

35 Years of Experience, Expertise and Passion in Licensing

V.I.P. Company Profile

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V.I.P. Entertainment & Merchandising AG
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V.I.P. AG Milestones

- 1980 Started as board game licensee for the DALLAS TV show which became the best selling board game for many years
- 1981 V.I.P. Promotions founded by Sir Michael A. Lou which soon become one of the leading independent licensing agencies in German-speaking markets
- 1999 Became the present stock corporation V.I.P. Entertainment & Merchandising AG

1

Leading brands entrusted to V.I.P. as a partner for their IP management

Examples of V.I.P. projects in its 35 years of business



2

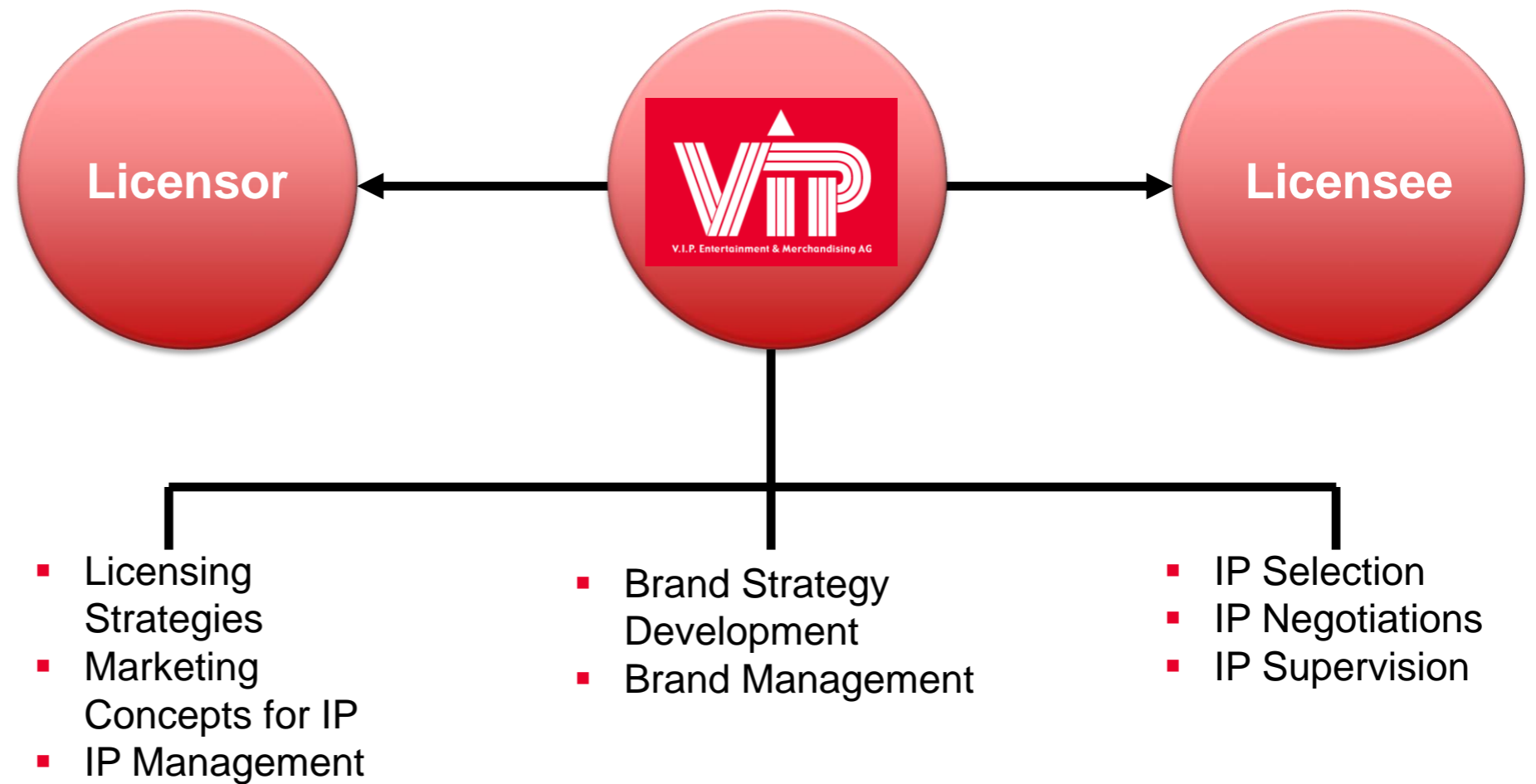
Professional experience in all relevant categories

V.I.P. offers in-depth experience in the following categories:

- Food + Beverages
- Body Care
- Automotive
- Telecommunication
- Financial Services
- Toys + Games
- Travel + Leisure
- Consumer Electronics
- Publishing
- Film + TV
- Apparel + Accessories
- Advertising + Promotions
- Home Textiles
- Plus many more

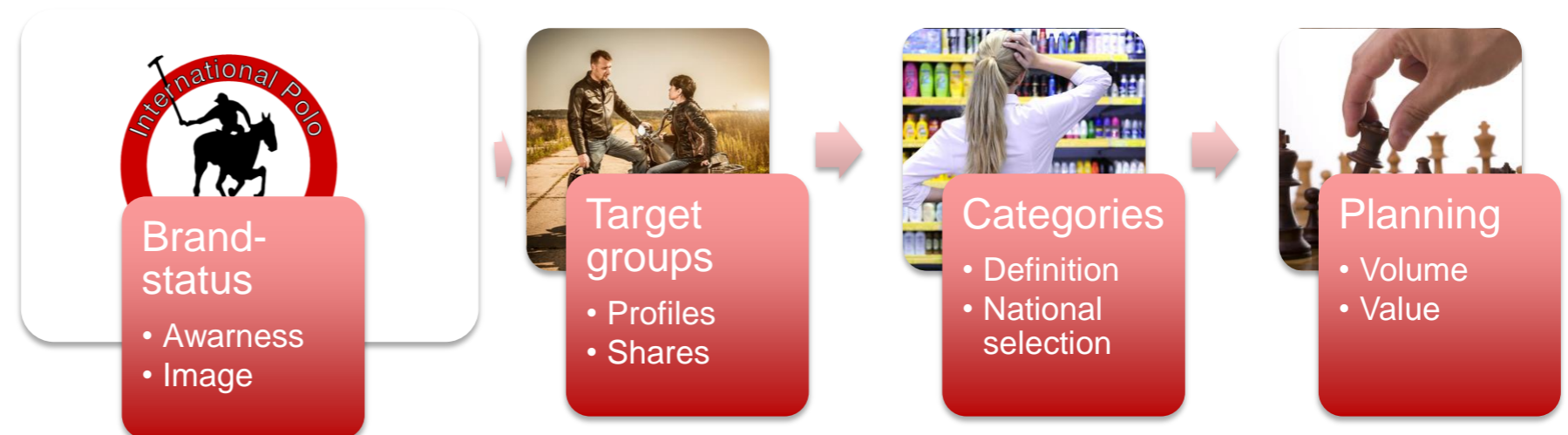
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V.I.P. manages both licensor and licensee interests for their maximum benefits



2

Lets start: Our process to develop V.I.P. clients' Intellectual Property



3

V.I.P. Services for Licensors

Based on licensors' marketing strategy, V.I.P. offers comprehensive services in:

- IP Strategies
- Selection and acquisition of suitable licensees
- Style-Guides, CI and CD guidelines and processes
- Communications and PR guidelines regarding licensing
- Promotional and PR campaigns
- Cross-merchandising concepts
- Quarterly summary reports and supervision
- Selection, co-ordination and management of sub-agents

3

V.I.P. Services for Licensees

For licensees, V.I.P. offers service in all steps of the Licensing process:

- Definition of target group profiles for suitable IP's
- Selection of preferred licensees and acquisition
- Negotiations and contract development
- Adaptation of global CI/CD Rules for your tasks
- Development and management of marketing concepts for your IP projects
- Management of implementations if needed

4

License Marketing

- Definition of IP identity and licensing potential/appeal for the most suitable presentation to the licensing industry, media, potential licensees and consumers
- Development/design/production of presentation/licensing materials (print, audio-visual, electronic etc) in co-operation with experienced experts
- Guidance for fool-proof License Agreements, easy-to-use Style Guides, smooth Artwork and Product Approval Processes, Sales and Royalty Statements etc. in accordance with local laws, regulations and business customs (No legal advice)

4

License Marketing

- Building licensor's reputation as reliable, long term partner for respective licensees by adequate PR means and personal contacts
- Consulting with licensees regarding the most appropriate use/adaptation of the IP for their particular products/services, honouring the core values of licensors IP's and on the spot market needs
- Deal Memo's for licensor of particular interest by prospective licensee's, detailing all terms and conditions that seem achievable and appropriate under prevailing market conditions
- Negotiation of deal terms under strict consideration of licensor's interest, licensee's capabilities and the market environment

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License Marketing

- Contract preparation and supervision of smooth flow of documents between the parties
- Invoicing/bookkeeping and control of timely payment and forwarding monies and sales statements including the handling of Withholding Tax Applications, if needed
- Enforcement of Ethical and Environmental Policies if requested by licensor

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Our commitment

- V.I.P. will help its customers grow their business by fully exploiting the potential of their IP values and hit all suitable targets
- V.I.P. will help to keep its clients' IP's fresh and in demand with new and suitable licensed products
- V.I.P. will help its customers drive the awareness of their key IP's in existing and non-traditional channels and aiming at competitive-free channels
- V.I.P. will manage the entire contract and approval process to reduce the operational workload
- V.I.P. has in-depth experience and ability to make sure that licensees adhere to the latest ethical and environmental standards



WE
KNOW
HOW

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