



BESHOM HOLDINGS BERHAD

B E S H O M

T H E B E S T S T A R T S F R O M H O M E

Corporate Presentation
April 2022

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Introduction of BESHOM

Business Operation Review

Awards & Accolades

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Say Hello to

B E S H O M

THE BEST STARTS FROM HOME

BESHOM HOLDINGS BERHAD

- **Hai-O was established in 1975 – Famous Household Name**
- **Hai-O listed on Bursa Malaysia 2nd Board in 1996 - 1st Local Integrated Traditional Healthcare & Wellness Company Listed on Bursa.**
- **Transferred to Main Board on 8 Oct 2007**
- **29 Nov 2021 : Transfer of listing status to Beshom Holdings Berhad (“BESHOM”), the new holding company of the Hai-O group of companies.**



B E S H O M

Brand Story

For Our People | 以人为本

For Our Livelihood | 安居乐业

For Our Future | 高瞻远瞩

For Our Legacy | 继往开来

We believe in the importance of a good start, which underscores our motto of **“The Best Starts From Home”**.

For Our People

Making wellness and healthcare products more accessible has and will always be our goal.

For Our Livelihood

A platform to enhance the quality of life by giving support and opportunities.

For Our Future

Improve the well-being of humankind through innovative healthcare and technology.

For Our Legacy

Building a world based on trust, values, integrity and sustainability for the future generations.

Mission

- We are committed to promoting healthcare culture and improving human's well-being.

Vision

- We aim to become the premier healthcare company in Malaysia and thereby bringing the greatest value and pride to our customers, business partners, employees and shareholders.

Corporate Values

- **S**ocial Responsibility
- **E**xcellent Services
- **A**ttitude
- **G**rowing
- **U**nity
- **L**oyalty
- **L**earning

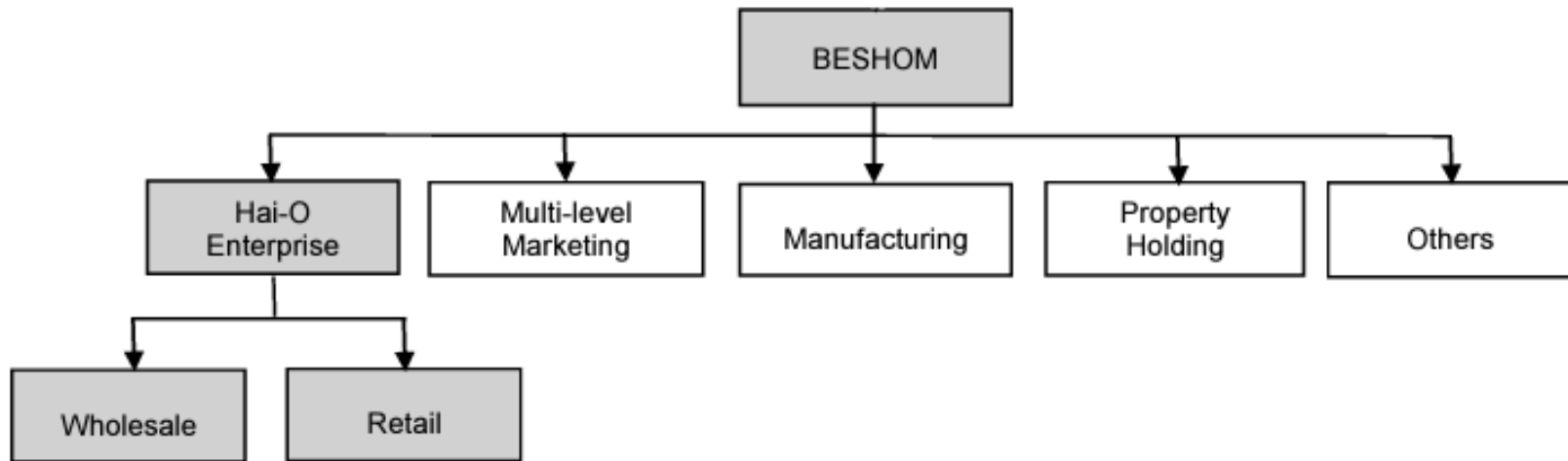
Rationale for Internal Reorganisation

The reorganization is to streamline the various business units so that each can have greater focus and operational efficiency while also tapping the potential for greater cooperation and synergy.

There is no change to our business activities encompassing multi-level marketing (MLM), wholesaling and retailing of herbal medicines, healthcare products, wellness and beauty products and also TCM manufacturing services.

Rationale for Internal Reorganisation

In addition, after the completion of the Proposed Internal Reorganisation, the Board intends to further streamline the BESHOM Group to have separate identifiable business streams which better reflects the diverse operations of BESHOM Group as illustrated below:-



Business
Operations
Review

Multi Level Marketing (“MLM”)

Wholesale

Retail

Manufacturing & Others

B E S H O M

THE BEST STARTS FROM HOME



MLM





Sahajidah Hai-O Marketing Sdn Bhd (“SHOM”)

- ✓ HQ in Klang, Selangor – Wawasan Hai-O;
- ✓ Regional offices / branches in Jakarta - Indonesia, Brunei & Singapore;
- ✓ ~ 70,000 active members;
- ✓ 36 stockists, branches and sales point nationwide and Brunei;
- ✓ About 80% members are Bumiputra & majority are female;
- ✓ Strong corporate branding **“SHOM”** – clearly differentiate MLM business model with other divisions;



MLM

B E S H O M

CORE DRIVERS

1. Resilient Distributor Force & Entrepreneurs

2. Fair & Attractive Commission Scheme & Rewards

3. Offering Quality & Wide Range of Products

4. Effective Sales Campaign/ Promotions & Mega Events

5. Technology & E-commerce

6. Caring to Communities



Resilient Distributor Force & Entrepreneurs

- ✓ Our strategies : **“RECRUIT, RETAIN & REWARD”** members;
- ✓ To nurture & develop young, aspiring entrepreneurs;
- ✓ To establish progressive educational programs to equip distributors of all rankings with competitive advantages in doing business.
- ✓ Offering convenient business startup services – Starter kit, Easy payment facilities;



WHY JOIN US?

Why Essential Starter Kit ?



Products total worth up to RM260



Free membership



Free delivery right to your doorstep



A complete experience with daily necessities in a pack



28/03/2022 → 30/06/2022

SAVE UP TO 15%!

SK009

Normal Price: RM 260

DP (WM): **RM 221** DP (EM): **RM 236**

PV: 221 BV: 100

Why Join Us ?



Experience High Quality Products

Enjoy authentic, high quality day-to-day essentials that are designed for your satisfaction.



Earn More Income

Take control of your own time and start earning at your own pace. Part time or full time, you decide what works best for you.



Enjoy Member Only Privileges

Be a part of exclusive group while you discover deals and surprises every month in the form of exciting campaigns and promotions.



Enhance Yourself

Learn from the best along with all the resources, assistance, and guidance that you need for a successful and fulfilling journey!



B E S H O M

ENJOY THE GOODNESS OF

SHOM's

most-loved products with this perfectly curated



ESSENTIAL STARTER KIT

ranging from

NUTRITIONAL BEVERAGES, WELLNESS AND BODY CARE NECESSITIES

for an exciting experience!



Welcome to the world of SHOM!

Essential Starter Kit at only **RM221!**

Available Now
1 April 2022



Free Membership & Delivery to Doorstep!

SAVE UP TO 15%!

SK009

Normal Price: RM-260

DP WM :RM 221

EM :RM 236

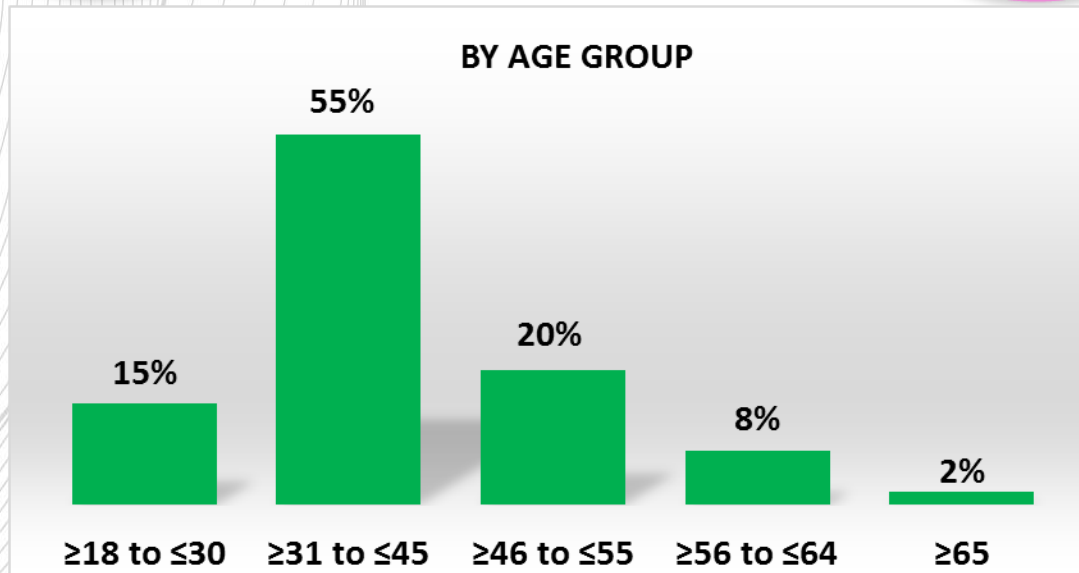
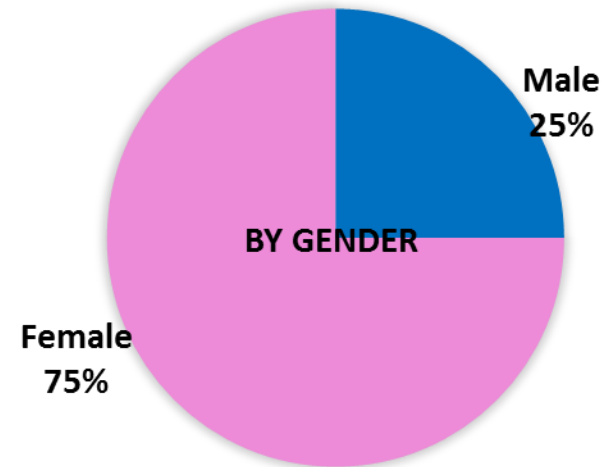
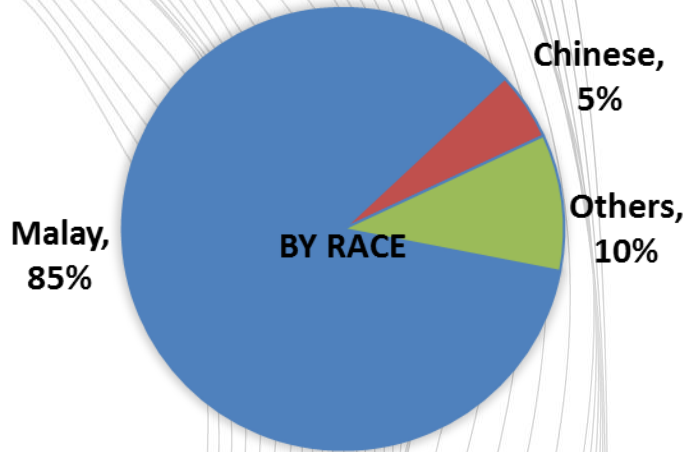
PV: 221 BV: 100

Your First Daily Necessities





MLM Distributors as at Jan 2022





Fair & Attractive Commission Scheme & Rewards

- ✓ Up to 67% payout ratio;
- ✓ Offer attractive package to new member & renewed members group;
- ✓ Reward/ Motivate distributors' thru Campaign/ Incentive plan (overseas & local trip);
- ✓ Membership Ranking Progress Award (Recognition);
- ✓ Targeted Programs on “enthusiastic” group



B E S H O M

Incentive Trip





Recruitment Reward Campaign


**RECRUITMENT
REWARD**
Campaign
 2022

Miliki 24K aksesori saduran emas apabila anda berjaya merekrut kumulatif 4 orang pendedar baharu (dengan syarat belian 200PV seorang) dalam 2 bulan berturut-turut *

Terbuka secara eksklusif untuk:
Business Advisor SHOM

Tempoh kelayakan:
Februari 2022–Mei 2022

*Sila rujuk panduan Kriteria Kelayakan untuk maklumat lanjut

Hadiah Premium Batch Pertama 24k Aksesori Saduran Emas
 *selagi stok masih ada *gambar ini untuk ilustrasi sahaja



Customized Soccer Jersey

PROMOTION PERIOD:
21/3 – 30/6/2022

*Terms & Conditions Apply
*While Stocks Last

**FREE JTX LIMITED EDITION
SOCCER JERSEY**

WITH PURCHASE OF ANY 4 BOTTLES OF JTX 4L



01039PY
STANDARD
JERSEY

L
SIZE
9809

XXL
SIZE
9810



01039PZ
CUSTOMIZED
JERSEY

L
SIZE
9811

XXL
SIZE
9812



CREATE YOUR OWN
CUSTOMIZED
SOCCER JERSEY

YOUR NAME

- A maximum of ten (10) letters
- Spacing is counted as one (1) letter
Example:
MOHD AHMAD is a total of 10 letters

YOUR NUMBER

- Choose one (1) digit number
from 0 - 9

Step-by-step To Create Your Customized Soccer Jersey



1. Choose Promotion
"Buy 4 JTX 4L & Get 1 Custom JTX Jersey for Free" (01039PZ).
2. Choose your size
(strictly no change of size after the purchase is made)
- Size L (9811)
- Size XXL (9812)
3. Make payment for your purchase.
4. Scan the QR Code (15 minutes after your purchase) to fill the customized information. The information **must be submitted within 3 days, or else the customized jersey will be forfeited.**
- Invoice Number
- Name to be customized (A maximum of 10 letters including spacing)
- Digit to be customized (Choose 1 digit from 0 - 9)
5. All customized orders in West Malaysia will be delivered to the branch/stockist (where the purchase is made) within 4 weeks from the date of purchase.
6. All customized orders in East Malaysia will be delivered to the branch/stockist (where the purchase is made) within 5 weeks from the date of purchase.
7. Due to the closure of services & logistics during Hari Raya Aidilfitri on 2 - 3/5/22, orders placed from 1/4 (after 12pm) to 8/4 (before 12pm) in West Malaysia will take about 4 - 5 weeks.
8. Due to the closure of services & logistics during Hari Raya Aidilfitri on 2 - 3/5/22, orders placed from from 25/3 (after 12pm) to 1/4 (before 12pm) in East Malaysia will take about 5 - 6 weeks.
9. Please be noted that, the date of delivery is based on an estimation of normal logistic conditions.



SCAN THE
QR CODE & FILL!

Important Cut-off Date



To receive Customized JTX Jersey before 29/4 for Hari Raya Aidilfitri 2022

West Malaysia For all orders made & customized info must be submitted **before 12pm of 1/4 (Friday)**, the Custom JTX Jersey will be delivered to the branch/stockist (where the purchase is made) **before 29/4 (Friday)**.

East Malaysia For all orders made & customized info must be submitted **before 12pm of 25/3 (Friday)**, the Custom JTX Jersey will be delivered to the branch/stockist (where the purchase is made) **before 29/4 (Friday)**.

TEAM UP & STYLE UP!

- High quality jersey made of microfibre fabric
- Well ventilated & sweat absorbent
- Soft and comfortable to wear all-day-long
- Suitable for playing football and all sports

CHOOSE YOUR SIZE

SIZE	CHEST (Inch)	LENGTH (Inch)	SHOULDER (Inch)	SLEEVE (Inch)
L	22	30	20	9.5
XXL	24	32	22	10.5

*Change of size is strictly not allowed after the order is made.
*Please allow a slight variance of 0.5 - 1 inch due to manual measurement.

Recognition





Offering Quality & Wide Range of Products

Food &
Beverages

Beauty,
Skin care &
Personal care

Health
supplements &
Nutrition food

Household &
Accessories

Wellness
products

Food & Beverages



Health supplements & Nutrition Food



Health supplements & Nutrition Food



Wellness Products



Wellness Products

360 THERA
THERA
FOR *life*

CHOOSE ANY SET OF B-XTRA THERA PACK

GET **RM 200** SHOPPING VOUCHER & ENJOY THERA LIFE PRIVILEGE MEMBER PROGRAM*

RM 200
e-Shopping Voucher

life
THERA LIFE PRIVILEGE MEMBER PROGRAM
NUR ADAM BT MARUD
9209 088898 0001200

*Terms and Conditions Apply

360 THERA

*Anytime
Anywhere
with
THERA*

Wellness Products

Color options:
● ● ●

SAHAJDAH HALO

infinence

1 Pack / Box
Men's Radiation Protection Boxer Brief

infinence

- Anti-odour
- Anti-bacterial
- Anti-EMF radiation up to 99%
- Soft, dries quickly

Protect your intimate area with Infinence Men's Radiation Protection Boxers at anytime and anywhere – for work, sports and leisure.

SAHAJDAH HALO

infinence

Men's Radiation Protection Boxers

Anti-radiasi EMF sehingga **99%**

Wellness Products



KINI SEDIA DIDAPATI

AiryVentz
Air Purifier

kini sedia didapati di laman
web e-dagang, stokis & cawangan SHOM

— (⏻) —

The advertisement features a white cylindrical AiryVentz Air Purifier standing on a light-colored wooden floor. To the left of the purifier is a small wooden table with two tiers, holding a white pot with a green plant. The background is a plain, light-colored wall. The text is centered and uses a clean, modern font. A power button icon is positioned below the text.



Wellness Products

AiryVentz
Air Purifier

5-stage air purification system

with innovative
AiryVentz ViroShield Technology

- ✓ Pre-Filter
- ✓ Korean HEPA Filter
- ✓ Odour-eliminator Activated Carbon Filter
- ✓ Built-in Ultraviolet-C (UVC)
- ✓ Air Ioniser to release 3 millions of negative ions every second



Beauty, Skin Care & Personal Care

Satin Luxe
Kaya dengan warna yang memukau dalam kemasan satin yang *Mewah*

- SO1 Nude Romantique
- SO2 Neon Red
- SO3 Marrakesh Brown
- SO4 Pink Crush
- SO5 Caramel Nude
- SO6 Ruby Brown

COZUMA®

Yang mana satu pilihan hati?

SAHAJIDAH HA-O

- Oh Darling! 02785
- Crimson Love 02786
- Blushing Lady 02787
- Sun kissed 02788
- Bare Creme 02789

COZUMA®
VELVETY MATTE
Lip Cream

Beauty, Skin Care & Personal Care



infinence
SERUM MANA IDEAL UNTUK KULIT MUKA ANDA?

Menghidrat, mengurangi iritasi dan melindungi kulit anda **24 jam**

Membantu memulihkan kulit berminyak dan berjerawat serta mengecil pori muka selama **6 jam**

Memudarkan pigmentasi dan membantu mengurangkan kedutan sebanyak **27%**

SAHAJDAH HAI-O

Beauty, Skin Care & Personal Care



An effective water-based formula to cleanse and remove makeup while moisturizing the skin

- Powerful cleansing removes thick, waterproof makeup effortlessly.
- No greasy residue.
- Perfect for all skin types.
- Superb moisturizing effects, thanks to skin-loving ingredients.
- Soft and moist skin after use.
- Formulated with ZERO harmful ingredients.

Beauty, Skin Care & Personal Care

Marine essence



Household & Others



Enhancing & Extension of Products Range (New Launched)



NuRich Puri-C (launched Mar 2022)

B E S H O M

NURICH

Puri-C™

Your Daily Dose of Vitamin C

Specially formulated with **PureWay-C™**, the proprietary **Vitamin C-Lipid formula** from U.S.A and enhanced with **Superfruit™ powder** and nutrient-boosting **Vitamin D3**.



The **best form** of Vitamin C

233% faster absorption into body



24-hour action in body



Highest absorption rate among all Vitamin C



Gentle on the gut

NEW PRODUCT



High in Vitamin C
High in Vitamin D
Low in Sugar

Meet your daily requirements of **Vitamin C & D**



from just **1 sachet!**

500mg Vitamin C per sachet equivalent to

 10 oranges	 12 lemons	 8 kiwifruits
 122 strawberries	 40 tomatoes	 23 okras

500IU Vitamin D per sachet equivalent to

 8 Tuna fish	 12 eggs	 715 mushrooms	 209 cups of milk
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D'Chef (launched Apr 2022)

D'Chef™

D'Chef™



SERVING SUGGESTION /
CADANGAN PENGHIDANGAN

Ready to Eat
Paella Paste
Sedia untuk Dimakan
Pes Paella

Net Weight / Berat Bersih: 200g

D'Chef™

D'Chef™



SERVING SUGGESTION /
CADANGAN PENGHIDANGAN

Ready to Eat
Chilli Crab Paste
Sedia untuk Dimakan
Pes Cili Ketam

Net Weight / Berat Bersih: 200g



Effective Sales Campaign/ Promotions & Mega Events

Promotion
1/1 - 31/3/2022

Beauty deal at **RM55 ONLY**

Outshine in **7 DAYS**

- ✓ Regenerates collagen loss
- ✓ Boosts collagen production
- ✓ Reduces melanin & skin pigments
- ✓ Restores skin moisture
- ✓ Fights UV-induced skin damage
- ✓ Shrinks skin pores
- ✓ Fights acne skin
- ✓ Smooths out wrinkles & fine lines

92% BB+GLO users experienced FIRMER, BRIGHTER & MOISTURIZED SKIN in just 7 days!

DP WH RM 55.00
DP RM 55.00
PV 65 BV 65
Incentive Points: 01060P

SAHAJIDAH HAI-O MARKETING SDN. BHD.

Promotion
1/1 - 31/3/2022

Shop. Save. Earn.

BIG SAVING DEAL BUY 5 FREE 1

SAVE UP TO **RM6,990!**

Purchase 5 units and **GET 1 unit worth RM6,990 FREE!**

REBATE up to **RM300 per unit****

DP WH RM 19,950
DP RM 20,050
PV 19.95 BV 19.95
Incentive Points: 2190 06016P

1 YEAR warranty
FREE delivery
FLEXIBLE payment option
FREE membership

SAHAJIDAH HAI-O MARKETING SDN. BHD.

Promotion
1/2 - 31/3/2022
2 months only!

Buy 2 at 20% off, Get a 50% voucher off for 3rd box

The Remedy for Women's Health

Buy 2 at 20% off
RM300000000
DP WH RM 292.40
PV 206 BV 65
Incentive Points: 5000

Buy 50% off your 3rd box

SAHAJIDAH HAI-O MARKETING SDN. BHD.

Promotion Period
1/1 - 31/3/2022

Buy Any 4 JTX 1000(4L) **FREE SHOM Premium Thermos Flask with Smart LED Display (350ml)**

01039PW
Incentive Points: Follow individual points

Touch to know the temperature of your drink

9801

SAHAJIDAH HAI-O MARKETING SDN. BHD.

Promotion Period
1/1 - 31/3/2022

Buy Any 3 JTX 1000(1L) **FREE JTX Ice Cooling Sports Towel**

01060P
Incentive Points: Follow individual points

COOLS DOWN IN SECONDS!

- Rapid cooling technology within seconds
- Fast sweat absorption
- Ultraviolet protection factor: UPF 50+
- Breathable & comfortable
- Lightweight
- Product Specifications: 900mm(L) x 300mm(H), 40g
- Available colours: Green, Grey, White
- Colours are subject to stock availability

SAHAJIDAH HAI-O MARKETING SDN. BHD.

Promotion
1/1 - 31/3/2022

"A strong & stable human energy field can effectively improve one's **sleeping quality**."

Buy 2 at **RM1,999**

29% OFF

SAVE UP **RM800**

DP WH RM 1999.00
DP RM 2019.00
PV 1999.00 BV 1999.00
Incentive Points: 219 650016P

0% INTEREST INSTALLMENT PLAN* 6 & 12 MONTHS

SAHAJIDAH HAI-O MARKETING SDN. BHD.

Promotion
1/1 - 31/3/2022

BIO-EVOLVE

Special price **RM1,299**
NORMAL PRICE: RM2441.50

It does more than just providing pure & clean water!

DP WH RM 1299.00
DP RM 1319.00
PV 1299.00 BV 1299.00
Incentive Points: 121 04016PB

0% INTEREST INSTALLMENT PLAN* 6 & 12 MONTHS

SAHAJIDAH HAI-O MARKETING SDN. BHD.

Promotion
1/2 - 31/3/2022
2 months only!

Mix & Match

any variant of Bio Selezza **RM250 and Get 10% off**

43006PO
Incentive points: 10% off from original point

SAHAJIDAH HAI-O MARKETING SDN. BHD.



KEMPEN INSENTIF

Buka
**Duit
Raya**

MENANGI
DUIT RAYA RM200
Tanpa Had

Anda hanya perlu kumpulkan mata insentif bagi kumpulan peribadi sebanyak **700 mata** dan kumpulkan jualan peribadi sebanyak **100 BV**.

 **1 APRIL- 30 APRIL 2022**



Raya Special Offer
1/4 - 31/5/2022

Raya Special Offer
1/4 - 31/5/2022

Buka! Raya

Share the Joy of Gifting

Send a Gift now!

Raya Gift Box at **RM119**

09100A DP (WM): RM 119 PV: 119
DP (EM): RM 133 BV: 42

Discover our specially curated Raya Gift Box that is tailored to gift your loved ones a special and delicious surprise during Hari Raya Aidilfitri.



What's inside the box

Min Kaffee Enhanced Formula (20's), Min Kaffee Cookies with Chocolate Chips (150g), D'Chef Chili Crab Paste (100g x 2 packs), D'Chef Paella Paste (100g x 2 packs), SHOM Bird's Nest Drink with Collagen (180ml x 2 bottles)

FREE*
one set of
**SHOM Exclusive
Raya Packets**
For every RM300 spent



SHOM Raya Packet 2022 (6's)

While Stocks Last!

*Terms & Conditions Apply



PROMOTION:
1/4 - 30/4/2022
*Terms & Conditions Apply

Buka! Raya

With **Min Kaffe**

GET A *Free* LIMITED EDITION Min Kaffe® DINING SET

when you purchase any 12 boxes of Min Kaffe® @ RM294

08050PL
DP (WM): RM 294.00 PV: 294
DP (EM): RM 318.00 BV: 120

9805F
Limited Edition Min Kaffe® Dining Set
The Min Kaffe® Dining Set and its colours are subject to stock availability. White Stocks Last!

Promotion
1/4 - 31/5/2022

ENJOY MORE FAMILY TIME & LESS TIME IN THE KITCHEN

08060PB

BUY ANY 3 @ 10% OFF **BUY ANY 6 @ 15% OFF**

A collection of savoury food pastes that is ideal for chicken, beef and seafood cuisines as well as distinctive rice dishes

- ✓ Formulated with 100% herbs & spices for flavourful & authentic cuisines
- ✓ Saving your time & the hassle of prepping during Raya celebrations
- ✓ No preservatives | No artificial colouring | No artificial flavouring

*Terms & Conditions Apply



B E S H O M

Dari Virtual Ke Acara Langsung Hibrid



SM SSM ALL STAR RECOGNITION 2022

9 APRIL 2022 (SABTU) | 10AM - 1PM | IDCC, SHAH ALAM

MASA PENDAFTARAN : 8.30AM - 10.00AM

TIKET ACARA @ RM25

HADIAH EKSLUSIF UNTUK DIBAWA PULANG
COZUMA CC CREAM (BERNILAI RM103.50) ATAU
BFIT 7S* (BERNILAI RM62)*

*TERTAKLUK KEPADA TERMA & SYARAT. SEMENTARA STOK ADA



EVENT HIGHLIGHTS

- MAJLIS PENGANUGERAHAN SMSSM ●
- HADIAH DOOR GIFT YANG LUMAYAN ●
- BUKA RAYA SHOM 2022 ●
- SHOM RAYA BAZAAR ●
- HADIAH CABUTAN BERTUAH KESELURUHAN BERNILAI RM10,000 ●
- PERKONGSIAN KISAH KEJAYAAN CDM ●



Technology & E-commerce

Stockist on E-Commerce

Welcome Aboard!

B56 Kota Damansara Stockist

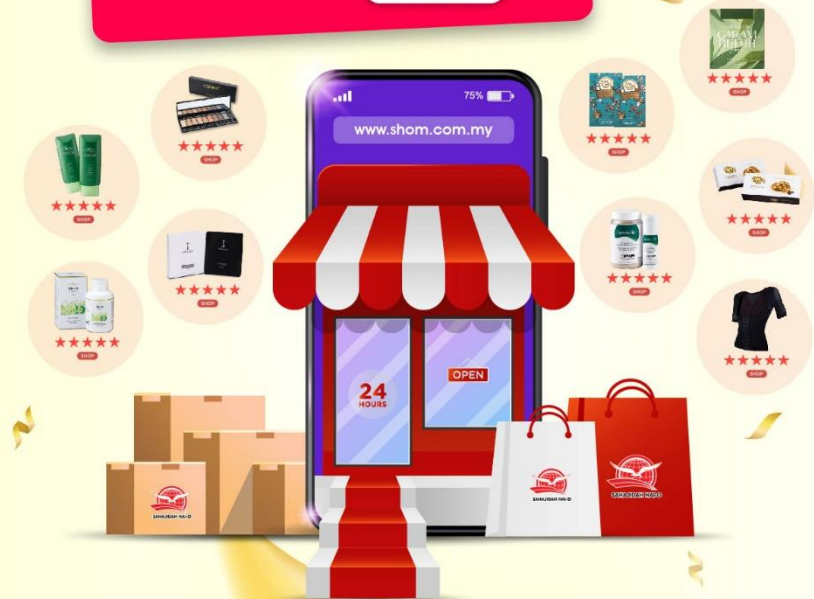
is now available on SHOM e-commerce [visit now](#)



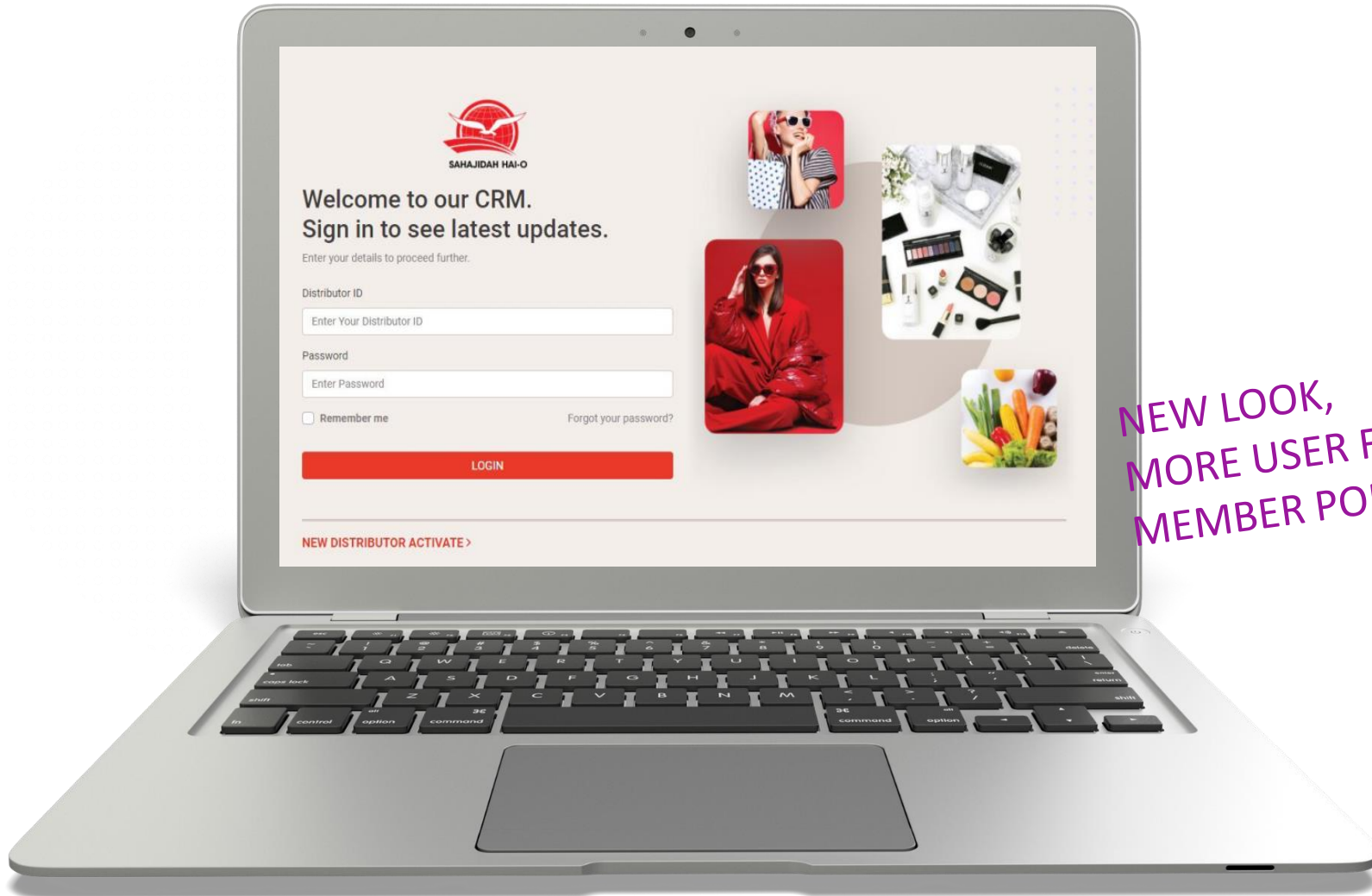
Welcome Aboard!

B48 Shah Alam Stockist

is now available on SHOM e-commerce [visit now](#)



Member Portal Revamp



NEW LOOK,
MORE USER FRIENDLY
MEMBER PORTAL !

[NEW DISTRIBUTOR ACTIVATE >](#)

eSHOM ACADEMY



- Educate on Multiple Digital Skills
- Guide distributors to master social media skills and boost online business



Caring to Communities:- Continues to support the nation's health & wellness



PPV Centre

Pandamaran Klang

In progress of approaching

1. Hospital Serdang
2. Hospital Thompson Kota Damansara



AiryVentz Air Purifier Giveaway



Masjid/ Surau

Preps for Ramadhan Prayers



AiryVentz Air Purifier Giveaway





AYAHANDA TAN KAI HEE

1937 - 2022

KEHILANGANMU TIADA PENGGANTI
JASAMU TETAP DI HATI
LEGASIMU MEKAR DI SANUBARI
KENANGAN BERSAMAMU SENTIASA ABADI





B E S H O M

THE BEST STARTS FROM HOME



Wholesale



Wholesale

- ✓ 100 wholesalers and 2,000 retailers including Chinese Medical Halls, Restaurants, Pharmacies and Modern Trade Channels;
- ✓ Exclusive Distribution Rights for over 50 renowned brands of Chinese Medicines, health tonic, tea and healthcare products;
- ✓ Centralised purchasing support for the MLM & Retail Segment.





Wholesale

Mid-Term Action Plans (1-3 year)

- Enhance product sales mix to sustain profit margin.
- Enhance “Branding” & Product Visibility.
- Development of HouseBrand & Co-brand products
- Extend market coverage by widening customer base especially key account & recruit new salesforce
- Continue upgrade digital platform, social media marketing & improve cost efficiency



Wholesale

B E S H O M

Cooking Wine, Health Tonic, Tea & Wine





Wholesale

B E S H O M

Develop Non-Alcoholic Products and Fast Moving Consumer Goods (FMCG)



ENHANCE FAST MOVING CONSUMER GOODS



Instant Cooking





Wholesale

B E S H O M

OEM — Business Development

MANUKA HONEY

UMF 10⁺ MGO 250⁺

UMF 5⁺ MGO 83⁺

100% Pure New Zealand Manuka Honey

UMF 10⁺ MGO 250⁺

UMF 5⁺ MGO 83⁺

House Brand

Mount Dewitt Honey is proudly sourced from some of the unpolluted and isolated areas of New Zealand. Manuka Honey is world renowned for its unique properties and we take great pleasure in supplying Honey that is great for its taste and is also UMFTM rated and MGO tested at a certified New Zealand laboratory to guarantee exceptional quality.

Multi-functional Level (MGO): 100 mg/kg

Benefits:

- Medical grade and applicable for the skin
- Support for wound healing
- Healthy oral care and soothing

Multi-functional Level (MGO): 83 mg/kg

Benefits:

- Perfect for daily consume
- Great immune stimulant
- Can be used in cooking, salad dressings, as a whey protein extender

WHAT IS UMFTM?
The quality of manuka honey comes from a complex collection of natural compounds that we call the Unique Manuka Factors (UMFTM) – and you won't find it anywhere but in authentic New Zealand manuka honey.

UMFTM is the only quality and rating system that independently verifies the presence and quality of all factors that make New Zealand manuka honey unique, ensuring you get honey that meets your needs. Check for the UMFTM quality mark on the front of pack when choosing your manuka honey.

UMF TM Level (at MGO)	UMF TM Level (at MGO)	UMF TM Level (at MGO)	UMF TM Level (at MGO)
UMF 10 ⁺ (at MGO 250 ⁺)	UMF 10 ⁺ (at MGO 250 ⁺)	UMF 10 ⁺ (at MGO 250 ⁺)	UMF 10 ⁺ (at MGO 250 ⁺)
UMF 5 ⁺ (at MGO 83 ⁺)	UMF 5 ⁺ (at MGO 83 ⁺)	UMF 5 ⁺ (at MGO 83 ⁺)	UMF 5 ⁺ (at MGO 83 ⁺)

HGO-POTENCY:
The higher the MGO, the stronger the concentration of MGO.

DNA-SHELF LIFE:
The higher the DNA content, the longer the life of the MGO content in your manuka honey.

LEPTOSPERIN-AUTHENTICITY:
A unique component attests the authenticity of manuka honey. Leptosperin has anti-inflammatory properties that grows as the UMFTM score increases.

HMP-FRESHNESS:
Hydroxymethylfurfural (HMF) content has not been overexposed or stored too long, which reduces shelf life.

Mount Dewitt Manuka Honey suitable for:

- Antioxidant
- Boost immunity
- Provides Energy
- Soothes Cough
- Soothes Sore Throat
- Improves Digestive Health
- UMF5 & UMF10 is safe for daily ingestion

Bird's Nest Drink

轻松饮 巨营养

Bird's Nest (Blue Berry Drink)

Bird's Nest (Apple Drink)

Bird's Nest (Green Tea Drink)

Bird's Nest (Collagen Drink)

4% Bird's Nest | Low Fat | Low Calories

4% 燕窝含量 | 低脂 | 低卡

100% Natural • 100% Natural • 100% Natural • 100% Natural • 100% Natural

100% 天然 • 100% 天然 • 100% 天然 • 100% 天然 • 100% 天然

Co-Branding



Wholesale

B E S H O M

TCM HERBAL TEA BAG CONCEPT



Categories

1) Energy Booster Tea

2) Detox & Slimming Tea

3) Cooling Tea

4) Soothing Tea

5) Beauty Tea

6) Lung Recover Tea

7) Immune Booster Tea

8) Dampness removal tea

覆盆子 Red raspberry



枸杞 Wolfberry



五味子 Schisandra Fruit
(Five-flavor berry)



车前子 Semen Plantaginis



菟丝子 Cuscuta chinensis Lam





Wholesale

B E S H O M



Potential Export Market - Bird nest products

- ✓ Production facility for bird nest products are internally certified by GMP and HACCP;
- ✓ We obtained the export permit from Certification and Accreditation Administration of the People's Republic of China ("CNCA");
- ✓ Sarangyan brand bird's nest is available at main shopping malls at KLCC & Pavilion.





Wholesale

B E S H O M

美味风采 ORIENTAL CUISINE f LIVE

Original GINGER LIQUEUR

米特百醇

Original GINGER LIQUEUR

海味花膠酒

Cooking Demo by Shirley Ho

26 JAN 2021 3pm

送出 2 份 海鸥礼盒



B E S H O M

THE BEST STARTS FROM HOME



Retail





Hai-O Flagship Store . 海鷗旗舰店



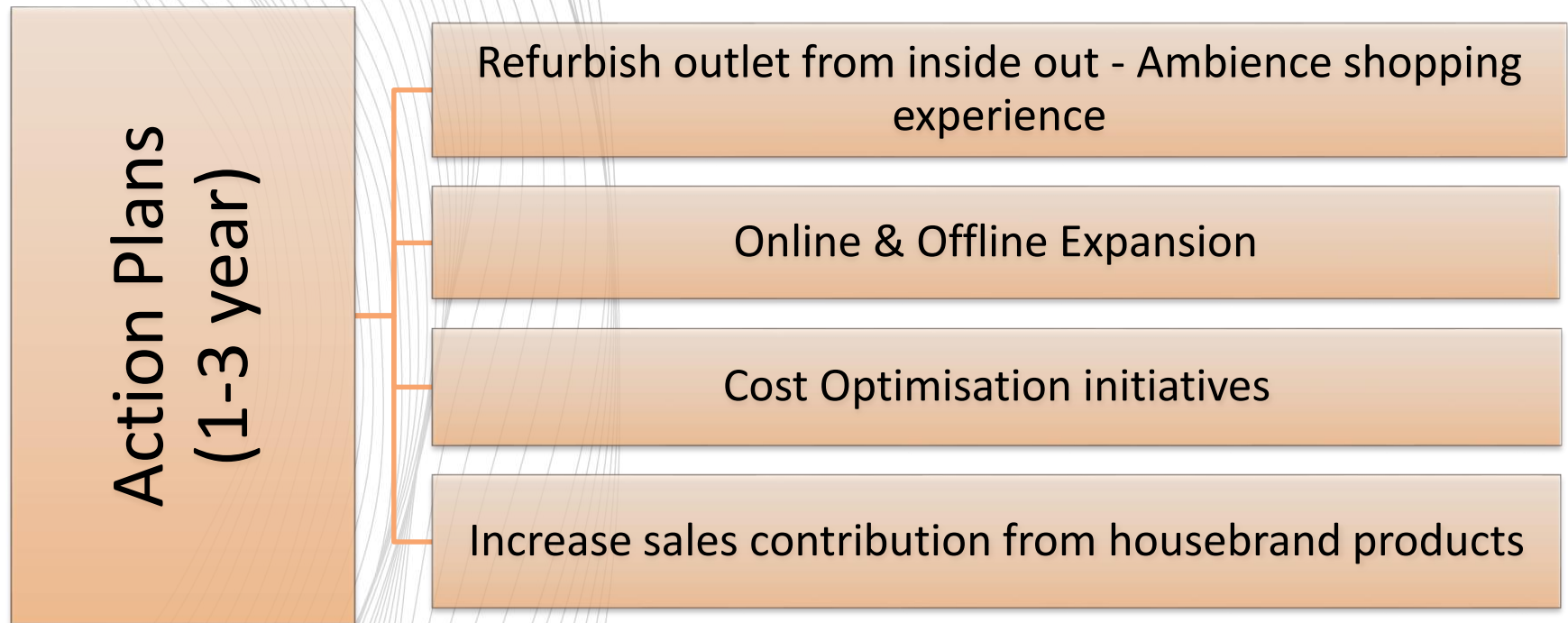


Retail

- ✓ A leading herbs & healthcare products chain stores in Malaysia;
- ✓ 53 outlets, including 7 franchise;
- ✓ Carry an extensive range of Traditional Chinese Medicines (TCMs), teas, health tonic, wines, gift packs or hampers and other healthcare products;
- ✓ As part of quality service, also provide TCMs advice to customers. Chinese physician at selected retail outlets to provide value added services in the form of general medical consultation and product knowledge.



Retail Strategies



Value & General Herbs, Health & Food Supplements



Value & General Herbs, Health & Food Supplements



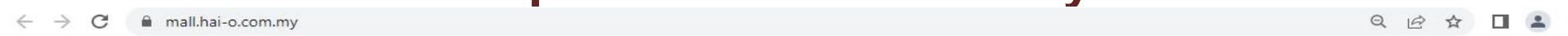




B E S H O M

海鷗連鎖店 網上商城 Hai-O e-Store

<https://mall.hai-o.com.my/>



Free Delivery Across West Malaysia on orders above RM100.00. [Click here for more details.](#)



I'm looking for...



- HOME
- SHOP ALL
- PROMOTIONS
- STORE LOCATOR
- MEMBERSHIP REWARDS



1.4.2022~22.4.2022



*須符合條規 | Terms & Conditions Apply.

FREE Shipping

Secured Payment

Exclusive Price

Membership Rewards



4.4
JUALAN AWAL
RAMADAN

RM10 RAMADAN DEALS
FREE SHIPPING MIN. SPEND RM5
WEEKLY MOTORCYCLE GIVEAWAY

20 MAR - 5 MAY

VALUE BUY



SHOP NOW

12.12 GRAND
YEAR-END SALE
12-14 DEC

STOREWIDE
UP TO 8% OFF

SHOP NOW





HAI-O 海鷗

海鷗连锁店
Hai-O Chain Store

B E S H O M



以仁為本



仁中醫 | REN TCM



以仁為本



仁中醫 | REN TCM

追溯中风之因果

- 中风在马来西亚的现状
- 中医治未病的概念
- 中风的定义、类型
- 识别中风的标语
- 危险因素

主讲嘉宾：

颜伟鑫 医师



日期: 20/03/2022 (星期日), 时间: 下午2点到3点
 面子书直播: <https://www.facebook.com/rentcmrsh>
 主办单位: 仁中医, 协办单位: 海鷗
 欲知更多详情, 请联系: 仁中医, +6016-212 2617

癌症患者适不适合进行中医调理?

- 癌症患者中医药辅助治疗的原则有哪些?
- 中医如何减轻癌症患者常规治疗后出现的后遗症?

主讲嘉宾：

奚蓓莉 医师



日期: 27/02/2022 (星期日), 时间: 下午2点到3点
 面子书直播: <https://www.facebook.com/rentcmrsh>
 主办单位: 仁中医, 协办单位: 海鷗
 欲知更多详情, 请联系: 仁中医, +6016-212 2617

REN TCM Sdn. Bhd. (201501009361)
 No. 13 (GF) & 15 (GF), Jalan Suria 1/3,
 Bandar Seri Alam, 81750 Masai, Johor, Malaysia
 Tel: +6016-2122617 Email: regencytcm228@gmail.com

送 RM50现金卷及 幸运抽奖冬虫夏草丸



ren-tcm-centre.business.site | f REN TCM | +60162122617

Holistic Care From The Heart

Mar 2022

REN TCM Sdn. Bhd. (201501009361)
 No. 13 (GF) & 15 (GF), Jalan Suria 1/3,
 Bandar Seri Alam, 81750 Masai, Johor, Malaysia
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Holistic Care From The Heart

Feb 2022

HAI-O 海鷗

海鷗连锁店
Hai-O Chain Store

B E S H O M

HAI-O 海鷗



LIVE

23rd March 2022 | 12:00pm



海鷗 明珠白鳳丸
Hai-O MingZhu Bai Feng Wan
8's x 12g



明珠白鳳丸介绍

HAI-O 海鷗

GIFT IDEAS

送礼好点子

谁不喜欢收到惊喜好礼呢!

购买海鷗连锁店现金礼券
让收礼的他/她亲自选购自己想要的保健养生品吧!

Everyone loves surprises.
Let your loved ones enjoy the health care products they desire with
CASH VOUCHERS FROM HAI-O CHAIN STORE



T&C APPLY 需符合条規

CASH VOUCHERS ARE AVAILABLE IN RM10 & RM50 DENOMINATIONS IN MALAYSIAN CURRENCY,
AND ARE VALID FOR 12 MONTHS FROM DATE OF ISSUANCE UNLESS STATED OTHERWISE.

設有馬幣面值 RM10 及 RM50 的現金禮券，有效日期為12個月，從購買禮券當日開始。

*PLEASE SEEK FOR ASSISTANCE FROM GROUND STAFF. 請向門市人員查詢詳情



B E S H O M

THE BEST STARTS FROM HOME



Manufacturing & Others

Manufacturing

- ✓ 1st Company awarded with GMP TCM factory status in Malaysia;
- ✓ Maintained 2 GMP plants – cater for Halal and Non-Halal products;
- ✓ Produce quality traditional pharmaceutical products and food supplements;
- ✓ Supply to in-house and OEM customers. Services include product MAL registration and in-house product QC;
- ✓ ISO 9001:2015, GMP certified, FDA registered, HACCP certified, MS ISO/EIC 17025 SAMM accredited.



Manufacturing

- ✓The new GMP plant in Jalan Kapar Klang fully commissioned in 2015 and has obtained HALAL certification for most of the products;
- ✓Support the products development for MLM & Retail Segments.
- ✓Expect higher contribution in near future.



JV – TCM Clinic



Peking Tong Ren Tang

- ✓ Established since Qing Dynasty (Year 1669);
- ✓ Listed in HK and Shanghai;
- ✓ GMP status awarded;
- ✓ Tong Ren Tang (Malaysia) (3 outlets)
- ✓ Provide qualified medical practitioners from China
- ✓ Sole distributor of Tong Ren Tang products.



Awards & Accolades



At The Edge Malaysia Centurion Club Corporate Awards 2019 held on 12 Nov 2019, Hai-O was awarded with the:

1. Centurion of the Year;
2. Highest Growth in Profit After Tax over 3 years under the Consumer Products & Services Sector;
3. Highest Returns to Shareholders over 3 years under the Consumer Products & Services Sector.

Awards & Accolades



Dividend Policy

✓ **Dividend policy to distribute at least 50% of the profit for the year as dividend remains unchanged;**

✓ FY2018 – 80% payout ratio (20 sen);

✓ FY2019 – 80% payout ratio (13 sen);

✓ FY2020 – 90% payout ratio (10 sen);

✓ FY2021 – 68% payout ratio (9 sen);

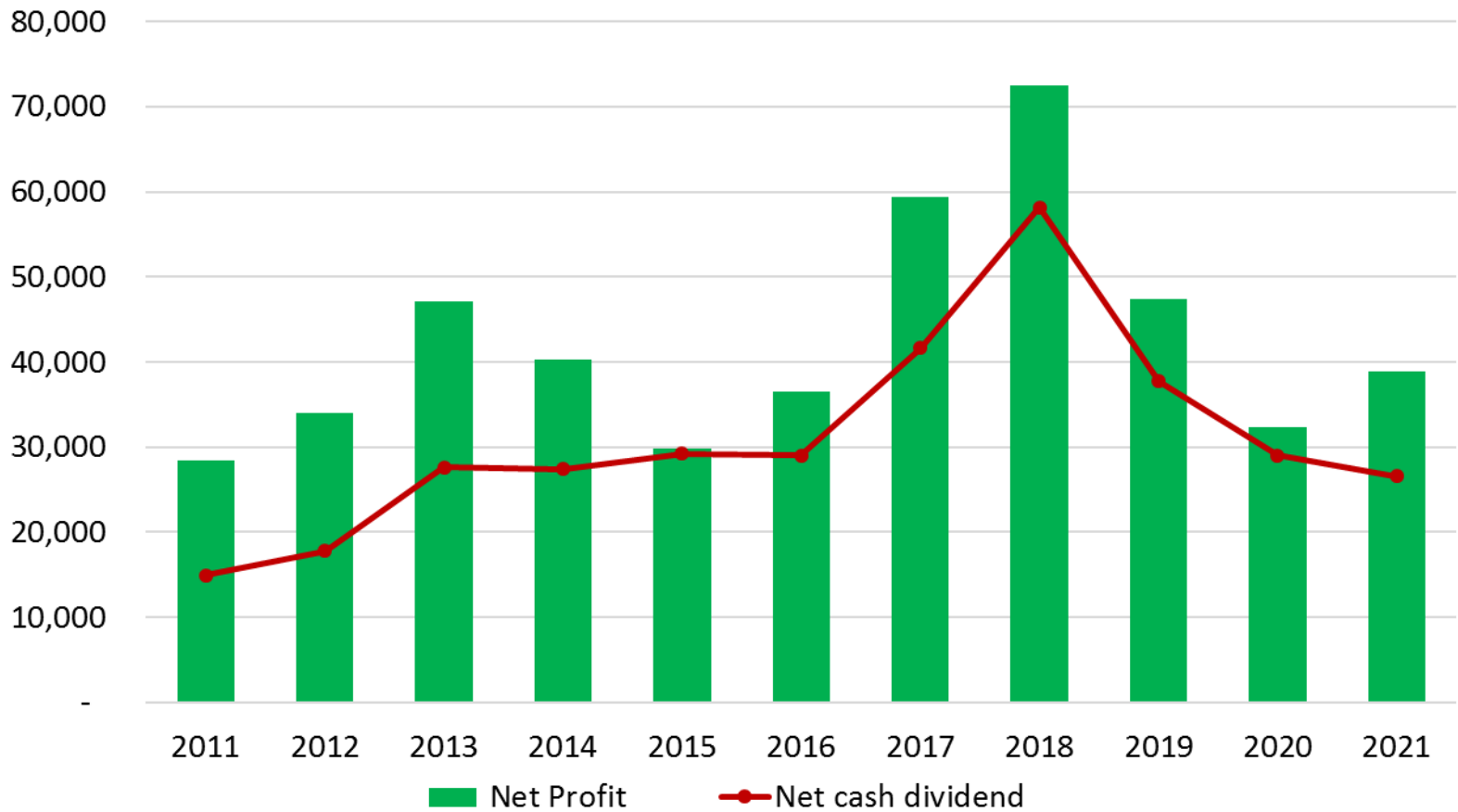
✓ **FY2022:**

i. Share dividend on the basis of One (1) treasury share for every Twenty six (26) existing ordinary shares held distributed to entitled shareholders on 6 July 2021;

ii. 3 sen single tier interim dividend paid on 25 January 2022.

Net Profit vs. Net cash Dividend (FY2011 - FY2021)

(RM'000)



B E S H O M

THE BEST STARTS FROM HOME

Thank you

Wisma Hai-O, Lot 11995, Batu 2, Jalan Kapar, 41400 Klang, Selangor Darul Ehsan, Malaysia

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www.beshom.com

