

WILDBRAIN CPLG LIFESTYLE OPENS THE DOOR TO THE MASTER LOCK COMPANY IN GLOBAL REPRESENTATION DEAL

Agency secures rights for global leader in padlock and security products under its growing portfolio of Lifestyle brands

London, UK – 10 February 2022 – WildBrain CPLG, one of the world’s leading entertainment, sport and brand licensing agencies, has further expanded its Lifestyle portfolio with the signing of global representation rights for The Master Lock Company, a household name in padlocks and security products worldwide. Under the partnership, WildBrain CPLG will have global and exclusive responsibility to handle The Master Lock Company’s properties – Master Lock and SentrySafe.

Maarten Weck, EVP & MD of WildBrain CPLG, said: “This partnership with The Master Lock Company is indicative of the truly global reach we can now offer to licensors following our recent expansion into the North American market. As we continue to grow our representation of lifestyle and corporate brands, The Master Lock Company is a stand-out addition to our portfolio, bringing a trusted household name with global recognition. Our teams in New York, London and the rest of the world look forward to executing a comprehensive strategy to secure best-in-class, innovative partnerships that complement The Master Lock Company’s core product offering and reinforce its commitment to building a safer, more secure world.”

WildBrain CPLG will build strategic licensing programmes for Master Lock and SentrySafe across multiple categories in the home improvement, outdoor and lifestyle sectors. The agency will also focus on growing the presence of both brands in existing and new channels.

“The Master Lock Company has been a trusted name in security and safety for 100 years and we know to ensure success moving forward, we need to leverage the strength of our existing brands in unique ways to reach new audiences,” said Justin Matuszek, director of marketing solutions, The Master Lock Company. “Our strategic partnership with WildBrain CPLG gives us access to an expansive and impressive licensing network, and we look forward to leveraging the Master Lock and SentrySafe brands in ways that drive further engagement among both existing and new consumers around the world.”

Founded in 1921, Master Lock is recognised around the world as the authentic, enduring name in padlocks and related security products, offering a broad range of innovative solutions for consumer, commercial and industrial end users. SentrySafe was founded in 1930 and is the leading North American brand of fire, water and theft-resistant safes, chests and other protective security containers for residential and light commercial markets.

The Master Lock Company is the latest addition to WildBrain CPLG's varied portfolio of corporate and lifestyle brands, which also features Kärcher, Motul, Kikkoman, Absolut Vodka, Malibu Rum, Chupa Chups, Yale and Harvard universities, and the University of Southern California.

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About WildBrain CPLG

WildBrain CPLG is one of the world's leading entertainment, sport and brand licensing agencies, with offices in the UK, Benelux, Nordics, France, Germany, Italy, Spain, Sweden, Poland, Greece & Turkey, Russia, India, the Middle East and the US. With 50 years of experience in the licensing industry, WildBrain CPLG provides its clients with dedicated licensing and marketing professionals and fully integrated product development, legal and accounting services. WildBrain CPLG believes that collaboration is about clarity, openness and trust, and is widely known for its no-nonsense, straightforward approach. WildBrain CPLG is part of WildBrain Ltd., a global leader in kids' and family entertainment. Please contact us or visit the WildBrain CPLG website for more information: www.cplg.com.

About The Master Lock Company

For 100 years, The Master Lock Company has been recognized around the world as the authentic, enduring name in padlocks and security products. The Master Lock Company offers a broad range of innovative security and safety solutions for consumer, commercial, and industrial end-users. The Master Lock Company LLC is an operating unit of Fortune Brands Home & Security, Inc., a leading consumer brands company. Headquartered in Deerfield, Ill., Fortune Brands Home & Security Inc. (NYSE: FBHS), is included in the S&P 500 Index. For more information about Master Lock visit www.masterlock.com.