

▶ EXPAND INTO THE CENTRAL EUROPEAN CONSUMER MARKET

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sonic sales is one of the biggest distribution companies actively selling, representing, and promoting Pro Audio and MI brands in Central Europe with over 30 years of experience.

Today we operate from our new facilities, located in Steinhagen, Germany. Centrally located we reach all of Europe within 24 hours with our logistics.

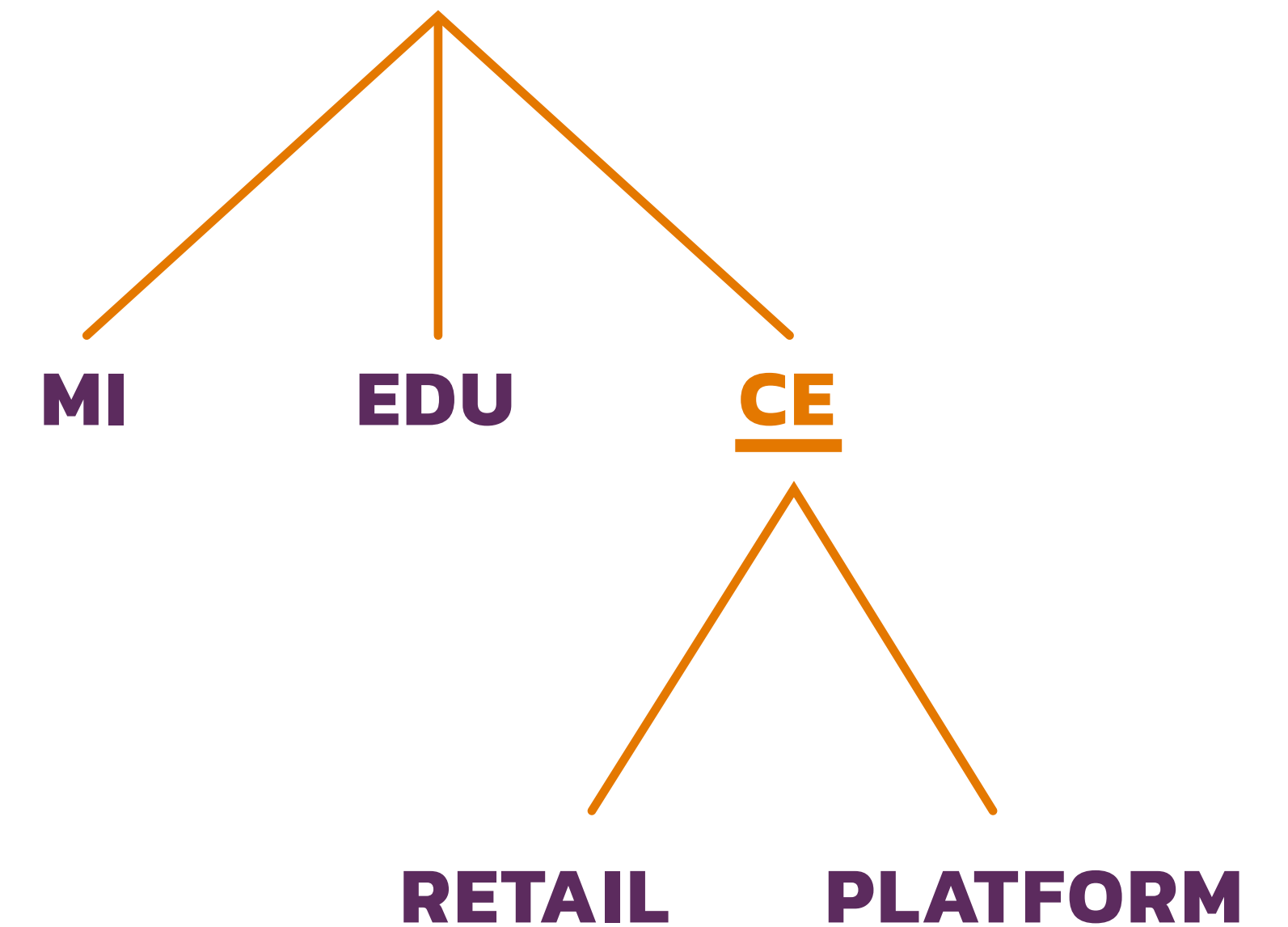
We have a broad customer base of retailers and excellent contacts to the European MI, CE, and education market.

Our focus markets are Germany, France, Austria, Poland, Benelux and Switzerland. In these countries we travel proactively to the stores with sales agents trained to establish your brand at the shops. This way we secure premium in-store placements through our highly trained sales people and relationships.



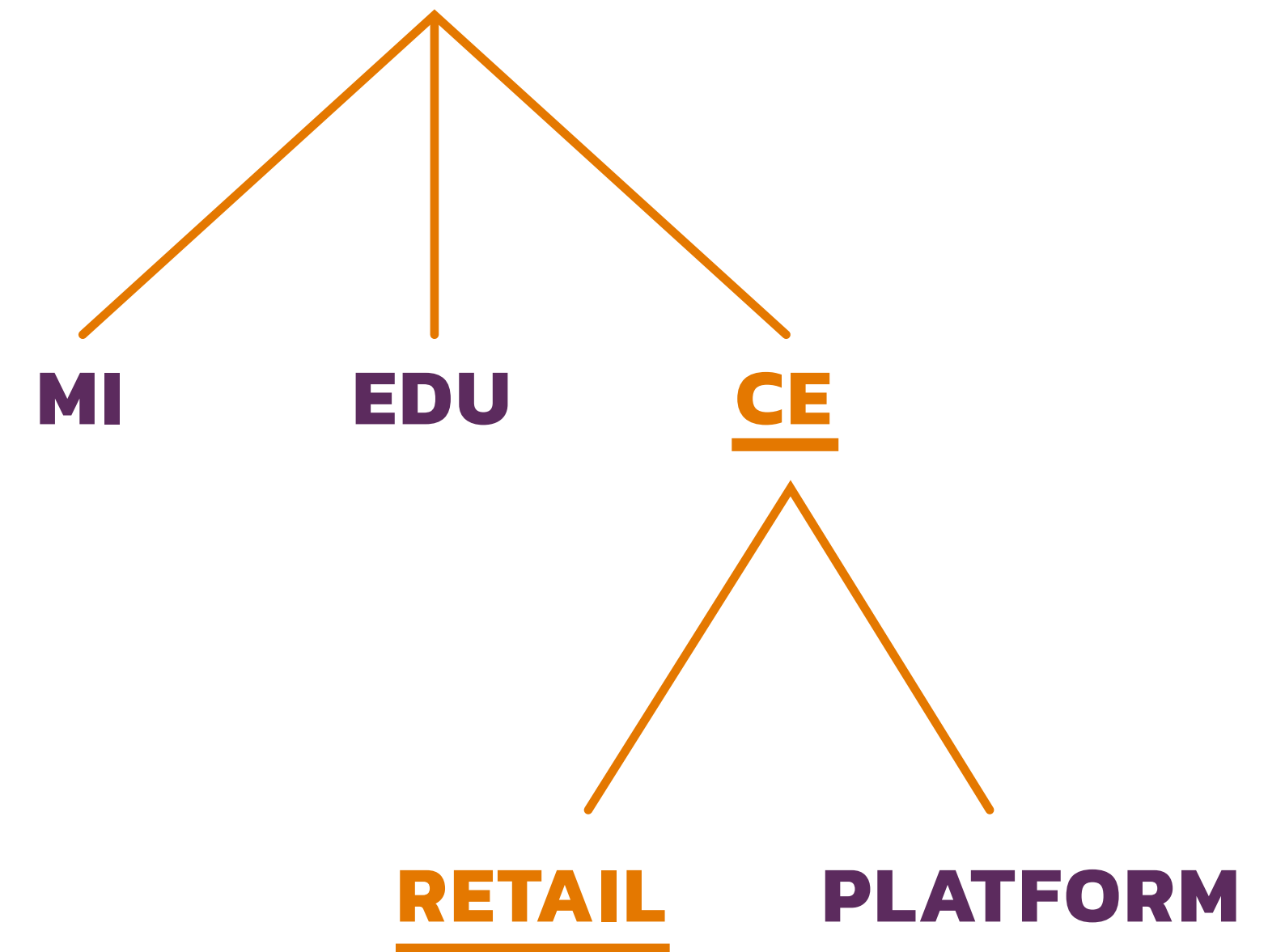
OVERVIEW

We divide the CE market segment to retail and platforms, as it is important to have separate strategies for both subsegments. This way we drive your success with tried & tested channel strategies, both offline and online.



RETAIL

We work with all relevant CE retailer's across Germany, Austria, Switzerland, Benelux and Poland. Eg:



RETAIL PARTNERS (EXTRACT)



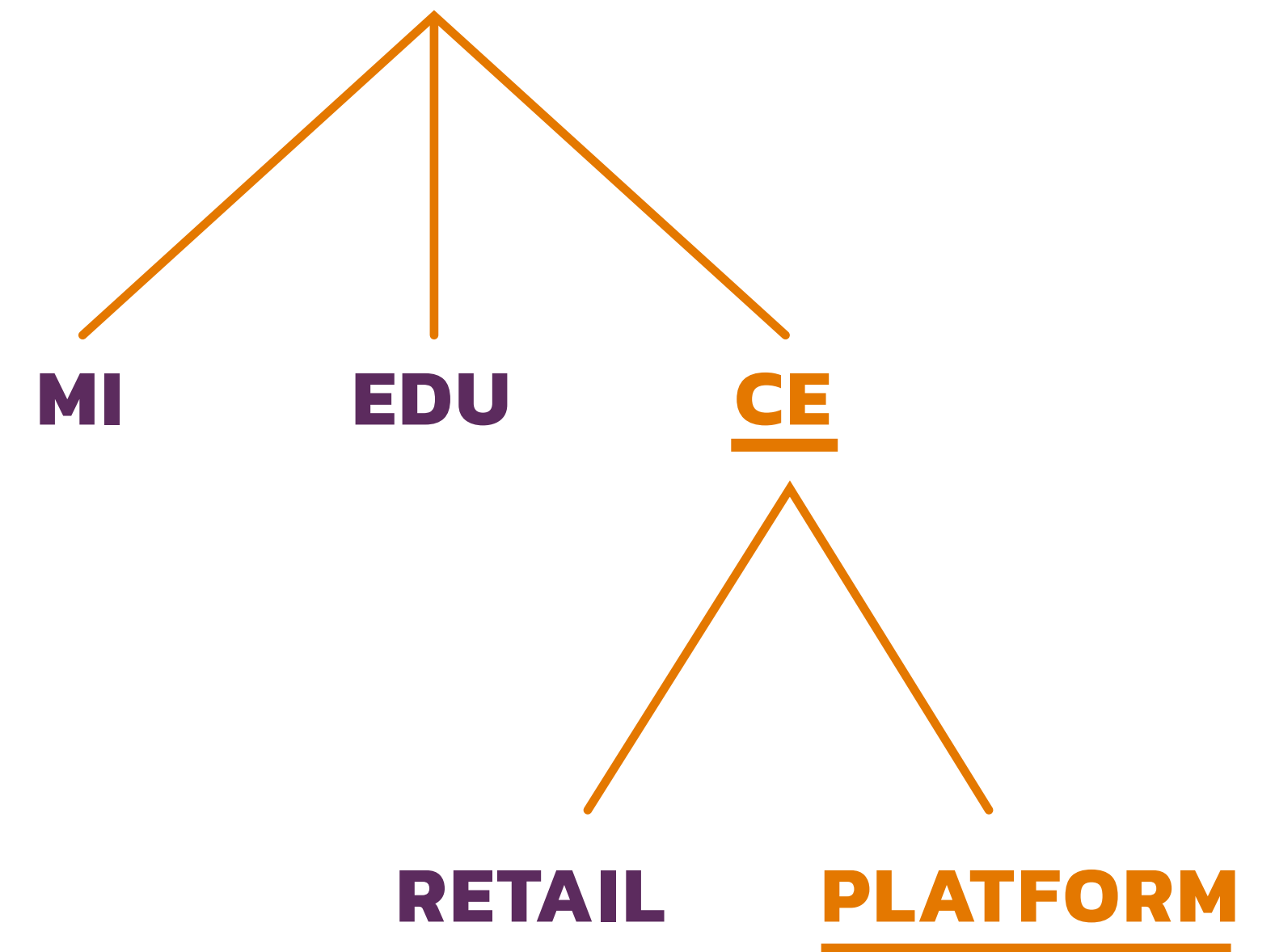
RETAIL – CHALLENGES

Pricing: The expected margin is much higher compared to the expected margin of a MI retailer. However the chances of customer reach at local stores, branding opportunities, and sales numbers are vast.

Conformity: Retail compliance barriers are higher compared to the MI markets expectations.

PLATFORM

Unlike retailers' platforms such as Amazon, do not invest into a physical presence or sales staff. A platform may not care about your products or about your brand. That's why working with a platform forces you to invest into Marketing and Product listing yourself. As a platform offers less service than a retailer a platform should get a higher price compared to a retailer.



PLATFORM – CHALLENGES

Pricing: The challenge is to implement a pricing that protects retail but also ensures to have the most competitive content on the platform. This way you can grow both subsegments, retail and platform, sustainably altogether. We offer a model where you could manage and monitor its brand proactively. Sonic sales takes care of the Back End Management (Logistics, Compliance, Accounting) and harmonize prices with retail. The Front End Management (Marketing) would be done by Anton Keller who is the former Senior Vendor Manager in the Category Musical Instruments of Amazon Europe. A triangle setup like this will ensure a healthy market, with great customer reach, a competitive brand presence and good margin.

PLATFORM – CHALLENGES




Conformity: Retail compliance barriers are higher compared to the MI market but lower compared to most CE retailers' requirements.


However dealing with retail compliance costs (shortage claims, chargebacks) postulates a modern IT and logistics infrastructure to avoid those.



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