

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
(Company Introduction)

September 2024

Contents

- Introduction of BESHOM
- Business Operation
- Awards & Accolades
- Dividend Policy



“Hai-O was established in 1975 and over the years, has entrenched its position as a premier player in traditional healthcare product company in Malaysia.

Hai-O listed on Bursa Malaysia 2nd Board in 1996 – the 1st Local Integrated Traditional Healthcare & Wellness Company Listed on Bursa and subsequently transferred to Main Board on 8 Oct 2007.

The Group has implemented an exercise which culminates in the transfer of listing status to Beshom Holdings Berhad (“BESHOM”), and completed on 29 Nov 2021. BESHOM is now the new holding company of the Hai-O group of companies.

B E S H O M

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

"THE BEST STARTS FROM HOME"

BESHOM GROUP BRAND STORY



FOR OUR **PEOPLE** 以人为本

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

我们为每个人提供便捷可信的健康保健产品，
这个承诺永不改变。



FOR OUR **LIVELIHOOD** 安居乐业

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

我们精心设计一应俱全的平台，为您提供支援，
替您创造机会，让每一个人享受安居乐业的成果。

BESHOM GROUP BRAND STORY



FOR OUR **FUTURE** 高瞻远瞩

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

通过崭新的医疗保健科技，改善人类健康，勇于创新，未来可期。



FOR OUR **LEGACY** 继往开来

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

建立一个融合信任，价值、诚信和永续发展概念的企业，继往开来，承先启后、延续美好。

THE BEST STARTS FROM HOME

Mission

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

Vision

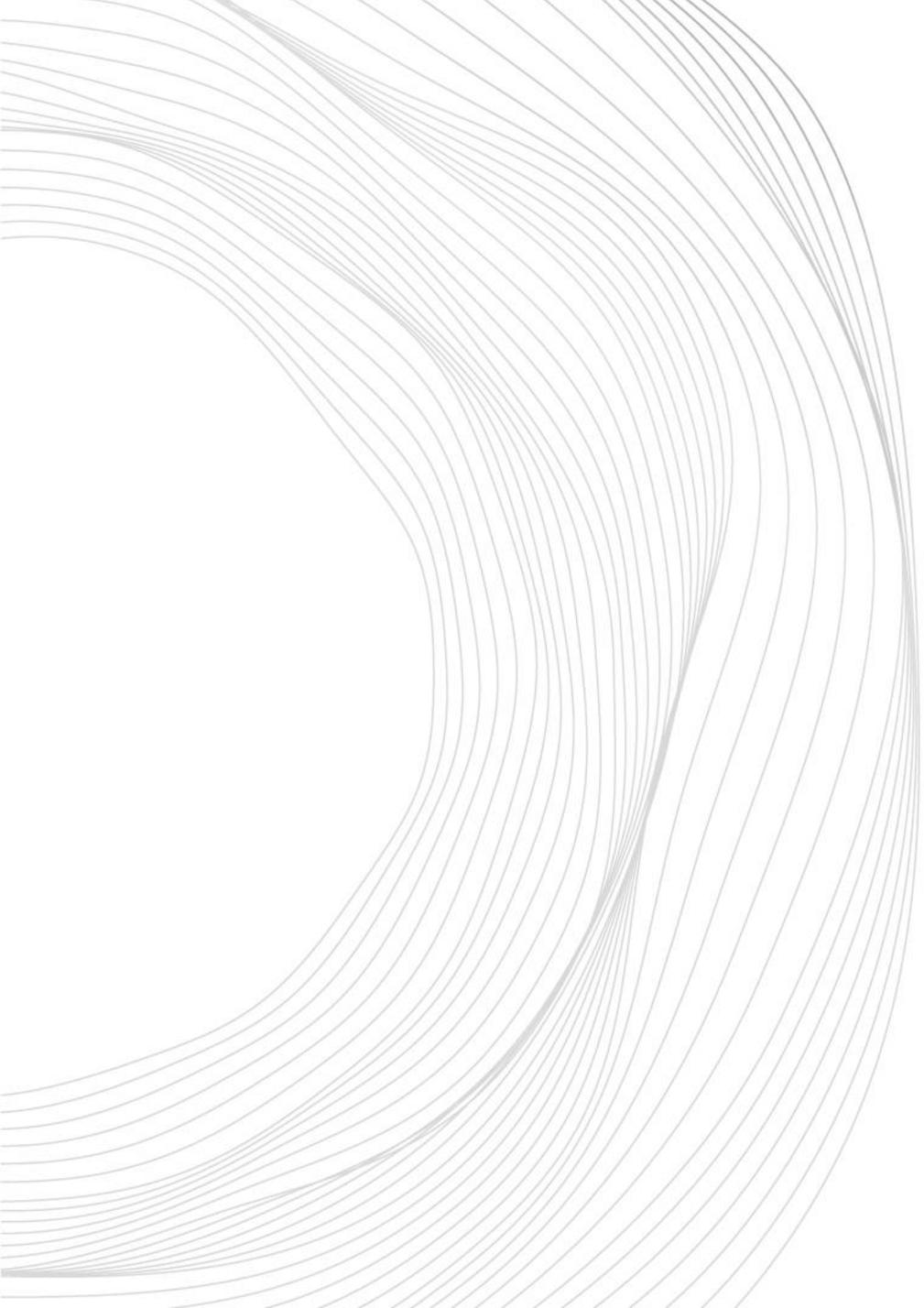
- We aim to become the premier healthcare company in Malaysia and thereby bringing the greatest value and pride to our customers, business partners, employees and shareholders.

Corporate Values

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

Business Operations

- Multi Level Marketing (“MLM”)
- Wholesale
- Retail
- Manufacturing & Others



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MLM



SAHAJIDAH HAI-O



B E S H O M





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

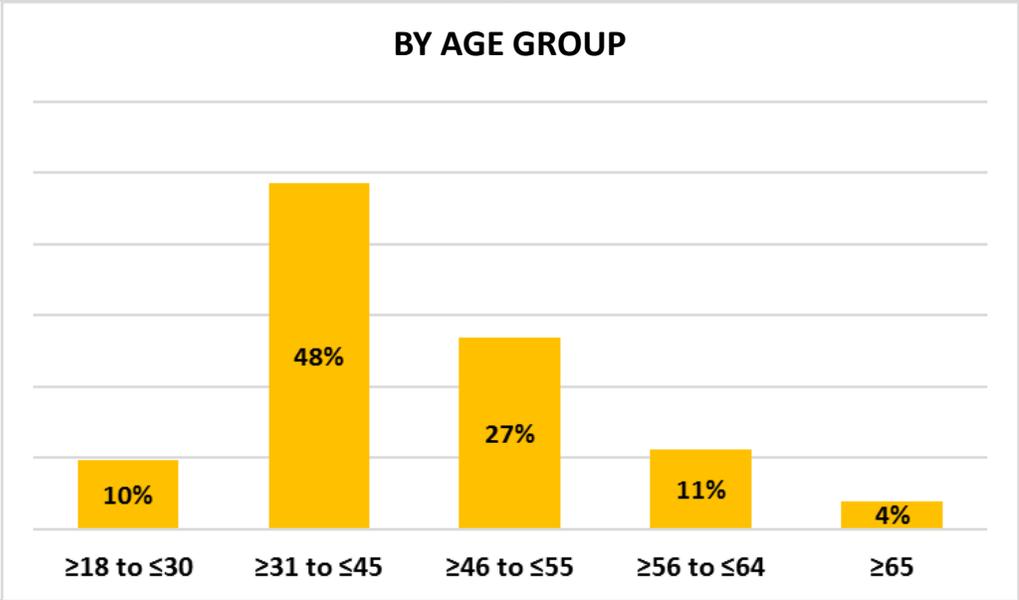
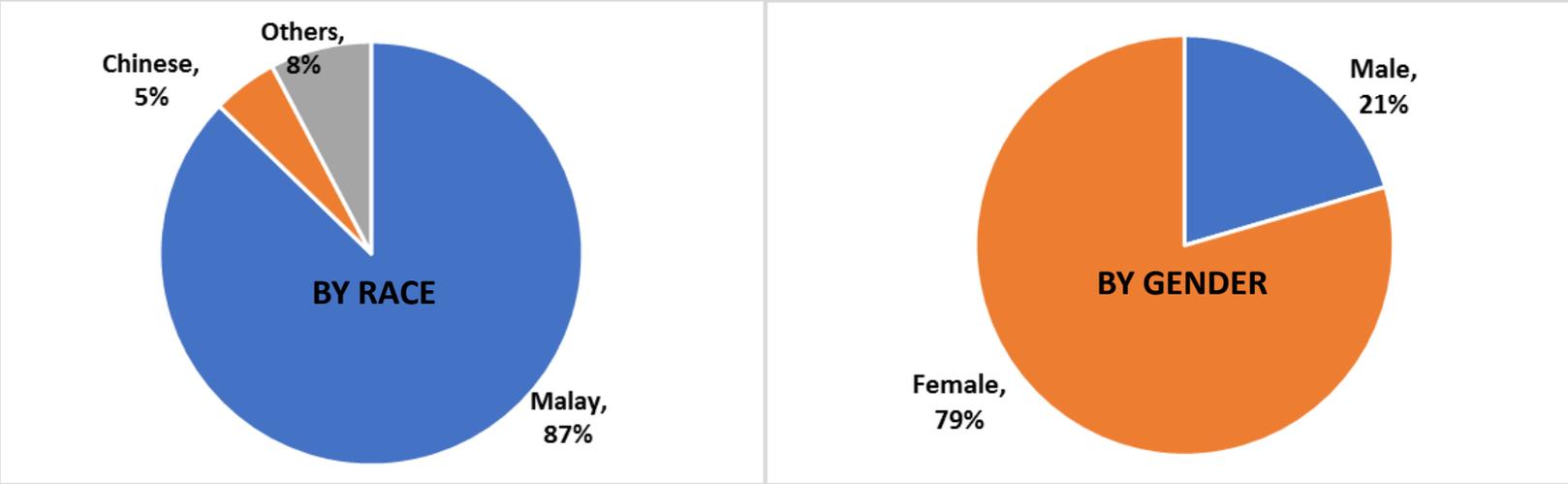
- ✓ HQ in Klang, Selangor – Wawasan Hai-O;
- ✓ Regional offices / branches in Brunei & Singapore;
- ✓ >42,000 active members;
- ✓ 29 stockists, branches and sales point nationwide and Brunei;
- ✓ About 80% members are Bumiputra & majority are female;
- ✓ Strong corporate branding “**SHOM**” – clearly differentiate MLM business model with other divisions.

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.



MLM Distributors as at 30 April 2024



Offering Quality & Wide Range of Products

Food &
Beverages

Beauty,
Skin care &
Personal care

Health
supplements
& Nutrition
food

Household &
Accessories

Wellness
products

Food & Beverages



Food & Beverages



Health supplements & Nutrition Food



Health supplements & Nutrition Food



Health supplements & Nutrition Food

NURICH

100% NATURAL

Puri-C™
Mixed Fruit Drink Base of Orange, Pineapple, Mango, Passion Fruit with Vitamin C and D3
Basis Minuman Buah Campuran Oran, Nanas, Mangga, Markisa dengan vitamin C dan Vitamin D3

Tailor Made
blended mixture of fruits

Vitamin C & bioflavonoids work together, as nature-intended, for **better stability & boosted bio-availability.**

NURICH

nutra-i

nutra-i
Botanical Beverage Mix of Mixed Fruits Powder, Marigold Extract and Goji berry
Campuran Minuman Botani Serbuk Buah Campuran Ekstrak Marigold dan Buah Goji

SUGAR FREE
NET WEIGHT / BERAT BERSIH
30 SACHETS (PANEK) x 1g

The Complete Eye Care Solution

Wellness Products



Wellness Products





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Beauty, Skin Care & Personal Care



Tampil Rapi & Yakin dengan

COZUMA®



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Beauty, Skin Care & Personal Care



Penjagaan Kulit
On the Go dengan
infinence
Anti-Aging Skincare Solution

I[®]
infinence



- ✓ Lembut dan selamat digunakan
- ✓ Dirumus khas dengan Sel Tumbuhan Aktif dari Perancis
- ✓ Setiap botol mengandungi jutaan sel tumbuhan yang aktif
- ✓ Menghidrat, melindungi dan memperbaiki sel-sel kulit

Beauty, Skin Care & Personal Care

BioSeleza™

Feminine Pad



Household & Others





Household & Others



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](#)



Personalised Landing Page just for you

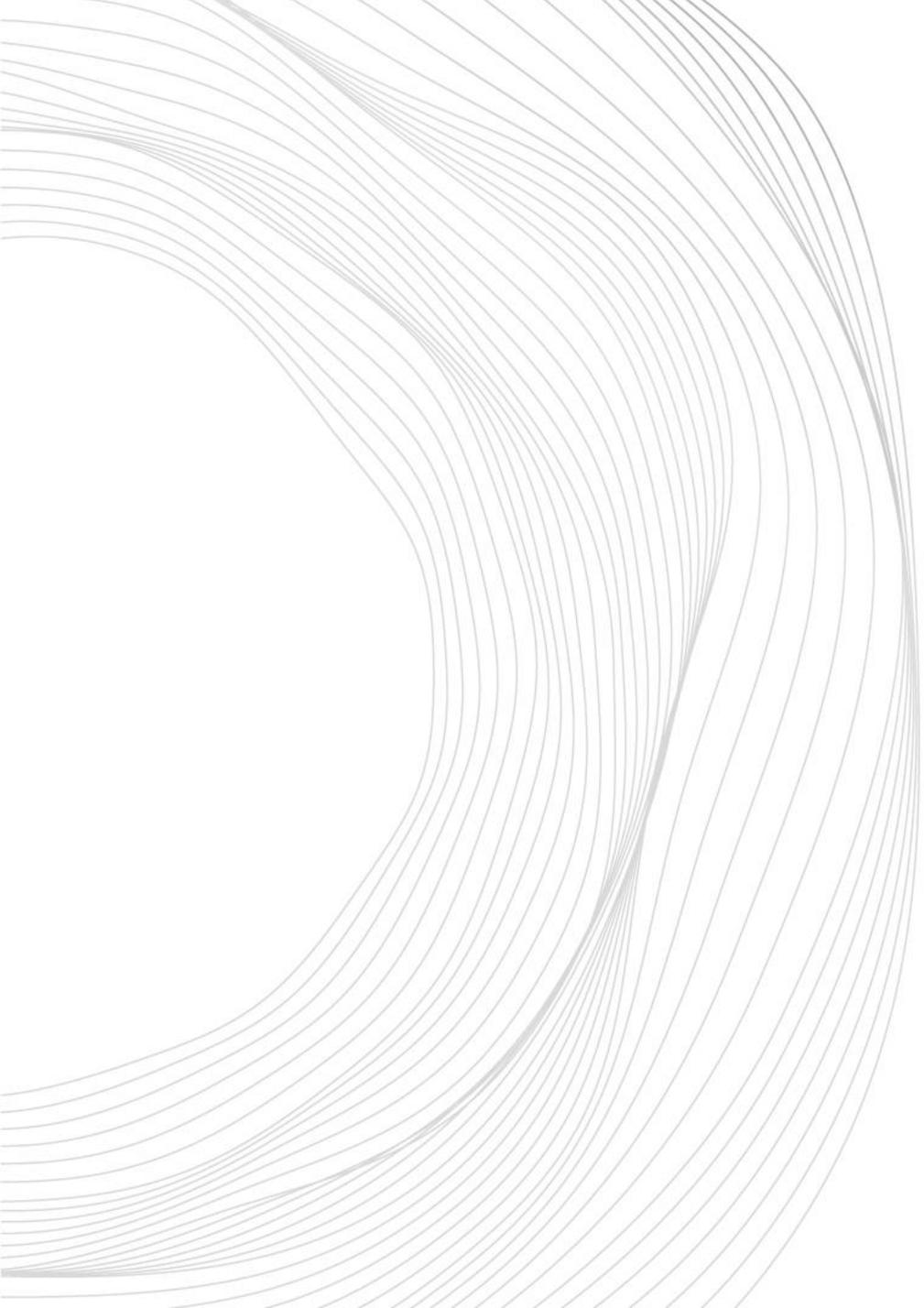
getstarted.shom.com.my



eSHOM ACADEMY



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



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Wholesale





Wholesale

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- ✓ 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

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





HAI-O  海鸥

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Retail



- ✓ 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.





54 Retail chain stores and franchises

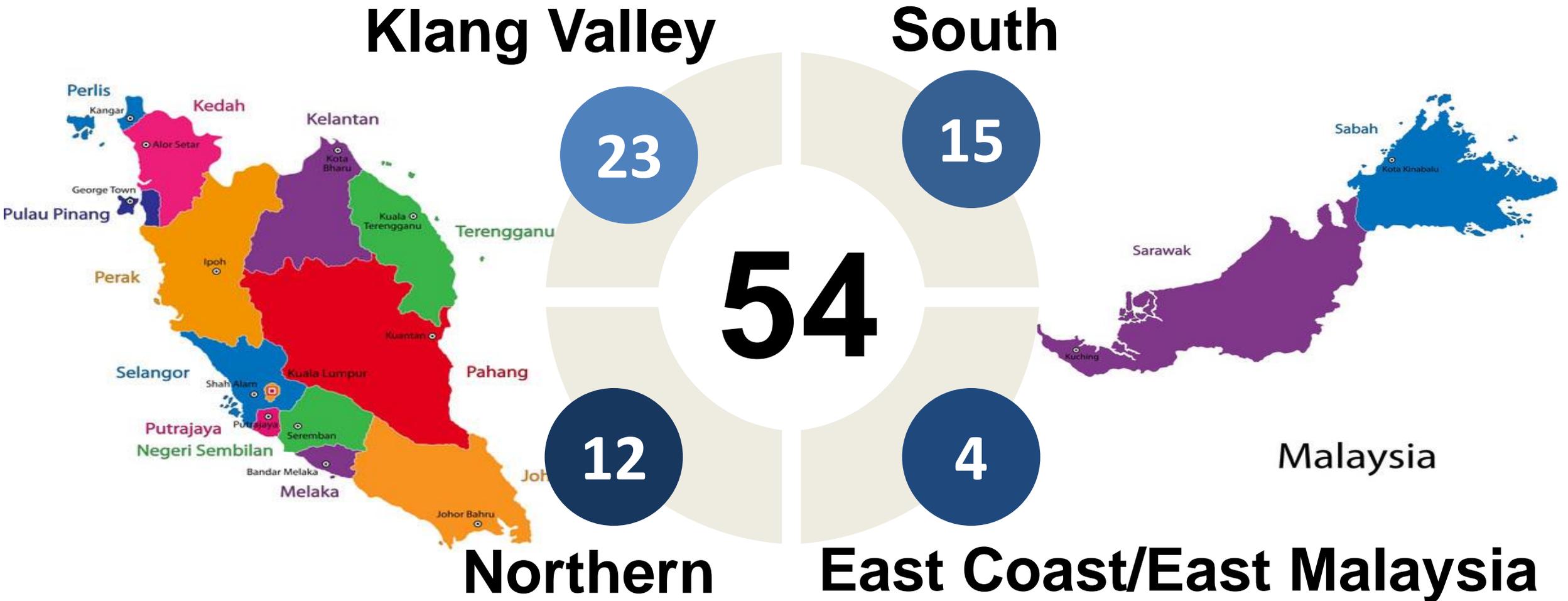
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Hai-O Flagship Store . 海鸥旗舰店



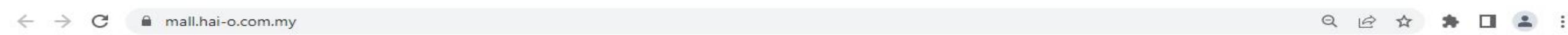
海鸥连锁店分布图



海鷗連鎖店 网上商城

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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](#)
- [HOUSEBRAND](#)
- [PROMOTIONS](#)
- [STORE LOCATOR](#)
- [MEMBERSHIP REWARDS](#)
- [BRAND](#)
- [WHAT'S NEW](#)

JOIN US NOW!



Spend RM100.00 or more to join

Hai-O Membership for FREE



EXCLUSIVE DISCOUNT

Enjoy an exclusive member discounted price for specific products.



FREE DELIVERY

Enjoy "FREE" delivery on RM100.00 spend. *Only WM

T&C Apply



Value & General Herbs, Health & Food Supplements



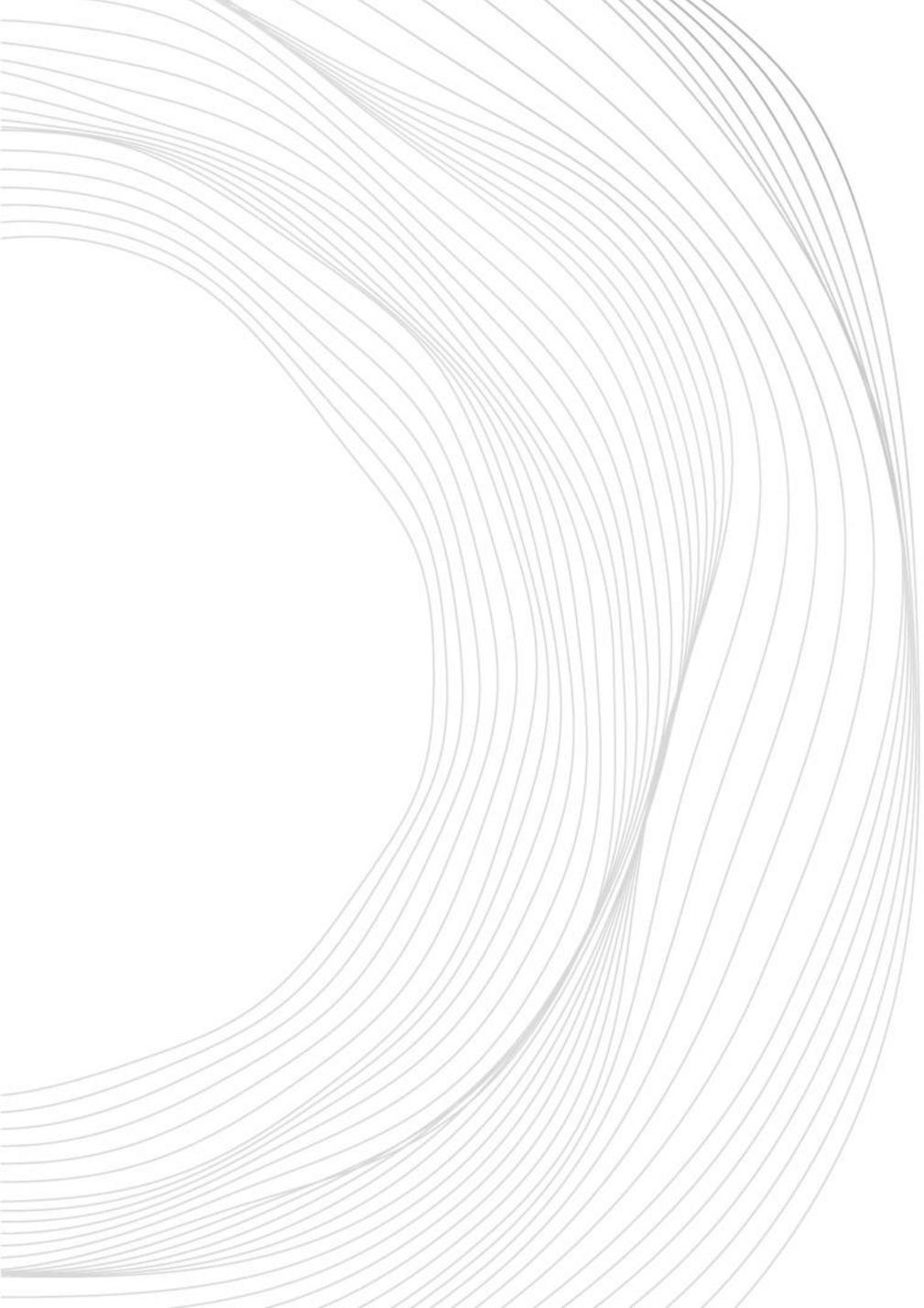
Value & General Herbs, Health & Food Supplements





TCM Clinic . 中医诊所





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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

- ✓ GMP plants 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.



Manufacturing

Bird nest Processing Plant

- ✓ 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").





Peking Tong Ren Tang

Tong Ren Tang (3 outlets)

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



JV – TCM Clinic

Awards & Accolades



**BESHOM awarded The Edge Malaysia ESG Awards 2023 -
Most Improved Performance Over Three Years
(RM300 million to RM800 million Market Capitalisation)**

Awards & Accolades



**The Edge Malaysia
Centurion Club Corporate
Awards 2019 –
Hai-O awarded the
Centurion of the Year**

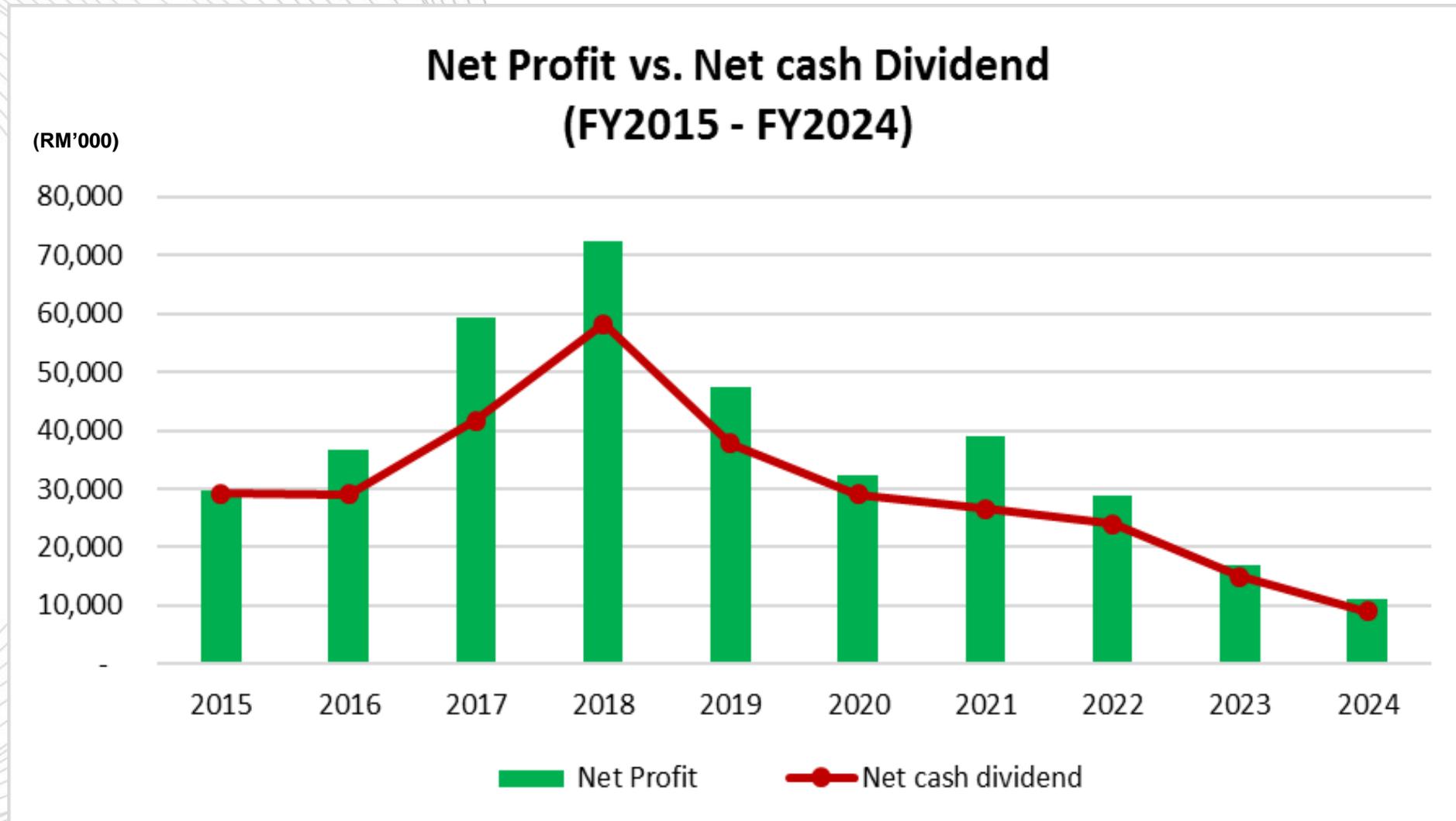


Dividend Policy

To distribute at least 50% of the profit for the year as dividend.

- ✓ FY2023 - 89% payout ratio (5 sen)
- ✓ FY2024 - 82% payout ratio (3 sen)

Dividend Policy



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Thank you

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