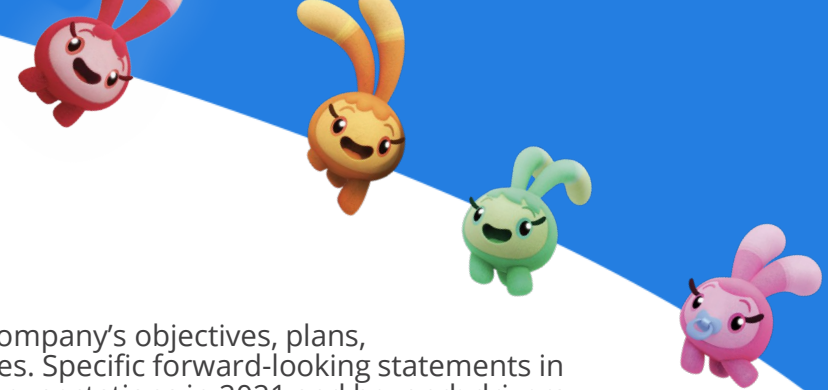




Q3 2021 Supplemental Slides

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.

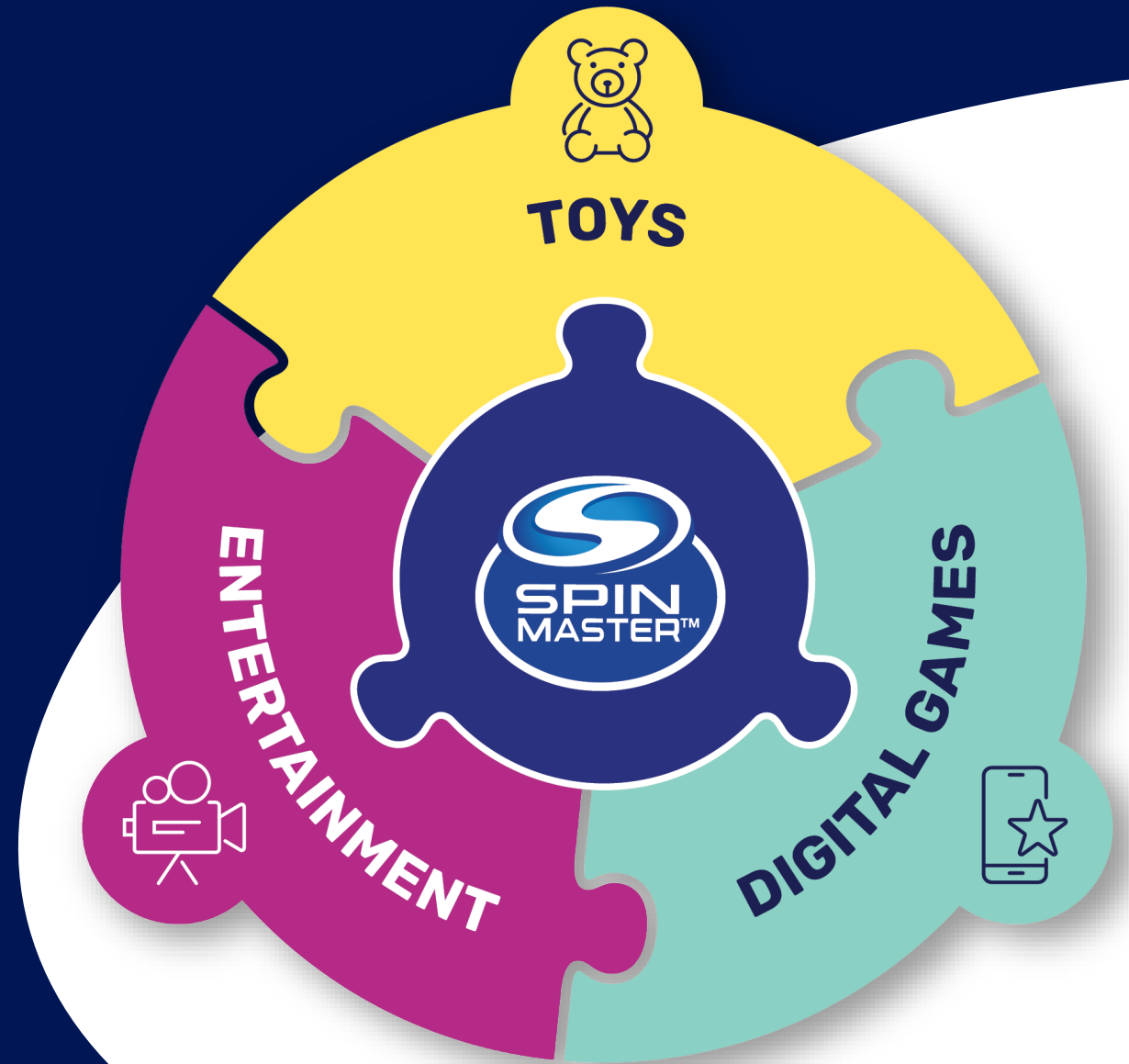
Forward-looking statements are necessarily based upon management's perceptions of historical trends, current conditions and expected future developments, as well as a number of specific factors and assumptions that, while considered reasonable by management as of the date on which the statements are 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-IFRS financial measures, such as Gross Product Sales, Adjusted EBITDA, Adjusted EBITDA Margin and Free Cash Flow which the Company believes provide useful information to both management and investors in measuring the financial performance of the Company. These measures do not have a standardized meaning prescribed by IFRS, and therefore, they may not be comparable to similarly titled measures presented by other publicly traded companies and should not be construed as an alternative to other financial measures determined in accordance with IFRS.

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



Gross Product Sales – Q3 2021

Product Category Review



+28.1%

**Preschool
& Girls**

Q3 2021 **311.0**

Q3 2020 **242.7**



+8.2%

**Activities, Games
& Puzzles and
Plush**

Q3 2021 **195.8**

Q3 2020 **181.0**

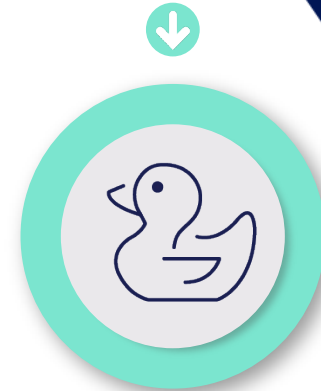


+1.6%

Boys

Q3 2021 **153.8**

Q3 2020 **151.4**



+67.5%

Outdoor

Q3 2021 **20.6**

Q3 2020 **12.3**

(\$ in millions)

Three Creative Centers



Toys



Boys



Activities, Games and
Puzzles, and Plush



Preschool and Girls



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	Q3 2021	YTD 2021
Global	+7% 	+3% 
US	+10% 	+1% 
International (ex.US and CAD) ⁽¹⁾	+1% 	+7% 

(1) per NPD



Spin Master POS	Q3 2021	YTD 2021
Paw Patrol - Global ⁽¹⁾	+22% 	+19% 
Paw Patrol - USA ⁽¹⁾	+31% 	+21% 
Kinetic Sand-USA	+31% 	+12% 
Kinetic Sand-Global	+32% 	+17% 
Monster Jam - USA	+18% 	+21% 
Bakugan - Global	+18% 	+25% 
Bakugan - USA	+38% 	+42% 

(1) per NPD

Key P&L Financial Metrics



	Q3 2021	Q3 2020		Change
Gross Product Sales ⁽¹⁾	681.2	587.4	↑	16.0%
Sales Allowances ⁽¹⁾	73.4	64.1		
Net Sales ⁽¹⁾	607.8	523.3	↑	16.1%
Other Revenue	106.7	48.3	↑	120.9%
Entertainment and Licensing revenue	52.9	20.5	↑	158.0%
Digital games revenue	53.8	27.8	↑	93.5%
Total Revenue	714.5	571.6	↑	25.0%
Gross Profit	366.0	277.9		
Gross Margin	51.2%	48.6%	↑	260bps
Adjusted SG&A (ex. DA) ⁽¹⁾	182.5	154.9		
Selling, marketing, distribution and product development	107.1	92.2		
Adjusted administrative expenses ⁽¹⁾	75.4	62.7		
Depreciation and amortization (COGS/SG&A)	41.7	26.4		
Adjusted EBITDA ⁽¹⁾	217.3	139.9	↑	55.3%
Adjusted EBITDA Margin ⁽¹⁾	30.4%	24.5%	↑	590bps

(1) See "Non-IFRS Financial Measures" in the Company's Management Discussion and Analysis for the three and nine months ended September 30, 2021

YTD Key P&L Financial Metrics



	YTD 2021	YTD 2020		Change
Gross Product Sales ⁽¹⁾	1,334.9	1,111.9	↑	20.1%
Sales Allowances ⁽¹⁾	145.1	130.6		
Net Sales ⁽¹⁾	1,189.8	981.3	↑	21.2%
Other Revenue	232.1	98.7	↑	135.2%
Entertainment and Licensing revenue	107.3	53.8	↑	99.4%
Digital games revenue	124.8	44.9	↑	178.0%
Total Revenue	1,421.9	1,080.0	↑	31.7%
Gross Profit	733.3	486.9		
Gross Margin	51.6%	45.1%	↑	650bps
Adjusted SG&A (ex. DA) ⁽¹⁾	462.0	406.5		
Selling, marketing, distribution and product development	248.6	232.7		
Adjusted administrative expenses ⁽¹⁾	213.4	173.8		
Depreciation and amortization (COGS/SG&A)	88.9	75.4		
Adjusted EBITDA ⁽¹⁾	335.8	129.1	↑	160.1%
Adjusted EBITDA Margin ⁽¹⁾	23.6%	12.0%	↑	1160bps

(1) See "Non-IFRS Financial Measures" in the Company's Management Discussion and Analysis for the three and nine months ended September 30, 2021

Key Balance Sheet and Free Cash Flow Metrics

- Continued to strengthen Balance Sheet
- Cash balance \$360.5M
- Net working capital \$208.0M end of Q3 compared to \$99.1M in Q3 2020
- Q3 2021 Free Cash Flow \$65.8M vs. \$96.0M
- YTD Q3 2021 Free Cash Flow \$128.3M vs. \$108.4M

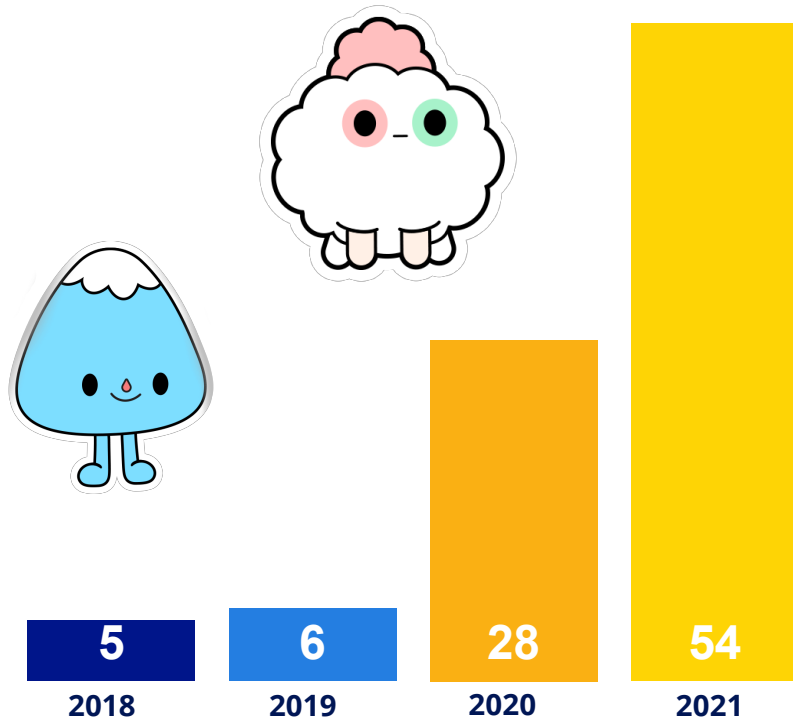


	30-Sep-21	30-Sep-20	Notes
Cash	360.5	207.3	↑
Accounts Receivable (Trade)	417.3	350.1	↑
Accounts Receivable (Other)	82.0	54.2	↑
Inventories	183.1	155.9	↑
Goodwill	173.7	137.1	↑
Depreciation – COGS	63.3	47.7	↑
Depreciation – SG&A	25.6	27.7	↓
Capital Expenditures	60.7	64.2	↑
Cash Provided by Operating Activities	189.0	172.6	↑
Free Cash Flow ⁽¹⁾	128.3	108.4	↑

(1) See "Non-IFRS Financial Measures" in the Company's Management Discussion and Analysis for the three and nine months ended September 30, 2021

Digital Games

Digital Games Revenue – Q3 2021 (US\$ millions)



TOCA BOCA
Ages 6+



TOCA LIFE WORLD
Ages 6+



SAGO mini
Ages 2-5



Ages 2-10



~ 65M
vs. 38M Q3 2020



71%

Toca
Monthly Active Users

~ 47M*

Toca Life World
Monthly Active Users

** included in Toca Boca balance above*

~ 305k
vs. 215K Q3 2020



42%

Sago
Active Subscribers

~ 35k

Originator
Active Subscribers

ENTERTAINMENT FRANCHISES



PAW Patrol: The Movie

\$134M Global Box office
(to date)



Kim Kardashian West @Kim... · 6d ...
My perfect poodle. 🐶 Meet Dolores in
#PAWPatrolMovie in theatres and on
Paramount+ on August 20!



178 559 9,464

2021 Outlook

(\$ in millions, except percentages)		
	2020 Reported	2021 Outlook
Gross Product Sales	\$1,624 M	increase mid-teens compared to 2020, as compared to high single digits announced on August 4, 2021
Total Revenue	\$1,571 M	Increase slightly above 20% compared to 2020, as compared to mid-teens digits previously announced on August 4, 2021.
Adjusted EBITDA Margin	11.5%	2021 Adjusted EBITDA Margin at the high end of the mid to high teens range , consistent with prior guidance on August 4, 2021.



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.