



WILDBRAIN ANNOUNCES REPAYMENT OF CONVERTIBLE DEBENTURES

Toronto, ON – September 30, 2024 – WildBrain Ltd. (“**WildBrain**” or the “**Company**”) (TSX: WILD), a global leader in kids’ and family entertainment, announces that it has fully repaid the \$140 million principal of its Convertible Unsecured Subordinated Debentures (the “**Convertible Debentures**”), due on this date and bearing interest of 5.875%. The company redeemed the Convertible Debentures at par value and has paid all accrued and unpaid interest. Accordingly, the Convertible Debentures were delisted as of market close today from the Toronto Stock Exchange, where they traded under the symbol WILD-DB (ISIN CA96810CAA95). Payment for the Convertible Debentures was processed through Computershare Trust of Canada.

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About WildBrain

At WildBrain we inspire imaginations through the wonder of storytelling. As a leader in 360° franchise management, we are experts in content creation, audience engagement and global licensing, cultivating and growing love for our own and partner brands around the world. With approximately 14,000 half-hours of kids’ and family content in our library—one of the world’s most extensive—we are home to such treasured franchises as Peanuts, Teletubbies, Strawberry Shortcake, Yo Gabba Gabba!, Inspector Gadget and Deggrassi. WildBrain’s mission is to create exceptional entertainment experiences that captivate and delight fans both young and young at heart.

Our studios produce such award-winning series as *The Snoopy Show*; *Snoopy in Space*; *Camp Snoopy*; *Strawberry Shortcake: Berry in the Big City*; *Sonic Prime*; *Chip and Potato*; *Teletubbies Let’s Go!* and many more. Enjoyed in more than 150 countries on over 500 platforms, our content is everywhere kids and families view entertainment, including YouTube, where our network has garnered approximately 1.5 trillion minutes of watch time. Our television group owns and operates some of Canada’s most loved family entertainment

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channels. WildBrain CPLG, our leading consumer-products and location-based entertainment agency, represents our owned and partner properties in every major territory worldwide.

WildBrain is headquartered in Canada with offices worldwide and trades on the Toronto Stock Exchange (TSX: WILD). Visit us at wildbrain.com.

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