

Global Music Group KATSEYE Enters Toca Boca World™ as the First-Ever Guest Characters in a Music-Fueled Collaboration Launching June 10

TORONTO, June 5, 2025 /CNW/ - Spin Master's Swedish-based digital games studio Toca Boca®, announced today a collaboration with KATSEYE, bringing the music group into the playful *Toca Boca World* digital game. Launching June 10th, KATSEYE and their global fanbase, nicknamed EYEKONS, will be welcomed into *Toca Boca World* alongside its own 60 million player network.

"We want *Toca Boca* players to feel like they can boldly and unapologetically be themselves," says Emil Ovemar, co-founder of *Toca Boca* and Head of Play. "This collaboration is all about finding your people, owning your style, and having fun while doing it. *Toca Boca* and KATSEYE come together in a fun mix of culture, music, and entertainment—bringing our global communities even closer through shared values of inclusivity and self-expression."

The six members of KATSEYE are: Daniela (Cuban/Venezuelan-American, from Atlanta, GA), Lara (Indian, from New York, NY), Manon (Ghanaian-Italian, from Zurich, Switzerland), Megan (Chinese-American, from Honolulu, HI), Sophia (Manila, Philippines), and Yoonchae (Seoul, South Korea). Each member's diverse background, iconic charm, style and talent will be relatable to *Toca Boca*'s fans and players.

"Our fans have been a part of our journey since our creation and now our EYEKONS can come together in *Toca Boca World* to experience KATSEYE through playful self-expression, exploring our music all while celebrating their own uniqueness and style," said KATSEYE.

A celebration of cultural diversity and individuality, KATSEYE will bring their international flair to the *Toca Boca* universe where creativity is prioritized, and everyone is welcome to be whoever they want to be. Players worldwide can connect with the KATSEYE members through activations that include:

- **KATSEYE Guest Characters** – For the first time ever, *Toca Boca World* will introduce 'guest characters' reflecting the KATSEYE group members as *Toca Boca World* characters. Each representation is uniquely designed to highlight their larger-than-life personas and unique personalities – from their hairstyles to facial details like Lara's bindi and Daniela's birthmark.
- **A Voxella Festival™ Stage Takeover** – The KATSEYE guest characters will descend on the *Voxella Festival* stage, arriving one at a time, and once united, unlocking the first KATSEYE song.
- **Music Player** – A custom-skinned music player will play four KATSEYE songs including the hugely popular single "Touch" which has over 100 million streams on Spotify, "Debut", "I'm Pretty" and a soon to be released new single that will be added to the player July 2.
- **Style Pack** – We're inviting players to unlock their power with the KATSEYE Style Pack. Included are twelve outfits inspired by KATSEYE's dynamic style both on- and offstage, each member's distinct hairstyle and accessories featuring their unique charms.
- **Free Gifts** – A free gift event will deliver KATSEYE-inspired digital gifts to fans including a fan outfit, dance rehearsal bag, tumbler, poster and each girl's unique charms complete with magic jewelry box all delivered in branded gift-wrapping paper.

"This collaboration with KATSEYE is about more than just music and culture; it's about empowerment," said Mathilda Engman,

Head of Creative & Brand at *Toca Boca*. "This is an invitation to shine boldly, inspiring fans to connect through style and storytelling. Players can not only see KATSEYE in *Toca Boca World*, but also be a part of the magic together with them."

The limited-time collaboration will debut on June 10th and run through August 26th. For *Toca Boca*, this initiative reinforces the studio's investment in music and catering to the ever-evolving needs of kids and tweens, where identity development and self-expression are fundamental.

About Toca Boca

Toca Boca was founded in 2011 with a simple mission – to create playful, safe spaces where kids can have fun and feel free to be themselves. Solo or social, kid, tween or teen. Today, more than 60+ million kids from all over the world play Toca Boca's games every month and. That's right. Every. Single. Month. Toca Boca games have now been downloaded over 1 billion times worldwide.

The studio's award-winning app, *Toca Boca World*, is its biggest game to date. It's an ever-evolving world where kids are in total control.

Toca Boca is based in Stockholm, and owned by Spin Master Corp., a leading global children's entertainment company. For more information, visit tocaboca.com.

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®, Hatchimals®, Bakugan®, Kinetic Sand®, Air Hogs®, Melissa & Doug®, 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 29 offices spanning nearly 20 countries, Spin Master employs close to 3,000 team members globally. For more information, visit spinmaster.com or @SpinMaster on LinkedIn and Instagram.





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