

# Tongue in Cheek Inc.

## 2022 Annual Report – Satisfaction Guaranteed

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### From the Desk of CEO Scarlett Amour

"At Tongue in Cheek, pleasure isn't just our business; it's our purpose. We exist to put a smile on people's faces and a little extra thrill in their lives. From groundbreaking toys to unforgettable media experiences, we aim to make the world a little more... exciting. Here's to a year that's been our best yet, full of passion, innovation, and, of course, satisfaction!"

Welcome to our 2022 Annual Report. Let's take a deep dive into the results of a year that truly pushed all the right buttons.

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### 1. About Tongue in Cheek Inc.

Since our founding in 2010, Tongue in Cheek has been dedicated to bringing joy and empowerment to people worldwide through high-quality adult toys and media entertainment. From sleek, cutting-edge toys to tantalizing content, we combine innovation, sophistication, and a touch of playfulness in everything we do. With operations in over 40 countries, we're on a mission to make pleasure accessible, inclusive, and fun.

Our company motto, *Pleasure for All*, drives every aspect of our business, and in 2022, we achieved unprecedented growth and expansion into new markets.

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### 2. Year in Review: Highlights of 2022

Metric	2022 (\$M)	2021 (\$M)	Growth (%)
Total Revenue	1,200	950	+26.3%
Adult Toys Sales	650	510	+27.5%
Media Entertainment Revenue	400	320	+25.0%
New Market Penetration	10 countries	6 countries	+66.7%
R&D Investment	80	70	+14.3%
Net Profit	250	200	+25.0%

"Growth you can feel: our revenue is up, and so is our commitment to bringing excitement to life. This year, we introduced over a dozen new toys and broke into ten new countries. It's safe to say that Tongue in Cheek is more global and more playful than ever before."

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### 3. Product Spotlight: Toys that Tantalize

Our adult toy line is the heart of Tongue in Cheek, combining craftsmanship, cutting-edge tech, and design for a truly satisfying experience. Each year, we introduce new products based on customer feedback, new trends, and emerging technologies that offer the latest in personal pleasure.

#### 2022 Product Highlights

- **The Tease:** Our best-selling compact, whisper-quiet toy that fits in the palm of your hand, bringing subtle, portable pleasure anywhere you go.
- **Echo II:** The revamped design of our most popular couples' toy, featuring synchronized dual motors for powerful, unforgettable intimacy.
- **Pulse Pro:** A sleek, powerful toy with multiple functions and an interactive app that allows users to control settings remotely — anywhere in the world.

"At Tongue in Cheek, we don't just make toys; we craft experiences. Each product is a little work of art, designed to enhance connection, confidence, and, of course, fun."

#### Sustainability Initiatives in Manufacturing

In 2022, Tongue in Cheek continued to prioritize sustainability by expanding our eco-friendly manufacturing initiatives. Over 60% of our toy line is now made with recyclable materials and vegan-friendly lubricants, and we're committed to further reducing our environmental footprint with each new release.

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### 4. Media Entertainment: Content that Connects

Our media division has grown rapidly, thanks to high-quality, inclusive content that celebrates pleasure, exploration, and body positivity. In 2022, our subscription platform, *PleasureScape*, reached 2 million subscribers worldwide, with new content categories that appeal to a diverse audience.

#### 2022 Media Innovations

- **The "In the Mood" Series:** A playful, romantic series featuring real-life stories from couples and individuals, focusing on authenticity and connection.
- **Sensory Series:** Immersive, high-definition content designed to stimulate the senses and engage viewers through sound, sight, and suggestion.
- **VR Experiences:** Our new VR platform offers a whole new way to engage with our content, bringing the intimacy of our media into an immersive, interactive world.

"Content is queen, and we're dedicated to making PleasureScape a safe, inclusive, and playful platform. We believe that everyone deserves a place to explore what excites them in a way that's both thrilling and empowering."

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## 5. Global Expansion: Spreading Joy Worldwide

In 2022, we expanded our reach into ten new countries, focusing on emerging markets and regions that are opening up to adult lifestyle products and media. This growth includes both physical retail partnerships and the expansion of our digital platform, making our products and content more accessible than ever.

### New Regions in 2022

- **Asia:** Expanded into Japan and South Korea, where demand for discreet, quality products is on the rise.
- **South America:** Entered Chile, Brazil, and Argentina, where we are partnering with local retailers to bring Tongue in Cheek products to new consumers.
- **Europe:** Added retail locations in Spain, Norway, and Greece, bringing our playful product line to new audiences across the continent.

"We're all about breaking down barriers and building connections. With each new country, we bring a little more joy, excitement, and empowerment to people all over the world. Because pleasure knows no borders."

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## 6. Research & Development: Pushing Boundaries

Innovation is at the core of Tongue in Cheek. Our R&D team is constantly exploring new materials, functions, and technologies to create toys and content that surprise and delight. In 2022, we invested \$80 million in R&D, focusing on interactive toys, AI-enhanced content suggestions, and environmentally conscious materials.

### New Frontiers in 2023

- **AI-Enhanced Personalization:** Using AI technology, our new line of toys will offer responsive feedback, adjusting intensity and rhythm to suit the user's preferences in real-time.
- **Eco-Friendly Materials:** Launching a fully biodegradable toy line by 2024, aligning with our commitment to sustainable pleasure.
- **Interactive Content:** Integrating toys with media content for a synchronized, interactive experience that connects the physical and digital worlds.

"At Tongue in Cheek, we're not afraid to push the envelope. We're always looking for new ways to bring pleasure to people's lives while making our impact on the environment a little smaller."

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## 7. Sustainability and Responsibility

Tongue in Cheek is committed to creating products that are pleasurable and sustainable. We recognize our responsibility to the environment and have set ambitious goals to improve our impact. In 2022, we achieved the following milestones in sustainability:

Sustainability Metric	2022	Goal
Recyclable Materials in Toy Line	60%	75% by 2025
Eco-Friendly Packaging	80%	100% by 2024
Carbon Offset for Shipping	100% offset	Maintain annually
Renewable Energy in Production	50%	80% by 2026

"Pleasure doesn't have to come at the planet's expense. We're proud to lead the way in sustainable intimacy, so people can feel good about what they're bringing into their lives."

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## 8. Corporate Culture and Team Engagement

Our team at Tongue in Cheek is like family — a fun, bold, and creative family dedicated to bringing joy to the world. In 2022, we expanded our staff by 20%, adding positions in R&D, digital marketing, and customer engagement to support our rapid growth. Our team is known for its camaraderie, inclusivity, and, of course, playfulness.

### Employee Satisfaction and Well-Being

- **95%** Employee satisfaction rate in our annual survey.
- **Wellness Program:** Monthly wellness workshops, fitness classes, and on-site relaxation spaces.
- **Professional Growth:** Regular training and development in digital innovation, wellness, and personal growth.

"We believe that a happy team makes for a happy company. At Tongue in Cheek, we celebrate our diversity, our creativity, and our shared mission to make the world a little more... satisfying."

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## 9. Looking Ahead: 2023 and Beyond

Tongue in Cheek is excited about the future. In 2023, we aim to further expand our global presence, enhance our product line, and continue innovating in both toys and media.

### 2023 Strategic Goals

- **Launch 10 New Products** in the adult toy line, pushing the boundaries of pleasure and technology.
- **Expand Media Content** on PleasureScape, adding new interactive and immersive categories.
- **Increase Market Penetration** in Asia, the Middle East, and Africa.
- **Sustainable Growth:** Reach 100% eco-friendly packaging by 2024 and introduce a biodegradable product line.

"The world is ready for more joy, more connection, and more pleasure. We're here to deliver that in every way we can."

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### **Thank You for an Incredible Year**

Thank you to our loyal customers, passionate team, and committed partners for making 2022 our best year yet. At Tongue in Cheek, we're dedicated to making every moment count — and every product a true pleasure.

For the full report and more about Tongue in Cheek, visit:  
<https://www.tongueincheekinc.com/annualreport2022>.