



**OUR MISSION: WELLNESS FOR PEOPLE AND THE PLANET**

**BEESSLINE SHOUT OUT ON DEFORESTATION**



**PROMOTING SUSTAINABLE GROWTH WITH ISO STANDARDS**

At Beesline, operations are always performed according to the most stringent International measures. Our desire to access international markets has led us since 2009, to acquire ISO 9001 certification (Quality management System), followed in 2019, by the ISO 22716 (Good Manufacturing Practices for cosmetic products). Because sustainability is one of our corporate strategic pillars, we launched last year the ISO 14001 standard implementation.

This certification offers significant economic benefits to organizations, such as operational efficiency, worldwide recognition, marketing advantages, enhanced competitiveness, as well as consumption reduction, resources savings and better waste management. Other ISO standards can also contribute in achieving global sustainability, these standards will be implemented during the 4 coming years.

-ISO 45001: Occupational health & safety management system, helps businesses create a better and safer work environment for their employees, reducing the number of work-related accidents.

-ISO 26000: Guidance on social responsibilities, shows a commitment to establish robust, stable supply chains and reduction of harmful environmental and social impacts.

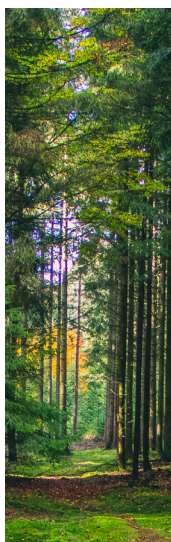
-ISO 20400: Sustainable procurement system, provides guidance to organizations on integrating sustainability within procurement.

Evaluating the final product quality & performance is not anymore enough. Industries nowadays have to meet the new consumer's expectations, for product's transparency and limited environmental impacts. This means more responsive and responsible business. Because economic, environmental and societal dimensions are all directly addressed through these ISO standards, it will help Beesline meet its commitment for the United Nations (SDGs) in the best possible way.

**Mireille Rached**  
QUALITY ASSURANCE DIRECTOR



**THE INFLUENCE OF FORESTS ON THE ENVIRONMENT**



Deforestation has had its toll on natural ecosystems, biodiversity, and the climate. Driven by humans' greed and self-appropriation of earth's resources, this practice continues today with little to no consideration to its consequences.

In Malaysia and Indonesia for example, complete forests are wiped out to make way for the production of palm oil. All over the world, activities such as farming, urbanization, and logging operations, which provide the world's wood and paper products, take place without any sense of responsibility for their repercussions.

But trees are essential and we need them for a variety of reasons, not least of which is that they absorb not only the carbon dioxide that we produce, but also the heat-trapping greenhouse gases that human activities emit. Along with other green plants, they produce oxygen and reduce pollution in the air and water. Forests play an important role in climate amelioration by reducing the intensity of solar radiation, modifying temperature, reducing evaporation from soils and increasing the amount of precipitation. In other terms, they are among the most effective air conditioners in existence. They also have the ability, through their roots, to strengthen the soil thus preventing floods caused by excessive rain. This water, thanks to forests, end up becoming a resource that can be used. Moreover, forests act as source of food and shelter for many animals.

To prevent environmental disasters, it is crucial to conserve forests and establish plantation on non-forested lands. Forests still cover about 30 percent of the planet, but they are disappearing at an alarming rate.

While the world is trying to fight climate change, protect the biodiversity, and support populations all over the planet trees can bring us a lot of answers. Yet deforestation continues, sacrificing the long-term benefits of forests for the sake of short-term gain.

**EMPOWERING WOMEN**

This year, Beesline renewed its statement of support for Women's Empowerment Principles (WEPs). Being a WEPs signatory since 2019, Beesline participates with the UN Global Compact, to promote a fundamental human right: Gender Equality. Great progress has been recorded in 2021 by Beesline through the "WEP Gender Gap Analysis Tool".

**Beesline International S.A.L.**  
Results completed on June 26, 2020

Your Score Is  
**65%**

**Achiever**

Well Done! Your company has developed and implemented several policies and practices across business functions of your organization. Your company recognizes that while formalizing policies is important, in order to create change you need to support those policies with practice, measurement, and reporting. The next steps are to address the remaining gaps in your implementation, fully integrate gender equality into your corporate sustainability strategy, and increase your transparency to your stakeholders, and you will become a true leader on gender equality!



**Beesline International S.A.L.**  
Results completed on September 16, 2021

Your Score Is  
**83%**

**Leader**

You mean business! Gender equality is not just recognized as a human right, but is valued as a driver of implementing responsible and sustainable business practices. Your company has taken steps to set policy, implement, measure, and report on your progress. Leaders have committed to accountability on all levels. Other companies will benefit from your experience, so we hope you will share your story! Keep up the good work and continue to maximize positive impacts for women and girls!



**OUR COMMITMENTS**





# GLOBAL HIGHLIGHTS

## EGYPT ACTIVITIES

Globe, our distributor in Egypt, hosted a meticulously planned three day cycle meeting in Cairo that included Beesline and all their partners from the world along with their +400 employees. In a few words, it was awe-inspiring.

"The future is here" was the theme of the professional meetings that focused on the future of flourishing businesses.

In the first meeting, Globe introduced themselves, their wonderful work culture, and extensive network. Unarguably, the outcome was lucrative as it led to a stronger bond between its parts.

The meetings were very captivating as each of the companies from different parts of the world introduced themselves, their history and their products.

On the last day, Beesline team attended the International Cosmetic Congress that was done in the Intercontinental hotel – City Stars. Numerous international brands took part of this congress and so did Beesline. With a massive sampling activity and diverse animations, the Beesline stand grabbed the attention of the majority of the visitors. Consequently, the brand was introduced to many new pharmacists and potential dermatologists that assures a positive impact on our growth in the Egyptian market. During the cultural visits, the Beesline team had a wonderful time delving through history and landmarks all the while encompassed by the most remarkable Egyptian humor.



## THE NEW ROLL-ONS TAKE OVER THE QATARI MARKET

Beesline never falls short when playing it BIG with launches. Doha Drugstore team, our partner in Qatar, performed a record breaking to-market speed while listing our new Whitening Roll On deodorants in all major points of sales in less than 2 weeks. In addition, our distributor was able to lock Beesline's participation in Beauty Weeks with 2 of the largest modern trade accounts in the region: Lulu Hypermarket and Carrefour. This was achieved through true collaboration, partnership, focus and hard work within our internal organization and within our external partner.

Hand in hand with the distributor, we were able to sell 3,750 units in 2 weeks; that sums up to 268 deodorants per day and 11 deodorants per hour! Branded floor stands were also produced and dispatched to our top pharmacy and modern trade doors.

## AMPLIFYING BEESLINE BRAND EQUITY IN CHINA

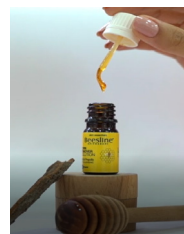
### GROWTH BY +1,300% IN ONLINE SALES

Beesline has been further expanding our growth and brand equity in one of the biggest beauty markets in the world: China! Because Asia is dear to our hearts our teams have been creating customized content, providing scientific validation testimonials in order to breakthrough with top KOLs in China who have been promoting the love of our brand who is true to its mission from bees to nature to you.

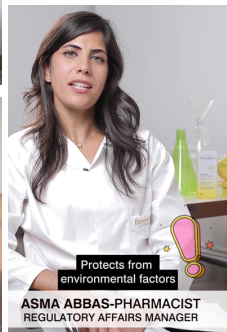
TOP BEAUTY KOL @LIJIAQI, CELEBRITIES, MOMS, LIFESTYLE KOL & OTHERS ARE ALL TALKING ABOUT BEESLINE KEY PRODUCTS IN CHINA



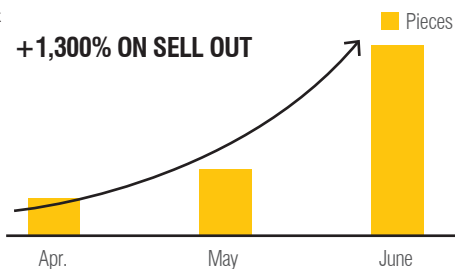
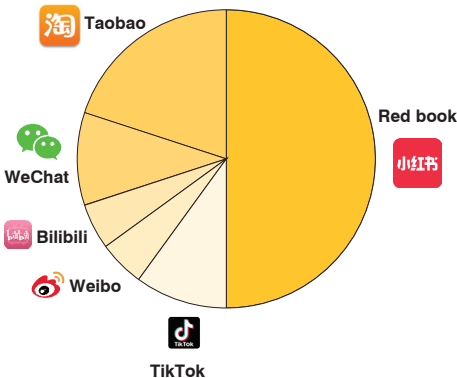
COMING SOON ACROSS CHINA 300 VIDEOS WITH KOLS



TIK TOK 300



BEESLINE HAS STRENGTHENED ITS AVAILABILITY & CONTENT ON ALL KEY PLATFORMS IN CHINA



## PEOPLE AT THE CORE

### MEET BEESLINE'S NEWEST TALENTS



**GEORGES ABOU BOUTROS**  
SENIOR SOURCING AND PROCUREMENT OFFICER

"I am a highly skilled, motivated and driven Procurement and sourcing agent with a great passion for all the supply chain field. I have more than 9 years of experience in the field of goods management and organization."



**YASMINA TABBARA**  
E-COMMERCE PROCESS SPECIALIST

Analytics is key in enabling informed and fast business decisions, and I am excited to be aiding Beesline in making the shift towards becoming a data-driven business. It will be challenging to start my professional journey in such a fast-growing company, but I am eager to learn and adapt."



**JIHAD HALLAB**  
E-COM RETENTION

"As an Ecommerce Retention, I strive to make an impact in further enhancing the customer service and experience on our platform by maintaining and extending the customer lifetime value. Driven by my passion for digital marketing and data, I am thrilled to be contributing to making retention strategies more data-driven."



**FADI OMEICH**  
KEY ACCOUNT MANAGER

"My journey started with Fattal where I was able to learn the FMCG fundamentals, after that I joined L'Oréal and became more specialized in products related to skin & beauty. My main role will be to emphasize of the existing partnership with our sole distributor in Lebanon and provide them with the needed help to achieve Beesline's objectives."



**MARIANNE DAOU**  
BRAND MANAGER

"My passion for skincare and beauty products started with my first job at L'Oréal and continued to my very last job with Bassam fattouh, before having two amazing children. After two years of undivided attention to my kids, I began to yearn to work again and began my journey as a mompreneur with a small startup at home pickly pickle. I have now joined Beesline which luckily enough allows me to combine both my passions together - drawn by the entrepreneurial spirit of the company, the continuous strive for big innovations and the warm family spirit. I look forward to driving success with this amazing team!"

