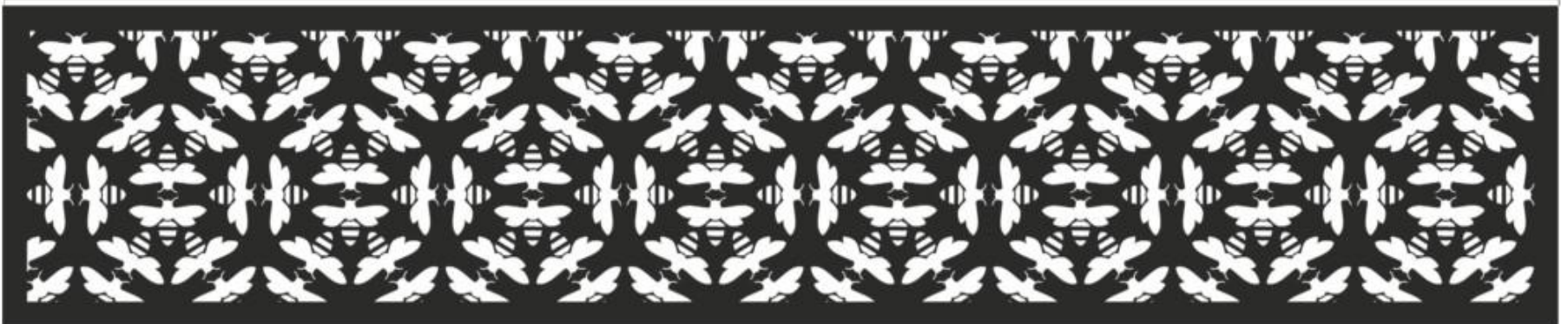




Greek Sustainable Business
Since 1979





it all started here:
in this pharmacy in Athens ...



1972

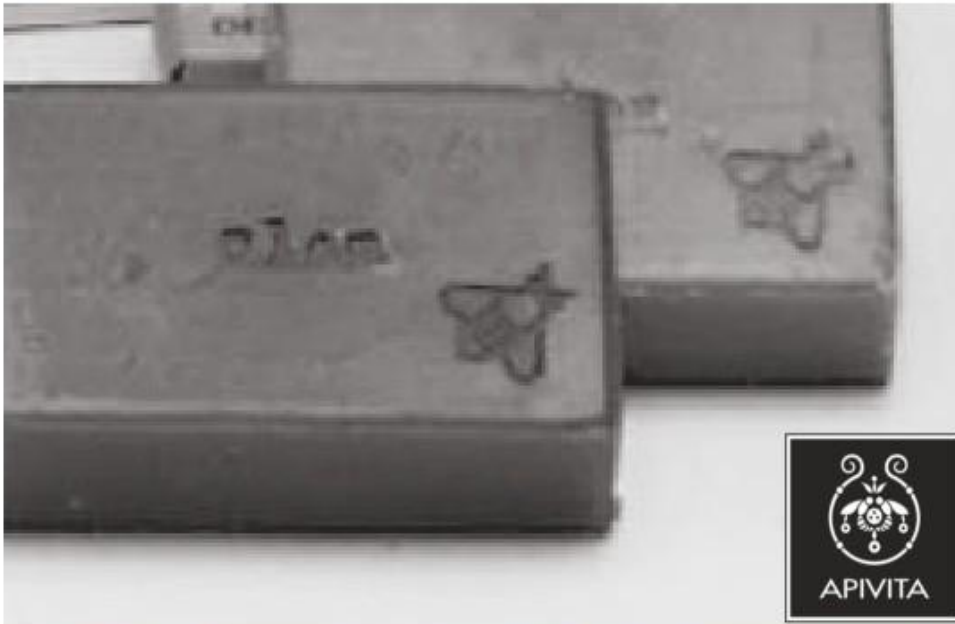


The story begins in 1972 when Niki and Nikos Koutsianas created their first natural products combining propolis, honey, royal jelly, natural extracts and essential oils



a journey driven by a great passion
for bees and a great love for nature!

Our first soap made with propolis...
black, with the scent of thyme!



Our INSPIRATIONS are our USP



BEE SOCIETY

As a super organism that is guided by the greater common good

The means of Pollination of ecosystems and the added value products of the beehive



GREEK FLORA

rich biodiversity (6.800+ plant species & subspecies)
High concentration of endemics (800+ unique plants)

About 13.000 species are recorded in all of Europe.



HIPPOCRATES

2.500 years of Tradition, knowledge and Holistic approach to health, beauty and well being



GREEN PRODUCT DEVELOPMENT PLATFORM

The APIVITA Research and Development team transforms the philosophy of the company, its inspiration and values into innovative green products

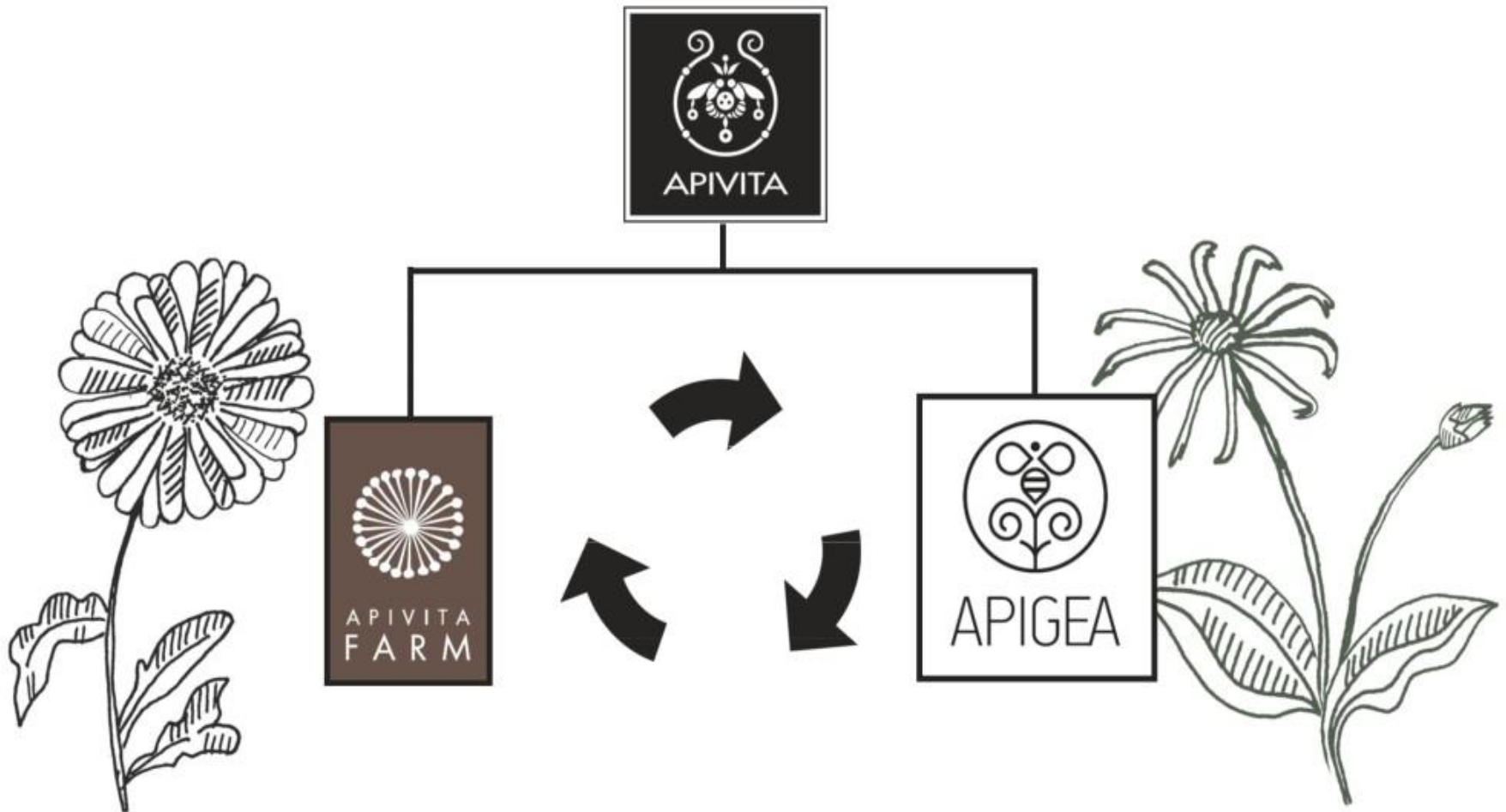
Inspired by...



...we develop unique, authentic and innovative green products



SUSTAINABLE VERTICALLY INTEGRATED BUSINESS APIVITA/APIVITA FARM/APIGEA





80%-100% Natural Formulas & bio-eco certified products

NATURAL

with

Plant Extracts
Plant Oils
Organic Plant Infusions
Bee Products

without

Parabens
Silicones
Propylene Glycol & Mineral Oil
Ethanalamines
Phthalates, Nitro Masks &
Polycyclic Mask



EFFECTIVE

APIVITA's R&D department has a proven track record of experience in developing effective cosmetics.

- The ingredients used are on the cutting edge of green cosmetology and fulfill efficacy substantiation requirements
 - Ingredients' activity and effectiveness is measured in house and in collaboration with other institutes
 - In vivo clinical studies are conducted on the final products in close partnership with research institutes and universities
-
- Extensive scientific literature for ingredients' action substantiation
 - Synergistic effect of actives
 - Sophisticated skin delivery systems
 - Besides the specialized action of each line the aim of each product is to fulfill fundamental prerequisites of skin, scalp and hair
 - **Clinical Studies** for every new product in our Skin Care range



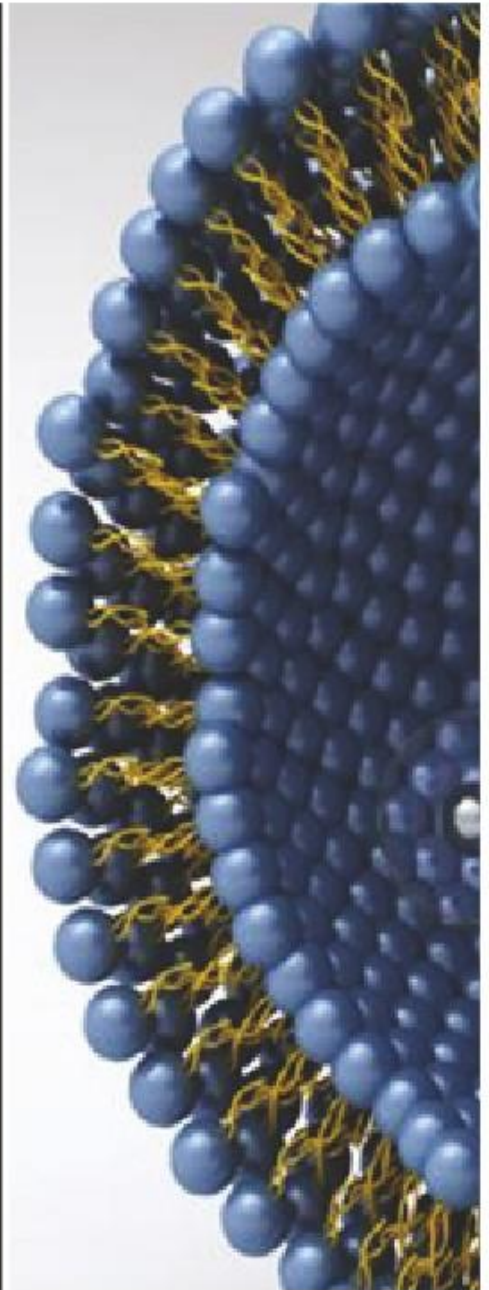
Innovations

Patented Greek Propolis extract

Greek royal jelly encapsulated in liposomes

Replacement of water with herb infusions to enhance effectiveness

Patented infusion of a combination of 3 sideritis species (*Sideritis Scardica*, *Sideritis Perfoliata*, *Sideritis Raiserii*) All 3 sideritis species are collected from organic crops with antioxidant, hydrating and photoprotective properties.



HOLISTIC

Holistic approach on health and beauty based on Hippocrates Philosophy.

- ✓ aromatherapy effect on body, mind and soul
- ✓ skincare treatments able to cover multiple skin needs
- ✓ food supplements (royal jelly, herbs, bee pollen)
- ✓ care for the environment and for society (without parabens, silicone, mineral oils, recycled pet packaging)

Formulas enriched with 100% pure organic essential oils in order to enhance a feeling of well being



APIVITA SCIENTIFIC SYNERGIES ECOSYSTEM



Collaboration with 71 Universities and
Research Institutes in 22 countries

APIVITA TODAY

300 SKUs





**WHAT MAKES THE
HONG KONG & APIVITA
'FORMULA'
SO SUCCESSFUL?**

HONG KONG cosmetic customer:

- ✓ Has great knowledge of Ingredients and cosmetics

Is passionate about:

- ✓ Natural formulas
- ✓ Effectiveness proved by clinical studies
- ✓ Holistic approach through their fathers of medicine like Shennong, Hua Tuo and Li Shizhen



HOW DID APIVITA PENETRATE THE HONG KONG MARKET?

How did we penetrate the HK market:

- ✓ Harrods strategic move
- ✓ Olympic games
- ✓ Imaginex big player
- ✓ 2nd big premium market is necessary

Apivita ride - challenging:

- ✓ We had to prove to IMX premiumness
- ✓ Learn the premium retail channel
- ✓ Build the brand
- ✓ We had to invest like big premium brands
- ✓ Mandarin Hotel SPAs

Geography

At the south-eastern tip of China, Hong Kong covers Hong Kong Island, Lantau Island, the Kowloon Peninsula and the New Territories, including 262 outlying islands. Between Hong Kong Island and the Kowloon Peninsula lies Victoria Harbour, one of the world's most renowned deep-water harbours.

Total area: 1 105.7 square kilometres

Land developed: less than 25%

Country parks and nature reserves: 40%

*Apivita has spread its wings
in many HK districts
reaching a range of consumer needs*



Climate

Hong Kong's climate is sub-tropical, with temperatures dropping below 10 degrees Celsius in the winter and exceeding 31 degrees Celsius in summer. It is warm, sunny and dry in autumn, cool and dry in winter, and hot, humid and rainy from spring to summer.

Average annual rainfall: 1 874.5mm

Wettest months: July

Driest months: November

***Due to the importance of our sales revenues in HK
we also take the climate much into consideration
when developing new products,
when working on our cosmetic marketing plan
and for the timing of all product launches***



Government

Hong Kong is a Special Administrative Region of the People's Republic of China. Following British rule from 1842 to 1997, China assumed sovereignty under the 'one country, two systems' principle. The Hong Kong Special Administrative Region's constitutional document, the Basic Law, ensures that the current political situation will remain in effect for 50 years. The rights and freedoms of people in Hong Kong are based on the impartial rule of law and an independent judiciary.

Head of Government: Chief Executive

Cabinet: Executive Council

Legislature: Legislative Council, 70 seats

Highest Court: Court of Final Appeal

Despite of the adverse political and economic conditions from end of 2015 which have greatly affected the retail of HK, Apivita has managed to maintain its market position more so than certain other main cosmetic brands



Economy

Hong Kong's economy is characterized by free trade, low taxation and minimum government intervention. It is the world's 9th largest trading economy, with the mainland of China as its most significant trading partner. Hong Kong is also a major service economy, with particularly strong links to mainland China and the rest of the Asia-Pacific region.

Currency: Hong Kong dollar

GDP: HK\$2,402.5 billion (2015)

GDP per capita: HK\$328,854 (2015)

Real GDP growth: +2.4% (2015)

Labour force: 3.927 million (2015)



Demographics of Hong Kong

Population

Population ('000)	7,374.90	0.9% YOY Growth Rate
Male population ('000)	3,388.80	46% of Population
Female population ('000)	3,986.10	54% of Population

Domestic Households

Number of domestic households ('000)	2,503.60
Average domestic household size	2.90

Vital Events

Number of births ('000)	60.80	1.6% YOY Growth Rate
Number of deaths ('000)	46.90	1.7% YOY Growth Rate
Number of marriages ('000)	49.50	-4.1% YOY Growth Rate

Expectation Of Life

Expectation of life at birth for males (years)	81.3
Expectation of life at birth for females (years)	87.3

Apivita Ratio
90% Female
10% Male



Demographics of Hong Kong

Population by Nationality

Year	2016	
	Population	
	Number of Persons	Percentage
Nationality		
Chinese (Place of domicile - Hong Kong)	6,646,415	90.59%
Chinese (Place of domicile - other than Hong Kong)	121,775	1.66%
Filipino	186,869	2.55%
Indonesian	159,901	2.18%
British	35,069	0.48%
Indian	28,777	0.39%
Nepalese	22,679	0.31%
Pakistani	15,234	0.21%
American	14,749	0.20%
Australian	14,669	0.20%
Thai	11,493	0.16%
Japanese	10,678	0.15%
Others	68,277	0.93%
Total	7,336,585	100.00%

**APIVITA customer:
55% Local Hong Kong
45% Mainland Chinese
5% Other Travelers**

Source :
2016 Population By-census Office
Census and Statistics Department
The Government of the Hong Kong Special Administrative Region

Release date:
27 Feb 17



Demographics of Hong Kong

Population and Population Density by District

Year		2016		2016
Land/ Marine	District - Hong Kong Island/ Kowloon/ New Territories/ Marine	Population		Number of Persons per squared kilometers
		Number of Persons	Percentage	
Land	Hong Kong Island	1,253,417	17.10%	15,691
	Kowloon	2,241,347	30.60%	47,748
	New Territories	3,840,620	52.30%	4,019
	Sub-total	7,335,384	100%	
Marine	Marine	1,201	§(2)	
	Sub-total	1,201	§(2)	
Total	Total	7,336,585	100%	6,777

Note(s):

(2) Denotes value less than 0.05%

Source :

2016 Population By-census Office

Census and Statistics Department

The Government of the Hong Kong Special Administrative Region

APIVITA stores in:
HK Island
Kowloon
New Territories



Demographics of Hong Kong

Population Aged 15 and Over, Population Aged 15 and Over by Educational Attainment

Year		2016	
		Population Aged 15 and Over (Excluding Foreign Domestic Helpers)	
		Number of Persons	Percentage
Educational Attainment (Highest Level Completed)	Educational Attainment (Highest Level Completed)		
Primary and below	No schooling/ Pre-primary ⁽¹⁾	774,039	12.50%
	Primary ⁽²⁾	860,334	13.90%
	Sub-total	1,634,373	26.40%
Secondary	Lower secondary ⁽³⁾	1,058,560	17.10%
	Upper secondary ⁽⁴⁾	1,570,685	25.40%
	Sub-total	2,629,245	42.50%
Post-secondary	Post-secondary: Diploma/ Certificate	366,444	5.90%
	Post-secondary: Sub-degree course	243,728	3.90%
	Post-secondary: Degree course	1,310,545	21.20%
	Sub-total	1,920,717	31.10%
Total	Total	6,184,335	100%

Note(s):

(1) Figures include all persons with no schooling or who have completed Pre-primary, Pr

(2) Figures include all persons who have completed Primary 6 to Secondary 2 education

(3) Figures include all persons who have completed Secondary 3 to Secondary 4 educat

persons who have completed Secondary 3 to Secondary 5 education but (c) have not co

(4) Figures include all persons who have completed Secondary 5 to Secondary 6 and all

all persons who have completed Secondary 5 education but (c) have not complete of

level education are also included.

HK the Cosmetic Customer has a very high level of knowledge in cosmetics and ingredients used, compared to Europeans

by 6 education.

old academic structure and

the old academic structure and

s who have completed craft

natural effective holistic

natural effective holistic



APIVITA Facts

- ❑ Launched in July 2005
- ❑ Local distributor
- ❑ Average yearly growth over last 10 years, 27%
- ❑ Total 11 Point-of Sales as of Mar 2017
- ❑ Selling over 270 product codes across all our categories
- ❑ Customer Profile:
 - 55% Local Hong Kong
 - 45% Mainland Chinese
 - 5% Travelers except Mainland Chinese
 - 90% Female / 10% Male



HK 2016 Best Seller Examples

Over 430,000
boxes of Express
Masks were sold
in 2016

Average 4
Express masks
sold per minute
during business
hours

Almost 70,000
bottles of
Intimate Care
were sold in
2016

1 Intimate bottle
sold for every 60
female
population

Almost 15,000
bottles of Anti
Hair Loss were
sold in 2016

1 anti hair loss
bottle sold for
every 4 Apivita
customers in HK



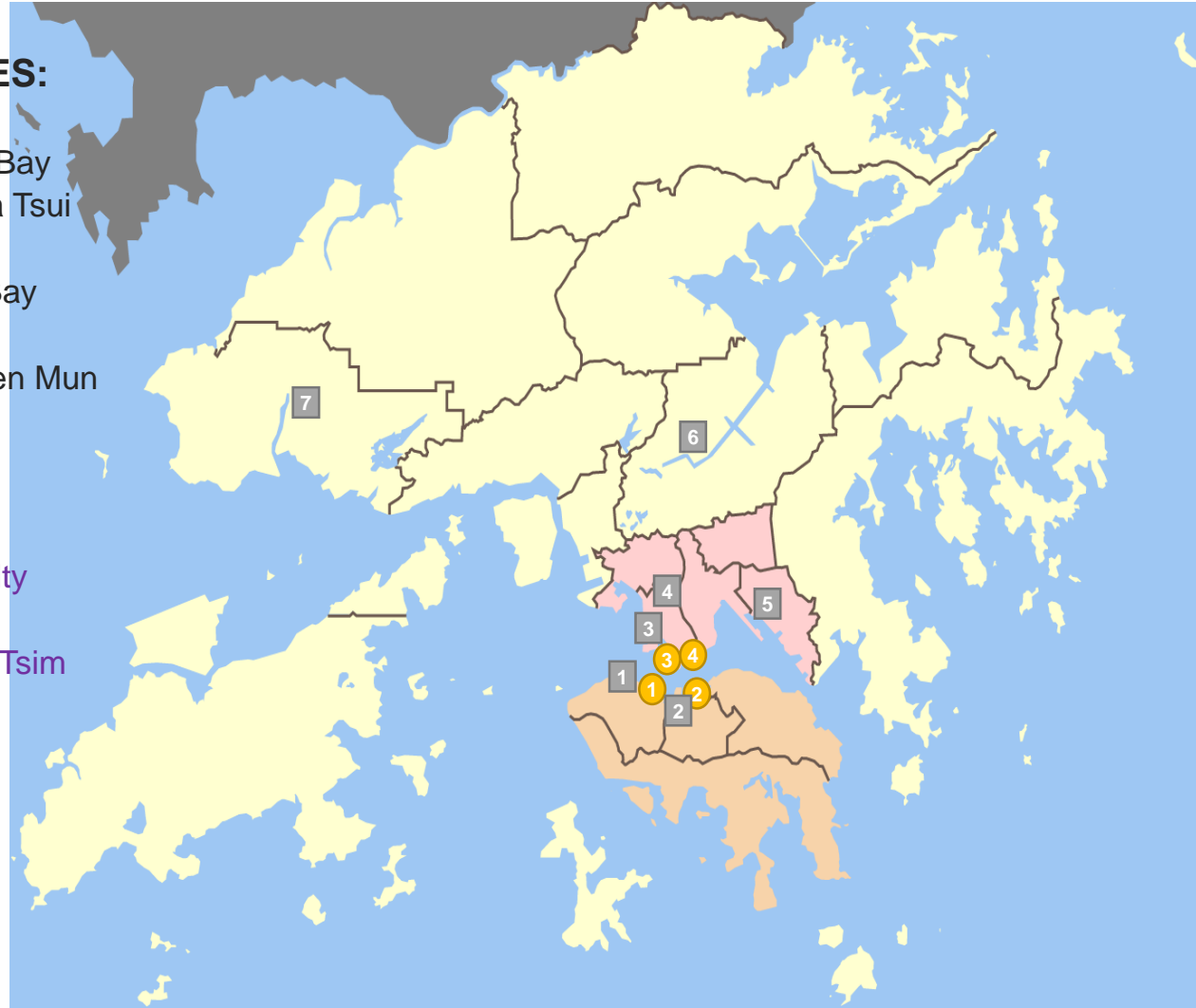
HONG KONG DISTRIBUTION

FREE STANDING STORES:

1. The Landmark, Central
2. Times Square, Causeway Bay
3. Gateway Arcade, Tsim Sha Tsui
4. Langham Place, Mongkok
5. Telford Plaza II, Kowloon Bay
6. New Town Plaza, Shatin
7. Tuen Mun Town Plaza, Tuen Mun

COUNTERS

1. Facesss, Lab Concept, Queensway Plaza, Admiralty
2. Sogo, Causeway Bay
3. Facesss, Ocean Terminal, Tsim Sha Tsui
4. Sogo, Tsim Sha Tsui



FREE STANDING STORE

Times Square, Causeway Bay



Location

Shop B219, Times Square, Causeway Bay

Shop size (gross)

320 sq ft

FREE STANDING STORE

Gateway Arcade, Tsim Sha Tsui



Location	Shop 2208, Gateway Arcade, Harbour City, TST
Shop size (gross)	355 sq ft

FREE STANDING STORE Langham Place, Mongkok



Location	Shop L2-06, Langham Place, Mongkok
Shop size (gross)	290 sq ft

FREE STANDING STORE

New Town Plaza, Shatin



Location

Shop 203, Phase 1, New Town Plaza, Shatin

Shop size (gross)

416 sq ft

FREE STANDING STORE

The Landmark, Central



Location

Shop B33, First Basement Floor, Landmark, Central

Shop size (gross)

146 sq ft

FREE STANDING STORE

Telford Plaza II, Kowloon Bay



Location	Shop 328, Telford Plaza II, Kowloon Bay
Shop size (gross)	302 sq ft

FREE STANDING STORE

Tuen Mun Town Plaza, Tuen Mun



Location	Shop 1033, Phase 1, Tuen Mun Town Plaza, Tuen Mun
Shop size (gross)	146 sq ft



COUNTER

Facesss Lab Concept, Queensway Plaza, Admiralty



Location	Facesss Lab Concept, Queensway Plaza, Admiralty
Shop size (gross)	85 sq ft

COUNTER

Sogo, Causeway Bay



Location

3/F, 555 Hennessy Road, Causeway Bay, Hong Kong

Shop size (gross)

140 sq ft

COUNTER

Facesss, Ocean Terminal, Tsim Sha Tsui



Location	Facesss, Ocean Terminal, Tsim Sha Tsui
Shop size (gross)	166 sq ft

COUNTER

Sogo, Tsim Sha Tsui



Location	Shop B107, Sogo, 20 Nathan Road, Kowloon, HK
Shop size (gross)	263 sq ft



Thank you

