

Spin Master and Universal Expand Licensing Relationship with New Multi-Property Plush Deal Across EMEA

TORONTO, Sept. 24, 2026 /CNW/ -- Spin Master Corp. (TSX: TOY), a leading global children's entertainment company, and Universal today announced an expanded licensing agreement giving Spin Master the regional rights to distribute a broad range of plush properties across Europe, the Middle East, and Africa (EMEA). Beginning January 1, 2027, the multi-property deal leverages Spin Master's premium retail and marketing expertise to debut these fan-favourite franchises on retail shelves across the region.



The lineup spans a diverse range of popular Universal properties including DreamWorks Animation's *Gabby's Dollhouse* and *How to Train Your Dragon*, Universal Pictures and Amblin Entertainment's *Jurassic World* and beloved vault classics *Jaws* and *E.T. the Extra-Terrestrial*. Spin Master will deliver core, collectible, stylized, and customized plush formats designed to drive fan engagement and excitement at retail.

The agreement deepens a 16-year relationship between Spin Master and Universal, built on a shared track record of success with major global properties including *Gabby's Dollhouse*, *How to Train Your Dragon*, *Jurassic World*, and the planned 2027 launch of *Hellbreak Trading Card Game*.

"This agreement pairs Universal's incredible portfolio with Spin Master's deep plush expertise and robust EMEA infrastructure," said Hedley Barnes, Spin Master's SVP International Sales & Marketing. "Building on our history and joint success across preschool and blockbuster franchises, we have the scale, distribution, and local market expertise to elevate and expand Universal's plush offering across the region."

"Our collaboration with Spin Master has delivered strong results across some of our most successful franchises, and this expanded agreement marks an exciting next step in that relationship," John Revill, Regional Managing Director, EMEA, Universal Consumer Products & Games. "Together, we're well positioned to grow our plush business across EMEA and bring even more of our beloved brands to fans at retail."

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 close to 2,500 team members globally.



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