



The President of Zepter International Mr. Philip Zepter delivers his motivational speech to the audience.



Over 1 million euros worth of prizes was given away by Mr. Zepter.



Zepter's top managers get down to business.



Port Ghalib, Marsa Alam, Egypt provided a stunning backdrop for the event.



Team building at the Zepter Olympic Games.



ZEPTER: THE GOLDEN AGE

Zepter International is proud to announce the success of its **International Business Conference 2010, "Zepter: The Golden Age"**, in the stunning location of Port Ghalib, Marsa Alam, Egypt from February 2nd to 7th, 2010.

Zepter people from all over the world gathered on the Red Sea to be involved in Zepter's annual convention. Steeped in ancient culture and modern tradition, Egypt has been a very successful Zepter Country in recent years. Indeed the name Zepter comes from the word 'scepter' – the ancient symbol of royal power, dating back to the pharaohs. All this conspired to make Egypt a perfect location for **Zepter: The Golden Age**. Zepter is attaining such levels of success in Egypt, affecting not only market but societal change. Many women are empowered through Zepter and are travelling and working for themselves. **Zepter's Mission of Health and Beauty** is changing lifestyles and lives, not only in Egypt but in over **40 countries on 5 continents**, with its **world famous consumer products** known for their **top quality, their prestigious style and their lasting value**.

Coming from many **European and Middle East** countries that Zepter is present in, Port Ghalib welcomed over **1,500 guests** from such countries as **Azerbaijan, Belarus, Bosnia, Bulgaria, Croatia, Cyprus, Czech Rep., Egypt, Estonia, France, Germany, Hungary, Italy, Jordan, Kazakhstan, Latvia, Lithuania, Poland, Macedonia, Moldova, Romania, Russia, Serbia, Slovenia, Slovakia, Switzerland, Turkey and Ukraine**. Hosting the International Business Conference this year was Zepter Russia who welcomed their colleagues to join their Annual General Meeting and celebrate **Zepter: The Golden Age**.

LIVE LONGER

Zepter International is a global enterprise, which **produces, sells and distributes exclusive, high-quality consumer goods** around the world principally by way of direct sales and also through high-end stores. Since its inception, Zepter has striven to **enhance lifestyles** around the world and to become an essential part of everyday living. Zepter Group has also successfully expanded its operations into the financial and insurance business with **Zepter Finance Holding AG - Insurance Financial Associated Company**. The following figures prove that whenever you see the name "Zepter" you can be sure that it means: **TOP QUALITY, PRESTIGIOUS STYLE and LASTING VALUE!**



A new Zepter presentation starts at least every **10 seconds**

Continents covered **5**

Zepter factories **7**

Active countries - more than **40**

Sales force of more than **130,000**

Business space owned (m²) - more than **320,000**

Participants at Zepter's presentations per year - over **65,000,000**

Products sold - over **760,000,000**

Satisfied users of Zepter products - more than **80,000,000**

THE WIDE RANGE OF ZEPTER PRODUCTS

Created as the result of many years of **relentless scientific research** and **technological development**, Zepter products represent a unique system that offers a **complete solution for a healthy lifestyle**. All Zepter products have been developed with the same high quality standards and excellent workmanship to enhance your **health and well-being**, inspired by the miracle of human life and its immense possibilities. Zepter has created a secure bridge between mankind and nature, turning us towards a healthy way of living with a wide range of top-quality products, organised in **5 brand divisions: MEDICAL, COSMETICS, LUXURY, HOME ART, HOME CARE**.

ZEPTER: THE GOLDEN AGE, THE INTERNATIONAL BUSINESS CONFERENCE 2010

Zepter: The Golden Age, worked to unite its **top managers from all over the world**. It was a chance to showcase Zepter's **newest technologically-advanced products and superior design**. The products are of the highest quality and are developed in line with Zepter's **Mission of Health and Beauty**.

Zepter: The Golden Age, was an opportunity for Zepter people to come together to share ideas, knowledge, skills and experience. To highlight Zepter's position in the world of big business. While the rest of the world is slowing down, Zepter is expanding into new markets and growing its current markets. **There is a world of opportunity for Zepter to grow**. Zepter's Golden Age lies in the fact that it has an unlimited potential to hire people. **Zepter gives people the chance to work for themselves with no financial investment, with great support, huge earning potential and a fulfilling international career with the possibility for travel and chances to compete in international competitions, awards and contests**. For anyone who is looking for a job, a better job, a better salary, extra income, or a better quality of life, **Zepter's door is always open**. It offers them security and stability, empowers workers and empowers society. Zepter is recruiting on an ongoing basis, constantly looking for new staff, young people and especially educated people with a **will to succeed**. Zepter is offering today what no other companies are offering – **a guaranteed flexible job in any corner of the world**. Across the globe Zepter's excellent products change lives giving people more free time, and **striving for a longer, healthier and happier life**.

ZEPTER: THE GOLDEN AGE IN THE LAND OF THE PHARAOHS

For six days **Port Ghalib, Marsa Alam** was the centre of the world as Zepter's top people from all over the world came to the Red Sea coast to live the Zepter dream. Guests were welcomed on their arrival on **Tuesday the 2nd with a warm Zepter Welcome Gathering** poolside at the Hotel Crowne Plaza Resort. **Wednesday and Thursday** were for working with the **Zepter Speed Business Workshop**. New developments and initiatives were presented and discussed with keynote speeches from important figures from many countries across all Zepter brands – **Zepter Medical, Zepter Cosmetics & Luxury, Zepter Home Art and Zepter Home Care**. The Business end of the Conference was finished off with the **Zepter Only White Party** – an elegant evening's entertainment with an all-white dress code. The partnership between Zepter and Fashion TV was again on show as the search for **FTV's top model came to the Zepter Only White Party** with a catwalk of fabulous models competing for a place in the final. Entertaining during the party was darling of the fashion and House Music scene VIP **Ania J** and famous **D.J. Tania La Croix**.

Friday the 5th of February saw the climax of the event with the **Big Zepter Show** at the International Convention Centre, Port Ghalib. This was an entertainment extravaganza which also encompassed presentations of new Zepter products: **Zepter Masterpiece Electropolished Cookware, a revolutionary non-stick technology from Zepter, and the ZE-PRESSO[®] CAFÉ, the real coffee experience**. Also unveiled was the **Vacsy – vacuum pack system's** new look for the new decade. For Zepter Cosmetics there was **Swisso Logical Philip Extreme** eau de toilette, and from Zepter Home Care: **TURBOhandy 2in1** Vacuum Cleaning System.

Guests were inspired at the Big Zepter Show by words from the founder and President of Zepter International, the incomparable **Mr. Philip Zepter**. Entertainment was provided by legendary Egyptian drummer **Said El Artist and his Musicians of the Nile**. A **Brazilian** flavour was added to proceedings with a group of Brazilian dancers and drummers setting the scene for the launch of **ZE-PRESSO[®] CAFÉ**. Founder and President of Fashion TV **Mr. Michel Adam** was present to receive appreciation of the friendship between Zepter International and fashion TV. **Mr. Zepter showed his generosity and his appreciation to those Zepter Representatives and Managers who exceeded expectations during the year awarding over €1 million in cash and prizes including 5 Mercedes cars**.

The **Saturday** saw participants compete in the **Zepter Olympic Games** – a team building exercise with competitions in Beach Volleyball and Beach Football. **First prize was taken by Russia with the Baltic team coming in second**, third place went to the International team. That evening saw the gran finale at **The Zepter Egyptian Gala Dinner**. Guests were treated to entertainment from **Rico and his band**, one of Egypt's biggest stars, **Naughan**, famous for the art of belly dancing, the big star **Jocelyn Brown** as well as the **Faze Action Disco Funk Band** from London.

Guests danced the night away and made the most of their last night on the Red Sea, returning home the next day with memories of the desert and sand in their hair...



Whirling Dervish dancers wow the crowd at the Big Zepter Show.



Jocelyn Brown (SNAP, Incognito) performs at the Egyptian Gala Dinner.



Ania J and FTV models display Zepter's golden products at the Zepter Only White Party.



Zepter's Miss Golden Age, from Serbia.



Guest in Egyptian costume at the Egyptian Gala Dinner.