

Mattel and “Stumble Guys” Team Up for Special Limited-Edition Barbie Collectors Line by PMI Kids World!

Launching this November at Walmart and major retailers worldwide, new toy line fuses digital and toy worlds

Collaboration coincides with the return of the Barbie™ Dream Dash Course to hit video game “Stumble Guys”



November 2024 – Mattel, Inc (NASDAQ: MAT) and Scopely today announced the iconic Barbie™ characters are returning to “Stumble Guys” and hitting store shelves with the first-ever “Stumble Guys” x Barbie toy line by PMI. This partnership between Mattel, Scopely, and PMI marks a new era in the world of collectibles, where players can simultaneously experience the digital excitement of Barbie in “Stumble Guys” and the tangible joy of playing with physical toys.

“Surprising our players with fresh, unexpected experiences is what the ‘Stumble Guys’ team does best. Building on our successful collaboration with Mattel to integrate Barbie into the game, we couldn’t resist the chance to partner with this beloved brand once more—this time, expanding into both digital and physical spaces,” said Jake Bales,

Senior Vice President of “Stumble Guys” at Scopely. “Thanks to our incredible partners at PMI, we’re excited to bring the enchantment of Barbie and ‘Stumble Guys’ into the real world for all our fans to enjoy.”

“There are few icons as timeless as Barbie, and we're thrilled to intertwine her vibrant universe with the colorful chaos of Stumble Guys,” said Omer Dekel, CEO of PMI Kids’ World. “This collaboration offers collectors a unique opportunity to celebrate two beloved worlds coming together. It will be a must-have for any fan and I am proud to bring this exceptional collaboration to life for PMI.”

Featuring beloved characters like “Malibu” Barbie, “Brooklyn” Barbie, Ken, Mr. Stumble, and more, these figures will only be available for a short time - once these toys hit the shelves, they won’t return! The magic of the digital Barbie Map comes to life through an array of collectible figures and plush toys, including blind boxes with 2.5-inch figures, 6-pack deluxe sets with a hidden rare character, action-ready 4.5-inch figures, 8-inch plush buddies, and 12-inch huggable plush.

To celebrate the launch, Barbie Dream Dash returns to “Stumble Guys” in November. The Barbies are back, soaking up the sun by the pool as players stumble through colorful, vibrant obstacle courses in a mad dash to collect Barbie's favorite items. This unique fusion of digital and physical experiences offers fans a one-of-a-kind opportunity to immerse themselves in the worlds of “Stumble Guys” and Barbie like never before, making this collection truly unforgettable!

The “Stumble Guys” and Barbie toy line will be available worldwide in November 2024, launching in key markets such as Australia, Brazil, Germany, Mexico, Poland, Spain, the United Kingdom and more. In the USA, this collection will be available exclusively at 3,500 Walmart stores nationwide.

About “Stumble Guys”

“Stumble Guys” is a multi-award-winning party battle royale game that features extremely fast-paced multiplayer gameplay; social mechanics that make playing with friends easy; a wide array of challenging and imaginative events, tournaments, and levels; multiple game-play modes; personalized and expressive customization options; and more.

“Stumble Guys” was a top 10 most-downloaded app in 2022 ahead of beloved brands like Spotify and more. The brand has a massive global community, which has driven billions of impressions, connections, and discussions in-and out-of-the game and over 600M downloads. “Stumble Guys” is a competitive experience that is inclusive to everyone from beginners to experts allowing players with high mastery to perform unbelievable feats. The game also delivers market-leading technical capabilities for players to enjoy the most seamless experience possible.

Acquired by Scopely in 2022, “Stumble Guys” has continued to massively expand ever since, including with some of the most epic partnerships in the games industry, including NERF, PAC-MAN, Tetris, Hot Wheels, Barbie, Monopoly, and more! The game is one of the most social, engaging multiplayer experiences in the industry with more than 1 billion hours of playtime.

Players can join the “Stumble Guys” community on TikTok (@StumbleGuys), Discord (/StumbleGuys), Twitter (@StumbleGuysGame), Facebook (/StumbleGuysGame), YouTube (/StumbleGuys) and/or Instagram (@StumbleGuys), and play the game for free on Playstation, Xbox, iOS, Android and Steam (StumbleGuys). Learn more about “Stumble Guys” at scopely.com and stumbleguys.com.

About Mattel

Mattel is a leading global toy and family entertainment company and owner of one of the most iconic brand portfolios in the world. We engage consumers and fans through our franchise brands, including Barbie®, Hot



Wheels®, Fisher-Price®, American Girl®, Thomas & Friends™, UNO®, Masters of the Universe®, Matchbox®, Monster High®, MEGA® and Polly Pocket®, as well as other popular properties that we own or license in partnership with global entertainment companies. Our offerings include toys, content, consumer products, digital and live experiences. Our products are sold in collaboration with the world's leading retail and ecommerce companies. Since its founding in 1945, Mattel is proud to be a trusted partner in empowering generations to explore the wonder of childhood and reach their full potential. Visit us at mattel.com.

About PMI Kids' World

Established in 1995, PMI Kids' World is a leading gaming-sector toy manufacturer focused on licensing consumer products in over 170 countries. PMI Kids' World gives licensed intellectual properties (IPs) a vibrant existence by creating high-quality, innovative, affordable toys and collectibles. We're here to bring the mega children's brands and the coolest lines to kids worldwide. Our lineup includes esteemed names like Sonic Prime, Pudgy Penguins, Brawl Stars, and many others. Rooted in our purpose is the aspiration to ensure that every child can partake in the delight of play, irrespective of their circumstances.

For more information on PMI Kids' World, follow PMI on:

- Instagram: [@pmi_toys](https://www.instagram.com/pmi_toys)
- Facebook: [@pmilttd](https://www.facebook.com/pmilttd)
- Twitter: [@pmitoys](https://twitter.com/pmitoys)
- TikTok: [@pmi_toys](https://www.tiktok.com/@pmi_toys)

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Media contacts:

ChizSix Marketing & Media (www.chizsix.com) on behalf of PMI Ltd. Kids' World
Kassandra O'Brien | SVP of Marketing | kassandra@chizsix.com | 289.264.6499