

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 2023

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 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.

After **more than** 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

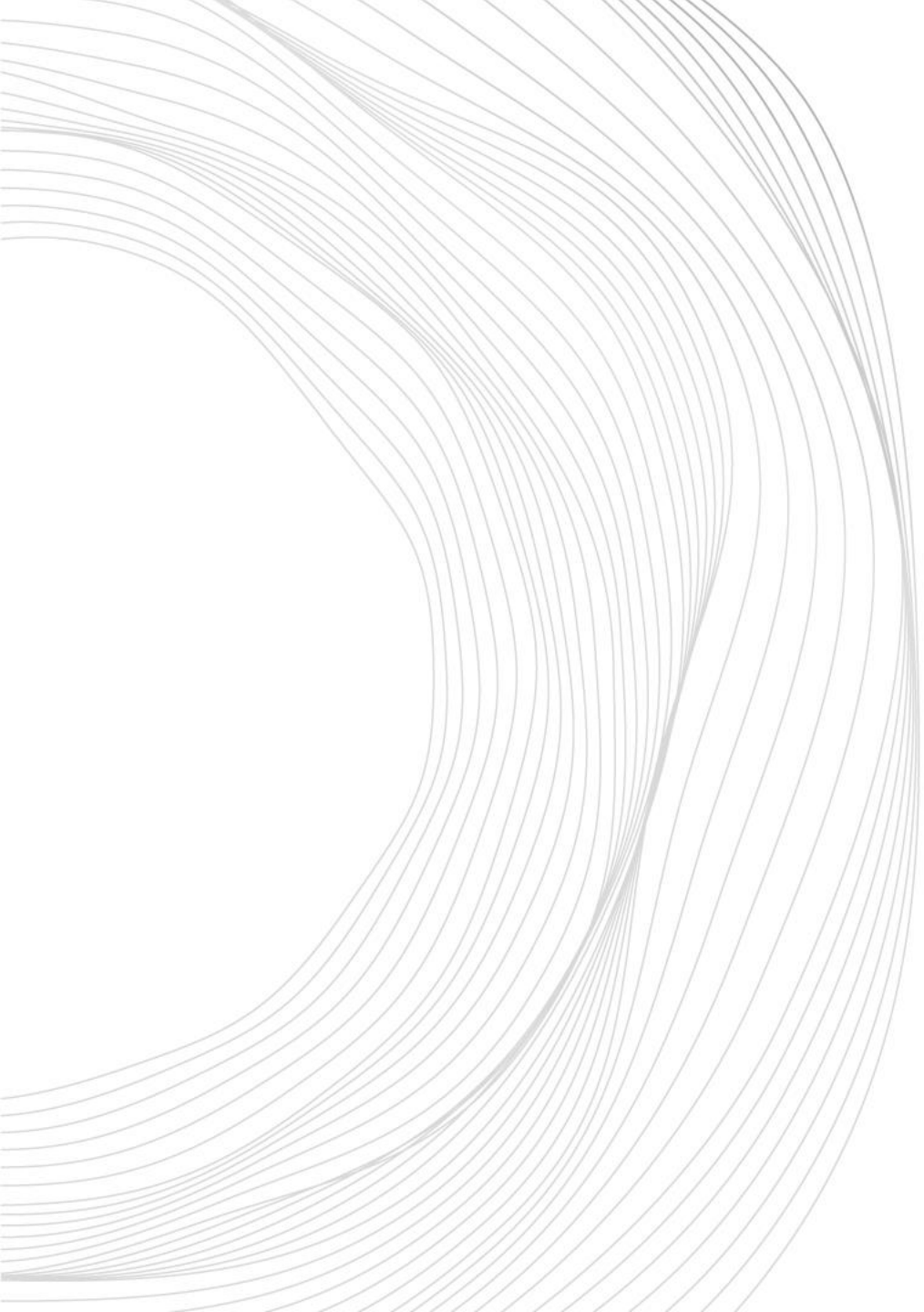
- We aim to become the premier healthcare company in Malaysia and thereby bringing the greatest value and pride to our customers, business partners, employees and shareholders.

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”)

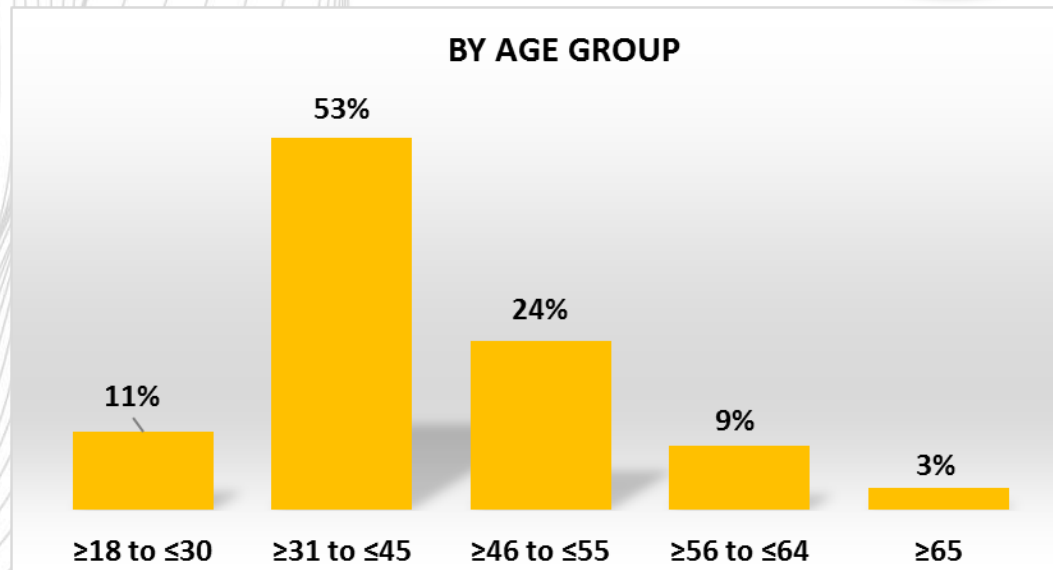
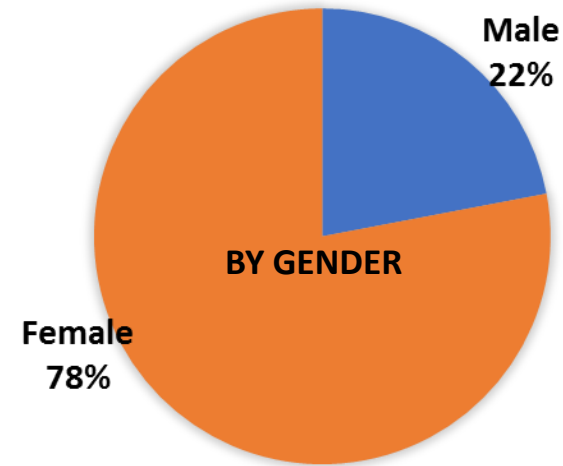
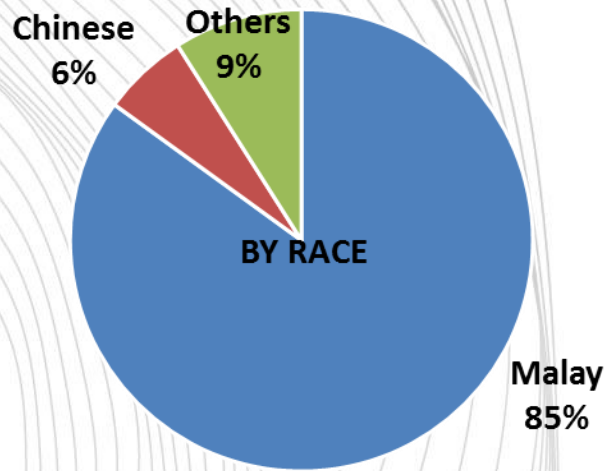
- ✓ HQ in Klang, Selangor – Wawasan Hai-O;
- ✓ Regional offices / branches in Jakarta - Indonesia, Brunei & Singapore;
- ✓ >45,000 active members;
- ✓ 33 stockists, branches and sales point nationwide and Brunei;
- ✓ About 80% members are Bumiputra & majority are female;
- ✓ Strong corporate branding “**SHOM**” – clearly differentiate MLM business model with other divisions.

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 2023



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



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

Bukan Cha
yang biasa-biasa,
It's Min Cha!

-  Diperbuat daripada daun teh hitam berkualiti tinggi dari Yunnan, China
-  Ditambah baik garam buluh dari Korea
-  Berkalori rendah 68kcal



MINCHA

*The Elevated Taste Sensation
of Our Exclusive Milk Tea*

MINCHA

TEH PRACAMPUR DENGAN
GARAM BULUH

MINCHA
MILK TEA

Food & Beverages

Dirumus dengan
madu dan Sweetality
 UNTUK KEENAKAN RASA YANG CUKUP MEMUASKAN

Sweetality pengganti gula berevolusi yang
 diperbuat daripada gula tebu

SaRang™
 Specially Formulated With Cave Bird's Nest And
 Enhanced With Nourishing Honey & Goji Berry

100%
 NATURAL CAVE BIRD'S NEST

No Preservative and Bleaching **Exclusively Hand-cleaned** **Rich In Protein and Minerals** **Ready To Drink!**

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
Bes Minuman Buah Campuran Oren, Nanas, Mangga, Markisa dengan Vitamin C dan Vitamin D3

NURICH

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

Net Weight / Berat Bersih: 50 each (sachet) x 30

Tailor Made
blended mixture of fruits

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



NURICH

ALL IN ONE

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

NURICH

DO YOU KNOW?

500mg Vitamin C per sachet equivalent to

					
10 oranges	12 lemons	8 kiwifruits	122 strawberries	40 tomatoes	23 okras

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





B E S H O M

Beauty, Skin Care & Personal Care

Jampil Rapi & Yakin dengan

COZUMA®





B E S H O M

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

I[®]
 infinence Oxygenating Charcoal Cleansing Mask

With
**ACTIVATED CHARCOAL &
 PEARL EXTRACT**

5-Minute
 Micro-Bubbling Facial
 SPA Experience



**New
 PRODUCT**

I[®]
 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.



Lift up from chin to cheek Lift up from cheek to outer canthus Lift up from neck to chin Lift up from chin to maxilla

Beauty, Skin Care & Personal Care



An effective water-based formula to cleanse and remove makeup while moisturizing the skin



- Powerful cleansing removes thick, waterproof makeup effortlessly.
- No greasy residue.
- Perfect for all skin types.
- Superb moisturizing effects, thanks to skin-loving ingredients.
- Soft and moist skin after use.
- Formulated with ZERO harmful ingredients.

Beauty, Skin Care & Personal Care



Beauty, Skin Care & Personal Care

Kekalkan Kesihatan Rambut Dengan Marine Essence Hair Conditioner

Marine
essence®



BEBAS DARIPADA PARABEN DAN SULFAT

Mengekalkan tekstur dan menjadikan rambut lebih lembut dan sihat



DIPERKAYA DENGAN 'SILK PROTEIN'

Protin yang tinggi dapat meningkatkan kelembapan dan sekaligus menguatkan rambut



BEBAS DARIPADA MINYAK GALIAN

Dapat mengelakkan kegatalan dan menjadikan kulit kepala lebih segar



SHOP NOW!

Manjakan Kulit dengan Marine Essence Bamboo Salt Body Scrub

Marine
essence®

Garam buluh, serbuk isirong badam & kulit walnut

100% pengelupas semulajadi membantu membersihkan kotoran dan menanggalkan kulit mati

Shea butter & minyak jojoba

Emolien semulajadi membantu melembapkan kulit kering

Ekstrak madu & Vitamin E

Melembapkan dan boost kesihatan kulit

Minyak Lavender, Eucalyptus & Frankincense

Diadun dengan minyak pati yang menyegarkan



Ekstrak Akar Manis & Mulberi

Agen pencerahan kulit semulajadi, membantu mengembalikan keserian kulit



B E S H O M

Household & Others



LG PuriCare™

BEST HOME RENTAL PLAN





B E S H O M

Household & Others

PENTOLI
Cook In Style!



Pengguna Pentoli x SHOM

#pentolimasakapaarini

Household & Others



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.

Chicken **Beef** **Vegetable** **Condiment**

D'Chef Signature Sauce
Limited Edition
Net Weight / Berat Bersih: 200g

Halal



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:

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

WUM!

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](#)



SAHAJIDAH HAI-O



Welcome Aboard!

B48 Shah Alam Stockist

is now available on SHOM
e-commerce [visit now](#)



SAHAJIDAH HAI-O



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 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 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

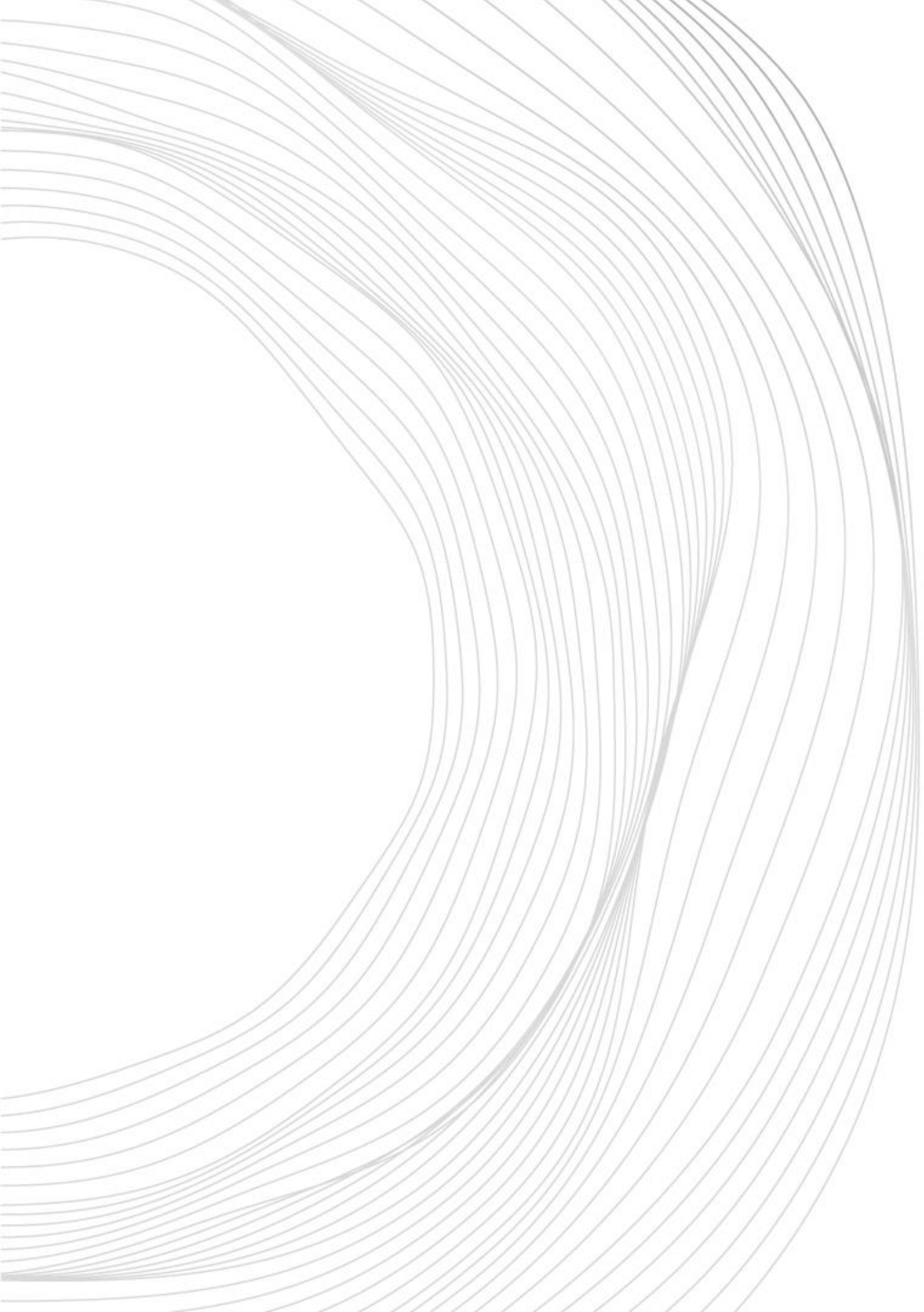
PAY MYR 221.00

STEP 3: Proceed with your chosen payment method.

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 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



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

BESHOM

SarangHey Bird Nest Jelly Drink

Enhance Beauty & Wellness from the inside out

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

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

NET WEIGHT: 100g

사랑해 SARANGHEY
BIRNEST PEACH HONEY JELLY DRINK
MINUMAN JELI MADU PISANG SARANG BURUNG
by EASYNEST

Contains Active Ingredients /
Mengandung Bahan-bahan Aktif:
Birdnest Extract / Ekstrak Sarang Burung
Peach / Pisang
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

VALENTINE'S DAY

MANUKA HONEY

Free x1 wine bottle

Youbeli

Father's Day Promotion

CHICKEN ESSENCE

Free x1 YuYuanTang Preserved Fruit

*Promotion valid till 18June 2023

Youbeli

RAMADAN SPECIAL

Raya Gift Pack

Contains: Cookies 260g + Vinut Bird's Nest Drink 250ml x 8 Cans

HAI-O

Happy Women's Day

7 & 8 Mar 2023

RM38

YUMM Bird's Nest Collagen Drink / Red Dates & Wolfberry Collagen Drink 175ml (Assorted flavour)

Yu Yuan Tang Herbal Jelly (Honey Nata De Coco)

HAI-O

HAPPY Mother's Day

Youbeli

Free x1 Bag with Every 4 Bottles Purchase

*Promotion valid till 14th May 2023

HAI-O

RAMADAN SPECIAL

Youbeli

Vinut Bird's Nest Can Drink 250ml

6 Flavours: Ginseng, Aloe Vera, Lotus Seed, Collagen, Cordyceps, Jujube

Free Cooler Bag x1 with Every x6 cans Purchase



Wholesale

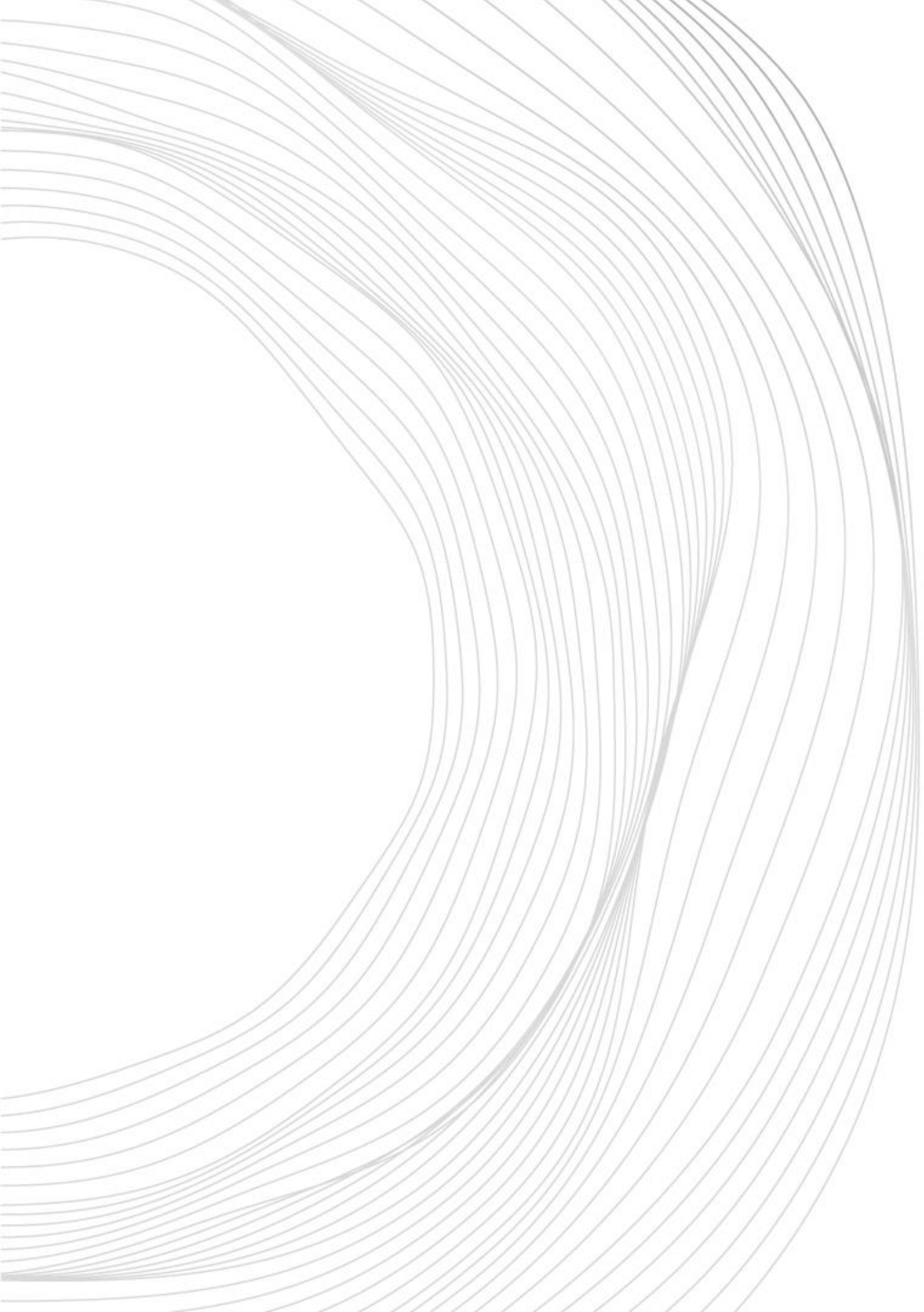
B E S H O M



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.





B E S H O M

THE BEST STARTS FROM HOME



Retail





54 Retail chain stores and franchises

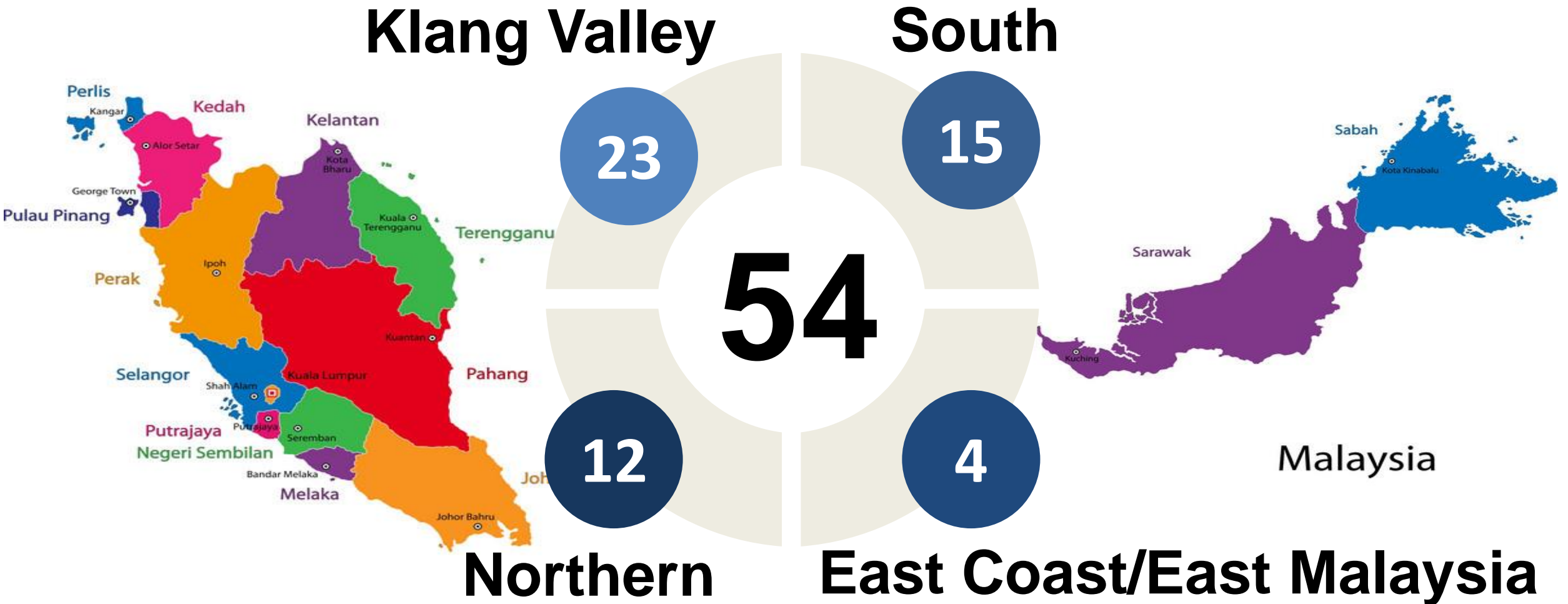
B E S H O M



Hai-O Flagship Store . 海鸥旗舰店



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.



Value & General Herbs, Health & Food Supplements



Value & General Herbs, Health & Food Supplements



Value & General Herbs, Health & Food Supplements



Value & General Herbs, Health & Food Supplements

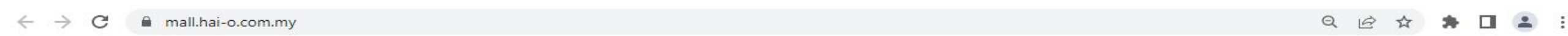


Start your day
with Herby

海鷗連鎖店 网上商城

B E S H O M

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

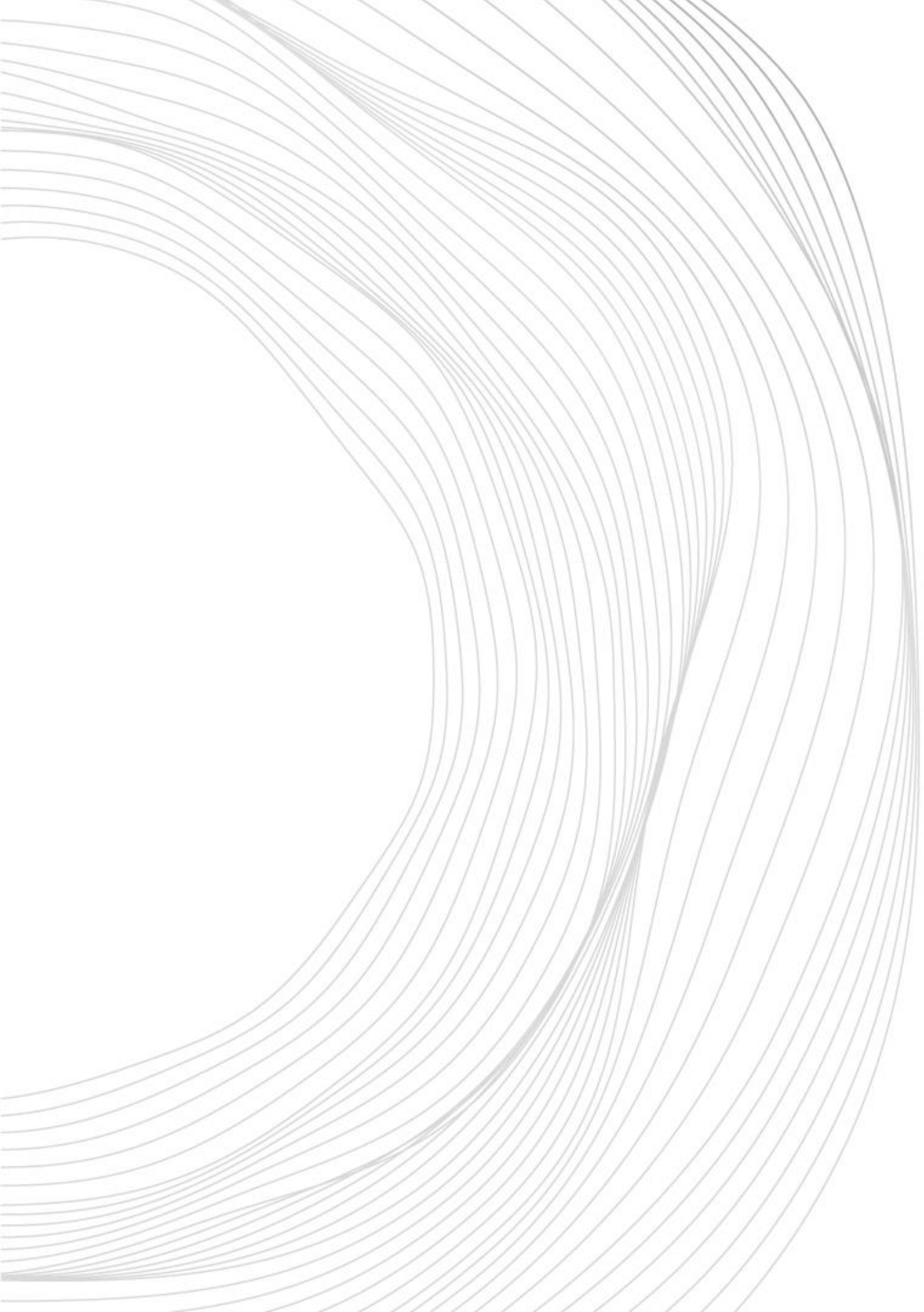
T&C Apply





TCM Clinic . 中医诊所





B E S H O M

THE BEST STARTS FROM HOME



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.





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



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;**

✓ FY2020 – 90% payout ratio (10 sen);

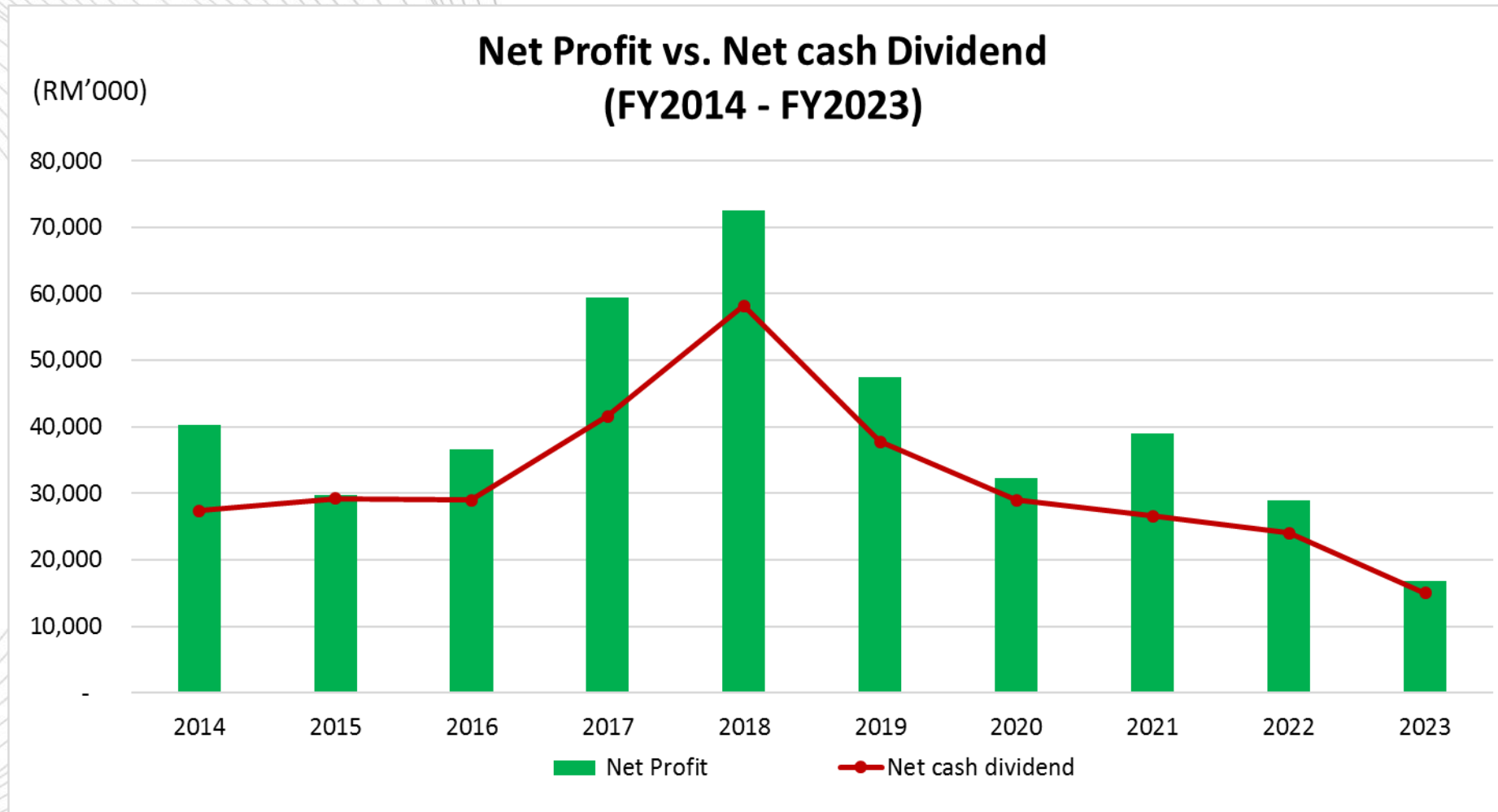
✓ FY2021 – 68% payout ratio (9 sen);

✓ FY2022 - 83% payout ratio (8 sen) and a share dividend on the basis of one (1) treasury share for every twenty six (26) existing ordinary shares held distributed to entitled shareholders;

✓ **FY2023 - 89% payout ratio (5 sen):-**

- i. 3 sen single tier interim dividend paid on 16 March 2023; and**
- ii. Proposed a 2 sen single tier final dividend, which is subject to the shareholders' approval at the forthcoming AGM.**

Dividend Policy



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
www.beshom.com

