

Funko[👑]

**Q3 Supplemental
Information**

NOVEMBER 2025

Funko, LLC © 2025



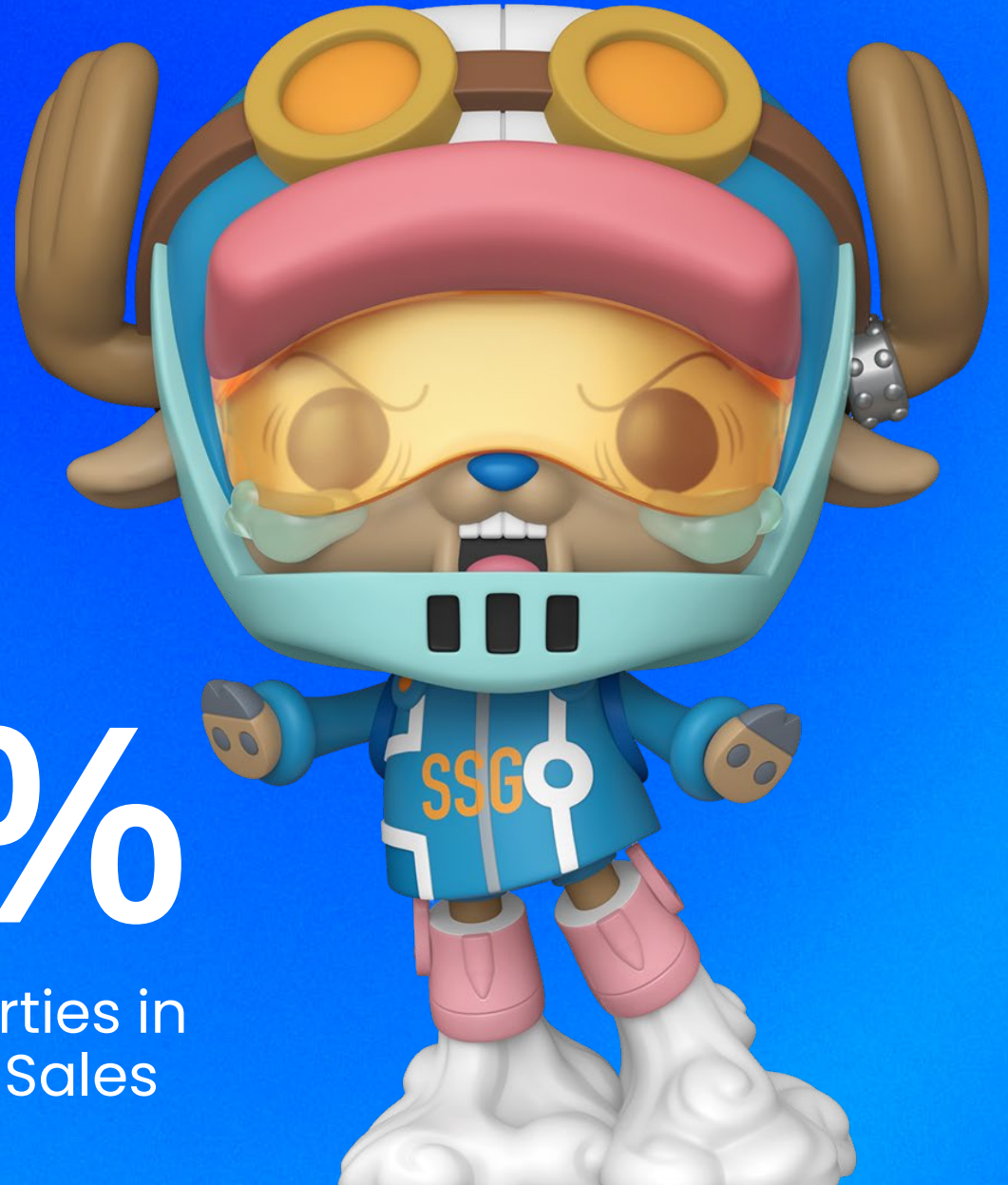
Top 10 Properties

Q3-2025

5%



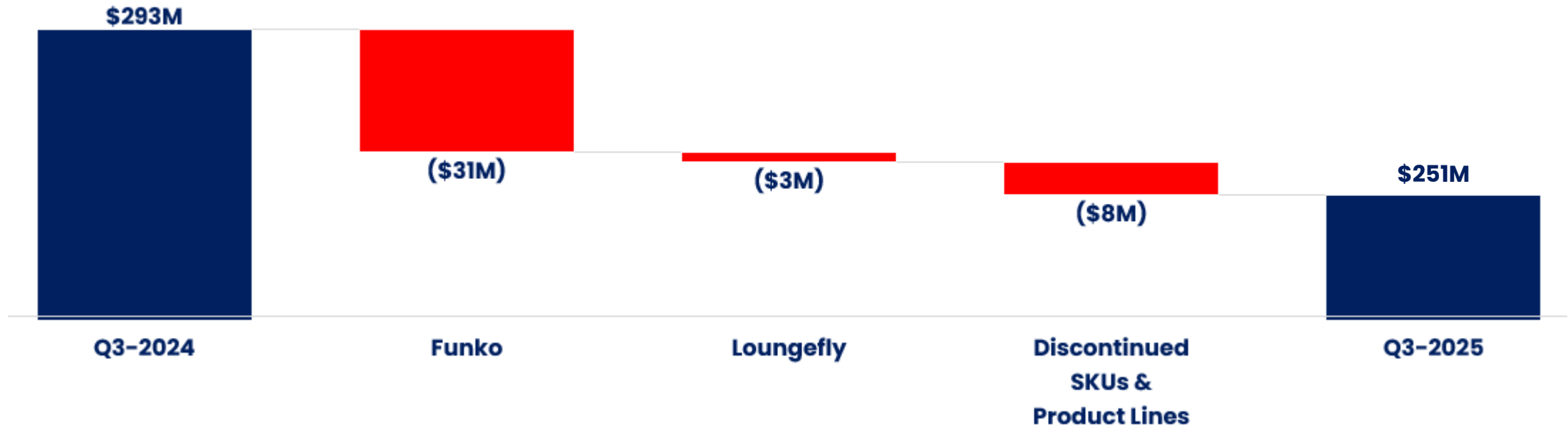
One Piece
Tony Tony Chopper



34%

Top 10 Properties in
Q3 % of Net Sales

NET SALES BRIDGE – Q3-2025 vs Q3-2024



Funko

Funko core product lines' net sales declined \$31M, primarily driven by the U.S. wholesale channel and delays in production capacity, partially offset by growth in Bitty Pop!

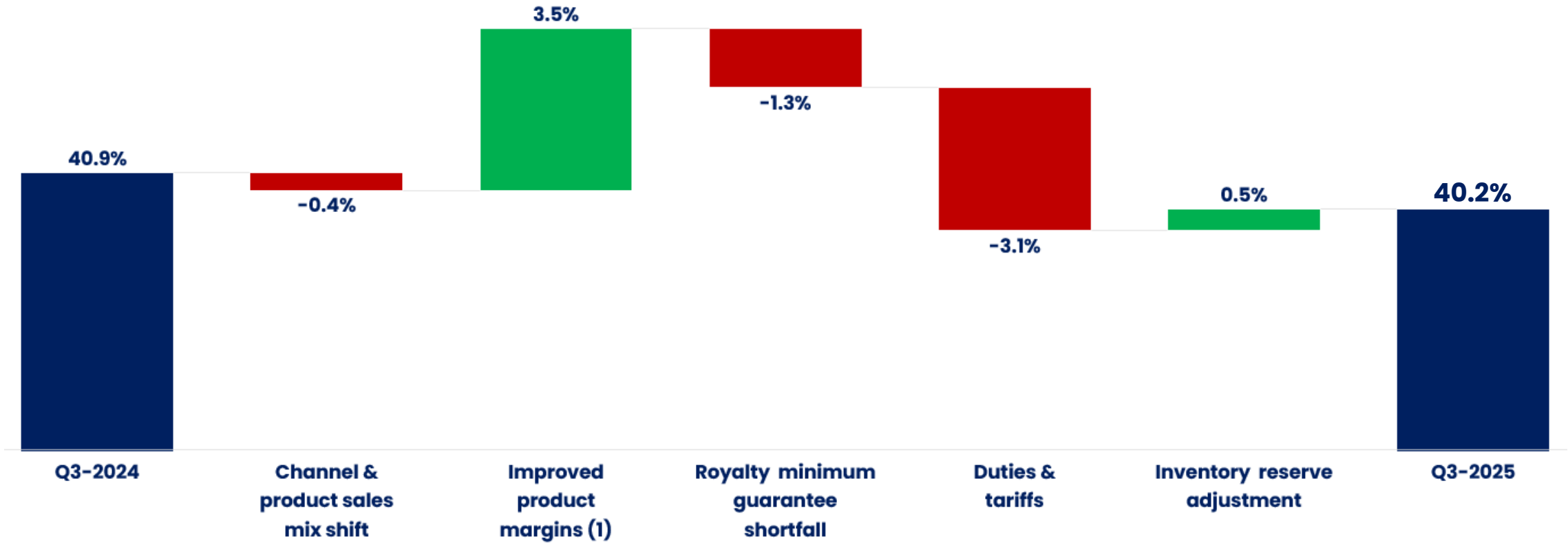
Loungefly

Loungefly net sales were down \$3M, primarily due to a reduction in clearance sales.

Discontinued SKUs & Product Lines

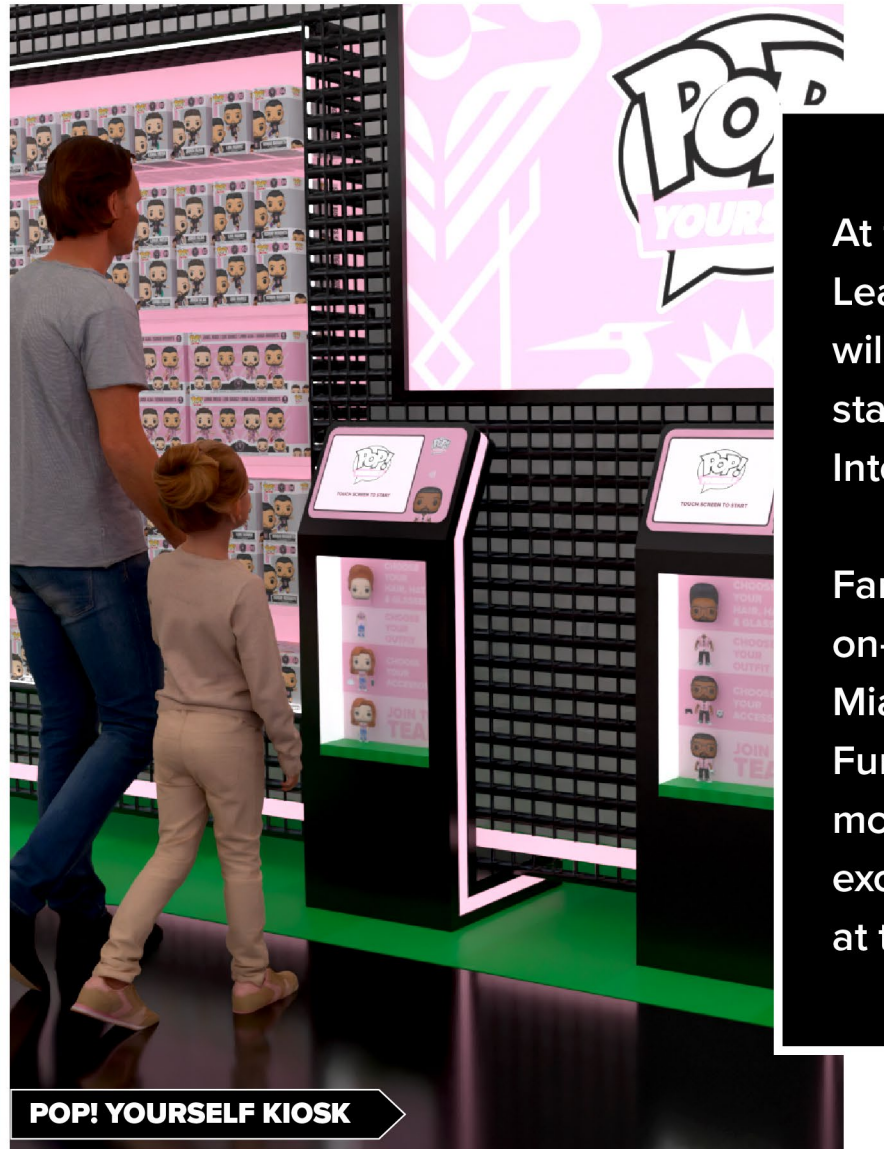
The development of new SKUs within Action Figures, Games, and NFTs was intentionally discontinued as part of a broader profit improvement plan focused on rationalizing underperforming SKUs and product lines.

GROSS MARGIN BRIDGE – Q3-2025 vs Q3-2024



(1) Product margin is equal to gross product sales less factory costs over gross product sales

NEW RETAIL SPACE: INTER MIAMI CF PARTNERSHIP



For visualization only.

At the start of the upcoming Major League Soccer (MLS) season, we will have retail space at the new state-of-the-art home stadium of Inter Miami CF.

Fans will be able to purchase on-site a Pop! Yourself with Inter Miami's official logo, standard Funko Pop! figures of the team's most famous players, and exclusive products only available at the store.



Funko

NEW YORK
COMIC CON
BY REEDPOP

NYCC 2025 pulled in more than 250,000 fans this year, and Funko's booth quickly became one of the hottest spots on the show floor. People packed in early every day for exclusive merch and immersive experiences, including a special sneak peek at the upcoming Premium Blind Box line. Booth lines filled up fast thanks to pre-reservations and nonstop buzz from collectors and casual fans alike.

The Funko logo is written in its signature white, cursive font with a crown over the letter 'o'.

NETFLIX
KPOP
DEMON HUNTERS



SPEED TO MARKET

Our team was among the first to recognize the appeal of KPop Demon Hunters, Netflix's most popular movie ever, for both mass audiences and collectors. We moved quickly to create an exciting lineup of products that has become one of our biggest presale items ever when it launched on Funko.com a month ago. And the Funko team was able to bring this product offering to market within just a couple of months—across Pop! figures, backpacks, and accessories—compared with much longer lead times by other major toy companies. This speed-to-market is one of our unique advantages and we'll be one of the only toy companies to have KPop Demon Hunters products on retail shelves this holiday season.

STREAMING RELEASE

JUNE 2025

PRE-SALE

OCTOBER 2025

SHIPPING

NOV-DEC 2025

