



STEVE'S WELCOME: AN INTRODUCTION TO ISSUE NINE

Hi Flashbay Global Team,

A warm welcome to the 2018 New Year Special edition of Baywatch – bringing to a close an action packed 2017. As you'll see in the pages that follow there has been much merriment across the world of Flashbay to celebrate the festive season!

Despite the holiday season arriving with gusto the pace of new product launches was unabated and multiple categories saw the introduction of exciting new models. New products were not the only novelty – a reorganisation of the sales teams saw the appointment of Therese as Head of Global Sales Performance and you can get to know her and her new role a little better in the interview later in this edition.

With the parties over and a new year upon us by the time you read this our thoughts are firmly on 2018 and the amazing opportunity we have to make this the best year ever for Flashbay. There will be more new products and exciting new challenges for us to face together and I look forward to updating you on our journey as we take on 2018!

Steve Webster
CEO

OUR MAIN NEWS

Christmas in London! ²

London office in spectacular 1920's themed party

Aussie Year-End Feast ³

Australian office celebrate fantastic 2017 with fine meal

Brand New Website Careers Section ⁴

Exciting new upgrades revolutionise our website

Therese Sande ⁵

Meet our new Head of Global Sales Performance!

Yuletide Celebrations in the Philippines ⁶

Manila celebrate a super first calendar year in operation

US Office Christmas Celebrations ⁷

Our office in Mountain View head to fine winery

New Accessories Galore ⁸

Complementary Accessories launch for newest items

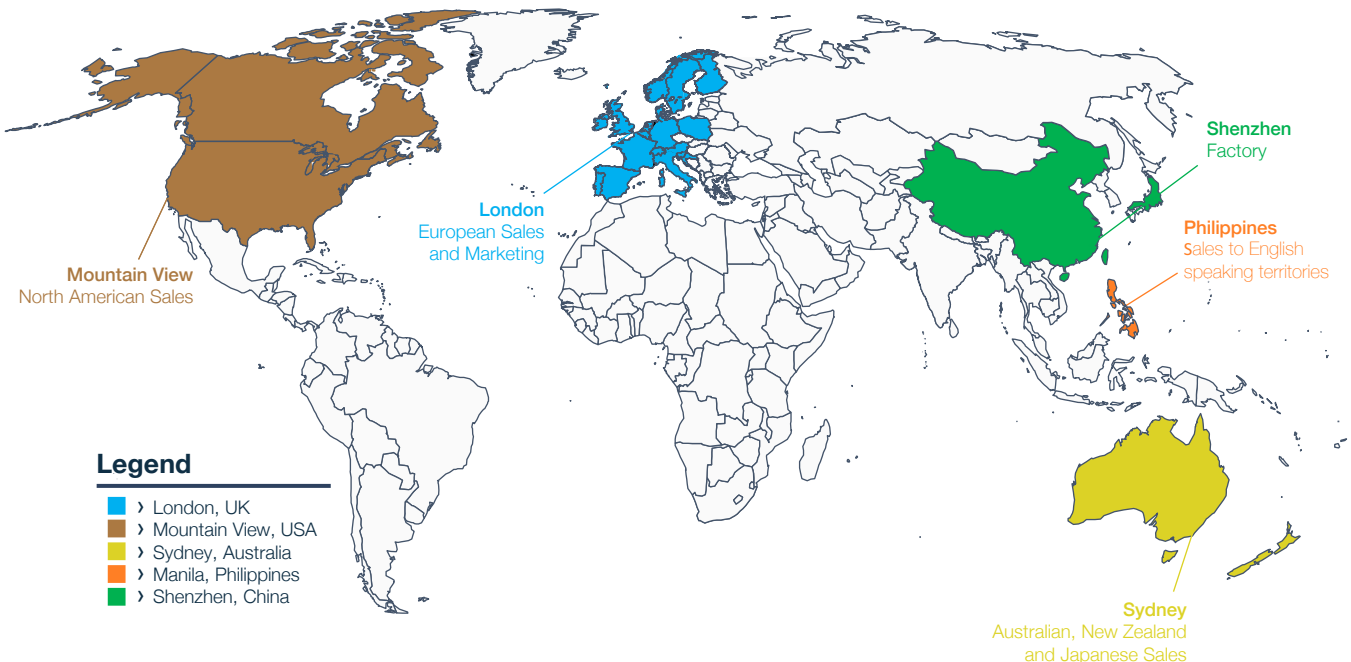
China Navigates Busiest Period ⁹

Factory performs superbly as festive season draws near

Fidget Spinner Addiction Continues ⁹

Three more Fidget Spinners launched as Gadgets grow

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!

CHRISTMAS 2017: Flashbay Ltd Office celebrate another incredible year with a spectacular 1920's themed evening

LONDON | UNITED KINGDOM



As our photos clearly show, the London office had an absolutely fabulous evening at its 2017 Flashbay Christmas party! Hosted by the Manhattan Club in Maida Vale, we were taken back to the roaring 1920's in Manhattan and the glorious days of prohibition. The theme was welcomed by all, and produced some astounding outfits full of feathers and fedoras, epitomising elegance and class.



The evening began with an exquisite cocktail and canapé reception, accompanied by an exciting array of entertainment, including a highly popular photo booth full of props, a craps table, a rather confounding magician and of course plenty of thematic music. With a "living room set" to add, everyone was fully into character and it soon became clear that there would be no shortage of photographic material for Baywatch, particularly with the French team around!



Dinner was a superb three-course Christmas-themed feast graced with a rousing speech from CEO, Steve Webster, as he reflected on some incredible individual and company numbers and achievements over the past 12 months – special congratulations are due here once more to Maximilian Dickten (pictured celebrating in the top right of the 6 photo montage) for being our most profitable Sales person this year!



Despite a minor mishap with the scheduled DJ which was overcome with the combined efforts of Spotify, a temperamental auxiliary cable and various iPhones, it was a tremendous evening for everyone in the London office. An absolutely fabulous way to close 2017... here's to another ground-breaking year for Flashbay in 2018!



All Images: Gerhard de Kock

CHRISTMAS 2017: Australian Office Down Under close the curtain on a momentous year with a lavish celebration

SYDNEY | AUSTRALIA

Our Aussie team in Sydney celebrated the end of yet another ground breaking year for Flashbay with a splendid Christmas Dinner Party for all. 2017 has seen the Australian office sell a record number of orders as it has continued to grow both internally and externally.

As we enter the New Year, we are tremendously positioned to leverage our market-leading position Australia in order to take advantage of improving market conditions as our cost prices fall. This, combined with our continuously diversifying product portfolio ensures we cannot wait to get our teeth stuck into 2018!



All Images: Richard Lam

CHRISTMAS 2017: UK office wear their finest jumpers for charity

LONDON | UNITED KINGDOM



Image: Gerhard de Kock

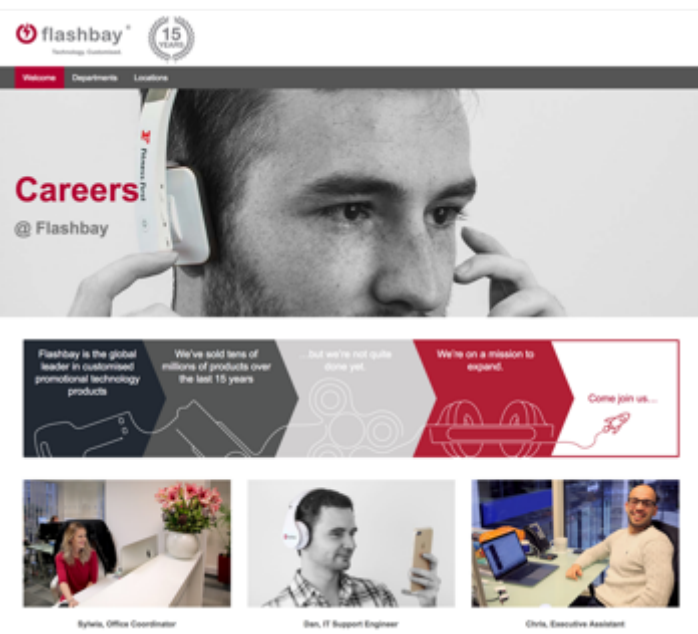
Ahead of the festive season, the UK office had a Christmas Jumper day, donning their most outrageous designs. Whilst this brought a light-hearted and jovial feel to work, there was a serious side to it all too, with the office raising money on the day for the "Save the Children" charity.

Save the Children helped more than 22 million children around the world in 2016, with a variety of issues, including poverty, hunger, health, education and human rights. Thank you to everyone who donated to the fund - we are extremely proud to be doing our bit in helping to support such a worthy cause.

New Year, New You: Flashbay launch brand new and upgraded Website Careers Section for January 2018

LONDON | UNITED KINGDOM

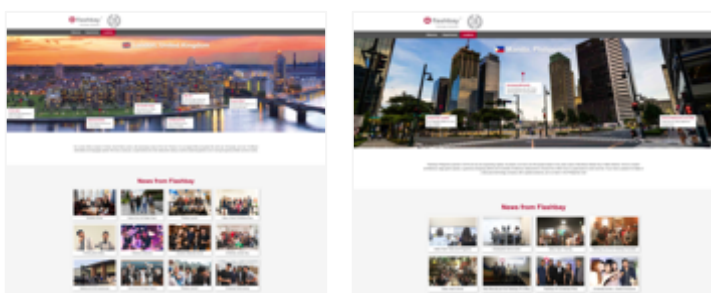
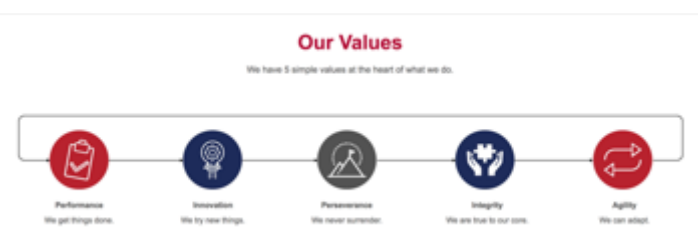
We are absolutely delighted to announce the launch of our new “Careers” section on our Flashbay website. As you can see, it is looking absolutely fabulous – a huge thank you to everyone across the Flashbay globe for collaborating so effectively on the content, this has been a really special team effort!



This new section will serve two major purposes. Firstly, as we continue to drive Flashbay on to ever-greater heights, the “Careers” section will provide potential future talent with an insightful and inspiring platform from which to find out more about the company and any available roles.



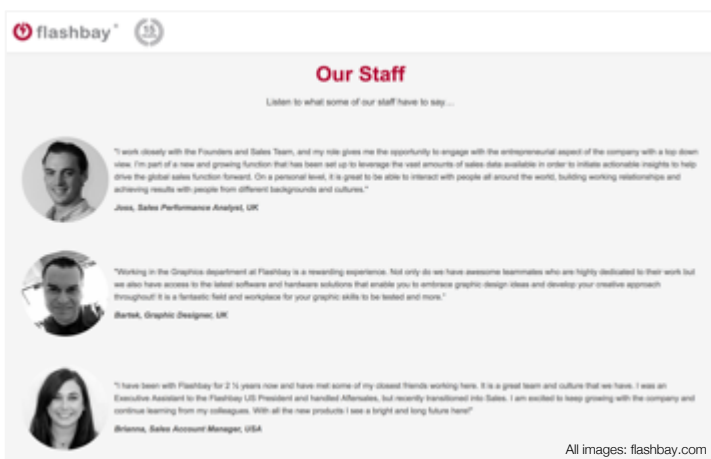
As the company continues its rapid growth, we are looking forward to increasing our headcount both in existing positions and through the introduction of new roles to help manage and drive our exciting expansion. To this end, we are looking to attract the very brightest talent on the market, and this new resource will certainly help entice prospective hires to fall in love with our unique history and potential career paths – it showcases everything we savour so much about working at Flashbay.



Secondly, the launch of this section provides all of our current global staff with a tremendous opportunity to understand how our different entities and business functions successfully come together across geographies to make the seamlessly integrated global operation that is Flashbay – the World Leader in Promotional Technology.



The “Careers” section features everything behind the scenes at Flashbay. There are separate tabs for all of our locations and departments, a history of our achievements and milestones, a rundown of our core values, open job advertisements, photos of our staff happily working away and at social events, and various quotes from representative figures across all roles.



As Steve Webster, CEO, says: “It’s fantastic to see participation from such a wide range of global team members which will really help us to stand out from the crowd and give potential applicants a much better feel for the company.” From the factory, to Sales, to our IT department, to Finance, to Graphics, to our Warehouse, working together is what makes Flashbay so effective, and keeps our clients returning – we are so excited to now be able to showcase this globally, through our latest website update.

Introducing: **THERESE SANDE** Meet Flashbay's Queen of Sales

LONDON | UNITED KINGDOM



With us for over six years, Therese has seen it all here at Flashbay. Our new Head of Global Sales Performance joined back in August 2011 as our very first Norwegian Sales Account Manager, before rising all the way through the ranks, first as a Group Leader, and then later becoming Team Leader for Scandinavia, UK2 and PH4. Here, we get to know Therese's new role with Flashbay a little better, as well as a few exciting insights into the real Therese.

Congratulations, Therese, on your appointment as our new Head of Global Sales Performance! What will this role entail for you and what does that mean practically on a daily basis?

As Head of Global Sales Performance, I work closely with Sales to create new ways to better our performance across all of our markets. This includes group training sessions for New Starters, individual performance development sessions, reviewing current procedures and daily communication with Group Leaders and Team Leaders.

The role and department is brand new and putting down a day to day task list is almost impossible at such an early stage. Although we have goals and specific things in mind, I wish to encourage global collaboration and feedback from Sales in order to optimise our performance. Globally there is so much knowledge and through this department I hope we can better collect and share ideas across offices.

Currently, one of the most exciting projects that the Global Sales Performance Department is working on, is to develop an online training portal that will include all aspects of Flashbay from sales techniques and product knowledge to what Flashbay stands for and our values.



All images: Therese Sande

Sounds very exciting! Looking back for a moment, can you tell us the highlight of your time at Flashbay so far? There must be plenty to choose from...

There's been so many as every role I've had has had its own highlights! Sales – winning the Mini Cooper in the Super Sales Hero competition. As a Trainer – when Sales staff that have been part of the negotiation training walk up to me months later saying they closed a deal because of the negotiation advice they got in the training – it always feels pretty good to beat a competitor. And as a Manager – when my teams' year-on-year profit increases, winning Team Dinners and especially when team members I've recruited pass their probation with flying colours!

Plenty, as I imagined! And do you have a favourite customer, one that maybe you'll be particularly sad to let go of as you move out of Sales?

This is tricky – I think all Sales love their most profitable customers a little extra, and I am no exception. But there is a charm in the products we sell and in that we reach out to even the smallest companies in the most remote parts of Norway, and those customers are the backbone of what we stand for. In my case there's a little plumbing company north of the Arctic Circle and he doesn't order much at a time, but he is a walking, talking advertisement for Flashbay, and has therefore brought in plenty of new business for me!

November's NINJAS

most: TOTAL PROFIT

MAXIMILIAN DICKTEN

Germany
£79,100

**most: TOTAL PROFIT
(probationer)**

MICHAEL SCHMID

Germany
£35,085

most: NEW BUSINESS PROFIT

BENJAMIN BARANGER

France
£22,855

**most: NEW BUSINESS PROFIT
(probationer)**

MICHAEL SCHMID

Germany
£17,353

most: 5-STAR REVIEWS

MARLENE POETTKER

Germany
34

**most: 5-STAR REVIEWS
(probationer)**

JULIAN DELL

Germany
17

And lastly, what about outside of Flashbay – do you have any hobbies you are particularly fond of? Can you tell us a little something people might not know about you?

Now, it's watching American football and making cocktails. But when I go back to Norway, playing Handball and fishing in the North Sea outside my dad's cabin has always been a great hobby of mine, despite the fact I cannot stand to eat fish or seafood in general. I am what my friends call a broken Norwegian...

Amazing! Thank you so much for your time, and the best of luck in your well-deserved new role, Therese!

New Product Launch 3 NEW FLASH DRIVES

LONDON | UNITED KINGDOM



November saw the launch of the three new fantastic additions to our USB Flash Drive Range, with the Active, the Slide and the Flex. All three are unique and innovative designs with superb branding capabilities, and we are delighted to be able to expand our offering to include these latest developments.



The Active doubles up as a convenient carabiner and is dual ended, featuring the standard USB-connector at one end and a choice of USB-C or Micro-USB on the other. The Slide meanwhile has a smooth sliding feature which can reveal a USB-C on one end and a standard USB-connector on the other, which can neatly fold up to uncover a Micro-USB connector, covering all the bases you could ever need. The Flex meanwhile has a spring end which elegantly compresses to reveal a standard USB connector. All three USB Flash Drives can be Screen Printed, whilst the Active and the Slide can additionally be Laser Engraved.



All images: flashbay.com

As we continue to focus on diversifying across product categories, our latest enhancements to our USB Flash Drive range underline our enduring commitment to our original and best-selling product. We continue to stay ahead and lead all developments in this field, as we cement our position as the market dominator across all promotional technology.

CHRISTMAS 2017: Philippines celebrate end of historic year

MANILA | PHILIPPINES

It was all smiles in Manila as the newest Flashbay office marked its first full calendar year in operation in some style. The team year-end event to celebrate the Yuletide made special note of some major company milestones, as well as recognising the highest performing Sales and Support staff, as the pictures below show.

This was a truly special night, bringing all Philippines employees together as they enjoyed a selection of prizes, performances and a wild party. 2018 promises to be huge...!



All images: Arnie Magno

CHRISTMAS 2017:

US office celebrate end of a superb year

MOUNTAIN VIEW | UNITED STATES



Our US office in Mountain View, California, headed to the Testarossa Winery in Los Gatos to celebrate the end of another fabulous Flashbay year. It was a hugely merry evening ahead of the festive season, with fine wine and good food aplenty.

A White Elephant Christmas Exchange saw some leaving more satisfied than others – here's to unanimously successful and huge 2018 to come!



All images: Janet Abke

New Product Launch

2 NEW HEADPHONES

LONDON | UNITED KINGDOM



December saw the addition of two fantastic new headphones to our collection – the Craft and the Indie. Both of these pieces were devised in-house by our superb product design team, with subtle adjustments to the acoustic chamber ensuring an unrivalled sound quality at their cost price.



All images: flashbay.com

Both models showcase a timeless, elegant exterior, with large areas available for promotional messages - the Craft comes with wooden branding plates, whilst the Indie has metallic ones – and both can be Screen Printed and Laser Engraved.

These exciting new additions were the final two products of the year to launch, marking the conclusion of what has been a momentous and landmark 2017 for Flashbay. We have designed and released new products at an unprecedented rate as we continue to enhance and diversify our offering, and we are excited to bring further high-quality additions to the market in 2018!

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:

He, Jianyu: 11 years
(Graphics, Technician, CN)

Huang, Dongling: 11 years
(QC Supervisor, CN)

Adam Pickrell: 11 years
(GB Senior Sales Account Manager, UK)

Lan, Aihe: 9 years
(Printing, Screen Printing Worker, CN)

Li, Shuquan: 8 years
(Printing, Screen Printing Worker, CN)

Thor Wulff: 7 years
(DK, Senior Sales Account Manager, UK)

Lei, Wanyong: 6 years
(Plastics, Plastics Technician, CN)

Dang, Wei: 5 years
(Purchasing, Purchasing Supervisor, CN)

Zhong, Qixiong: 5 years
(Production, Production Worker, CN)

Guo, Longfeng: 5 years
(Production, Assistant Group Leader, CN)

Li, Chunmei: 5 years
(Painting, Shell Supply Worker, CN)

Fu, Chunlei: 5 years
(Graphics, Graphics Technician, CN)

Radek Friedrich: 5 years
(Aftersales & Warehouse Supervisor, UK)

CHRISTMAS 2017:

Office Treat for Manila Xmas Workers

MANILA | PHILIPPINES



With the majority of staff off and away for the winter festive period, there was a fantastic surprise treat for our Philippines staff on duty during the holiday season in our Manila office...

All Philippines staff working through the late December days were treated with a festive lunch and doughnuts to mark their effort and celebrate together.

As the photos show, it was a lovely gesture from our Manila management, and one which certainly helped bring out the smiles and a united, fun atmosphere, as we closed the year with one last big sales push!

New Product Launch

NEW GADGET: SLIM

LONDON | UNITED KINGDOM



Image: flashbay.com

December saw the launch of an entirely new Gadget, the Slim Smartphone Wallet. The Slim becomes only our second offering in the the Gadget category, alongside our Fidget Spinners.

Just 3mm thick, the Slim can be easily secured to all major Smartphone models via its adhesive backing, and is a convenient store of bank notes and credit cards. It comes in all eight of our standard colours, and is available for Screen Printing with a very large branding area. Effectively becoming a permanent fixture to customers' phones, it is the perfect marketing tool, offering endless exposure through its recurrent use.

We are delighted to launch yet another entirely fresh product range to expand our Gadget offering – stay tuned throughout 2018 as we have no plans to slow down...!

New Product Launch: 5 NEW ACCESSORIES RELEASED

Handy add-ons introduced for ever-expanding product line-up

LONDON | UNITED KINGDOM



Bag. The Zip Wallet Headphone is a hardback case for our Flashbay-designed headphones – the Mambo, the Indie, the Craft and the Nappa – and comes with a beautiful metal plate which can be both Screen Printed and Laser Engraved with branding slogans.

December saw three new versions of the Magnetic Box launched – the Square (for the Tab, Seed, Ray and Jet Bluetooth Speakers), the Power Bank Card (for the Tour and the Card Power Banks) and the Card (for the Wafer and the Allot USB Flash Drives).

This past month and a half has seen the launch of an incredible five new accessories, adding to our growing collection of cool and convenient add-ons for our products. As our product categories continue to diversify and grow, so too do our accompanying accessories, as our customers seek to elegantly complement their orders.

The two big launches through November were the Zip Wallet Headphone and the Fabric



The Fabric Bag is drawstring case made from a protective polyester mesh that provides good cover for our Power Banks.



All images: flashbay.com

Stay tuned for further imminent new accessory launches through the coming months as we continue to develop complimentary products for our ever-widening product collection.

China Factory Handles Peak Seasonal Period with Aplomb

SHENZHEN | CHINA

The past month has been extremely busy for our Factory in China, as our production line entered its peak season ahead of the festive December period. 2017 has been a phenomenal and ground-breaking year for Flashbay – we have launched more than fifty new products, processed over 100,000 orders and sold nearly 27 million units – and this dynamic growth and diversification has seen our factory operating on an unprecedented scale.



An incredible team effort from everyone in Shenzhen has seen our factory provide superb support to our Sales teams throughout the year and in particular during this peak period. They have successfully overcome the challenges that producing entirely new products presents, and our longest-serving and most skilled staff have seamlessly integrated and guided the new temporary staff, brought in especially for the high season.



November also saw the introduction of our new small CNC Machine used to produce the stamping dies for embossing customer artwork, alongside the hire of a new Carving Technician in our “Plastics and Leather” team. These exciting new additions will see us bring our leather branding in-house, removing our reliance on outside contractors.

Our continued investment in the factory, coupled with our ever-increasing experience and knowledge base stands us in tremendous stead going into 2018. We remain at the forefront of innovation in machinery and methods, and our efficiencies continue to improve as staff become progressively accustomed to the new products – bring on the New Year.

New Product Launch

3 NEW FIDGET SPINNERS

LONDON | UNITED KINGDOM



November was a big month for our Gadget section as we launched three new Fidget Spinners to complement the Sport – the Flow, the Cosmic and Sport Mini. Indeed, at the time of writing, we have already sold more than 105,000 Fidget Spinners - an incredible total given we only launched our first model in mid-August – and we are looking forward to building on this incredible momentum through our enhanced offering.



All images: flashbay.com

The Flow (above) has its steel ball-bearings as part of its exterior, bringing another dimension to its spin, whilst the Cosmic (top) offers a super aerodynamic shape for the ultimate speed. The Sport Mini meanwhile is the “little brother” of its larger namesake, making it even more convenient on-the-go. All three of our new additions can be Screen Printed to ensure our customers’ brands remain widely visible and distinct throughout their clients’ fidgeting!

With further additions imminently planned to our newest product category, we are delighted to see how positively these initial launches have been received. Stay tuned for further updates!

Credits and Suggestions

This issue of Baywatch was compiled and authored by Chris Anguelov.

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!