

Q1 2023

Supplemental Slides



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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.

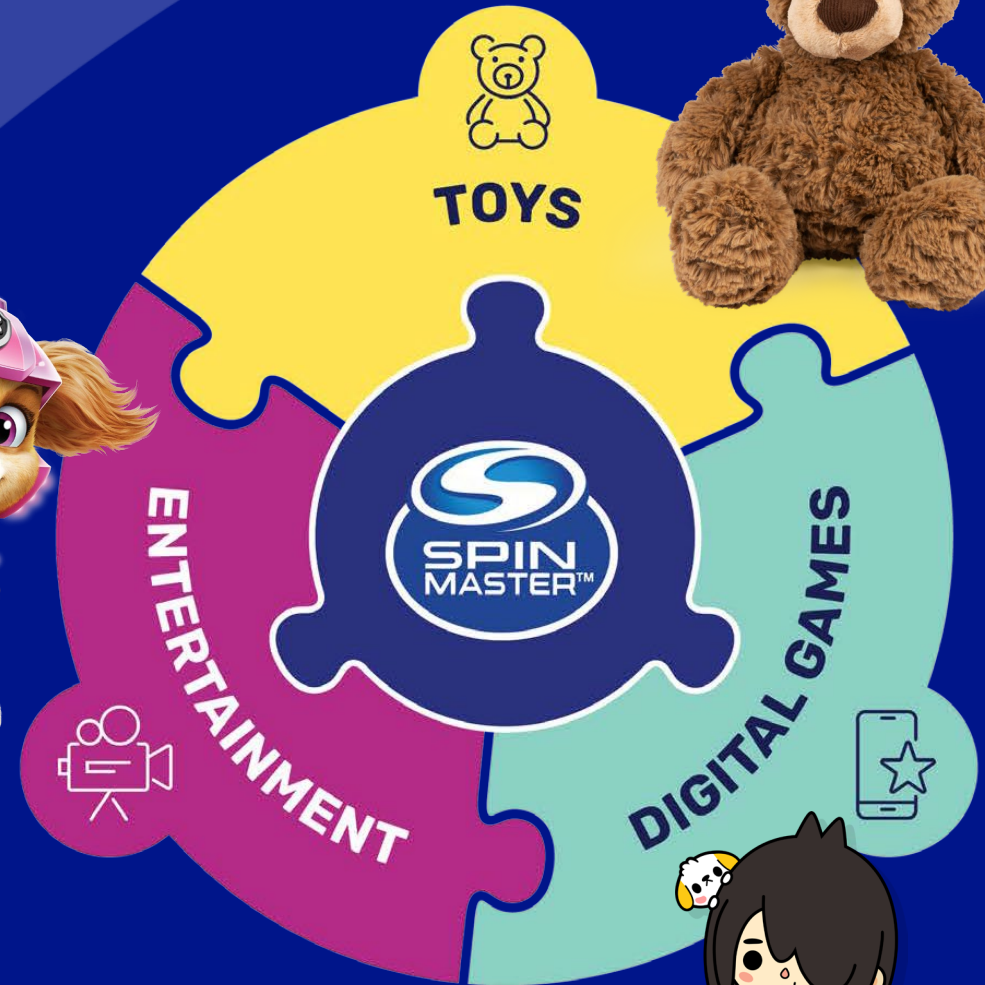
By its nature, forward-looking information is subject to inherent risks and uncertainties that may be general or specific and which give rise to the possibility that expectations, forecasts, predictions, projections or conclusions will not prove to be accurate, that assumptions may not be correct, and 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 May 3, 2023 for the three months ended March 31, 2023 ("MD&A"). The MD&A is available at www.sedar.com.

REIMAGINING EVERYDAY PLAY

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



Three Creative Centres

Toys

With distribution in over 100 countries, Spin Master is best known for award-winning brands PAW Patrol®, Bakugan®, Kinetic Sand®, Air Hogs®, Hatchimals®, Rubik's Cube® and GUND®, and is the global toy licensee for other popular properties.

Preschool, Dolls & Interactive



Wheels & Action



Activities, Games & Puzzles and Plush



Outdoor



Entertainment

Spin Master Entertainment creates and produces compelling multiplatform content, through its in-house studio and partnerships with outside creators, including the preschool franchise *PAW Patrol* and numerous other original shows, short-form series and feature films.



Digital Games

Spin Master has an established presence in digital games, anchored by the Toca Boca® and Sago Mini® brands, offering open-ended and creative game and educational play in digital environments.





Q1 2023 Highlights

Revenue **\$271.4M** **↓ 36.0%**

Net (Loss) Income

Net Loss	\$(1.9M)
Adjusted Net Income ¹	\$12.3M

Adjusted EBITDA¹

Adjusted EBITDA ¹	\$30.6M
Adjusted EBITDA Margin ¹	11.3%

Cash

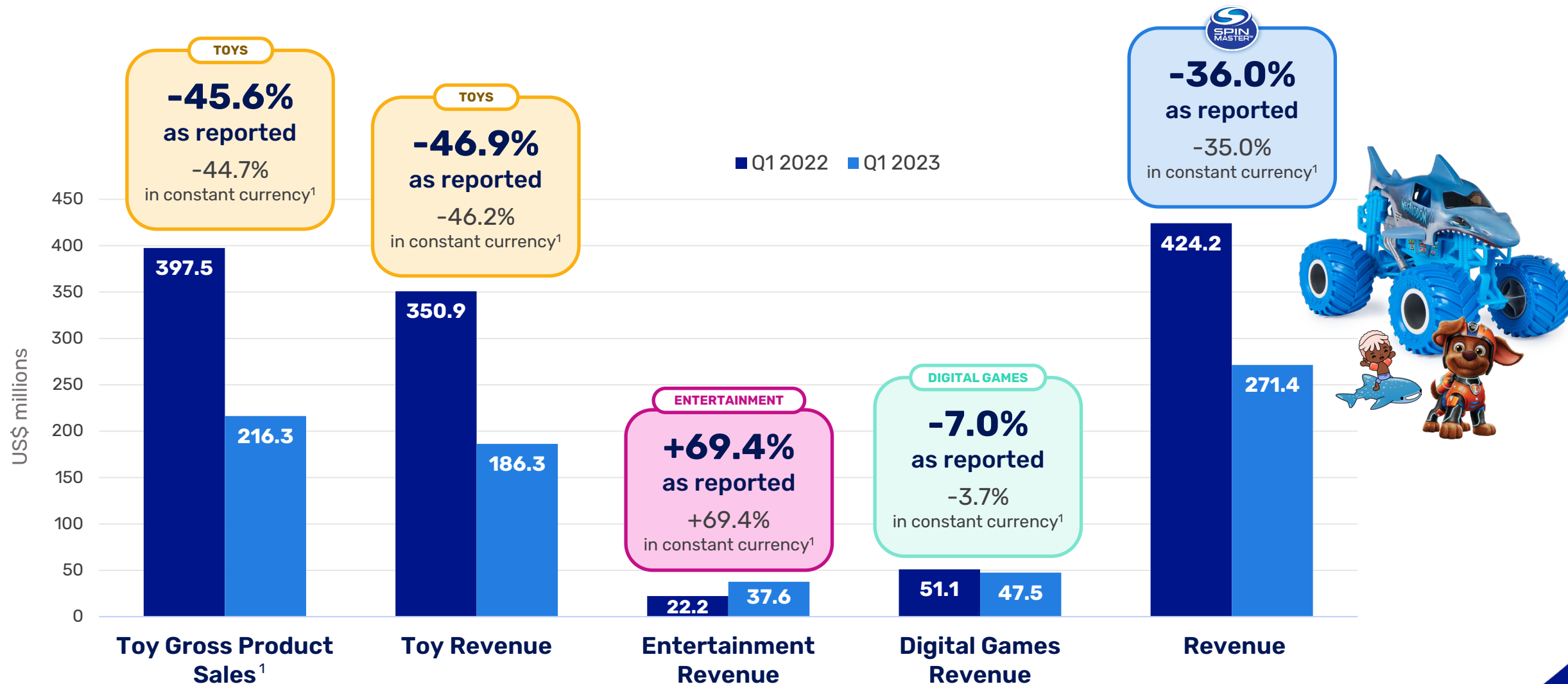
Cash used in Operating Activities	\$(4.3M)
Free Cash Flow ¹	\$(34.4M)

EPS

Basic EPS	\$(0.02)
Adjusted Basic EPS ¹	\$0.12

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Toy Gross Product Sales¹ and Revenue by Creative Centre Q1 2023 vs. Q1 2022



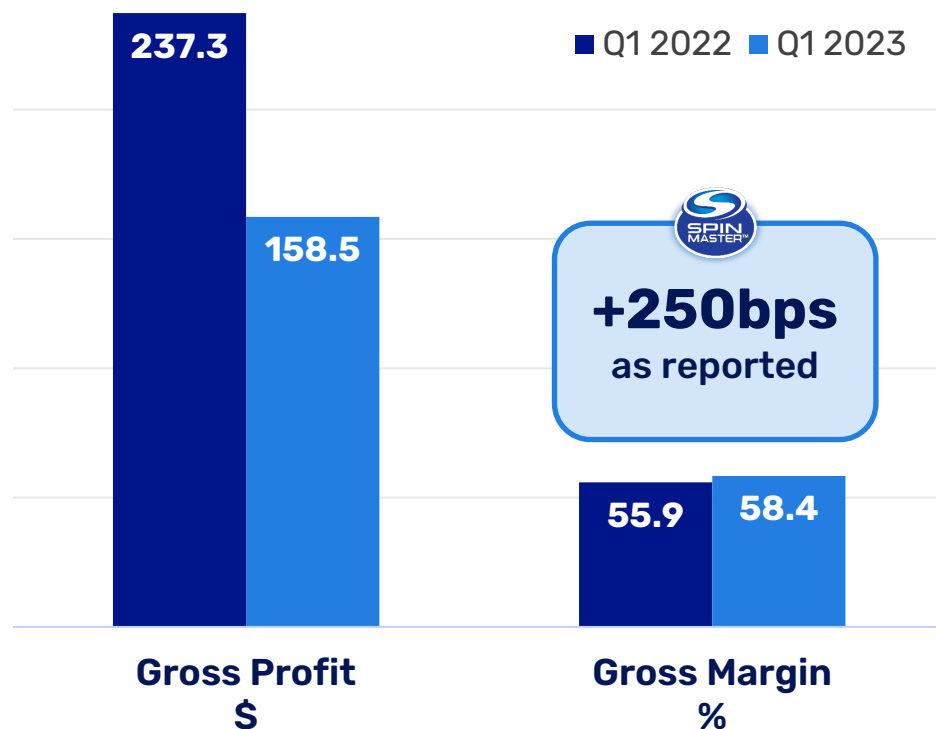
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Key P&L Financial Metrics

Q1 2023 vs. Q1 2022



■ Q1 2022 ■ Q1 2023



	Q1 2023	Q1 2022	% Change as reported
SG&A ³	149.3	158.6	-5.9%
Adjusted SG&A ^{1,3}	139.5	153.8	-9.3%
Depreciation and amortization (COGS)	11.3	10.5	7.6%
Depreciation and amortization (SG&A)	6.6	7.9	-16.5%
Operating (Loss) Income	(6.1)	61.7	-109.9%
Operating Margin ⁴	(2.2)%	14.5%	-167bps
Adjusted EBITDA ¹	30.6	95.7	-68.0%
Adjusted EBITDA Margin ¹	11.3%	22.6%	-113bps

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2. Gross margin is calculated as Gross profit divided by Revenue. 3. Adjusted SG&A and SG&A exclude depreciation and amortization. 4. Operating margin is calculated as Operating income divided by Revenue.

Key Balance Sheet Metrics



Cash and cash equivalents
balance **\$569.3M**



Q1 2023 **Net working capital**¹ \$92.7M vs. \$157.9M
in Q1 2022



(in US\$ millions)

	Q1 2023	Q1 2022	Q4 2022
Cash and cash equivalents	569.3	493.1	644.3
Trade receivables, net	177.5	238.8	311.0
Other receivables	56.2	63.8	49.5
Inventories, net	109.6	147.5	105.1
Capital Expenditures ²	30.1	16.5	23.3

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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 interim statements of cash flows for the three months ended.

TOYS

Q1 2023 Highlights



**Toy Gross
Product
Sales¹**

\$216.3M

↓ 45.6%

**Toy
Revenue**

186.3M

↓ 46.9%

**Adjusted
EBITDA¹**

Adjusted EBITDA¹

\$(21.4M)

Adjusted EBITDA Margin¹

(11.5%)

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Q1 2023 vs Q1 2022

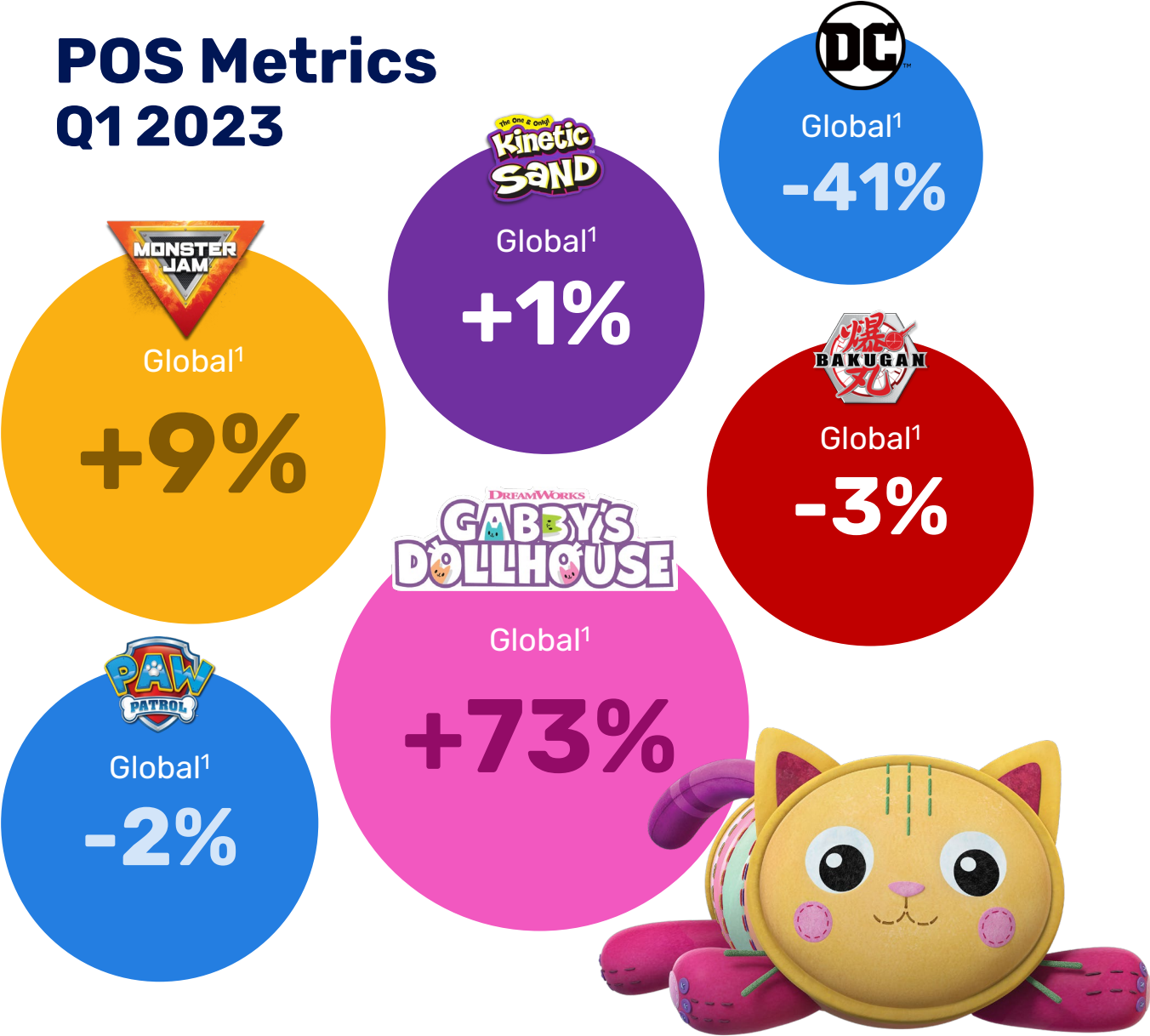
Toy Gross Product Sales¹



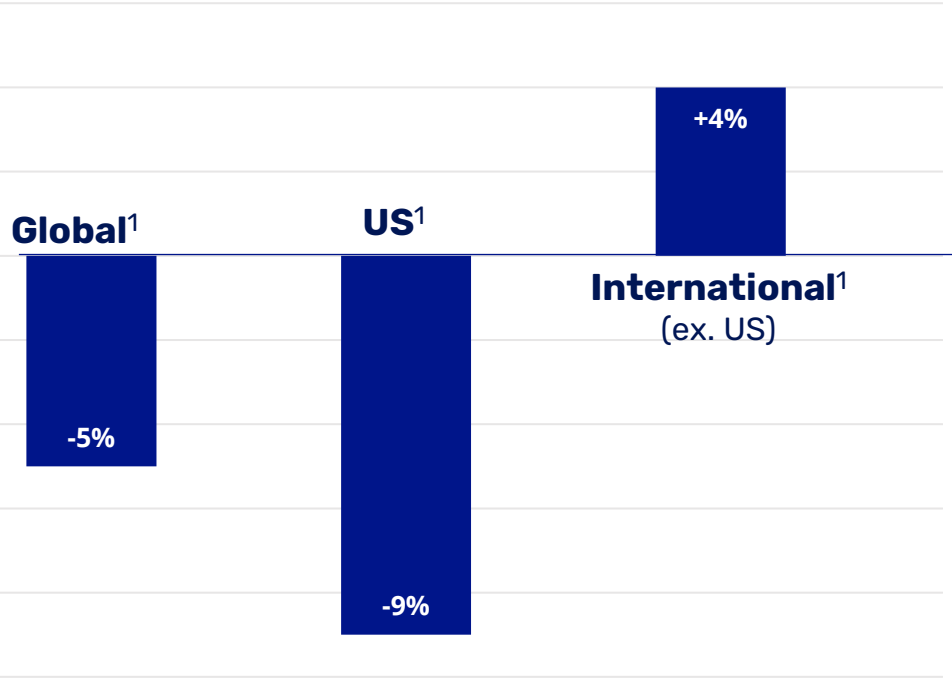
**Toy Gross Product Sales¹ decreased by 45.6% to
\$216.3M**

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POS Metrics Q1 2023



Geographic Spin Master POS



1. Circana / Retail Tracking Service / G11 / Excludes Brazil, Russia / Projected USD / Q1'23



ENTERTAINMENT

Q1 2023 Highlights



Entertainment Revenue

\$37.6M

↑ 69.4%

Operating Income

Operating Income

\$29.3M

Adjusted Operating income¹

\$29.9M

Operating Margin

Operating Margin

77.9%

Adjusted Operating Margin¹

79.5%

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DIGITAL GAMES

Q1 2023 Highlights



**Digital Games
Revenue**

\$47.5M

↓ 7.0%

**Operating
Income**

Operating Income

\$16.2M

Adjusted Operating income¹

\$19.0M

**Operating
Margin**

Operating Margin

34.1%

Adjusted Operating Margin¹

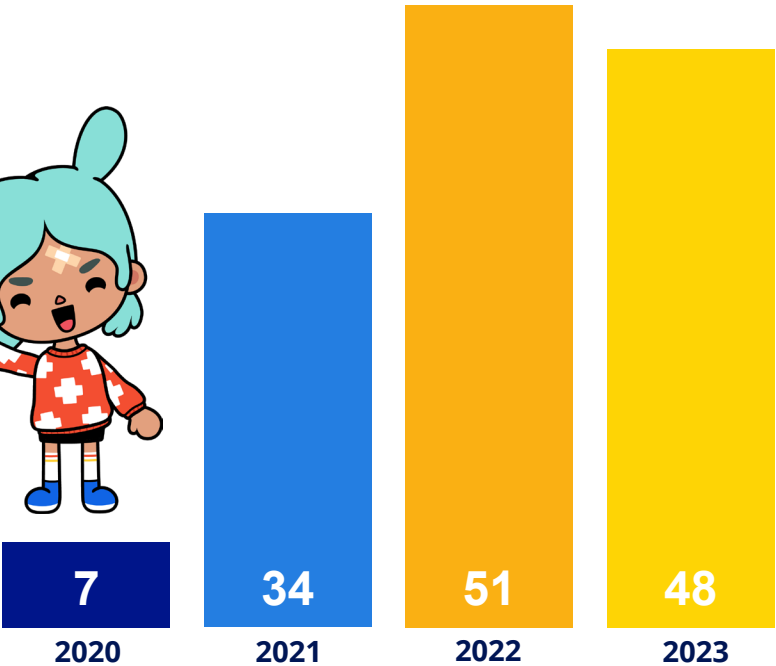
40.0%

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Digital Games

Digital Games Revenue – Q1 2023

(US\$ millions)



TOCA BOCA
Ages 6+

~ 76M
vs. 78M Q1 2022



-2%

Toca
Monthly Active Users (MAU)



TOCA LIFE WORLD
Ages 6+

~ 57M*
vs. 61M Q1 2022



-6%

Toca Life World MAU

** included in Toca Boca balance above*



SAGO mini
Ages 2-5

~ 294k
vs. 309K Q1 2022



-5%

Sago
Active Subscribers



Ages 2-5

~ 39k
vs. 36K Q1 2022



+8%

Originator
Active Subscribers

Kids in
230+
countries play
digital games



Outlook



	Toy Gross Product Sales ¹	Revenue	Adjusted EBITDA Margin ¹
2022	\$1,979M	\$2,020M	19.2%

2023 OUTLOOK



- ➡ **Flat to slightly down** compared to 2022.
- ➡ Seasonality to return to **historical average of 30-35%** in the first half of the year.

- ➡ **In line** with 2022, excluding PAW Patrol: The Mighty Movie Distribution Revenue¹

- ➡ **Flat to slightly up** compared to 2022, excluding PAW Patrol: The Mighty Movie Distribution Revenue¹

CSR Vision

Reimagining Everyday Play for Future Generations

Spin Master creates magical play experiences for children and their families. We foster an inclusive culture, empowering children to grow and learn through play while acting as responsible custodians of the world these children will one day inherit.



Our Environment

We are committed to minimizing the impact of our operations on the planet to ensure we protect the world for children and families today and for generations to come.



Our Products

As a leading children's entertainment company, we are committed to producing safe, high-quality and responsibly sourced products. We are striving to incorporate responsible product materials and packaging to provide consumers with more sustainable options.



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 employees' well-being and development and to fostering an inclusive workplace where everyone can thrive, grow and ultimately have fun.



Our Communities

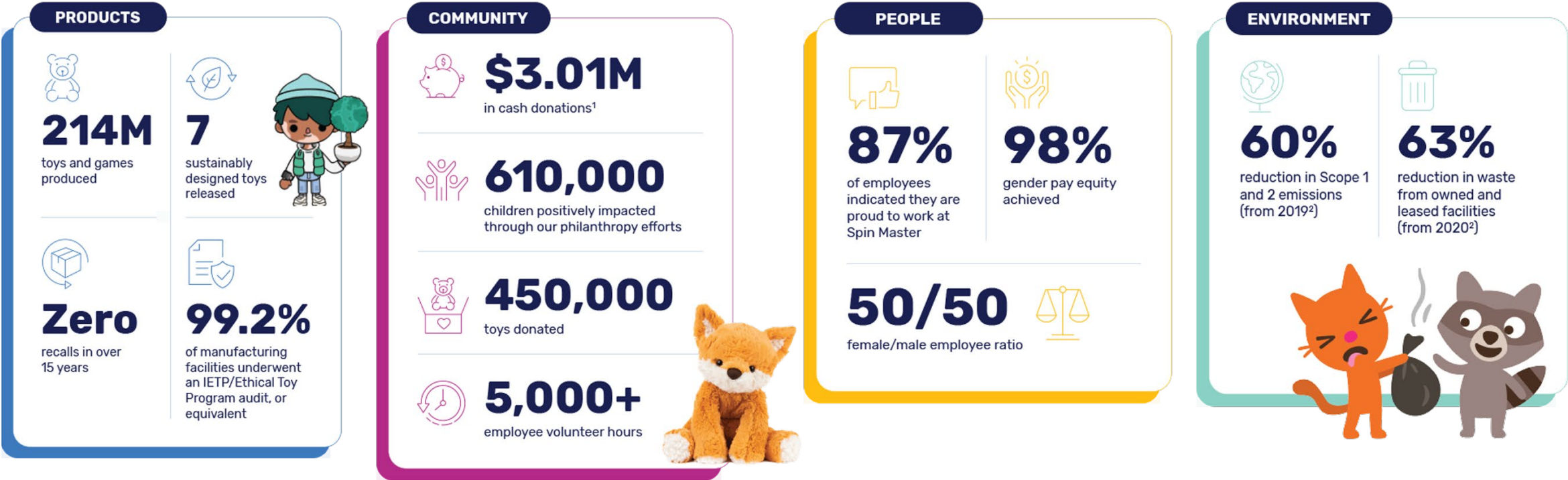
We give children in communities around the world the opportunity to grow, explore and learn through the power of play. Through our in-kind donations, investments in educational programming, local community engagement and employee volunteerism, we are helping children harness their creativity and develop skills to achieve things they thought unimaginable.



1. Cash donations include monetary contributions to registered charities, cost of goods of donated products and direct operational costs associated with donations. 2. Subject to external verification.



2022 CSR Performance



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