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Kartoon Channel! and Ameba Deliver Triple-Digit Year Over Year Growth in Early 2025

Kartoon Channel Doubles Watchtime Across FAST Platforms

Google TV Freeplay launches 24/7 *Rainbow Rangers* Channel

AI-Assisted Foreign Language Dubbing, Helping to Drive International Expansion

Todd Steinman Promoted to President of Toon Media Networks Worldwide as Platforms Now Reaches 71 Territories with Universe of 2.8 Billion Viewers



BEVERLY HILLS, Calif., May 28, 2025 (GLOBE NEWSWIRE) -- Kartoon Studios (NYSE American: TOON) today announced that it has expanded Todd Steinman's role from Toon Media Networks President to lead global business for Kartoon Channel Worldwide! as the company accelerates international growth and capitalizes on surging momentum across its digital platforms.

Fueled by triple-digit growth from Kartoon Channel! and Ameba's domestic business, the company reported a 116% year-over-year earnings increase for January and February 2025 (timing adjusted), compared to the same period in 2024. This growth, combined with ongoing platform expansion, reinforces Kartoon Studios' position as a rising leader in the

global family streaming market.

With distribution now spanning 71 territories and access to an audience of 2.8 billion, Steinman's expanded role will include international operations while driving monetization across global markets. His leadership has already transformed Cartoon Channel! into a profitable, high-growth platform across North America.

Andy Heyward, CEO and Chairman of Cartoon Studios, commented: "Todd Steinman is an extraordinary executive who has not only delivered profitability and growth in the U.S. at a record pace but also defined a successful, scalable streaming model we can now extend worldwide across Ad-supported Video on Demand (AVOD), Subscription Video on Demand (SVOD), and FAST channels. Steinman's extraordinary performance guiding Cartoon Channel!, Ameba, and Frederator Networks into profitable streaming powerhouses for children and young adults has fueled an important and growing profit center for Cartoon Networks, with triple-digit growth year over year. The combination of Subscription Video on Demand (SVOD), AVOD, and FAST has created a diversified and fast-growing children's service. Steinman will now assume oversight of the global expansion of Toon Media Networks and Cartoon Channel! Worldwide."

The Company has released a video interview with Steinman today where he discusses the strategy and rise of Cartoon Channel! and Toon Media Networks, as well as the drivers of growing profitability. The video is now available via the Cartoon Studios' social media accounts and the links below:

- X: <https://x.com/KartoonStudios>
- Instagram: <https://www.instagram.com/kartoon.studios>
- LinkedIn: <https://www.linkedin.com/company/kartoonstudios/>

Supporting this growth, Cartoon Channel! doubled the performance across its FAST channels since last year on platforms that include Tubi, Pluto TV, and Xumo and added Samsung TV Plus. The expansion continues with the recent debut of a 24/7 *Rainbow Rangers* channel on Google TV Freeplay, significantly enhancing Cartoon Channel!'s domestic reach and monetization footprint.

In addition to expanding distribution, Cartoon Studios is leveraging AI-assisted dubbing technology to localize content efficiently, helping the company unlock new international markets with speed and precision.

Steinman added:

"This next chapter is about building on our momentum in international markets. We're focused on profitability, brand impact, and delivering content that connects with families everywhere."

About Cartoon Studios

Cartoon Studios (NYSE American: TOON) is a global creator, producer, distributor, marketer, and licensor of premium entertainment brands for children and families. The Company's diverse portfolio includes some of the most recognized properties in kids' media, including original IP like *Stan Lee's Superhero Kindergarten* starring Arnold

Schwarzenegger, *Shaq's Garage* starring Shaquille O'Neal, *Rainbow Rangers*, and *Llama Llama* starring Jennifer Garner.

Kartoon Studios owns a controlling interest in Stan Lee Universe, managing the legendary creator's name, likeness, signature, voice, consumer products licensing, and original post-Marvel IP. Stan Lee is widely regarded as one of the most influential storytellers in modern history, with his characters appearing in four of the top ten highest-grossing films of all time.

Kartoon Studios' animation powerhouse, Mainframe Studios, has delivered over 1,000 half-hour episodes and more than 60 feature-length projects. The studio's partners include Disney, Netflix, Mattel, and Sony, with current productions such as *Barbie*, *CoComelon*, and *Unicorn Academy*.

Through its wholly owned Toon Media Networks—including Cartoon Channel!, Ameba, and Frederator Network—Kartoon Studios reaches audiences worldwide across linear, AVOD, SVOD, and FAST platforms. Cartoon Channel! is the #1 rated kids' streaming app on the Apple App Store and delivers thousands of hours of family-friendly content, including top-performing series like *Peppa Pig Shorts*, *Mother Goose Club*, *Talking Tom & Friends*, *Yu-Gi-Oh!*, and educational content through *Kartoon Classroom* and Spanish language collection *KC En Español*. Frederator Network operates one of the largest global animation networks on YouTube, featuring over 2,000 exclusive creators with billions of annual views.

In 2022, Cartoon Studios acquired Canada's WOW! Unlimited Media and became the largest shareholder in Germany's Your Family Entertainment AG, a leading European kids' content company.

The Company also includes Beacon Media Group, a full-service agency offering integrated PR, social media, influencer, creative, and media buying services across entertainment, lifestyle, gaming, and tech verticals.

Recognized for its operational excellence, Cartoon Studios was recently honored by Amazon with the *Operational Excellence Award* for 100% on-time delivery.

For more information, visit www.kartoonstudios.com

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 Mr. Steinman's contributions to be made to the Company due to his expanded role; Media Networks continuing to accelerate growth; the potential for maximum reach, brand building power, and a diversified and flexible monetization model; Mr. Steinman bringing the same U.S. vision and execution to the Company's international operations; Cartoon Channel's global footprint continuing to accelerate; *Rainbow Rangers* and *Shaq's Garage* continuing to bring in audiences; greater operational efficiency, scale, and monetization as the Company unlocks new growth in Europe, Latin America, Asia, and beyond; and Cartoon Channel! continuing to be a leader of the next generation of children's programming and AVOD distribution, and the ability of Cartoon Channel! to build a scalable,

profitable streaming platform that delivers real value — for families and for investors. 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 ability of Mr. Steinman to make the anticipated contributions to the Company's international operations; the Company's ability to sustain growth and become profitable; Kartoon Channel's ability to continue to accelerate its global footprint; the ability of Rainbow Rangers and Shaq's Garage to continue to bring in audiences; the Company's ability to have greater operational efficiency, scale, and monetization as it unlocks new growth in Europe, Latin America, Asia, and beyond; Kartoon Channel! continuing to be a leader of the next generation of children's programming and AVOD distribution and building a scalable, profitable streaming platform that delivers real value — for families and for investors; 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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A photo accompanying this announcement is available at
<https://www.globenewswire.com/NewsRoom/AttachmentNg/5aa9cb97-0a19-4932-9fd7-e22bcefa7aeb>



Source: Kartoon Studios

Todd Steinman



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