



## COMPANY PROFILE

2025



# 01

## FAME BROS LTD.

### Founders

Audray and Fabrice Bensoussan

... **Cinereplicas SARL**

Established in 2005, France

... **Cinereplicas becomes a brand of Brandecision SARL** .....

Established in 2010, France



... **Fame Bros Limited** .....

Established in 2013, Hong Kong



... **Fame Bros USA**

Branch, 2015, Delaware

... **Fame Bros Europe**

Branch, 2025, Luxembourg

### Brands



### Main Business

Cinereplicas is a renowned global brand that excels in creating licensed merchandise inspired by popular movies, TV shows, and sports. Among its exceptional product lines is Gomee, an exclusive collection of collectible eraser figurines. These intricately designed figurines can be assembled and creatively mixed and matched.

# THE COMPANY

# 02

FAME BROS Limited is a global merchandise licensing specialist, bringing popular entertainment and sports properties to life through high-quality products and innovative retail solutions, primarily through our flagship brand CINEREPLICAS, which has become synonymous with premium licensed collectibles and merchandise worldwide.

With strategic offices and warehouses across the European Union, United States, and Asia, we maintain a robust international presence that allows us to serve our partners efficiently and effectively.

Our portfolio, developed under the CINEREPLICAS brand, includes some of the world's most beloved franchises: from magical realms (Harry Potter, Lord of the Rings) to streaming sensations (Stranger Things, Wednesday, Squid Game), iconic anime (One Piece, Naruto, Sakamoto Days), timeless classics (The Little Prince, Beetlejuice), video games (Brawl Stars) and compelling series (Game of Thrones, Bridgerton). We also proudly represent major sports properties like the French Football Federation and the expansive DC Comics universe.

FAME BROS Limited's strength lies in our comprehensive understanding of global retail markets and our ability to deliver diverse product assortments through our extensive network of selected manufacturers. We pride ourselves on providing prompt, reliable service with a team dedicated to exceeding customer expectations.

Our commitment to innovation, quality, and productivity drives our success, while our dedication to social responsibility ensures sustainable relationships with partners and stakeholders throughout our global supply chain. Through CINEREPLICAS, we continuously strive to create positive impact across all markets we serve while maintaining the highest standards of licensed merchandise.

## Watch our 2025 product presentation



# 03

## CINEREPPLICAS

Cinereplicas™ is a premium brand of officially licensed movie merchandise, known for its diverse range of captivating products. Initially recognized for its exceptional Harry Potter line, the brand has expanded its offerings to include themed costume collections, featuring scarves and robes sourced from iconic movie archives. With partnerships that extend to different studios and licensors, Cinereplicas™ continues to delight fans with a wide range of high-quality products and remains committed to expanding its offerings to cater to a growing fan base from various movies, TV series and universes.

Cinereplicas™ has garnered acclaim for its standout collections, notably the Advent Calendars available in classic and deluxe designs, and the Holiday Capsules, festive Christmas tree decorations that conceal special gifts. These sought-after products span across a wide range of licenses, culminating in a holiday-season lineup like no other, promising a magical and unique experience for enthusiasts of all kinds.

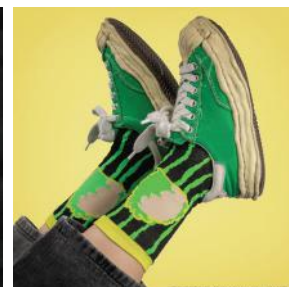
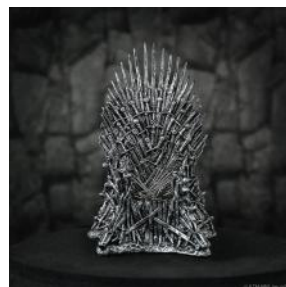
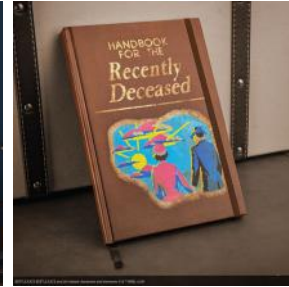
Harry Potter

THE LORD OF THE RINGS

GAME OF THRONES

BEETLEJUICE  
BEETLEJUICE  
2024 A.D.

DC



CINEREPLICAS

ONE PIECE



STRANGER THINGS



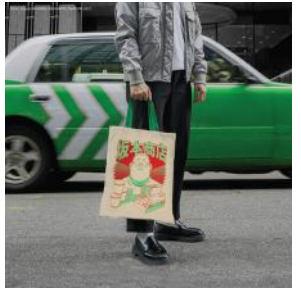
WEDNESDAY



NETFLIX  
SQUID GAME



SAKAMOTO DAYS



Le Petit Prince  
.....The Little Prince.....

BRAWL  
STARS

FRANCE

NARUTO



# 04

## GOMEE

Cinereplicas™ launched its much-anticipated Gomee collection in 2020, providing attractively priced products that appeal to fans of all ages. The Gomee collection comprises cute eraser figurines that can be assembled and collected. The first batch, released in 2020, includes eight characters from the Harry Potter universe, such as Harry, Ron, and Hermione, among others, all under an official Warner Bros. license. Customers can choose between the mystery edition, where the characters are placed randomly, or the character edition, where the customer knows which figurine they will receive.

To ensure the highest quality, each figurine has been made with its own mold, designed specifically for the Gomee collection. Each figurine is easy to assemble and dismantle, and comes with its own set of accessories that can be mixed and matched with other characters. The Gomee figurines are made entirely of rubber, and they function as actual erasers, making them a perfect addition to any stationery set.

Due to the success of the first and second batches, Cinereplicas™ is developing many more characters and designs in the near future. This includes more Harry Potter™ characters, as well as some from DC Comics. Joining the current line of 32 Harry Potter characters, 8 DC superheroes, and 8 Masters of the Universe most-iconic heroes and villains, Cinereplicas™ is set to release a collection of Wednesday Gomees including Wednesday, Enid, Thing, Eugene, Gomez, and Uncle Fester. A Stranger Things collection is also in the works with Eleven, Steve, Robin, Dustin, Max, and Demogorgon Gomees.



# OUR VALUES

# 05



## CORPORATE SOCIAL RESPONSIBILITY

At Fame Bros. Limited, we are deeply committed to environmental sustainability and ensuring that our operations comply with the strictest environmental regulations in the world. As part of our responsibility, we fully adhere to all applicable environmental laws within the European Union, including the Extended Producer Responsibility (EPR) framework for packaging and waste management. Our goal is to minimize our ecological footprint while continuing to offer high-quality products that align with sustainable practices.

As part of this commitment, we are officially registered with the relevant environmental authorities in France, ensuring that our packaging and printed materials comply with national and European recycling and waste management regulations. We actively contribute to recycling initiatives and responsible waste disposal programs, helping to create a circular economy where resources are used efficiently and waste is minimized.

Since 2017, we have taken significant steps to reduce our reliance on single-use plastics and decrease overall plastic usage in both our products and packaging. We are continuously seeking more sustainable alternatives, prioritizing recyclable, biodegradable, and eco-friendly materials whenever possible. Our team works closely with suppliers and partners to develop innovative solutions that reduce environmental impact while maintaining the high standards of quality and durability our customers expect.

Beyond compliance, sustainability is at the core of our business strategy. We are actively investing in eco-friendly design, responsible sourcing, and reducing waste throughout our supply chain. By making these conscious choices, we aim to contribute to a greener future while inspiring our customers and partners to do the same.

At Fame Bros. Limited, we believe that sustainability is a shared responsibility. We will continue to evolve our practices and embrace new technologies that support a cleaner, healthier planet.



## FRENCH SAVOIR-FAIRE Premium quality

Our company boasts an impressive collection of products, meticulously designed by our talented teams in France and Hong Kong. Our premium items are either made in Italy or France, while some are produced in China. We take great care to ensure that all of our products meet international regulations and standards, with a dedicated team of experts tasked with verifying adherence to these requirements. We also conduct regular social audits to ensure our service providers comply with our code of conduct.

At the heart of our manufacturing process lies a commitment to using only the highest quality materials, including fabrics, wood, metal, resin, plastic, PVC, and ABS. Our Cinereplicas brand offers an extensive range of products, catering to all tastes and requirements.

For collectors seeking rare and exceptional pieces, we are particularly proud of our 'Firebolt broom' from the Cinereplicas™ line. This unique masterpiece took two years to develop and was crafted using birch, rattan, rubber wood and aluminium alloy. Due to the complexity and time-consuming nature of its production, only 10,000 pieces of this limited edition item were made.

# 06

## OUR VALUES



### Safety first

We take every possible measure to guarantee the safety of each and every product that we produce.

Treating health and safety as a serious matter, all our products are approved by accredited associations to guarantee a risk-free usage.

Our entire kitchenware collection is BPA free and FDA approved.



### Trusted by major brands

We constantly develop, adopt and improve new products and concepts to meet evolving customer needs and new trends.

We strive to be a trusted partner wherever we operate, and to be recognized for our expertise, experience, and ability to collaborate for success.

Guided by our values of quality, innovation, and expertise, we work hard to earn the high regard of our clients around the world.

We are also proud member of



### Our customers

We seek constantly to guarantee the high quality of our products. This persistency to offer the best leaves a reputable image to both customers and businesses. Known to be a premium brand, we are trusted by brands across the world. We work with more than 1,500 independents stores around the globe.

You may find our products at Hamleys, Galeries Lafayette, Mall of the Emirates, Thalia, Setan, Walmart, Fever, WHSmith, Libreria Mondadori, Liverpool, El Corte Inglés, Fnac, Lotte, Toys“R”Us, E.Leclerc, Coop, Renaud-Bray, Toy Sapiens and Cultura.





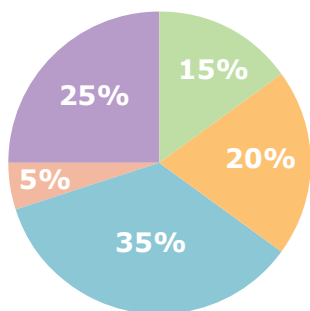
## Our Business

Cinereplicas thrives on a global scale, reaching customers in every corner of the world through diverse retail channels. From specialty retail outlets like toy stores, theme parks, electronics retailers, and book store chains to convenience stores, department stores, and the vast realm of e-commerce, our products are strategically placed to cater to the mass market, ensuring accessibility and engagement with consumers seeking quality and innovation worldwide.

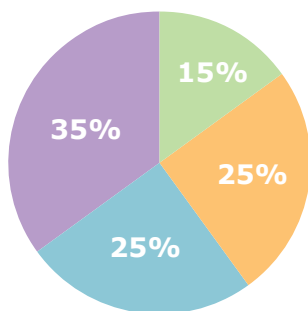


● Mass Market ● Specialty Retail ● Convenience Store ● Department Stores ● E-commerce

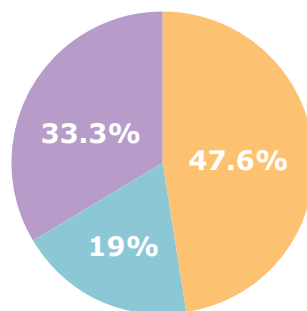
### EUROPE



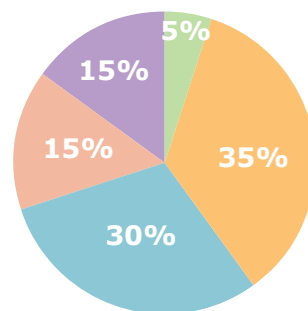
### NORTH AMERICA



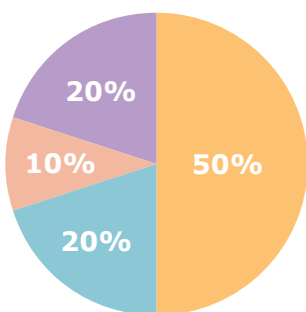
### LATAM



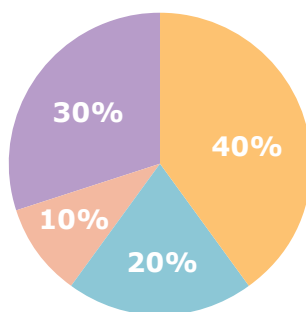
### MIDDLE EAST



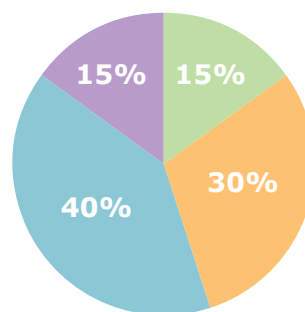
### APAC



### JAPAN



### AUSTRALIA NEW ZEALAND



# OUR TEAM

08



## OUR TEAM

Uniting talents from all over the globe, we operate across three locations: France, the USA, and Hong Kong. It is our unwavering commitment and distinctive work culture that propel our company towards success. Our highly motivated team excels in meeting clients' deadlines, navigating international time zones with ease, and delivering projects seamlessly to corporate intranets and executive desktops worldwide.

We take immense pride in our belief that our workforce is among the best in the industry, with continuous development and learning being crucial to our sustained success. As a young and dynamic team, we understand the tremendous value that diverse languages and international exposure bring, both professionally and personally.

Furthermore, our team members speak at least three different languages, exemplifying our celebration of inclusivity. Our diverse background, including individuals from France, Hong Kong, India, Indonesia, and the Philippines, highlights the multicultural environment that unites us.



# 09

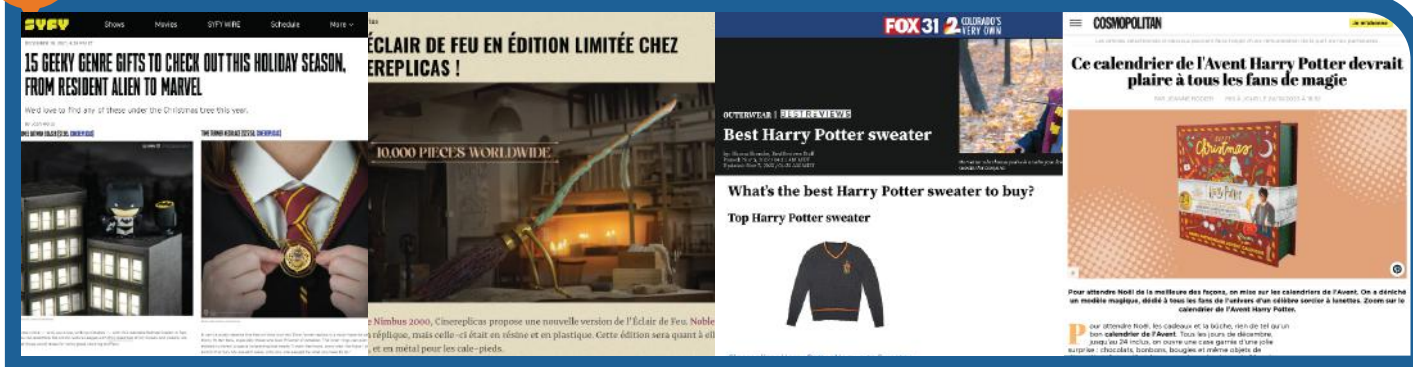
## MEDIA



### Tradeshows



### Web Media



### Social Media



## SOCIAL MEDIA COMMUNITY

We have also built strong social communities for our brands on every social media channels where we generate buzz by talking about our products. We have also developed long-term collaborations with reputable fans site and well-known influencers who spread their word-of-mouth to their fans via their pages.



# OUR LOCATIONS

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## OUR LOCATIONS



To ensure the optimal supply for our customers, our network is sustained by our branches in France, Hong Kong and in the USA.

## OUR OFFICES AND WAREHOUSES



- |                                      |                            |                        |                        |                                 |                             |
|--------------------------------------|----------------------------|------------------------|------------------------|---------------------------------|-----------------------------|
| Travers City MI, USA<br>(Warehouses) | Camden DE, USA<br>(Office) | France<br>(Warehouses) | Luxembourg<br>(Office) | Shenzhen, China<br>(Warehouses) | Hong Kong<br>(Headquarters) |
|--------------------------------------|----------------------------|------------------------|------------------------|---------------------------------|-----------------------------|

## **GLOBAL LOCATIONS**



### **Coporate Headquarters**

Fame Bros. Limited  
Hundsun Int. Center, Suite 1510  
14 Wong Chuk Hang Road  
Aberdeen, Hong Kong S.A.R.

## **REGIONAL OFFICES**



### **Europe**

Fame Bros. Europe SARL  
5 rue Aldringen  
LU-1118 Luxembourg



### **Americas**

Fame Bros. USA Limited  
2140 South Dupont Highway  
Camden, DE 19934  
USA



### **Logistics Center (No correspondence or visits - Shipping operations only)**

Fame Bros.  
23 Avenue du Chemin des  
Reniers  
92390 Villeneuve-la-Garenne  
France