

baywatch

STEVE'S WELCOME: NOTES ON OUR SECOND EDITION

Hi Flashbay Global Team,

Welcome to the May edition of Baywatch!

As you will see we have plenty of exciting news from all corners of the Flashbay world. In my view the most important development in the month has been the continued expansion of our product range with the further rollout of our **Memory Audio Power** strategy.

Leveraging our core strengths and enhancing our established capabilities to offer a wider range of promotional technology items will be the driving force which powers the Company forward throughout the remainder of this year and beyond. It's taken input and hard work from each and every part of the Company to get to this point and now we're in a strong position to build further as we populate these new categories and cement our position as the world's leading promotional technology provider.



Steve Webster
CEO



OUR MAIN NEWS

PHILIPPINES OPEN NEW OFFICE

Our Philippines team move into their new permanent office and welcome Aaron for a training course

FLASHBAY LAUNCHING FIRST ON-THE-GO USB

Flashbay refuse to stand still as we prepare to launch our new 'on-the-go' USB Flash Drives

MEET BARTEK!

An introduction to our London-based Graphic Designer, his day-to-day role and his inspirations

IMMINENT NEW AUDIO RANGE ADDITIONS

Flashbay to launch its first bespoke loudspeakers - The Tab and The Seed – as Audio category is to be enhanced

AUSTRALIAN SOCIAL

The Australian office demonstrates mixed bowling capabilities in jovial April social

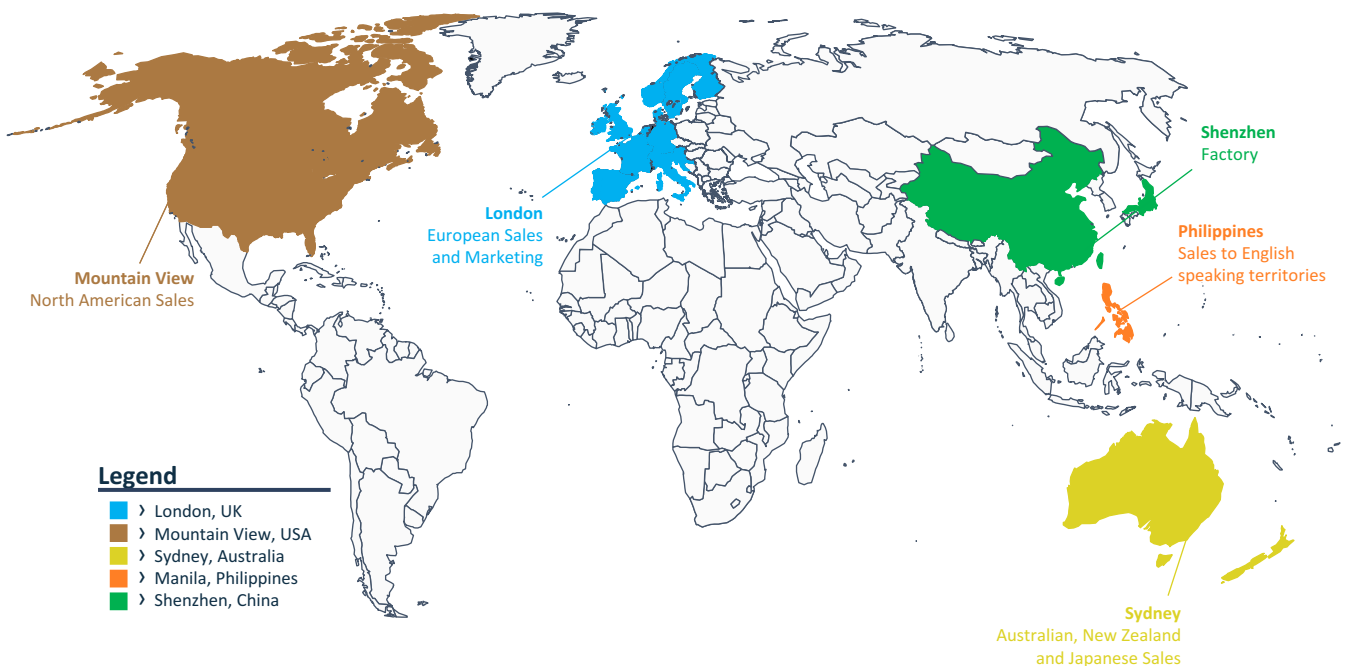
UK TEAM 2 REVEL IN HERO'S FEAST

The United Kingdom Sales Team 2 belatedly celebrate their Hero's Feast victory with a swanky meal at the Hawksmoor Restaurant in London

REGULAR FEATURES

April Aces: round up of the month's biggest winners
Flashbay Anniversaries: celebrating 5 years plus in April

THE FLASHBAY GLOBAL MAP



The Flashbay Global Map shows our offices around the world, highlighting our truly global footprint.

For ease of reference, our articles in Baywatch are colour-coded by geography, as indicated by the legend in this map. We hope you enjoy the second issue!



PHILIPPINES TEAMS MOVE INTO NEW PERMANENT OFFICE

MANILA, PHILIPPINES

April was a busy month for our Philippines team, culminating in the grand move into their new permanent Net Square office in Bonifacio Global City, the newest business district in Metro Manila.

The new office houses our four new Philippine Sales teams and our localised Graphics, Finance and Human Resources teams, as well as featuring several meeting rooms and an in-house clinic. The Philippine Sales teams are divided across the four major English-speaking territories – PH1 complement our American and Canadian sales, PH2 focus on South Africa, PH3 aid sales to Australia and New Zealand, and PH4 help serve our sales to the United Kingdom and Ireland. With all four teams operating across a variety of different time zones, the office remains open 24 hours a day, creating an exciting buzz around the clock.

The grand move itself took place on the last weekend of April, requiring a monumental effort to transport, install and realign all the equipment and furniture from the temporary settings to the new Net Square office. The seamless transition was a tremendous success, overseen by our Operations Manager, Michael Valencia, and his staff.

Aside from the opening of the Net Square office, mid-April also saw Aaron Ricciardi (above, left), our Vice President of Sales, venture East from the American office to visit his new PH1 team for the first time. It was a fantastic first opportunity for Aaron to meet his team in the flesh, and to pass on his experience and expertise first-hand, through the Flashbay Sales Hero training course, over a splendid two-week period.

And so, an exciting and dynamic month for our Philippines office, marking new beginnings to compliment Flashbay's existing pillars of strength. The future certainly looks bright as we all together continue driving the company forwards and look to cement our position as the global leader in promotional technology products.



APRIL ACES

MOST TOTAL PROFIT

JILL KAVANAGH

United States

\$62,546

MOST TOTAL PROFIT (PROBATIONER)

FRANCISCO FERNANDES

Spain

£24,959

MOST NEW BUSINESS PROFIT

SAMANTHA MICHELSON

United States

\$22,642

MOST NEW BUSINESS PROFIT (PROBATIONER)

MARLENE POETTKER

Germany

£16,035

MOST 5-STAR REVIEWS

MIKE DODS

United States

37

MOST 5-STAR REVIEWS (PROBATIONER)

CATHERINE GOMIS

France

21

FLASHBAY'S FULL HOUSE!

Congratulations to **DANIEL MARTINEZ** (Team United States), who became the first Flashbay sales person to successfully sell all four major products we offer, to one customer, in one go! Daniel managed to sell the Nature USB Flash Drive, the Maple Power Bank, the Arc and the Cube to CreArt, a company organising Painting and Design competitions for Canadian children. Buying 100 items of each product, CreArt's order totalled over \$2,700, producing the ultimate Flashbay cross-sell! Congratulations!!!

BAYWATCH FEATURE: MEET OUR GRAPHICS KING - BARTOSZ WOJSZKO



Our Graphic Designer, affectionately known as Bartek (with a 'K') in the London office, celebrates his eighth Flashbay anniversary in June. Here, we explore his daily role and his inspirations.

What does your role at Flashbay entail on day-to-day basis?

I take care of all graphical help for the Sales and Marketing departments especially when it comes to help with Virtual Proofs, artworks from clients and all the issues with it like improving quality, redoing it, or all the miracles I can provide in order to produce high quality outputs.

What is your favourite part of your job?

When you look at the empty canvas on your monitor and you know it will be filled with artwork in a while... it is a bit of a magical moment, each time it happens... :)

Do you have a moment or task that you look back on as your favourite so far at Flashbay?

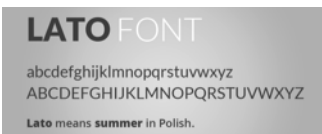
I think it is not just one task - it is many! And I believe that constantly improving things around is very satisfying! And we can still strive for better – no task is too hard! :)



Do you have a favourite logo?

I have many – I really like the ones where you play with the letters and shapes to create so-called 'negative space.' I love the Swan and Mallard Restaurant logo (left) for example.

And what about fonts – do you have a personal favourite?



I am in love with Lato (left) – it is Made in Poland also [Bartek is Polish] :) and the intricate details and versatility make this typeface so universal, and yet so elegant!

And finally, is there any design or person that you can point to having particularly inspired you and your work?

When I was young, I was amazed by the Art. Lebedev Studio design company...I still am! They have amazing creativity and such class! I really recommend their website – <https://www.artlebedev.com> – you can find some absolute gems there! And sometimes you can even buy them!!! ;)

FLASHBAY TO LAUNCH ITS FIRST BRAND NEW ON-THE-GO USB FLASH DRIVES



This month's issue of Baywatch precedes the imminent launch date of our most exciting USB Flash Drives to date. The Lynx and the Orbit are our first 'on-the-go' USB Flash Drives, available in both the USB Type-C connector and the Micro-USB connector options. Their portable nature means you can now use them to transfer data to and from phones and tablets, as well as of course laptops and desktops as usual.

The Orbit comes with a fully rotating, protective shell, whilst the Lynx features a USB protective cap and a sturdy cable designed as a keyring. Both items can be customised using photo printing.

Our innovative new USB Flash Drive designs reaffirm our pledge that even as we continue to diversify and expand into new product categories, we will in no way neglect our core offering and the root of our sustained success. Our USB Flash Drives remain paramount to our growth and we will continue to enhance our position at the forefront of this market.

FLASHBAY ANNIVERSARIES

IN THIS REGULAR SECTION WE RECOGNISE AND GIVE THANKS TO OUR FLASHBAY EMPLOYEES ALL AROUND THE WORLD WHO HAVE CELEBRATED FIVE YEARS OR MORE SERVICE TO FLASHBAY IN THE PAST MONTH:

Lewis Caley: 9 years
(Senior Sales Account Manager, GB)

Yongquan Che: 8 years
(Warehouse, QA, China)

Weizeng Wu: 8 years
(Printing, QA, China)

Tao Liu: 8 years
(Shipping, B, China)

Steve Webster: 7 years
(Global CEO)

Eva Junger: 7 years
(Sales Compliance Coordinator)

Xinglin He: 7 years
(Plastics and Leather, B, China)

Shilin Mo: 7 years
(Printing, QA, China)

Zhengsi Lu: 7 years
(Painting, QA, China)

Hexiang Zheng: 6 years
(IT, B, China)

Xiuhan Zhang: 6 years
(Finance, B, China)

Erwin Emmanuel: 5 years
(IT Manager)

Xiaochun Tang: 5 years
(Web Dev, B, China)

Meisong Zhou: 5 years
(Printing, QA, China)

Yingxian Huang: 5 years
(Production, QA, China)

Lianfang Lan: 5 years
(Quality Control, QA, China)

Changhang Chen: 5 years
(Plastics and Leather, QA, China)

BOWLARAMA DOWN UNDER IN OZ!

SYDNEY, AUSTRALIA

April saw our Australian office gather for an evening of competitive release, as bowling took centre stage at Flashbay. Whilst performances ranged from the quite sublime to the somewhat less so, enthusiasm and commitment were ubiquitous throughout, creating a lively and festive atmosphere.

The evening began with a fully health and safety compliant 'drinks and darts session' in the office and closed with a jovial karaoke sing-a-long, but the real fire came at the Strike KSW Lanes. Whilst the early nerve-settling beverages did not appear to have the desired impact on quite everybody's scores, there was certainly no lack of competitive desire on all fronts...



They say a good score breaks three figures, and so an honourable mention must go to Allister Watson for a perfectly round 100, but the real MVP and dominant champion throughout was Christian Beaumont, top-scoring with an impressive 128 on what he questionably claimed was just his third ever time bowling! Imagine if he actually practiced...!

And so, although few others demonstrated such career-changing hidden talents, the evening was most definitely a tremendous success throughout. A suitably washed down mixture of sliders and fries ensured that the competitive tensions remained in check (at least by Aussie standards) as the office Down Under rounded off the week in spectacular style!

UK TEAM 2 ENJOY FINE HERO'S FEAST

LONDON, UNITED KINGDOM

The last Friday of April saw the UK Team 2 celebrate their long-outstanding Hero's Feast victory at The Hawksmoor Restaurant in Knightsbridge. The renowned British steakhouse and cocktail bar played host to a tremendous evening of fine food and even finer company.



If the night began with a certain class to proceedings as the team sampled the delights of the oysters on offer, the tequila 'shots' – glasses by any other restaurant's measure – ensured that the finish was a little more emphatic. Most of the team headed on into London to continue the celebrations, but memories thereafter turn a little hazy...

All in all, a splendid evening, well-earned: all courtesy of collecting the most five-star TrustPilot reviews per person in a month – a real double treat given the bonuses the reviews themselves provide!



FLASHBAY TO LAUNCH NEW LOUDSPEAKERS AS AUDIO CATEGORY CONTINUES TO GROW

As Baywatch goes to press, we are delighted to announce that we will be imminently launching our newest edition to the Audio category – the Tab (above) and the Seed (below) loudspeakers. As with the Arc and the Cube, both speakers are Bluetooth enabled, compatible with all major phone and tablet brands, and are able to answer and end phone calls. However, the Tab and the Seed are Flashbay's first, very own registered models, marking another exciting juncture in our history.



The Tab has metallic shell coming in an elegant silver, gold and rose gold, whilst The Seed is made from a natural maple wood for a beautiful hand-crafted finish. Both speakers are available for screen printing and laser engraving, producing a crisp stereo sound that belies their promotional nature.

We are extremely excited to continue expanding our product offering, and with further additions imminently in the pipeline, this is truly an historic period of development for Flashbay. We are delighted to be able to progressively satisfy a broader market as we continue our process of diversification to cement our position as the global leader in promotional technology.

Suggestions and Questions

If you have any suggestions for future editions of our Baywatch newsletter, or should you have any questions on any topics in this month's issue, please email newsroom@flashbay.com.

We are always excited to hear your thoughts!