



**LIVE IN YOUR OWN SKIN PROUDLY!
BE CONFIDENT! LOVE YOUR BODY!**



LEADERSHIP AT THE TIMES OF UNCERTAINTY

The COVID-19 crisis has definitely put us in unprecedented situations, and led to the rise of many questions: How can we deal with such an unexpected event on the top of our daily challenges? What can we do to stay focused and move forward with our business agenda? How can we keep our teams motivated? And finally, how can we learn from this experience and what are the key takeaways?

The current health emergency is taking a toll on managers' psyches, an expert says. "As a manager, you aren't sure what you're supposed to do and how you are supposed to do it."

It is only the level of our leadership that is capable to get us out of this situation. It is how we perceive stress and how well we are able to adapt, that defines how fast we will be set again on the right track. In times like these we have to force ourselves to think positively by acknowledging that these difficult circumstances are temporary yet, expecting to face similar or bigger challenges in the future. In times like these we, as leaders, have to go back to our values and strengthen them, to go back to the resilience, to our ability to find our main purpose, reframe our thoughts and move forward; to remove the layers of concerns until we reach the true passion we have always had; to try to see this event as an opportunity, an innovative challenge rather than seeing it through the lens of frustration and fear.

It is only our level of leadership that will define whether we want to be the "Warriors" or the "Worriers" in this period of great uncertainty.

Farah Missy
Plant Manager

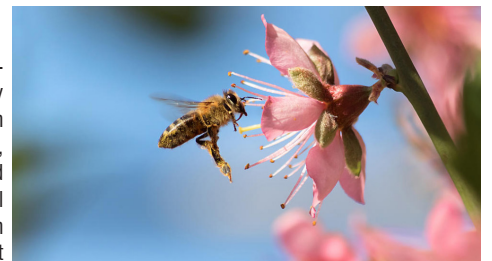


BODY POSITIVITY SUMMER CAMPAIGN BOPO A TREND FOR LIFE

Generally speaking, there is something about summer season that makes us all happy and serene. And to us, summer is more than just a season, a place, or a time: it's when we are free to be more, do more, feel more, every single day. So why worry about unrealistic body expectations, when we could just enjoy the sun and the sensation of being alive, real and free? Because despite our stretchmarks, prosthetic limbs, vitiligo patches, our bodies are summer bodies that deserve to be glorified with a tan. But not just any tan... At this point, it is not only about us, about the bees, about summer, about nature. It's about the instant sensation of freedom you feel once the smell of coconut hits your senses while applying our body oil. It's about the golden shimmer you get as soon as our summer honey gets in touch with your skin. It's about this diva-like tan you acquire thanks to our products, and yes, they do blend in perfectly with all your imperfections, turning every single person into a unique summer honey.

LOOKING ON THE BRIGHT SIDE

While the COVID-19 lockdown might have been a setback for humans, the earth and its other inhabitants surely benefited these past few months. In fact, the decrease in human activity has helped reverse certain phenomena, allowing the bees to flourish. 1. With fewer fumes and pollution particles from automobiles, bees can easily smell floral plants that need pollination. 2. With fewer cars on the roads, less bees are killed by vehicles on roads as it happens all the time. Let's not forget that these little yet mighty creatures contribute to the world's GDP with 150\$ bn per year (according to the University of Reading). After all, this crisis does not sound so bad. <https://thebeet.com/the-worlds-bee-population-is-recovering-during-covid-19-lockdown/>



ANTIMICROBIAL HAND SANITIZING SPRAY

PRODUCT OF THE YEAR

In view of the high demand of its distributors and in response to the novel coronavirus outbreak, Beesline brand has developed a line of hand sanitizers in gel or spray form. Designed to protect and comfort the skin, they offer protection from viruses and bacteria, while keeping hands moisturised.

Following the latest trend of simple and natural scents, the selected fragrances give the user a hint of fun and freshness. Available in Lavender-Neroli, Cucumber, Rose-Coconut and Fragrance free.

PEOPLE AT THE CORE

At Beesline, we believe that it is the people that make the company, and not the other way around. As such, we have chosen one of our 2020 pillars to be People at the Core. When we, as well as the world, were faced with the pandemic, we evidently stuck to our convictions and found solutions that benefited both employees as well as the organization during challenging times. Our motto has been: Together, for a safe and healthy work environment. **Toufic Eid** HR Director

OUR COMMITMENTS



95% to 100%
NATURAL



SUSTAINABLY
SOURCED



CRUELTY
FREE



FRESHLY
MADE



HYPO-
ALLERGENIC

DIGITAL CONTINUES TO RISE

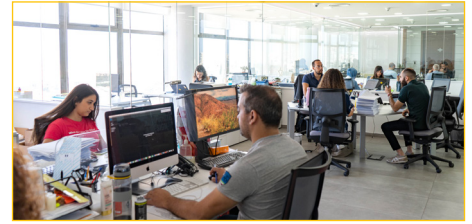
Due to COVID-19 lockdown, consumers across the globe increased their online engagement and spending. Beauty-industry players took this opportunity and prioritized digital channels, especially direct-to-consumer e-commerce, such as shoppable social-media platforms to capture and convert the attention of existing and new customers.

For those of you who don't know, Beesline operates a D2C channel, its eCommerce platform: shopbeesline.com. Since the corona outbreak, the world witnessed a pickup in the e-Commerce channel and Beesline capitalized on the opportunity to:

- 1- Advertise safe deliveries
- 2- Engage with customers locked at home through the hashtag #togetherathome,
- 3- Push bundles aimed at self-care. We confirm that 4 months in shopbeesline.com's monthly sales have grown by 500% compared to its highest month in 2019. A growth lead by Kuwait, Qatar and Lebanon where Beesline's ecommerce operation is most established. Beesline is currently scaling its operation in KSA, it is also launching in UAE and Egypt this month. More markets will be rolled-out soon.

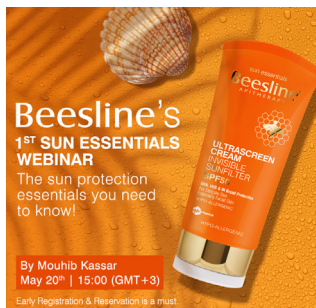
LAUNCH OF BEESLINE CUSTOMER SERVICE CALL CENTER IN EGYPT

Beesline's distributor in Egypt, PHARMACRUISE, celebrated last week the opening of the first Beesline call center in the country. A perfectionist by nature, the owner and CEO of the company Dr. Wael Hafez, carefully brought together a dedicated team. The 20 employees underwent rigorous trainings, rehearsals and a total immersion in the brand identity, to truly grasp the brand's mission and values. With a focus on customer experience quality, their role is the quick handling of customer guidance, and consultation and the follow-up of online sales inquiries. Beesline is eager to see the result of this new engaging approach in the Egyptian market.



The e-commerce teams

BEESLINE WEBINARS

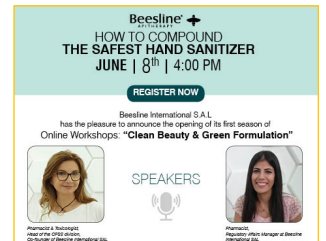


BEESLINE SUN ESSENTIALS WEBINAR

Beesline has launched its 1st Sun Essentials Webinar catered to all of its partners across the globe. The purpose of this webinar was to create a platform where all partners can come together learn the latest summer trends, facts and identify how to differentiate Beesline among its competition. The first Webinar was a success were 83 team members from our UAE, KSA, Jordan, Lebanon, & Kuwait partners were live with us, actively engaging in questions and participating during all the session. Beesline will surely have more Webinars catered at the end of each month to help better endorse our partners product knowledge, selling skills and passion to the brand. The world is constantly changing, and so is our way of doing business, thus we will have more future webinars catered to our partners, customers and clients to help serve them better. **Mouhib Kassar** Marketing Training Manager.

PHARMACISTS WORKSHOPS TURNED TO WEBINARS, DURING COVID-19 OUTBREAK

At Beesline, we strongly believe that working together to build an economic and social ecosystem can help us all thrive. On that note, we have decided this year to host a series of workshops especially catered for our local pharmacists and focused around Green Formulation. By choosing hand sanitizers as the topic of our first workshop, we were able to provide pharmacists with a concrete solution to the shortening of this product at this point in time, while encouraging them to create their own sustainable brand. The online workshop was comprehensive, covering different aspects: regulations, active ingredients, efficiencies, formulation and compounding processes. After this first experience and the positive feedback received, we are ever more convinced that by empowering our local community, we can build a better world.



BEESLINE SOCIAL MEDIA ACTIVITIES IN CHINA

In the International Journal of Market Research, M. Nick Hajili wrote: "Trust, encouraged by social media, significantly affects intention to buy. Therefore, trust has a significant role in ecommerce by directly influencing intention to buy and indirectly influencing perceived usefulness." That was the marketing tactics followed by our on-line distributor in China. After a 5-plus minutes video's of step-by-step instructions, presented by a Star influencer, sharing beauty tips using Beesline soft Beeswax, the distributing company witnessed a sudden burst of on-line orders and sold 4000 pieces in few hours.

IMPRESSING BEESLINE'S CUSTOMERS

We wish to share with you a customer feedback received this past week via email. This person was both a first time Beesline and shopbeesline.com customer. Marwa assisted this person in her first Beesline purchase and provided exemplary support. It is clear that she impressed this customer, A LOYAL BEESLINE CUSTOMER WAS RECRUITED THAT DAY - before even trying our products. Impressing Customers is part of our strategic pillars and its impact and repercussions are often so direct.

-----Original Message-----
 From: Nazha Sharara <nazhasharara945@gmail.com>
 Sent: Wednesday, June 17, 2020 1:10 PM
 To: Beesline Customer Support team <Ecommerce@Beesline.com>
 Subject: Appreciation letter
 Hello, As a first time customer at Beesline, I want to thank you for the exceptional service I received when ordering and for the speedy handling of my order. I want to compliment one of your employees, Marwa,

Ecommerce customer care, she was so cooperative and went to great lengths to help me with placing my order, she even recommended some products and helped me out in picking just what I need. I have never experienced this when shopping online since they usually don't reply or help customers out, while at Beesline I received quality products and service, along with your employee's extended help is a prime example of an outstanding service, along with fast delivery that astonished me, I placed my order yesterday and got it this morning! I highly appreciate the

effort of the whole team trying to maintain that supreme level of customer experience especially employees, that directly interact with customers, help in spreading the word of good service and customer satisfaction to be accompanied by the name of "Beesline". The reason why I emailed you is to stress out all of the previously stated since you shed light on the small details that matter most to a customer. I am really pleased by your great communication with customers, such customer service has won us over. Your customer, Nazha Sharara

