



WILDBRAIN SHAREHOLDERS APPROVE ALL MATTERS AT ANNUAL AND SPECIAL MEETING

Halifax, NS – December 17, 2020 – WildBrain Ltd. (or the “**Company**”) (TSX: WILD), a global leader in kids and family entertainment, reports that all nominees listed in its Management Information Circular dated November 10, 2020, were elected as directors of the Company at its Annual and Special Meeting of Shareholders, held virtually today. In addition, PricewaterhouseCoopers LLP was re-appointed as the Company’s Auditor, and the resolution related to the exchangeable debentures was approved by Shareholders, which set the exchange price and removed the cap on the number of Variable Voting Shares that may be issued in connection with the financing.

The detailed results of the votes received for each director nominee were as follows:

Directors	% of Shares Voted For	% of Shares Voted Withheld
David Colville	96.87%	3.13%
Amanda Cupples	96.66%	3.34%
Deborah Drisdell	99.40%	0.60%
Eric Ellenbogen	99.49%	0.51%
Erin Elofson	99.40%	0.60%
Alan Hibben	84.69%	15.31%
Steven Landry	87.29%	12.71%
Geoffrey Machum	99.52%	0.48%
Thomas McGrath	99.42%	0.58%
Jonathan Whitcher	99.48%	0.52%
Donald Wright	84.70%	15.30%

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About WildBrain Ltd.

At WildBrain we inspire imaginations to run wild, engaging kids and families everywhere with great content across all media. With approximately 13,000 half-hours of filmed entertainment in our library – one of the world’s most extensive – we are home to such brands as *Peanuts*, *Teletubbies*, *Strawberry Shortcake*, *Caillou*, *Inspector Gadget*, *Johnny Test* and *Degrassi*. At our 75,000 square-foot state-of-the art animation studio in Vancouver, BC, we produce such fan-favourite series as *Snoopy in Space*, *Chip & Potato*, *Carmen Sandiego* and more. Our shows are enjoyed worldwide in more than 150 countries on over 500 streaming platforms and telecasters, and our AVOD business – WildBrain Spark – offers one of the largest networks of kids’ channels on YouTube, garnering approximately four billion views per month from over 200 million subscribers. We also license consumer products and location-based entertainment in every major territory for our own properties as well as for our clients and content partners. Our television group owns and operates four family entertainment channels that are among the most viewed in Canada. WildBrain is headquartered in Canada with offices worldwide and trades on the Toronto Stock Exchange (TSX: WILD). Visit us at wildbrain.com.

Disclaimer

This press release contains “forward-looking statements” under applicable securities laws with respect to the Company including, without limitation, statements regarding the business strategies and operational activities of the Company. Although the Company believes that the expectations reflected in such forward-looking statements are reasonable, such statements involve risks and uncertainties and are based on information currently available to the Company. Actual results or events may differ materially from those expressed or implied by such forward-looking statements. Factors that could cause actual results or events

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to differ materially from current expectations, among other things, include the risk factors discussed in materials filed with applicable securities regulatory authorities from time to time including matters discussed under “Risk Factors” in the Company’s most recent Annual Information Form and annual Management Discussion and Analysis. These forward-looking statements are made as of the date hereof, and the Company assumes no obligation to update or revise them to reflect new events or circumstances, except as required by law.

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