



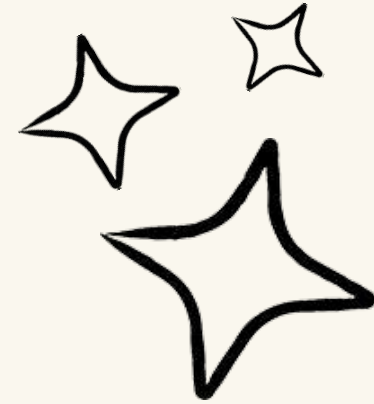
SUPER CHILL

Policy plan 2024

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CURRENT SITUATION



Over the last years, the Super Chill Foundation has strived to change the primary education system towards a system where each child has room to grow without constantly feeling pressurised to perform to standardized norms.

Although receiving great feedback from children and teachers, this focus on primary schools proved to be too difficult to reach the amount of children we were aiming for. This is why we changed the focus of the Super Chill Foundation into a direct focus onto the children and their caregivers without the primary schools as the central point of communication. Because the need to help children with their emotions has only become bigger, especially since the COVID-19 pandemic.¹

That's why the Super Chill Foundation will continue its work to help children (aged 6-12 years old) to strengthen their mental resilience, just through a new focus and strategy.



1: Abrams Z, 2023, American Psychological Association, Kids' mental health is in crisis.

National Institute of Health, 2023, <https://scitechdaily.com/unseen-impact-of-the-pandemic-youth-mental-health-emergencies-on-the-rise/>.

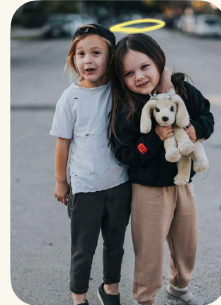
Preceel N, 2022, The Sydney Morning Herald, Mental health disorders increase among preschoolers and teens

CORE OBJECTIVE REMAINS THE SAME

The activities within the foundation are always accessible to all, requiring no specific membership. The foundation focusses on the general well-being and mental resilience for a vulnerable group (children aged 6-10 years old). The need to help children with their emotions has only become bigger, especially since the COVID-19 pandemic, as mentioned on the previous page. So the relevance of the objective of the foundation has only increased in the last years.



The pursued objective is broader than individual users' interests. The used Yoga, Meditation, Mindfulness and little ritual exercises are merely a tool to expedite the actual goal of nurturing a mentally stable, strong, and resilient generation. Currently these exercises appear to be the most effective means towards achieving this goal, but the foundation will keep on exploring and researching additional techniques that are as or even more effective than the current exercises.



MISSION

Super Chill empowers children aged 6-10 to boost their mental resilience through simple, fun and accessible little rituals and playful yoga, meditation, and mindfulness exercises, reached through their caregivers. Our goal: transforming discomfort into Super Chill moments and fostering a healthy, positive mindset for a whole generation of children. Boosting the mental resilience in childhood will result in long term effects while growing towards adulthood.



VISION

We aspire to build a mentally resilient generation across Europe, making little rituals an integral part of raising children. Ultimately, 'Super Chill' will become synonymous with a positive and healthy mindset for children.



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STATUTORY GOALS





The BHAG (10 year goal)

TO REACH 50% OF ALL CAREGIVERS WITH CHILDREN AGED 6-12 IN WESTERN EUROPE TO BOOST THE KIDS MENTAL RESILIENCE THROUGH THE SUPER CHILL PLATFORM.



STATUTORY GOAL



The sole statutory goal of the foundation is to increase the mental resilience of children among other things by introducing them to mindfulness and developing movement and concentration exercises and other initiatives, including by developing an app and/or other technological applications.

To work towards achieving this goal, the foundation intends to also conduct research (or shall have research carried out on its behalf) in the area of, but not limited to, yoga, meditation and mindfulness. It will also undertake any such further actions that may be conducive or beneficial in working towards the aforementioned goals.



STRATEGY



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SUPER CHILL IN A NUTSHELL

Recognising your emotions, your needs and responding to them is a Super Power. Those who are in touch with their own feelings don't let themselves go crazy so easily and can, so to speak, take on the whole world. Super Chill helps you discover these inner, so Secret, Super Powers.

Our goal is not to make super kids, but super-chilled kids; mentally strong and self-assured, ready to embrace life's adventures with a calm mind and a brave heart. With Super Chill, every child is a superhero, mastering the day one chill moment at a time.



360 MARKETING APPROACH

In the new strategy more channels will be added to increase the reach of Super Chill. This is now possible because of the shift from schools to caregivers. It also opens up the possibility to go offline with Super Chill in the form of events and gatherings. In the new strategy Super Chill will become much broader than solely the app focused on the school environment.



“ULTIMATELY SUPER CHILL WILL BE A LIFESTYLE FOR A WHOLE GENERATION TO COME!”



KEY ACTIVITIES 2024



KEY ACTIVITIES



In order to reach 5,8 million children by the end of 2026 The Super Chill Foundation will perform several activities in 2024:

1. Creating content

Yoga, meditation, mindfulness and little ritual (YMMR) content focussed on children aged 6-10 will be created. Licensed YMMR professionals will create content on an ongoing basis. The Super Chill Foundation strives to be inclusive in all its forms; the content will be accessible for everyone with regard to language and difficulty level and free of any indications to religion, class, sexuality or ethnic background. The YMMR content will be based upon needs in real life from a caregiver point of view and upon the necessities of children and the need for a broader future skillset. Content development will always be in collaboration between the Super Chill foundation and YMMR experts.

2. Functioning platform

The overarching platform will maintain at a minimum level an interactive App and a website. The main communication channel to provide YMMR to the children and their caregivers will remain the app. This app is developed and continuously maintained and updated with content by the Super Chill Foundation. The website disclosing all information about the foundation and its goal, part of the content itself, link to the app, and legal information (policy, financial report, required data, statutes, board information, contact details and all other matters required by Dutch fiscal regulation), country-specific details and necessary information to keep the community informed.



KEY ACTIVITIES



3. Community building

Super Chill aims to be present within its community of caregivers, children and YMMR professionals. It wants to be a part of it and facilitate the community to become a movement to improve mental resilience among children (aged 6-10). Henceforth we will organize (online) events, solution centric circles, have a community based social media strategy, a dedicated person to answer questions and respond to ideas, organise meetups and focus groups, send out newsletters with a possibility for community members to contribute to either YMMR content, articles, blogs etc. and also facilitate connectedness within the community itself.

4. Focus Groups / Data driven

Super Chill will work data driven. The developed content, the usage, performance and feedback will be continuously monitored and improved. There will also be several focus groups to test different content, ways of communicating and other needs of the community prior to launching new content. Focus groups can, but not limited to, consist out of children (6-10 years old) caregivers and YMMR professionals.

5. (Co-)create merchandise

In the new strategy it would very much fit the foundation to (co-)create merchandise, incentives and other products. All with the goal to improve the reach of the Super Chill and its goals.



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KEY ACTIVITIES



6. Raising awareness

In order to reach the 5,8 million caregivers, they first need to know of the existence of Super Chill, the underlying problem and possible solutions / expected effects of the YMMR content. Henceforth the Foundation will roll out yearly activities and exposure to both off- and online material to raise awareness, form partnerships and make sure the Super Chill Foundation is trusted and used caregivers and the children.

7. Measuring and evaluation

Super Chill will make (anonymous and in line with GDPR) inventory of user details to measure the use of activities. The purpose is to create content based on what is needed (and used) most. Super Chill will also actively evaluate with its users on what is needed and necessary for both children and their caregivers to relax and cope with stress and pressure of growing up. The aligned scientific research will be the foundation for innovation of the Super Chill platform and corresponding community / movement activities to create further awareness and solutions for the root causes of pressure and high stress levels.



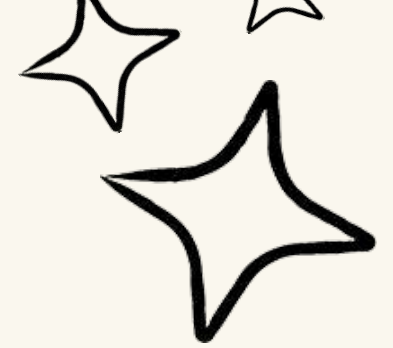
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ORGANISATION SUPER CHILL FOUNDATION



**SUPER
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THE GENERAL BOARD



The General Board (GB) of the Super Chill Foundation exists out of three people of which the presidency rotates every 4 years. All board members are and will remain indemnified regarding their activities and role within the Foundation. The GB will always exist out of at least three (3) members. All members will be chosen by founding partner Rituals Cosmetic Enterprise B.V. and strategy partner Not Our Agency B.V. The GB will appoint a Managing director who will be responsible for the day to day business of the Super Chill Foundation.

Generally speaking, the GB is responsible for the approval of the yearly budget and policy and will ensure the Super Chill Foundation always acts in line with its strategy and overall purpose. Furthermore, the board will also activate their extensive network where necessary to assist the foundation in raising awareness for the Super Chill program and the underlying burning issue. Lastly, the board will be the controlling party regarding checks and balances of the agreed budgetary policy.

As off 29th of November 2023 the Super Chill General Board consist out of the following members:

President (rotating): Niki Schilling

General member: Lars Kappen

General member: Levi van Dam



COMPENSATION & DECISION POWER



It's absolutely clear that the foundation's board lacks individual control over the organization's assets. Each board member possesses only one vote (out of 3), ensuring decisions are reached by majority consensus. This prevents unilateral allocation of funds; every financial choice is a collaborative effort.

The GB operates voluntarily, showcasing dedication to our mission. This ensures resources maximize beneficiary impact. Board members receive no compensation except reasonable incurred expenses, highlighting their focus on objectives and responsible resource management.

THE GENERAL BOARD & DIRECTOR



The GB will meet at least quarterly with the Managing director in order to be informed about the progress, obstacles and budget. In this meeting the Managing director will provide insights in market, product(s) and target group developments. Both parties will also identify possible needs or necessary support from GB in order to obtain the yearly goals. In the overarching yearly meeting the former year will be evaluated, and a plan will be presented to the GB for the year to come, including business objectives, budget and resources.

The President of the GB can call a meeting when she / he sees it. Also, two (2) out of (3) members of the GB can call for a meeting without the approval of the President of the GB.

Employees

The Super Chill Foundation will employ the following FTE's:

- Managing Director (1 FTE) - from October 2023
- Marketing & PR Manager (1 FTE) - from 2024
- Project Manager (1 FTE) - from 2024
- Country Manager (3 FTE) - 1 FTE 2024 and 3 FTE from 2025

The Managing Director will be responsible for the daily governance and yearly output (achieving the set goals). The Marketing & PR Manager will be responsible for the marketing strategy, execution and PR reach. The Project Manager will be responsible for the excellent execution of all projects such as content and platform development.



THE TEAM



BOARD



NIKI SCHILLING



LARS KAPPEN



LEVI VAN DAM

STRATEGY



**GROWTH
CREATIVE
BRAND**



**GEERT PELSMA
MANAGING DIRECTOR**

OPERATION



**PROJECT
MANAGER (1)
2024**



**MARKETING & PR
MANAGER (1)
2024**



**COUNTRY
MANAGER (3)
2024 (1) - 2025 (3)**



BUDGETORY POLICY



FINANCIAL ADMINISTRATION **& FUNDRAISING**



Super Chill is a non-profit foundation. The financial administration is executed by the foundation itself and its affiliated administrative partner.

Contemporary situation

Rituals Cosmetic Enterprises B.V. is the exclusive founding partner which will fund the foundation through a sponsorship agreement.

Administrative partner

In accordance with article 9, paragraph 2 of the articles of association. The foundation will commit to a solid administration. The foundation will appoint the international integrated accountancy and consultancy organization Mazars as their partner for the administration.

Super Chill will hold a minimum amount in cash, where such amount will be limited to a sum that is deemed to reasonably be necessary to safeguard the continuity of- and to be able execute its foreseen activities, where such activities will have the purpose of serving the public benefit, in line with the foundation's statutory objective. The amount held may vary from time to time, depending on the specific needs of the foundation at any specific point in time, yet Super Chill shall strive at all times to keep excess amounts of cash held in such account as low as possible. Any sporadic surplus in funds will be used for scaling-up the program whether in content, raising awareness or community contact activities.



FINANCIAL ADMINISTRATION & FUNDRAISING



Budgetary management

Per year Super Chill will present its financial plans to the board. After approval by the board, the executive authority of the budget will be delegated to the managing director in close cooperation with the President of the Super Chill Foundation. A decision making flow will ensure a controlling body, supported by the affiliated administrative partner. On a quarterly basis Super Chill will present a financial progress report on the budget, set goals and milestones of the foundation which will allow for financial tracking and checks and balances.

The General Board conducts random audits of the financial plan by soliciting additional quotes to verify market-aligned pricing. This practice ensures cost effectiveness and transparency in our financial management.

Additional funding

Per year Super Chill will determine which specific needs will require additional funding. Funds will be sponsored on an exclusive basis by Rituals Cosmetic Enterprises B.V. as based upon a yearly budget approved by the Super Chill board. Other donations and partnerships will be formed with explicit approval of founding party Rituals Cosmetic Enterprises B.V.



ABSENCE OF PROFIT



ABSENCE OF PROFIT



The foundation shall aim to primarily render its services, or conduct its activities, at- or below cost price. Any fundraising which may take place from time to time will have the sole purpose of enabling the foundation to execute or expand its activities, where such (expanded) activities will have the purpose of serving the public benefit in line with the foundation's statutory objectives. Any (incidental) surplus earnings will solely be used to serve such public benefit in line with the foundation's statutory objectives. The foundation's activities are not intended to be profitable on a structural basis.

This absence of profit is in accordance with article 2 of the articles of association.



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ASSIGNMENT LIQUIDATION BALANCE



ASSIGNMENT

LIQUIDATION BALANCE



At liquidation or winding up, any assets left in the foundation will be designated to a foundation which has been designated as an ANBI that pursues an objective that is in line with the Foundation's own objectives.

This is in accordance with article 14, paragraph 4 of the articles of association.



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The image features a vibrant rainbow gradient background. In the top left corner, there are three black, hand-drawn wavy lines. In the top right corner, there are three black, hand-drawn stars of varying sizes. The central focus is the text 'SUPER CHILL' in a bold, white, sans-serif font with a thick black outline. The word 'SUPER' is on the top line and 'CHILL' is on the bottom line. The letters 'S' and 'P' in 'SUPER' have stylized wings extending outwards.