

[Annex] Summary table for the sale of IP products and other products

GL2-3-1 GL9-6-1 GL11-1-1 Licensing Programme (for Sale of Goods outside the Expo site)
GL9-7-1 Guidelines for displaying Off-licence authorised products at the Official Online Store (Summary version)

Product Category		Manufacture		Sales								Notes		
				within the EXPO Site				outside the EXPO Site						
				Official Participants' store		Association's Official Store within the Site		Official Onlie Store of the Association		Association's Official Store outside the Site				Manufacturer's distribution stores
		possibility	IP Licence fee paid to the Association	possibility	Royalties paid to the Association	possibility	Royalties paid to the Association	possibility	Royalties paid to the Association	possibility	Royalties paid to the Association	possibility	Royalties paid to the Association	
I	Licensed products that can only be sold outside the EXPO Site (Products sold under contract with MLO*1 to be sold only outside the Site)	can be manufactured *2	<basic> 6 % +1% (CMF*3) <OR*4> 8 % +1% (CMF)					available for sale *7	No royalties * 8	available for sale *7	No royalties * 8	available for sale	No royalties	* 1: MLO:Master Licensing Office is contracted by the Organiser to manage the right to use and sublicense the Association IP as a licensee * 2: A licence agreement with MLO is required for the production of licensed products. In this case, if a person other than the Official Participant ('A') enters into a contract with MLO (i.e. an affiliated company/contractor company etc. ('B') enters into a sub-licence agreement with MLO on its behalf), B shall provide documentation showing that it has the approval of A. After the submission of the said document, if any impropriety arises in the licence agreement that B enters into with MLO, not only B but also A will be required to guarantee their liability. Overage IP licence fee rate (Licence fee rate when production is increased from the licensed production volume) * 3: CMF:Central Marketing Fund (Budget for developing a comprehensive publicity for licensed products.) * 4: Overage IP licence fee rate (Licence fee rate when production is increased from the licensed production volume) * 5: SKU (Stock Keeping Unit) The minimum unit of merchandise. A detailed categorisation of products, not in large categories or items, but in units that cannot be further classified, such as by size or colour * 6: For detailed terms and conditions, including sales commissions, please refer to the "Guidelines for displaying Off-licence authorised products at the Official Online Store of Expo 2025 (Summary version)". (The complete version will be issued later.) * 7: Negotiations with distributors are mandatory * 8: Although there will be no royalties to be paid to the Organiser, deliveries will be made at wholesale prices based on contracts with sales companies. Thus, the Official Participants' income may be lower than the case when sold directly at pavilions, etc.
II	Licensed products available for sale inside and outside the EXPO Site (Products sold under contract with MLO to be sold inside and outside the Site)	can be manufactured *2	<basic> 6 % +1% (CMF) <OR> 8 % +1% (CMF)	available for sale	8% or 10%	available for sale *7	No royalties * 8	available for sale *7	No royalties * 8	available for sale *7	No royalties * 8	available for sale	No royalties	
III	Licensed products that can only be sold within the EXPO Site (Products sold under contract with MLO to be sold only inside the Site)	can be manufactured *2	<basic> 8 % +1% (CMF) <OR> 10% +1% (CMF)	available for sale	8% or 10%	available for sale *7	No royalties * 8							
IV	Off-licence authorised products (Products that do not use the Association's IP, which the Association has authorised for sale within the Site.)	can be manufactured	No fee	available for sale	8% or 10%	cannot sell		available for sale *6 (up to 10SKU *5) ※from 13 Apr 2025	No royalties	cannot sell		available for sale	No royalties	

Guideline for reference : Licensing Programme of Expo 2025 Osaka, Kansai, Japan (Sale of Goods outside the Expo site) issued in June 2024

Guideline for reference : GL9-2-1 Guidelines for Commercial Activities by the Official Participants issued in Sep 2023

Guideline for reference : Guidelines for displaying Off-licence authorised products at the Official Online Store of Expo 2025 issued in June 2024