SEIS Eligible Bee Good is seeking £110,000 of development funding

PERSONAL CARE | DEVELOPMENT FUNDING | HAMPSHIRE | EXPERIENCED MANAGEMENT TEAM

Bee Good www.beegood.co.uk

Seeks to raise £110k development funding with a further £200K later under EIS

This opportunity may not be suitable or appropriate for your personal circumstances. The levels and basis of taxation may change and depends on your individual circumstances. The marketability of this type of investment is often restricted and you may have difficulty selling at any price. If you are in any doubt, you should consult a suitably qualified financial advisor.

Company Why Bee Good? It's all about being good

- The product range all include honey, beeswax and propolis harvested from British Bees, all of which have strong anti-viral, anti-microbial and anti-inflammatory properties, complemented by the best of British plant oils
- Our product portfolio contains six products including: Lip Balm, Face (Cleaner, Moisturiser & Cleansing Water) and Body (Intensive Repair Cream and Hand Cream)
- Development - Design – Manufacturing – ALL are 100% BRITISH
- Bees are critical to our ecosystem. Without bees there would be no fruits/ vegetables. In the UK only 8 species of bees are commonly found while 2 species are already extinct! Bee Good will donate at least 1% of profits to British beekeeping causes
- Natural products enjoy high margins; Bee Good is the only British premium skincare brand to exclusively use British bee ingredients in all its products

Consumer Thinking and Marketing Strategy

- The global personal care industry is valued at $300bn, growing by 4.5% annually, "Natural" category is worth $25bn and is THE fastest growing category in this sector (Source CTPA)
- Consumer behaviour has become very dynamic. Today, small means nimble, being flexible and openly able to embrace consumer insights - quickly
- Consumers are increasingly preferring brands that have an ethos and is one they can connect to
- You cannot get more "Natural" than honey & local "Made in Britain" is back
- Distribution through major and premium UK retailers, TV shopping channels, www.beegood.co.uk.

Management Team

Founded by Simon Cavill, Glen Jennison and Rebecca Nichols and supported by skincare professionals previously from Liz Earle and Mankind

Investment

- BeeGood has already been backed by local angels with £70K and now seeks additional £110K in SEIS funding
- Consolidated Revenue from different sales channels estimated ~ £440k, £2m and £5m in 2014, 2015 and 2016 respectively
- Business enjoys good margins and initial profits will be put back into developing the brand and community building
- SEIS Funds will be used to complete the launch in April followed by ongoing brand building in order to turn Bee Good from a successful micro-business producing a small range of award winning products into a major force within the rapidly growing Natural skincare market in the UK

The value of investments can go down as well as up, so you could get back less than you invested.

For further information, please contact:

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