



## Q2 Supplemental Information

AUGUST 2025

# Top 10 Properties

Q2-2025



6%

Pokémon

Funko

STAR WARS™

Disney  
MICKEY  
AND FRIENDS

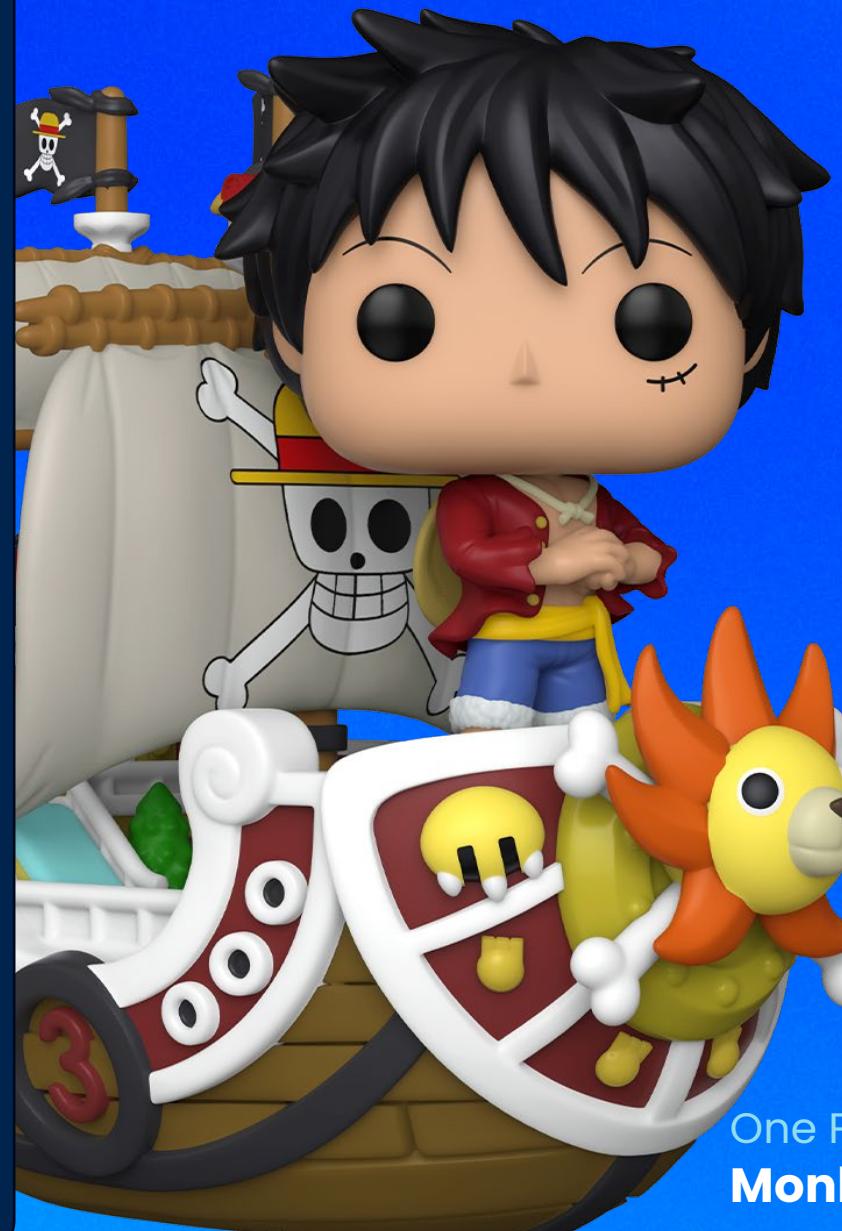
Disney  
Lilo & Stitch

MARVEL

HELLO  
KITTY®

Harry Potter

DRAGONBALL Z

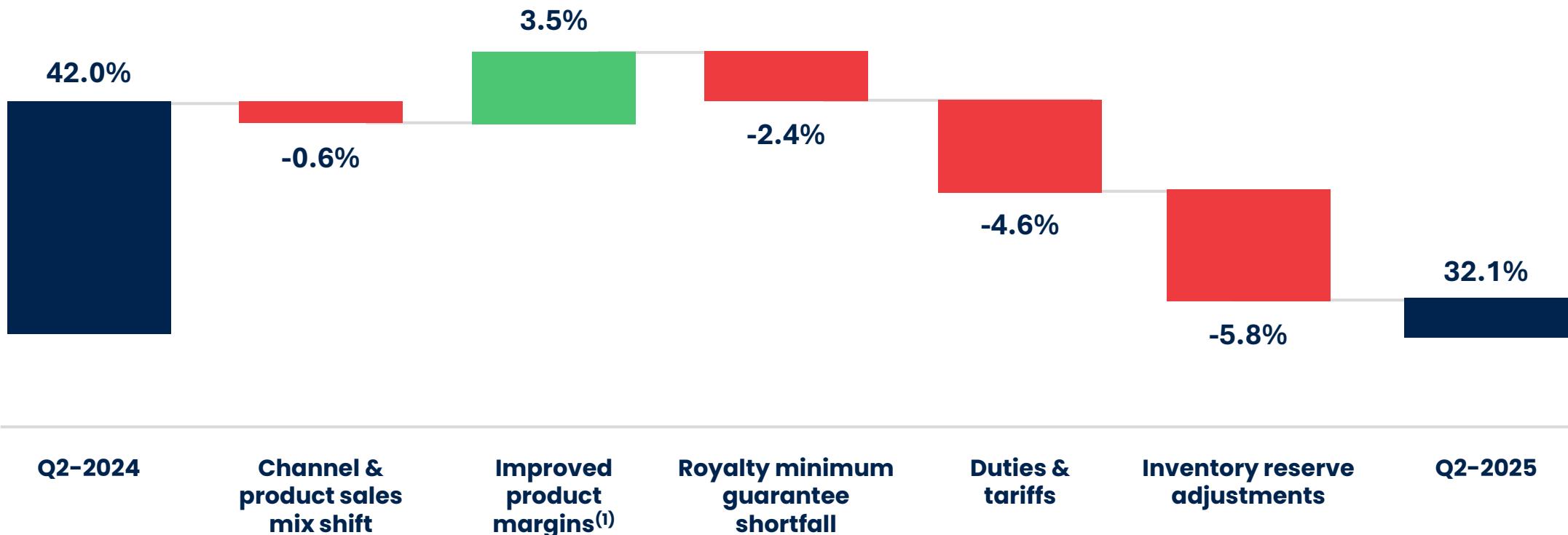


# 33%

Top 10 Properties in  
Q2 % of Net Sales

One Piece  
Monkey D. Luffy

# Gross Margin Bridge – Q2 2025 vs Q2 2024



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

# New Manila Store

In July 2025, we opened our first licensed store in Southeast Asia—right in the heart of the Philippines, one of the region's fastest-growing pop culture markets.

Hundreds of fans lined up on day one, eager to shop, snap photos, and connect with the brand—demonstrating strong demand and local resonance.

This marks our fourth licensed or partner-run store globally, as we continue bringing Funko to fans everywhere.



## FAN-FIRST GLOBAL GROWTH STRATEGY



# FUNKO REMAINS AT THE HEART OF FAN CULTURE

## 2025 San Diego Comic Con

Funko hosted the largest physical footprint at SDCC 2025, anchoring the show floor with four immersive zones in Funkoville: Bitty Pop!, Funko, Loungefly, and Mondo, all designed to engage collectors of every age and fandom. All four activations experienced consistently high traffic throughout the event. Sellouts occurred daily, with fans lining up early to secure exclusive drops—reinforcing both product heat and brand affinity.

