

Skincare First!

As a strategic shift in our direction, Beesline is thrilled to announce our exclusive focus on skincare, particularly face care, for the next five years. This decision is driven by our deep expertise in skincare, and the vast market potential in this segment. The global face care market is projected to reach a value of USD 125.69 billion by 2027, far exceeding the global market size of deodorants (our largest category) which is anticipated to reach USD 29.54 billion for the same period. Currently, face care accounts for approximately 15% of Beesline's sales, but we aim to increase this proportion to 37% within the next three years.

Our legacy of innovation in skincare has been instrumental in our success. Over the past 30 years, we have introduced groundbreaking products that have established our leadership in brightening deodorants, brightening intimate zone routines, lip balms, and sun care. Now, we are expanding our expertise to encompass the entire skincare category, recognizing its critical importance for any beauty brand.

The Skincare First strategy was launched with the recent introduction of the Instant Bright range, which reflects our commitment to providing effective and innovative skincare solutions. We are excited to share updates on our beegan initiatives, Cosmoprof success, and recent market expansions in this newsletter. We hope you enjoy reading this edition.



Hassan Rifai
MARKETING DIRECTOR

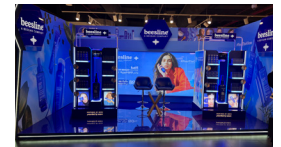
Instant Bright: A New Face Care Range Making Waves in Levant and GCC

We are thrilled to announce the launch of our latest skincare range: Instant Bright. While the skin-brightening industry often turns to harsh ingredients, we took a clean beauty approach, combining natural ingredients with innovative biotechnology. Our gentle yet highly effective formulas harness the benefits of ingredients like vitamin C, niacinamide, AHA, and hyaluronic acid, offering a 6-step routine that targets dark spots and dullness for a more luminous complexion from the first application.

For our first-ever range fully focused on face care, we chose to redefine radiance: it is about letting your inner light shine through and finding strength through unity. We teamed up with director Elie Fahed to shoot a campaign with a diverse cast of 7 influential women from the region. Let's take a closer look at some of the major achievements of Instant Bright.

Qatar: Impressive Visibility Implementation

In Qatar, Instant Bright has gained impressive visibility, particularly in modern trade accounts. Our displays captivated consumers and contributed to the range's growing popularity. Visibility implementation took place in all big accounts with podium and windows displays in top 10 doors. Instant Bright currently accounts for 16% of total revenues in Qatar, driving substantial portfolio growth.



KSA: Grand Launch Events with Industry Experts

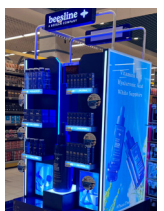
In Saudi Arabia, Instant Bright made a grand entrance with two launch events, in Jeddah and Riyadh, that both saw an impressive turnout of 100+ pharmacists and influencers. Skincare expert Dr. Sameer Zimmo gave a presentation around the theme of hyperpigmentation, following which the Beesline team showcased the innovative Instant Bright range, leaving a lasting impression on all attendees.

UAE: Rapid Listing, Distribution, and Implementation

Instant Bright products were swiftly listed and distributed in the UAE. Through comprehensive training, beauty advisors effectively communicated the unique features, benefits, and application techniques of Instant Bright, driving awareness, trust, and recognition, despite fierce competition. The team was able to list and distribute the range fast - 562 doors in 9 months which represent 85% of total universe.

Kuwait: Glamorous Events with Bassam Fattouh and Pharmacists

The launch event in Kuwait, featuring renowned makeup artist Bassam Fattouh, left the 60+ attendees captivated by the power of Instant Bright. In addition, a scientific event was held for pharmacists, with renowned dermatologist Dr. Roy Moutran who tackled the topic of hyperpigmentation, reinforcing the brand's credibility among healthcare professionals. Instant Bright campaign video was also displayed in cinemas - 10 screens in Kuwait's top 2 malls / 42 shows per day = 168,000 views growth.



Lebanon: Illuminating Success

In Lebanon, the PR launch event, held during Women's Month, celebrated women under the theme "Pass the Glow". Our market strategy focused on extensive distribution in premium channels: pharmacies and perfumeries. The range is now available in 80% of key accounts and has already contributed 6% of overall revenues in this first year. This contribution is expected to increase by 60% in 2024. In addition, Instant Bright has achieved an astounding 60% market share in the brightening category on a leading beauty e-commerce platform.

Iraq: Memorable Launch and Captivating Face

Our launch event in Iraq was attended by over 100 influencers, key customers, and retailers. Prominent TV presenter Enass Taleb, esteemed dermatologist Dr. Adel El Obeidi, and renowned makeup artist Koki joined us, creating an unforgettable experience.

Egypt: Empowering Sales Excellence

In Egypt, the launch event focused on comprehensive training for the sales force. The Beesline team presented the marketing plan and launch strategy to support sales efforts and ensure effective visibility. The evening session also featured a dermatologist discussing hyperpigmentation, unveiling the Instant Bright film. The Instant Bright range has already made an impactful contribution, constituting 21% of overall revenues.

Jordan: A Glamorous Launch

The launch event in Jordan welcomed famous influencers, beauty advisors, and dermatologists. The event featured a session with Dr. Haitham Jaradat, a dermatologist, on hyperpigmentation. Jordanian macro influencer Bana El Ayyan, the face of Instant Bright in Jordan, also shared her insights and experiences with the campaign and the product.

Social Media Campaign Results

In parallel, our social media campaign has allowed us to amplify our reach and engagement. Leveraging the power of TikTok, we achieved 48.8 million impressions, captivated 44.8 million video views, and reached 6.6 million unique customers. On Meta platforms (Instagram and Facebook), our campaign achieved 92.4 million impressions and 30 million video views, while reaching 9 million unique customers. These impressive results highlight our resonance in the digital landscape, as we continue to shine a light on the diverse beauty empowered by Instant Bright.



OUR COMMITMENTS



Cosmoprof Worldwide Bologna 2023: Creating a Full Retail Experience

Another exhilarating participation at Cosmoprof Italy Bologna! From March 16th till 18th, the Beesline team headed to Bologna, to take part in the 2023 edition of Europe's top B2B exhibition for the cosmetic industry.

Last year's success:

In Cosmoprof 2022, Beesline's all-yellow stand was a real highlight, and we could not have been happier with the overwhelming response. We were thrilled to introduce our sustainable innovations and we proudly won the Cosmoprof Award 2022 for # 1 innovation in the "Natural & Organic" category for our Forever range, among 600 international participants.

This year's goal: retail excellence at its best!

Our booth, positioned at a prime location in Hall 3, captured again visitors' attention. Our yellow setup was upgraded to provide a real store-like experience, covering an area of 80m2, with three branded gondolas, a 4-meter full wall unit, and a play area for product discovery. Premium-looking, with educational information and inspiring messages, these displays showcased Beesline's level of commitment to excellence in both innovation and storytelling.

Combining highly potent apitherapy ingredients, zero-waste packaging, and breakthrough waterless formulations, as well as refillability; our 3 disruptive ranges left visitors in awe, ticking all the boxes: safety and efficacy, sustainability, aesthetics, and user-friendliness.

Generation Beegan—putting bees at the center of our sustainability story:

Moreover, this year, we reiterated our commitment to safeguarding the bee population and presented our new initiatives: Guardians of the Wild, our wild bee awareness and seed distribution program—Young Guardians, our wild bee awareness program for children in schools—and Lebanon's Red List of Bees, a 3-year wild bee monitoring program in partnership with local NGO Lebanon Reforestation Initiative and wild bee expert Dr. Mira Boustani.



The Turnout:

The excitement and energy around Beesline's booth were evident. Over 1,000 international visitors stopped by to learn about our products and our story. The Beesline team was present throughout the exhibition to meet visitors, introduce the beegan brand, discuss business opportunities, and answer questions.

Our participation in Cosmoprof 2023 was a major success, generating over 350 leads including top retailers from around the world, with whom we opened promising dialogues that are still ongoing. We look forward to our future partnerships.

Expanding Horizons: Beesline Has Landed in Europe!

We are thrilled to share exciting news about our recent expansion: Beesline has made it to Europe! This step marks a significant milestone in our journey, and we are proud to spread our beegan purpose to new regions around the globe.

Cyprus Welcomes Beesline

Our Europe launch began with a successful entry into Cyprus. We are now available in Beauty Line, the country's top luxury beauty chain, through 10 store locations. Our presence also extends to 50 pharmacies, allowing a larger audience to experience the goodness of Beesline. We extend our heartfelt thanks to our esteemed partner, LTK Portfolio Ltd. Together, we are forging a strong presence in Cyprus and making a positive impact on the skincare and beauty landscape.



Conquering Scandinavia: Norway and Sweden

We proudly set foot in the Scandinavian market, and our products are now in over 450 retail and pharmacy locations. In Norway, Beesline products can be found at one of the country's top health stores, Sunkost (40 doors) and at concept store Cubus (170 doors). In Sweden, we are present in high-end beauty chain Ahlens (48 doors) and Apotera, as well as in over 200 pharmacy drugstore chains.

Our presence expands to the beauty website Lyko. A special thanks goes to our trusted partner, Mentellow, whose exceptional service and support have played a pivotal role in our successful launch. We are grateful for the team's dedication as we continue to grow our brand and share our passion for natural skincare and beauty.

As we continue to spread our wings across Europe, we remain deeply committed to providing products that are good for the skin, the people, and the planet.

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