

25 September 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 three new contract wins across various industries highlighting the range of go-to-market software applications and use cases.

The Company has secured deals with L’Oréal US, the American Hospital Association (AHA), and Wow! Stuff totalling 0.4m. These new deals highlight the market demand across FADEL’s entire portfolio, from licensing to brand compliance.

L’Oréal US will be using Brand Vision - Content Tracking to monitor 2,500 digital assets monthly across 128 direct-to-consumer brand websites, e-retailer platforms, and social media channels. This will help maintain brand compliance by identifying assets requiring takedown, renewal, or replacement and provide evidence and reporting for internal compliance audits, ensuring consistency across all digital platforms.

On the licensing side, FADEL has also finalized a deal with the American Hospital Association (AHA). AHA will use IPM Suite to automate the management of 200-300 licensees, streamline royalty accounting, and improve operational efficiency.

Highlighting the momentum of its new SaaS offering, the Company has won a LicenSee deal with Wow! Stuff, an award-winning, growing licensee focusing on high-quality, high-tech toys. Wow! Stuff has strategic licensing partnerships with industry leaders like Disney and Universal, and has selected LicenSee to transition from manual, spreadsheet-based royalty calculations to FADEL’s fully automated licensing and royalty management SaaS platform.

**Tarek Fadel, Chief Executive Officer of FADEL, commented:**

"These new contract wins reflect the demand for our licensing compliance solutions across industries, from healthcare to consumer brands. We're excited to help clients like L’Oréal, Wow! Stuff, and the AHA unlock greater efficiency through our technology and services offerings".

**For further information please contact:**

Tarek Fadel, Chief Executive Officer

Via Alma

Ian Flaherty, Chief Financial Officer

**Cavendish Capital Markets Limited (Nomad & Broker)**

Tel: +44(0)20 7220 0500

Jonny-Franklin Adams, Abigail Kelly, Rory Sale (Corporate Finance)

Tim Redfern, Sunila De Silva (ECM)

**Alma Strategic Communications**

Tel: +44(0)20 3405 0205

Josh Royston, Andy Bryant, Sam Modlin, Robyn Fisher

fadel@almastrategic.com

**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.

For more information, please visit the Group’s website at: [www.fadel.com](http://www.fadel.com)

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