



**COLLINS  
DEBDEN**

# Nippecraft Limited Annual General Meeting

10.00 a.m. on 30 April 2024



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DIARY

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STATIONERY

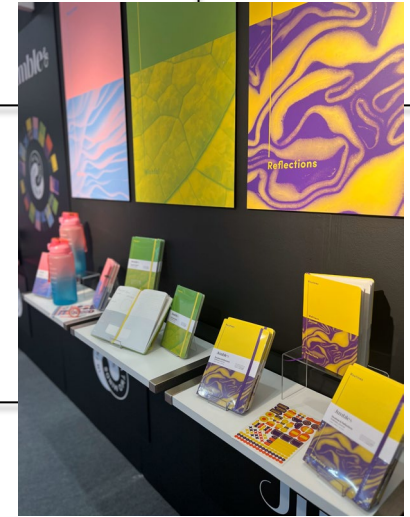
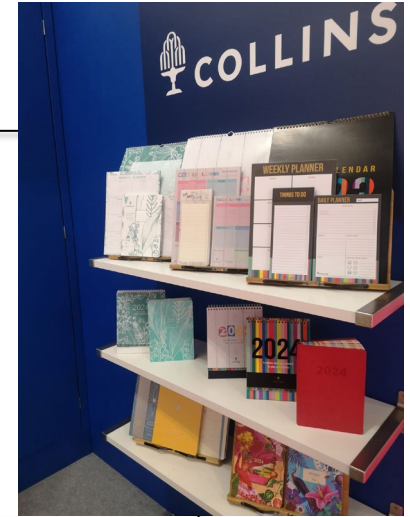
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# Disclaimer

This is a presentation of general information relating to the current activities **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.**

## Autumn Fair – Birmingham, UK

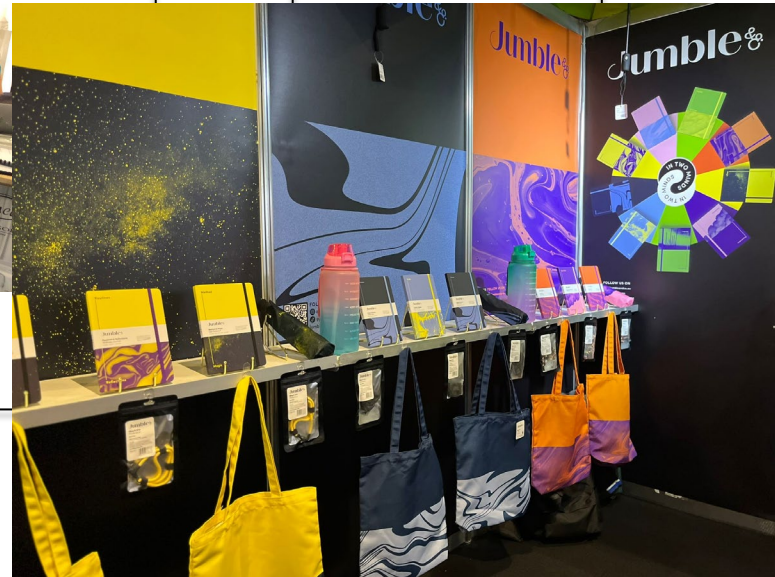




# Trade Marketing – The United Kingdom Jumble & Co. Window Display for Paper Tiger Store



# Melbourne OPIX, Australia Trade Fair







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## Jumble & Co. - New Concept (IN TWO MINDS)



This concept embraces the duality of life's emotions, as described by the Jumble story.

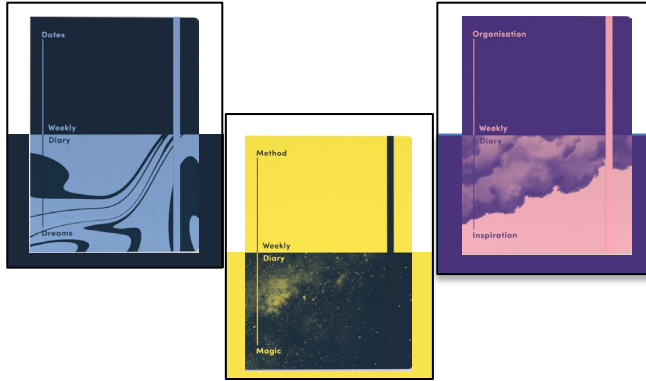
Each cover is split dramatically in two, with contrasting colors and abstract metaphorical patterns.

The inside pages are also split in two, mirroring the covers and offering a unique selling point. There is a place to be neat and structured, and a place to be free and expressive.

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# Jumble & Co. - New Products

## Diary



## Journal



## Notebook

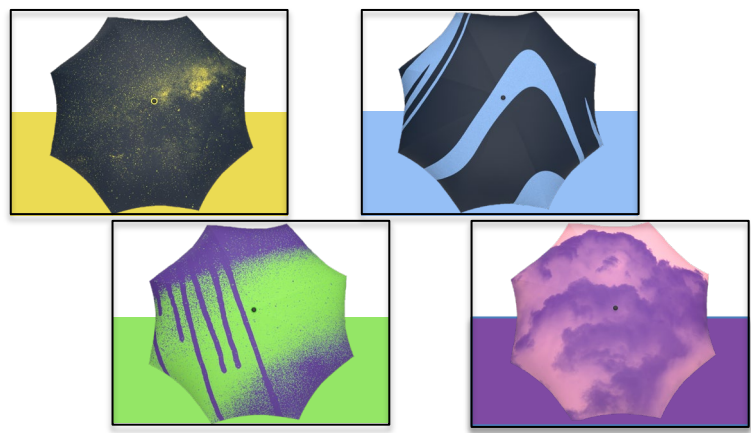


# Jumble & Co. - New Products

## Tote Bag

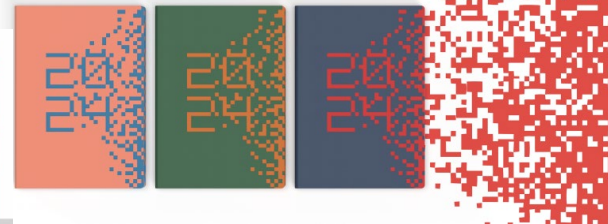
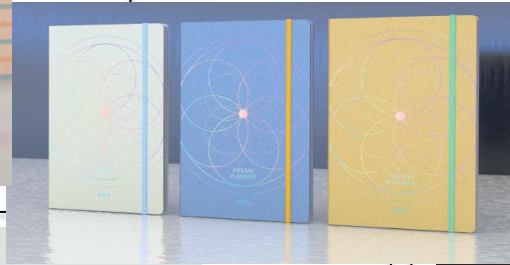


## Umbrella





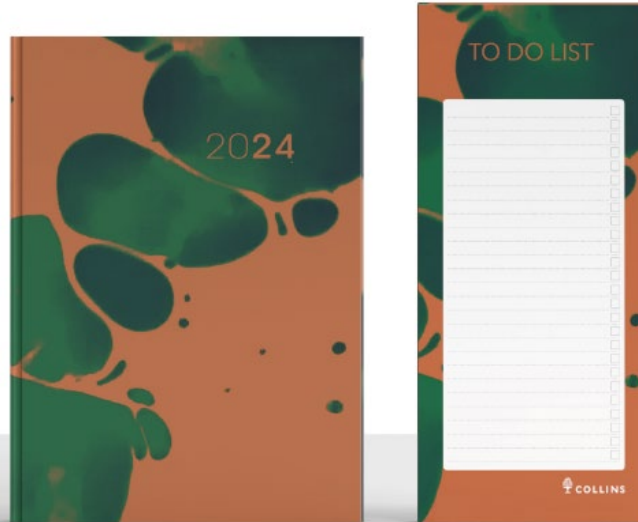
# Collins - New Products



## Collins - New Products



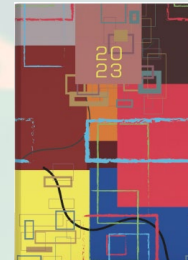
**THE GLASGOW  
SCHOOL OF ART**



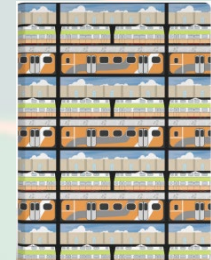
The winning UK student design from Giulia Cavalcanti of the City of Glasgow College represents the constant fluidity and movement that exists within nature. With the green spots representing nature and the fluidity representing the sustainable source of water, Giulia seeks to show that nature has the power to fight back and prevail against manmade constructions and that a sustainable future is possible. Juxtaposed with the smooth finish of the cover material, this stunning diary really makes a statement.

In 2023, Collins Debben and GSA launched the GSA Collins Debben Prize, since then Collins partnered with the GSA to create a capsule collection of products based on designs from young, inspiring local designers.

Hundreds of students submitted their designs and the best were selected by the panel to feature in the Collins Collection.



The winning design from Ben Stewart



This design, submitted by Ewan Roy,

# Marketing Strategy 2023

## 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. Introduce mass market diaries globally.
- 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.



# Marketing Strategy

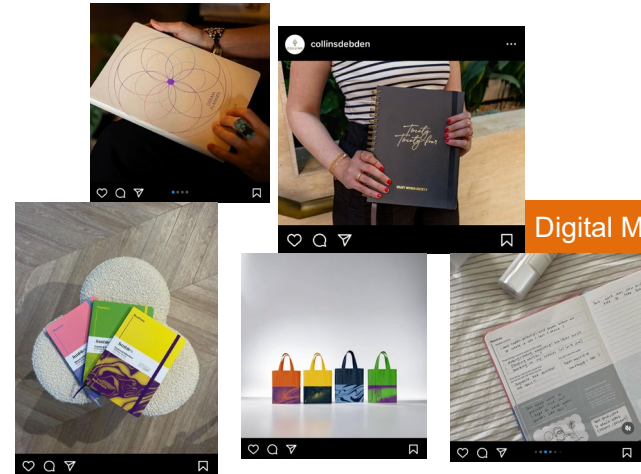
## Primary Tactics



- Collins + Jumble & Co.: With the change in consumer behaviours in the market place the brands will focus more on digital and social marketing to reach out to target audience especially on E-Commerce channels. We will still continue our efforts on trade marketing projects to maintain our brands presents in tradition channels.



Trade Marketing



Digital Marketing



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# Talent management strategy

- Review organization structure in all business units for optimal performance.
- Increase Employee Engagement, by team building events globally.
- 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 a high performing teams globally that are sales focused.

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# 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 reduce our impact on climate change through several means, as follows:

- Source paper from sustainable sources mainly FSC and PEFC
- Review our supply chain to reduce our carbon footprint
- Reduce the amount of plastic used for in our packaging
- Use recycled or partly recycled packaging materials
- Develop a range of products which are made from only recycled raw materials, products launched in 2023 for sale

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# FY2024 Focus

The focus of our Stationery business is as follows:

- **Entrench Positioning for Existing Customers**
  - Improve customers experience by one IT system globally.
- **Grow New Customers**
  - Increase our footprint across multiply countries.
  - Develop new distribution networks to target new customers.
- **Improve Product Offerings and Innovation**
  - Design agency engaged to create on trend diary designs.
  - Growth of Jumble&Co Brand lifestyle products.
- **The Collins Graduate Award**
  - - The Collins Debden Graduate Award 2023 with the Glasgow School of Arts.
  - Enabling us to have some exclusive global designs.
- **Strengthen Our Talent Management System**
  - By instilling a sales performance-based culture.
- **Business Sustainability**
  - Eco Project Committee.
  - Creating new products with recycled materials.



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# **Proceedings of the Nippecraft Limited Annual General Meeting 2024**

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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 2023, together with the Auditors' Report thereon.

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# Annual General Meeting Ordinary Business

To note the retirement of Mr. Khoo Song Koon as a Director of the Company.

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# Annual General Meeting Ordinary Business

## Resolution 2

To re-elect and re-appoint Mr. Raja Hayat, retiring by rotation under regulation 144 of the Company's Constitution and Rule 720(4) of the Listing Manual Section B: Rules of Catalist of the Singapore Exchange Securities Trading Limited.

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# Annual General Meeting Ordinary Business

## Resolution 3

To re-elect and re-appoint Mr. Eddie Foo Toon Ee, retiring by rotation under regulation 154 of the Company's Constitution and Rule 720(4) of the Listing Manual Section B: Rules of Catalist of the Singapore Exchange Securities Trading Limited.

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# Annual General Meeting Ordinary Business

## Resolution 4

To approve Directors' fees of S\$185,000 for the financial year ending 31 December 2024, payable quarterly in arrears.

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# 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 2024 and to authorise the Directors of the Company to fix their remuneration.

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# Annual General Meeting Ordinary Business

Any Other Ordinary Business

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# Annual General Meeting

## Special Business

### Resolution 6

To authorise the Directors to issue and allot shares and/or instruments pursuant to Section 161 of the Companies Act 1967.

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# Annual General Meeting Special Business

## Resolution 7

To renew the Shareholders' Mandate for Interested Person Transactions.

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# Annual General Meeting Special Business

## Resolution 8

To renew 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
<b>Ordinary Business</b>			
1	To receive and adopt the Directors' Statement and Audited Financial Statements for the financial year ended 31 December 2023, together with the Auditors' Report thereon.	224,268,766	0
2	To re-elect and re-appoint Mr. Raja Hayat, who is retiring by rotation under regulation 144 of the Company's Constitution and Rule 720(4) of the Listing Manual Section B: Rules of Catalist of the Singapore Exchange Securities Trading Limited.	224,268,766	0
3	To re-elect and re-appoint Mr. Eddie Foo Toon Ee, who is retiring by rotation under regulation 154 of the Company's Constitution and Rule 720(4) of the Listing Manual Section B: Rules of Catalist of the Singapore Exchange Securities Trading Limited.	224,248,766	20,000
4	To approve Directors' fees for the financial year ending 31 December 2024, payable quarterly in arrears.	224,268,766	0
5	To re-appoint Crowe Horwath First Trust LLP as auditors of the Company for the financial year ending 31 December 2024 and to authorise the Directors of the Company to fix their remuneration.	224,268,766	0
<b>Special Business</b>			
6	To authorise the Directors to issue and allot shares and/or instruments pursuant to Section 161 of the Companies Act 1967.	223,865,766	383,000
7	To renew the Shareholders' Mandate for Interested Person Transactions.	51,680,746	383,000
8	To renew the Share Purchase Mandate.	224,248,766	0

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**Thank You**



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