



Anaïk

CREATIVE CUSTOMER EXPERIENCE

2018 CSR REPORT

In our mind, our profession only makes sense if it provides a human benefit:

- Create a gift which generates a positive and lasting emotion to the consumer who receives it
- Form a fulfilling working environment that allows employees to develop their skills
- Commit to an environmentally and socially sustainable approach

It is the human value that we want to create and deliver, beyond the economic performance that every company is required to respect.

In 2018, AnaiK group added a new team by acquiring Trad Partners Company in Hong Kong. We immediately met up and shared the same values.

In 2019, 110 persons are now mobilizing to practice their profession in a professional and virtuous way.

We prepare and lead many actions in this direction, in particular by renewing our commitment to the Global Compact France.

Thank you for your mobilization to a responsible economy !

Frederic Delloye



Network France
WF SUPPORT



KPI



Situation dd. 31/12/2018 / Active production sites and customers, excluding TPS / Order taken between 01/01/2018 and 31/12/2018



OUR TEAM

109 Employees settled in 7
different sites, in 4 countries
among 3 continents



OUR CUSTOMERS

169 customers settled
in 11 countries,
among 3 continents



OUR PRODUCTION SITES

219 production sites settled
in 14 countries,
in Asia and Europe

CALENDAR OF EVENTS 2018



May : LuxePack New-York

Anaik exhibits at Luxepack in New York and intensifies her presence at professional fairs by also participating in the WTCE, #Conexte and Pack&Gift.



June: 45 years at Hippodrome de Longchamps

ANAIK celebrates its anniversary with its employees and customers Retrospective, Vision 2022 and Urban Sublim conference on the agenda, in a friendly atmosphere in an exceptional location.



September: Trad'Partners joins Anaik

Anaik integrates Trad'Partners and its 18 employees. This allows the group to increase its presence in China and expand its commercial presence in Dubai.

Entreprise
membre de



September : BPI France Excellence

Anaik becomes a member of the BPI France Excellence Network and thus participates in a network of 4000 entrepreneurs to share good practices and find new business opportunities.



October: What's tomorrow's gift?

Frédéric Delloye will participate in Salon #Conext 2018 to share his vision and answer the question: "New consumer trends: What's tomorrow's gift?"



October: Seminar

1st seminar with the teams of Anaik and Trad'Partners together. Seminars were held in Villeneuve d'Ascq, Shenzhen and New York, giving the Anaik and TPS teams the opportunity to plan together.

TALENTS

Our 109 employees accompany Anaik.

They are the lifeblood flow of the company. Whatever their age, nationality or mission, they are passionate about their profession and share Anaik's commitment.



Mean age



Out of France



Seniority



Women
Men



Permanent workers

Trad'Partners joins Anaik group

We integrate 18 employees in Hong Kong, Dubai and Paris, and we face many challenges.

We are fortunate to share the same values and commitment. Their talent will accompany the group in its development and transformation.



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Hello, my name is Elodie Legeay, I've worked for TPS for more than 9 years in the Middle East branch as a sales representative. Our first contacts with Anaik employees were very positive. We realized that we share the same values, namely respect for the customer, confidentiality, standards, being close to the customer, proactive, and above all being ourselves. Our objective today is to create a real synergy between our know-how and theirs, their means and ours in order to provide our customers with the best service and remain the number 1 in Middle East region. We are delighted to be part of this family and it is for us a new adventure in which we are proud to participate!

See you soon!!!

Elodie Legeay, Sales Director, Dubai



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Anaik's acquisition of TPS brings us numerous opportunities. It enables both companies to share our existing precious resources, for example, manufacturers, materials, professional skills, talents, markets and so on. We become stronger in the promotion industry and intensify our worldwide presence. It helps us better carry out our mission, better serve our clients and fulfill consumer needs.

Kathy Hong, Senior Merchandiser, Hong-Kong

Words from interns



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Here are some reasons that allowed me to grow in my Anaik internship experience:

- Few processes, all that I was asked to do was useful, it is direct operation, and we really feel able to advance the project even from our place of intern.
- The people I worked with trusted me. I wanted to learn and they really wanted to train me and make me grow. They trusted me quickly even when I made mistakes.
- Each project for a customer is a challenge: a lot of competition, short deadline, a need for constant innovation to get the project, and real satisfaction when you win the order = no monotony!
- Real international opportunities, I still work at Anaik and now work in the US agency after having gone through the purchasing department, then finance of the company.

Grégoire Vendeville
Administrative and Financial Manager -
Anaik America -New York

What is the vision for Anaïk in 2022?

At the beginning of 2018, Frédéric Delloye created VISION 2022 group
Thus, 15 employees (buyers, stylists, accountants, sales representatives) shared strategic thoughts, exchanged ideas and projected the company to 5 years around 3 values:

SHARING / EXPERTISE / INTEGRITY

This team represents the diversity of the enterprise and all its members have one point in common: they belong to the Millennials Generation.



PRODUCTS

Anaïk now

it's the materialization of our values through the products always more creative, innovative and responsible.

Giving Style And Meaning to our clients' emotional marketing campaigns and satisfying the end consumer, designing and producing better than today, that's what drives us!



Plastic Free



FSC Certified



Organic cotton



Recycled polyester



Made in France



Oekotex-100 certified

Packaging



8 million tons of plastics are discharged into the oceans every year, including many a lot of plastics.



100% BIODEGRADABLE



100% PAPER



100% RECYCLABLE

SUPPLY CHAIN

Anaïk rethinks its Supply Chain to adapt to changing market needs, to the situation in producing countries and to logistical and customs challenges. Transparency and ethics remain more than ever the guiding principle of this transformation.

Coralie Paris, an employee of Anaïk for 19 years and a member of the Group's Executive Committee, has assumed the function of the Director of the newly created Supply Chain at Anaïk to monitor this change.



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Anaïk has always made a special effort to anticipate its customers' needs and deliver them the right product by ensuring a global and optimal control of its supply chain.

We manufacture and deliver more than 35 million products in the world, and today undeniably, this implies a solid cooperation with all our partners in a spirit of equity, respect for people and our planet.

To illustrate this approach, we have called this global project "Made in Anaïk", which expresses our desire to get involved and act directly at each stage of our supply chain in a spirit of transparency with our customers .

Coralie Paris, Supply Chain Director, Anaïk Group



CITWELL, an expert firm in transformation and Supply Chain, accompanies us in this action.



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Due to the evolution of consumer behavior and the global footprint of its Supply Chain, Anaik is at the heart of the upheavals of our world.

For this reason, Anaik has courageously decided to evolve its operations and make efforts to establish the Supply Chain model which will ensure the best performance for both Anaik and its customers. Citwell is delighted to accompany Anaik in this transformation. By conducting a systemic analysis and starting from the voice of customers, the objective is to establish a solid foundation on which to build a new model adapted to Anaik's growth and capable of meet the challenges of the coming years in a stable way.

The program involves a lot of challenges and fundamental work to better meet the needs of the market.

Nicolas Hullot, Manager Citwell

Logistics flows

PRE-CARRIAGE

Factory > Departure port



INTERNATIONAL TRANSPORT

Departure port > Arrival port



POST-CARRIAGE

Departure >
Final destination place



+



Anaïk delivers all over the world.

From our producing countries (China, India, Turkey...) to our customers' warehouses (France, United States, Dubai...). Routing is numerous and complex.

Aware of the carbon influence of these flows, we give a very high priority to pre-carriage by sea, even if certain time constraints sometimes force us to use more polluting modes of transport. In these cases, we favor the use of rail and air transport. The routes from China to Europe in particular are now regular and allow to limit the impact on the environment.

For post-carriage, we now route our containers to the ports of arrival closest to the final destination to minimize road transport and therefore CO2 emissions during post-carriage.

For the 3rd time, Anaik evaluates its performance in Responsible Purchasing via EcoVadis platform. In this way, we share our results completely transparently with 13 international groups, major players in distribution and cosmetics industries.



Part of our orders from 01/01/2018 to 31/12/2018, excluding Trad'Partners

CONCLUSION



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You just read through the 5th edition of our CSR Newsletter. I hope it has given you a better understanding of our responsible approach and our desire of transparency.

For the first time this year, you can share your feedback via this site to make it interactive. We are eager to know them and to answer your questions. We are counting on you!

The celebration of our 45th anniversary was an opportunity to stop on the path we have traveled and look to the future with, in particular, the Vision 2022 group embodied by our youngest employees.

Our strength is our collective energy. All this energy is needed to find operational solutions to maximize our social impact and minimize our environmental impact.

This is the objective we will pursue in 2019.

Christine Bourge
Quality and CSR Manager

