



## OPERATING WITH SOCIAL RESPONSIBILITY

Beesline is an active member of its community and striving to become more so in both the region our factories and headquarters are in, and the countries where our products are sold. Social responsibility is highly valued at Beesline and as such we practice the following as part of our contribution to the community:

- + The safety and hygiene of our team members and the neighbourhood are subject to constant training and follow-up by us.
  - + Beesline has a strict policy on workplace equality; we do not allow any discrimination based on gender, religion, or race.
  - + The HR department runs a 'Learning and Development Centre' that organises training; coordinates clubs such as the Leadership Club; and operates a print, audio-visual, and digital library for employees.
  - + We coordinate all our recruitment needs with the community's municipalities and mayors, providing job opportunities to the men and women of Bchamoun and neighbouring towns, and helping to reduce traffic on roads leading to the area.
  - + We perform in-house recycling; educate consumers on environmental issues; are planning large scale sustainability initiatives using environmentally friendly manufacturing and packaging material; planting trees; and working with local schools concerning environmental education.
- Just as we constantly improve our products and services, we too aim to improve our social responsibility practices.

**Toufic Eid**  
HR Director



## NEW STATE OF THE ART FACTORY UP AND RUNNING

Situated on the ground floor of Beesline's headquarter offices in Bchamoun, Lebanon, is the newly constructed Beesline factory, purpose-built according to Cosmetic GMP (ISO 22716) standards. The new plant includes a 4600m<sup>2</sup> factory, 5000m<sup>2</sup> warehouses and 780m<sup>2</sup> offices and laboratories. It is fully equipped with advanced machinery to manufacture 3x the current demand in terms of mixing processes, with 7 independent filling and packing lines for; Roll-On Deodorants, Lip Care, Express, Shampoos, Creams, Soaps, and Kits. Lean manufacturing practices are adopted by implementing 5S Visual Management and Total Productive Maintenance. A dedicated production team is fully aligned with the quality concept, and implements a self-inspection process every 30 minutes with regards to start-up and in-process control checks, as per the GMP 22716 requirements.

## BEESSLINE'S NEW PREMISES ACHIEVE INTERNATIONAL GMP & ISO CERTIFICATIONS

This June, Beesline achieved a long-time goal after receiving Good Manufacturing Practices ISO 22716 certification for our new plant. We underwent rigorous inspection via European company, TUV Nord, to ensure our manufacturing processes met global quality standards. ISO 22716:2007 is the international standard for the good manufacturing practices (GMP) for cosmetics, providing guidelines for the production, control, storage and shipment of cosmetic products. We also renewed our ISO 9001:2015 certification which we have held since 2012. These certifications ensure our



stakeholders and customers alike that Beesline consistently provide products and services that meet customer and regulatory requirements, which alongside our apiFRANCE license and PETA certifications support our claims of quality, efficacy, ethics and safety.

## OUR COMMITMENTS



95% to 100%  
NATURAL



SUSTAINABLY  
SOURCED



CRUELTY  
FREE



FRESHLY  
MADE



HYPO-  
ALLERGENIC

# ATTRACTING NEW TALENTS – MEET BEESLINE’S NEWEST MEMBERS



**CHRISTELLE EL MAASRI**  
BRAND MANAGER

“With my expertise I aim to improve Beesline’s brand awareness and visibility; increase sales and grow the brand; upgrade our social media and online presence; increase our e-commerce sales; and successfully launch and expand Beesline into new markets.”



**SOUAD HAMADE**  
BRAND AMBASSADOR

“I have been familiar with Beesline cosmetics ever since I was a teenager and loved using their products. Today, I feel like part of the Beesline family and I hope with my background in pharmacy and prior experience, that my scientific and professional representation of the brand will help Beesline prosper on a global level.”

## E-COMMERCE SUCCESS

After launching our e-commerce platform [shopbeesline.com](http://shopbeesline.com) mid 2018, we are now successfully selling our products online in Lebanon, KSA, Kuwait, Qatar, UAE, Jordan and Iraq.



## FIRST POP-UP STORE OPENS IN BEIRUT SOUKS

Beesline’s first ever pop-up store opened on June 1st at Beirut Souks where it remained until June 30th. In the attractive form of a bright orange Tuk-Tuk, equipped with engaging features, the portable store parked in the prime location, Ajami Square, and attracted passers-by to stop and purchase Beesline Sun Essentials and LTF x Beesline merchandise. To celebrate its launch, an event was held on June 7th in partnership with Holdal Group and Feel22, that saw the faces of hundreds of influencers and fans of the brand. There, we also announced our collaboration with Lebanese fashion label *La Terre Est Folle* (LTF).

## SALES DOUBLED IN QATAR

“One of Peter Drucker’s quotes: ‘Whenever you see a successful business, someone once took a courageous decision.’ We thank you for letting us have the distributorship of Beesline 5-6 years ago. Today, we have one of the best business models in the Beesline business. Our business now is Modern trade 65%, Pharma 25% and Online 10%. One would give an arm and a leg to have this sort of business split. We give full credit to the Beesline team for the online business.” - Mr. Benjamin Martis, General Manager Doha Drugstore

## 2019 SUMMER CAMPAIGN TAKEOVER

This summer represents a big milestone in the history of Beesline’s marketing campaigns. In April, we launched a 5-month campaign with the theme ‘Summer Honey’ - a nickname for our 100% natural suntan oils because of their honey-like consistency and sweet ability to give a deep and healthy tan. We produced a **video** advert for social media, billboards that are located all over the country, beach store branding, limited edition merchandise in collaboration with fashion label *La Terre Est Folle* and Tuk-Tuk pop-up stores where customers can engage with our brand ambassadors, purchase Beesline’s full-range of Sun Essentials and win a large array of prizes.



## NEW MARKETS ACCESSED IN Q2 OF 2019

<p><b>Lithuania</b></p>  <p><b>Drogas</b> <b>MAXIMA</b> <b>Rimi</b></p>	<p><b>Qatar</b></p>  <p><b>Al Meera</b> <b>Carrefour</b></p>
<p><b>Spain</b></p>  <p>FIRST ORDER SHIPPED MAY 2019</p>	<p><b>UAE</b></p>  <p><b>binSina</b> <b>ابن سينا</b></p>
<p><b>Hungary</b></p>  <p>FIRST ORDER SHIPPED MAY 2019 <b>ROSSMANN</b> +3,000 stores</p>	<p><b>Lebanon</b></p>  <p><b>Spinneys</b></p>
<p><b>Egypt</b></p>  <p>LAUNCHING JULY 2019</p>	<p><b>Chile</b> <b>Ukraine</b> <b>Russia</b></p>   

UNDERGOING SERIOUS DISCUSSIONS

## EXPANDING BEESLINE’S GLOBAL REACH

