

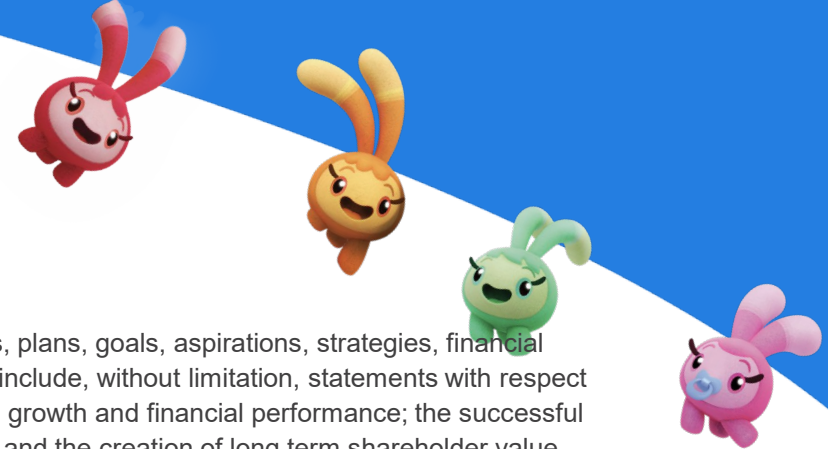


Q4 2022

Supplemental Slides



Disclaimer



This presentation for Spin Master Corp. ("Spin Master" or "the Company") contains forward-looking statements about the Company's objectives, plans, goals, aspirations, strategies, financial condition, results of operations, cash flows, performance, prospects and opportunities. Specific forward-looking statements in this presentation include, without limitation, statements with respect to: the Company's outlook for 2023; future growth expectations in 2023 and beyond; the Company's dividend policy; drivers and trends for such growth and financial performance; the successful execution of its strategies for growth; the integration of and benefits from acquisitions; financial position, cash flows, and financial performance; and the creation of long term shareholder value.

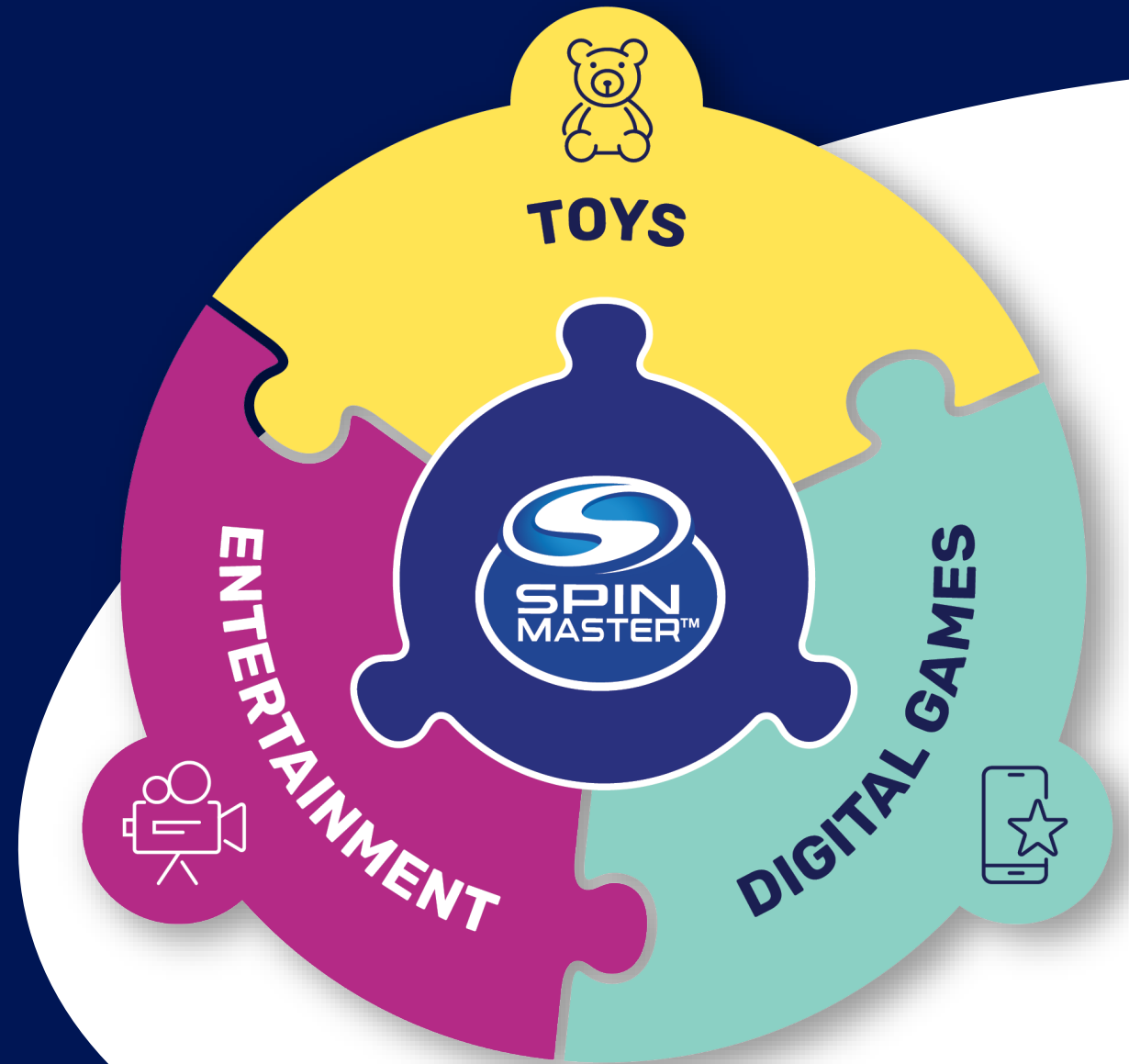
Forward-looking statements are necessarily based upon management's perceptions of historical trends, current conditions and expected future developments, as well as a number of specific factors and assumptions that, while considered reasonable by management as of the date on which the statements are made in this presentation, are inherently subject to significant business, economic and competitive uncertainties and contingencies which could result in the forward-looking statements ultimately being incorrect.

By its nature, forward-looking information is subject to inherent risks and uncertainties that may be general or specific and which give rise to the possibility that expectations, forecasts, predictions, projections or conclusions will not prove to be accurate, that assumptions may not be correct, and that objectives, strategic goals and priorities will not be achieved. Known and unknown risk factors, many of which are beyond the control of the Company, could cause actual results to differ materially from the forward-looking information in this Press Release. Such risks and uncertainties include, without limitation, and the factors discussed in the Company's disclosure materials, including the Annual or subsequent, most recent interim MD&A and the Company's most recent Annual Information Form, filed with the securities regulatory authorities in Canada and available under the Company's profile on SEDAR (www.sedar.com). These risk factors are not intended to represent a complete list of the factors that could affect the Company and investors are cautioned to consider these and other factors, uncertainties and potential events carefully and not to put undue reliance on forward-looking statements.

There can be no assurance that forward-looking statements will prove to be accurate, as actual results and future events could differ materially from those anticipated in such statements. Forward-looking statements are provided for the purpose of providing information about management's expectations and plans relating to the future. The Company disclaims any intention or obligation to update or revise any forward-looking statements whether as a result of new information, future events or otherwise, or to explain any material difference between subsequent actual events and such forward-looking statements, except to the extent required by applicable law.

This presentation uses certain Non-GAAP financial measures and ratios. Non-GAAP financial measures and ratios do not have any standardized meaning prescribed by IFRS and therefore may not be comparable to similar measures presented by other issuers. The composition, usefulness and quantitative reconciliation are incorporated by reference to sections "Non-GAAP Financial Measures and Ratios" in the Management's Discussion and Analysis dated March 8, 2023 for the three months and year ended December 31, 2022 ("MD&A"). The MD&A is available at www.sedar.com.

Leading Global Children's Entertainment Company with a Diversified Multi- Platform Portfolio



2022 vs 2021 Toy Gross Product Sales¹ & Toy Revenue



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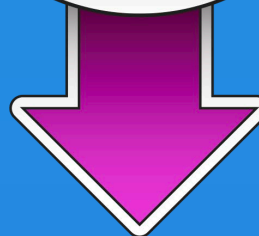
Q4 2022 vs Q4 2021 Toy Gross Product Sales¹ & Toy Revenue



WHEELS &
ACTION
-38.4%



PRESCHOOL
AND DOLLS &
INTERACTIVE
-19.9%



ACTIVITIES,
GAMES &
PUZZLES AND
PLUSH
-22.2%



OUTDOOR
+16.5%



**Toy Gross Product Sales decreased 23.6% to
\$627.5M**

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Three Creative Centers



Toys



Wheels & Action



Activities, Games & Puzzles and Plush



Preschool and Dolls & Interactive



Outdoor



Entertainment



Digital Games



TOCA BOCA



2022 Key P&L Financial Metrics



	2022	2021	% Change	
			As reported	In constant currency
Gross Product Sales ⁽¹⁾	1,978.8	1,962.4	0.8%	3.5%
Toy revenue	1,737.6	1,731.8	0.3%	
Entertainment revenue ⁽²⁾	118.8	135.8	(12.5)%	
Digital Games revenue	163.9	174.8	(6.2)%	(1.7)%
Revenue	2,020.3	2,042.4	(1.1)%	1.4%
Gross Profit	1,103.8	1,056.6		
Gross Margin ⁽³⁾	54.6%	51.7%	290bps	
Adjusted SG&A ⁽¹⁾⁽⁴⁾	758.6	721.9		
SG&A ⁽⁴⁾	782.1	742.5		
Depreciation and amortization (COGS/SG&A)	68.2	111.9		
Operating Income	343.3	272.2		
Operating Margin ⁽⁵⁾	17.0%	13.3%	370bps	
Adjusted EBITDA ⁽¹⁾	389.4	414.1	6.0%	
Adjusted EBITDA Margin ⁽¹⁾	19.3%	20.3%	100bps	
Adjusted EBITDA Margin excluding <i>PAW Patrol: The Movie</i>		19.2 %		
Distribution Revenue				

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(2) Entertainment revenue includes \$26.0 million in Q3 2021 related to revenue for *PAW Patrol: The Movie*.

(3) Gross margin is calculated as Gross profit divided by Revenue.

(4) Adjusted SG&A and SG&A exclude depreciation and amortization.

(5) Operating margin is calculated as Operating income divided by Revenue.

Q4 2022 Key P&L Financial Metrics



	Q4 2022	Q4 2021	% Change	
			As reported	In constant currency
Toy Gross Product Sales⁽¹⁾	479.2	627.5	(23.6)%	(20.6)%
Toy Revenue	396.7	542.0	(26.8)%	
Entertainment Revenue	31.2	28.5	9.5%	
Digital Games revenue	37.9	50.0	(24.2)%	(19.8)%
Revenue	465.8	620.5	(24.9)%	(22.0)%
Gross Profit	232.4	323.3		
Gross Margin⁽²⁾	49.9%	52.1%	220bps	
Adjusted SG&A⁽¹⁾⁽³⁾	233.1	259.9		
SG&A⁽³⁾	237.8	267.4		
Depreciation and amortization (COGS/SG&A)	17.9	23.0		
Operating Income (Loss)	(24.0)	39.1		
Operating Margin⁽⁴⁾	(5.2)%	6.3%	1,150bps	
Adjusted EBITDA⁽¹⁾	12.4	78.3	(84.2)%	
Adjusted EBITDA Margin⁽¹⁾	2.7%	12.6%	-990bps	

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(4) Operating margin is calculated as Operating income (loss) divided by Revenue.

Key Balance Sheet and Free Cash Flow Metrics

- Continued to strengthen Balance Sheet
- Cash and cash equivalents balance \$644.3M
- 2022 Net working capital⁽¹⁾ \$106.3M vs. \$35.7M
- 2022 Free Cash Flow⁽¹⁾ \$150.0M vs. \$339.6M



	December 31, 2022	December 31, 2021	Notes
Cash and cash equivalents	644.3	562.7	
Accounts Receivable (Trade)	311.0	352.4	↑
Accounts Receivable (Other)	49.5	38.8	
Inventories	105.1	137.4	
Capital Expenditures ⁽²⁾	99.4	79.5	
Cash Provided by Operating Activities	249.4	419.1	
Free Cash Flow ⁽¹⁾	150.0	339.6	

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(2) Capital Expenditures are defined as the sum of "Investment in property, plant and equipment" and "Investment in intangible assets" in the Consolidated statements of cash flows for the year ended December 31, 2022.

POS Metrics

Spin Master POS	Q4 2022	2022
Global ⁽¹⁾	-6%	-1%
US ⁽²⁾	-9%	-3%
International (ex. US) ⁽²⁾	-1%	2%

(1) Sourced from Circana Group / Retail Tracking Service / G11 / Excl. Brazil, Russia / Projected USD / 2022

(2) Based on internal metrics



Spin Master POS	Q4 2022	2022
Paw Patrol - Global ⁽¹⁾	-22%	-16%
Kinetic Sand - Global ⁽¹⁾	-15%	-8%
Gabby's Dollhouse - Global ⁽¹⁾	627%	550%
Monster Jam - Global ⁽¹⁾	4%	7%
DC - Global ⁽¹⁾	-14%	2%
Wizards World - Global ⁽¹⁾	-3%	50%

Digital Games

Digital Games Revenue – Q4 2022
(US\$ millions)



6

2019

32

2020

50

2021

38

2022



TOCA BOCA
Ages 6+

~ 73M
vs. 74M Q4 2021



-1%

Toca
Monthly Active Users (MAU)



TOCA LIFE WORLD
Ages 6+

~ 58M*
vs. 56M Q4 2021



+3%

Toca Life World MAU

** included in Toca Boca balance above*



SAGO mini
Ages 2-5

~ 291k
vs. 311K Q4 2021



-6%

Sago
Active Subscribers



Ages 2-10

~ 39k
vs. 35K Q4 2021

Originator
Active Subscribers

Kids in

230+

countries play
digital games



2023 Outlook



(\$ in millions)	2022 Reported	2023 Outlook
Toy Gross Product Sales⁽¹⁾	\$1,979M	Flat to slightly down compared to 2022. Seasonality to return to historical average of 30-35% in the first half of the year.
Revenue, excluding <i>PAW Patrol: The Mighty Movie</i> Distribution Revenue⁽¹⁾	\$2,020M	In line with 2022.
Adjusted EBITDA Margin, excluding <i>PAW Patrol: The Mighty Movie</i> Distribution Revenue⁽¹⁾	19.2%	Flat to slightly up compared to 2022.

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CSR at Spin Master

CSR Vision

Spin Master brings kids and families together through the timeless magic of play. As we continue to grow our business, we seek to be an inclusive employer, enhance the communities in which we operate and minimize our environmental impacts.



OUR PRODUCTS

As a leading children's entertainment company, we operate in a highly regulated industry and are committed to the highest level of product quality and safety.



OUR PEOPLE

Our talented team is the driving force behind our purpose of creating magical experiences for children and their families. We are committed to investing in our employee's well-being and development and to fostering an inclusive workplace where everyone can thrive, grow and ultimately have fun.



OUR COMMUNITIES

We give the children in communities around the world the opportunity to grow, explore and learn through the power of play. Through our philanthropic giving, volunteering and toy donations, we are helping children to harness their creativity and develop the skills to achieve things they thought unimaginable.



OUR ENVIRONMENT

We recognize the need to act in support of the environment and to minimize the impact of our operations, for children and families today and for generations to come.

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CSR STRATEGIC FOCUS AREAS

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253M

toys and games produced in 2021.

These are a few highlights from our 2021 CSR Report. To learn more about our CSR commitments and progress, visit our website for the full report: www.spinmaster.com/en-US/corporate/corporate-social-responsibility



97%

of our manufacturing facilities underwent an IETP/Ethical Toy Program audit, or equivalent, in 2021.



Zero Recalls

The Company has had no consumer recalls in over a decade.



Close to

300,000

children were impacted by our charitable programs, designed to give kids the opportunity to grow and learn through the power of play.



\$1.95M

in cash donations¹ provided to organizations helping children and youth to learn through play, harness their creativity and develop the skills to achieve things they thought unimaginable.

50%

planned reduction in plastic packaging by 2025.

Less than

10

recordable health & safety incidents globally, a reduction of 20% over the prior year.

Toy Recycling

Initiated toy recycling programs in the U.S. and Australia.

More than

10,000 Metric Tonnes

of Scope 1 & 2 and some Scope 3 carbon emissions offset.



84%

of respondents in our 2021 Employee Engagement Survey indicated they are proud to work at Spin Master.



40%

Women represent 40% of senior management (director level and above).



97%

Achieved 97% gender-based pay equity.

¹ Cash donations include monetary contributions to registered charities, cost of goods of donated products and direct operational costs associated with donations.