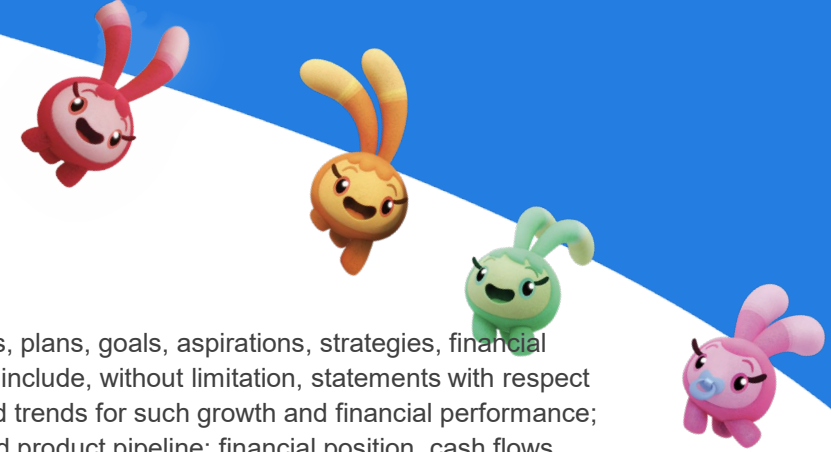




Q3 2022 Supplemental Slides



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 2022 (see "Outlook"); future growth expectations in 2022 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; the Company's SMV initiative; content and product pipeline; financial position, cash flows and financial performance; and the creation of long term shareholder value.

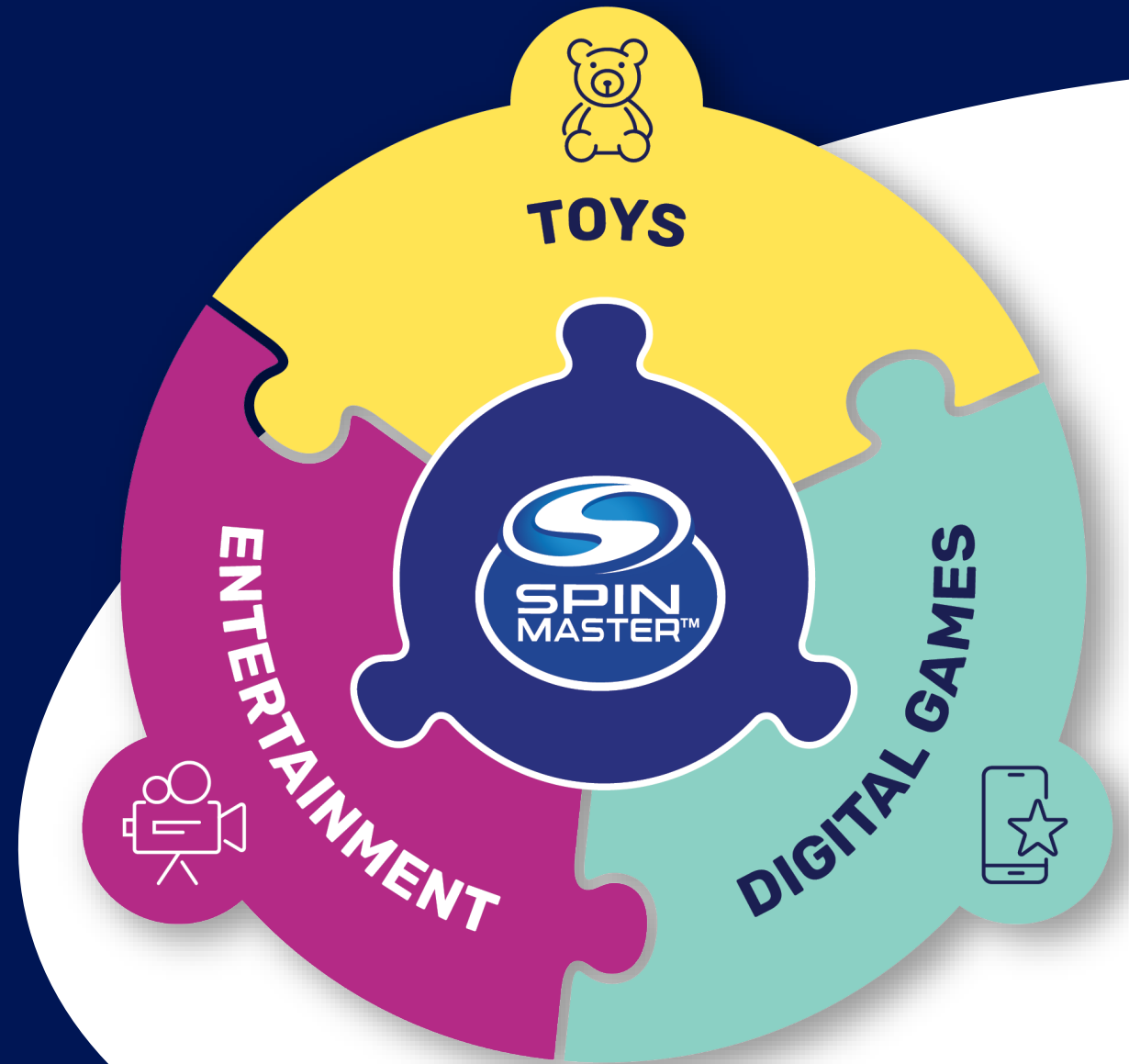
Forward-looking statements are necessarily based upon management's perceptions of historical trends, current conditions and expected future developments, as well as a number of specific factors and assumptions that, while considered reasonable by management as of the date on which the statements are 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 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 November 2, 2022 for the three and nine months ended September 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



Q3 2022 vs Q3 2021

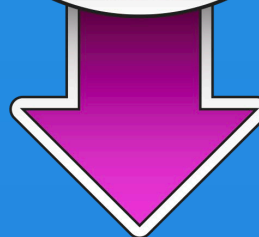
Toy Gross Product Sales¹ & Toy Revenue



WHEELS &
ACTION
-5.5%



PRESCHOOL
AND DOLLS &
INTERACTIVE
-8.5%



ACTIVITIES,
GAMES &
PUZZLES AND
PLUSH
-10.3%



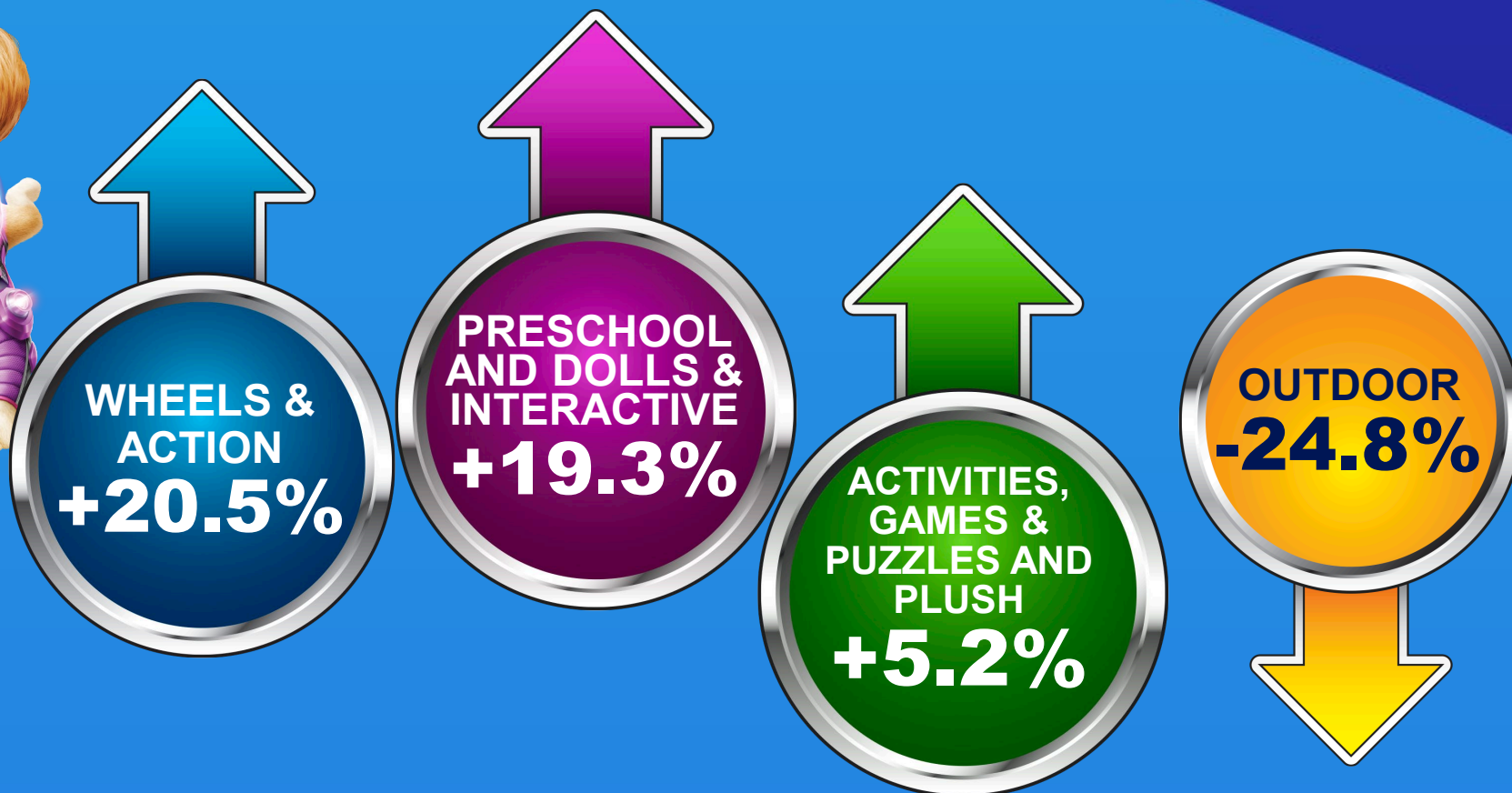
OUTDOOR
-41.3%



**Toy Gross Product Sales decreased 9.3% to
\$617.7M**

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YTD Q3 2022 vs Q3 2021 Toy Gross Product Sales¹ & Toy Revenue



Toy Gross Product Sales increased 12.3% to \$1,500M

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Three Creative Centers



Toys



Wheels & Action



Activities, Games & Puzzles and Plush



Preschool and Dolls & Interactive



Outdoor



Entertainment



Digital Games



Q3 2022 Key P&L Financial Metrics



	Q3 2022	Q3 2021		% Change	
				As reported	In constant currency
Toy Gross Product Sales ⁽¹⁾	617.7	681.2	↓	(9.3)%	(6.0)%
Toy Revenue	552.4	607.8	↓	(9.1)%	
Entertainment Revenue⁽²⁾	37.0	52.9	↓	(30.1)%	
Digital Games revenue	34.6	53.8	↓	(35.7)%	(32.7)%
Revenue	624.0	714.5	↓	(12.7)%	(9.9)%
Gross Profit	350.4	366.0			
Gross Margin⁽³⁾	56.2 %	51.2 %	↑	500bps	
Adjusted SG&A⁽¹⁾⁽⁴⁾	190.7	182.5			
SG&A⁽⁴⁾	195.3	187.1			
Depreciation and amortization (COGS/SG&A)	15.8	41.7			
Operating Income	187.4	179.5			
Operating Margin⁽⁵⁾	30.0 %	25.1 %	↑	490bps	
Adjusted EBITDA⁽¹⁾	167.6	217.3	↓	(22.9)%	
Adjusted EBITDA Margin⁽¹⁾	26.9 %	30.4 %	↓	-350bps	
Adjusted EBITDA Margin excluding PAW Patrol: The Movie		27.8 %			
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.

YTD Q3 2022 Key P&L Financial Metrics



	2022	2021		% Change	
				As reported	In constant currency
Gross Product Sales ⁽¹⁾	1,499.6	1,334.9	↑	12.3 %	14.9%
Toy revenue	1,340.9	1,189.8	↑	12.7 %	
Entertainment revenue ⁽²⁾	87.6	107.3	↓	(18.4)%	
Digital Games revenue	126.0	124.8	↑	1.0 %	5.7%
Revenue	1,554.5	1,421.9	↑	9.3 %	11.7%
Gross Profit	871.4	733.3			
Gross Margin ⁽³⁾	56.1 %	51.6 %		450bps	
Adjusted SG&A ⁽¹⁾⁽⁴⁾	525.5	462.0	↑		
SG&A ⁽⁴⁾	544.3	475.1			
Depreciation and amortization (COGS/SG&A)	50.3	88.9			
Operating Income	367.3	233.1			
Operating Margin ⁽⁵⁾	23.6 %	16.4 %	↑	720bps	
Adjusted EBITDA ⁽¹⁾	377.0	335.8	↑	12.3 %	
Adjusted EBITDA Margin ⁽¹⁾	24.3 %	23.6 %	↑	70bps	
Adjusted EBITDA Margin excluding <i>PAW Patrol: The Movie</i> Distribution Revenue		22.2 %			

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Key Balance Sheet and Free Cash Flow Metrics

- Continued to strengthen Balance Sheet
- Cash and cash equivalents balance **\$674.9M**
- Net working capital⁽¹⁾ **\$121.2M** end of Q3 compared to **\$35.7M** in Q4 2021
- Q3 2022 Free Cash Flow⁽¹⁾ **\$175.3M** vs. **\$65.8M**
- YTD Q3 2022 Free Cash Flow⁽¹⁾ **\$180.0M** vs. **\$128.3M**



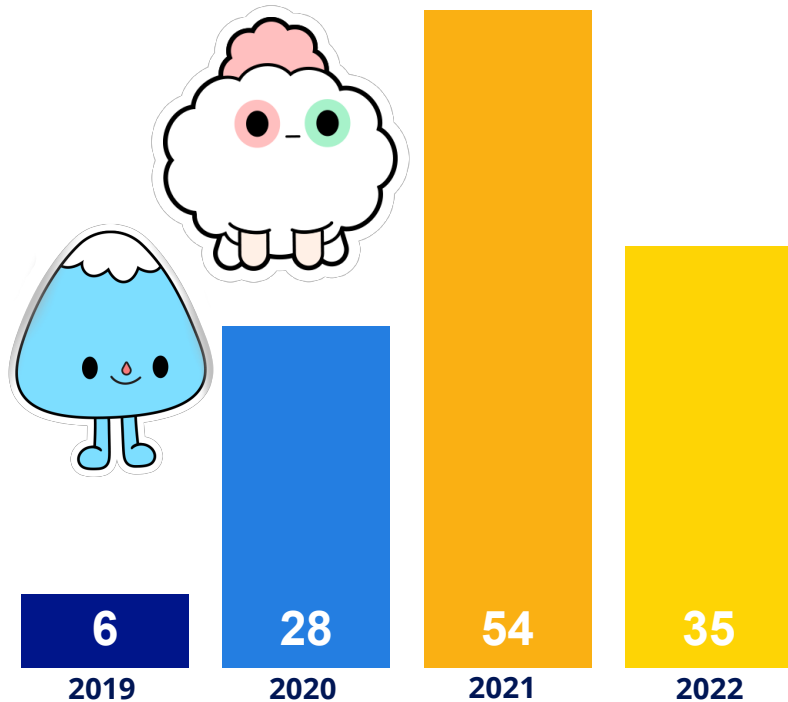
	September 30, 2022	September 30 2021	Notes
Cash and cash equivalents	674.9	360.5	↑
Accounts Receivable (Trade)	255.1	417.3	↓
Accounts Receivable (Other)	85.7	82.0	↑
Inventories	178.5	183.1	↓
Capital Expenditures ⁽²⁾	76.1	60.7	↑
Cash Provided by Operating Activities	256.1	189.0	↑
Free Cash Flow ⁽¹⁾	180.0	128.3	↑

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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 Condensed consolidated interim statements of cash flows for the nine months ended September 30, 2022.

Digital Games

Digital Games Revenue – Q3 2022 (US\$ millions)



TOCA BOCA
Ages 6+

~ 63M
vs. 65M Q3 2021



-3%

Toca
Monthly Active Users



TOCA LIFE WORLD
Ages 6+

~ 49M*

Toca Life World
Monthly Active Users

** included in Toca Boca balance above*



SAGO mini
Ages 2-5

~ 304k
vs. 305K Q3 2021



Flat

Sago
Active Subscribers



Ages 2-10

~ 39k
vs. 35K Q3 2021

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 single digits , in constant currency ⁽¹⁾ , compared to 2021, as compared to low double digits announced on July 27, 2022.
Revenue	\$2,042M	Increase low single digits , in constant currency ⁽¹⁾ , compared to 2021 Revenue, excluding <i>PAW Patrol: The Movie Distribution Revenue</i> ⁽¹⁾ of \$26.0 million, as compared to low double digits announced on July 27, 2022.
Adjusted EBITDA Margin ⁽¹⁾	20.3%	2022 Adjusted EBITDA Margin ⁽¹⁾ to be slightly below 2021 Adjusted EBITDA Margin, excluding <i>PAW Patrol: The Movie Distribution Revenue</i> ⁽¹⁾ of \$26.0 million. Previous guidance announced on July 27, 2022 expected 2022 Adjusted EBITDA Margin ⁽¹⁾ to be in line with 2021 Adjusted EBITDA Margin, excluding PAW Patrol: The Movie Distribution Revenue ⁽¹⁾ .

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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.

CSR at Spin Master



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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.