



Prebel

THE
BEAUTY
AND
PERSONAL
CARE
PARTNER



Corporate Presentation

2025

THE
BEAUTY
AND
PERSONAL
CARE
PARTNER



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WE ARE
THE
BEAUTY
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PERSONAL
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CONTENT

1. **Who We Are**
2. **Our Services**
3. **Our Solutions**
4. **Our Categories**
5. **Our Commitment**

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1. Who WE ARE

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- OUR HIGHER PURPOSE -

.....● **WE BEAUTIFY LIVES.**

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We are an advanced CDMO that integrates **technology with knowledge of the beauty and personal care industry.**

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- WHO ARE WE? -



Over **85 years** as the strategic **PARTNER** of major international brands

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Annual Amount
Manufactured:
**100+ million
units**

Employees
1,290+

Suppliers
1000+

Clients
**60+ B2B
10,000+ B2C**

3 sites

- OUR PRESENT -

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natura & co



MOROCCANOIL

Milagros



Beiersdorf



WORMSER
GROUP

OMNILIFE

Bio-Oil®



COTY
SINCE 1904



L'ORÉAL®

COSNOVA
BEAUTY

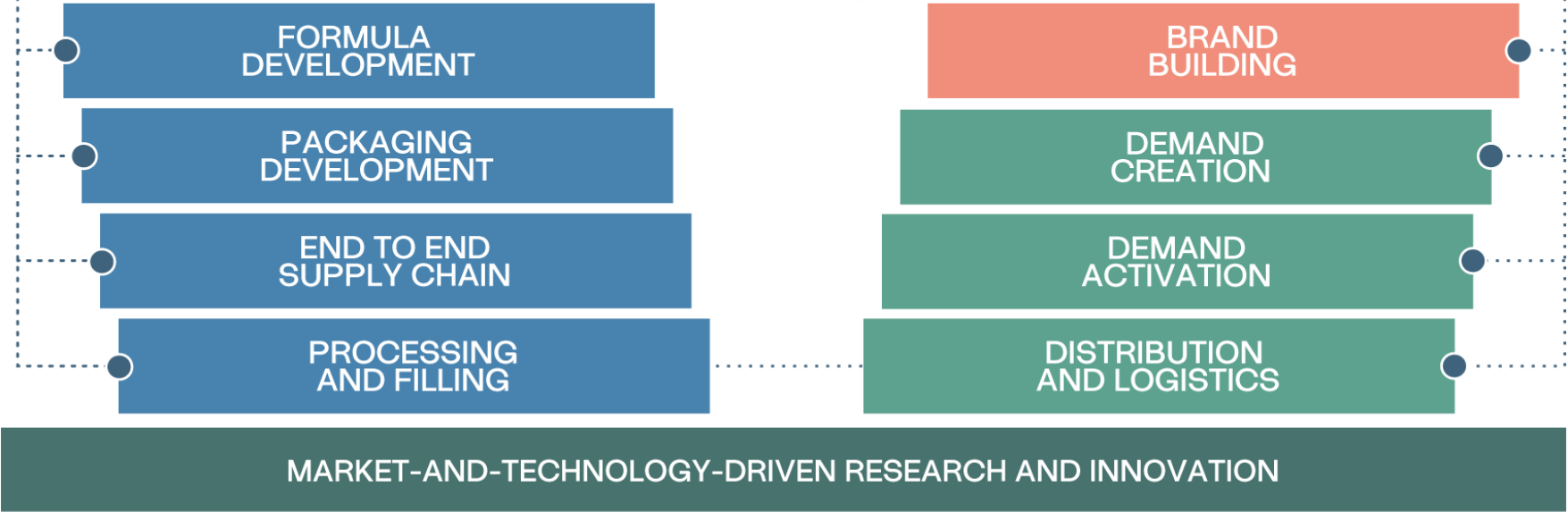
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- SOME OF OUR PARTNERS -



We serve brands through an **integrated capability ecosystem**:

END-TO-END



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- WHAT WE DO -



We provide **different types of solutions** for the brands we serve:

Contract Manufacturing

Toll

Full

Private Label

Turnkey

Distribution

License

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- WHAT WE DO -

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2. Our SERVICES

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Product Development and Manufacturing

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-R&D-

Formula and Packaging
Development

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- PRODUCT DEVELOPMENT AND MANUFACTURING -



End-to-End
Supply Chain



Filling
Processes



Product and Formula Development

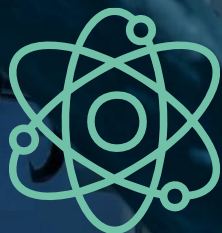
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- PRODUCT DEVELOPMENT AND MANUFACTURING -

-R&D-



3 Laboratories & Pilot Plant



14 Formulating chemists



3500+ Prototypes per year



1200+ Developed products per year



400+ Market launches per year



20+ Partner laboratories worldwide

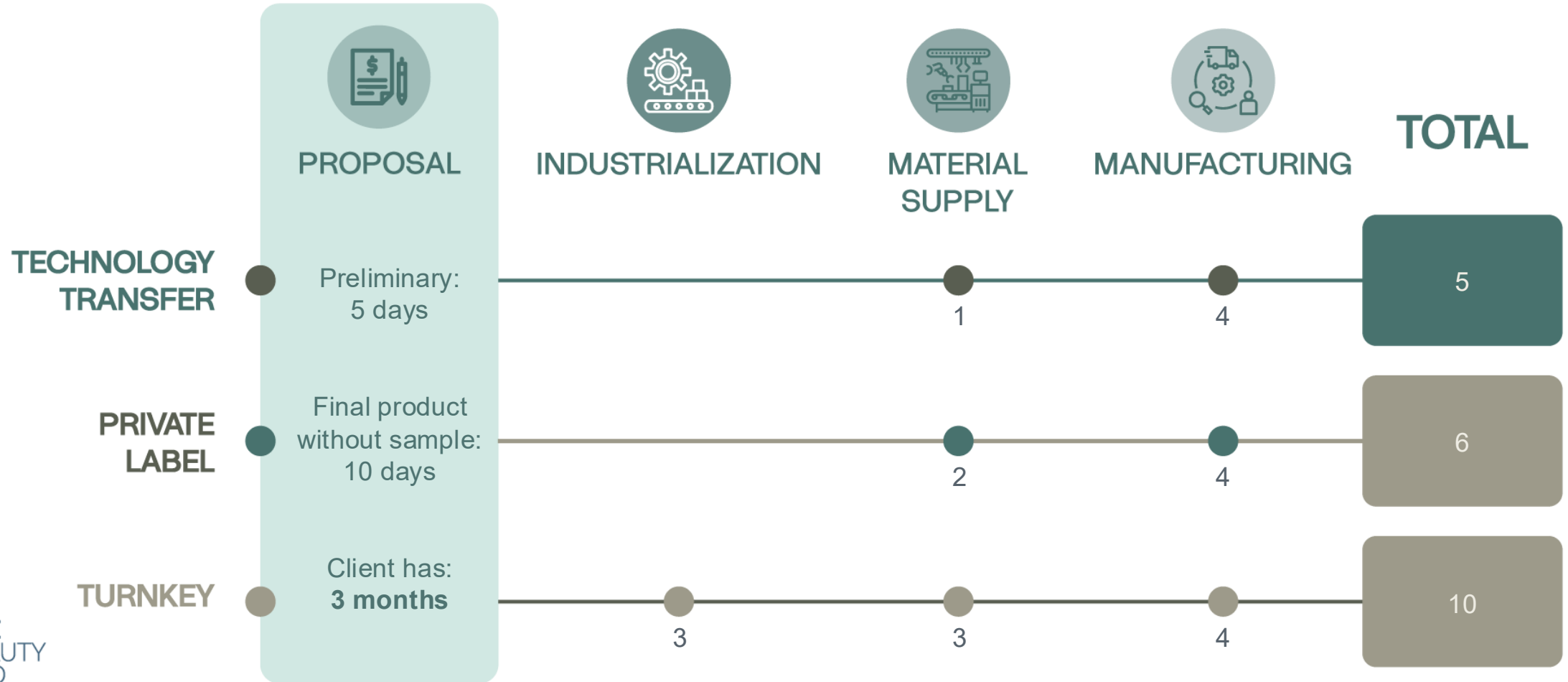


14 Packaging engineers

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- FORMULA AND PACKING DEVELOPMENT -

TIME TO MARKET



*Figures in months

**Approximate timeframes.

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End-to-End Supply Chain

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- PRODUCT DEVELOPMENT AND MANUFACTURING -

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Complete supply chain management



Collaborative demand management processes



Tailored service models



International trade with 20+ countries



1000+ Global suppliers



22,000+ Storage locations

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- END-TO-END SUPPLY CHAIN -

Logistics process

PLANNING

- Demand planning
- Purchase planning
- Production planning

STORAGE

- Raw materials
- Packaging materials
- Finished products

GLOBAL TRADE

- Imports
- Exports
- Certificates
- Tariff benefits
- FTAs
- FDA registration

LOGISTICS DEVELOPMENT

- Service models
- Costumer service

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- END-TO-END SUPPLY CHAIN -

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22,00 Storage location capacity



Narrow-aisle system

Trilateral forklifts



Cold storage capacity



Specialized warehouses for controlled materials

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- END-TO-END SUPPLY CHAIN -

Procurement Processes



Worldwide supplier development



Integration of the value chain:
Providers – PREBEL – Customer



Monitoring and control of material cost drivers



Suppliers as a lever for innovation

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Export Security



- BASC is an international business alliance that promotes secure trade
- It operates with the collaboration of governments and international organizations
- Global accreditation to prove compliance with security measures and good practices in the supply chain
- Obtaining AEO (Authorized Economic Operator) status makes us a reliable partner in the global supply chain





Filling Processes



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- PRODUCT DEVELOPMENT AND MANUFACTURING -

- Cutting-edge technologies
- World-class quality systems
- High flexibility



Availability



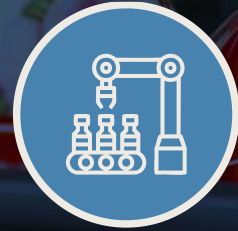
Quality control systems



Flexibility



Regulation



Manufacturing capacity



5 Laboratories

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- FILLING PROCESSES -



Manufacturing

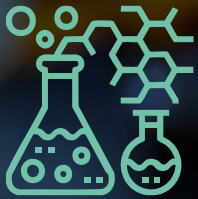
- Unimix, Koruma, Comasa, Paterson Kelly, Jet Mili, Novamix
- Industrial processing vessels ranging from 25 liters to 6 tons



Filling

- 40 filling lines
- High productivity and advanced technology
- Automatic and semi-automatic technology

5 Quality control laboratories



PHYSIOCHEMICAL

- 2 laboratories equipped with advanced technology
- Equipment for instrumental analysis
- Capacity:
350,000 analyses per year +
1,000 analytical methodologies



MICROBIOLOGY

- Analysis of bacteria, fungi, and pathogens



PACKAGING

- 2 quality control laboratories
- 98 methodologies
- 20.000+ Samples analyzed per year

World-class quality assurance



Standard
SGS ISO 22716 BPM



More than 22 audits
per year



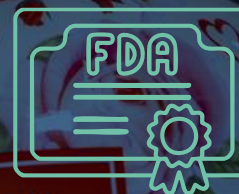
Extensive global
regulatory expertise



3 Highly qualified
laboratories



High analytical
reliability



FDA registration



We are regulatory
agents in Colombia
for our clients

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Research and Innovation

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Market Research



Technology
Research

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- RESEARCH AND INNOVATION -

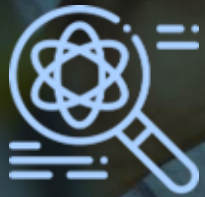


Market Research

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- RESEARCH AND INNOVATION -

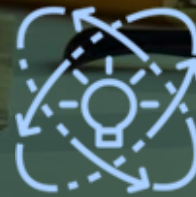
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Dedicated team
for market and
technology
research



In-depth analysis of
consumers, trends,
and category.



Identification of
real innovation
opportunities



Integration of
strategic and
scientific
knowledge



Proprietary
solutions to test
ideas before
development

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- INSIGHT RESEARCH -



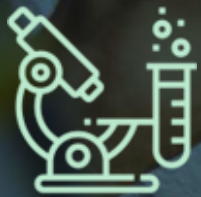
Technology Research

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- RESEARCH AND INNOVATION -

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Tiered Innovation Platform: Core, New, and Wow



Customized and efficient turnkey development



Applied research for present-day innovations



Exploration of emerging technology to anticipate the future



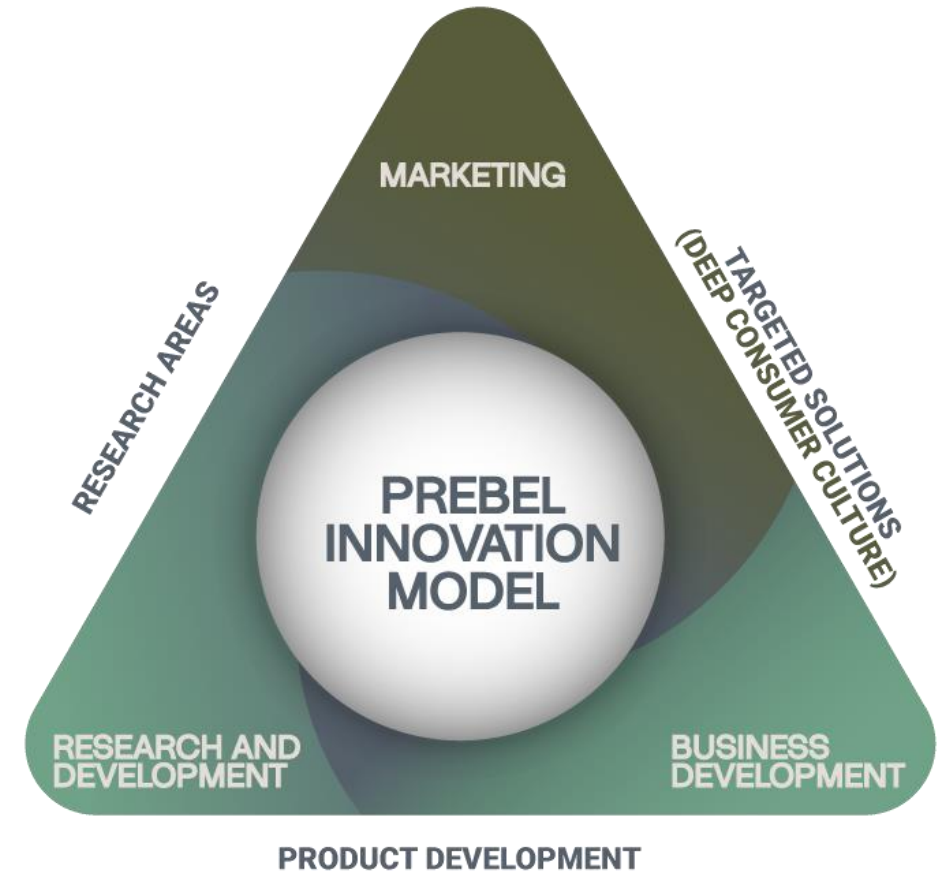
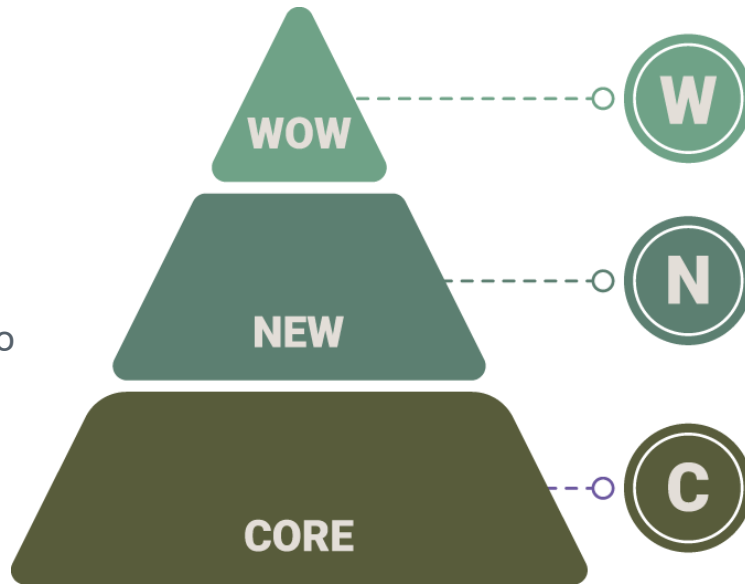
Integrated scientific, formulation, and engineering capabilities

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- INNOVATION TECHNOLOGIES -

Innovation Model

Our model encompasses the activities that translate trends into concepts and products



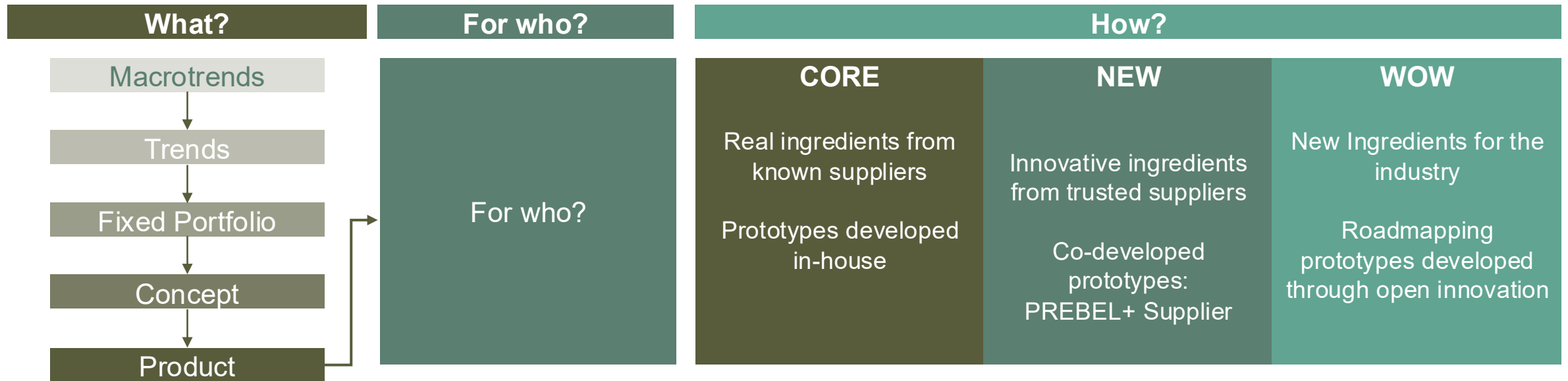
RESULTING PORTFOLIO - CORE TECHNOLOGIES - TARGETED INNOVATION - PROTOTYPES

- INNOVATION TECHNOLOGIES -

MARKET RESEARCH

COMMERCIAL INVESTIGATION

TECHNOLOGICAL RESEARCH



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Innovation model

Our model encompasses the activities that translates trends into concepts and products.



Leading research and innovation process for medium-long term technologies in the Beauty and Personal Care category



Exploration of innovative ingredients, technology, and packaging worldwide



Building valuable partnerships with key global entities, suppliers, and institutions in R&D



Ensure PREBEL's intellectual property rights arising from R&D projects

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Sales Operations
and Brand Building

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Sales
Operations



Brand
Building

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- SALES OPERATION AND BRAND BUILDING -



Statistics
Day
Week
January
February
Month
March
April
Year
May

Sales Operation

Total Balance
\$ 20,000

50% Income
\$ 2,200

80% Expense
\$ 1,760

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- SALES OPERATION AND BRAND BUILDING -



Design of the logistics operation for optimal service and cost efficiency



Nationwide presence



22,000+ storage locations



Distribution cost optimization



Customer-tailored picking solutions

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DEMAND ACTIVATION / CHANNELS SERVED

MODERN

- Major Retail Chains
- Cash & Carry Stores
- Specialty sStores
- Discounters

TRADITIONAL

- Pharmacies and Warehouses
- Supermarkets
- Mini Markets
- Wholesalers

MASS BEAUTY

- Beauty Wholesalers
- Beauty Stores
- Beauty Salons





ALTERNATIVE

- Direct Selling
- Institutional Sales

E-COMMERCE: OUR OWN AND OUR CLIENT'S PLATFORMS

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DEMAND ACTIVATION / CHANNEL COVERAGE

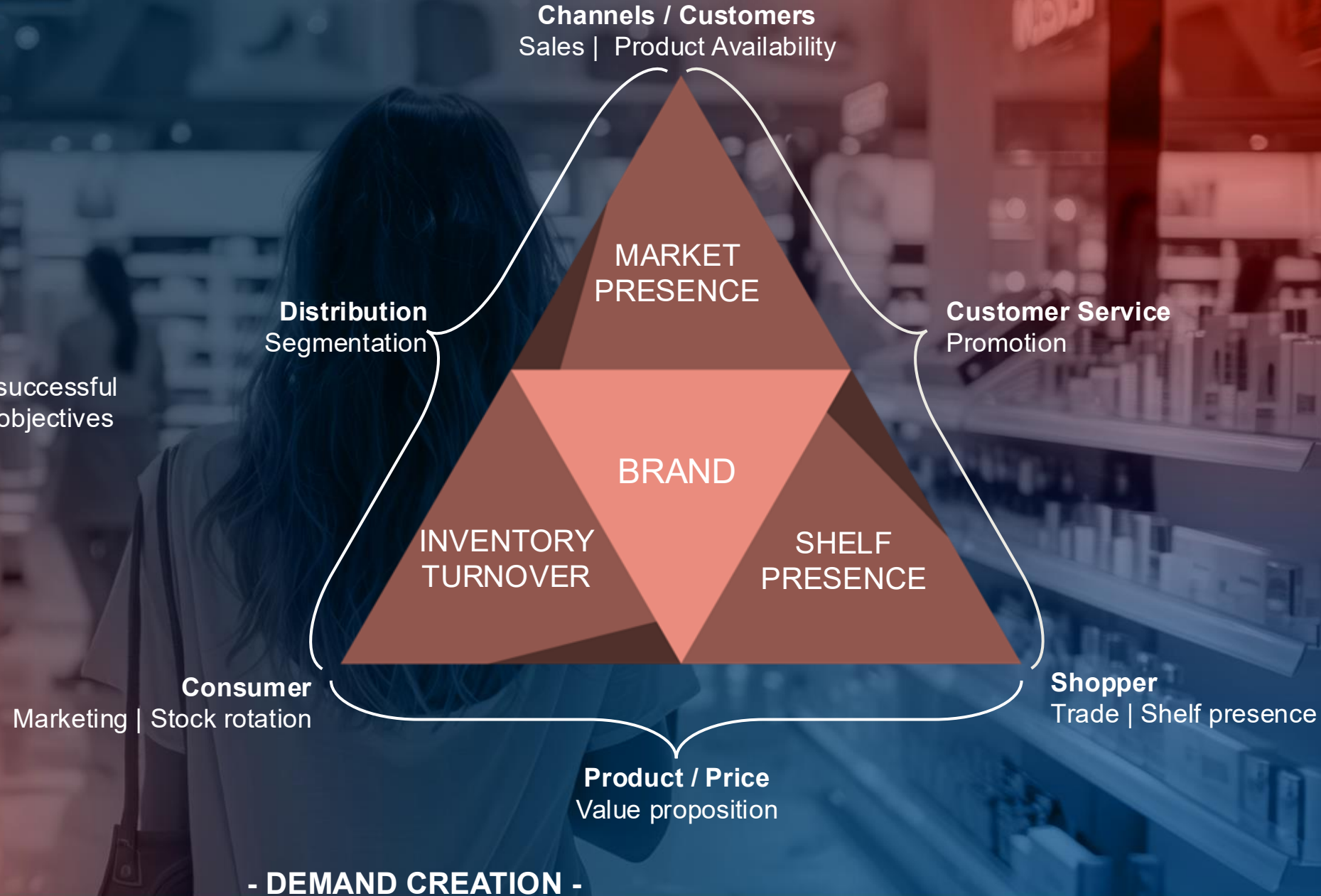
	TOTAL Costumer Base	% REACH	
MODERN	2,079 Doors	34%	
MASS BEAUTY	8,800 Doors	35%	
TRADITIONAL	40,000 Doors	21%	
ALTERNATIVE	632,000 Consultants	7%	

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GO TO MARKET 360

Collaborative process to ensure a successful market launch and meet business objectives

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Reach across all
relevant market
channels



250+ people
in the
commercial
and field
teams



15+ people in
the Trade
Marketing and
Visual
Merchandising
team

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- DEMAND CREATION -



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Brand Building

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- SALES OPERATION AND BRAND BUILDING -



PREBEL translates the brand's global strategy into a local strategy, designs and executes the Go to market 360° strategy, and manages the market launch in Colombia

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- BRAND BUILDING -

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60+ People in the marketing team



Market Reserch team



Group of profesional trainers



In-house creative agency



Proprietary multi-brand e-commerce

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- DEMAND CREATION -

CONSUMER

- Market Research: Quality and Quantity
- Testing and HUT (Home use test)

MARKET DATA

- Environmental and competitor monitoring
- Price testing

MARKET RESEARCH

- Trend analysis and interpretation
- Development of product concepts aligned with the market
- Identification of opportunities

TRENDS

CUSTOMIZATION

- On-demand projects
- We solve business questions

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- DEMAND CREATION -

- Marketing strategy
- Go-to-market design
- Portfolio
- Pricing
- Communication plans
- Channels

MARKETING

BRANDING

- Brand conceptualization
- Campaign creation
- Media planning
- Label design

DEMAND CREATION

- Planning and execution of fixtures and planograms
- POP material design
- POP material production management

MERCHANDISING

DIGITAL

- Social media
- CRM
- Influencers
- PR
- E-commerce
- SEO/SEM
- Ads

A person wearing a blue cleanroom suit, hairnet, and face mask is working on a large industrial machine. The machine has a large circular opening and various mechanical components. The scene is lit with a cool blue light, suggesting a cleanroom or laboratory environment.

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3. Our SOLUTIONS

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We offer different types of solutions to the brands we serve:

Contract Manufacturing

Toll

Full

Private Label

Turnkey

Distribution

License

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- OUR SOLUTIONS -



Clients supply their raw and packaging materials; **PREBEL** manufactures and delivers the product wherever required.

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- OUR SOLUTIONS -



● **PREBEL** supplies the raw and packaging materials, manufactures the products, and delivers them wherever required.

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● PREBEL provides the client with a ready-to-use portfolio for the brand, enabling a quick time-to-market.

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● **PREBEL** designs the product from scratch, defines and negotiates with suppliers, manages sourcing, manufactures and delivers wherever required.

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PREBEL adapts a global strategy into a local strategy, designs and executes the Go-to-market 360° approach, and manages the market entry into Colombia, covering demand generation and activation across all channels.

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PREBEL manages the brand comprehensively in Colombia, including portfolio design, manufacturing, marketing strategy, and sales operations.

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- OUR SOLUTIONS -



4. Our CATEGORIES

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Hair
Care

Body
Care



Baby
Care



Sun
Care



Color
Cosmetics



Fragrances

Men's
Grooming



Skin
Care



Hair Care

- Shampoo
- Dry Shampoo
- Conditioner
- Gel
- Waxes
- Serum
- Mask
- Exfoliant
- Mousse
- Styling cream



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Body Care

- Deodorants
- Lotions
- Creams
- Butter Creams
- Soap
- Intimate Soap
- Exfoliant Scrubs

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Skin Care

- Creams
- Serums
- Gels
- Scrubs
- Masks
- Foam Cleanser
- Micellar Water
- Makeup Remover
- Face Mist

OMNILIFE



AVON



amazon



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Sun Care

- Mineral and chemical sunscreen
- Facial sunscreen with or without color
- SPF lip balm
- Self-tanner
- Tanning cream/gel
- Shimmer
- Hair lightener

Milagros



OMNILIFE



NUDE



- OUR CATEGORIES -

Fragrances

- Perfume
- Cologne
- Body Mist



OMNILIFE

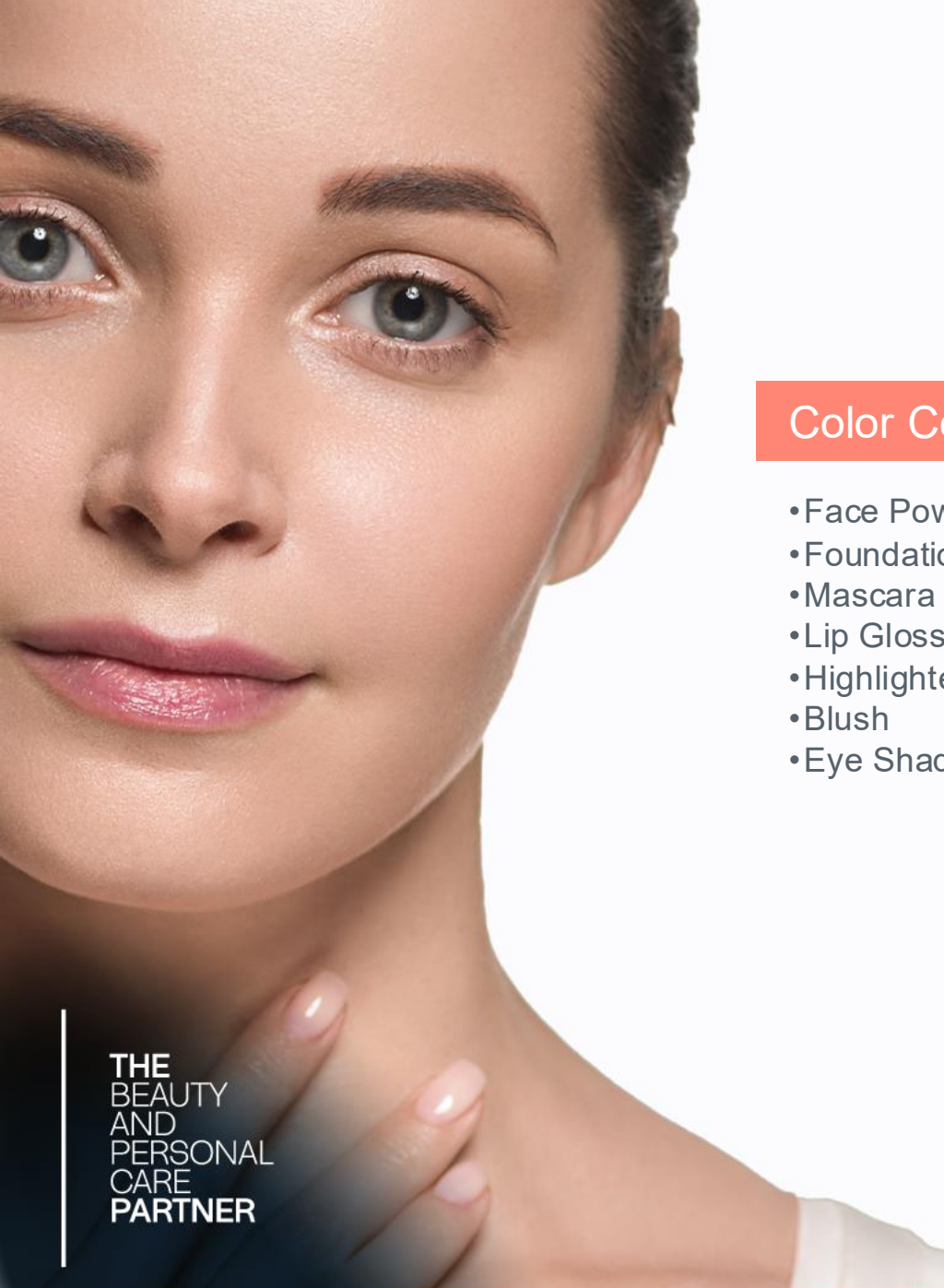


Jerónimo
Martins



- OUR CATEGORIES -

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Color Cosmetics

- Face Powder
- Foundation
- Mascara
- Lip Gloss
- Highlighter
- Blush
- Eye Shadow



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Baby Care

- Shampoo
- Liquid Soap
- Diaper Rash Cream



Kimberly-Clark



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- OUR CATEGORIES -

Men's Grooming

- Shaving Cream
- Aftershave

arden
FOR MEN



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- OUR CATEGORIES -



5. Our COMMITMENT

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**BENEFIT AND
COLLECTIVE
INTEREST
COMPANY**



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- OUR COMMITMENT -



Safe products that
enhance the
consumer's lives



Inclusion
Program



Mothers and
fathers squared
program



Work-life balance
policy

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- OUR COMMITMENT -



100% Renewable energy certified



Circular economy projects



Raw materials certification



Clean water treatment



Emissions reduction commitment, Science-Based Targets (SBT)

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85+
Years of
experience



We integrate
industry
knowledge and
technology



We are experts in
beauty and
personal care



End-to-End
Solutions



World-class
quality



Experience with
the biggest brands
in the industry

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- TAKEAWAYS -



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