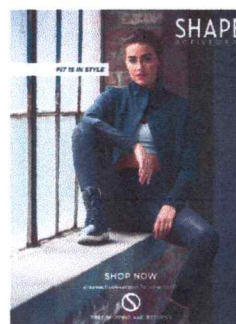


**Entertainment & Merchandising
Aktiengesellschaft**



LICENSES

SHAPE – The Inspirational Fitness Magazine for Women

SHAPE is the leading Fitness and Lifestyle Magazine in the German speaking markets and covers all facets in the life of active women: Fitness, Food, Health, Travel, Fashion, Mind, Body & Soul.

SHAPE creates the pleasure for being active and promotes feeling & looking your best, healthy self.

SHAPE stands for highest competence in trends around training, healthy food, beauty, athleisure and healthy living.

SHAPE embodies all things healthy, has the best tips on wellness & nutrition, as well as motivation and showcases the latest looks from street to workout.

SHAPE offers, with its social media strengths (Instagram & Facebook), an excellent platform for cross-media communication concepts.

SHAPE readers have a high income, are well educated, and are ambitious, spontaneous connoisseurs. 92% are females between 20 and 49, (77% between 20 and 39) years, 92 % work, 60% have a household net income over 3.000 euro.

SHAPE is being marketed in Germany by Bauer Verlag, Hamburg, the editorial done by Ocean-Global in Kiel (Maxi, Joy, TheCurvy a.o.)

SHAPE offers a large variety of opportunities for promising licensing in numerous categories. Starting from Sport and Fitness Apparel and Gear over diet food, fitness snacks, slimming and nutrition products over body care and beauty products to guide books, courses and travels around fitness and special training units in fitness and sport studios, to mention but a few.

SHAPE licensor is Meredith Corporation, the second largest global licensor after The Walt Disney Co., and has appointed Hamburg-based V.I.P. Entertainment & Merchandising AG as its exclusive licensing agent for SHAPE fitness magazine for Germany, Austria and Switzerland.

Meredith is a leading brand-led media company with its fingers on the pulse of celebrity culture, entertainment, food, fashion, wellness and lifestyle coverage. The company prioritized licensing program development across its key category-leading brands and looks forward to continuing to grow its SHAPE licensing program to its full potential.

V.I.P. Entertainment & Merchandising AG

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