Fanatics
Licensing Management

PROSPECTIVE SUBLICENSEE APPLICATION

Thank you for your interest in a Fanatics Licensing Management (FLM) sublicense. Outlined below is general information on the sublicensing program and the procedure for obtaining a sublicense.

This application is an expression of interest only and not a promise of an actual agreement or grant of a sublicense. Final acceptance as a sublicensee is subject to negotiation and execution of a definitive agreement containing terms and conditions acceptable to Fanatics, Inc. and the Property by an authorized representative of FLM, as well as satisfactory completion of a diligence process including sanctions and restricted party screening. Unless and until such a definitive agreement is fully executed by authorized representatives of both parties, you are not authorized to produce any products on behalf of Fanatics, Inc. or the Property. You may be required to submit additional information as part of the process.

All information provided by you to FLM may be shared with the Property or its affiliates and may be used by either party to process your application or for other business purposes.

PROCEDURE FOR OBTAINING A SUBLICENSE

Email your completed form to **licensee@fanatics.com**

- Please include with application a recent Dun & Bradstreet report (D&B), or a substantially equivalent credit report in your own country if a D&B is not available, as well as your company's sales brochure, appropriate advertising, and presentation materials.
- If Fanatics and the Property feel your proposed product fits within the current sublicensing strategy, you will be contacted to discuss next steps in the process.
- Complete this form in its entirety. If you cannot respond to a question, or if it is inapplicable, please mark "N/A".

PROSPECTIVE SUBLICENSEE INFORMATION FORM

- ☐ Aston Villa
- ☐ BIG3
- ☐ DFB
- ☐ Everton
- ☐ The FA
- ☐ FC Bayern Munich
- ☐ Hockey Canada
- ☐ Major League Soccer (MLS)
- ☐ Paris Saint-Germain
- ☐ Schalke 04

I. COMPANY INFORMATION

Legal Name

Address

Email

Phone

If a corporation or partnership, list state, province or country of formation:

Years in Business

Principal Contact/Title

Country

Company Website

Other names under which company conducts business (DBAs/AKAs, etc.):

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II. PRINCIPAL OFFICERS

President

Vice President

Vice President

Marketing Director

Licensing Director

Finance Director

III. COMPANY BACKGROUND

Please provide a detailed overview and/or any background information on your company that would be helpful for general knowledge

IV. LICENSING EXPERIENCE

Does your company sell and market products under other licensing contracts? If yes, specify other top licenses below.

PROPERTY #1

Property Name

Address

Address

Years Licensed

Key Contact

Key Contact Email

Key Products

Distribution Channels

PROPERTY #2

Property Name

Address

Address

Years Licensed

Key Contact

Key Contact Email

Key Products

Distribution Channels

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PROPERTY #3

Property Name

Address

Address

Years Licensed

Key Contact

Key Contact Email

Key Products

Distribution Channels

V. PRODUCT INFORMATION

Enter a description of all the products for which you seek a sublicense. Please include the product category, wholesale selling price, market price, the success you have had with this product elsewhere, anticipated volume/launch date, anticipated sales projections, and why you feel we need it in our assortment.

*** For MLS, BIG3 or Hockey Canada licenses, please submit a sample/prototype of each product to:**

Fanatics
Attn: Fanatics Licensing Management
180 Madison Avenue, 21st Floor
New York, NY 10016

SAMPLES WILL NOT BE RETURNED

***For European licenses, please submit a sample/prototype of each product to:**

Attn: Younes Layati
c/o Fanatics Licensing Management
53 avenue Emile Zola
92100 Boulogne-Billancourt
France

VI. SALES & DISTRIBUTION INFORMATION

Your company's sales for the previous year (all products):

Your company's projected sales for this year (all products):

Sales force description (indicate number of people):

Annual Sales Projections for the Property's Licensed Products:

Mass Market

YEAR 1	YEAR 2	YEAR 3	TOTAL

Mid-Tier

YEAR 1	YEAR 2	YEAR 3	TOTAL

Sports Specialty

YEAR 1	YEAR 2	YEAR 3	TOTAL

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Sporting Goods

YEAR 1	YEAR 2	YEAR 3	TOTAL

Internet Retailer

YEAR 1	YEAR 2	YEAR 3	TOTAL

Official Store (league/club)

YEAR 1	YEAR 2	YEAR 3	TOTAL

Other

YEAR 1	YEAR 2	YEAR 3	TOTAL

Channels of distribution in which your current line has a significant presence (please check all that apply).

- ☐ Airport Gift Shops
- ☐ Amusement Park Gift Stores
- ☐ Arts & Crafts Stores
- ☐ Athletic Footwear Stores
- ☐ Automotive/Carwash Stores
- ☐ Baby Stores
- ☐ Beauty Supply Stores
- ☐ Beverage/Liquor Stores
- ☐ Boutique Apparel Stores
- ☐ Candy/Confectionary Stores
- ☐ Chain Book Stores
- ☐ Coffee Specialty Stores
- ☐ College/University Stores
- ☐ Comic Book Stores
- ☐ Commercial Facilities
- ☐ Computer and Electronic Stores
- ☐ Convenience Stores
- ☐ Direct Response Solicitation
- ☐ Discount Value Stores
- ☐ Drug Stores
- ☐ Fashion Accessory Stores
- ☐ Fundraising
- ☐ Furniture Stores
- ☐ Gift Stores
- ☐ Gourmet Food Specialty Stores
- ☐ Greeting Card Stores
- ☐ Grocery Stores
- ☐ Hobby and Model Stores
- ☐ Home Improvement Stores
- ☐ Home Specialty Stores
- ☐ Internet Retailers
- ☐ Jewelry Stores
- ☐ Kiosks
- ☐ Sublicensee Own Retail
- ☐ Luggage Stores
- ☐ Mass Retailers
- ☐ Mid-Tier Department Stores
- ☐ Military Stores
- ☐ Music/Video Stores
- ☐ Off-Price Department Stores
- ☐ Office Specialty Stores
- ☐ Party Stores
- ☐ Pet Stores
- ☐ Restaurants/Bars
- ☐ Retailers' Websites
- ☐ Soccer Specialty Stores
- ☐ Souvenir Stores
- ☐ Specialty Apparel Stores
- ☐ Sporting Goods Stores
- ☐ Sports Specialty Stores
- ☐ Sports Stadium Retailers
- ☐ Stationary Stores
- ☐ Street Vendors
- ☐ Swap Meets/Flea Markets
- ☐ Television Home Shopping
- ☐ Toy Stores
- ☐ Upstairs (High-End) Department Stores
- ☐ Vending Machines
- ☐ Wall Décor Stores
- ☐ Warehouse Club

Other

List all retail accounts to which you intend to sell the product if a sublicense is granted.

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VII. MARKETING

Indicate a marketing plan that will be used to support the licensed products, including information on targeted launch date of proposed products if a sublicense is granted, who is the target audience, the advertising and promotion planned to support the proposed product, etc.

VIII. ADDITIONAL INFORMATION

Any additional information or capabilities that might be helpful in the evaluation of your application:

IX. PROSPECTIVE SUBLICENSEE STATEMENT

On behalf of the Sublicensee Applicant, I hereby affirm that my answers to the above questions are true and complete, except for questions that explicitly call for estimates, plans or projections, and have been answered by me in good faith and to the best of my knowledge.

In addition, I understand that Fanatics receives numerous sublicensing requests and suggestions, many of which are very similar to concepts, designs and/or products that it has previously developed on its own or that have been proposed by third parties, and I affirm that I have not submitted any information or material (including samples) in this sublicense application that is confidential or otherwise proprietary. I acknowledge and agree that (1) no confidential relationship is established between you and Fanatics or the Property, (2) Fanatics' or the Property's use and/or disclosure of any materials submitted as a part of this application will not give rise to any claims by you or anyone else against Fanatics, the Property, or any of their respective employees, representatives, agents or affiliates.

☐ I agree to the above statement

Enter Your Full Name	Position	Date