



Activision Blizzard Consumer Products Group Returns to Licensing Expo with a Focus on Esports, Brand Collaborations and Global Licensed Programs

June 4, 2019

New World-Class Licensees Include Fanatics, Starter, Upper Deck, DRKN, and Fashion UK

Esports Panel Set to Take Place on Tuesday, June 4 from 11:00 A.M. - 12:00 P.M.
Global Licensing Theater Group (Booth A105)

Returning Programs Include Hasbro, LEGO® Group, Funko, UNIQLO, Astro, New Era, McFarlane, and More

LAS VEGAS--(BUSINESS WIRE)--Jun. 4, 2019-- Returning with a dedication to providing global consumers with an unmatched fan experience centered on consumer products, **Activision Blizzard Consumer Products Group (ABCPG)** arrives at Licensing Expo 2019 with an all-star roster of new and returning licensed programs and world-class licensees. The iconic franchises from Activision and Blizzard Entertainment continue to grow beyond gameplay, and Licensing Expo will showcase a range of consumer products that deliver engaging, relevant, and innovative experiences unparalleled in the video game space.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20190604005395/en/>



(Graphic: Business Wire)

Spyro™, and **Blizzard's Overwatch®** and **World of Warcraft®**. Additionally, with Activision Blizzard at the vanguard of competitive entertainment, ABCPG continues to raise the bar for esports via the merchandise program for the **Overwatch League™** as we usher in a new generation of fans and athletes.

Activision Highlights

This year, the definitive, first-person action series *Call of Duty* continues to build on a successful 2018 with new collaborations and offerings. International streetwear brand **DRKN**, in collaboration with Activision, will launch a high-end *Call of Duty* capsule collection, which will be available Fall 2019. Additionally, **Fashion UK**, newly appointed Pan-European apparel and fashion accessory collaborator, will develop and offer a range of products across a wide selection of retailers, available this Fall. Following the May 30 game announcement, ABCPG worked with **Bioworld**, **KontrolFreek**, **New Era** and international companies **Pyramid** and **Fashion UK** on a range of products to drive further excitement around the reveal of the highly anticipated Fall launch. Furthermore, **Astro**, **ScufGaming**, **Surreal**, and **Rubber Road** will return with *Call of Duty* licensed programs this year.

2019 marks the 40th anniversary of Activision and its rich history helping to support and define the standard for innovation within the video game industry. Looking into Activision's past, present, and future, we want to celebrate gamers – across generations – by leaning into the strong consumer demand for retro properties with the reemergence of iconic characters from the *Crash Bandicoot* and *Spyro* franchises. ABCPG is dedicated to fully embracing the possibilities with consumer products for **Crash Team Racing** as well as for the critically acclaimed **Sekiro™: Shadows Die Twice**

Blizzard Highlights

Toy and apparel offerings for **Overwatch** continue to expand throughout 2019. **LEGO® Group** kicked off the year with the release of the first ever **LEGO Overwatch** product line, which will feature new product launches later this year at various price points. Additionally, *Overwatch* franchise master toy licensee **Hasbro** continues to create a wide range of play experiences, including the recently released **Overwatch Ultimates Action Figures** and **NERF Blasters** product lines, as well as the upcoming tabletop board game **Overwatch Monopoly**, with more to come this Fall. Further, apparel juggernaut **UNIQLO** launched – with a global program in May rolling out regionally through the end of June – an exclusive line of clothing across Blizzard franchises, including **Overwatch** and **World of Warcraft®**, as part of its Spring/Summer 2019 collection.

“Activision Blizzard has a portfolio of some of the world’s most beloved franchises, and our aim is to work with world-class licensees that enrich our fans’ experience around the world,” said Steve Young, President of Activision Blizzard Consumer Products Group. “The fan experience is at the center of everything we do, and we’re thrilled to create new opportunities for players to immerse themselves and show their passion for Activision’s and Blizzard’s games through relationships ranging from LEGO to UNIQLO.”

Since its inception, ABCPG remains steadfast in its efforts to drive global growth and engagement for Activision Blizzard’s flagship brands, including **Activision’s Call of Duty®, Crash Bandicoot™** and

Funko also has launched the latest wave of **Overwatch Pops!** designed for the growing segment of collector-fans. In addition, **Insight Editions** is now offering global *Overwatch* fans and foodies the opportunity to preorder **Overwatch: The Official Cookbook** filled with more than 100 recipes inspired by the heroes of Blizzard's hit game. Finally, multinational book publisher **Scholastic** announced preorders for the third installment of the **World of Warcraft Traveler** book series, aimed at young readers, which is due out later this year.

ABCPG is also thrilled to announce the relaunch of the official Blizzard Gear Store in China with new ecommerce licensee **Baozun**. Kicking off on May 15 on Tmall (Alibaba Group), this relationship now allows offerings on the Blizzard Gear Store to reach millions of fans throughout the region.

Esports Highlights

The Overwatch League has also entered into an e-commerce license agreement with **Fanatics**, the worldwide leader in licensed sports merchandise. This new e-commerce platform helps fans around the world connect with their favorite league, teams, and players via Shop.OverwatchLeague.com. Through the multiyear deal with **Fanatics**, ABCPG is excited to bring the avid esports fan base ongoing licensed product offerings. On May 20, **Baozun** launched the Overwatch League's official China ecommerce shop on Tmall (Alibaba Group). Newly launched relationships for the Overwatch League include **New Era**, **Starter**, **G-III**, **Outerstuff**, and the first-ever trading card program for esports with **Upper Deck**. Additionally, **Funko** will be launching an Overwatch League-themed Pop! Vinyl SKU in Q4 of this year. ABCPG is also currently exploring opportunities for the next iteration of **Call of Duty esports**.

ABCPG will be hosting an **esports-focused panel** at Licensing Expo on **Tuesday, June 4 from 11:00 a.m. – 12:00 p.m. (Booth #A105)**, which will spotlight the Overwatch League's inaugural season while showcasing how our expanding licensed merchandise portfolio is supporting and elevating esports fan culture.

Check out the ABCPG booth during Licensing Expo 2019, located in **Booth #U202**.

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 a leading standalone interactive entertainment company. Building on the existing consumer products businesses, the Activision Blizzard Consumer Products Group encompasses Activision, Blizzard and King's franchises. The division is passionate about working with best-in-class licensees 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*[®], *Crash Bandicoot*[™], *Spyro*[™], and *Skylanders*[®]; Blizzard Entertainment's *World of Warcraft*[®], and *Overwatch*[®]; and King Digital Entertainment's *Candy Crush*[™].

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 2019, including the date and features of the esports-focused panel at Licensing Expo, and the merchandise licensing programs for *Call of Duty*, *Crash Bandicoot*, *Spyro*, *Sekiro: Shadows Die Twice*, *Call of Duty esports*, *World of Warcraft*, *Overwatch*, the Overwatch League, and the Blizzard Gear Store in China, including their availability, features and licensees, 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.

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