Hasbro Entertainment and Animaj Launch LUMEE, a Next-Generation Ad Sales and Brand Partnerships Joint Venture

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Full-service offering gives advertisers and brands a trusted way to connect with kids and families worldwide through premium content.

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LONDON & NEW YORK (February 13, 2026) – Hasbro Entertainment, Hasbro's content arm leveraging Hasbro's iconic brands and IP across film, television, animation and digital, and Animaj, a next-generation kids media company backed by strategic investor HarbourView Equity Partners, today announced the launch of LUMEE, a new venture that unites their premium, high-scale digital advertising inventory and insights to power advertising sales and brand partnerships. LUMEE is designed to help brands connect with kids and families in safe, smart, and meaningful ways.

"Kids attention and curiosity continue to evolve faster than ever," said Sixte de Vauplane, Co-Founder & CEO of Animaj. "With LUMEE, we are building a bridge between advertisers and a new generation of digital-native kids''.

Built on Hasbro's and Animaj's industry-leading IPs – **spanning pre-school to tweens and teens** – as well as trusted relationships with millions of families worldwide, LUMEE 's offerings include **Advertising** across YouTube and Connected TV (C-TV); Contextual, COPPA-compliant precision placement on YouTube. To create effective advertising campaigns, the Company plans to leverage **Research and Audience Insights** to inform an advertiser's media strategy and enable measurement of success.

For advertisers, LUMEE will deliver:

- **Advertising & Brand Partnerships**: Providing compliant access to valuable family audiences across YouTube and AVOD/FAST platforms, backed by trusted expertise in children's content, advertising standards and brand safety.
- **Audience Intelligence**: Deep understanding of what content appeals to children, and precisely where and how they prefer to consume it**.**
- **Original and Branded Content at scale:** Animaj's AI-enhanced production capabilities that enable rapid creative development and iteration for integrated advertising campaigns built around iconic characters.

"Hasbro is committed to delivering exceptional play and entertainment experiences," said Yannick Ferrero, SVP, Digital and Distribution, Hasbro Entertainment. "Our joint venture with Animaj is a strategic move to maximize the value of our premier kids brands for advertisers, while ensuring **digital interactions are valuable, safe, and inspiring for our audiences**."

"By unifying some of the world's most respected and successful kids IPs under a single ad sales offering, we are delivering what family advertisers have been asking for: **a solution delivering scale, engagement, and brand safety across digital platforms**" said Gregory Dray, Co-Founder of Animaj, and Chairman of LUMEE.

LUMEE offers an innovative single access point with unmatched digital reach, exclusively representing ad sales on YouTube and managing CTV inventory for beloved global brands like *Peppa Pig, Pocoyo, PJ Masks, My Little Pony, Maya the Bee, Transformers, Rabbids,* and *Power Rangers*. Together, Hasbro and Animaj's content generate more than **50 billion annual views on YouTube alone**, creating **one of the largest and most valuable premium kids & family footprints** on YouTube and AVOD/FAST platforms. The joint venture is now operational and actively engaged in discussions with major advertisers regarding launch partnerships across digital platforms.

About Animaj

Animaj is a next-generation media company that brings first-class and inspiring brands to kids and families worldwide. The company acquires and

turns iconic kids' IPs (Pocoyo, Maya the Bee) into global franchises using an AI-driven, digital-first, and multi-platform approach. With a monthly global audience of 242 million unique viewers on YouTube, Animaj attracts the 5th largest digital kids'audienceworldwide.
www.animaj.com

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 165 years of expertise, Hasbro delivers groundbreaking play experiences and reaches more than 1 billion fans annually 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 Hasbro Entertainment

Hasbro Entertainment leverages Hasbro's leading collection of iconic brands to develop and produce premium film, television, animation, and digital content for audiences of all ages. Since its launch in 2023, Hasbro Entertainment has been executing on its strategy to elevate storytelling and produce films and series based on Hasbro's most iconic brands, working with top talent, studios, and distribution platforms. Hasbro Entertainment's recently announced projects include a re-imagining of CLUE across film and television (both scripted and non-scripted) with Sony; A live-action DUNGEONS & DRAGONS series *Forgotten Realms*, currently in development at Netflix; a deal with LuckyChap and Lionsgate to produce a film based on MONOPOLY; an unscripted adaptation of MONOPOLY for Netflix; a major, live-action film and television universe adapted from MAGIC: THE GATHERING, produced alongside Legendary Entertainment; an animated MAGIC: THE GATHERING series, currently in production at Netflix; A live-action POWER RANGERS television series in development with 20th Century TV for Disney+; A MY LITTLE PONY live-action film, the first live-action adaptation in the brand's history, in development with Amazon MGM Studios; game shows based on TRIVIAL PURSUIT and SCRABBLE, which were recently renewed for second seasons by The CW, and many more. These newly announced projects join a broad slate of ongoing animated series, including PEPPA PIG and TRANSFORMERS: EarthSpark. For more information on how Hasbro Entertainment is connecting and captivating generations of fans through the wonder of storytelling, visit: www.Hasbro.com