

THUNDERBIRD ENTERTAINMENT

The 30,000 Foot View

Dear Thunderbird Insiders,

We hope that everyone is enjoying a happy and healthy summer season.

While we take time to relax and make memories with friends and families, we also continue to chart our path towards becoming a major global studio. This month, we are proud to recognize several Thunderbird projects with exciting updates!

[BeddyByes](#) is proving to be a hit with audiences. Following its premiere on BBC iPlayer last month, the series quickly became the platform's #2 preschool series. The second drop of episodes will be released on July 26! The highly-anticipated premiere of [Marvel's Iron Man and his Awesome Friends](#) is set for August 11 on Disney Jr. and Disney Channel, with the first 10 episodes launching on Disney+ in the US and select international markets and Disney Jr. on Demand on August 12. In advance of the premiere, a series of shorts have been released on YouTube – be sure to check them out [here](#)! Plus, everyone's favourite Canadian superheroes are taking on new territory – [Super Team Canada](#) is now available on Tubi in the US!

Another series that continues to take the (undersea) world by storm is *Mermicorno: Starfall*. The hit series made a splash at San Diego Comic-Con 2025, where Thunderbird and tokidoki unveiled the [Mermicorno: Starfall 12" Powered Up Astra Collector Edition](#), an exclusive plush from Jazwares. In addition, tokidoki co-founder and artist Simone Legno was on hand to sign a Mermicorno poster, and publishing partner Abrams Books offered a Mermicorno sticker book and sticker sheets at their booth. Great work to the Thunderbird Distribution and Thunderbird Brands teams for building on the success of this beloved brand.

Earlier this month, we celebrated 10 wins at the [2025 LEO AWARDS](#)! *Super Team Canada* took home two awards, with *Sidelined: The QB and Me*, *Boot Camp*, and *Rocky Mountain Wreckers* securing one apiece, and *Deadman's Curse: Legend of the Lost Gold* winning an impressive five

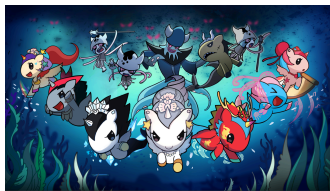
awards. Congratulations to the teams from Atomic and GPM for these outstanding industry achievements – the 10 awards and 28 nominations exemplify the quality work Thunderbird has become known for.

We also recently shared a few exciting team updates. [Joel Bradley](#) has been promoted to the role of President of Atomic Cartoons. As an exceptional leader who continues to drive our growing kids and family business forward, we can't wait to celebrate all that Joel will achieve in this well-deserved new role. [Laura Crowson](#), former VP of Development at Warner Bros. Discovery, has also joined Thunderbird as Senior VP of Global Development for GPM. We are thrilled to have Laura on our team and know that with her extensive experience, she will help strengthen GPM's position in international markets.

Until next month,

Jennifer Twiner McCarron
CEO and Chair, Thunderbird Entertainment Group

Our News Reel



[Collider](#) shared an exclusive look at *Marvel's Iron Man and his Awesome Friends* with a video short called "Meet the IQ".

[Kidscreen](#), [Yahoo! Finance](#), [Playback](#), [Animation Magazine](#), [Animation World Network](#), and [Cartoon Brew](#) all covered Joel Bradley's promotion announcement.

CEO and Co-Founder of tokidoki Pooneh Mohajer spoke with the [Los Angeles Business Journal](#) about the success of the brand, including the hit series *Mermicorno: Starfall*.

Updates and Accolades



[Sara Waisglass](#) has joined the cast of Tubi's *How to Lose a Popularity Contest*, which is being produced by GPM.

[Animation Magazine](#) wrote about Dan Stevens joining the cast of *LEGO Star Wars: Rebuild the Galaxy – Pieces of the Past*. [Animation World Network](#), [Cosmic Book News](#) and [Vital Thrills](#) also covered the news.

[Animation Magazine](#), [Media Play News](#), [World Screen](#), and more promoted the upcoming premiere of *Marvel's Iron Man and his*

Elsewhere in Entertainment



[World Screen](#): Nielsen's The Gauge reported that streaming represented 46% of TV usage in June, driven largely by Netflix.

[Kidscreen](#): Moonbug shared a report about what US parents want from kids TV, with insights including a desire for content that tackles everyday parenting challenges.

[Variety](#): Roblox announced the launch of a new licensing platform to streamline the process for IP rights holders to partner with creators.

Check out the theme song to *Marvel's Iron Man and his Awesome Friends!* "[Totally Awesome](#)" is written and performed by blink-182's Mark Hoppus.

Kate Morton, BBC Children's Head of Commissioning and Acquisitions for 0-6, spoke with [BBC Breakfast](#) about *BeddyByes*.

[Deadline](#) was first to announce that Laura Crowson has joined GPM.

Awesome Friends.

[Animation Magazine](#) promoted the launch of *Super Team Canada* on Tubi in the US!

A music video about Jeff the Land Shark from season 4 of *Marvel's Spidey and his Amazing Friends* has been released in time for National Geographic's 'Sharkfest'. Check out articles in [Animation Magazine](#), [Laughing Place](#), and [Bionic Buzz](#) to learn more.

[World Screen](#): A report by Horowitz revealed that US consumers are increasingly turning to FAST channels for live TV viewing.

[CNBC](#): Netflix reported revenue growth of 16% in Q2, and raised its full-year revenue guidance, noting increases in members, subscription pricing and ad revenue.

[Deadline](#): A look at the deal for Netflix to distribute French network TF1.

Contact Us

Investor Relations

Three Part Advisors, LLC
Sandy Martin
214.616.2207
smartin@threepa.com

Steven Hooser
214.872.2710
shooser@threepa.com

Corporate Communications

Julia Smith
Finch Media
Email: Julia@finchmedia.net

About Thunderbird Entertainment Group

Thunderbird Entertainment Group is a global award-winning, full-service multiplatform production, distribution and rights management company, headquartered in Vancouver, with teams in Los Angeles and Ottawa. Thunderbird creates award-winning scripted, unscripted, and animated programming for the world's leading digital platforms, as well as Canadian and international broadcasters. The Company develops, produces, and distributes animated, factual, and scripted content through its various content arms, including Thunderbird Kids and Family (Atomic Cartoons), Thunderbird Unscripted (Great Pacific Media) and Thunderbird Scripted. Productions under the Thunderbird umbrella include *Mermicorno: Starfall*, *Super Team Canada*, *Molly of Denali*, *Highway Thru Hell*, *Kim's Convenience*, *Boot Camp* and *Sidelined: The QB and Me*. Thunderbird Distribution and Thunderbird Brands manage global media and consumer products rights, respectively, for the Company and select third parties. Thunderbird is on Facebook, X, and Instagram at @tbirdent. For more information, visit: www.thunderbird.tv.

Cautionary Statement Regarding Forward-Looking Information

Certain statements in this newsletter contain “forward-looking information” or “forward-looking statements” within the meaning of applicable securities laws (“forward-looking statements”). Forward-looking statements are often, but not always, identified by the use of words such as “anticipate”, “continue”, “estimate”, “expect”, “forecast”, “may”, “will”, “plan”, “project”, “should”, “believe”, “intend”, or similar expressions concerning matters that are not historical facts. Examples of forward-looking statements in this newsletter include, but are not limited to, statements regarding: the continued success of *BeddyByes*, timing for new series to go into production and premiere, continued interest in GPM’s and Thunderbird’s slate of productions, Thunderbird’s ability to secure new sales and greenlights, engagement, interest and results of content, continued success in sustainability, and showcasing content to even greater audiences around the world.

Forward-looking statements are based on estimates and assumptions that, while considered reasonable, are subject to known and unknown risks, uncertainties and other factors which may cause actual results and future events to differ materially from those expressed or implied by such forward-looking statements, including those which may be set out in Thunderbird’s most recent management’s discussion and analysis and other public documents filed under Thunderbird’s profile on SEDAR+. Such factors include, but are not limited to: general business, economic and social uncertainties; market segment conditions; litigation, legislative, environmental and other judicial, regulatory, political and competitive developments; product capability and acceptance; international risk and currency exchange rates; and technology changes. The foregoing is not an exhaustive list. Other risks and uncertainties not presently known to Thunderbird or that management believes to be less significant may also adversely affect the Company. In addition, the forward-looking statements contained herein may be based on third party information which Thunderbird believes to be reliable and accurate.

Although Thunderbird believes that the assumptions and information underlying the forward-looking statements used herein are reasonable, undue reliance should not be placed on these statements, which only apply to represent the Company’s views as of the date hereof, and no assurance can be given that such events will occur in the disclosed time frames or at all. As a result, such information should not be relied upon as representing the Company’s views as of any date subsequent to the date of this newsletter. The Company undertakes no obligation to update publicly or revise any forward-looking information, whether because of new information, future events or otherwise, unless so required by applicable securities laws. Accordingly, readers are cautioned not to place undue reliance on forward-looking information.



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Our mailing address is:

Thunderbird Entertainment
123 W 7th Ave, Vancouver
B.C. Canada
V5Y 1L8

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