



4/15/2025

To whom it may concern,

敬启者，

Ref : Authorization Letter for 【Shenzhen Qishun Innovation Technology Development Co., Ltd.】 Hasbro Contract Number: 206709 (the "Agreement")

关于：【深圳企顺创新科技发展有限公司】授权信, 孩之宝合同号：206709（以下称为"协议"）

This letter confirms that Hasbro Inc., its affiliates and/or subsidiaries (including Entertainment One UK Limited ("eOne")) own and/or control certain intellectual property rights in the Licensed Properties referenced below and sublicense such rights to their affiliated companies Hasbro International Inc., ("Hasbro International"), Hasbro Consumer Products Licensing Limited ("HCPLL"), and Hasbro Trading (China) Company Ltd ("HTC") as applicable (Hasbro Inc, eOne, Hasbro International, HCPLL and HTC collectively referred to as Hasbro).

本信函确认孩之宝有限公司(Hasbro Inc.) 及其附属公司(包括 Entertainment One UK Limited("eOne"))拥有和/或掌控下述相关品牌的知识产权, 并将该等权利授权其下的附属公司孩之宝国际公司("Hasbro International"), 孩之宝消费品许可有限公司(Hasbro Consumer Products Licensing Limited ("HCPLL")) 和孩之宝商贸(中国)有限公司 ("HTC") (Hasbro Inc., eOne, Hasbro International, HCPLL 和 HTC 统称孩之宝)。

Pursuant to the Agreement referenced above, Hasbro granted Licensee a non-exclusive license to manufacture, distribute, promote and sell the Licensed Articles (defined below) for the following Term and Territory(s). The manufacture and distribution of the Licensed Articles shall be subject to Hasbro's approval.

根据上文涉及的协议, Hasbro 给予被授权商非独家版权於下述期间与区域内制造, 经销, 推广以及销售授权产品(定义见下文)。被授权产品的制造与销售必须经过 Hasbro 批准。

Licensed Property(ies):

MY LITTLE PONY ANIMATED MOVIE
MY LITTLE PONY: FRIENDSHIP IS MAGIC – TELEVISION SERIES
MY LITTLE PONY: GENERATIONS
MY LITTLE PONY: GENERATION 5
MY LITTLE PONY - RETRO

被授权品牌

MY LITTLE PONY ANIMATED MOVIE
MY LITTLE PONY: FRIENDSHIP IS MAGIC – TELEVISION SERIES
MY LITTLE PONY: GENERATIONS
MY LITTLE PONY: GENERATION 5
MY LITTLE PONY - RETRO

Territory(s):

Group 1 - Greater China: Mainland China, Hongkong, Taiwan, Macau
Group 2 - South East Asia: Cambodia, Laos, Malaysia, Myanmar, Philippines, Singapore, Thailand, Vietnam
Group 3 - North America: Canada, United States

销售区域:

第1组-大中华区: 中国大陆、香港、台湾、澳门
第2组-东南亚: 柬埔寨、老挝、马来西亚、缅甸、菲律宾、新加坡、泰国、越南
第3组-北美: 加拿大、美国



Group 4 - EMEA: Austria, Belgium, Bulgaria, Croatia, Republic of Cyprus, Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Iceland, Ireland, Italy, Latvia, Liechtenstein, Lithuania, Luxembourg, Malta, Netherlands, Norway, Poland, Portugal, Romania, Slovakia, Slovenia, Spain, Sweden and Switzerland, Albania, Alderney, Andorra, Armenia, Azerbaijan, Belarus, Bosnia & Herzegovina, Estonia, Faroe Islands, Georgia, Gibraltar, Guernsey, Herm, Israel, Jersey, Kazakhstan, Kosovo, Kyrgyzstan, Macedonia, Moldova, Monaco, Montenegro, San Marino, Sark, Serbia, Tajikistan, Turkey, Turkmenistan, Ukraine, United Kingdom, Uzbekistan and Vatican City State, Bahrain, Iraq, Jordan, Kuwait, Lebanon, Oman, Palestine, Qatar, Saudi Arabia, United Arab Emirates, Yemen, Algeria, Angola, Benin, Botswana, Burkina Faso, Burundi, Cameroon, Cape Verde, Central African Republic, Chad, Comoros, Congo (Brazzaville), Democratic Republic of the Congo, Cote d'Ivoire (Ivory Coast), Djibouti, Egypt, Equatorial Guinea, Eritrea, Ethiopia, Gabon, Gambia, Ghana, Guinea, Guinea-Bissau, Kenya, Lesotho, Liberia, Madagascar, Malawi, Mali, Mauritania, Mauritius, Mayotte, Morocco, Mozambique, Namibia, Niger, Nigeria, Reunion, Rwanda, Saint Helena, Sao Tome and Principe, Senegal, Seychelles, Sierra Leone, South Africa, Swaziland, United Republic of Tanzania, Togo, Tunisia, Uganda, Zambia.

Group 5 - LATAM: Bermuda, Mexico, Argentina, Bolivia, Brazil, Chile, Colombia, Ecuador, Falkland Islands (Malvinas), French Guiana, Guyana, Paraguay, Peru, Uruguay, Venezuela, Suriname, Belize, Costa Rica, El Salvador, Guatemala, Honduras, Nicaragua, Panama, Anguilla, Antigua and Barbuda, Aruba, Bahamas, Barbados, British Virgin Islands, Caribbean Netherlands, Cayman Islands, Dominica, Dominican Republic, Grenada, Guadeloupe, Haiti, Jamaica, Martinique, Montserrat, Puerto Rico, Saint Kitts and Nevis, Saint Lucia, Saint Martin, Saint Vincent and the Grenadines, Trinidad and Tobago, Turks and Caicos Islands

Group 6- AUS/NZ: Australia and New Zealand

Term:

4/1/2024 to 12/31/2027, with an additional 90days Sell-Off Period.

第4组-欧洲、中东和非洲：奥地利、比利时、保加利亚、克罗地亚、塞浦路斯共和国、捷克共和国、丹麦、爱沙尼亚、芬兰、法国、德国、希腊、匈牙利、冰岛、爱尔兰、意大利、拉脱维亚、列支敦士登、立陶宛、卢森堡、马耳他、荷兰、挪威、波兰、葡萄牙、罗马尼亚、斯洛伐克、斯洛文尼亚、西班牙、瑞典和瑞士、阿尔巴尼亚、奥尔德里、安道尔、亚美尼亚、阿塞拜疆、白俄罗斯、波斯尼亚和黑塞哥维那、爱沙尼亚、法罗群岛、格鲁吉亚、直布罗陀、根西岛、爱马仕、以色列、泽西岛、哈萨克斯坦、科索沃、吉尔吉斯斯坦、马其顿、摩尔多瓦、摩纳哥、黑山、圣马力诺、萨克岛、塞尔维亚、塔吉克斯坦、土耳其、土库曼斯坦、乌克兰、英国、乌兹别克斯坦和梵蒂冈城国、巴林、伊拉克、约旦科威特、黎巴嫩、阿曼、巴勒斯坦、卡塔尔、沙特阿拉伯、阿拉伯联合酋长国、也门、阿尔及利亚、安哥拉、贝宁、博茨瓦纳、布基纳法索、布隆迪、喀麦隆、佛得角、中非共和国、乍得、科摩罗、刚果（布拉柴维尔）、刚果民主共和国、科特迪瓦（象牙海岸）、吉布提、埃及、赤道几内亚、厄立特里亚、埃塞俄比亚、加蓬、冈比亚、加纳、几内亚、几内亚比绍、肯尼亚、莱索托、利比里亚、马达加斯加、马拉维、马里、毛里塔尼亚、毛里求斯、马约特岛、摩洛哥、莫桑比克、纳米比亚、尼日尔、尼日利亚、留尼旺岛、卢旺达、圣赫勒拿、圣多美和普林西比、塞内加尔、塞舌尔、塞拉利昂、南非、斯威士兰、坦桑尼亚联合共和国、多哥、突尼斯、乌干达、赞比亚。

第5组-拉丁美洲：百慕大、墨西哥、阿根廷、玻利维亚、巴西、智利、哥伦比亚、厄瓜多尔、福克兰群岛（马尔维纳斯）、法属圭亚那、圭亚那、巴拉圭、秘鲁、乌拉圭、委内瑞拉、苏里南、伯利兹、哥斯达黎加、萨尔瓦多、危地马拉、洪都拉斯、尼加拉瓜、巴拿马、安圭拉、安提瓜和巴布达、阿鲁巴、巴哈马、巴巴多斯、英属维尔京群岛、加勒比荷兰、开曼群岛、多米尼克、多米尼加共和国、格林纳达、瓜德罗普岛、海地、牙买加、马提尼克岛、蒙特塞拉特、波多黎各、圣基茨和尼维斯、圣卢西亚、圣马丁、圣文森特和格林纳丁斯、特立尼达和多巴哥、特克斯和凯科斯群岛。

第6组-澳大利亚/新西兰：澳大利亚和新西兰。

合同期限:

4/1/2024 至 12/31/2027, 对于所授权产品另附 90 天的清货期



Licensed Articles (subject to Hasbro approval)

The following Accessories articles:

Laptop Bag

The following Consumer Electronics articles:

Mobile Cases (including cases for ear buds and electronic tablets)

Ear Buds / Headphones

Chargers (cable, charger, power bank)

Speakers

Keyboard, keycap, mouse, mouse pad

Mobile phone holder, selfie stick

Children's camera

The following Domestic and Housewares articles:

Fan (USB fan), Handwarmer

The following Health and Beauty articles:

Iron (Curling iron, straightening com)

Hair dryer

被授权产品 (须经 Hasbro 批准):

配件产品:

笔记本电脑包

电子产品:

手机壳 (包括耳机壳和电子平板壳)

耳机/头戴式耳机

充电器 (数据线、充电器、移动电源)

音箱

键盘、键帽、鼠标、鼠标垫

手机支架、自拍杆

儿童相机

家居用品:

风扇 (USB 风扇), 暖手器

美容类产品:

卷发棒、直发梳

吹风机

This Letter may be presented to applicable Customs and Border Protection (CBP) at the port of entry to confirm our authorization of the related shipments, as well as to third party retailers and distributors.

This Authorization Letter expires on 12/31/2025.

In case of any discrepancy between the meaning of the English text and respective Chinese translation thereof, the wording of the English text shall prevail.

Yours sincerely,

Jessica Qian
Sr Director, Greater China
Hasbro Licensed Consumer Products

本函可提交给入境口岸的海关以边防, 以确认我们相关授权物品的运输, 也可提交给第三方零售商和分销商以确认授权协议。

此授权信有效期至12/31/2025 期满无效。

若本授权书英语文本和中文翻译存在差异, 应以英语文本为准。