Hello Peppa Pig! Hello Daddy Pig! The LEGO Group Welcomes PEPPA PIG Franchise into LEGO® DUPLO®

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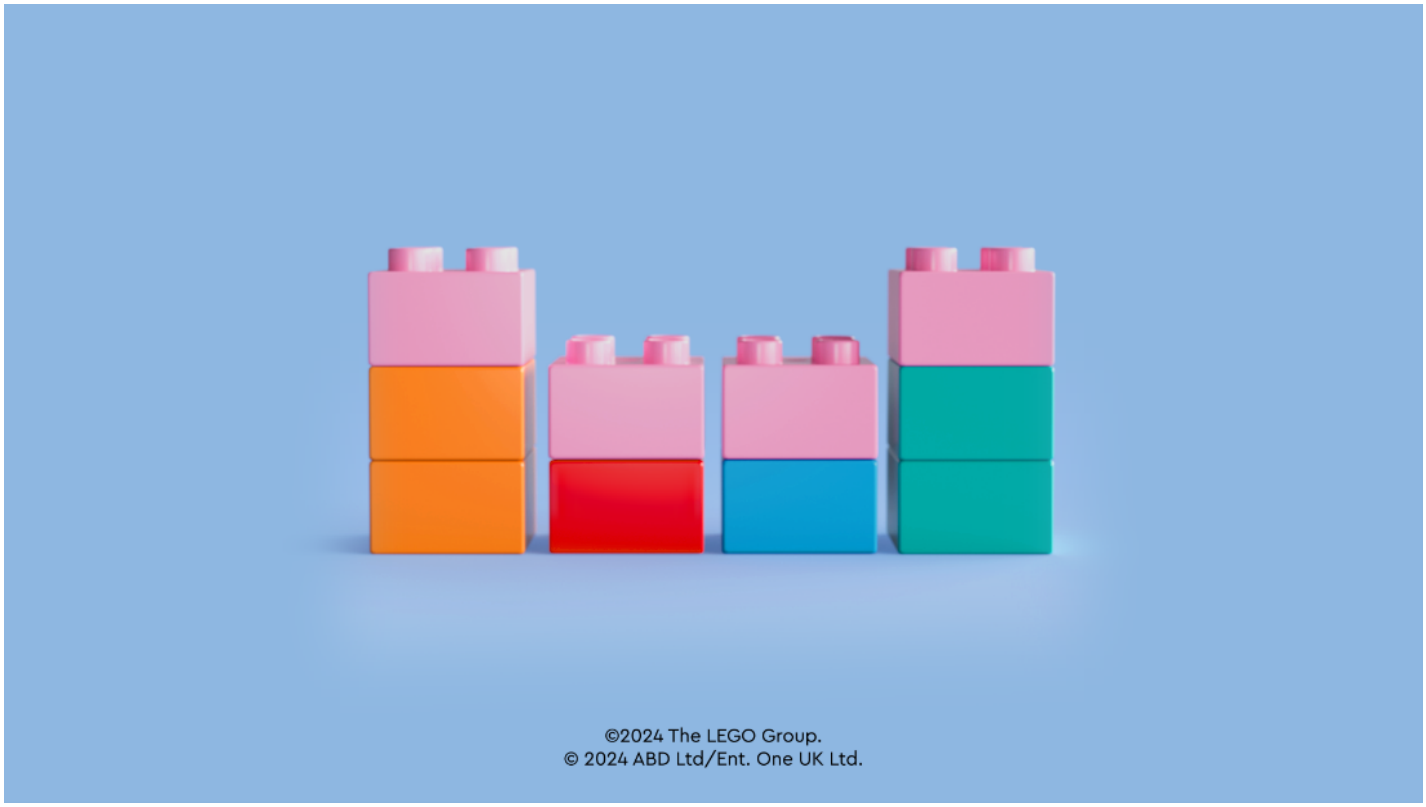
The LEGO Group, Hasbro and Merlin Entertainments Join Forces to Create PEPPA PIG Products & Play Experiences



Teaser revealed on social media today

Billund, January 23rd, 2024: A delightfully unexpected mashup of companies founded in fun and play is now revealed between the LEGO Group, Hasbro and Merlin Entertainments, who are coming together to bring a truly joyful and beloved character to life in LEGO® DUPLO® form – PEPPA PIG!

Just in time for PEPPA PIG's 20th anniversary, the companies are celebrating everyone's favorite piggy with new experiences for toddlers. With a shared commitment to create and deliver great play experiences to children all around the world, the three brands will introduce new ways for preschoolers to engage with the much adored and globally celebrated PEPPA PIG character, known for her little snorts, giggles and love of jumping in muddy puddles.

"PEPPA PIG is hugely popular and LEGO fans have been asking us to do a partnership for years, it was only natural that the world's most popular pig needed to come to life in buildable LEGO sets, so we are excited to finally make that happen with the amazing team at Hasbro," says Roberta Cardazzo, Design Manager at the LEGO Group.

"Peppa is known for her confidence, ability to express herself and adopt new skills. She handles everyday tasks and obstacles with curiosity and charm and inspires children to be patient and learn to share. Toddlers can be creative with the Peppa sets and play out stories with the iconic figures, while they learn about caring for nature, friendship, and daily routines. It has been a joy bringing Peppa to life in products and we hope our LEGO DUPLO PEPPA PIG will create laughs and joyful moments wherever she goes."

The exciting collaboration will see PEPPA PIG come to life in LEGO DUPLO form for the very first time in LEGO products, as well as incredible attractions and rides in Merlin theme parks. The first experiences will launch this year in Germany and Denmark, including the world's only LEGO DUPLO PEPPA PIG area at LEGOLAND® Billund and the brand-new PEPPA PIG Park in Gunzburg in Germany, situated next to LEGOLAND® Deutschland Park. The theme park experiences will bring to life the LEGO DUPLO PEPPA PIG sets, iconic scenes, and characters from the TV show in real-life PEPPA adventures.

"For 20 years, PEPPA PIG has leaned into storytelling that reflects the real lives and first experiences of preschoolers around the world. With kids at the center of the brand, we recognize the importance of working with best-in-class partners to deliver toys and experiences tailored to her littlest fans," said Casey Collins, President of Licensed Consumer Products at Hasbro. "LEGO Group and Merlin share in Hasbro and PEPPA's goal of designing play experiences specifically for little ones, giving children the confidence to treat every first step as a new adventure and confidently jump into all of life's muddy puddles."

Since the beloved animated television series first premiered in 2004, PEPPA PIG has encouraged kids to jump in together and explore the world around them. With their best friend Peppa by their side, preschoolers have the confidence to treat every first step as a new adventure – from the everyday to the epic. Now in its 10th season, the PEPPA PIG animated television series has been running for 20 years in over 180 territories. Globally successful, the brand connects with consumers across every touchpoint, from entertainment and retail to theme parks, touring shows and so much more.

Scott O'Neil, CEO Merlin Entertainments, said: "This is an exciting step forward for two of our iconic partners, whose purpose is to entertain and educate through creativity and play. We've partnered with the LEGO Group for over 18 years and the power of the brand, across borders and ages, is unparalleled. We're really proud to bring Hasbro's PEPPA PIG to life with the DUPLO brand, beginning with our new PEPPA PIG Theme Park in Gunzburg and our LEGOLAND Billund Resort, as our guests make life-long memories and learn through play."

Stay tuned for the full reveal of LEGO DUPLO PEPPA PIG products coming soon: www.LEGO.com/duplo or find inspiration and play tips here: www.LEGO.com

Notes To Editors

Merlin Entertainments LEGO DUPLO PEPPA PIG Theme Park Areas

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START OFF BIG with LEGO DUPLO PEPPA PIG!
As DUPLO bricks are larger bricks for smaller hands, we invite families to start off big, introducing kids ages 2+ to dive into the world of LEGO DUPLO with PEPPA PIG.

Our big bricks open a world of possibilities for pre-school play that's endless, diverse and fun.

Stay tuned for the full reveal of LEGO DUPLO PEPPA PIG coming soon: www.LEGO.com/duplo

Learning Through Play
We know that when children play, they learn crucial 21st century skills that they need to thrive in the future. Playing is also the most fun way to learn! Learning through play is how we're built to learn. And 90% of a child's brain develops before the age of 5, so early Learning Through Play moments are crucial. Find play tips here.

The evidence keeps growing that playing helps children master all the skills they need to thrive in our fast-moving, ever-changing world. We firmly believe in the transformative value of Learning Through Play, which is why we have made a lasting commitment to it. We have teamed up with experts in early education to explore the importance of play in children's development. Learn more here.

About the LEGO Group
The LEGO Group's mission is to inspire and develop the builders of tomorrow through the power of play. The LEGO System in Play, with its foundation in LEGO bricks, allows children and fans to build and rebuild anything they can imagine.

The LEGO Group was founded in Billund, Denmark in 1932 by Ole Kirk Kristiansen, its name derived from the two Danish words Leg Godt, which mean "Play Well".

Today, the LEGO Group remains a family-owned company headquartered in Billund. Its products are now sold in more than 130 countries worldwide. For more information: www.LEGO.com

About Hasbro
Hasbro is a leading toy and game company whose mission is to entertain and connect generations of fans through the wonder of storytelling and exhilaration of play. Hasbro delivers engaging brand experiences for global audiences through toys, consumer products, gaming and entertainment, with a portfolio of iconic brands including MAGIC: THE GATHERING, DUNGEONS & DRAGONS, Hasbro Gaming, NERF, TRANSFORMERS, PLAY-DOH and PEPPA PIG, as well as premier partner brands.

Hasbro is guided by our Purpose to create joy and community for all people around the world, one game, one toy, one story at a time. For more than a decade, Hasbro has been consistently recognized for its corporate citizenship, including being named one of the 100 Best Corporate Citizens by 3BL Media, one of the World's Most Ethical Companies by Ethisphere Institute and one of the 50 Most Community-Minded Companies in the U.S. by the Civic 50. For more information, visit https://corporate.hasbro.com.

About PEPPA PIG

PEPPA PIG is a British preschool animated television series that has been airing for almost 20 years, across nine seasons in over 180 territories as of 2023. The series follows Peppa Pig, a cheeky little piggy who lives with her family - younger brother George, Mummy Pig and Daddy Pig - as well as her diverse community of friends. Globally successful, the brand connects with consumers across every touchpoint, from TV to theme parks to retail. As a lifelong friend, Peppa Pig encourages kids to jump in together and explore the world around them, while giving kids the confidence to treat every first step as a new adventure, from the everyday to the epic.

About Merlin Entertainments

Merlin Entertainments is a global leader in branded entertainment destinations, operating over 140 attractions, 23 hotels and 6 holiday villages in 23 countries and across 4 continents. Merlin's purpose is to deliver memorable experiences to its millions of guests around the world, through its iconic brands and multiple attraction formats, and the commitment and passion of its employees.

See www.merlinentertainments.biz for more information.

- **Merlin's Partnership with HASBRO:**
  - Merlin's inaugural PEPPA PIG Theme Park opened in Orlando, Florida; additional PEPPA PIG Theme Park locations in Dallas, Texas and Gunzburg, Germany are set to open in 2024. PEPPA PIG Theme Parks provide a fully themed world for a days-worth of activity, including roller coasters, shows, restaurants and a whole host of immersive family fun.
  - Merlin's five PEPPA PIG World of Play locations are in the U.S. (Dallas, Michigan, Chicago), China (Shanghai), and Holland (Leidschendam); PEPPA PIG World of Play locations provide a shorter-stay indoor attraction, designed for preschool children with up to 14 themed areas, a retail store and more, all themed around Peppa and her family.
  - Two additional PEPPA PIG themed areas can also be found at Merlin's most popular European Parks – including Heide Park in Germany and Gardaland in Italy - featuring interactive PEPPA PIG sets and experiences.
  - All of Merlin's attractions and resorts have a strong emphasis on 'fun for everyone' with many accredited as sensory or Autism friendly and with a range of accessible rides, trained staff and specially designed rides for those in wheelchairs.
- **Merlin's Partnership with the LEGO Group:**
  - For 18 years, Merlin Entertainments has been the proud operator of ten LEGOLAND® Parks and Resorts across the globe, including locations in the U.S. (Orlando, California and New York), the UK (Windsor), South Korea, Japan, Malaysia, Dubai, Germany, and the original LEGOLAND® in Denmark.
  - In Orlando, Florida and soon in Gunzburg, Germany, LEGO and PEPPA PIG fans will be able to visit LEGOLAND® Resorts and PEPPA PIG Theme Parks, which are adjacent to each other. This will provide guests with a perfect entertainment cluster of educational and entertainment experiences that cater to a diverse range of ages and abilities.
  - There are currently 27 LEGOLAND® Discovery Centres, as well as six next generation LEGO® Discovery Centres. LEGO® Discovery Centres offer highly interactive indoor LEGO play where families are free to play, explore, create, and laugh togethe The LEGO Discovery Centres offer experiences designed to allow more family learning-through-play activities, with immersive activities and workshops for children and their families to indulge their imagination with their own LEGO creations. www.legodiscoverycentre.com