



STEVE'S WELCOME: AN INTRODUCTION TO ISSUE TEN

Hi Flashbay Global Team,

Welcome to the February edition of Baywatch. We're making a fantastic start into 2018 with new product launches continuing to grow our offering, new team members joining the business and robust sales putting us on course for new highs with January 2018 setting a new January record for turnover and a gross profit increase of 10% over January 2017.

The New Year also brings an exciting expansion of our marketing efforts into trade shows and exhibitions. For the first time Flashbay is attending a select programme of events across a range of countries and collecting valuable data on whether this mode of showcasing our products could be a valuable addition to our existing marketing toolbox. Our first event was a great success and, as you will see from the pictures, Flashbay had a fantastic stand which drew a lot of footfall and praise from customers and competitors alike.

Everything we do, from our stand design at a trade show to the care and attention paid in our customer communication, is about demonstrating that Flashbay is unequalled in the Promotional Technology industry. Each of you is an ambassador for the Company through the work that you do – be proud and give of your best; the results will speak for themselves.

Steve Webster
CEO

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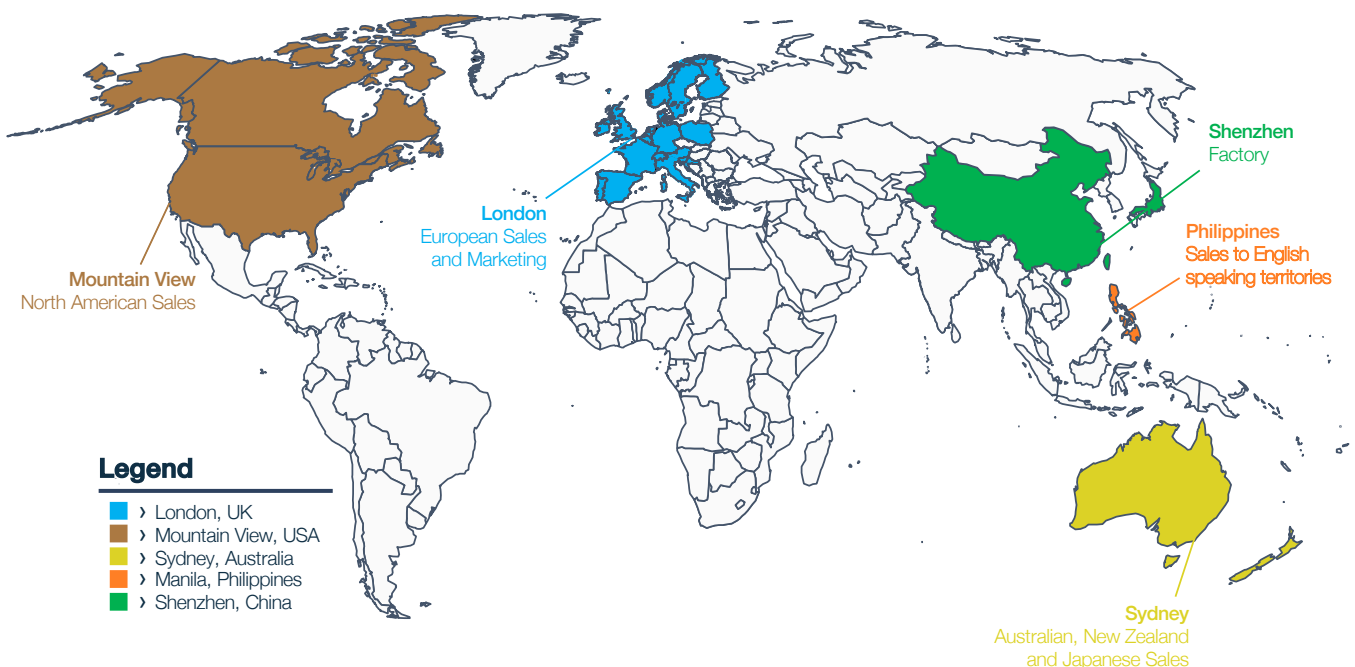
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FLASHBAY GLOBAL MAP



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 this issue!

PPD Live: Promotional Product Distributors and Resellers

Flashbay attends its first ever Trade Show in Coventry

LONDON | UNITED KINGDOM



Members of our UK Sales Team, headed up by Therese Sande, met with prospective buyers at the PPD Live show at the Ricoh Arena in Coventry, England. This 2-day event was an excellent opportunity for Flashbay to introduce our new products to the promotional products market, with a particular interest shown by attendees in our new Audio and Gift Set range.



On the first night the organizers invited all exhibitors to attend a "Moulin Rouge" themed networking event where the team got to mingle and unwind after a busy and productive day.



The positive feedback about our product portfolio, service offering and stand build from the thousands of attendees that visited made the show an insightful and valuable experience. It was also great to put faces to the names of customers we regularly speak to and process orders for.



Flashbay endeavours to expand its presence globally, with trade shows coming up in London, Milan and Las Vegas over the next two months. Many thanks to all involved in making our first show possible.



Introducing: **Jasmin Hedger**

Flashbay's new Stop-Motion Graphic Designer

LONDON | UNITED KINGDOM



The start of October saw Jasmin Hedger join the Flashbay family as our brand-new Stop-Motion Graphic Designer. Originally from coastal Wales, in Aberystwyth, Jasmine moved to London in April 2017. Those working in Suite 1 of the London office can certainly testify to her fantastic work-ethic and infectiously warm and bubbly presence - this section provides a perfect opportunity for the rest of the Flashbay world to get to know Jasmine a little better!

Stop-Motion Graphic Designer is a new position at Flashbay. Can you tell us a little bit more about the role?

As the Stop-Motion Graphic Designer, I make the explainer videos for our products. Stop-Motion animation is done by moving an object in small stages while filming a frame per increment. When all the frames are played in sequence it shows movement. Stop-motion animation is almost as old as film itself and I often think of myself as a magician. Making real things move like magic!

And what does a typical day-to-day look like for you?

Well, my role varies because there are many elements to film production. First, we decide which brands to feature in the film and I order the necessary dummy samples, before deciding what hero colour (main colour), background and music to use. Then, I make a storyboard of what the film will look like and pop it into an animatic (a hand-drawn version of the film). Once that has the thumbs up, we are ready to roll!

Filming is a long process...! Our Flashbay videos feature 25 pictures per second, so every 4 seconds there are 100 photos. On average, we have 2,500 photos per video!

Post filming, I edit the photos together and with the help of our lovely translators, the video gets made into 15 different languages and published on our 19 different platforms... which is amazing! I can now say "your logo" in many different languages and it gives me great joy to be connecting with people worldwide.



Wow, that's pretty intense! And what about prior to Flashbay – what did your previous work entail?

I have been animating for over 10 years and after getting my degree in Stop-Motion I built my own studio where I completed freelance and independent commissions.

However, my job just before joining the Flashbay family was leading a project at Kew Gardens, where we achieved the world record for the most participants on one animation. 3,500 people came together to make one film about pollination - a very exciting project!

Awesome, congratulations! Finally, any pearls of wisdom you would like to share with us?

For those of you reading who have children, Stop-Motion is a fantastic way to keep them happy and busy for hours doing something creative. There are many free apps available that you can download on your phones such as Stop-Motion Studio, Stop-Motion Maker, and PicPac.



January's **JAGUARS**

most: TOTAL PROFIT

JILL KAVANAGH
United States
\$108,857

most: TOTAL PROFIT (probationer)

LEILA SHAFAE
Finland
£43,540

most: NEW BUSINESS PROFIT

SILVIA BURIAN
Germany
£23,975

most: NEW BUSINESS PROFIT (probationer)

LAURE MERIAU
France
£14,712

most: 5-STAR REVIEWS

BENJAMIN BARANGER
France
28

most: 5-STAR REVIEWS (probationer)

LAURE MERIAU
France
20

And then with a pack of googly eyes and a bowl full of fruit and veg, you can have hours of fun together making vegetable monsters come to life. Children from as young as 3 years old can grasp the concept and make some beautiful things.

If anyone wants to know more about animation please do ask me anything! And say hello to me if you see me in work, I always love to meet new people!

Amazing! Thanks so much for your time, we'll be on the lookout for your videos on our website. In the meantime, I urge everyone with the opportunity to make sure they meet one of our most sociable characters!

Japan win Hero's Feast

SYDNEY | AUSTRALIA



Congratulations to Team Japan, who celebrated their win in the Hero's Feast competition. The team were treated to a fine dinner Down Under as a reward for achieving the highest average profit per person from the sale of accessories through the month of November in 2017.



New Product Launch

TWISTER-GO USB FLASH DRIVE

LONDON | UNITED KINGDOM



The first product to launch in 2018 was the Twister-Go, our latest "On-the-Go" USB Flash Drive. Taking inspiration from its predecessor, the Twister, this model rotates to reveal a standard USB connector on one side and a choice of Micro-USB or USB-C on the other, covered with a tethered protective cap. Branding capabilities are identical to the Twister's – the Twister-Go is available for Screen Printing and Laser Engraving

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:

Wan, Xunhai: 11 years
(Engraving, Supervisor, CN)

Liu, Yali: 11 years
(General Manager, CN)

Hu, Jianbo: 9 years
(IT, Manager, CN)

Zhang, Shuzhu: 9 years
(Graphics, Technician, CN)

Ding, Wei: 9 years
(Production, Group Leader, CN)

Liang, Yuangang: 9 years
(Warehouse, WH Keeper, CN)

Camille Louis: 8 years
(FR Sales Team Leader, UK)

Maximilian Dickten: 8 years
(DE, NL and PL Sales Team Leader, UK)

Jill Kavanagh: 8 years
(Group Leader, US)

Marcus Quincy: 8 years
(Group Leader, US)

Lai, Xiuying: 8 years
(Production, Worker, CN)

Xu, Aixian: 8 years
(UV Print, Worker, CN)

Rao, Yu: 8 years
(Graphics, Technician, CN)

Chen, Jiaming: 8 years
(Graphics, Technician, CN)

Zhao, Binjia: 8 years
(Engraving, Worker, CN)

Lu, Mei: 7 years
(Production, Worker, CN)

Zhou, Hongying: 7 years
(Production, Worker, CN)

Liu, Yunwu: 7 years
(Production, Worker, CN)

Pan, Lei: 7 years
(Plastics, Plastics Technician, CN)

Xu, Haijun: 7 years
(Warehouse, WH Keeper, CN)

Lu, Zhengjiang: 7 years
(Testing, Test Worker, CN)

Huang, Dongxu: 7 years
(R & D, Production Engineer, CN)

Chen, Kunlie: 7 years
(Internal Affairs/Security, Security Guard, CN)

Liao, Jiang: 7 years
(Production, Supervisor, CN)

Jiao, Shuai: 7 years
(Production, Group Leader, CN)

Wei, Menglei: 7 years
(Printing, Digital Printing Technician, CN)

Liu, Huo: 6 years
(Printing, Screen Printing Worker, CN)

Lu, Yangui: 6 years
(Production, Assistant Group Leader, CN)

Peng, Yide: 6 years
(UV Print, Worker, CN)

Huang, Shuhui: 6 years
(Web Dev, PHP Programmer, CN)

Shen, Xiaolong: 6 years
(Shipping, Worker, CN)

Wu, Shengzu: 6 years
(Graphics, Technician, CN)

Lin, Wenbin: 6 years
(Production, Assistant Group Leader, CN)

Francesca Badalamenti: 5 years
(IT, Senior Sales Account Manager, UK)

Huang, Jinling: 5 years
(SMT, Worker, CN)

Mo, Pinbo: 5 years
(Power Bank, Assistant Group Leader, CN)

Gong, Jinmei: 5 years
(Plastics & Leather, Plastics Worker, CN)

Luo, Heng: 5 years
(Engraving, Worker, CN)

Li, Shouxue: 5 years
(Production, Worker, CN)

Huang, Xiuqiong: 5 years
(Production, Worker, CN)

Ji, Guanbi: 5 years
(Production, Worker, CN)

Shen, Dan: 5 years
(QC, Inspector, CN)

Su, Changfa: 5 years
(Printing, Screen Printing Worker, CN)

Luo, Qiang: 5 years
(Printing, Screen Printing Worker, CN)

Zhang, Xingxiang: 5 years
(Plastics & Leather, Planner, CN)

Chen, Shaowen: 5 years
(Warehouse, WH Keeper, CN)

Bing, Jianmin: 5 years
(Production, Worker, CN)

Zhang, Mengxiang: 5 years
(Production, Assistant Group Leader, CN)

Guo, Dongou: 5 years
(Internal Affairs & Security, Electrician, CN)

New Product Launch 4 NEW ACCESSORIES

LONDON | UNITED KINGDOM



January has seen a busy start to the year for our range of accessories, with four new items launched to support a variety of our main product offerings.

First to launch was the Gift Case Long, similar in style to our Gift Set cases but designed to perfectly fit our Ace and Unison Bluetooth Speaker models.

The month concluded with a similar product launch, the Gift Case Small, which in turn was designed specially for the Rex Power Bank. Both of these cases are available for Screen Printing and Laser Engraving on the dedicated metallic branding plate.



In between these two launches, we also had the release of the Triple Head Cable, providing connectivity to Micro-USB, Lightning and USB-C devices alike. This versatile all-in-one cable is a fantastic addition to our range of accessories, offering full provision for all of our customer needs.



Last but not least, January also saw the launch of the Magnetic Box Power Bank Large – very similar in mechanics and design to all our other versions of the Magnetic Box, this time designed to fit the Encore and the Journey.

And so, an exciting month for our accessories as our offering of handy extras and add-ons catch up with our ever-growing product ranges... stay tuned for further progress!

New Starters and New Traditions begin in Manila

MANILA | PHILIPPINES

January 2018 has seen a new tradition begin in our Philippines office, with the official celebration of staff birthdays as the photos below show, beginning with Julius, Vanessa and Rick.



Additionally, this past month has also seen the introduction of new staff members to the PH1, PH3 and PH4 teams. The photos below show the group at their New Starter Welcome Lunch in Manila.



New Product Launch: NEW FIDGET SPINNER

LONDON | UNITED KINGDOM



January also saw the launch of the Sport Plus Fidget Spinner, our latest in the "Sport" family. Joining the Sport and the Sport Mini, the Plus features a "side grip" on which the Spinner can be balanced perpendicularly whilst spinning, due to its gyroscopic motion. Additionally the grip offers an extra-large branding area for our customers, which is available for Screen Printing.

With nearly 160,000 Fidget Spinners sold since last summer's launch, we are delighted to continue expanding and innovating in one of our most popular product ranges.

Suggestions and Questions

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

We are always excited to hear your thoughts!