PEPPA PIG IS GOING TO BE A BIG SISTER...AGAIN! HASBRO REVEALS MUMMY PIG IS PREGNANT

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LET'S JUMP IN!

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PEPPA PIG "THE BIG ANNOUNCEMENT" Assets

Pawtucket, RI. (Feb 27, 2025) – Today, Hasbro, a leading games, IP and toy company, revealed "PIG" news for PEPPA PIG and family with the announcement that Mummy Pig is pregnant! After more than twenty years of inspiring confidence and connection in preschoolers and their parents, the legendary family of four is about to undergo an evolution that will change the storied PEPPA PIG brand and entertainment forever. The family's exciting expansion will be showcased in the *PEPPA PIG The Big Announcement* episode premiering at 9am EST / 9am PST on March 31, 2025, on Nickelodeon.

Kylie Kelce, beloved wife, podcast host and soon-to-be mother of four, first broke Mummy Pig's joyous baby news in the U.S. with an tied to her hit podcast, ***Not Gonna Lie,*** a Wave Original series. The announcement of Mummy Pig's pregnancy aligns perfectly with the Kelce family's own joyful anticipation of a new arrival, making it a truly magical moment of parallel beginnings.

The new Season 10 episode will feature Mummy and Daddy Pig sharing the exciting news with Peppa and her brother, George. While Peppa is already a big sister to George, fans will see her welcome and adjust to having a new baby sister or brother. Peppa has been the first best friend to preschoolers around the globe, and now little ones will see her step into a bigger role with her new little sibling arriving in Season 11 later this year.

"A transformative new era is unfolding for Peppa Pig and her family! As any family that has welcomed a new addition knows, everything is about to change. A baby brings a special dynamic that will warm hearts as fans celebrate this new exciting time alongside Peppa's family," said Esra Cafer, Hasbro's SVP of Franchise Strategy and Management, Preschool & Fashion.

As a big sister, Peppa Pig's relationship with little brother George has provided sweet moments throughout the years, as well as many important lessons about confidence and how to be a good sibling. As the new family dynamic develops, Peppa will have many opportunities to show George the ropes alongside viewers who may be adapting to changes and 'big feelings' in their own families. With Mummy and Daddy Pig now outnumbered, they experience their own opportunities to evolve, discovering new ways to parent together, adapting to new challenges and taking each muddy puddle they encounter in stride.

In the lead up to everyone's favourite family becoming a family of five, new content revealing Baby Pig's gender, name and arrival will roll out throughout 2025, along with exciting special events and fresh products to accommodate the growing brood.

PEPPA PIG is a British preschool animated television series that has been airing for 20 years in over 180 territories. 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 helping give kids the confidence to treat every first step as a new adventure, from the everyday to the epic.

About Hasbro

Hasbro is a leading games, IP and toy company whose mission is to create joy and community through the magic of play. With over 100 years of expertise, Hasbro delivers groundbreaking play experiences and reaches over 500 million kids, families and fans around the world, through physical

and digital games, video games, toys, licensed consumer products, location-based entertainment, film, TV and more.

Through its franchise-first approach, Hasbro unlocks value from both new and legacy IP, including MAGIC: THE GATHERING, DUNGEONS & DRAGONS, MONOPOLY, HASBRO GAMES, NERF, TRANSFORMERS, PLAY-DOH and PEPPA PIG, as well as premier partner brands. Powered by its portfolio of thousands of iconic marks and a diversified network of partners and subsidiary studios, Hasbro brings fans together wherever they are, from tabletop to screen.

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, a 2025 JUST Capital Industry Leader, one of the 50 Most Community-Minded Companies in the U.S. by the Civic 50, and a Brand that Matters by Fast Company. For more information, visit https://corporate.hasbro.com or @Hasbro on LinkedIn.

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