

# B E S H O M

THE BEST STARTS FROM HOME

(Registration No.: 202101001114 (1401412-A))

**5<sup>TH</sup> ANNUAL GENERAL MEETING**  
**25 SEPTEMBER 2025**

**BEYOND**

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**A Journey to Greater Heights**

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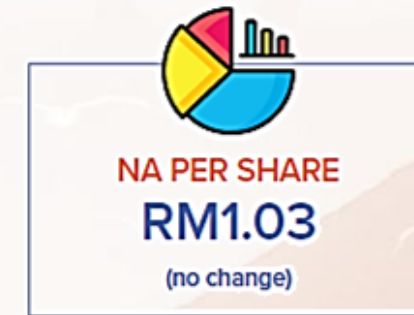
## Financial Performance Snapshot



### PERFORMANCE SNAPSHOT

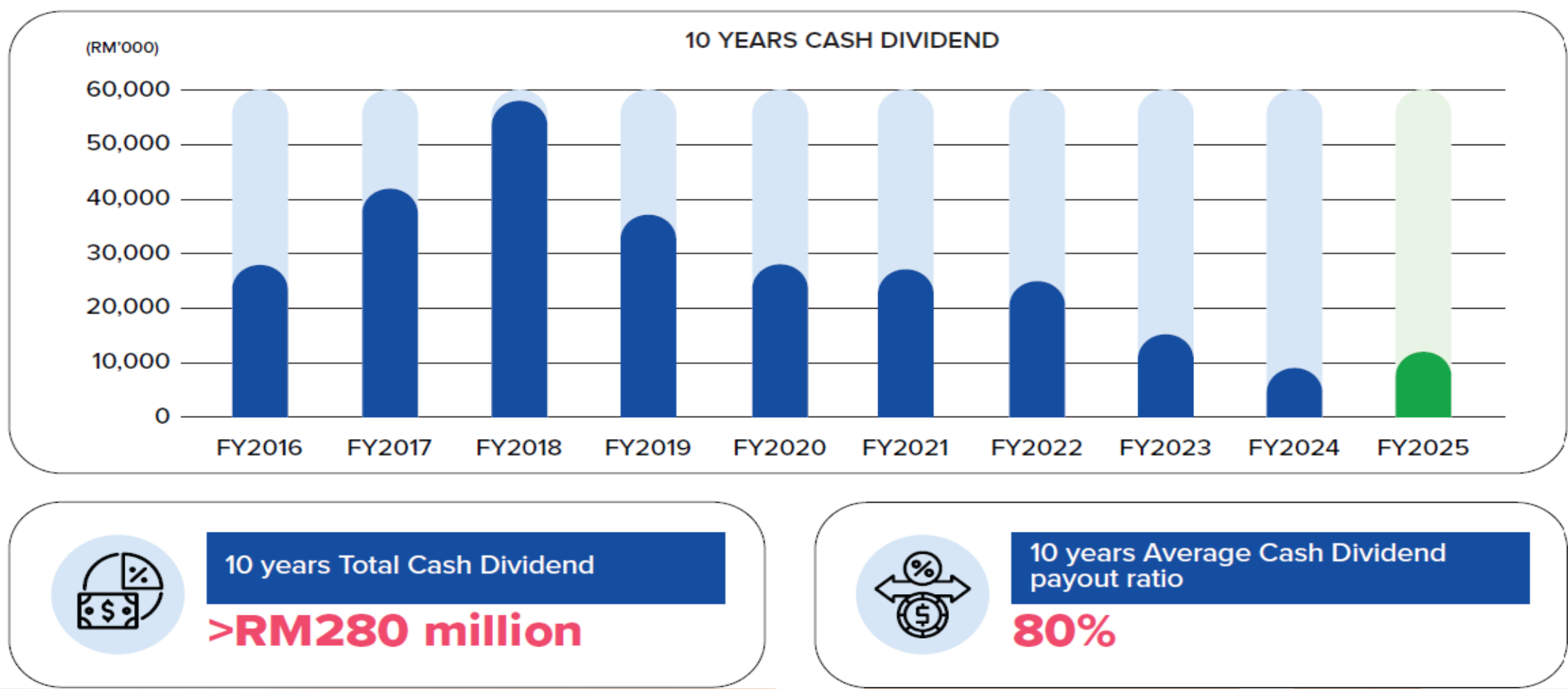


**REVENUE**  
**RM155.1 million**  
(↑ RM4.0 mil or 2.6%)



- The financial performance of FY2025 was flat
- The geopolitical and macroeconomic headwinds continued to affect the businesses of the Group
- Sector-specific challenges such as inflation and subdued consumer spending weighed on the Group's top-line performance and overall profits
- Despite a modest results achieved for FY2025, financial position remained solid

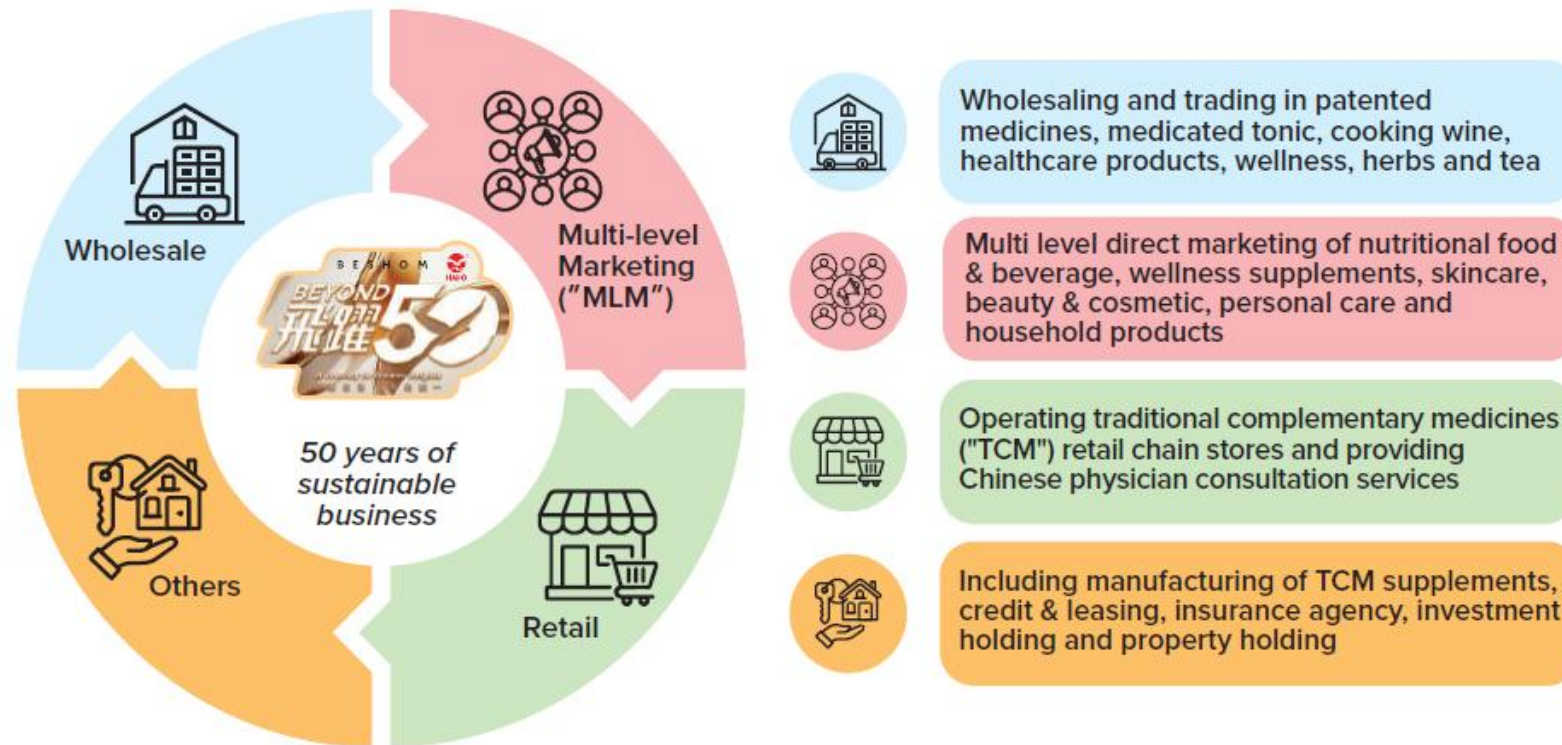
# Consistent Dividend Payment



The Company's dividend policy of distributing dividends with a payout ratio of not less than 50% of the Group's profit after taxation serves as a guiding reminder for the Group to achieve profitability for sustainable returns to shareholders.



# Review of operations



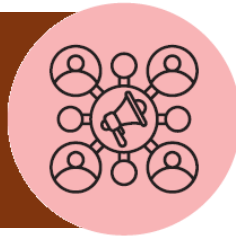
BESHOM Group's business operations remained largely unchanged where our businesses segregated into 3 major business segments

- Multi-Level Marketing
- Wholesale
- Retail

and others  
(include manufacturing, credit & leasing, investment and property holding)



# MLM



REVENUE

**RM53.5 million**

Segment contribution : 35%



PROFIT BEFORE TAX

**RM4.4 million**

Segment contribution : 36%

- The MLM segment recorded a total revenue of RM53.5 million and PBT of RM4.4 million
- The MLM segment PBT improved by more than 190% as compared to FY2024, contributed by the improved gross margin and ongoing cost management initiatives
- The MLM segment has implemented various strategic initiatives, including talent capability management, effective marketing campaigns, expansion of network, product mix enhancement and cost optimisation



# Wholesale



REVENUE

**RM59.4 million**

Segment contribution : 38%



PROFIT BEFORE TAX

**RM4.1 million**

Segment contribution : 34%

- The Wholesale segment recorded revenue of RM59.4 million and a PBT of RM4.1 million
- Despite the Wholesale segment managed to maintain the revenue level as recorded in the prior financial year, the segment PBT dropped by approximately 51.8%
- The results of the Wholesale segment were primarily affected by changes in sales mix and higher costs incurred for import purchases and marketing & branding activities

The strategies implemented by the Wholesale segment can be grouped into 3 main components, i.e. strategy to drive revenue growth, cost optimisation and entrenched digital adoption





# Retail



REVENUE

**RM35.5 million**

Segment contribution : 23%



LOSS BEFORE TAX

**RM0.4 million**

Segment contribution : Nil

the Retail segment has implemented the following strategic initiatives

- The Retail segment recorded a segment revenue of RM35.5 million which represents an approximately 2.3% improvement
- However, due to higher operating costs, the Retail segment posted a loss of RM0.4 million as compared to a profit
- The higher operating costs were attributable to an increase in personnel expenses inline with the general increase in wage levels across the retail industry, higher rental costs, marketing and advertising & promotion expenses
- The Hai-O Friendship loyalty programme continues to strengthen, with an increase of 15% growth in members for FY2025.



## ADVERTISING AND PROMOTION

1. In-store carnivals and roadshows
2. 5 key promotion campaigns mix



## VALUE-ADDED SERVICES

1. Free TCM consultation campaigns
2. Informative health talks



## PRODUCT

1. Rebrand, brand refresh and redesign
2. New product launching



## PEOPLE

1. Retail sales kits for key products
2. New house brands incentive framework





## Sustainability

- At BESHOM Group, we create value for its stakeholders, including shareholders and investors, employees, customers and consumers, supply chain partners and business associates, society and community, and the natural environment. For us, doing business sustainably means to create positive values and minimize negative impacts for our stakeholders.
- The Board has also incorporated the Group's Sustainability Policy to reflect the need to address climate-related risks in our business.
- We had also adopted a Responsible Sourcing Policy that formalises the Group's stance and commitment to upholding ethical and sustainable practices across the supply chain.

### SUSTAINABILITY AS THE HEART OF OUR HOME



#### 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, thereby bringing the greatest value and pride to our customers, business partners, employees and shareholders.

**The global and domestic business environment continues to evolve while BESHOM Group diligently monitors these changes and responds strategically to economic and geopolitical uncertainties, which are expected to continue into FY2026.**

## Outlook for the Next Financial Year

- **Cost management** will be a forefront objective to improve profitability as we recognise that cost management is essential for financial stability and overall organisational success
- **Product development** – Product extension to the existing product lines for deeper entrenchment in the already established market that we built, and to bring new products to the market to meet customer needs and to stay competitive and adapt to changing market demands
- **Network expansion** – To optimise our existing infrastructure, by adding new components, and leveraging technology to improve reach, and responsiveness including to scale up distribution of more products with business partners such as convenient chain stores and plan network expansion to increase brand visibility



**We will drive greater efficiency across our business to reset our cost base to a more sustainable level, while remain vigilant in managing our businesses and operations**

B E S H O M

**THANK YOU**

**BEYOND**

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