

3 June 2024

Fadel Partners, Inc.

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

New Contract Wins

FADEL, the developer of cloud-based brand compliance and rights and royalty management software, is pleased to announce that it has won two new contracts in Europe and the USA.

The Company has secured a new IPM Suite client, a major European education publisher, Sanoma. The total contract value is c\$1.5m, including c\$0.9m for software licensing, over a minimum three-year term.

Sanoma, a leading provider of digital learning and teaching platforms, will integrate the IPM Suite Platform, an end-to-end rights management and royalty billing solution with their sales and financial systems ultimately managing their contracted financial obligations, automating and streamlining royalty payments, and strengthening publisher-to-author relations.

The programme was won as part of a competitive tender process and is rationalising existing disparate royalties and contract management workflows across 7 subsidiaries while improving performance, reducing cost, increasing operational efficiency and future proofing their platforms in terms of UX, security and scalability.

The Company has also recently won a \$0.2m contract with one of the world's largest manufacturers of audio equipment to deliver its Brand Vision Rights Cloud and Content Tracking capability. The SaaS platform will replace current manual and paper-based processes for managing the client's talent and rights covering over 9000 assets, delivering a significant ROI based around saving time, money, and minimising legal risk exposure.

Tarek Fadel, Chief Executive Officer of FADEL, commented:

"We are thrilled that these contract wins highlight the value of our core cloud-based IPM Suite offering, alongside the momentum in our Brand Vision SaaS-based offerings, validating our R&D strategy and helping underpin our financial ambitions. IPM Suite is tailored to meet the complex needs of modern media and publishing groups and we look forward to supporting Sanoma in their digitization journey. The Brand Vision partnership with one of the world's most innovative audio companies has highlighted the shorter sales cycle, faster implementation and compelling pay-back for major brands by managing and tracking their marketing content and usage rights with our software."

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About FADEL Partners Inc.

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, Jordan and India.

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