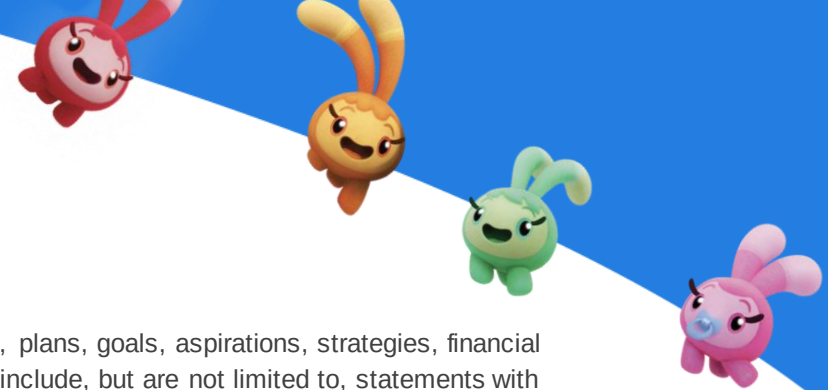




Q4 2021 & Full Year 2021 Supplemental Slides

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 2021; future growth expectations in 2021 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.

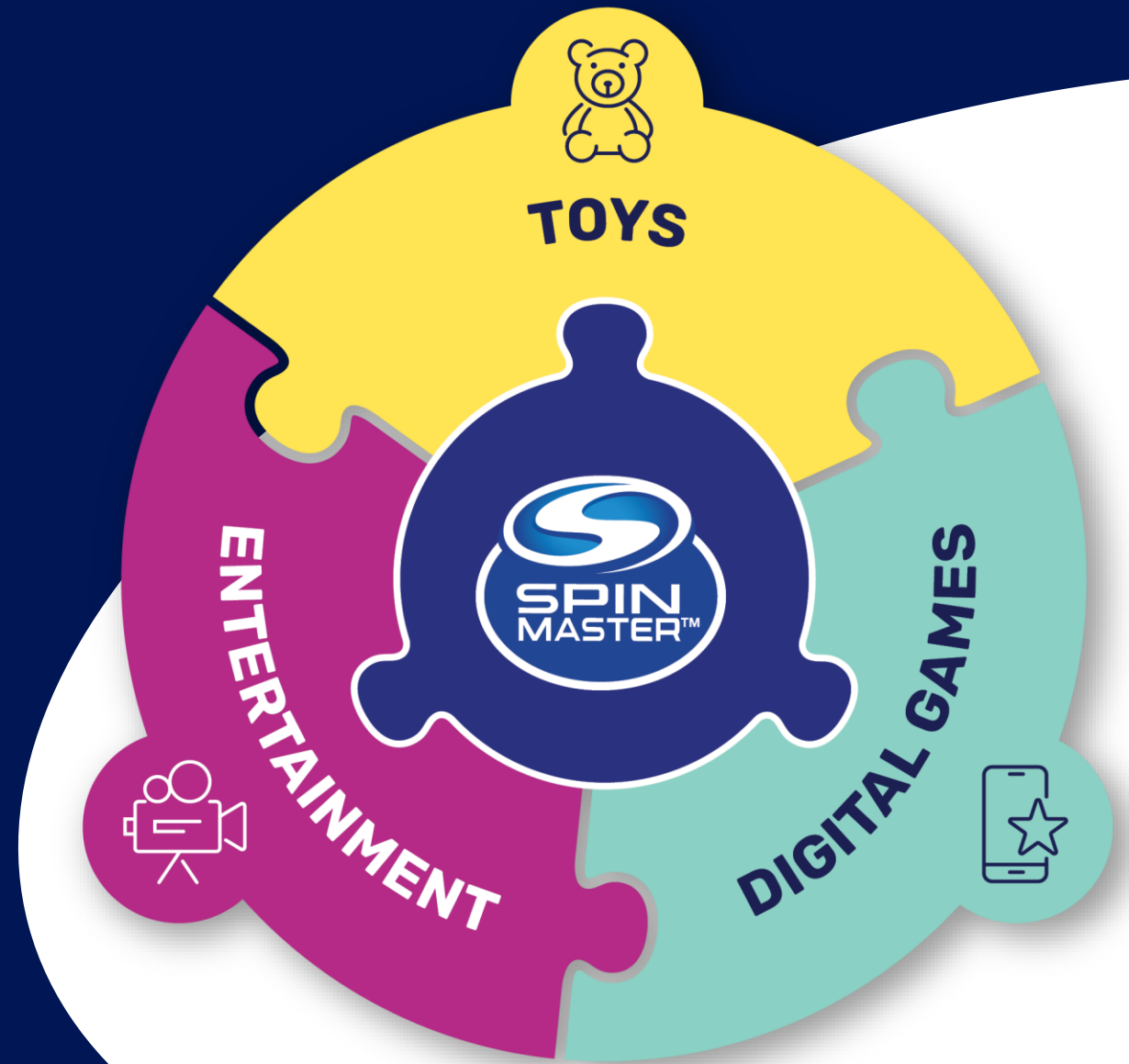
Forward-looking statements are necessarily based upon management's perceptions of historical trends, current conditions and expected future developments, as well as a number of specific factors and assumptions that, while considered reasonable by management as of the date on which the statements are made in this presentation, are inherently subject to significant business, economic and competitive uncertainties and contingencies, including the COVID-19 pandemic, 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 presentation. 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 its most recent annual and any subsequent interim Management Discussion & Analysis and its 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.

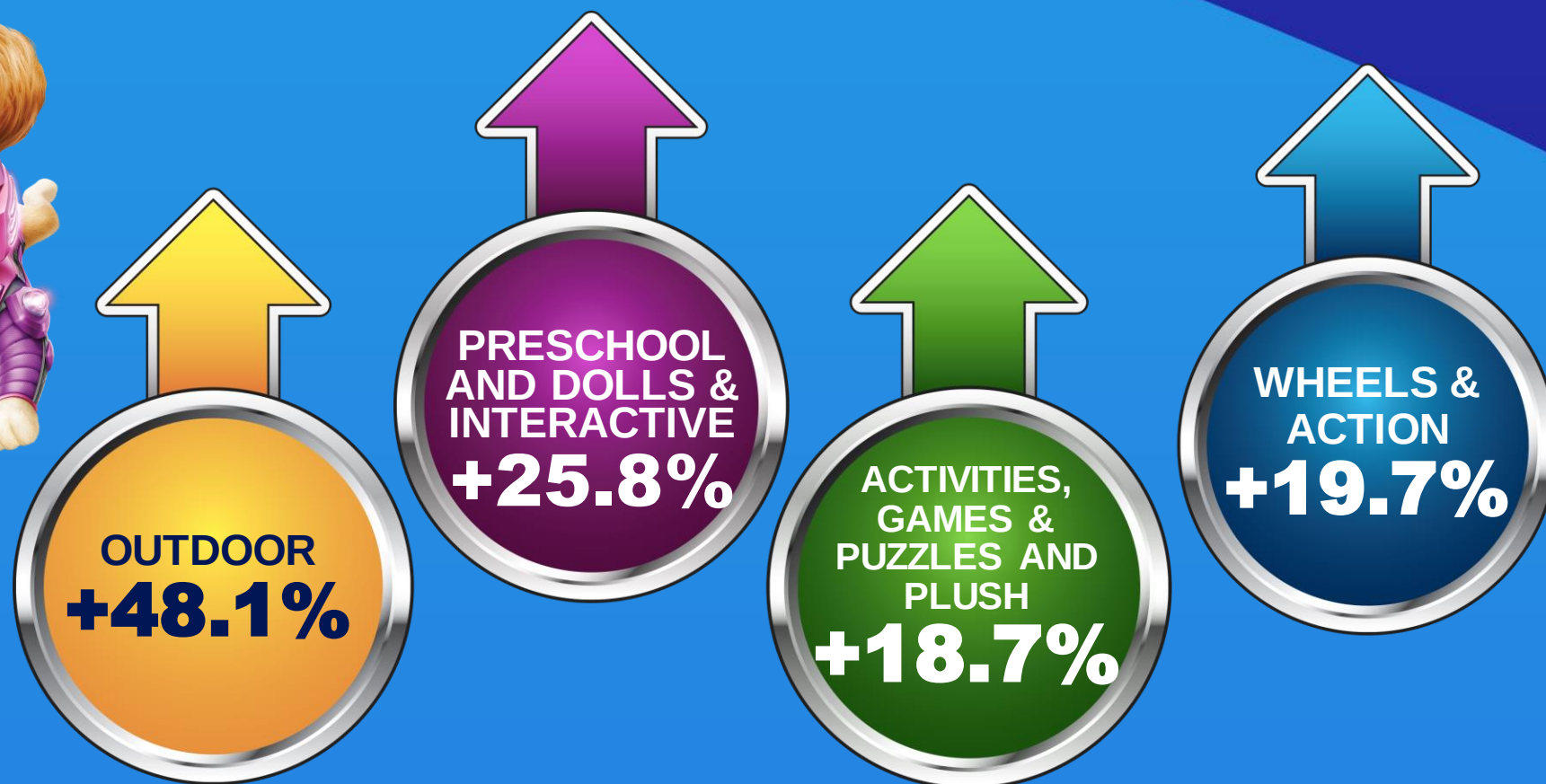
There can be no assurance that forward-looking statements will prove to be accurate, as actual results and future events could differ materially from those anticipated in such statements. Forward-looking statements are provided for the purpose of providing information about management's expectations 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 February 28, 2022 for the three months and year ended December 31, 2021 ("MD&A"). The MD&A is available at www.sedar.com.

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



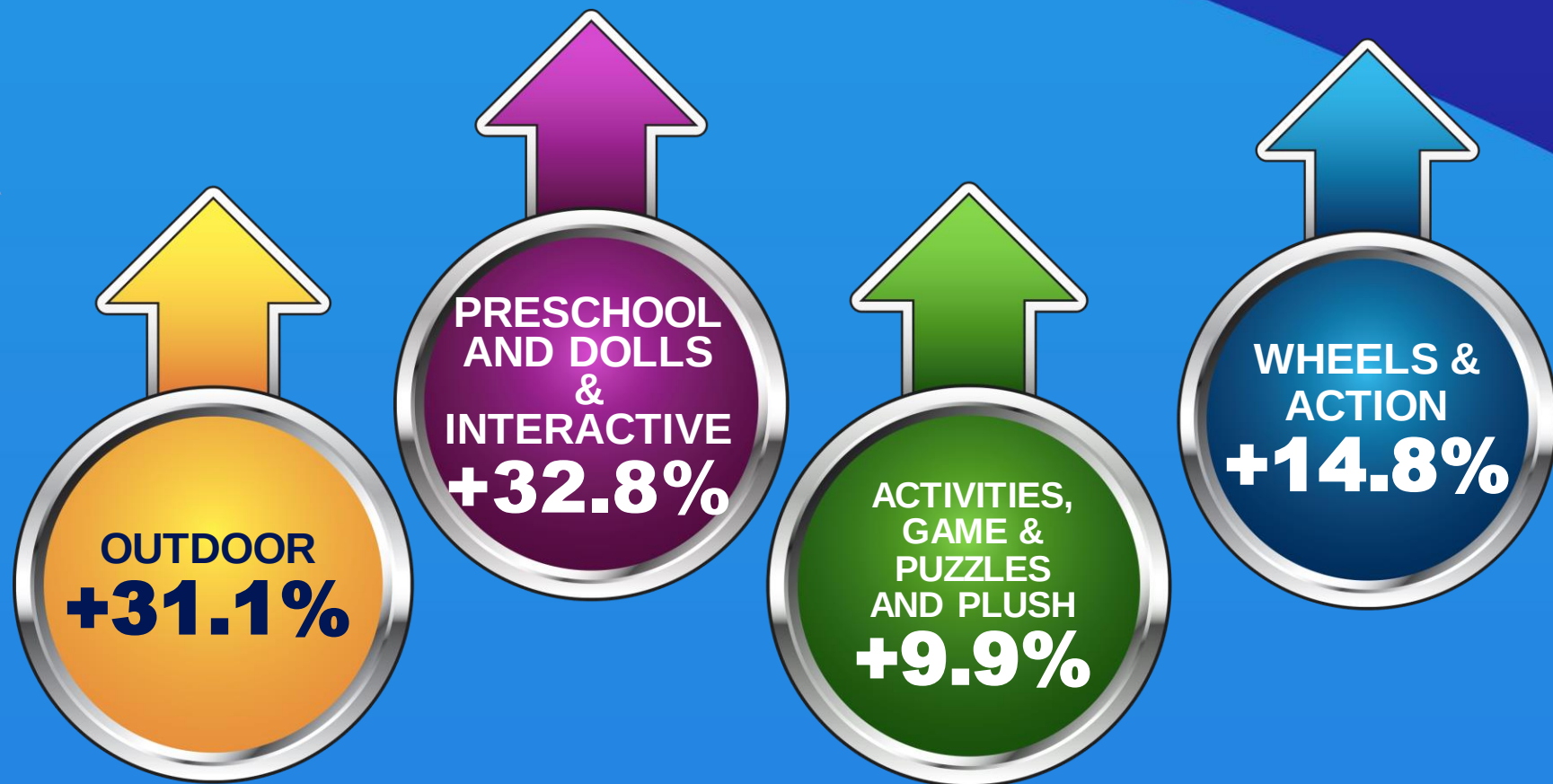
Q4 2021 vs Q4 2020 Gross Product Sales¹ & Revenue



Gross Product Sales increased 22.6% to \$628M.

(1) Non-GAAP financial measure or ratio. 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 February 28, 2022 for the three months and year ended December 31, 2021 ("MD&A"). The MD&A is available at www.sedar.com.

2021 vs 2020 Gross Product Sales¹ & Revenue



Gross Product Sales increased 20.9% to \$1,962M

(1) Non-GAAP financial measure or ratio. 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 February 28, 2022 for the three months and year ended December 31, 2021 ("MD&A"). The MD&A is available at www.sedar.com.

Three Creative Centers



Toys



Wheels & Action



Activities, Games and
Puzzles, and Plush



Preschool and Dolls &
Interactive



Outdoor



Entertainment



Digital Games



Growth Strategies



Toy

Continue to innovate using our global internal and external R&D network

- Leverage competitive strengths and global networks to build a robust pipeline
- Continue to focus on strategic brand building
- Continue to invest in advanced technology and licenses

Increase Sales In International Developing and Emerging Markets

- Increase proportion of sales outside of North America to 45% in the medium term



Entertainment

Develop Evergreen Global Entertainment Properties

- Leverage current properties
- Launch at least one new property per year
- Strategically relaunch properties to capitalize on value of owned content library
- Develop an optimal franchise marketing model
- Generate new licensing and merchandising revenue streams
- Build out movie making capability



Digital Games

Establish leading position in digital games

- Maintain and build evergreen digital games properties
- Drive organic growth through Toca Life World; Toca Days; Sago Mini and Sago subscription services
- Expand studio capability and leverage current content and owned IP to develop, nurture and broaden offerings.
- Focus on organic growth through internal design and development capitalizing on current and future trends.

Leverage global platform through strategic acquisitions

POS Metrics

(Based on internal metrics, except where otherwise noted)

Spin Master POS	Q4 2021	2021
Global ⁽¹⁾	+9% 	+6% 
US and CAD ⁽¹⁾	+12% 	+6% 
International (ex. US and CAD) ⁽¹⁾	+6% 	+6% 

(1) per NPD



Spin Master POS	Q4 2021	2021
Paw Patrol - Global	+28% ⁽¹⁾ 	+19% 
Paw Patrol - USA	+26% 	+23% 
Kinetic Sand - Global	+44% 	+28% 
Kinetic Sand - USA	+48% 	+26% 
DC - Global	+13% 	+23% 

(1) per NPD

Q4 Key P&L Financial Metrics



	Q4 2021	Q4 2020		Change
Gross Product Sales ⁽¹⁾	627.5	511.8	↑	22.6 %
Toy Revenue	542.0	434.3	↑	24.8 %
Entertainment and Licensing revenue	28.5	24.5	↑	16.3 %
Digital games revenue	50.0	31.8	↑	57.2 %
Revenue	620.5	490.6	↑	26.5 %
Gross Profit	323.3	241.0		
Gross Margin ⁽³⁾	52.1 %	49.1 %	↑	300bps
Adjusted SG&A ⁽¹⁾⁽⁴⁾	259.9	207.0		
SG&A ⁽⁴⁾	267.4	211.8		
Depreciation and amortization (COGS/SG&A)	23.0	27.6		
Net income	26.5	0.3		
Net margin ⁽⁵⁾	4.3 %	0.1 %	↑	420bps
Adjusted EBITDA ⁽¹⁾	78.3	51.5	↑	52.0 %
Adjusted EBITDAMargin ⁽¹⁾	12.6 %	10.5 %	↑	210bps

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(2) Sales Allowances represent sales credits requested by customers relating to factors such as cooperative advertising, contractual and negotiated discounts, volume rebates, and costs incurred by customers to sell the Company's products.

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

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

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

Key P&L Financial Metrics



	2021	2020		Change
Gross Product Sales ⁽¹⁾	1,962.4	1,623.7	↑	20.9 %
Toy revenue	1,731.8	1,415.6	↑	22.3 %
Entertainment and Licensing revenue	135.8	78.2	↑	73.7 %
Digital Games revenue	174.8	76.8	↑	127.6 %
Revenue	2,042.4	1,570.6	↑	30.0 %
Gross Profit	1,056.6	727.9		
Gross Margin	51.7 %	46.3 %	↑	540bps
Adjusted SG&A ⁽¹⁾⁽²⁾	721.9	613.5		
SG&A ⁽²⁾	742.5	632.4		
Depreciation and amortization (COGS/SG&A)	111.9	103.0		
Net income	198.6	45.5		
Net margin	9.7 %	2.9 %	↑	680bps
Adjusted EBITDA ⁽¹⁾	414.1	180.6	↑	129.3 %
Adjusted EBITDAMargin ⁽¹⁾	20.3 %	11.5 %	↑	880bps

(1) Non-GAAP financial measure or ratio. Refer to "Disclaimer" slide for further details.

(2) Adjusted SG&A and SG&A exclude depreciation and amortization

Key Balance Sheet and Free Cash Flow Metrics

- Continued to strengthen Balance Sheet
- Cash and cash equivalents balance \$562.7M
- Net working capital⁽¹⁾ \$35.7M end of Q4 compared to \$96.9M in Q4 2020
- Q4 2021 Free Cash Flow⁽¹⁾ \$211.3M vs. \$123.7M
- 2021 Free Cash Flow⁽¹⁾ \$339.6M vs. \$232.1M



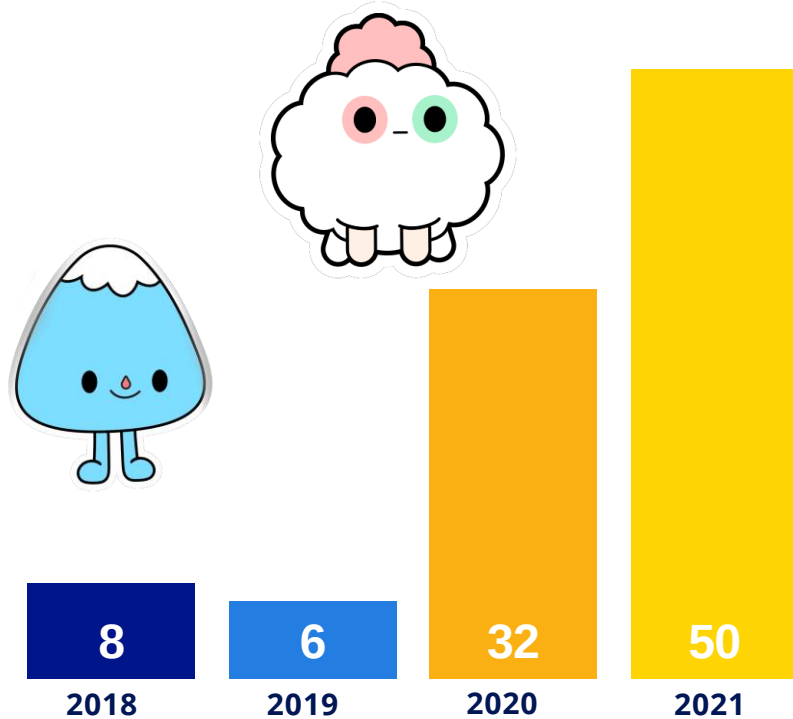
	Dec 31, 2021	Dec 31, 2020	Notes
Cash	562.7	320.6	↑
Accounts Receivable (Trade)	327.9	277.2	↑
Accounts Receivable (Other)	66.7	59.2	↑
Inventories	137.4	102.0	↑
Goodwill	173.1	138.0	↑
Depreciation – COGS	78.4	65.3	↑
Depreciation – SG&A	33.5	37.7	↓
Capital Expenditures ⁽²⁾	79.5	78.7	↑
Cash Provided by Operating Activities	419.1	310.8	↑
Free Cash Flow ⁽¹⁾	339.6	232.1	↑

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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, 2021.

Digital Games

Digital Games Revenue – Q4 2021 (US\$ millions)



TOCA BOCA
Ages 6+



TOCA LIFE WORLD
Ages 6+



SAGO mini
Ages 2-5



Ages 2-10



~ 74M
vs. 45M Q4 2020



64%

Toca
Monthly Active Users

~ 56M*

Toca Life World
Monthly Active Users

** included in Toca Boca balance above*

~ 311k
vs. 241K Q4 2020



29%

Sago
Active Subscribers

~ 35k

Originator
Active Subscribers

Kids in

230+

countries play
digital games

ENTERTAINMENT FRANCHISES



2022 Outlook

(\$ in millions, except percentages)	2021 Reported	2022 Outlook
Gross Product Sales ⁽¹⁾	\$1,962M	increase mid to high single digits compared to 2021.
Revenue	\$2,042M	increase mid to high single digits compared to 2021 Revenue, excluding <i>PAW Patrol: The Movie Distribution Revenue</i> ⁽¹⁾ of \$26.0 million.
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</i> ⁽¹⁾ of \$26.0 million.



⁽¹⁾ Non-GAAP financial measure or ratio. 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 February 28, 2022 for the three months and year ended December 31, 2021 ("MD&A"). The MD&A is available at www.sedar.com.

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.



CSR Strategic Focus Areas



Our Products

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



Our People

Our people are our key differentiator. We are committed to their development and well-being and to fostering our unique and inclusive culture.



Our Communities

Giving back is an integral part of our culture. Through philanthropic giving, volunteering and toy donations, we help enrich the lives of children and families.



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.