

Anne Loi, EVP M&A and Chief Commercial Officer, works closely with senior management and the Company's talented content teams to help drive WildBrain's leading slate of kids' and family shows. She oversees content and IP investments, key external partnerships, and research & insights in addition to her responsibilities in mergers and acquisition activities. Ms. Loi has been a core member of WildBrain's leadership team since the Company's founding in 2006, coming over with DECODE Entertainment when it merged with Halifax Film to form WildBrain's predecessor, DHX Media. Prior to joining WildBrain, Ms. Loi was Vice President of Financial Strategy at Extend Media and before that, she held various management positions at IMG Group (now Lavalife), Proctor & Gamble and Deloitte. Ms. Loi is a Chartered Professional Accountant (Ontario), holds a BA from Western University and an MBA from the Rotman School of Management.