

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. Digital Data Services:** BRANDORA maintains world's most comprehensive database with "profiles" of more than 450,000 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. Many small brick & mortar shops as well as big players operate their online shop with the qualified and high-quality product information that can be automatically matched.

- 2. Licensing by BRANDORA** is a 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. The brand portfolio includes more than 800 license profiles
- 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 11,000 stakeholders.

BRANDORAtob: 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. BRANDORaplus:** This covers a wide range of important services for the industries. In addition to the expansion to an international data hub, important, future-relevant services are offered with the help of selected partners.

These are, for example, high-quality translations, IT solutions, seminars (sales and licensing), PR and other agency services, SEO, product design, photo & video production, sales as a service in emerging markets (amazon.int, Alibaba, Tmall, Ebay.int), recruitment...

The quality, the prices and the international network are unbeatable!