



WILDBRAIN ANNOUNCES CONFERENCE CALL FOR ITS FISCAL 2020 Q4 AND FULL-YEAR RESULTS

Halifax, NS – September 8, 2020 – WildBrain Ltd. (or the “Company”) (TSX: WILD), a global leader in kids and family entertainment, will report its Fiscal 2020 Q4 and full-year results after market close on Tuesday, September 22, 2020 and hold a conference call at 10:00 a.m. ET, Wednesday, September 23, 2020 to discuss the results.

To listen, please call +1 (888) 231-8191 or +1 (647) 427-7450 internationally, and reference conference ID 3474779. Please allow 10 minutes to be connected to the conference call. Replay will be available after the call on +1 (855) 859-2056 or +1 (416) 849-0833, under passcode 3474779, until September 30, 2020.

The audio and transcript will also be archived on WildBrain’s website beginning approximately two days following the event.

For more information, please contact:

Investor Relations: Nancy Chan-Palmateer – Director, Investor Relations, WildBrain

nancy.chanpalmateer@wildbrain.com

+1 416-977-7358

Media: Shaun Smith – Director, Corporate & Trade Communications, WildBrain

shaun.smith@wildbrain.com

+1 416-977-7230

About WildBrain Ltd.

At WildBrain we make great content for kids and families. With approximately 13,000 half-hours of filmed entertainment in our library – one of the world’s most extensive – we are home to such brands as *Peanuts*, *Teletubbies*, *Strawberry Shortcake*, *Caillou*, *Inspector Gadget*, *Johnny Test* and *Degrassi*. Our shows are seen in more than 150 countries on over 500 telecasters and streaming platforms. Our AVOD business – WildBrain Spark – offers one of the largest networks of kids’ channels on YouTube, with over 168 million subscribers. We also license consumer products and location-based entertainment in every major territory for our own properties as well for our clients and content partners. Our television group owns and operates four family

Toronto

207 Queens Quay W.
Suite 550
Toronto, ON M5J 1A7
Canada
t +1 416 363 8034

Halifax

5657 Spring Garden Road
Suite 505
Halifax, NS B3J 3R4
Canada
t +1 902 423 0260

Vancouver

380 West 5th Avenue
Vancouver, BC V5Y 1J5
Canada
t +1 604 684 2363

New York

352 Park Avenue So. FL 8
New York, NY 10010
USA
t +1 212 293 8555

London

183 Eversholt Street
London, NW1 1BU
United Kingdom
t +44 (0)20 7631 3931



entertainment channels that are among the most viewed in Canada. WildBrain is headquartered in Canada with offices worldwide and trades on the Toronto Stock Exchange (TSX: WILD). Visit us at www.wildbrain.com.

Disclaimer

This press release contains “forward-looking statements” under applicable securities laws with respect to the Company, including, without limitation, statements regarding the timing of the Company’s release of financial results and the business strategies and operational activities of the Company. Although the Company believes that the expectations reflected in such forward-looking statements are reasonable, such statements involve risks and uncertainties and are based on information currently available to the Company. Actual results or events may differ materially from those expressed or implied by such forward-looking statements. Factors that could cause actual results or events to differ materially from current expectations, among other things, include the risk factors discussed in materials filed with applicable securities regulatory authorities from time to time including matters discussed under “Risk Factors” in the Company’s most recent Annual Information Form and annual Management Discussion and Analysis. These forward-looking statements are made as of the date hereof, and the Company assumes no obligation to update or revise them to reflect new events or circumstances, except as required by law.

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207 Queens Quay W.
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t +1 604 684 2363

New York

352 Park Avenue So. FL 8
New York, NY 10010
USA
t +1 212 293 8555

London

183 Eversholt Street
London, NW1 1BU
United Kingdom
t +44 (0)20 7631 3931