



PRESS RELEASE

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ERA GLOBAL ANNUAL MEMBERSHIP MEETING: GROWING GLOBAL REACH AND OVER 30 NEW MEMBER COMPANIES ANNOUNCED

Munich, 21st February 2020 - ERA GLOBAL (*The Electronic Retailing Association Europe Absl.*¹) reports upward global trend and expects improved performance for 2020. This follows the recent global branding of the association and the continuous efforts towards creating a community spirit within the Multi-Channel and Home Shopping Industry.

At the Annual Membership Meeting held in Frankfurt on the 6th February 2020, ERA GLOBAL announced the new members accepted by the General Assembly. ERA GLOBAL reported growing reach into new markets, following the recent global rebranding. We are proud to be the voice of member companies from Europe, the Middle East, the Americas, Asia and Australia, active all over the Globe.

31 new companies have joined the association (see chart on the next page) in a common effort to keep the Multi-Channel Home Shopping industry unified under one roof in a continuously changing landscape. All the new members were accepted by unanimous vote.

“Since the General Assembly (6th of February), in a 15 days’ time span, we have welcomed 10 more new members, who will be voted at the next Membership Meeting. As of today, 63% of the members come from the EMEA region, 19% from the Americas, 17% from APAC and 1% of the members, from Africa”, explains furthermore Dr. Julian Oberndörfer, Chief Executive Officer ERA GLOBAL.

¹ According to its statutes, the registered association name is the Electronic Retailing Association Europe / ERA Europe. It is the understanding of the association to represent the global multi-channel home shopping industry. By a board decision, ERA Europe will brand its communication and activities, as far as legally permissible. ERA Global will initiated the necessary steps to change the registered name accordingly, if required.



No.	COMPANY	JOINED	COUNTRY
1	Atlantic Therapeutic Ltd	2019	Ireland
2	Brand Developers Ltd	2020	New Zealand
3	Channel 21 GmbH	2019	Germany
4	Creative Concepts Manufacturing Ltd	2019	Hong Kong
5	GHS Co. Ltd (Holding company of Citruss TV, Shark Shopping)	2019	China
6	Global Supreme GmbH	2020	Switzerland
7	Hampton Direct	2019	USA
8	Home Impex Kft	2019	Hungary
9	Ideal Living	2019	USA
10	Ideal Sourcing Ltd (Ideal Shopping Direct UK)	2019	UK
11	IMRA Publishing	2020	Netherlands
12	Innovaxes Ltd	2019	Cyprus
13	Inova	2019	USA
14	Intellibrands LLC	2019	USA
15	Intermarketing Express	2019	Colombia/Spain
16	Intersourcing	2020	Belgium
17	Kayee	2020	Taiwan R.O.C.
18	Made Trader Inc	2019	China
19	MB Media Europe Ltd	2019	UK
20	Oak Lawn Marketing Intl Inc / Shop Japan	2019	USA
21	PhytoLife Nutrition GmbH	2019	Germany
22	Responsive TV	2019	UK
23	Sunteko (Wayflex)	2019	Taiwan R.O.C.
24	Surging Media	2019	USA
25	Telebrands	2020	USA
26	Thane Direct UK	2019	UK
27	Tiara Bliss Inc.	2019	Canada
28	TV Direct Public Company Ltd	2019	Thailand
29	TV Products HK	2019	Hong Kong
30	Verimark Pty Ltd	2019	South Africa
31	Zega Holdings Pty Ltd	2019	Australia

List of the new members approved in the 2020 Members General Assembly

We are the voice of the industry

Through its annual activities, ERA GLOBAL is systematically laying the foundation for long-term success and for a growing community spirit within the worldwide Multi-Channel Home Shopping industry.



In 2020 ERA GLOBAL has partnered with The Inspired Home Show, the world's leading Home & Housewares Show, taking place in Chicago, USA, from 14th to 17th March. With our exclusive ERA GLOBAL members' lounge we are supporting our members at the Chicago show and offering them a location which is perfect for them to conduct their business productively.

ERA GLOBAL Conference, 9th - 11th June 2020

Creating the perfect backdrop to facilitate business & networking opportunities for our members is our top priority at our annual conferences. In 2020, the **ERA GLOBAL Conference**, formerly known as The Multi-Channel Home Shopping Conference, is taking place in the scenic city of Amsterdam, which has one of the world's internationally most connected airports. As in previous years, we expect hundreds of key-players and decision makers to attend our 2020 event: multi-channel retailers, e-commerce and direct response retailers & marketers, DRTV specialists, Home Shopping and TV channels.

In continuous changing times, ERA GLOBAL maintains its position in our industry, connecting the worldwide players and assuring that the global industry community remains as one. For three days, our attendees will enjoy an excellent chance to network with suppliers and discover new opportunities in the home shopping industry. We will provide a generous exhibiting space for the product suppliers, as well as designated Business Club areas. These business hubs are perfect to hold meetings, exchange ideas and conduct business over the course of the event.

EMMA Awards, global reach

With the increased global interest in the EMMA Awards (ERA GLOBAL Multi-Channel Multi-Screen Awards), we have simplified the voting procedure this year, in line with our global strategy. Member companies from all over the world will be able to easily nominate and vote for their preferred individuals or companies that have reached outstanding achievements in the Home Shopping industry.

The EMMA Awards provide a ceremony to honor the Home Shopping Industry's most respected individuals, and recognising networks, suppliers and individuals for their ingenuity and creativity. The gala event takes place on the second day of the ERA GLOBAL Conference, the 10th June 2020.



Visit the official website: www.multi-channel-home-shopping-conference.eu for more information about the ERA GLOBAL Conference 2020 and the EMMA.

For further details about ERA GLOBAL, please visit: www.era-global.org.

For information on attending the 2020 ERA GLOBAL Conference and the EMMA gala, please contact:

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About ERA GLOBAL

ERA GLOBAL (The Electronic Retailing Association Europe) is the Association for the Multi-Channel Home Shopping Industry. ERA GLOBAL is the voice and network for businesses that offer innovative products to consumers through audio-visual presentation, the internet and other electronic media, according to a recognized code of ethics. ERA GLOBAL advocates and supports the interests of our members and their customers in Europe and around the world. According to its statutes, the registered association name is the Electronic Retailing Association Europe / ERA Europe. It is the understanding of the association to represent the global multi-channel home shopping industry. By a board decision, ERA Europe will brand its communication and activities, as far as legally permissible. ERA Global will initiate the necessary steps to change the registered name accordingly, if required.