



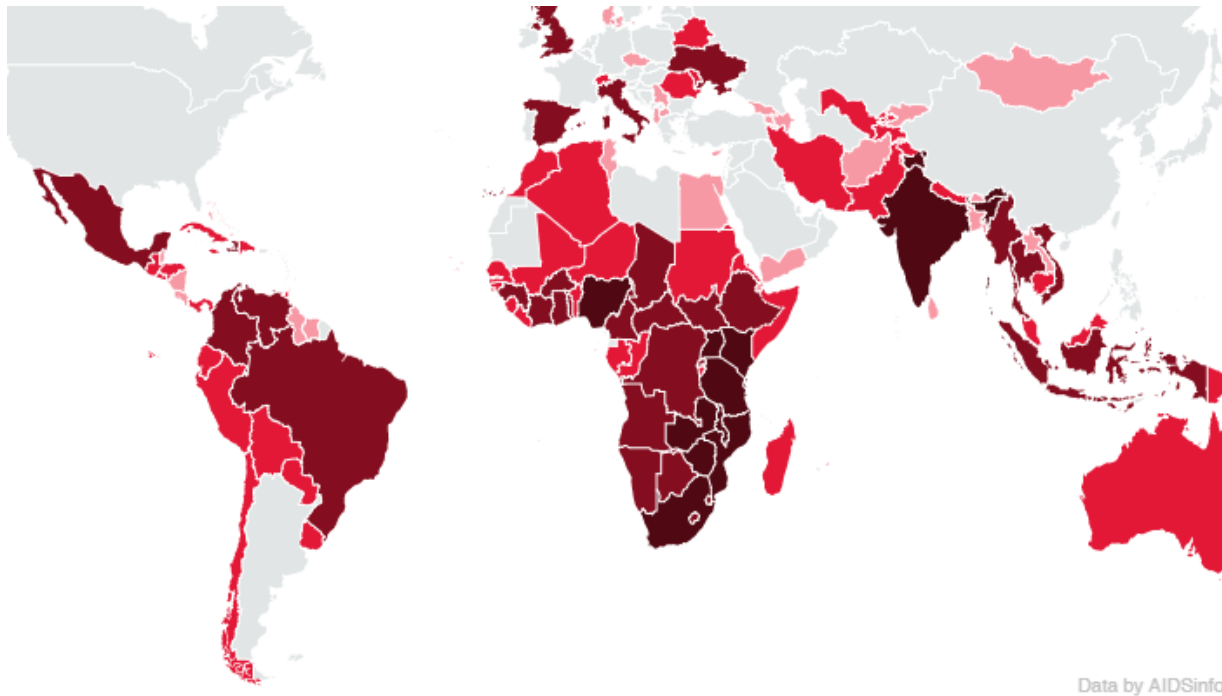
Orange Babies.

Who is Orange Babies?



Orange Babies.

AIDSinfo



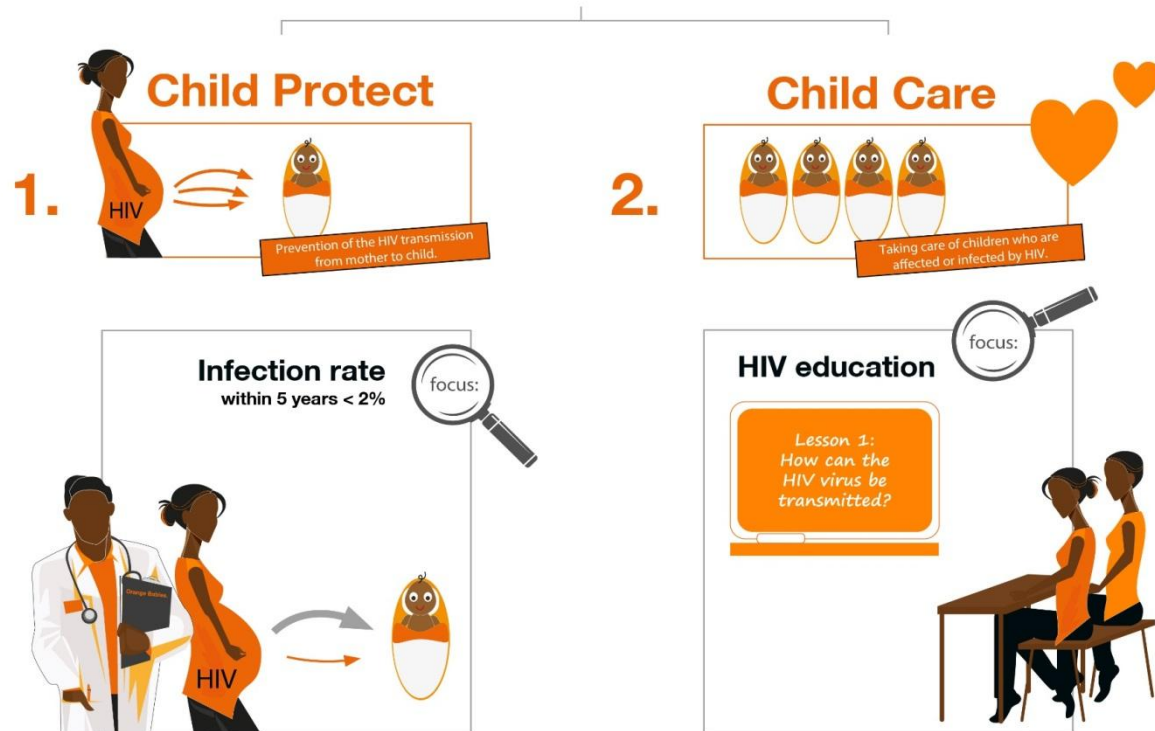
People living with HIV



Orange Babies.

Goals

Unique Orange Babies Approach



Orange Babies.

Micro credit pilot

For example: **Heal project, Lusaka Zambia.**

Different business opportunities:

- They have started a carpentry project;
- They are growing vegetables for own consumption and for sale;
- They own a lot of land which they can utilize for other business ventures.

By supporting with microcredit we want to help them to make a profit out of this land



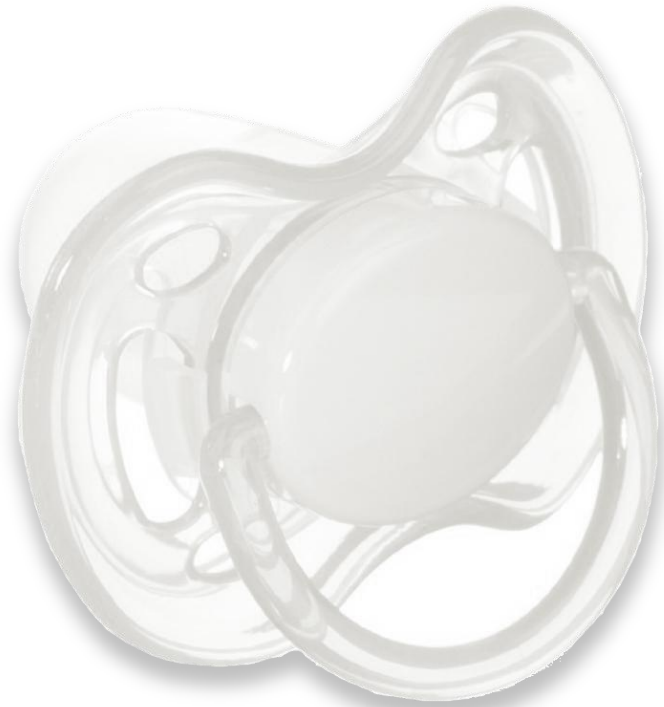
Orange Babies.

Orange Babies is research driven

“CONSUMERS WANT BRANDS TO ACT MORE RESPONSIBLY”

- 87% globally believe business should place at least equal weight on business and society.
- **76% globally say they would switch brands if another brand of similar quality supported a good cause.**
- 76% globally say they would recommend a brand if it supported a good cause.
- 44% would refuse to buy a brand's products or services if it did not actively support a good cause.

The story of a soother



Orange Babies.

The story of a shoe



NELSON
SINCE 1949

Orange Babies.

The story of a sparkler



Orange Babies.

Return on investment

- Orange Babies has the ambition to launch new products like the Orange Babies-Philips Avent soother, that will enter the market Q1 2015.
- Win-win situation.
- Increase in turnover.
- **Promotion: 20% of the gross margin will be reinvested in a joint marketing campaign.**



Thank you!