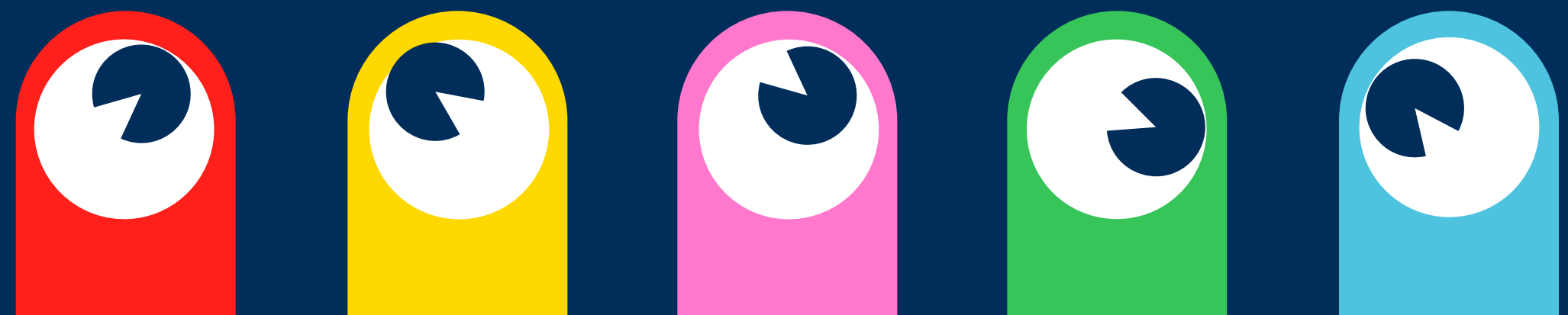




ANNUAL REPORT 2025

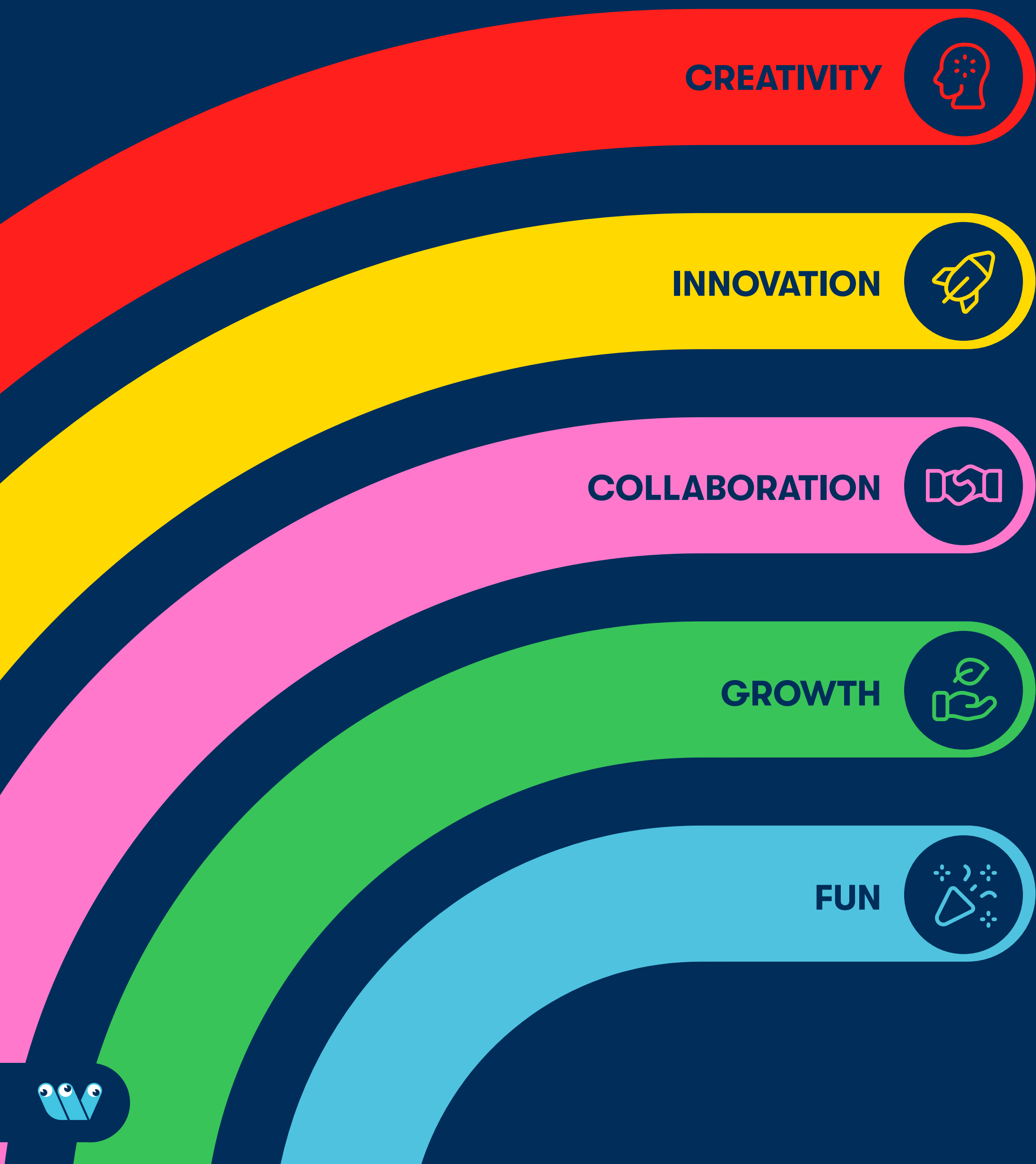
BELONGING
@WildBrain



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ABOUT WILDBRAIN

We're WildBrain, an industry-leading kids' content and brands company that serves the global market.

Our dedicated team is made up of artists, brand builders, content producers, licensors, digital experts, broadcasters and more, with over 1,000 people employed across offices worldwide.

At WildBrain we inspire imaginations through the wonder of storytelling. We're passionate about entertaining and engaging families globally with next generation content and experiences.

We know our people are the foundation of our success and we are dedicated to building and maintaining the best work environment for our teams. We aim to foster a diverse and inclusive culture that embraces **creativity, innovation, collaboration, growth** and **fun!**



A Message from
Lindsay Evanson

Steadfast with Purpose



I am incredibly proud to share WildBrain's 2025 Annual Belonging Report. This report is more than just a summary of our progress—it's a reflection of the development, deep commitment and sustained progress that drives us every day. It highlights how we're continuing to grow together, and putting people and purpose at the center of what we do.

Since we released our [first report](#) in 2022, Belonging @WildBrain has grown from a set of guiding values into a meaningful, company-wide journey—one that shapes how we work together, how we lead with intention and how we continue to advance progress as a team. In this report, we're pleased to share with you stories of both wins and challenges that keep us accountable and eager to make meaningful progress.

We cannot ignore that the world around us continues to shift—socially, politically and economically—and I'm truly grateful that our commitment to belonging and inclusion has only grown stronger and more intentional. We've been really deliberate about weaving practical, measurable diversity, equity and inclusion (DEI) strategies into the employee experience: from recruitment and onboarding to performance, development and how we support people as they move on from WildBrain to their next experience.

When I reflect on our Belonging Statement, what stands out to me is the understanding that creative, inclusive content and brands start from within. In my many years here at WildBrain, I've seen this come to life again and again—not just in words but through intentional actions that reflect our commitment to inclusion. It's a legacy we've built together, and one that I'm exceptionally proud to be a part of.

We also recognize that our work doesn't exist in a vacuum. Last year, we saw even deeper connections between DEI and Environment, Social, Governance (ESG), reminding us of what we've always known: when people feel like they truly belong, it's not just good for them, it's good for business too. Whether through the lens of sustainability, licensing ethics or global operations, we've embraced our role as both an entertainment company and a global citizen.

**BELONGING ISN'T JUST A VALUE
WE TALK ABOUT, BUT SOMETHING
WE LIVE EVERY DAY.**

Our continuous and collective progress is possible thanks to the partnership and dedication of our people at WildBrain. The pride we share in building a culture of belonging really shines through in the genuine ways our employees engage—whether it's through formal or informal initiatives, or moments of connection. As we look to the future, our goals remain clear: to create a workplace that truly reflects the diversity of the world around us. A place where everyone feels empowered to do their best work, and where belonging isn't just a value we talk about, but something we live everyday. We aren't perfect but we strive to get there, and we will continue on this journey.

To our WildBrain employees—thank you. Your everyday actions are what bring our culture of belonging to life. We couldn't do this without you.

Lindsay Evanson (she/her)
SVP, Global Talent



Our Belonging Statement

As a global leader in kids and family entertainment, we know we have a responsibility to reflect the rich diversity of our audiences around the world. And we're committed to working toward that every single day. But we also recognize that inclusive content starts from within. To truly reflect the world in our stories, we first need to create a culture at WildBrain where everyone feels seen, valued and respected. Belonging is a word that can mean different things to different people. So, what does it mean to us here at WildBrain?

We've defined it through five core principles:

1

Everyone should feel safe to be their true self.

You shouldn't have to code-switch or hide parts of who you are to succeed here. Belonging means authenticity is not just welcomed—it's celebrated.

2

Diversity goes beyond what's visible.

It's not just about what we can see—it's also about different identities, backgrounds and lived experiences that aren't always obvious.

3

Our strength lies in diverse perspectives.

Different ideas, experiences and viewpoints are what help us grow—as a team and as a company.

4

We hold ourselves and each other accountable.

DEI is not a checkbox. It's embedded in who we are, how we work and every decision we make.

5

Respect and safety are non-negotiable.

We create spaces where people feel protected and valued—and we don't tolerate behaviour that goes against that.

These principles aren't just words. They're a reminder of our deep, unwavering belief in DEI—and our responsibility to live it every day.



A Message from
Agatha Kennedy

Inclusion Starts with Intention



Since the release of our last [Belonging Report](#), we've watched the sentiments and approaches to diversity, equity and inclusion shift dramatically. At a time when the value of DEI is being questioned in some circles, we remain clear in our conviction: inclusion is not a trend, a tactic or a response, it's a principle. One that starts from within and radiates outward into everything we do here at WildBrain.

Our 2025 report reflects what we've long believed that DEI is about: honest reflection, shared responsibility and sustained action. Over the past year, we've taken intentional steps to embed equity into the very framework of how WildBrain operates. Throughout the employee lifecycle, we've built a tailored learning journey that meets our people where they are. This creates an environment where meaningful inclusiveness is not only sustainable but second nature, so that everyone at WildBrain has access and is empowered to succeed.

Last year, we highlighted the critical role that people managers play in creating inclusive environments. This year, we doubled down on that belief. We focused on equipping our leaders with the tools, language and behaviours they need to lead inclusively in real, practical and everyday ways through our in-house leadership development program. We know that equity isn't an abstract concept; it shows up in the decisions teams make, in the conversations they have and in the systems we collectively shape. By equipping our people with the tools and support they need to uphold an equitable workplace, everybody thrives.

This work is challenging, and that's the point. Progress requires discomfort, reflection and the courage to question the familiar. But as this report shows, it's also deeply rewarding. Because when inclusion is real, so is engagement. So is innovation. And so is impact.

I'm really proud that at WildBrain, inclusion isn't just a value, it's a lived experience. I have felt that firsthand. From day one to the very last, our people feel it in every interaction and every process. Over 80% of new joiners and leavers tell us they don't just hear about inclusion—they experience it. That's the power of a culture where belonging isn't just a concept on paper, but a reality we create together every day.

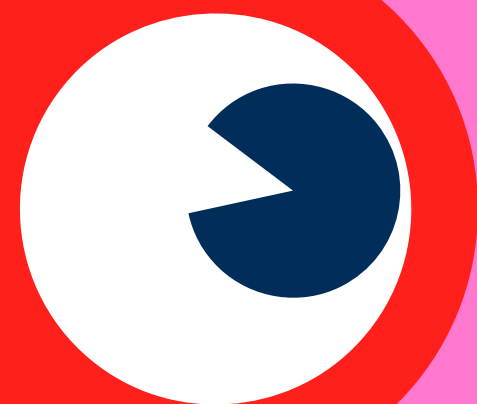
BELONGING IS EVERYONE'S WORK —AND EVERYONE'S OPPORTUNITY.

We've said it before, and we'll say it again: this is not a solo effort or an HR initiative. I am deeply grateful to everyone who continues to show up, learn and unlearn, and work toward our path forward.

As you explore this year's report, I invite you to join us to learn, to reflect and to help shape what comes next.

Agatha Kennedy (she/her)
Senior Director, Global Talent Development

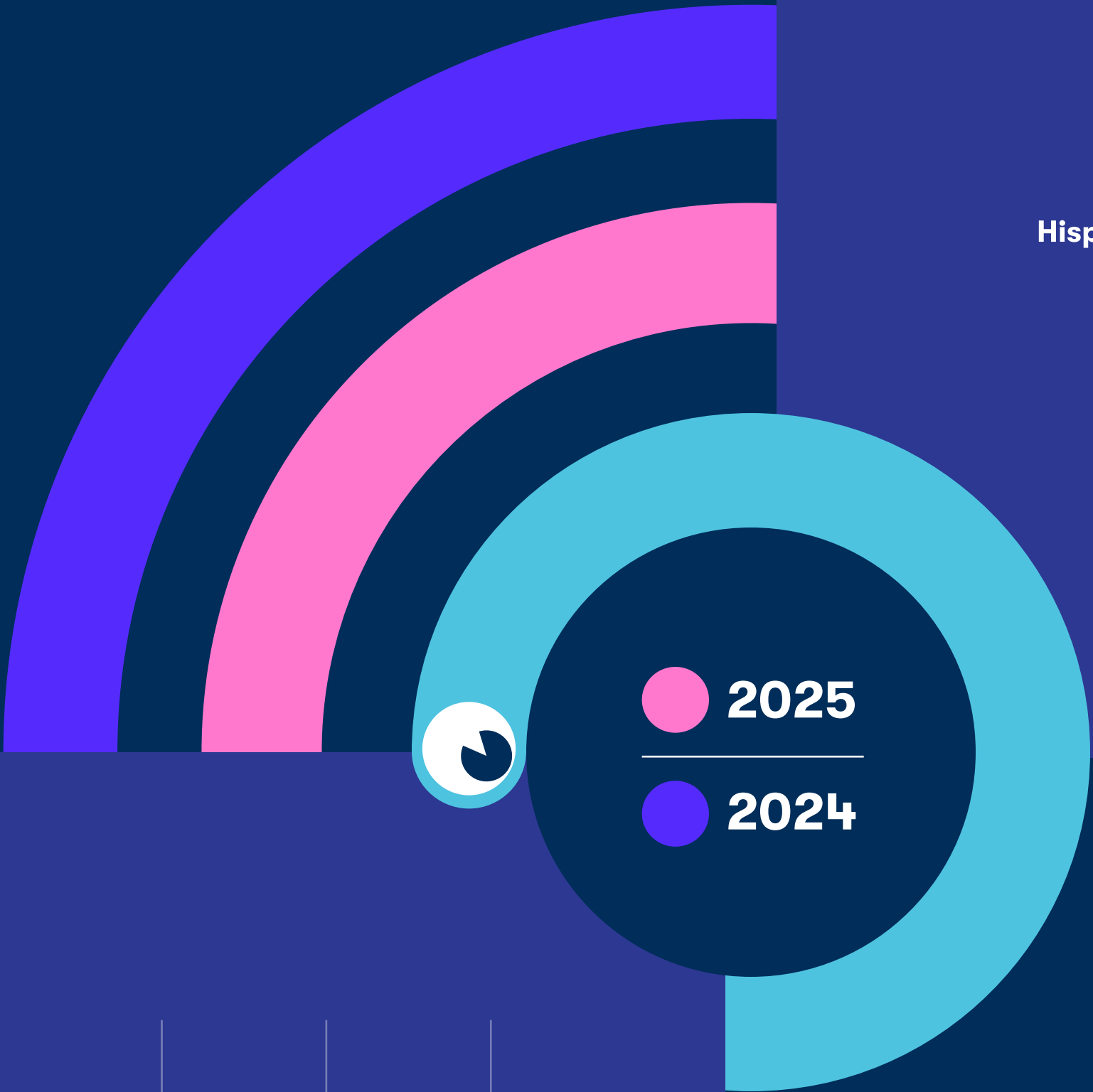




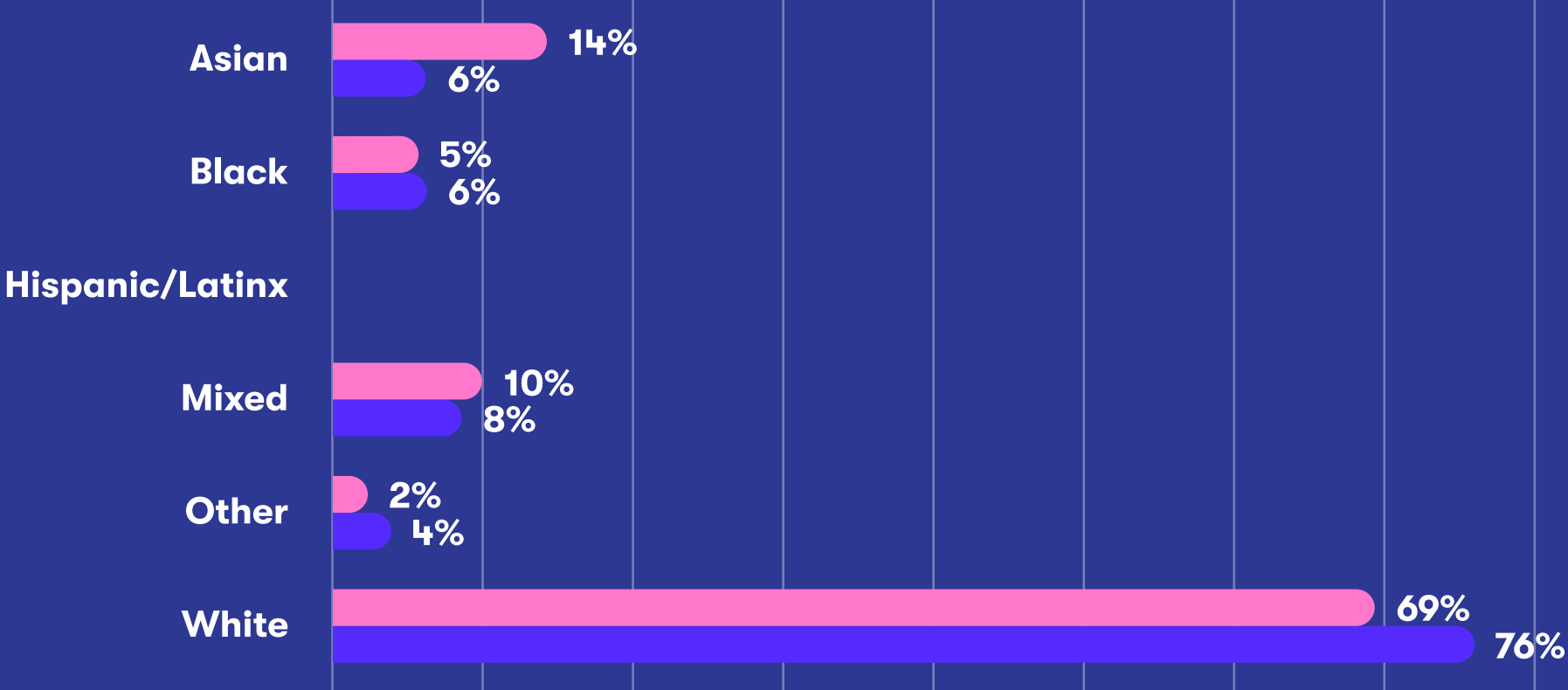
DATA & ANALYSIS

Data & Analysis

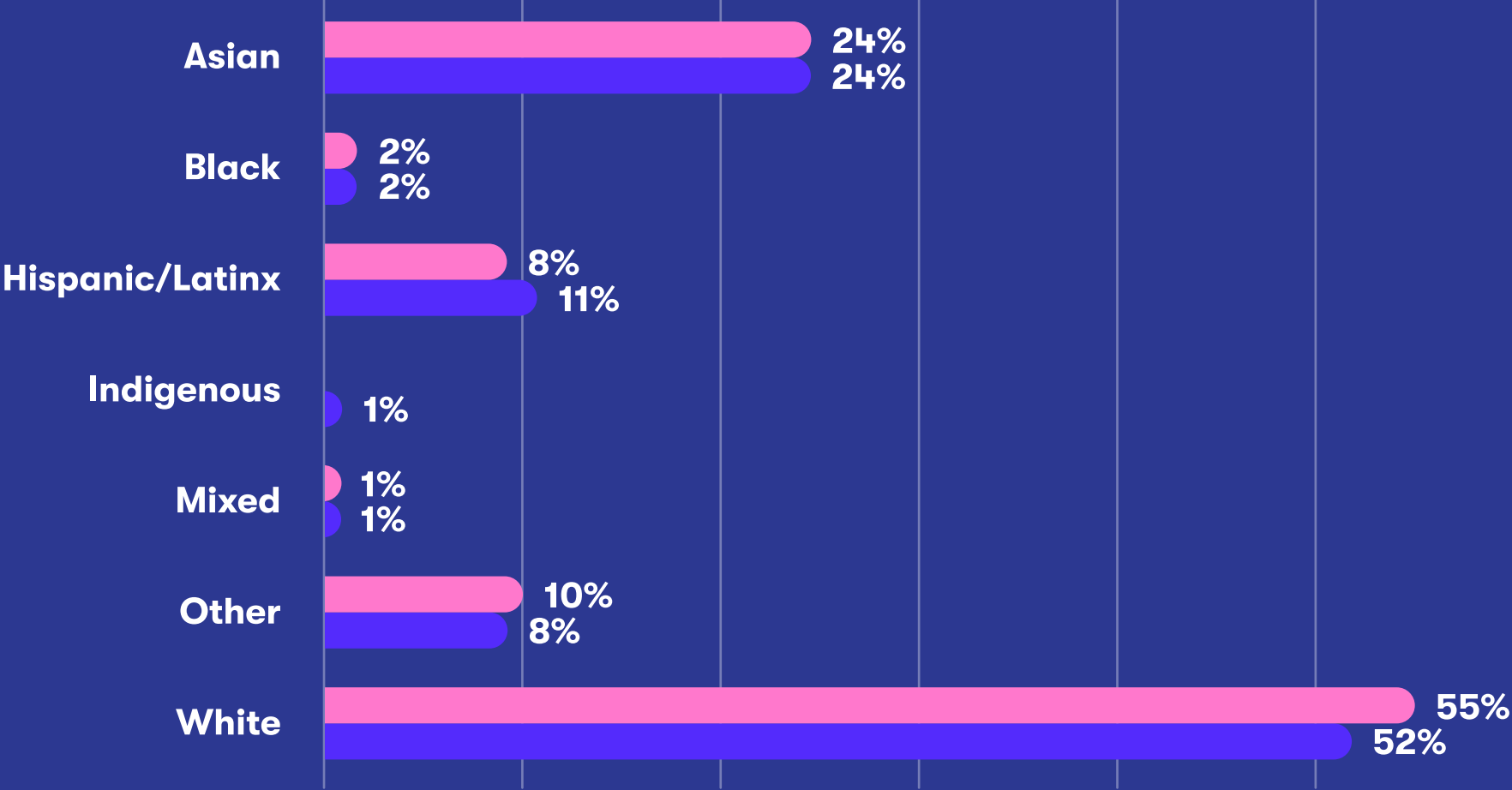
Ethnicity by Location



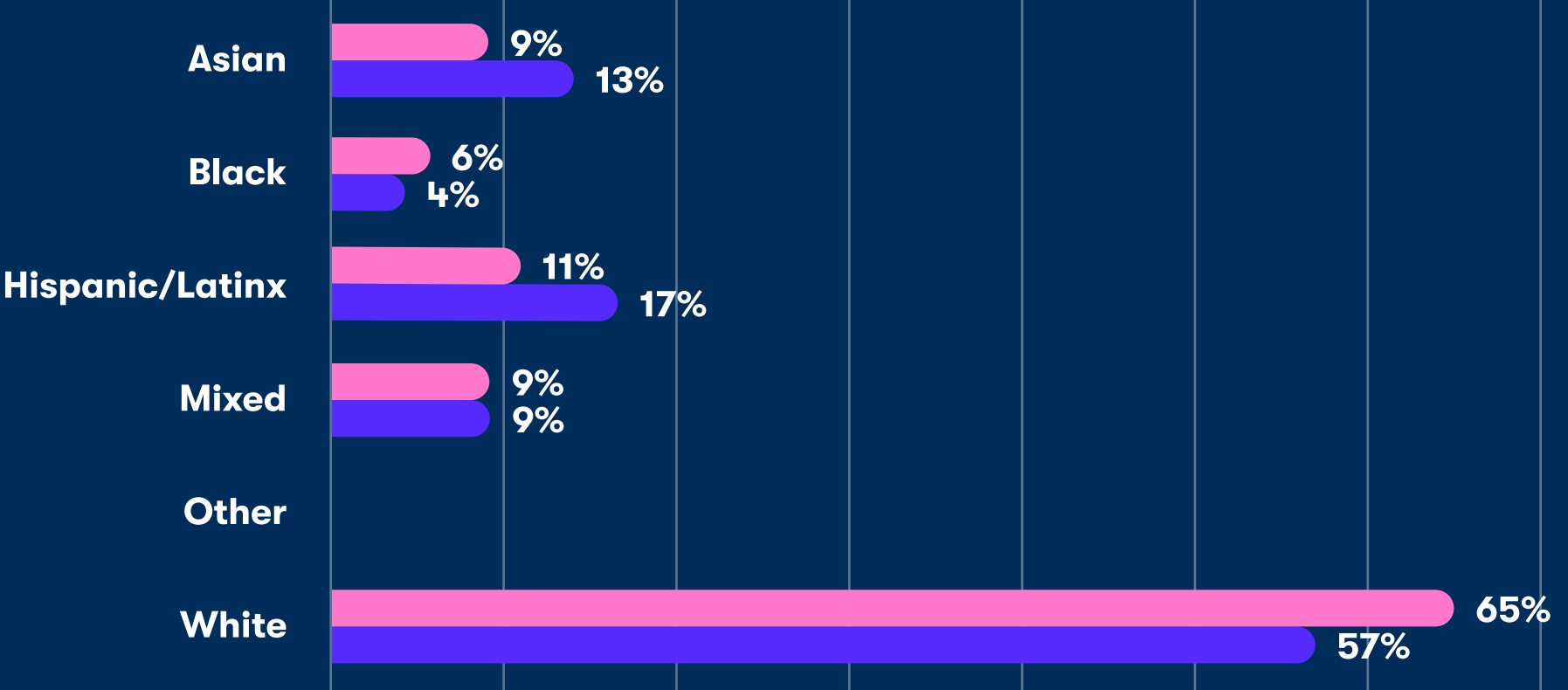
United Kingdom



Canada

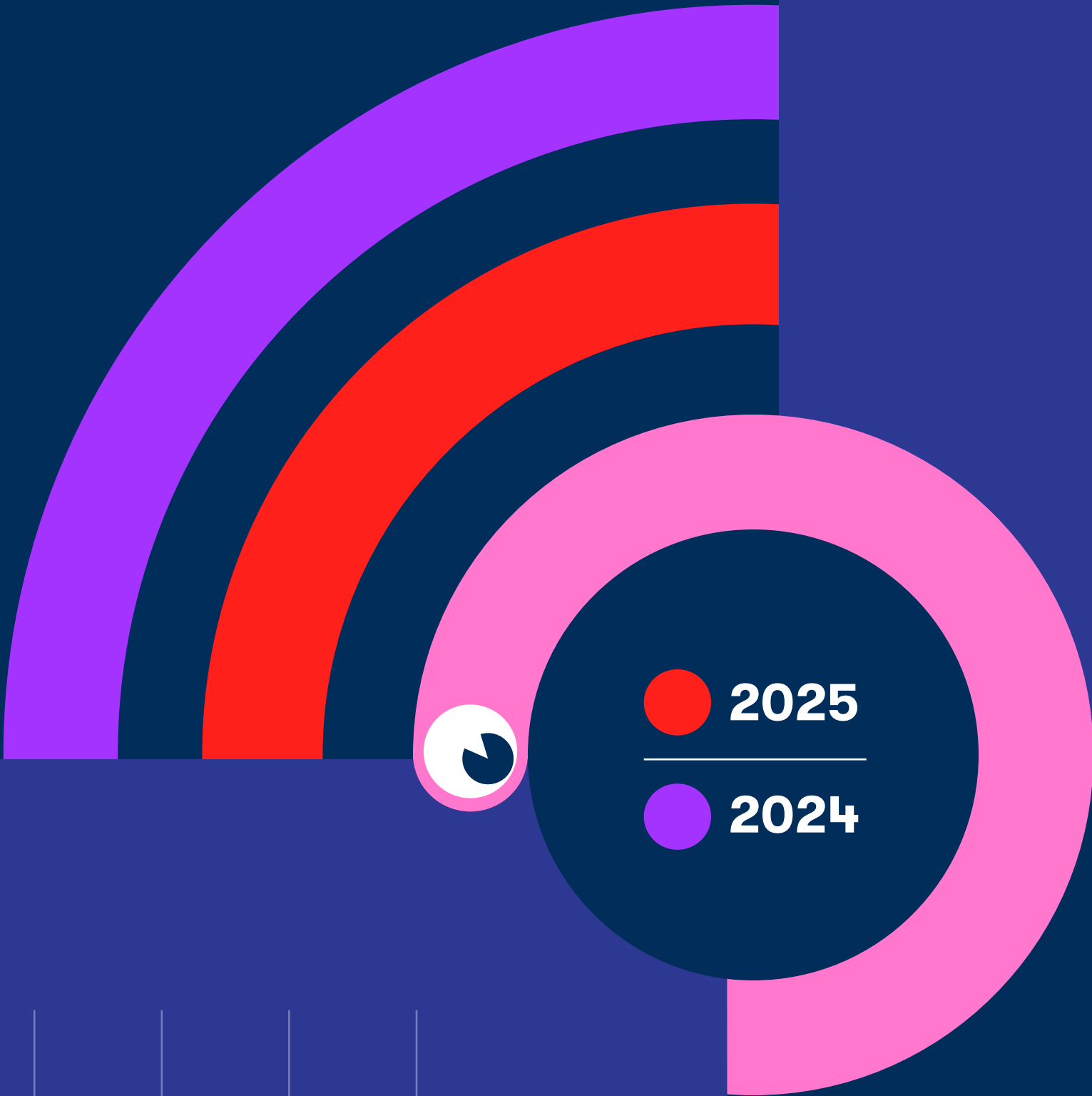


United States

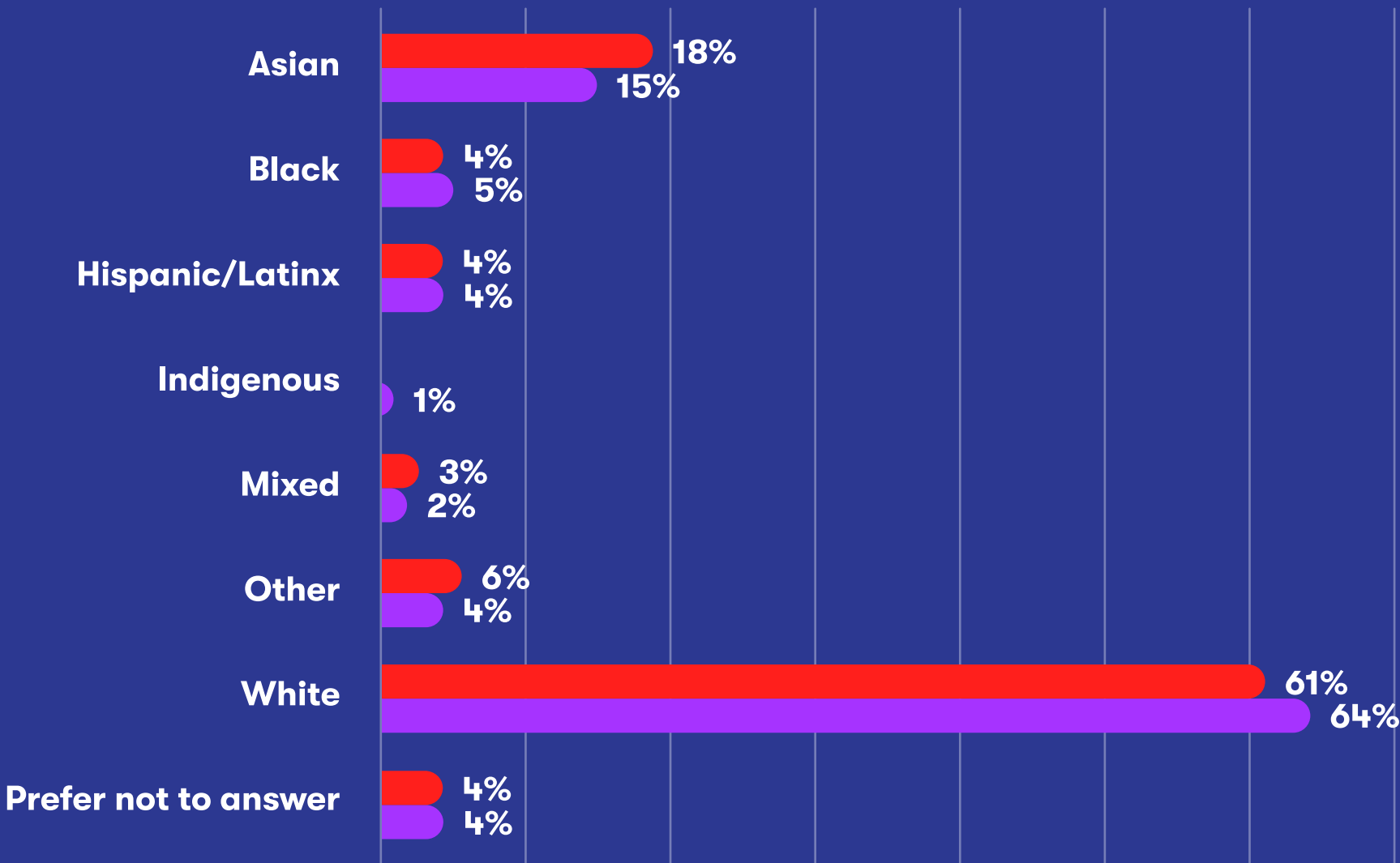


Data & Analysis

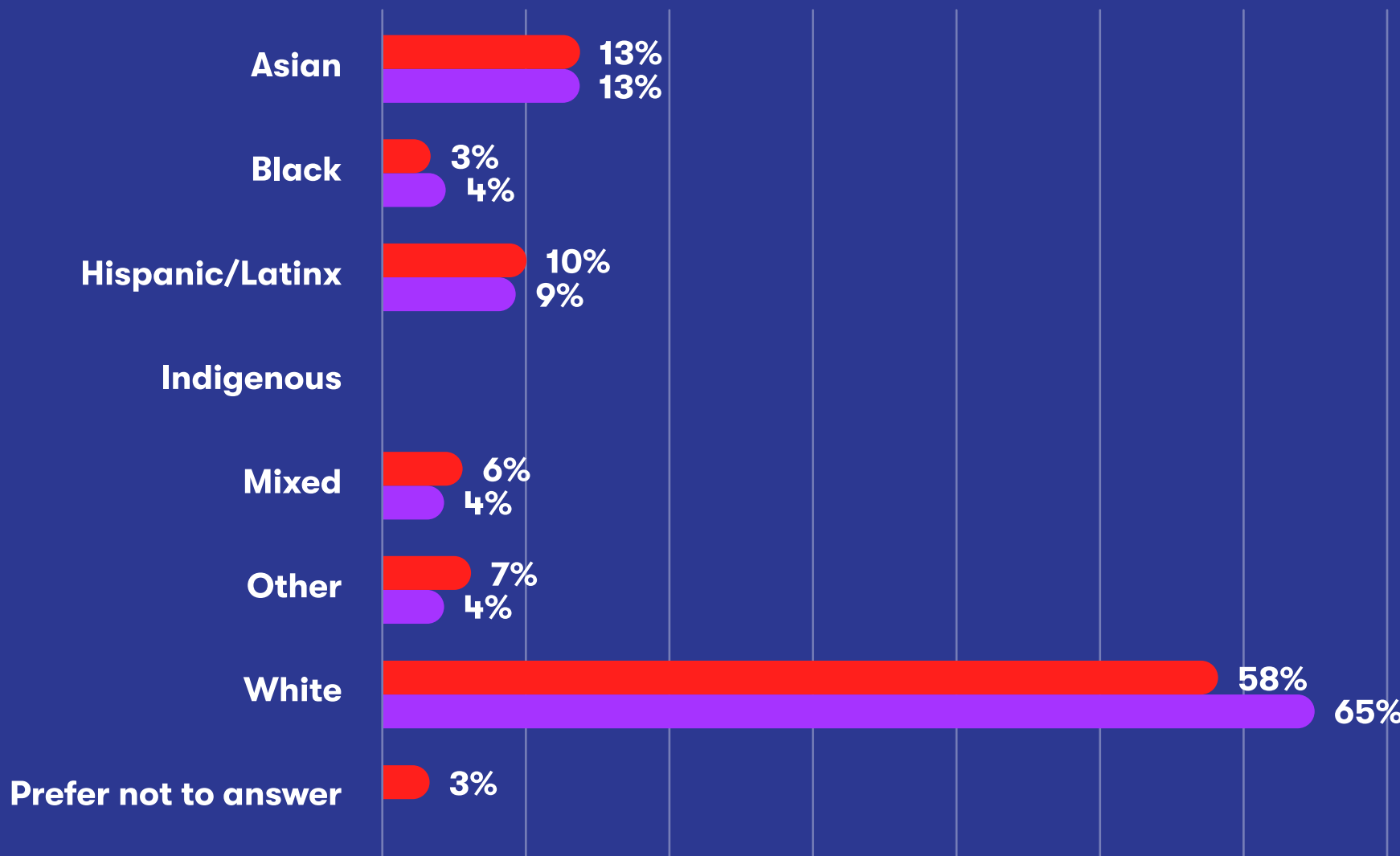
Ethnicity by Role Level (Global)



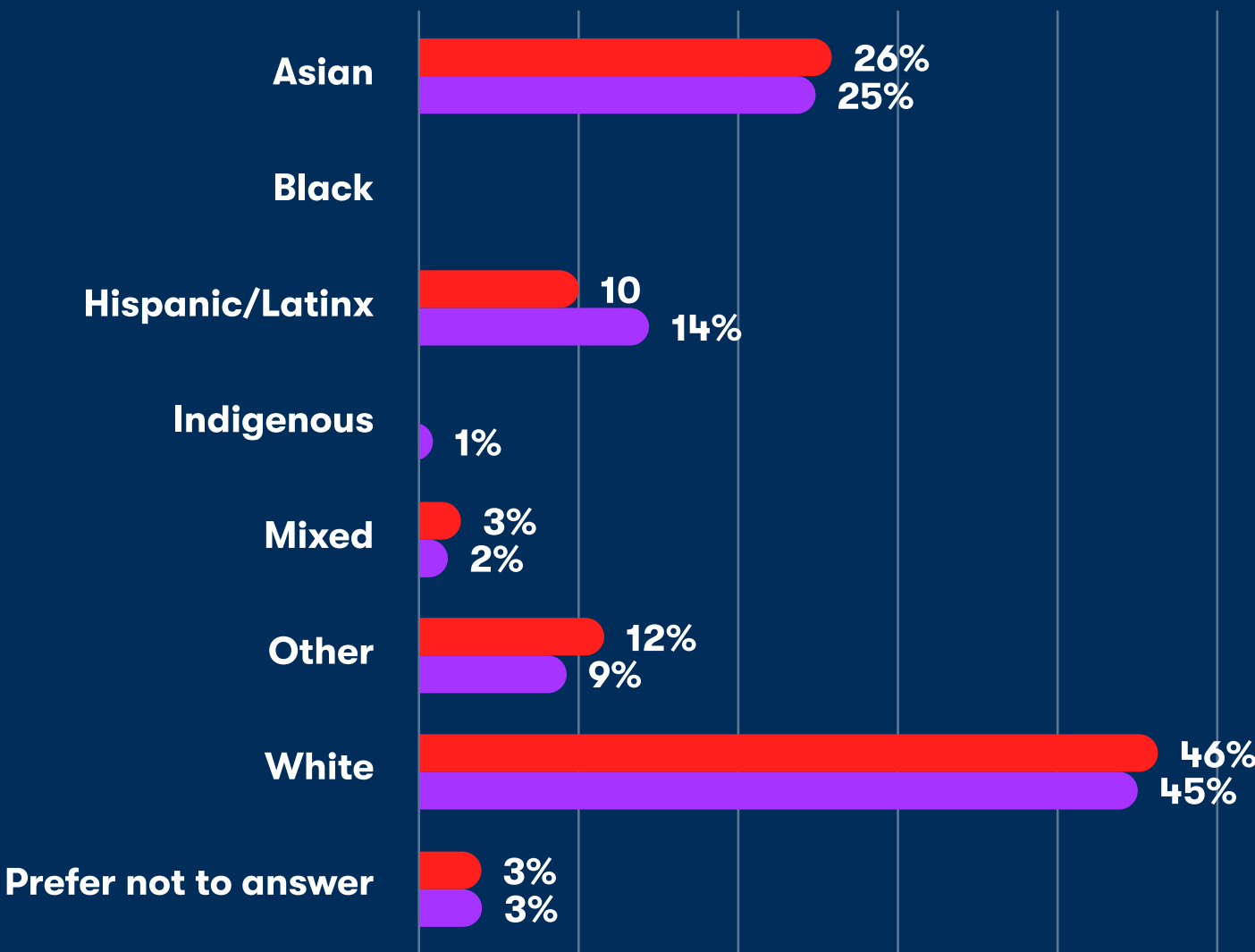
Seasoned Professional



Executive

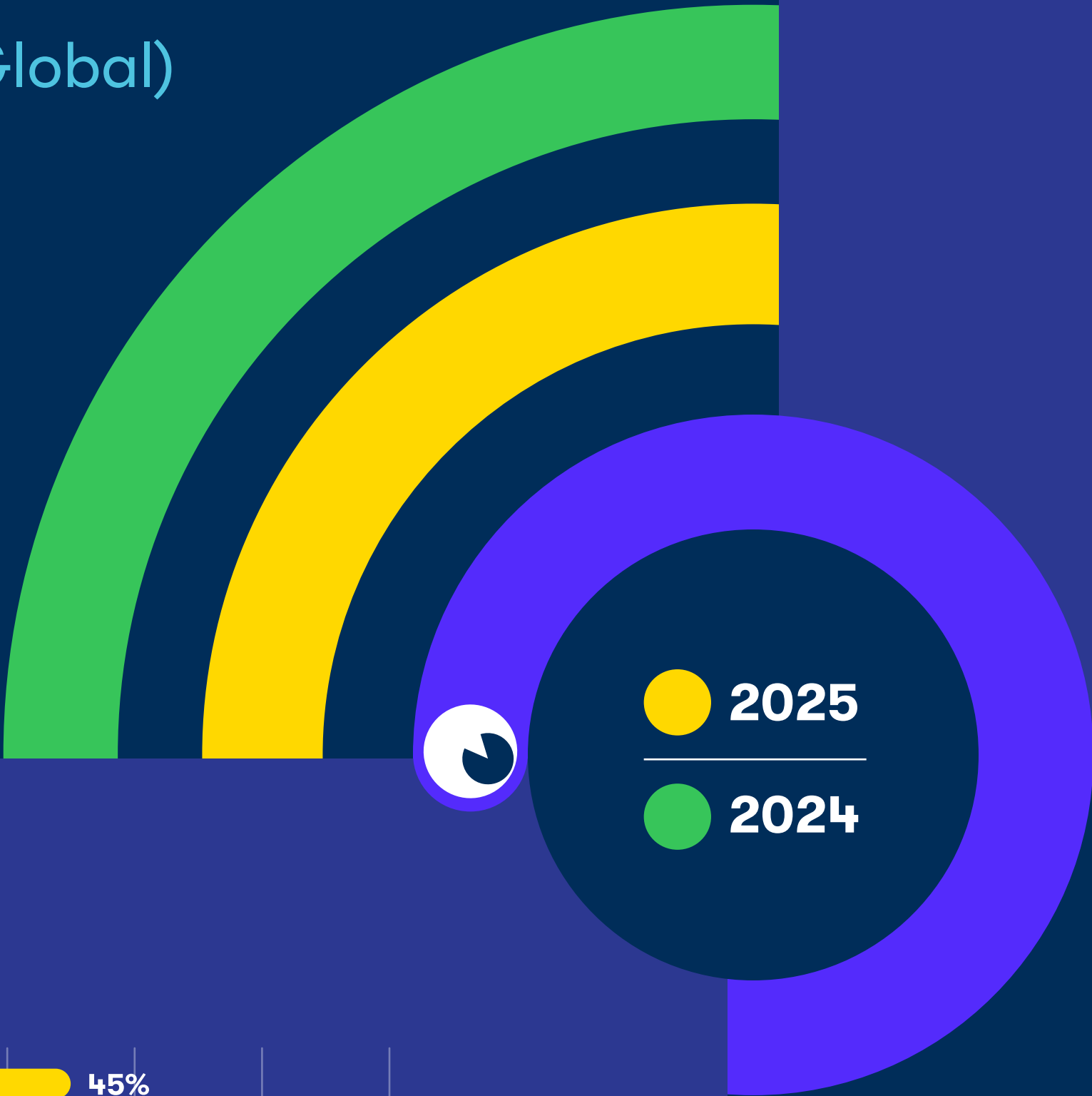


Individual Contributor

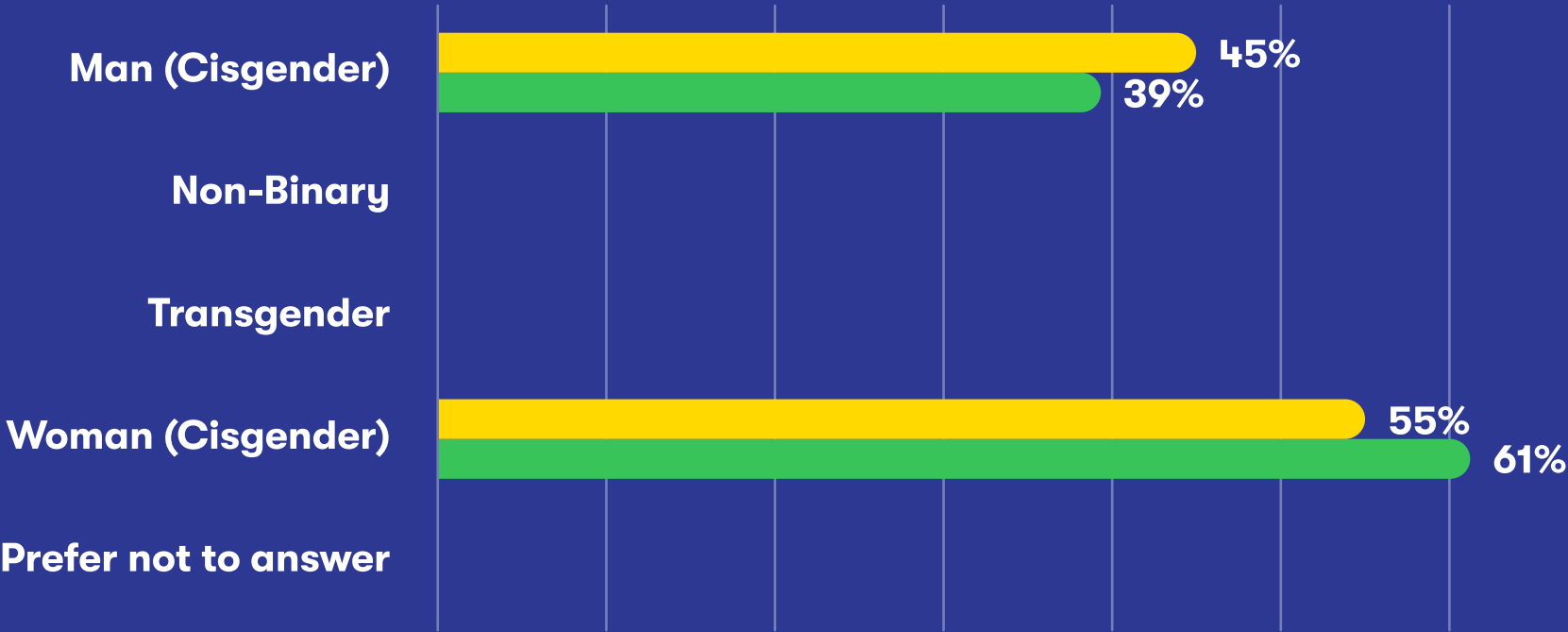


Data & Analysis

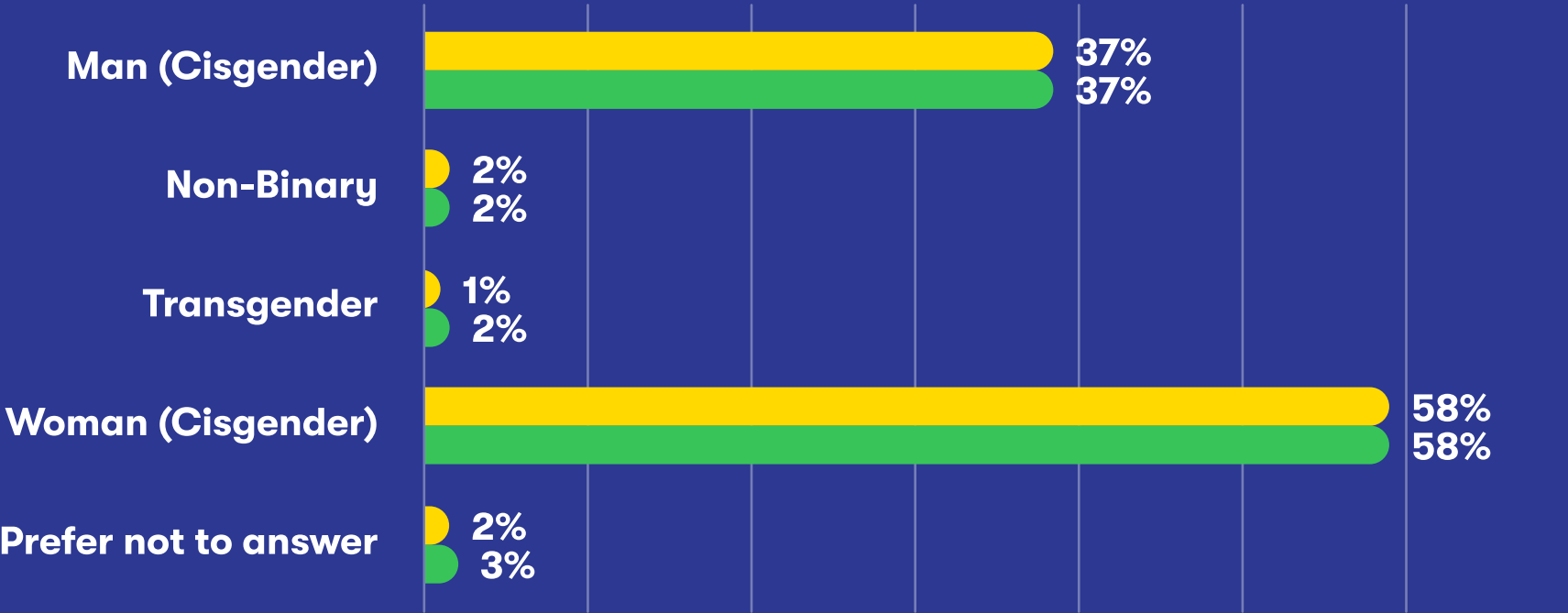
Gender Identity by Role Level (Global)



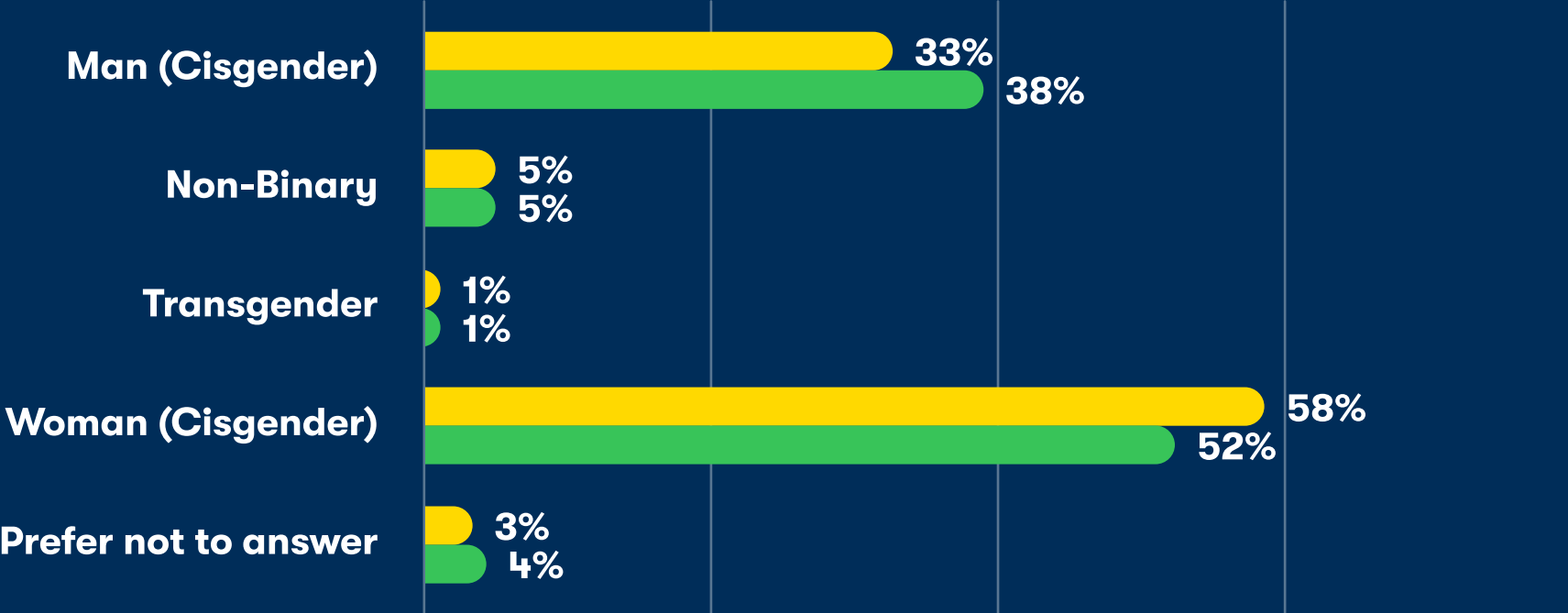
Executive



Seasoned Professional



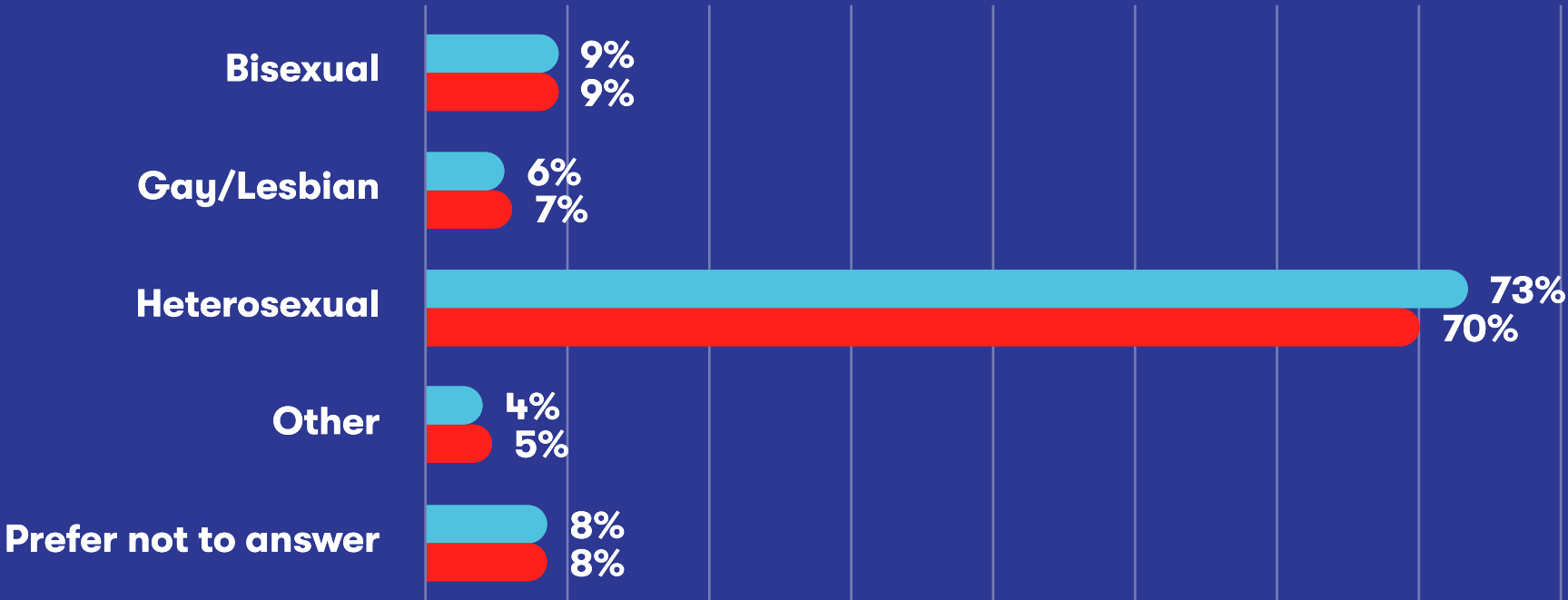
Individual Contributor



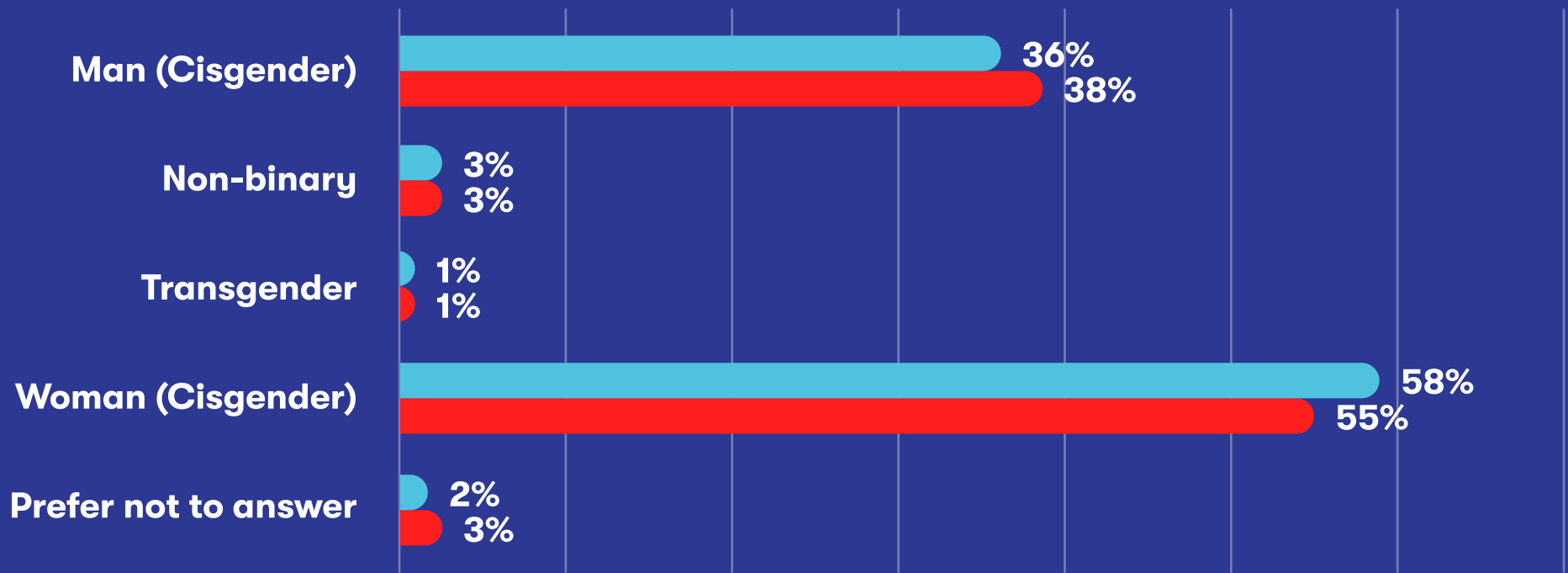
Data & Analysis

Additional (Global)

Sexuality

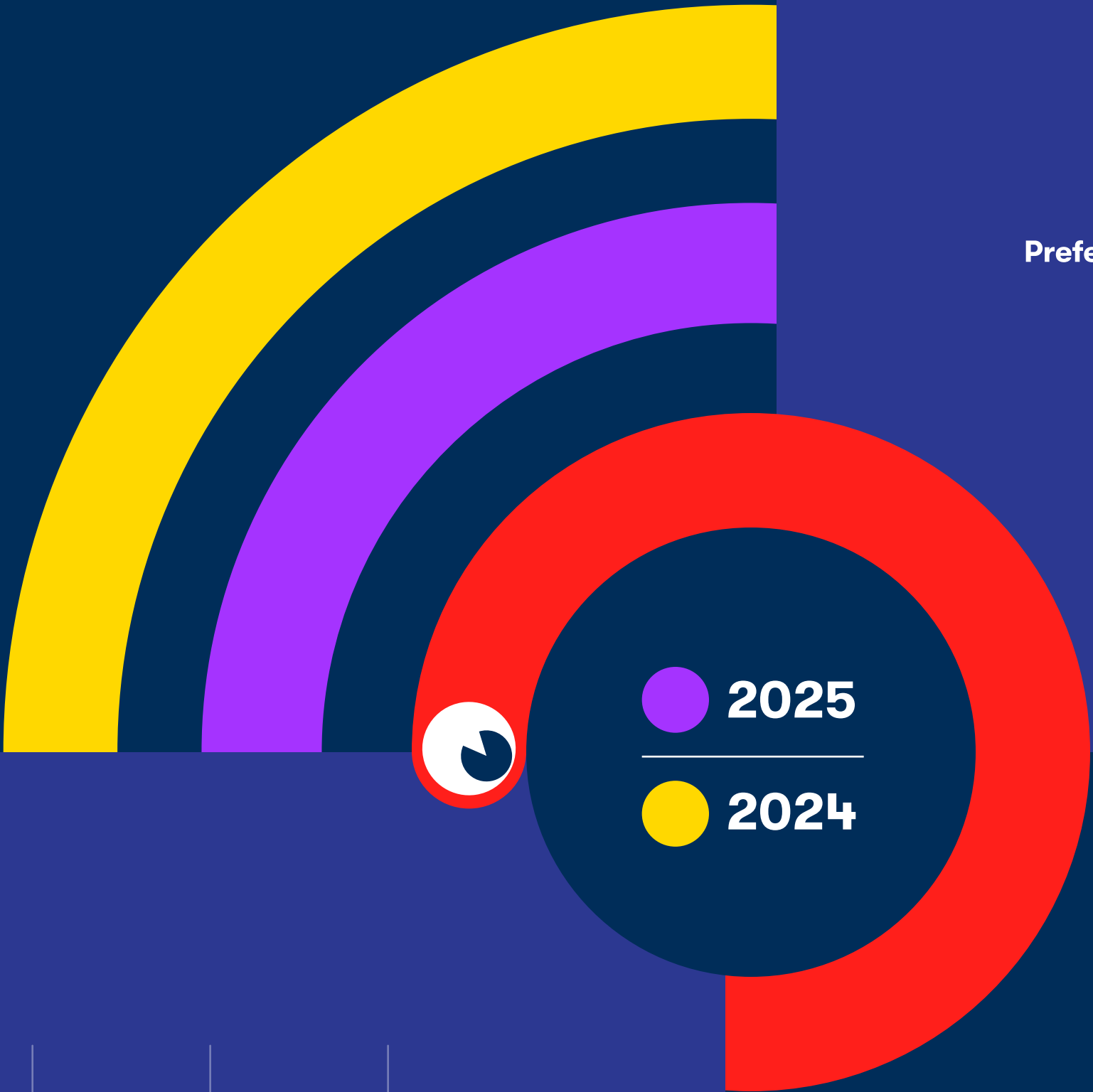


Gender Identity

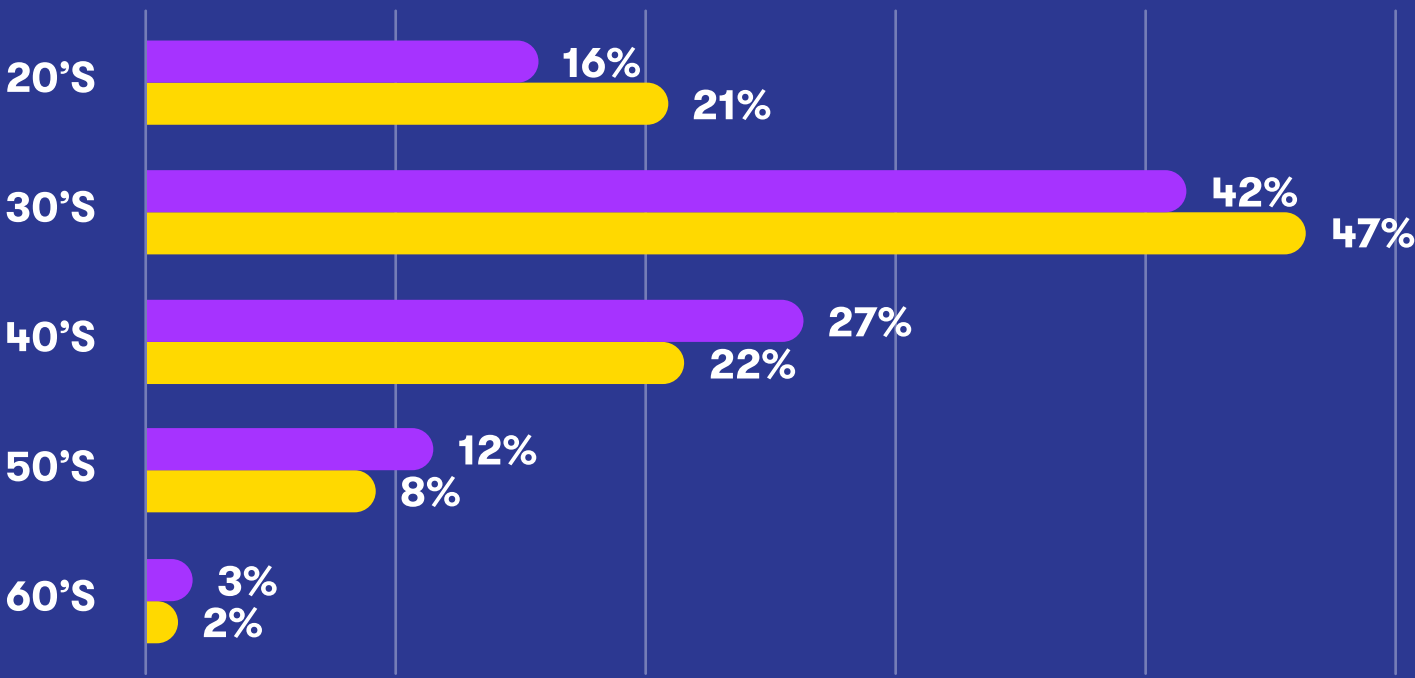


Data & Analysis

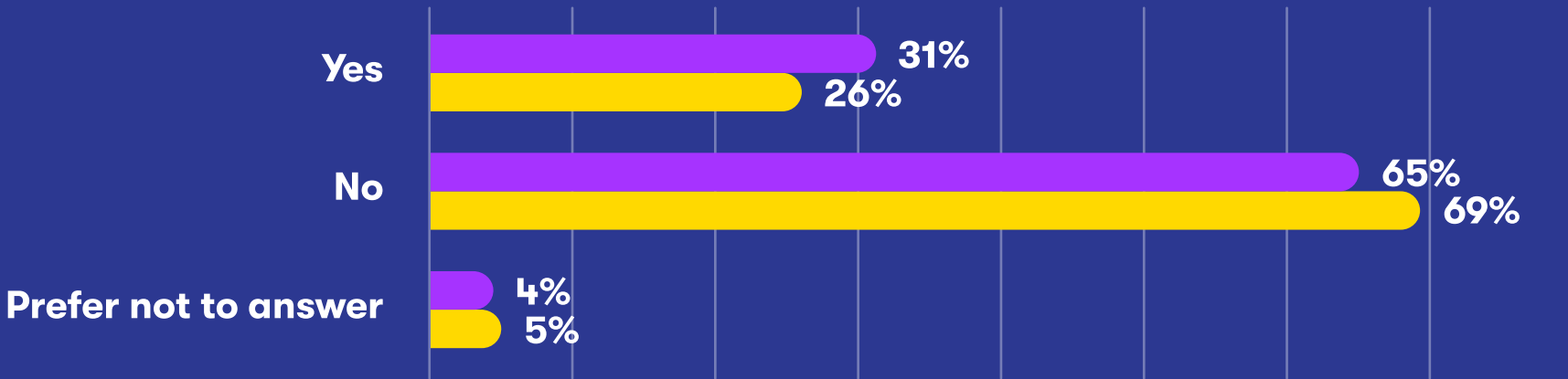
Additional (Global)



Age



Caregiver Status



People with Disabilities



INCLUSIVE LEARNING FOR ALL



Inclusive Learning for All

Learning As A Lever For Inclusion

Our learning ethos is driven by a deep commitment to inclusive, continuous learning. It's not a one-time effort or box to check, but an ongoing journey owned and supported by every employee at WildBrain. By weaving this learning journey into our daily work, we develop palpable skills and behaviours that advance our culture and our business. It's our belief that education is the cornerstone of sustainable change and that inclusive learning is essential to creating workplaces where everyone can thrive.

This year, we evolved our approach to learning by expanding accessible, inclusive education across all employee levels at WildBrain. We now offer **20+ hours of** immersive DEI learning, built with multiple modalities to meet diverse learning needs, including self-paced e-learning, facilitated discussions, and live workshops. The content intentionally prioritizes personalized, lived-experience-based training, that empowers employees to practically apply inclusion to their real-life experiences at work.

As employee onboarding is our first touchpoint and opportunity to build inclusive behaviours, we've woven required DEI learning into our onboarding process for all new hires through WildBrain Essentials—global learning courses accessible on our learning management system called BrainWave. Our self-paced e-learning,



Inclusive Learning Culture



Multiple Pathways to Grow



Learning in Practice



Empowering Inclusive Leaders



Sustained, Measurable Impact



Fostering a Culture of Inclusion, and live onboarding session, *Introduction to Belonging @WildBrain and Development*, work together to set clear expectations and lay the groundwork for employees' experience at WildBrain.

But learning extends far after onboarding at WildBrain. Our microlearning series, WildBytes, delivers just-in-time education through two- to five-minute modules on key DEI topics including Inclusive Language, Intersectionality, Microaggressions and Allyship. This "drip-learning" approach reinforces behaviour change in real time while avoiding information overload. To complement this, we've rolled out our new Practicing Inclusive Behaviours seminar, a facilitated, interactive session that focuses on identifying common barriers to inclusion and tangible strategies employees can put into action.

Building an inclusive culture is lock step with inclusive leadership. It is the capabilities and behaviours of managers that fuel resilience, creativity and inclusive collaboration across the employee journey. In [last year's report](#), we highlighted the pivotal role that managers play in driving engagement and inclusion. Our Management Fundamentals program supports leaders to conduct hiring and performance management with inclusivity at the core. In parallel, our Studio Leadership Essentials program is grounded in DEI principles to support emerging managers through leading high performing teams, and fostering a sense of belonging and psychological safety. The program upskills wherever the need—self-awareness, feedback delivery, reception and effective communication—to ensure an inclusive and safe environment. Through these targeted leadership development programs, we're shaping managers who lead with intention, and positively shape team dynamics and workplace culture.



Inclusive Learning for All Journey Reflections



At WildBrain, employee voice is critical to how we create a space where everyone is heard and recognized. The testimonials of our employees provide valuable insights that steer our path to continuous growth. To understand how our ethos around inclusive learning has resonated, we invited employees to reflect on their experiences from the Inclusive Performance Management and Inclusive Hiring Workshops.



“I’ve embraced principles from these workshops to create a more equitable and collaborative environment, ensuring diverse perspectives are not only welcomed but actively shape our strategy and success.”

Jenn Taylor

Manager, Digital Marketing Strategy,
Audience Engagement



“The training helped me become more intentional about creating space for different perspectives and adapting communication styles across time zones and cultures. This has made me a more empathetic and effective leader, improving collaboration and developing more inclusive strategies.”

Sanjeevan Rasiah

Senior Manager, Finance



“I learned about the many kinds of subconscious and conscious biases that kick in during the hiring process and daily interactions with team members, and how to manage them.”

Soojin Ahn

Commercial Director,
WildBrain CPLG



“The workshops definitely expanded my understanding and appreciation of how inclusive practices help generate diverse ideas, drive stronger engagement and impact, and ultimately build better teams.”

Martin Magloire

Senior Product Manager, IT





“The workshops broadened my perspective on leadership to empower my direct reports to solve problems independently, make a conscious effort to recognise wins as frequently as possible and connect regularly to discuss tasks and performance feedback.”

Tyrone Tagoe

YouTube Network Manager,
Audience Engagement



“As a relatively new joiner, the workshops were invaluable in understanding our culture of Belonging. By more intentionally respecting and valuing my team, I hope to create an environment that continually fosters collaboration, creativity and inclusivity.”

Jennifer Ng Gallagher

Senior Director, Business Analysis,
Peanuts Worldwide



“The training was insightful and offered practical strategies to identify and mitigate unconscious bias in management practices. I have added techniques learned to my toolbox to manage more effectively.”

Rebecca Hogg

VP, Technology Solutions



“Both workshops provided important training to keep inclusive hiring and performance management front of mind—checking my own biases and assumptions, and the huge benefits of a diverse team and an inclusive work environment.”

Ben Peace

SVP, Commercial,
WildBrain CPLG





BUILDING FOR BELONGING

Building for Belonging

Approach to Recruitment



Our Belonging Statement affirms our responsibility to reflect the diverse communities and audiences we serve—not only in our content, but through the people we bring into our company. This translates to an evolving approach to talent acquisition that ensures every stage of a candidate’s hiring journey is built to reflect our values and commitment to fairness, transparency and inclusion. We remain focused on identifying and challenging systemic barriers that have historically limited access to opportunities, particularly for individuals from underrepresented groups.

It begins with empowering our recruiters to serve as champions for equitable hiring practices. Recognizing that talent can emerge from a wide range of professional and personal experiences, we value capability over conformity. This means continuing to expand our sourcing strategies to reach individuals whose backgrounds or career pathways may not follow a conventional trajectory. We have intentionally refined our job postings to only include objective, role-relevant criteria—focusing on the transferable skills, practical competencies and experience that are essential for success. In practice, this looks like critically assessing and, where appropriate, removing traditional “nice-to-have” requirements which can unintentionally exclude qualified candidates.



Our hiring managers play an important role in how we hire. Each manager is required to complete inclusive hiring training that builds awareness of potential biases and reinforces expectations for inclusive behaviours. We also equip hiring managers with a structured interview framework that ensures all candidates are evaluated using consistent, role-relevant criteria. This supports our goal of creating an environment where candidates are solely assessed on merit and potential to contribute meaningfully.

Equitable hiring practices must be locally responsive. To that end, we regularly review our global recruitment approaches to ensure they reflect cultural context and are relevant to the regions in which we operate. This allows us to maintain consistency in our values and commitment to equitable hiring, while adapting thoughtfully to local market dynamics and expectations.

Beyond formal hiring, we are investing in the next generation of talent by creating opportunities for early career exposure. Our Vancouver Studio had the pleasure of welcoming 15 students from [Ethos Lab](#)—a non-profit organization focused on supporting and empowering underrepresented youth in emerging tech and STEAM (Science, Technology, Engineering, Applied Arts and Math).



To help develop more inclusive and diverse talent paths in innovation, students learned from WildBrain Studios employees about the editorial/post-production process, and how our pipeline department builds tools and solves creative challenges with technology. The students also engaged in a hands-on activity where they created their own storyboards after learning about the development process.

Building on WildBrain CPLG’s 50th anniversary celebrations, we partnered with Dream Opportunity, a global nonprofit dedicated to expanding access to career discovery for students. As part of this collaboration, we welcomed 30 local students in our London office for a career panel and hands-on workshop experience. The response from students was overwhelmingly positive and reinforced the importance of building pathways for future talent. Through these efforts, we are shaping an environment where inclusive hiring is not a program but a principle—integrated into how we identify, evaluate and welcome talent across the organization.



INCLUSIVE HIRING
ISN'T A PROGRAM
— IT'S A PRINCIPLE



“WildBrain is responsible for introducing me to so many parts of childhood. I was just glad that I got to step into such an influential company and possibly become part of making new memories for other people in the future.”

Kobi | Student

Building for Belonging

Collaborating Across the Globe

As a global company, WildBrain's strength comes from a wide range of perspectives and expertise across regions, but this scale also presents a significant challenge: how to ensure collaboration remains strong, inclusive and compatible across geographic and cultural boundaries. Our Audience Engagement team sets a compelling example of how to work as a unified global group that approaches collaboration with creativity, responsiveness and innovation.

“

We continually draw from the WildBrain Belonging Principals, which have been important in the building of the 'Audience Engagement' group since it was established back in October 2023. Leaders in the group ensure individuals across geographies continue to feel part of one team, with shared purpose and mutual respect at the core. Building effective relationships and clear understanding of what each WildBrain team does empowers us all to connect the dots, move faster and explore possibilities.”



Kate Smith

EVP, Audience Engagement

During a dedicated offsite session, Audience Engagement leadership co-created a team charter that defined their collective commitment. Recognizing that the evolving nature of audiences requires continuous adaptation, the team took a proactive approach to collaboration. From their shared framework of clarity and entrepreneurship, a powerful mindset emerged: flexibility through accountability—enabling individuals to operate with autonomy while staying connected and aligned with broader goals. To strengthen team relationships, leaders played an active role in creating structured opportunities for dialogue, input and shared ownership. Their deliberate efforts to surface and integrate diverse perspectives continue to charge innovation.

Visibility and celebration became another piece of Audience Engagement's collective commitment to each other. Town halls became a space not just for updates, but for storytelling, highlighting examples of real impact and recognizing contributions across regions. This consistent practice of spotlighting wins reinforced connection and helped individuals feel both seen and valued within their broader team context.

To reflect their commitment to collaboration, this year, the Audience Engagement team has further invested in building connections through in-person events. Their Media Solutions sales summit and YouTube Network Team Day created space for cross-functional collaboration, learning and inclusive dialogue. Beyond driving commercial value, these events make teamwork synonymous with culture.



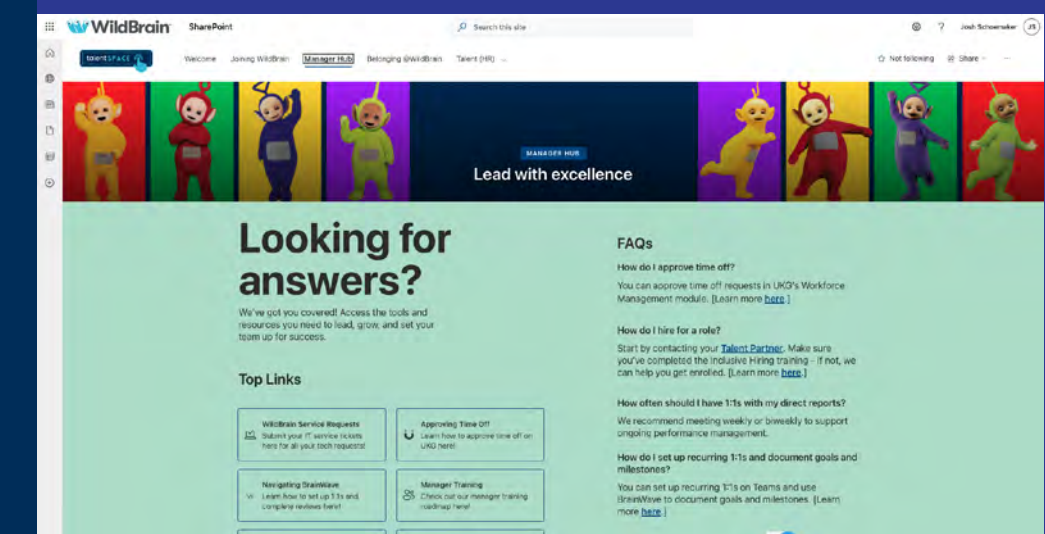
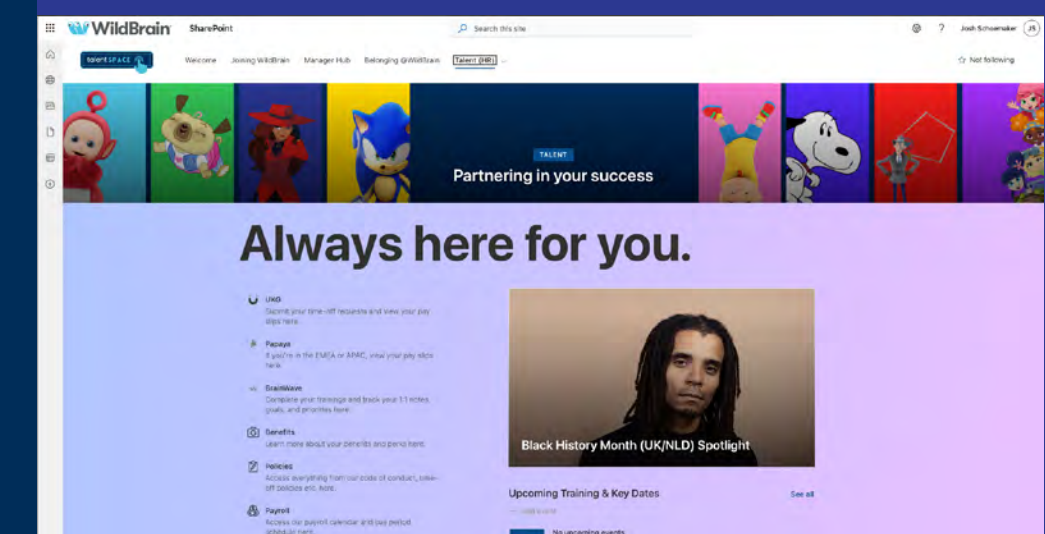
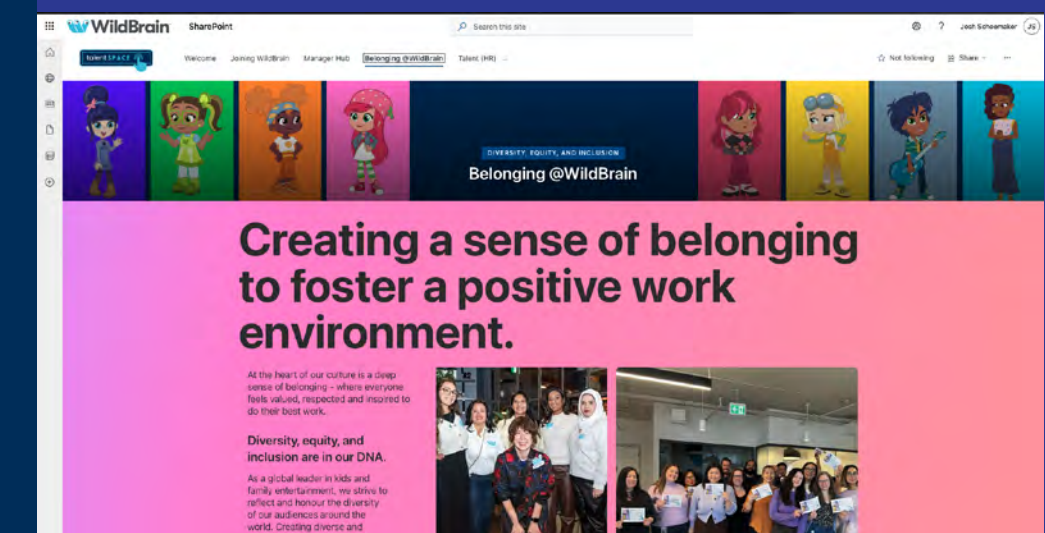
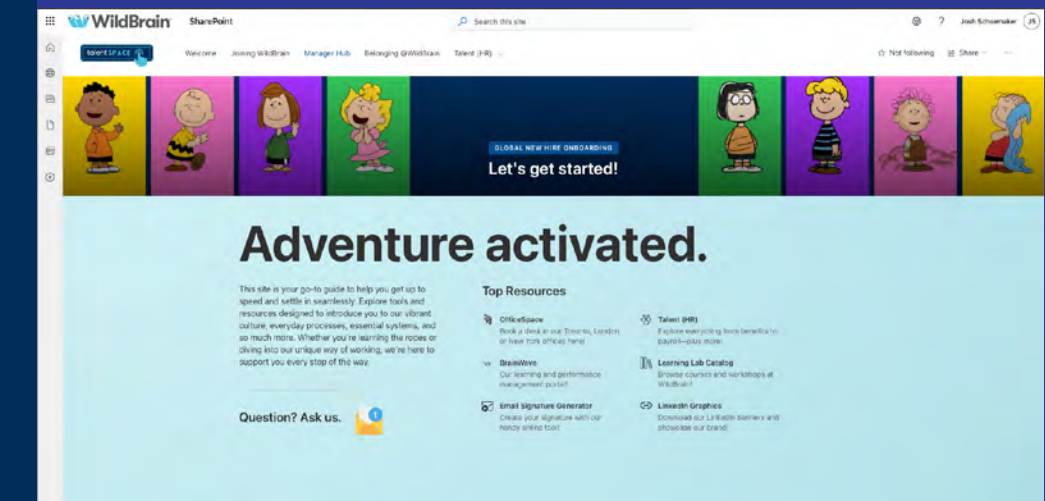


Building for Belonging

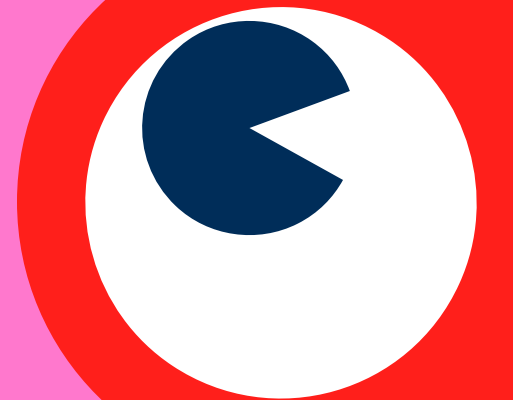
TalentSPACE: A Launchpad for Growth

Our onboarding and exit feedback has highlighted that when employees understand what is expected of them and the support available to them, they feel more confident and engaged. Recognizing access to transparent information strengthens inclusion and belonging, this year, we developed TalentSPACE—a centralized, easy-to-navigate internal site designed to provide clear, accessible guidance across the employee experience. The platform reflects our commitment to equipping individuals with the resources they need to grow, lead and contribute meaningfully. Built with real-time needs in mind, the site supports onboarding, performance management and provides managers with tools to lead inclusively—whether it's hiring, developing their teams or planning required training.

TalentSPACE is more than just a repository, it's a channel to weave inclusion into everyday interactions that empowers employees to navigate their growth with purpose.



MORE THAN A MOMENT



More than a Moment Celebrating Diversity

At WildBrain, celebrating diversity means making space for the voices, identities and experiences that shape who we are across teams, geographies and cultures. As a global company, we recognize that our people bring with them different histories, traditions and moments of significance. While we know we cannot capture every observance that matters to every person, we approach those we celebrate with intentional care and purpose. And through every observance, there are opportunities to listen, to learn and to amplify stories that may not always be centered.

Our global inclusion calendar helps guide this work, but it doesn't define it. What matters most is the intent behind each celebration. Whether it's a learning session, a panel or a conversation, these moments allow us to deepen understanding, show solidarity across borders and build connection within our global teams. They are not isolated events; they are part of how we strive to foster an environment where people feel seen, heard and valued, not just occasionally, but continually.



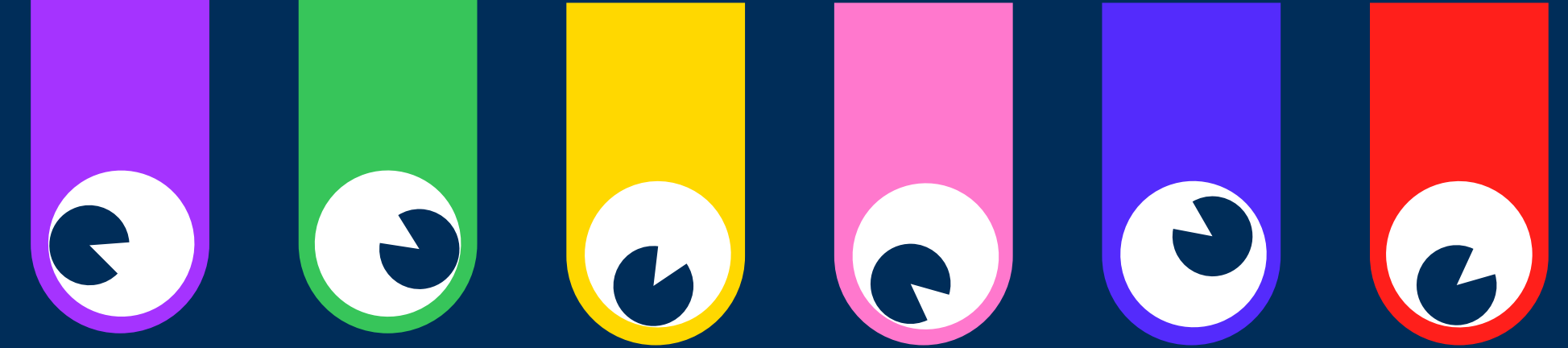
One of our four belonging principles at WildBrain is accountability—recognizing everyone's role in creating safe and inclusive spaces. Accountability can feel heavy, rightfully so, but it's important for employees to find pride and empowerment in their ability to make change. This year we explored what that means on a personal level: taking ownership of how we listen, learn, and support one another. We leaned into self-directed learning as a way to empower that ownership. Digital toolkits, for instance, call on employees to take ownership of their learning journey, while book clubs and speaker sessions serve as a window to deeper and more personal understanding of diverse cultures, races and/or gender identities. When each individual chooses to learn, they help lead our culture forward and that's what accountability looks like at WildBrain—a shared commitment to creating a space where everyone feels respected and represented.



**INCLUSION ISN'T JUST
ABOUT WHAT WE
CELEBRATE — IT'S ABOUT
HOW WE SHOW UP FOR
ONE ANOTHER, EVERY DAY.**



Celebrating through Learning



For **HISPANIC AND LATINX HERITAGE MONTH (US)** and **LATIN AMERICAN HERITAGE MONTH (CANADA)**, WildBrain employees were invited to read *Wild Tongues Can't be Tamed: 15 Voices from the Latinx Diaspora* to support self-education and awareness. This collection of essays, anthologies and short stories highlight the diversity within Hispanic and Latinx communities—pushing readers to understand how despite sharing many lived experiences, these communities are far from a monolith.

In recognition of **GLOBAL PRIDE**, we held a social at WildBrain's Toronto headquarters to support team bonding, learning and belonging. The event featured a short film screening, Pride BINGO—encouraging employees to exercise allyship—and a bin of knowledge with resources amplifying LGBTQIA2S+ and Indigenous creators. While often celebratory, these initiatives are truly about emphasizing the importance of continuous learning, embracing diverse perspectives, and fostering an inclusive environment.

In recognition of **NATIONAL DAY FOR TRUTH AND RECONCILIATION** on September 30, 2024, we closed all WildBrain offices and studios in Canada. The closures were presented to employees as a “day on, not off,” encouraging everyone to commit themselves to a day of learning about Indigenous communities, the lasting impact of residential schools in Canada and the continued systemic discrimination faced by Indigenous Peoples.

Throughout **ASIAN HERITAGE MONTH (CANADA)** and **ASIAN AMERICAN AND PACIFIC ISLANDER MONTH (US)**, we spotlighted Asian Canadian, Asian American and Pacific Islander trailblazers who led their lives with courage, transformed systems and laid the groundwork for future generations of their communities to thrive. We also developed a digital toolkit with educational resources, and Asian Canadian and AAPI-owned businesses in the Toronto, New York and Los Angeles areas.

To honour the theme “RECLAIMING NARRATIVES” for **BLACK HISTORY MONTH (UK/NETHERLANDS)**, we had the privilege of welcoming Maggie Alphonsi, the first England Women's rugby player to be elected a National Member of the Rugby Football Union's Council, for a speaker session. Maggie shared her powerful story in overcoming adversity and challenging perceptions, generously providing WildBrain employees an opportunity to learn through a trailblazer's lived experiences.

To mark **INTERNATIONAL WOMEN'S DAY**, we hosted a virtual book club inviting employees to read *We Should All Be Feminists* by Chimamanda Ngozi Adichie. Based on her acclaimed TED Talk, the essay explores feminism through inclusion, awareness, and the belief that everyone benefits from gender equity. The book club offered a safe space for employees of all gender identities to share lived experiences and reflections. Conversations touched on privilege, allyship and intersectionality.

In support of **BLACK HISTORY MONTH (NORTH AMERICA)** and this year's themes, “African Americans and Labour” (US) and “Black Legacy and Leadership” (Canada), we developed and distributed a digital toolkit with resources to Black-owned businesses local to various WildBrain offices, as well as books, podcasts and films that amplify the lived experiences and contributions of Black Americans and Canadians.

To support our collective learning for **INTERNATIONAL DAY OF PERSONS WITH DISABILITIES**, we developed a micro-learning module on disability inclusion. The self-guided course helped employees gain a deeper understanding of accessibility through key accessibility concepts, inclusive behaviours and practical strategies for creating more accessible and inclusive spaces.



the armstrong PROJECT PEANUTS®



Going into its fourth year, The Armstrong Project continues to demonstrate Peanuts Worldwide's commitment to DEI in animation.

With less than 4% of all animators being Black, [The Armstrong Project](#) works with multicultural marketing agency, Native Tongue Communications, on an enhanced scholarship program to empower Black animators through \$200,000 (\$100,00 per school) endowments at two HBCUs (Historically Black Colleges and Universities) Howard University in Washington, DC, and Hampton University in Hampton, Virginia.

The program ensures mentorship and internship opportunities for students studying arts, communications, animation or entertainment. In the past, a former scholar interned at WildBrain, and this year, scholars supported the opening of a new kids' art center at the NAACP (National Association for the Advancement of Colored People) headquarters in Santa Rosa.

“

Being an Armstrong scholar has brought me a once in a lifetime experience. Not many people can say they spoke on a panel at Comic Con to hundreds of Peanuts fans and spread the good word about a pioneer character such as Franklin Armstrong. I've grown, become an award-winning filmmaker and earned my Master's in Film, Television and Digital Media from the University of Georgia. My experience with Peanuts has shaped my career by putting me next to heroes like Robb Armstrong and Bruce W. Smith. I dreamed and prayed to write dynamic characters and create a world of representation like these two men did, and can confidently say I am living those dreams and prayers. To the Armstrong Project, thank you for letting me know that I can!



Promise Robinson
Armstrong Scholar





Jasmyn Marsh

Armstrong Scholar

“

Being an Armstrong Scholar has been a tremendous honor, and one I most certainly do not take for granted. Having the opportunity to be able to intern and learn more about Peanuts has been enlightening for my career and for my personal growth. I am thankful to everyone who took the time to mentor me, speak with me, and welcome me into a world that I was slightly unfamiliar with, but ended leaving with new knowledge, new techniques, and new family! It has meant so much to me as a fan and artist to have a chance to work for Peanuts, and I hope I'd be able to have the opportunity to come back!

I greatly appreciate the Peanuts family for investing in me and my ability, while trusting in my capabilities, and voice to contribute into the mission of continuing the Charles Schulz legacy. The most important thing I've taken away from this internship and experience as an Armstrong Scholar, is to simply be a light to others in this world. I will continue to give, as well as create spaces, and opportunities for others to experience joy. As I continue to navigate post-graduate life and my career, I will take what I've learned from my experience as an Armstrong Scholar and intern wherever I go and with whatever I do.

Thank you, and much love.

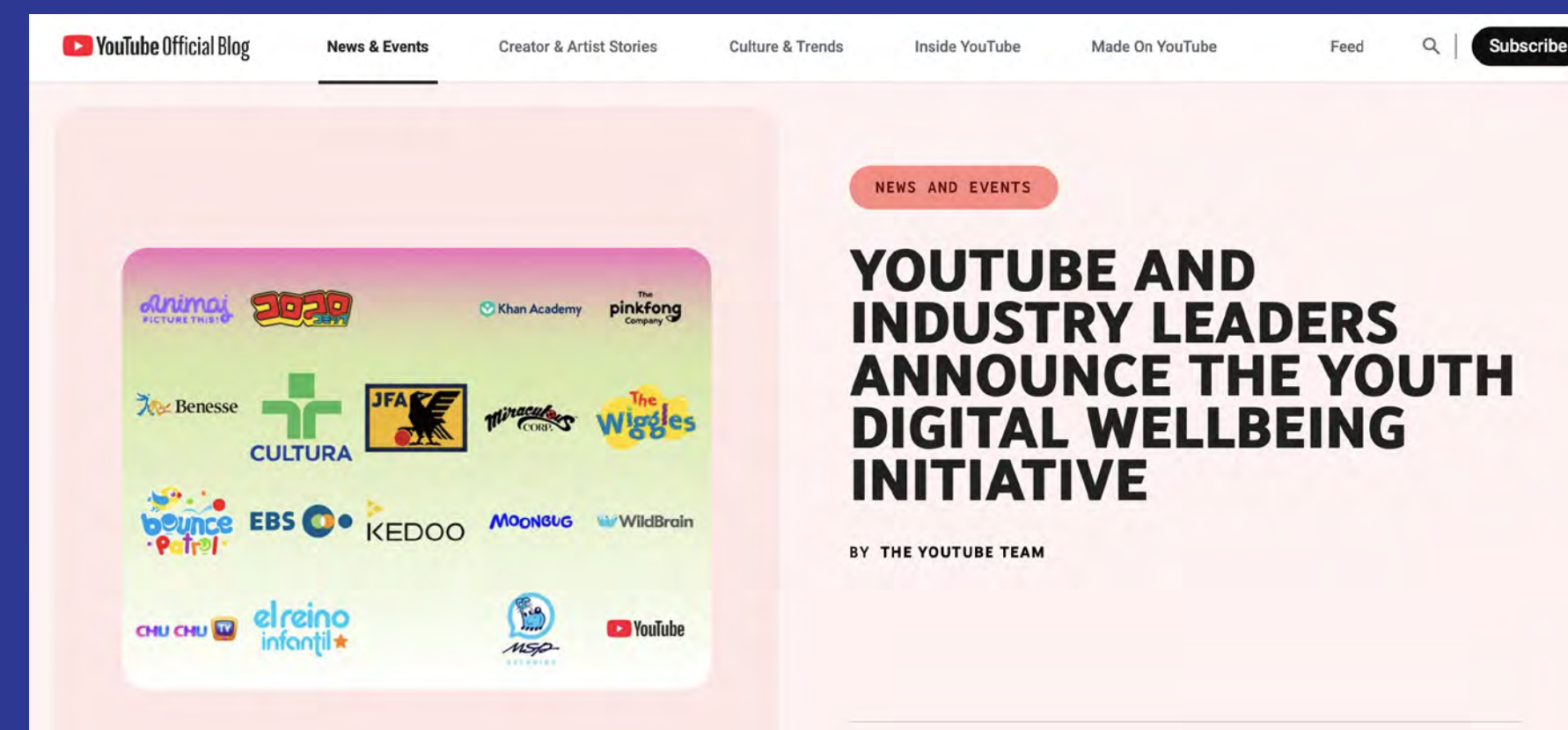


Since its creation, The Armstrong Project has increased student engagement and participation within animation and illustration majors at both school's Art Departments by 10%.



Youth Digital Wellbeing Initiative

This year, WildBrain joined the [Youth Digital Wellbeing Initiative](#), coming together with other leaders in content production and distribution to raise the bar for youth safety in the digital sphere. Launched by YouTube and industry peers, the initiative is a shared vision aimed at positively shaping the online content experiences of young users, promoting high-quality, healthy and enriching content for youth, and empowering youth with age-appropriate choices and protection against online harms. WildBrain's own COPPA- and CARU-compliant YouTube network reflects this commitment as it provides kids with premium-quality videos on curated YouTube channels that parents and caregivers can trust.



As part of WildBrain CPLG's 50th anniversary, the team sponsored [The Light Fund's](#) annual fundraising event, the 5-3-1 PEAKS CHALLENGE. Every fall, teams across the licensing industry pledge their time and resources to support The Light Fund's cause of supporting charity projects through exhilarating challenges. This year, the bold challenge is climbing Mount Snowdown in Wales, and as part of WildBrain CPLG's donation, 11 WildBrain employees took part in the 5-3-1 Peaks Challenge in September 2025.

5-3-1 Peaks Challenge



Beyond the Business

The continuous work that we do internally at WildBrain naturally extends through to external partnerships and initiatives that remind us that our commitment to inclusion and belonging takes many forms.





A Message from
Josh Scherba

Staying the Course Together



as we close out our 2025 Belonging Report, I want to take a moment to reflect on the journey that's gotten us here and where we're headed.

This year, more than ever, we've seen how important it is to remain grounded in our values, even when external conversations challenge them. At WildBrain, we know that diversity, equity and inclusion are not trends or talking points.

DEI IS NOT A TREND—IT'S HOW WE CREATE AND GROW

In an increasingly complex world, our commitment to Belonging @WildBrain is not just about doing what's right, it's about what's essential for our people, our creativity and our business. It's about ensuring that everyone at WildBrain feels safe, valued and empowered to contribute their perspective. This richness of thought and experience is what allows us to tell the kinds of stories that resonate with families around the world.

We've seen this impact recognized in meaningful ways this year. *Snoopy Presents: Welcome Home, Franklin*—our special with Apple TV+—was nominated for a prestigious NAACP Image Award for Outstanding Children's Program. The NAACP Image Awards celebrate outstanding achievements of African Americans in the arts—television, music, literature and film. Similarly, *Strawberry Shortcake: Berry in the Big City* received a GLAAD Media Awards nomination for Outstanding Children's Programming, honouring those in the media who have

shown exemplary achievements for fair, accurate and inclusive representation of the LGBTQIA2S+ community. These acknowledgments reflect our continued commitment to creating content that not only entertains, but also affirms the lived experiences of our audiences.

From new content that champions inclusion, to on-the-ground community partnerships, to our continued work to strengthen equity in our workplace policies and practices—our progress has been meaningful. And it's been powered by people across WildBrain who show up each day with integrity, openness and the desire to make a difference.

At the same time, we recognize that belonging is not a destination—it's a constant journey. There's still work to do.

TOGETHER, WE ARE BUILDING A COMPANY WHERE EVERY PERSON HAS THE OPPORTUNITY TO DO THEIR BEST WORK AND TO BELONG.

I want to thank every one of you who has contributed your voice and energy to these efforts.

Let's keep moving forward together.

Josh Scherba (he/him)
President & CEO



A Note About Our Methodology

As part of our ongoing commitment to build an inclusive organization, we wanted to better understand our employee landscape. By gathering more information, we can better shape our diversity efforts going forward, for both our employees and our audiences.

With this data, we continue to look for trends, themes, and gaps. Information from our employees about themselves helps us improve equity and representation across our business. Our understanding of this data enables informed decisions regarding Talent programs such as benefits, career development, recruitment and retention strategies. Our ability to better support, attract and retain our diverse talent will foster continued innovation, improved content and products, and build authentic connection with our global audiences.

Working with leading consultants of Ernst & Young and Desai & Tran Consulting, we carefully selected questions that our grounded in HR data and DEI best practices. We chose to ask a small number of specific questions, which we believed would provide the richest insight on our employee landscape as we move forward with our DEI strategy. We have partnered with the consultants and local legal counsel to confirm that we have abided by all privacy and related legislation in each of the countries where we operate. Questions vary by country and account for local privacy legislation and cultural differences. We do not collect data where it is expressly prohibited by local law. Participation in the questionnaire is completely voluntary, and most of our questions provide a “prefer not to answer” option.

The data is stored on WildBrain’s Human Resources Information System and is protected by strict security protocol. Access to the raw data is restricted to designated members of the Talent team. Our data analysis methods include maintaining minimum participant thresholds and only using and sharing this data in aggregate to ensure that information collected will not lead to direct, or indirect, identification.

In this report, all data on gender identity, sexuality, age, persons with disabilities, and caregiver status, unless otherwise stated, represents global self-reported information. Ethnicity data only reflects self-reported data from participants within Canada, the United Kingdom and the United States. In these instances, some ethnicity categories have been displayed using terminology that resonates more globally.

In some cases, due to rounding, the individual percentages may not add up exactly to the overall percentage. Some data may be intentionally redacted due to security and privacy restrictions where the participants thresholds were not met.



Important Terms Used In the Report

Ally, Allyship: An ally is someone, a group of people, or an organization that uses their/its inherent privilege and power to advocate for and support marginalized groups facing oppression. It embodies a continuous process of learning, re-learning, and unlearning. Allies are those who seek to listen and learn how they can support marginalized groups. They are willing to be uncomfortable and challenge their learned behaviours/isms that perpetuate discrimination.

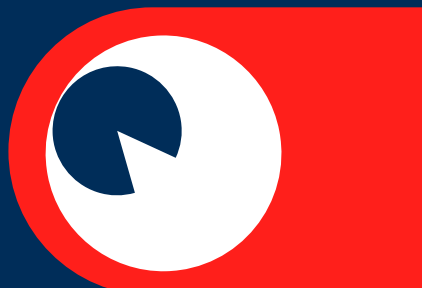
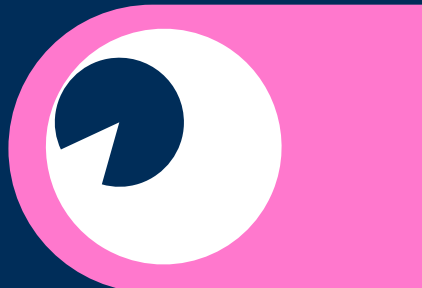
Bias/ Unconscious Bias: Biases are mindsets, beliefs, and prejudices that are inherently held about specific groups of people, often with no justification. While biases can be both negative and positive, people from marginalized groups have historically been subject to negative biases that impact them gravely. Two common types of biases are unconscious (also known as implicit) and conscious (explicit). Unconscious biases are thoughts and beliefs resulting from socially constructed stereotypes about certain marginalized groups. These biases operate subconsciously, and individuals may be unaware they even have them. For example, when you think of a CEO, you may automatically think of a white male. Conscious biases are directly expressed beliefs or attributes that demean and mistreat individuals or other negative behaviors. For example, not promoting women because of gender role preconceptions.

Executive: For the purposes of this report, “executive” refers to employees who are in a leadership capacity, including and above the role of Vice President.

Feminism: Feminism is about all genders having equal rights and opportunities. It promotes respecting diverse women’s experiences, identities, knowledge and strengths, and striving to empower all women to realize their full rights

Inclusive Language: Inclusive language refers to language and discourse that actively respects, acknowledges, and empowers all individuals, regardless of their social identity. Using inclusive language is essential for creating welcoming and respectful environments, strengthening communication, and building meaningful relationships. Practicing inclusive language is a tangible demonstration of inclusive behavior.

Individual Contributor: For the purposes of the report, “individual contributor” refers to non-management employees in a professional, administrative, and/or operational capacity.



Indigenous Peoples: Indigenous Peoples are the descendants of the peoples who inhabited the Americas, the Pacific, and parts of Asia and Africa prior to European colonization. Indigenous Peoples continue to thrive throughout the world today. In America, “Indigenous” refers to those peoples with pre-existing sovereignty who were living together as a community prior to contact with settler populations, most often – though not exclusively – Europeans. Indigenous is the most inclusive term, as there are Indigenous Peoples on every continent throughout the world – such as the Sami in Sweden, the First Nations in Canada, Mayas in Mexico and Guatemala, and the Ainu in Japan – fighting to remain culturally intact on their land bases. The term refers to a group of Indigenous Peoples with a shared national identity, such as “Navajo” or “Sami.” In Canada, the term “Indigenous Peoples” (or “Aboriginal Peoples”) refers specifically to First Nations people, Inuit and Métis. These are the original inhabitants of the land that is now referred to as Canada.

Intersectionality: A concept that was developed by Kimberlé Crenshaw, which explains why people experience inequality in society differently from others with whom they share some identity categories. The concept highlights that characteristics of one’s identity/ social identifiers are not mutually exclusive but rather coexist to create unique experiences for each individual. Social identifiers such as gender, race, sexual orientation, class and (dis)ability overlap with one another to create a unique form of discrimination.

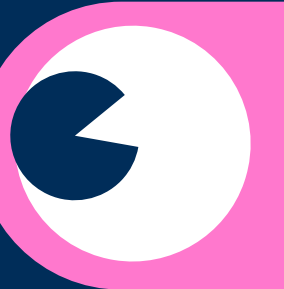
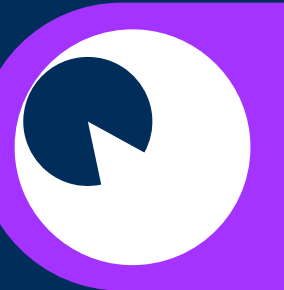
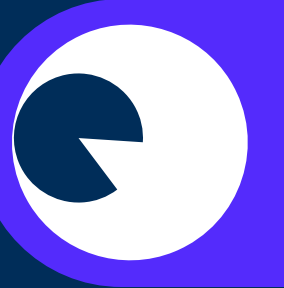
LGBTQIA2S+: An acronym for Lesbian, Gay, Bisexual, Transgender, Queer or Questioning, Two-Spirit, Intersex, Androgynous or Asexual, (+ includes Pansexual, Demisexual, etc.).

Microaggressions: Microaggressions are defined as subtle, overt signals or behaviours that are often based on stereotypes and biases about marginalized groups. The impact is that these behaviours, while subtle, reinforce these stereotypes by invalidating peoples’ identities in a negative way. Microaggressions are along a continuum from being very deliberate & conscious to being outside one’s conscious behavior.

Race: Race is a concept that refers to groups of people based on their physical attributes like skin color.

Seasoned Professional: For the purposes of this report, “seasoned professional” refers to employees who are in a managerial and/or industry expert capacity.

Sustainability: the integration of environmental health, social equity and economic vitality in order to create thriving, healthy, diverse and resilient communities for this generation and generations to come. The practice of sustainability recognizes how these issues are interconnected and requires a systems approach and an acknowledgement of complexity.



Appendix

Ethnicity by Location

	Canada				UK				US			
Ethnicity	2022	2023	2024	2025	2022	2023	2024	2025	2022	2023	2024	2025
Asian	23%	24%	24%	24%	8%	9%	6%	14%	8%	8%	13%	9%
Black	3%	3%	2%	2%	6%	7%	6%	5%	5%	6%	4%	6%
Hispanic/Latinx	10%	11%	11%	8%	0%	-	-	-	10%	11%	17%	11%
Indigenous	1%	1%	1%	0%	0%	-	-	-	3%	3%	-	-
Mixed	0%	1%	0%	1%	7%	10%	8%	10%	3%	6%	9%	9%
Other	9%	8%	8%	10%	4%	3%	4%	2%	8%	-	-	-
White	54%	53%	52%	55%	75%	71%	76%	69%	67%	69%	57%	66%

Ethnicity by Role Level (Global)

	Executive				Seasoned Professional				Individual Contributor			
Ethnicity	2022	2023	2024	2025	2022	2023	2024	2025	2022	2023	2024	2025
Asian	-	10%	13%	13%	NA	18%	15%	18%	NA	24%	25%	26%
Black	-	7%	4%	3%	NA	5%	5%	4%	NA	2%	0%	0%
Hispanic/Latinx	-	7%	9%	10%	NA	4%	4%	4%	NA	15%	14%	10%
Indigenous	-	0%	0%	0%	NA	0%	1%	0%	NA	1%	1%	0%
Mixed	-	0%	4%	6%	NA	3%	2%	3%	NA	2%	2%	3%
Other	-	3%	4%	7%	NA	3%	4%	6%	NA	10%	9%	12%
White	-	72%	65%	58%	NA	67%	64%	61%	NA	47%	45%	46%
Prefer not to answer	-			3%	NA		4%	4%	NA		3%	3%

Gender Identity (Global)

Gender Identity	2022	2023	2024	2025
Man (Cisgender)	37%	36%	38%	36%
Non-Binary	4%	4%	3%	3%
Transgender	1%	1%	1%	1%
Woman (Cisgender)	58%	56%	55%	58%
Prefer not to answer		3%	3%	2%

Gender Identity by Role Level (Global)

	Executive				Seasoned Professional				Individual Contributor			
Gender Identity	2022	2023	2024	2025	2022	2023	2024	2025	2022	2023	2024	2025
Man (Cisgender)	NA	39%	39%	45%	NA	39%	37%	37%	NA	36%	38%	33%
Non-binary	NA	0%	0%	0%	NA	3%	2%	2%	NA	6%	5%	5%
Transgender	NA	0%	0%	0%	NA	0%	2%	1%	NA	2%	1%	1%
Woman (Cisgender)	NA	61%	61%	55%	NA	59%	58%	58%	NA	55%	52%	58%
Prefer not to answer	NA	0%	0%	0%	NA	0%	3%	2%	NA	1%	4%	3%

Sexuality (Global)

Sexuality	2022	2023	2024	2025
Bisexual	10%	10%	9%	9%
Gay/Lesbian	7%	7%	7%	6%
Heterosexual	68%	70%	70%	73%
Other	7%	6%	5%	4%
Prefer not to answer	8%	7%	8%	8%

Age (Global)

Age	2022	2023	2024	2025
20s	26%	24%	21%	16%
30s	46%	47%	47%	42%
40s	19%	21%	22%	27%
50s	7%	7%	8%	12%
60s	2%	2%	2%	3%

Caregiver Status (Global)

Caregiver	2022	2023	2024	2025
Yes	26%	26%	26%	31%
No	74%	74%	69%	65%
Prefer not to answer	0%	0%	5%	4%

People with Disabilities (Global)

PWD	2022	2023	2024	2025
Yes	4%	5%	5%	5%
No	96%	95%	91%	90%
Prefer not to answer	0%	0%	4%	5%



BELONGING



TOGETHER