



**COLLINS
DEBDEN**

Nippecraft Limited Annual General Meeting

10.00 a.m. on 28 April 2025



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DIARY

NOTEBOOK

JOURNAL

PLANNER

ORGANISER

STATIONERY

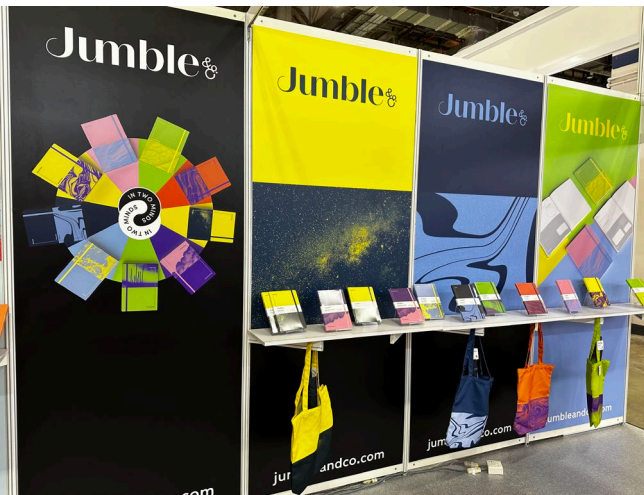
CORPORATE
CUSTOMISATION

Disclaimer

This is a presentation of general information relating to the current activities of **NIPPECRAFT LIMITED** (“**Nippecraft**”). It is given in summary form and does not purport to be complete. The presentation may contain forward-looking statements relating to financial trends for future periods, compared to the results for previous periods. Some of the statements contained herein are not historical facts but are statements of future expectations relating to the financial conditions, results of operations and businesses and related plans and objectives. The information is based on certain views and assumptions and would thus involve risks and uncertainties. Actual future performance, outcomes and results may differ materially from those expressed in these forward-looking statements as a result of a number of risks, uncertainties and assumptions. Representative examples of these factors include (without limitation) general industry and economic conditions, interest rate trends, cost of capital and capital availability, competition from other companies, shifts in customer demands, customers and partners, changes in operating expenses, governmental and public policy changes, and the continued availability of financing. Such statements are not and should not be construed as a representation as to the future of Nippecraft and should not be regarded as a forecast or projection of future performance. No reliance should therefore be placed on these forward-looking statements, which are based on the current view of the management of Nippecraft on future events. The presentation is also not to be relied upon as advice to investors or potential investors and does not take into account the investment objectives, financial situation or needs of any particular investor. Nippecraft accepts no responsibility whatsoever with respect to the use of this document or any part thereof.

In this presentation, all \$ dollar amounts are in United States dollars unless otherwise specified.

Singapore – Gift and Premium Fair

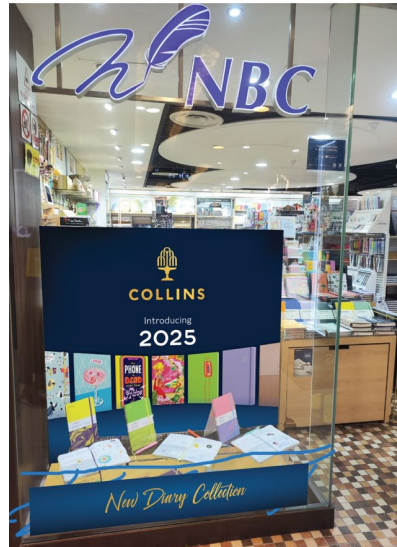


Singapore Design Orchard Retail



Singapore – Display at Leading Stationery Stores

Bugis



Raffles City



Evergreen



UK – Edinburgh Wedding Exhibition



Australia – Sydney Gift Fair



USA - Las Vegas Mart



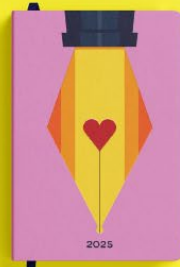
Collins – New Products



Abstract Botanicals 1



Abstract Botanicals 2



Peace, Love & Understanding 1



Peace, Love & Understanding 2



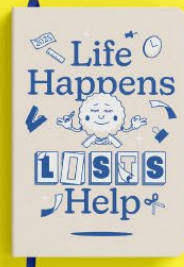
Abstract Gradients 1



Abstract Gradients 2



Retro Line Art 1



Retro Line Art 2



Expressive Type 1



Expressive Type 2



Inspirational Type 1



Inspirational Type 2

Collins – New Products



**THE GLASGOW
SCHOOL OF ART**

Katie Smith Illustration



Katie Smith is an illustrator and recent graduate of Communication Design at The Glasgow School of Art. As the inaugural winner of the Collins Debben Graduate Award, she has collaborated with Collins to produce a series of designs, incorporating her playful, energetic and colourful style. Through the use of both analogue and digital techniques, she uses bright colours to promote a positive attitude and brighten up your day.

Through the use of her signature style, Katie has captured the mood of a party through the use of retro patterns and glamorous imagery, depicting various party drinks such as the mojito and sparkling champagne. Juxtaposed with floating disco balls and a person lounging in a champagne glass, the essence of a retro New Years party is expressed through the placement of year 2025 on all the cocktail sticks; a befitting visual for the 2025 diary covers.

Marketing Strategy 2024

Customers



- Collins: 25-65 age group.
- Jumble & Co.: 16-55 age group

Objectives



- Collins: To create an affordable premium quality stationery brand in the market.
- Jumble & Co.: To create a fun, value for money lifestyle brand in the market.

Market Position



- Collins: Design is always delightfully pragmatic – it anticipates, facilitates, satisfying and simple.
- Jumble & Co.: We create everyday lifestyle products inspired by honest human sentiments, reminding people to embrace all of life's moods – the good, the bad and the ugly.

Corporate Social Responsibility

Singapore Beach Clean Up at East Coast Park



Clean Up Australia Day at Bella Vista Park



Corporate Social Responsibility

Glasgow Children's Hospital Charity Walk



Glasgow City Mission



Talent management strategy

- Review organisation structure in all business units for optimal performance.
- Increase Employee Engagement, through team building events.
- Streamline and automate processes to reduce admin tasks, to improve employee satisfaction.
- Continue on our Training & Development programs for upskilling organizational capabilities.

Primary objective:

To have high performing teams globally that are sales focused.

Impact on Climate Change

In everything we do, Nature will always win.

Our Eco Project Committee was set-up, to champion our fight against climate change.

To minimise the environmental impact of our stationery business and address climate change, we will continue to take the following actions:

- source paper from certified sustainable sources such as FSC and PEFC;
- review our supply-chain to lower our carbon footprint;
- reduce the use of plastic in our packaging;
- use recycled or partially recycled packaging materials whenever possible; and
- continue introducing new range of products made entirely from recycled raw materials.

FY2025 Focus

The key areas of focus for the Stationery business will be:

- **Entrench positioning for existing customers**
 - Improving customers experience through direct delivery and updated e-commerce platforms.
- **Grow new Customers**
 - Increasing our presence across multiple international markets.
 - Expanding distribution channels for newly launched product lines.
- **Improve Product offerings and Innovation**
 - Continuation of collaboration with design agency.
 - Growth of Jumble&Co mental health related products.
- **The Collins Graduate Award**
 - Ongoing collaboration with the Glasgow School of Arts on the Collins Debden Graduate Award 2025.
 - Building on past designs that attracted a younger demographic of diary users.
- **Strengthen our Talent management system**
 - Providing more internal promotion opportunities and advance training for our global teams.
- **Business sustainability**
 - Empowering the Eco Project Committee to continue leading the EESG sustainability efforts.
 - Broadening our existing ranges by developing new products using recycled materials.





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Proceedings of the Nippecraft Limited Annual General Meeting 2025

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Annual General Meeting Ordinary Business

Resolution 1

To receive and adopt the Directors' Statement and Audited Financial Statements for the financial year ended 31 December 2024, together with the Auditor's Report thereon.

Annual General Meeting Ordinary Business

To note the retirement of Mr. Chow Wai San, who is retiring by rotation under regulation 144 of the Company's Constitution and will not be seeking re-election as a Director of the Company.

Annual General Meeting Ordinary Business

Resolution 2

To re-elect and re-appoint Mr. Chan Cheng Fei, who is retiring by rotation under regulation 144 of the Company's Constitution, as a director of the Company.

Annual General Meeting Ordinary Business

Resolution 3

To re-elect and re-appoint Mr. Yek Boon Seng, who is retiring under regulation 154 of the Company's Constitution, as a director of the Company.

Annual General Meeting Ordinary Business

Resolution 4

To approve Directors' fees of S\$185,000 (equivalent to US\$137,000) for the financial year ending 31 December 2025, payable quarterly in arrears (2024: S\$185,000, equivalent to US\$139,000).

Annual General Meeting Ordinary Business

Resolution 5

To re-appoint Crowe Horwath First Trust LLP as auditors of the Company for the financial year ending 31 December 2025 and to authorise the Directors of the Company to fix their remuneration.

Annual General Meeting Ordinary Business

To transact any other ordinary business that may properly be transacted at an AGM.

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Annual General Meeting Special Business

Resolution 6

Authority to allot and issue shares

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Annual General Meeting Special Business

Resolution 7

Renewal of the Shareholders' Mandate for Interested Person Transactions.

Annual General Meeting Special Business

Resolution 8

Renewal of the Share Purchase Mandate.

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Annual General Meeting

Ordinary and Special Business Resolutions

No.	Resolutions	No. of votes for	No. of votes against	Abstain from voting
Ordinary Business				
1	To receive and adopt the Directors' Statement and Audited Financial Statements for the financial year ended 31 December 2024, together with the Auditor's Report thereon.	229,932,665	0	1,000
2	To re-elect and re-appoint Mr. Chan Cheng Fei, who is retiring by rotation under regulation 144 of the Company's Constitution, as a director of the Company.	229,912,665	0	21,000
3	To re-elect and re-appoint Mr. Yek Boon Seng, who is retiring under regulation 154 of the Company's Constitution, as a director of the Company.	229,932,665	0	1,000
4	To approve Directors' fees of S\$185,000 (equivalent to US\$137,000) for the financial year ending 31 December 2025, payable quarterly in arrears (2024: S\$185,000, equivalent to US\$139,000).	229,903,665	0	30,000
5	To re-appoint Crowe Horwath First Trust LLP as auditors of the Company for the financial year ending 31 December 2025 and to authorise the Directors of the Company to fix their remuneration.	229,932,665	0	1,000
Special Business				
6	Authority to allot and issue shares	229,932,665	0	1,000
7	Renewal of the Shareholders' Mandate for Interested Person Transactions.	57,718,645	0	172,215,020
8	Renewal of the Share Purchase Mandate.	229,932,665	0	1,000

Thank You



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