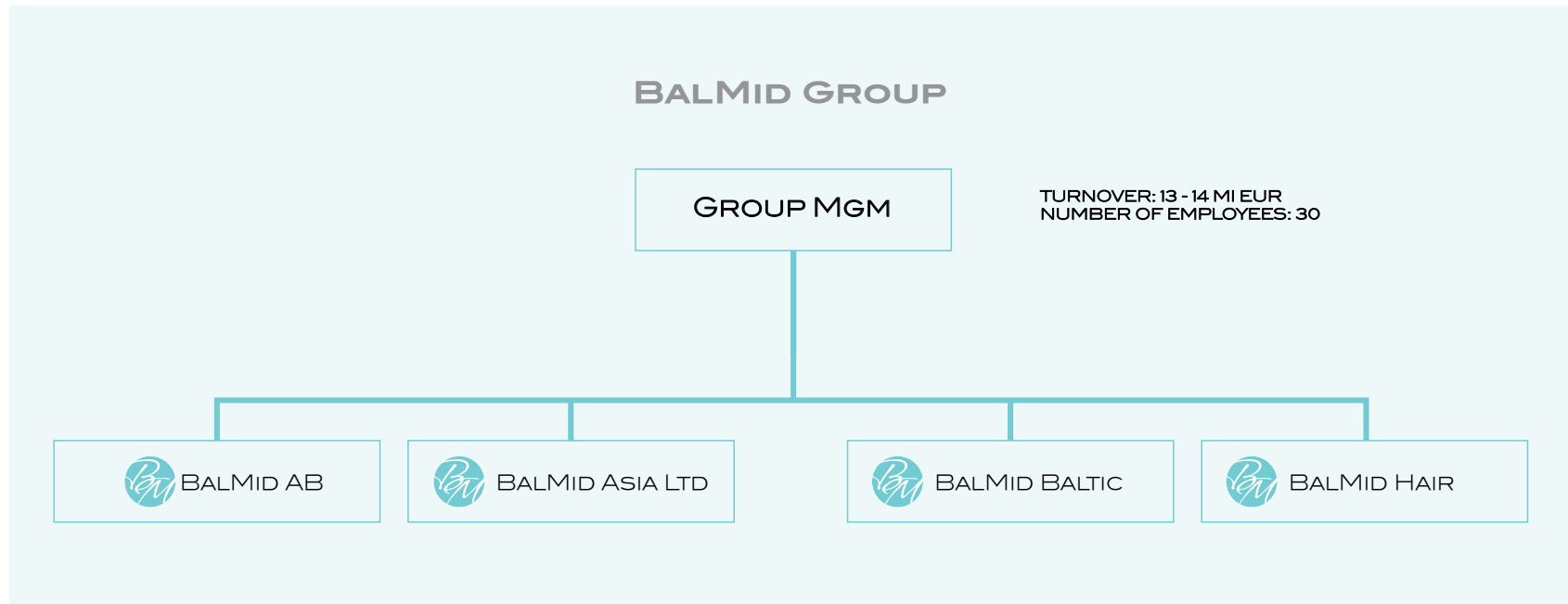


THE LEADING PLAYER WITHIN HAIR & MAKE UP ACCESSORIES FOR PRIVATE BRAND IN EUROPE!



COMPANY PRESENTATION



ORGANIZATION

BalMid Group includes four companies:

BalMid AB, BalMid Asia Ltd, UAB BalMid Baltic and BalMid Hair AB.



BALMID BUSINESS CONCEPT

Our business strategy is to produce and handle hair care, make up and body care products to operators in Retail, Grocery Stores, Pharmacy and Tax Free. We produce our own, external and our clients brands.

BalMid actively works to **strengthen** our **client's brand** by finding products and assortments along with **design** that suits the client's **needs**. In close cooperation with the clients. **BalMid** also adds trendspotting to the clients.

BalMid takes full responsibility of complete process from development to physical delivery.

- SOURCING
- DEVELOPMENT
- DESIGN
- LOGISTIC / PLANNER FUNCTION
- WAREHOUSING
- QUALITY AND ENVIRONMENTAL GUARANTEES AND SECURITY



PRIVATE LABEL

Within the concept private label we offer a concept where we analyze the client's needs along with the market and form a concept of products together with the client – within the client's brand.

The brand belongs to the client and **BalMid** offer a package solution with production, packaging design, logistics, storage and distribution. We cooperate with the client from idea to product.



BRANDED PRIVATE LABEL

Branded private label means that **BalMid's** brand is linked to the products but is adapted to the client's requests. We own the brand but the client controls the design and look of the products. By that the client has a wide assortment that suits their image and costumers without being involved with sourcing and developing products.



OWN BRANDS

BalMid manufactures and distributes its own brands with focus on larger retail chains on the Nordic market.

- NEEDS**
- Beauty needs** – A wide and high-quality assortment of hair products, make up products, spa products, toilet bags and seasonal articles.
 - Travel needs** – A complete, trendy assortment of travelling products for the quality-conscious traveler.
 - Kids needs** – A colorful and fun assortment of hair accessories for kids.
 - Simply needs** – For the price-conscious customer we offer a wide assortment of products for hair and makeup, toilet bags and seasonal articles.

- BODY LAB** – A complete series of delightful spa products that gives the customer a feeling of luxurious spa.

- RESQ** Complete hair and body sets:
- RESQ Red** – hair
 - RESQ Olive** – body
 - RESQ Spa** – products with the feeling of spa





CUSTOMER SEGMENTS:

- RETAIL
- PHARMACY
- SUPERMARKET
- DUTY FREE CHAIN

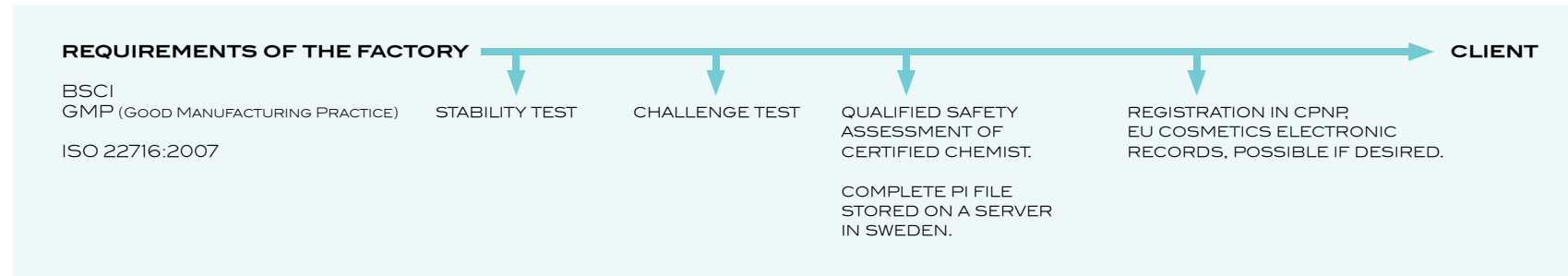
PRODUCT SEGMENTS:

- MAKEUP ACCESSORIES
- HAIR ACCESSORIES
- SPA ITEMS
- BEAUTY BAGS
- HYGIENE (Manicure & pedicure)
- GIFT SETS
- HAIR/BODY CARE PRODUCTS



SUPPLIERS

Close relations and cooperations with 10 A-Suppliers. With about 30 years of experience of the market. Our database consists of around 500 companies that are suppliers for production within beauty and health.



SOCIAL COMPLIANCE / ENVIRONMENT / QUALITY

SOCIAL RESPONSIBILITY

BalMid has worked with CSR questions for over 20 years. Since 2005 we have been a very active member of BSCI Business Social Compliance Initiative, an organization that today unites more than 1500 companies with a common code of conduct. Together we work to improve working rights and commit us to stand by the Codes of Conduct BSCI developed based on the UN Declaration of Human Rights and the ILO conventions on working conditions.

BALMIDS SUPPLY CHAIN FOR COSMETIC PRODUCTS

Above you can see how we take responsibility for the entire process, to offer our customers safe products manufactured under right conditions for sustainable long-term responsibility.

FSC™ CERTIFIED

BalMid is FSC™-certified which is a very important step in our sustainability program. FSC™ means Forest Stewardship Council™ and is a non-governmental and non-profit organization that promotes the responsible management of the world's forests.

By choosing FSC™ you can:

- Maintenance of high conservation value forests.
- Show that you prefer wood from forestry that takes in to account both people and environment.

All products produced by wood can, if the customer requires, be labeled with the FSC™-logo, the basic requirement is that the wooden fibers originates from a FSC™-certified forest. FSC™-certified forest preserves natural and protected forests, respect labor and native rights.

BalMid AB has FSC™ trademark license code FSC™ C116992. BalMid Asia Ltd has FSC™ trademark license code FSC™ C120927.



BALMID GROUP

WWW.BALMIDGROUP.COM