



BESHOM HOLDINGS BERHAD

B E S H O M

THE BEST STARTS FROM HOME

Corporate Presentation
(Business Segment Update)
September 2023



SAHAJIDAH HAI-O

MLM Segment





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

- ✓ HQ in Klang, Selangor – Wawasan Hai-O;
- ✓ Regional offices / branches in Jakarta - Indonesia, Brunei & Singapore;
- ✓ >45,000 active members;
- ✓ 33 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

CORE DRIVERS

1. Creating excited business opportunities and offering attractive rewards to recognize the outstanding achievement;

2. Offering Fair and Attractive Commission Scheme, up to 67% payout ratio;

3. Offering Quality & Wide Range of Products;

4. Resilient Distributors Force & Focused Management Team;

5. E-commerce, Digitalisation & Social Marketing.





*Create Opportunities & Environment facilitate business networking,
grooming leaders and Revenue Growth*

Organise Mega Events and Activate Leaders Through Activities and Support



TOP 3 New CDM Outstanding Award 2022



TOP 3 New CDM Outstanding Award 2022
PRESENTED TO
MOHD TAHIR B KAMARUDIN
Congratulations!

TOP 3 New CDM Outstanding Award 2022
PRESENTED TO
FATIMAH ELMILINDA BT ABD JARI
Congratulations!

TOP 3 New CDM Outstanding Award 2022
PRESENTED TO
HANIZA BT YAHAYA
Congratulations!

Diamond Recognition 2022





SAHAJIDAH HAI-O

PENGANUGERAHAN DOUBLE DIAMOND MANAGER



SAHAJIDAH HAI-O



SAHAJIDAH HAI-O



Tempoh Kempen : 1 Mei 2023 – 30 June 2023

KEMPEN INSENTIF

DIAMOND

Convention 2023

Ganjaran Tunai RM300 & Pakej 2H1M Diamond Convention bernilai RM700

Kumpulkan mata insentif bagi kumpulan peribadi sebanyak **2,800 mata** dan jualan peribadi sebanyak **400BV** dalam tempoh **2 bulan** untuk melayakkan diri.

*Jom
Sertai Kami*

DIAMOND CONVENTION 2023

Tarikh: 19 & 20 Ogos 2023 (Sabtu & Ahad)

Lokasi: Colmar Tropicale, Berjaya Hills Resort,
Bukit Tinggi Pahang

#SHOMDiamondConvention





2,800
Incentive Point
within May to June
(2 months)
~ Sales 28,000 PV

DIAMOND CONVENTION

HIGHLIGHTS OF DIAMOND CONVENTION 2023



1 night stay @
Colmar
Tropicale
Berjaya Hills
Resort

01



Training
Seminar
for Diamonds
Qualifiers &
below

02



CDM
Leadership
Program

03



Diamond
Recognition
Night

04



& Many Others

Incentive trips to incentivize and reward top-performing distributors



KEMPEN INSENTIF PERCUTIAN

Majestic Istanbul
TURKEY

~ Menelusuri kemegahan empayar bumi Istanbul

Bumi empayar Turki Uthmaniyah menawarkan keindahan alam yang sangat mempesonakan. Kali ini, pemimpin usahawan SHOM telah dibawa bersama dalam kembara menelusuri keindahan sejarah dan keunikan musim sejuk di Istanbul.

Kembara ini dibawa berlayar dengan Bosphorus Cruise yang menawarkan pemandangan menghadap Istanbul, titik yang memisahkan antara Benua Eropah dan Benua Asia. Seterusnya menziarahi Grand Bazaar paling tersohor di Turki, diikuti dengan Hippodrome, Masjid Biru dan Istana Topkapi.

Di langit Cappadocia ini, kembara belon udara panas yang ikonik memberi peserta pengalaman yang cukup luar biasa. Di sini juga terletak Kaymakli Underground City, keajaiban kejuruteraan purba yang pernah menjadi penempatan sementara terbesar dari pelbagai tamadun tempatan.



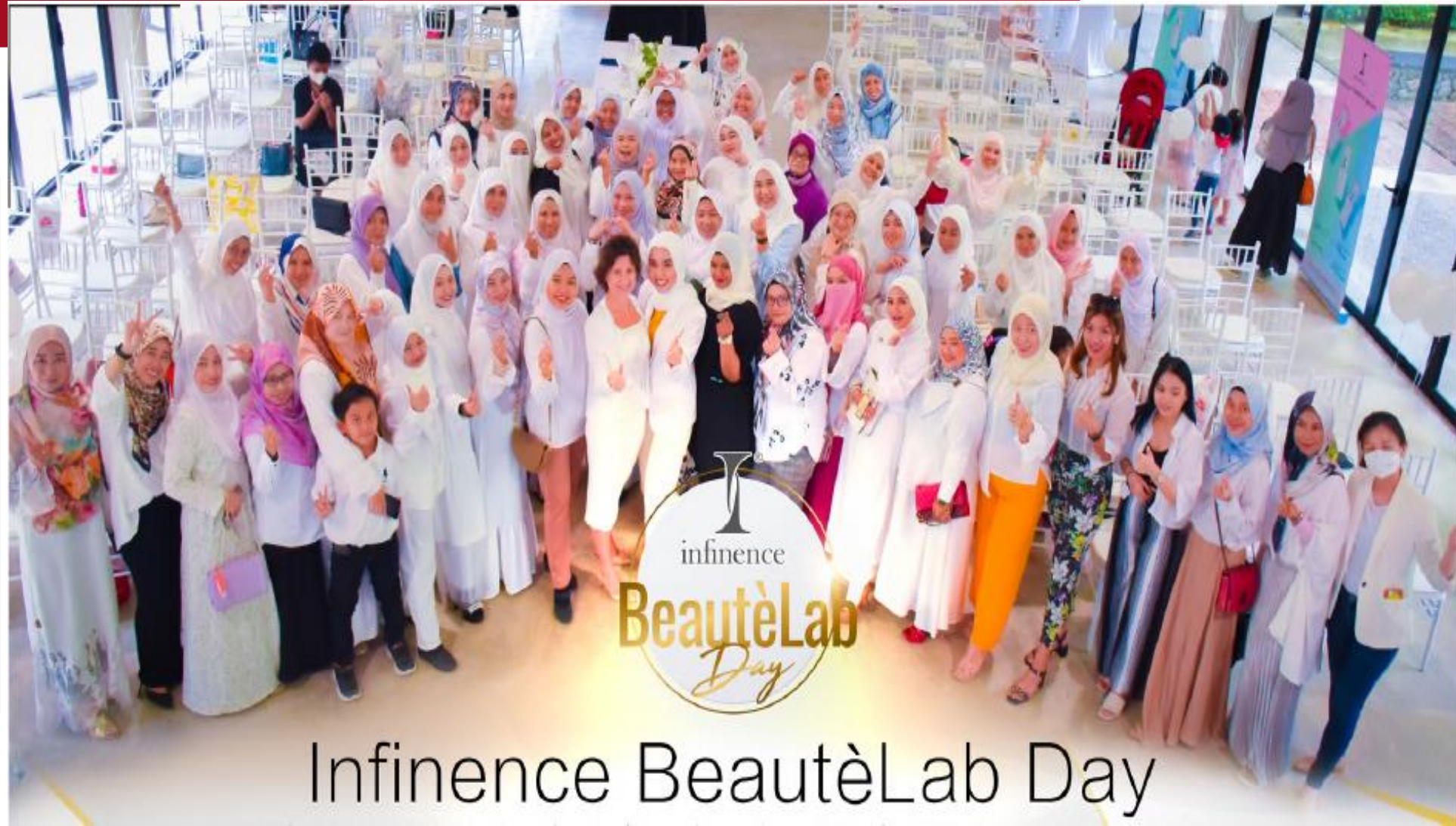
Selain itu, kunjungan ke muzium terbuka Göreme, salah satu kompleks monastik dan pusat keagamaan terbesar serta Istana Uçhisar yang terletak di titik tertinggi di tengah Cappadocia menambah rasa kagum dengan kehebatan negara ini. Usahawan turut menghayati alam di Fairy Chimneys dengan landskap yang luar biasa.

Gala Dinner yang bertemakan "Leather Party" diadakan di Uranos Sarikaya, Cave Restaurant di Cappadocia. Para pemimpin usahawan menikmati makan malam sambil dihiburkan dengan tarian budaya Turkish Zelve Mapping.

Perjalanan yang singkat tapi bermakna ke Hagia Sophia, sebuah basilika patriarki Kristian Ortodoks Yunani dan masjid empayar yang kini menjadi sebuah muzium di Istanbul menyempurnakan kembara kampem insentif percutian Istanbul 2023 ini.



Engagement with Distributors to improve business momentum and drive



Infinence BeautèLab Day

- ✓ Collaborative programs aimed at reactivating specific distributor groups to drive sales and maintain engagement
- ✓ New member recruitment campaigns with special offers to drive membership growth

Engagement with Distributors



e-Recognition新功能，让直销伙伴可以通过e-Siji查看并影印晋升阶段证书。

海陆直销会员门户member portal经过改版和设计，如今直销伙伴能够拥有更棒的体验。



公司举办线上SHOM TikTok Master Class，让直销伙伴轻松掌握TIKTok平台的技巧。

- ✓ Aided by marketing tools and content management short videos, reels, TikTok and YT shorts.



PREMIUM BEAUTIFUL

360 THERA



GIVEAWAY

LIMITED TIME
OFFER

FREE
TRIAL

PREMIUM BEAUTIFUL

360 THERA



NATIONWIDE ROADSHOWS

JUNE - OCT 2023

SHOM

31

ANNIVERSARY

1992 - 2023

18 NOVEMBER 2023

SIME DARBY CONVENTION CENTRE

STAY TUNED





SAHAJIDAH HAI-O



Enhancing product portfolio & Brand Visibility

New Enhanced Products (March 2023):

- 1) Marine Essence Bamboo Salt Refreshing Shampoo
- 2) Marine Essence Bamboo Salt Toothpaste

Introducing The New Enhanced, Refreshing Formula.

Indulge in a brand new formula that is uniquely formulated with **bamboo salt** and delicately enhanced with **nutrient-rich botanical extracts** – **Red Ginseng & Cica extracts** that provides **greater protection for your hair from root to tip** whilst bringing out your **hair's natural radiance**.

- Red Ginseng**
Enriches hair with added strength and vitality with every wash and leaves hair soft, smooth and manageable.
- Cica extracts**
Well-known for its calming, regenerating and soothing properties for balanced scalp health.

- Soap Free
- Paraben Free
- SLES Free
- Anti-bacterial
- Antioxidant



NEW!

Introducing The New Naturally-sourced Formula

Experience the unique blend of **mineral-rich bamboo salt and xylitol**, further enhanced with botanical extracts – **Red Ginseng and Cica extracts** for **stronger cavity-fighting power, extra gum soothing properties** and **better teeth brightening ability**.

- Fights bacteria and tooth decay
- Prevents tartar build up
- Reduces dental plaque
- Protects tooth enamel
- Brightens and whitens teeth
- Maintains healthy gums
- Freshens breath





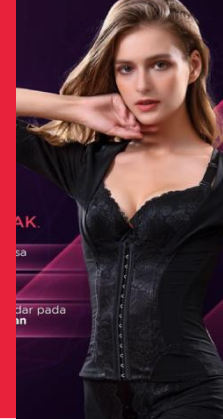
New Product (May 2023): Botanical Beverage Mix Aloe Vera with Bird's Nest and Apple Blossom



New Product (Aug 2023): Min Cha Milk Tea



Products Branding Initiatives to increase brand visibility



- ✓ Exclusive experience for leaders to visit Thera factory & Thera Aesthetic Gallery
- ✓ branding collaborations with various media to increase visibility among the mass market target audience



SAHAJIDAH HAI-O

LG PuriCare™

BEST HOME

RENTAL PLAN 



More Focused, Festive / Thematic Promotions



Promotion period:
1/06 - 31/08/2023

Spark your Workshop success

Get a **JTX LIGHTBOX SIGNAGE**

when you accumulate **3,000BV** from the JTX Series within **3 months** (June - August 2023)

Grab an **extra RM100 SHOPPING VOUCHER***

when you achieve a minimum of **1,000BV** per month from the JTX series

*Voucher is subject to terms and conditions. *The voucher can be used to purchase any SHOM products.

*Installation requests for the lightbox signage must be submitted in advance to SHOM HQ.

*Installations are subject to signage installation conditions.



Promotion:
01/07 - 30/09/2023

BVSM
The Mattress Of Your Dream!
Quality Sleep Leads To Better Health

Now Only at **RM1,099**
Total Worth: RM1,403.70

SAVE UP TO **22%**



Bio Velocity Sleep Mate (BVSM) adopts the proprietary technology to enhance human biological energy field (or more commonly known as Aura) and promotes quality sleep.

62001PF
Option 1
Outright Payment
Enjoy RM100 Outright Rebate!

62001PE
Option 2
EPP
0% Interest Installment Plan 6 & 12 Months**no rebate

Promotion:
01/07 - 30/09/2023



Buy 2 Bio Seleza at **10% off** (Any variant)
FREE SHOM Feminine Pouch
43006FG



Free

The colour is subject to availability on a white stock level basis.

Buy 6 Bio Seleza (Any variant)
FREE 1 Mixed & 2 Bio Seleza Bag
43006PB



Free

*Terms & Conditions apply.

Promotion:
01/07 - 30/09/2023

Enjoy **RM30 REBATE**
With purchase of 6 boxes of Nurich Puri-C

03078P
DP (WM): RM354
DP (EM): RM372
PV: 354 BV: 114



C High in Vitamin C

D3 High in Vitamin D3

Low in Sugar

Meet your daily dose of Vitamin C & D in just 1 sachet
500mg Vitamin C & 500IU Vitamin D

*Terms & Conditions apply

Funtastic Raya Gifting Exclusives
For Your Loved Ones.



Scan to know more about the halal Certification of products



Kongsi E-kad Raya, Like & Menang!

22 April - 30 April 2023
Meriahkan Aidilfitri ini dengan warna warni baju raya anda! Kongsi kan kad raya anda sempena Funtastic Raya!

Mechanism:

1. Like dan share posting ini.
2. Kongsi di ruangan komen gambar e-kad raya anda.
3. Sertakan #TeamRaya(warna) dan Tag seramai mungkin rakan anda.

Kumpul likes paling banyak di komen anda dan rebut peluang memenangi **Funtastic Raya Limited Edition Magic Mug!**



*Gambar sekadar ilustrasi sahaja

*Tertakluk terma dan syarat *Keputusan juri adalah muktamad



Strengthening digital platforms for excellent customer experience



1

Strengthening digital platforms

Corporate Website:

- ✓ Enhance & update content/blog
- ✓ Increase external links to site enhance organic search with SEO improvements
- ✓ Improvements on Product Brand Pages



2

Buy now pay later:

- ✓ Explore and implement a new Buy Now Pay Later system to cater for the needs and demands of the market

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](#)




Personalised Landing Page just for you


getstarted.shom.com.my



ENJOY FREE MEMBERSHIP AND GET YOUR ESSENTIAL STARTER KIT IN ONE GO!

Welcome to the SHOM Member Portal
Sign up to getting started.

Enter your details to proceed further.

 **SHOMpreneur Sign Up Form**

* Required Field

Country *

Malaysia

Location *

West Malaysia

member.shom.com.my

STEP 1: Go to SHOM Member Portal sign-up page

CHECKOUT SUMMARY

SHOM MEMBERSHIP SALE!
SKU:

ESSENTIAL KIT (1 YEAR MEMBERSHIP)
SKU:

PAYMENT OPTIONS

Credit Card / Debit Card / Online Banking (MY) / Boost / Maybank QRPay / TNG eWallet

STEP 2: Fill in all details and tick off Essential Starter Kit option to purchase

Card / Online Banking (MY) / Boost / Maybank QRPay / TNG eWallet

TERMS OF SERVICE AND PRIVATE POLICY

I understand that this is non returnable / exchangeable / cancel item. I understand that I will be charged the amount above.

Subtotal: MYR 221.00

Shipping & Handling: -

Discount: -

Total: MYR 221.00

PAY MYR 221.00

STEP 3: Proceed with your chosen payment method.



Wholesale Segment





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 Cooking Wine, Health Tonic, Tea & Wine





Wholesale

B E S H O M

Business Strategies

**Strengthen brand awareness
& customer credibility**

01

- Explore collaboration with reputable brands:
 - Co-branding
 - Exclusive distribution

02

- Launch exclusive promotions at trading and consumer segments periodically:
 - Promotions
 - Flash sales
 - Limited time offer



Economy



Wholesale

B E S H O M

Business Strategies

**Enhance
sales & trade**

Apply trendy sales model

Expand modern trade

Develop health concept
among younger generation



**Attract & retain
customers**

Enhance competitiveness of
consumer market

Utilize value-added or special
promotions

Target K/A and online platforms
for enhancement

Promoting health in modern trade



Wholesale

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



Instant Cooking





Wholesale

BESHOM

SarangHey Bird Nest Jelly Drink

Enhance Beauty & Wellness from the inside out

사랑해 SARANGHEY
BIRNЕСТ COLLAGEN HONEY JELLY DRINK
MINUMAN JELI MADU KOLAGEN SARANG BURUNG
by EASYNEST

Contains Active Ingredients /
Mengandungl Bahan-bahan Aktif:
Birdnest Extract / Ekstrak Sarang Burung
Collagen / Kolagen
Honey / Madu
Vitamin C

NET WEIGHT: 100g

사랑해 SARANGHEY
BIRNЕСТ PEACH HONEY JELLY DRINK
MINUMAN JELI MADU PIS SARANG BURUNG
by EASYNEST

Contains Active Ingredients /
Mengandungl Bahan-bahan Aktif:
Birdnest Extract / Ekstrak Sarang Burung
Peach / Pis
Honey / Madu
Vitamin C

NET WEIGHT: 100g

Why SarangHey Bird Nest Jelly Drinks?

Sialic Acid

Glycoprotein

Safe To Consume

Edible Bird Nest (EBN)

Exclusive Extraction Technology

18 years of Research On Cell Studies

ITEX 2017 BEST INVENTION AWARD-CORPORATE

Wholesale

B E S H O M



BIRD'S NEST CANNED DRINK

ENJOY THE GOODNESS WITH **Vinut**

Authentic, smooth-tasting Bird's Nest. Nourishing body & mind, wherever you go.



Vertical text on the right edge of the image.



Wholesale

B E S H O M

Jom Heboh event in June 2023
(Shah Alam)





Wholesale

Jom Heboh event in July 2023
(Batu Kawan, Penang)

B E S H O M

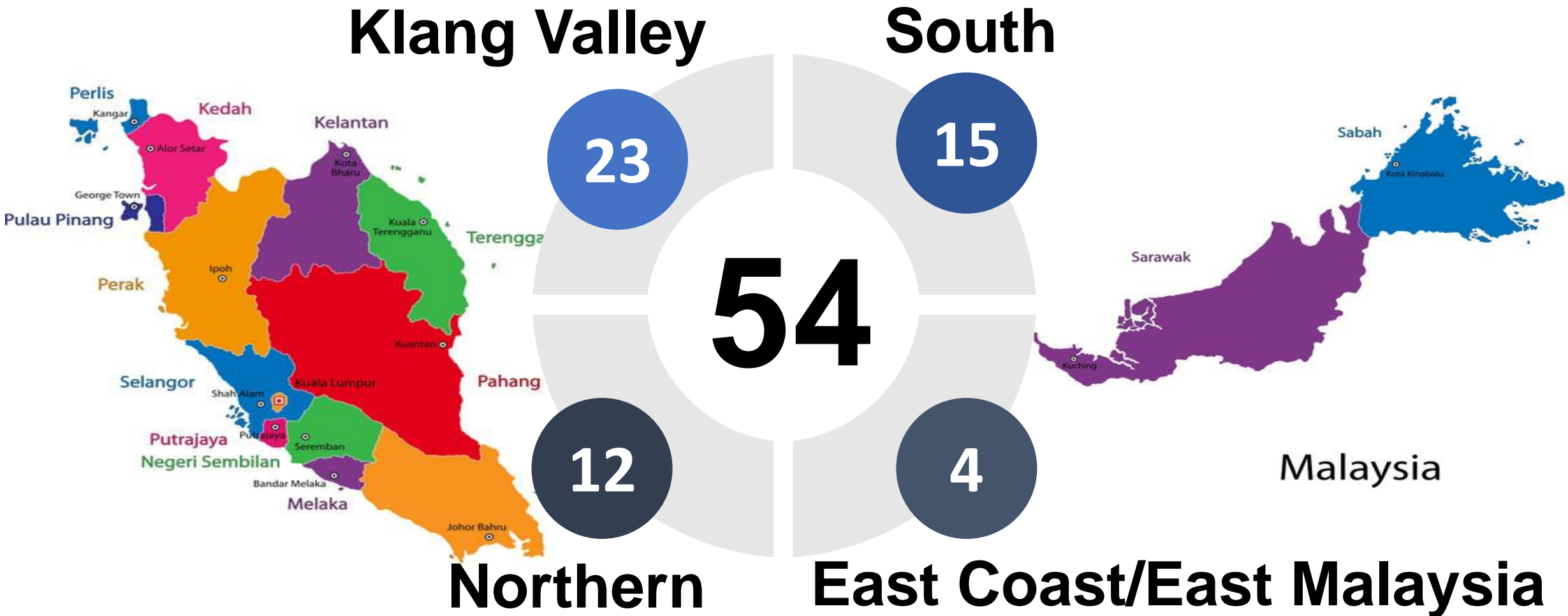




Retail Segment



海鸥连锁店分布图



- ✓ A leading herbs & healthcare products chain stores in Malaysia;
- ✓ 54 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

1

Sustainable revenue growth

2

Cost Efficiency Optimisation

3

Community Engagement

1

Sustainable revenue growth



Revenue Growth On HOR House Brands



Value & General Herbs, Health & Food Supplements



Gifting Category Expansion



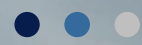
Hai-o Products / Vouchers / Gifting As Their Corporate Gifting / Redemption Program



Targeting Corporate & Consumer Hampers sales



Thematic Promotions & Campaigns



New Market Development

New Market Development



Market Penetration
Increase Muslim Friendly products variation in Hai-O eMarketplace



New Sales Channel

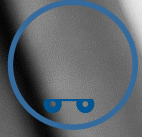
- Open New Outlets
- Auto vending machine at Klang Valley area



Products Development
Launch more HOR house brands

1.2

New Market Development



Boost the Visibility of Hai-O e-Store

E-commerce platforms (Brand.com, Lazada, Shopee)



1



2

Increase Retail Footfall

- Hai-O Friendship Program & Golden Club'



4

New Product Development

- House brand



3

Launch of Hai-O Chain Store Franchise Model Program





Overheads

Initiatives to save
Operating Cost and A&P
Costs

Optimizing Resources



Packing Materials

Reduce outlets
carrier bag production
cost & Packaging Material

Encourage Healthy Living And Well-being Within Communities

Health check and health talk session focus on elderly health care topic



Communities Engagement Events & Activities

Sales Promotion/ Event

HAI-O  海鸥

健康送好礼

Wellness Gift Set

1/7/2023~24/7/2023

2nd Items
15%*
OFF





巴西绿色蜂胶

购买 2 盒*

Buy 2 boxes

康堡 HONBO 系列 Series

GET FREE 1 套*
多用途保鲜盒
Food Container

*送完为止 | While stocks last



微波炉适用 (餐盒盖除外)
Microwave-Safe (Without the lid cover)

*只限同款产品 | Only applicable for the same product

HAI-O  海鸥

2023吉隆坡大红花
国际茶展
2023 KUALA LUMPUR DA HONG HUA
INTERNATIONAL TEA EXPO

文化茶展

你被邀请了

You Are Invited!

 TROPICANA GARDENS MALL
(GROUND FLOOR, CENTRE COURT)
KOTA DAMANSARA, PJ

 02 - 06 June 2023
10am until 10pm



HAI-O BOOTH 31 & 32

Sales Promotion/ Event

HAI-O 海鷗

Hari Raya 保健礼盒系列
Healthy Gift Box
25/3/2023 ~ 3/5/2023

Available now at: 海鷗连锁店 Hai-O Chain Store | 海鷗电子商城 Hai-O eStore (mail.hai-o.com.my)





RM234.27 (原NRP: RM251.90)
RG02

康堡蜂参皇 | 海洋Eury Goal Tongkat Ali | 御品殿有机奇亚籽饼 | GLOU泡参虫草鸡精 | 开斋节礼盒

- Honbo Royal Bee Plus 400mg x 90's
- Hai Yang Eury Goal Tongkat Ali 80's
- Organic Chia Seed Cookies 96g
- GLOU Essence Of Chicken With American Ginseng & Cordyceps 6's x 70g
- Hari Raya Gift Box 1 Unit

HAI-O 海鷗

Hari Raya 保健礼盒系列
Healthy Gift Box
25/3/2023 ~ 3/5/2023

Available now at: 海鷗连锁店 Hai-O Chain Store | 海鷗电子商城 Hai-O eStore (mail.hai-o.com.my)





RM161.63 (原NRP: RM173.80)
RG01

康堡有机蓝藻 | 燕王胶原燕窝饮 | 御品殿有机奇亚籽饼 | GLOU泡参雪耳冰糖燕窝 | 开斋节礼盒

- Honbo Organic Spirulina 210mg x 400's
- Collagen Bird's Nest Drink 180ml
- Organic Chia Seed Cookies 96g
- GLOU Bird's Nest With American Ginseng White Fungus & Rock Sugar 6's x 70g
- Hari Raya Gift Box 1 Unit



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

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: 海鸥
 欲知更多详情, 请联系: 仁中医, +6016-212 2617

主讲嘉宾:

颜伟鑫 医师



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



Holistic Care
 From The Heart

Mar 2022

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?

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: 海鸥
 欲知更多详情, 请联系: 仁中医, +6016-212 2617

主讲嘉宾:

奚蓓莉 医师



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送 RM50现金卷及
 幸运抽奖冬虫夏草丸



ren-tcm-centre.business.site | f RENTCM | +60162122617

Holistic Care
 From The Heart

Feb 2022

B E S H O M
THE BEST STARTS FROM HOME

Thank you

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