



BESHOM HOLDINGS BERHAD

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**1QFY2025
Results Update**

27 September 2024

Contents Financial Highlights 1QFY2025

Review by Segment

1QFY2025 vs. 1QFY2024

For the period ended 31 July 2024, the Group recorded revenue and pre-tax profit of RM33.5 million and RM2.7 million, decreased by 4.9% and 20.7% as compared to the previous year's corresponding period of RM35.2 million and RM3.4 million respectively. The decrease in revenue was mainly dragged by weaker performance in the Wholesale division. Higher product import costs due to unfavourable exchange rate coupled with the increased in logistic costs have eroded the Group's gross profit margin.

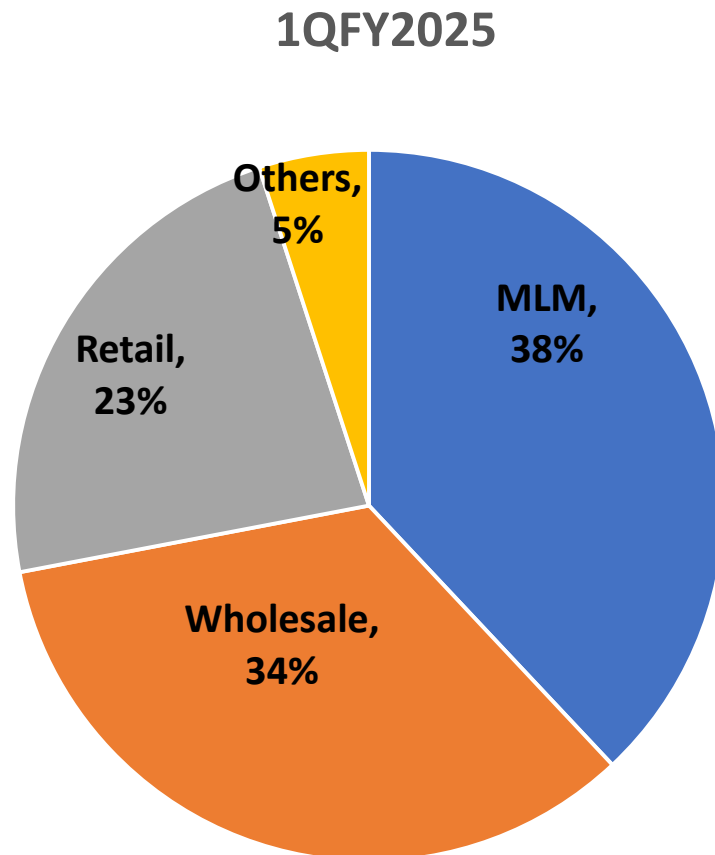
1QFY2025 vs. 1QFY2024

	1QFY2025 31 July 2024 (RM'mil)	1QFY2024 31 July 2023 (RM'mil)	Variance +/-
Revenue	33.46	35.20	-4.9%
Pre-tax Profit	2.71	3.41	-20.5%
Profit After Tax	2.05	2.48	-17.3%
Net Margin (%)	6.13%	7.05%	-0.9%
EPS (sen)	0.72	0.82	-0.1 sen

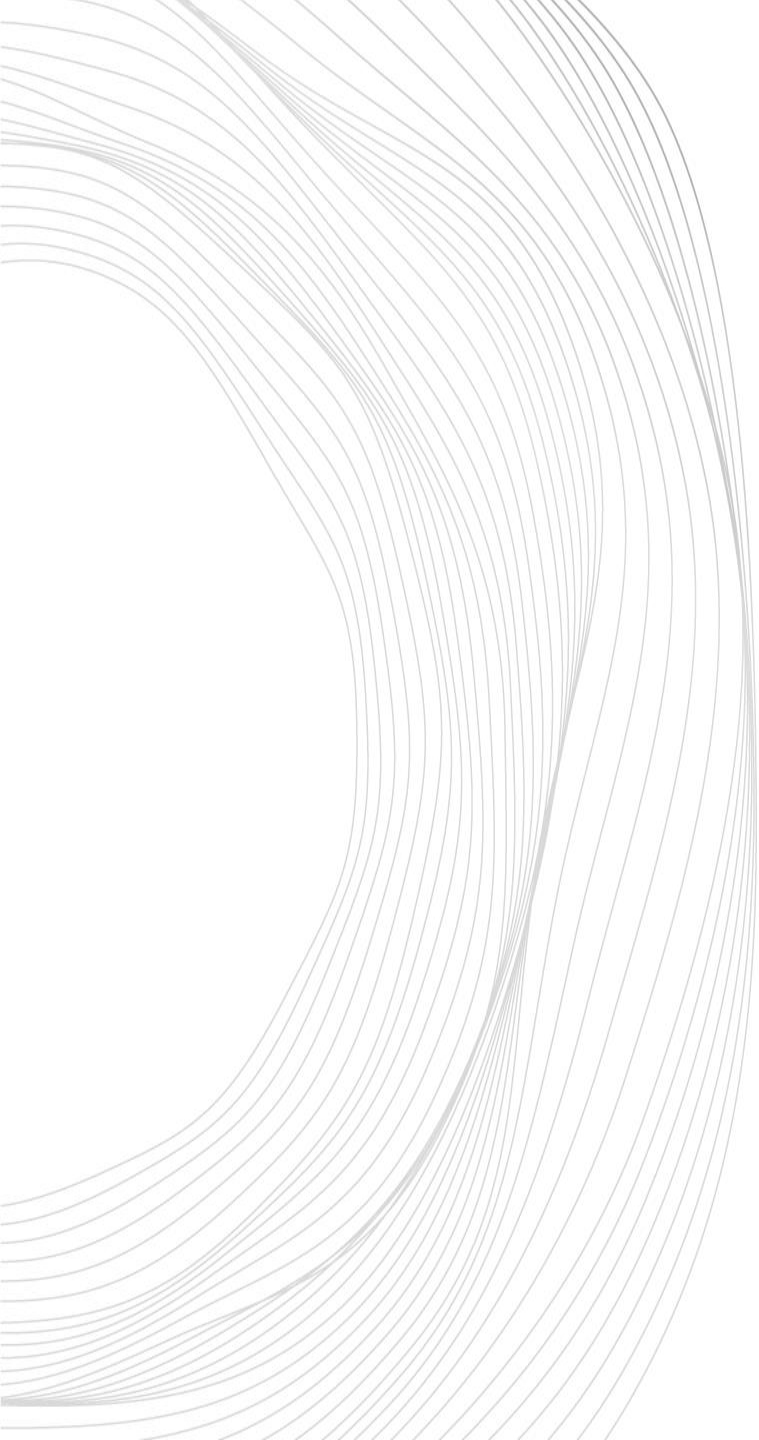
Statement of Financial Position

	1QFY2025 31 July 2024 (RM'mil)	FYE2024 30 April 2024 (audited) (RM'mil)
Net cash + Short term investment	106.40	103.67
Total assets	356.67	349.65
Total liabilities	29.87	27.73
Shareholders' equity	315.07	310.08
Net assets per share (RM)	1.05	1.03

Segment Revenue



Segment	1QFY2025 31 July 2024		1QFY2024 31 July 2023	
	(RM'mil)	(%)	(RM'mil)	(%)
MLM	12.88	38%	12.42	35%
Wholesale	11.36	34%	14.25	40%
Retail	7.58	23%	6.97	20%
Others	1.64	5%	1.55	5%
Total	33.46	100%	35.19	100%



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Review by
Segment

Multi Level Marketing (“MLM”)

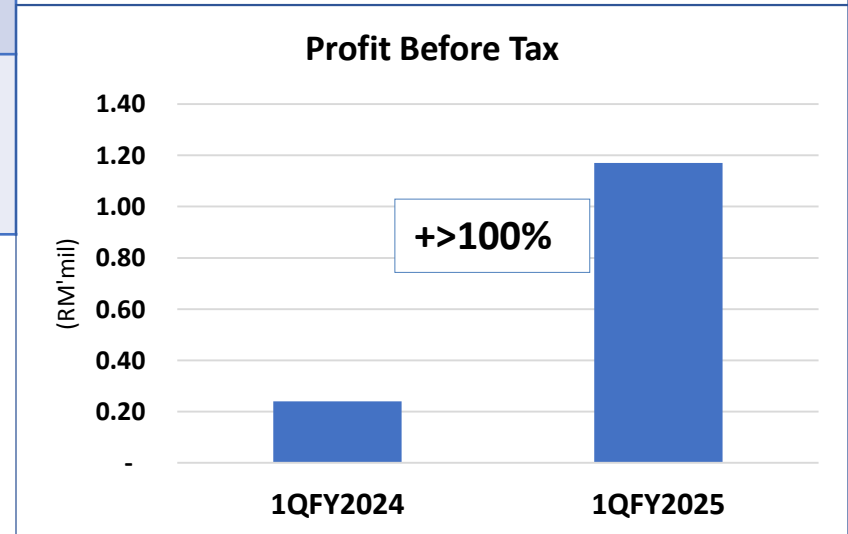
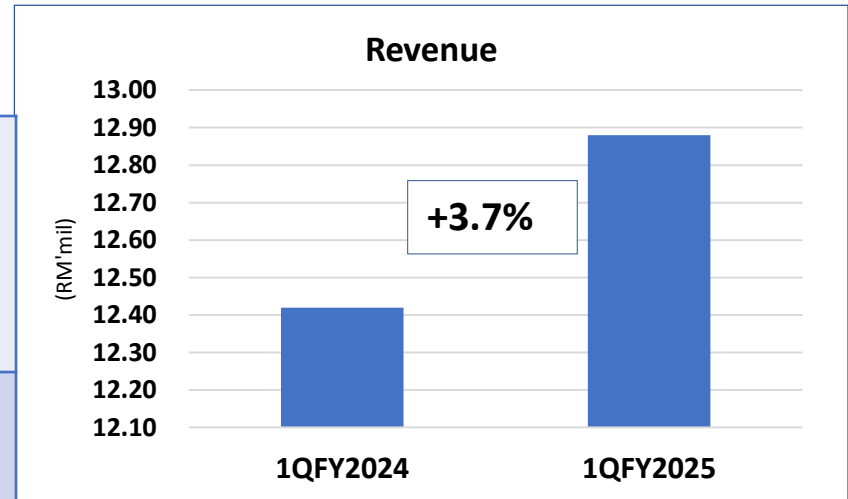
Wholesale

Retail

Others

MLM

MLM Segment	1QFY2025 31 July 2024 (RM'mil)	1QFY2024 31 July 2023 (RM'mil)	Changes (%)
External Revenue	12.88	12.42	+3.7%
Profit Before Tax	1.17	0.24	+>100%



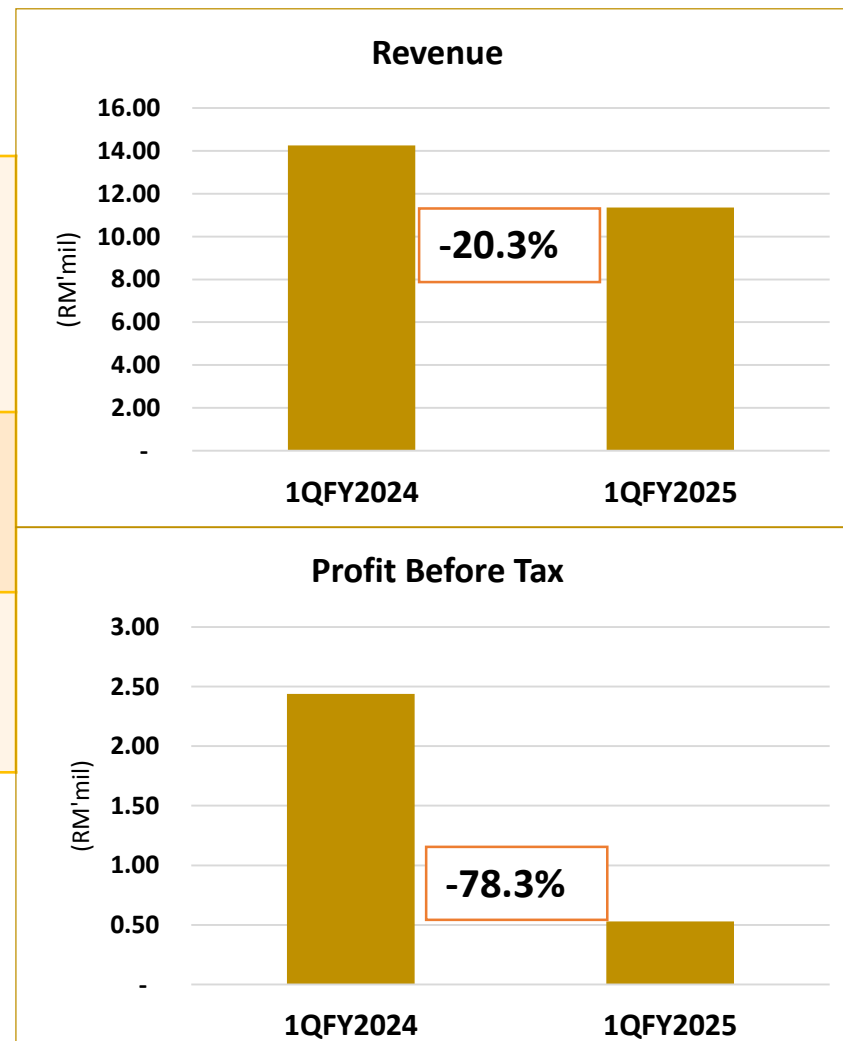
MLM

The MLM division is constantly reviewing and adjusting its marketing strategies to boost productivity of its members. The division has carried out aggressive sales driven activities for the PB Thera series range of products and has scaled back on offering more rebates, opting instead for targeted product promotions. Furthermore, the division has implemented several cost saving disciplines including enhancement in inventory management and optimisation of resources.

Hence, the division recorded higher revenue and pre-tax profit of RM12.9 million and RM1.2 million for the period under review as compared to the preceding year's corresponding quarter of RM12.4 million and RM0.2 million respectively.

Wholesale

Wholesale Segment	1QFY2025 31 July 2024 (RM'mil)	1QFY2024 31 July 2023 (RM'mil)	Changes (%)
External Revenue	11.36	14.25	-20.3%
Profit Before Tax	0.53	2.44	-78.3%

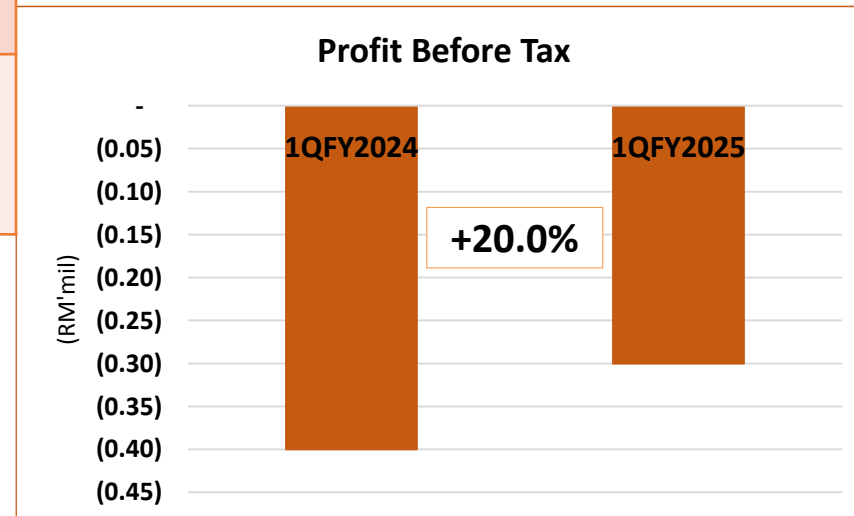
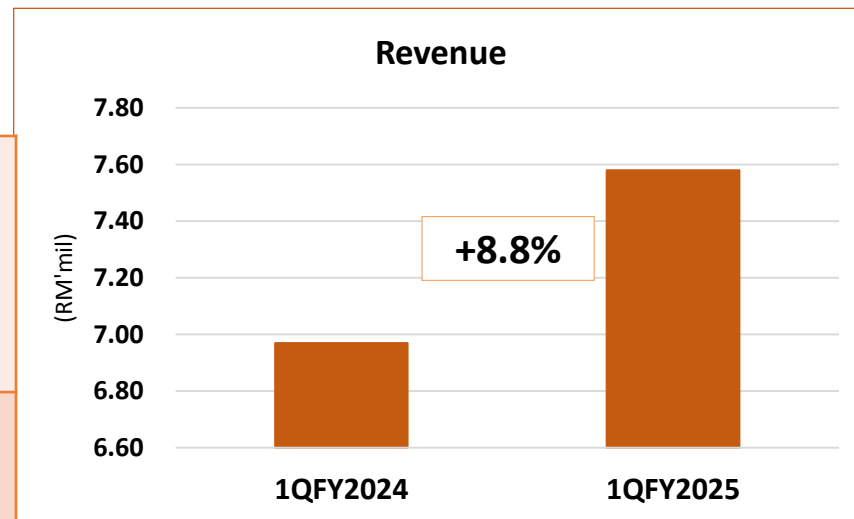


Wholesale

The Wholesale division recorded revenue of RM11.4 million, decreased by 20.3% as compared to the preceding corresponding quarter of RM14.3 million. Pre-tax profit reduced from RM2.4 million to RM0.5 million primarily due to lower sales of vintage tea and Chinese medicated tonic post customer incentive trip campaign, along with lower gross profit margin recorded during the quarter under review.

Retail

Retail Segment	1QFY2025 31 July 2024 (RM'mil)	1QFY2024 31 July 2023 (RM'mil)	Changes (%)
External Revenue	7.58	6.97	+8.8%
Profit Before Tax	-0.32	-0.40	+20.0%



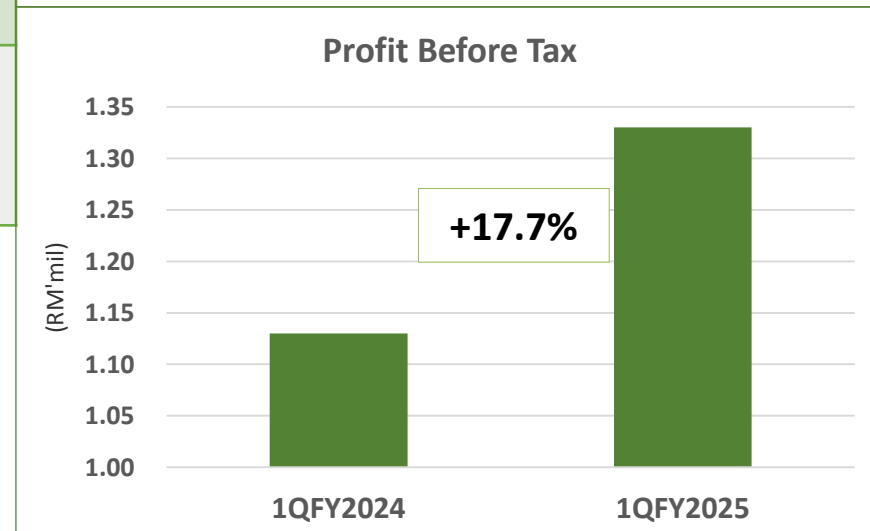
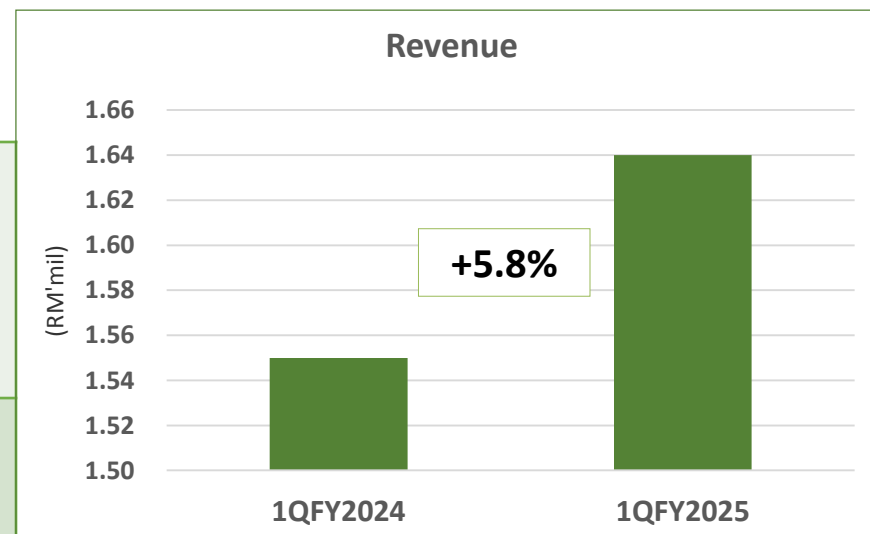
Retail

The Retail division posted an increase of 8.8% in revenue to RM7.6 million as compared to the previous year's corresponding quarter of RM7.0 million. The increase was mainly driven by higher sales of house brand products. Besides, part of the members' sales campaign spilled over into current quarter, further contributing to the increase in revenue.

Despite lower gross profit margin recorded due to more product promotion campaigns carried out during the quarter under review, higher contribution from revenue has narrowed down the loss to RM0.3 million only as compared to the previous year's corresponding quarter.

"Others" segment

"Others" Segment	1QFY2025 31 July 2024 (RM'mil)	1QFY2024 31 July 2023 (RM'mil)	Changes (%)
External Revenue	1.64	1.55	+5.8%
Profit Before Tax	1.33	1.13	+17.7%



"Others" segment

Revenue from Other division is primarily derived from the rental of investment properties, manufacturing of traditional Chinese medicines and food supplements and credit & leasing business.

During the quarter under review, it registered higher pre-tax profit of RM1.3 million, an increase of 17.7% mainly attributed to ongoing cost optimisation measures and higher rental income recorded, despite manufacturing segment operating at a loss of RM0.2 million.

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Thank you

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