



**COLLINS
DEBDEN**

Nippecraft Limited Annual General Meeting

10.00 a.m. on 24 April 2023



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Autumn Fair in London, United Kingdom





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Castle Tower Pop-up store in Sydney, Australia





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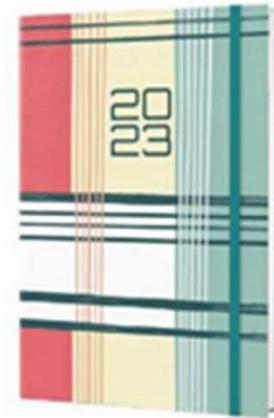
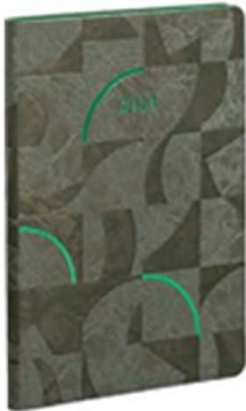
Castle Tower Pop-up store in Sydney, Australia





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2023 New Product Range

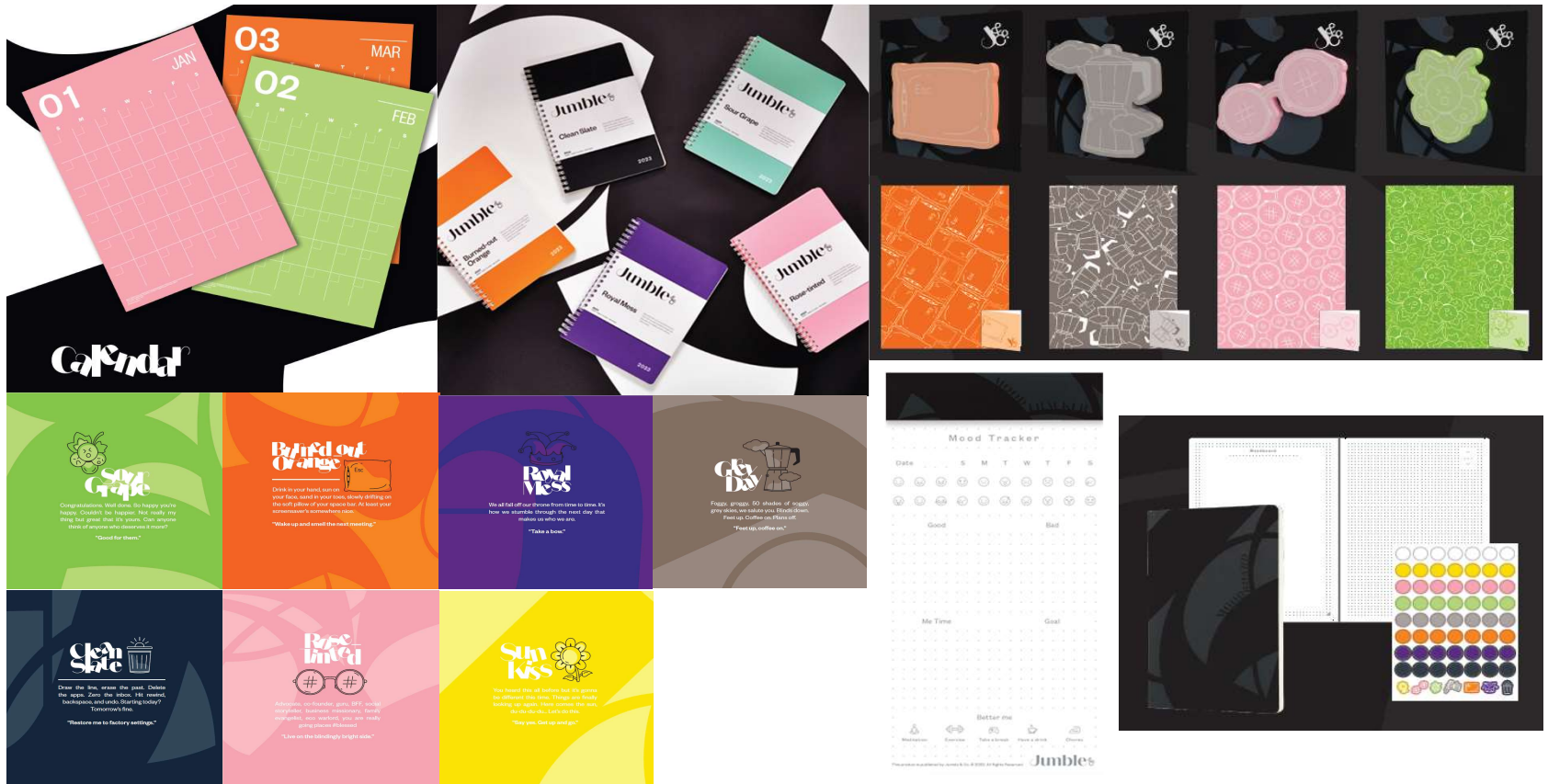


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Collins - New Products

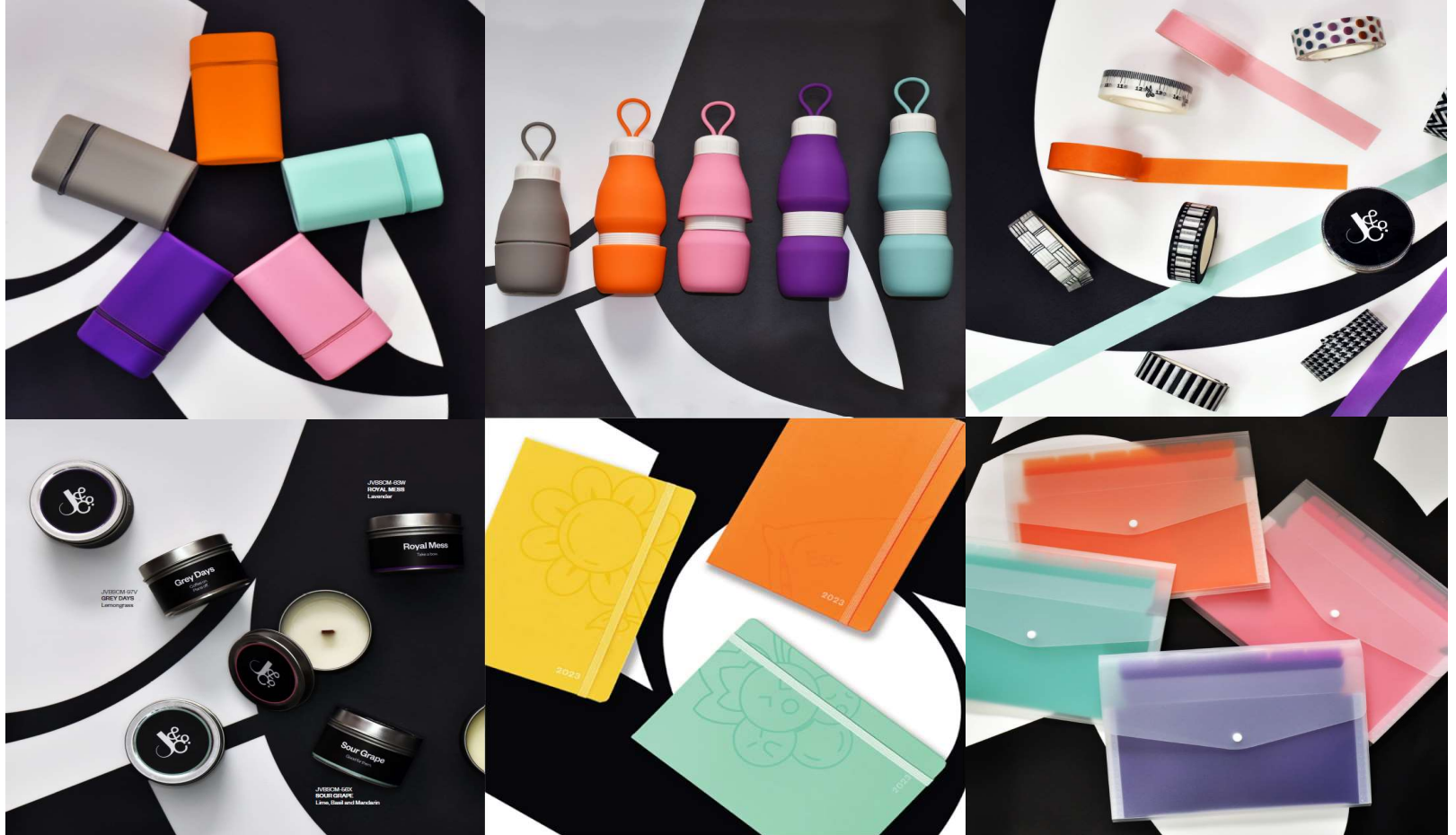


Jumble & Co. - New Products






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Jumble & Co. - New Products



Marketing Strategy 2023

 <h2>Customers</h2>	<ul style="list-style-type: none">• Collins: 25-65 age group.• Jumble & Co.: 16-55 age group
 <h2>Objectives</h2>	<ul style="list-style-type: none">• 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.
 <h2>Market Position</h2>	<ul style="list-style-type: none">• 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.



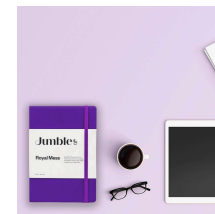
Trade Marketing



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



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



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



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

Digital Marketing



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Talent management strategy

- Review organisation 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

We have set up an Eco Project Committee, 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.

FY2023 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
- **Enhance digitisation to improve and automation**
 - Reduce lead time from the factory to the customers
 - Continue to focus on higher e-commerce sales
- **Strengthen our talent management system**
 - By instilling a sales performance-based culture
- **Business sustainability**
 - Creating new products made from recycled materials launching in Q3 2023



Thank You



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