INTRODUCTION

Warner Bros. Consumer Products heads up a powerhouse slate of franchises and exciting and innovative partnerships with local, regional and global licensees and retail partners who are on board to support the Studio's ground-breaking content and impressive roster of properties.

Warner Bros. Consumer Products' key franchises, include DC's portfolio of film, television and animation offerings; J.K. Rowling's Wizarding World, encompassing the *Harry Potter* and *Fantastic Beasts* franchises; and Animation favourites, including *Looney Tunes*, *Scooby-Doo* and *Tom and Jerry*; and more.

The highly anticipated action-adventure film from Warner Bros. Pictures, *Justice League* releases in November 2017 as the world's most powerful Super Heroes team up for the biggest theatrical event of the year. WBCP will also set the stage this year for *Aquaman*, well in advance of its 2018 release date. The ground-breaking and award-winning *DC Super Hero Girls* franchise also continues to excite fans with the immersive world that encourages kids to play, watch, read and be inspired to discover their own Super-Hero potential through its global content and licensing and merchandising program. WBCP will also highlight DC TV programming slate with live-action hits *The Flash, Arrow* and *Supergirl*, as well as popular animated series *Teen Titans Go!* and *Justice League Action*.

J.K Rowling's Wizarding World brings to life two powerful franchises – *Harry Potter* and *Fantastic Beasts* – and an expanding range of characters, stories, immersive experiences and products. The excitement continues as *Harry Potter* grows across all ages and Warner Bros. Pictures' prepares for the eagerly awaited second instalment of the *Fantastic Beasts* film series, from Warner Bros. Pictures, to hit cinemas in November 2018.

WBCP will also continue to highlight *Looney Tunes*, *Scooby-Doo*, and *Tom and Jerry*, as some of its most beloved animation favourites and much more with *Wacky Races*, *Dorothy of Oz* and *Unikitty* all set to launch.

Warner Bros. Consumer Products offers partners the opportunity to work with the Studio's ground-breaking content and impressive roster of franchises.

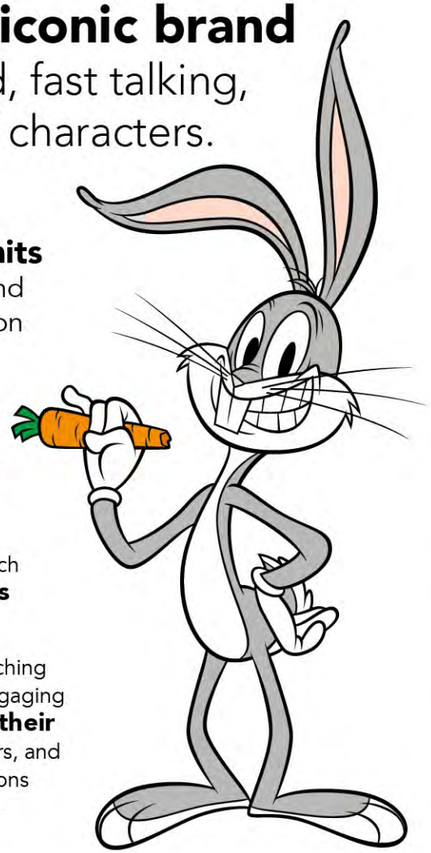
Looney Tunes is an **iconic brand** with a high-charged, fast talking, quick witted cast of characters.

Looney Tunes **pushes the limits of humour** with irreverence and high-energy, proving every action has a reaction!

Looney Tunes has been around for **87 years** with over **1,000 shorts, 11 TV series and 9 feature films** under its belt – it is the originator of the animated comedy genre.

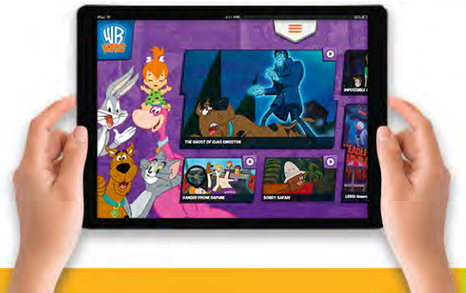
It's the brand with the characters that reach **Millennials, Kids 6-8, and families with kids.**

Millennials grew up with the brand – watching cartoons on Saturday mornings. By re-engaging with these consumers, we will **reignite their love for the brand** and our characters, and have them bring along younger generations and share their enthusiasm for the brand.



LOONEY TUNES GETS SOCIAL

- **Assets added weekly to LooneyTunes.com** and YouTube channel with more games, more videos, and more activities with kids spending an average of 8 minutes per visit.
- **Augmented and Virtual Reality games** for licensees and retailers bringing the Looney Tunes to life.
- **6.5 million fans** on Facebook.
- Get Animated on **Instagram** showcasing product and lifestyle images.



45+ years of mystery-solving fun.

Scooby-Doo and his mystery-solving friends are **true animation icons**. With its signature mix of Mystery, Monsters, Munchies and Meddling Kids, Scooby-Doo always delivers **laughter, thrills and spooky fun!**

TELEVISION

Scooby and the Gang continue to delight fans of all generations with **over 400 episodes** and counting. There are currently 8 series airing on Cartoon Network and Boomerang and other TV channels across the world.

HOME VIDEO

- **$1B+ Global DVD Sales** (Live Action, Animated, Direct-to-DVD).
- **Top 5** Family and Animation title.
- Two New made-for-videos and multiple episodics **released each year.**

THE SOCIAL SIDE OF SCOOBY - WEBSITE, MOBILE APPS, STREAMING & SOCIAL

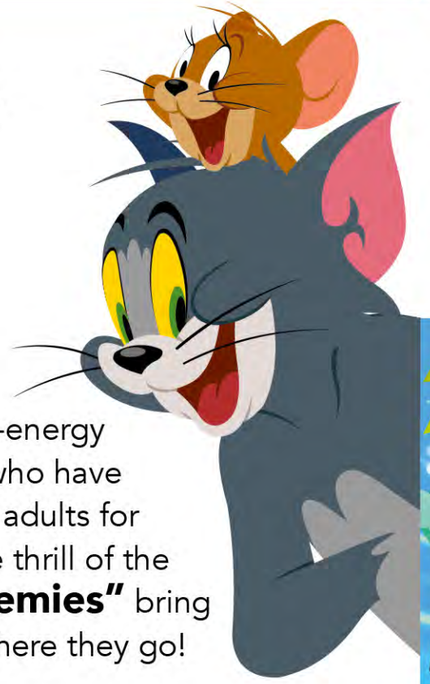
- **#1 Driver** on WBKids YouTube channel.
- **160M average reach** across all social platforms including YouTube, Facebook, Instagram and Pinterest.
- ScoobyDoo.com features **fun games, activities and videos** for Scooby fans of all ages!
- **New Scooby-Doo App** launching in Spring 2018.
- AR & VR Experiences available.

ONLINE AND SOCIAL MEDIA

An entertainment ecosystem with multiple touch points:

- The Dynamic Duo dominates Facebook with over **42+ Million fans** and the #5 Animated TV Show page.
- **TomandJerryKids.com** features fun games, activities and videos for fans of all ages!
- Get Animated on Instagram **showcases product and lifestyle images** for millennials.
- New **Augmented Reality** experiences available.

Twice the mischief,
Twice the fun for
8 decades and
counting!



Tom and Jerry are the high-energy **cat and mouse duo** who have been entertaining kids and adults for generations. Fuelled by the thrill of the chase, these **"best frenemies"** bring chaos and laughter everywhere they go!

CONTENT

- With **four series** currently airing globally and 65x a day across the globe, Tom and Jerry continues to **delight kids of all ages** weekdays on Cartoon Network and Boomerang and other TV channels across the world.
- **Classic episodes** and made-for video are released every year on DVD.

Unikitty is flying out of The LEGO Movie & into her very own world full of adventure, **excitement and dance parties!**

Unikitty!

In an endless world of fun, Unikitty is full of boundless energy and creativity, and is most interested in making sure everyone is happy and ridding the kingdom of negativity.

But Unikitty is one kitty not to be crossed - she is a force to be reckoned with if anyone gets in the way of spreading her positive vibes. Especially if anyone makes her little brother and best friend, Puppycorn, sad.

Alongside her friends Dr. Fox, the resident scientist, and her trusty bodyguard Hawkodile, Unikitty makes sure that every day is the happiest and most creative ever.

- **Breakout star** from The Lego Movie.
- **Brand new show** from Warner Bros. Animation on Cartoon Network.
- Primary consumer target; **Girls & Boys aged 6-8.**
- Secondary consumer target; Tweens aged 9-12 & Adults/ Collectors.

UNIKITTY

PUPPYCORN

HAWKODILE

DR. FOX

Series Premiere
March 2018

Dorothy and The Wizard of Oz

Join **Dorothy and her friends** as she takes us on magic-filled adventures of discovery and fantasy in the **Land of Oz.**

The most beloved family film of all time will be introduced to a whole new generation of young fans with the new TV series Dorothy and The Wizard of Oz.

Dorothy and The Wizard of Oz is a comedy/adventure fantasy that picks up soon after Dorothy and her friends have defeated the Wicked Witch of the West. As a token of her gratitude, Queen Ozma appoints Dorothy the title Princess of Emerald City.

As newly appointed Princess Dorothy and her loyal friends partake in new adventures along the Yellow Brick Road and beyond, protecting the citizens and magic of Oz from the Wicked Witch or two!

- Launches on Boomerang across EMEA Q4 2017 and runs through 2018.
- First season will consist of twenty 22-minute episodes.
- Each 22 minute episode is made up of two 11 minute stories.
- Filled with familiar faces and new friends in every episode!

Wacky Races

Wacky Races is a **re-boot of the classic cartoon** featuring some of **your favourite animated characters** from the Hanna-Barbara catalogue.

- International rollout on TV throughout Q4 2017 and 2018.
- First season will consist of twenty 22-minute episodes.
- Penelope Pitstop, Peter Perfect, Dick Dastardly, Muttley, and the Gruesome Twosome are all back with I.Q. Ickly as the newest racer.
- Their cars are super-cool, fast-looking, race cars with morphing action and a bit of the Wackiness we love from the classic series.

The crazy characters, super charged vehicles and action adventure storylines provide for a broad cross-section of categories: Toys & Games, Apparel & Accessories, Branded Food & Promotions, Publishing, Back-to-School, Stationery & Paper Goods and Gift & Novelty.

J.K. ROWLING'S WIZARDING WORLD

Harry Potter

Harry Potter is one of the highest grossing franchises in history with **over $7.7 billion** in total world-wide box office. The books have sold over **450 million copies** and are available in 78 languages!

THE WIZARDING WORLD OF HARRY POTTER

With the Spring 2016 opening of The Wizarding World of Harry Potter in Universal Studios Hollywood, there are now **four immersive experiences in three locations around the world** – Orlando, Hollywood and Japan.

HARRY POTTER: THE EXHIBITION

Record-breaking, state-of-the-art museum showcase which features over 200 artefacts and film-inspired settings from all eight films. Harry Potter: The Exhibition has been experienced by more than **3 million fans across fifteen stops** in North America, Asia, Australia and Europe.

WARNER BROS. STUDIO TOUR LONDON - THE MAKING OF HARRY POTTER

Step on to authentic sets, discover the magic behind spellbinding special effects and explore the behind-the-scenes secrets of the Harry Potter film series at Warner Bros. Studio Tour London – The Making of Harry Potter. Step into the Forbidden Forest, tread the original stone floor of the iconic Hogwarts Great Hall and encounter animatronic creatures at the Studios where all eight films were produced, a short train journey from central London, in the United Kingdom.

HARRY POTTER FILM CONCERT SERIES

Bringing the films to life in an all-new way – **with a live symphony orchestra!** New and existing fans across cities all over the world can experience and relive the films as some of the world's top orchestras play the films' scores live and bring the magic alive!

Pottermore™
from J.K. Rowling

POTTERMORE

The digital publishing, e-commerce, entertainment and news company from J.K. Rowling. As the **digital heart of the Wizarding World**, Pottermore offers news, features, and articles, previously unreleased writing by J.K. Rowling and a range of innovative, interactive experiences for fans to discover their wizarding identity.

HARRY POTTER AND THE CURSED CHILD

Harry Potter and the Cursed Child stage play and script book extends the Harry Potter stories, having opened in Summer 2016 in London to rave reviews; and now set to take Broadway with a Spring 2018 opening.

DIGITAL ECOSYSTEM

Led by **75+ million fans on Facebook**, the Harry Potter social media presence is a powerhouse, supported by Instagram, Twitter, Pinterest and future social channels.

75+ MILLION FANS

3.6 MILLION FOLLOWERS

2.3 MILLION FOLLOWERS

PINTEREST

FANTASTIC BEASTS

The first film in the Fantastic Beasts series, Fantastic Beasts and Where to Find Them, began **a new era in the wizarding world**, set decades before the Harry Potter movies. Acclaimed by both critics and audiences, the 2016 release became a global blockbuster, **earning $814 million** at the box office.

November 16, 2018 will see an all-new adventure set in J.K. Rowlings's Wizarding World, the second of five films in the series that began with Fantastic Beasts and Where to Find Them. Oscar winner Eddie Redmayne stars once more as wizarding world magizoologist Newt Scamander; alongside Katherine Waterston as Auror Tina Goldstein; Alison Sudol as her sister, Queenie Goldstein; and Dan Fogler as Jacob Kowalski, the only No-Maj in the foursome. Oscar nominee Johnny Depp stars as the powerful Dark Wizard, Gellert Grindelwald; and Oscar nominee Jude Law takes on the role of Albus Dumbledore – decades before he becomes Headmaster at Hogwarts.

The Justice League Universe is a **heroic world without limits**, filled with the most **iconic and recognisable** Super Heroes in the world.

The new **Justice League Action animated TV series** continues prime placement on Cartoon Network and Free-TV channels across EMEA.

LICENSING & MARKETING SUPPORT

Justice League is a **top level licensing program** from Warner Bros. Consumer Products.

365 days a year support through innovative products and standout retail programmes in all channels.

New for 2018 initiatives include:

- New Digital Kids content.
- New Art Programs.
- New Seasonal & Retail Programs.
- Continued Category Expansion with New Products.

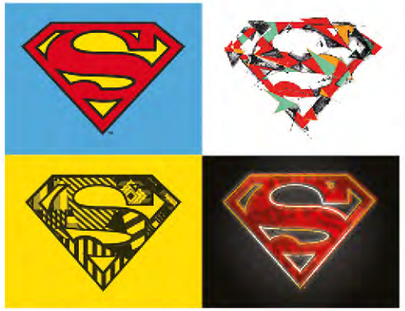
Batman, Superman, Wonder Woman, Aquaman, Flash and Cyborg join forces in the **first Justice League theatrical movie**, a major tentpole release in **November 2017.**

Justice League characters also feature in successful **DC Live Action TV shows**, in multiple **Home Entertainment** releases, through **Gaming and Interactive** experiences, at **Theme Parks**, in **Publishing** programmes and **Online** on multiple DC platforms.

The ultimate Super Hero, a **global icon** for adults and a **role model** for boys.

His unique icon: the **S-Shield** stands for **POWER, STRENGTH and INTEGRITY.**

Superman continues to be **supported** with **new content** for **fans of all ages** including the upcoming Justice League theatrical movie and Justice League Action TV Series.



The Superman Consumer Products program is stronger than ever with over **150 global licensees**, showcasing Superman as a unique super hero.

365 Retail programs will **support the Superman franchise** with incremental placement at **key seasonal and holiday events** including Father's Day.

Beginning April 2018 **Superman's 80th anniversary** will be a year-long celebration supported across the Warner Bros. studio and DC Entertainment.

First introduced on the **big screen** in the highly anticipated Justice League movie, Aquaman is the **next chapter** in the ever-expanding DC Universe.

JASON MOMOA
AQUAMAN
Justice League, Game Of Thrones

AMBER HEARD
MERA
Justice League, The Danish Girl

NICOLE KIDMAN
QUEEN ATLANNA
Moulin Rouge, The Others

PATRICK WILSON
ORM
The Conjuring, Fargo

WILLEM DAFOE
VULCO
Justice League, The Fault in Our Stars

YAHYA ABDUL-MATEEN II
BLACK MANTA
Baywatch, The Get Down

THEATRICAL RELEASE DATE: DECEMBER 21, 2018
Directed by James Wan (Fast & Furious 7)

WARNER BROS. CONSUMER PRODUCTS TARGET AUDIENCE

Aquaman will appeal to a **broad audience** with focus on **Boys 6-12, 13+ and Collectors** with super hero action and pop culture relevance.

Aquaman also offers appeal for **Girls 6-12 and Females 13+** with an equally **strong super hero in Mera**, the lead female character.

MARKETING SUPPORT

Aquaman will be a major tentpole theatrical release from Warner Bros. in 2018 with studio-wide support and a Multi-Million Dollar Advertising campaign.

Man, Hero, Icon. A hero among men. Endless technology, an arsenal of weapons, incredible strength and a brilliant mind make him the **ultimate aspirational hero.**

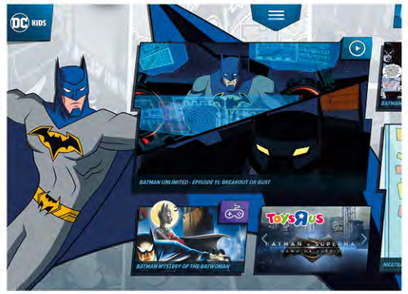
The blockbuster film **Justice League** launching in cinemas **November 2017** and supported throughout 2018.

The **#1 global super hero** Batman will continue to dominate with **year-round support,** delivering relevance with fans of all ages:

- DC Kids Super Hero Month.
- DC Super Summer.
- "Be Batman".
- "My Dad My Hero" - Father's Day.
- "Be The League" - Halloween.

TARGET AUDIENCE:

A Batman for every fan!



BOYS WILL NEVER BE WITHOUT BATMAN:

- Justice League Action TV Series will continue to be broadcast across EMEA in 2018.
- New levels and content in the Justice League Action Run App: 2.5 million users.
- Ongoing LEGO Batman movie programmes, building on the successful 2017 movie.
- New short-form videos, games and web content planned for 2018 on DCKids.com

ONGOING MASSIVE EXPOSURE ACROSS:

- **Publishing:** The #1 published Super Hero worldwide.
- **Interactive & Gaming:** $1 Billion+ in worldwide sales, including Injustice 2 launched Summer 2017.
- **Theme Parks:** 27+ adrenaline-pumping rides at Six Flags theme parks worldwide, plus the all-new Warner Bros. World in Abu Dhabi opens in 2018.
- **Home Entertainment:** Justice League movie DVD/Blu-ray/Digital release, plus multiple new Made-For-Videos all launching 2018.

The **ultimate Female Super Hero.** The icon of female empowerment, strength and beauty. Women of all ages want to be her.

A WONDER WOMAN FOR ALL AGES

Girls 8-12, Juniors 13-17, Adult Females 18+

NOW IS THE TIME FOR WONDER WOMAN

A **Core Leader of the Justice League,** alongside Batman & Superman in the **key trinity** of the Justice League.

Wonder Woman licensed products across 50+ Categories deliver the **power of beauty, strength, and endurance.**

2018 will see **365 placement at Retail,** with huge opportunities at seasonal and gift-giving holidays.

A THEATRICAL HERO!

Hugely successful Wonder Woman release this summer, one of the year's **standout movies** that delivered $820m at the global box office.

Success will continue in the highly anticipated **Justice League movie,** out November 2017.

Wonder Woman stars in the **Justice League Action animated TV series** on Cartoon Network and Free-TV channels across EMEA.

DC Super Hero Girls provides girls with **relatable role models** who encourage **teamwork and friendship,** inspiring fans to discover their true potential.

CONTENT SUPPORT

- YouTube Channel – **Over 156M** minutes watched globally.
- DCSHG App – **Over 3M** downloads!
- Website – **over 100,000** monthly active users.
- Webisodes – **Now in Season 3!**
- Girl Targeted Digital Advertising - **Over 205M** impressions to date.

PLUS: NEW TV SERIES COMING IN 2018 ON CARTOON NETWORK!

TARGET AUDIENCE

Core Girls (Ages 6-8):
Engage through a world of relatable and aspirational heroes.

Aspirational Girls (Ages 9-12):
Connect through fashion, girl empowerment and teamwork.

KEY PARTNERS AND LICENSEES

Products from top-tier partners engage girls in a world of Super Heroes created just for them:

Mattel, LEGO, McDonalds, Ferrero, Funko, Penguin Random House, Egmont and Hallmark.

2018 INITIATIVES

A fully-integrated 365 experience for girls through:

New Short and Long-Form Content, Digital Advertising, Games and Apps play, Music Partnerships, Influencer programmes, and year-round Retail Events across all channels.

From the world of DC comics, Teen Titans Go! brings together some of the **most well-known DC characters** in humour-filled and action packed stories.

TELEVISION:
Teen Titans Go! is a ratings smash on Cartoon Network!

- **#1 show on Cartoon Network** in 6 EMEA markets! Top 5 show in 11 EMEA markets.
- **Season 5 launches in 2018,** with 7 seasons now Greenlit.

ONLINE:
Teen Titans Go! features strongly on **DCKids.com & on YouTube** with new videos and interactive games throughout 2018.

MOBILE:
Teen Titans Go! Arcade free app includes **2 games and exclusive content.**

Teen Titans Go! is equally **LOVED BY BOYS AND GIRLS,** aged 6-12.

NEW FOR 2018:
TEEN TITANS GO! TO THE MOVIES

An **all-new animated feature film** coming to cinemas July 2018!

Based on the **hugely successful TV series,** all main character from the animated TV series will feature.

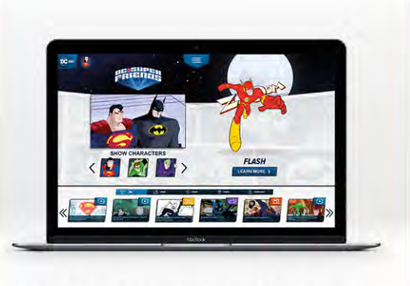
A toddler-focused franchise that gives young heroes their very own versions of the **World's Greatest Super Heroes** from DC.

DC Super Friends **captures and stimulates the imaginations** of 2-5 year olds through key themes:

FRIENDS - Positive messages of friendship and teamwork.

HEROES - Kid-sized super heroes - recognisable and aspirational action and adventure.

PLAY - Colourful, heroic, and fit the play patterns for young kids.



Short-form Video content features on DCKids.com, the dynamic **'kid-safe' digital platform.**

Toy lines developed in partnership with Fisher Price.

NEW FOR 2018:
Refreshed Character Look and Creative Assets.

MORE LICENSING OPPORTUNITIES

STANLEY
KUBRICK
COLLECTION

The Stanley Kubrick Collection presented by Warner Bros. is a celebration of the legendary filmmaker and four of his modern masterpieces.

Living as a collection or individually, these iconic titles offer a unique selling proposition and fans the opportunity to fully embrace the master's work.

For Horror-genre fans, Warner Bros. Consumer Products offers some of the most iconic franchises as licensing opportunities:

A Nightmare ON ELM STREET

One of the most popular horror franchises in history - and its villain "Freddy Krueger" one of the most recognised villains in cinema.

IT

Based on the hugely popular Stephen King novel of the same name, IT has been terrifying fans for decades. With the new IT Movie in 2017 breaking box office records fans continue to face their biggest fears!

THE EXORCIST

Often regarded as one of the best horror films in cinema history, The Exorcist continues to have significant influence on popular culture.

FRIDAY THE 13TH

Thirty-five years, 12 films, 12 weapons, and 150+ dead bodies; Jason has become the ultimate horror icon.

**WBCP EUROPE,
MIDDLE EAST & AFRICA (EMEA)
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**WBCP EMEA LICENSING
REPRESENTATIVE OFFICES**

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Czech Republic, Greece, Hungary, Israel,
Middle East, Nigeria, Nordics, North Africa,
Poland, Russia, Serbia, Slovakia, Slovenia,
South Africa, Turkey.

For representative information,
please contact WBCP EMEA Headquarters.

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