



## HASBRO AND MAX-MATCHING ENTERTAINMENTS, THE EXCLUSIVE LICENSEE FOR PEPPA PIG OUTDOOR THEME PARK'S IN CHINA

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Shanghai, China – July 2, 2025 - Hasbro, a leading games, IP and toy company, and Max-Matching Entertainments, the exclusive licensee for Hasbro's PEPPA PIG outdoor theme park in China, are thrilled to provide updates on the development of the world's largest and Asia's first PEPPA PIG Outdoor Theme Park in China. With an investment of about 2.4 billion Chinese Yuan (331 million US Dollars), the mega theme park covers over 48 acres in China's Changxing Island in Chongming, Shanghai.

"Our exclusive agreement with Max-Matching Entertainments is a cornerstone in bringing the PEPPA PIG Outdoor Theme Park to life in China," said Matt Proulx, Senior Vice President, Global Experiences, Partnerships and Music at Hasbro. "Together, we are setting new standards for immersive family entertainment by combining Hasbro's iconic brand power with Max-Matching's deep expertise in location-based experiences. This collaboration not only ensures a world-class guest experience but also reinforces our shared commitment to expanding PEPPA PIG's presence in China. With several successful projects already under our belts, this alliance positions us to deliver even more exceptional themed attractions that delight families across the region."

The exciting development of the PEPPA PIG Outdoor Theme Park is now in the phase of creative design. The park will be the home to five themed zones (i.e. Peppa's neighbourhood, urban zone, water zone, snow zone, and nature zone), featuring many immersive rides and shows inspired by the beloved series with over 30 indoor and outdoor uniquely PEPPA PIG experiences, such as jumping in muddy puddles, the Ferris wheel, and a wide range of Easter eggs. The park also encompasses a vibrant commercial street with themed retail and dining experiences. Development and design of many bespoke and limited-edition merchandise are on the way so that fans can bring a piece of Peppa's world home with them when the park opens. In addition, the park will house the world's first PEPPA PIG themed hotel that features over 400 rooms, offering families a chance to extend their PEPPA PIG adventure with themed accommodations designed to delight guests of all ages.



Shanghai Peppa Pig Outdoor Theme Park (Illustration Only)

"We have a shared vision with Hasbro to create enchanting experiences that embody the spirit of PEPPA PIG," said Owen Zhao, President at Max-Matching Entertainments. "PEPPA PIG appeals to a wide age group in China beyond families with kids, which includes young adults. As the exclusive licensee in PEPPA PIG Outdoor Theme Park in China, we are excited in tailoring a brand-new Shanghai PEPPA PIG Outdoor theme park for Chinese consumers with a larger-than-ever scale and investment. This year, we are excited to announce the second PEPPA PIG outdoor theme park in China. Meanwhile, we are developing more themed projects with Hasbro, to deliver Chinese families and fans captivating experiences that create lasting memories."

In addition to the PEPPA PIG Outdoor Theme Park, Hasbro and Max-Matching Entertainments have plans in the pipeline to build additional themed entertainment projects across the country in the coming three years, including family entertainment center cluster featuring multi-brands from Hasbro, the world's first PEPPA PIG Ice & Snow World, and Hasbro Play & Stay, the theme hotel featuring Hasbro's brands TRANSFORMERS, MY LITTLE PONY and PEPPA PIG. An additional PEPPA PIG theme park will be developed, and a location will be announced later this year. These projects will further solidify Hasbro's commitment to provide the best of family entertainments throughout the region, and to continue Max-Matching Entertainments' vision to bring world-class themed experiences to the region.

### 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 164 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.

### About PEPPA PIG

PEPPA PIG is a British preschool animated television series that has been airing for over 20 years, across 10 seasons in over 180 territories as of 2025. The series follows PEPPA PIG, a cheeky little piggy who lives with her family - younger brother George, baby sister Evie, 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.