

# ELYSIUM: market leader in the collectible figurines sector

## I. Market Overview

263

USD Billion

Size of the licensed merchandises and services industry: North America accounting for 58% of global retail sales, followed by Europe with 13.3%.

14%

Growth

Growth of the collectible figurines sector between 2016 and 2017. The main target population of collectors is reaching adulthood and are now having a larger purchasing power than before.

4%

CAGR

CAGR of the licensed merchandises from 2017 to 2021, driven by: (i) high viewership of movies and TV shows (ii) tremendous growth in e-commerce and (iii) increasing number of sporting events.

28%

Growth

Growth of the Japanese Anime – Manga overseas distribution (revenues of movies, TV, merchandising, licenses...) from 2012 to 2016.

## II. Business Activities



The Predator



Harry Potter



The Batman



Dragon Ball Z

- ELYSIUM designs and commercializes **high quality collectible figurines arising from mangas, anime and entertainment** related universes, with the ambition to become a market leader over the next 5 years.
- ELYSIUM has built a strong reference brand in a niche and fast growing market by constantly innovating and providing a unique shopping experience to its clients. The company is not only recognized for collectible figurines but also for a **strong know-how** in its experiential marketing capabilities.
- With more than **20 licence agreements**, the management continues to extend its portfolio by signing up major licensors in Asia and the US and consequently addressing new market segments.
- ELYSIUM's core business is the production of high quality collectible figurines, made out of coloured resin or plastic representing epic scenes of fans favourite characters. ELYSIUM also produces licensed board games, its own fashion brand and has recently **released several own manga series**.

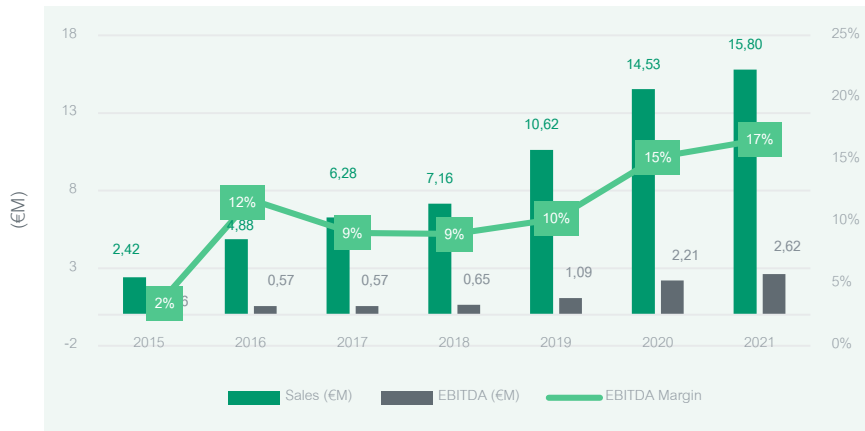
## III. Organization

- The company has started in Benelux with the launch of collectible figurines. Now, ELYSIUM is entering a new **development stage** to accelerate its commercial effort on an international level.
- The company has succeeded in standardizing its production process, while maintaining the creativity within the organization. Due to the sharp growth, the staff increased from **12 to 43 FTEs** within 4 years to support the current and future demand.
- ELYSIUM has developed a dynamic and **complete distribution model** from online sales to exclusive and selective channels.

Source: company website

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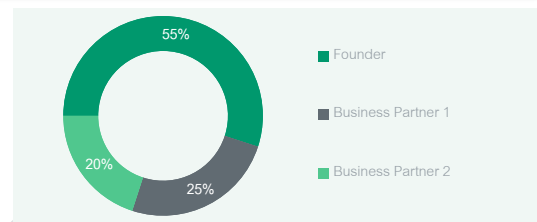
## IV. Financials



- ELYSIUM's experienced a **strong increase in sales** from 2015 to 2017 with a CAGR of 61%. Moreover, ELYSIUM's sales and EBITDA are expected to grow at a CAGR of 30% and 60% respectively.
- ELYSIUM's **EBITDA margin** is around 10% and is expected to reach **17%** in the coming 3 years.
- ELYSIUM's future growth is based on its abilities to negotiate the best contracts with forefront licensors and its **renowned skills in the design and production of collectibles**.

## V. Ownership

- The unique Founder of ELYSIUM holds the majority of the company's stake (55%).
- Two business partners have participated in seed rounds for a consideration of 530 K€ and hold respectively 25% and 20% of the company.
- The objective was to support the growth and to prepare a **Series A round** in order to **speed up the development**.



## VI. Investment Considerations

*ELYSIUM is a unique opportunity to join the European leader in the licensed collectible figurines market*

- ELYSIUM is a **booming company** with a strong customer base, well positioned on the market **worldwide** and led by a visionary & leading management with a proven track record in its industry.
- The company has a **high profitability** rate resulting from a **breaking business model**, an efficient organization and a cutting-edge production process.
- ELYSIUM proposes a complete & **high quality offer** allowing to match the needs of complementary and **diversified segments of customers**.
- **Key strategic & innovative projects** allow ELYSIUM to differentiate and anticipate future trends.

## VII. Transaction Outline

- The Company is now looking to accelerate growth and achieve strategic projects on the medium term.
- ELYSIUM is well positioned for a Series A funding round in order to further optimize its consumer base and product offerings. Many opportunities may be taken to scale the product across different markets
- The target funding transaction for ELYSIUM amounts to €4 M in total and can be split in 2 phases with a first 2 M€ on the short term and the balance over the coming 24 months depending on the evolution of strategic projects.
- The ideal partner for ELYSIUM would be an investor with a sensibility on ELYSIUM's creative industry.

Source: company website

- Allyum is an independent Belgian Corporate Finance firm specialised in Mergers & Acquisitions, Capital Markets Operations and related Advisory.
- Allyum is mandated to advise ELYSIUM and acts as primary point of contact regarding this transaction :

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