

Amway



**Nurturing a Better You and
a Healthier Malaysia**

ANNUAL REPORT 2024

Amway

AMWAY (MALAYSIA) HOLDINGS BERHAD

30TH ANNUAL GENERAL MEETING

21 MAY 2025

Amway Emergency Assembly Point

Evacuation from Training Hall, Gym and Foyer



1. Upon hearing alarm sound and announcement to evacuate, head to the nearest exit & head out.
2. Follow Amway Fire Warden's instructions.
3. Evacuate safely and prioritize people with special needs
4. Assemble at Assembly Point 1 or 2 and stay until further notice



First Aid Room



Amway



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21 MAY 2025

Our Key Senior Management



Jason Leng
General Manager



Ng Ai Lee
Chief Financial Officer



Jennifer Wang
Chief Sales & ABO Enablement Officer



Joanne Chong
Chief Marketing Officer



Thomas Jackson Khoo
Head of Omnichannel Commerce & ABO Experience



Wong Choom Yee
Head of Human Resources



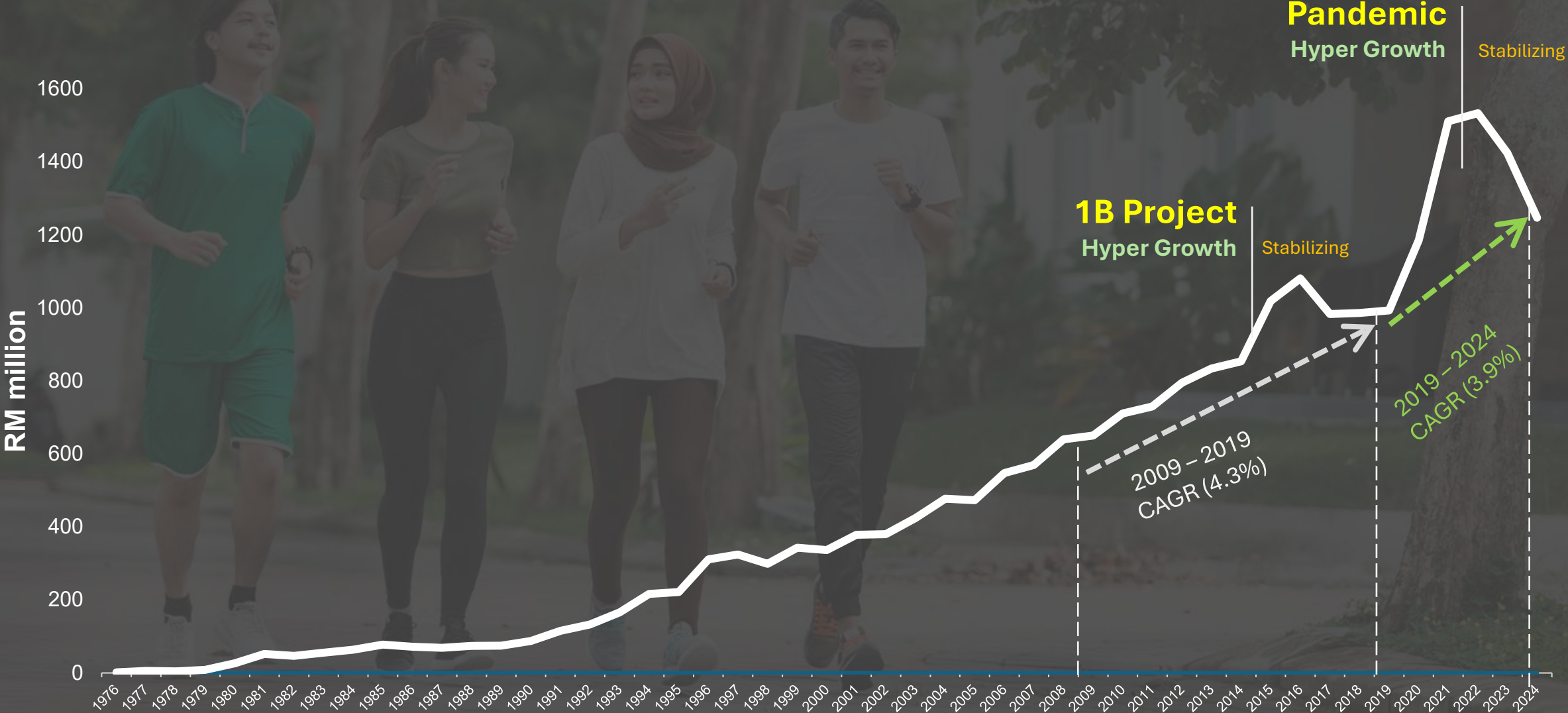
Mohamad Zaihan Bin Mohamed Ariffin
Head of Corporate & Government Affairs



2024 BUSINESS HIGHLIGHTS

Jason Leng, General Manager
Amway Malaysia & Brunei

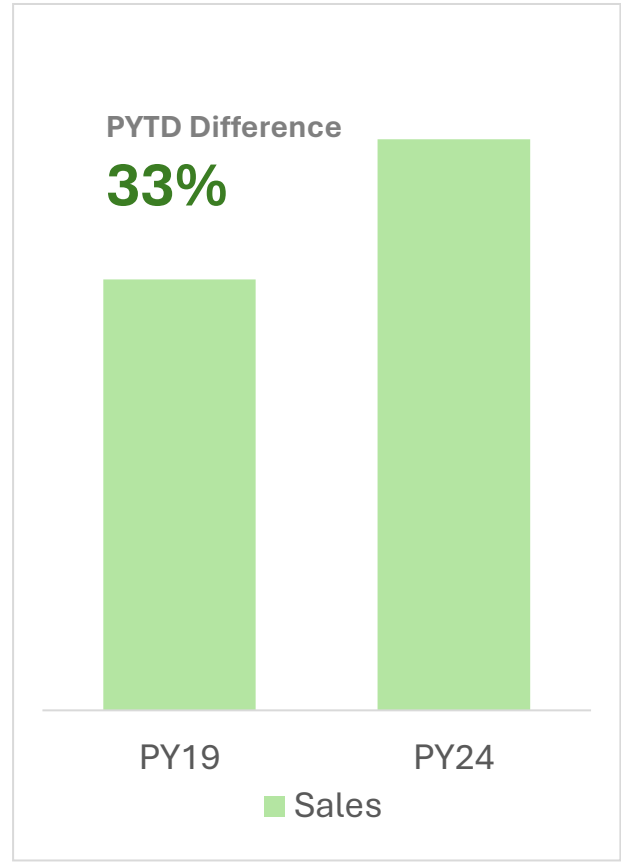
Historically, Malaysia Has Shown the Sustainable Growth Trajectory



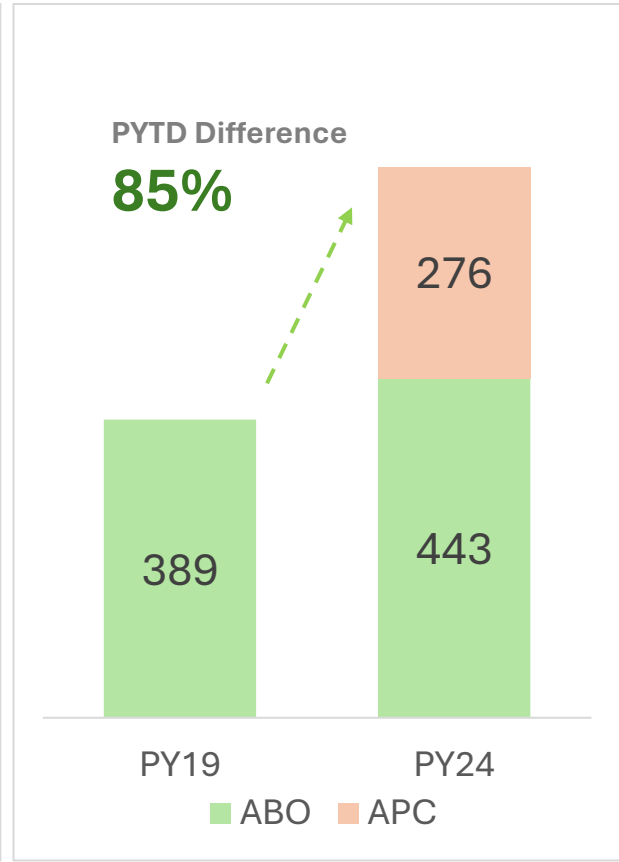
* Sales shows the accounting sales before MFRS adjustment

We have sustainably grown....

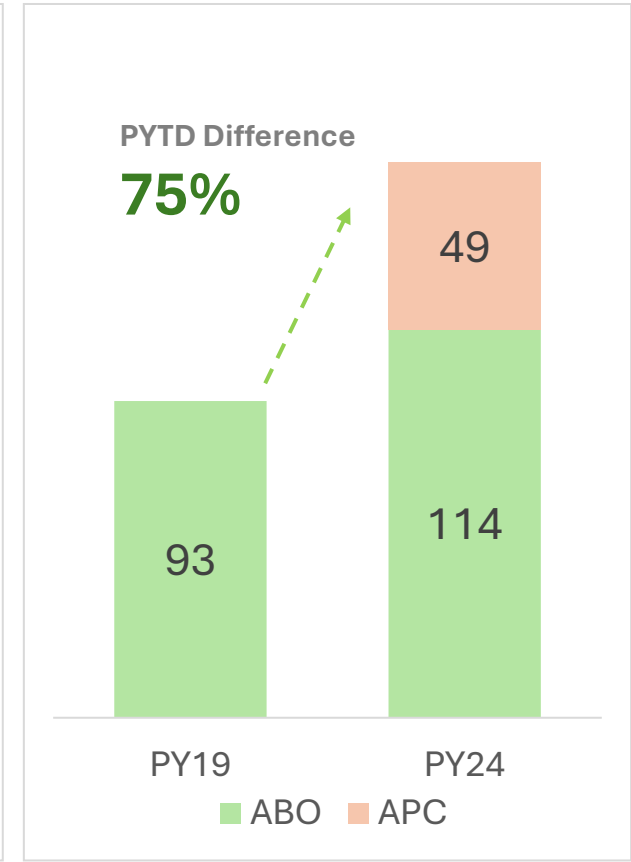
Sales



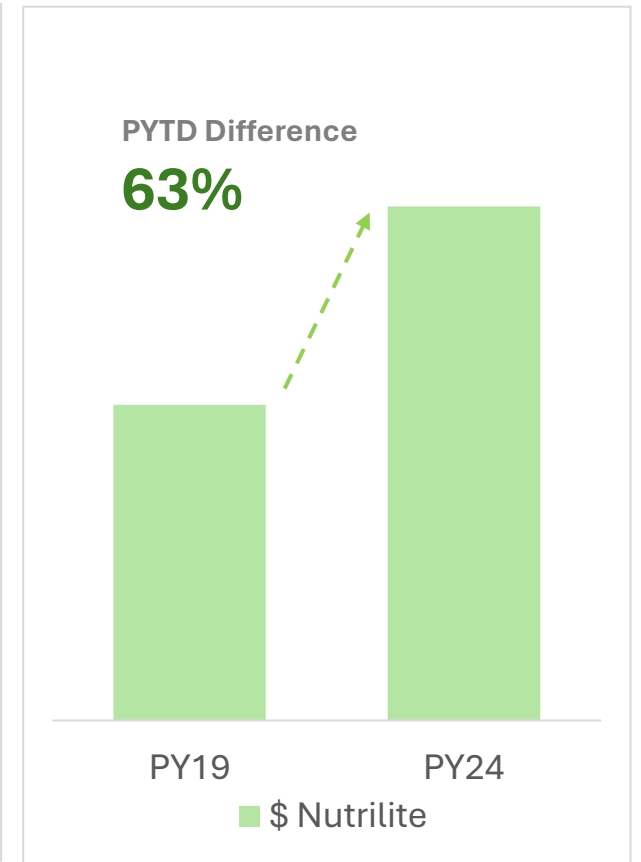
Force



Buyer



Nutrition Business



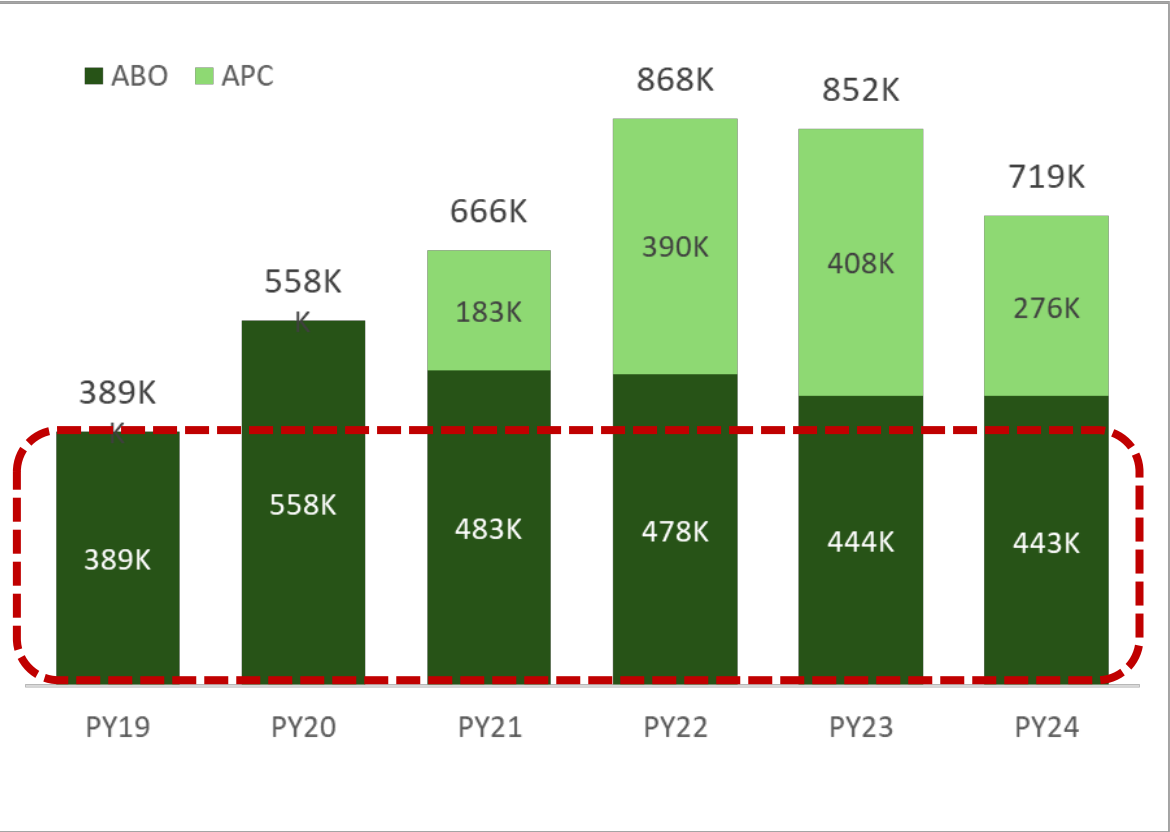
Unit: 000 ships

Unit: Monthly Average, 000 ships

Unit: M RM

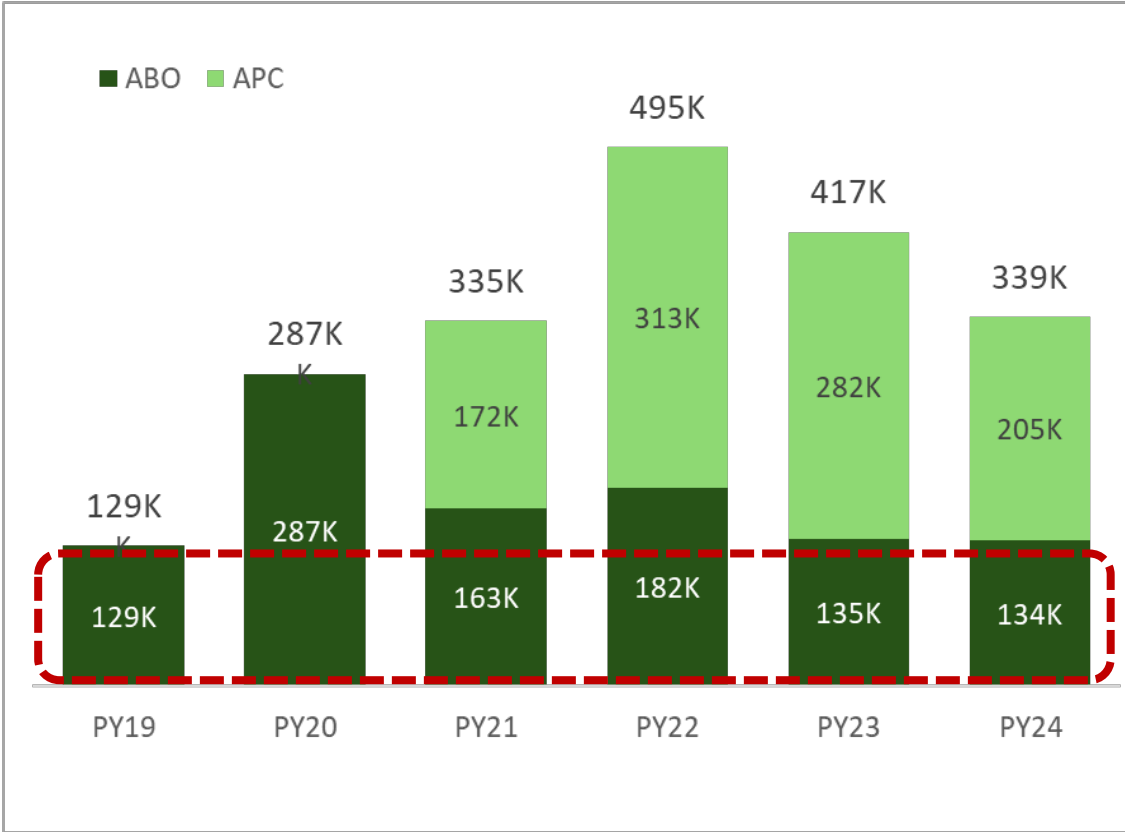
Total Force Size -15.6%
ABO Force Size remains stable

FORCE SIZES BY BUSINESS NATURE



Total new sign up -18.7%
ABO New Sign-up remains stable

NEW APPS BY BUSINESS NATURE



New Products - Health and Wellbeing



90
nutrilite[™]
YEARS OF GROWTH
Amway

New Products - Healthy Skin

g&h Restage



Sleeping Mask



Colour Series



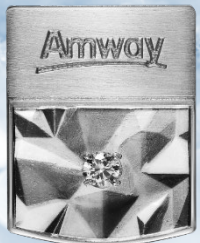
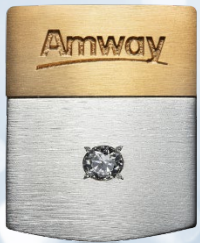
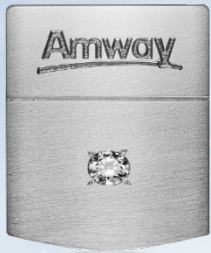
Defying & Correcting Serum



New Products - Healthy Home Living



New Achievers (Diamond, Founders Diamond, Executive Diamond)





ABO & COMPANY EVENTS

- National Leadership Conference & Dinner 2024
- **135** Workshops & Trainings
- **13** Leaders Engagement Meetings
- **10** Recognition Rallies
- **7** Recognition Dinners
- **5** Double Diamond Day
- **3** New Product Rallies & Campaigns
- **3** New Amway shops opening
- **2** New Platinum Seminar



2024 Awards

Reader's Digest Trusted Brand Awards 2024



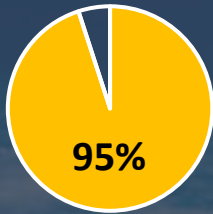
**Gold Award
in Vitamins/Health Supplement
Category (Malaysia)
for 20th Consecutive Year**



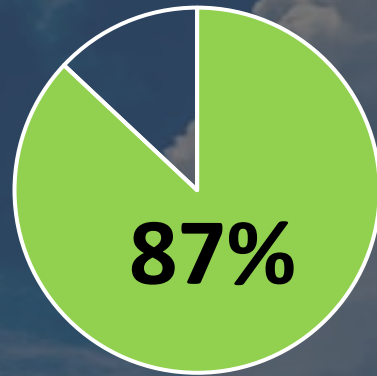
**Gold Award
in Water Purifier Category (Malaysia)
for 19th Consecutive Year**

Amway Malaysia

%. Website Satisfaction



CY23



CY24

On Time Delivery

76%



CY21

99%

CY22

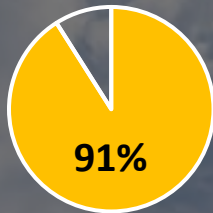
99%

CY23

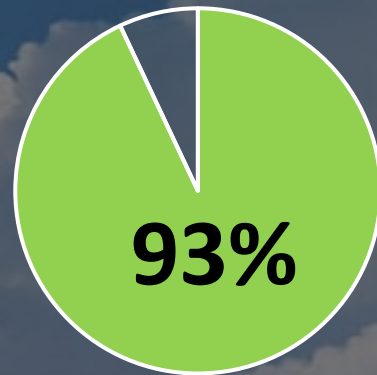
99%

CY24

Customer Service 1st Contact Resolution



CY23



CY24

The Next Day Delivery

34%



CY21

54%

CY22

65%

CY23

59%

CY24

Launching of New Shops

January '24 - Ipoh Shop (Experience Centre)



Where Your Adventure Begins Performance Year 2025

Amway

Launching of New Shops

October '24 - Kuala Terengganu Shop (Experience Centre)



Where Your Adventure Begins Performance Year 2025

Amway

Launching of New Shops

November '24 - Batu Pahat Shop (Fast Retail)



Where Your Adventure Begins Performance Year 2025

Amway

New Consolidated Warehouse

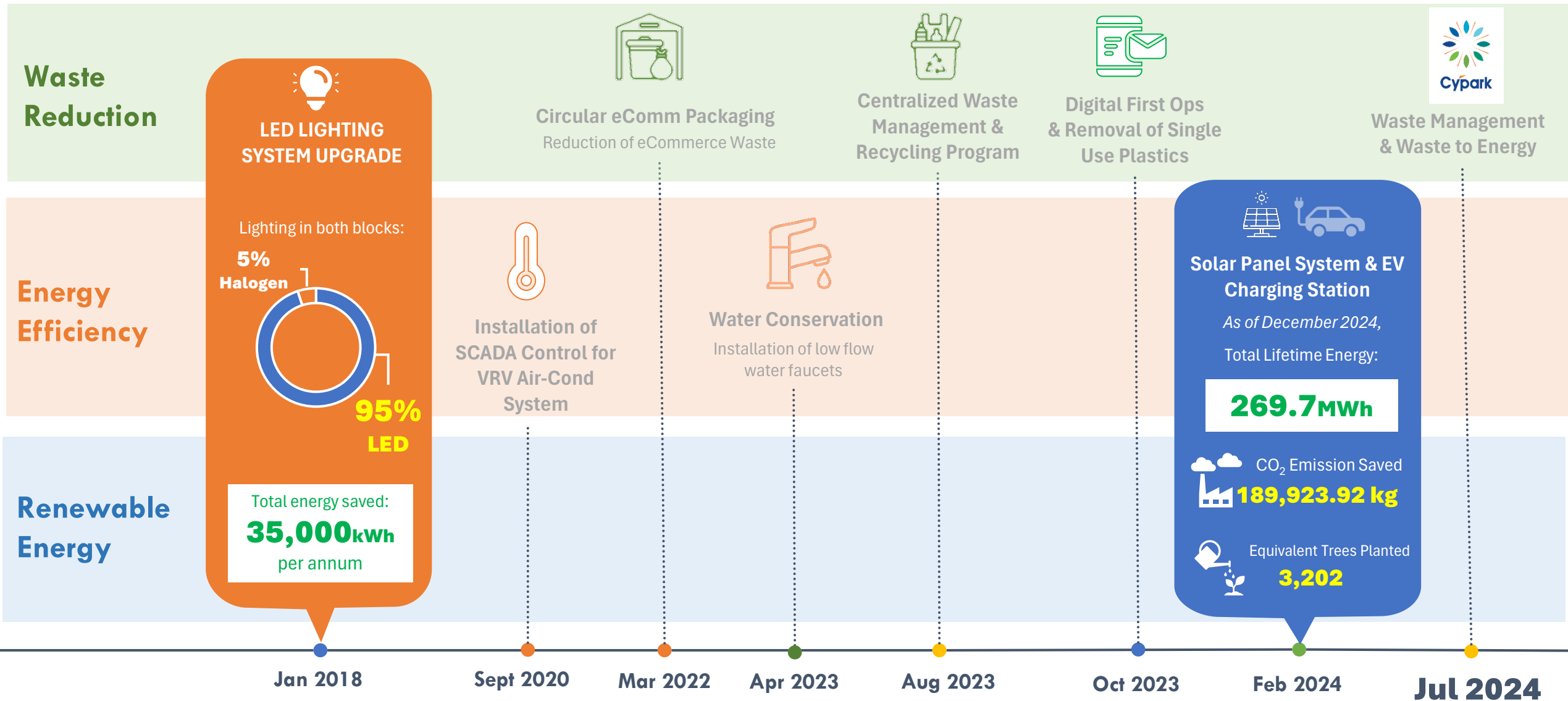
From 3 different locations... Our new warehouse is 5x bigger, better, and ready to rock! This cutting-edge facility will streamline our operations, meeting our commitment to sustainability, and enhance our ability to serve our ABO better.



Amway Malaysia's Sustainability Journey



Amway Malaysia continues to invest towards achieving its long-term sustainability goals



Waste Management & Waste to Energy (“WTE”)

Amway

Sustainable Waste Management through Cypark's SMART WTE



TOWARDS ZERO WASTE TO LANDFILL

Transitioning from Sanitary Landfill to Waste to Energy

A hand holding a blue folder with a calculator inside. Overlaid on the folder is a 3D bar chart with red bars and a yellow line graph. A globe is also visible. The text 'FINANCIAL PERFORMANCE' is written in large, bold, cyan letters across the center.

FINANCIAL PERFORMANCE

Ng Ai Lee, Chief Financial Officer

Our Performance



Sales Revenue
RM 1,217.2million



Profit Before Tax
RM 134.4 million



Net Profit
RM 100.3 million

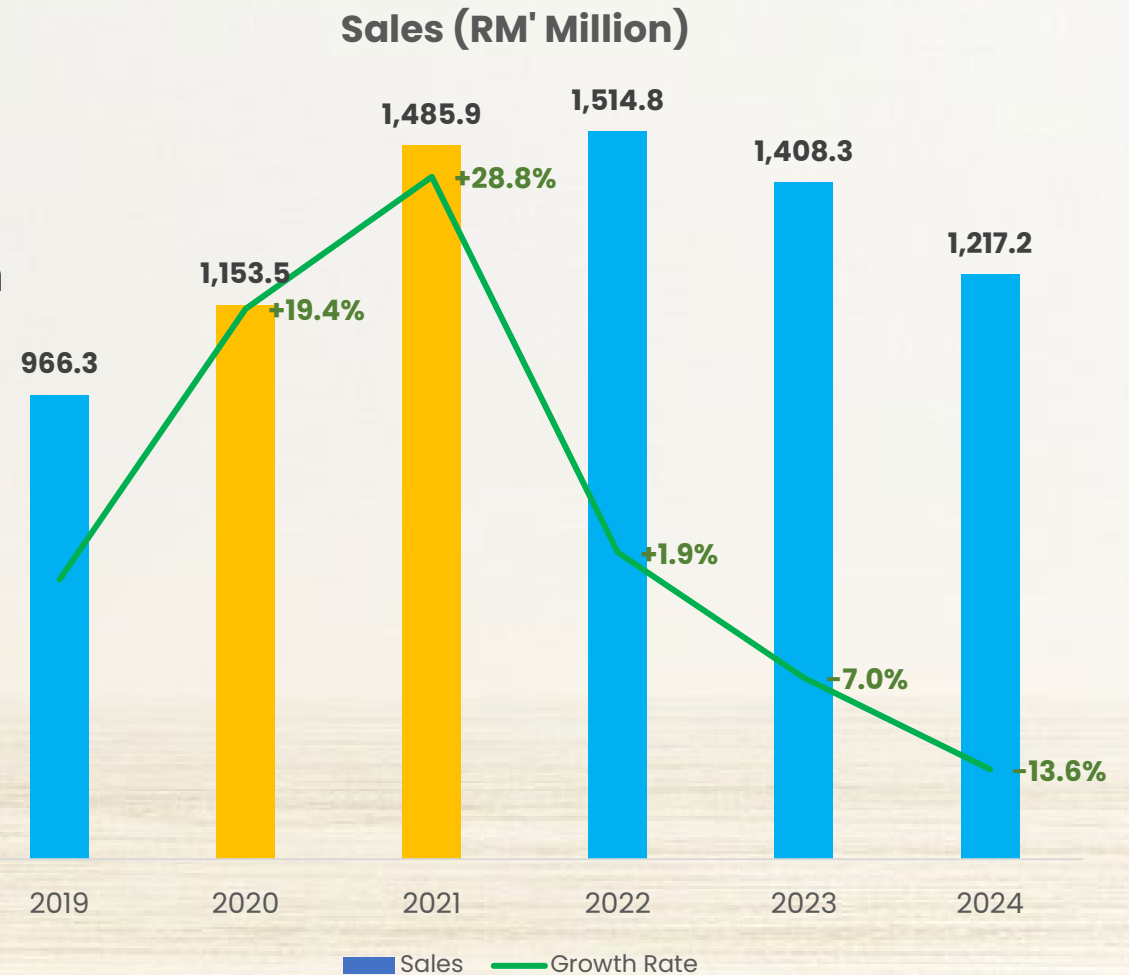
Sales Revenue

↓ **13.6%** vs PY

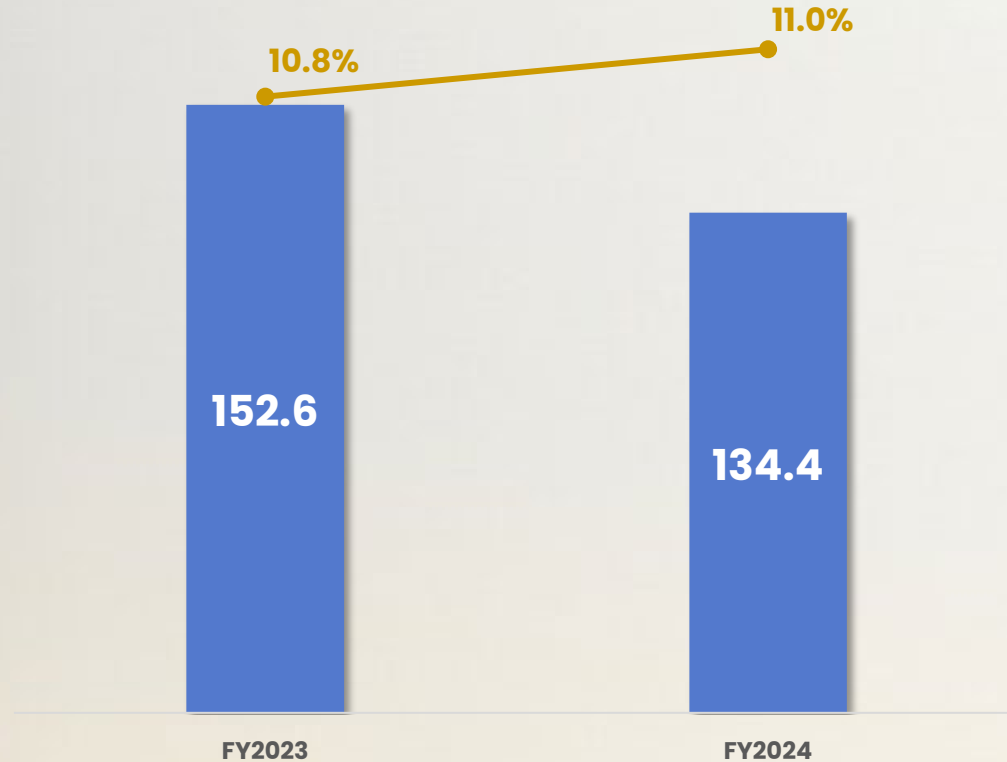
FY2024: RM1,217.2 million | FY2023: RM 1,408.3 million

Decline mainly due to:

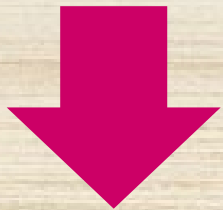
- ✓ Softer demand for health & wellness products & home appliances;
- ✓ Partially offset by launch of the new eSpring water purifier.



Profit Before Tax (RM' Million)



Profit Margin (PBT/Sales)



-11.9% vs PY

+0.2% profitability

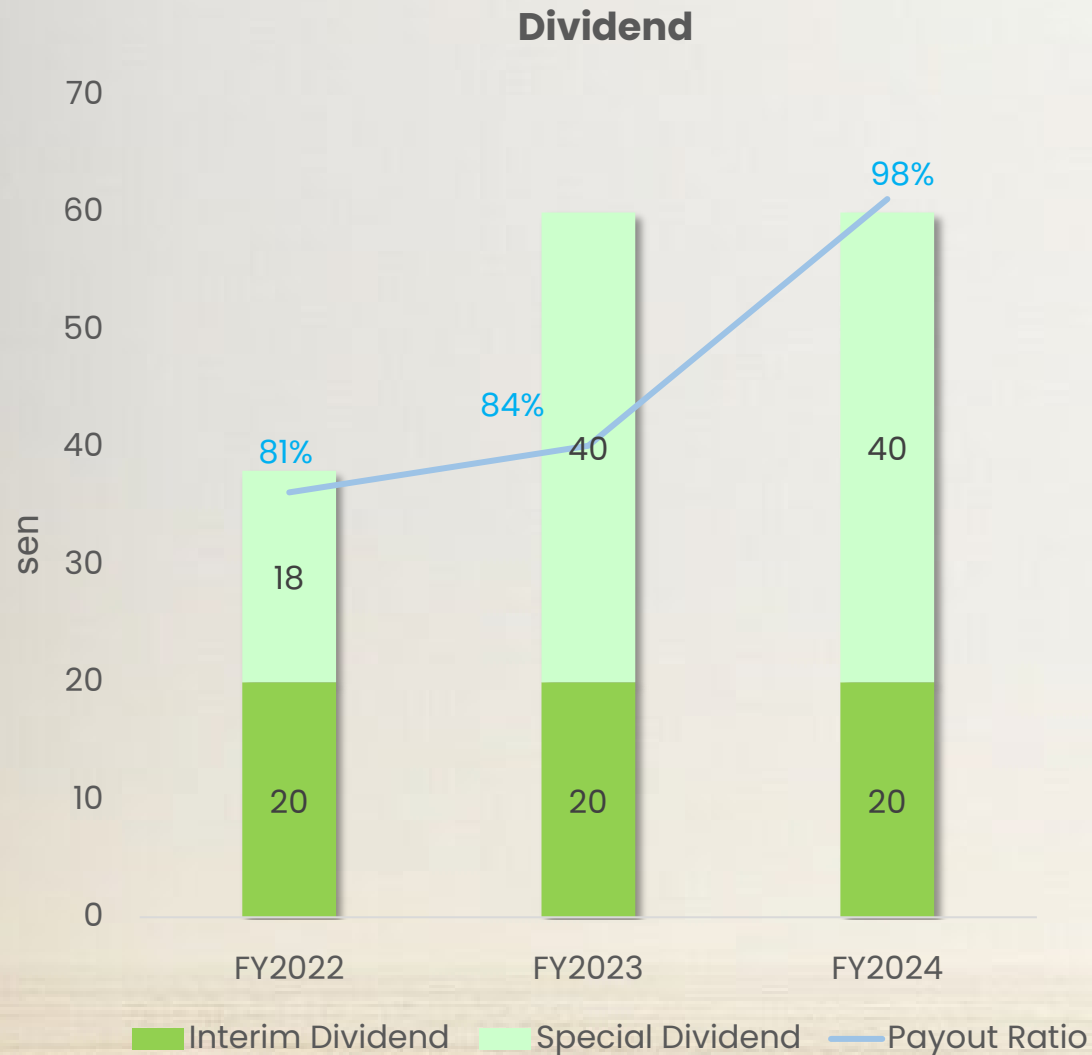
Profit Before Tax (PBT)

Decrease mainly due to:

- Higher product cost; and
- Lower sales volume.

FY2024 RM134.4 million | FY2023 RM152.6 million

Dividend Payout



Dividend policy:

Dividend payout ratio of no less than 80% of current year's net earnings.

Dividend payout 2024:

- Total dividend : **60.0 sen** (2023: 60.0 sen)
- Dividend payout: **RM98.6mil** (2023: RM98.6mil)



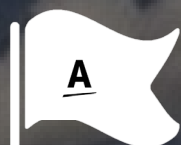
2025 Strategic Focus AM50 Countdown Bridge to A70

Mike Duong, Managing Director

In Near Future,



Nutriline 100 In 2034



A70 In 2029



AM50 In 2026

The background is a bokeh of blue and gold circles. The Amway logo is in white with a swoosh underneath. The word 'Malaysia' is centered below the logo. To the right, '50' is in large white font with a thin white line looping around it. Below '50' is the word 'Years' in a script font and 'ANNIVERSARY' in a small sans-serif font.

Amway

Malaysia

50

Years
ANNIVERSARY

The Significance of 50 Years

*“Do you know
what percentage of companies
survive to reach 50 years
after their founding?”*

Only 1%

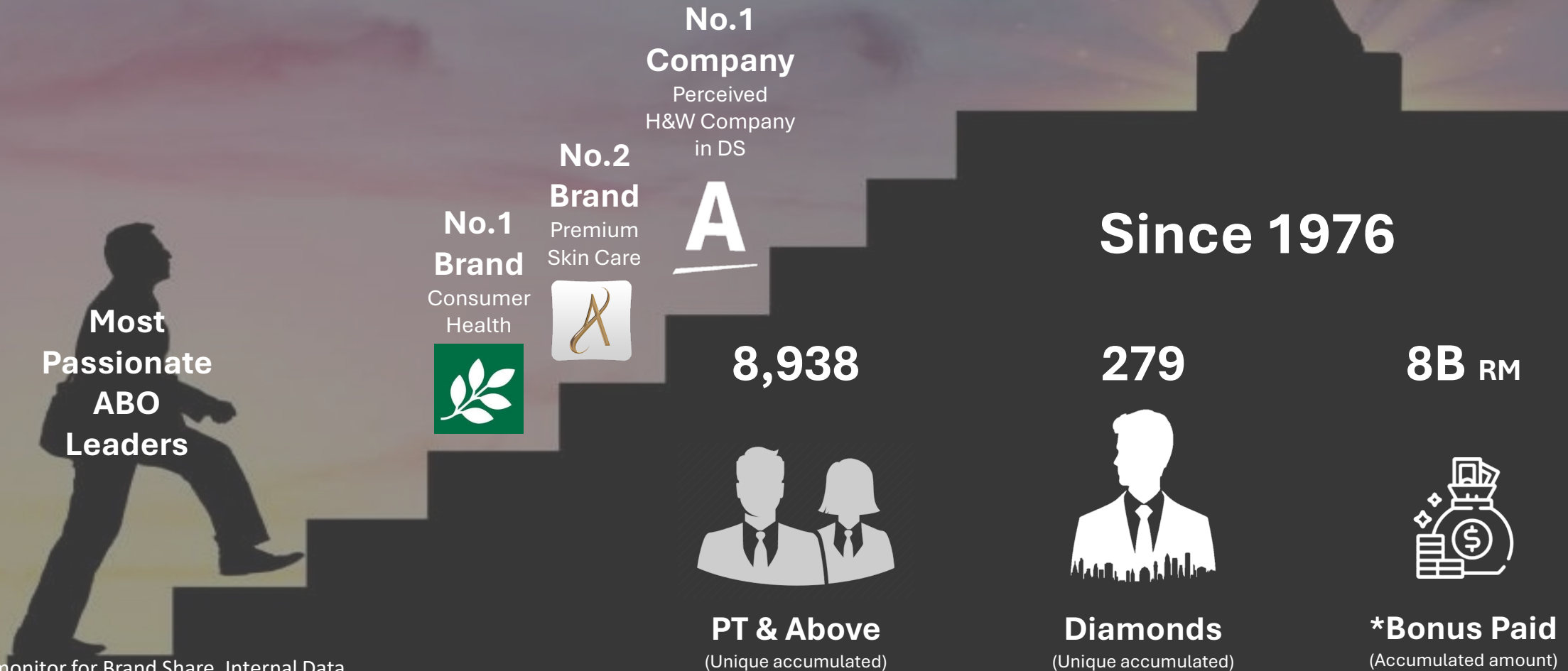


Direct Selling Players in Malaysia



What Amway Malaysia Achieved Last 50 Years

Source: Euro Monitor, Internal Data Analytic Report, Global Reputation Study





GUTPROtein
Life starts with **Protein** • Health powered by **Gut**

RE-ENGINEER YOUR SECOND GENOME

Biologically Inherited Genome
Inherit half from each parent
= Can't be changed

Environmentally Influenced Microbiome
Influenced by various Environment factors
= **CAN BE CHANGED**

The advertisement features a central image of NUTRILITE products: a large white jar of Soy Protein Drink, a box of Mixed Fiber Powder, and a box of Probiotics. To the left of the products is a stylized illustration of a human gut with various colorful microbes floating around it. The background is a dark, starry night sky with a green field in the foreground.



The microbiome refers to the large number of microbes that live on and in our bodies

100 Trillions

Symbolic microbiomes live in and on every person and make up the human Microbiota

1.3x

More microbes than human cells

>10,000

Number of different microbial species that researchers have identified living in and on the human body

95%

Of our microbiota is located in the GI tract

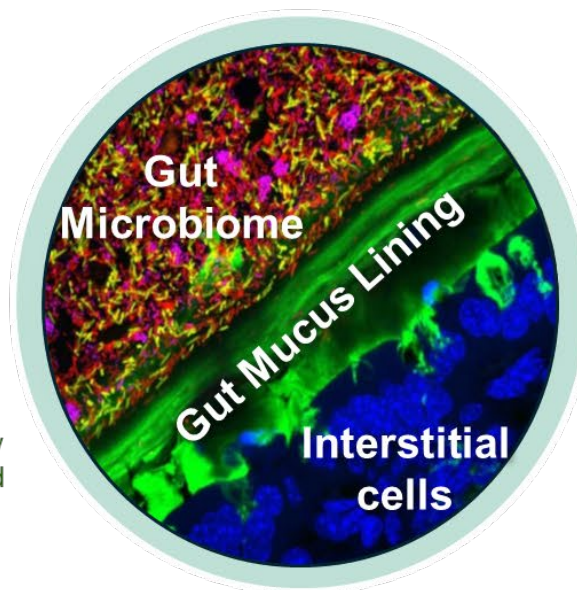
5:1

Viruses:
Bacteria
In the gut microbiota

90%

Of diseases can be linked in some way back to the gut and health of the Microbiome

Electron Microscope
Image of Microbiome



The microbiome impacts many aspects of health and wellbeing and our overall health span



Cardiovascular
Health



Immunity



Skin Health



Metabolic
Health



Inflammatory
Issues



Weight
& Obesity



Cognitive
Function

Importance of
Gut Micro-biome



Nutriline products,
diet, and lifestyle
change works



Strong community,
training, support and
testing is important



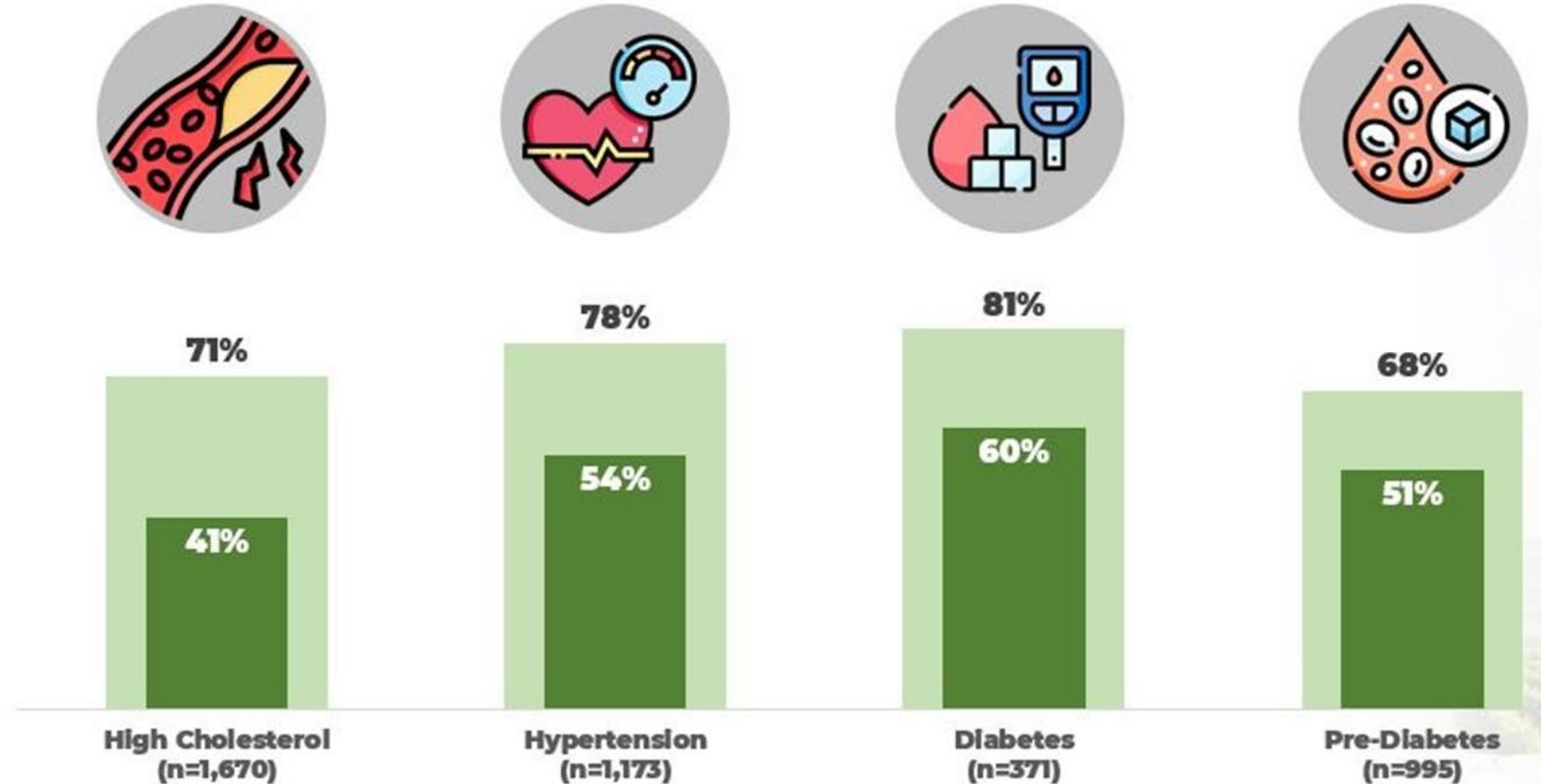
Gut Reset for Better Health

■ Improved

■ Back to Healthy State

Source : Health reports of 3.638
Participants living with NCDs
who completed 2 tests

innoquest



A close-up photograph of two hands, one on the left and one on the right, holding a white rectangular card. The hands are positioned as if they are presenting the card. The background is blurred, showing what appears to be a person in a white lab coat with a stethoscope around their neck. The lighting is bright and even.

**What's NEXT
beyond 50 years?**

Malaysia Economy: Remains positive but cautious

Consumer Cautious



Weakened Consumer
Consumption Sentiment



Lower Disposable
Income



Rising Inflation &
Interest Rates

Economic Recovery



Growing GDP Rate
(forecasted 4.5% - 5.5% for 2025)



Increasing FDIs



Recovering
Unemployment Rate
(forecasted 3.1% for 2025)



Strengthening
Ringgit

Government's Aid



Belanjawan 2025
**MALAYSIA
MADANI**



RM13B

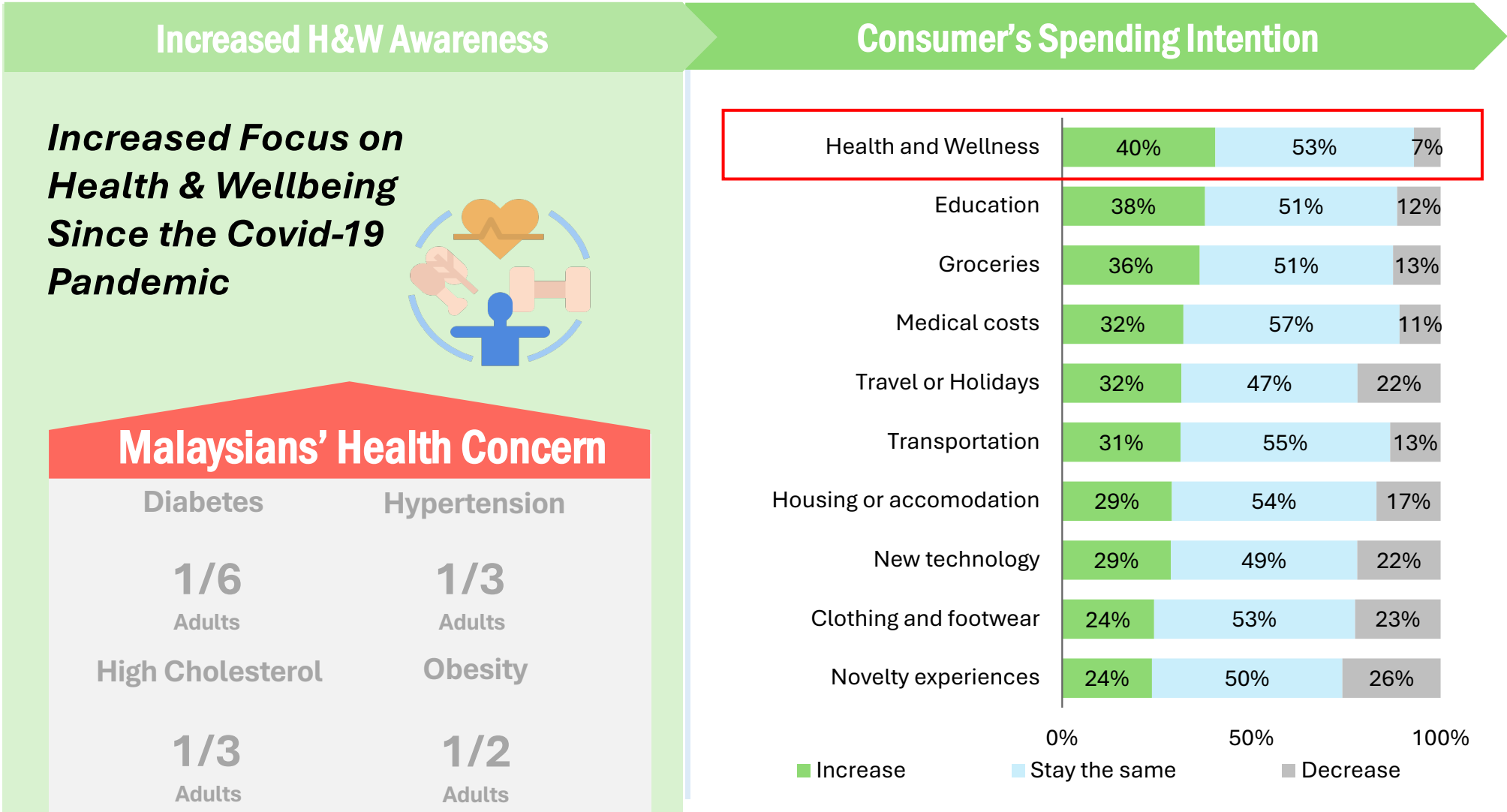
Gov't financial support (STR &
SARA) for 9 mil Malaysians



Minimum Wage
Increase

*STR: Sumbangan Tunai Rahmah
SARA: Sumbangan Asas Rahmah

The H&W industry experiencing favorable growth

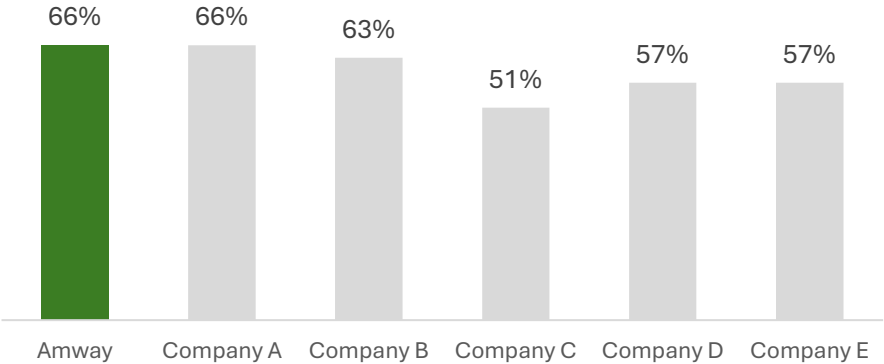


Source: Euromonitor Voice of the Consumer: Lifestyles Survey, fielded January – February 2024 (n = 767)

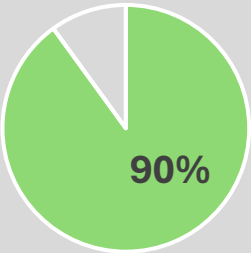
Public perceives Amway as a Health & Wellbeing Company

Q: Is a Health & Wellbeing Company?

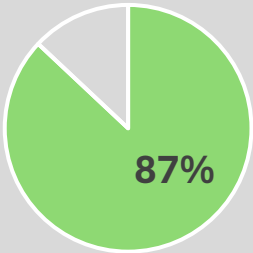
The others are competitors in DS



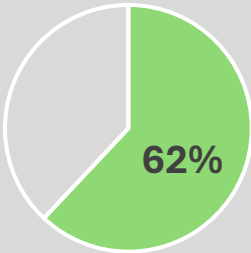
Awareness



Familiarity

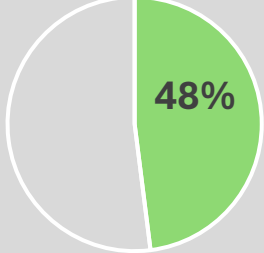


Purchase Intent



+4% vs 2022

Consider to be ABO



+6% vs 2022

Strategic Direction 2025 & beyond



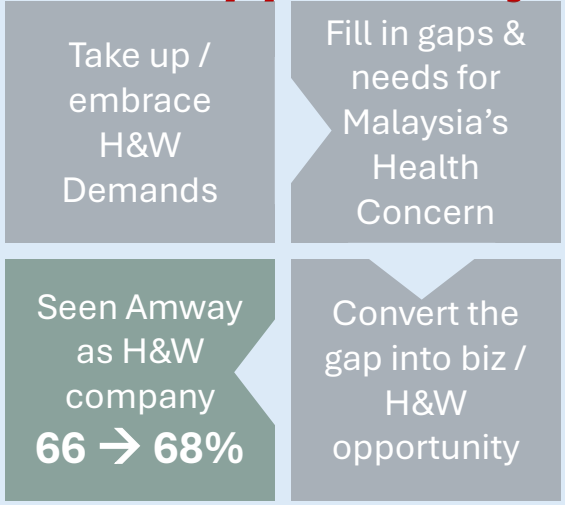
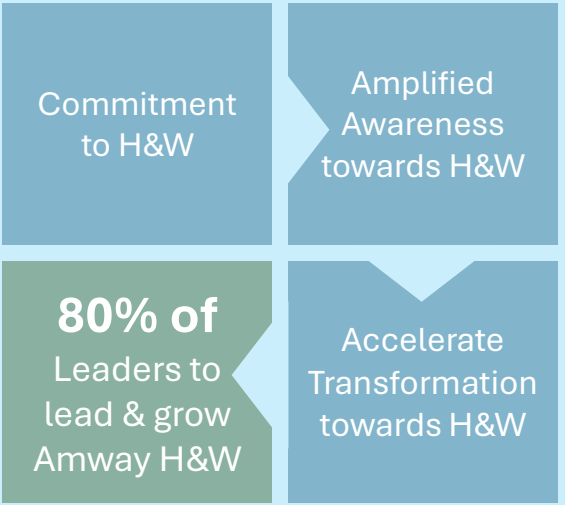
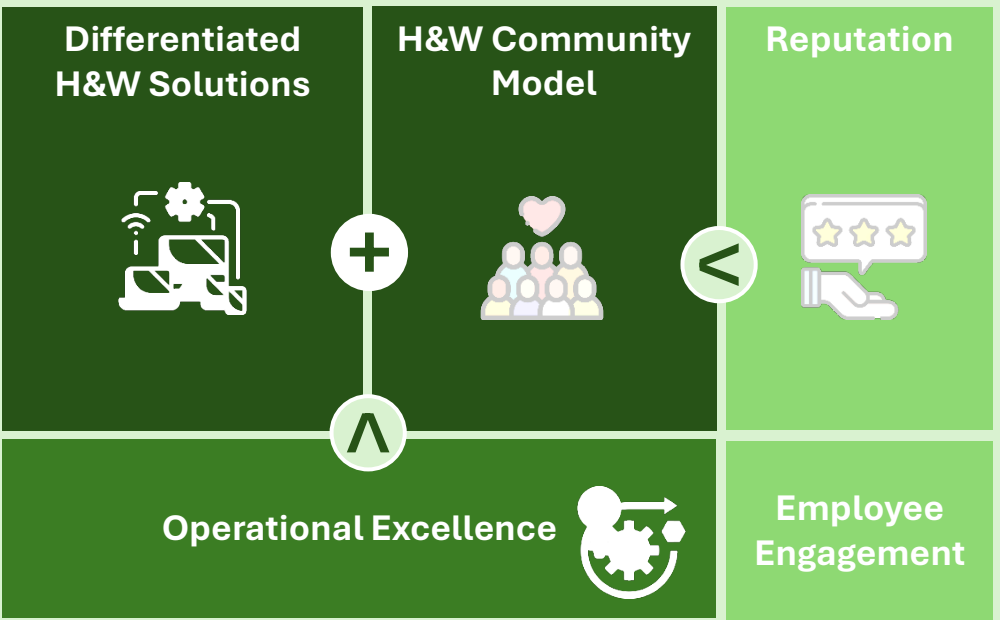
Public

Position Amway as leading H&W Business Opportunity

ABO
Entrepreneurs

Enable ABO leaders to lead and grow with Amway's H&W Opportunity

A Sustainable Growth with H&W Direction



THANK YOU

Amway

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AMWAY (MALAYSIA) HOLDINGS BERHAD

30TH ANNUAL GENERAL MEETING

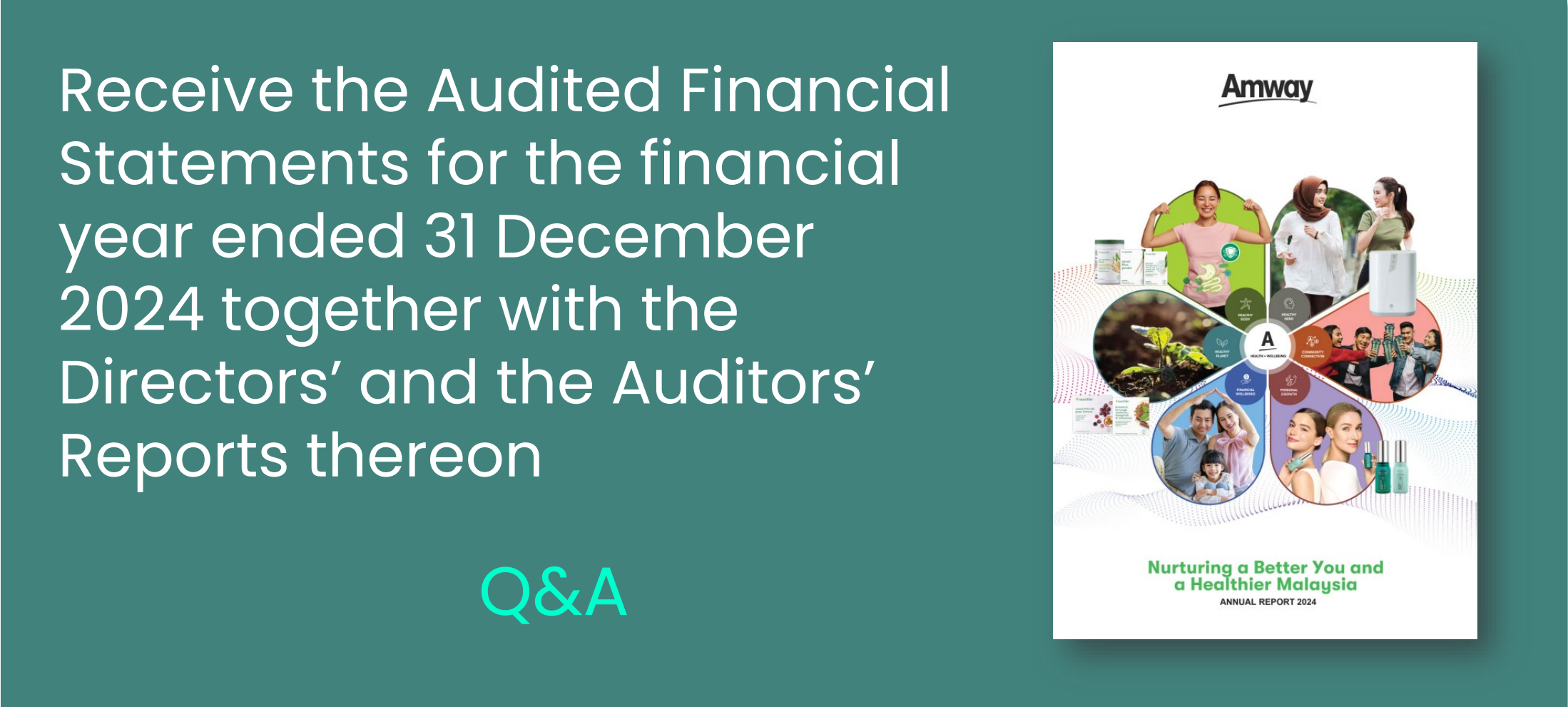
21 MAY 2025

Receive the Audited Financial Statements for the financial year ended 31 December 2024 together with the Directors' and the Auditors' Reports thereon

Q&A

Receive the Audited Financial Statements for the financial year ended 31 December 2024 together with the Directors' and the Auditors' Reports thereon

Q&A



Agenda 2 (Resolution 1)

Re-election of
Mr. Low Han Kee as
Director



Agenda 3 (Resolution 2)

Re-election of
Mr. Scott Russell
Balfour as Director



Agenda 4 (Resolution 3)

Re-election of
Datin Seri Azreen Binti
Abu Noh as Director



Agenda 5 (Resolution 4)

Approval of the Director's fee of up to RM132,000 payable to Encik Abd Malik Bin A Rahman, the Chairman and the Senior Independent Non-Executive Director for the financial year ending 31 December 2025

Agenda 6 (Resolution 5)

Approval of the Director's fee of up to RM94,300 payable to Ms. Ho Kim Poi, the Audit Committee Chairperson and the Independent Non-Executive Director for the financial year ending 31 December 2025

Agenda 7 (Resolution 6)

Approval of the Director's fee of up to RM82,100 payable to Mr. Low Han Kee, the Non-Independent Non-Executive Director for the financial year ending 31 December 2025

Agenda 8 (Resolution 7)

Approval of the Director's fee of up to RM95,800 payable to Datin Seri Azreen Binti Abu Noh, the Nominating Committee Chairperson and the Independent Non-Executive Director for the financial year ending 31 December 2025

Agenda 9 (Resolution 8)

Approval of the Director's fee of up to RM75,100 payable to Puan Norhanifah Binti A.Jalil, the Non-Independent Non-Executive Director for the financial year ending 31 December 2025

Agenda 10 (Resolution 9)

Approval of the Director's fee of up to RM87,600 payable to Dato' Sri Harjeet Singh A/L Hardev Singh, the Independent Non-Executive Director for the financial year ending 31 December 2025

Agenda 11 (Resolution 10)

Approval of the Directors' benefits of up to RM132,600 for the financial year ending 31 December 2025

Agenda 12 (Resolution 11)

Re-appointment of Ernst & Young PLT as Auditors of the Company and to authorise the Directors to fix their remuneration

Agenda 13 (Resolution 12)

Proposed Renewal of Shareholders' Mandate
for Recurrent Related Party Transactions of a
Revenue or Trading Nature

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AMWAY (MALAYSIA) HOLDINGS BERHAD

30TH ANNUAL GENERAL MEETING

21 MAY 2025

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Poll Voting

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Poll Counting

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Poll Results

AMWAY (MALAYSIA) HOLDINGS BERHAD

(340354-U)

Annual General Meeting

Van Andel & DeVos Training Centre (1st Floor) Amway (Malaysia) Sdn. Bhd. 28,
Jalan 223, 46100 Petaling Jaya Selangor Darul Ehsan, Malaysia

On 21-May-2025 at 09:30AM

Result On Voting By Poll

Resolution(s)	Vote For		Vote Against		Total Votes	
	No of Units	%	No of Units	%	No of Units	%
Ordinary Resolution 1	140,021,401	99.9993	1,000	0.0007	140,022,401	100.0000
Ordinary Resolution 2	140,021,401	99.9993	1,000	0.0007	140,022,401	100.0000
Ordinary Resolution 3	139,988,893	99.9992	1,142	0.0008	139,990,035	100.0000
Ordinary Resolution 4	139,989,035	99.9755	34,366	0.0245	140,023,401	100.0000
Ordinary Resolution 5	140,022,259	99.9985	2,142	0.0015	140,024,401	100.0000
Ordinary Resolution 6	139,989,893	99.9754	34,508	0.0246	140,024,401	100.0000
Ordinary Resolution 7	139,989,393	99.9750	35,008	0.0250	140,024,401	100.0000
Ordinary Resolution 8	139,989,393	99.9750	35,008	0.0250	140,024,401	100.0000
Ordinary Resolution 9	139,989,393	99.9750	35,008	0.0250	140,024,401	100.0000
Ordinary Resolution 10	140,003,801	99.9860	19,600	0.0140	140,023,401	100.0000
Ordinary Resolution 11	140,022,401	99.9986	2,000	0.0014	140,024,401	100.0000
Ordinary Resolution 12	55,032,118	99.9964	2,000	0.0036	55,034,118	100.0000

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AMWAY (MALAYSIA) HOLDINGS BERHAD

Thank You