

## **PRESS RELEASE**

# **There's magic in the air: Schleich launches its new Harry Potter™ line, *Wizarding World*™**

**Munich, 23 January 2023 | Toy producer Schleich has partnered with Warner Bros. Discovery Global Consumer Products (WBDGCP) to add a seventh product range to its catalogue: *Wizarding World*™.**

**Capturing the enchantment and wonders of the *Wizarding World*™, the collection will launch in September 2023 with six of the series' main characters and their animal companions: Harry and Hedwig, Ron and Scabbers, Hermione and Crookshanks, Hagrid and Fang, Luna Lovegood and a Baby Thestral, and Albus Dumbledore and Fawkes. In addition, Schleich will debut six fantastical creatures from the Harry Potter™ series: Dobby, Firenze the centaur, Aragog, Buckbeak, Fluffy the three-headed dog, and a Hungarian Horntail dragon.**

**As always, Schleich attaches great importance to the authenticity and details of the magical animals and creatures. With the launch of *Wizarding World*™, Schleich is strengthening its position in its native German market while boosting brand visibility in its international focus markets, especially the United Kingdom, France and the United States. The magical *Wizarding World*™ collection perfectly complements the company's existing product portfolio while expanding its target audience.**

Fairies play in the mud, elephants can fly, sharks are best friends with cows. Whenever children play with Schleich characters and sets, they create enchanted worlds of imagination. Magical universes like that of the wizzarding world, where everything is possible and creativity knows no bounds. The new Schleich product range *Wizarding World*™ perfectly combines these aspects.

*"The schleich® brand is known for authenticity, attention to detail and quality all over the world, and Wizarding World™ will uphold these properties," says Dirk Engehausen, CEO of Schleich GmbH. "Whenever children play with our characters, they immediately enter their very own universe where there are no rules, no boundaries. What embodies that idea better than Wizarding World™, where so much is possible?"*

*"Harry Potter™ is extremely popular in our important international markets, such as the United Kingdom, France and the United States," explains **Kristina von Troschke, Chief Marketing Officer of Schleich GmbH.** "The new product range will have a positive impact on the brand visibility of schleich® in those regions."*

The range is primarily designed for children aged between nine and twelve, and will strengthen the presence of schleich® among older children. *Wizarding World™* will also appeal to teenagers, adult collectors and Harry Potter fans.

Additional characters and sets will launch at retail in 2024 and 2025, allowing Harry Potter™ fans old and young to re-enact the films in even greater detail and come up with their own magical stories.

The twelve *Wizarding World™* characters and sets at a glance:

Harry Potter™ & Hedwig  
Item no.: 42633  
RRP: EUR 19.99  
Available from 09/2023

Ron & Scabbers  
Item no.: 42634  
RRP: EUR 19.99  
Available from 09/2023

Hermione & Crookshanks  
Item no.: 42635  
RRP: EUR 19.99  
Available from 09/2023

Luna & Baby Thestral  
Item no.: 42636  
RRP: EUR 22.99  
Available from 09/2023

Dumbledore & Fawkes  
Item no.: 42637  
RRP: EUR 22.99  
Available from 09/2023

Hagrid & Fang  
Item no.: 42638  
RRP: EUR 22.99  
Available from 09/2023

Dobby  
Item no.: 13985  
RRP: EUR 11.99  
Available from 09/2023

Aragog  
Item no.: 13987  
RRP: EUR 24.99  
Available from 09/2023

Buckbeak  
Item no.: 13988  
RRP: EUR 24.99  
Available from 09/2023

Hungarian Horntail  
Item no.: 13989  
RRP: EUR 34.99  
Available from 09/2023

Fluffy  
Item no.: 13990  
RRP: EUR 29.99  
Available from 09/2023

Firenze  
Item no.: 13986  
RRP: EUR 16.99  
Available from 09/2023

#### About Schleich GmbH

Founded in 1935 by Friedrich Schleich in Schwäbisch Gmünd, Schleich today is one of Germany's largest toy manufacturers and a leading international supplier of realistic animal figurines. The famous figurines and playsets made by the brand schleich® are sold in more than 60 countries and have become a beloved feature in children's rooms around the world. As a global player with Swabian roots, Schleich GmbH now generates more than half of its turnover outside of its German home market. The company is in the process of a comprehensive sustainability transformation. As a first step, by the end of 2027 all figurines will be recyclable. Also, Schleich is working hard at finding recycled or bio-based material for the future production of its toys. In addition to that and to ensure that resources are reused over and over again, Schleich is optimizing and certifying its products and packaging in accordance with the Cradle to Cradle® circular economy principles by end of 2027. The company is majority-owned by the Partners Group, a global private markets investment manager.

#### About WIZARDING WORLD

In the years since Harry Potter was whisked from King's Cross Station onto Platform nine and three quarters, his incredible adventures have left a unique and lasting mark on popular culture based on the original stories by J.K. Rowling. Eight blockbuster Harry Potter films have brought the magical stories to life and today, the WIZARDING WORLD is recognized as one of the world's best-loved franchises. Representing a vast interconnected universe, it also includes three epic Fantastic Beasts films, Harry Potter and the Cursed Child – the multi-award-winning stage-play, state-of-the-art video and mobile games from Portkey Games, innovative consumer products, thrilling live entertainment (including four theme park lands) and insightful exhibitions. This expanding portfolio of Warner Bros. owned WIZARDING WORLD experiences also includes Harry Potter New York, the iconic flagship store, Warner Bros. Studio Tour London – The Making of Harry Potter, Warner Bros. Studio Tour Tokyo, and the Platform 9 3/4 retail shops. The WIZARDING WORLD continues to evolve to provide Harry Potter fans with fresh and exciting ways to engage. For the worldwide fan community, and for generations to come, it welcomes everyone in to explore and discover the magic for themselves.

#### About Warner Bros. Discovery Global Consumer Products (WBDGCP)

Warner Bros. Discovery Global Consumer Products (WBDGCP), part of Warner Bros. Discovery Global Brands and Experiences, extends the company's powerful portfolio of entertainment brands and franchises into the lives of fans around the world. WBDGCP partners with best-in-class licensees globally on award-winning toy, fashion, home décor and publishing programs inspired by the biggest franchises from Warner

Bros.' film, television, animation, and games studios, HBO, Discovery, DC, Cartoon Network, HGTV, Eurosport, Adult Swim, and more. With innovative global licensing and merchandising programs, retail initiatives, and promotional partnerships, WBDGCP is one of the leading licensing and retail merchandising organizations in the world.

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