



via direct sales. Throughout the world and Bosnia and Herzegovina Zepter has become synonym of quality and successfulness of direct sale.

From its existence and up until today Zepter aims to better man's way of life across the globe and become an integral part of mans daily life. During the past decades, Zepter has become a global company, present on the markets of more than 40 countries on five continents. The countries in which Zepter sells and distributes it's products are: Albania, Australia, Austria, Belarus, Bosnia and Herzegovina, Brazil, Bulgaria, Czech Republic, Denmark, Estonia, France, Croatia, Italy, Israel, Jordan, South Korea, Kazakhstan, Latvia, Hungary, Macedonia, Moldova, Monaco, Germany, Norway, New Zealand, Poland, Romania, Russia, U.S.A., Slovakia, Slovenia, Serbia, Spain, Sweden, Switzerland, Turkey, Ukraine and Great Britain. Zepter's products are manufactured in seven factories across France, Germany, Italy and Switzerland. All Zepter's products are of high standard and production quality as the latest technology is used in the production process, which is under the supervision of more than a 1,000 specialized experts in various fields.

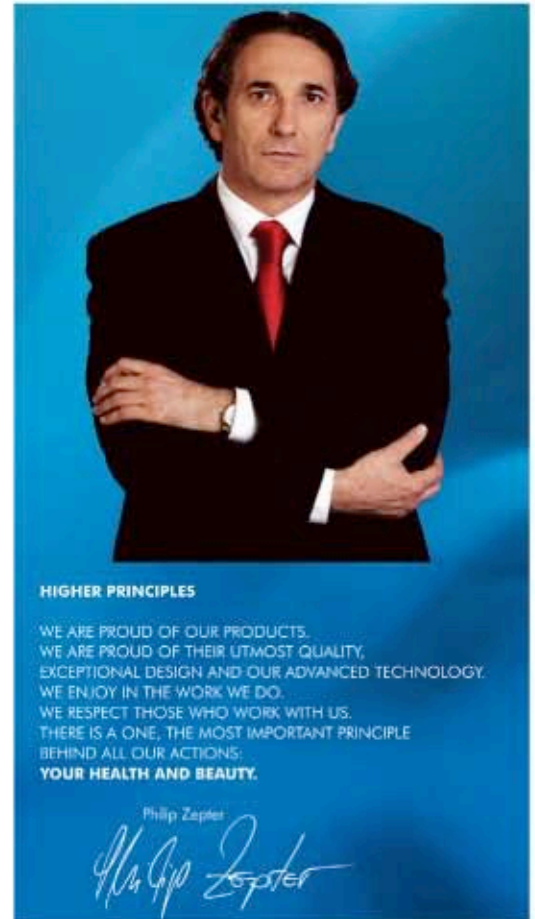
Achievements

Every two seconds somewhere in the world, a Zepter presentation begins, led by one of the 120,000 advisors. There is an attendance of 60 million participants per year at these presentations. There are 65 million satisfied Zepter customers and over 600 million products have been sold either through a direct sale or through the 300,000m² premises, owned by Zepter. Numerous satisfied customers, acknowledgements and awards bare witness to the excellence of Zepter's products.

The other aspect, besides its high quality products that makes Zepter world known, is the concept of direct sale. For many years, the only way to purchase Zepter's products was through direct sale, which Zepter perfected through the years. Therefore, one can say that Zepter's success is not only due to its innovative products but also to its experienced and motivated employees and especially its sales personnel. In other words, a sales advisor that directly contacts a potential buyer carries the sole responsibility of making the sale for the business success of the group.

History

Since Zepter's establishment in 1986, its products rest on the same standards: quality, value and style. Zepter's products are manufactured according to the latest available technology in seven of its factories in



HIGHER PRINCIPLES

WE ARE PROUD OF OUR PRODUCTS.
WE ARE PROUD OF THEIR UTMOST QUALITY,
EXCEPTIONAL DESIGN AND OUR ADVANCED TECHNOLOGY.
WE ENJOY IN THE WORK WE DO.
WE RESPECT THOSE WHO WORK WITH US.
THERE IS A ONE, THE MOST IMPORTANT PRINCIPLE
BEHIND ALL OUR ACTIONS:
YOUR HEALTH AND BEAUTY.

Philip Zepter
Philip Zepter

Germany, Italy and Switzerland. Improvement and development is the continuous imperative. With continuous expansion on to new markets and the desire for improving and developing its products, Zepter has assembled hundreds of experts in its global mission for the purpose of satisfying and serving its clients. In other words, to make man's life better, happier and longer. Developing and perfecting Zepter's products have always been based upon a simple idea: continuous work on perfecting the highest quality product and the simplest implementation possible, in other words that each product is easy to use, whether it is applied in the office, apartment, holiday home, car, doctor's consulting rooms; everywhere and for everyone.

Product

Zepter has a wide range of products on offer; from medical products, cosmetics, utensils and luxury equipment. Therefore, globally, Zepter has five basic categories of products divided into five basic brands:

Market

Throughout the world, natural disasters are becoming more frequent: floods, earthquakes, fires and diseases that are seriously beginning to affect our lives as well as the planet. Our environment (for living beings) is becoming unhealthy and uncomfortable. Life from day to day is becoming more difficult, unhealthy and dangerous. Nature, on its own, cannot remedy that which man's greed and actions destroy. Zepter International offers hope and gives direction on how to live healthy, but respecting nature's laws. Zepter produces, sells and distributes exclusive quality consumable products worldwide,





Home art, Home care, Medical, Cosmetics and Luxury.

Zepter's medicinal products have shown to be unbelievably efficient, therefore making progress in healing and therapy of injuries and illness as well as speeding up the recovery process. The products are also easy to use in the comfort of one's own home. Among the many medicinal products Biopton, Vital system and Therapy air need to be mentioned. Biopton is a patented system of light therapy; Therapy air – a system for purifying air and professional aromatherapy; Vital system – an intelligent line of medical and cosmetic equipment that open up new horizons in the field of health, beauty and others.

Products for skincare, make up, perfumes, deodorants and others are manufactured in the best laboratories in Switzerland, Italy and France and are based on natural extracts and active plant components, picked in the untouched areas of the Swiss Alps. Echinacea, edelweiss and other plants are the basis for the production of A grade cosmetics and other products with active components that gives the body all it needs to stay healthy and beautiful. La Danza, Swiss Nature, Swiss Nature Sun, Swisso Logical, and Swisso Logical for babies are just some of the products that indicate that Zepter cares for everyone.

Systems for cleaning maintenance at home, appliances for air and water purification, steam irons etc. enables quality maintenance of apartments, homes, offices or any other living spaces and therefore create healthy and safe places for everyone. The high quality cooking utensils enables cooking and the preparation of food in a healthy way, without the use of fat, water or salt – the food cooks in its own juices, does not lose its nutritional value, smell or taste and does not take in harmful substances when using oil or fat during preparation. Zepter's cooking sets guarantees the preparation of and consumption of healthy food. Cutlery, crockery, glasses, tablecloths or storage containers (with vacuum packing), are becoming an additional possibility, creating a whole package.

Zepter's watches, jewellery, pen and pencil sets, textiles and other products are not only a symbol of prestige but also of a true awareness of premium quality and refined taste.

Recent Developments

Zepter was established in Bosnia and Herzegovina in 1997. From the establishment was recognized as a prestigious brand of lasting value, of unbeatable style and quality. That is the way to a better future. Today Zepter in Bosnia and Herzegovina is known and appreciated as the most valuable brand in its field.

Especially because there isn't a home or family, which doesn't at least have some Zepter products. Today Zepter in Bosnia and Herzegovina has more than 750 associates. There were more than 600 thousand presentations and set more than 300 thousand contracts. Although, last few years Zepter in Bosnia and Herzegovina was known for its tableware, today the other segments of Zepter are equal in quality recognition, acceptability and abundant in offices, houses, apartments, in doctor's offices, and wellness centres. Zepter in Bosnia and Herzegovina is globally present. Today can be claimed that in Bosnia and Herzegovina it isn't possible anymore to think of a healthy, comfortable and prosperous life without some type of Zepter products. That, certainly, wouldn't be possible, if isn't just about quality products, but equally as important the fact and quality of educated Zepter's sale force of managers and consultants. They are motivated and dedicated to work, and certainly are the indicator on the scale of success. Zepter is known among the first in the world to recognize and appreciate and continually invest in all of its employees: everyone who wants to work, be educated, progress, be the best in their work, can expect to find Zepter support, of strong sponsors and friendship.

According to one of the last preformed surveys about Zepter, 53 percent of the surveyed have some type of Zepter products in their household. About the concept of what is direct sale, over 80 percent surveyed was familiar, while 73 percent of them identified the term as Zepter.

Promotion

Zepter invests a great deal of knowledge, effort and energy into giving today's man the opportunity for a health, long and happy life. It also supports sport, culture, art and all those values that are prosperous for the whole of humanity. Zepter has been a sponsor for many teams in various sports through the years. Among the many sponsorships the most prominent ones were: Formula 1 (main sponsor for the Arrows team for 1997 and 1998; main sponsor for first prize in Brazil 2001), athletics (main sponsor of the Golden League in Monte Carlo from 1997 to 2000), ice hockey (sponsor of the world championships from 1998 to 2006 as well as sponsoring various

countries), basketball (sponsor of the world championships and various clubs), tennis (tennis tournaments in Monte Carlo, Stuttgart and Hannover), handball (European Championships in Slovenia 2004). Zepter also offers strong support to cultural events and to the growth and development of young artists (Artzept). With equal attention and energy Philip and Madlena Zepter support and assist a whole spectrum of cultural and other events, humanitarian projects and anywhere, where one can add a little health, beauty and humanitarianism.

In Bosnia and Herzegovina Zepter is present as a sponsor or partner in numerous health and educational programs, so that the population would be introduced with the advanced, quality and healthy technologies in the complete concern for human health: from healthy ways of preparation and preserving victual, care of the body, protection and care for health, etc.

Brand Values

Each Zepter product, on it's own, is high quality, unsurpassed in style and lasting in value and even more, according to that which it offers to it's customers: quality of life, health, assurance and beauty – the possibility of change for the better. Today, Zepter is not just a symbol of prestige and individuality but also the leader in elegance and taste. In a world of plagiarism and sub-standard products,

it aims to be quality, style and elegance. Due to its work and success because of the quality of the products and contribution to the economy of the countries it operates in, Zepter received numerous awards and acknowledgements of which the following are most prominent:

Cholesterol Prophylaxis Sign
1994 – Warsaw, Poland
Golden Mercury

1994, 1995, 1996 and 1997 – Italy

"Cavaliere del lavoro della Repubblica Italiana"

1997 – Italy

30 (New Millennium Award)

2000 – Madrid, Spain

14 International European Award for Quality

2000 – Paris, France

B.I.D. Gold Award (Business Initiative Directions)

2004 – Frankfurt, Germany

www.zepter.com

THINGS YOU DIDN'T KNOW ABOUT...

Zepter

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- There are more than 60 million participants annually at Zepter's presentations.
- There are 65 million satisfied Zepter customers.
- Over 600 million products have been sold through direct sale or in some of Zepter's stores.

