



SYDNEY 2000
OLYMPIC LICENSING

Sydney 2000 Olympic Licensing Overview

SYDNEY 2000 LICENSING ACTED AS CREATIVE AND PRO-ACTIVE CUSTODIANS OF THE OLYMPIC BRAND, AND SERVED AS a visual window to the Games that inspired consumers. Sydney developed a comprehensive and cohesive merchandise range and established one of the highest-quality licensing programmes ever developed for the Olympic Games. The Sydney 2000 licensing programme remained true to the Olympic ideals and was designed to complement the Olympic Movement's dedication to protecting the natural environment.



SYDNEY 2000 OLYMPIC LICENSING: ONE OF THE MOST SUCCESSFUL OLYMPIC LICENSING PROGRAMMES EVER.

Approximately 100 licensees produced more than 3,000 different product lines that were then sold in more than 2,000 retail outlets across Australia. Sydney emphasised quality Olympic merchandise, while also ensuring that souvenirs of various kinds were affordable to all people.

The Sydney 2000 licensing programme generated nearly US\$500 million in retail sales of Olympic merchandise, becoming a retail phenomenon by the time of the Games and one of the most powerful brands in the Australian marketplace.



Enough Sydney 2000 Olympic pins were sold in Australia to provide every household in Australia with a collection of eight pins.



Sales of Sydney 2000 Olympic merchandise followed hand-in-hand with the success of the Olympic Games. Throngs of visitors waited outside the Superstore for a chance to bring home a piece of the Games.

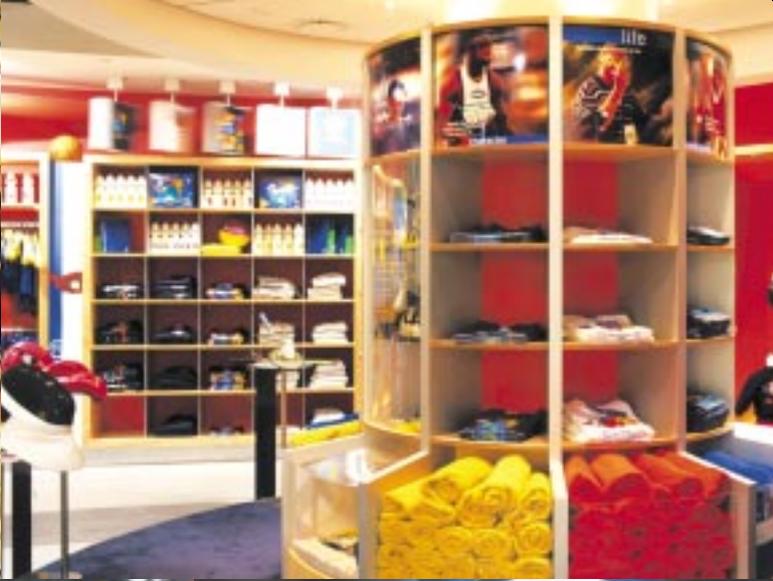
Royalties generated more than US\$52 million in direct revenue, surpassing Sydney's Bid projection of US\$33 million by more than 55 percent. This is an unprecedented Olympic Games licensing revenue total, considering the population of the host country. Sydney 2000 licensed merchandise generated royalty revenue of approximately US\$2.50 (US\$30 at retail) from every man, woman and child in Australia — a great achievement compared to the previous Games, which delivered 32 cents for every person in the host country.



An average of 45,000 customers per day passed through the doors of the Superstore in Sydney Olympic Park. The Superstore surpassed its budget of US\$7 million by Day 9 of the Games.

The Sydney licensing programme achieved three further goals of emphasising quality over quantity, showcasing Australian companies and reaching out to children. High-end items of Waterford crystal and Wedgwood china topped the full range of affordable, high-quality Sydney 2000 merchandise. Aussie products, styles and fashions were highlighted throughout the Sydney 2000 product range. Colourful souvenirs provided children with a piece of Olympic history.

SYDNEY 2000



Olympic Licensing Innovations

Sydney 2000 brought innovations in retailing and product design to Olympic licensing. The Olympic Stores were established and managed in partnership with Nuance, a duty-free retailer, in Sydney Olympic Park, throughout the city of Sydney and in major airports throughout Australia. For the first time, athletes such as Olympic gold medalist Nova Peris-Kneebone designed merchandise such as special Olympic coins and Swatch timepieces.

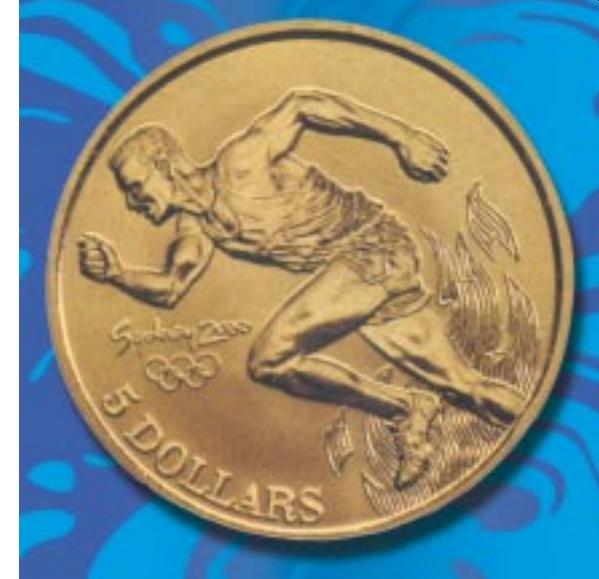
Technology was instrumental in enhancing the Sydney 2000 licensing programme. Sydney 2000 merchandise was coded with the DNA of renowned Olympic athletes to ensure the authenticity of Olympic merchandise. On-line retailing was available for the first time at Sydney 2000, as consumers from around the world were able to access The Olympic Store On-line through Olympics.com, the official Sydney 2000 web site.

Sponsors and Olympic Licensing

Many Olympic sponsors worked with official Sydney 2000 licensees to develop a range of Olympic premiums for employees, key customers and consumer promotions. The most popular premium is the Olympic pin, which has built up an avid collector base and has become a tradition at the Olympic Games.

Two Olympic video products from Sydney 2000 are having great success. *The Dream with Roy and H.G.*, a two-volume videocassette release of the Seven Network's late-night Games-time programme, "The Dream", the highest-ever rated late-night show in Australia,

is fast becoming the best-selling home video in Australia. Sydney 2000, an IOC-licensed video game, was one of the best-selling video games worldwide in any genre in 2000.



Olympic Stamps and Coins

The Sydney 2000 Olympic Games saw the continuation of a successful tradition in Olympic philatelic programmes, which dates back to 1896. In Australia, more than 10 million commemorative Olympic stamps were sold during the course of the Olympic Games. For the first time, the host country issued special stamps honouring each Australian gold medalist the day after competition. More than 48 million stamps and first day covers were produced, becoming one of the most popular collectible items at the Games. The gold medal stamp bearing the image of Cathy Freeman sold out within two hours of issue.

The highly successful Sydney 2000 Olympic coin programme was one of the most exciting Olympic coin programmes ever developed. The collection consisted of 52 legal tender coins in gold, silver and bronze, which sold more than 5.5 million coins [207,000 gold coins; 980,000 silver coins; 4.4 million bronze coins; 17,000 kilo silver coins]. Sydney 2000 Olympic coins were sold in 50 countries. For the first time ever, Olympic coins were produced in colour.