

BRANDORA

BRANDORA is *the* internet portal for information on brands, products, licensed properties and toys. In addition to the websites, the company provides a four-pillar portfolio of B2B services for the toy, Toddler & baby and licensing industry:

1. **Data:** BRANDORA maintains world's most comprehensive database with "profiles" of more than 420,000 products mostly toys and licensed products. In addition, BRANDORA has compiled a directory of more than 6,500 companies and 25.000 business professionals. The cross-linked database makes brandora.de a "virtual toy fair" and the most important internet portal for the national and international toy business.

BRANDORA licenses qualified product data to retailers and platforms. Also an effective system has been developed with which brick & mortar retailers can present themselves online in the shortest possible time. Many big players work with the BRANDORA product data.

2. **Licensing** by BRANDORA is the network of the licensing industry as a digital meeting place for companies, rights holders, licensing agencies, brands, licensees, service providers ... just for the professionals who are looking for high quality information. The platform provides an overview of the national and international licensing industry and enables quick and uncomplicated contact.
3. **Editorial Staff:** The weekly BRANDORA newsletters on toys and licenses are the most popular information media for business professionals from both sectors. The BRANDORA editorial staff operates and updates both platforms on a daily basis. Their up-to-date newsletter reaches more than 10,700 stakeholders.

BRANDORA to B: The online journal for insiders in the toy, licensing and baby industries. With specialist and expert contributions, advertorials, newsflashes, interviews, product and brand presentations and many other formats, the platform gives industry participants around the world of baby, child and family, as well as licensed articles, a central information point.

4. **BRANDORApplus:** BRANDORA provides qualified industry-relevant business consulting and personnel placement services.
Coming soon: Data hub: Easy distribution of product data to any desired trading partner through customized and predefined export functions.
Translation Services, Sales as a Service, Market entry into new markets, amazon.int, Alibaba, Tmall, flipkart...

The BRANDORA internet site currently goes through a major process of realignment. The website will be launched in January 2020 - first in the German version

New website (launch January, 15th)