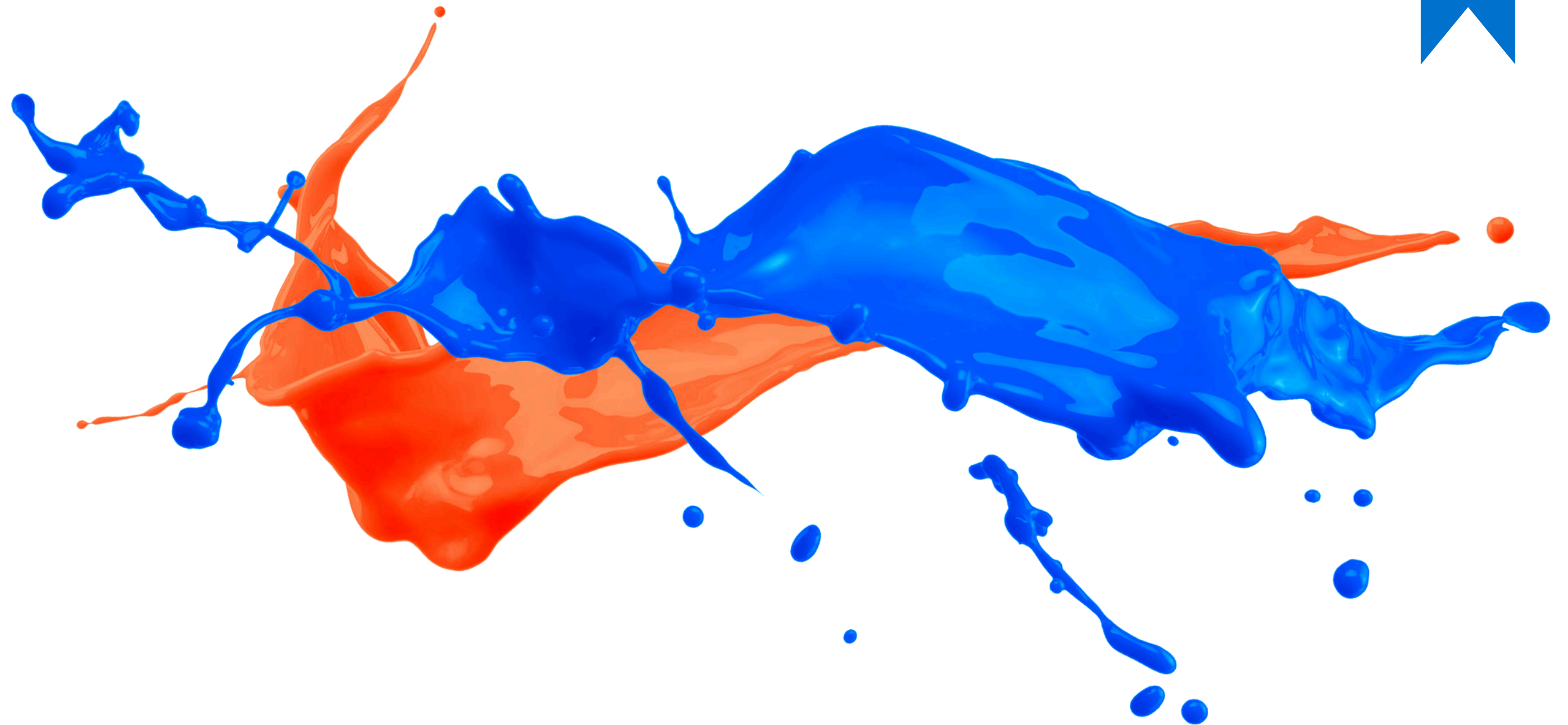


RADIOLA

BRAND OVERVIEW



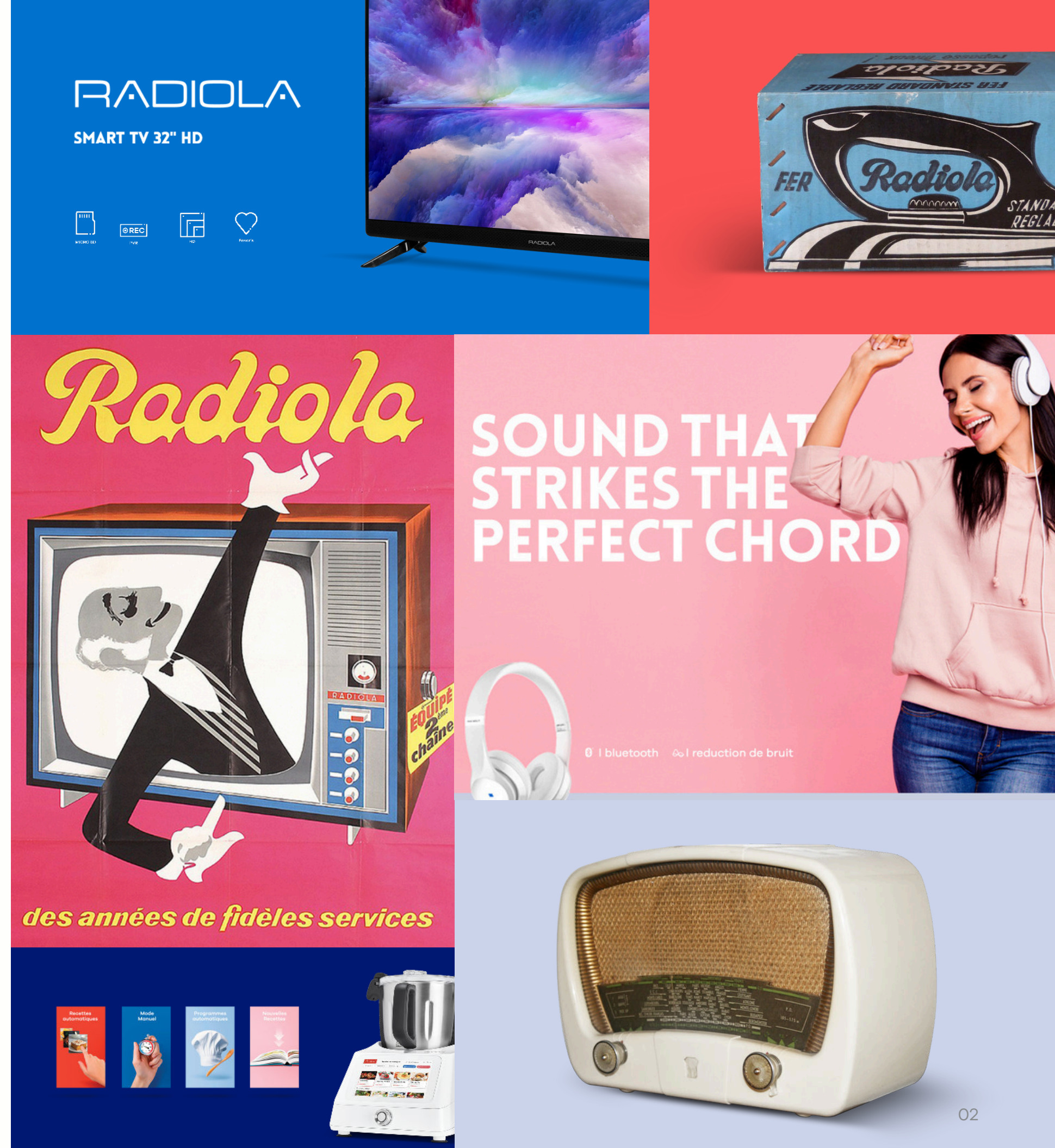
BRAND HERITAGE

Radiola has been a part of French daily life since 1922. Initially offering TSF devices, it has continuously evolved over time. Years of development have made comfort accessible to all, with product ranges covering sound, image, and home appliances.

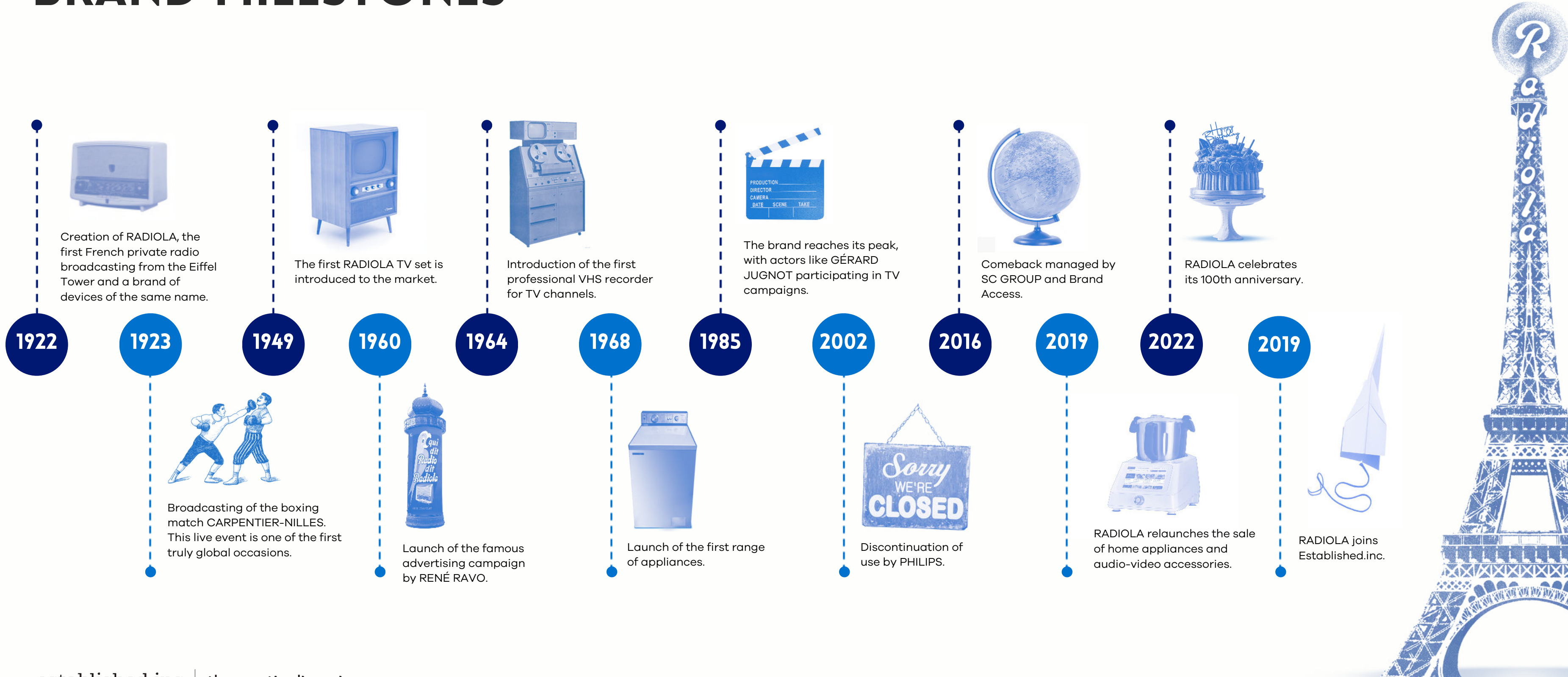
Today, Radiola is experiencing a new renaissance with an innovative line of products featuring bold designs.

Our goal?

To simplify everyday life by offering beautiful, uniquely designed products that incorporate the best of modern technology.



BRAND MILESTONES



BRAND VALUES

FRESHNESS

Our bold and colorful designs bring a touch of cheerfulness to everyday life.

HONESTY

We address society's new challenges through responsible production.

SIMPLICITY

Our products are practical and easy to use, so everyone can enjoy the best of technology.

ACCESSIBILITY

Our production costs are optimized to make our devices accessible to everyone.

OPTIMISM

Our brand conveys a sense of good cheer that shines through in our products.

SIMPLICITY
FRESHNESS
HONESTY **ACCESSIBILITY**
OPTIMISM

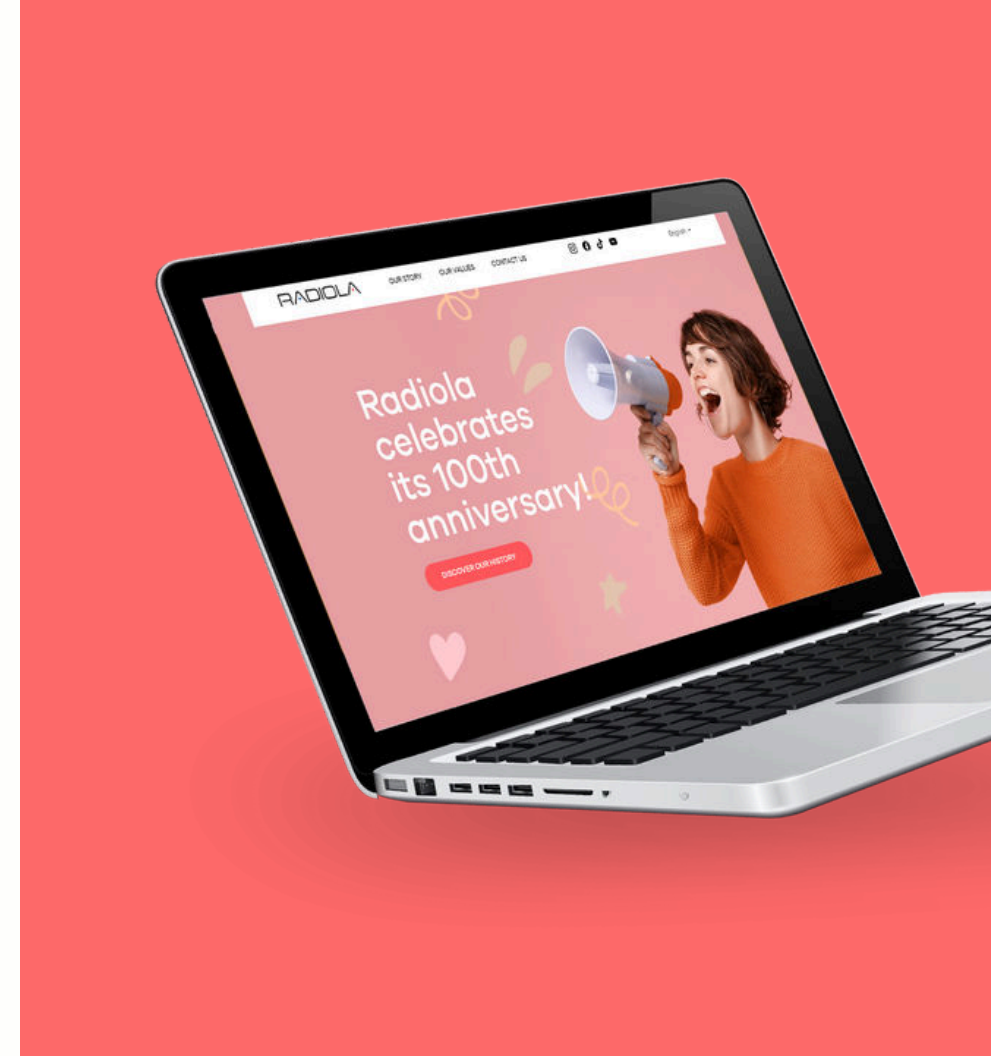


VISUAL IDENTITY

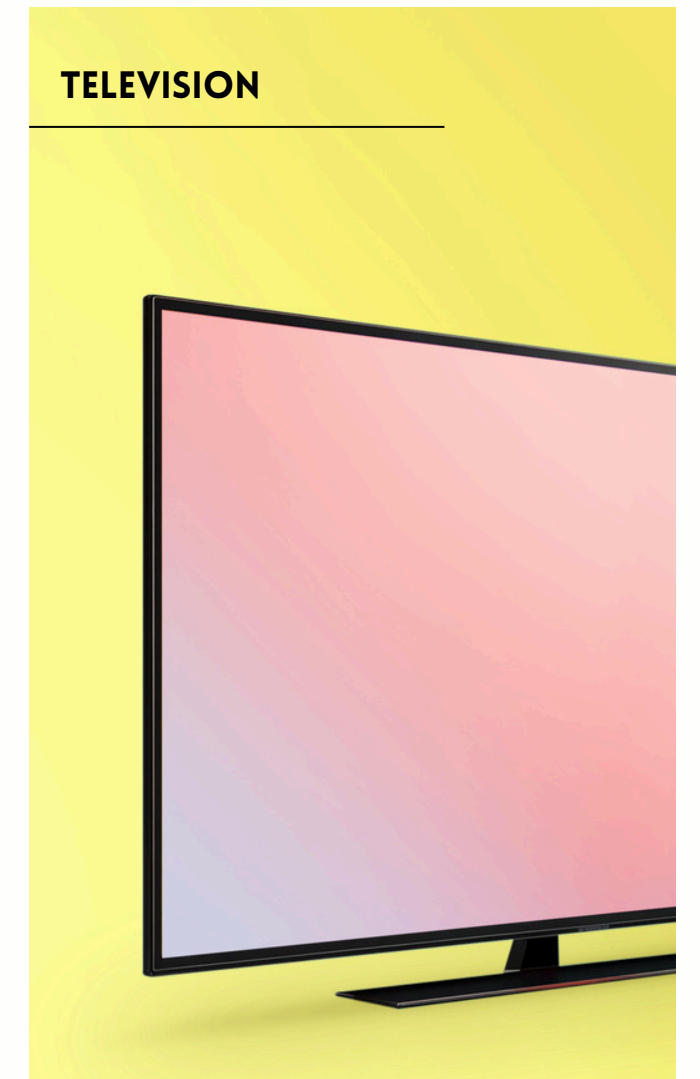
We equip you with comprehensive toolkits and guidelines, offering personalized support to ensure your brand shines while meeting your unique needs.

A curated selection of brand assets to bring your visual communication to life:

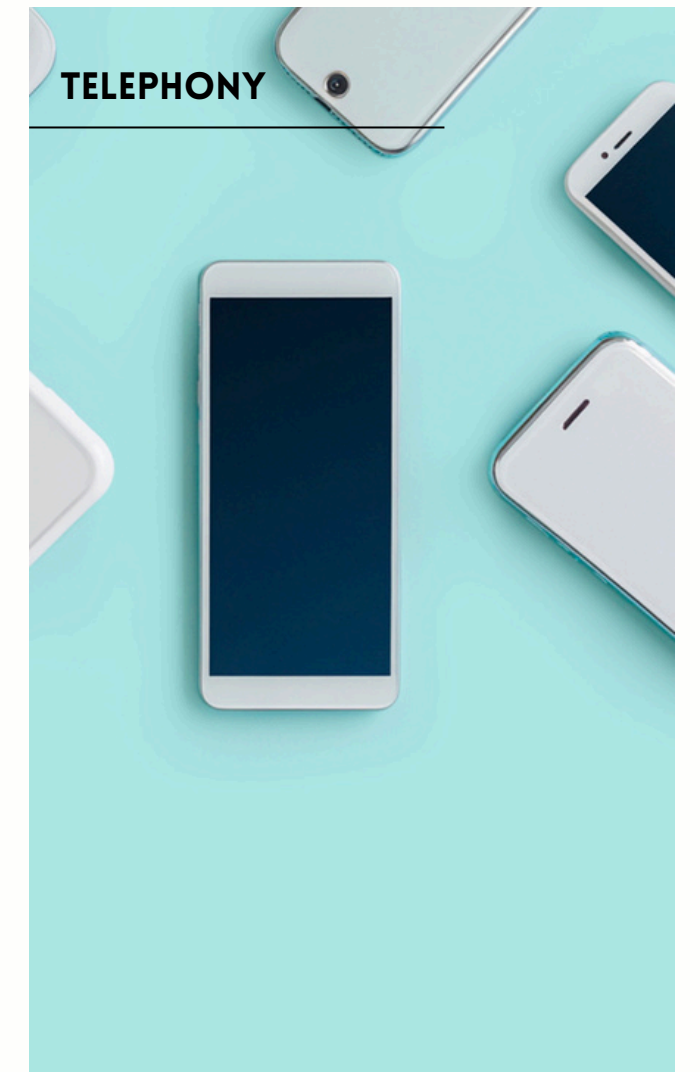
- Brand logos
- Brand guidelines (colors, fonts, etc.)
- Packaging guidelines & toolkits
- Packaging source files & examples
- Icons
- Vintage posters, videos & TV advertising materials



KEY PRODUCT CATEGORIES



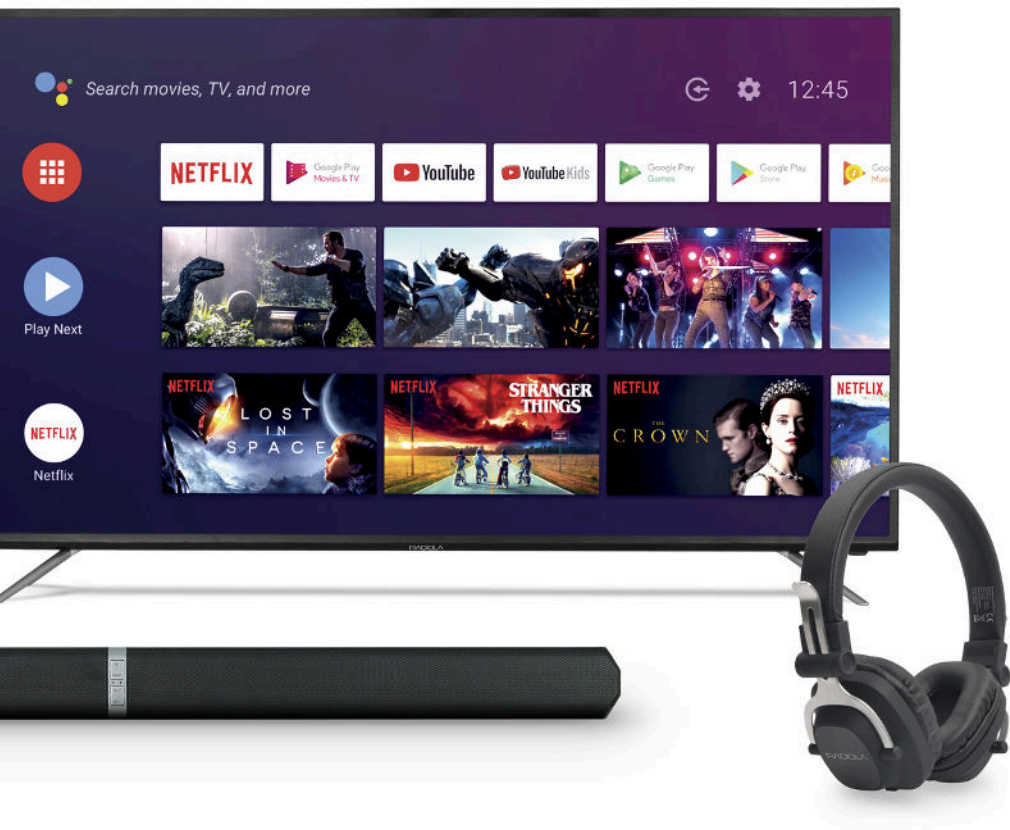
KEY PRODUCT CATEGORIES



KEY PRODUCT CATEGORIES



POSITIONING BROWN GOODS



Samsung, Philips,
LG, TCL, Hisense

3

4

Panasonic, Sony,
Loewe

2

Sharp, Thomson,
Toshiba,

RADIOLA
JVC, Brandt,
Telefunken

1

POSITIONING WHITE GOODS



AEG, Bosch,
Siemens, Haier

RADIOLA
Beko, Candy,
Midea

3

4

Miele, Liebherr

2

Hisense, Whirlpool,
Brandt

1

BRAND COLLABORATION

Uniting Partners for Better Results and Success

We participate in several international trade shows and ensure maximum visibility for the brand. We facilitate the exhibition of our licensees at these events to help them expand into new markets.

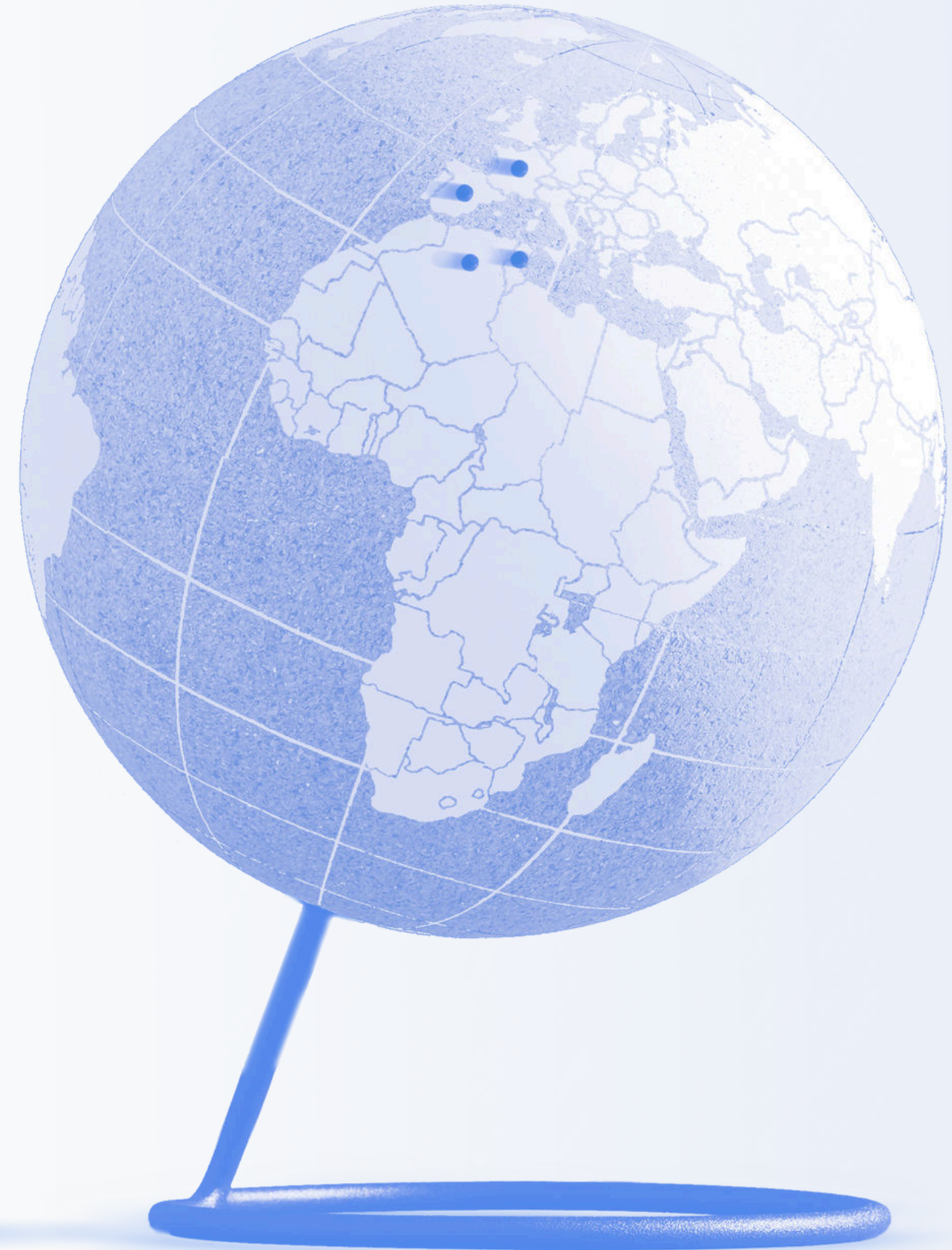


SOURCE: 2024 IFA BERLIN

BRAND PRESENCE

Expanding the brand's distribution is a strategic priority to enhance its global visibility. Our goal is to establish strong partnerships with reliable stakeholders to achieve this. Currently, the brand is present in Four countries:

- 📍 France
- 📍 Spain
- 📍 Tunisia
- 📍 Algeria

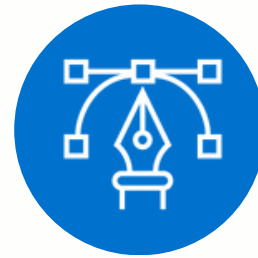


SUPPORT



Business Development & Retail

We partner with you to create a custom business strategy, provide the tools and platforms needed to launch your products online, and collaborate with partners like Amazon to drive your growth.



Brand Identity

We equip you with comprehensive toolkits and guidelines, offering personalized support to ensure your brand shines while meeting your unique needs.



Marketing & Communication

We guide your marketing journey with social media insights, impactful advertising strategies, and opportunities at global trade shows like CES and IFA.



Quality Assurance

We maximize product potential with rigorous testing, troubleshooting, and customer feedback to deliver top-tier quality.



Legal Services

We safeguard your business with services like trademark protection, slogan development, and copyright management.

RADIOLA is a proud part of established.inc

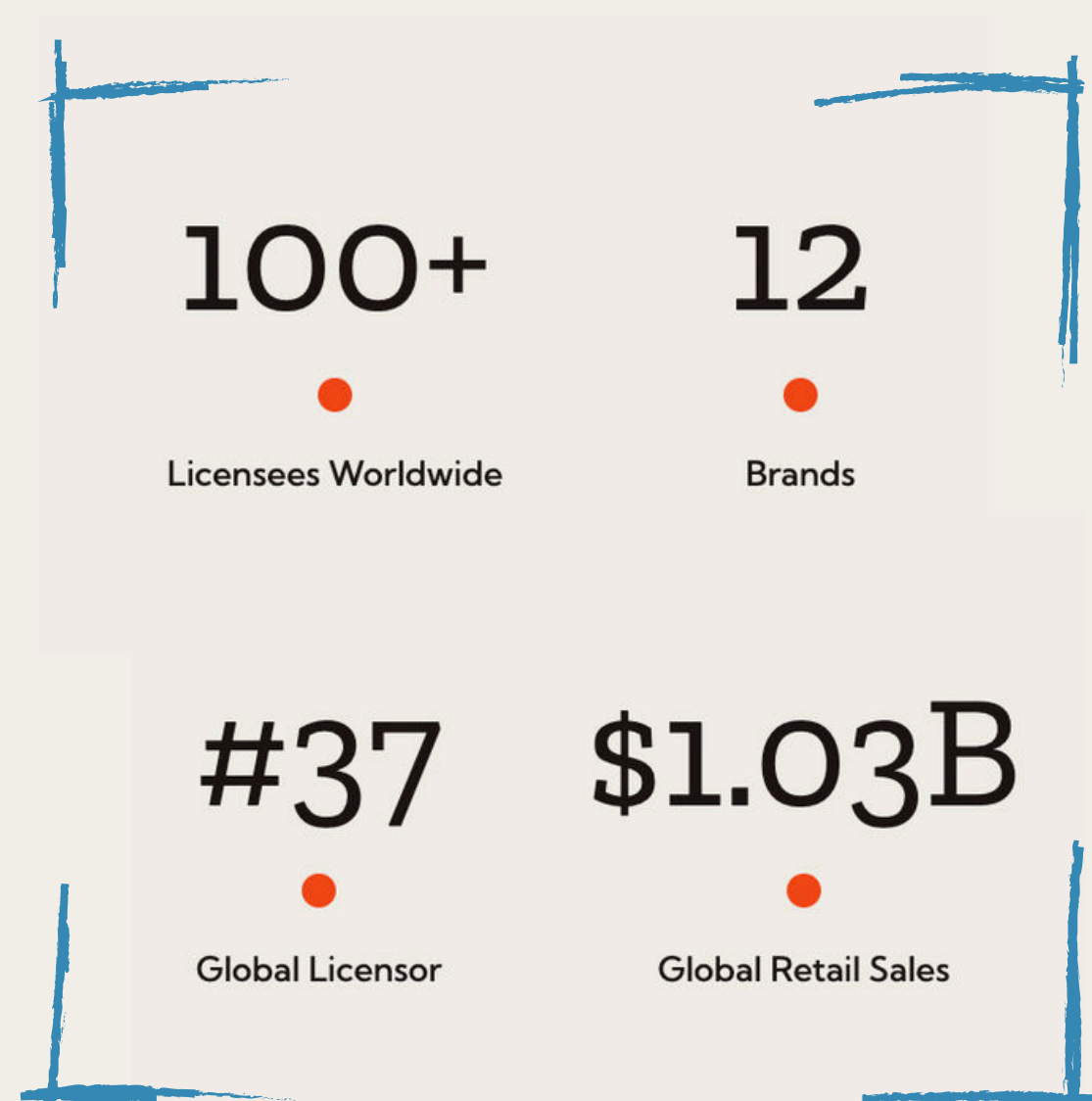
At established.inc we think beyond the contract. Signing a license is just the beginning. Without the right licensor, a brand's value can fade fast. We don't let that happen.

To us a licensing deal isn't just a contract—it's a commitment to success.

We actively grow our brands, adapt to market needs, and provide our licensees with the strategy and support to keep their business strong—year after year, market after market.

That's why 100+ manufacturers work with us—and why they stay.

We provide the expertise, the connections, and the stability that turn licensing into a real business opportunity.



POINT OF CONTACT

Feel free to contact us directly with any inquiries or questions regarding the brand.



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RADIOLA BRAND PITCH

RADIOLA

THANK YOU