



Blaupunkt at a Glance
Lifestyle Point-of-View
April 2020

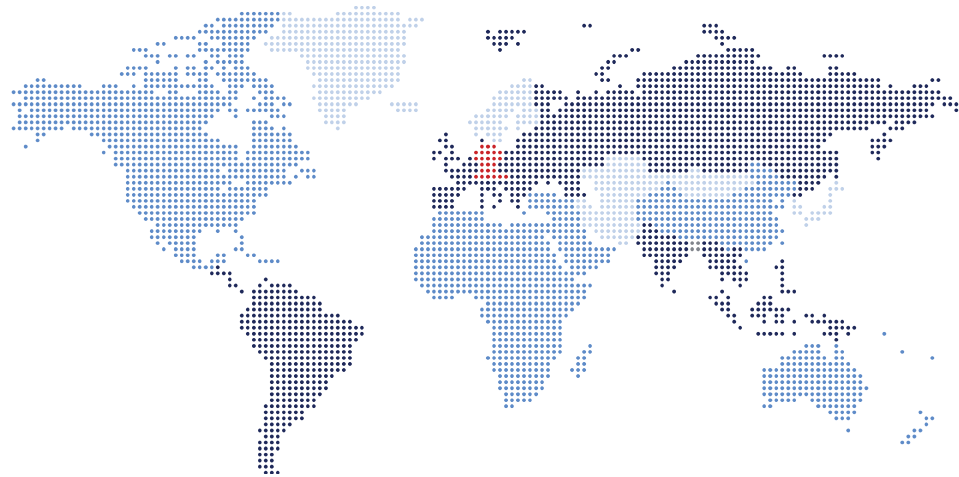
01

Blaupunkt Today

Global brand awareness

Forty carefully selected partners supporting the Blaupunkt brand in nearly 100 countries around the world.

Global Reach



- Min. 3 Active Brand Partners
- Min. 4 Active Brand Partners
- Min. 5 Active Brand Partners
- Min. 12 Active Brand Partners

Brand Licensing Growth

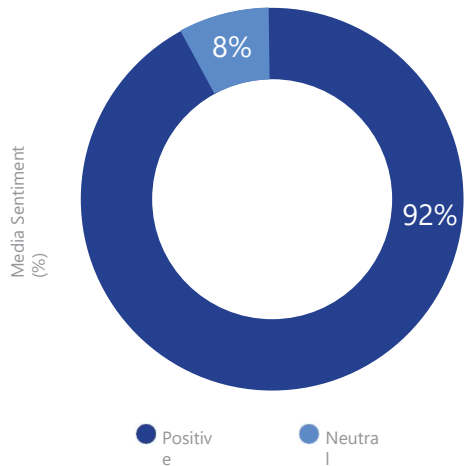
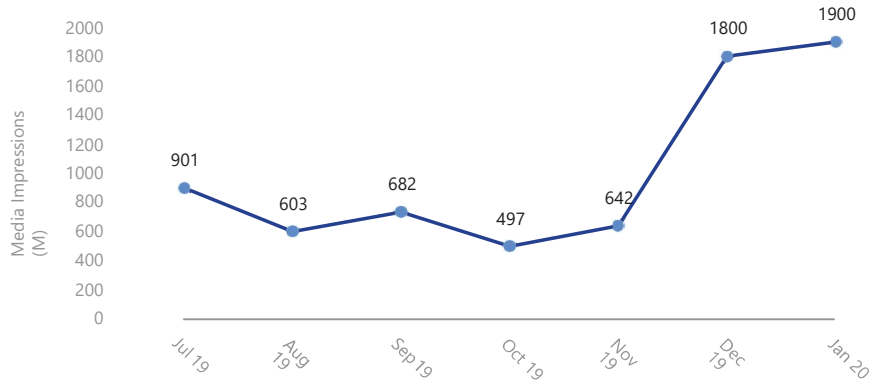
	No. of Licensees delivering Blaupunkt products	No. of Countries	No. of SKU's launched by the Global Brand Community p.a.
2010	5	20	50
2013	21	70	150+
2019	39	90+	1000+

02

Digital Presence

Brand reach is consistently more than 20 million media impressions monthly ...and growing

Positive sentiment with more than 90% of media reviews having a positive or neutral feeling towards the brand



Blaupunkt TV India
 February 14 at 4:28 AM

Love is in the air 🍷
 Embrace the love all around and dance to the tunes of your heart! 🎶
 Surprise your #valentine by gifting them the perfect Hd audio experience with #Blaupunkt's 4k Palladium Tv 📺❤️

#BlaupunktTV #television #QLED #smarttv #tv #4kultrahd #family #familyseries #blaupunktindia #wideview #technology #techworld #germantechology #highresolution #techoftheday #valentinesday2020 #valentines_day #valentines

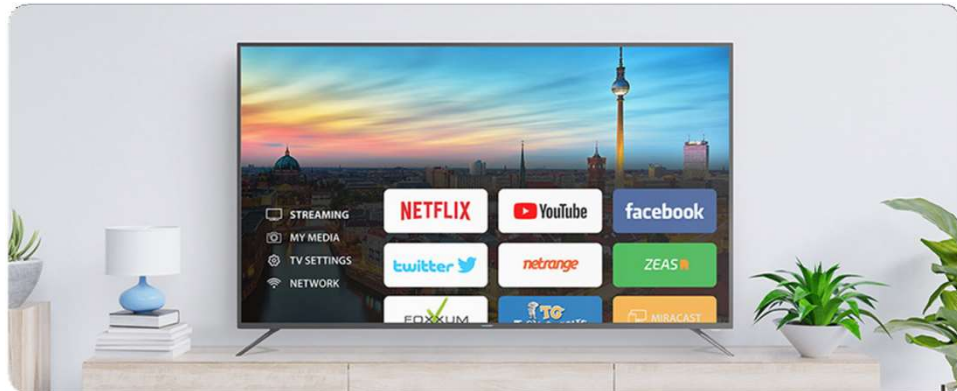


03

Consumer Products

On-the-go, for the home, in the car, and for outdoor use.

Blaupunkt products are designed for today's busy lifestyle including consumer electronics, automotive, home & outdoor and lifestyle goods.



04

Consumer Products

Home, outdoor and lifestyle

Blaupunkt licensed products include the latest technological innovations.



05

Success Story

A brand that is rich with heritage.

Consumers start asking for “blue point” products known for quality. The blue dot becomes a trademark in 1938 and Blaupunkt was launched.



1920s - 1940s

It all started with the blue dot. Consumers start asking for “blue point” products known for quality; 1938 - The blue dot becomes a trademark and the company was renamed as “Blaupunkt”; Headphones, Car Radio, World Receiver.



1950s - 1990s

Decades of innovations and expansion; TV, Video, Audio, Video Recording, Professional Studio Equipment, Car Audio, Navigation, Telematic Systems.



1990s - 2000s

The advantage in your car; Narrowed focus to In Vehicle Entertainment including GPS for cars, professional coach and trucks.



2009 - Today

The Blaupunkt Global Brand Community; Automotive electronics brand strength extends to Home and Outdoor, Consumer Electronics, and Lifestyle products.

06

Global Community

Licensees are carefully chosen and empowered to lead the process.

Consistent Brand Management for a uniform and standardized global market appearance.

Licensee Support



Global B2C Website
Easy-to-Use website admin panel allows for efficient online marketing without specialized staff



Social Media Registration
1:1 consultation for each Social Media GoLive to ensure licensee is recognized as Blaupunkt



Domain Management
Licensee's can apply to use a Blaupunkt domain for: Email-Traffic, Marketing Campaigns or specialized category landing pages



Brand Partner Portal
Hosting all Ready-to-Go-to-Market information including: Design Templates, Campaign manuals, Brand Guidelines, Logos, and Images



Release Manager
User friendly online tool streamlines approval requests to the right partner and provides professional feedback



On-Site Consulting
For securing easy implementation and navigation to carry out the Blaupunkt license program in your organization

Brand Security and Oversight

- 1** Unauthorized usage of the brand is strictly enforced
- 2** Releases from one licensee do not impact the efforts of others
- 3** Integrated domain and online ecommerce policy
- 4** Category and/or regional exclusivity

