

Riding High Limited

Our excellence in manufacturing bags comes from the passion and experience of the management for over quarter of a century. Based in Bangladesh, our factory is made up of a close-knit family of workers and staff. Located in the most exotic part of the country in the middle of tea gardens and an abundance of green, our factory meets the highest requirements of the European buyers. To


exceed our customers' expectations in quality, delivery and cost through continuous improvement and customer interaction, we value our commitments to the customers. We understand and appreciate many challenges our customers face with their clients and we will support our customers with quality and deadlines to the best of our ability. We guarantee our

committed lead time.

Location & Company History
Capacity & Environment
Social Responsibility

Company Profile
Production & Technical Data
Compliance, Health & Safety
Target Market & Portfolio



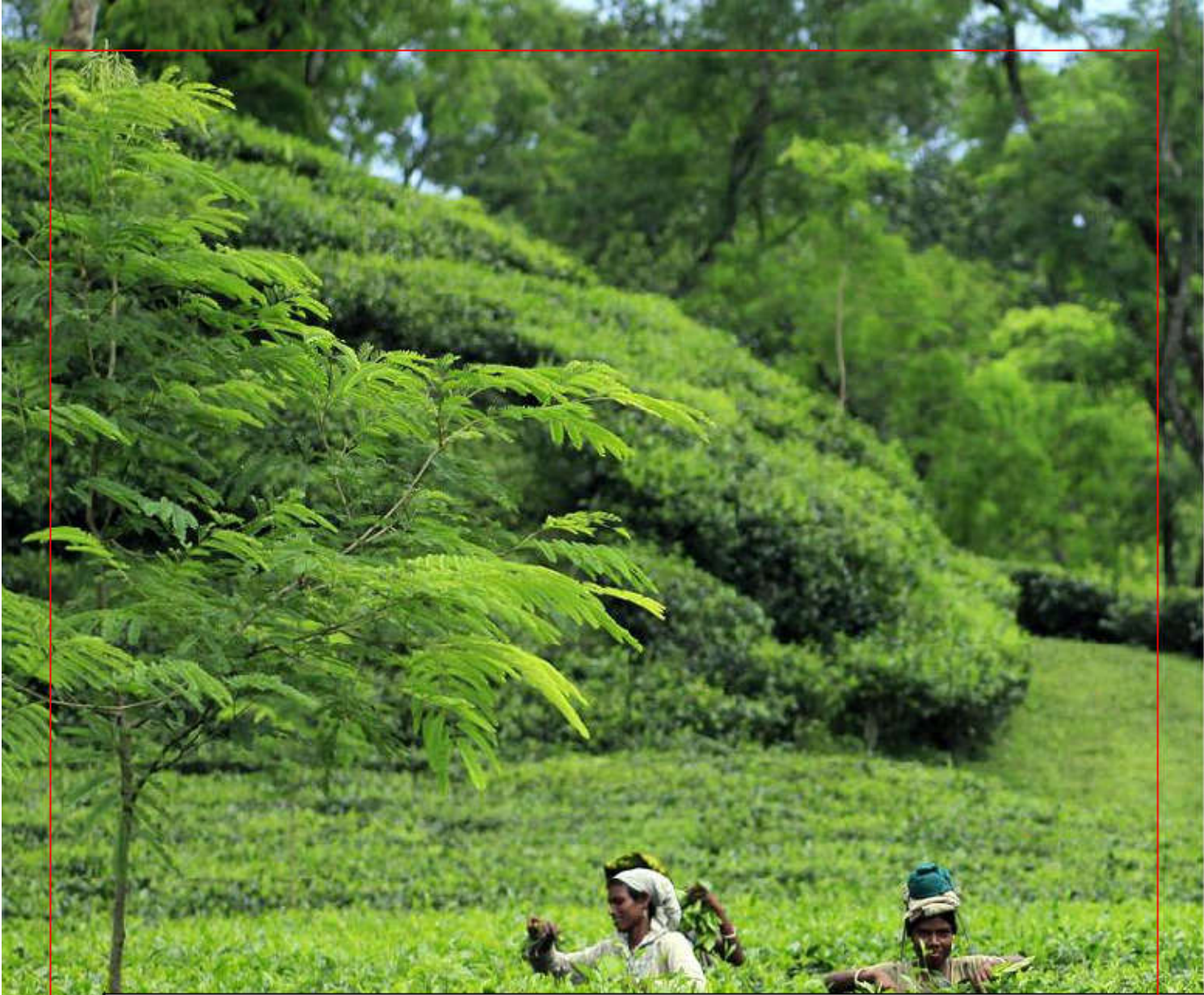


The story began in England in the late 70s when the founder of Riding High Limited started his career in leather bag manufacturing at a factory in London. After moving to the United Kingdom with his entire family in early 70s and finishing his studies towards the end of the decade, Mr Harun Miah had a dream. He dreamt of making leather bags and satisfying his customers with the finest of quality. He dreamt of

establishing his own manufacturing facility at the backdrop of the breath-taking tea gardens in Sylhet – where he was born. He began his journey in 1979 and eventually founded his own company in 1985. This London based leather bag manufacturing company ran successfully for 20 years when this visionary man took the journey to Bangladesh.

Today, Riding High is proud to be guided by its Chairman who has nearly 4 decades of experience in leather bag manufacturing at an international level.

Our product line includes all types of luxury **Bags, Wallets, Purses** and **Belts**. With our in-house design and pattern cutting team and a large group of craftsmen, we can guarantee the best quality and the most reliable lead time. The location of our factory; our ability to source the best raw materials from Spain, Italy, Germany and South Korea under custom bond; our state of the art modern machinery and above all, our experience are key to delivering the best quality products on the shelves of our customers with an absolute zero hassle. We value our customers' trust and export our products in



The Riding High factory is located at Srimongal in the Sylhet division of Bangladesh. Our 29,000 sq ft manufacturing unit also comprises of management office buildings, canteen facilities for the workers, childcare unit for their children and medical room for all personnel on site. The scenic beauty of the tourist city and the Tea Capital of Bangladesh keeps all our staff energetic all the time. The site has excellent connectivity with an international airport within 50 miles, only hours by road to the capital or the main sea port. As part of an ongoing development programme, the factory itself has seen substantial growth. We have expanded the internal site as well as the external storage area with secure facilities. This has considerably improved our storage and shipment facilities. Our factory has all the right attributes: it utilises bright spacious facilities, modern methods, provides comfortable conditions and convenience for local communities. We go to extraordinary lengths to maintain safety and build our factory with the finest components. For example, the electrical supply system within the factory is done using busbar trunking system from Italy to ensure quality and safety.



Key factory info

Production capacity	: Maximum capacity 15,000 units per month Currently using 66% of capacity (5,000 units per month)
Factory worker capacity	: 200 (capable of having 400 workers to achieve full capacity)
Compliance	: Fire Safety, Electrical System Safety, Building Code Regulation, Environmental Regulation compliant.
Worker support	: Worker friendly factory environment with dedicated medical and childcare facilities for workers, Canteen and purified drinking water facilities for workers
Factory machinery	: All stitching, cutting, zigzag, moulding and other heavy duty machines are procured from Germany and Italy ensuring a state of the art output.
Raw material sourcing	: At least 80% of the leather imported from Italy, Germany, Spain and South Korea under custom bond ensuring no duty for 100% export.
Accessories sourcing	: All accessories are sources from Spain, Italy and South Korea.

Environmental impact

At Riding High, we do not have any negative environmental impact at our factory. Riding High contributes zero effect on the following commonly found environmental impacts of manufacturing industries:

No Air Emissions

As we only stitch and design leather products, we do not cause air pollution, since the operation of our factory does not result in the emission of pollutants. These pollutants can both harm public health and damage the environment. We contribute zero effect.

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No Land Pollution

The nature of our operations at the factory does not involve any of these.

No Hazardous Materials

Production in our factory does not involve any sort of hazardous material or chemicals. Hazardous materials are widely used in a variety of different businesses, including industry of other natures. But we are free from these impacts.

No Noise Pollution

Frequent or prolonged exposure to loud noises is not only a nuisance, but can cause damage to a person's physical and mental health. All our machineries are imported from Germany and Italy with EU inspection and legal processes. Therefore, we have made sure there is no noise pollution caused by our factory. Highest concern thus we are

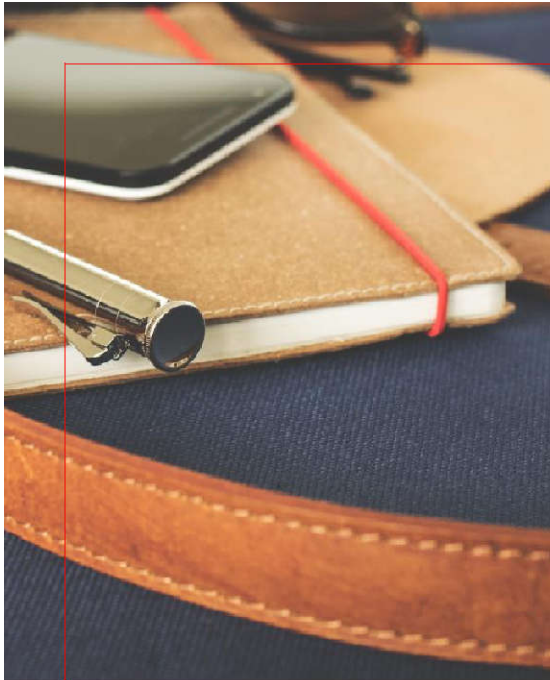
playing our part in protecting the environment.

We address our environmental management concerns in the following ways:

- Analysis of the input and output mass flows in our production.
- Well-documented procedures for the maintenance of our factory and the storage, dosage and preparation of the chemicals if and where used.
- Education/Training of our employees.
- A functioning information and communication structure throughout the length of our value chain.

The processes in the leather manufacturing industry are highly complex. Therefore, we work closely with our suppliers.





Compliance and Health & Safety

Thanks to different action groups and overseas buyers finally putting pressure on

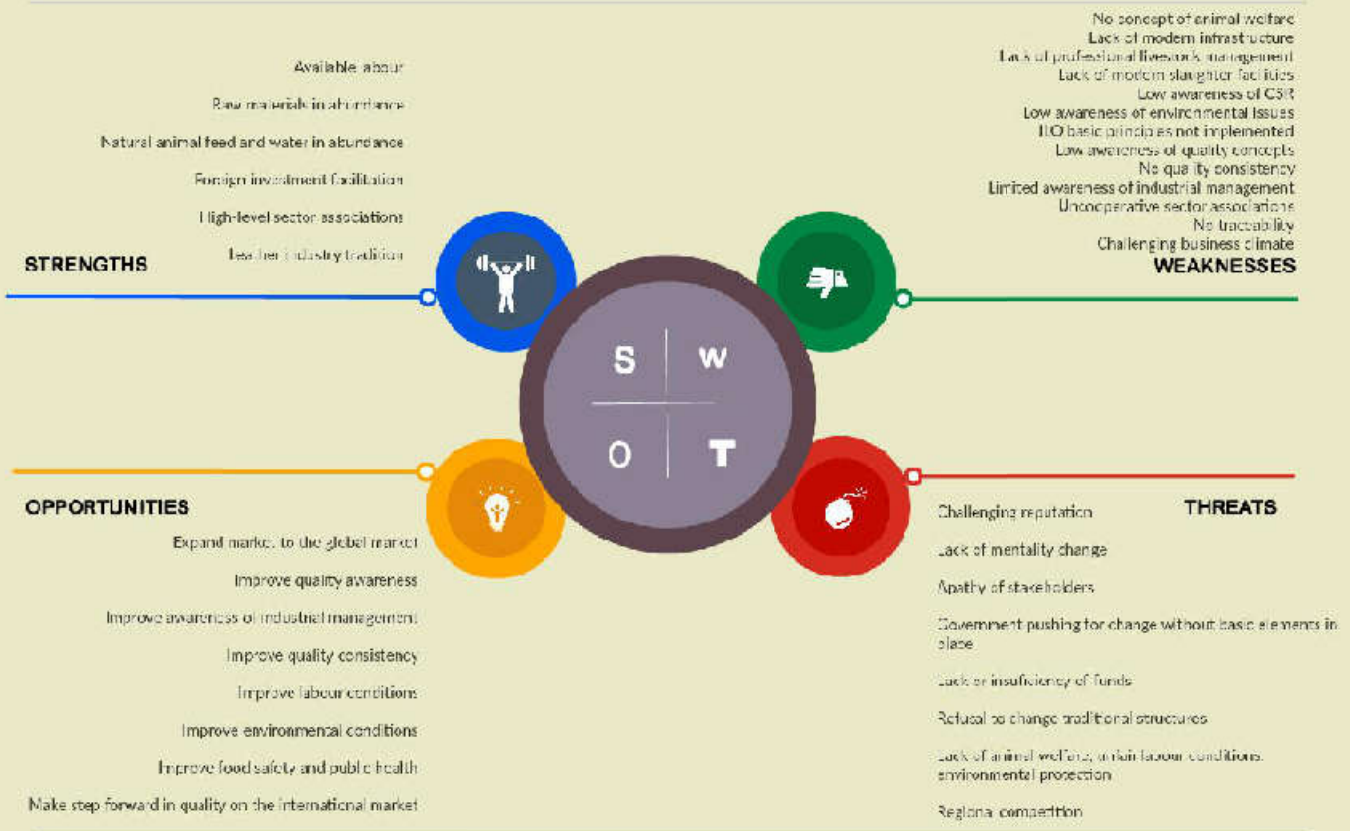
manufacturers to have a clean, sustainable and socially responsible supply chain. At the moment, labour conditions are quite challenging in Bangladesh, although in the RMG sector significant steps forward have been made after the dramatic events at Rana Plaza. This action is buyer driven, which means that buyers must impose their demands.

At Riding High, we had labour compliant factory setting from the very beginning of our journey when these issues were not even on the table of discussion. We built our factory in accordance with the building code regulation and

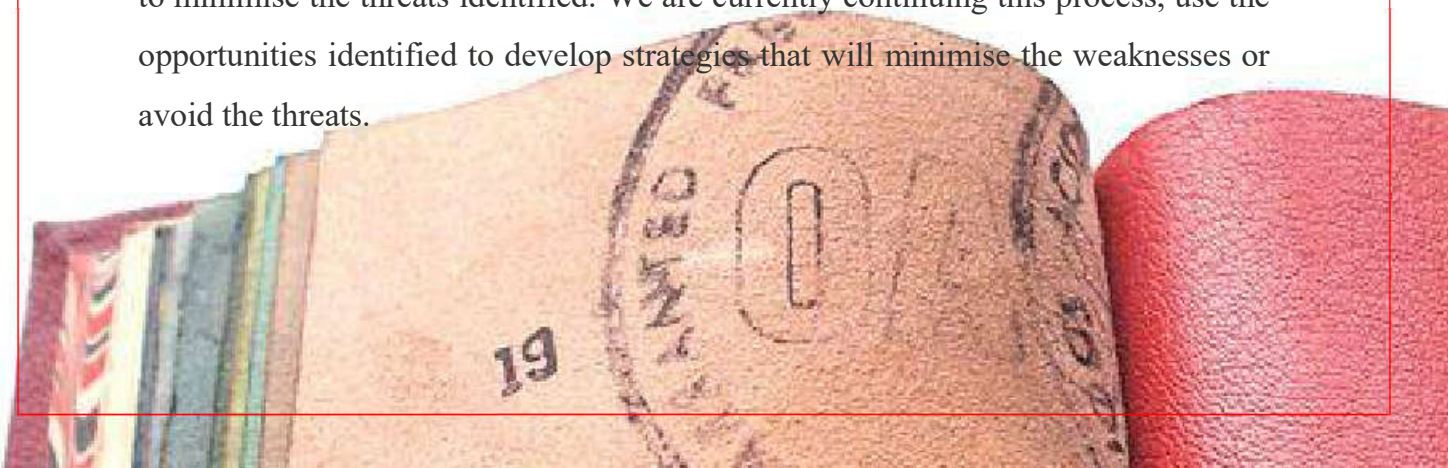
compliance. We made sure there are medical and canteen facilities for the workers on site. We made sure sufficient childcare facilities are available for our workforce. We put supply facility of purified drinking water facility approved by Bangladesh University of Engineering Technology (BUET). We made sure factory health and safety issues are given high priority. We put state of the art busbar trunking system from Italy for our entire factory's electric supply. We also have ensures all safety measures for our own electric substation within our premises.



SWOT ANALYSIS



We have identified and prioritised our SWOT results, and have already made significant success using them to develop short-term and long-term strategies for our business. At Riding High, we have used the results to maximise the positive influences on our business and minimise the negative ones. We have also used the overlapping method and done a TOWS analysis and come up with ways to use those strengths to maximise the opportunities. We have used these same strengths to minimise the threats identified. We are currently continuing this process, use the opportunities identified to develop strategies that will minimise the weaknesses or avoid the threats.



Production and technical data

Our experience and research indicate a clear correlation between the quality of supply of raw materials against the quality of finished products. We have identified that following:



Low quality supply

- Ø higher cost of production
- Ø low quality leather
- Ø low selling price
- Ø higher rejection rate, unsellable products
- Ø no economic growth



High quality supply

- Ø lower cost of production processing
- Ø high quality leather
- Ø high selling price
- Ø development of the industries and growth of the national economy

WE STRICTLY FOLLOW THE HIGH QUALITY SUPPLY CHAIN ALL THE TIME.

At Riding High, the overall quality awareness in the leather value chain is optimal. We understand that raw materials are in constant need of scrutiny to reduce natural and man-made defects, while the quality of the leather must leave no room for more consistency. We believe quality is an important ingredient to market any commodity, which means that trade cannot be optimised and therefore we have improved our leather value chain in Bangladesh to ensure overall quality of our products.

We, therefore, procure our raw materials from:

PORT PALOMAS S.A Barcelona, **Spain**
CHIORINO TECHNOLOGY S.P.A **Italy**
Redbulls Co. Ltd, **South Korea**
I.J CO LTD, **South Korea**

For the same reason, we procure our accessories from

Spain

Italy

South Korea

Our efficient sourcing includes procurement of raw materials under custom bond ensuring payment of no duty on our export. This gives us an opportunity to compete others in price.



All our machines are imported from
Germany and Italy

Machines currently in use

**Duerkopp-Adler 867-190020 Single
Needle Lockstitch**

12 units

Made in Germany



**Duerkopp-Adler 669-180010 Single
Needle Lockstitch Cylinder**

10 units

Made in Germany



**Duerkopp-Adler 868-390020-49 Single
Needle Lockstitch Highpost (490mm)**

2 units

Made in Germany



**Pfaff 2083-8_31VS Single Needle
High Speed Swing Machine**

6 units

Made in Singapore



**Duerkopp-Adler 5271- 811 Single
Needle Lockstitch Zigzag**

1 unit

Made in Germany.

**Atom SE20C Hydraulic Swing Bean
Cutting 20 tons 900x450x50mm**

6 units Made

in Italy



**Atom G888 Hydraulic Travel Head
Cutting 25 tons 1500x400x50mm**

1 unit

Made in Italy

**Camoga C420R Band Knife
Splitting with width 420mm**

1 Unit

Made in Italy

**Alberti AV2NA Leather
Edge Skiving Aspirator**

4 units

Made in Italy.



**Skat L300 Strip Cutting
width 300mm**

1 Unit

Made in Italy

Colli BS4 Hammering

2 units Made

in Italy

Net T12 Manual Eye Letting

2 units

Made in Italy

Omac 988 Linear Folding 550mm

4 units

Made in Italy



Emmeciti CMP BELT
Ambrocing with mould

1 unit

Made in Italy

Emmeciti ambrocing

2 units

Made in Italy

Brothers BAS-326H-05A Direct Drive
Programmable Cylinder-bed Electronic
Pattern Sewer 220mmx100mm

1 unit

Made in Japan





**Riding High –
The site at a
glance**

Trade body membership

We are members of the Export Promotion Bureau (EPB) of Bangladesh and Bangladesh Tanners Association (BTA).

Export Promotion Bureau (EPB) of

Bangladesh Address: TCB Building, 1 Kawran Bazar, Dhaka, Bangladesh



Bangladesh Tanners Association (BTA)

Address: House # 88, Road # 7/A, Flat # A-1 (1st floor), Dhanmondi, Dhaka 1209, Bangladesh



Sedex

Riding High is a proud member of Sedex, which enables us to bring together many kinds of different data, standards and certifications, to make informed business decisions, and to drive continuous improvement across their value chains.



This membership allows us to ensure our

- Labour standards
- Health and safety
- The environment
- Business ethics

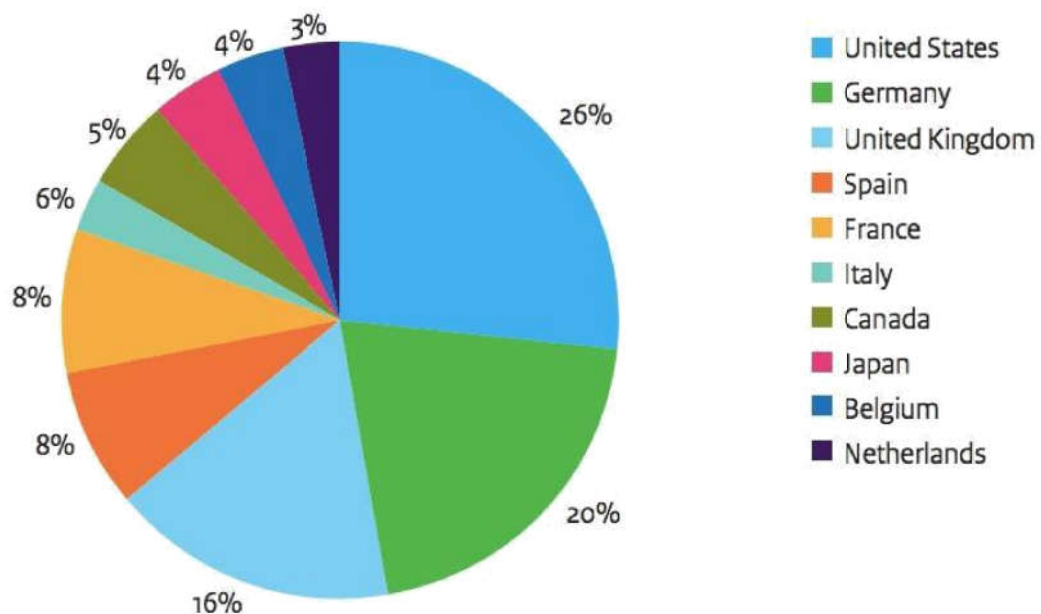
Target market

Trade and “the market” are always a prime incentive for change. As a consequence, international buyers and their colleagues in other EU and non-EU countries are an important and compelling factor to demand modern environmental and labour conditions in their supply countries, in this case Bangladesh.

We therefore abide by the regulations put in place by the government and the EU countries. Ordering with us is headache free as the EU buyers do not even have to think about regulations. As a result, we are targeting the market in the EU and are confident to serve the region with our excellent quality promise.

Manufacturers in Bangladesh are currently working with 10 major buyers globally. Our target market will be the EU countries among these export partners.

10 largest export partners



* Ministry of Foreign Affairs, The Netherlands 2015

Though the buyers cannot impose regulations on an all-or-nothing basis, they are planning to introduce gradually and partly through trade negotiations between partners. We are taking this into serious consideration and are acting accordingly. It should be considered unacceptable that developed countries exploit local environmental and labour situations which are not compliant in their own country's legislation. Therefore we make sure we comply 100% with these legislations though we are not bound by them. The EU REACH Regulation has made a first important step to safeguard EU buyers from dangerous chemicals being used in products imported from third countries. We are complying with this by all means possible.

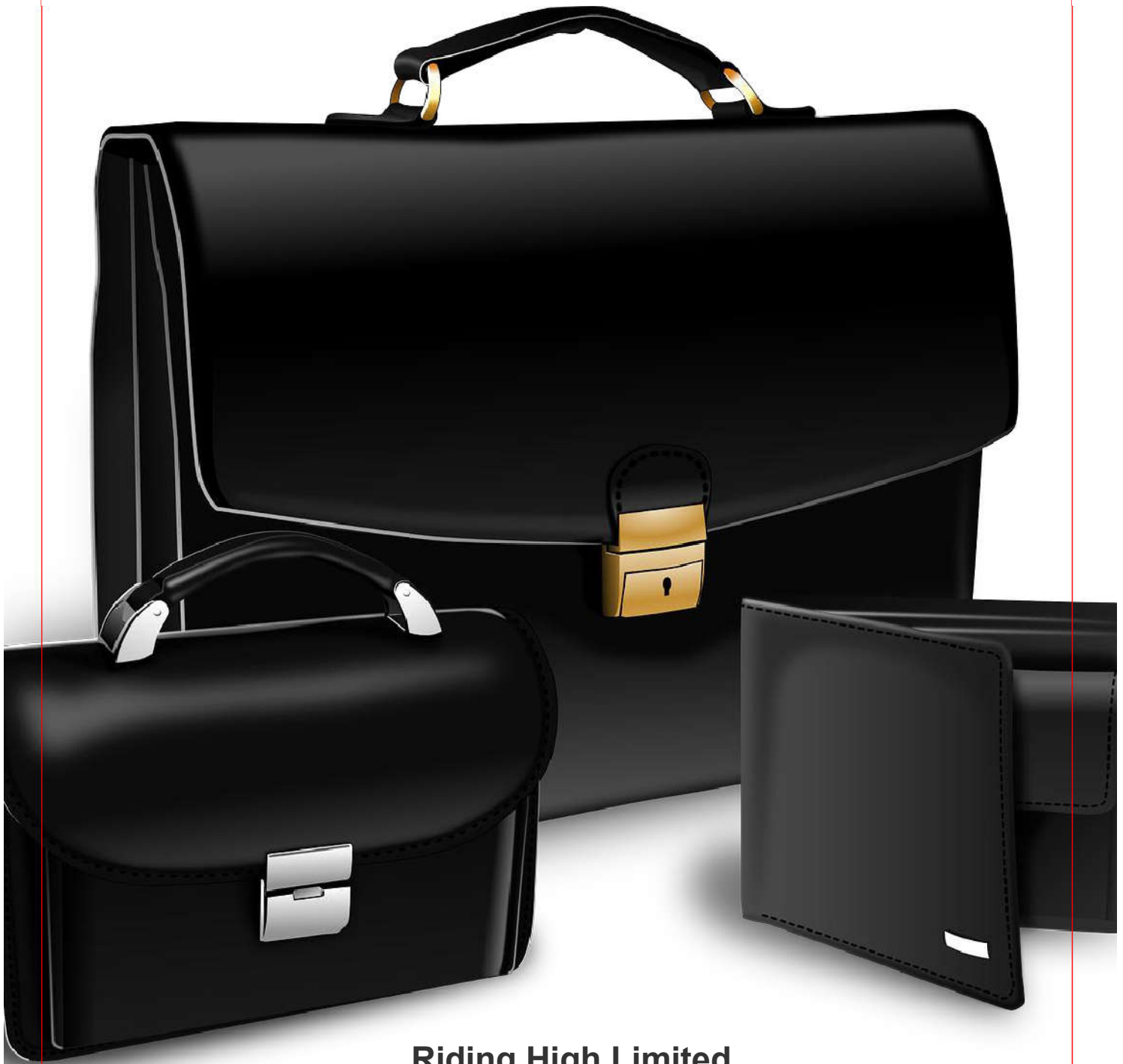
The background of the page is a close-up photograph of a brown leather bag. The bag has several compartments, some with black textured linings. A green pen and a pair of glasses are resting on the bag. The lighting is warm, highlighting the texture of the leather.

R&D

Apart from the need for technical knowledge, modern technology allows for quality control and quality consistency with the aid of a combination of hardware and software. Such systems use intuitive touchscreen controls, which are particularly important in countries such as Bangladesh where a very large number of employees lack sufficient schooling but do know how to operate smartphones. Quality does not only relate to a product but also to the reliability of producers and exporters. The correct and timely executions of contracts and the presentation of correct documentation are part of the overall quality requirements of buyers and reflect on the credibility of sellers.

With this valuable knowledge, we, at Riding High, have been concentrating on advanced R&D to implement state of the art computer technology both in the form of software and hardware to our factory in Bangladesh.

We are on our way to become the next big thing in leather manufacturing in Bangladesh.



Riding High Limited

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