



## Activision Blizzard Consumer Products Group Brings Franchises of the Future, Esports and Fan-Favorite Properties to Licensing Expo 2018

May 22, 2018

### Landmark New Partnerships Include Hasbro, NERF, LEGO Group and UNIQLO

LAS VEGAS--(BUSINESS WIRE)--May 22, 2018-- Set for ongoing growth with a slate of world-class entertainment properties, **Activision Blizzard Consumer Products Group** (ABCPG) arrives at Licensing Expo 2018 with an all-star roster of licensing and retail partners. Through gameplay, film and television content, esports events and consumer products, Activision and Blizzard Entertainment are creating depth, breadth and longevity of engagement around their franchises and across platforms. A year into the group's formation, ABCPG is successfully delivering against the company's franchises, including Blizzard's **Overwatch**® and Activision's **Call of Duty**®, among others.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20180522005658/en/>



Activision Blizzard is home to a portfolio of iconic and beloved game franchises -- including Activision's **Call of Duty**®, **Crash Bandicoot**™, **Spyro**™ and Bungie's **Destiny**; Blizzard's **Overwatch**® and **World of Warcraft**®; and King's **Candy Crush**™. (Graphic: Business Wire)

The merchandising program for **Overwatch** is significantly expanding. **Hasbro** has been awarded the master toy license for the franchise with plans for a wide range of play experiences including a **NERF** product line, games and more.

Additionally, **LEGO**® Group has plans for multiple **Overwatch** building sets across various price points. Further, **Overwatch** is just one of many Blizzard Entertainment properties featured in the recently announced exclusive apparel line from **UNIQLO** as part of its Spring/Summer 2018 collection that launched globally on May 18.

The pop culture phenomenon **Call of Duty** franchise continues to realize massive success, and Activision is poised to have the largest merchandising program to date based on product category and global expansion. This year **Black Ops** is back! The highly anticipated **Call of Duty: Black Ops 4**, scheduled for release on October 12, perfectly lends itself to new categories including collectibles and allows for a richer assortment of assets to support the massive game experience built for fans. Design agency **PowerStation Studios** is bringing new creative to life that's expanding the depth and breadth of the program and supporting partners across various international markets.

**Esports** has emerged as a significant opportunity that engages millions of players and spectators worldwide. Activision Blizzard is at the forefront of competitive gaming with the **Call of Duty World League**, **MLG Network** and the **Overwatch League**™, the first major global professional esports league with city-based teams. A robust apparel line is at the center of the merchandising program, designed to appeal to a massive global audience of gamers. ABCPG is currently seeking best-in-class partners across all product categories to explore burgeoning licensing and merchandising prospects targeting a new era of fans.

"Since debuting at last year's Licensing Expo, we've begun to successfully realize our vision of offering more value and more opportunities for our global licensing and retail partners by leveraging the blockbuster franchises that Activision and Blizzard have created and expanded over many years of dedicated development," said Tim Kilpin, CEO and president, Activision Blizzard Consumer Products Group. "For our hundreds of millions of players around the world, we're working hard to build lasting global franchises that they can connect with across game platforms and through esports and vibrant transmedia story content. We are well positioned to continue playing a leading role in shaping the future of entertainment."

Located in **Booth #U202**, additional highlights of Activision Blizzard's slate coming to Licensing Expo 2018 include:

#### **Activision Highlights**

- **Call of Duty:** New partners include: **McFarlane** (Collectible Figures); **USAopoly** (Risk and Monopoly board games in North America); **Pyramid** (Homeware, Accessories); **Poetic Gem** (Apparel); **Park Agency** (Knitwear); **Clairefontaine** (Stationery). They join returning partners including **Mattel** (Collectible Construction Sets); **Exquisite Gaming** (Cable Guys, Crates); **KontrolFreek** (Gaming Controller Accessories); **Bioworld International** (Apparel, Accessories); **Astro Gaming** (Headsets); **Trends** (Poster & Calendars); among many others.
- **Crash Bandicoot**™: The massive popularity of the **Crash Bandicoot**™ *N. Sane Trilogy* will lead to platform expansion on June 29 and an expanded roster of partners to include: **Just Toys** (Backpack Hangers); **BDA** (Controllers, Accessories); **Pyramid** (Homeware, Accessories); **NECA/Kidrobot** (Collectibles); **GameStop** (Totaku Figures); and **Park Agency** (Knitwear). Returning partners include **Changes** (Apparel); **Concept One** (Accessories); **Rubber Road** (Apparel, Accessories); and **Funko** (POP! Vinyl Figures).
- **Spyro**™: In celebration of **Spyro**'s 20th anniversary, Activision is releasing **Spyro**™ *Reignited Trilogy*. The trilogy features all the nostalgia and fun of the three original **Spyro** games in a dynamic remastered collection. Activision is building a consumer products program to support the launch on September 21 with partners including: **Funko** (POP! Vinyl Figures); **Changes** (Apparel); **NECA/Kidrobot** (Collectibles); **Surreal** (Drinkware); **Rubber Road** (Apparel, Accessories); **GameStop** (Totaku Figures); **Pyramid** (Homeware, Accessories); and **Exquisite Gaming** (Cable Guys & Crates).

- Bungie's **Destiny**: Their licensing program continues to give fans new ways of experiencing the rich characters and worlds of **Destiny**. New and returning partners include: **Blizzard Publishing** (Books); **McFarlaneToys** (Action Figures, Statues); **Mattel** (Construction Sets); **Funko** (Vinyl Figures); **ThinkGeek** (Vinyl Figures, Apparel, Accessories); **Rocklove** (Jewelry); **Razer** (PC Gaming Accessories); **Surreal Entertainment**(Drinkware); **The Coop** (Collectibles, Accessories); **USAopoly** (Puzzles, Chess Set, Playing Cards); **Rubber Road** (Apparel, Accessories); and **Gaya Entertainment** (Apparel, Collectibles). The merchandising program is seeing international expansion with the appointment of **Bits and Pixels** as the licensing agency for the EMEA territories. For licensing inquires related to Destiny, please contact: [licensing@bungie.com](mailto:licensing@bungie.com).

#### **Blizzard Highlights**

- **Overwatch**: With a player base of 40 million<sup>1</sup>, *Overwatch*'s wide appeal continues to drive a robust merchandising program supported by new and returning partners including: **Hasbro** (Master Toy); **NERF** (Blasters); **LEGOGroup** (Construction); **UNIQLO** (Apparel); **Bioworld International** (Bags, Accessories); **Spirit Halloween** (Costumes); **Disguise** (Costumes); **Brown Trout** (Calendars); **Insight Editions** (Stationery, Cookbook); **Trends** (Posters, Sticker Packs); **Just Toys** (Sticker Books); **Good Smile Company** (Figures); **Razer** (PC Peripherals); **J!nx** (Apparel, Accessories); **Dark Horse** (Artbook); **Funko** (Apparel, Bags, Home Accessories, Figures); and **Scholastic** (Books).
- **World of Warcraft**<sup>®</sup>: More than 100 million passionate players have enjoyed the ever-evolving online adventure of Blizzard's seminal massively multiplayer online role-playing game *World of Warcraft*<sup>1</sup>. Partners include: **Brown Trout** (Calendars); **Del Rey** (Novels); **Panini International** (Novels); **AST** (Novels); **Jeu Media** (Publishing); **Ju Ju Be** (Bags and Accessories); **J!nx** (Apparel, Accessories); **Insight Editions** (Cookbook); **Funko** (Figures); and **Dark Horse** (Publishing).
- **Hearthstone**<sup>®</sup>: Blizzard recently launched the 12th content release for *Hearthstone*, its internationally acclaimed free-to-play digital card game that continues to engage and delight a massive global audience across PC and mobile platforms. Licensees include: **Insight Editions** (Pop-up Book); **Displate** (Fine Art); **Panini International** (Art Book); and **Huginn & Muninn** (Art Book).

#### **About Activision Blizzard Consumer Products Group**

Activision Blizzard Consumer Products Group is a division of Activision Blizzard (NASDAQ: ATVI), an S&P 500 company and the world's most successful standalone interactive entertainment company. Building on the existing consumer products businesses, the newly formed Activision Blizzard Consumer Products Group encompasses Activision, Blizzard and King's franchises of the future. The division is passionate about working with best-in-class partners around the world to create high quality and deeply relevant merchandise that gives fans new ways to play, display, wear and live the brands they love. Activision Blizzard is home to iconic and beloved entertainment franchises, including Activision's *Call of Duty*<sup>®</sup>, *Crash Bandicoot*, *Spyro*, and *Skylanders*<sup>®</sup>; Blizzard Entertainment's *World of Warcraft*<sup>®</sup>, *Hearthstone*<sup>®</sup> and *Overwatch*<sup>®</sup>; King Digital Entertainment's *Candy Crush*<sup>™</sup> and Bungie's *Destiny*.

<sup>1</sup>Based on internal data and reports from key distribution partners.

**Cautionary Note Regarding Forward-looking Statements:** Information in this press release that involves Activision Blizzard's expectations, plans, intentions or strategies regarding the future, including statements about the company's Consumer Products division, including with respect to Licensing Expo 2018 and the merchandise licensing programs for *Overwatch*, *Call of Duty*, *Crash Bandicoot*, *Spyro*, *Destiny*, *World of Warcraft* and *Hearthstone*, including their features and partners, the release date of *Call of Duty: Black Ops 4*, and the release dates and features of *Spyro Reignited Trilogy* and *Crash Bandicoot™ N. Sane Trilogy* are forward-looking statements that are not facts and involve a number of risks and uncertainties. Factors that could cause Activision Blizzard's actual future results to differ materially from those expressed in the forward-looking statements set forth in this release include unanticipated product delays and other factors identified in the risk factors sections of Activision Blizzard's most recent annual report on Form 10-K and any subsequent quarterly reports on Form 10-Q. The forward-looking statements in this release are based upon information available to Activision Blizzard as of the date of this release, and the company does not assume any obligation to update any such forward-looking statements. Forward-looking statements believed to be true when made may ultimately prove to be incorrect. These statements are not guarantees of the future performance of Activision Blizzard and are subject to risks, uncertainties and other factors, some of which are beyond its control and may cause actual results to differ materially from current expectations.

© 2018 Activision Publishing, Inc. Activision, Call of Duty, Call of Duty Black Ops and Crash Bandicoot are trademarks of Activision Publishing, Inc.

© 2018 Bungie, Inc. All rights reserved. Destiny, the Destiny Logo, Bungie and the Bungie Logo are among the trademarks of Bungie, Inc. Published and distributed by Activision. All other trademarks or trade names are the properties of their respective owners.

© 2018 Blizzard Entertainment, Inc. Overwatch League is a trademark and Overwatch, World of Warcraft, Hearthstone, Blizzard, and Blizzard Entertainment are trademarks or registered trademarks of Blizzard Entertainment, Inc., in the U.S. and/or other countries.

View source version on businesswire.com: <https://www.businesswire.com/news/home/20180522005658/en/>

Source: Activision Blizzard, Inc.

#### **Activision Blizzard Consumer Products Group**

Kerstine Johnson

[kjohnson@activision.com](mailto:kjohnson@activision.com)

or

PMK•BNC  
Steve Willis  
[Steve.Willis@pmkbnc.com](mailto:Steve.Willis@pmkbnc.com)