



AMWAY (MALAYSIA) HOLDINGS BERHAD

FY2023 ANALYST BRIEFING
29 February 2024



FINANCIAL PERFORMANCE

Ng Ai Lee, Chief Financial Officer

Our Performance



Sales Revenue
RM 1,408.3million



Profit Before Tax
RM 152.6 million



Net Profit
RM 115.9 million

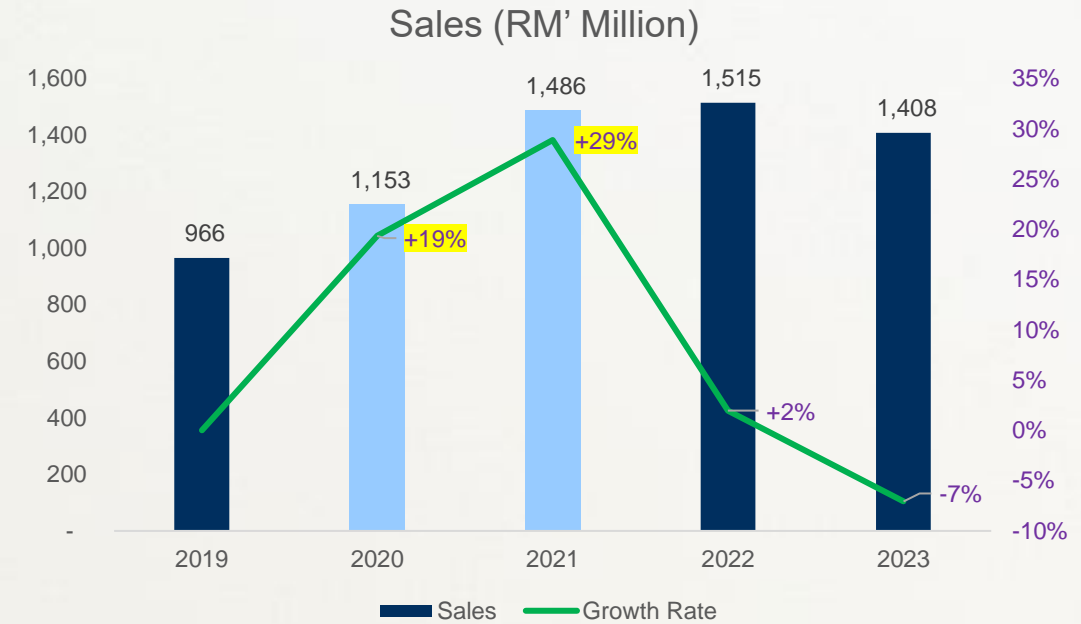
Sales Revenue

 **7.0%** vs PY

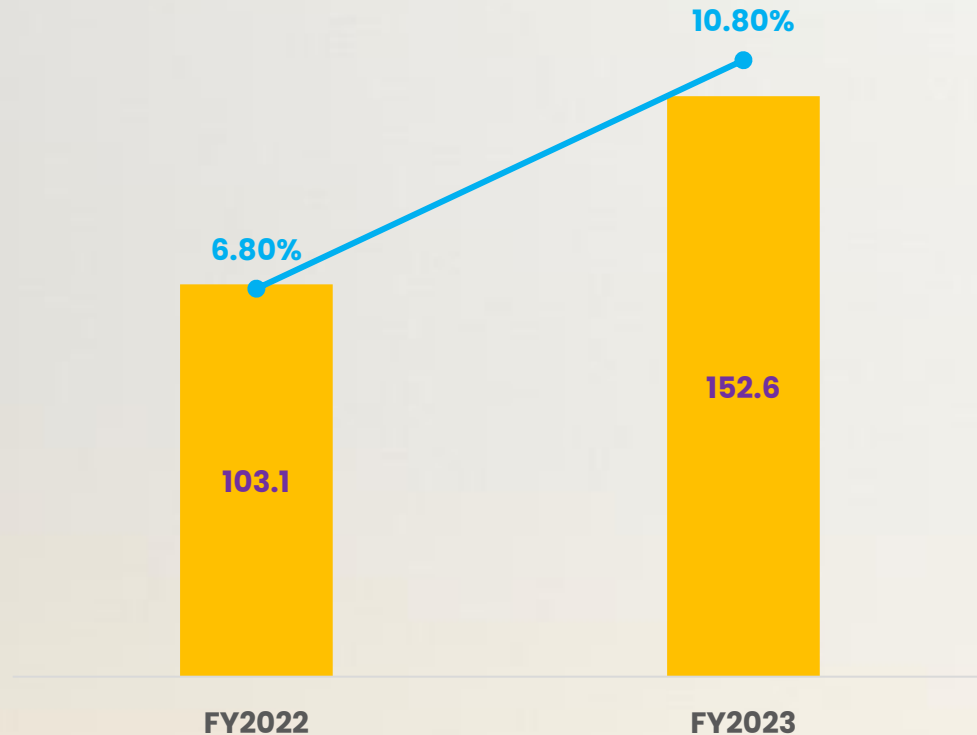
FY2023 RM1,408.3 million | FY2022 RM 1,514.8 million

Sales decline due to:

- ✓ On the back of exceptional growth in year 2020 & 2021 and a marginal growth in FY2022;
- ✓ Weaker demand for health & wellness products & home appliances.
- ✓ Surge in inflationary pressure dampening consumer sentiment and spending ability; and
- ✓ Consumer priorities shifting away from pandemic-specific health concerns.



Profit Before Tax (RM'mil)



Profit Margin (PBT/Sales)



48.0% vs PY

+4.0% profitability

Profit Before Tax (PBT)

The significant increase in PBT (**48.0%**) is mainly attributable to:

- Lower ABO incentives payout in tandem with lower sales; and
- Price increase.

FY2023 RM152.6 million | FY2022 RM103.1 million



Dividend Payout

Dividend policy:

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

Dividend payout 2023:

- Total dividend : **60.0 sen** (2022: 38.0 sen)
- Dividend payout: **RM98.6mil** (2022: RM62.5mil)

A professional business meeting scene. In the foreground, a man with a beard and long hair, wearing a dark blue suit and a patterned tie, is shaking hands with another person whose arm is visible on the left. They are standing near a table with coffee cups and a glass carafe. The background shows large windows with a view of a city. The text "BUSINESS HIGHLIGHTS" is overlaid in large, bold, yellow letters with a black outline.

BUSINESS HIGHLIGHTS

Mike Duong, Managing Director

Last Year...



Post
Pandemic



Ongoing
Conflict

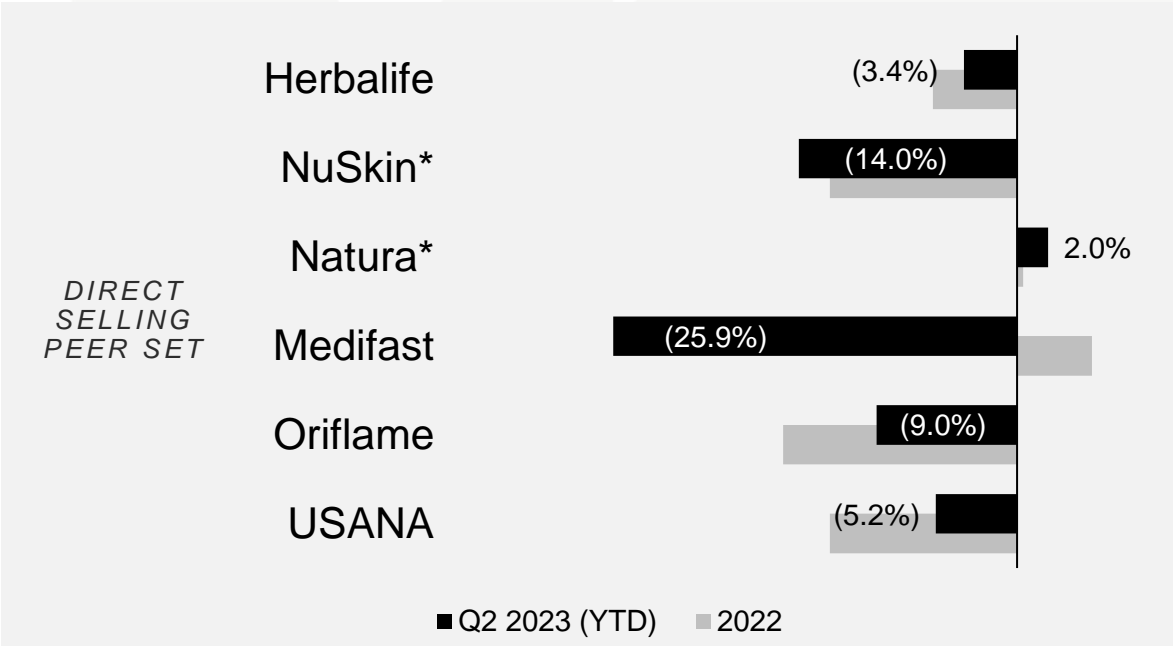
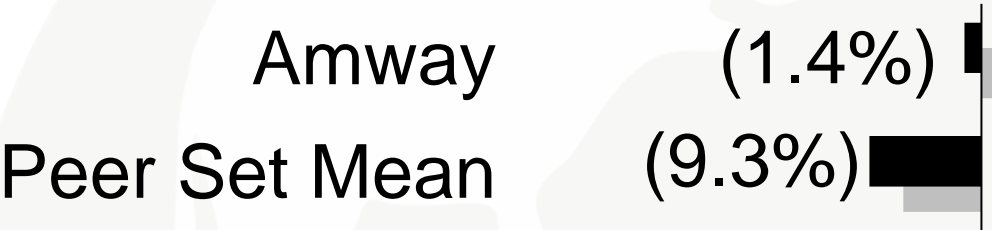


Inflation, FX
Impact, Petrol

Impact to Direct Selling Industry?

In Globe

SALES VS PRIOR YEAR



2023 Constant Dollar
*Includes non-direct selling businesses

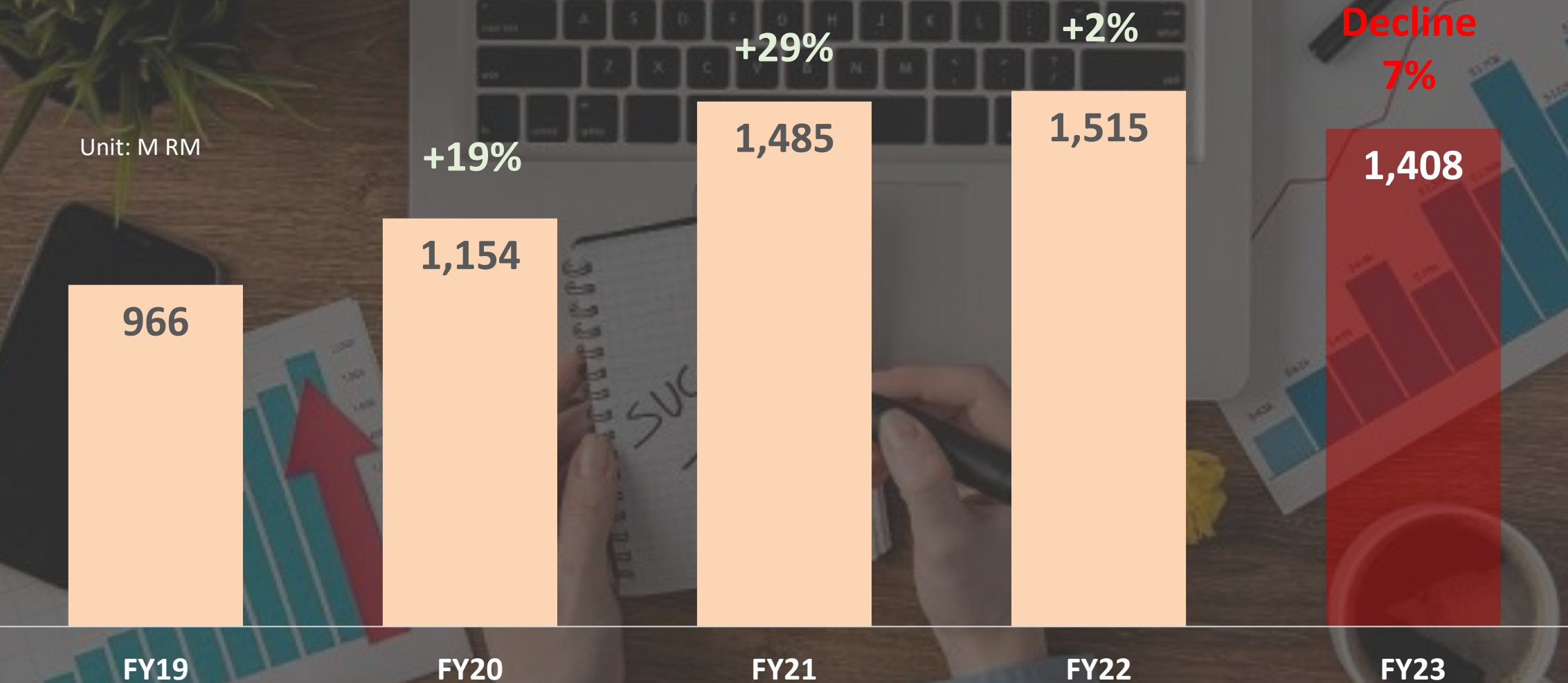
In Malaysia



-10% to -60% Decline
Projected for some Malaysian
Direct Selling Companies

Amway Malaysia's Growth Journey: After Exponential Growth

Unit: M RM



Malaysia Boleh

Last 5 ABO Performance Years



1.7M

**New Sign
Up**



1622

**New
Leaders
(Founders
Platinum)**



126

**New
Diamonds
(and above)**

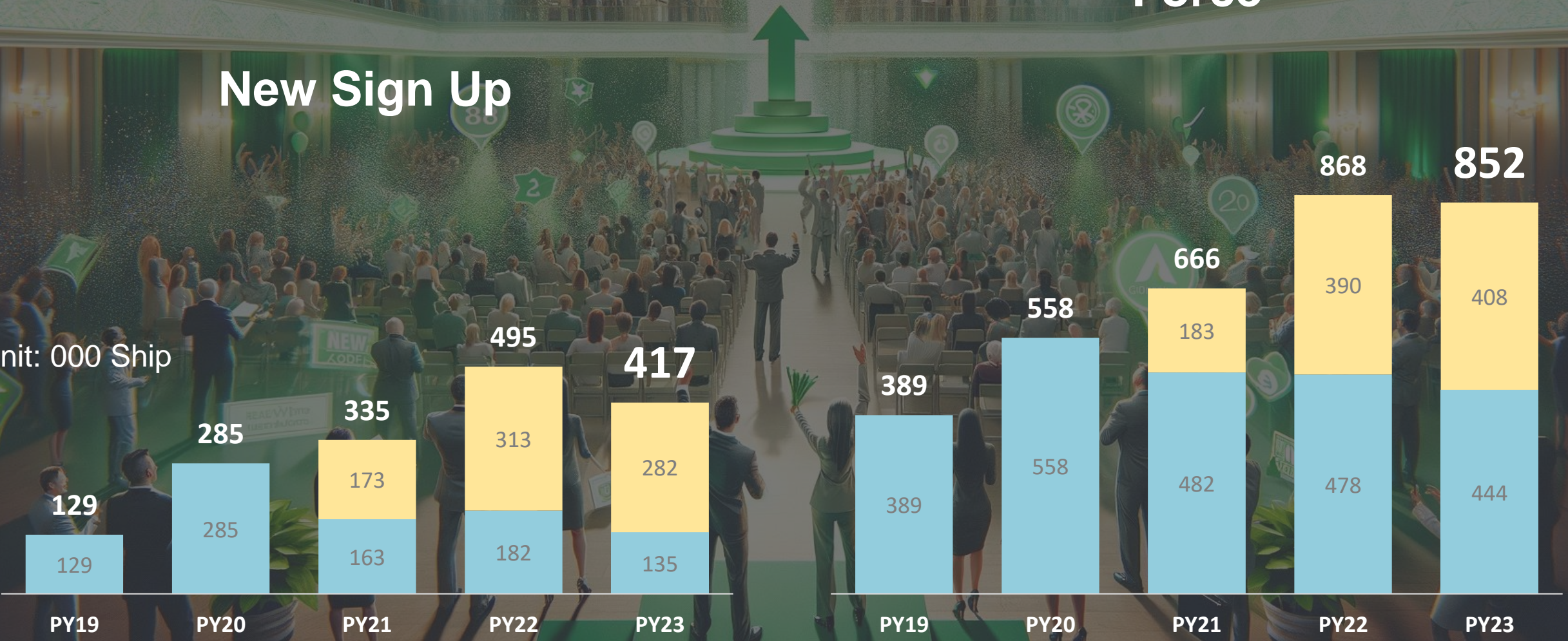
New Sign Up and Force

Last 5 Performance Years

Force

New Sign Up

Unit: 000 Ship



Sales Dynamic: Buyer (Monthly Average)

Buyer

Unit: 000 Ship

Unit: RM

200
180
160
140
120
100
80
60
40
20



PY19

PY20

PY21

PY22

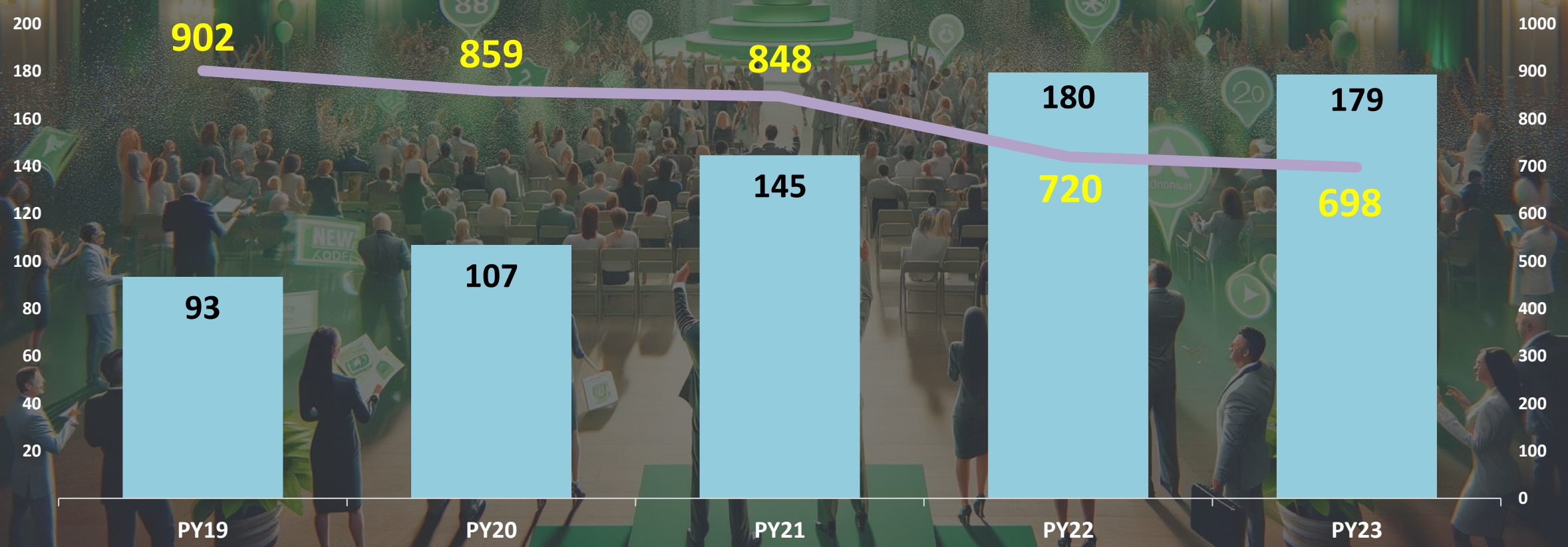
PY23

Sales Dynamic: Buyer * Productivity (Monthly Average)

Buyer
Productivity

Unit: 000 Ship

Unit: RM



After Latest PEAK – What NEXT?



*Statutory Result

2023 NEW PRODUCTS



Vergold Drip Coffee



**Botanical Beverages
Berries With Lutein**



**Plant To Table by
Nutrilite Organic
Muesli**



**Tropical Herbs Al Siha
Botanical Beverage
Dates**



Artistry Studio Skin



BodyKey Start-Up Pack



**Artistry Skin Nutrition
Multi-Defense UV
Protect**



New Glister Series



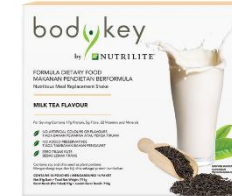
**Nutrilite Mixed Soy
Protein with Peptides &
Aloe Vera and Lecithin
with Vitamin E**



**Tanamera Aroma
Diffuser**



Artistry Sheet Masks



**Bodykey Meal
Replaement (Milk Tea)**



**Dreamland Wellness
Pillows**



inBodyDial



**Gintell StarWay
Massage Chair**



**Artistry Labs
Retexturizing System**



**Philips Wet & Dry Robot
Vacuum Cleaner**



Gintell Walking Pad



**Philips High Speed
Blender 7000 Series
HR3760**



**XS Wildberry Flavour
Drink Premix**



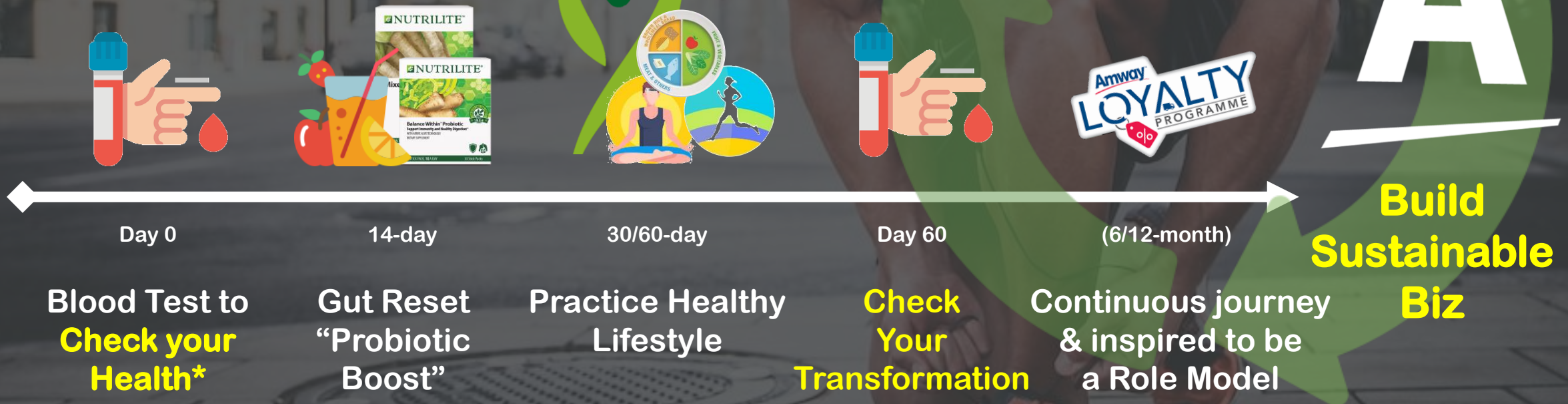
Artistry Future Glow

Health & Wellbeing

Products & Solutions



Healthy Life Start with Healthy Gut



BodyKey Gut Reset: Participants Performance

Health Improvement

(712 people completed 2nd Health Screening)

*no. of individual
diagnosed with

350
High
Cholesterol

201
High
Blood Pressure

39
High
Fasting Glucose

66%

High Total
Cholesterol

67%

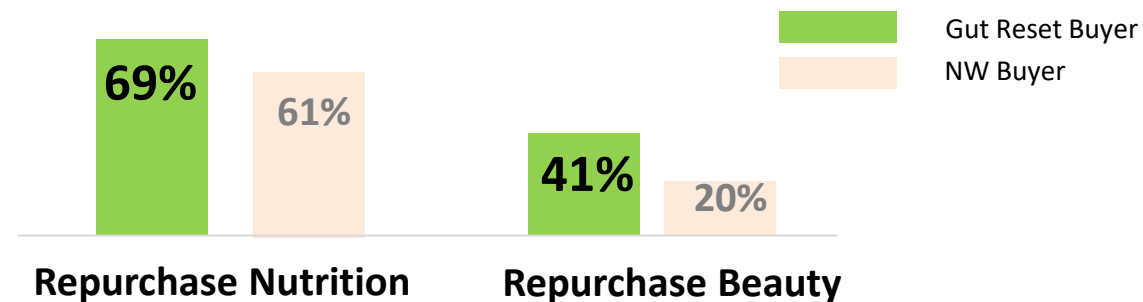
High Blood
Pressure

72%

High Fasting
Glucose in Serum

Improvement

Gut Reset Buyer Migration

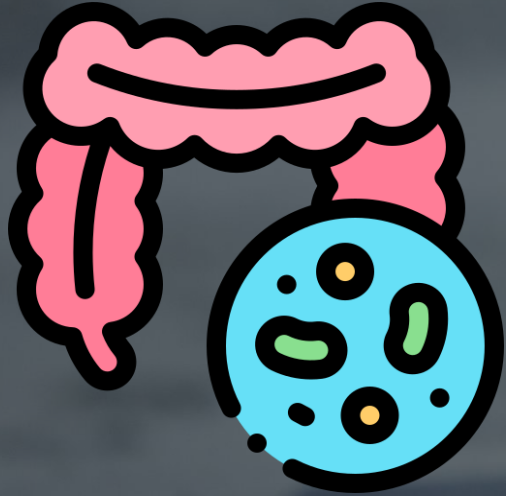


Gut Reset Buyer Productivity



Observations

Importance of
Gut Micro-biome



Nutriline products,
diet, and lifestyle
change works



**Strong community,
training, support and
testing is important**





ABO ENABLED TRAINING & SUPPORT

- > Better Me Story Telling
- > Community Engagement



ABO Led
Health & WELL-BEING

**COMMUNITY
MODEL**

H&W Community

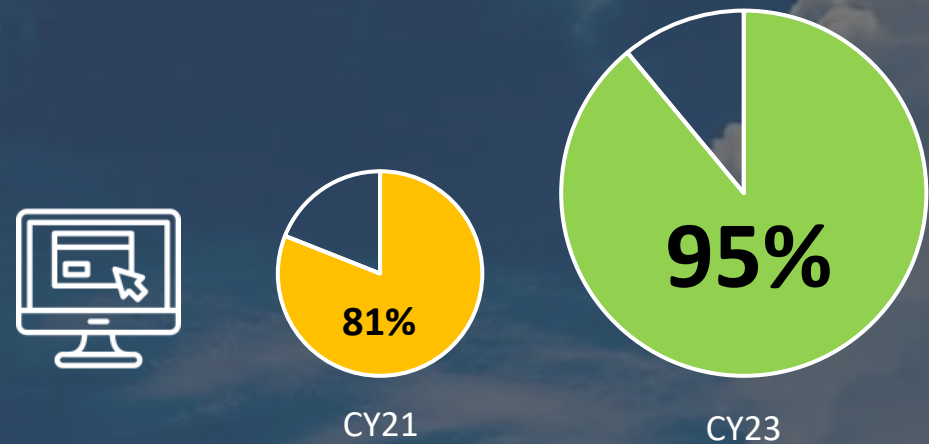
Support for ABO



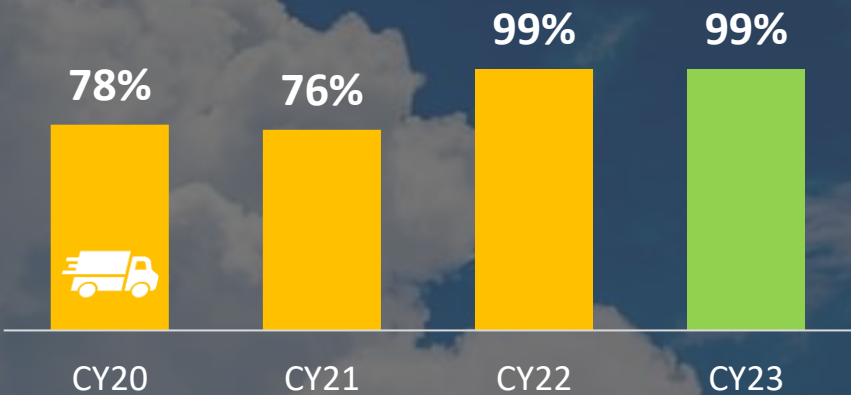
**AUTHORITATIVE
CONTENT**

Amway Malaysia Operational Update (Highest Service Levels)

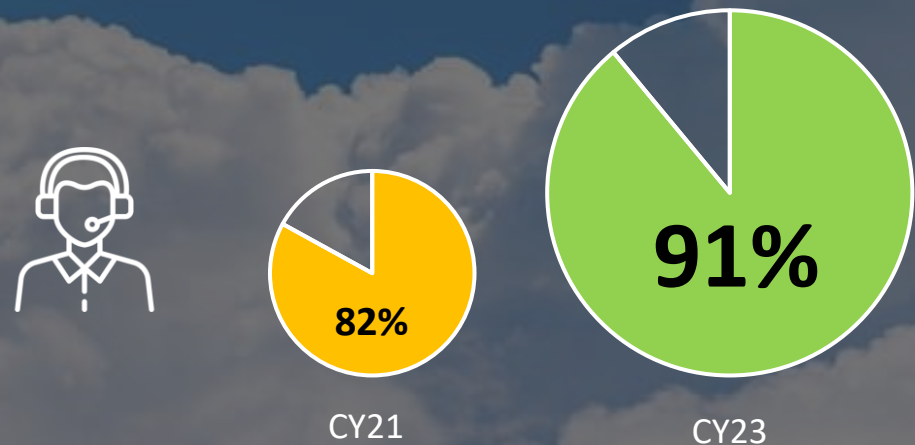
% Website Satisfaction



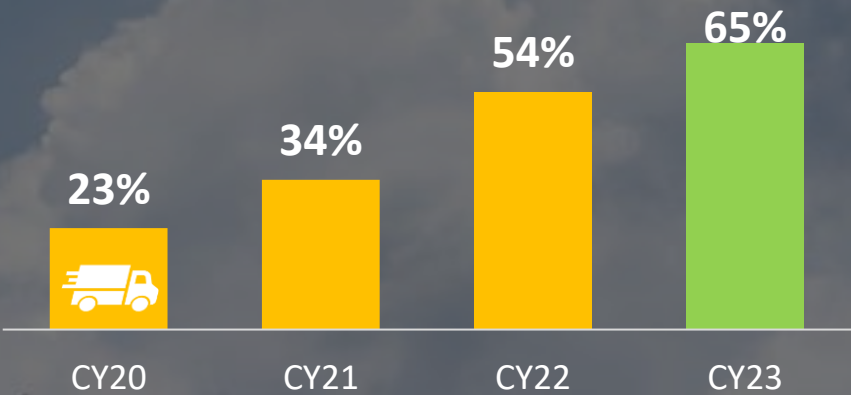
On Time Delivery



Customer Service 1st Contact Resolution



The Next Day Delivery





Amway's **Sustainability Culture**

Sustainability Update

No Single Use Plastic Bags

Shop Pilot

*Perai, Penang,
Seremban*

All Shops

Dec 2023

Solar Panel

Office Block

*Installation
completed Jan 2024*

Go - Live

*Pending approval from
Energy Commission M'sia*

EV Charging Stations

Office Block Covered Parking

*4 stations access with
registration*

Go - Live

Feb 2024

AMWAY VOLUNTEERS (CSR)



83 hours study-aid as at 16 Dec 2023





Q&A Session