

# ALLIANCE

## GAME DISTRIBUTORS

### Hobby Games Retailer Questions to Alliance Regarding the Exclusive Asmodee Distribution Agreement in the U.S.

June 1, 2017

**Q: Are there any specific areas we can expect things to improve?**

A: We are excited to be rolling out a number of new initiatives in the next couple of months that could not have happened in a multi-distributor environment. Please keep an eye out in the Alliance Alert and in ANA communications for upcoming changes – we believe these opportunities will be transformative and will create more value for retailers than ever before.

**Q: If I don't have an account with Alliance, how do I get one?**

A: To set up an account with Alliance, simply contact Marc Aquino, VP of Sales with Alliance at [m1a2@alliance-games.com](mailto:m1a2@alliance-games.com) and he will set you up with a Sales Manager to walk you through the process. You can also find our account applications online at <http://www.alliance-games.com/Home/11/1/79/1162?articleID=127270>

**Q: I have some outstanding issues in the past with Alliance. I am concerned about reopening an account – what can I do to make sure things go smoothly?**

A: Contact Marc Aquino, VP of Sales at [m1a2@alliance-games.com](mailto:m1a2@alliance-games.com) or Mike Webb, VP of Marketing, Data, and Customer Service at [mew@alliance-games.com](mailto:mew@alliance-games.com). We are committed to working with you to clear up any issues on either side to make this transition a smooth and mutually beneficial one.

**Q: How will this affect my supply of product? I liked my allocations with my former distributor better on ANA product.**

A: Although there will no doubt be some future products where demand outstrips supply, we do believe having a single source of the product will help to balance out some issues related to allocation of products. Alliance and ANA will also be sharing data more directly during the pre-solicit and solicit phases of a product, and providing extremely detailed analysis of sales within product lines. This will allow more accurate demand forecasting. In addition, allocation policy can better be coordinated on a product by product basis. Alliance's history as steward of hobby sales for Days of Wonder and Catan products demonstrated considerable improvement in availability of product lines, and we hope to see many of those benefits accrue again.

**Q: Is Alliance going to be able to handle the increased volume this represents? How can I know my orders will still be processed in a timely manner?**

A: Alliance has already begun hiring and training additional operations staff to handle increased volume. They have also undertaken significant investment in technology in their warehouses to increase the speed and accuracy of orders.

**Q: How will the Asmodee Sales Specialists work? Will I have to place orders with 2 different people?**

A: In short, no - you can place your orders for ANA product with either. Your Alliance Account Representative will be there to help as always with the full range of Alliance products and services. The Asmodee Sales Specialists will have additional training and information on programs that can help your store better promote and sell the full range of ANA products. They will help guide you in growing your sales across the ANA brands, and will get to know your store's unique needs and how ANA can best meet them. From assisting you with organized play opportunity to helping you gauge demand for new product or ANA lines you might not have carried in the past, they will leverage greater experience and information on Asmodee North America products to your store's advantage.