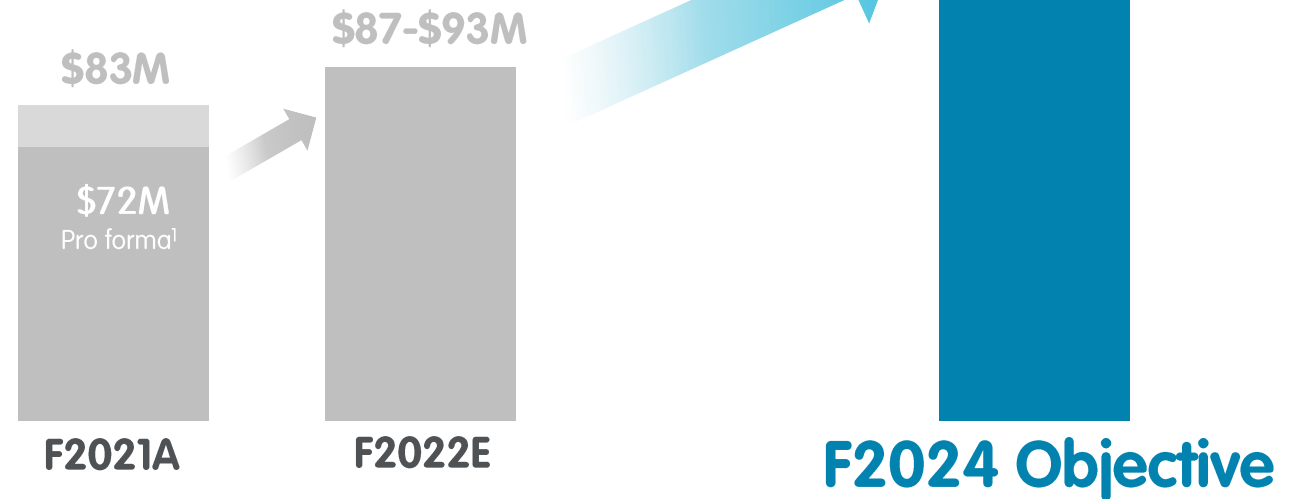
Upside to Base EBITDA Growth Drivers:

- Consumer products
- WildBrain Spark
- Switch on more owned IP
- Activate partner IP



Actual, Estimated and Objective for Adjusted EBITDA

C\$ million



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\$)



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



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



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



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



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



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



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



- 24-year brand
- 15M books sold worldwide



- 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

	2020	2021 ¹	2022E ²
Revenue	\$426M	\$453M	\$490M
Adjusted EBITDA	\$82M	\$72M	\$90M
Adjusted EBITDA % Margin	19%	16%	18%
Incremental Investment Included in Adj. EBITDA	--	\$8M	\$18M ³
Impact to Adj. EBITDA %	--	2%	4%
Adj. EBITDA % Without Investment	--	18%	22%

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

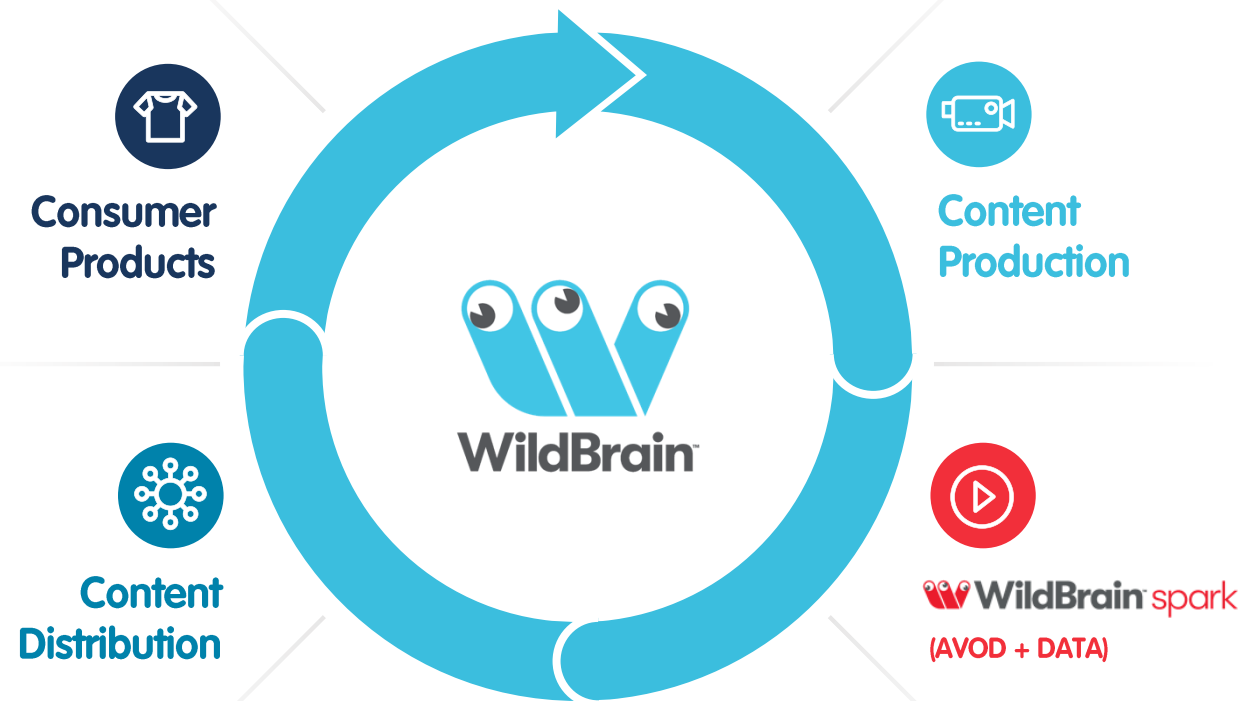
- Creative
- Brand marketing
- WildBrain Spark and direct ad sales
- Global licensing
- China

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

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

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



35%
IRR

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



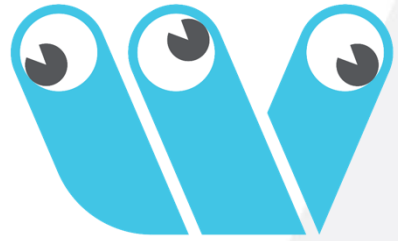
Pipeline of strong 3rd party partner IP



WildBrain Spark monetization initiatives



Accretive M&A with +30% returns further magnifies our base-growth targets!



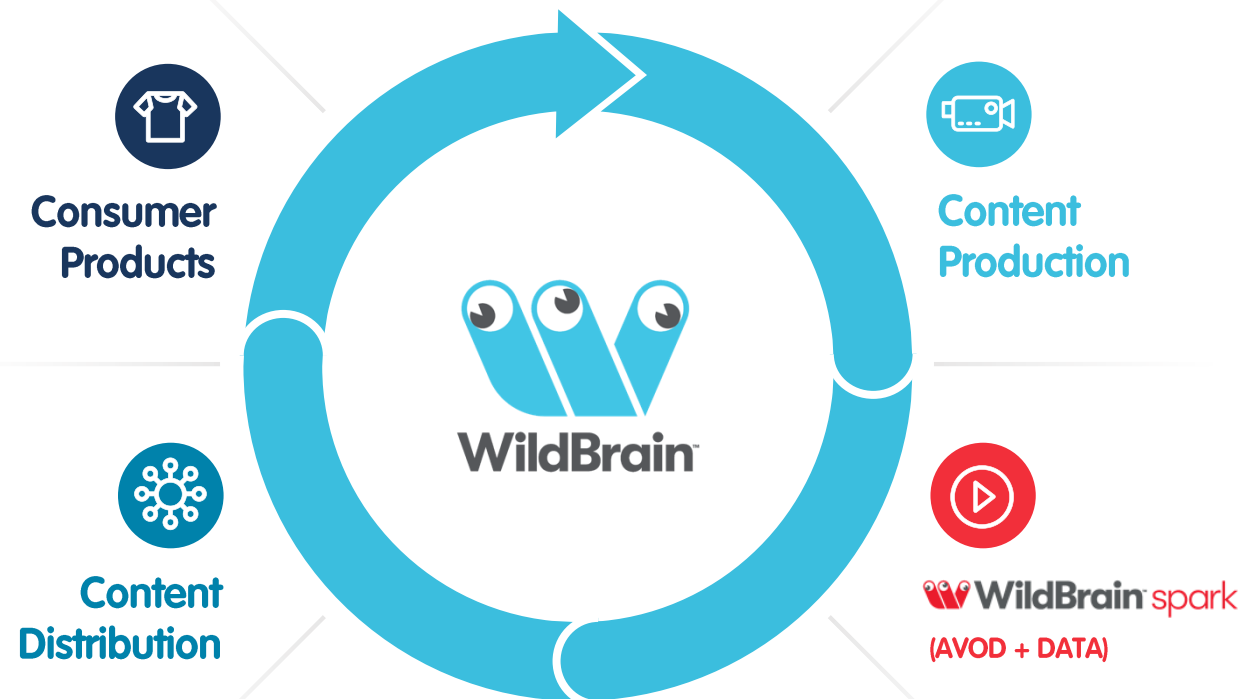
WildBrain™

Closing Remarks



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

- 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



Monetizing our Massive Engagement and Insights on WildBrain Spark



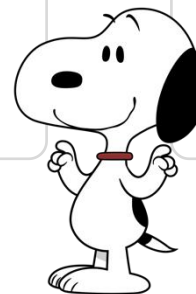
Adding 3rd Party Partnerships with Premium IP

- Holistic partnerships where we share across all revenue streams
- Leverage our one-stop capabilities across premium and AVOD for IP partners

- Invest in creative talent
- Create new IP with merchandising potential



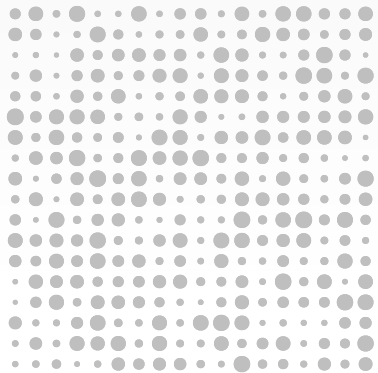
Developing and Producing New Content and IP



Industry Trends Highly Favor WildBrain

1980s

In the early 80s, 50+ companies accounted for majority of US media.



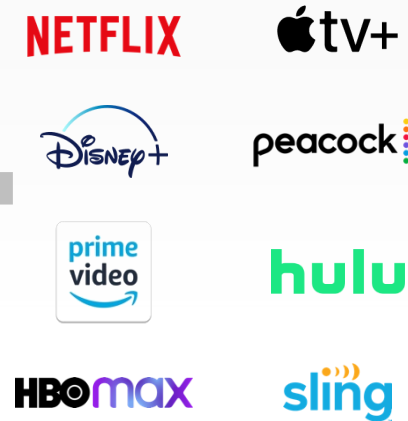
1990s

Into the 2000s, a handful of companies controlled majority of US media



2000s

Emergence of digital platforms



TODAY



Market dynamics are rewarding media companies with WildBrain's end-to-end capabilities

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)



Video
\$49B

Games
\$26B

Apparel
\$21B

Events
\$49B

Print
\$9B

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

Insider ¹	No. of Shares '000s	% of Diluted Shares O/S
Senior Management	10,713	6%
Directors	5,716	3%
Fine Capital	57,966	31%
EastBay Capital	14,133	8%
TOTAL	88,528	48%

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



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

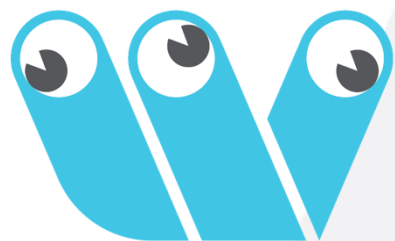
Nascent initiatives to materially enhance monetization at WildBrain Spark

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



WildBrain™

**Thank
you!**

www.wildbrain.com

