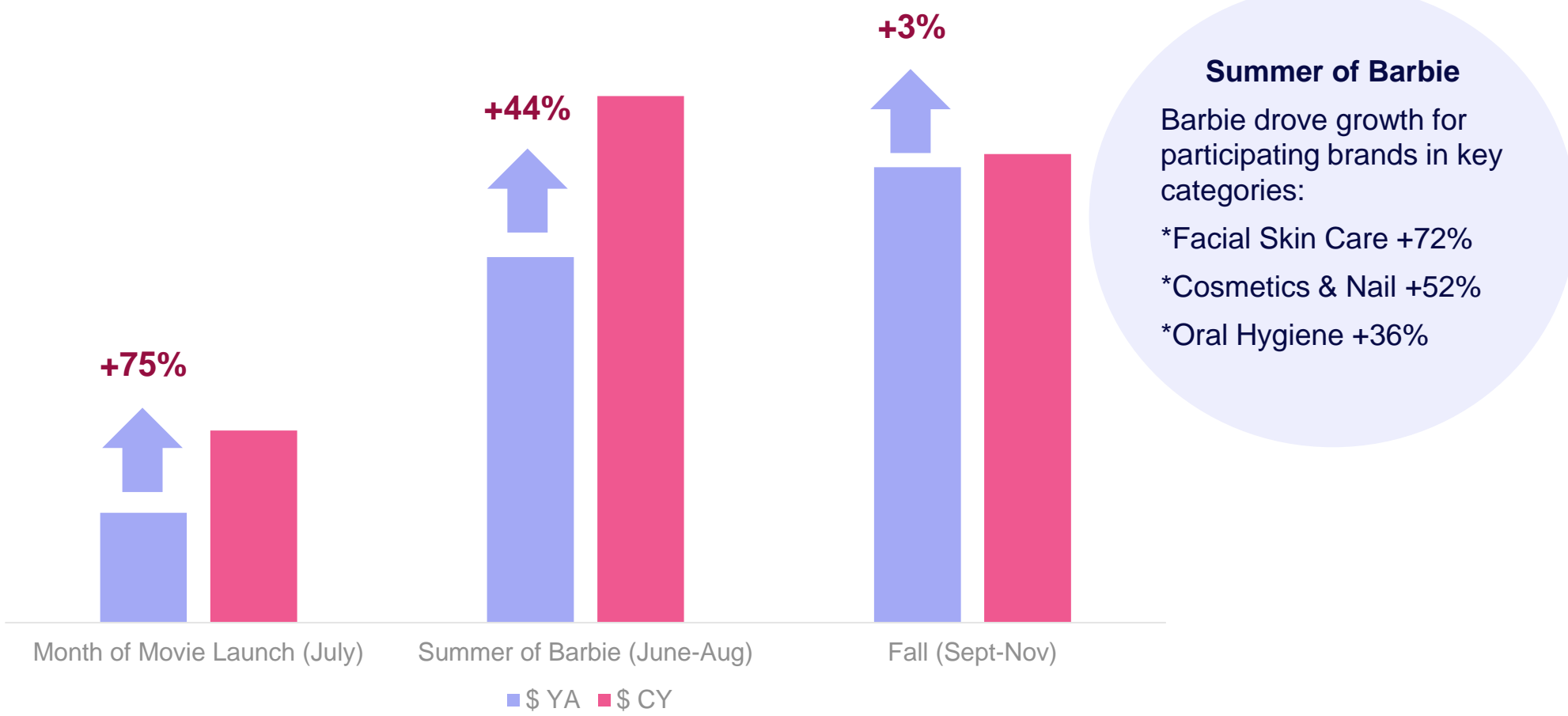


Barbie the Movie Wins Beauty and Wellness

Brands who launched products with "Barbie the Movie" licensing saw both immediate and sustained sales bumps

▶▶▶ In the month of the Barbie premiere, brands who launched 'Barbie' products were up **75%** vs YA

Beauty brands using "Barbie" licensing saw strong boosts to sales



Barbie the Movie was critically acclaimed in the box office and gained viral online support

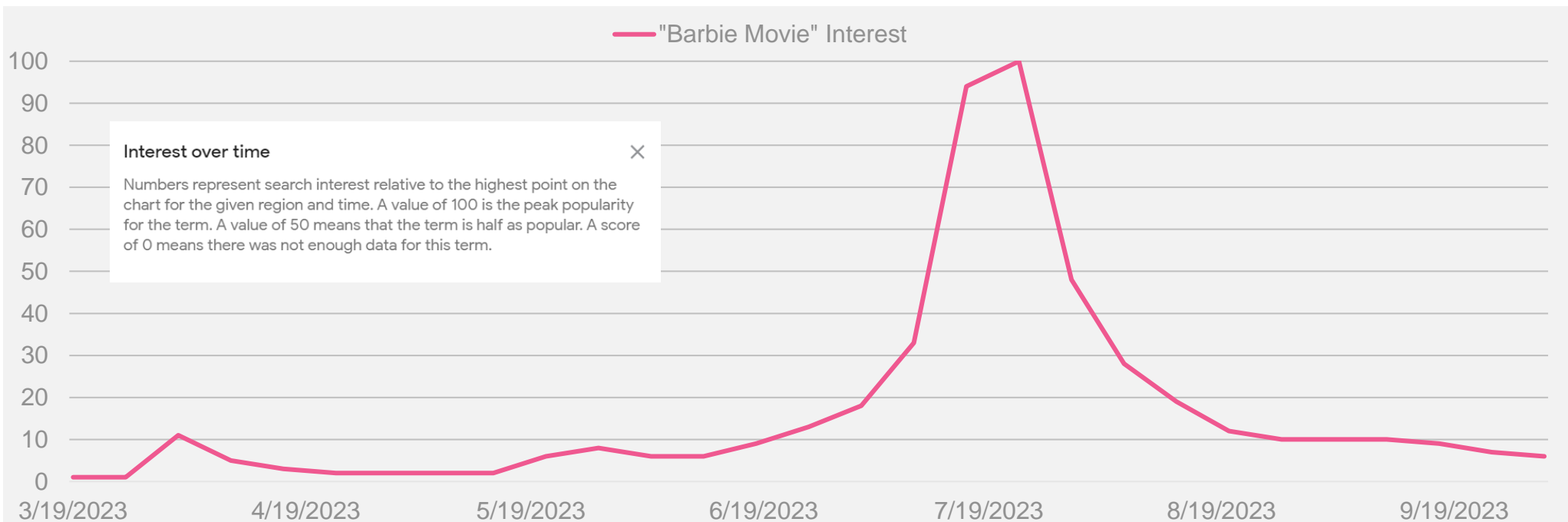
1. Highest-grossing film of 2023 in the U.S. and worldwide

#Barbie ▶ 92.3B views

#barbiethemovie ▶ 14.1B views

#barbiecore ▶ 17.8M views

2. Most successful global release in Warner Bros. history



Source: NIQ Omnishopper Syndicated for US Manufacturers