



Merlin Entertainments enters global partnership with Entertainment One to develop new Peppa Pig attractions

17 October 2017: Merlin Entertainments (“Merlin”), one of the world’s leading visitor attraction operators, today announces it has entered into a multi-territory partnership with Entertainment One (“eOne”) to license the Peppa Pig brand exclusively for use in developing and operating location-based entertainment attractions across multiple formats and themed accommodation.

Peppa Pig is one of the world’s leading pre-school brand properties with over 1,000 licensees across 60 countries. The popular television programme is broadcast in 180 territories in 40 different languages.

Under the terms of the deal, Merlin will have the exclusive multi-territory rights to roll out new attraction formats and themed accommodation which will include Peppa Pig and all her family and friends. The deal covers all territories excluding the UK and in China, rights will be licensed to Merlin on a non-exclusive basis.

The deal will see the creation of fully branded, standalone attractions in different formats as well as the development of dedicated branded areas within existing Merlin’s Resort Theme Parks. Merlin expects to open in-park areas in two Resort Theme Parks in 2018 and it is expected the first standalone attraction will open in 2019.

Nick Varney, Chief Executive Officer of Merlin Entertainments said:

“We are extremely excited to be partnering with eOne. Global Intellectual Property is an important part of our strategic growth and Peppa Pig is an exceptionally strong brand, recognised and loved by families around the world. The roll out of new attractions as part of this deal will further diversify our portfolio – by brand, customer type and geography. Our Merlin Magic Making creative team is already well progressed in working with our partners at eOne to develop these new concepts which will complement our existing brands and extend our reach into the important pre-school market.”

Olivier Dumont, eOne President, Family & Brands said:

“The partnership with Merlin highlights our commitment to bringing Peppa Pig to a global audience so that families around the world will be able to create unforgettable

memories based on real life experiences. Merlin's commitment is a ringing endorsement for the longevity of the property across the globe and these attractions will play a key role in ensuring its future success for generations to come."

Ends

For further information please contact:

Investors

Simon Whittington +44 (0)1202 493 011

Media

James Crampton +44 (0)1202 493 014

Brunswick

Fiona Micallef-Eynaud / Imran Jina +44 (0)20 7404 5959

Images are available on request.

About Merlin Entertainments plc

Merlin Entertainments plc is a global leader in location based, family entertainment. As Europe's Number 1 and the world's second-largest visitor attraction operator, Merlin now operates over 100 attractions, 15 hotels and 6 holiday villages in 24 countries and across 4 continents. The company aims to deliver memorable experiences to its more than 60 million visitors worldwide, through its iconic global and local brands, and the commitment and passion of its c.29,000 employees (peak season).

Visit www.merlinentertainments.biz for more information.

About Entertainment One

Entertainment One Ltd. (LSE:ETO) is a global independent studio that specialises in the development, acquisition, production, financing, distribution and sales of entertainment content. The Company's diversified expertise spans across film, television and music production and sales, family programming, merchandising and licensing, and digital content. Through its global reach and expansive scale, powered by deep local market knowledge, the Company delivers the best content to the world.

Entertainment One's robust network includes film and television studio The Mark Gordon Company; content creation venture Amblin Partners with Steven Spielberg, DreamWorks Studios, Participant Media, and Reliance Entertainment; newly-launched MAKEREDY with Brad Weston; leading feature film production and global sales company Sierra Pictures; unscripted television production company Renegade 83; world-class music labels Dualtone Music Group and Last Gang; and award-winning

digital agency Secret Location.

The Company's rights library is exploited across all media formats and includes more than 100,000 hours of film and television content and approximately 40,000 music tracks.