



**BEEKEEPING IS KEEPING MANKIND**

**THE RECIPE TO SUCCESS**

*"Imagine all the people, sharing all the world..."*  
– John Lennon

While this year is coming to an end, we all, are realizing how right was John Lennon in his words. Greed and possession, made the world's wealthiest economies, fail to keep planetary warming to 1.5°C. Because of that, the world is faced today with an emergency of unprecedented scale. Right after the COP26, UN rights experts urged the leading countries to convert climate "promises to action". Addressing multiple challenges such as fighting global warming, dealing with the COVID pandemic issues, regional political conflicts and the local economic situation, the Beesline team showed high preparedness and resilience. In spite of feeling exhausted, we exit this year on a high note, having scored success on more than one level. We feel the gratitude and recognition towards our people that stood together in order to overcome the challenges, turning obstacles into opportunities.

2021 was, without a doubt, a time for innovative thinking. At the level of product development, agile cells were created with the marketing team, to cater to the rapid evolution of consumer trends towards healthier and more eco-friendly solutions. While introducing remarkable innovations, both on the formula and packaging levels, we endeavored to innovate in waterless products and promote conscious skincare and sustainable consumerism, disrupting the beauty industry's traditional practices.

Delivering products with top-notch quality is essential to create loyalty amongst our global customers. That is why, renewing both ISO 22716 & 9001, without any non-conformity, was one of our successes this year. Moreover, a new science called cosmetovigilance was implemented and applied to our complaint monitoring system, in order to ensure even better, the consumer's safety.

Adding new talents to the Social Media team and using these platforms to empower our audience, we created a strong sense of belonging and inclusivity among our followers. Today's generations, Millennials and Gen Z, will feel that they are better earth citizens while using our products.

Focusing on e-commerce made sales increase, because more and more consumers shop from the comfort of their homes.

Hence, and despite all odds, Beesline achieved a double-digit growth at the end of this long year.

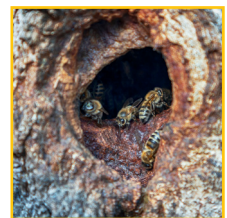
Understanding your customer's needs, remaining responsive, focusing on what matters, getting creative while adapting to changes, are all keys to continued success.

But most of all, at Beesline, each individual believes that together, they can make a difference, because the power of one feeds the power of all.

Dr. Maha Arayssi  
CO-Founder & CSO

**AN INTRO TO BEE-CENTERED BEEKEEPING**

According to Greenpeace International, honeybees perform about 80% of all pollination. But bees are under threat. The species' extinction rate has increased up to a thousand time due to human impact. (fao.org). Whilst there isn't one single cause to blame, there are four significant threats that stand out: pesticides, the varroa mite, climate change, and habitat loss. (Source: The Soil Association). For these reasons, almost 75% of all wild bee colonies may be lost very soon. That is why beekeeping is an essential practice that should be encouraged and even promoted, provided bees are not exploited and their health is not being 'sacrificed' by the harvest of honey or beeswax.



Conventional Beekeeping has been frowned upon by the vegan society, due to beekeepers' bad practices such as interference with bees' natural behavior, intrusive interventions, chemical treatments and harvesting most of the honey while feeding the bees a poor sugar substitute instead. In this specific context, honey and beeswax are typically classified to be non-vegan.\* (see definition of vegan).



With the growing of an eco-conscious society, today, a new approach to Beekeeping is developing, aiming to emphasize on the crucial role that bees are playing and their impact on the biosphere by ensuring the continued pollination of crops. Understanding, respecting, and supporting the essential biological needs of the bee in a holistic manner is fundamental to having healthy bees. We call this approach «Bee-centered beekeeping».

Bee-centered beekeeping is an ethical, non-cruel, completely natural way of looking after bees,



seeing them from their own point of view; an approach through an ecological lens, laying out a set of new rules and techniques, that consider honeybee colonies' natural behavior. It offers, for instance, adapted shelters to replace hollow trees and caves that has disappeared due to urbanization or intensive agricultural practices. In return, Bee-centered beekeepers harvest honey or beeswax but only when it exceeds the bees' needs.

For us at Beesline, Bee-centered beekeeping is the only conscious way to go. This is why we took the decision, as of 2020, to invest in a nationwide project, supporting independent beekeepers and enabling them to practice their work in an ethical way. This program aims to develop, support, educate and train beekeepers while providing them with all the necessary tools to perform their task. We are also working on spreading awareness about planting bee-friendly flowers, shrubs and trees, stop mowing 'weeds' that bees love, keep verges full of wildflowers, and encouraging farmers to leave prairies strips on their farmland. If we return to the basic biology of this wonderful creature and start to care for it in a manner that supports it for the long term, rather than exploits it in the short term, only then will we bring the bees back to the vibrancy they deserve and the world needs.

**Definition of Veganism**  
Veganism is a way of living which seeks to exclude, as far as is possible and practicable, all forms of exploitation of, and cruelty to, animals for food, clothing or any other purpose. (from *The Vegan Society*)

**Readings:**  
'Honeybee Ecology', 'The Wisdom of the Hive' and 'Honeybee Democracy' by Tom Seeley; | 'The Buzz about Bees' by Jürgen Tautz and 'The Biology of the Honeybee' and 'Bee Time' by Mark Winston.

References: <https://www.naturalbeekeepingtrust.org/the-science> | [https://www.gatherby.org/bee\\_centric\\_beekeeping](https://www.gatherby.org/bee_centric_beekeeping)

**OUR COMMITMENTS**



# THE PERSPECTIVE BEHIND APICENTRIC PRACTICE

'The future of bees is not in one beekeeper with 60,000 hives, but with 60,000 people keeping one hive each...' Simon Buxton, beekeeper and author.

## Bee-Centred vs Conventional Beekeeping differences between both approaches

PRACTICE & MANAGEMENT	CONVENTIONAL (UNSUSTAINABLE)	BEE-CENTERED
<b>HARVESTING</b>	Conventional beekeepers consider the beehive as 'insects in a box'. Conventional beekeepers are encouraged to harvest the maximum amount of honey.	By contrast, natural beekeepers see the whole colony as being physiologically equivalent to a mammal - warm blooded - the need for heat retention becomes immediately apparent and using insulation techniques appears necessary. Bee-Centered Beekeepers are not honey-driven, the bee is seen as a pollinator first and provider of honey second.
<b>THE USE OF CHEMICALS</b>	Conventional beekeeping is always chemically supported. Beekeepers attempt to prevent and control the level of varroa in their bee colonies by administering various chemical treatments, even when bees are mite free. Conventional beekeeping generally frowns upon the use by the bees of propolis on the basis that it gums up the hive and makes it difficult, or at least inconvenient, to take the hive apart. Propolis plays an important role in protecting the hive from mites, molds, bacteria and viruses.	Treatment-free, style of beekeeping is firmly based on the biology of the honeybee. Understanding, respecting, and supporting the essential biological needs of the bee in a holistic manner, helps honey bees remain healthy and vigorous.
<b>NATURAL VS COMMERCIAL COMBS</b>	Commercial beekeeping uses machine made boxes that are square and contain 'frames'. Same size cells allows easy retrieval of content. This prevents the bees from raising drones (need larger cells) that do not gather honey. Drone culling is when you remove drone brood to increase the quantity of workers.	Hollow trees have been the predominant bee shelter, with perhaps caves coming second in some localities. Beecentered beekeepers, provide hollow trees, or boxes, 3 meters from the grounds in which the bees can form their home. No use of foundation, bees are allowed to build comb of their own choosing. Different sized cells for storage. Vertical in orientation and generally have thick walls, giving a high level of thermal insulation. the raising of worker bees and the raising of drone bees 15% of total is possible.
<b>MINIMAL INTERVENTION</b>	Conventional beekeepers fix the problem through frequent and intrusive hive opening. As a result, the internal conditions of the hive -such as heat, humidity, carbon dioxide and hormone balances- are all greatly disturbed or entirely lost. Constant disruption brings stress to the colony. Some bacteria is known to manifest when a colony is stressed.	Beecentered beekeepers are wary of frequent hive openings. They open hives only on those occasions when an external examination suggests that it is likely to be beneficial to the bees - a rare occurrence. Some natural beekeepers leave their hives completely alone and never look at them, this practice is better termed bee conservation rather than bee keeping.
<b>BEES REPLENISHMENT</b>	Importing bees from afar to replenish losses still persists, with the belief that imported bees are 'better'. Shipping bees each year across huge distances from locations that have a completely different climate makes no sense. When bees are shipped around the world, pests and diseases travel with them.	It is far better to stick to locally bred bees that are adapted to their local conditions. Bee-centered beekeepers aim to have bees that are well adapted to their local environment with a high proportion of native bee in their genes.
<b>FORAGING: MONOCULTURE VS NATURAL HABITAT</b>	A bad practice is when in California - where bees are shipped in to pollinate the almonds. Because these bees' only diet is Almond pollen and nectar, their immune systems are weakened (as yours would be if you only ate one type of food all day everyday) and they become susceptible to diseases.	Small scale beekeepers will let their bees forage on wildflowers in the natural habitat.
<b>FEEDING: SUGAR WATER VS HONEY AND POLLEN</b>	Sugar water is seen as equivalent to honey. It is used as a substitute winter feed. Also, conventional beekeepers who seek large harvests of honey, stimulate their bees early in the spring by feeding sugar syrup. The result is stressed bees and a high varroa load.	Bee-centered beekeeper carefully assesses the amount of honey present in a colony and only harvests that which is genuinely surplus, leaving the bees plenty of honey to survive the winter. Honey contains many dozens of micro-nutrients that are not present in sugar water. It also has a higher acidity.
<b>REPRODUCTION: SWARMING AND RE-QUEENING</b>	Conventional beekeeping teaches that swarming is a nothing short of a nuisance and is to be 'controlled', or even eliminated. Clipping a queen's wings so they cannot leave is an essential part of swarm control.	By contrast, the natural beekeeper will look out for swarms. bee-centered beekeeper can 'take' the swarm and 'run' it into a new hive. This involves collecting the swarm and placing it on a board at the entrance of a new hive.

\*Swarming:

As the queen in the queen cell starts to mature, the 'old' queen leaves the hive with a portion of the bees. This is the swarm. Tens of thousands of bees rush from the hive in a matter of seconds and form a huge sphere in the sky. After a while, the queen alights upon a branch or similar object and the bees cluster around her. From this temporary resting place scout bees fly out to seek a new place of shelter - a new home. They report their findings to the clustered bees. A swarm establishment is like a newborn baby.

## PEOPLE AT THE CORE

### BEESSLINE'S FIRST HACKATHON



Beesline has launched its first Hackathon under the leadership of the Marketing Function to come up with a process which allows the company to ensure the execution of a sustainable sampling strategy with great success. In today's competitive market sampling is one of the essential funnels through which we can enhance the consumer perception of our brand and generate trials, as well as collect reviews in order to listen to our

consumer. However, generating impactful and high-quality samples' selection, distribution and traceability is a huge challenge. In this Hackathon, two Beesliner teams competed in order to pitch their business solution for the best sampling strategy. With sustainable innovation at heart, the teams proposed solutions for reducing the use of harmful packages, integrating 1 packaging solutions that are recyclable, also proposed the reduction of the size of our samples, and were able to design ideas that can be sustainable and productive at the same time. Both teams were then taken out to a resort for a couple of days of relaxation and teambuilding. We look forward to adopt these operations in 2022 and be able to give back to earth through sustainable sampling processes.

### SECRET SANTA

As the holidays got close, fun began at Beesline. The team members picked random names and went shopping. From Monday the 11th to Thursday the 21st of December, Santas secretly delivered one symbolic gift/day to the person their chance led them to. On the 22nd of December, a party took place with Christmas carols, Santa Claus in white and red, and the distribution of the real gifts.



## MEET BEESSLINE'S NEWEST TALENTS



### ISRAA HOSS FORMULATOR

"As a passionate scientist, I am excited to join the Beesline family in bringing wellness for people and the planet. I am motivated to work with my Research & Innovation team to develop innovative and sustainable cosmetic products that meet the consumers' new demands with high quality."



### MARIE-NOUR HAYEK ACCOUNTANT

"I am very thrilled to be a part of Beesline. It is a great chance for me to be able to work with all of you. I am very grateful for Beesline's confidence and trust in me. And I can assure you that I will try my very best to satisfy you all the time through my hard work and skills."



### CHRISTINA KARAM GRAPHIC DESIGNER

"So excited to become a part of the bee-family. Beesline gave me the opportunity to unleash my creativity & knew exactly how to match our work with the little "crazy" I have in me. Can't wait for the next step CTRL+S for this new chapter."

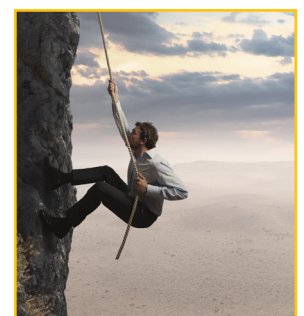


### ANDREA GHANEM FORMULATOR

"During my master's studies in Cosmetics, Perfume and Dye Technology, I developed a particular interest in the formulation of natural and sustainable cosmetics. I'm proud to be part of Beesline's Research & Innovation team as a formulator working on innovative solutions to develop green and clean products."

## GROW PROGRAM

Beesline has created an advanced Talent Management Program. It covers the individual's Performance and how he/she is living out the Essentials - Mission, Vision, Values, Behaviors, and Competencies. That program translated into GROW. It's a platform that includes the individual's Talent Profile, Track Record, Talent Map, Career Path, Development Plan, Training Matrix, and the relevant Compensation & Benefits. It's being implemented and adding real value to how Beesline treats its people as partners at the core.



# GLOBAL HIGHLIGHTS



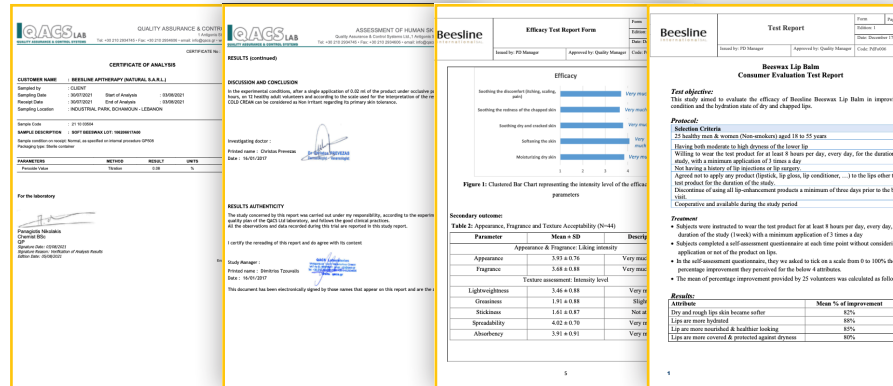
## HOW WE ARE SUCCEEDING IN ASIA, CHINA

### 1- SERVICE EXCELLENCE AT THE HEART OF OUR GROWTH

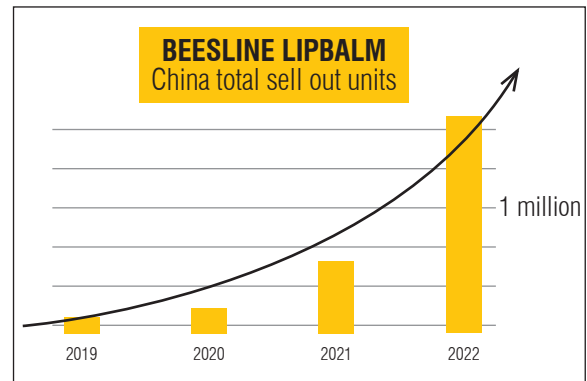
• Growth by 1000%+ over the past 2 years in sell out.  
 Asia Pacific is the biggest geographic zone in the beauty industry, and Beesline has never been so passionate about a new geography as we are to serve the consumers in Asia. Particularly Beesline has been further expanding its growth and brand equity in 69 Billion USD beauty market: China.

### 2- TONS OF SCIENTIFIC REPORTS PROVIDED BY OUR CPSS\* TEAM

• Example of tests provided through 3<sup>rd</sup> party ISO certified european laboratories



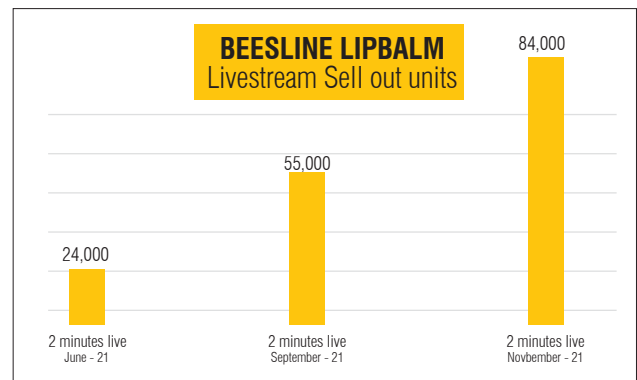
QACS: Certificate of analysis      QACS: Cold cream Patch test      Cold cream Efficacy Test Report      Lip Balm test report      \* Cosmetic Product Safety Standards



The beauty scene in China is highly led by the online platforms where online beauty constitutes up to %50 of the beauty market. In a large market as China never has a company needed more Advocacy and consideration to back up its product & make sure to build the relevant credibility in consumers minds.

This is why at Beesline we have been strengthening our marketing strategy with Scientific innovation at heart, providing relevant scientific test reports, efficacy reports, etc.. Provided by 3<sup>rd</sup> party iso certified European laboratories.

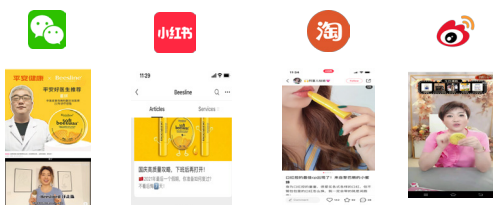
### 3- AMPLIFYING OUR ADVOCACY THROUGH OUR COLLABORATION WITH CELEBRITIES KOL (WEI YA & LIJIAQI)



Furthermore, in order to amplify our advocacy we were able through our local distribution partner (King Young) to collaborate with the most famous KOL in China, @Lijiaqi & @Wei Ya; consequently this has helped us showcase our famous fragrance free lip balm to millions of consumers, reaching breaking records such as 50,000 units of fragrance-free lip balm in 2 minutes on Weiya's live during September 2021, or another record breaking 84,000 units in only 2 minutes on Austin Li's live during November 2021.

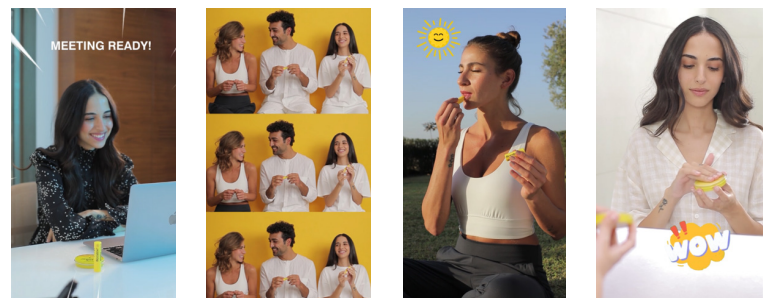
### 4- AGILE STRATEGIC MARKETING

CUSTOMIZED A+ CONTENT



300 VIDEOS FOR CHINA TIKTOK

TIK TOK 300



In addition, a fundamental marketing pillar for our success was our ability to cater for each social platform the right way, providing as much as 300 videos for one single animation as an example on tik tok (the famous tik tok 300 videos) including lifestyle videos, educational videos, tutorials, & scientific testimonials. Today the brand is available on key platforms such as @Taobao, @Tmall & JD; while we are catering for social platforms such as @wechat, @Douyin (China's tiktok), @LittleRedBook @weibo, @Bilibili, & more.

# INTERESTED IN DISTRIBUTING BEESLINE?

## WHY PARTNER WITH BEESLINE ? INNOVATION AT HEART



+180 Customer centric innovations in the making

1000+ Commercialized proprietary formulas



### SCAN ME

To receive our exclusive free samples tool kit

## LEADING IN SUSTAINABILITY



Scan me for our SDG on the UN Global Impact



Online & offline go to market support



Regulatory & registration support



Customized scientific & technical education program

JOINT BUSINESS PLANNING APPROACH

# A JOURNEY FULL OF SUCCESS

## QATAR ACTIVATION

Our Roll On launch in Qatar took center stage as our distribution and partner, DDS managed to achieve a full market takeover in only 2 weeks time! Taking over Monoprix windows and hallways, carrefour promotional areas, and Lulu hypermarkets wall units. During the first 3 months of launch, New Roll-ons contributed to 15% of the IMS in value and total Roll-Ons contributed 45%. During that same period, Roll-Ons showed a growth of 30%+ vs 2020.



## NEW ROLL ON CAMPAIGN

For the first time ever, Beesline collaborated with Saatchi & Saatchi, one of the biggest creative agencies in the region, to come up with the New Whiting Roll On Campaign. The content and creatives received amazing feedback from both consumers and distributors. Some new platforms were targeted and included in the media plan: Snapchat and Tiktok. Video was also tapped into through Youtube. Additional information will be shared once campaign data is received.



## EGYPTIAN WOMEN'S DERMATOLOGIC SOCIETY

The Egyptian Women's Dermatologic Society (EWDS) offers cultural, social, scientific and educational services through seminars, training courses in different aspects of dermatology and annual international conferences.

Dermatologists, physicians and beauty enthusiasts attend this congress in specific to learn more about the latest trends and to be introduced to international beauty and skin care products.

Beesline was one of the top sponsors for the EWDC and was present in the congress with a big booth that grabbed more than 1000 attendees. A massive sampling activity and educational 1 on 1 sessions took place to introduce new Beesline product lines.

On top of that, Beesline honored the international speakers and the CEO of the conference, Doctor May El Samahy who is one of the top dermatologist in Egypt and was a big contributor to leading the success of the brand in Egypt.



## CHRISTMAS ACTIVATION

This year, to live the holiday's spirit and spread positivity in our Points of sale, we planned an activation on Christmas for Beesline tackling different product categories, To grab the attention of the shoppers, and to add a festive touch to our usual displays, we installed eye catching Beesline branded Christmas trees and podiums where we displayed our newly formulated Christmas bundles. Their Jolly and colorful packaging was a sure way to add festivity to a gift offered or when placed under the tree. We also sent our advent calendars to top influencers which ensured a daily exposure for Beesline for two weeks. This, along with our offline presence through the Christmas trees and bundles, guaranteed a presence for Beesline the brand in the Modern trade channel and in our top pharmacies.

## YELLOW WEEK IN NUMBERS

Yellow week represents the biggest e-commerce sale throughout the whole year. The week featured big promotions, up to 50% on items, big prizes, a trip to Paris & SPA getaways, and most importantly very wide smiles. It comes in the same promotional season of black Friday & cyber Monday sale; however, we decided to go with the color yellow representing our brand's color as well as to stand out and reflect a positive & dynamic message to our customers. As the data shows we broke the records in sales and have won the hearts of thousands of customers.

