



STEVE'S WELCOME: AN INTRODUCTION TO ISSUE TWELVE

Hi Flashbay Global Team,

Welcome to the May edition of Baywatch, it's been a busy time for Flashbay across our global entities. Flashbay has launched over 15 new products in the last 3 months, as we continue to strengthen our Audio and Power categories with innovative new designs.

The Company made strong and successful appearances at a number of tradeshows in the UK, Italy and the USA. Our stand designs were amazing, and Flashbay was awarded the 'Best Offline Marketer' prize at the prestigious B2B Marketing Expo in London. This is a great achievement that is representative of the high quality products and customer service we aim to deliver every day. Congratulations to everyone involved and in particular Gareth Howill for this excellent achievement

In Asia, recruitment within the Philippines has been growing from strength to strength, with our HR teams working hard at regional university fairs to continue to bring the best talent to our Manila office. The PH team were also joined by Brent, Scott and Ieuan - our global offices collaborating together to ensure the very best training opportunities for our Sales staff.

Lets continue to build the momentum as we approach the midpoint of the year.

Steve Webster
CEO



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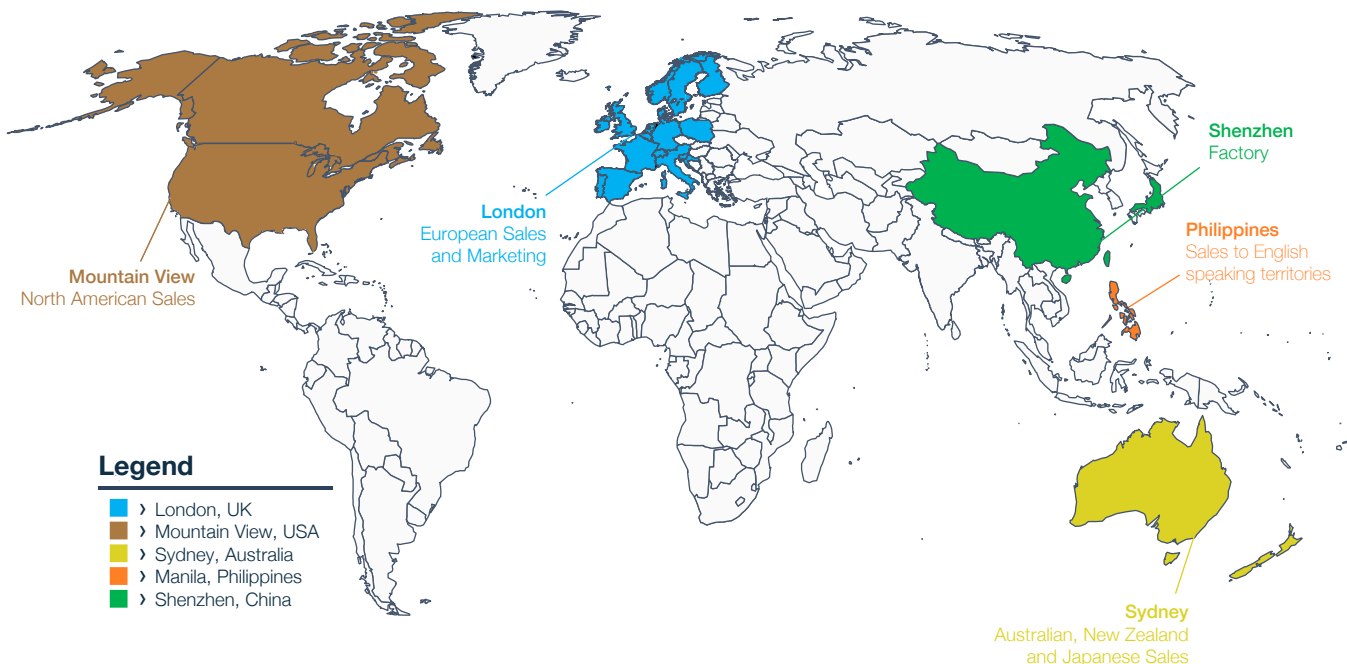
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FLASHBAY GLOBAL MAP



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!

Introducing: Olga Malova

Flashbay's Sales Performance Administrator

LONDON | UNITED KINGDOM



The end of February saw Olga Malova join the Flashbay family as a Sales Performance Administrator within the new Global Sales Performance function.

Originally from Siberia, Russia, Olga moved to London last year after completing a masters in Marketing.

Prior to Flashbay, Olga gained valuable experience in a large Oil and Gas company in Moscow. She worked in their analytics department providing on-site production and fulfilment support.

The Global Sales Performance Team is a new position at Flashbay. Can you tell us a little bit more about it?

The Global Sales Performance function is a growing department that currently consists of 4 people, all based in London. We are responsible for the global training of Sales staff, as well as on-going monitoring of performance, and improving sales processes and standards. With over 130 sales staff at Flashbay worldwide, it's an important role!

Sounds like a really interesting function. What have you been involved in since you started?

Everyday is different, and the work I do is varied and keeps me very busy. One of the larger projects that I have been involved in since starting at Flashbay is Mind Tickle, our new internal Sales Training platform aimed at new starters that enter into our Sales Teams across the globe. I helped collate and develop the training content, which is interactive, informative, but also fun.

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

In addition to Mind Tickle, my role has a supporting element for Sales staff. I am responsible for the reassignment and reallocation of customers and leads, for example, if a Sales Person leaves the company or has too many contacts to manage. These leads will be reallocated to new starters or distributed amongst other team members. I am also involved in product launch material, for example, updating the wiki for Sales teams to use when talking to customers, and to answer any product related queries or concerns.

Tell us a cool fact about you that most people at Flashbay will not know about you...

When I was younger I competed in a snowboard competition in Russia. I have been snowboarding for more than 10 years because Siberia has lots of snow in the winter!

Many thanks to Olga for taking the time to talk to us, and look out for the Mind Tickle official launch news in next months' Baywatch!

New Product Launch: THE TAG KEYRING CABLE

SHENZHEN | CHINA

The Tag Keyring USB Cable is a handy accessory that can be used everyday to charge or transfer data to a number of devices.

Featuring an enlarged branding area, the Tag includes a standard USB connector at one end, and a choice of either a Lightning adapter or USB-C connector at the other end.

The tag keyring is available in 8 bright colours, and offers a screen printed finish.




April's ALLIGATORS

most: TOTAL PROFIT

Matt Kusanovich
USA
\$136,664

most: TOTAL PROFIT (probationer)

Schahin Ahmadzai
Germany
£30,475

most: NEW BUSINESS PROFIT

KOICHI YUKI
Australia
\$33,407

most: NEW BUSINESS PROFIT (probationer)

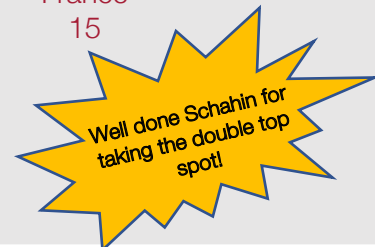
SCHAHIN AHMADZAI
Germany
£14,550

most: 5-STAR REVIEWS

BENJAMIN BARANGER
France
26

most: 5-STAR REVIEWS (probationer)

CHLOE VELLA
France
15



Exhibitor Live: Flashbay USA attend trade show in Las Vegas

LAS VEGAS | UNITED STATES



At the end of February, members of the US Sales Team flew to Las Vegas to represent Flashbay at the Exhibitor Live event. Exhibitor Live is the USA's largest trade show for exhibitions and events, and Flashbay's attendance did not disappoint.

The show lasted a total of 3 days, and Flashbay met with prospective buyers from a huge range of businesses and organisations

Flashbay's stand was very professional looking, outshining many of our competitors in attendance, including all our direct competitors!

The organizers were so impressed with Flashbay's stand that they used our company as a case study in their Promotional Products Conference attended by marketing professionals and corporate buyers. Flashbay will also be appearing in the October edition of Exhibitor Live magazine.

A huge thank you to Janet, Matt, Daniel, Marcus and Gareth for participating in this event!



Flashbay's innovative stand design was organized by Gareth Howill, who, after successfully implementing 5 tradeshows has joined our UK Sales Team as a Sales Account Manager. We want to thank Gareth for his involvement in representing Flashbay to the highest standards, and wish him the best of luck in his sales career!

New Product Launch: THE BOOST

SHENZHEN | CHINA



March saw the launch of the Boost!

The Boost is a super-portable 'rescue' Power Bank to save smartphones from running out of battery. It can be used daily as a data cable too, recharging itself in the background.

Featuring 3 connector options, it's compatible with all popular smartphones and tablets. The large branding area on both sides can be Photo Printed.

MW Live: Flashbay attend Marketing Week Live at Kensington Olympia in London

LONDON | UNITED KINGDOM

March was a busy month for members of our UK Sales Team, attending 2 different trade shows in a fortnight. The first of these was Marketing Week Live, held at the famous Kensington Olympia in London.

Over 6,000 marketing professionals attended the event, which kept our Flashbay sales staff very busy, meeting with potential customers and showcasing our impressive product portfolio.

The Flashbay stand, with its bright colours and innovative design drew lots of attention, with many people writing about us on social media through Twitter, Instagram and Facebook!



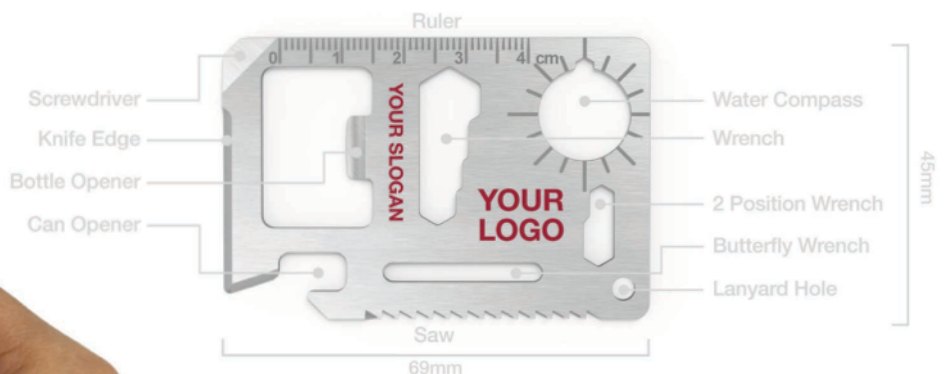
Marketing Week Live was a great opportunity to showcase Flashbay's new products, and attendees were particularly excited by our expanding Audio range.

From a business perspective, it was interesting to see what our competitors were doing in the world of B2B marketing, and to ensure we stay well ahead of the competition!

Well done to everyone involved!

New Product Launch: THE KIT MULTI-TOOL

SHENZHEN | CHINA



Our Kit Multi Tool packs 11 useful functions into 1 handy tool, including a Can Opener, Screwdriver, Serrated Saw, Bottle Opener and more. It can be screen printed or engraved.

B2B Marketing Expo: Flashbay win best 'Offline Marketing' Award

LONDON | UNITED KINGDOM

Collecting Flashbay's Award



Our second trade show in March was the B2B Marketing Expo at the Excel Centre in London. The trade show had over 7,500 marketing professionals attend the event, and is Europe's biggest marketing event with over 700 exhibitors in attendance.

Prior to attending the tradeshow, Flashbay was shortlisted for the 'Best Offline Marketer' award by Digital Donut, a national marketing website and chief sponsor. On the last day of the 2 day event, and following a successful sales pitch from our Head of Global Sales Performance, Therese Sande, Flashbay was crowned the winner of the award!

The company was chosen out of a very strong selection of well-known marketing companies at its first ever appearance at the event!

Flashbay Sponsored Seminar Hall



Our Winners Trophy!



Gareth and Digital Donut CEO

Being recognised by the marketing community at Europe's largest marketing expo makes the award all the more meaningful. Flashbay will continue to lead the way in promotional technology products, helping businesses all over the world with their marketing requirements and to continue building on our world-class reputation.

A special thank you to Gareth Howill, Therese Sande, Adam Pickrell and many others for contributing towards the successes of B2B and MW Live! Very well done indeed!

Stand Design



Helping Customers



Our Short-Listed Award



THE MARKETING EXPO
AWARDS IN ASSOCIATION
WITH DIGITAL DOUGHNUT



BEST OFFLINE MARKETING

Recruitment Drive in Philippines: Flashbay attends job fairs in Manila

MANILA | PHILIPPINES



The Philippines HR Team has been recruiting for a number of positions and roles for the Manila office, and has attended a number of high profile recruitment fairs to grow our brand presence and attract the best talent. The HR team attended two job fairs recently aimed at university graduates, the University Job Fair at Ateneo De Manila and the University Job Fair at Mapua.

As you can see from the pictures, the two events were very busy, and Flashbay had a long line of people signing up, hoping to join our growing company. We hope to see some of these faces in our offices soon!



Brent, Ieuan and Scott visit the Philippines

MANILA | PHILIPPINES

Our Philippines Team has been growing from strength to strength over the last few months. A number of our 'long-standing' sales staff are starting to achieve very impressive sales results, and our new probationers are settling in well to the Flashbay family and Bonifacio Global City life.

It was a great experience for the relevant PH teams to meet with their Team Leaders from the UK and Australia, Scott and Brent, as well as meet our global COO, Ieuan!

Having a sales function that collaborates and trains our teams globally across our Flashbay entities is a valuable asset to the company. Not only is it a great way to share knowledge and improve on performance, but it also contributes towards team spirit and forming long lasting professional relationships.



A group shot of some of our Philippines Team, Scott from the UK and Brent and Ieuan from Australia!

New Product Launch

The Vibe, Grain and Peak
Earphones

SHENZHEN | CHINA



Flashbay is very excited to announce the launch of its Bluetooth (and non-Bluetooth) Earphones. We surprisingly received a number of enquiries about earphones from the tradeshow we attended, and therefore hope that our customers like the design as much as we do!

New Product Launch

The Motion USB Cable

SHENZHEN | CHINA

The Motion USB Cable features an enlarged branding area on both sides and retractable cables. The Motion supports data transfer and charging capabilities and is compatible with all major devices due to the 4 connector options, including a standard USB connector, Micro-USB, USB-C and a Lightning Adapter.



Our Vibe headphones come in 8 colours with a screen-printed branding area on both the earbuds.

Our Grain headphones have a wooden finish to the earbud, and our Peak earphones a smooth metallic finish that can be laser engraved.

Happy selling!

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 Costa Caley: 10 years
(UK, Senior Sales Account Manager, UK)

Brent Mackender: 8 years
(Sales Manager, AUS)

Eva Junger: 8 years
(Global Sales Performance & Operations Manager, UK)

Su, Li: 7 years
(Financial Manager, UK)

Rottgar Schmidt: 7 years
(DE, Senior Sales Account Manager, UK)

Rob Wolfs: 6 years
(NE, Group Leader, UK)

Erwin Emmanuel: 6 years
(IT Manager, UK)

Giulia Germiniasi: 6 years
(IT, Group Leader, UK)

Robert Czikkel: 5 years
(Technical Specialist, UK)

Shane O'Neill: 5 years
(Finance Director, UK)

Jaakko Turunen: 5 years
(FI, Sales Account Manager, UK)

Zhou, Hai: 5 years
(Production Worker, CN)

Tang, Huiqun: 5 years
(Production Worker, CN)

Wu, Ge: 5 years
(Production, Supervisor, CN)

Lv, Neng: 5 years
(Plastics Technician, CN)

Liu, Cunjun: 5 years
(Warehouse Supervisor, CN)

Liu, Xiujuan: 5 years
(Production Worker, CN)

New Product Launch
3 NEW INDUCTIVE CHARGERS
 SHENZHEN | CHINA



March saw the launch of the Aero and the Forest Inductive Chargers, as we continue to enhance our Power product range.

The Forest features a beautiful FSC® certified European Maple Wood surface to Screen Print or Laser Engrave, whilst the Aero's plastic surface can be Photo Printed. Both are compatible with Qi-enabled devices.



April saw the launch of the Loop inductive charger, a soft touch, high-grip silicon surface. The Loop can be screen printed and is available in 8 colours.

All 3 Inductive Chargers come with a micro-USB charging cable, a user manual inside a white card box.



New Product Launch:
THE VOLT POWERBANK

SHENZHEN | CHINA



Both sides of our Volt Power Bank can be Screen Printed or Laser Engraved with logos or other branding.

Featuring a tethered Micro-USB cable, a Lightning adapter and a USB-C adapter, the Volt is a great power bank model for smart phones and tablets. A Flashbay exclusive design.



Next Months edition:



Baywatch turns 1 year old
 Flashbay LTD buy a new office
 Mind Tickle launches globally
 Flashbay shoot a recruitment movie!

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!