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Kartoon Studios Announces Revenue Surge of Stan Lee Consumer Products



Studio Expands Program Highlighted by Marvel Film and Disney Theme Park Licenses with New Partnerships — Including *Madame Tussauds*, *Topps*, Panini Publishing and More— Accelerating Monetization of Iconic Stan Lee IP



Iconic Marvel Creator has grown to over 30 Million Followers Across Instagram, Facebook, X, YouTube, and TikTok
Former Marvel EVP, Bob Sabouni, Now Heads Stan Lee Legacy Consumer Product Programs at Kartoon



LOS ANGELES, Aug. 18, 2025 (GLOBE NEWSWIRE) -- **Kartoon Studios, Inc. (NYSE American: TOON)** ("Kartoon Studios" or the "Company") announced today the rapid commercial expansion of its legendary **Stan Lee IP**, as the company dramatically scales its Stan Lee consumer products business under the leadership of former Marvel EVP **Bob Sabouni**, who now oversees The Stan Lee Legacy Program. This expansion is marked by a series of high-value brand partnerships and the continued leverage of the **Marvel** film and

Walt Disney Company theme park licenses, obtained from Kartoon Studios., representing a material step forward in Kartoon Studios' strategy to unlock shareholder value through premium legacy IP monetization.

Recent licensing and activation deals with industry leaders — including **Madame Tussauds**, **Panini Publishing**, and **Topps** — underscore the long-term market potential of the Stan Lee brand and its unique ability to attract both iconic collaborators and multi-generational fans.

Strategic Partner Highlights:

- **Madame Tussauds:** Deal renewal for the lifelike Stan Lee wax figure in New York City, with expansion discussions across multiple international locations. Madame Tussauds marks a major milestone in immersive brand experiences.
- **Panini Publishing:** Launched a limited-edition San Diego Comic Con card activation as a prelude to a broader collectible card line, targeting global trading card markets.
- **Topps:** Secured a sidecar license that operates alongside Marvel's exclusive trading card deal — providing Stan Lee Universe with rare access to Topps' vast collector network and distribution platform.

In addition to these marquee deals, Kartoon Studios continues to build a diversified consumer product portfolio across categories:

- **Multi-Verse:** Fine art collectibles drop
- **Saturday Morning Cards:** High-end lacquered collectible cards
- **Galkin:** Designer sunglasses partnership
- **Gallery 1988:** Curated Stan Lee fine art gallery show
- **Better Magnets:** Nostalgia-driven magnets and pins

"We are executing on a focused strategy to convert Stan Lee's extraordinary cultural equity into ongoing revenues and long-term shareholder value," said **Andy Heyward, Chairman & CEO of Kartoon Studios**. "Having led programs at Marvel that generated billions of dollars in retail sales, Bob Sabouni has built a growing roster of world-class partners, adding to the Marvel film and Walt Disney theme park licenses, we have put in place. Our goal is to build a highly scalable, global consumer products business around one of the most iconic names in pop culture. Bob brings over two decades of brand licensing expertise, having led programs at Marvel that generated global retail sales across toys, apparel, collectibles, publishing, and experiential events. He is recognized for building partnerships with top-tier entertainment, retail, and lifestyle brands and for pioneering integrated licensing strategies that bridge physical and digital experiences, and we are privileged to have him as part of our Kartoon Studios team. Of course, this will only support the rollout of Stan Lee superhero IP, starting with **The Excelsiors**, debuting by year's end in graphic novel form, and later in media."

Sabouni added: "We are working on and expect to announce another dozen licenses in various categories before year's end. Stan Lee's name resonates across generations and continents. By combining the film and theme park licensing rights—secured by Marvel and Disney—with carefully chosen brand partnerships and content deals, we can deliver authentic, high-quality products and experiences that deepen fan engagement, create meaningful new revenue streams, and ensure Stan's rightful place as the Father of Pop Culture endures for generations to come."

The Stan Lee Universe initiative also benefits from a powerful direct-to-consumer marketing engine, with over 30 million followers across Instagram, Facebook, X, YouTube, and TikTok. This built-in fanbase supports product launches, brand collaborations, and content initiatives.

As Kartoon Studios continues to invest in its IP franchises, the Stan Lee Universe is expected to emerge as a cornerstone growth driver across the company's consumer products, media, and experiential verticals.

About Kartoon Studios

Kartoon Studios (NYSE AMERICAN: TOON) is a global leader in children's and family entertainment, delivering premium content and high-value intellectual property to millions of viewers worldwide. The company's portfolio features globally recognized brands including Stan Lee's Superhero Kindergarten, Shaq's Garage, Rainbow Rangers, and Llama Llama. Kartoon Studios holds a controlling interest in Stan Lee Universe and operates Mainframe Studios—one of North America's largest animation producers—with more than 22,000 minutes of award-winning programming delivered.

Through its Toon Media Networks division, including Kartoon Channel!, Kartoon Channel Worldwide, Ameba, and Frederator Network, Kartoon Studios reaches audiences across linear television, AVOD, SVOD, FAST channels, and top streaming platforms. Kartoon Channel! is consistently rated the #1 kids' streaming app on the Apple App Store. With a growing global distribution footprint, and a robust content pipeline, Kartoon Studios is positioned for sustained growth and long-term shareholder value.

Forward-Looking Statements: Certain statements in this press release constitute "forward-looking statements" within the meaning of the federal securities laws. Words such as "may," "might," "will," "should," "believe," "expect," "anticipate," "estimate," "continue," "predict," "forecast," "project," "plan," "intend" or similar expressions, or statements regarding intent, belief, or current expectations, are forward-looking statements and include statements regarding: expansion of the Company's Stan Lee branded consumer products; surging monetization of Stan Lee IP; scaling the Stan Lee consumer products business under the leadership of former Marvel EVP Bob Sabouni; continuing to leverage the Company's Marvel film and Walt Disney Company theme park licenses; unlocking shareholder value through premium legacy IP monetization; the long-term market potential of the Stan Lee brand and its unique ability to attract both iconic collaborators and multi-generational fans; launching a broader collectible card line targeting global trading card markets; continuing to build a diversified consumer product portfolio across separate categories; executing on a focused strategy to convert Stan Lee's cultural equity into meaningful long-term shareholder value; building a highly scalable, global consumer products business around Stan Lee; building partnerships with top-tier entertainment, retail, and lifestyle brands; pioneering integrated licensing strategies that bridge physical and digital experiences; supporting the rollout of Stan Lee superhero IP, starting with The Excelsiors, debuting by year's end in graphic novel form and later in media; working on and announcing another dozen licenses in various categories before year's end; delivering authentic, high-quality products and experiences that deepen fan engagement, creating meaningful new revenue streams, and ensuring Stan's place as the Father of Pop Culture endures for generations to come; the Instagram, Facebook, X, YouTube, and TikTok fanbase supporting product launches, brand collaborations, and content initiatives; continuing to invest in the Company's IP franchises; the Stan Lee Universe emerging as a cornerstone growth driver across the Company's

consumer products, media, and experiential verticals and Kartoon Studios being positioned for sustained growth and long-term shareholder value. While the Company believes these forward-looking statements are reasonable, undue reliance should not be placed on any such forward-looking statements, which are based on information available to us on the date of this release. These forward looking statements are based upon current estimates and assumptions and are subject to various risks and uncertainties, including without limitation, the Company's ability to expand the monetization of its Stan Lee branded consumer products; the Company's ability to build a diversified consumer product portfolio across separate categories; the Company's ability to convert Stan Lee's cultural equity meaningful long-term shareholder value; the Company's ability to build a highly scalable, global consumer products business around Stan Lee; the Company's ability to build partnerships with top-tier entertainment, retail, and lifestyle brands; the Company's ability to announce another dozen licenses in various categories before year's end; the Company's ability to delivering authentic, high-quality products and experiences that deepen fan engagement, create meaningful new revenue streams, and ensure Stan's place as the Father of Pop Culture endures for generations to come; the Company's ability to obtain additional financing on acceptable terms, if at all; fluctuations in the results of the Company's operations from period to period; general economic and financial conditions; the Company's ability to anticipate changes in popular culture, media and movies, fashion and technology; competitive pressure from other distributors of content and within the retail market; the Company's reliance on and relationships with third-party production and animation studios; the Company's ability to market and advertise its products; the Company's reliance on third-parties to promote its products; the Company's ability to keep pace with technological advances; the Company's ability to protect its intellectual property and those other risk factors set forth in the "Risk Factors" section of the Company's Annual Report on Form 10-K for the fiscal year ended December 31, 2024 and in the Company's subsequent filings with the Securities and Exchange Commission (the "SEC"). Thus, actual results could be materially different. The Company expressly disclaims any obligation to update or alter statements whether as a result of new information, future events or otherwise, except as required by law.

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Photos accompanying this announcement are available at

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Source: Kartoon Studios

Image 1



Image 1

Image 2



Image 2

Image 3



Image 3