



**COLLINS
DEBDEN**

Nippecraft Limited Annual General Meeting

10.00 a.m. on 26 April 2022

Disclaimer

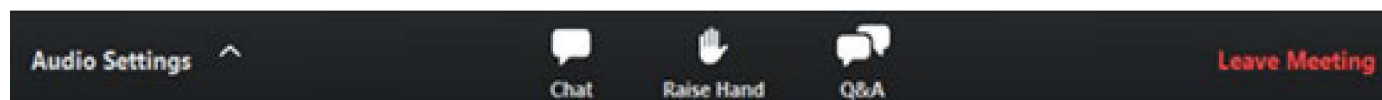
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In this presentation, all \$ dollar amounts are in United States dollars unless otherwise specified.

Questions

To ask a question:

- Enter your question into the Q&A box, then click **Send**.



- Entered your questions anytime before the commencement of the AGM proceedings.
- Questions will be answered before commencement of the AGM proceedings.



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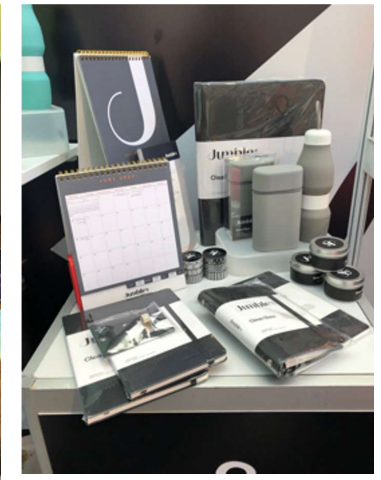
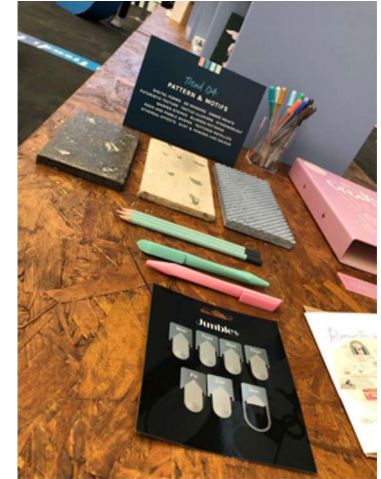
DIARY
NOTEBOOK
JOURNAL
PLANNER
ORGANISER
STATIONERY
CORPORATE
CUSTOMISATION

Stationery Show, London



▲ Jumble and Co Stand

Jumble products included ►
in New Trends display



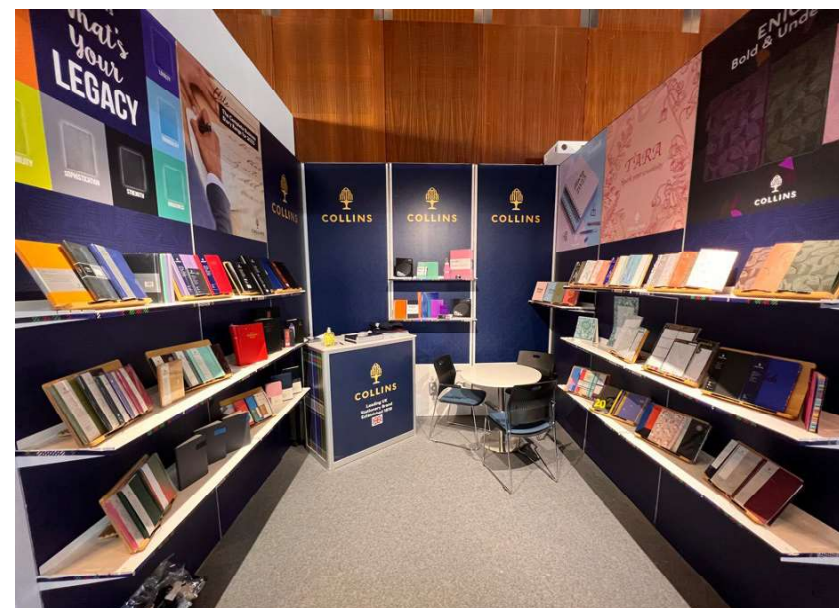


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Paperworld, Dubai



14 – 16 December 2021

World Trade Centre, Dubai

Exhibiting all flagship Collins ranges plus Jumble & Co

Positive feedback on business and fashion ranges

Visitors to booth from all over UAE, Middle East, East Asia and South America

Jumble & Co Blogger Event, Hilton Hotel, London



▲ Workshop held for participants

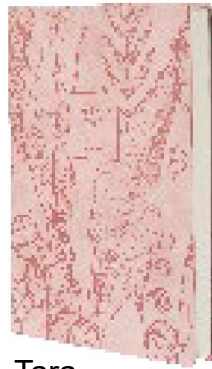


▲ Blogger coverage on Instagram



Jumble & Co, our new brand, welcomes all of life's moods – the good, the bad and the ugly. It helps us deliver our products in refreshing ways. Jumble & Co embraces the confusing worlds of emotion in-between.

New Products



Tara



Amara



Edge Mira



Maru



Marley



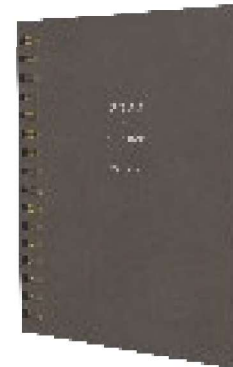
Legacy



Gaia



Enigma



Dante



Clyde



Marketing Strategy

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.



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-Commence channels. We will still continue our efforts on trade marketing projects to maintain our brands presents in tradition channels.



Trade Marketing



10 likes
jumbleandco.uk Feeling a bit burnt out? 🧡
Our Burnt-Out Orange range is here to... more



5 likes
jumbleandco.uk Purple is for royals. Makes sense why it's my favourite colour! 💜
... more



6 likes
collinsdebden Stylish yet contemporary, what is there not to love about our luxury notebooks? 🌿
... more



12 likes
collinsdebden Saturday Gratitude Vibes 🧡
What are you grateful for today?... more

Digital Marketing

Talent management strategy

- Review organization structure in all business units for optimal performance
- Increase Employee Engagement
- Increase morale & retention
- Continue on Communicating with our employees
- Continue on our Training & Development programs for upskilling organizational capabilities

Primary objective:

To instill a Performance based Management Culture

Impact on Climate Change

In everything we do, Nature will always win

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

- Source paper from sustainable sources
- 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

FY2022 Focus

In a nutshell, the focus of our Stationery business is as follows:

- Entrench positioning for existing customers
 - Improve customers experience
- Grow new Customers
 - Increase our footprint across multiply countries
 - Develop new distribution networks to target new customers
- Improve Product offerings and Innovation
 - Customise our products to the needs of our customers
- Enhance digitisation to improve and automation
 - Reduce lead time from the factory to the customers
 - Generate higher e-commerce sales
- Strengthen our Talent management system
 - By instilling a performance-based culture
- Business sustainability
 - Whatever we do, Nature will always win



Thank You



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