May 2026

A PREMIUM FAMILY ENTERTAINMENT COMPANY

Fiscal Third Quarter 2026

WildBrain™

TSX: WILD

Disclaimer and Non-GAAP Financial Measures

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This presentation contains "forward looking statements" under applicable securities laws with respect to WildBrain including, without limitation, statements regarding the value and future potential and monetization of WildBrain's intellectual property ("IP") and other assets, investments by the Company, strategic, the business strategies and operational activities of WildBrain, the markets and industries in which WildBrain operates, plans to reduce leverage and leverage targets, and the growth and future financial and operating performance of WildBrain. Although WildBrain 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 WildBrain. Actual results or events may differ materially from those expressed or implied by such forward looking statements. These forward-looking statements are made as of the date hereof, and WildBrain assumes no obligation to update or revise them to reflect new events or circumstances, except as required by law.

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Non-IFRS Measures

In this presentation, WildBrain uses certain non-IFRS financial measures, including "Adjusted EBITDA", to measure, compare and explain WildBrain's operating results and financial performance. These measures are commonly used by entities in WildBrain's industry as useful metrics for measuring performance. However, they do not have any standardized meaning prescribed by IFRS and are not necessarily comparable to similar measures presented by other publicly traded entities. These measures should be considered as supplemental in nature and not as a substitute for related financial information prepared in accordance with IFRS. For further details on these non-IFRS measures, including relevant definitions and reconciliations, see "Non-GAAP Measures" in WildBrain's annual Management Discussion and Analysis for the year ended June 30, 2025.

Q3 FY26 Highlights

- Closed the Peanuts transaction, eliminating corporate term debt and significantly **strengthening financial flexibility**
- Launched NCIB program[1] as part of a disciplined capital allocation framework and commitment to **returning capital** to shareholders
- Global Licensing revenue increased 35% year over year, driven by **strong performance** from owned brands and WildBrain CPLG
- Began early-stage investments in automation, organizational redesign, and foundational technology to support a more scalable and efficient operating model
- Positioned to support long-term margin expansion through operational **simplification** and technology-enabled efficiencies
- **Continued momentum** across owned franchises, digital platforms, production pipeline, and global licensing partnerships

[1] Under TSX rules, WildBrain may purchase up to 28,120 common shares on the TSX during any trading day, representing 25% of the average daily trading volume, subject to certain exceptions for block purchases.

Q3 FY26 Results

Continuing Operations

- Revenue: $61 million, down 16% year over year
    - Global Licensing revenue: $25 million, up 35% year over year
    - Content Creation & Audience Engagement revenue: $36 million, down 33% year over year
- Adjusted EBITDA from continuing operations attributable to Shareholders of the Company (“WildBrain EBITDA from continuing operations”)*: $6 million, up 38% year over year

Discontinued Operations

- Revenue from discontinued operations: $42 million, down 34% year over year
- Adjusted EBITDA from discontinued operations attributable to Shareholders of the Company (“WildBrain EBITDA from discontinued operations”)* : $5 million, compared to $22 million in prior year

* WildBrain EBITDA refers to Adjusted EBITDA attributable to Shareholders of the Company. WildBrain EBITDA from continuing operations and discontinued operations excludes the portion of Adjusted EBITDA attributable to non-controlling interests.

About WildBrain

About WildBrain

We grow the world's most enduring kids' and family franchises — through world-class storytelling, a global digital kids' network that reaches hundreds of millions of fans, and licensing value that compounds over time.

Franchise & Global Licensing

Content

WildBrain Network

Our Strategic Priorities

Building with purpose and focus

Executing towards being the world's most trusted home for beloved kids' and family franchises — building fan love that transcends across generations and borders.

Franchises

Build our franchises into top global entertainment brands

CPLG

Grow WildBrain CPLG into an even stronger global powerhouse for licensing and experiences

Content

Evolve our production capabilities to continue to lead the creative execution of premium and digital-first animation and live action storytelling

Network

Grow and monetize the world's most valuable kids and family network

Franchises & Global Licensing Built for Scalable Growth

Premium IP Drives Long-term, Recurring Revenue

US$300B+ global licensing market

- Kids' and family brands lead many of the most resilient categories.

Beloved, multi-generational franchises

- Nostalgia & cultural relevance drive sustained consumer demand.

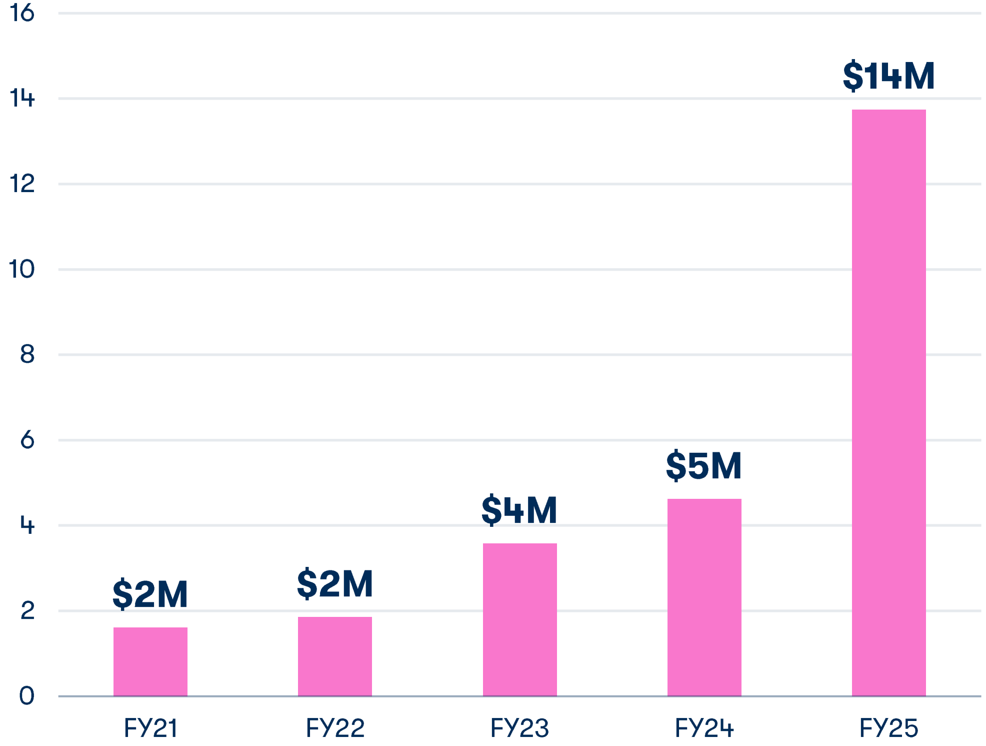
Multi-platform brand visibility & anniversaries

- Fueling recurring retail and royalties (Teletubbies 30th, Strawberry Shortcake 50th, Peanuts 75th).

> ***Brand licensing transforms beloved IP into products, experiences and lifelong consumer relationships.***
>
> ***Forbes***

Strawberry Shortcake

Sweet Returns: Scalable Brand, Diversified Revenue Streams



Power of the Brand

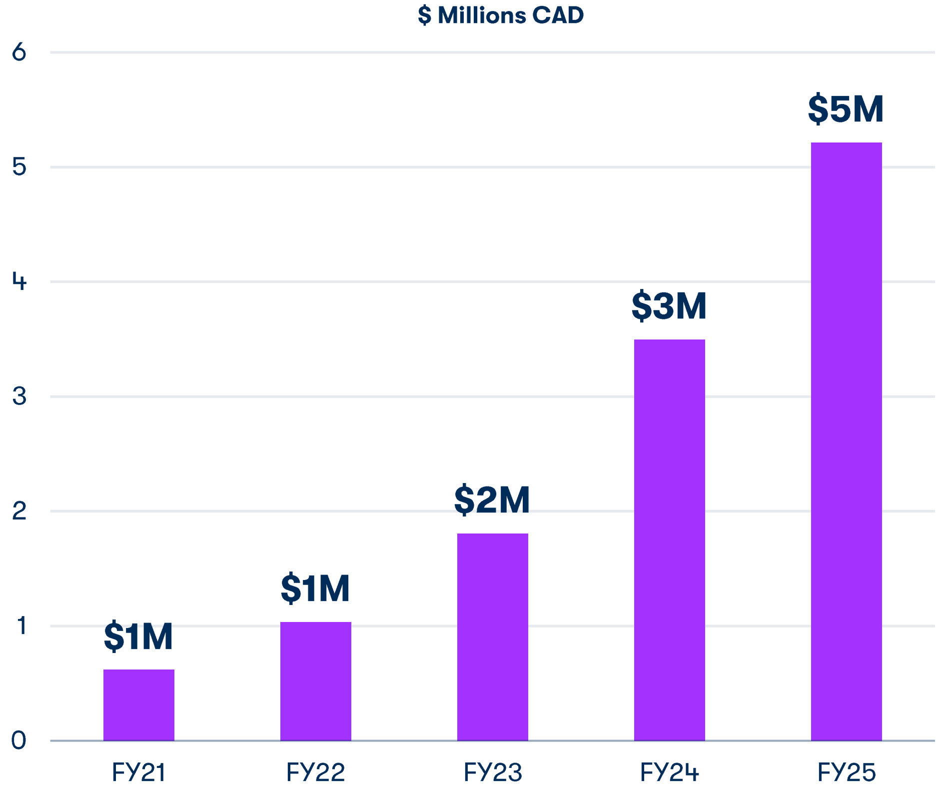
- Revenue grew nearly **200%** year over year[1]
- **5 Million** followers across social media accounts, and growing
- **2.8 Billion** minutes watched on FAST
- Social engagement up **66% in FY2025**; leading indicator of franchise health

[1] FY2025 vs. FY2024

Teletubbies

Iconic, Global Brand Driving Steady, High-Quality Revenue

Consumer Products Revenue



Power of the Brand

- Revenue grew more than **60%** year over year[1]
- **4 Million** followers across social media accounts, and growing
- **1.3 Billion** minutes watched on YouTube
- Social engagement was up **56% in FY2025**; leading indicator of franchise health

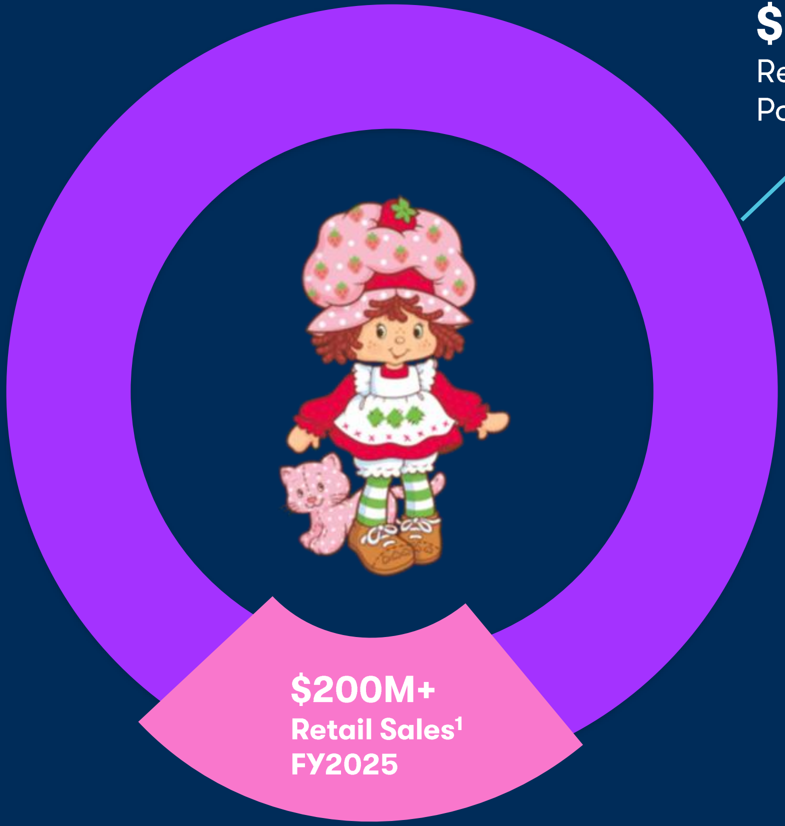
[1] FY2025 vs. FY2024

Beloved Franchises

SUPERCHARGED BY WILDBRAIN CPLG

Opportunity to drive 4x franchise revenue at substantially higher margins, reflecting our full brand ownership

$800M+
Retail Sales
Potential



$1B+
Retail Sales
Potential

A unique global licensing engine with over $3.7B[1] in retail sales powered by premium brands, including Peanuts, and long-standing franchise partnerships.

[1] *All retail sales figures shown are in USD*

WildBrain CPLG

Turning brand love into scalable consumer demand and long-term revenue

Our Market Position

- **One of the largest independent licensing agencies -** representing a diversified portfolio of renowned IP.
- **Global scale, local expertise -** across EMEA, APAC & Americas.
- **Diversified, recurring revenues -** reduces volatility.

$3.7B US Retail Sales

CY2024 WildBrain CPLG Retail Sales

Stable, growing business with high cash conversion

Beyond Our Flagship Franchises

Digital-first Expansion

Low-cost audience testing on YouTube, FAST and social media informs investment strategy.

Retail Opportunity

Broad portfolio supports evergreen programs, seasonal drops and category expansion.

Library Leverage

Hundreds of owned titles with untapped long-tail licensing and distribution upside.

Select Examples from Our Owned IP Portfolio

WildBrain Network

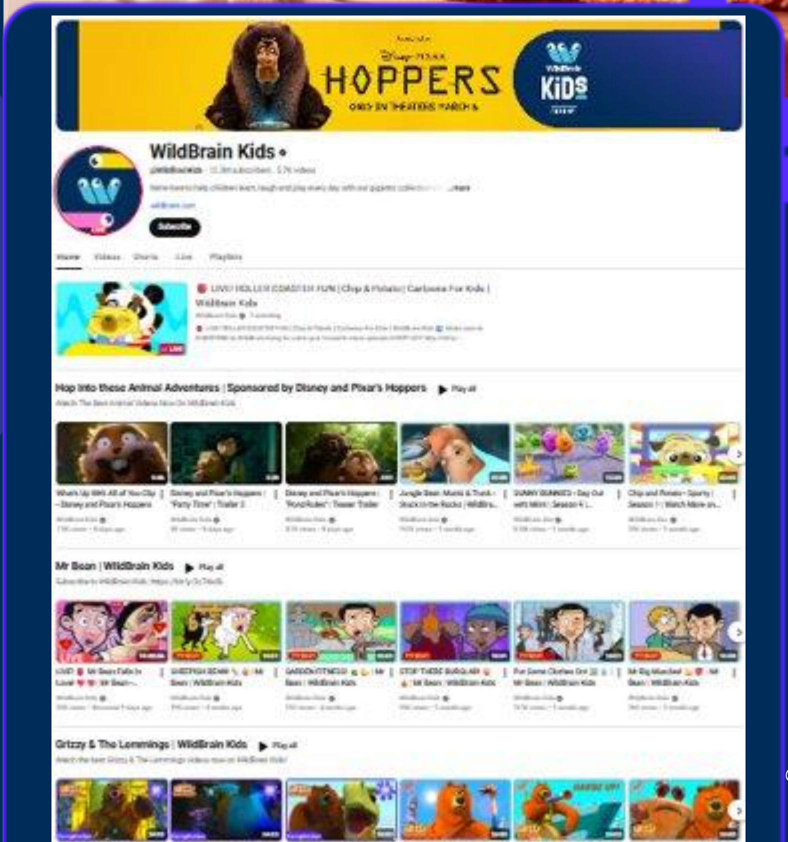
The most valuable collection of kids and family channels in the world

Kids’ Digital Advertising & AVOD/FAST are in Hyper-Growth

- Kids’ AVOD & FAST industry revenue expected to grow **~12% CAGR through 2029**[1]

Advertisers Face Significant Barriers in Reaching Kids & Families Today

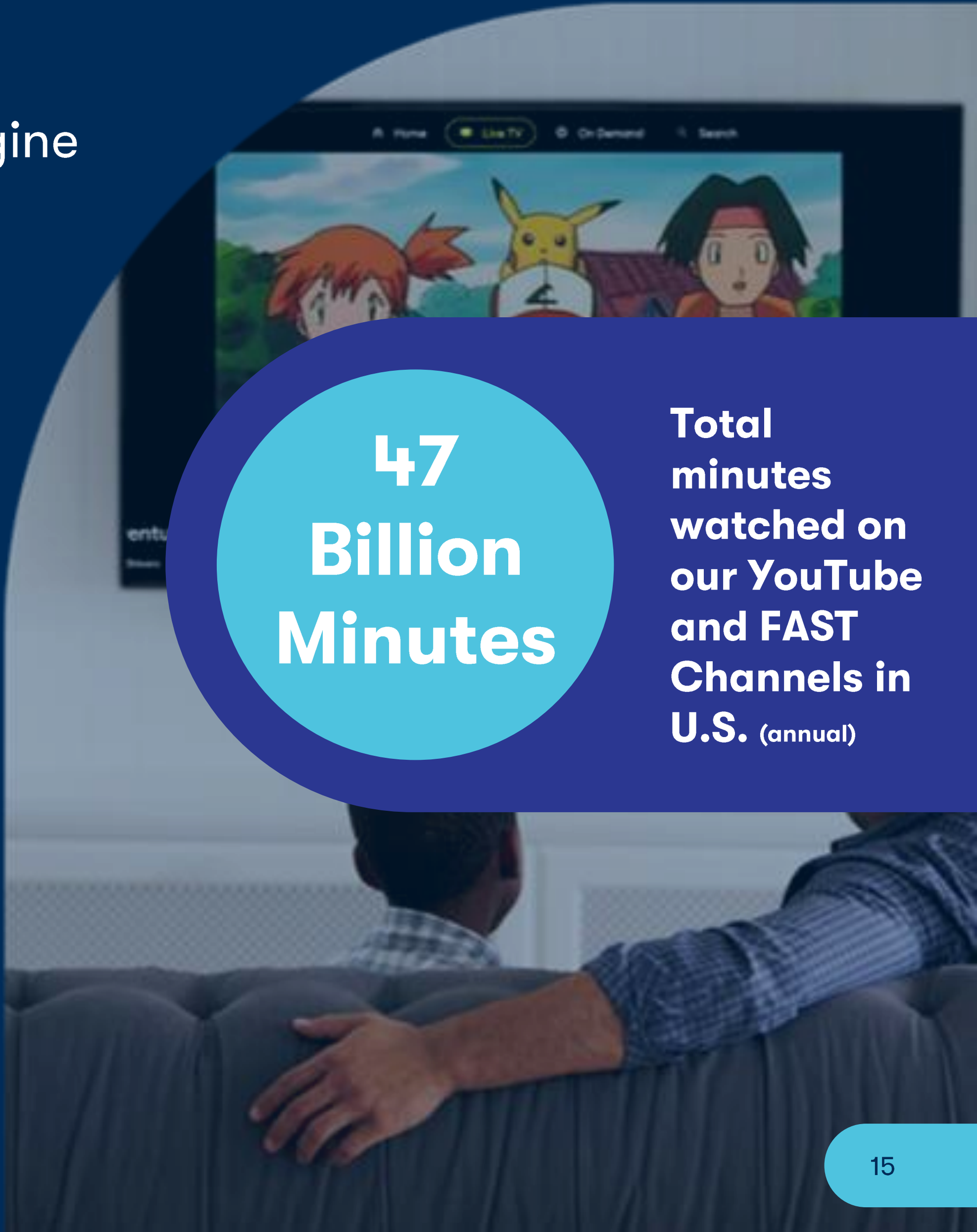
- Regulations and compliance far more complex in digital environments
- Fragmentation across platforms creates operational friction and inefficiency



[1]Source: Omdia, Kagan, eMarketer, MNTN Research, Expert Interviews, FTI Research & Analysis

WildBrain Network

Transforming audience scale into a high-value revenue engine



Our Market Position

- **Unmatched family streaming scale** across YouTube, FAST and AVOD.
- **Trusted, brand-safe home** for premium kids and family content.
- **Single, simplified network** driving cross-platform ad monetization.

47 Billion Minutes

Total minutes watched on our YouTube and FAST Channels in U.S. (annual)

Experts in driving strategic monetization across YouTube, FAST, AVOD, advertising and branded integrations

Content

Transforming creative excellence into high-margin, franchise-driving IP

Our Market Position

- **World-class animation and live-action** capabilities across premium and digital-first content.
- **Story-driven IP expansion** that fuels long-term franchise value.
- **Preferred partner** to top-tier global platforms and brands.

21
Nominations In 2025

Across Children's & Family Emmys, Canadian Screen Awards and many more industry awards

Future-proof infrastructure to execute projects more efficiently and cost-effectively using new technologies

Animation in a New Era

Blending technology with timeless storytelling

AI is Expanding What's Possible in Digital-First Animation

- Deploying AI across digital-first animation workflows to shorten production timelines, reduce costs, and improve returns across franchise and platform content.

Scalable, Capital Disciplined Content Model

- Producing high-volume, brand-consistent digital-first animation to extend wholly owned franchises like Teletubbies and Strawberry Shortcake, while maintaining disciplined capital deployment.

Uniquely Positioned to Accelerate Growth

> "With restored financial flexibility and premium assets, WildBrain is well positioned to fully capture the opportunities ahead in family entertainment."

Franchise & Global Licensing

Beloved franchises, driving revenues across content and consumer products for owned and third-party brands.

Content

Production capabilities covering premium episodic and feature animation, and ground-breaking AI-driven shortform content.

WildBrain Network

Broadcast-quality network channels across FAST and YouTube, offering premium advertising inventory and solutions, while providing franchises with unmatched audience discovery among families.

Across the organization, technology is reducing operating friction, improving cost performance and increasing speed

Capital Allocation

Positioning WildBrain for scalable growth, operational efficiency and long-term shareholder value

Invest in Core Growth

Focused investment in owned franchises, global licensing, premium content and digital networks to drive long-term growth.

Drive Operational Efficiency

Investing in organizational simplification, automation, and foundational technology to improve scalability and efficiency.

Maintain Financial Strength

Preserving a strong balance sheet and liquidity position following the elimination of debt.

Return Capital to Shareholders

Committed to disciplined capital returns through the launch of the NCIB program and long-term value creation.

Why Invest: Building the Future of Family Entertainment

A focused, cash-generative platform fueled by iconic franchises and built for long-term growth

Best-in-class management team

A proven management team with deep franchise, content, licensing and digital expertise.

Capital to Execute

Strong balance sheet and flexibility to invest behind the highest-return opportunities.

WildBrain™

TSX:WILD

Exposure to High-Growth Segments

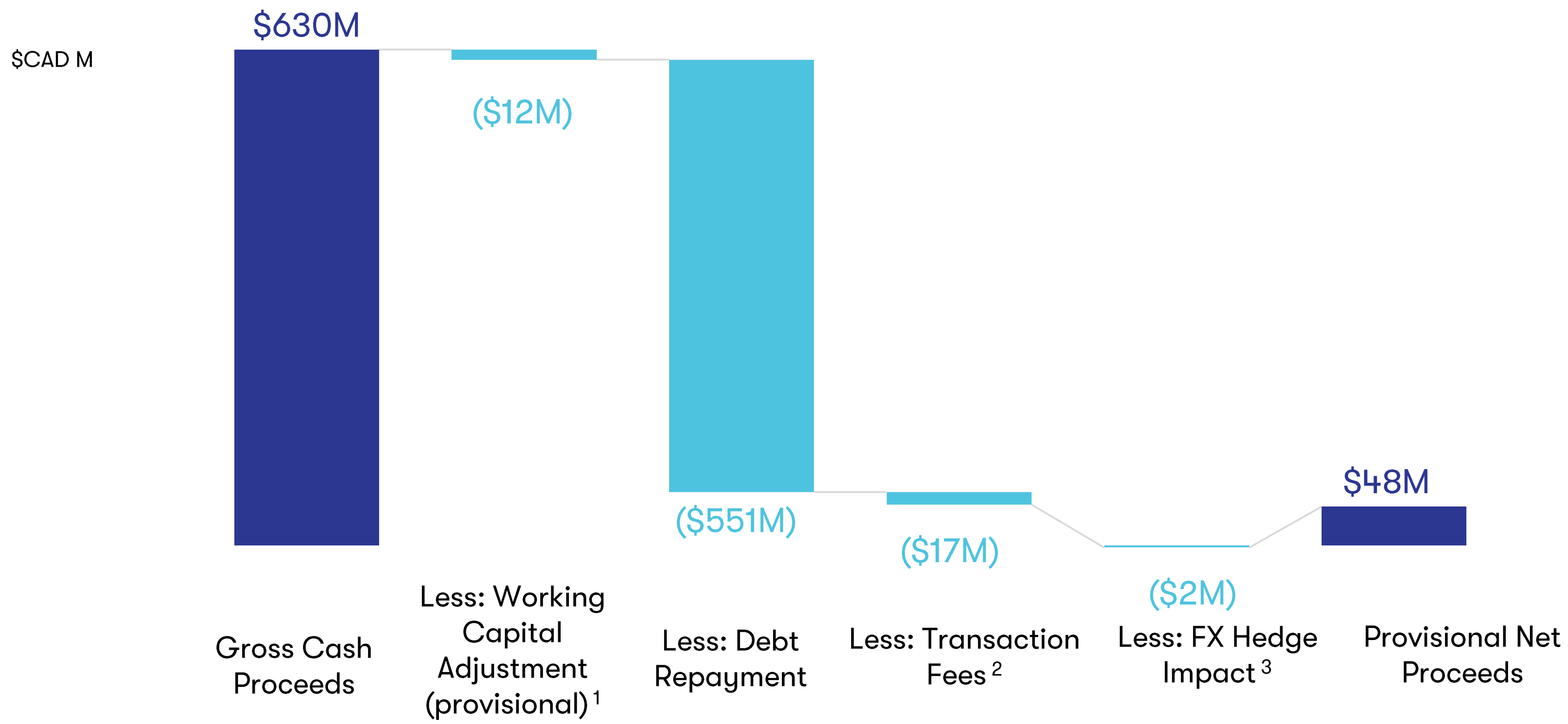
Positioned at the intersection of premium content, digital audience engagement, iconic franchises and global licensing.

Consistent Cash Generation

Diversified, recurring revenues supporting reinvestment and creating shareholder value.

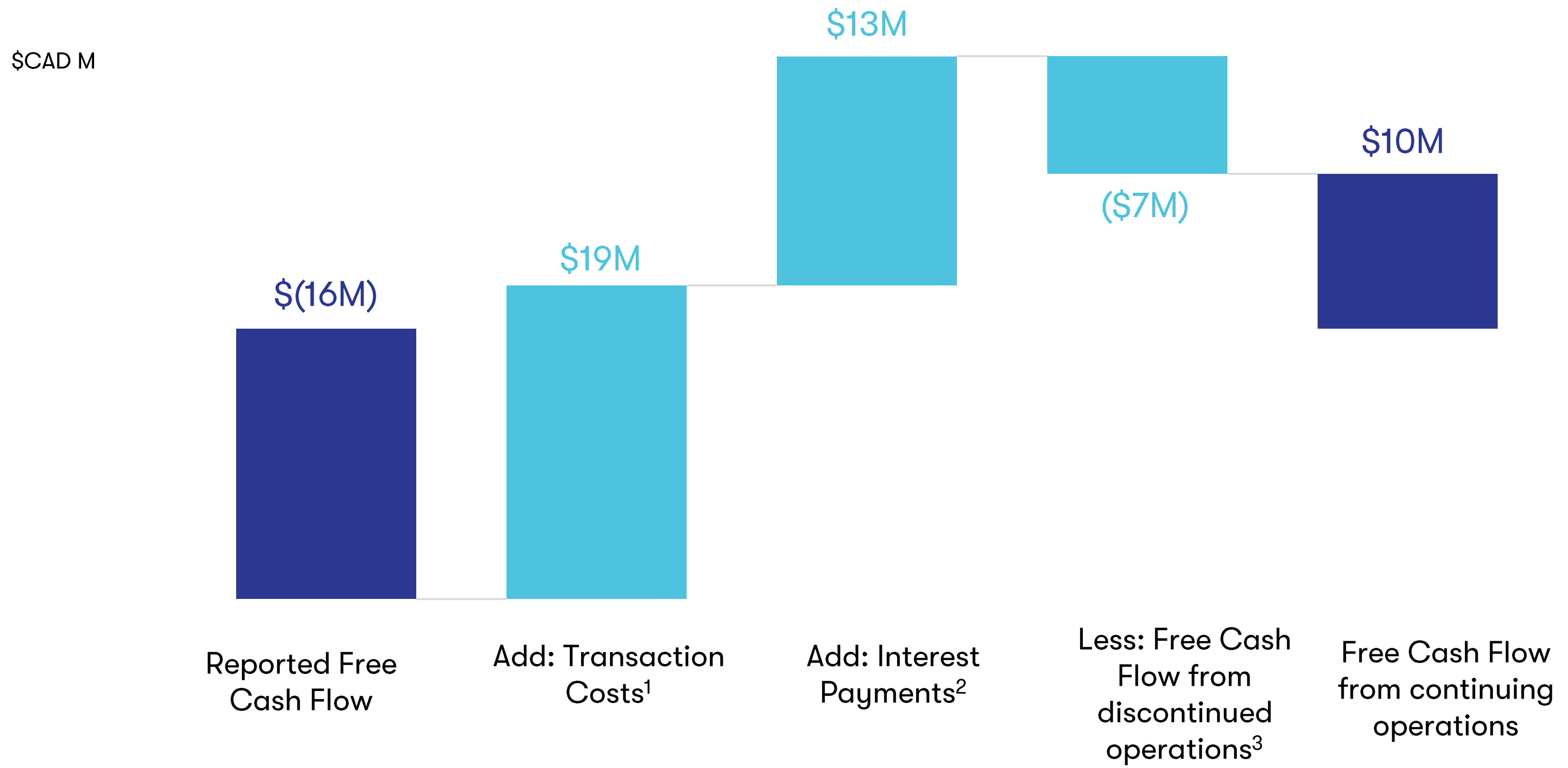
Appendix

Supplemental Bridge: Peanuts Transaction Provisional Net Proceeds



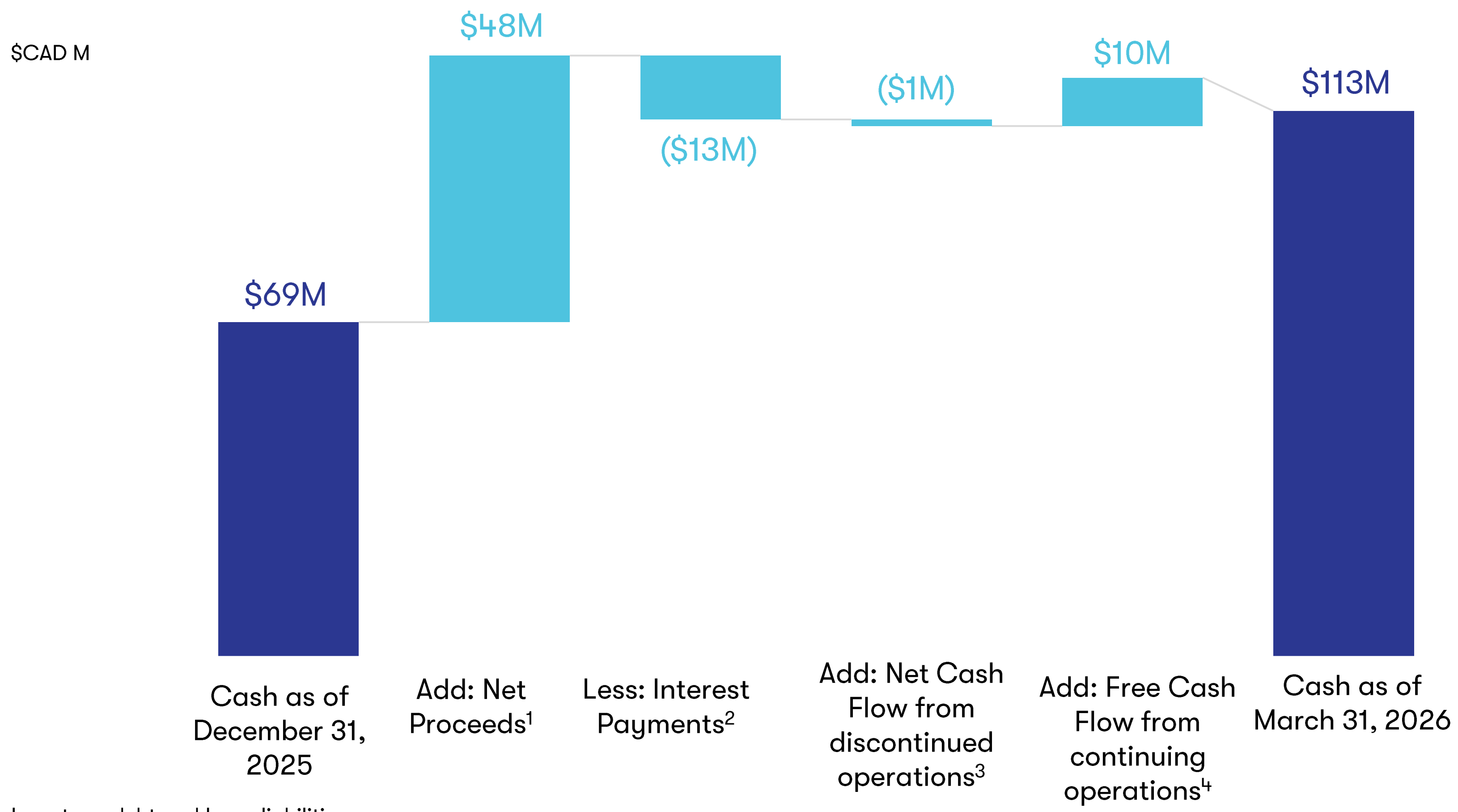
1. On March 2, 2026, the Company completed the sale of its 41% stake in Peanuts for gross proceeds of $630 million, which translated to cash consideration of $618 million after deduction of preliminary working capital adjustments. The final net proceeds are subject to a 90 day working capital adjustment, and as a result, the final gain on the sale of the Peanuts disposal group may be adjusted up to June 2, 2026. The Company fully repaid all amounts outstanding under its Senior Secured Credit Facility consisting of the Term Loan Facility and Revolving Facility for a total cash repayment of $550.8 million.
2. Transaction fees include direct Selling and Transaction Costs of $10.7 million and a further $6.4 million of advisor fees, retention bonuses and restructuring related costs associated with the sale of Peanuts that did not qualify as discontinued operations.
3. During the three months ended March 31, 2026, the Company entered into a foreign exchange forward contract to manage exposure to foreign currency fluctuations related to the proceeds from the sale of Peanuts. In the three and nine months ended March 31, 2026, a loss of $2.4 million was recognized within foreign exchange loss.

Supplemental Bridge: Free Cash Flow from Continuing Operations



1. Transaction fees include direct Selling and Transaction Costs of $10.7 million and a further $6.4 million of advisor fees, retention bonuses and restructuring related costs associated with the sale of Peanuts that did not qualify as discontinued operations, and $2.4 million of foreign exchange loss related to a foreign exchange forward contract.
2. Interest paid on long-term debt and lease liabilities.
3. Includes $8 million of cash generated from Peanuts discontinued operations and $1.4 million of cash used from Television discontinued operations.

Supplemental Bridge: Operating Cash



1. See page 22.
2. Interest paid on long-term debt and lease liabilities.
3. $1.4 million of cash used from Television discontinued operations. Cash generated from Peanuts discontinued operations is nil as it was disposed of in the quarter.
4. See page 23.

Additional Reconciliation Tables

Adjusted EBITDA from Continuing Operations and Adjusted EBITDA from Continuing Operations attributable to the Shareholders of the Company

	Fiscal 2026			Fiscal 2025			
(in millions of Cdn$)	31-Mar	31-Dec	30-Sep	30-Jun	31-Mar	31-Dec	30-Sep
Loss before income taxes from continuing operations	(28.4)	(22.2)	(39.0)	3.6	(23.9)	(94.5)	(26.9)
add back:							
Finance costs, net	21.5	22.0	32.1	15.1	16.0	17.5	24.5
Change in fair value of embedded derivatives	-	-	-	-	-	-	(0.0)
Foreign exchange (gain) loss	1.1	(9.3)	5.2	(19.7)	1.6	25.9	(5.3)
Amortization of P&E and intangible assets	2.8	2.8	3.0	4.0	4.1	5.0	5.2
Amortization of acquired and library content	0.7	0.7	0.7	0.9	1.6	1.1	1.1
Write-down of certain investment in film and television programs, acquired and library content, and intangible assets	-	16.4	-	0.2	-	53.2	-
Share-based compensation	1.7	3.0	1.3	1.0	0.7	0.9	2.0
Reorganization, development and other expenses	6.4	1.5	0.9	3.1	3.4	2.6	2.2
Adjusted EBITDA from continuing operations	**5.8**	**14.9**	**4.0**	**8.2**	**3.5**	**11.7**	**2.8**
Adjusted EBITDA attributable to non-controlling interest	0.0	(0.0)	0.1	(0.2)	0.8	(0.2)	(0.0)
Adjusted EBITDA from continuing operations attributable to the Shareholders of the Company	**5.8**	**14.9**	**4.1**	**8.1**	**4.2**	**11.5**	**2.8**

Adjusted EBITDA from discontinued operations and Adjusted EBITDA from discontinued operations attributable to the Shareholders of the Company

	Fiscal 2026			Fiscal 2025			
(in millions of Cdn$)	31-Mar	31-Dec	30-Sep	30-Jun	31-Mar	31-Dec	30-Sep
Income before income taxes from discontinued operations	451.3	49.5	22.3	19.6	15.9	25.1	26.4
add back:							
Finance costs, net	(0.0)	(0.2)	0.0	(0.0)	(0.1)	(0.1)	(0.0)
Change in fair value of embedded derivatives	-	-	-	(7.8)	7.8	-	-
Foreign exchange (gain) loss	4.8	(2.0)	1.6	(3.8)	6.7	(0.1)	(5.0)
Amortization of P&E and intangible assets	0.0	0.2	0.5	0.3	0.3	0.3	0.3
Amortization of acquired and library content	-	0.8	0.8	0.9	0.9	0.9	0.9
Write-down of certain investment in film and television programs, acquired and library content, and intangible assets	-	-	-	15.3	-	-	-
Share-based compensation	-	-	-	-	-	-	-
Reorganization, development and other expenses	(442.7)	0.0	5.1	0.5	(0.0)	0.0	0.0
Adjusted EBITDA from discontinued operations	**13.4**	**48.3**	**30.2**	**24.9**	**31.5**	**26.2**	**22.6**
Adjusted EBITDA attributable to non-controlling interest	(7.9)	(25.7)	(13.4)	(8.4)	(9.7)	(11.5)	(10.0)
Adjusted EBITDA from discontinued operations attributable to the Shareholders of the Company	**5.4**	**22.6**	**16.8**	**16.5**	**21.9**	**14.7**	**12.5**

Refer to the Company's Q3 2026 MD&A for additional information.

Additional Reconciliation Tables

Reconciliation of Quarterly Operating Cash Flow to Free Cash Flow

	Fiscal 2026			**Fiscal 2025**			
(in millions of Cdn$)	31-Mar	31-Dec	30-Sep	30-Jun	31-Mar	31-Dec	30-Sep
Cash flow provided by operating activities	28.2	45.7	14.1	(2.0)	47.3	81.4	25.8
less:							
Distributions to non-controlling interests	(10.1)	(15.2)	(7.6)	(4.8)	(17.2)	(12.9)	(4.6)
Change in interim production financing	(18.4)	1.7	(0.9)	5.2	4.3	(3.0)	(9.1)
Interest paid	(13.2)	(14.7)	(13.9)	(13.6)	(19.6)	(14.2)	(4.8)
Repayment of lease liabilities	(2.1)	(2.2)	(2.4)	(2.1)	(2.1)	(2.1)	(2.4)
Free Cash Flow	**(15.5)**	**15.3**	**(10.7)**	**(17.3)**	**12.7**	**49.3**	**4.8**

Refer to the Company's Q3 2026 MD&A for additional information.

Definitions

“Adjusted EBITDA” means earnings (loss) before net finance costs, income taxes, amortization of property & equipment and right-of-use and intangible assets, amortization of acquired and library content, equity-settled share-based compensation expense, changes in fair value of embedded derivatives, gain/loss on foreign exchange, reorganization, development and other expenses, impairment of certain investments in film and television programs/acquired and library content/P&E/intangible assets/goodwill, and also includes adjustments for other identified charges, as specified in the accompanying tables. Adjusted EBITDA is not an earnings measure recognized by GAAP and does not have a standardized meaning prescribed by GAAP; accordingly, Adjusted EBITDA may not be comparable to similar measures presented by other issuers. Management believes that certain lenders, investors and analysts use Adjusted EBITDA to measure a company’s ability to service debt and meet other payment obligations, and as a common valuation measurement in the media and entertainment industry. Further, certain of our debt covenants use Adjusted EBITDA in the calculation. The most comparable GAAP measure is earnings before income taxes.

“Adjusted EBITDA attributable to the Shareholders of the Company” means Adjusted EBITDA excluding the portion of Adjusted EBITDA attributable to non-controlling interests.

“Gross Margin” means revenue less direct production costs and expense of film and television produced. Gross Margin is not an earnings measure recognized by GAAP and does not have a standardized meaning prescribed by GAAP; accordingly, Gross Margin may not be comparable to similar measures presented by other issuers. Management believes Gross Margin is a useful measure of profitability before considering operating and other expenses and can be used to assess the Company’s ability to generate positive net earnings and cash flows. The most comparable GAAP measure is gross profit.

“Free Cash Flow” means operating cash flow less distributions to non-controlling interests, changes in interim production financing, cash interest paid on our long-term debt, bank indebtedness, and lease liabilities, and principal repayments on our lease liabilities. Free Cash Flow does not have a standardized meaning prescribed by GAAP; accordingly, Free Cash Flow may not be comparable to similar measures presented by other issuers. Management believes Free Cash Flow is a useful measure of the Company’s ability to repay debt, finance strategic business acquisitions and investments, pay dividends, and repurchase shares. The most comparable GAAP measure is cash from operating activities.

Thank you.

WildBrain

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