

WELCOME TO **WVG**



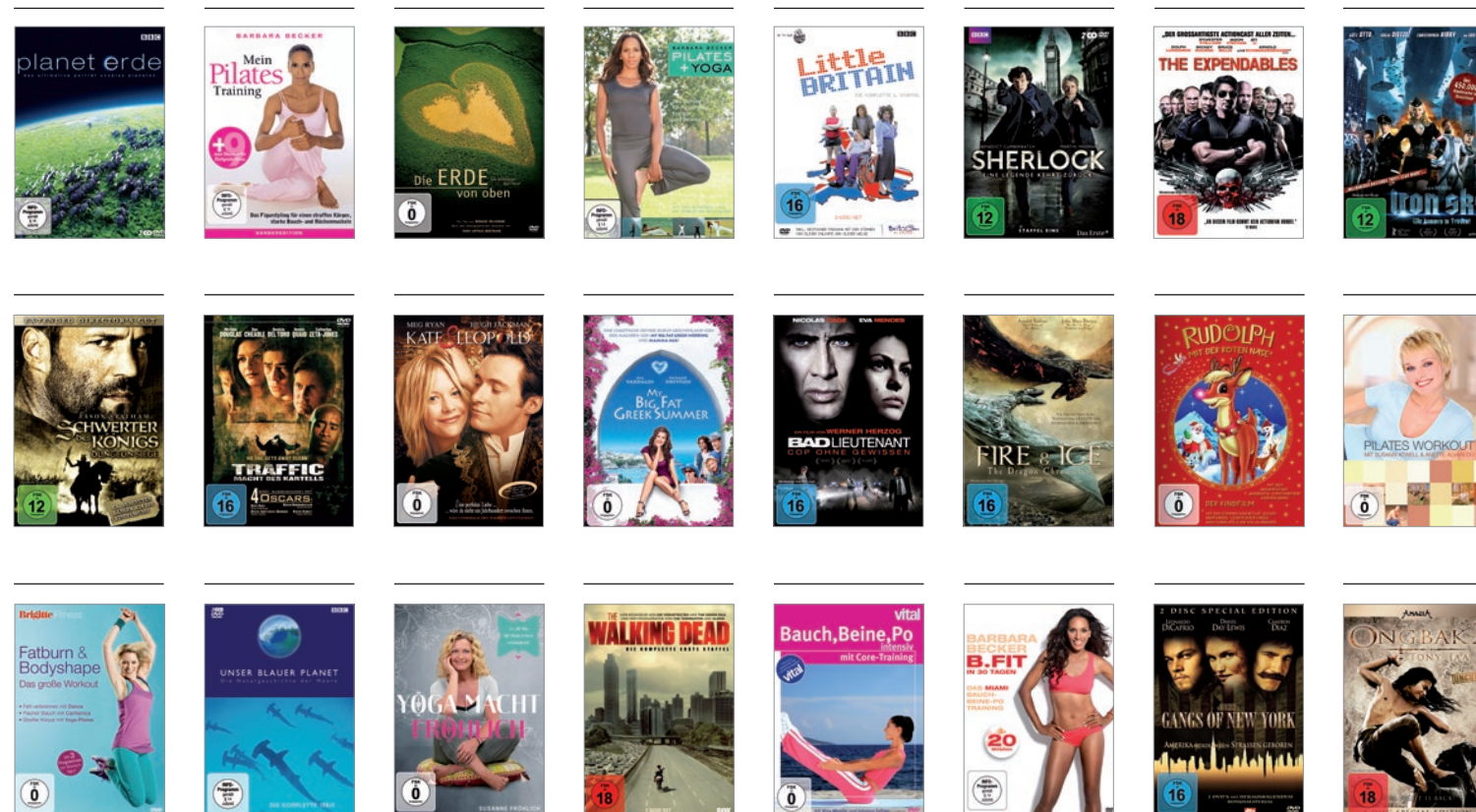
OUR PROFILE

- ▶ We are a specialist for film and music content distribution with 3,000 available programs.
- ▶ We have a market share of 5 % and are one of the top 10 distributors in the home entertainment market.
- ▶ We are one of the most relevant independent suppliers in German-speaking Europe.
- ▶ In addition to the programs of our sister companies Splendid Film, Polyband and the Early Learning Group, we distribute highly diverse content for approx. 30 further suppliers including Entertainment One, Fremantle, edel:motion and National Geographic. Furthermore, we acquire our own licenses, as well.
- ▶ We lead the special interest market with various fitness products as well as premium documentaries on nature, science and history (BBC, Discovery and History Channel).
- ▶ We know the market across all genres, target groups and distribution channels.

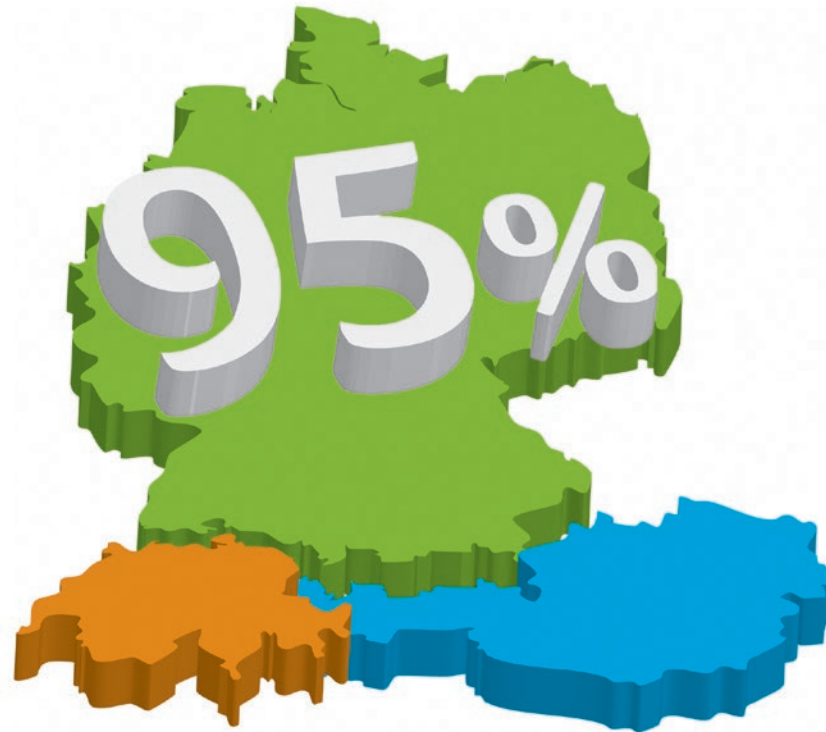
OUR HISTORY

- ▶ In 2000, Alexander Welzhofer founded WVG under the name Warner Vision Vertriebs GmbH as a business unit of Warner Music Germany GmbH.
- ▶ In the summer of 2004, we separated from Warner Music Group and subsequently changed our name to WVG Medien GmbH.
- ▶ Today, we are a 90-percent subsidiary of Splendid Medien AG, Cologne (WKN: 727 950). The other 10 percent are held by Alexander Welzhofer, one of our managing directors.
- ▶ In 2012, we extended our range with “Very Us Records”, a music division.
- ▶ Last year, we noted a sales volume of more than 40 million euros.

OUR BEST SELLERS



OUR DISTRIBUTION CHANNELS

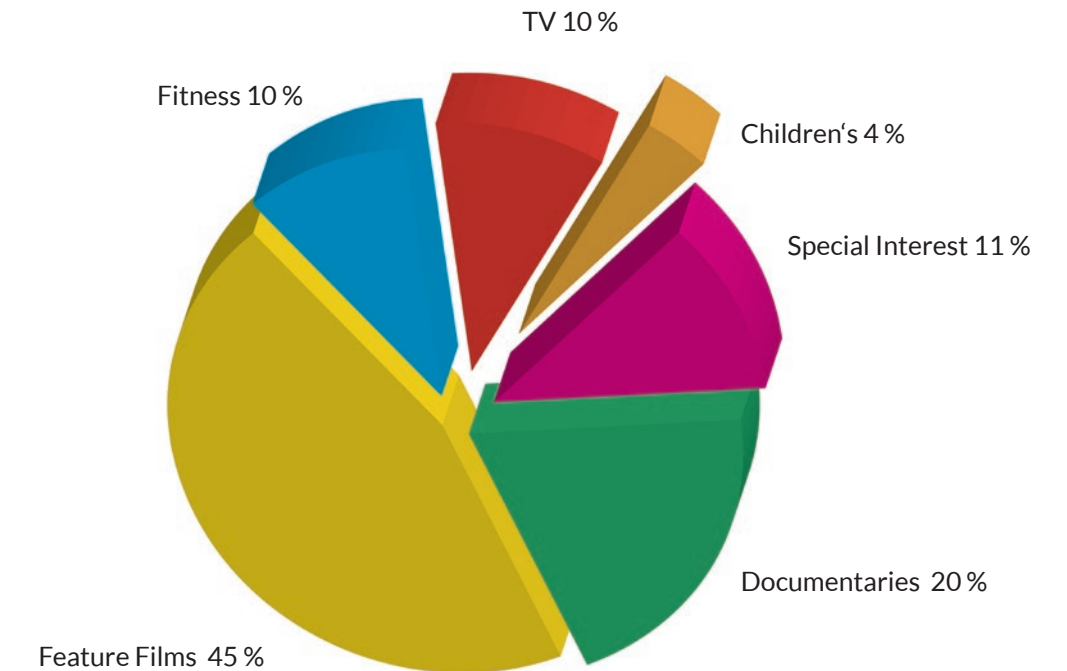


Electronics retailers
Department stores
Book stores
Drug stores
Discounters
Supermarkets
Internet retail
Mail order
Toy stores
Music stores
Video rental stores
Coffee houses
Kiosks
Gas stations
Events
DIY stores



WITH INDIVIDUAL SALES CONCEPTS AND CUSTOMIZED OFFERS FOR OVER 3,000 PRODUCTS WE COVER 95% OF THE MARKET.

OUR PORTFOLIO





WE DIVIDE OUR 400 ANNUAL NEW RELEASES INTO 6 SEGMENTS.

OUR GENRE VARIETY



OUR PHILOSOPHY

—  —
In our world,
which is so diverse, 
with programs from more than 20 suppliers
and very different customers,
it is our job to customize according to
the requirements of each individual program
and each individual customer.



OUR HOLISTIC APPROACH

Production Dubbing Mastering Marketing Distribution Apps
Licensing Music Services Replication Sales VOD

splendid produktion GmbH

videociety 

polyband

WVG

splendid medien AG

splendid film GmbH

 INTERACTIVE


early learning group

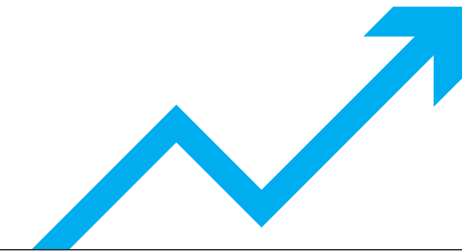

VERYUS
RECORDS

splendid synchron



WE ARE PART OF A FULL SERVICE FAMILY,
THE SPLENDID MEDIEN AG.

OUR SERVICES



We are consultants.
We are distributors for content suppliers.
We are suppliers for retailers.



AS A DISTRIBUTOR OF PHYSICAL AND DIGITAL CONTENT WE CONSTANTLY
INCREASE OUR MARKET SHARE.

OUR TEAM

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MANAGING
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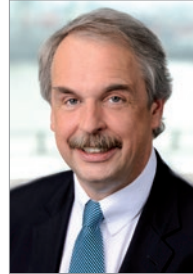
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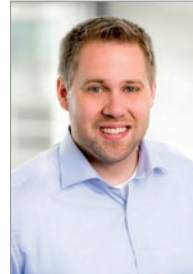


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OUR CORPORATE MISSION

→ WHO ARE WE?

WVG is company specializing in distribution and consisting of a team of 28 dynamic and creative marketing specialists with great professional experience and excellent knowledge of the audiovisual media market. We see ourselves as a united and well-balanced team of different personalities possessing a wide variety of know-how and a wealth of experience. Our everyday working life is characterized not only by a highly professional approach, but also by a feeling of fulfillment and a certain light touch. As one of the 10 largest DVD and Blu-ray Disc distributors in German-speaking Europe, we are a crucial supplier for our retailers.

Along with our own portfolio and content provided by our sister companies Splendid Film, Polyband and the Early Learning Group, we offer our distribution services to approximately 30 content suppliers from many different genres. We are the leading distributor in the German-speaking market for fitness and wellness products as well as documentaries on nature, history and science. On top of our expertise as a distributor of physical audiovisual media, we also provide our customers with access to the growing on-demand market and its important players iTunes, videocity, maxdome and Videoload.

Our new music division VERY US RECORDS allows us to pursue both the new forms of distribution in this digital age and synergetic effects within our film-focussed group.

→ WHAT ARE WE GOOD AT?

We support our partners in the development and marketing of their entertainment products. Our growing infrastructure allows for efficient and cost-effective product placement for our content providers' DVDs and Blu-ray discs utilizing all relevant distribution channels and placing content – wherever possible – where it makes the most sense for the program. Developing new distribution channels and creating new marketing potential are our strengths.

Furthermore, we provide perfect one-stop all-round service especially for small and medium-sized content suppliers. Besides marketing music and music-oriented moving-image content through VERY US RECORDS, we offer fully integrated musical supervision for movie productions, including musical consulting, licensing and mediation of music for movies in production.

Our sales and marketing professionals guarantee a transparent and responsible service and are excellently integrated with all relevant markets.

→ HOW DO WE WORK?

It is essential for us to determine our partners' conceptions, wishes and expectations regarding distribution, which is why this is the first step. The next step is an analysis of the compatibility of these expectations with the current market. Finally, we determine the exact way our expertise can fit with the analyzed and established requirement profile of our partner. Following this, we clear the extent of the collaboration and the common goals with our partners.

Regarding all areas of the collaboration we take responsibility for, we continue an open and thorough dialogue among ourselves and with our partner. Our work is goal- and customer-oriented throughout, and we always keep an eye on the commercial success for both sides of the collaboration.

In an ever-changing and dynamic marketplace, we anticipate changes or react to them in a timely fashion, developing problem-solving strategies or presenting developing opportunities. We do not subscribe to so-called tunnel vision.

→ WHERE ARE WE HEADED?

In order to maintain satisfaction both on the part of our retailers and our program suppliers, we pledge to retain the cooperative atmosphere, to continually strive to increase the high level of quality in our services, to expand our market share and to increase it to 5% within the year, and – above all – to do so without giving up our corporate independence.

→ OUR VISION

Along with increasing our revenues "organically" through consistent sales of our own products and those supplied to us, we would like to cooperate with similar players in the industry. We are even considering acquiring competitors in order to expand our relevance as a distribution service provider. We seek out growth and diversification opportunities in related media industries such as the book, music and app markets.

We carefully observe the changing habits of our customers and consumers with one eye on the future. A growing demand for entertainment and edutainment that is always accessible and tailored to individual requirements is certain to challenge our marketing competence in new and interesting ways. Flexibility, creativity and customer orientation are our core values to us. Our motto "WVG – your expert in DVD distribution" is going to change to "WVG – your media expert in digital and physical distribution".



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