

**REAL**

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## 01 WHY established.inc?

Licensing a Brand  
Flexibility for Licensees  
CE Expertise

03

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## 02 PARTNERING WITH RCA

RCA – Legacy  
A Century of Innovation  
RCA – Competitive Advantages  
Key Performance Indicators  
Key Product Categories

Expansion Categories  
Maintaining Brand Value  
Partner Support  
Brand Presence

07

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## 03 LICENSEE ONBOARDING

Licensee Onboarding Overview  
Brand Protection  
Product Life Cycle  
Leadership  
Contact

35

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# 1

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## LICENSING WITH established .inc

001 LICENSING A BRAND

002 FLEXIBILTY FOR LICENSEES

003 CE EXPERTISE

# LICENSING A BRAND

It's more than just sticking someone else's logo on your product for a fee.  
It's an honor and a responsibility to live up to a set of principles.

And you'll get back so much more than you put in.

You'll operate as the brand, learn to walk and talk like the brand, and come to enjoy all the productivity that the associated recognition provides.

As far as anyone else knows, you are the brand.

**LET AN established.inc  
BRAND TAKE YOUR  
PRODUCTS TO**

Imagine if you could fly under the banner of a trusted global brand, one that has proven itself time and time again for over a century, in the biggest moments on the American stage.

You'll gain peace of mind with an established.inc brand.

**NEW**

**HEIGHTS  
LANDS  
HOMES  
SCREENS  
AIRWAVES  
EARS  
EYES  
PEOPLE  
FAMILIES  
GENERATIONS  
CONSUMERS.**

# FLEXIBILITY FOR LICENSEES

## YOU'RE IN CONTROL

Keep your trademarks.

Retain control of product design, manufacturing, distribution, pricing and sales.

The established.inc brand team is available with hands on support through the onboarding process, and with always-ready guidance the rest of the way.

Contracts are likely renewed for active and performing licensees.

With robust monitoring and legal protection, you will feel safe from counterfeiting.

You can reduce your go-to-market costs and benefit from built-in market awareness. With dedication to the charters and high standards of the name you carry, you can get back to the business of your business.

> 8

YEARS ON AVERAGE  
FOR LICENSEE  
RELATIONSHIPS

#38

OUT OF THE TOP  
150 LICENSORS  
(2022)

## CE LICENSING

With its stable of premiere brands, established.inc is the top-ranking licensor of consumer electronics worldwide. RCA is primarily responsible for that output.

# 2

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## PARTNERING WITH RCA

- 001 RCA - LEGACY
- 002 A CENTURY OF INNOVATION
- 003 RCA - COMPETITIVE ADVANTAGES
- 004 KEY PERFORMANCE INDICATORS
- 005 KEY PRODUCT CATEGORIES
- 006 EXPANSION CATEGORIES
- 007 MAINTAINING BRAND VALUE
- 008 PARTNER SUPPORT
- 009 BRAND PRESENCE



# RCA

## BRAND LEGACY

### trans · mis · sion

a human innovation that helps us make contact.

It's the technological reward for our existence, for curiosity, and the will to push forward.

RCA is an original pioneer in the business of transmission, beaming out for over a century.

Nipper and Chipper, RCA's mascots, are together one of the most recognizable brand icons the world over.

They show the audience the brand is listening, add warmth and humanity to brand communications, and illuminate the nature of the signal.





# RCA

## AN AMERICAN BRAND

America is the land of opportunity and a driver of innovation.

RCA exemplifies that spirit of progress and continues its legacy of achievement from laboratory to living room.

From the advent of commercial radio to the ever-expanding universe of color television, to NASA's moon missions and beyond; few brands are as integral to the fabric of American culture as RCA.

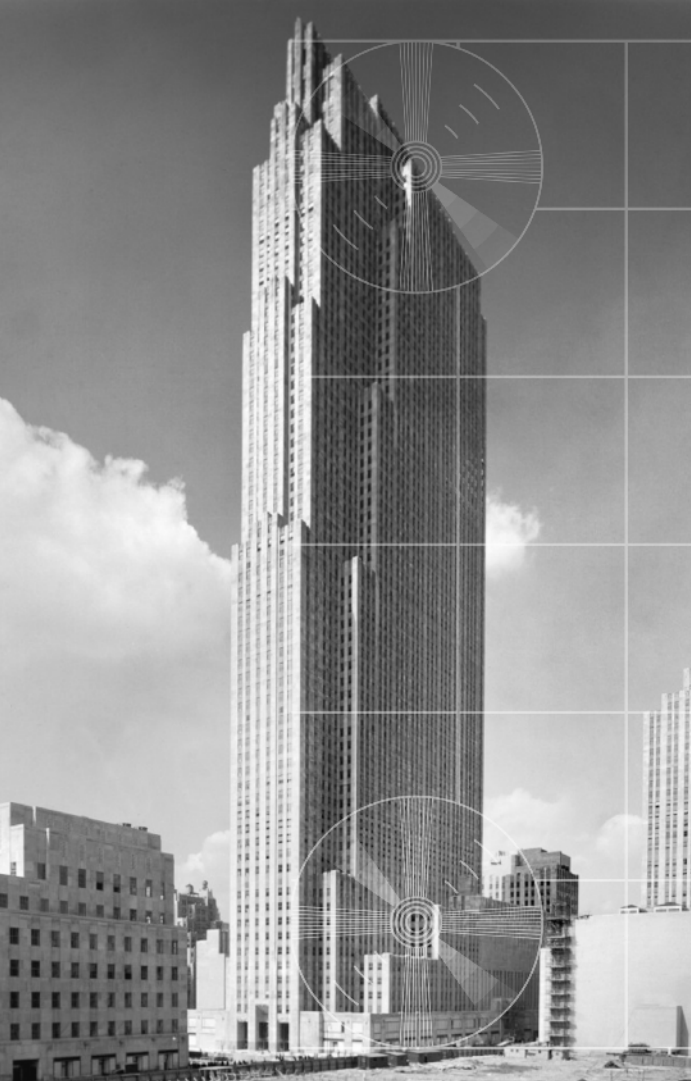


## RCA – NASA APOLLO MISSIONS

Trusted when it counts.

When you pack for the moon, you only bring equipment you can rely on. That's why NASA turned to RCA for their precision electronics.

Nothing less would do for man's first walk on the moon.

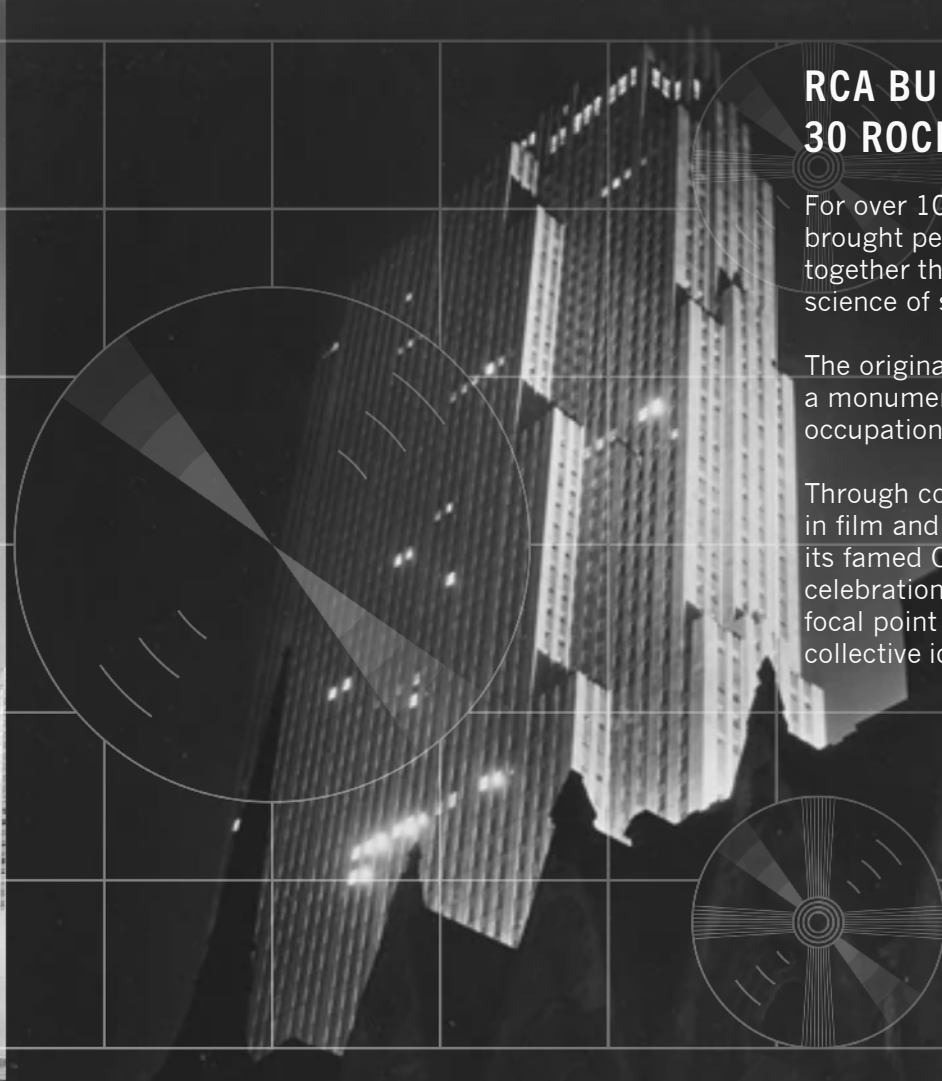


## RCA BUILDING 30 ROCKEFELLER

For over 100 years, RCA has brought people closer together through the art and science of shared experience.

The original RCA building is a monument to that occupation.

Through countless moments in film and entertainment to its famed Christmas celebrations, it remains a focal point of New York City's collective identity.



A CENTURY OF  
INNOVATION.

**RCA** CONFIDENTIAL

1919

RCA Founded.

1926

RCA partners with  
GE to create NBC.

1939

RCA debuts first  
black and white TV  
at the World's Fair,  
which will be sold  
to the public.

1954

World's first  
consumer color TV.

1957

RCA Studios open.  
Elvis, Dolly Parton,  
and Roy Orbison  
record there.

# 1958

RCA launches SCORE, the first communications satellite.

# 1964

RCA develops the first cameras used on Ranger 7 to take high-res pictures on the moon.

# 1968

First RCA monochrome camera went to the moon. RCA Invents the first LCD Screen.

# 1971

The first RCA color TV camera on the moon.

# 1996

Partnering with Direct TV, RCA demonstrated the first satellite TV at CES.

Offers the first widescreen TV with no top set receiver.

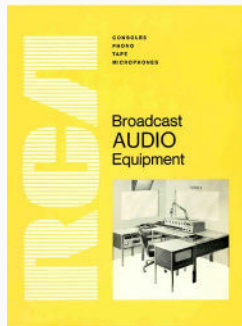
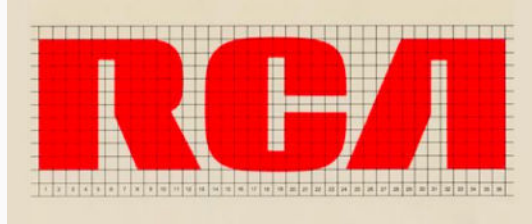
# 2014

RCA Introduces HD LED TVs and smartphones

# 2019

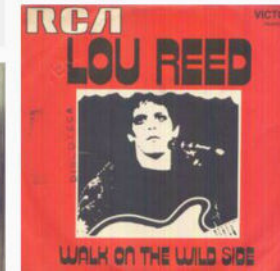
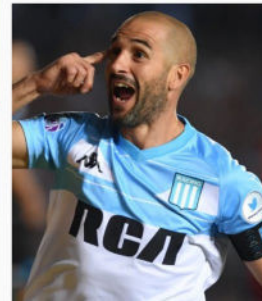
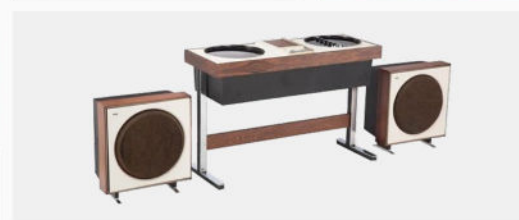
RCA Celebrates 100 years

# DESIGN HERITAGE



In moments big and small,  
RCA has touched our lives in  
countless ways.

Its enduring cultural legacy is a  
testament to its rich design  
history.





## COMPETITIVE ADVANTAGES

RCA is one of the most recognizable American brands in the consumer electronics space. In fact, RCA is one of the most recognizable brands period, which gives you the ability to explore many related product categories.

When you work under a powerful banner that signals your standards and principles, you profit directly from existing brand values instead of needing to invest in cost-intensive long-term brand building of your own.

Large retailers instantly perceive you as a capable supplier, substantial and trustworthy; which aids negotiations and translates into sales with end consumers. You gain acceptance amongst a family of proven partners.

Being a member of this community means you multiply your marketing potential with the support of the parent brand's unified social channels, global website, and extended marketing apparatus.



# BRAND AWARENESS

RCA is recognized around the world.

\*based on happydemics global brand awareness study



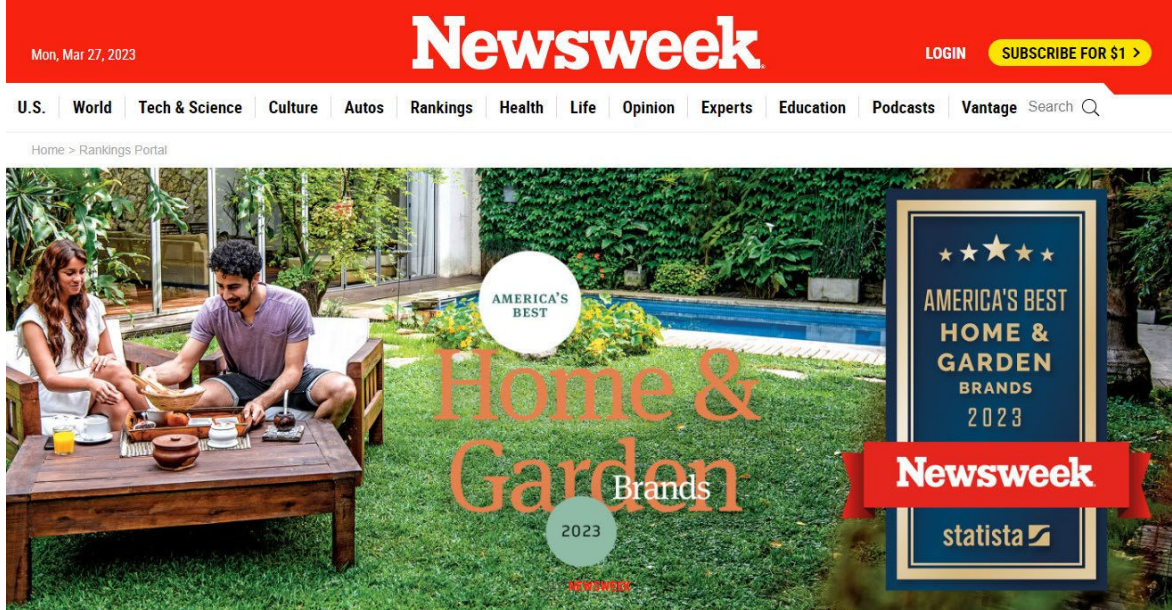


## BRAND RECOGNITION & CUSTOMER LOYALTY

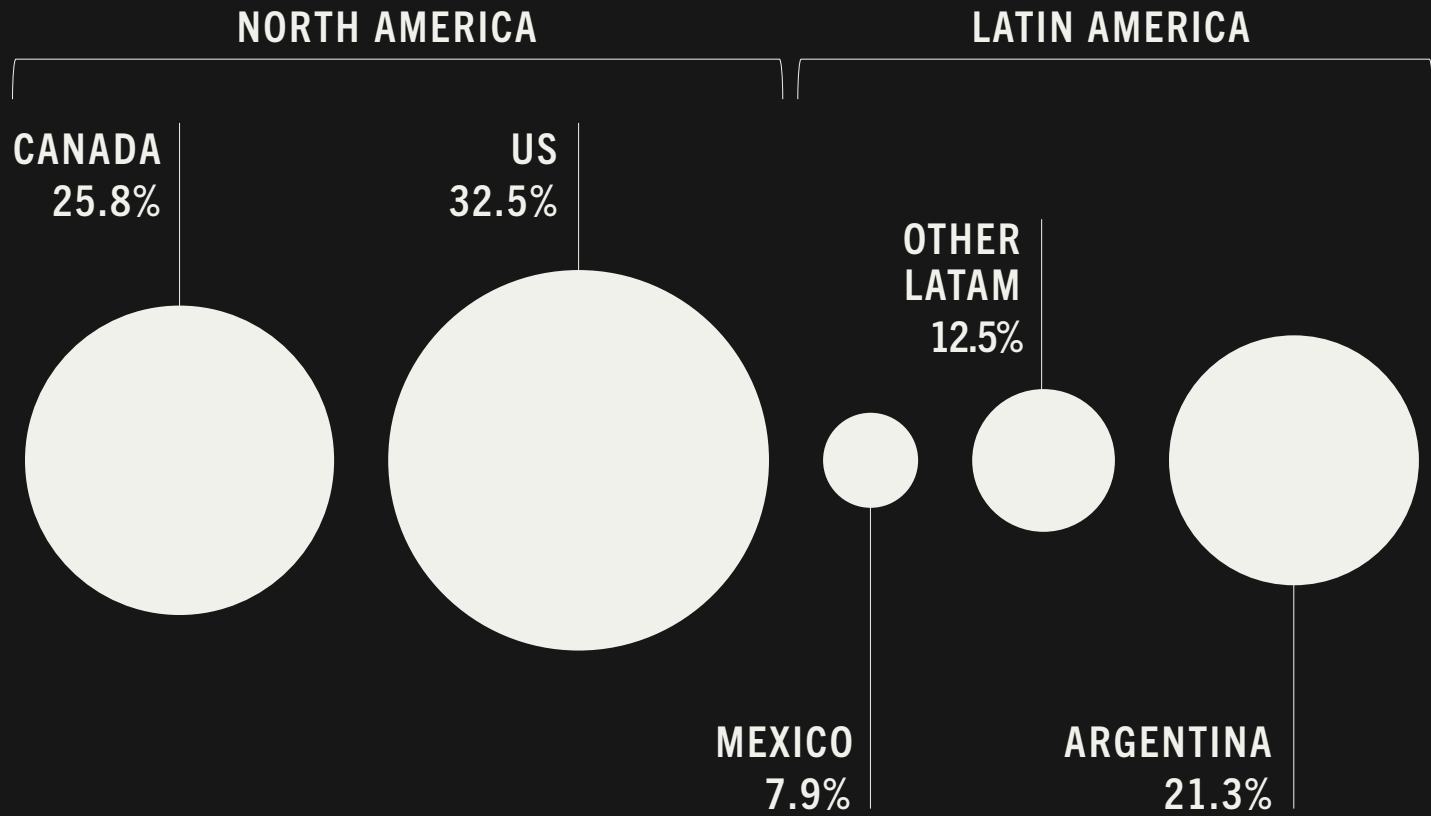
RCA brand has been recognized as one of America's Best Home and Garden Brands 2023 in multiple categories (Mini Refrigerators, Upright Freezers, Smart TVs) by Newsweek and Statista.

Brands were identified via online reviews and ratings based on nine product-specific aspects: Performance, Convenience, Experience, Value for Money, Quality, Design, Service, Safety, and Set-Up.

Using ReQiew, Statista's proprietary online review analysis software, over 4 million reviews and ratings were collected and analyzed to determine the top home and garden brands.



RANK	SMART TVS	MINI REFRIGERATORS	UPRIGHT FREEZERS
#1	SAMSUNG	MIDEA	MIDEA
#2	SONY	FRIGIDAIRE	<b>RCA</b>
#3	LG	HOMELABS	KOOLATRON
#4	<b>RCA</b>	<b>RCA</b>	WHYNTER
#5	HISENSE	BLACK+DECKER	GALANZ



AMERICAS SALES BY COUNTRY/REGION

**PROJECTED NET  
SALES (USD)**

**2022**

**\$470M**

2023

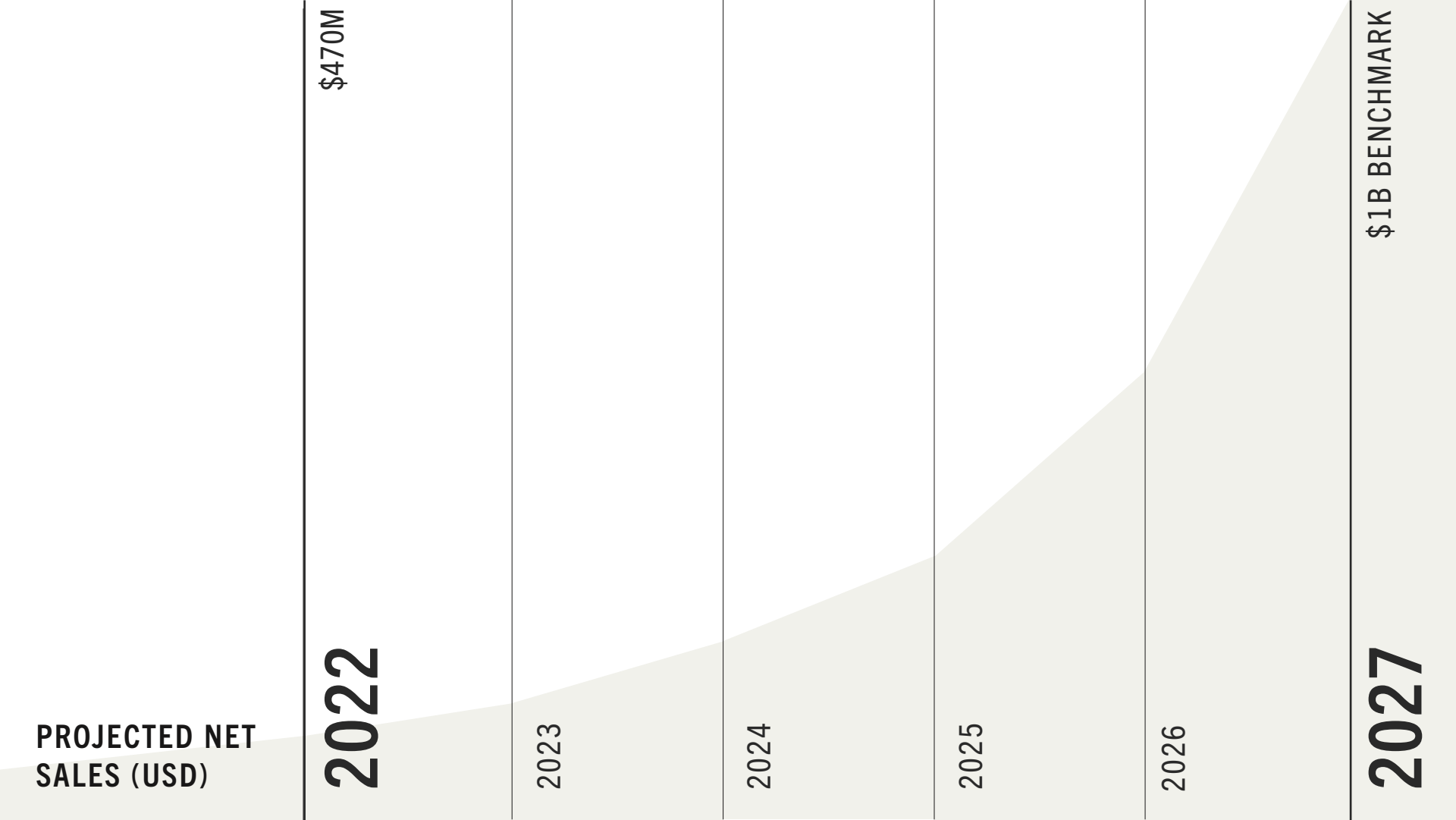
2024

2025

2026

**2027**

**\$1B BENCHMARK**



# KPIs

With over a hundred years in business,  
we have the numbers to back up our reputation.

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YEARS OF BRAND LEGACY

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**100+**

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COUNTRIES OF OPERATION

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**30+**

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BRAND AWARENESS IN TV CATEGORY (US)

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**65%**

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DIGITAL IMPRESSIONS (Q4 2022)

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**103M**

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PRODUCTS

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**500+**

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UNITS

---

**8M**

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NET SALES (USD)

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**470M**

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PRODUCT CATEGORIES

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**20**

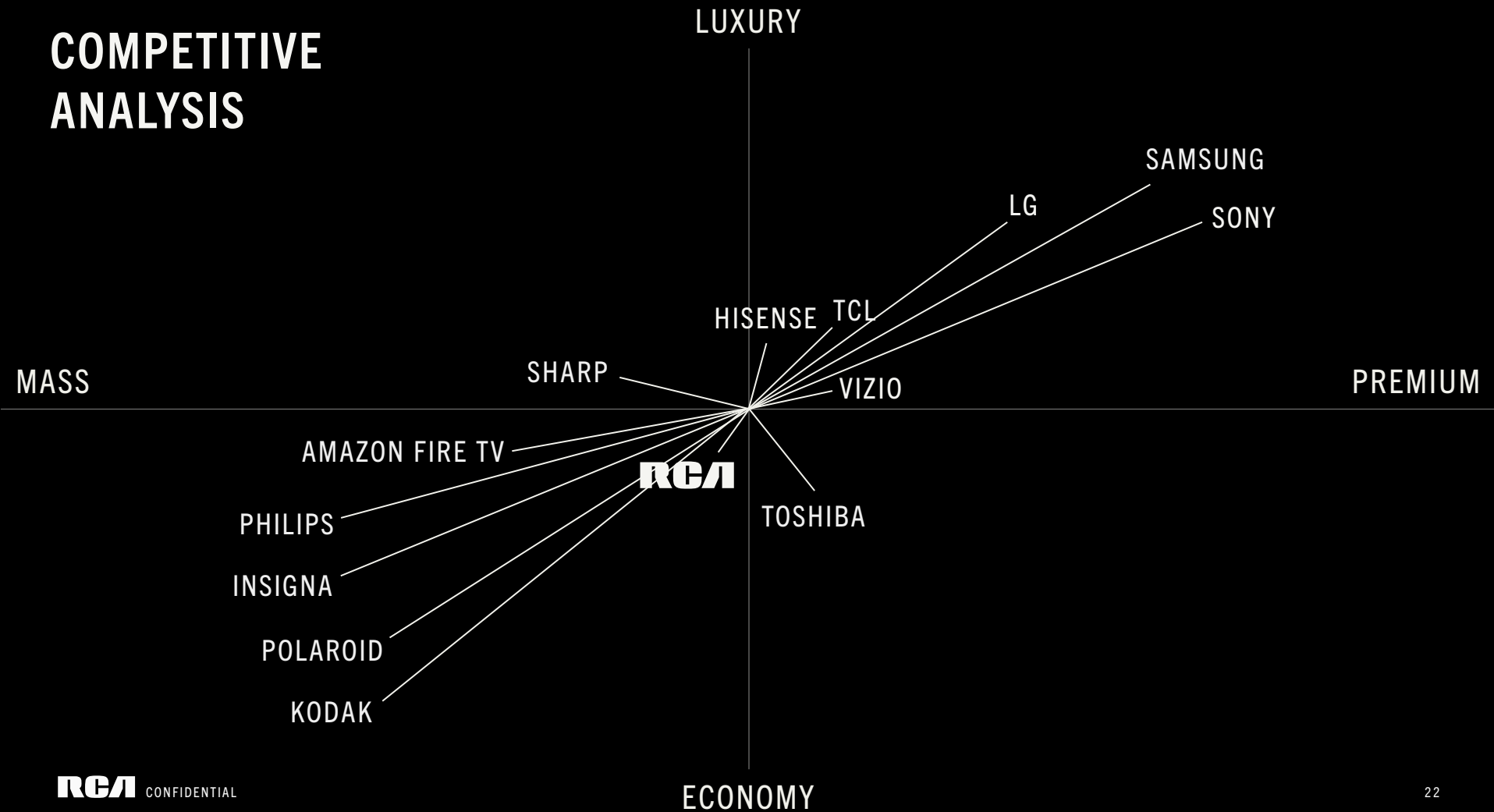
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CURRENT LICENSEES

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**11**

# COMPETITIVE ANALYSIS



# KEY PRODUCT CATEGORIES



TELEVISION

**01**



COMPUTING

**02**



HOME APPLIANCES

**03**



TELEPHONE

**04**



HOME AUTOMATION

**05**

# TELEVISION

\*Ranked 4<sup>th</sup> in Newsweek's Best Home and Garden Brands 2023



TELEVISION\*

**01**



PROJECTORS

**02**



ANTENNAS

**03**



ACCESSORIES

**04**



WALL MOUNTS

**05**



# COMPUTING



LAPTOPS

**01**



TABLETS

**02**



KEYBOARDS

**03**



POWER

**04**



CONNECTIVITY

**05**

# HOME APPLIANCES

\*Ranked 4<sup>th</sup> in Newsweek's Best Home and Garden Brands 2023



REFRIGERATORS\*

**01**



SMALL APPLIANCES

**02**



DISHWASHERS

**03**



WASHER/DRYERS

**04**



FANS/AC UNITS

**05**

# TELEPHONE



SMART PHONES

**01**



CELL. PHONES

**02**



TELEPHONES

**03**



ACCESSORIES

**04**



TWO-WAY RADIOS

**05**

# HOME AUTOMATION



SECURITY CAMERAS

**01**



WALL PLUGS

**02**



SMART LIGHTING

**03**



PET FEEDERS

**04**



CONNECTED HOME

**05**

# EXPANSION CATEGORIES

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## AUDIO/VIDEO

SOUNDBARS  
HEADPHONES  
WIRELESS SPEAKERS  
VINYL RECORD PLAYERS  
CAR AUDIO

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## PERSONAL TRANSPORTATION

E-BIKES  
E-SCOOTERS  
ACCESSORIES

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## HEALTH & FITNESS

FITNESS TRACKERS  
HOME EXERCISE  
PERSONAL CARE

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## TOOLS, HOME & GARDEN

PORTABLE TOOLS  
BENCH TOOLS  
LAWN CARE

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## HOME ENERGY SOLUTIONS

GENERATORS  
RESIDENTIAL SOLAR  
EV CHARGING

# HOW RCA MAINTAINS BRAND VALUE

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## MARKETING & DIGITAL

TRADE SHOWS  
WEBSITE & ECOMMERCE  
PRESS RELATIONS  
ADVERTISING CAMPAIGNS  
SOCIAL MEDIA

A central marketing strategy and strict visual guidelines provide a clear point of view, multiplying the impact of all brand communications.

## CREATIVE SUPPORT

BRAND LEGACY  
CORE ASSETS INCLUDING  
CHARTERS AND TEMPLATES  
ONE UNIFIED BRAND  
EXPERIENCE

Comprehensive guidelines ensure a cohesive look and feel across all categories.

Whether you're speaking to retailers or packaging your products to ship, clear guidelines will help you proceed with confidence.

## QUALITY

QUALITY CONTROL  
LICENSEE AND PRODUCT  
QUALIFICATION ASSESMENTS  
AFTER-SALES SUPPORT  
QUALITY ASSURANCES

Quality checks maintain unified standards and help prevent drag on brand perception.

Consumer sentiment is tracked through retail partner community discourse.

Products are only distributed to retailers that share common standards.

# PARTNER SUPPORT

## RCA EXPERTISE

A dedicated team with deep industry experience and a clear mandate to help licensees meet their high sales targets.

A trusted brand charter with a century of refinement.

## DESIGN/WEB

Comprehensive guidelines.

Global brand portal for easy access to brand assets.

Clear design templates, brand and process manuals, logo and font packages, and other useful resources.

## OPERATIONAL SUPPORT

Product design, quality control, and manufacturing support with a product approval system that removes undue burden.

## MARKETING / TRADESHOWS

Social media analytics for deeper consumer insight and cohesive brand messaging.

Exposure at worlds largest consumer electronics trade shows.

## RETAIL

An extensive network of retailer relationships.

Communication guidance for retailer outreach.

Integrated customer support guidelines

Regional exclusivity for the products you manufacture.

## LEGAL

Protection from counterfeiters and other trademark infringement.



**established.inc**

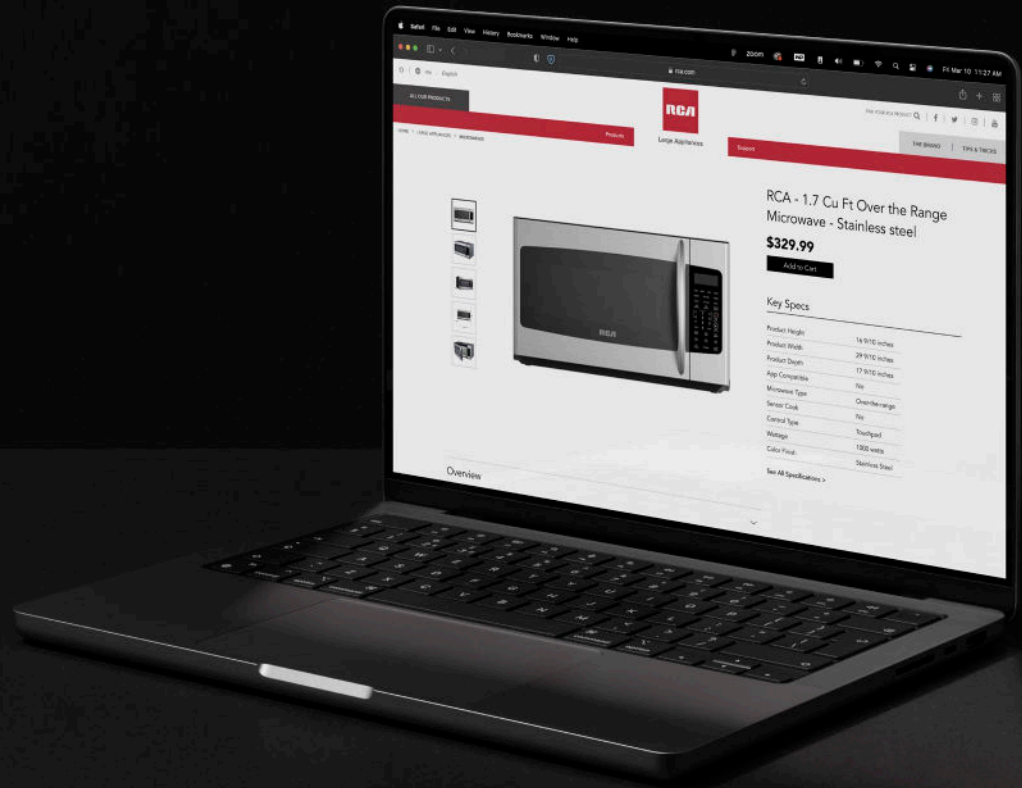
# WEBSITE & E-COMMERCE

A strong digital presence is vital for market engagement.

The RCA website promotes brand value by showcasing products through a singular lens. Utilizing refined graphic standards, licensee's products are placed in an elevated market position.

The RCA internal team will assist licensees in showcasing their portfolio of products on [www.rca.com](http://www.rca.com) to expand their market reach.

Anticipating a launch of an e-commerce website in the US in 2023, licensees will have the opportunity to engage their rapidly growing audience more directly.










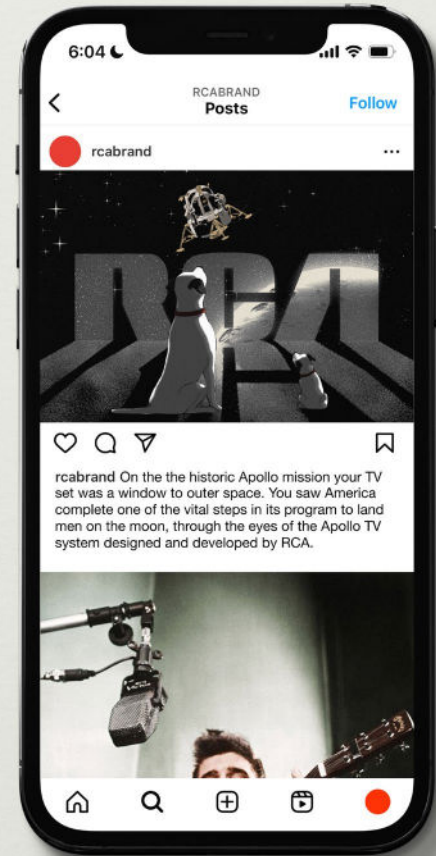
# SOCIAL MEDIA CHANNELS

With RCA's social media channels extensive reach, licensees will benefit from the increase in brand awareness and positive brand sentiment.

A centralized social media presence elevates the brand with consistent, vetted content and helps to avoid competing social channels between licensees.

RCA licensees will benefit from presence across multiple social channels including:

-  Facebook
-  Instagram
-  Twitter
-  YouTube
-  LinkedIn



# TRADESHOWS

RCA participates in major trade shows annually, including CES Las Vegas and IFA Berlin. It's a chance to put your cutting-edge products in front of a global audience.

This presence generates excitement around the brand for retailers and consumers; and creates opportunities for new partnerships and collaborations.



# 3

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## LICENSEE ONBOARDING

001 LICENSEE ONBOARDING OVERVIEW

002 BRAND PROTECTION

003 PRODUCT LIFE CYCLE

004 LEADERSHIP

005 CONTACT

# LICENSEE ONBOARDING

# 1

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## INQUIRY

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Prospective licensees contact the RCA sales team about a potential partnership, and a discussion is initiated on needs, scope and fees.

# 2

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## MARKET ANALYSIS

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RCA to ensure there are no conflicts with existing licensees based on product categories in the requested region.

# 3

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## LICENSEE QUALIFICATIONS

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We will assess your business to ensure the partnership is good fit.

Qualifications include but are not limited to: business plan, sales metrics, product quality, product range and positioning.

# 4

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## CONTRACT NEGOTIATION

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Upon determining that a partnership will be beneficial to both parties, we will negotiate contract terms.

# BRAND PROTECTION

We provide immense support so that customers receive the quality RCA is known for. From supply chain monitoring all the way down to your raw material sourcing, to lab testing\* once your production is in full swing; we help you streamline manufacturing. And our quality promise extends beyond the product - we provide guidance for customer service best practices as well. We not only ensure you have the right team in place, but we monitor customer reviews to catch issues before they affect your bottom line, so you deliver quality every time.

\*Environmental compliance and IQC, IPC and OQC testing.

# PRODUCT LIFE CYCLE

Licensee cooperation stage by stage to launch on different areas: quality, marketing, design, retail, etc.

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PRODUCT CONCEPT/NPI PROCESS

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01

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PRE-PRODUCTION

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02

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PRODUCT DEVELOPMENT

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03

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PRODUCT/PROCESS/SERVICE ADJUSTMENTS

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04

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PRODUCTION MARKET RELEASES

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05

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COMMERCIALIZATION/AFTER-SALES

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06

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PRODUCT RECYCLING

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07

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END OF LIFE

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08

# LEADERSHIP



**HALL  
O'DONNELL**  
CEO

Completed over 25 transactions worth over \$50 billion as an investor or financial advisor in the Telecom, Media & Technology, Energy & Power, Industrial, Financial Services and Consumer sectors.

Former President & COO, Board-member of PE-backed industrial safety business (>3.5 x MOIC). Current Board member of BeBop Technology; former Board member of Ringers Technologies; former Board observer of NYSE-listed Dice Holdings, Inc. and Penske Media Corporation.

Investment/transactional experience at Willett Advisors (Michael Bloomberg family office,) Quadrangle Group and Citigroup Investment Bank (M&A generalist).



**TONY  
BOZZINI**  
PRESIDENT

Silicon Valley based executive with 30+ years of CEO, Sales, Marketing and Business Development experience in the high-tech industry.

Executive Management at 5 start-ups including Atrua Technology (CEO), Veridicom, Fyrestorm, DotRocket (CEO) and Marseille Networks; advisor to Co-Founder at Plex.

Vice President of Technology and Trademark Licensing for Technicolor (2015-2018); EVP Sales & Marketing, Pixelworks (NASDAQ: PXLW) (2008-2012)

# LEADERSHIP



**CLAIRE  
VILLENEUVE**  
MANAGING DIRECTOR

Worldwide expert in trademark licensing and brand IP management: brand portfolio strategy building, license agreement negotiation, brand management, and brand development (marketing design, quality, e-commerce, etc.)

Over \$1 Billion of retail sales of licensed products achieved year on year.

The depth of her knowledge across all established.inc brands offers all business partners a high level of confidence, coming directly from the continuity she brings.



**MIKE  
PURCELL**  
CFO

Experienced CFO, with almost a decade of executive leadership. As CFO of established.inc, he is responsible for the financial planning, treasury, and accounting functions, as well as working closely with the CEO to develop and execute the company's long-term strategic vision.

Prior to his role at established.inc, Mike served as SVP and CFO of Nuevo Midstream Dos, a private-equity backed energy company based out of Houston, Texas. The company's successful sale for \$1.5 billion was recognized as one of the most successful private equity midstream exits ever at the time.





- 01 | SAN FRANCISCO
- 02 | HOUSTON
- 03 | MIAMI
- 04 | NEW YORK
- 05 | PARIS
- 06 | DUBAI
- 07 | SHENZHEN

# **REI**

## **CONTACT**

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**DIRECTOR OF SALES & BUSINESS**  
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