



**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  
December 2022**

## Contents

- ❑ Introduction of BESHOM
- ❑ Business Operation Review
- ❑ Financial Highlights
- ❑ 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 2<sup>nd</sup> Board in 1996 – the 1<sup>st</sup> Local Integrated Traditional Healthcare & Wellness Company Listed on Bursa and subsequently transferred to Main Board on 8 Oct 2007.

After 46 years, the Group has implemented 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.



# 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 Review

- ☐ Multi Level Marketing ("MLM")
- ☐ Wholesale
- ☐ Retail
- ☐ Manufacturing & Others



# B E S H O M

THE BEST STARTS FROM HOME



**MLM**





B E S H O M







## Sahajidah Hai-O Marketing Sdn Bhd ("SHOM")

- ✓ HQ in Klang, Selangor – Wawasan Hai-O;
- ✓ Regional offices / branches in Jakarta - Indonesia, Brunei & Singapore;
- ✓ >47,000 active members;
- ✓ 36 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. Resilient Distributor Force & Entrepreneurs

2. Fair & Attractive Commission Scheme & Rewards

3. Offering Quality & Wide Range of Products

4. Effective Sales Campaign/ Promotions & Mega Events

5. Technology & E-commerce

6. Caring to Communities



SAHAJIDAH  
HAI-O  
MARKETING

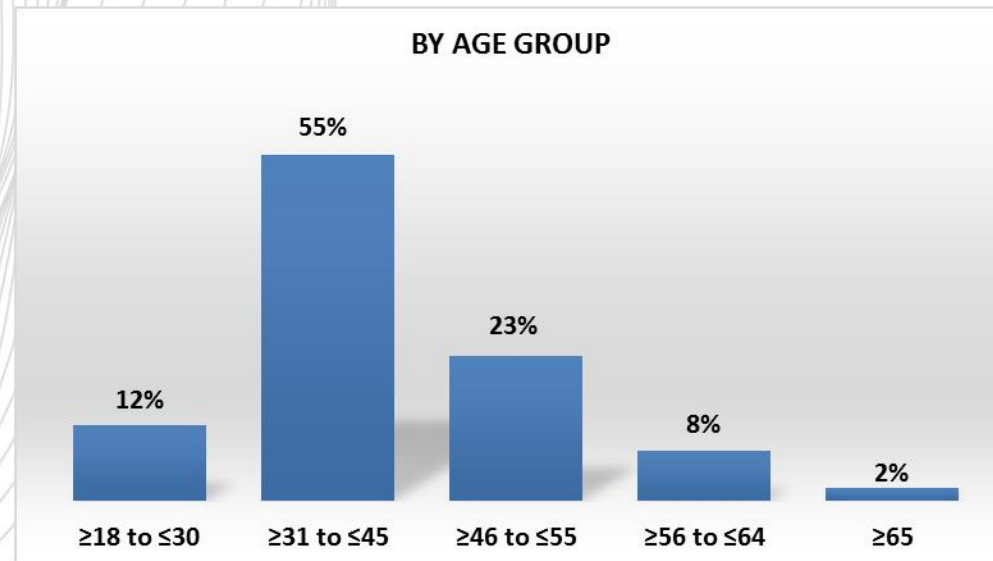
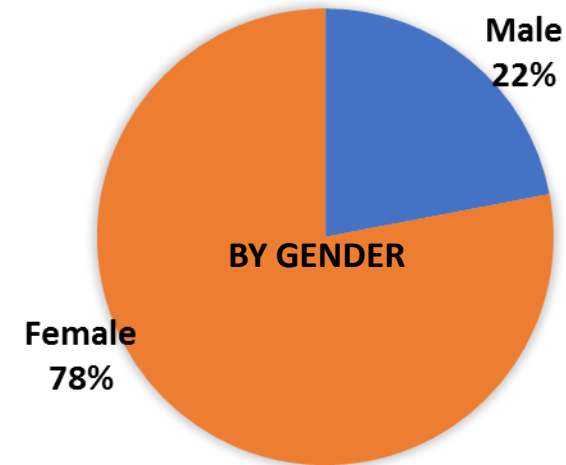
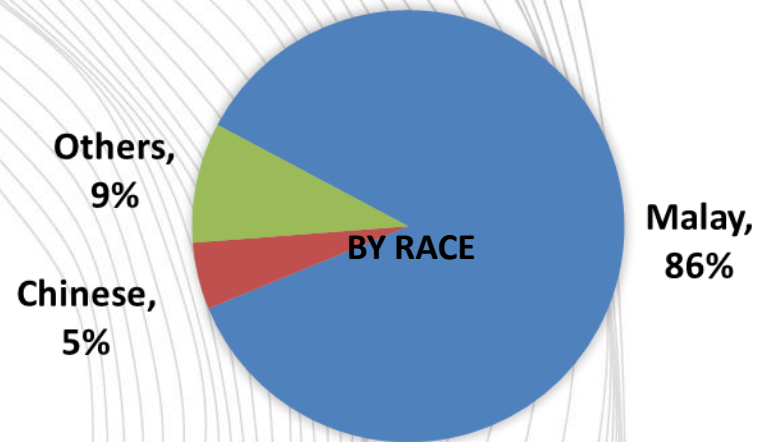
## Resilient Distributor Force & Entrepreneurs

- ✓ 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 October 2022



## Fair & Attractive Commission Scheme & Rewards

- ✓ Up to 67% payout ratio;
- ✓ Offer attractive package to new member & renewed members group;
- ✓ Reward/ Motivate distributors' thru Campaign/ Incentive plan (overseas & local trip);
- ✓ Membership Ranking Progress Award (Recognition);
- ✓ Targeted Programs on "enthusiastic" group





# Incentive Trip

*Majestic*  
**Istanbul**  
TURKEY

6D  
4N

Kempen Insentif  
Percutian Istanbul 2023

1 July 2022 -30 Nov 2022

Your timeless journey  
to the city of dreams begins today!





# Recognition





# Recruitment Reward Campaign



## RECRUITMENT REWARD Campaign VOL II 2022

Miliki 24K aksesori saduran emas apabila anda berjaya merekrut kumulatif 4 orang pengedar baharu (dengan syarat belian 200PV seorang) dalam 2 bulan berturut-turut \*

Tempoh kelayakan:  
**Jun - Oktober 2022**

Terbuka secara eksklusif untuk: **Business Advisor SHOM**  
**Hadiah Premium Batch Pertama 24k Aksesori Saduran Emas**

\*selagi stok masih ada \*gambar ini untuk ilustrasi sahaja \*Sila rujuk panduan Kriteria Kelayakan untuk maklumat lanjut

### Kriteria kelayakan

- Recruitment Reward terbuka kepada semua pengedar sah (*Business Advisors*) dengan status keahlian yang aktif.
- Recruitment Reward akan bermula dari Jun 2022 sehingga Oktober 2022.
- Mereka yang berkelayakan akan menerima satu hadiah premium yang istimewa **selepas merekrut 4 orang pengedar baharu secara kumulatif dalam 2 bulan berturut-turut (membeli sebanyak 200PV dalam tempoh bulan menyertai menjadi ahli)**. Hadiah premium adalah tertakluk kepada ketersediaan stok dan akan berubah dari semasa ke semasa.
- Mereka yang berkelayakan hanya terhad kepada maksimum 2 hadiah premium.**
- Business Advisors* dikehendaki untuk mematuhi Kod Etika Pengedar dalam Buku Panduan Pengedar.
- Keputusan syarikat adalah muktamad, syarikat berhak membuat keputusan ke atas penerima *Business Advisor* yang layak untuk Recruitment Reward.

### Contoh

	JUNE	JULY	AUG	SEPT	OCT	Status kelayakan	Kelayakan kuantiti hadiah
Senario 1	4	-	-	-	1	✓	1
Senario 2	2	2	-	-	-	✓	1
Senario 3	3	1	-	-	1	✓	1
Senario 4	2	-	2	-	-	x	0
Senario 5	-	-	2	2	1	✓	1
Senario 6	-	-	-	4	-	✓	1
Senario 7	8	-	-	1	-	✓	2
Senario 8	4	4	-	-	2	✓	2
Senario 9	6	2	-	-	-	✓	2
Senario 10	2	3	3	-	-	✓	2

## Offering Quality & Wide Range of Products

Food &  
Beverages

Beauty,  
Skin care &  
Personal care

Health  
supplements  
& Nutrition  
food

Household &  
Accessories

Wellness  
products



# Food & Beverages



*Apakah Perbezaanya?*

Min Kaffe®	VS	Min Kaffe® (Enhanced Formula)
Serbuk kopi Robusta		Serbuk kopi Robusta
Biji kopi Robusta yang dipanggang sederhana hingga garing		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**

100% Korean Bamboo Salt

Sweetality®  
Exclusive Sweetality Sweetener

The BrandLaureate 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

NURICH

Puri-C™

*Your Daily Dose of Vitamin C*

SHOP NOW

New launched – March 2022



## Wellness Products





## Wellness Products

**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

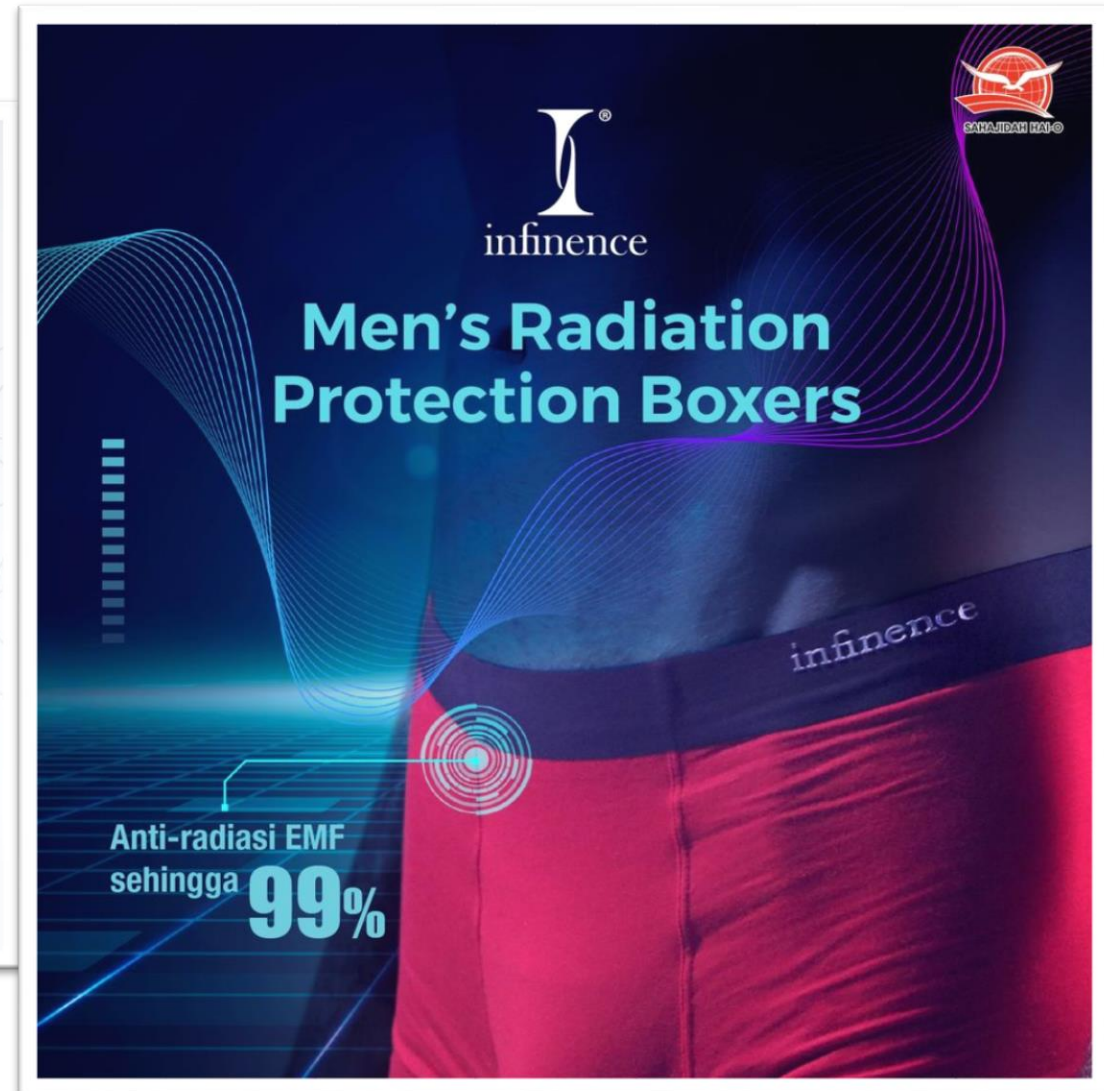


# Wellness Products





## Wellness Products



# Beauty, Skin Care & Personal Care





## Beauty, Skin Care & Personal Care







## Household & Others





## Enhancing & Extension of Products Range (New Launched)



## New Product (August 2022): LG PuriCare Water Purifier (Best Home Rental Plan)

LG PuriCare™

### A FRESH TAKE ON SELF-SERVICE TANKLESS WATER PURIFIER



LG PuriCare™



#### Directly Filtered from the Tap

No more stagnant water. Directly filters water straight from the pipe into your cup, giving you fresh-tasting water every time



#### No Water Tank Contamination

Hygienic water for you anytime. Tankless technology eliminates any concern about microorganism formation.



#### Unlimited Water Supply

Enjoy a continuous drinking water supply even in times of high demand without the limitations of a water tank.



#### Instant Heating & Cooling

Tankless water purifier gets rid of the need to constantly reboil water, thus saving energy.



New Product (September 2022):  
Sarang Botanical Mix Beverage Goji with Honey and Bird's Nest



**SaRang™**

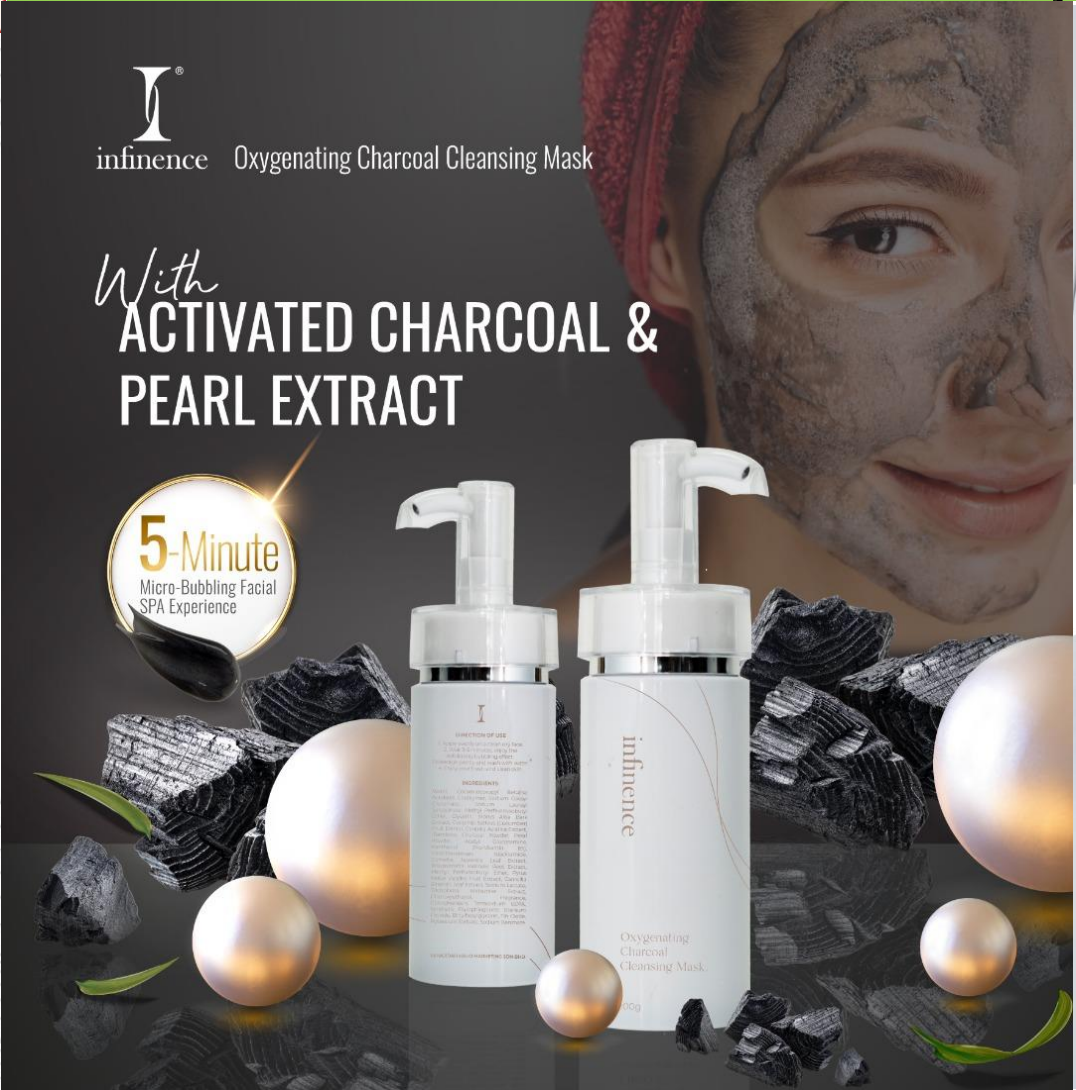
**Botanical Mix Beverage Goji with Honey and Bird's Nest**

**2.5g dry bird nest per bottle**  
**4 bottles per box**



# New Product (September 2022):

- infinence Oxygenating Charcoal Cleansing Mask
- infinence Photon Fusion Tone & Lift Beauty Device



**infinence** Oxygenating Charcoal Cleansing Mask

*With*  
**ACTIVATED CHARCOAL & PEARL EXTRACT**

**5-Minute**  
Micro-Bubbling Facial  
SPA Experience

**infinence**  
Oxygenating Charcoal  
Cleansing Mask



**SAHAJIDAH HAI-O**

**infinence**  
Photon Fusion Tone & Lift Beauty Device

**3-in-1** Photon Care  
to lift and tone your face at the comfort of your home

Incorporate the rejuvenating and sensorial facial massage to your everyday beauty routine to effectively optimize the absorption of skin care actives into your skin

**Anti-aging care**  
for your face and neck

1. Long press the power button to turn on the device.
2. Apply serum, day cream or night cream and glide them with the device in an upwards motion.
3. Press the power button to change to other desired modes.

**New PRODUCT**

① Lift up from chin to cheek  
② Lift up from cheek to outer canthus  
③ Lift up from neck to chin  
④ Lift up from chin to maxilla



# New Product (November 2022): PENTOLI Cookware

**PENTOLI**  
Cook In Style!

**12 Nov 2022**

**SHOM 30**  
ANNIVERSARY  
1992 - 2022

**1-DAY EXCLUSIVE COOKWARE DEALS**

**GRAB NOW!**

**50 SETS ONLY!**



**Lowest Price Ever**  
**SAVE UP TO RM1,000**

One-day Only Special Price    Lucky Draw Prizes Worth Up To RM1,500    Free Gift With Purchase

**FLEXIBLE PAYMENT METHOD**

**1 OUTRIGHT PAYMENT**  
Get RM100 SHOM Shopping Voucher

or

**2 myIOU**  
As low as RM133 per month

\*Terms & Conditions apply

**1-DAY EXCLUSIVE COOKWARE DEALS** **12 Nov 2022** **50 SETS ONLY!**

**A**

As low as **RM133** per month

**RM950**  
Normal Price ~~RM1,150~~



07001F **FREE**  
18cm Sauce Pot With Cover (worth RM350)

**TOTAL WORTH RM1,500 | SAVE UP TO RM550**

07005PA (Outright)    07005PAMY (myIOU)  
Special Price: RM950.00  
PV: 950    BV: 285    Incentive Point: 95.0

**B**

As low as **RM133** per month

**RM950**  
Normal Price ~~RM1,150~~



07004F **FREE**  
22cm Frying Pan (worth RM300)

**TOTAL WORTH RM1,450 | SAVE UP TO RM500**

07005PB (Outright)    07005PBM (myIOU)  
Special Price: RM950.00  
PV: 950    BV: 285    Incentive Point: 95.0

**C**

As low as **RM161** per month

**RM950**  
Normal Price ~~RM1,150~~



07001F  
07004PWP  
**PWP Sauce Pot & Frying Pan @ RM200**  
18cm Sauce Pot With Cover (worth RM350)    22cm Frying Pan (worth RM300)

**TOTAL WORTH RM1,800 | SAVE UP TO RM650**

07005PC (Outright)    07005PCMY (myIOU)  
Special Price: RM1,150.00  
PV: 1,150    BV: 345    Incentive Point: 115.0

**D**

As low as **RM196** per month

**PWP @ RM150**  
38cm Flat Bottom Wok with Cover (worth RM1,150)



07005PWP

**RM1,250**  
8L Pressure Cooker

**TOTAL WORTH RM2,400 | SAVE UP TO RM1,000**

07006P (Outright)    07006PMY (myIOU)  
Special Price: RM1,400.00  
PV: 1,400    BV: 420    Incentive Point: 140.0



# New Product (December 2022): D'Chef Signature Sauce



**D'Chef Signature Sauce**

Extremely versatile with explosive flavours that will revolutionize your meals

- No added Preservatives, Artificial Colours and Flavours.
- Can be used in a wide variety of dishes in cooking.






Net Weight / Berat Bersih: 200g



## CLAYPOT CHICKEN RICE

WITH D'Chef Signature Sauce

TOTAL TIMES: 30 MINUTES    SERVES: 2

### INGREDIENTS

D'Chef Signature Sauce	200g
Rice	3 cups
Water	450ml
Yam (Diced into cubes)	300g
Chicken (Cut to bite-sized pieces)	400g
Dried mushroom (Cut and soaked for 1 hour)	

### COOKING DIRECTIONS:

- Cook all the ingredients in a rice cooker except for D'Chef Signature Sauce.
- Add D'Chef Signature Sauce and mix well.
- Add pepper & sesame oil for taste (optional).
- Garnish with scallions and fried shallots (optional).
- Serve hot with your favourite beverage.





## Effective Sales Campaign/ Promotions & Mega Events



ENJOY THE GOODNESS OF

**SHOM's**

most-loved products with  
this perfectly curated

# ESSENTIAL STARTER KIT

ranging from

**NUTRITIONAL BEVERAGES, WELLNESS AND  
BODY CARE NECESSITIES**

for an exciting experience!



**Welcome to the  
world of SHOM!**

Essential Starter Kit  
at only **RM221!**

**Available  
Now**  
1 April 2022



**Free Membership &  
Delivery to Doorstep!**

**SAVE UP TO 15%!**

**SK009**

Normal Price: ~~RM 260~~

**DP WM :RM 221**

**EM :RM 236**

**PV: 221 BV: 100**

**Your First Daily Necessities**



**NU RICH®**

**BB+GLO**

*Marine  
essence*





"AIDILADHA  
KINI LEBIH  
MERIAH DENGAN  
MIN KAFFE"

# TRIVIA

## KOMEN & MENANG

**16 Min Kaffe Collapsible Cup  
untuk dimenangi!**

Tempoh peraduan: 8-9 Julai 2022 (sehingga jam 23:59)



Pemenang akan dipilih dari  
f Facebook (8 orang) dan @ Instagram (8 orang)

\*Pilihan warna akan diberikan secara rawak  
\*Keputusan juri adalah muktamad





*Created*  
FOR YOUR QUICK START TO  
**ENTREPRENEURSHIP**

SAHAJIDAH HAI-O

SK009

PROMOTION: 1/10~31/12/2022

**Hello!** 🖐️

Join us now!

**Option 1**

**FREE membership**  
when you purchase the  
SHOM Essential Starter Kit  
@ **RM221** with **free delivery**  
to doorstep!

**SHOM ESSENTIAL STARTER KIT**

Total worth **RM260**

*"Dream big  
with small startup cost"*

Health  
Beauty  
Personal Care

**Earn on EVERYDAY NECESSITY**

- Potential products with high consumer demands
- Efficacy backed with clinical studies
- Exclusive formula that can't be found anywhere
- High quality ingredients at super affordable price

\* Terms & Conditions Apply

Talk to our authorized SHOMpreneurs about starting your SHOM business today!  
Or visit [www.shom.com.my](http://www.shom.com.my) to learn more

PROMOTION: 1/10~31/12/2022

SAHAJIDAH HAI-O

**Free** renewal upon  
purchase of any SHOM  
products worth 200PV  
(in a single invoice)

**JOM RENEW &  
GET  
REWARDED!**

*Renew your  
membership now*  
& continue your  
journey as a  
SHOMpreneur!

Renew your membership and continue to enjoy:

- Member-exclusive special price, promotions and campaigns
- First-hand news, information & updates straight from us
- Extra rebates, monthly rewards and up to 20% retailing earnings
- Secure your promotion rank & accumulated sales points

\* Terms & Conditions Apply



**Newbie Privilege Deals & Rewards**  
Applicable for new members who joined from 1 - 30/11/2022

*Grab it before 31/12/2022*

**Grab Your Newbie WELCOME KIT at RM150 only!**

**Earn RM10 Welcome Kit Rebate!**

**Total saving up to RM22**

**Newbie Welcome Kit worth RM162.40**

Marine Essence Anti-bacterial Charcoal Infused Toothbrush (2% / box)  
Marine Essence Beauty Bar (2% / box)  
Nurich PurinC (60% / box)  
Sweettally Granulated Sweetener Flexi pack (200g / pack)  
Soya Kaffee Enriched Formula (20% / box)

**SK010**  
DP (WM): 150.00 | DP (EM): 160.00  
PV: 150 BV: 63 | Rebate: RM10

Comes with a **FREE** SHOM Essential Starter Kit Bag

**PACKAGE A**

**PENTOLICIOUS HOT DEALS**  
Effective from 1 Dec 2022  
Limited to the first 500 sets

**Pre-Order Now!** Book your cookware with only RM100!

**RM1,150**

**38cm Flat Bottom Wok With Cover**

**SAVE UP TO RM408**  
worth RM1,558

**FREE**

18cm Sauce Pot With Cover (worth RM425)  
Stainless Steel Wok Spatula (worth RM58)  
SHOM Starter kit bag & D'chef signature sauce

**As low as RM147 per month**

07005VCA  
DP (WM): RM1,150 | DP (EM): RM1,158  
PV: 1,150 BV: 403

**\*T&C Apply**  
\*The balance amount is to be paid upon stock arrival via the voucher given.  
\*The redemption & collection of stock via voucher is only available via branches and stockists.

**PACKAGE D**

**PENTOLICIOUS HOT DEALS**  
Effective from 1 Dec 2022  
Limited to the first 500 sets

**Pre-Order Now!** Book your cookware with only RM100!

**RM1,250** 8L Pressure Cooker

**PWP @ RM350** (worth RM1,150)

**38cm Flat Bottom Wok With Cover**

**SAVE UP TO RM858**  
worth RM2,458

**FREE**

18cm Sauce Pot With Cover (worth RM425)  
Stainless Steel Wok Spatula (worth RM58)  
SHOM Starter kit bag & D'chef signature sauce

**As low as RM210 per month**

07005VCD  
DP (WM): RM1,600 | DP (EM): RM1,616  
PV: 1,600 BV: 560

**\*T&C Apply**  
\*The balance amount is to be paid upon stock arrival via the voucher given.  
\*The redemption & collection of stock via voucher is only available via branches and stockists.

**SPECIAL PROMOTION**

**1 Dec 2021 - 31 Jan 2023**

**SUBMIT & REDEEM**

**One (1) box of BB Glo 7 sachets worth RM90 CP for FREE**  
(Upon Successful Best Home Rental Plan Submission)

**BB+GLO**

**Alert**  
Order has been submitted. Thank you for choosing LG Puricare.

**Close**

**Pentoli cook In Style!**

**Pentoli Demo Roadshow MIRI**

**DATE: 11 DEC 2022 (SUNDAY)**  
**TIME: 1.00PM - 5.00PM**  
**VENUE: Miri Branch (SARI)**  
Lot 2411, Ground & 1st Flr, Boulevard Commercial Centre, Jalan Pujut, 98000 Miri, Sarawak.

**SPECIAL GUEST**  
**Chef Low**

**TikTok Startup Master Class**

- Cara buat LIVE di TikTok
- Jana *SIDE INCOME* dengan bisnes TikTok Shop
- Content TikTok Live yang efektif & berkesan
- Langkah penting mencipta content ringkas
- Selesaikan isu pendaftaran TikTok Shop
- Bina sistem TikTok Shop anda sendiri
- Pelajari cara-cara untuk menghubungkan akaun anda

**DATE: 10 DEC 2022 (SAT)**  
**TIME: 8pm - 1030pm**  
**VENUE: SARI Miri Branch**  
Lot 2411, Ground & 1st Flr, Boulevard Commercial Centre, Jalan Pujut, 98000 Miri, Sarawak.

**ANGIE LIM**  
SHOM Digital Trainer

**LG Puricare**

**BEST HOME RENTAL PLAN**

**Pioneers of 2023**  
New year, new opportunities, new income!

**HIGHLIGHTS:**

- ✓ How to get the most out of the Best Home Rental Plan
- ✓ Revised criteria announcement
- ✓ Fast track your way to new networks and opportunities

**DATE: 28 December 2022 (Wednesday)**  
**TIME: 8:30pm**

**Meeting ID: 858 8171 9399**  
**Passcode: 659991**

**Jonathan Khoo**  
Sales & Product Manager  
LG Puricare Malaysia

**SHOM 30** PROMO DATE: 29-30/11/22 **SHOM 30 ANNIVERSARY**

**SURPRISE DEAL**

**Limit to the last 500 members only**

**24K GOLD CHARCOAL**  
**BLOOMING SAKURA**

**Grab it Now!**

**Purchase of 600PV SHOM products**  
**Get 1 box of Limited Edition Marine Essence Beauty Bar** (worth RM80)

For East Malaysia, the free gifts will be given in product voucher form. The free gifts can then be redeemed using this voucher once the items are available. \*T&C Apply \*\*1 free gift per invoice only



**ZOOMINAR SHOM MAY 2022**



## Kajian Pasaran - Nurich Puri C & Marine Essence Toothbrush

25 May 2022, 8:00pm



Speaker

Hidayah, Nutritionist of SHOM

Meeting ID: 890 6801 5816 Passcode: 900120

*Mark the date & join us!*



Taklimat Produk Sweetality

# G.E.T. SOLUSI



Terbuka kepada semua usahawan SHOM  
(Terhad kepada 200 orang)

Tarikh  
23 Julai 2022 (Sabtu)

Masa  
2:00 - 6:00 petang

Tempat  
Dewan Puteri 1,  
Emerald Puteri Hotel,  
Sungai Petani, Kedah

Key Speaker of the day  
CDM MUHAMMAD SALEH  
B KAMARUDDIN



2nd Speaker  
Mr. Edward Poh

**Cara Aplikasi myIOU  
untuk B-XTRA**



**B E S H O M**



## SHOM TECHTALK

EVERYTHING you  
need to know about



Sweetality™



7 June / Tuesday / 8.30pm



Meeting ID : 852 8426 0250  
Passcode : 819431

SPEAKER  
**EDWARD POH**  
System Integration Specialist





# SHOM 30 ANNIVERSARY

1992 - 2022

12 Nov 2022





SAHAJIDAH HAI-O

SHOW



## 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](#)



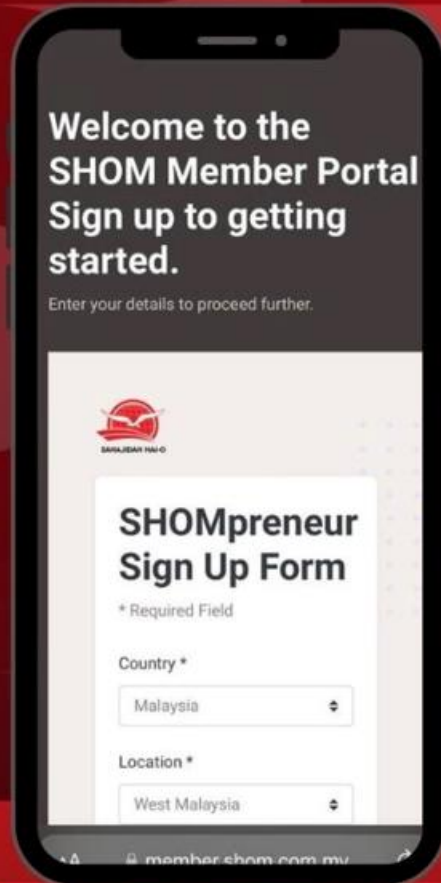


# Personalised Landing Page just for you

[getstarted.shom.com.my](https://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 \*

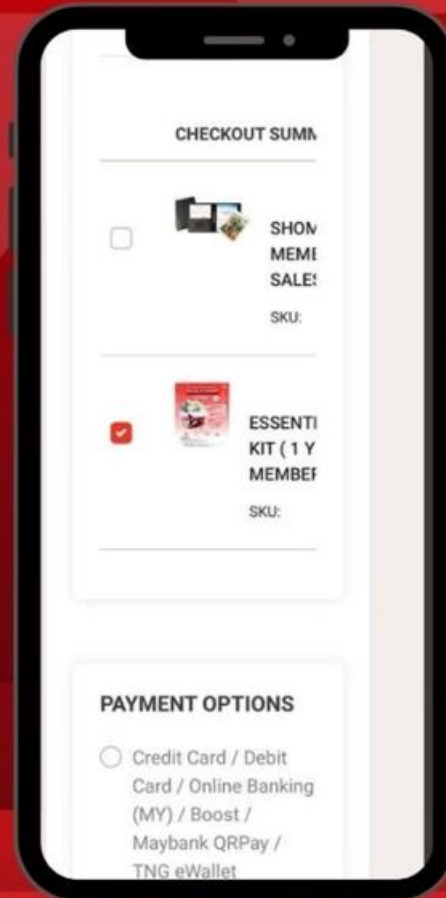
Malaysia

Location \*

West Malaysia

member.shom.com.my

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



CHECKOUT SUMMARY

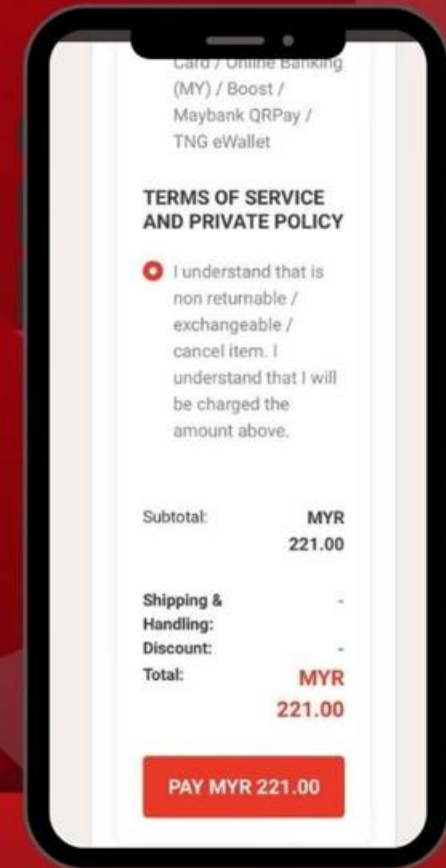
☐ SHOM MEME SALE!  
SKU:

☒ ESSENTI KIT (1 Y MEMBEF  
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 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.**



## eSHOM ACADEMY



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

## AiryVentz Air Purifier Giveaway







# Projek Kasih Ihsan Mendiang Tan Kai Hee

*Tempoh kelayakan : 1 April - 30 June 2022*

TAN KAI HEE  
FOUNDATION



SHOM  
EDUKIDS

Paving The Ways For Future Of Children









# 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

**B E S H O M**

## Business Strategies

Stimulates purchases with strategic sales and marketing plans.



(i)

Price increase for medicated liquor, cooking wine and other foodstuffs.



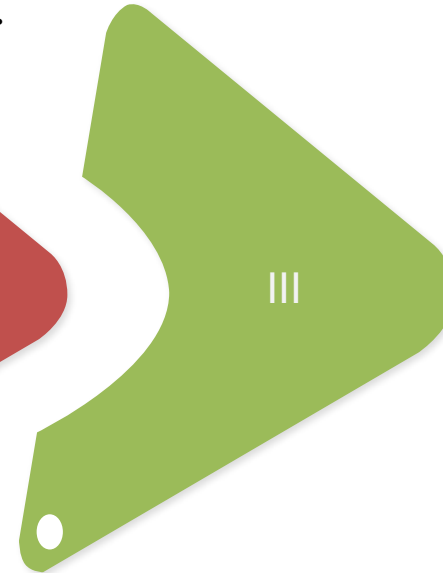
(ii)

Instore availability and visibility (display).



(iii)

4 consumer reward program (PWP/GWP) for key accounts.

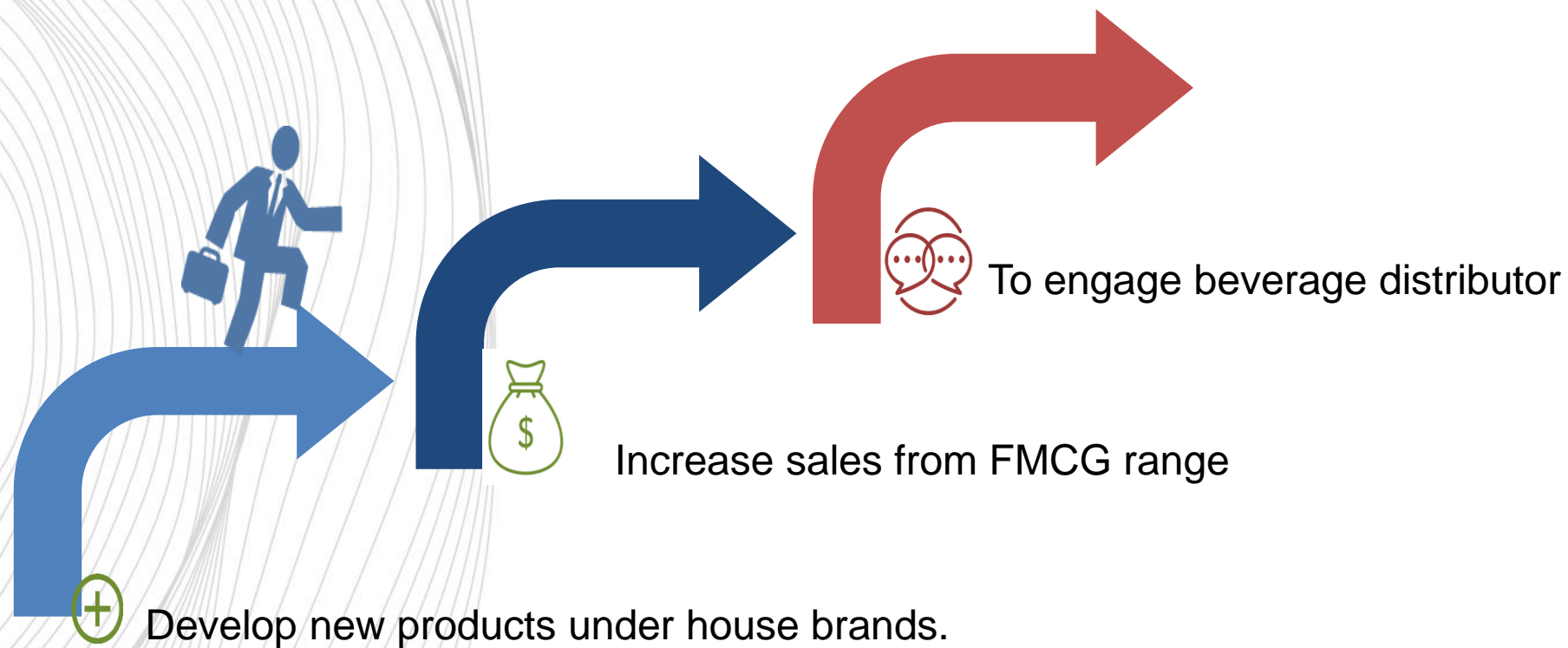






Wholesale

## Business Strategies

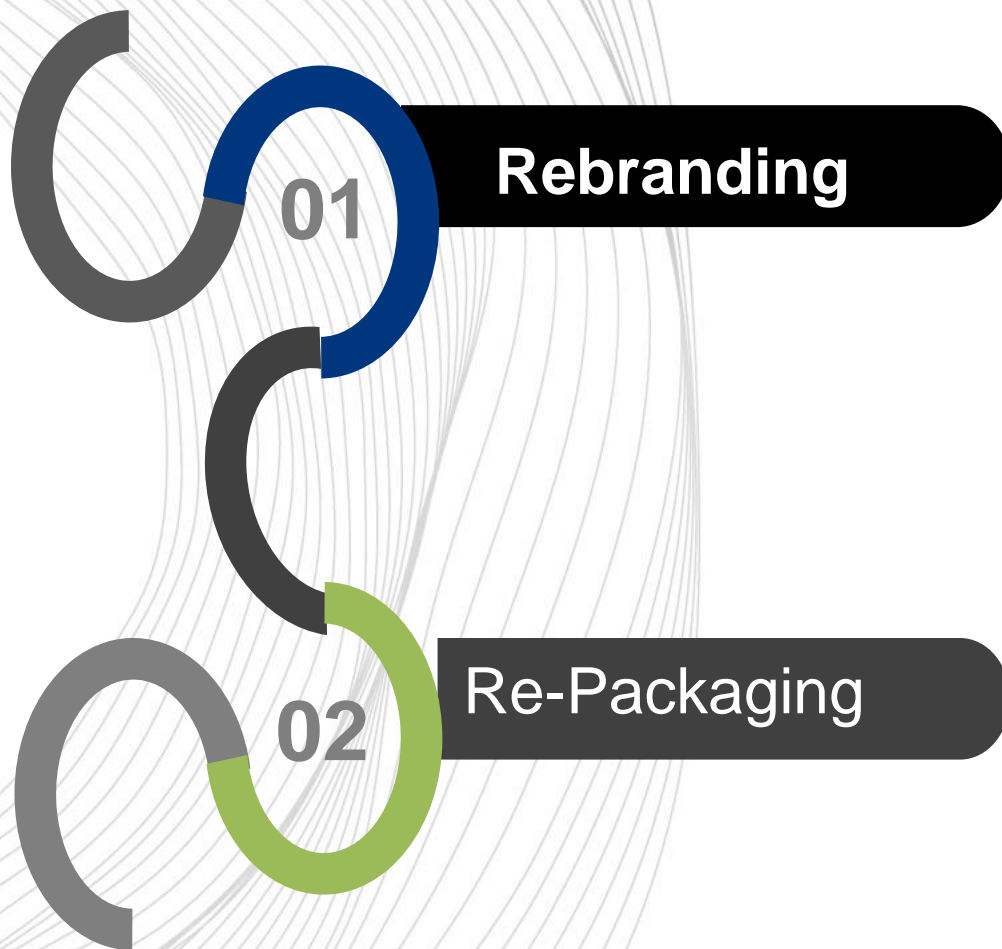


**Enhance development of FMCG product range.**

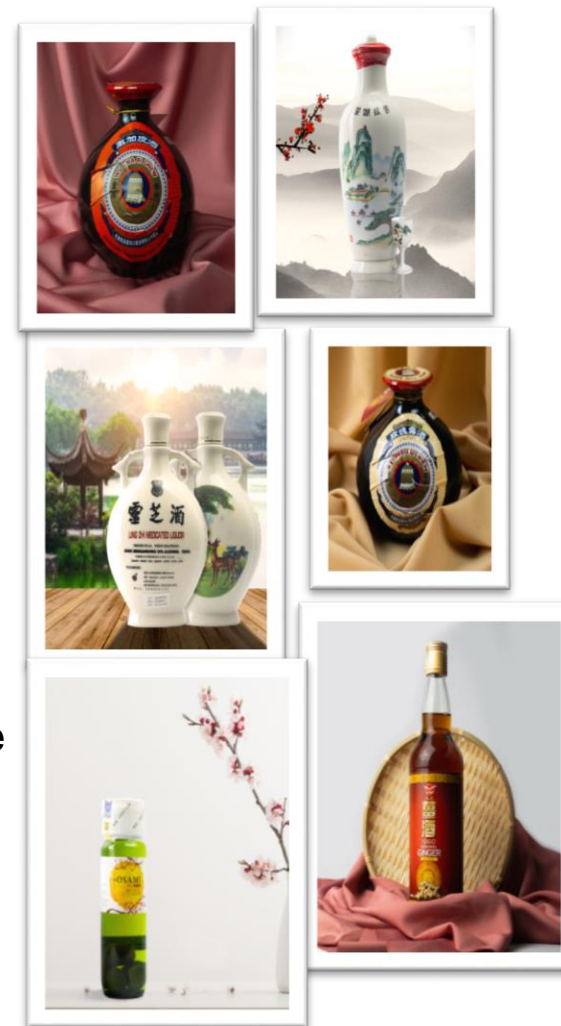


# Wholesale

B E S H O M



Brand power  
campaign for main  
line products.



Inno Reno for house  
brand products.





B E S H O M

# Wholesale Cooking Wine, Health Tonic, Tea & Wine



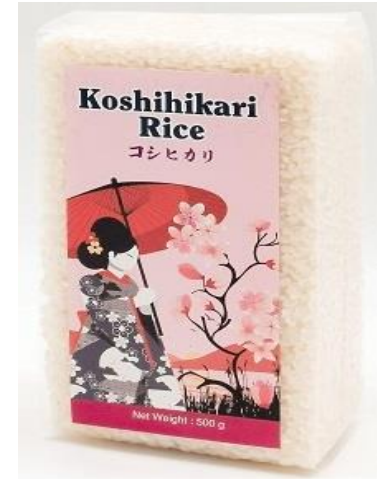




B E S H O M

# Wholesale

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



## Instant Cooking







# Wholesale

B E S H O M



**Grab It Now !**



**Grab It Now !**



**WE'RE HERE!  
MYTOWN CHERAS**





# Wholesale

B E S H O M



## 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 and Pavilion.







Wholesale

B E S H O M

美味风采 f LIVE ORIENTAL CUISINE

Cooking DEMO BY

**Brian & Stella**

7 June 8.00pm

HAI-O

直播送 5 份 红糖姜茶







# B E S H O M

THE BEST STARTS FROM HOME



**Retail**





# 55 Retail chain stores and franchises

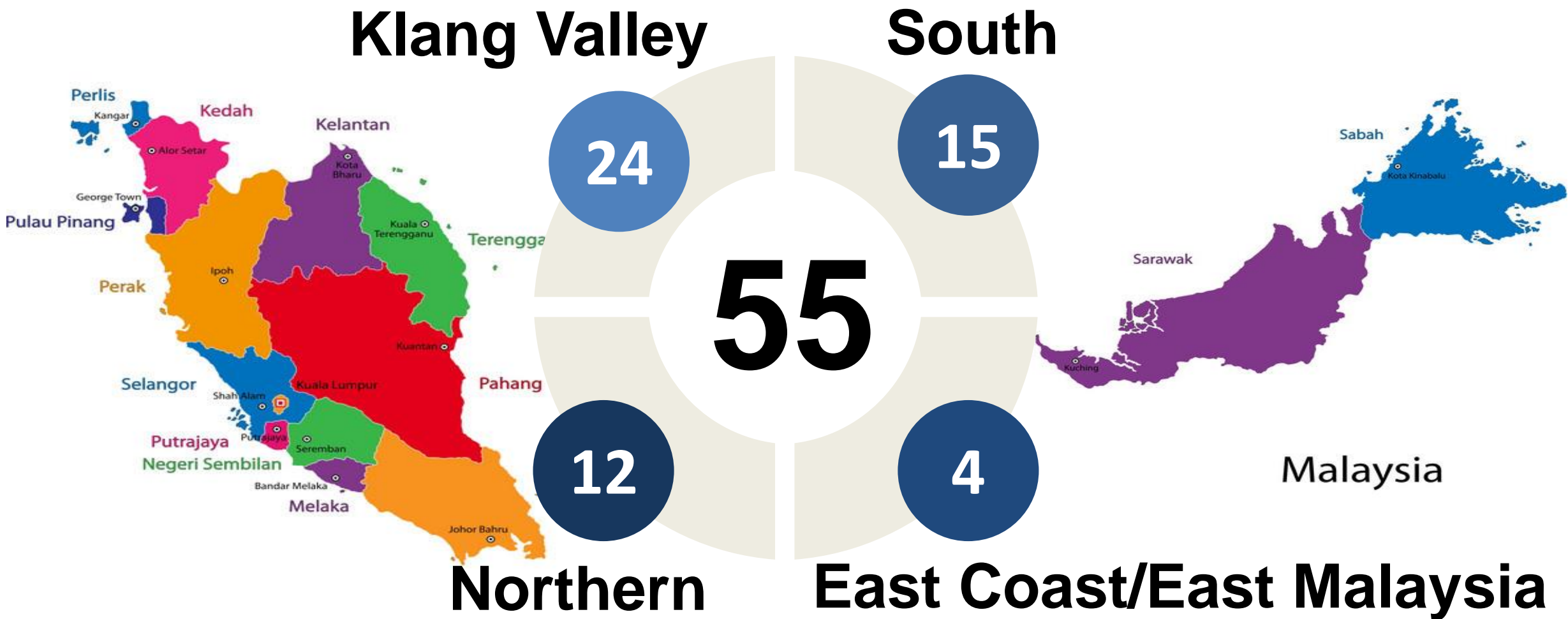


## Hai-O Flagship Store . 海鷗旗舰店





# 海鸥连锁店分布图

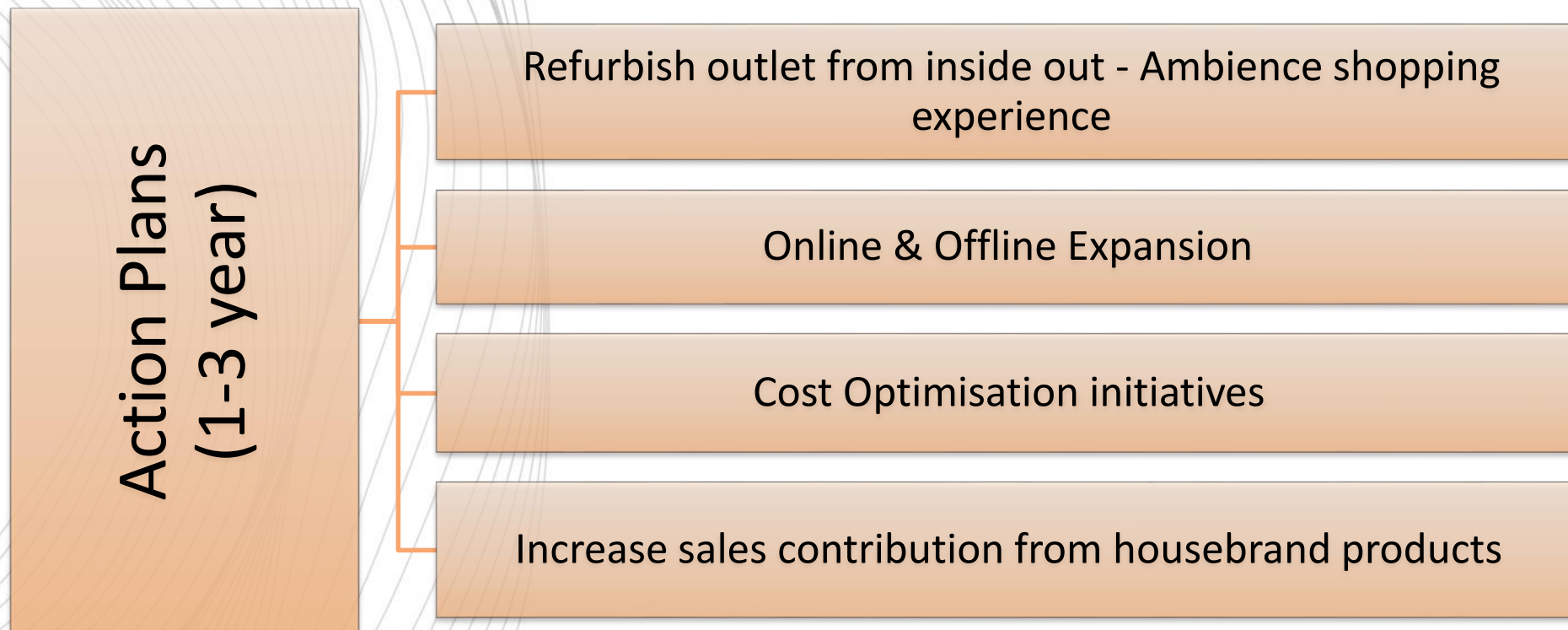




- ✓ A leading herbs & healthcare products chain stores in Malaysia;
- ✓ 55 outlets, including 7 franchise;
- ✓ Carry an extensive range of Traditional Chinese Medicines (TCMs), teas, health tonic, wines, gift packs or hampers and other healthcare products;
- ✓ As part of quality service, also provide 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





## Value & General Herbs, Health & Food Supplements





## Value & General Herbs, Health & Food Supplements





# CNY Hampers & Gift Box





**HAI-O** 海味

**EXCLUSIVE DISCOUNTS FOR YOU**

**惊喜优惠**

**8.7.2022~10.7.2022**

**MALAYSIA HEALTH & WELLNESS FAIR 2022**

**大马保健展**





# New Outlet Opening

## Ipoh Garden Selatan in July 2022





海鸥连锁店 网上商城

B E S H O M

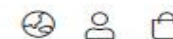
Hai-O e-Store  
<https://mall.hai-o.com.my/>

← → ↻ [mall.hai-o.com.my](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

PROMOTIONS

STORE LOCATOR

MEMBERSHIP REWARDS

BRAND

WHAT'S NEW

Purchase  
RM100  
& get Free  
Delivery

买上RM100免邮!

(只限西马)

West  
Malaysia  
Only

HAI-O 海鸥



FREE Shipping



Secured Payment



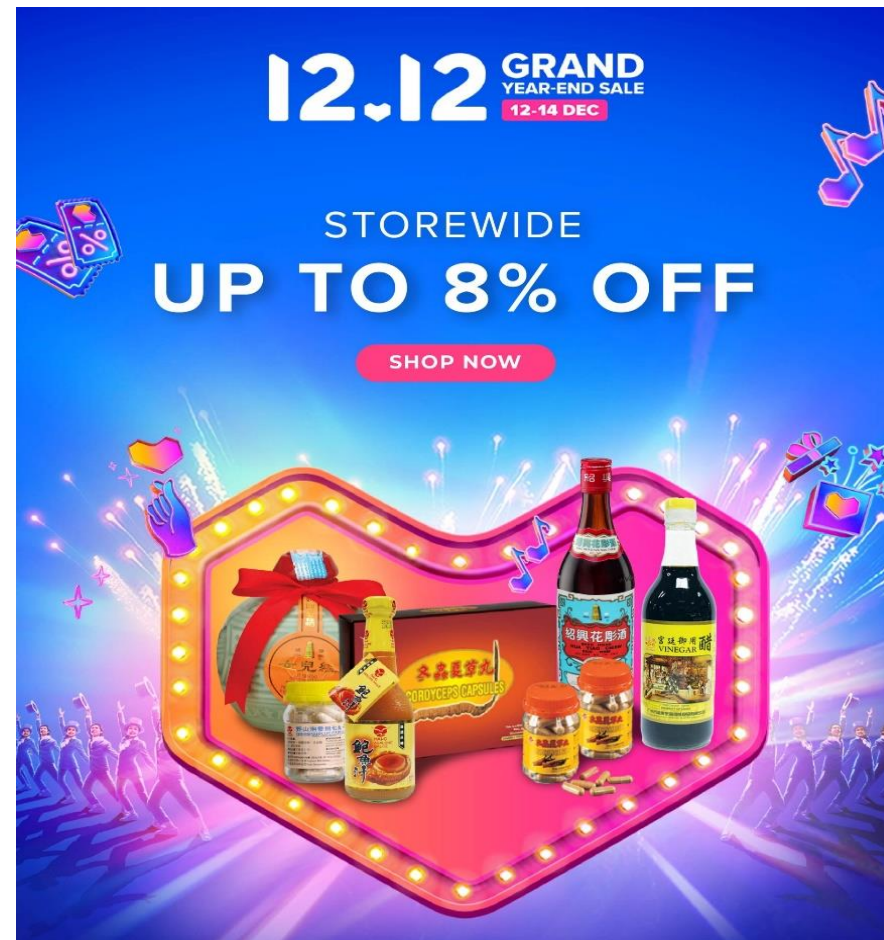
Exclusive Price



Membership Rewards









## TCM Clinic . 中医诊所







## 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

主讲嘉宾：

颜伟鑫 医师



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

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?

主讲嘉宾：

奚蓓莉 医师



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

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

Feb 2022



# 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

- ✓ 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.







## 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; and
3. Highest Returns to Shareholders over 3 years under the Consumer Products & Services Sector.



# Awards & Accolades



**2023 Most Preferred Graduate Employers to Work For – TCM Category no. 2**

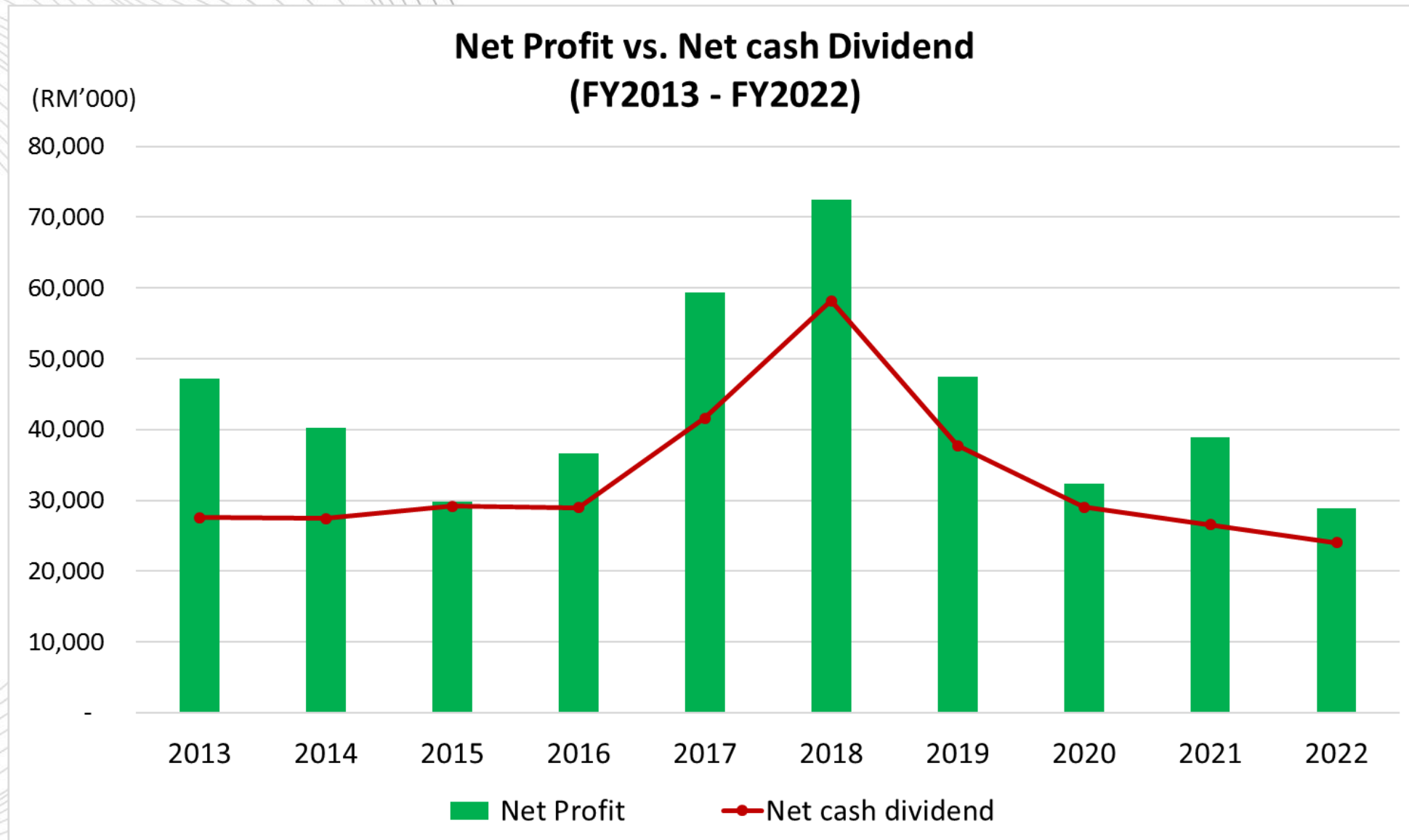


# Dividend Policy

**Dividend policy to distribute at least 50% of the profit for the year as dividend remains unchanged:**

- ✓ FY2019 – 80% payout ratio (13 sen);
- ✓ FY2020 – 90% payout ratio (10 sen);
- ✓ FY2021 – 68% payout ratio (9 sen);
- ✓ FY2022 – 83% payout ratio (8 sen);
- ✓ **31 Oct 2022 (FY2023) – declared a 3 sen single tier interim dividend with the entitlement and payment dates to be announced in due course (31 Oct 2021 (FY2022): 3 sen).**





# B E S H O M

THE BEST STARTS FROM HOME

## Thank you

---

Wisma Hai-O, Lot 11995, Batu 2, Jalan Kapar, 41400 Klang, Selangor Darul Ehsan, Malaysia

T. +603-3342 3322 | F. +603-3342 8285 | E. [info@beshom.com](mailto:info@beshom.com)

[www.beshom.com](http://www.beshom.com)

