



BEAD GmbH*Mauspfad 17*42929 Wermelskirchen

A. ELEVATOR ONE PAGER BEADBAGS

- We stand for truly sustainable accessories on all three levels: social, ecological and economic (certified products by WFTO).
- Our sustainable accessories, under the umbrella of the World Fair Trade Organisation, fed around 600 families in Cambodia in 2020. Our target is 5000 families in 2023
- We are the innovator in upcycling with recycled rice bag, cement bag and reused mosquito net materials and are continuously expanding our upcycling range in the future.
- We connect Asia and Europe by uniquely combining recycled materials from Cambodia with recycled tension belts from European ports. This makes us the driving innovator in the sustainable accessories segment.
- Durability, resistance and the easy transport of heavy loads are the focus of our product developments.
- We represent the most comprehensive range of recycled rice bag, cement bag and reused mosquito net materials and recycled tension belts in Europe.
- Our deep branding background makes us the preferred supplier in the recycled accessories sector. We have the professional knowledge to significantly grow the sustainable accessories category in the future.
- We maintain a vibrant product development centre between Cambodia and Germany that can quickly and efficiently bring new products as well as tailor made solutions to the market adapted to consumer and retailer needs.
- We stand for the highest, verifiable credibility in all three sub-areas of the Sustainability

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B. Q& A

WHAT DO BEADBAGS AND TAMPENJAN STAND FOR?

With our bags and accessories, we stand for innovation, upcycling, heart and Sustainability.

We produce trend-setting home and fashion accessories, each of which tells a wonderful, positive story.

At the same time, our products always make life a little easier or bring pure joy. Our firm

conviction is that everything we make should have value. For our customers, for our employees and also for our producers.

Even though we set trends, we always want to remain within reach with our prices and create a good price/performance ratio. This is what we and our sustainable accessory brand Beadbags and Tampenjan stand for.

WHAT ARE THE CORE PILLARS OF PRODUCTION / BRAND FOR BEADBAGS ?

Sustainability plays an immensely important role for us. Materials should be sustainable in our production. We know where the raw materials come from and use the best quality in terms of raw materials and processing. Sustainability, recycling, upcycling are at the core of our creation. We are guided by 4 hearts:

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Heart for people: We offer the poorest people in Cambodia, who are landmine victims or physically disabled, a livelihood through the production of our sustainable accessories, certified by the World Fair Trade Organisation. The positive effects of our direct design cooperation between Southeast Asia and Europe are one of the secrets of our success.

Heart for our environment: Upcycling and recycling born out of necessity has long been at the forefront in Cambodia. That is why they are the pioneers who can learn and teach us how to avoid waste and how to develop products from it. The core result is, for example, a low pollution of our oceans with plastic or the reduction of CO2 emissions. Each of our products stands for this. We work with recycled rice and cement bags and mosquito nets.

Heart for our customers: Our sustainable accessories are extremely durable, lightweight, washable and can withstand heavy loads. We develop our portfolio to make life more enjoyable by making it comfortable and easy to wear. Durability and the ability to be easily hand-washed is also a clear advantage of our range. We call this EASY CARRY!

Heart for cheerfulness and colour: Our accessories are characterised by strong, intense colours. Strong, in pastel shades but also in the classic colour range. Whether as a home accessory, a bag, a pencil case, a cosmetic bag, a utensil, a backpack or a shopping bag: it always makes the day a little brighter, a little more cheerful. Bright companions for every day.

WHY IS PRODUCTION TAKING PLACE IN CAMBODIA?

Cambodia is one of the poorest countries in the world. Our approximately 600 craftsmen in production are mostly landmine victims or physically disabled people, whom we train extensively and thus give their families a livelihood. Likewise, we prevent massive plastic waste pollution in the region, as we only use recycled materials here.

We could produce at significantly lower prices if we were to outsource the production to China, Africa or India.

But this contradicts our striving and our view that all our DOING is guaranteed to bring about good.

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ARE THERE ANY AWARDS?

Yes, we are particularly proud that our sustainable fashion accessory line, which is manufactured in Cambodia, has been awarded the SEAL OF EXCELLENCE by UNESCO. This seal stands for innovation, sustainability in materials and production as well as highest quality.

In addition, in 2015 we were named Top 3 Newcomer Brand by the international Leather Goods Fair in Offenbach.

WHERE ARE BEADBAGS INVOLVED AND WHERE ARE THE PRODUCTS DISTRIBUTED?

We carry the seal of the World Fair Trade Organisation, probably the most important organisation in the world when it comes to fair trade.

Furthermore, we support and are a member of the Alliance for Sustainable Textiles of the Ministry of Development of the Federal Republic of Germany.

Another commitment is as a member of the European Lifestyle Association.

Our sustainable fashion accessories line is mainly sold by trend-oriented retailers in Central and Western Europe.

Other distribution areas for our upcycling range are Australia, New Zealand and the USA.

WHAT IS GOOD LIFE FOR US?

We take responsibility for the way we produce and responsibility for the products we use. Materials. With our wide range of upcycling fashion accessories, we contribute to the

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Responsibility for the environment. We pass all of this on to our customers, who not only get a great Fashion Item but know that our fashion accessories are meaningful and useful.

And..... We are committed. In the allianceforsustainabletextiles. We are certified by the World Fair Trade Organisation (WFTO) and our Beadbags Crispy products bear the Fair Trade seal. As a member of the European LifestyleAssociation(ELV), we carry these ideas to our customers.

We are particularly proud that our products have been awarded by UNESCO. Responsibility makes our customers shine even brighter.

C. COOPERATION IN THE PARTNERSHIP CAMBODIA / BEAD GMBH: SUSTAINABLE ACCESSORIES

The market for sustainable accessories is growing strongly and will continue to grow significantly in the coming years. However, companies with a consistently sustainable orientation in the production of sustainable products lack to a large extent the necessary know-how in product development, sales, marketing and logistics to serve large markets in Europe. This is especially true for the acquisition of large retail chains and their listing procedures. In connection and partnership with a trustworthy production partner in Cambodia, who lives certified sustainability every day, a win/win situation is created when both core equities are brought together. It is important that international professional production of high quality - also in large quantities - is possible.

Our 2 Cambodian production partners (Partner 1: 100% NGO, Partner 2: Ltd. with core shareholder NGO) employ disabled people who would not have a chance to support themselves and their families without this job. Training costs are not covered under normal circumstances in Cambodian production companies. Our partner, on the other hand, covers the costs of training. Based on the status as a guaranteed partner of the WFTO, it is further confirmed by continuous certifications that social standards, that just, fair wages, good working conditions, no child labour etc. are observed (see the 10 criteria of the WFTO). These social aspects make our partner an attractive employer, which ultimately leads to a high level of loyalty.

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and motivation. This leads to and is reflected in the high product quality of the Goods deliveries from our partner.

Since we only work with recycled local plastic materials in production, which would otherwise be incinerated as waste or end up in landfills or the sea, we are a global pioneer in the partnership to avoid plastic waste in the sea and on land. (more information at: beadbags.beadbags-shop.de with the password: zukunft).

Sustainable Development Goals (SDGs) that we address directly or indirectly through the partnership: SGD Agenda 2030

As we intensify and expand our business with our partner, joint growth will enable us to even more strongly promote and enforce compliance with the principles of the WTO, which run parallel to the SDGs in many areas.

In particular, this applies to the points 1. no poverty 2. no hunger. Through the certifications, the international standards are broken down to the domestic purchasing power and wages are set, which help to avoid poverty and hunger. We have voluntarily bound ourselves to this standard. Expanding the business ensures that many more people will benefit.

The craftsmen can be found in Phnom Penh as well as in rural areas. By expanding the business, the network is used and expanded to bring forward the integration of disabled people in particular and also to provide medical support here.

For the point on training, it is clear that the training and further education of the craftsmen is continuously undertaken by our partner company. This is done in various areas: jewellery, dyeing techniques, etc..

Our partner companies consciously make no distinctions in terms of gender in patriarchal Cambodia. Women and men work side by side on an equal footing. Management is carried out by women. With regard to the point of gender equality, it should be noted that a WTO audit point is addressed here, which is audited on a regular basis in the certification process. The same applies to the point of decent work and economic growth.

The future expansion of the business will also ensure that there are enough financial resources in this area for new hires.

Industry, innovation and infrastructure represent a fundamental point in the partnership, as the bringing together of Western know-how with Southeast Asian know-how will be further developed. This relates to design, production methods, but also the future development of the

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Further development of the topic of upcycling through innovative products. As an example, the New launch of the first sustainable spectacle cases in Europe called. (see: optic.beadbags.eu)

In the area of climate protection, we have started to discuss with our Cambodian partner the set goals of the road map that we developed as a member of the Alliance for Sustainable Textiles, and through our good relationship we will implement and develop these even more in the future. Our upcycled products contribute to the reduction of marine pollution as well as land-based pollution from plastic waste. We see partnerships to achieve our goals in the Alliance for Sustainable Textiles and in the expertise of the European Lifestyle Association, to which we are affiliated.

Successes and results of the sustainable partnership and activities

The opening of the European market for Cambodian upcycled products has led to growth for both partners. In particular, the bilateral exchange of know-how in the partnership has already ensured and will increasingly ensure in the future that more craftsmen in particular can be employed under the conditions of the 10 points of the WFTO, thus providing them with a decent job and a livelihood for their families. The cooperation has led to us finding recycling materials here in Germany that we associate with the products from Cambodia. (Cooperation with Eurogate Hamburg to upcycle container straps that can no longer be used, which are processed into straps and other accessories in workshops for the disabled in Cologne).

In this respect, we bring the know-how to Europe, generate greater market opportunities and increase demand in production at our partner. Together, we have launched about 300 new products in 2019, which have increased the learning curve on both sides and brought more business. One of the results is the listing with global leaders in retail such as dm Drogeriemarkt and coop Switzerland, among others. This has enabled increased investment in jobs, social conditions, wages and development projects.

Recycling/upcycling products shows how an increase in demand in Europe can substantially contribute to avoiding or reusing significant amounts of waste. In doing so, we not only protect people but also animals and nature. In the increasing production, this has also significantly reduced the CO2 footprint compared to conventional production.

Through our marketing efforts, we are now able to communicate more strongly to consumers, including large retailers, what upcycling means and how it can be produced under fair conditions with significant impacts on the livelihoods of the artisans involved.

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In this respect, we have taken a giant step forward in the partnership 1. to create awareness among consumers 2. to offer a valuable alternative 3. to show ways to protect people, flora and fauna through upcycling.

Our partners increased their business with us by 50% compared to 2019/2018. As just mentioned, we were listed in 3 major retail chains and were able to expand our upcycling portfolio to include 95% in terms of the number of products. No other company in the field of sustainable accessories can supply large retailers with products under these conditions. The assortment was expanded by approx. 40% in the partnership. With approx. 1200 products, together with our partners we offer the largest range of sustainable accessories in Europe.

Core actors

1. design department for new products and optimisation of old products
2. distribution as a source of opinion and control element for products in demand to be produced by our partner.
3. management in the coordination in particular of the production plans and product launches and pricing with our partner's management.

Cooperation principles

The mutual expansion of the business volume is in the foreground, for both partners. Equally, however, the results of the know-how transfer on the one hand the European input to Cambodia and on the other hand the feedback from Cambodia to Europe, what is feasible and what is not. This results in a very strong information and exchange of ideas. communication structure, which allows us to achieve a much stronger impact in marketing. We work on the right products at the right time and achieve a recognisable higher market proximity for all participants. This increases competitiveness on both sides. These effects of the partnership enable both sides to be highly flexible and quick on the market. to act. In addition to the attractive products, we use the highly credible certified evidence of sustainability from our partner in Cambodia to communicate this to consumers. This is also the only way to attract new traders across Europe who want to credibly occupy this growing market. This in turn leads to an expansion of production in Cambodia and liquid funds to pursue the social goals more strongly and to invest even more in the topic of recycling. The joint exchange of experience leads overall to further synergies concerning the increase of competitiveness, but also in the shaping of a relevant USP.

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Objectives

Medium-term goals are clearly to expand the business through expansion under the clear set of rules of WFTO and focus on the production of sustainable accessories from recycled materials. The partnership model is uniquely structured and must be made big in the medium term. Internal investments in our partner are also envisaged here to cement the basis. The following much more concrete goals are the result of this clear medium-term general objective:

1. increase turnover by 200% through new products and expansion into other European countries 2020/2021
2. Increase the number of recycled materials by 2 species.
3. Increase the number of products by 30%.
4. Recruit approx. 1500 new craftsmen in Cambodia.
5. Establish 2 significant training measures in Cambodia.
6. Joint investment in product planning processes and means of production.
7. intensifying cooperation with the WFTO and the Alliance for Sustainable Textiles.
8. linking upcycling materials Cambodia and Europe (Hamburg, Bremerhaven, Wilhelmshaven: Eurogate) and developing approx. 100 products in this area.
9. doubling the combined customer base in Europe
10. product range development with Lebenshilfe Remscheid in the field of recycled file folders: setting up German production

D. INTERNET

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Beadbags.eu Optic.
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Kladdenjan.com

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