



One Entertainment Deploys WestEnd Software's Workspace Licensing Solution to Elevate its Global Sports and Entertainment Licensing Agency

WestEnd's Workspace software suite has been implemented by One Entertainment to automate and manage key processes, as well as encourage greater collaboration with its brand partners and licensees

(El Segundo, CA) – March 7, 2018 – WestEnd™ Software, a leading developer of software solutions for the licensing, entertainment and sponsorship industries, and One Entertainment, a fully-integrated brand-management and licensing agency, announced today that One Entertainment has chosen WestEnd Software's Workspace solution for key licensing processes, including the end-to-end management of all product design and approval efforts, as well as the management of licensing contracts and administration of royalties and commissions. With Workspace deployed across its agency, One Entertainment will be able to fully visualize all product submissions, collaborate with its global brand partners, accelerate product design and manufacturing efforts and more effectively manage all of its licensees.

"We work with over 20 brand owners from around the world. Providing them with visibility and clarity is a must," says David Gebel, managing partner, One Entertainment. "We also needed a system that could efficiently streamline product approvals - the backbone of any merchandising program - and accommodate specific product development needs in the key apparel category. We are pleased to be partnering with Westend Software to deliver simple and intuitive solutions to our brand and licensee partners."

"WestEnd Software is very excited to be working with a world-class client such as One Entertainment and providing them with a strategic solution that is being utilized across not only the company, but by all of their brand partners and licensees. One Entertainment presented us with a clear vision for how they wanted to run their product development efforts and licensing activities. After listening closely to their needs, we delivered a turnkey solution for all aspects of their operation, including our dynamic approval module designed specifically for agencies and licensors to more effectively collaborate with licensees and get products to market," said Zeljko Rakocevic, President of WestEnd Software. "From the get go we built a strong relationship with David and his team in order to design a solution that specifically addressed how they wanted to conduct business with their brand partners, including some of the largest football clubs in the world. We look forward to working with One Entertainment in the coming years as it continues to expand its global operations."

By leveraging WestEnd Workspace, One Entertainment has established a single location where all licensing program activity takes place, including product design reviews, royalty reporting and licensing contract management through a user-friendly web-based solution and cutting edge mobile app. The Workspace software provides One Entertainment with easily accessible and detailed product data and



images from all stages of development, as well as a full product and SKU repository. Additionally, the Workspace solution offers unmatched product approval capabilities, including dynamic workflow design that allows clients such as One Entertainment to configure an approvals process that meets their specific needs to enable the rapid and efficient review of product concepts. Simply put, One Entertainment and its brand partners now have access to the most secure, comprehensive and full featured licensing solution.

“The deployment of the Westend Software system happened seamlessly,” continues David Gebel. “WestEnd’s experienced team walked us through the whole process, patiently interacting with us to best understand our needs, and see how the system could deliver against our priorities. Most importantly, they were willing and able to adapt to some of our specific processes, making the software truly feel like it is our own.”

About One Entertainment

One Entertainment is a fully integrated brand-extension agency. It is the leading agency in North America for international soccer teams, with representations including FC Barcelona, Real Madrid, Bayern Munich, Club America and Chivas Guadalajara among others. One Entertainment is also a leading agency servicing the U.S. Hispanic market, with representations such as Telemundo, Lotería Don Clemente, Frida Kahlo and CMLL Lucha Libre among others. To learn more, please visit <http://www.one-entertainment.com>.

About WestEnd™ Software

WestEnd™ Software Inc. is an innovative developer of enterprise software solutions having designed many leading applications to the Licensing, Sponsorship and Entertainment industries. The WestEnd Workspace solution offers a comprehensive, end-to-end suite of software tools that enable licensees, agencies and licensors to better manage all aspects of their licensing and sponsorship programs. Core features of WestEnd Workspace include contract management, royalty and financial administration, product development and approval, digital asset management and sponsor program management. The Workspace suite of software elevates this functionality by also supporting manufacturing compliance, on-demand business intelligence and reporting, and integrated workflows for contract renewals and amendments. Workspace can be accessed via any device, through any browser or a dynamic mobile app. For more information and to contact us directly, visit www.westendsoftware.com.