NEWS RELEASE

WILDBRAIN ANNOUNCES CONFERENCE CALL FOR ITS FISCAL 2021 Q4 AND FULL-YEAR RESULTS, PLUS CHANGE OF DATE FOR ITS INVESTOR DAY TO OCTOBER 5, 2021, WITH REGISTRATION NOW OPEN

2021-09-02

HALIFAX, NS, Sept. 2, 2021 /CNW/ - WildBrain Ltd. ("WildBrain" or the "Company") (TSX: WILD), a global leader in kids and family entertainment, will report its Fiscal 2021 Q4 and full-year results after market close on Tuesday, September 14, 2021 and hold a conference call at 10:00 a.m. ET, Wednesday, September 15, 2021 to discuss the results.

To listen, please call +1 (800) 437-2398 or +1 (647) 792-1240 internationally, and reference conference ID 2579663. Please allow 10 minutes to be connected to the conference call. Replay will be available after the call on +1 (888) 203-1112 or +1 (647) 436-0148, under passcode 2579663, until September 22, 2021.

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

Investor Day Date Change – Registration Now Open

WildBrain also announces that, in observance of Canada's National Day for Truth and Reconciliation – a new federal holiday on September 30, recently enacted to recognize and commemorate the legacy of residential schools – the Company is rescheduling its Investor Day for institutional investors and analysts to October 5, 2021, from 9:30 a.m. to 12:30 p.m. ET. The event will be held in person in New York City and will also be available via live webcast. Registration for the Investor Day is now open at the following website:

https://canvasmeetings.regfox.com/wildbrain-investor-day-2021

The event will be hosted by WildBrain's CEO, Eric Ellenbogen, and other members of the executive team, who will discuss the evolving global landscape and opportunity in kids' content and present a detailed look into WildBrain's 360° approach to monetizing its large portfolio of known brands and IP.

A video recording of the Investor Day webcast will be archived on WildBrain's website 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 inspire imaginations to run wild, engaging kids and families everywhere with great content across all media. 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. At our 75,000-square-foot state-of-the-art animation studio in Vancouver, BC, we produce such fan-favourite series as The Snoopy Show, Snoopy in Space, Chip & Potato, Carmen Sandiego, Go, Dog. Go! and more. Our shows are enjoyed worldwide in more than 150 countries on over 500 streaming platforms and telecasters, and our AVOD business – WildBrain Spark – offers one of the largest networks of kids' channels on YouTube, garnering billions of views per month from over 150 million subscribers. We also license consumer products and location-based entertainment in every major territory for our own properties as well as for our clients and content partners. Our television group owns and operates four family 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). Please visit us at wildbrain.com.

Forward-Looking Statements

This press release contains "forward-looking statements" under applicable securities laws with respect to the Company, including, without limitation, statements regarding an investor day to be held by WildBrain, 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 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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