

Spin Master Celebrates Esteemed Workplace Wins, Recognized by Fast Company as a Best Workplace for Innovators, and Earning a Great Place to Work® Certification

TORONTO, July 11, 2023 /CNW/ - Spin Master Corp. (TSX: TOY) (www.spinmaster.com), a leading global children's entertainment company, is celebrating two esteemed workplace wins, landing a spot on Fast Company's fifth annual Best Workplace for Innovators list, and separately securing a *Great Place to Work* certification.



Fast Company's Best Workplace for Innovators list honours organizations that demonstrate an inspiring commitment to encouraging and developing innovation at all levels. In addition to this accolade, Spin Master was also named as a finalist in the Consumer Products and Services category.

Developed in collaboration with Accenture, the 2023 Best Workplaces for Innovators ranks 100 winners from around the world in a variety of industries, including entertainment, biotech, consumer packaged goods, marketing, healthcare, and many more. Fast Company editors and Accenture researchers collaborated to score nearly 1,000 submissions, and a panel of eight distinguished judges reviewed and endorsed the top 100 companies.

"A positive employee experience and cultivating a community rooted in partnership is integral to our leadership in the children's entertainment industry," said Tara Deakin, Spin Master's Executive Vice President and Chief People Officer. "At the heart of our success is our incredible talent and an inclusive culture that allows us to create magical play experiences."

Spin Master has also earned a *Great Place to Work* certification after a thorough, independent analysis conducted by Great Place to Work Institute Canada. This certification is based on direct feedback from employees, provided as part of an extensive and anonymous survey about their workplace experience.

"We're honoured to be recognized as an organization that not only cultivates innovation but also one that employees trust and take pride in," said Max Rangel, Spin Master's Global President and CEO. "Spin Master is passionate about helping to foster a supportive, open-minded community, providing opportunities for lifelong learning, and investing in our people to help us reimagine everyday play."

About Fast Company

Fast Company is the only media brand fully dedicated to the vital intersection of business, innovation, and design, engaging the most influential leaders, companies, and thinkers on the future of business. Headquartered in New York City, Fast Company is published by Mansueto Ventures LLC, along with our sister publication Inc., and can be found online at www.fastcompany.com.

About Accenture

Accenture is a global professional services company with leading capabilities in digital, cloud, and security. Combining unmatched experience and specialized skills across more than 40 industries, we offer Strategy and Consulting, Technology and Operations services, and Accenture Song—all powered by the world's largest network of Advanced Technology and Intelligent Operations centers. Our 710,000 people deliver on the promise of technology and human ingenuity every day, serving clients in more than 120 countries. We embrace the power of change to create value and shared success for our clients, people, shareholders, partners, and communities. Visit us at accenture.com.

About Great Place to Work®

Great Place to Work is the global authority on high-trust, high-performance workplace cultures. Through proprietary assessment tools, advisory services, and certification programs, Great Place to Work recognizes Canada's Best Workplaces in a series of national lists including those published by The Globe & Mail (Canada) and Fortune magazine (USA). Great Place to Work provides the benchmarks, framework, and expertise needed to create, sustain, and recognize outstanding workplace cultures. Visit us at www.greatplacetowork.ca or find us on Twitter at @GPTW_Canada.

About Spin Master

Spin Master Corp. (TSX:TOY) is a leading global children's entertainment company, creating exceptional play experiences through its three creative centres: Toys, Entertainment and Digital Games. With distribution in over 100 countries, Spin Master is best known for award-winning brands PAW Patrol®, Bakugan®, Kinetic Sand®, Air Hogs®, Hatchimals®, Rubik's Cube® and GUND®, and is the global toy licensee for other popular properties. Spin Master Entertainment creates and produces compelling multiplatform content, through its in-house studio and partnerships with outside creators, including the preschool franchise PAW Patrol and numerous other original shows, short-form series and feature films. The Company has an established presence in digital games, anchored by the Toca Boca® and Sago Mini® brands, offering open-ended and creative game and educational play in digital environments. Through Spin Master Ventures, the Company makes minority investments globally in emerging companies and start-ups. With over 30 offices in close to 20 countries, Spin Master employs more than 2,000 team members globally. For more information visit spinmaster.com or follow-on Instagram, Facebook and Twitter @spinmaster.

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