



**||| proactiveaudio.eu**

AFFILIATE SERVICES SPECIALIZED IN  
EUROPEAN PRO AUDIO BUSINESS

**expand your audio business throughout europe**

## DIRECTORY

- I. Introduction
- II. Unique Selling Propositions
  - Network
  - Transparency
  - Flexibility
- III. Affiliate Services
- IV. Contact



## **Build your own European Subsidiary and Fulfillment Hub**

Get full insight by managing your European clients and stock proactively with our online user interface.

Add affiliate services where you need local support from us to improve your business.

**Europe is an important and big part of the global audio market with a worldwide market share of about 30 %.**

You want to have direct access to this market?

- ... keep control of all processes at any time?
- ... be flexible and react quickly to changes?
- ... without dealing with different partners?
- ... get full transparency through a smart online user interface?



# Network

**Proactiveaudio.eu** represents a network of the most successful distribution-, sales-, marketing-, logistics- and technical service companies on the European pro audio market. With this proactiveaudio.eu you will get all services from one source:

## SALES CHANNEL Network

A vast customer base access throughout Europe.  
MI/ Pro Audio/Broadcast/Education/Amazon  
Vendor Service/ Mass Market Retail.

## SUPPLY CHAIN Network

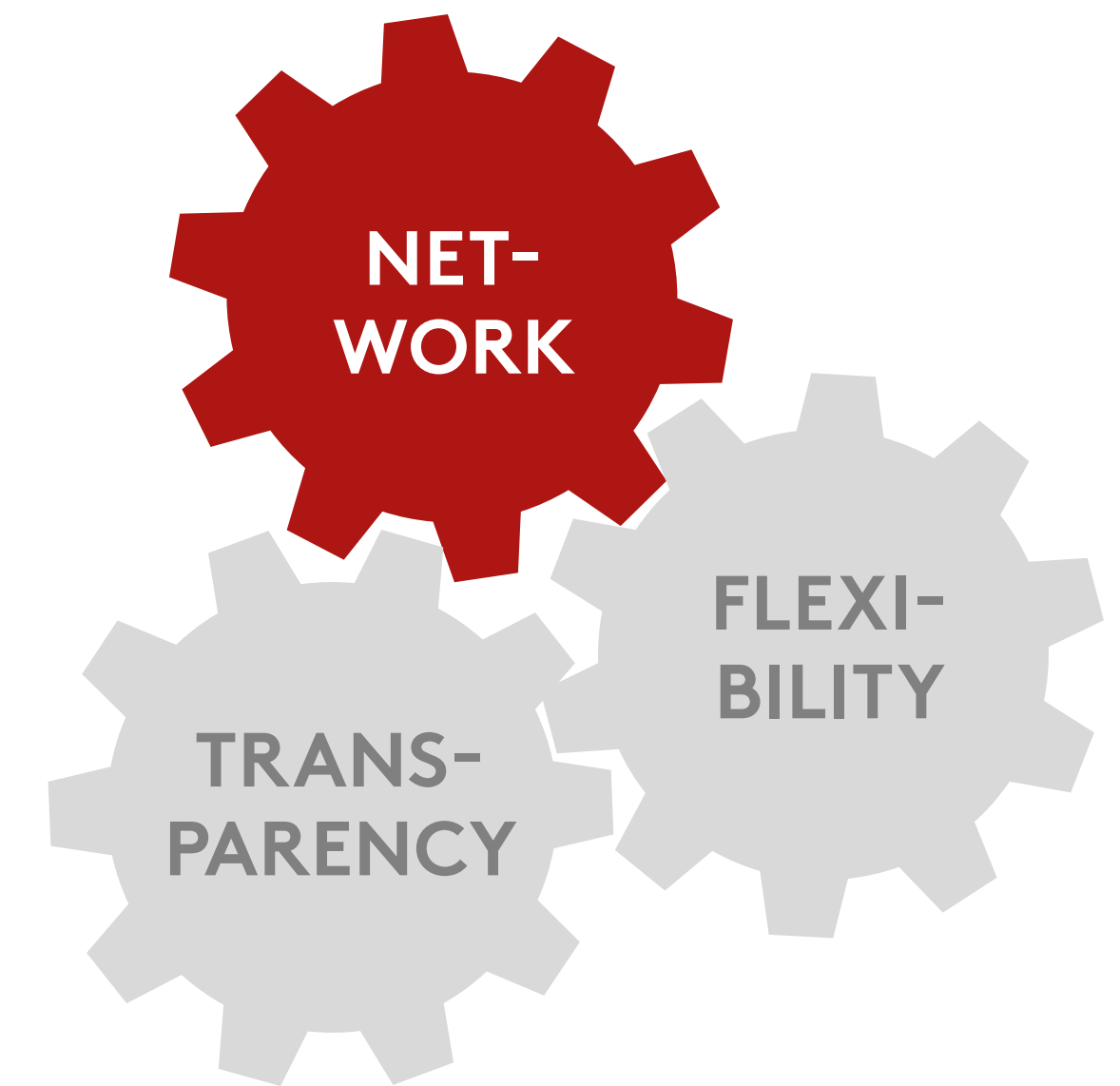
Modern IT infrastructure with fast processing logistics  
and cloud based EDI and PDI software interface.  
New warehouse and headquarter.

## COMMUNITY Network

Contacts to the most important influencers,  
endorsers and press.

## TECHNICAL CUSTOMER SERVICE Network

Specialized and proven service and repair centers  
and an inhouse technical service team.

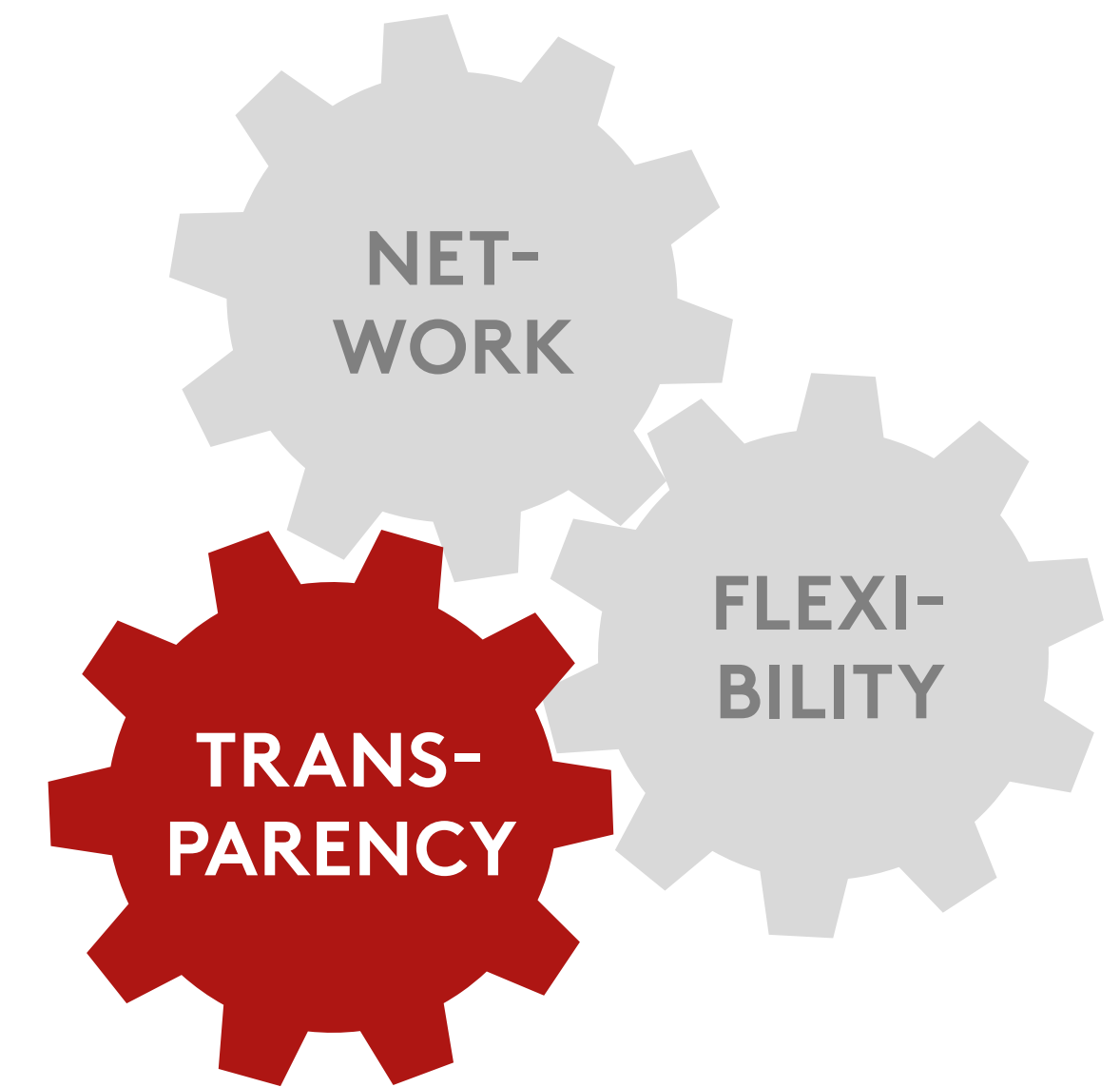


# Transparency

How about monitoring your european business with a tool that gives you all relevant information at any time?

## With our online trade tool

- ... you can observe markets yourself and use our existing network and infrastructure.
- ... you have access to your figures and reports anytime at any place.
- ... you deal directly with your customers via a browser based user interface.
- ... you get an easy to use menu driven structure.

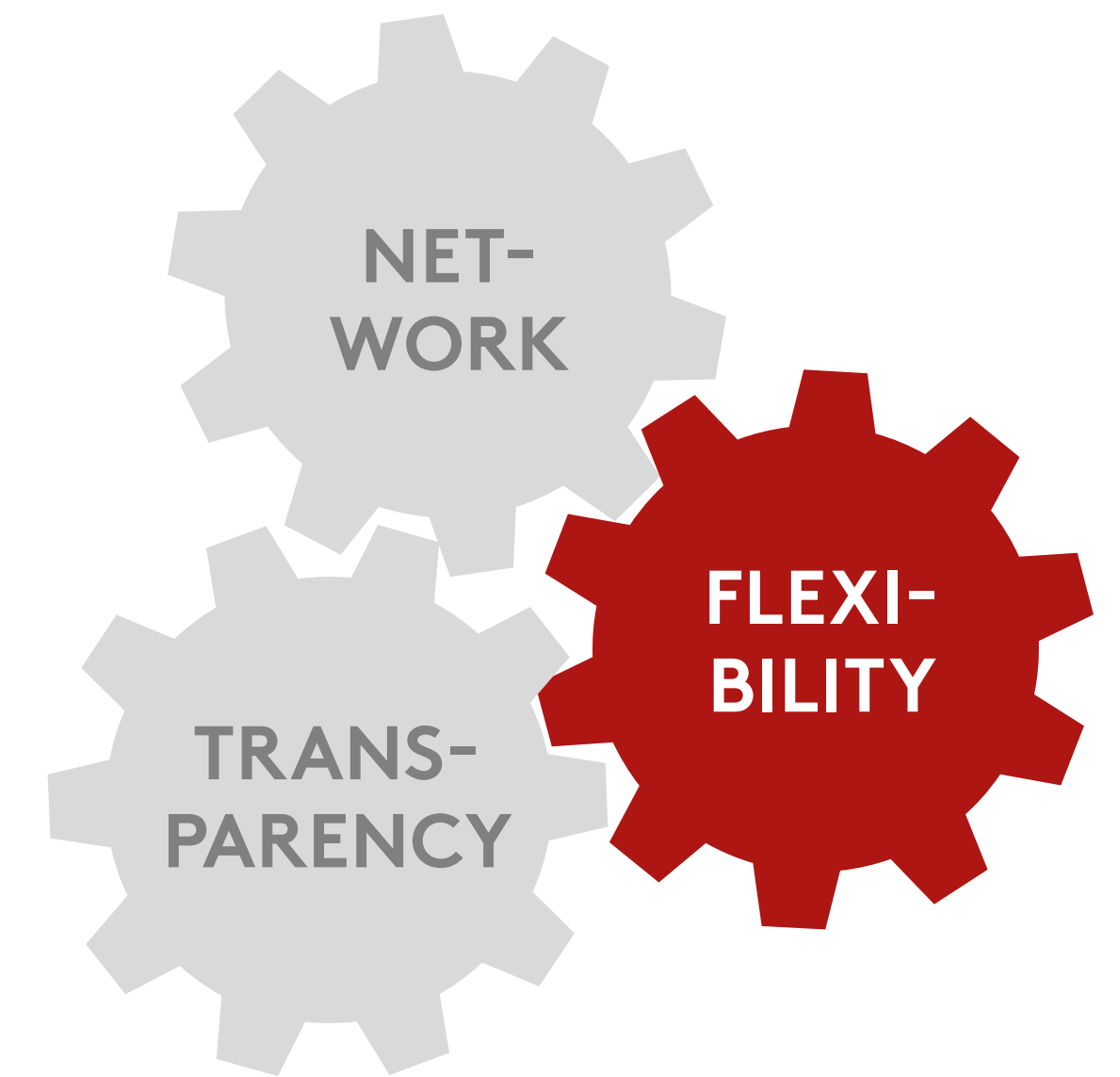


# Flexibility

You are looking for a distribution opportunity individually tailored to your brand, flexible and easy adaptable to any particular situation?

## Our affiliate services

- ... offer every single part of a full-service distribution on demand.
- ... can be variably selected. You only choose the service you need.
- ... can be flexibly up-and downgraded at any time to accommodate your business.
- ... build up your own European subsidiary and keep full control at any time.





**EU Import**



**Compliance**



**Back Office**



**Sales  
Representation**



**Amazon  
Vendor Service**



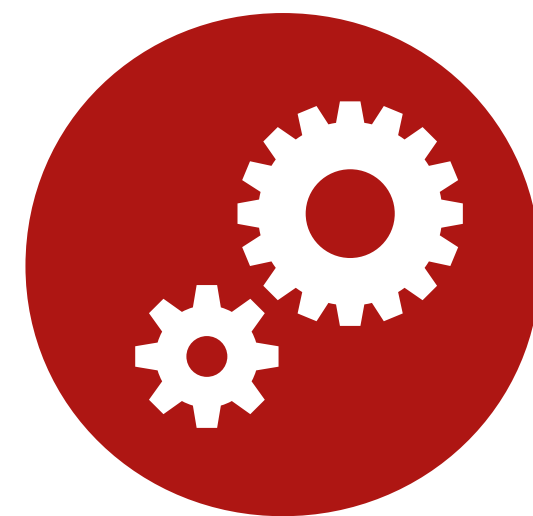
**Mass Market  
Retail**



**Fulfillment**



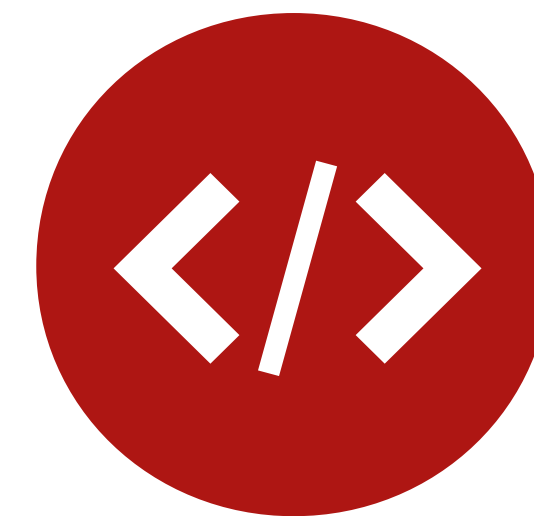
**Accounting**



**Service**



**Marketing**



**IT Service**



**Education**



## **EU Import (importer of records)**

We act as a custom broker and buy the goods from you to take care of all customs clearance and import fees.

If needed, we will take care of organizing the delivery route (ocean-, rail- or airfreight) and we help you selecting the right transport company.

*Your stock will be properly imported into the EU.*



## **EU Import**

## Compliance and Registration Implementation

You want to ensure that your products and brand comply with all European directives and laws?

We take care of product registrations in every country that you need to be compliant in (WEEE e-waste, battery and packaging compliance), all the way to reporting and recycling management. CE certification and brand registration can also be managed by our team.

*Taking the pressure off you from initial assessment, through the registration processes.*



**Compliance**

## Back Office (back-up sales team)

Do you need an efficient internal sales force, that can handle the administrative tasks quickly and keep your back free?

Our back office team, based in our German headquarter acts as an interface between customers, sales managers and you, like an accountmanager for your customers. It gives the customers the impression dealing directly with you.

We are taking orders, handout quotations and provide a fast and reliable assistance in all inhouse sales activities.



## Back Office

## Sales Representation

We present your products to retailers through sales representatives. Beside improving the image of your brand more customers will learn about the unique selling points of your products compared to your competitors.

We offer experienced sales agents that are working successfully in this industry for many years and are musicians, sound engineers or studio people themselves.

You will get access to retailers in these sales channels: MI, Pro Audio, Consumer Electronic mass market and the Education.



## Sales Representation

## Amazon Vendor Service

After several years at Amazon in various areas, Mr. Anton Keller most recently worked at Amazon as Sr. Vendor Manager. His Amazon Vendor Service Agency, named Amaven, is our cooperation partner and offers Amazon suppliers various options to efficiently manage Amazon customers. The services are:  
Amazon Account Management | Amazon consulting | Amazon Vendor Service on Demand | A-Z full service.

The proven Amazon expert with deep insight knowledge and an incomparable expertise will give you the unique opportunity to respond flexibly to your needs.



## Amazon Vendor Service

## Mass Market Retail

You think outside the box and want to expand your business into the consumer electronics market?

We screen your portfolio and identify the potential items that fit the CE market.

We are selling products to all major consumer electronic stores and we know the special requirements, the additional agreements and terms and conditions to compete in this market.



## Mass Market Retail

## Fulfillment

We operate from a modern and secure warehouse, built in 2019. A cutting-edge IT logistics system with extensive digital interfaces and a cloud based user interface are ready for you. Your benefit: highly fast logistics processing at fair terms and conditions. Customers, stock level, order status and deliveries can be viewed at any time via our online trade tool.

*Your goods will be delivered to the customer within 24 hours\*.  
Just log into your account and get full control of your stock-keeping.*

*\*in outer regions up to 3 days*



**Fulfillment**

## Accounting / A & R (Billing)

We are selling your products to the customers according to your pricing and take care of monthly reports, statements, book-keeping and dunning process. Assessed taxes will be paid according to all financial laws.

In our cloud based merchandise system you can map different price models to several customer groups in order to be flexible in offering each customer a suitable quotation. We manage your pricing and sales process flexibly at any time 24/7.

Our accounting team is based in our German headquarter and speaks fluent English to assist you.



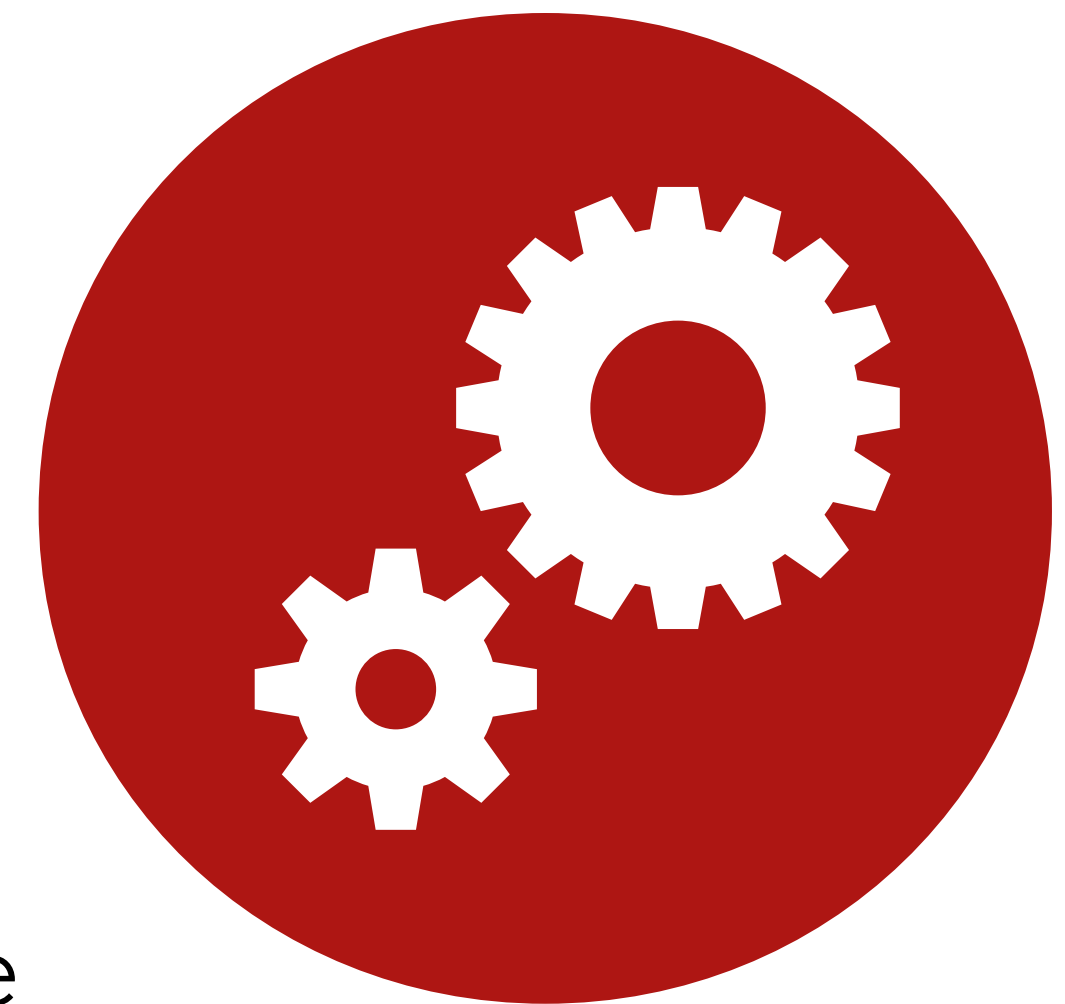
## Accounting



## Service and Repair

You want to offer your customers the best and fastest service for your brand? A service team, which is well known for its high knowledge and best reputation for many years? Our longterm partners, authorized technical customer service- and repair centers are cooperating with the major brands of the audio industry for many years. Customers appreciate the reliable and fast support and the extensive technical knowledge. We even provide a technical first level service with our own team based in our headquarter and warehouse.

*According to your need we can swap or repair claimed items quickly and sustainable. We also take care of the communication to your local customers.*



### Service

## Marketing

Who is placing your new products to local specialized magazines, social media, online blogs, forums and youtube channels to pull end consumers to your products? Is your marketing material available at the point of sale to support you in developing your brand presence in Europe? Our large network of local marketing agencies and partners is at your disposal.

If necessary we manage the right product placement, advertising and event organization according to your needs. Your press releases will be professionally translated and sent to the right mailing list.

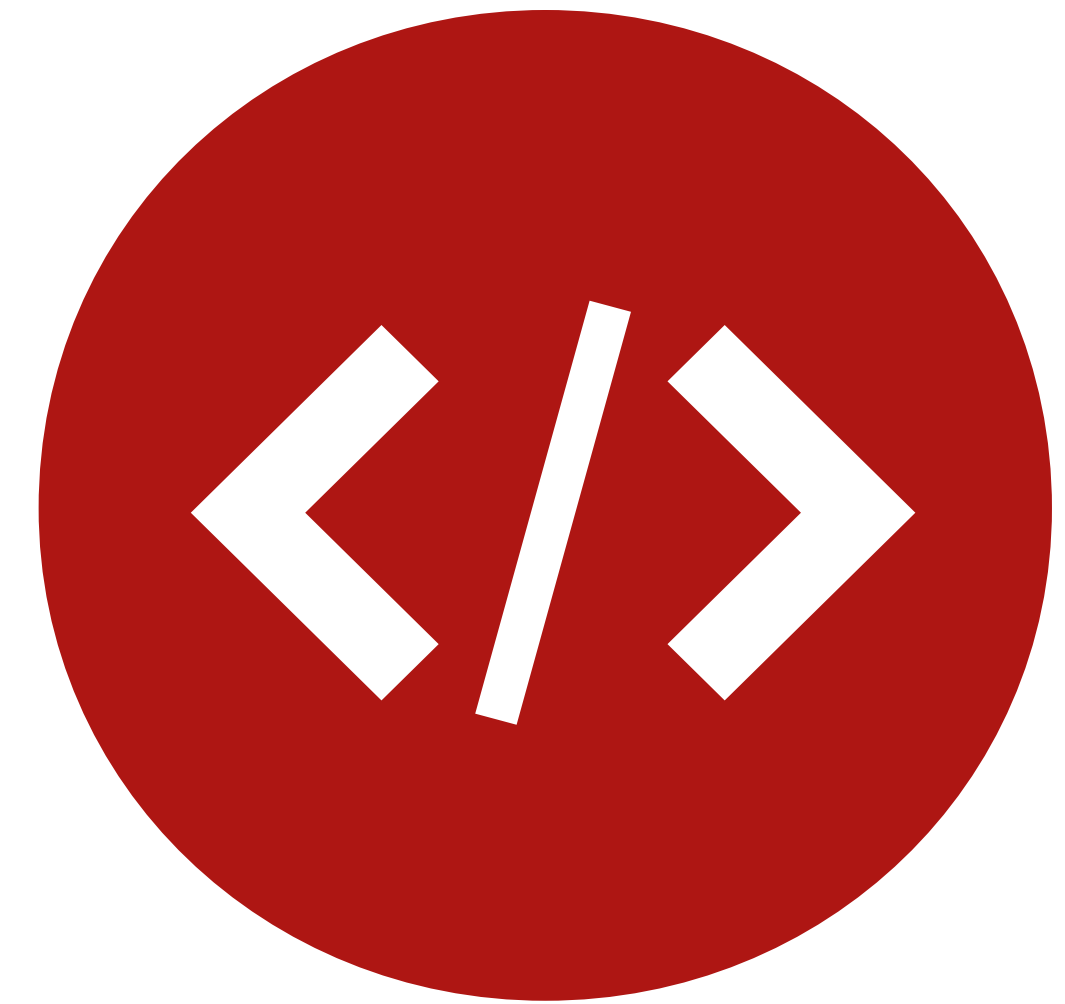


## Marketing

## IT Service (brand marketing web shop)

Why not sell your products directly to end customers?  
Hosting your own localized perfect marketing website  
with the whole product catalog can be done by our team.

It's not only an enhanced image booting campaign,  
but the perfect place for your European central online  
marketing and customer communication.



**IT Service**

## Education

Making music is in our nature. Many thousands of private and public music schools are inspiring children and young people to be part of this valuable culture. In addition media production is a widely diversified industry, training facilities are technically up to date and in search of tomorrow's innovations.

You can use our personal and grown contacts in the European education market to provide newcomers and future decision-makers in our industry with the latest technologies and modern tools at an early stage.



## Education

## Who we are?

- 15 years plus successful career in MI- pro audio distribution
- well-connected in the international MI- studio- and audio industry
- extensive market knowledge (MI, Pro Audio, Live Sound, Broadcast)
- more than 20 years experience in pro audio sales and marketing management



**Thomas Guzy**  
Executive Manager

You would like to receive more information and get in touch with us?  
We are looking forward to help you.

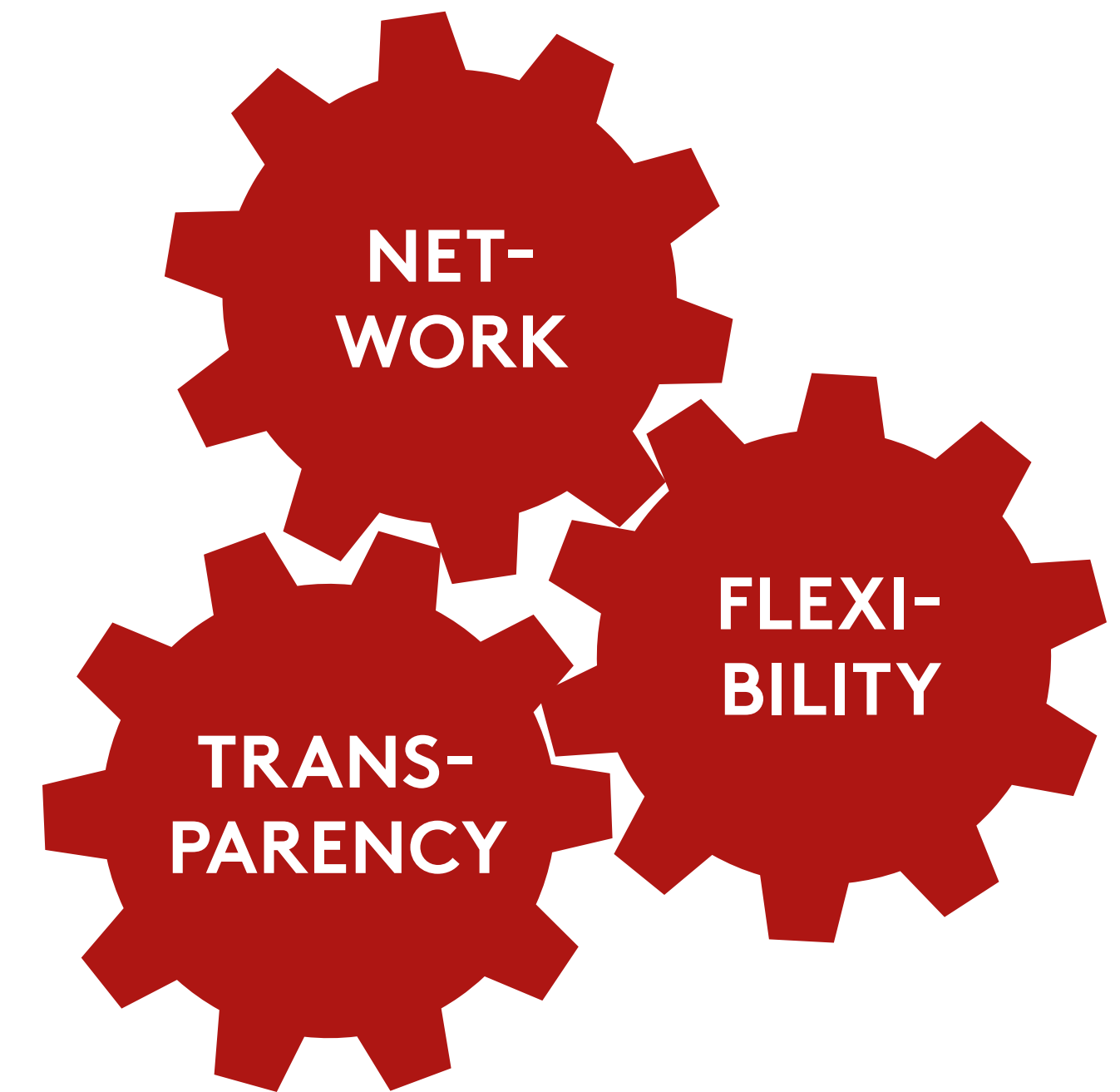
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**expand your audio business throughout europe**

**a partnership that goes way beyond the vendor-buyer relationship**

**[www.proactiveaudio.eu](http://www.proactiveaudio.eu)**