

Wicked: For Good Casts Its Spell on Toca Boca™ World™

Universal Pictures' *Wicked: For Good* arrives in theaters November 21

TORONTO, Nov. 13, 2025 /CNW/ - Spin Master's Swedish-based digital games studio, Toca Boca®, announced today a collaboration with Universal Products & Experiences to celebrate the release of Universal Pictures' epic conclusion to the global cinematic phenomenon, *Wicked: For Good*, on November 21. The land of Oz meets Toca Boca World in the limited time "Be You, For Good" experience, offering new ways for players to explore identity, friendship and self-expression through the digital game's signature creative play.



The *Toca Boca World* digital game will transform with wickedly wonderful surprises, inviting players to explore, express, and stand tall like never before. Inspired by the elements of *Wicked: For Good*, the in-game experience creates space for tweens to explore friendship, courage, and self-expression in their own way.

The digital game's close to 60 million players worldwide will be able to experience the *Toca Boca x Wicked: For Good* collaboration through in-app activations, including:

- **Style Pack** – Outfits for the iconic characters of Elphaba, Glinda, Fiyero, The Wizard, Madame Morrible and Boq. Players can choose to mix and match 12 outfits, nine hairstyles, five facial details and five head accessories beginning November 25.
- **Gift Event** – Four free *Wicked* gifts in *Toca Boca World* including a poster, Glinda's hat box and wand, a levitating flower in a dome, Elphaba's broom, and The Wizard's cane and green toy train plus *Wicked*-branded gift-wrapping paper will launch November 28 through December 5.
- **Music Player** – A custom-skinned *Wicked* music player with two songs from *Wicked: For Good* and two song covers. Free to all players in the Home Designer Inventory, the music player will have a small screen showing unique cover art for each song. Launching December 9.

"With music at its core, this collaboration invites our players to explore courage, self-expression and friendship in a way that feels magical and uniquely their own," said Mathilda Engman, Head of Creative & Brand at *Toca Boca*. "Whether it's navigating friendships or figuring out who you want to be, *Wicked* taps into themes that resonate deeply with the way tweens play and create in *Toca Boca World* and what *Toca Boca* has always championed: the power of being exactly who you are."

This limited-time collaboration will be available worldwide on November 25 in *Toca Boca World*, following *Wicked: For Good*'s theatrical release on November 21.

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*, and its biggest game, is 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 across its three creative centres: Toys, Entertainment and Digital Games. With worldwide toy distribution, Spin Master is best known for award-winning brands including PAW Patrol®, Melissa & Doug®, Bakugan® and Rubik's® Cube, and is the global toy licensee for other iconic properties. Through its in-house entertainment studio, the company creates and produces captivating multiplatform content including powerhouse preschool franchise *PAW Patrol*, along with other original shows, short-form series and feature films. With an established presence in digital games anchored by Toca Boca® and Piknik™, Spin Master engages close to 60 million active users monthly in open-ended, creative and safe play. With 29 offices spanning nearly 20 countries, Spin Master employs more than 2,500 team members globally.

About Universal Pictures' *Wicked: For Good*

Last year's global cinematic cultural sensation, which became the most successful Broadway film adaptation of all time, now reaches its epic, electrifying, emotional conclusion. The final chapter of the untold story of the witches of Oz begins with Elphaba (Oscar® nominee Cynthia Erivo) and Glinda (Oscar® nominee Ariana Grande) estranged and living with the consequences of their choices. When a girl from Kansas comes crashing into their lives, they will need to come together one final time, and truly see each other, if they are to change themselves, and all of Oz, for good.

About Universal Products & Experiences

Universal Products & Experiences (UP&E) globally drives the expansion and elevation of NBCUniversal's iconic collection of brands, intellectual properties, characters, and stories based on the company's extensive portfolio of properties created by Universal Pictures, Illumination, DreamWorks Animation and NBCUniversal Television and Streaming. The division executes this through innovative physical and digital products, as well as engaging retail and product experiences across our expansive global theme park destinations (for both owned and third-party IP), location-based venues, e-commerce product platforms, and retailers around the world. Along with global brand strategy and creative, UP&E's lines of business include Consumer Products and Games, along with Theme Parks Products & Retail. UP&E is a division of Universal Destinations & Experiences, part of NBCUniversal, a subsidiary of Comcast Corporation. More information is available at universalproductsexperiences.com.



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