



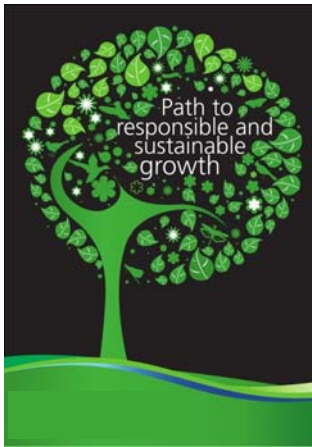
**AMWAY (MALAYSIA) HOLDINGS BERHAD  
ANALYST BRIEFING  
24 FEBRUARY 2017**



**2016 BUSINESS HIGHLIGHTS**

**Mike Duong, Executive Director & General Manager**

## 2016 Business Review



Record company sales - RM1.09b @ 6.6% growth



Profitability impacted by F/X and incentive programme



#AM40 – Celebrate 40 years of pioneer spirit



Growth in ABO Applications & Core ABO Force

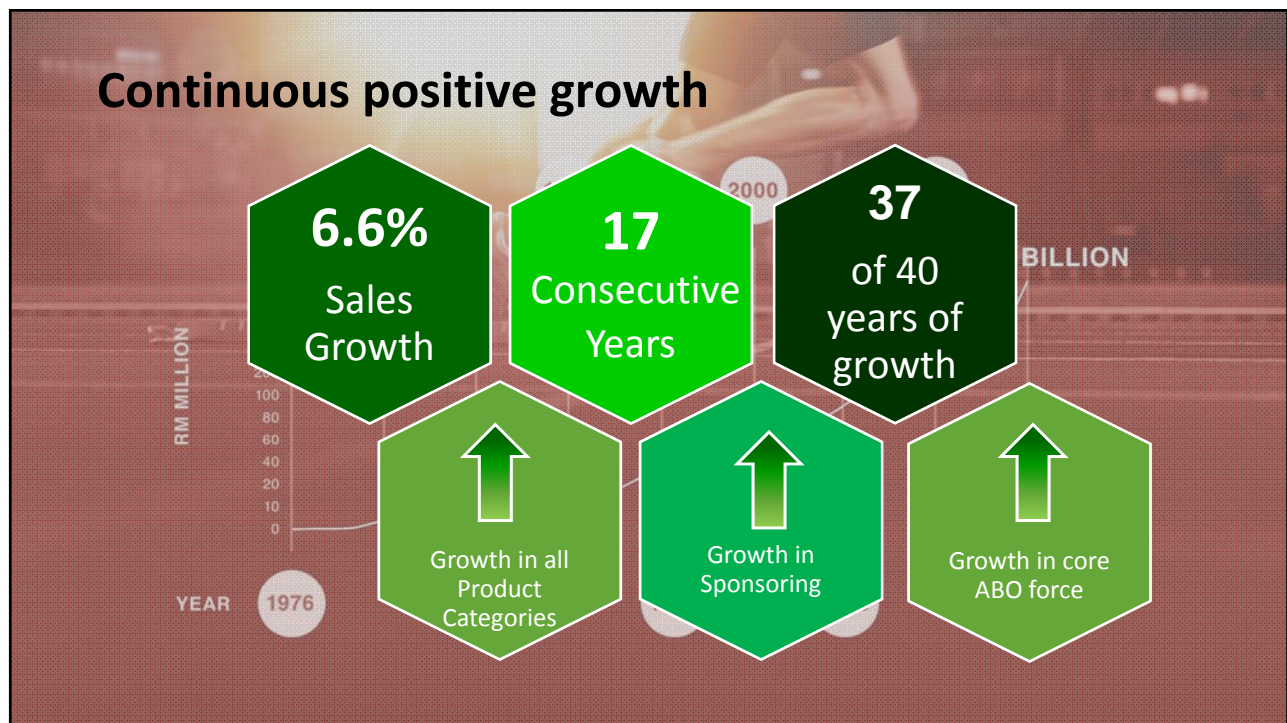


Improved digital & physical presence experience



Continuous ABO support & energizing employee workforce

## Continuous positive growth



## Celebrating 40 years of pioneer spirit



#AM40 Souvenirs



NUTRILITE Foundational Trio



Limited Edition Coffee Table Book

## Growth in all PRODUCTS Categories



NUTRILITE Foundational Trio



Fall Collection 2016



Light Up Lip gloss

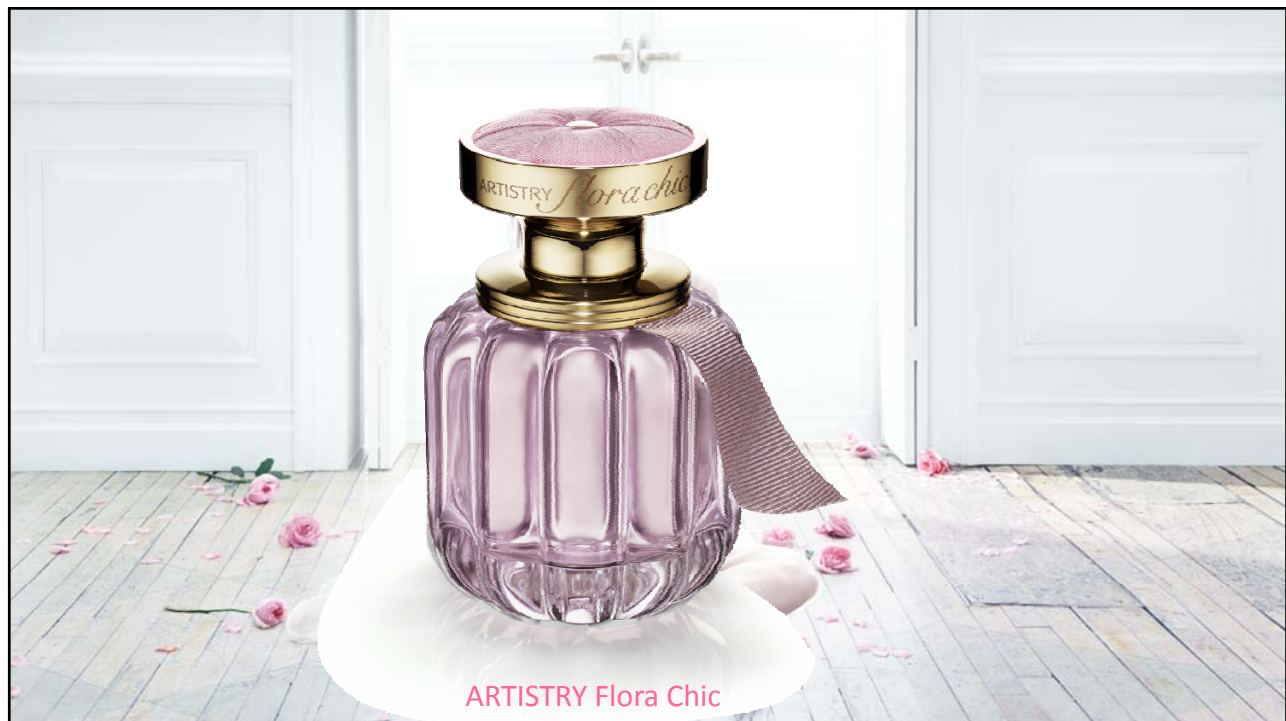


ARTISTRY Special Care






G&H Nourish+ Collection

Introduced 10 products and 3 bundled solutions











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Gear Up for **bodykey**

# Fitness Community



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Helping our ABOs & Community



## Focus on ABO experience and community programme








More than 200 events; 12k+ ABOs and prospects participated

## ABO partnership and sustained growth



Positive response to nationwide ABO activities

## ABO partnership and sustained growth

Scandinavian Cruise - Jul



Platinum Seminar – Mar, Jun, Oct



Business trips to Langkawi & Scandinavian Cruise for top achievers

## Continuous growth for Bumiputera segment



New ABO  
Sponsoring &  
Core ABO  
Force (CAF)

More than 100 field activities nationwide

## Enhance digital experience





## Improved physical presence experience



PJ HQ Signature Plaza Product Pavilion Opening – 20 Sep 2016

## Media Coverage in 2016

### Fair-ly focused on the future

Amway celebrates its 40th anniversary in Malaysia with a weekend event

### Labur RM3.5 juta bangun Pavilion Produk

**Kuala Lumpur:** AMWAY Malaysia, syarikat badan langsung terkemuka negara melalui serantau RM3.5 juta untuk membina ruang Pavilion Produk seilai 16,000 kaki persegi di Pusat Jaya bertaraf di Petaling Jaya bertujuan membolehkan pengalaman membeli-beli lebih luas yang unik dan penuh berprestasi.

Pemilik Pemilikan AMWAY (ASCI) kini akan memperluas akses lebih baik kepada keseluruhan produk dan perkhidmatan mereka.

Beliau berkata, setiap bahagian Zon Utama akan menawarkan jenama NUTRILITE, ARTISTRY, dan produk lain yang berprestasi tinggi. Beliau berkata, setiap bahagian Zon Utama akan menawarkan jenama NUTRILITE, ARTISTRY, dan produk lain yang berprestasi tinggi.

### A floral bouquet

BY YEO CHIA HUA

After more than 30 years, Amway and its subsidiaries have established a strong presence in the Malaysian market. The company's commitment to providing high-quality products and services has earned it a loyal customer base.

The Pavilion Product is a testament to Amway's dedication to its customers. It offers a wide range of products, including NUTRILITE and ARTISTRY, in a spacious and modern environment.

Amway's commitment to its customers is evident in the way it operates. The company is dedicated to providing the best possible experience for its customers, and the Pavilion Product is a key part of this commitment.

### 安利品牌中心開幕 寬敞空間提供優質服務

大馬安利公司總部 (Amway) 的全新品牌中心已開幕，寬敞明亮的空間讓顧客舒適地選購產品及享受優質服務。

Amway 品牌中心佔地 1 萬 6 千平方英尺，展示區域分為 NUTRILITE、ARTISTRY、家庭及身體護理及其他個人生活產品系列。

安利執行董事余其斌表示，雖然處於充滿挑戰的嚴峻經濟環境，但投資及提升直銷購物體驗的硬件建設對公司而言至為重要。此品牌中心耗資超過 350 萬令吉建設，能夠為安利直銷商及他們的客戶帶來美好體驗。

另外，全新售後服務中心可以為 eSpring 家用淨水器及 Atmosphere 空氣淨化器用戶提供「一對一」快速服務。在等待的過程中，顧客可以前往品牌中心 ARTISTRY 護膚區及 ARTISTRY 美容護理。

### 安利HeadSTART計劃 錄取5底護中心青年

安利已與非牟利中心合作，以發展青年領袖計劃。該計劃旨在為 18 至 25 歲的青年提供培訓和發展機會，幫助他們在社區服務和領導方面成長。

HeadSTART 計劃是安利在馬來西亞的一個重要項目，旨在為青年提供一個展示才能和領導能力的平台。該計劃將為錄取的青年提供一系列的培訓和發展機會，包括領導培訓、團隊建設、社區服務等。

安利相信，通過 HeadSTART 計劃，青年可以獲得寶貴的經驗和技能，為他們的未來做好準備。安利將繼續支持該計劃，為馬來西亞的青年提供更多的發展機會。





# PROGRAM HARAPAN

(Hope Programme)

## Saturday Life Skills Activities

H1 2016



- Educational Field Trip to KIDZANIA (30 Jan 2016)
- Child Safety and Self Awareness Workshop (12 Mar 2016)
- "Why Not Start A Business" Workshop (28 May 2016)

Improving the lives of over 234 children



- "Dream Book" Inspirational Talk and Workshop in Jul 2016
- "Mission To Mars" Workshop in Sep 2016

In 2016, we helped more than 300 children

## Project HeadSTART

### H1 2016



- ✓ 6-month apprenticeship programme (Jan-Jun 2016) for school leavers from foster homes/ vocational institute
- ✓ Successful transition to independent working life
- ✓ HeadSTART 2016 : 5 apprentices rotated through five departments in AMWAY Malaysia



Helping young adults help themselves

## 2017 Business Focus



Weak Ringgit and consumer sentiment continue to pressure

- ✓ Continue to support ABOs to grow their business – mobile revolution
- ✓ New innovative products launches
- ✓ Enhance service culture and talent development
- ✓ Prudent in operating expenditure

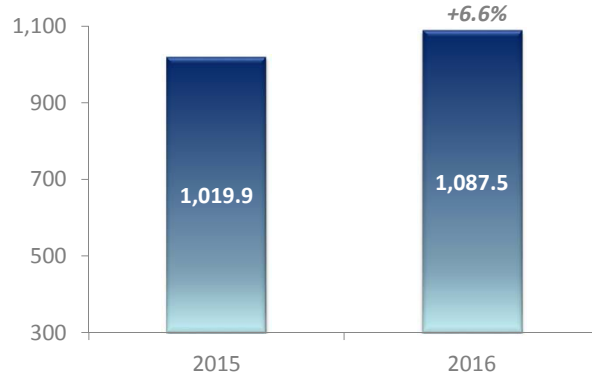


## 2016 FINANCIAL REVIEW

Ng Ai Lee, Head of Finance

### Financial Performance – Sales

Sales (RM'mil)



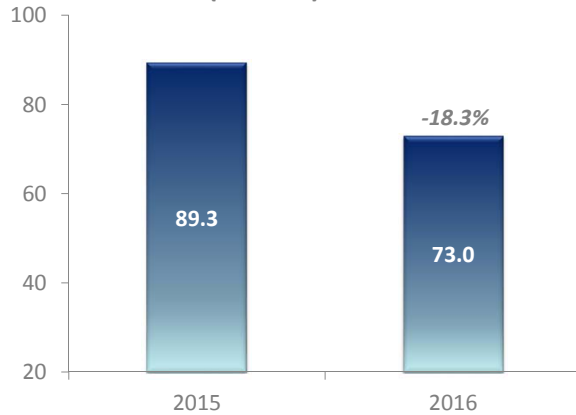
✓ Full year sales was 6.6% higher than last year mainly due to:

- Strong pre-price increases buy up ahead of price increase effective February and April 2016
- Price increase impact
- Positive ABO momentum as a result of the 40<sup>th</sup> anniversary and PF 17 sales and marketing programmes



## Financial Performance – Profitability

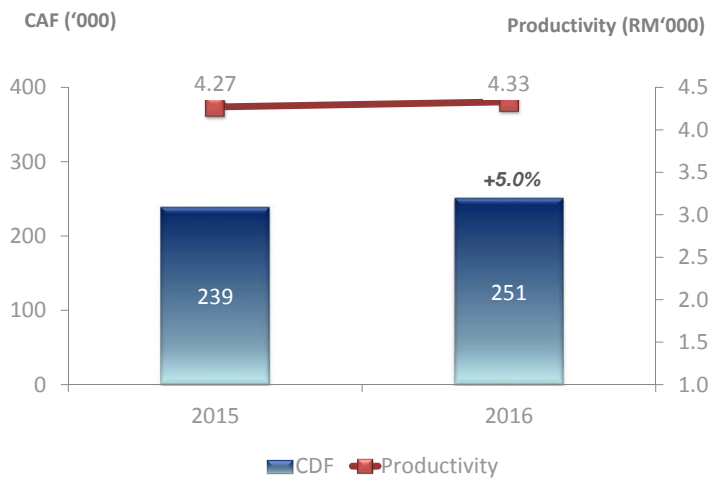
Profit Before Tax (RM'mil)



✓ PBT was lower by 18.3% despite higher sales mainly due to:

- Adverse forex impact
- Higher operating cost, mostly sales & marketing related spendings eg. 40<sup>th</sup> Anniversary programmes

## Core ABO Force

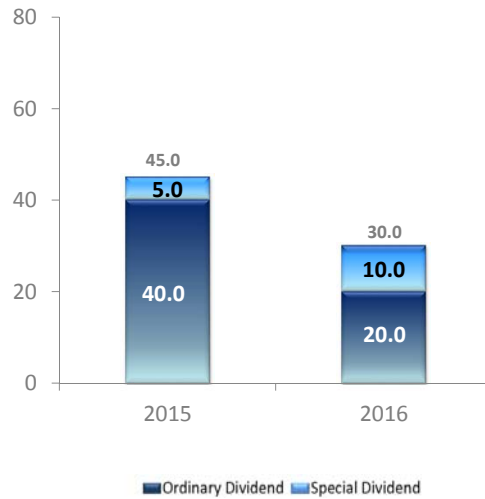


✓ CAF increased by 5.0% due to:

- Strengthen retention rate
- Higher renewal base for 2016

## Dividend

Net Dividend per share (sen)



✓ Dividend policy: Dividend payout ratio of no less than 80% of current year net earnings.

✓ 2016:

- 90% of net earnings
- Net dividend payout of RM49.3mil.

THANK YOU



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