

7 October 2024

Fadel Partners, Inc.

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

FADEL Secures Contract to Provide Brand Compliance Solutions for American Multinational Apparel Company

FADEL, the leading provider of cloud-based brand compliance and rights and royalty management software, has been awarded a two-year contract valued at 0.4M, including license fees and services, with a global leader in the apparel industry. This agreement contributes an additional 0.2M to Annual Recurring Revenue ("ARR"), marking an approximate 10% increase in total Brand Vision ARR. The new client has chosen FADEL's Brand Vision solution to automate and manage the licensing, tracking, and takedown of digital marketing assets across various web, retail and e-commerce platforms.

The client, which owns multiple well-known brands, sought a solution to enhance control over its extensive portfolio of digital marketing content, including images and videos used on platforms like Target, Walmart, and Amazon. Managing digital rights and ensuring compliance across these channels presents significant challenges, particularly around tracking unauthorized or expired content usage. Brand Vision provides an integrated approach that simplifies content tracking, ensures proper licensing, and facilitates takedowns and renewals.

By implementing Brand Vision, the client expects to increase efficiency in managing its marketing digital assets by 66%, leading to an estimated 1.3 million in cost savings over the next 24 months through improved governance and cost avoidance from potential copyright or licensing violations and increased content reuse.

Tarek Fadel, Chief Executive Officer of FADEL, commented:

"This contract reinforces the critical need for advanced content licensing and rights management solutions in today's dynamic digital marketplace. We're excited to work with this globally recognized brand, helping them streamline their content tracking, licensing, and compliance while driving down costs and minimizing risks of unauthorized content use."

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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.

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

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