

Paw Patrol: We are sure you've heard of it

Spin Master is working to make its hit show and toy line, Paw Patrol, evergreen and wants to make the franchise and the rest of its properties global brands.

The show and its toys, the acquisition of American board game manufacturer Cardinal Industries and another Star Wars themed toy helped the company's revenues reach US\$161.7 million, in its spring quarter. That's a 51.9 per cent year-over-year jump, the Toronto-based toy firm said.

Spin Master's first quarter profit was US\$9.9 million or 10 cents per share, compared to US\$1.7 million

in the same period last year.

Paw patrol is resonating with kids not only in North America but everywhere in the world, said co-founder Ronnen Harary. He added that Spin Master is looking to tap the Asian market with the popular kids show featuring a boy named Ryder and six dogs.

Paw Patrol launched in 2013, two years before Spin Master went public.

We're continuing to invest in keeping the Paw Patrol content fresh, with new characters and themes in order to increase the longevity of the franchise, global

president and chief operating officer Ben Gadbois said on the call.

The company's executives pointed to shows like Dora The Explorer as an example of an evergreen children's show with licensed toy lines.

The other amazing thing with Paw Patrol is that it stretches in age and parents will love watching, Harary said. Though the show is aimed at preschoolers, he said kids as old as 6 and 7 enjoy it.

But the executives said they're not only relying on Paw Patrol. They said the company's entertainment group plans to launch up to two

properties each year and we are actively working on news shows integrated with our toy lines, Gadbois said.

The executives also attributed the growth to its acquisition of American board game company Cardinal Industries, which manufactures games licensed by the likes of Disney and Warner Bros. They said a 75.5 per cent increase in activities, puzzles and fun furniture product sales to \$49.7 million (USD) was primarily driven by Cardinal.

Spin Master also recently acquired Sweden-based children's

mobile app producer Toca Boca and Sago Mini, which also produces apps for kids and is based in Toronto.

The rationale for our acquisition was based on the reality that kids are consuming more content on mobile devices and we want to be where the kids are, Harary said Thursday.

Mobile appeared to be the company's final frontier. It can now provide, Harary said, an end to end physical-digital experience for kids.

Spin Master was founded in 1994 and went public last summer.

Happy Holidays
from our family to yours!

Why? We've got
soy protein in the bag!

It's the perfect time to share the gift of good health with your family & friends with a gift like this - specially wrapped for you. While you're at it - don't forget to **treat yourself!**

<p>SANITA'S HELPER Vegan group fitness sessions \$169 (s.v. \$50)</p>	<p>SNO-FLAKE FLORRY HOLOGIC LIFESTYLE COACHING SESSION \$79 (s.v. \$70) • Health appraisal lifestyle quasi-annual • Stress load diagnostics • Metabolic testing</p>	<p>THE JINGLE BELL ROCK 3 On Hour Personal nutrition sessions \$129 (s.v. \$129)</p>
<p>THE NUTCRACKER 3 on 1 nutrition Bio-functional sessions \$199 (s.v. \$99)</p>	<p>FROSTY AND FIT 2 weekly respiratory</p>	<p>SNOWMAN MELTDOWN Nutrition Program \$199 (s.v. \$99) • Body composition analysis • Customized meal plan • Lifestyle prescription</p>
<p>SOCKING STUFFER \$25.00 nutrition tips \$100%</p>	<p>HOLIDAY SHAPE UP 6 on 1 respiratory \$299 (s.v. \$165)</p>	<p>WINTER WONDERLAND 3 on 1 respiratory \$189 (s.v. \$88)</p>

SEE CLUB FOR MORE DETAILS!

bao INSTITUTE FOR HEALTHY LIVING 232
905.877.077W
onstreet, Georgetown
Guelph Street, 16 or town

Happy Holidays
AND A
* JOYFUL NEW YEAR *

Dr. Keith Dasilva

No referral necessary.

New Patients Welcome!

SERVICES

- » Preventative
- » Restorative
- » Surgical
- » Nitrous Oxide
- » Sedation/Anesthesia
- » Orthodontic

Specialized dentistry for infants, children, teenagers and all patients with special needs

Pediatric Dentistry

13219 15 Sideroad, Georgetown
905-877-0900
Fax 905-877-0500