BELL GLOBAL GROUP

FOUNDATION NOTE
2024

Planning, first principles and capital formation

Reporting period · 1 January — 31 December 2024

Bell Global Group OÜ · Voluntary corporate reporting

A beginning, deliberately measured

This first note records the year in which Bell Global Group moved from conviction to structure. It is intentionally concise: 2024 was not a year of scale, but of selecting the principles that would govern scale.

The Group's early capital formation supported legal establishment, market research, travel, relationship-building and the first BellCarlo development cycle. The operating model was designed around independent universes, central judgment and patient ownership.

THE YEAR IN ONE LINE

Planning became an operating thesis: protect identity, build evidence and grow only where the structure can hold.

REPORTING LIMIT

The available record was concentrated in formation activity. Recurring environmental and people data had not yet been formalised.

A short foundation document — designed to become the baseline for future annual comparison.

1 The foundation year

Bell Global Group was shaped around a simple conviction: exceptional universes deserve the structure and time required to become enduring. In 2024, that conviction was translated into a first operating model rather than a broad public narrative.

€18,500
CAPITAL FORMATION
Legal setup, research and first development

5
MARKETS CONNECTED
Working network, not permanent offices

6
EXTERNAL RELATIONSHIPS
Early specialist and supplier engagements

THE 2024 DECISION The Group would not flatten different businesses into one corporate identity. Instead, it would provide perspective, capital discipline and a long horizon while leaving creative and commercial character with each universe.

IDENTITY
Every universe keeps its origin

STRUCTURE
The Group creates the conditions for permanence

DISCIPLINE
Capital follows evidence and fit

HORIZON
Short-term noise does not set the direction

INITIAL OPERATING SCOPE BellCarlo was the sole operating universe within scope. The year included initial work connected to England, Peru, South Korea, Estonia and Russia. These coordinates represent an emerging network of production, research, relationships and corporate formation.

2 People, partners and first controls

The working network was small and distributed. Contributors were engaged for defined responsibilities, specialist knowledge and regional access. The Group did not present this network as a conventional employee headcount.

PEOPLE PRINCIPLE

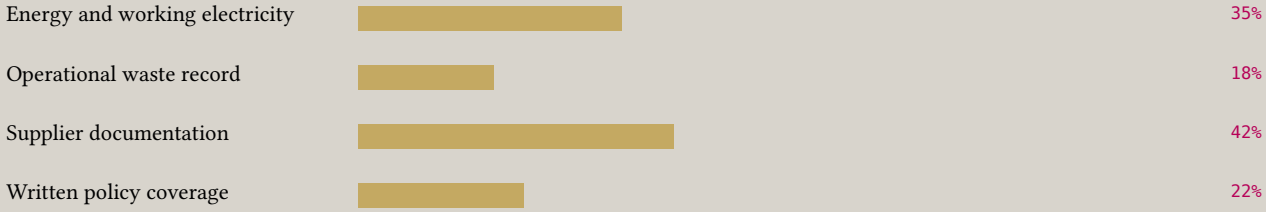
Equal opportunity, professional conduct, respect for dignity and no tolerance for harassment.

PARTNER PRINCIPLE

Verify identity, define scope, preserve delivery evidence and discontinue relationships that cannot be made reliable.

Early supplier discussions also revealed why controls matter. A failed relationship and attempted fraud in Peru led to stronger expectations around verification, payment evidence and continuity. In a foundation year, this kind of learning is itself an operating asset.

BASELINE MEASURES



The bars indicate the maturity of the measurement system, not a claim of environmental performance. The 2025 priority was to replace directional records with repeatable evidence.

3 2025 readiness agenda

Priority	State	Next move
Operating launch	Ready	Move from planning into controlled first-cycle production.
Supplier review	Building	Document onboarding, evidence and quality expectations.
Energy and waste data	Building	Create recurring records by activity and provider.
Group structure	Building	Formalise the corporate and governance base.

FOUNDER'S NOTE Bell Global Group's first sustainability decision was to avoid overclaiming. The Group would measure what it could support, identify what remained incomplete and allow the reporting architecture to mature with the operating reality.

Giancarlo Bell

Founder, Chairman & Chief Executive Officer