



**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**  
**Dec 2021**

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Introduction of BESHOM

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Business Operation Review

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"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.

After 46 years, it is time to reorganize, an exercise which culminates in the transfer of listing status to Beshom Holdings Berhad ("BESHOM"), the new holding company of the Hai-O group of companies.

The transfer of listing status was completed on 29 Nov 2021.

Over four decades, we have upheld our mission to enhance the well-being for all. Our foundation of hard work and steadfast values will grow even stronger under BESHOM –  
**"THE BEST STARTS FROM HOME".**

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



## **Brand Story**

We believe in the importance of a good start, which underscores our motto of

**“The Best Starts From Home”.**

For over four decades, we have upheld our mission to enhance the well-being for all.

*What do we mean by wellness to all?*

### **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.

## 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

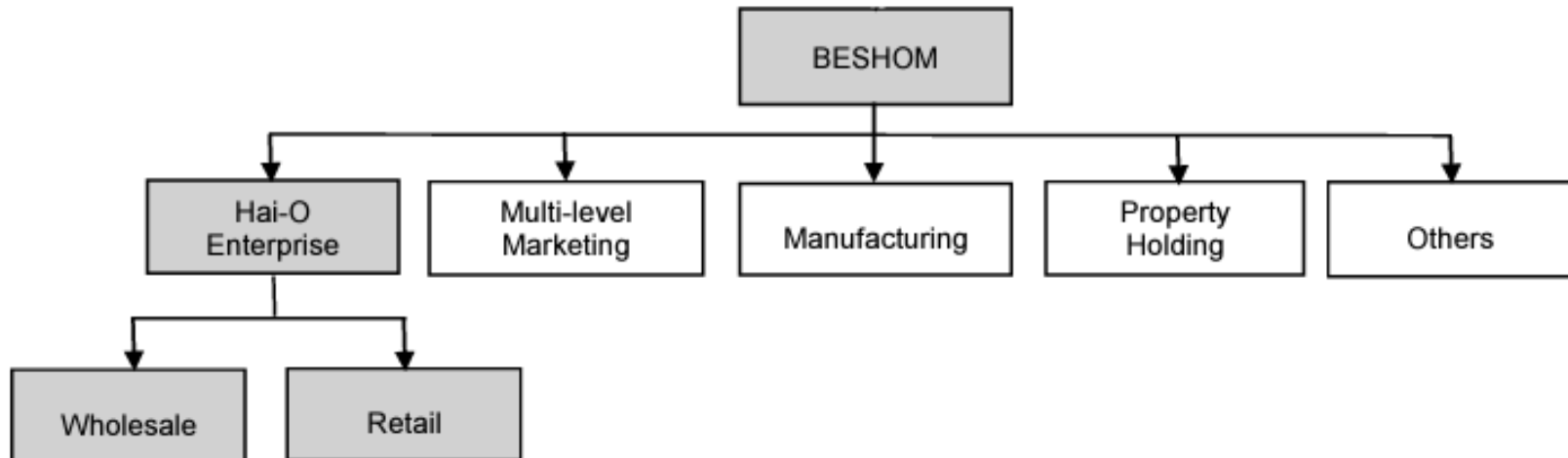
## **Rationale for Internal Reorganisation**

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:-



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Business  
Operations  
Review

Multi Level Marketing ("MLM")

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Wholesale

---

Retail

---

Manufacturing & Others

---



# B E S H O M

THE BEST STARTS FROM HOME



**MLM**







**B E S H O M**

## **One of the leading Home-grown MLM companies in Malaysia**

- ✓ HQ in Klang, Selangor – Wawasan Hai-O;
- ✓ Regional offices / branches in Jakarta - Indonesia, Brunei & Singapore;
- ✓ >80,000 active members;
- ✓ 36 stockists, branches and sales point nationwide and Brunei;
- ✓ About 80% members are Bumiputra & majority are female;





## Core Drivers

- Offering Fair and Attractive Commission Scheme, up to 67% payout ratio;
- Offering Quality and wide range of products;
- Offering Attractive Overseas Incentive Trip and Other Rewards to recognize the outstanding achievement;
- Strong corporate branding **"Sahajidah Hai-O"** – clearly differentiate MLM business model with other divisions;
- Resilient Distributors Force & Focused Management Team;
- Leverage on IT to improve efficiency and CRM;
- E-commerce, Digitalisation & Social Marketing.

*"**SHOM** is committed to fostering entrepreneurship skills in Bumiputra and encourage dealers make this business as a career of choice."*



# MLM

B E S H O M

Strategies – To maintain Sustainability and Continuity



## Development of Business Network & Members' Growth

- ✓ Our strategies to **“Recruit, Retain & Reward”** members;
- ✓ Offering convenient business startup services, such as business starter reward plan/ easy payment facilities;
- ✓ To nurture & develop young, aspiring entrepreneurs;
- ✓ To establish progressive educational programs to equip distributors of all rankings with competitive advantages in doing business.





## Rewards & Incentives

- ✓ Over 2,000 distributors qualified for the Overseas incentive trips to places such as Italy, Gold Coast & Melbourne, Australia, Korea, Switzerland & Paris, Hong Kong and some main cities of China;
- ✓ Offer attractive package to new member & renewed members group;
- ✓ Initiate programs targeted “enthusiastic young group”;
- ✓ Upgrade incentive campaigns & revise reward plan.



# Recognition



# Recognition



## Wide range of Products offering

Food &  
Beverages

Beauty,  
Skin care &  
Personal care

Health  
supplements &  
Nutrition food

Household &  
Accessories

Wellness  
products



# Food & Beverages



*Apakah Perbedaannya?*

Min Kaffe®	VS	Min Kaffe® (Enhanced Formula)
Serbuk kopi Robusta		
Biji kopi Robusta yang dipanggang sederhana hingga garing		
100% garam buluh dari Korea		100% garam buluh dari Korea, dipertingkatkan dengan teknologi proprietari <b>Intense High Heat (IHH)</b>
Menggunakan Aspartame sebagai pemanis		Menggunakan Sweetality yang diperbuat dengan teknologi proprietari <b>Flavour Infusion Factor (FIF)</b>
56 kcal per paket		54 kcal per paket
6.1mg Magnesium per paket		10.0mg Magnesium per paket



**Finest Quality & Innovative Formula**

SAHAJIDAH HAI-O

**100% Korean Bamboo Salt**

**Sweetality®**  
Exclusive Sweetality Sweetener

**SMEs BEST BRANDS**

The BrandSource SMEs Best Brand Awards Most Established Brand Awards Best Brands in Consumer - Premium Coffee



# Food & Beverages



# Health supplements & Nutrition Food



# 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** & ENJOY  
SHOPPING VOUCHER THERA LIFE PRIVILEGE  
MEMBER PROGRAM\*

*Shopping Voucher* **RM 200**

NUM. AKAH BY THERA  
9209 088888 0001000

\*Terms and Conditions Apply



360 THERA

*Anytime  
Anywhere  
with  
THERA*



# Beauty, Skin Care & Personal Care





# Beauty, Skin Care & Personal Care





## infinence

SERUM MANA IDEAL UNTUK KULIT MUKA ANDA?



**Acqua Radiance Hydrating Serum**  
— 30g

↑

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



**Blemish Control Treatment Serum**  
— 30g

↑

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



**V-Perfect Shaping & Lifting Serum**  
— 30g

↑

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

# Beauty, Skin Care & Personal Care



# Beauty, Skin Care & Personal Care



# **NEW PRODUCTS DURING FY2021/22**



New Product (Feb 2021):  
Min Kaffe (Enhanced Formula)  
(Formulated with Sweetality, Upgraded Bamboo salt & New packaging)



## New Product (Apr 2021): Eziclean Laundry Powder



**eZiclean**  
**LAUNDRY POWDER**

Keep your clothes clean & fresh with the all-new, eco-friendly Eziclean **3X ULTRA CONCENTRATED** Laundry Powder.

**NEW PRODUCT**

**NEW** 1KG

**eZiclean**  
**LAUNDRY POWDER**  
SERBUK PENCUCI EZICLEAN  
**3X ULTRA CONCENTRATED**  
ULTRA PEKAT

- Made From 3x Natural Enzymes & Plant-based Cleaning Agents
- Low Suds & Anti Rust Formula - Perfect for all kinds washing machine
- Eliminates Growth Of Bacteria
- Prevents Malodour
- Biodegradable & Eco-friendly
- Colors Stay Brighter



**eZiclean**  
**LAUNDRY POWDER**  
EFFECTIVE AGAINST  
**STUBBORN SOIL & STAINS**

**NEW** 1KG

**eZiclean**  
**LAUNDRY POWDER**  
SERBUK PENCUCI EZICLEAN  
**3X ULTRA CONCENTRATED**  
ULTRA PEKAT



# New Packaging (July 2021): Eury Jack Capsule (new look)

**Old Packaging**

**NURICH®**

**NEW LOOK**

**EURY JACK CAPSULE**  
有力杰


**430 mg x 60 capsules**  
This is a Traditional Medicine  
MAL 20001454T

**TRADITIONALLY USED TO **IMPROVE MEN'S ENERGY**  
AND TO **REDUCE FATIGUE****

KKLIU 2467/2020  
This is a product advertisement

New Product (Sept 2021):  
360 THERA Short Bra

360THERA  
TECHNOLOGY OF ADREN




**THE *Right* ONE**  
THAT LIGHTS UP YOUR INNER SPARKLE

SUPPORTIVE FUNCTIONAL COMFORT FASHIONABLE

360THERA  
TECHNOLOGY OF ADREN

FUNCTIONAL



***Finest***  
FABRIC QUALITY

Organic cotton cup Skin-friendly and comfortable Soft and breathable





## New Product (Oct 2021): AiryVentz Air Purifier





## Results and Conclusions:

Based on these experiments, we conclude that the test fabric is effective at reducing SARS-CoV-2 infection of Vero E6 cells *in vitro*. After immediate exposure, viral infectivity was reduced 3.5 log (99.97%) compared to control samples.

**AiryVentz**  
Air Purifier

# 5-stage air purification system

with innovative  
**AiryVentz ViroShield Technology**

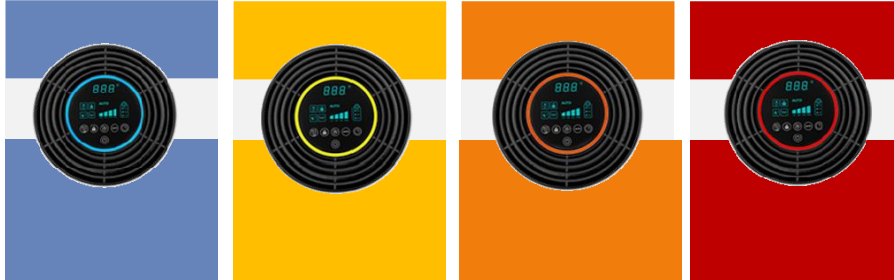
- ✓ Pre-Filter
- ✓ Korean HEPA Filter
- ✓ Odour-eliminator Activated Carbon Filter
- ✓ Built-in Ultraviolet-C (UVC)
- ✓ Air Ioniser to release 3 millions of negative ions every second



PM  
2.5

Real-time air quality monitoring

- 4 LED indicator
- PM 2.5 value





# AiryVentz

Air Purifier



360° air purification with spiral air outlet



Intelligent Auto Mode Purification



Adjustable fan speed at 4 modes



Quiet sleep mode



Convenient timer setting at 2H, 4H and 8H



Easy filter care reminders





New Product (Oct 2021):  
Cozuma Dazzle Me Eyeshadow



# **MLM BUSINESS ACTIVITIES UPDATE**

# Effective Sales Campaign & Promotions



# Effective Sales Campaign & Promotions

**Promotion**  
1/10- 31/12/2021

**BIO-EVOLVE®**  
WATER PURIFICATION SYSTEM

1/10-31/12/2021  
*Special price*  
**RM1,299**  
NORMAL PRICE RM2441.50

- ✓ Innovative 4-stage filtration system to improve water quality
- ✓ Retains beneficial minerals in the water
- ✓ Removes 99.99% bacteria and impurities
- ✓ Giving you 'FRESH' water as and when you need it

O6015PB  
DP(WM) RM 1299.00 PV: 1299  
DP(EM) RM 1319.00 BV: 455

**0%** \* Terms & Conditions Apply

HongLeong Bank PUBLIC BANK CIMB BANK

**INTEREST INSTALLMENT PLAN\* 6 & 12 MONTHS**

**Terms and conditions apply:**

- Promotion is valid from 1 October – 31 December 2021.
- All products must be issued in the same invoice.
- The company reserves right to change, adjust or stop this promotion.
- Promotional items are not exchangeable or returnable except size exchange for Premium Beautiful. PB size exchange must be done within 3 months from the invoice date, subject to stock availability.

Marketed by:  
**SAHAJIDAH HAI-O MARKETING SDN. BHD.** 199201010975 (242478 M) (JUL 93033)  
Wawasan Hai-O, Batu 3 1/4, Jalan Kapar, 41400 Klang, Selangor Darul Ehsan.  
Tel: 03-3348 8588 Fax: 03-3348 8133 http://www.shom.com.my

**Promotion**  
1/10- 31/12/2021

**"A strong & stable human energy field can effectively improve one's sleeping quality."**  
Professor Edward V. Krizhanovsky, Russia Scientist

**Buy 2 at RM1,999**

**SAVE UP RM 800**  
**29% OFF**

**Bio Velocity Sleep Mate**

Research has shown that the Bio Velocity® Sleep Mate (BVS®) effectively:

- Increases & stabilizes human energy field<sup>1</sup>
- Allows you to fall asleep faster (fall asleep within 20- 30 minutes)<sup>2</sup>
- Improves your sleep and have little or no night time awakening<sup>2</sup>

DP WM RM1999.00 EM RM2019.00  
PV: 1999 BV: 960  
62001PD

**0%** HongLeong Bank PUBLIC BANK CIMB BANK  
**INTEREST INSTALLMENT PLAN\* 6 & 12 MONTHS**

\* Terms & Conditions Apply

**Reference:**  
1. Krizhanovsky, E. V. & et al. (2014). Study of the influence of subtle energetic changes in environment on the productivity of the process of sleep. Open Journal of Ecology, 4, 693 – 702.  
2. Krizhanovsky, E. V. & et al. (2017). Influence of the Subtle Energetic Changes on the Treatment Response in Patients with Insomnia. Global Journal of Health Science, 9(9), 90.

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# Effective Sales Campaign & Promotions

**Promotion**  
 1/10- 31/12/2021

## Feminine Care PROMOTION

**SAVE UP TO RM46!**

1/10/21 - 31/12/21

**BioSelexa**

- BV-activated energy to optimise menstrual health
- Far Infrared (FIR) for better blood flow
- Anion for anti-bacterial care
- Silver ion for odour protection

**Femi 9**

- Cleanses, refreshes and deodorizes intimate areas effectively
- Maintains natural pH levels to prevent the intimate areas from infections

**PROMOTION 1**

43006PM

**BUY 1 AT 10% OFF**

(Any variants)

**PROMOTION 2**

43006PN

**BUY 2 AT 10% OFF**

(Any variants)

**&**

**GET ONE FREE FEMI 9**

(worth RM 17.90)

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 Tel: 03-3348 8588 Fax: 03-3348 8133 <http://www.shom.com.my>

**Promotion**  
 1/10- 31/12/2021

## BB+GLO

**Too much screen time**  
 can break down the collagen in your skin, cause oxidative damage to your skin cells, and eventually cause **TIRED SKIN**.

**What is tired skin?**

- Dull & uneven-toned skin
- Dry complexion
- Enlarged pores
- Fine lines & wrinkles

Special price at  
**RM55**  
only

*Energize your* **TIRED SKIN** in **7 DAYS**

Protect your skin from screen time damage with highly bioavailable marine collagen peptides & strong antioxidants oligomeric procyanidins (OPC) from grape seeds within your daily dose of BB+GLO today!

DP WM RM **55.00** EM RM **56.00**

PV: 55 BV: 30

08150P

\* Terms & Conditions Apply

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 Tel: 03-3348 8588 Fax: 03-3348 8133 <http://www.shom.com.my>

# Effective Sales Campaign & Promotions

**Back by Popular Demand!**

**Promotion 1/10- 31/12/2021**

**Easy, Tasty & Healthy**

**COMBO A**  
Original Price: ~~RM71.90~~  
Sweetality x SAHAJIDAH GARAM BULUH

**COMBO B**  
Original Price: ~~RM105.60~~

**Kitchen Bundle at RM65 only**  
08151PA  
DP (WM): RM65.00  
DP (EM): RM69.00  
PV: 65 BV: 26

**Buy 2 for RM95 only!**  
08153P  
DP (WM): RM95.00  
DP (EM): RM99.00  
PV: 95 BV: 38

**Healthy swaps to satisfy your cravings for sweet & savoury meals**

"With Sweetality, you can reduce your daily sugar intake up to 5 times while enjoying your meals at the same sweetness as white sugar!"

"With a pinch of Sahajidah Garam Buluh, uplift the taste of your food, provide a boost of minerals & trace elements and improve the nutritional content of your meals."

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Tel: 03-3348 8588 Fax: 03-3348 8133 <http://www.shom.com.my>

**Promotion Period : 1 October ~ 31 December 2021**

**B-XTRA**  
SHOMPRENEUR'S BUSINESS PROGRAM  
2.0

**Mini PACK**  
for as low as **RM 500 ONLY**

**Extra Saving** **Extra Rewards** **0% Easy Payment Plan**

**STEP 1**  
Buy 5 boxes of BFIT 7s'  
Bfit 7s' x 5 boxes  
08058BXPA

**STEP 2**  
Top up ANY SHOM products up to **RM500** in ONE (1) invoice

**What you'll get**  
**RM100 SHOM Shopping Voucher\*\***

\*Terms and conditions apply:

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# Effective Sales Campaign & Promotions

**NEW MEMBER** **EARN WHILE YOU Shop** **Promotion 1/10- 31/12/2021**

**Flexible** part time career

**Extra income** when you shop for necessities

**Special Discounts & rebates**

**Exciting incentive campaigns**

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

SHOMpreneur Sign Up Form

**FREE Min Cha** worth RM39.60 (08052SKF)

Enjoy the authentic, guilt-free taste of milk tea with our blend of premium quality black tea leaves, Korean bamboo salt, and no added sugar.

Join for FREE when you purchase any SHOM products up to 200PV **or** Join with RM47 & get 1 unit of Min Cha for FREE

Grow with us & enjoy unlimited rewards! [www.shom.com.my](http://www.shom.com.my)

**e-Renewal** **RENEW** **Promotion 1/10- 31/12/2021**

your membership today & continue your journey as a **SHOMPREENEUR!**

**SALE BEST PRICE** Special price & promotions

**CAMPAIGNS** Member-exclusive campaigns

**Extra Rebates** Extra rebates & monthly rewards

**20% OFF** 20% retailing income

**Earn while you shop**

**FREE GIFT upon renewal**

**worth RM39.60 (08052SKF)**

Enjoy the authentic, guilt-free taste of milk tea with our blend of premium quality black tea leaves, Korean bamboo salt, and no added sugar.

# Upcoming Sales Campaign & Promotions

## Jeju Island & Project EMAS SHOM30

SAHAJIDAH HAI-O

**Fight & Decide Your Reward Later**

Anda boleh buat keputusan untuk pilihan insentif sama ada

**ATAU**

5H3M  
Jeju Island Korea

916 rantai tangan emas  
edisi terhad  
bernilai **RM5800**

Tertakluk kepada terma dan syarat



# Stockist on E-Commerce



By Customer  
Selection



Payment  
Received by  
SHOM HQ



Stock  
Delivery by  
Stockist



Standardization  
on ecommerce  
procedure

# Stockist on E-Commerce

**Welcome Aboard!**

**B56 Kota Damansara Stockist**  
is now available on SHOM  
e-commerce [visit now](#)

SAHAJIDAH HAI-O



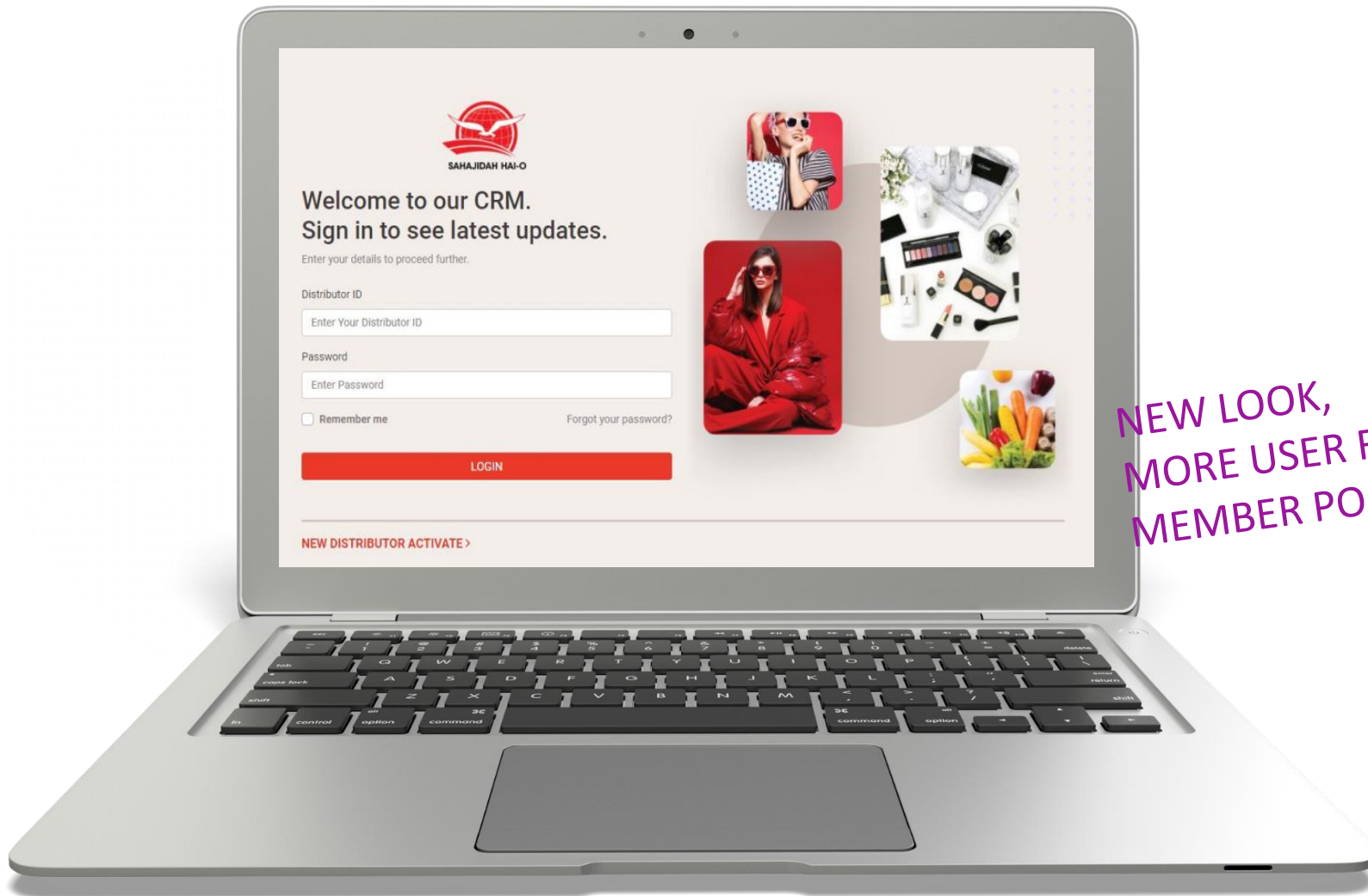
**Welcome Aboard!**

**B48 Shah Alam Stockist**  
is now available on SHOM  
e-commerce [visit now](#)

SAHAJIDAH HAI-O



# Member Portal Revamp



NEW LOOK,  
MORE USER FRIENDLY  
MEMBER PORTAL !

## eSHOM ACADEMY



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





# B E S H O M

THE BEST STARTS FROM HOME



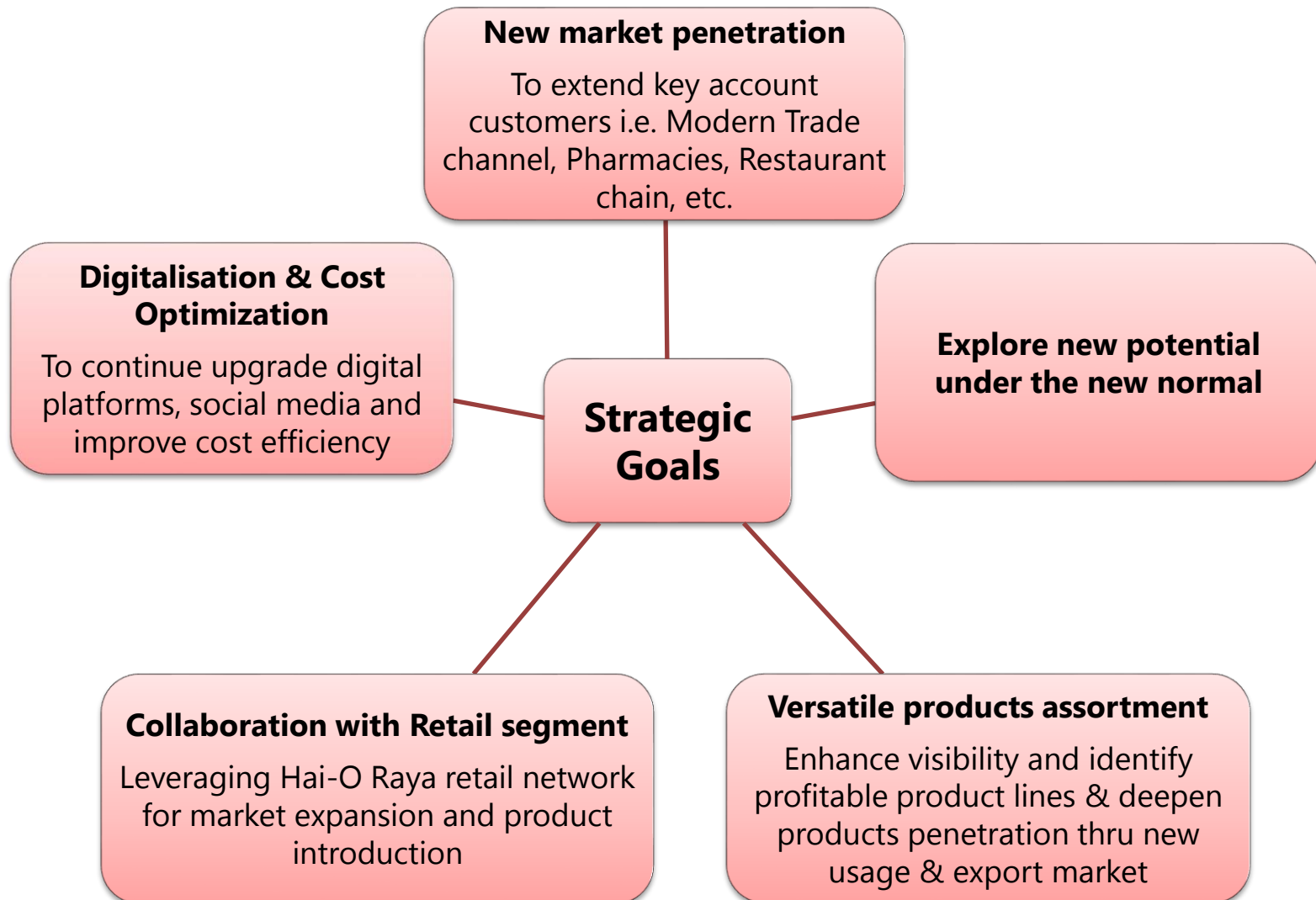
**Wholesale**

# 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 Strategies





# Cooking Wine, Health Tonic, Tea & Wine





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



## Instant Cooking





## 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 and Guardian in KLIA.







# B E S H O M

THE BEST STARTS FROM HOME



**Retail**







## Hai-O Flagship Store . 海鸥旗舰店





# 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.



# Retail Strategies

## STRATEGIES IN RESPONSE TO CHALLENGING TRADING CONDITIONS IN THE RETAIL SEGMENT



# Value & General Herbs, Health & Food Supplements, etc.





# Value & General Herbs, Health & Food Supplements, etc.







# Revamped Hai-O eStore

The screenshot shows the Hai-O eStore homepage. At the top, there's a navigation bar with the Hai-O logo, a search bar, and icons for account, cart, and settings. Below the navigation bar, there's a main banner for the "CNY Hampers Promotion". The banner features large red Chinese characters "新春礼篮优惠" and the English text "CNY Hampers Promotion". A yellow circular badge indicates a "12% OFF" discount. The promotion is valid from 26/12/2021 to 10/01/2022 for selected hampers only. To the right of the text, there are images of various hamper baskets filled with food and drinks. Below the banner, there's a footer section with four icons and text: "FREE Shipping", "Secured Payment", "Exclusive Price", and "Membership Rewards". On the far right of the footer, there's a "We Are Here!" logo with a red speech bubble containing the number 1.

mall.hai-o.com.my

HAI-O

I'm looking for...

HOME SHOP ALL PROMOTIONS STORE LOCATOR MEMBERSHIP REWARDS

## 新春礼篮优惠

### CNY Hampers Promotion

只限特定礼篮\*

**12% OFF**

26/12/2021 ~ 10/01/2022

For selected hampers only

✉ hamper@hai-o.com.my ☎ 03-3343 8889

\*须符合条规 | Terms & Conditions Apply.

FREE Shipping

Secured Payment

Exclusive Price

Membership Rewards

We Are Here!



海鸥连锁店 网上商城

Hai-O eStore

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



**12.12 促销会**  
**PROMOTION**  
 促销至 Until 19/12/2021

**年终促销会**  
**购买2件, 节省更多!**  
**Double your Deals this 12.12**

**1<sup>ST</sup> Unit 12% 折扣 Discount**  
**2<sup>ND</sup> Units 22% 折扣 Discount**

**SHOP NOW**

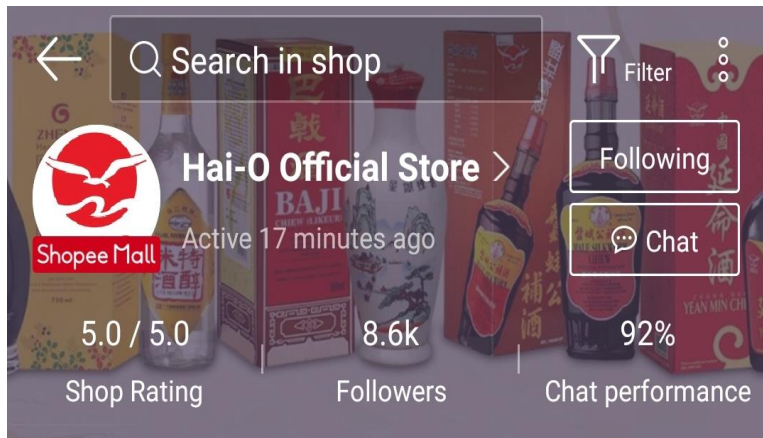
\*须符合条款 | Terms & Conditions Apply.



**12.12**  
**FREE SHIPPING DAY**  
 ONE DAY ONLY 只限1天  
 @ HAI-O ESTORE

\*ONLY FOR WEST MALAYSIA







# Lazada



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# TCM Clinic . 中医诊所

B E S H O M







## 新冠肺炎&疫苗接种后身体的变化

- 什么是新冠长期后遗症(Long Covid)?
- 中医是如何看待及治疗
- 常见新冠后遗症的症状
- 简述新冠肺炎&疫苗的可能机制
- 病案分享

日期: 21/11/2021 (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:

医师  
颜伟鑫



REN TCM Sdn. Bhd. (201501009361)

No. 13 (GF) & 15 (GF), Jalan Suria 1/3,  
Bandar Seri Alam, 81750 Masai, Johor, Malaysia  
Tel: +607 382 3840 | +6016 212 2617 Email: info@rentcm.com

送 RM50现金卷及  
幸运抽奖冬虫夏草丸



Holistic Care  
From The Heart

Nov 2021



## 接种疫苗后, 身体出现的变化

- 接种疫苗后可能的反应/作用机制
- 疫苗接种后, 出现身体不适症状, 中医是如何辅助改善
- 案例分享

日期: 19/12/2021 (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  
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主讲嘉宾:

医师  
邹征希



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Dec 2021



# B E S H O M

THE BEST STARTS FROM HOME



**Manufacturing & Others**

# Manufacturing

- ✓ 1<sup>st</sup> 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.



MS ISO/IEC 17025



# JV – TCM Clinic



## 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.



# 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.

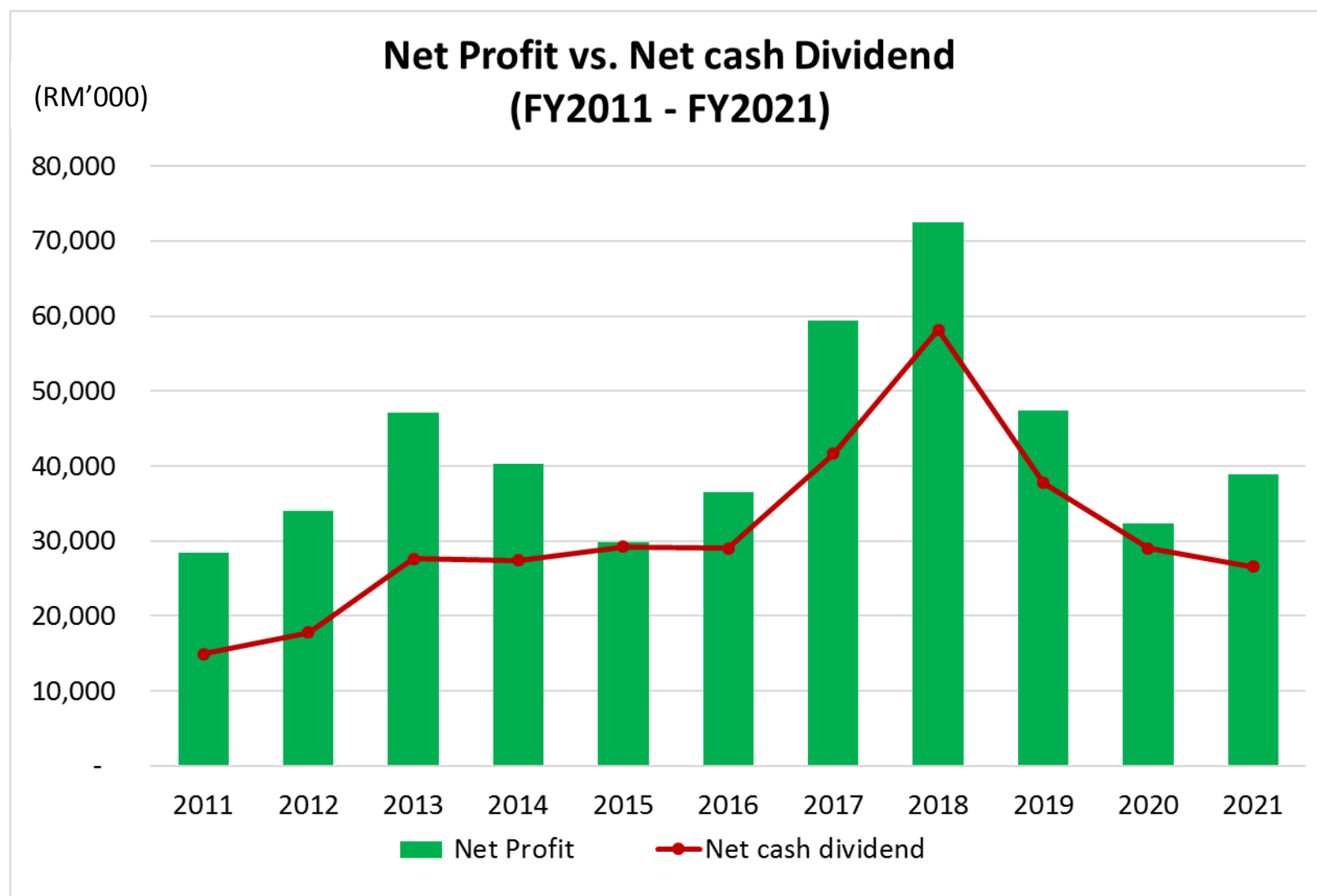


# Awards & Accolades



# 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 payable on 25 January 2022.**





# B E S H O M

THE BEST STARTS FROM HOME

## Thank you

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