



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



CENTRAL LOGISTICS AT THE LINGEN HQ

ANNUAL OUTPUT
5 m
PARCELS



GMV*
OVER
300 m €

*Gross Merchandise Volume

STRONG TEAM OF
MORE THAN **600**
EMPLOYEES





**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





MUSIC



FILMS AND SERIES



GAMING





AC/DC

**ARCH
ENEMY**

IRON MAIDEN

METALLICA

MOTORHEAD

POWERWOLF

**TWENTY ONE
PILOTS**

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



**ALWAYS
IN TOUCH**

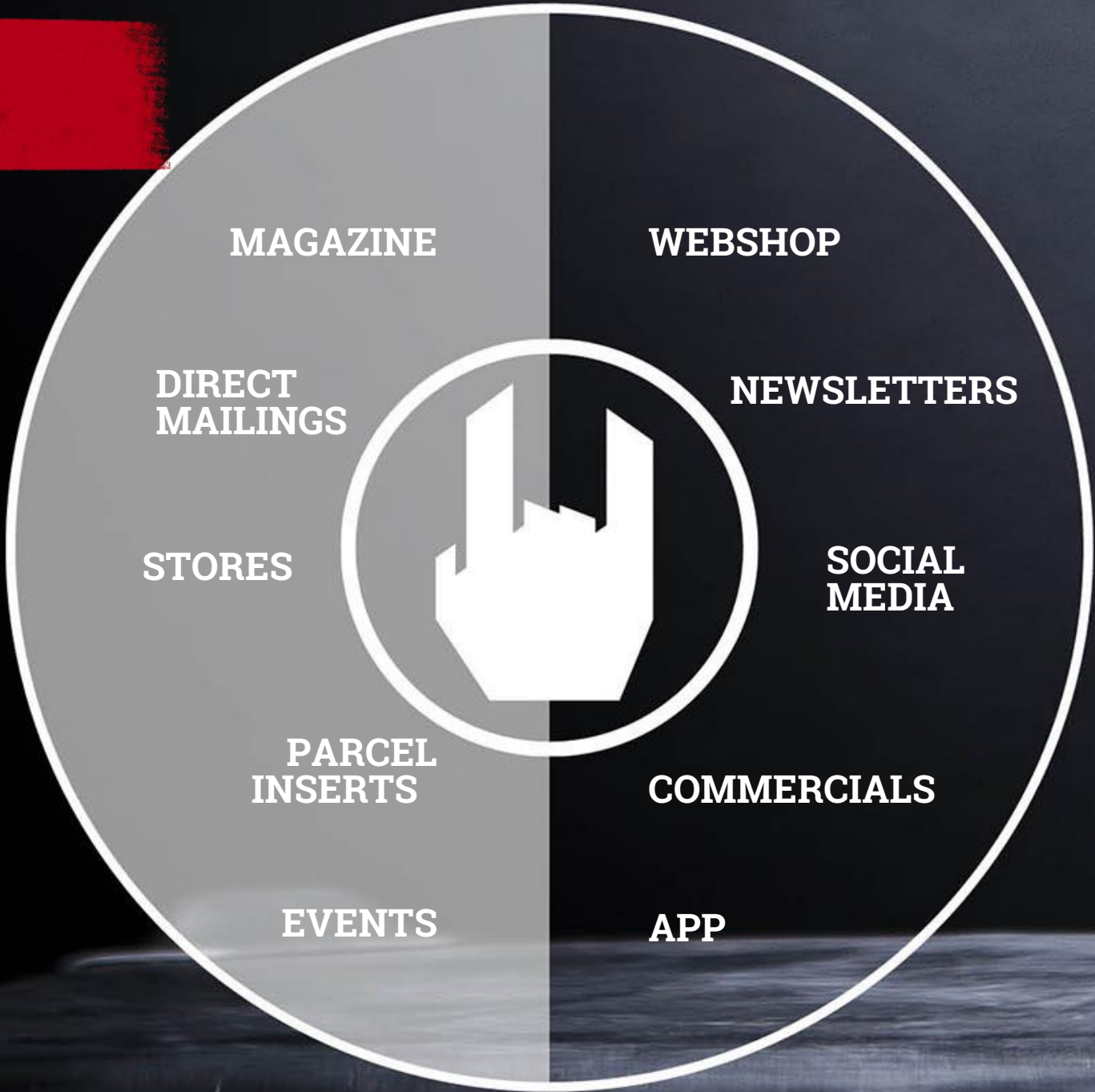


EMP 
BACKSTAGE

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MULTICHANNEL APPROACH

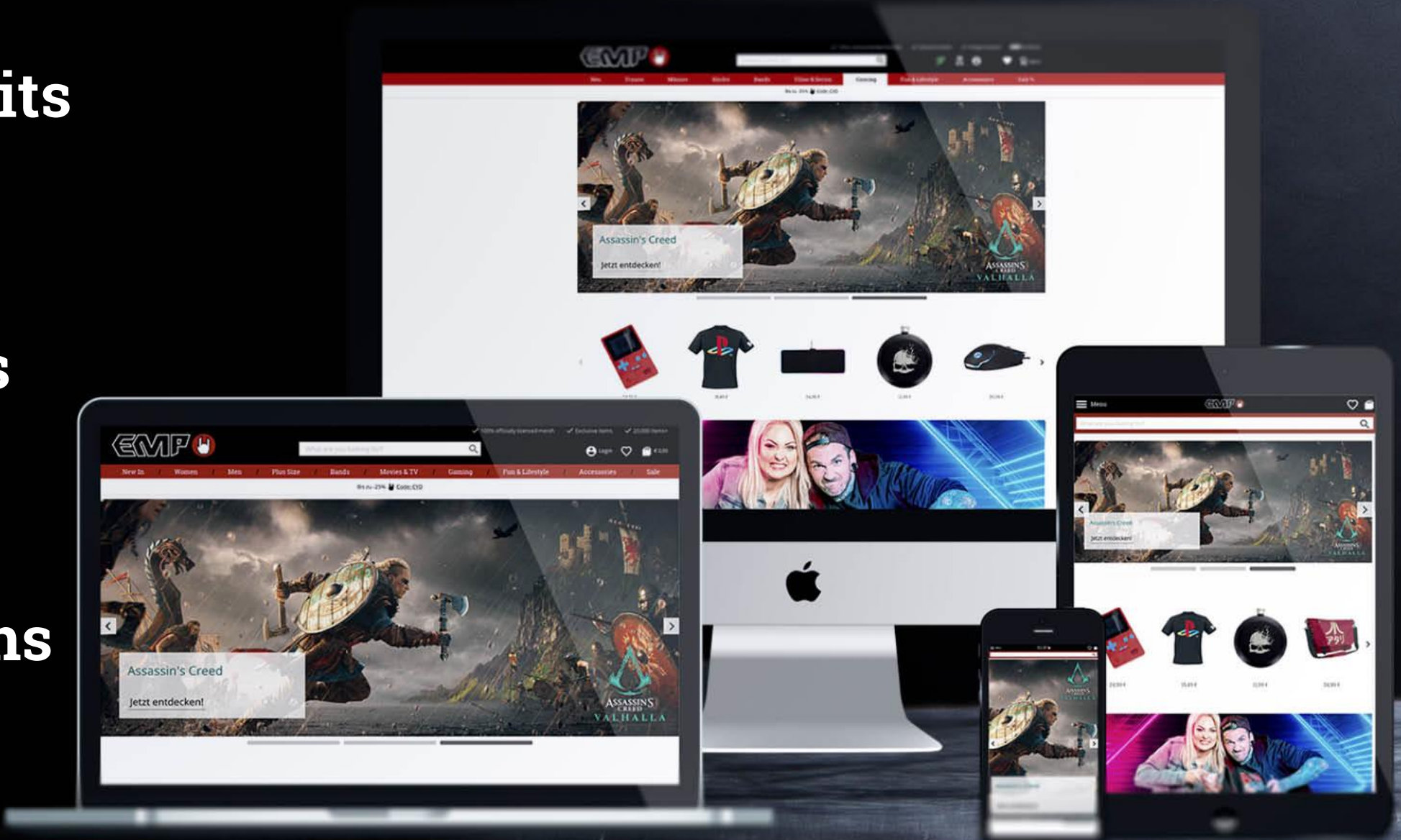




**Website visits
151 m**


**Newsletters
1.6 b**


**App Sessions
20 m**




SOCIAL MEDIA




 **2.9 m**

 **750 k**

 **78 k**

 **68 k**

 **30 k**

 **9 k**

 **Relaunch 10/2020**





Print run
4.6 m
copies



CMFT – Slipknot und Stone Sour Legende Corey Taylor
mit Solo-Projekt – Merchandise zum Album gibt's bei uns!

- Langsleeve**
100% Baumwolle
schwarz / 464500
S, M, L, XL, XXL / € 29,99
- Wirkel / Anchor**
Material: Baumwolle
L: 33 cm, Br: 2,5 cm
Halsweite / 209913 / € 14,99
- Wirkel / Anchor Ring**
Material: Edelstahl, B. ca. 1,3 cm
S, M, L, XL / € 19,99
- Ring**
2% Elastan
schwarz / 459971
WOL32, WOL34, WOL34
- Wirkel / Anchor Ring**
Material: Edelstahl, B. ca. 1,3 cm
S, M, L, XL / € 19,99
- Ring**
2% Elastan
schwarz / 459971
WOL32, WOL34, WOL34
- Jacke**
Obermaterial: 100% Baumwolle
Zweites Obermaterial:
60% Baumwolle, 40% Polyester
schwarz / 459714
S, M, L, XL, XXL / € 119,99
- WOL32, WOL34, WOL34**
WOL32, WOL34 / € 69,99
- Jacke**
Obermaterial: 100% Baumwolle
Zweites Obermaterial:
60% Baumwolle, 40% Polyester
schwarz / 459714
S, M, L, XL, XXL / € 119,99
- Kapuzenjacke**
Obermaterial: 10% Baumwolle, 30% Polyester, 60% Polyester
40% Polyester
schwarz / 464111
S, M, L, XL, XXL / € 69,99
- Kapuzenjacke**
70% Baumwolle, 30% Polyester
schwarz / 459103
S, M, L, XL, XXL / € 94,99



Direct Mailings
595 k

Parcel inserts
6 m



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EXCLUSIVE MERCHANDISE PRODUCTS

Welcome to the
EMP 
BACKSTAGE CLUB
☆☆☆ **AREA** ☆☆☆ Members only



13

FESTIVALS

10

BSC AREAS

3

CONVENTIONS

STORES



4

DORTMUND

LEIPZIG

LOHNE

STORES

LINGEN

FULLPRICE. OUTLET. POP UP.



**THANK
YOU**



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