

GROUP BIOGRAPHY



THE MAZI GROUP

A MULTI-BRAND
HOLDING COMPANY

EDITION 2026

INNOVATING INDUSTRIES — WHILE MAKING NO COMPROMISES



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THE PROMISE, IN PRACTICE

THE PROMISE

The group is built around one belief: that customers should not have to settle for less. Everything it makes is designed to raise the standard rather than meet the one already there.

FOR WHOM

Customers and investors who refuse to choose between quality, innovation and value.

WHAT WE OFFER

A diversified group of forward-built brands engineered around real problems.

WHY IT MATTERS

The group turns the compromise the market accepts into the standard it sets.

HOW IT FEELS

Premium, precise and modern, and confident without shouting about it.



WHO WE ARE

WHO WE ARE

The Mazi Group is a privately held holding company with offices in the United States and Europe. It builds and grows brands in fast-moving consumer and technology sectors, from cosmetics and personal care to retail automation and beauty devices. Each brand runs independently, but they share the same leadership, research and long-term vision. The purpose behind all of it is simple: **innovating industries.**

5

BRANDS IN THE GROUP

2

CONTINENTS OF OPERATION

2019

INCORPORATED

60+

TEAM ACROSS TWO CONTINENTS

INVESTOR-CENTRIC

One vision behind many brands spreads the risk and keeps performance steady across the group.

DIVERSE PORTFOLIO

Five companies that complement each other, all run under one roof.

OWNED PRODUCTION

Formulation and filling on two continents, controlling quality, cost and timing.

STREAMLINED R&D

A shared lab that takes what the market is asking for and turns it into a finished product.

IN BRIEF

THE BACKGROUND

Belgian entrepreneur Robin Rouquart started the group in 2018 and incorporated it in Miami in 2019. What began as a single clean-beauty brand has since grown into a holding company with five active businesses. When one of those businesses develops a useful technology or formula, the group turns it into a company of its own. It runs its own production on two continents and sells across the United States and Europe. In early 2027 it opens production in Belgium for the first time.





WHAT WE STAND FOR

OUR VISION

- 01 Set a clear example of how industries should evolve.
- 02 Create products made for a fast-paced society.
- 03 Establish a new standard for clean, sustainable products.

OUR MISSION

- 01 Innovate industries while making no compromises.
- 02 Break with old industry promises and actually deliver.
- 03 Diversify through real results, innovation and true promises.

OUR VALUES

- 01 Innovation and integrity in everything we ship.
- 02 Resilience and continuous improvement.
- 03 Collaboration across every brand and team.



THE PROMISE

Innovating industries
while making **no compromises.**

THE MAZI GROUP · BRAND POSITIONING



BRAND ARCHITECTURE

One parent brand at the top, a family of brands beneath it. The Mazi Group stands behind each company, while every company keeps its own name, accent and audience.

THE MAZI GROUP
HOLDING · INNOVATING INDUSTRIES

MAZI BEAUTY

Clean, DTC cosmetics & skincare

UPVENDO

AI self-order kiosk technology

ON THE GO

Portable personal-care hygiene

GLAM SWITCH

Advanced hairstyling devices

BELLA GLOSS

Founded by Annelies Schettters

BACKED BY **TMG INNOVATION LABS**, THE GROUP'S SHARED R&D ENGINE



FIVE COMPANIES, ONE STANDARD

THE PORTFOLIO

Every company has its own market and its own accent colour, but they all share the group's plum identity, its typography and its production.

MAZI BEAUTY

CLEAN COSMETICS · DTC

Certified vegan, cruelty-free skincare produced in the group's own plants, formulated against a blocklist of 1,500+ ingredients.

UPVENDO

RETAIL AUTOMATION

AI self-order kiosks and ordering software for hospitality and small retail, reducing labour cost and improving the guest experience.

ON THE GO

PERSONAL CARE

Compact, pharmaceutical-grade antibacterial sprays for hands and surfaces, sold across the US, Canada and Latin America.

GLAM SWITCH

BEAUTY DEVICES

Diagnostic and styling devices for salon professionals, led by the seven-metric Hair Health Scan.

BELLA GLOSS

LIP & COLOUR

Premium lip and colour cosmetics founded by Annelies Schetters and powered by the group.

● CLEAN COSMETICS · DTC

MAZI BEAUTY

Mazi Beauty is where it all started. It is certified vegan and cruelty-free skincare, built on the group's own formulas and sold straight to the people who use it. The Red Algae Reviving Eye Serum is its signature product, and in 2027 it opens the Belgian chapter, formulated and filled on home soil.

1,500+

INGREDIENT BLOCKLIST

200K

CAPACITY / 30 DAYS





● RETAIL AUTOMATION

UPVENDO

Upvendo makes self-order kiosks and ordering software for fast-service restaurants. Guests order and pay on their own, kitchens receive cleaner tickets, and owners see shorter queues and larger orders. Its AI layer, Upvendo Magic, writes menu descriptions and pulls in photography and allergen details straight from the existing point-of-sale.

CORE PRODUCT

Self-order kiosks

SOFTWARE

Ordering & AI menu generation

AI LAYER

Upvendo Magic

MARKET

Quick-service restaurants



THREE MORE COMPANIES

THE OTHER THREE

● ON THE GO

Personal Care

Compact, pharmaceutical-grade antibacterial sprays for hands and surfaces, sold in four variants across the US, Canada and Latin America.

● GLAM SWITCH

Beauty Devices

Diagnostic and styling devices that treat the cause, not the symptom, led by the seven-metric Hair Health Scan for salon professionals.

● BELLA GLOSS

Lip & Colour

Founded by Annelies Schetters and backed by the group. Premium, glossy lip and colour cosmetics for retail, online and B2B gifting.

Three different markets, held to the same standard. Together with Mazi Beauty and Upvendo, they give the group five audiences to serve and five promises to keep.



WHAT THE GROUP OWNS

OWNED INFRASTRUCTURE

01

OWN PRODUCTION

Owned filling plant in Indianapolis, with automated lines built to run up to 200,000 units every 30 days. Production comes to Belgium in early 2027.

03

GLOBAL MONITOR SYSTEM

A proprietary AI platform tracking sales, stock, production, supply chain and financials across the group in real time.

05

CORPORATE GOVERNANCE

Liability coverage up to a \$10M umbrella policy, with documented regulatory compliance in every market served.

02

IN-HOUSE R&D LAB

Formulas developed in the group's own laboratory, protected physically and digitally, and rewritten until they earn their claims.

04

WAREHOUSE NETWORK

Nationwide US fulfilment through a partner network, plus partner warehouses across the European Union.

06

AUTOMATION & AI

Factory surveillance, robotic production lines and AI-powered self-order technology deployed via Upvendo.



OWN PRODUCTION — FORMULATED, FILLED & PACKED IN-HOUSE

WHERE THE GROUP OPERATES

TWO CONTINENTS

UNITED STATES

Headquarters in Miami · production in Indianapolis · nationwide partner fulfilment.

BELGIUM & EUROPE

EU filling plant · pharmacy relaunch 2026 · partner warehouses across the EU.

BEYOND

Selected distribution partnerships in further markets.





RESPONSIBLE BY DESIGN

CARBON NEUTRAL BY 2030

By 2030 every product across the group will be reusable, refillable, recyclable or compostable. For the group, sustainability comes down to product decisions that are made long before the first unit is filled.

01

CLEAN FORMULATION

Certified vegan and cruelty-free across the portfolio, with zero microplastics and zero oxybenzone in any market.

03

CARBON OFFSETTING

Partnered with Flexport.org to offset historical, inbound and outbound emissions across global operations.

02

RESPONSIBLE PACKAGING

Sugar-cane tubes and vegetable-ink printing, moving toward 100% reusable, refillable, recyclable or compostable by 2030.

04

INGREDIENT BLOCKLIST

A blocklist of 1,500+ harmful ingredients applied group-wide, with no exceptions for cost or convenience.



ONE FRAMEWORK, EVERY COMPANY

POLICIES & COMPLIANCE

The group sets its policies at holding level, and they apply to every company it owns and to its suppliers. When a market asks for something stricter, the group follows the stricter rule.

CORPORATE GOVERNANCE	Corporate Governance Framework	IN FORCE
REGULATORY	International Regulatory Compliance	IN FORCE
ETHICS & CONDUCT	Code of Ethics	IN FORCE
SUPPLY CHAIN	Supplier Code of Conduct	IN FORCE
HUMAN RIGHTS	Anti-Slavery Policy	IN FORCE
EMPLOYMENT	Equality & Inclusion Policy	IN FORCE
SUSTAINABILITY	Sustainability Policy	IN FORCE
PRIVACY & DATA	Privacy & Cookie Policy	IN FORCE



THE PEOPLE BEHIND THE GROUP

LEADERSHIP & ADVISORS

The Mazi Group is led by its founder and chief executive, Robin Rouquart, together with a small senior team responsible for finance, growth and the group's European markets. Around that core, the group leans on a mix of internal specialists and external advisors, so that each company can draw on the right expertise without carrying it alone. As the businesses grow, leadership is being built out company by company, with group leadership sitting above all five.

GROUP LEADERSHIP

A core team runs the group day to day from Miami and Belgium, setting strategy, finance and commercial direction across all five companies.

INTERNAL ADVISORS

Specialists in production, brand development, procurement and logistics support the businesses from within the group.

EXTERNAL ADVISORS

The group brings in outside expertise where it counts, from pharmaceutical and regulatory advice to strategic counsel on new markets.



DIVERSIFIED BY DESIGN

THE THESIS

The Mazi Group is a privately held group of five companies with its own production on two continents. Running five brands under one vision spreads the risk and steadies returns, and because they share production, research and leadership, an idea reaches the market quicker than any single brand could manage on its own.

01**PROVEN GROWTH**

Steady year-over-year revenue growth, shared with serious parties under NDA.

03**OWNED INFRASTRUCTURE**

Production on two continents, a partner fulfilment network, an R&D lab and a proprietary monitor system.

02**FIVE SUBSIDIARIES**

Spread across beauty, hygiene, retail tech, devices and cosmetics, so no single market can sink the group.

04**PROTECTED IP**

Formulas under physical and digital protection, with liability coverage up to a \$10M umbrella policy.



AT A GLANCE

THE FACTS AT A GLANCE

COMPANY

The Mazi Group (privately held)

FOUNDER

Robin Rouquart

INCORPORATED

2019 · Miami

ESTABLISHED

2018

GROUP BRANDS

Mazi Beauty · Upvendo · On The Go · Glam Switch · Bella Gloss

SECTORS

Beauty · hygiene · retail tech · devices · cosmetics

OPERATIONS

United States & Europe

MARKETS

US · Europe · Canada · Latin America

PRODUCTION

Owned plants · two continents

CAPACITY

Up to 200,000 units / 30 days

BELGIAN CHAPTER

Production to Belgium, early 2027

REGISTERED

Florida, USA · EU: Belgium

The Mazi Group is a private company and does not publish valuations or revenue figures. Journalists and partners seeking further detail are welcome to contact the group directly.



THE MAZI GROUP



INNOVATING INDUSTRIES

WHILE MAKING NO COMPROMISES