

BRAND RESEARCH





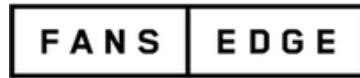
Fanatics is an online retailer of licensed sports apparel and merchandise. Fanatics offers product via its Fanatics and FansEdge brands, as well as sports collectibles and memorabilia through Fanatics Authentic and SportsMemorabilia.com. Fanatics, Inc. sells its merchandise through more than 300 offline stores. It also currently powers the e-commerce sites of all major professional sports leagues, major media brands and over 200 collegiate and professional team properties.

Industry	Retail
Type	Private Company
Founded	1995
Headquarter	Jacksonville, Florida, U.S.
CEO	Doug Mack
Brands	Fanatics, FansEdge, Kitbag, Majestic
Employees	1,800
Webpage	fanaticsinc.com



BRANDS & PARTNERS

Brands



Partners

All Partners Collegiate In-Venue & Event Retail Leagues Other Pro Teams

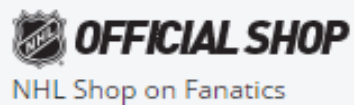
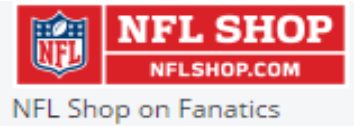
247SPORTS



Retail Price

Category	Price Range (lowest~highest)	\
Jerseys	\$30~\$360	35,000~425,000
T-shirts	\$15~\$110	18,000~130,000
Sweatshirts	\$25~\$125	29,500~147,000
Polos	\$30~\$80	35,000~94,000
Pants	\$20~\$110	24,000~130,000
Shorts	\$25~\$150	29,500~177,000
Skirts/Dresses	\$20~\$75	24,000~88,000
Jackets	\$50~\$150	59,000~177,000
Swim&Beach	\$20~\$70	24,000~82,500

Product Line



OLYMPICS



GOLF

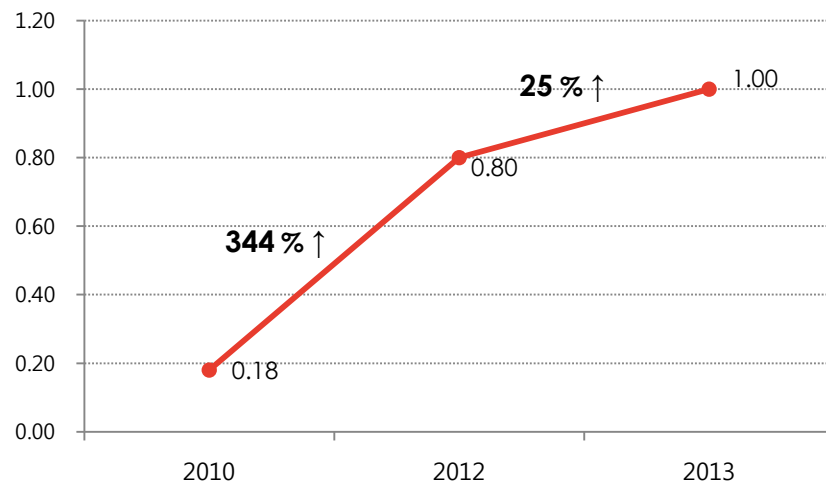


SOCCER

UFC

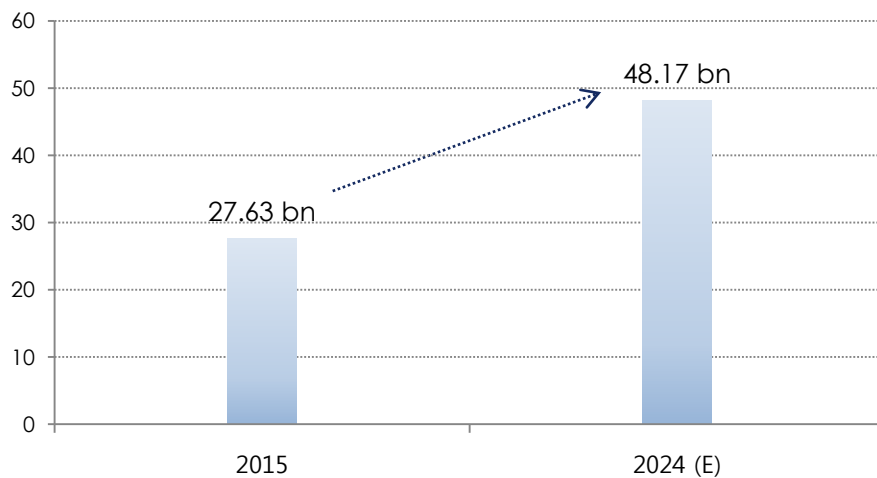
FINANCIAL HIGHLIGHTS

Annual Revenues (\$ billion)



Market Value (\$ billion)

Global Market Value
for Licensed Sport Merchandise



Fanatics
Valued at
\$3.1 billion
(June, 2014)



Licensed Sports Group Business

Annual volume in the \$500 to \$550 million



Fanatics, a global leader of licensed sports merchandise, has completed the acquisition of VF Corporation's (NYSE: VFC) **Licensed Sports Group (LSG)**. VF's LSG business, which includes the Majestic® brand, supplies apparel and fan wear through licensing agreements with U.S. and international professional sports leagues and teams.

On April 4, VF inked the deal with Fanatics. Terms of the transaction were not disclosed. The business is believed to have annual volume in the \$500 to \$550 million range.

PRODUCTS - BAG

Leagues

NFL

- Backpack, Duffels, Handbags, Luggage



\$ 59.99 /
New England Patriots Elite
Backpack



\$ 89.99 /
New England Patriots 36"
Ultimate Collapsible Wheeled
Duffel Bag - Black



\$ 168.00 /
Dallas Cowboys Dooney & Bourke
Women's Team Color Ruby
Satchel - Silver



\$ 69.99 /
Dallas Cowboys 19" Premium
Wheeled Backpack - Pink

MLB

- Backpack, Duffels, Handbags, Luggage



\$ 69.99 /
Los Angeles Dodgers Herschel
Supply Co. Heritage Backpack



\$ 44.99 /
New York Yankees Roadblock
Duffel Bag - Navy



\$ 168.00 /
Chicago Cubs Dooney & Bourke
Women's Team Color Nylon Ruby
Satchel - Royal



\$ 89.99 /
Washington Nationals 19" Laptop
Travel Backpack - Black

PRODUCTS - BAG

NBA

- Backpack, Duffels, Handbags, Luggage



\$ 59.99 /
Los Angeles Lakers The Northwest
Company Phenom Backpack



\$ 44.99 /
New York Knicks Black Roadblock
Duffel Bag



\$ 69.99 /
LeBron James Cleveland Cavaliers
Women's High End Canvas Tote



\$ 124.99 /
Chicago Bulls 22" 2-Wheeled Duffel
Bag - Black

NHL

- Backpack, Duffels, Handbags, Luggage



\$ 59.99 /
Pittsburg Penguins Gradient Elite
Backpack



\$ 44.99 /
Pittsburg Penguins Roadblock Duffel
Bag - Black



\$ 69.99 /
Chicago Blackhawks Women's High
End Canvas Tote



\$ 89.99 /
San Jose Sharks 19" Laptop Travel
Backpack - Black

PRODUCTS - BAG

NASCAR

- Backpack, Duffels, Handbags, Luggage



\$ 49.99 /
Dale Earnhardt Jr. Antigua Action
Backpack – Royal



\$ 59.99 /
Chase Elliott Antigua NASCAR
Action Duffel Bag - Royal



\$ 14.99 /
Kasey Kahne Clear Tote Bag



\$ 129.99 /
Brad Keselowski Antigua Executive
Rolling Duffel Bag - Black

College

- Backpack, Duffels, Handbags, Luggage



\$ 59.99 /
Alabama Crimson Tide The
Northwest Company Phenom
Backpack



\$ 39.99 /
Ohio State Buckeyes The Northwest
Company Steal Duffel Bag



\$ 218.00 /
Florida Gators Dooney & Bourke
Women's Team Color Hobo Purse -
Blue



\$ 124.99 /
Michigan Wolverines 22'' 2-
Wheeled Duffel Bag - Black



THANK YOU

Strategic Market Planning Team
SHINSUNGTONGSANG