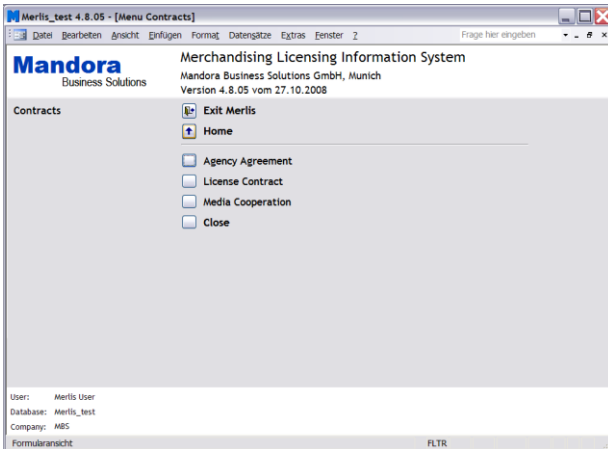


Merchandising License Information System ALL IN ONE Database

ALL IN ONE

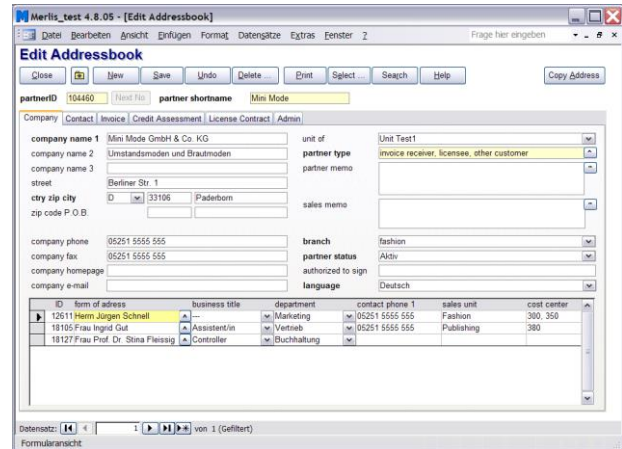


ALL IN ONE is our motto or in short, MERLIS (Merchandising License Information System) - the name of the software, developed by us especially for the licensing business, which handles all work processes regarding all sales, legal and accounting elements of a licensing contract in one single database.

Addresses, properties, countries, rights, distribution channels, languages, exclusivity, marketing dates, quality control, sample administration, currencies, insurance, guarantee payments, licensing fees, tax, dynamic payment installments and much more are clearly laid out and easy to handle.

The results are complete reports, statistics or fully filled out forms and documents, which only have to be signed by the contract partner.

Address Book



The versatile ADDRESS ADMINISTRATION with convenient search- and integrated serial letter function is the basis for the recording and administration of proposals, contracts, statements, reports, invoices or any mailings.

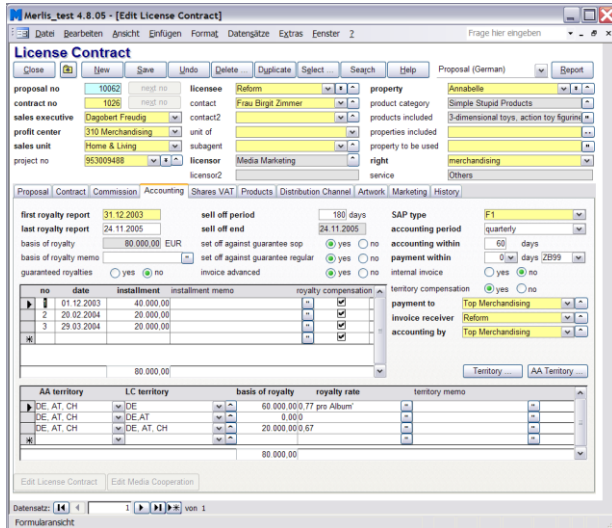
The linking with the module contracts not only enables a quick overview of the client history but also facilitates specific mailings to selected licensees.

The common master file, clearly defined restrictions of access and automatic plausibility control of the system not only reduce the source for mistakes but also represent a real time saving for the user.

ALL IN ONE DATABASE

Better
one for all
than many for one!

License Contracts

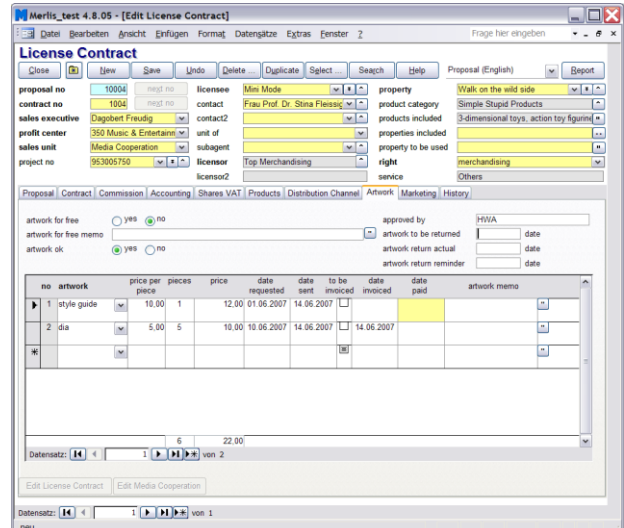


To support SALES the contractual details can already be stored in Merlis during the negotiation stage or even while canvassing for clients. The system allows to already storing offers individually in memo form during pre-negotiation stage and have them available for evaluations. These can be combined at any time with already closed or cancelled contracts as well as with data from the legal or accounting department, for example to produce a complete client profile. The system also contains a tool to evaluate individual sales commissions per contract.

Analogous, the module also enables the departments MARKETING and PR a timely planning of activities like mailings, workshops, publishing of ads etc. and with additional fields (i.e. cross-promotion, success memo, and marketing activities) offers a further communication spectrum between Sales and Marketing.

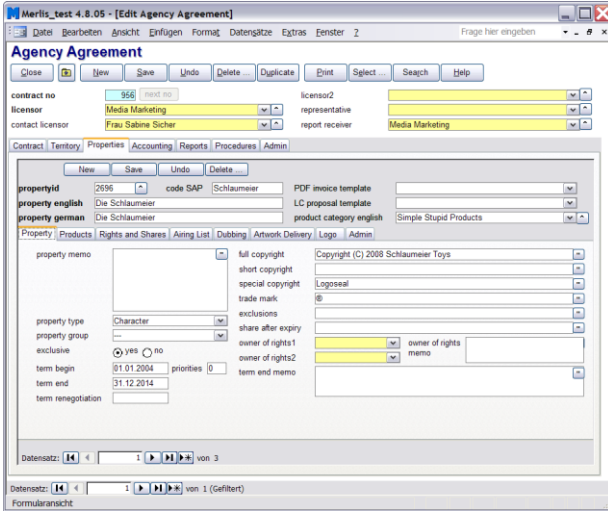
Once the proposal changes into a contract the data will automatically be taken over for further CONTRACT ADMINISTRATION and only has to be adjusted accordingly.

Artwork Product Approval Status



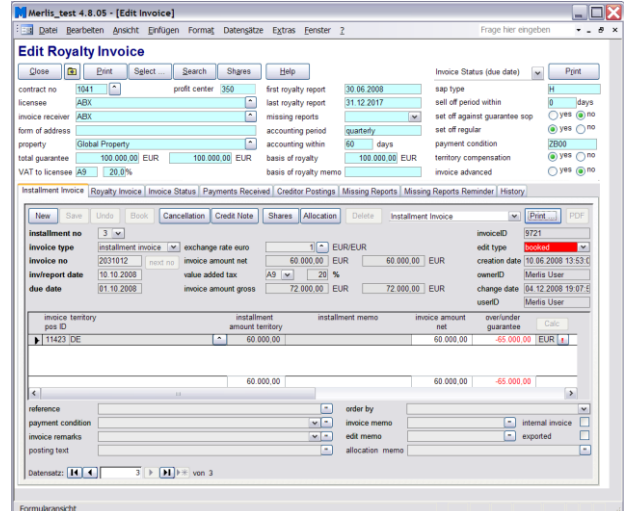
In a separate module the relevant data of all contracts and proposals are being shown for the department QUALITY- and ARTWORK CONTROL -this allows a flawless product development from prototype up to the final product sample. Furthermore, the module takes care of a client orientated artwork administration and also contains the function to issue specific reports requested by the licensor or licensee.

Agency Agreement



The module AGENCY AGREEMENTS ensures the contractually agreed keeping of rights, conditions or exclusions as well as the documentation of trademark registrations, copyright guide lines, terms, participants, licensors and licensees of every single licensing property. Additional fields for 'variable information' like airing dates, material administration and all sorts of marketing information can also be included in evaluations.

Accounting



The heart of MERLIS is without doubt the accountancy. Linked together with the licensing contracts no invoice remains unissued, no missing royalty report undiscovered. Continuous notification of above/under guarantee payments, automatic issuing of reminders, differentiation of various contract territories per contract, consideration of taxes depending on company's residence different currencies, payments to participants or - in short - there are not many 'exotic' contract which Merlis is not able to process.

Merchandising License Information System ALL IN ONE Database

Management Information

Indispensable for MANAGEMENT and CONTROLLING are the automatically generated reports, statistics or lists of turnover, incoming payments, open invoices or profit & loss of your company, which are all designed to suit the most varied needs.

Advantage

- Easy handling of programme operation through a clear user interface.
- Communal access of all users and therefore optimal exchange of information.
- Manifold possibilities for evaluation in form of reports and statistics.
- Facilitates work with automatic production of forms.
- Correct data input checked via built-in plausibility control.
- Reduced source of faults through deposited information tables.
- Immediate access to information on other modules via pop-up functions on field level.
- Data safety through restricted access and protected password.
- History administration
- Can be extended at any time for requests of the users by schooled programmers

Technology requests to the system

- Development of the Software MERLIS is based on a Client Server System with optional intersections to SAP.
- Usage of scalable and strong database Microsoft SQL Server.
- Software by Windows Windows and Microsoft Access.
- Optional Web Access via Citrix Metaframe.

Contact

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