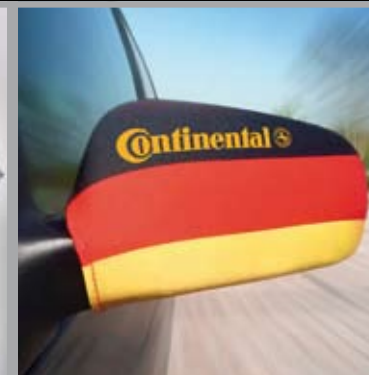


FBI[®]

GmbH

We make your brand touchable!

give aways | merchandising | salespromotion | incentives | full-service



→ Inhalt

- The Company
- Our performance
- Our service
- References
- Kontakt



→ The Company

- **Daten und Fakten**

| | |
|-----------------------------|--|
| Hauptsitz: | FBI GmbH Kaiser-Wilhelm-Str. 18 55543 Bad Kreuznach |
| Tochtergesellschaft: | FB industries (HK) Ltd. Flat 2, 17/F, Trend Centre 29-31, Cheung Lee Street Chai Wan, Hong Kong |
| Geschäftsführer: | Frank Bachmann |
| Handelsregister: | District Court Bad Kreuznach HRB 20305 |
| Gründung: | 1996 Einzelunternehmen 2007 GmbH |
| Umsatz 2007: | 5,2 Million Euro |
| Umsatz 2008: | 4,8 Million Euro |
| Umsatz 2009: | 4,8 Million Euro |
| Angestellte: | 12 (Deutschland), 3 (HK) |

→ The Company

- **Our philosophy**

Our strength at FBI is the individual care for our customers and the design of 'all-round-concepts' for promotional products in connection with giveaways, sales, merchandising and incentives.

We focus on the needs of our long standing customers and specialise in individual products in large numbers. Our customers especially rely on our creative talents and top designs. There are no limits to ideas and imagination.

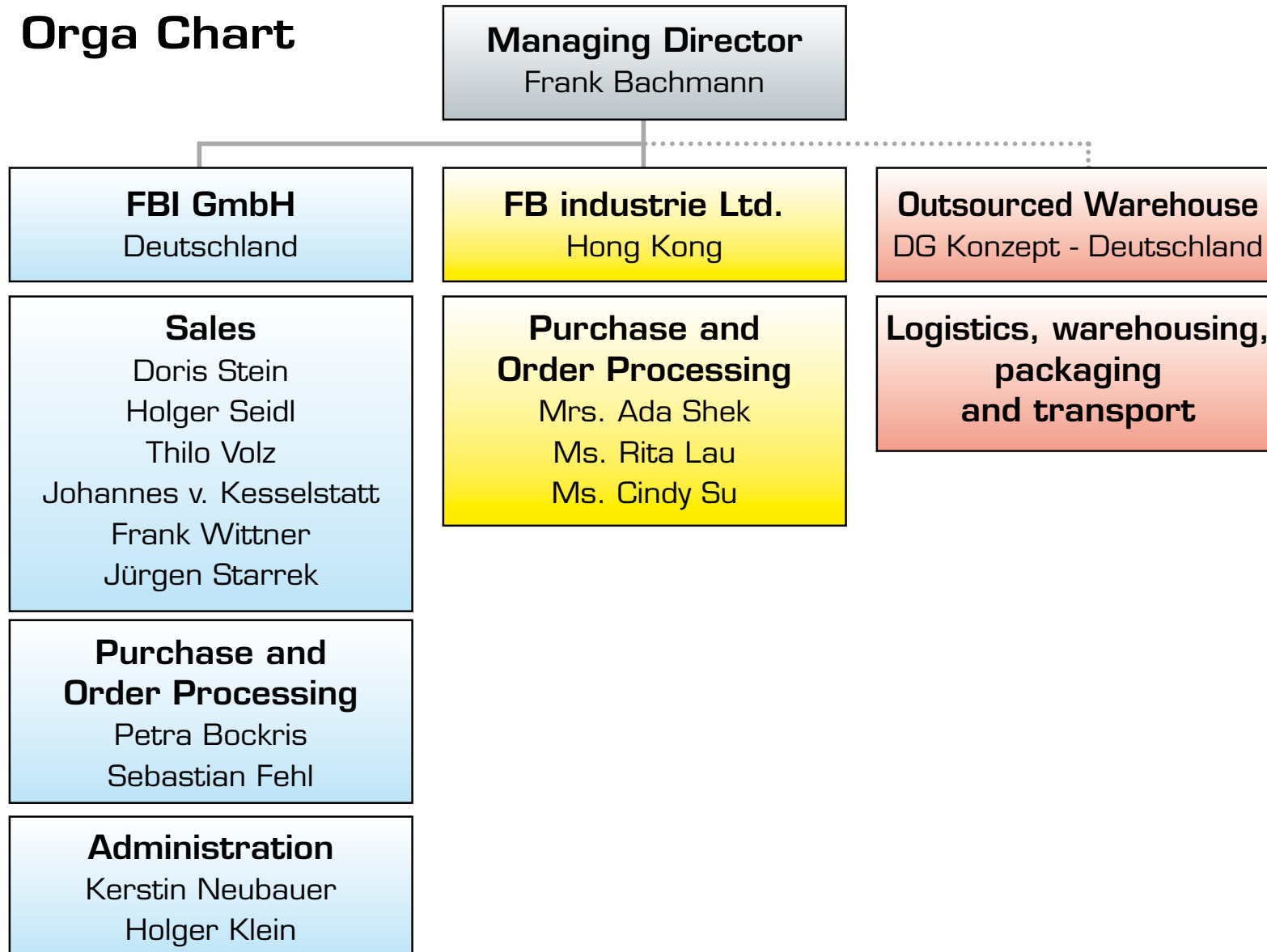
Based on our world-wide contacts, we are always at the hub of new innovations and our scouts inform us of trends as they emerge.

As one of the largest direct-importers we can supply our customers with the appropriate product volumes and, at the same time, maintain our flexibility and individuality. Our connections to suppliers and manufacturers ensure the best possible prices. We make the right decisions - in the shortest possible time - in the best interest of our customers.



→ The Company

- **Orga Chart**



→ Our Performance

• Commercial scope and logistics

In-house expertise for conception, design, purchase and distribution of promotional products:

- Incentive programs
- Give-aways for general promotions
- Direct marketing products for marketing campaigns
- POS merchandise
- Give-aways
- Event marketing



Outsourcing to qualified specialists for complex, full-service logistical projects:

- Storage
- Consignment
- Dispatch world wide
- IT-Solutions for integration with customers ERP system

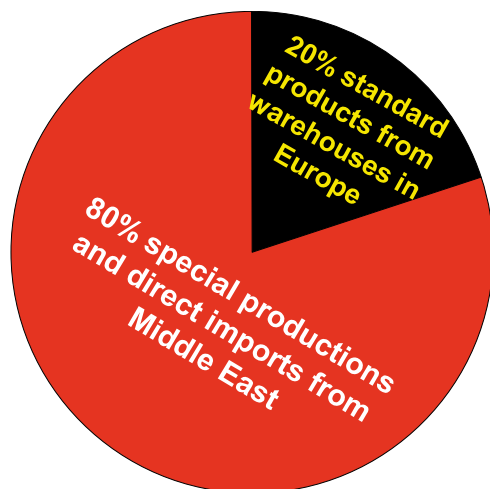
→ Our Performance

- **Our Portfolio**

FBI offers everything you expect from a **Full-Service-Partner**.

You will find a comprehensive selection of standard products in our catalogues comprising of almost 1000 pages.

You have a quick and informative insight and get lots of inspirations all around the topic of promotional products and textiles.



We are your optimal partner as we are importing directly for larger amounts or customer specific designs.

→ Our Performance

• Our Brand Products

Next to a large number of standard promotional products FBI also offers numerous brand-products, which you can enhance with your company logo or your own, individual design.



Selection of brand-manufactures included in our portfolio.

→ Our Performance

• Quality Management System

The FBI GmbH operates in many areas in compliance with the organisational and management principles of DIN EN ISO 9001:2000. We pay particular attention to the quality standards i.e.:

- SGS - food grade certificate available for materials
- ROHS - restriction of hazardous substances

Additionally, the following QM elements are implemented:

- Supplier evaluation system
- Systematic incoming -, interim- and final checks
- Process descriptions for major service processes
- Rolling business forecasts
- Periodical customer satisfaction analyses
- Customer complaint system
- Staff training programs and staff evaluation systems



Certification by Lloyd's Register Quality Assurance is planned in 2009/2010

→ Our Services

- Examples of individual designs



We develop the right promotional products for our customers, always focussing on the individual product, the corporate design of the company or the brand image.

We will gladly advise you!

→ Our Services

• Our Logistics Partner

We will advise and support you right through to the delivery of your products to the place nominated by you.

Together with our long-standing logistics partner DG Konzept we can also assist you in the following areas:

- Storage
- Container clearing
- Consignments
- Packaging
- Dispatch
- Claims settlement
- Commercial processing



→ Our Services

- **Online-Shops**

We take Full Service literally.

We have already generated extensive online shops for our customers. We present the products we have created for you in a turnover enhancing E-Commerce-Shop at a highly artistic level.

We currently service and care for over 17,000 products per shop in a reliable, safe and productive manner.

The shop solutions can be categorised in different levels and designed for B2C and B2B business or for your Intranet. Existing interfaces for product management or ERP are adaptable.



References

- Selection of longterm Customers



→ References

- Examples of Reference (selection)

Volkswagen Lifestyle

Customer: Volkswagen
Volume 120.000 units



Tasse



Flip Flops



Stuhl



Strandtuch



USB-Stick

---> References

• Examples of Reference (selection)

FitnessFirst

Customer: Fitness Company

Fitness First

Volume: over 1 Mio. units



Strandtuch



Steppjacken



Startpaket mit :

- Rucksack
- Trinkflasche
- Handtuch
- Kopfhörer



Strandsack



Lanyard



Reisetrolley



Sportrucksack

---> Referenzen

- Aktuelle Beispiele innovativer Gestaltungen



Kunde: Berentzen AG
Produkt: insulated cool bag
Aufgabe: On-Pack in the shape of a football for EM 08
Realisierung: 2008



Kunde: JBL Soundsystems
Produkt: shoulder bag
Aufgabe: design in the shape of a JBL loudspeaker
Realisierung: 2008



Kunde: Volkswagen AG
Produkt: USB-Stick with customer logo
Aufgabe: In-house design in VW logo
Realisierung: 2009



Kunde: Bitburger
Produkt: Flip FLoP with footballsoles
Aufgabe: On-Pack vor WM 2010
Realisierung: 2010

→ Kontakt

We are looking forward to convincing you of our strength in service.

FBI[®]
GmbH

give aways | merchandising | salespromotion | incentives | full-service

Kaiser-Wilhelm-Straße 18
Tel.: +49(0)671/29880-0
info@FBI-GmbH.eu

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D-55543 Bad Kreuznach
Fax: +49(0)671/29880-22
www.FBI-GmbH.eu