EMP

EXCLUSIVE MERCHANDISE PRODUCTS

EUROPE'S **NO.1** E-COMMERCE COMPANY IN ROCK & ENTERTAINMENT MERCHANDISING

FOUNDED 1986
SINCE 2013 EXTERNAL MANAGEMENT
2015 SALE TO SYCAMORE PARTNERS
2018 ACQUIRED BY
WARNER MUSIC GROUP

ACTIVE IN
20
EUROPEAN
COUNTRIES
WITH
13
DIFFERENT
LANGUAGES

Data: FY 2020

CENTRAL LOGISTICS
AT THE LINGEN HQ

ANNUAL OUTPUT
5 m
PARCELS

Data: Parcels shipped in FY 2020

GMV*

OVER 300 m €

*Gross Merchandise Volume

STRONG TEAM OF

MORE THAN **600**

EMPLOYEES

Data: FY 2020

WE KNOW OUR TARGET GROUP....

AND OUR TARGET GROUP KNOWS US

SOCIAL MEDIA AWARD 2019 / PERFORMIXX AWARD 2019 / ECHO 2007 / NEO AWARD 2015 / DISNEY AWARD 2020

BY FANS
FOR FANS
msi
EMP
CREW
EMP
EMP

MUSIC

FILMS AND SERIES

GAMING

AC/DC
ARCH ENEMY
IRON MAIDEN
METALLICA
motörhead
POWERWOLF
TWENTY ØNE PILØTS
VOLBEAT
MUSIC
AVENGERS
DEADPOOL
Disney FROZEN II
Harry Potter
Rick and Morty
STAR WARS
SUPERNATURAL
STAR TREK
FILMS AND SERIES
ASSASSIN'S CREED VALHALLA
FORTNITE
Disney KINGDOM HEARTS
POKÉMON
SUPER MARIO
The Elder Scrolls ANTHOLOGY
THE WITCHER WILD HUNT
THE LEGEND OF ZELDA
GAMING

BACKSTAGE CLUB
ESTD 2013

The customer loyalty programme at EMP

Available in 13 countries

More than 250,000 members

Strong benefits for the most loyal customers:

- 365 days of free shipping
- Exclusive sweepstakes
- Access to the exclusive Facebook group
- Exclusive pre-sales of selected new products
- Backstage Club area at festivals & conventions
- Discounts and benefits at partner companies

Data: FY 2020

ALWAYS IN TOUCH

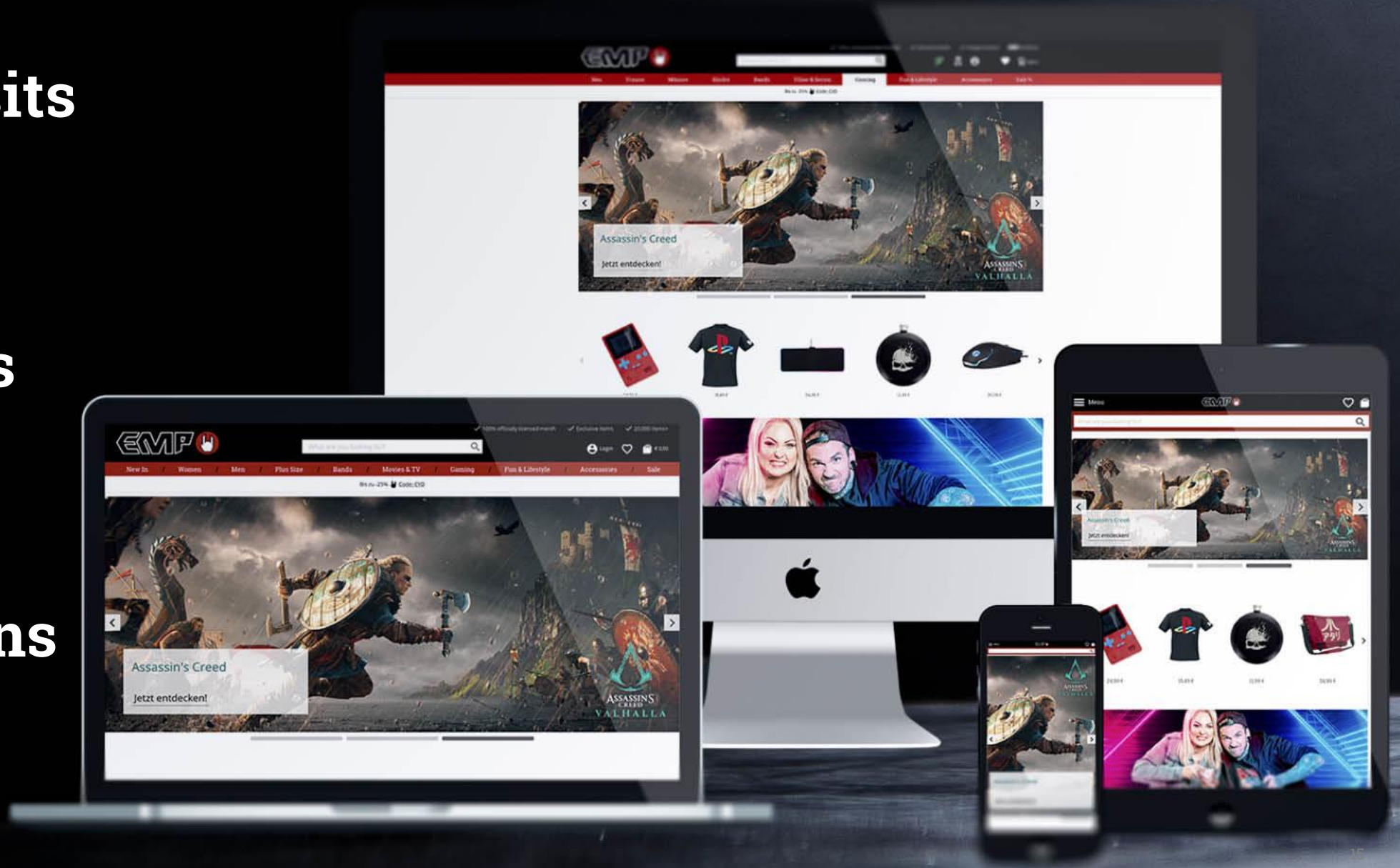
MULTICHANNEL APPROACH

INBOUND

Website visits
151 m

Newsletters
1.6 b

App Sessions
20 m



Data: FY 2020

SOCIAL MEDIA

- 2.9 m
- 750 k
- 78 k
- 68 k
- 30 k
- 9 k
- Relaunch 10/2020

Data: FY 2020

MAGAZINE

Print run
4.6 m
copies

Data: FY 2020

PRINT

Direct Mailings

595 k

Parcel inserts

6 m

Data: FY 2020

EVENTS

3
BSC AREAS

10
FESTIVALS

13
CONVENTIONS

Data: CY 2019 Events with sales booth

STORES

4

STORES

DORTMUND

LEIPZIG

LOHNE

LINGEN

FULLPRICE. OUTLET. POP UP.

Data: FY 2020

THANK
YOU

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