

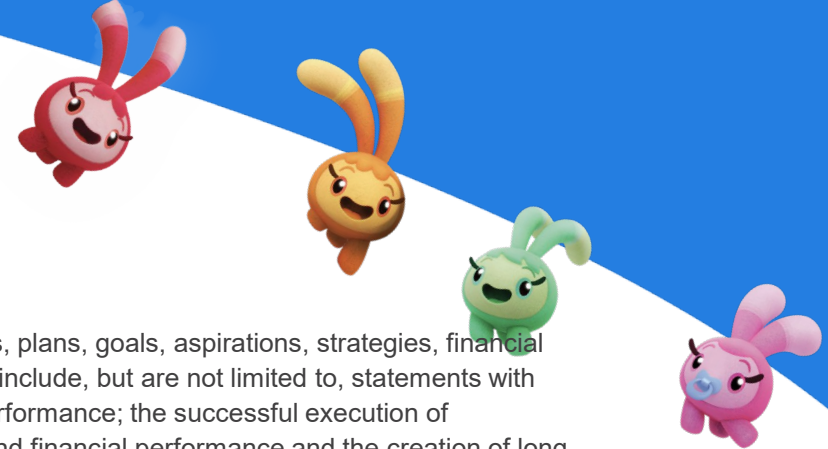


Q2 2022

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, but are not limited to, statements with respect to the Company's outlook for 2022; future growth expectations in 2022 and beyond; drivers and trends for such growth and financial performance; the successful execution of its strategies for growth; content and product pipeline (including the release of PAW Patrol: The Movie in 2021); financial position, cash flows and financial performance and the creation of long term shareholder value. The words "plans", "expects", "projected", "estimated", "forecasts", "anticipates", "indicative", "intend", "guidance", "outlook", "potential", "prospects", "seek", "strategy", "targets" or "believes", or variations of such words and phrases or statements that certain future conditions, actions, events or results "will", "may", "could", "would", "should", "might" or "can", or negative versions thereof, "be taken", "occur", "continue" or "be achieved", and other similar expressions, identify statements containing forward-looking information.

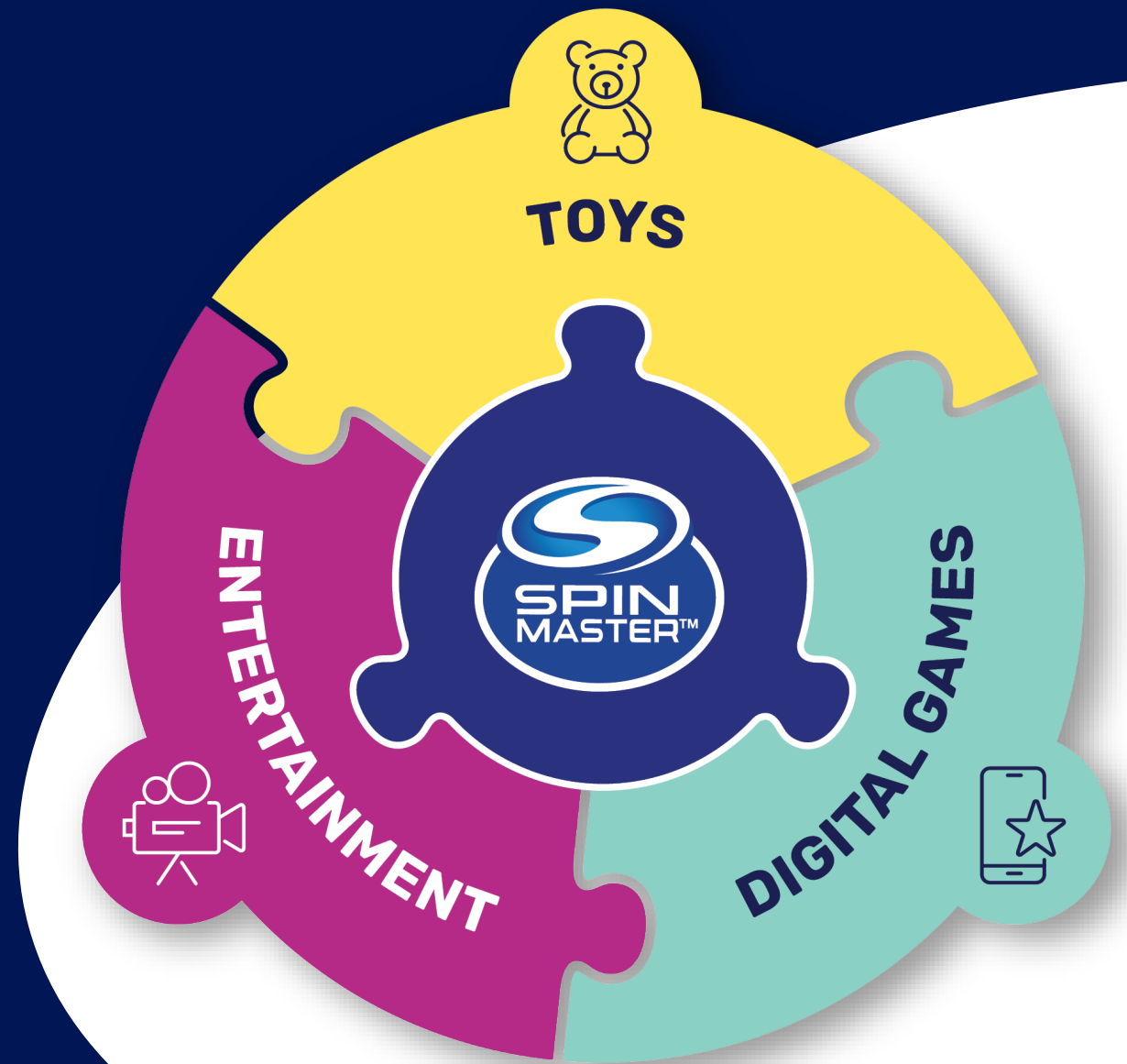
Forward-looking statements are necessarily based upon management's perceptions of historical trends, current conditions and expected future developments, as well as a number of specific factors and assumptions that, while considered reasonable by management as of the date on which the statements are made in this MD&A, 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 MD&A. Such risks and uncertainties include, without limitation, the magnitude and length of economic disruption as a result of the COVID-19 pandemic; 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.

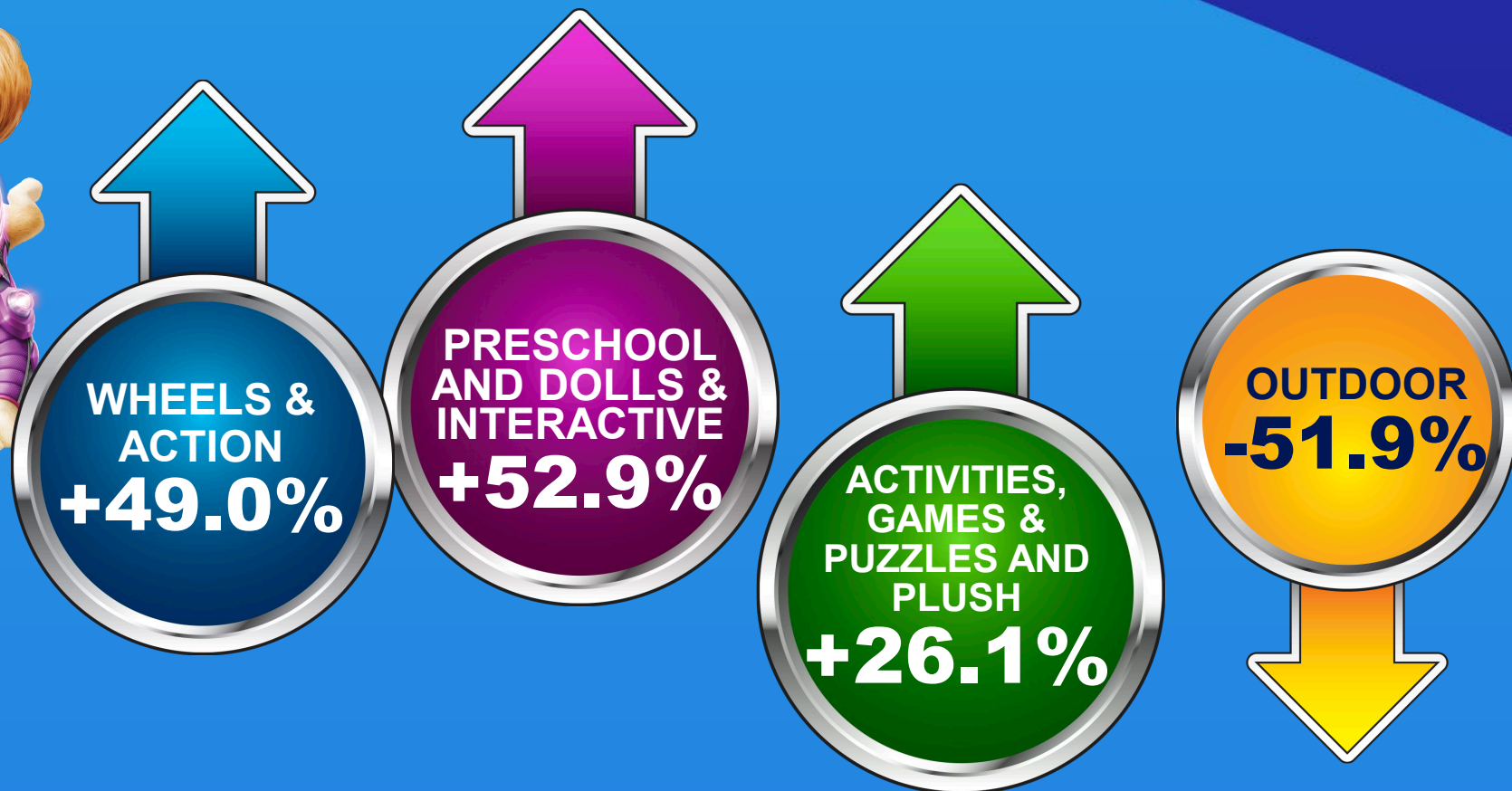
There can be no assurance that forward-looking statements will prove to be accurate, as actual results and future events could differ materially from those anticipated in such statements. Forward-looking statements are provided for the purpose of providing information about management's expectations 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 July 27, 2022 for the three and six months ended June 30, 2022 ("MD&A"). The MD&A is available at www.sedar.com.

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



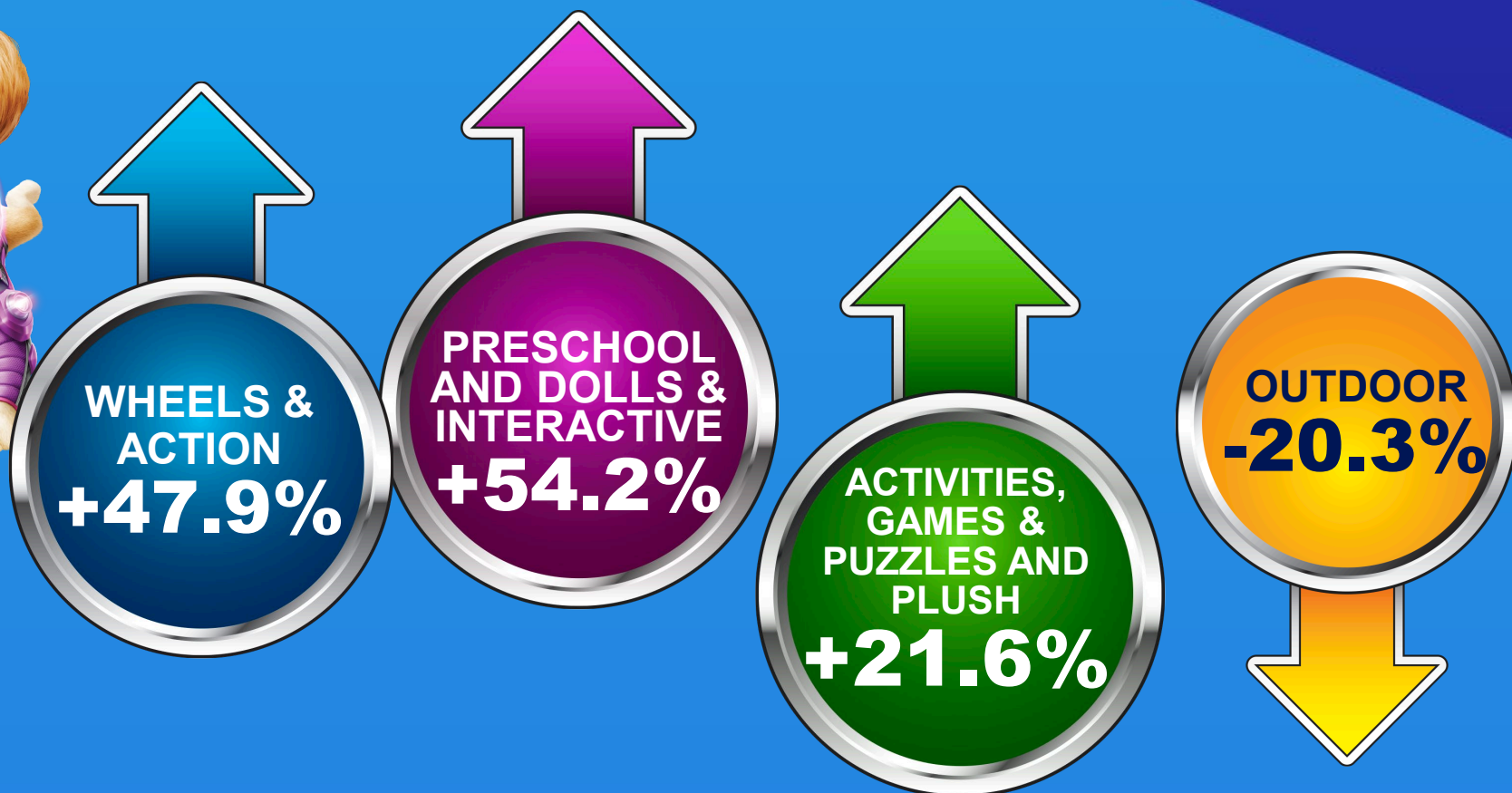
Q2 2022 vs Q2 2021 Toy Gross Product Sales¹ & Toy Revenue



Toy Gross Product Sales increased 34.9% to \$484M

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YTD Q2 2022 vs Q2 2021 Toy Gross Product Sales¹ & Toy Revenue



Toy Gross Product Sales increased 34.9% to \$882M

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Three Creative Centers



Toys



Wheels & Action



Activities, Games & Puzzles and Plush



Preschool and Dolls & Interactive



Outdoor



Entertainment



Digital Games



POS Metrics

(Based on internal metrics, except where otherwise noted)

Spin Master POS	Q2 2022	YTD 2022
Global ⁽¹⁾	+10% ↑	+7% ↑
US and CAD ⁽¹⁾	+12% ↑	+7% ↑
International (ex.US and CAD) ⁽¹⁾	+6% ↑	+4% ↑

(1) per NPD



Spin Master POS	Q2 2022
Paw Patrol - Global ⁽¹⁾	+3% ↑
Paw Patrol - USA ⁽¹⁾	+1% ↑
Kinetic Sand - Global	+8% ↑
Monster Jam - Global	+20% ↑
DC - Global	+27% ↑

(1) per NPD

Q2 Key P&L Financial Metrics



	Q2 2022	Q2 2021		Change
Toy Gross Product Sales ⁽¹⁾	484.4	359.0	↑	34.9 %
Toy revenue	437.6	326.4	↑	34.1%
Entertainment revenue	28.4	27.5	↑	3.3 %
Digital Games revenue	40.3	36.9	↑	9.2%
Revenue	506.3	390.8	↑	29.6%
Gross Profit	283.7	209.9		
Gross Margin⁽²⁾	56.0%	53.7%	↑	230bps
Adjusted SG&A⁽¹⁾⁽³⁾	181.0	144.5		
SG&A⁽³⁾	190.4	149.1		
Depreciation and amortization (COGS/SG&A)	16.1	24.1		
Operating Income	118.2	46.9		
Operating Margin⁽⁴⁾	23.3%	12.0%	↑	1,130bps
Adjusted EBITDA⁽¹⁾	113.7	81.8	↑	39.0 %
Adjusted EBITDA Margin⁽¹⁾	22.5%	20.9 %	↑	160bps

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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 Net income divided by Revenue.

YTD Q2 Key P&L Financial Metrics



	2022	2021		Change
Toy Gross Product Sales ⁽¹⁾	881.9	653.7	↑	34.9 %
Toy revenue	788.5	582.0	↑	35.5 %
Entertainment revenue	50.6	54.4	↓	(7.0)%
Digital Games revenue	91.4	71.0	↑	28.7 %
Revenue	930.5	707.4	↑	31.5 %
Gross Profit	521.0	367.3		
Gross Margin⁽²⁾	56.0 %	51.9 %	↑	410bps
Adjusted SG&A⁽¹⁾⁽³⁾	334.8	279.5		
SG&A⁽³⁾	349.0	288.0		
Depreciation and amortization (COGS/SG&A)	34.5	47.2		
Operating Income	179.9	53.6		
Operating Margin⁽⁴⁾	19.3 %	7.6 %	↑	1,170bps
Adjusted EBITDA⁽¹⁾	209.4	118.5	↑	76.7 %
Adjusted EBITDA Margin⁽¹⁾	22.5 %	16.8 %	↑	570bps

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Key Balance Sheet and Free Cash Flow Metrics

- Continued to strengthen Balance Sheet
- Cash and cash equivalents balance **\$558.1M**
- Net working capital⁽¹⁾ **\$156.1M** end of Q2 compared to **\$35.7M** in Q4 2021
- Q2 2022 Free Cash Flow⁽¹⁾ **\$84.1M** vs. **\$69.0M**
- YTD Q2 2022 Free Cash Flow⁽¹⁾ **\$4.7M** vs. **\$62.5M**



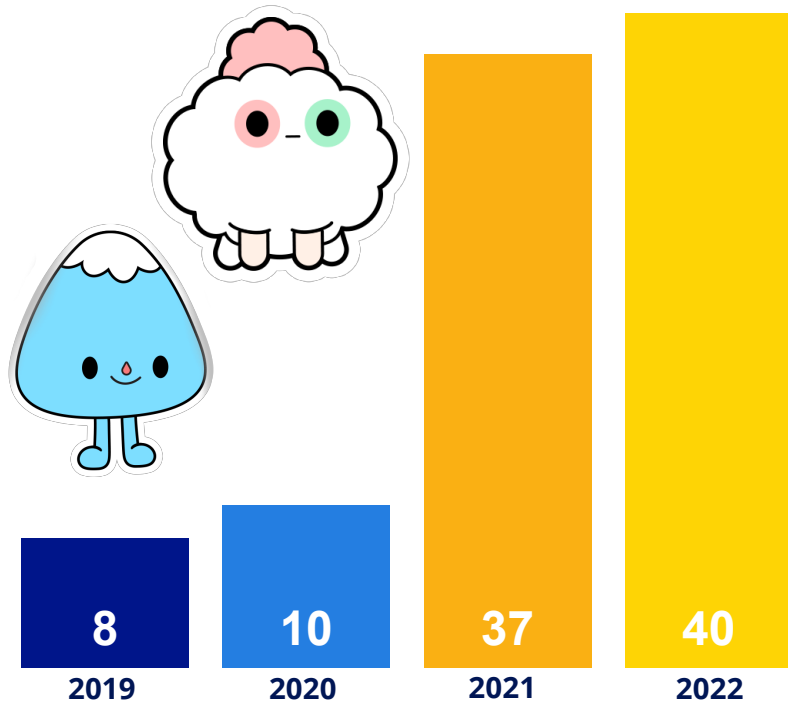
	June 30, 2022	June 30, 2021	
Cash	558.1	310.7	↑
Accounts Receivable (Trade)	262.3	189.3	↑
Accounts Receivable (Other)	71.7	79.1	↓
Inventories	184.1	135.7	↑
YTD Capital Expenditures ⁽²⁾	44.0	40.7	↑
YTD Cash provided by Operating Activities	48.7	103.2	↑
YTD Free Cash Flow ⁽¹⁾	4.7	62.5	↑

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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 Condensed consolidated interim statements of cash flows for the three months ended June 30, 2022

Digital Games

Digital Games Revenue – Q2 2022
(US\$ millions)



TOCA BOCA
Ages 6+



TOCA LIFE WORLD
Ages 6+



SAGO mini
Ages 2-5



Ages 2-10



~ 75M
vs. 57M Q2 2021



32%

Toca
Monthly Active Users

~ 56M*

Toca Life World
Monthly Active Users

** included in Toca Boca balance above*

~ 306k
vs. 294K Q2 2021



4%

Sago
Active Subscribers

~ 38k

Originator
Active Subscribers

Kids in

230+

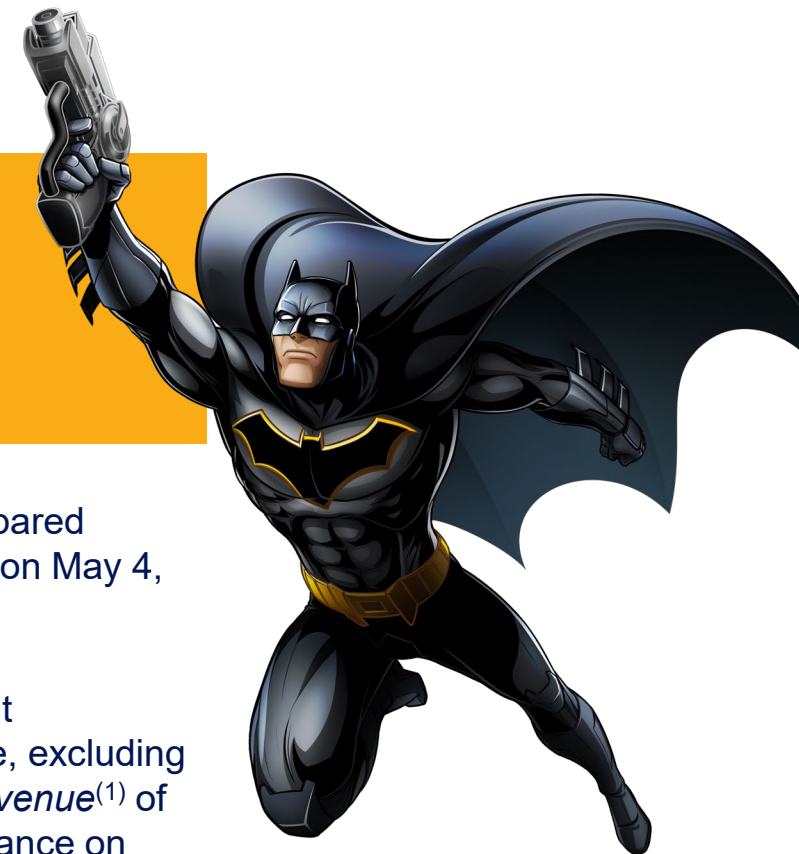
countries play
digital games

ENTERTAINMENT FRANCHISES



2022 Outlook

(\$ in millions)	2021 Reported	2022 Outlook
Toy Gross Product Sales⁽¹⁾	\$1,962M	Increase low double digits , in constant currency ⁽¹⁾ , compared to 2021, as compared to 2021, consistent with prior guidance on May 4, 2022.
Revenue	\$2,042M	Increase low double digits , in constant currency ⁽¹⁾ , compared to 2021 Revenue, excluding <i>PAW Patrol: The Movie Distribution Revenue⁽¹⁾</i> of \$26.0 million, consistent with prior guidance on May 4, 2022.
Adjusted EBITDA Margin⁽¹⁾	20.3%	2022 Adjusted EBITDA Margin ⁽¹⁾ to be in line with 2021 Adjusted EBITDA Margin, excluding <i>PAW Patrol: The Movie Distribution Revenue⁽¹⁾</i> of \$26.0 million, consistent with prior guidance on May 4, 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.