

1 March 2024

Fadel Partners, Inc.

('FADEL', the 'Company' or, together with its subsidiaries, the 'Group')

Launch of LicenSee™ opening up the management of royalties for licensees in the mid-market

Re-enforces the commitment to expand our market and increase the mix of highly scalable, high margin cloud revenues

FADEL, the developer of cloud-based brand compliance and rights and royalty management software, is pleased to announce that today the company has unveiled LicenSee™, a platform designed to enhance and automate the management of royalties for consumer product licensees in the mid-market.

This solution originates from FADEL's flagship enterprise solution, IPM Suite, which today is used by major licensors like Marvel Entertainment®, Hasbro® and Bandai Namco® to manage the complexities of licensing rights and royalties. LicenSee™ is expected to deliver many business efficiencies to licensees, such as a reduction in royalty overpayments by up to 20%, diminishing time spent on audit processes by as much as 68%, and halving the average time required for royalty processing.

LicenSee™ will enable small and medium sized businesses to manage their license agreements, automate the calculation of royalties, and ensure compliance checking across varied contractual landscapes. LicenSee™ is expected to replace traditional methods typically used within businesses, such as spreadsheets or legacy in-house systems, which can lead to inaccuracies and potential financial discrepancies.

LicenSee™ leverages the same robust architecture of IPM Suite and is highly scalable, delivered from a private and secure cloud infrastructure. It is preconfigured for licensees and has a fast professional service implementation cycle of typically 5-10 calendar days.

Tarek Fadel, Chief Executive Officer of FADEL, commented:

"FADEL comes from a heritage of working with some of the world's largest licensing brands, helping them automate and manage billions of dollars' worth of annual royalties. Our leading enterprise solution IPM Suite manages roughly 28% of the global consumer products royalties already and our release of LicenSee™ is just a natural extension of the experience that we've developed in the consumer products licensing market. The cloud platform is aimed at servicing the thousands of small and mid-market licensees and re-enforces our commitment to leveraging our technology, expanding our market and substantially growing our mix of highly scalable, high margin cloud revenues."

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About FADEL

FADEL is a developer of cloud-based brand compliance and rights and royalty management software, working with some of the world's leading licensors and licensees across media, entertainment, publishing, consumer brands and hi-tech/gaming companies. The Group combines the power of rights management and content compliance with sophisticated content services, AI-powered visual search and image and video recognition.

FADEL has two main solutions, being IPM Suite (for rights and royalty management for publishing and licensing) and Brand Vision (an integrated platform for Brand Compliance & Monitoring that includes Digital Asset Management, Digital Rights Management, AI-Powered Content Tracking, and a Content Aggregation platform with over 100 million Ready-to-License Images).

The Group's main country of operation is the United States, where it is headquartered in New York, with further operations in the UK, France, Lebanon and India. Founded in 2003 by Tarek Fadel (Chief Executive Officer), FADEL has since grown to a team of 131 full time employees, plus an additional pool of c.40-50 contractors.

For more information please visit the Group's website at: www.fadel.com

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