



STEVE'S WELCOME: AN INTRODUCTION TO ISSUE FIVE

Hi Flashbay Global Team,

Welcome to the August edition of Baywatch with more exciting news from across the world of Flashbay. As you will read, our continued investment in the Flashbay factory is bolstering our ability to launch new products at unprecedented rates as we execute on our plan to cement our position as the go-to provider of promotional technology items.

As we move into the key end of year sales season it is important to take stock of everything we have achieved so far this year and set our sights firmly on a record breaking end to the year. Never forget that success is not automatic – it relies on every member of our global team giving of their best, engaging with whatever challenges emerge and seeking out opportunities to take the fight to our competition. There is no space for complacency in anything that we do – you're all part of an incredible business – be confident, go the extra mile and you will be amazed at the results.

Steve Webster
CEO

OUR MAIN NEWS

FLASHBAY INC Q2 SUMMER PARTY

American office celebrates a successful first half of the year with a lovely evening meal in Palo Alto

JULY JOKERS

Acknowledging this month's biggest and brightest performers on the leaderboard

SHENZHEN FACTORY UPGRADES

Four new plastic injection machines added to our new workspace in Shenzhen as factory continues upscaling

LAUNCH OF THE CIRQUE

Second Inductive Charger launched as we continue to enhance our Power offering

FLASHBAY ANNIVERSARIES

Celebrating five years plus in July – a tribute to Flashbay's longest serving employees

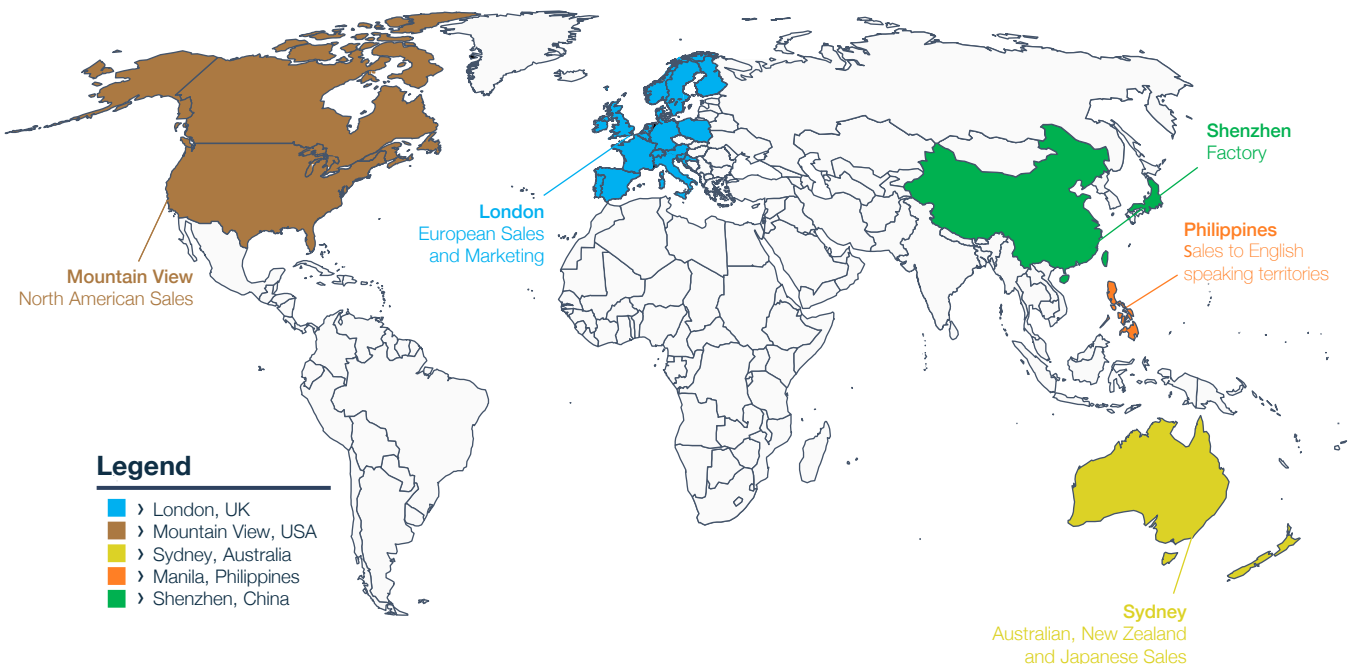
MEET AUSSIE RICHARD LAM

Getting to know a multifaceted mainstay veteran of the Australian office

NEWER, BIGGER & BETTER SPEAKERS

Introducing a brand new family of speakers featuring the Ace and Unison – our biggest speakers to date

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 this issue!

THE US OFFICE CELEBRATE A SUCCESSFUL HALF YEAR

MOUNTAIN VIEW | UNITED STATES



Our American office in Mountain View, California, celebrated the end of Q2 with a fabulous three-course evening meal at Alexander's Restaurant in Palo Alto, a delicious seafood cuisine infused with delightful Asian flairs. It was a fantastic celebration of a lot of sustained and hard work, as well as a moment to enjoy and build upon the fantastic friendships flourishing in the famously close-knit office.



The meal featured a rousing speech from America's Vice President of Sales, Aaron Ricciardi, who celebrated our continued growth into new products, our impressive sales performance throughout this year, as well as the welcome impact of our valued Filipino team members. Indeed, for the majority of the team, the celebrations continued into the early hours as they headed for further dancing and merriment.

It was a splendid affair, and perhaps the final word should go to our North American President, Janet Abke, whose beautiful quote aptly summed up the night: "This was a great team building evening where people sat with others that they don't work next to, and were able to get to know those people better. We are known for a really good energy and a positive vibe in our office - I credit our amazing staff for that. We really like being together and we definitely rounded off Q2 in great style."



JULY JUGGERNAUTS

MOST TOTAL PROFIT

MAXIMILLIAN DICKTEN

Germany
£46,634

MOST TOTAL PROFIT (PROBATIONER)

BENJAMIN BARANGER

France
£15,431

MOST NEW BUSINESS PROFIT

CHRIS HARZL

Germany
£11,163

MOST NEW BUSINESS PROFIT (PROBATIONER)

CLAUDIO WILLEKE

Germany
£8,459

MOST 5-STAR REVIEWS

RICHARD LAM

Australia
21

MOST 5-STAR REVIEWS (PROBATIONER)

IRENAEUS MANUEL BAGAYAUA

Philippines
13

FACTORY UPGRADES ARE INSTALLED IN SHENZHEN!

SHENZHEN | CHINA

Our first ever edition of Baywatch back in April covered our investment of 2 million Chinese Yuan into four new Demag plastic injection machines for our factory in Shenzhen, China. The appliances arrived in early July, and have since been installed in our new workshop space – a separate building to our main factory, but part of the same industrial park.



The machines are a welcome addition to our infrastructure given the increase in demand on our plastics department as Flashbay continues to grow. Indeed, the start of 2017 has been a hugely dynamic period for Flashbay, with activity at our factory increasing enormously following the launch of our Audio products and the expansion of our Power offering.



The heavy investment is testament to Flashbay's unwavering commitment to continue increasing internal efficiencies, driving the company on to even greater heights. Indeed, after just a couple of weeks we are already reaping the benefits of our increased production capabilities, and it is this focus that allows us to offer our unmatched lead times and warranty.

FLASHBAY LAUNCH NEWEST INDUCTIVE CHARGER - CIRQUE

LONDON | UNITED KINGDOM



The last Friday of July saw the launch of our second Inductive Charger, the Cirque. The Cirque comes with very similar specifications to our pioneering wireless charger, the Edge - the main difference being its round shape, as opposed to the square Edge.

One of our most innovative products, the Cirque joins the Edge in allowing for Qi-enabled mobile devices and tablets to be charged without the need for any wires, as they sit loosely upon the face of the charger.

We are excited to continue enhancing our Power product range as we further establish our brand as the global leader in promotional technology more generally, not just within the USB Flash Drive 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:

Janet Abke: 9 years
(President North America)

Li, Jinglian: 6 years
(Internal Affairs, Cleaner, CN)

Crystal Tsuboukos: 5 years
(Executive Assistant, US)

Zhang, Debo: 9 years
(Web Dev, PHP Manager, CN)

Chen, Liang: 6 years
(Printing, Digital Printing Supervisor, CN)

Chen, Youlai: 5 years
(Printing, Screen Printing Worker L3, CN)

Huang, Chuangye: 9 years
(Printing, Film-Making Technician, CN)

Silvia Burian: 5 years
(Senior Sales Account Manager, DE)

Huang, Kui: 5 years
(Engraving, Engraving Worker CN)

Krystyna Kaba: 7 years
(Group Leader, FR)

Filippo Moltoni: 5 years
(Sales Account Manager, IT)

Zeng, Jing: 5 years
(Printing, Stencil Worker, CN)

BAYWATCH FEATURE: MEET RICHARD, THE MULTIFUNCTIONAL SALES HERO

SYDNEY | AUSTRALIA



Richard Lam has been with Flashbay Pty almost since its inception in 2012. As a Senior Sales Account Manager, Richard's responsibilities include managing accounts and closing sales with new leads. However, his remit does not end there – he also takes care of the IT in the Sydney office and is involved in a variety of reporting, too. In this feature section, we get to know Richard and his time at Flashbay a little better.

What is your favourite moment or task that you have had at Flashbay?

We used to have an EFM service for our internet connection when we first moved into this office – it was OK at first but degraded over time until everyone in the office was smashing their keyboards and mice out of frustration with the service. Zimbra and Netsuite would lag so much and become unusable at certain times of the day. I organised Telstra to build the very first fibre internet service into the building free of charge and worked with our other IT team members to get our new connection online and working with our VPN. The sound of people happily typing away without the constant smashing of mice and keyboards was pretty rewarding.

What is your favourite part of your day-to-day job?

I'd have to say that I like the reporting side, although it's a minor part of my job. It's pretty good to be able to do something different once in a while in a sales job.

Who is your favourite client and why?

Kodak Alaris Australia is definitely my favourite client. They've been with us for years and order on a regular basis, I can always look to them if I need a little boost in my sales.

What is the best sale you have ever made?

That'd be the first order I did for Kodak Alaris Australia. It set up a long term business relationship and has lasted through the latest cost price increases. They chose to stay with Flashbay even though I had to increase their usual pricing to protect our margins.

Can you tell us something interesting about yourself that people might not already know?

After our wedding in Korea, we all went out for some drinks and ended up wandering the streets in Gwangju, South Korea. We ended up in a little alleyway with old-school arcade style games and everyone was playing the punching game. Everyone was taking it in turns to run up to the machine and give it a whack with both hands to get a high score... me being slightly drunk at the time decided to show everyone how to punch properly without a run up. I ended up fracturing a bone in my fist, but had the high score for the night so I guess I had that going for me!



NEW USB SPEAKERS ARE LAUNCHED: ACE & UNISON

LONDON | UNITED KINGDOM

July saw the launch of Flashbay's latest family of speakers, the Unison and Ace. Somewhat larger than our previous speakers, the two offer truly impressive sound quality and a large branding area to form the ultimate promotional product.



The Ace is our metallic version, with a sleek shell that can be screen printed and laser engraved with two branding areas totalling 22.65cm². The Unison meanwhile is made of a plastic shell, the entire face of which can be branded, across the speaker's grille. Whilst logos on the Unison should not be too detailed, as the grille holes inevitably affect the resolution, it provides a remarkably emphatic branding solution for bold and heavy customisation.

The Ace and the Unison are also our first speakers to double up and offer charging capabilities via their Power Bank feature, with a capacity of 2200mAh. This brilliant, value-add characteristic ensures that the speakers can serve as emergency back-up for extreme charging needs – a handy additional attribute adding to their practicality.

Combined, the two speakers give our Audio range another unique dimension as we continue to enhance our offering and ensure we can meet as wide a variety of our customers' needs as possible.

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!