



NEWS RELEASE

WildBrain Acquires Personality AI, a Trusted Partner for Bringing Beloved Characters to Life

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Build once and deploy anywhere, Personality AI's safe-by-design conversational AI experiences extend WildBrain's offering to IP holders across the industry, with each character experience becoming a durable, licensable asset

Acquisition advances WildBrain's strategy in several key areas:

- PRIVO COPPA Safe Harbor Program certification: products go through independently assessed certification by an FTC-approved body for compliance with the Federal Children's Online Privacy Protection Act
- Proven products include Hey Peppa Pig: interactive voice experience developed with Hasbro that lets kids talk with Peppa Pig on Amazon's Fire Kids tablets
- Strengthens WildBrain's franchise flywheel: enables ongoing fan interaction beyond traditional licensing and content, unlocking an always-on experience
- Broadens WildBrain CPLG's offering: adds proprietary consumer engagement capabilities, further positioning the licensing agency as an integrated partner for franchise growth
- Expands monetization opportunities: adds a new interactive and experiential consumer category alongside traditional licensing programs
- Deepens fan engagement: supports brand relevance and drives demand across the broader licensing ecosystem

- Enhances WildBrain's management team: brings proven operating and technology expertise in-house at an integral time in the Company's evolution

Toronto, Ontario--(Newsfile Corp. - August 24, 2026) - WildBrain Ltd. (TSX: WILD) ("WildBrain" or the "Company"), a global leader in family entertainment, has acquired Personality AI, a trusted, kid-safe partner for bringing beloved character experiences to life through proprietary generative AI. Personality AI adds a differentiated capability to WildBrain's platform of global licensing, franchise management, content production and network scale, introducing a new category of safe-by-design, scalable character experiences that can be built once and deployed anywhere. Personality AI's character experiences enable deeper consumer engagement with entertainment IP beyond traditional licensing and content.

Hey Peppa Pig, created by Personality AI, is an interactive AI experience developed with Hasbro that lets kids talk with Peppa Pig through games and activities, currently available on Fire Kids tablets through Amazon Kids+.

To view an enhanced version of this graphic, please visit:

https://images.newsfilecorp.com/files/11680/310950_image_2_-_hey_peppa_pig_landing_screen_gameplay_screen.jpg

Personality AI's logo

To view an enhanced version of this graphic, please visit:

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Personality AI was selected by Amazon in 2025 to develop a generative AI platform for Amazon Kids+, its subscription service for children. Projects include Hey Peppa Pig, an interactive voice experience developed with Hasbro that lets kids talk with Peppa Pig through games and activities inspired by the brand's official series. Launched in December 2025, Hey Peppa Pig is currently available on Fire Kids tablets through Amazon Kids+, demonstrating Personality AI's ability to deliver trusted, child-safe generative AI experiences for globally recognized entertainment brands and platforms with children in mind.

Management believes Personality AI's business model is well positioned to generate recurring revenue streams with attractive margin characteristics and is expected to be EBITDA accretive in fiscal 2027. The agreement is

designed to align the interests of Personality AI's management with WildBrain shareholders and incentivize continued growth and long-term value creation.

Under the agreement, WildBrain has acquired 100% of the outstanding shares of Personality AI effective immediately for closing consideration of approximately US \$11 million in cash (subject to customary working capital adjustments and holdbacks) and 1,000,000 WildBrain shares. The vendors will also receive US \$2 million of additional consideration on the first anniversary of closing, payable in up to 1,000,000 WildBrain shares with any balance in cash.

The agreement also provides for additional performance-based cash consideration up to US \$56 million in aggregate tied to the Personality AI business achieving certain revenue targets in calendar 2027, 2028 and 2029. All of the WildBrain shares issued to the vendors will be subject to a lock-up period of six months from the date of issuance.

Built on safety-first architecture and trusted children's privacy standards

Personality AI develops kid-safe, rigorously tested and fully approved single-instance custom AIs for IP holders, deployable across any product, platform, location or experience. Part of the FTC-approved PRIVO COPPA Safe Harbor Program-one of the industry's most respected independent oversight programs for compliance with the Federal Children's Online Privacy Protection Act-Personality AI also prides itself on delivering a safe experience, including time limits, age-appropriate knowledge bases and enriching experiences, encouraging interaction but not co-dependence.

Personality AI's service is built around safety-first architecture, incorporating moderated interactions, child development experts, layered quality control, privacy-by-design principles and a commitment to not store or monetize children's personal data. Personality AI does not store user voice recordings or any other user Personally Identifiable Information (PII) on devices or remotely.

Acquisition creates scalable opportunities to monetize owned and partner IP

Personality AI joins WildBrain with a growing pipeline of prospective licensing engagements. Its interactive character AIs are built to evolve-continually enhanced, expanded and renewed-enabling safe, on-brand deployments of beloved characters across consumer products, digital platforms, physical locations and emerging use cases. This creates a new engagement engine within WildBrain's franchise flywheel, extending fan interaction beyond traditional content windows and creating new opportunities for commercial activation.

Paired with WildBrain's established strength in content-driven storytelling, franchise management and global

licensing through WildBrain CPLG, Personality AI extends the Company's ability to monetize both owned and partner IP through interactive character experiences, addressing a large and growing market of IP owners and platforms across kids' and family entertainment.

Experienced AI and technology leadership joins WildBrain

John Goscha, founder of Personality AI, joins WildBrain's Executive Management Team as Executive Vice President, Personality AI

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https://images.newsfilecorp.com/files/11680/310950_image_1_-_john_goscha_evp_personality_ai_wildbrain.jpg

Under the agreement, John Goscha, founder and CEO of Personality AI, joins WildBrain's Executive Leadership Team with the title Executive Vice President, Personality AI, reporting to Josh Scherba, President and CEO of WildBrain. The acquisition also brings Personality AI's team of experts in AI app and product creation to WildBrain under Goscha.

"I'd like to welcome John and his team to WildBrain, who bring proven new technology and commercial capabilities to our platform. Our strategy at WildBrain is centred on building long-term value by activating IP on a global scale. As fan engagement continues to evolve, we believe interactive AI experiences represent an important new opportunity for brands to connect with audiences in meaningful ways.

"Personality AI enables more continuous interaction between fans and brands, strengthening our ability to deliver end-to-end franchise solutions to partners. This highly complementary acquisition positions us and Personality AI as a more integrated partner to IP owners globally through our in-house licensing agency, WildBrain CPLG, while helping support the continued growth of both our owned and partner brands."

Josh Scherba, President and CEO, WildBrain

"I'm thrilled to be joining forces with WildBrain, a clear leader in family entertainment. At Personality AI, we share WildBrain's commitment to children's wellbeing, which is why we employ rigorous safety standards to ensure appropriate, authentic and trustworthy content and experiences for kids, parents and IP owners alike.

"I look forward to working with Josh and the WildBrain management team to bring our capabilities to more brands, platforms and audiences around the world while maintaining the high standards of safety, trust and innovation that

have defined Personality AI."

John Goscha, Executive Vice President, Personality AI

John Goscha, WildBrain's Executive Vice President, Personality AI, is a lifelong inventor and entrepreneur who founded Personality AI in 2025 to help IP owners create character-driven AI experiences that are safe by design, true to the underlying brand and deployable across products, platforms and locations. Previously, Goscha founded IdeaPaint, growing it into an internationally recognized design brand, Lucidity, where he pioneered new lighting technologies, and Native Voice, a conversational AI platform connecting consumers with voice experiences across devices. Goscha has been recognized by Bloomberg Businessweek, Inc. Magazine, Forbes and the Boston Business Journal for his entrepreneurial achievements.

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About WildBrain

At WildBrain, we build and grow beloved family brands through exceptional entertainment experiences. Home to franchises such as Strawberry Shortcake, Teletubbies, Yo Gabba Gabba!, Inspector Gadget and Degrassi, we are a global leader in franchise management-bringing stories to life through content production, audience reach and consumer products. Our award-winning studio has partnered with top global platforms such as Apple TV, Netflix and the BBC, producing acclaimed series such as The Snoopy Show, Strawberry Shortcake: Berry in the Big City, Teletubbies (2015), Yo Gabba GabbaLand! and Finding Her Edge. The WildBrain Network, offering more than 1,000 channels across YouTube, FAST and AVOD, delivers premium-quality content to today's kids and families wherever they're watching-connecting advertisers to audiences at scale through brand-safe media solutions. WildBrain CPLG, our global licensing and consumer products arm, represents our own and partner brands across major territories

worldwide. Headquartered in Toronto, WildBrain trades on the Toronto Stock Exchange (TSX: WILD). Visit us at **wildbrain.com**.

About Personality AI

Personality AI builds true-to-life, conversational character AIs for IP owners and their license partners. Our team of AI engineers, child development experts and award-winning entertainment producers combine deep technical expertise with decades of kids-media experience to deliver custom model builds grounded in each character's DNA and safe-by-design. We partner with IP holders and voice talent to create a single, fully licensed AI that can be integrated across toys, apps, kiosks, and other consumer products. One Build, Endless Opportunities. Part of the FTC-approved PRIVO COPPA Safe Harbor Program-one of the industry's most respected independent oversight programs for compliance with the Federal Children's Online Privacy Protection Act-Personality AI prides itself on delivering a safe interactive AI experience for kids.

Forward-Looking Statements

This press release contains "forward-looking statements" under applicable securities laws, including with respect to the Company's acquisition of Personality AI and the anticipated benefits of the acquisition. 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. In particular, there can be no assurance that the anticipated benefits of the acquisition will be realized in the manner or within the time periods currently anticipated, or at all. Risks and uncertainties relating to the acquisition include the possibility that the Company may not successfully integrate Personality AI's business, personnel, operations, systems, technologies, customers or suppliers; that expected synergies, efficiencies, cost savings, revenue opportunities or other benefits may not be realized or may be realized later or to a lesser extent than anticipated; that integration may result in unanticipated costs, liabilities, operational disruptions or management distraction; that key employees, customers, suppliers or other business relationships may be adversely affected; that the acquired business may not perform in accordance with the Company's expectations; and that economic, market, competitive, regulatory or other conditions may adversely affect the expected benefits of the acquisition. Other factors that could cause actual results or events to differ materially from current expectations, among other things, include the availability of and cost of financing, general economic and market conditions and the impact of such conditions on the industries in which WildBrain operates, competition and the potential impact of industry mergers and acquisitions, market factors, WildBrain's ability to identify and execute anticipated production, distribution, licensing and other contracts, contractual counterparty risk, the ability of WildBrain to realize the expected value of its assets, supply chain and other related disruptions, and 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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