

A Growing Sector

- When a brand owner licenses the right to use its brand assets, the licensee pays a royalty in exchange for use of the asset for a specified duration.
- Total revenue for licensed consumer products, at retail, across 88 licensors was \$260.8 billion in 2021.
- 40 of the brand licensors surveyed bring in at least \$1 billion in revenues annually—each.
- The 2022 Top 10 global licensors list includes The Walt Disney Company, Authentic Brands Group, The Pokémon Company International and Mattel.

Source: License Global Releases the “Top Global Licensors Report 2022,” Indicating Signs of Industry-Wide Recovery

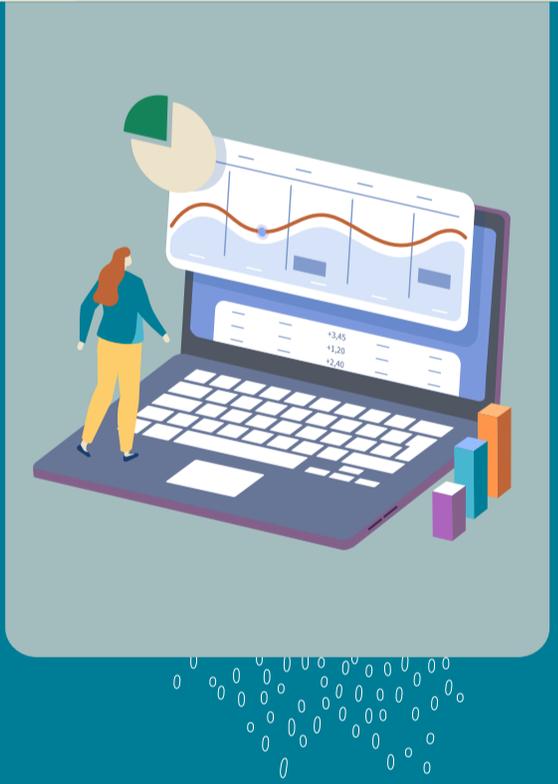


Accurate Royalty and Rights Management

- Licensing relationships help brands enter new markets, franchise their operations, and otherwise extend their reach without making and selling the branded goods themselves.
- Licensing helps brands protect their intellectual property (IP) while paying off for both parties.
- Brand royalty rates are based on a percentage of the brand-related revenue that the licensee generates and are predetermined.
- Many licensees use basic software applications, spreadsheets and manual processes to manage their royalty agreements and licensing rights.

ERP That Manages IP Licensing, Audits and Reporting

- NetSuite implementation partner MIBAR helps companies automate their royalty management and financial processes, using NetSuite as a foundation to minimize the manual effort involved in managing these complex tasks.
- The solution provides the end-to-end automation that licensees require. Royalty reports, for example, are generated as a byproduct of the invoice transaction.
- With NetSuite’s general ledger and accounting integration, licensees can effectively manage accounting and accruals for prepayment of royalties or simple recognition of the royalty expense.
- Built for the royalty and rights management industry, the MIBAR solution simplifies the data upload process, tailoring the format to the specifications of the particular agency.
- The solution’s pre-built royalty reports include—but aren’t limited to—Affinity, CLC, Disney, MLB, NFL, NHL and Viacom.



Improved Accuracy and Faster Processes

- With NetSuite and MIBAR’s industry-built bundle in place, companies immediately realize improved accuracy, faster processes, less manual work, and stronger audit controls.
- The solution provides greater accountability. Licensees know exactly what they owe a royalty agency for a particular asset, and the bundle facilitates the movement of data to and from the agency.
- Companies can instantly recover the hours once spent collecting, sorting, collating and reviewing data for accuracy and redirect employees to more value-added projects.
- Licensees also gain improved audit integrity and controls—critical because audit requests are commonplace in this sector.