



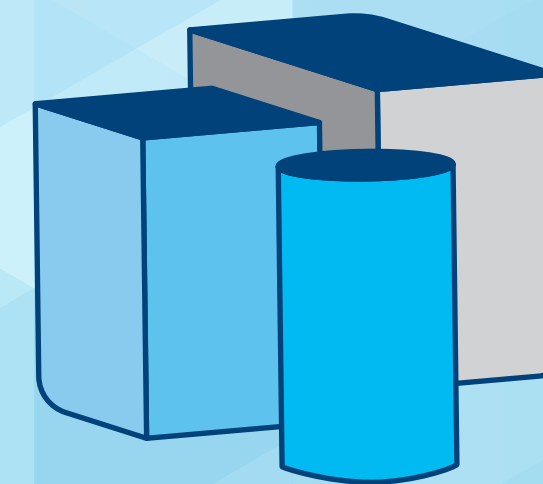
**Genius**

*Simply clever!*

# About us

We are one of the leading suppliers of original kitchen, household and lifestyle products in the German TV shopping industry and offer our customers a wide range of high-quality products that make life easier.

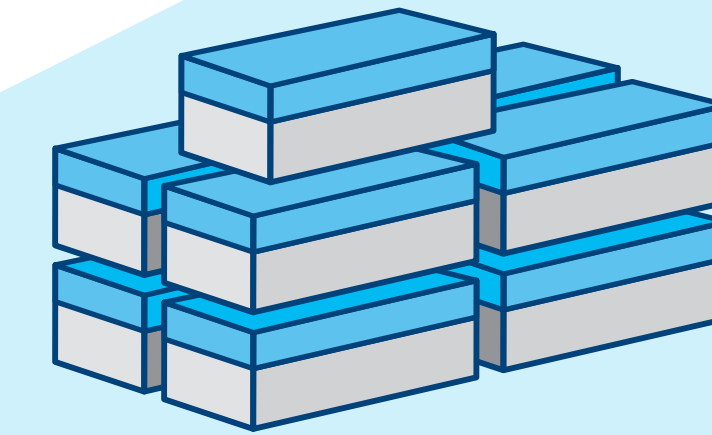
Quality, ease of use and compact design are features that are reflected in all Genius products.



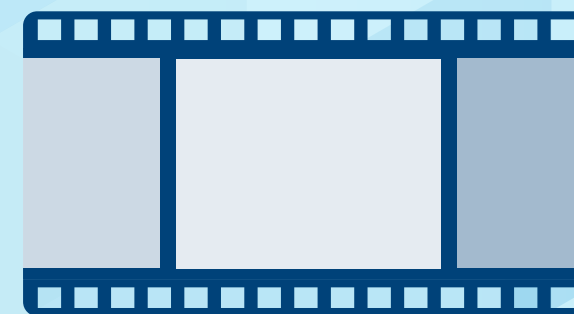
>2000  
Products



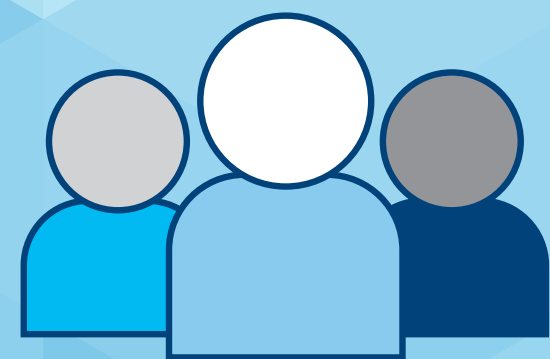
>100  
Patents



50 million sold  
Nicer Dicer



>150  
Infomercials



ca. 200  
Employees

## Who we are:

We are developers.

We are a think tank.

We are sales talents.

We are strategists.

We are advertising professionals.

We are television.

We are foodies.

We are IT.

We are warehouse/logistics.

We are the inventors of the Nicer Dicer.

# Milestones

**2000**

- Development of the garlic cutter

**2004**

- Market launch of the onion and vegetable cutter

**2001**

- The company grows and is given the name under which it trades today: Genius GmbH

**1995**

- Foundation of the company "Euro Produkt Marketing" with 4 employees
- First product: Frying bonnet

**2005**

- The optimisation of the onion and vegetable slicer gives the slicer the world-famous name "Nicer Dicer"
- First infomercial production in the USA

**Nicer Dicer®**

**2009**

- Expansion of DRTV International/Global

**2008**

- Professional advertising programmes from our own production form the core of direct sales First broadcast on German TV



**2011**

- Release of the Nicer Dicer Plus - the best-selling Nicer Dicer to date



**2013**

- Release of Cerafit, our cook-ware family

**2015**

- Genius launches its own TV channel: "GeniusPlusTV"

**Genius plusTV**

**2016**

- Release of the Feelvita product family



**2017**

- Release of INVICTUS, our cleaning product family
- Founding of the Genius Agency



**2018**

- Introduction of the new Genius CI
- Release of eazzzy, our sleepware product family

**eazzzy**



**Genius**



**2019**

- Opening of the new building

**2020**

- We celebrate the completion of our in-house film studio: Genius Studios



**2021**

- Ground-breaking ceremony Fulfilment centre extension



**2022**

- Expansion of the INVICTUS brand to other cleaning areas
- Expansion of the Home, Kitchen and Lifestyle divisions



**2025**

- Relaunch Webshop – Expansion E-Commerce



**2023/2024**

- Development of new and flexible POS concepts
- Launch of new Genius Beauty line
- Release of Genius Clia, our cleaning assistant product family
- Introduction of the Microsoft Dynamics 365 inventory management system



# Genius on site

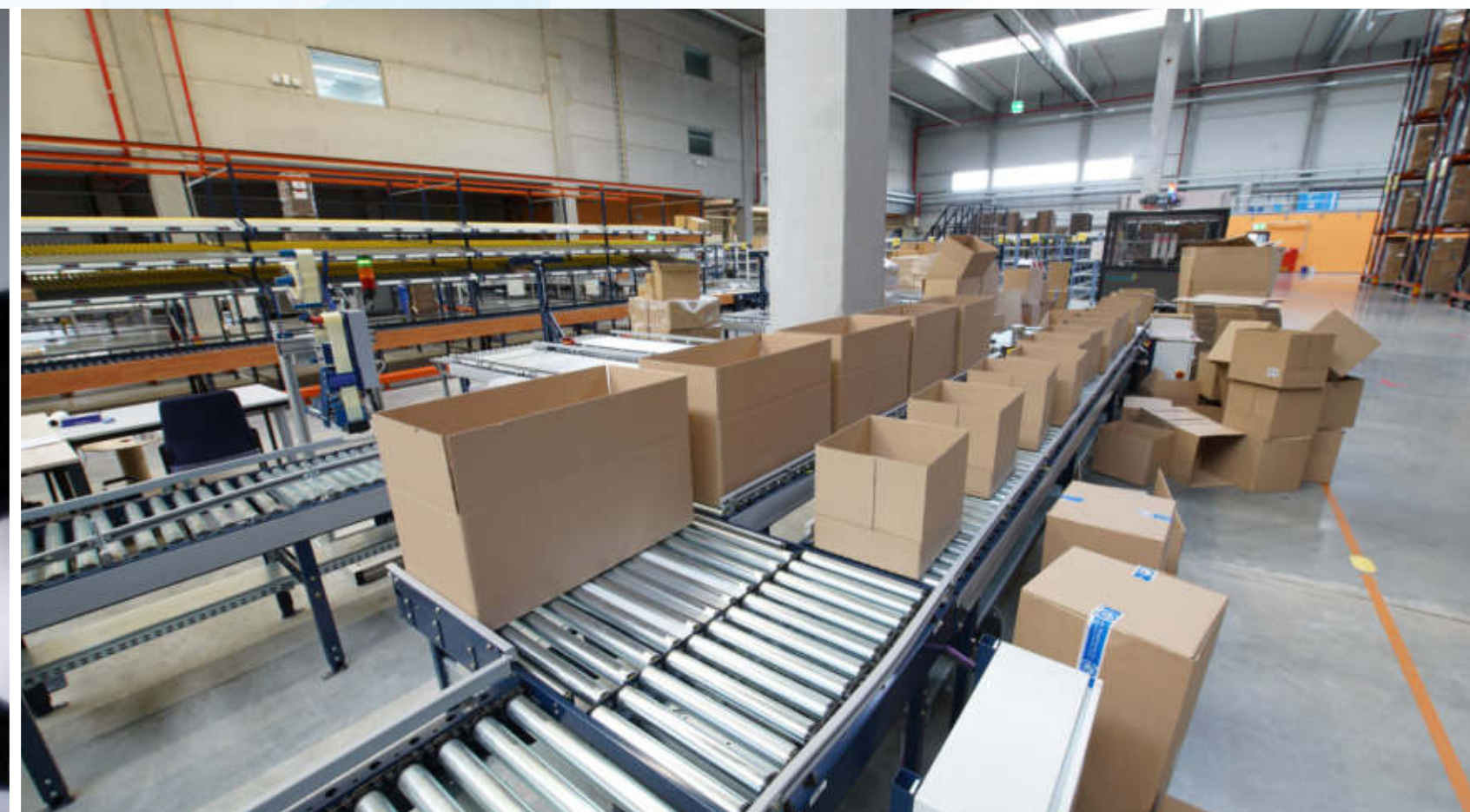
## Genius Studios

INHOUSE Film studio & Recording studio



## Logistics centre

Fulfilment centre,  
order picking line & storage areas



## 2 locations

Company buildings in close proximity to each other

- Logistics centre
- Administration building



# Our guiding principles

We are constantly working to optimise our products, processes and distribution channels in order to continue to reach every potential customer, introduce them to our solutions and simplify the Genius experience. Our goal is not to create overpriced products, but valuable items with the best price-performance ratio.

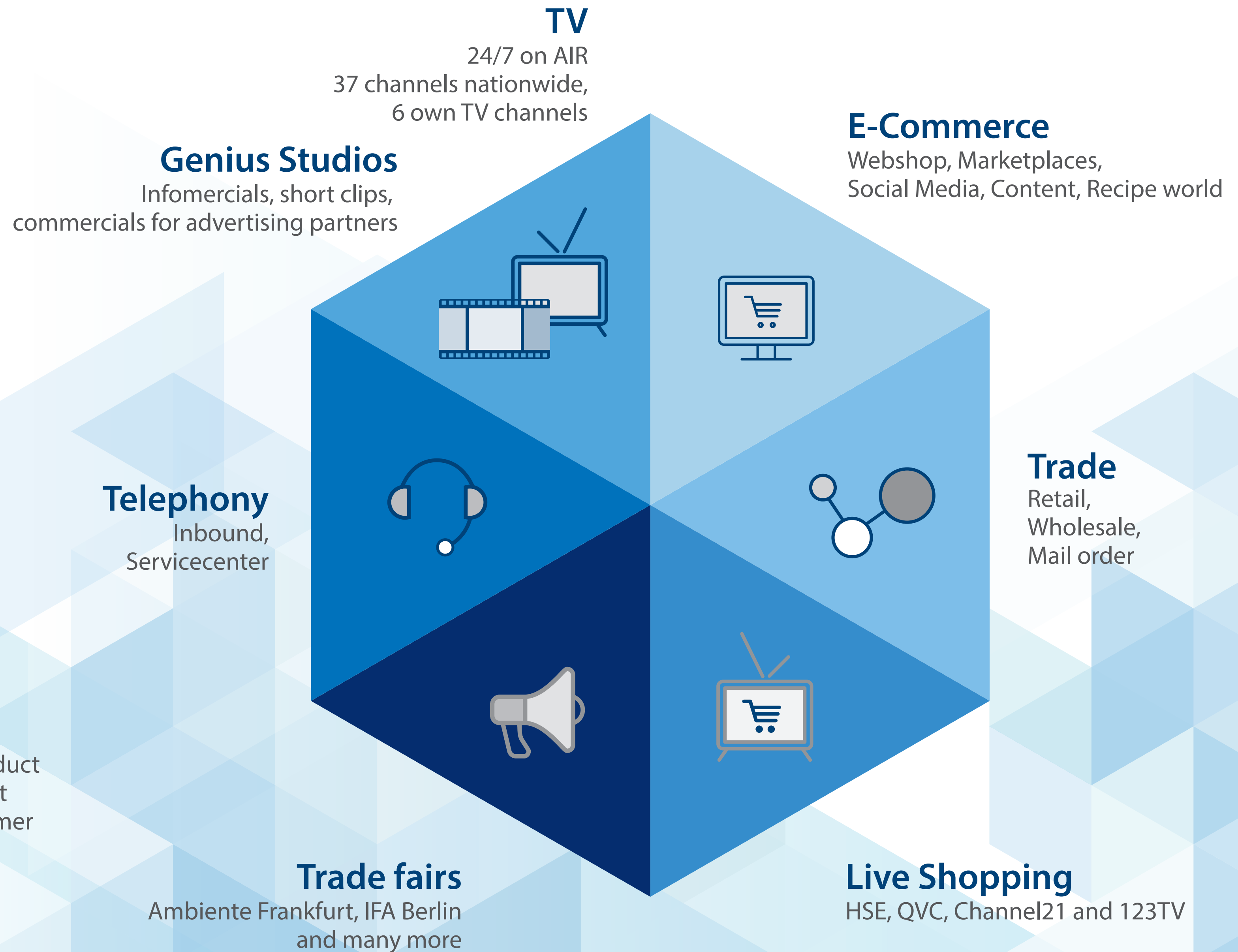


# Our strengths

From the idea to production, we take on the realisation of new products and continuously develop them further. The result is first-class products that are processed and dispatched from our purpose-built warehouse/logistics centre. The merchandise management system customised for Genius ensures smooth processes.

## What makes us different:

- Patented product developments
- Brand concepts tested on TV
- In-house and everything from a single source: product development, marketing, infomercials and product videos from our own studio, sales, dispatch, customer care & service



# Future vision

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## Main objective = expansion/extension of the company

1. Revenue growth through personalised marketing and sales
2. Establishing new brands
  - a. Well-being
  - b. Beauty
3. Expand e-commerce as the largest sales channel
  - a. Pan Europa Strategy
4. Corporate diversification
  - a. Genius IT Consulting
  - b. Genius Fulfillment Center
  - c. Genius Studios

EXPANSION OF THE COMPANY

SALES GROWTH

NEW BRANDS

EXPAND E-COMMERCE

CORPORATE  
DIVERSIFICATION