



**AMWAY (MALAYSIA) HOLDINGS BERHAD**  
**ANALYST BRIEFING FY2021**  
**25 FEBRUARY 2022**







# **BUSINESS HIGHLIGHTS FY2021**

**Mike Duong, Managing Director**



OUR PURPOSE  
**HELPING PEOPLE LIVE  
BETTER, HEALTHIER LIVES**

**HEALTH &  
WELLNESS**

**ENTREPRENEUR**

**TECHNOLOGY**

Our Vision: **Leading Health and Wellness Company for Entrepreneurs**



# HEALTH & WELLNESS

# Future Health and Wellness Challenges



**Unhealthy diet/ food explosion**



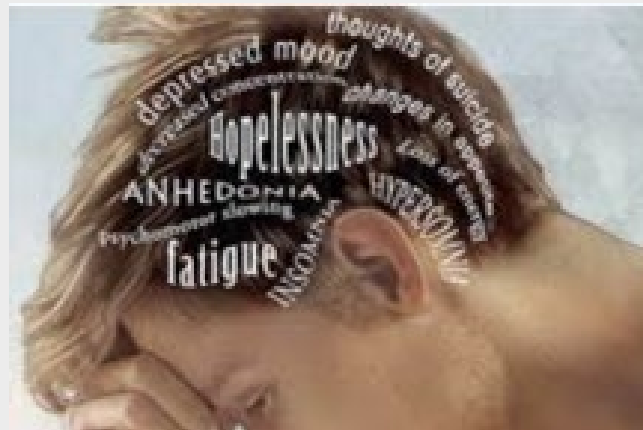
**Global Obesity Tsunami**



**Rising Lifestyle & Chronic Diseases**



**Increasing Elder Population  
and Need for Care**



**Mental Well-Being Distress**



**Worsening Pollution**





**Support a healthy and active lifestyle  
through innovative products & communities**



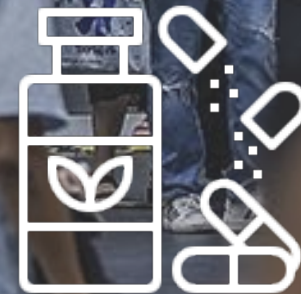
**Amway Malaysia continues to support the nation's health and wellness amidst the pandemic.**



Immunity Boosting  
Supplements



Award-winning  
products



Delivered 12 new  
products & 6 bundles



# Products Launched In 2021

# Awards



DHA Gummy



Fruits & Vegetables Smoothies



BK Meal Replacement



4-in-1 total immunity



Green T Plus



Sleeping Mask



Skin Nutrition Range



Mini



Reader's digest – 17<sup>th</sup> Consecutive Year



Reader's digest – 16<sup>th</sup> Consecutive Year



2021 - GOLD AWARD FOR MALAYSIA UNDER VITAMINS HEALTH SUPPLEMENTS CATEGORY



2021 - GOLD AWARD FOR MALAYSIA & ASIA UNDER WATER PURIFIER CATEGORY



CERTIFIED BY NSF INTERNATIONAL



GOLD SEAL FROM THE WATER QUALITY ASSOCIATION

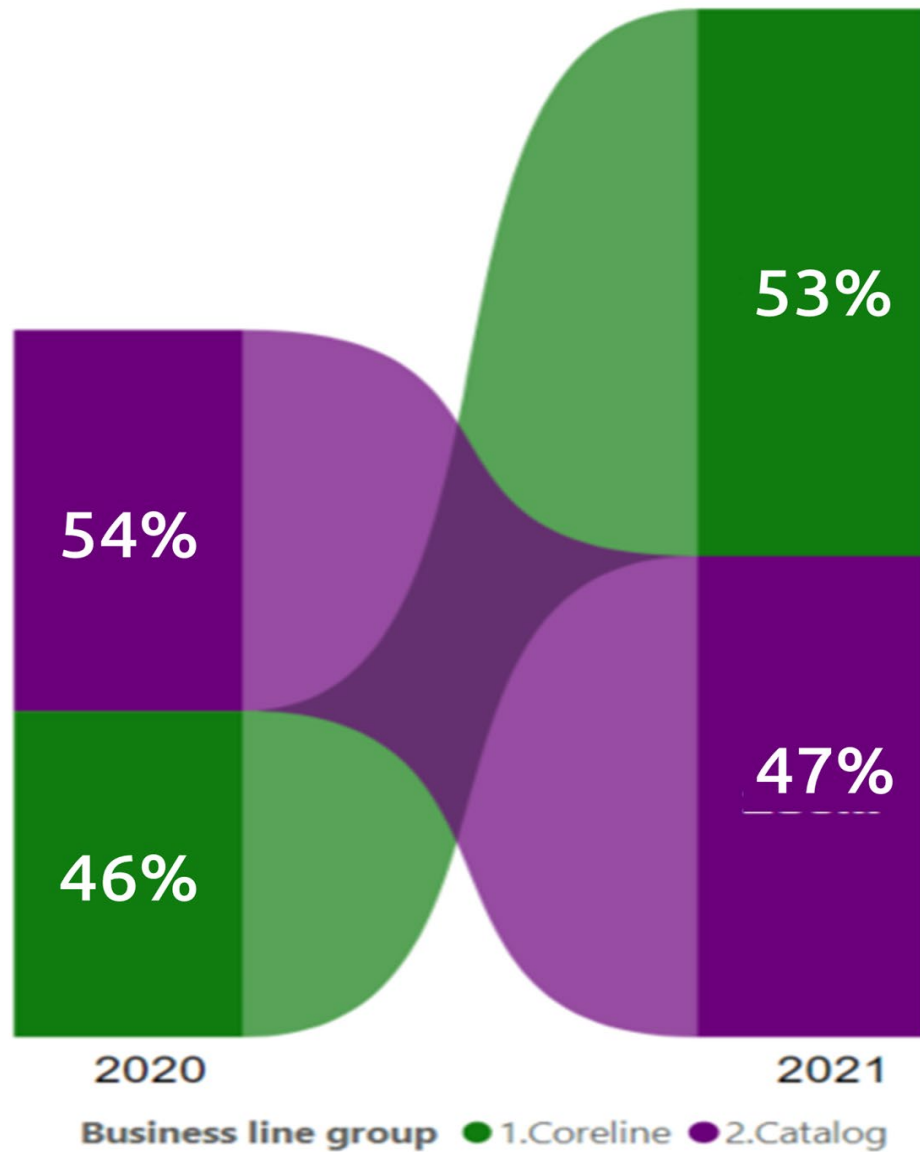


Longest Distance Covered  
In A Virtual Run (250,000km)



**Creating  
Healthy  
Communities**





**BUMI  
SEGMENT  
SHIFT  
TOWARDS  
CORELINE**



# ENTREPRENEURSHIP





A

**+61%**

More Buyers  
(vs 2020)



**+66%**

More Nutralite  
Buyer  
(vs 2020)

A

**30%**

growth in the  
number of new ABOs  
earning bonuses



Core Plus<sup>+</sup>



Improving the lives of Malaysians by empowering them with income opportunities through entrepreneurship.

**AMWAY  
PRIVILEGED  
CUSTOMER  
(APC)**

**Customer  
Sales  
Incentive  
(CSI)**

**Bronze  
Incentive**



# Business Support Programmes

## Successful Entrepreneurial ABO Leaders

Core Plus

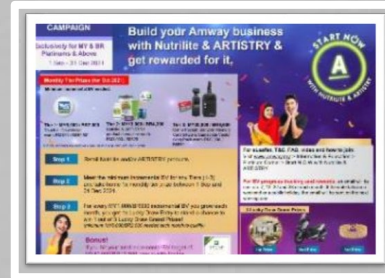
Core Plus+



ALS Trip Booster



Start Now



ABO/APC Signup Promo



New ABO Experience Programme



New APC Experience Programme



Online Community



Training & Meetings



Virtual Recognition



ABO Renewal Promo



APC Renewal Promo



# 499,500

## NEW ABOs & APCs

sign up as of 31 Dec 2021

Increased the force by 46%





# Women Empowerment

We inspire women to unleash their full potential

**60%**  
female  
ABOs

**3 of 8**  
female directors

**50%**  
female  
executives

**60%**  
female  
employees

# Tapping the Potential of Young Millennials

Helping young millennials live better and healthier lives  
by grooming their potential with right skill sets, tools,  
friendships, and business opportunities

**+139%**

Under 35 segment  
in total force size





# **TECHNOLOGY**

## **MODERNISATION & DIGITALISATION**

**Fast-tracked its strategy towards digitalisation and social commerce. Invested in infrastructure and ecommerce initiatives.**

**+60%**

**contributed to sales  
revenue in 2021**

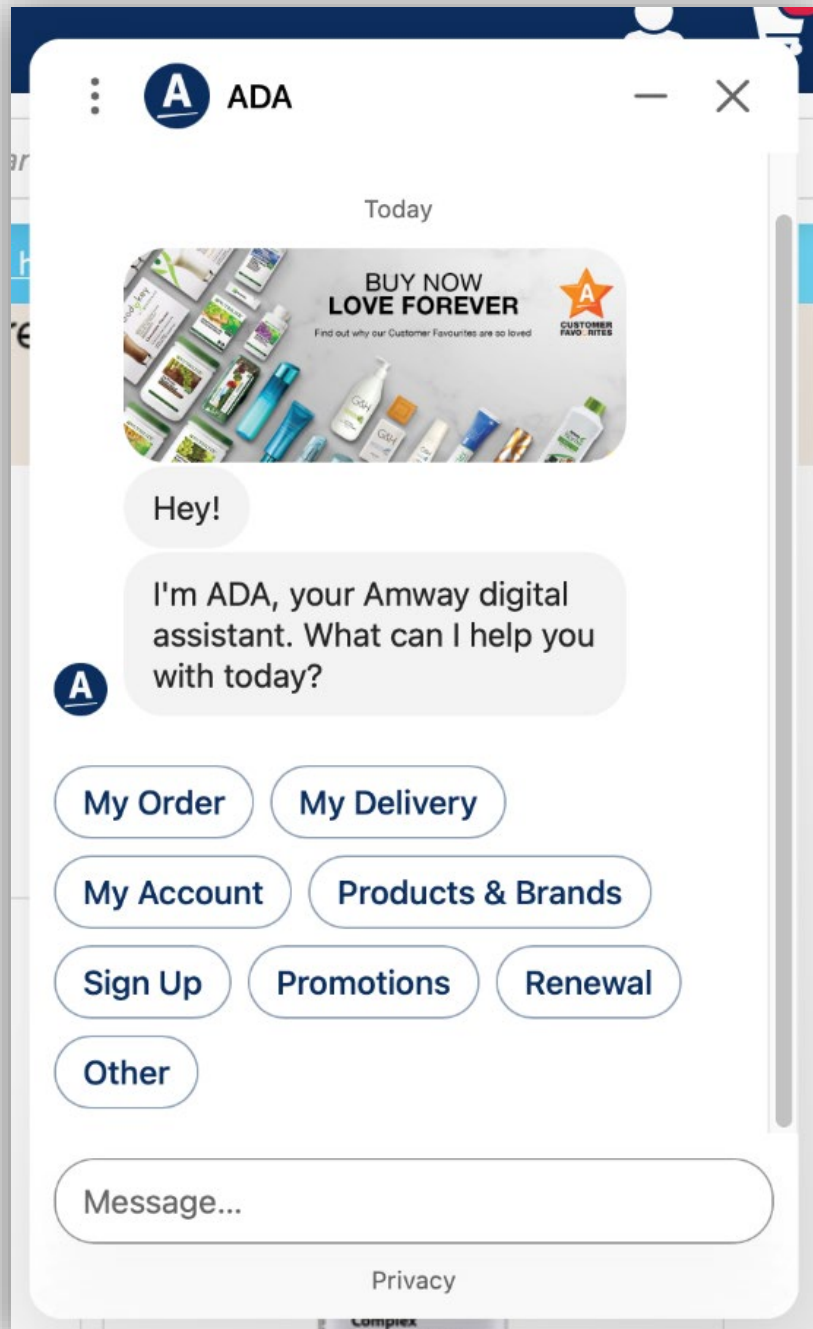
**99% on time delivery**

**CONNECT WITH**

**AmwayNow**

**ENUTR**





In November 2020, Amway successfully migrated its eCommerce capability from a legacy system to a more robust eCommerce architecture which powered by **Hybris Core**.

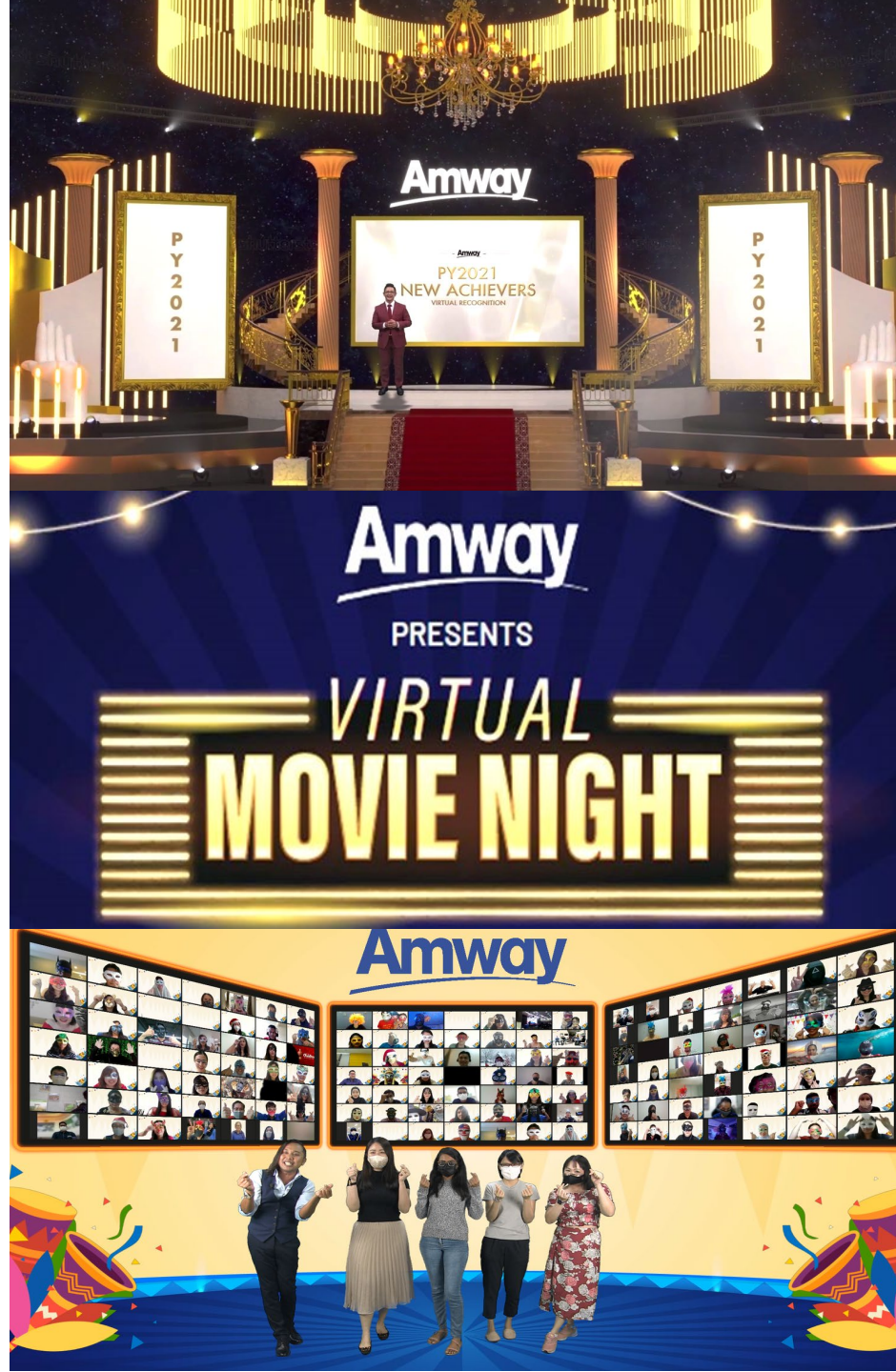
Several enhancements done for ecommerce platform in 2021:

- ▷ **Order Cancellation**
- ▷ **Order Details**
- ▷ **Order Edit**
- ▷ **Order History**
- ▷ **Notification**
- ▷ **Delivery Tracking**
- ▷ **Chat Bot & Live Agent**

Investments to eCommerce platform and **home delivery** has contributed to the online sales growth.

# ABO & COMPANY ONLINE EVENTS

76 Virtual Training, 7 Business Line Rally, 1  
New Achievers Virtual Recognition,  
12 Leaders Engagement Meetings  
During MCO, FMCO and NRP  
(Jan-Dec 2021)







# **MOVING FORWARD**

# AMWAY Malaysia 50<sup>th</sup> (2026) Aspirational Targets



ABO &  
Customer  
Obsessed



300k ABOs &  
**700k** Privileged  
Customers



Infrastructure  
to support  
**Double** Sales



**80% Sales** via  
Online

Delivery **in 24**  
**hours** for KL,  
JB, & Penang



**10X** Easier for  
ABOs Acquire  
Customers

More ABOs  
Earning Bonus



**>80%** sales in  
Health &  
Wellness

**Double** size of  
Nutrilite Sales





**OUR COMMITMENT,  
OUR COMMUNITY,  
OUR RESPONSIBILITY**

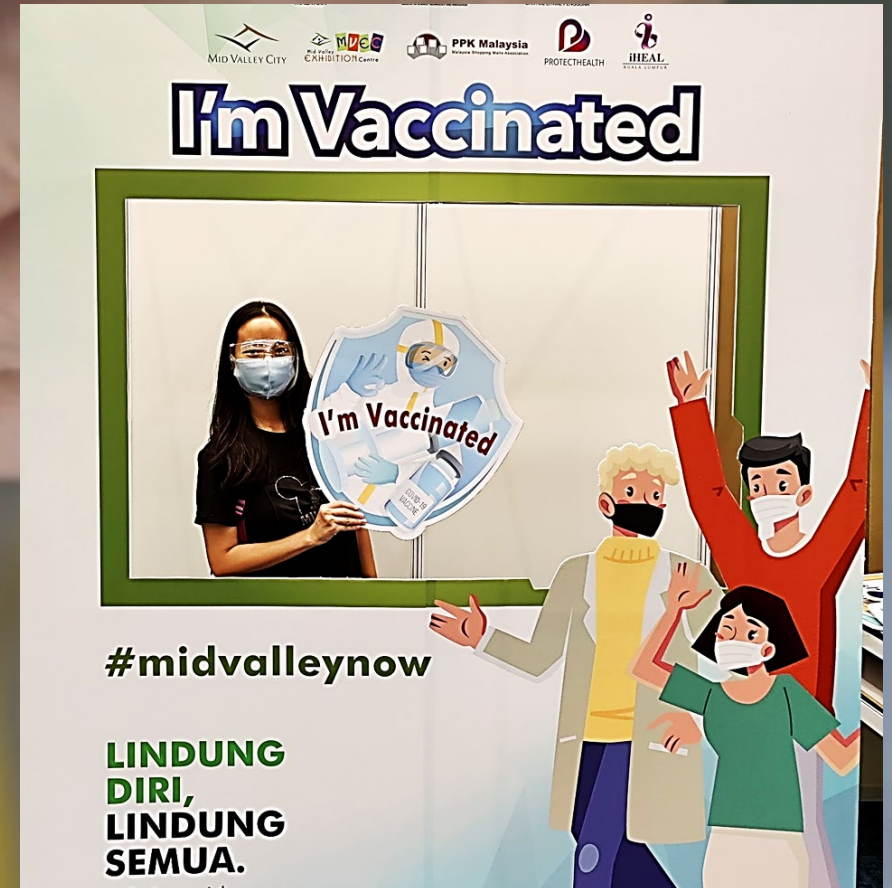
# COVID 19 VACCINATION PROGRAMME

## Retail Industry Vaccination Program (RiVAC)

- Over 200 Employees & ABO Leaders

## Voluntary COVID Testing

- Provision of self-test kits for employees to conduct self-testing regularly





# **Amway Malaysia observes strict SOPs throughout the pandemic.**



Wear your mask



Respect social distancing



Avoid physical contact

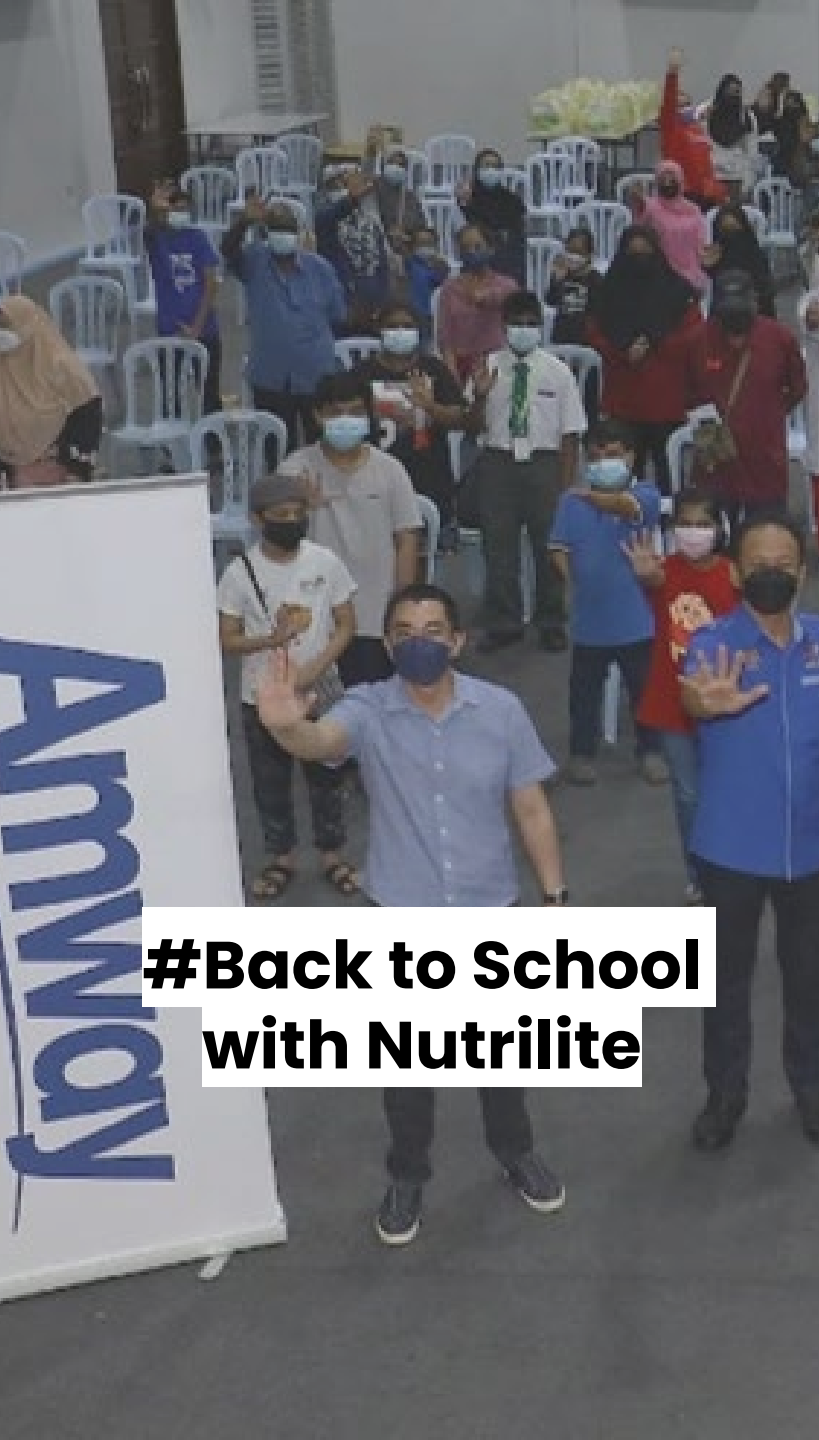


Wash your hands



Clean as you go





**#Back to School  
with Nutrilite**



**#Food-Aid with  
DSAM and MRCA**



**#2021 Flood Relief  
Support**





# **FINANCIAL PERFORMANCE FY2021**

**Ng Ai Lee, Chief Financial Officer**

## Our Performance



**Sales Revenue**  
**RM 1,485.9 million**



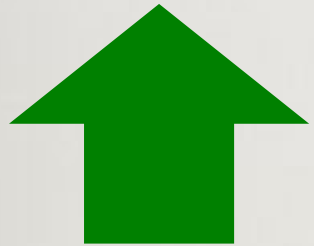
**Profit Before Tax**  
**RM 49.7 million**



**Net Profit**  
**RM 36.8 million**



# Sales Revenue



**28.8%** vs PY

**FY21 RM 1,485,9 million | FY20 RM 1,153,5 million**

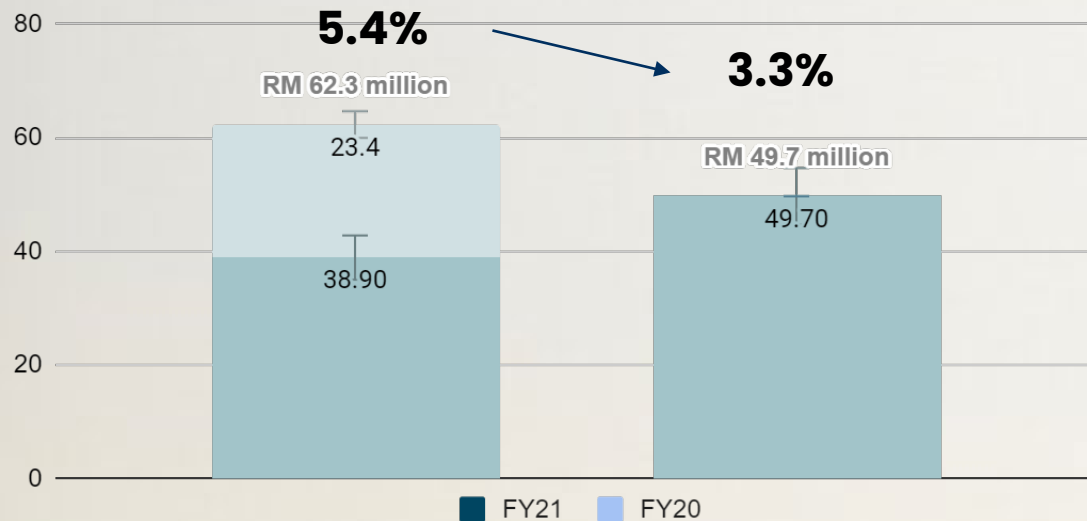
## Higher sales driven by:

- Launch of Amway Privileged Customer (APC) program since -Jan 2021 which brought in new buyers;
- Positive momentum motivated by the newly introduced sales incentive plan in Jan 2021;
- Higher demand for nutrition and wellness supplements; and
- Good response on Atmosphere Mini (launched in July 2021).



# Profit Before Tax

## Profit Before Tax



**-20.2% vs PY**

-2.1% profitability

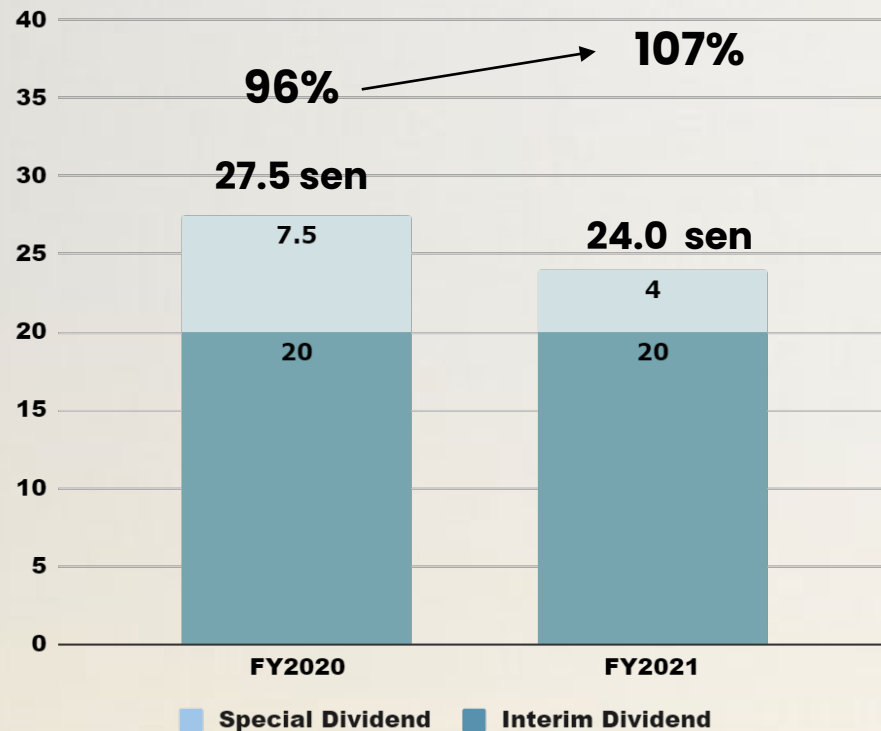
**FY21 RM 49.7 million | FY20 RM 62.3 million**

## PBT is lower by 20.2%

- New incentives plan launched in Jan 2021 & higher ABO incentives in line with higher no of qualifiers;
- Higher comparison in previous year from :
  - one-off gain on disposal of properties &
  - trip cancellation due to Covid-19 pandemic outbreak



### Net Dividend Per Share (sen)



## Dividend Payout

- ✓ Dividend policy: Dividend payout ratio of no less than 80% of current year net earnings
- ✓ The Group dividend payout in 2021
  - Total dividend: **24.0 sen** (2020: 27.5 sen)
  - Dividend payout: **RM39.5mil** (2020: RM45.2mil)



**Q&A session**



**THANK YOU**

***Amway***



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