



2H23 MARKETING



JUNE

JULY

AUGUST

SEPTEMBER

OCTOBER

NOVEMBER

DECEMBER

CONTENT



MY LITTLE PONY
BRIDEWEDSTOCK
 SPECIAL (44')
 + 6x22' Episodes



MY LITTLE PONY
 MAKE YOUR MARK
 6x22' Episodes



MY LITTLE PONY
 SEASONS OF STARLIGHT
 SPECIAL (44')
 + 3x22' Episodes



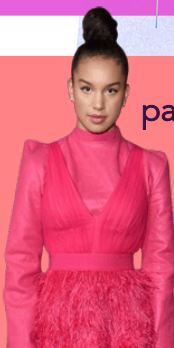
Always-On: NEW episodes every month throughout 2023 on YouTube.
 Season 1 Available on Netflix throughout 2023.

11.5M+
 LIFETIME NA VIEWS

MARKETING



Tune-in promotion & support from guest-star, Sofia Wylie!



Collection & partnership announce



PRABAL GURUNG

3 looks featured at New York Fashion Week



Increased year-long media investment, driving YouTube viewership

BLUEPRINT



New G5 Costume Characters at Consumer Events



Always-On Music: songs rollout focusing on Pony Pop Tracks for our core demo

Album Launch



Always-On Gaming: Updates & refreshes



*TO BE CONFIRMED, ALL PLANS ARE SUBJECT TO CHANGE.