

Zoonicorn Newsletter

Contents

- A Note from Mark Lubratt 2
- Welcome Our New Licensees 3
- Movie Sneak Peek 4
- Brand Licensing Expo 2026 ..... 5 - 6
- A Social Snapshot 7
- A New Look Online ..... 8 - 9

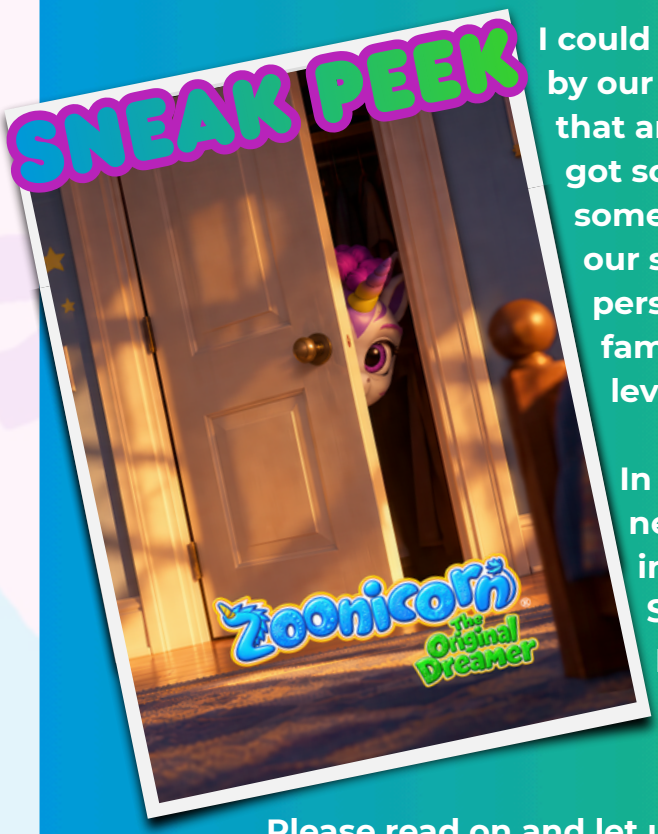
A Note From Mark Lubratt



Dear Friends,

As we return from a very successful and energizing Brand Licensing Europe, we are closing out 2026 looking forward to the Zooniverse expanding greatly in 2027.

The exciting news starts, of course, with Zoonicorn: The Original Dreamer, our first feature-length 3D CGI animated film. Production is now in full swing – within these pages, we even have the first ever images from the movie to share with you.



I could not be prouder of the original story crafted by our talented writer, as well as the designers that are re-imagining the Zooniverse! The movie's got so much adventure, laughter, silliness and some really tender moments, all built around our signature social emotional skills of persistence, optimism and resilience. It's a true family film and the humor works on multiple levels, for kids of all ages and their parents.

In other news we are happy to welcome our newest licensees to the Zoonicorn family, including The BHM Company, Skiddos and Short Stuff. Look for Zoonicorn branded products from all of them coming soon. You can read more about those deals in this newsletter.

Please read on and let us know your thoughts. We love to get your feedback! As always, we value your partnership as we look forward to a Zoontastic 2027!

— Mark Lubratt,
CEO/Creator of Zoonicorn

WELCOME OUR NEW LICENSEES

Zoonicorn is excited to be partnering with The BHM Company, a brand extension and strategy firm with a track record of working with such globally recognized names as Walmart, Target, and Power Rangers. BHM will aid Zoonicorn in the production and distribution of health and beauty products, backpacks, playsets, figurines, bath and bubble toys, nightlights, arts and crafts kits, sticker sets, and more. Join us in welcoming BHM and CEO Joseph Smadja to the Zooniverse.



Zoonicorn's biggest fans can now watch their favorite characters in style with sleepwear by Short Stuff, an apparel brand specializing in sustainable, built-to-last products made from "Snuggle Soft" bamboo-blend fabrics. Pajama sets, T-shirts, zip-up onesies, and more will be available in multiple sizes. Join us in welcoming Short Stuff and founder Roxanne Alford to the Zooniverse.

Zoonicorn's approach to MESH-centered learning will now be powered by SKIDOS, a digital platform built around gamified educational experiences. In addition to episodes of the Zoonicorn animated series becoming available on the platform, SKIDOS will launch exclusive Zoonicorn-themed edutainment games designed with our core brand values of optimism, persistence and resilience in mind. Join us in welcoming Skidos and CEO Aditya Prakash to the Zooniverse.

MOVIE SNEAK PEEK

We're thrilled to be able to share this first look at some images from Zoonicorn: The Original Dreamer, our first ever feature-length 3D CGI animated film. This sneak peek is for your eyes only!

We have been heads down and working steadily on the movie, right alongside our writer and production partners at Dream Mechanics Entertainment.

As you can see, this all-original family comedy-adventure is coming together in a big way. Soon we'll be able to share even more of the magic with a brand-new trailer. Get ready for the film to be everywhere as we prepare for its limited theatrical and full streaming release in Q4, 2027.



The comedy-adventure will feature all the Zoonicorn characters you know and love, plus some brand-new friends. The film follows a young girl from the waking world as she embarks on a thrilling journey into the Zooniverse, a fantastic and colorful dreamland that is now at risk. As imaginations fade, the very existence of the Zoonicorns and the ability to dream itself hangs in the balance.





We are lining up marketing partnerships, promotional screenings, live events, social media activations and, of course, new consumer products.



It's all happening for Zoonicorn in 2027.

Look for more news on the movie soon!

Brand Licensing Expo 2026

Brand Licensing Europe 2026 was a very successful show for Zoonicorn this October, as we continue to build our global presence for the brand. With Zoonicorn: The Original Dreamer, the first Zoonicorn feature film, coming out in 2027, interest has never been higher.

Mark and J'net met with a range of prospective agents, licensees and partners looking to connect, learn more and explore ways to collaborate. There was also a great deal of activity going on with our existing agents and licensees. BLE has continued to grow into such an important market for Zoonicorn that next year we will be exhibiting with a booth there for the first time!



L-R: Paul Brunton, Kitty Leigh, Mark Lubratt, J'net Smith & Alfie Beill



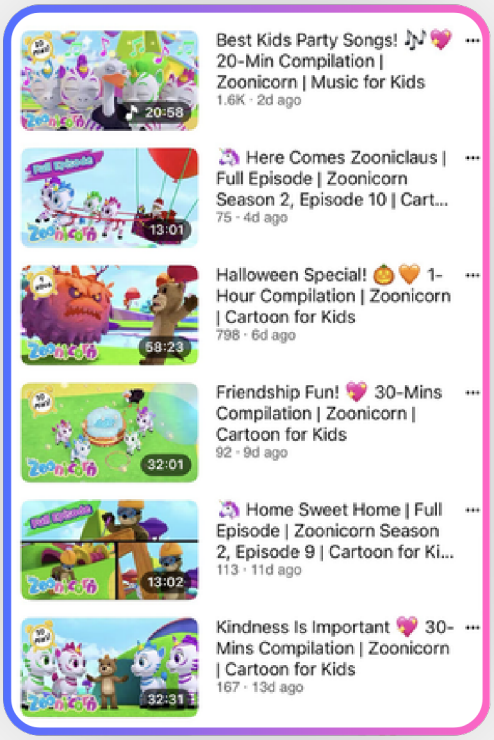
L-R: Mark Lubratt, Hannah Knoblauch, and J'net Smith

IMC Joins Us

We are thrilled IMC Licensing has joined Zoonicorn. They will work in the territories of Brazil, as well as Central America, the Caribbean and Antilles to bring Zoonicorn to more than 20 countries in the region.

Celebrating 46 years in the licensing industry in 2026, IMC is one of the most experienced agencies in Latin America. We are delighted to welcome CEO Leonardo Gutter, Licensing and Marketing Director Laura Adelstein and the entire IMC team to the Zoonicorn family!

A SOCIAL SNAPSHOT

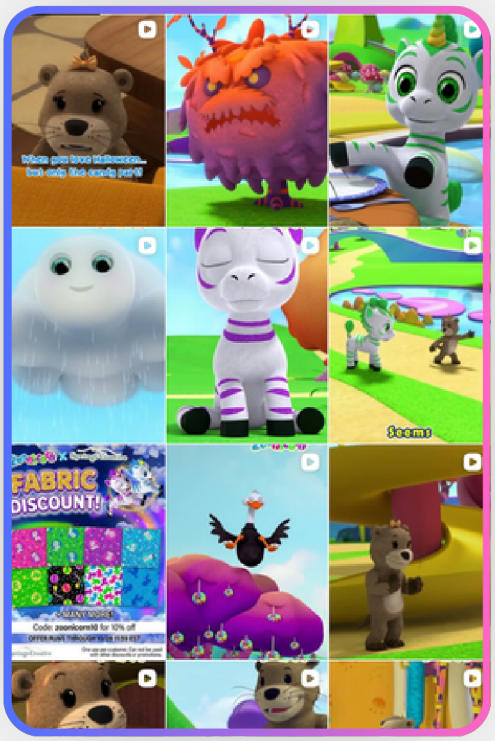


YOUTUBE

Our YouTube continues to reach new viewers, demonstrating strong platform visibility and audience discovery. Most of our exposure comes from Zoonicorn's credibility and consistent publishing that has led to the YouTube algorithm recommending our content, in addition to the current fan base that searches for our episodes. With 8.5 million impressions, more than 406,000 video views and over 20,000 hours of watch-time to date, we are establishing our audience and are accessible to the 122 million people who use YouTube every day.

FACEBOOK AND INSTAGRAM

Strengthening our presence on Facebook and Instagram, Zoonicorn is generating more than 8,500 interactions across both platforms this year. We increased our publishing activity on both accounts giving us a stronger content base to build on. This contributed to Facebook interactions rising by 9.1%. Due to the nature of our brand's global reach, our top META audiences are located in theUnited States, United Kingdom, Brazil, Canada and Peru.



TIKTOK

We are building momentum on TikTok, with a growing community of more than 4,000 followers. To date, the account's videos received nearly 73,000 views, while our comments increased by 205% and shares by 263% compared to the previous period. More viewers are joining the conversation and sharing content with others, helping us build connections with our audience and reaching new followers. Recurring features like our Toonicorn Tuesday content series (that features original songs) give fans familiar, fun moments to look forward to each week.

COMING SOON!: The Zoonicorn TikTok Shop, where you have the opportunity to showcase and sell your licensed Zoonicorn products.

LICENSEE COLLABORATIONS



We continue to collaborate with our Licensees monthly for product giveaways. Our social media presence provides opportunities to connect with families and introduce new audiences to your brand.

We also help to promote product discounts or campaigns. These collaborations offer an additional way to increase product visibility.



A NEW LOOK ONLINE

Have you visited Zoonicorn.com lately? Our website has had a total make-over to bring even more of the colorful and imaginative Zooniverse to life at the click of a mouse.

This transformation includes immersive animation from the series on every page, replacing the static web pages and reimagining them with clips that show, rather than tell, the Zoonicorn story.

These updates are great for consumers who want to learn more about the Zooniverse and the series, while also providing an engaging way for licensing partners, business collaborators and industry professionals to explore the Zoonicorn brand and expand opportunities for all.

Beyond the new animation, the website features improved navigation, key brand information, character showcases, and highlights of the latest brand developments, such as the upcoming movie. We hope our site will be among your most-utilized resources to help potential retailers and licensees discover Zoonicorn.

