



A

AMWAY (MALAYSIA) HOLDINGS BERHAD

FY2024 ANALYST BRIEFING
27 February 2025



2024 BUSINESS HIGHLIGHTS

Mike Duong, Managing Director

Year in Review Video 2024

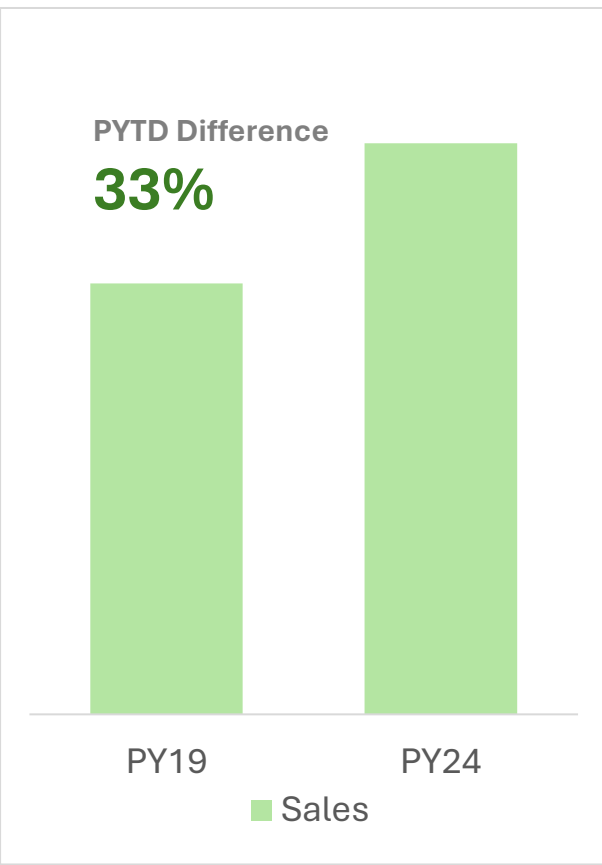
Historically, Malaysia Has Shown the Sustainable Growth Trajectory



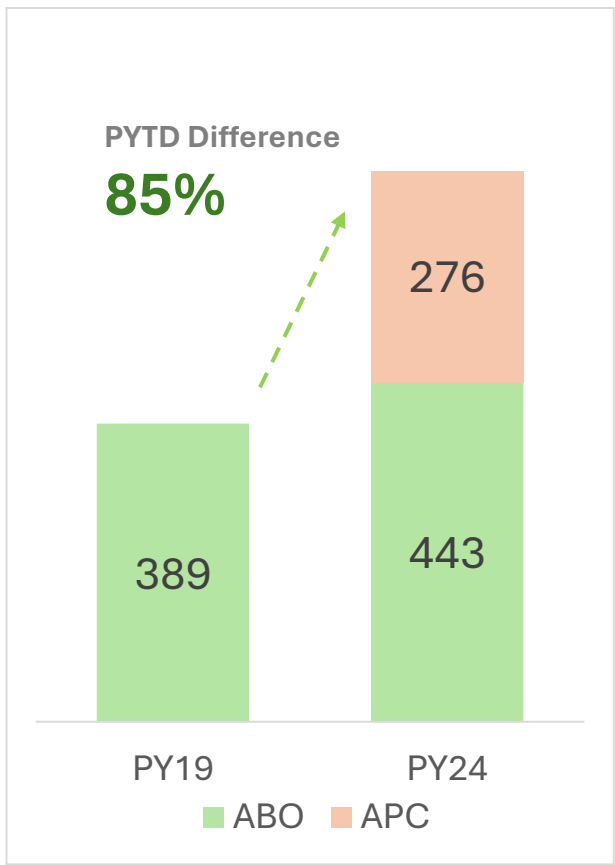
* Sales shows the accounting sales before MFRS adjustment

We have sustainably grown....

Sales

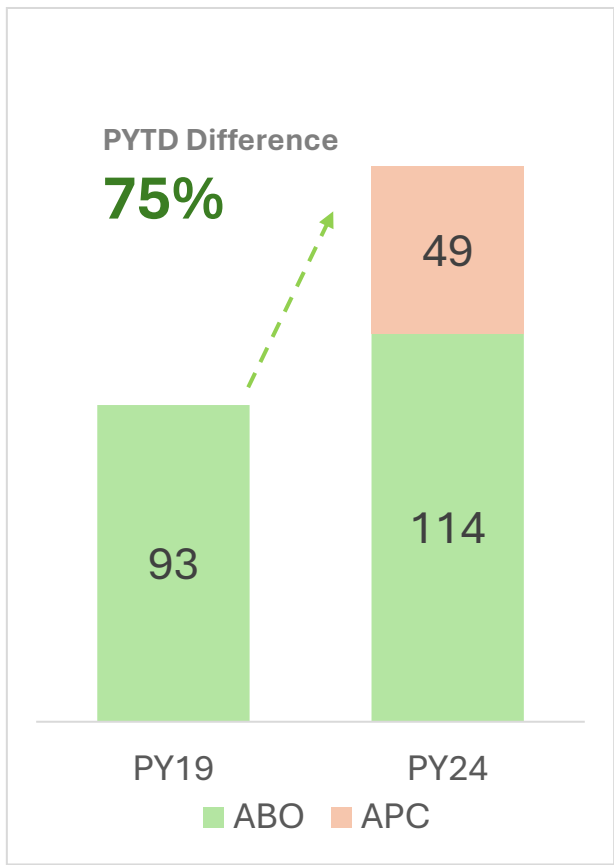


Force



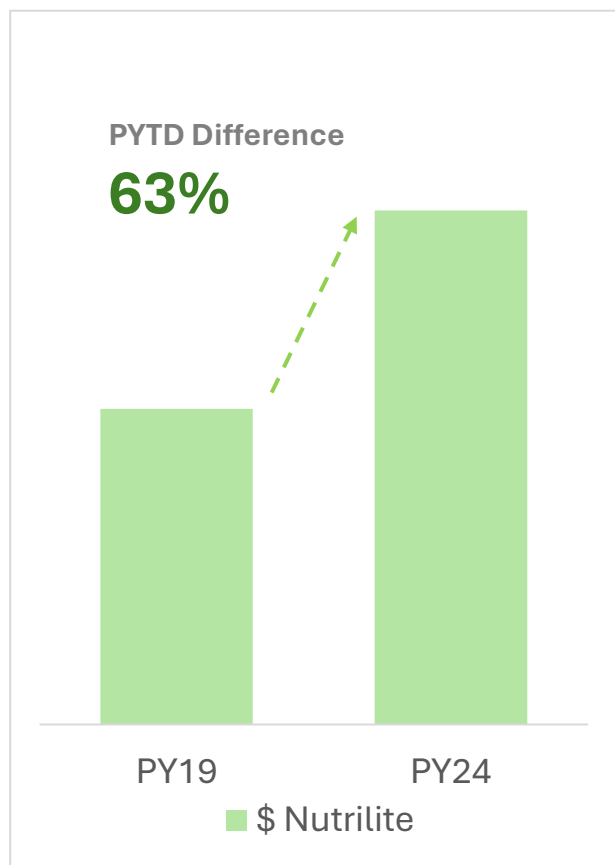
Unit: 000 ships

Buyer



Unit: Monthly Average, 000 ships

Nutrition Business



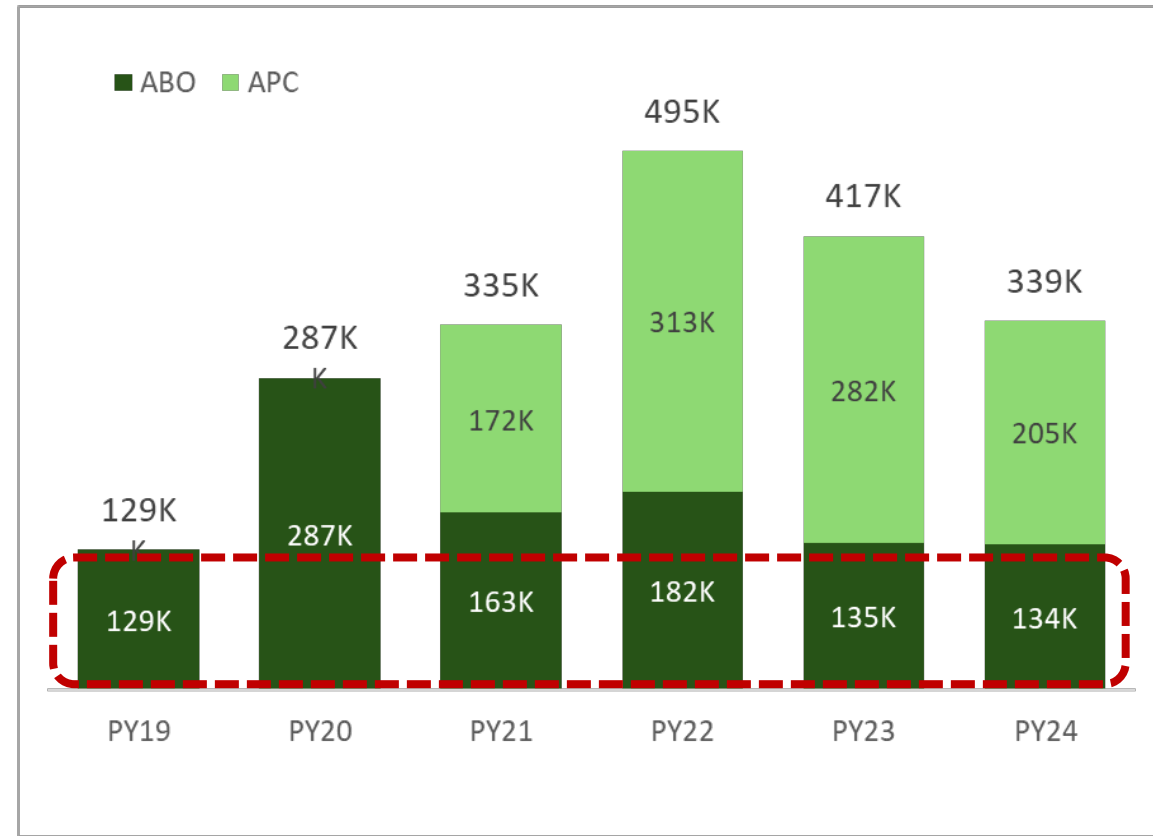
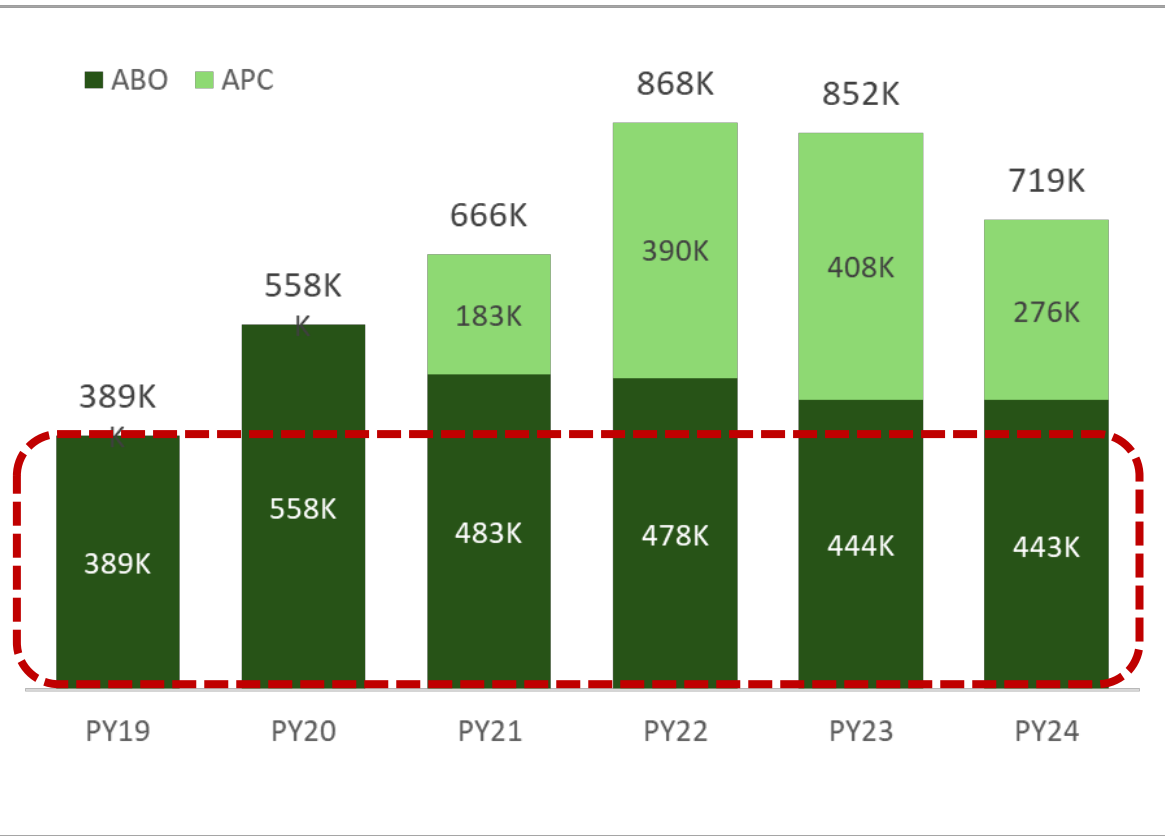
Unit: M RM

Total Force Size -15.6%
ABO Force Size remains stable

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

FORCE SIZES BY BUSINESS NATURE

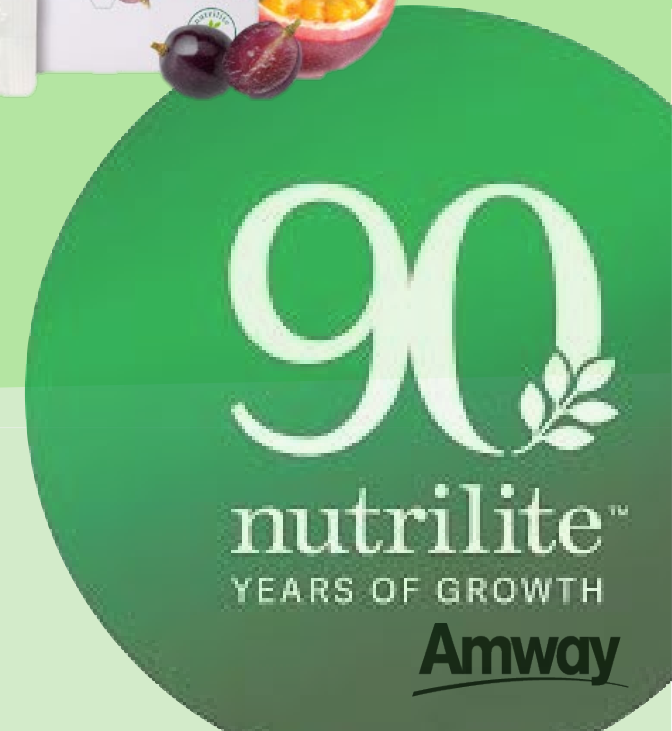
NEW APPS BY BUSINESS NATURE



Healthy Aging & Healthy Weight



May 2024



Healthy Skin

**g&h
Restage**

**Sleeping
Mask**

**Colour
Series**

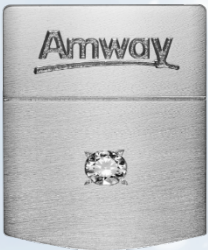
**Defying &
Correcting Serum**



Healthy Home Living



New Achievers (Diamond)



Amway
CONGRATULATIONS
TO OUR NEW
DIAMOND

**DAVID CHUA
& LEE WAN PAE**



Amway
CONGRATULATIONS
TO OUR NEW
DIAMOND

ONG KOK YEW

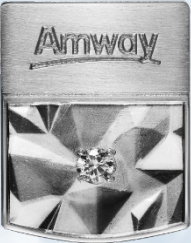
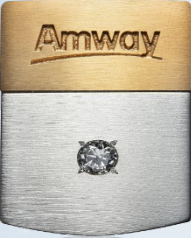


Amway
CONGRATULATIONS
TO OUR NEW
DIAMOND

**CHANG SHING YAU
& LAI SOO GUAN**



New Achievers (Founders Diamond, Executive Diamond)



Amway
CONGRATULATIONS
TO OUR NEW
**FOUNDERS
DIAMOND**

**FRANCIS CHUNG
& EVON YEOH**

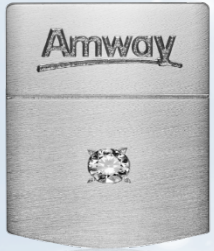
A photograph of Francis Chung and Evon Yeoh. Francis is wearing a black turtleneck and glasses, and Evon is wearing a white sleeveless dress. They are both smiling and embracing each other. A small Amway Founders Diamond award plaque is visible in the bottom left corner of the image.

Amway
CONGRATULATIONS
TO OUR NEW
**EXECUTIVE
DIAMOND**

**ELLIS GAN
& KENNIX YAP**

A photograph of Ellis Gan and Kennix Yap. Ellis is wearing a dark blue suit jacket over a tan turtleneck, and Kennix is wearing a black dress. They are both looking towards the camera. A small Amway Executive Diamond award plaque is visible in the bottom left corner of the image.

Achievers Recognition (Diamond)



Ong Chuan Kee &
Yaw Pick Yoke



Kristany Ubud &
Kadmil Gungat



Lucas Kong &
Tang Siew Yii



Sense Tio Swee Siong &
Lavenier Teo Jia Hui

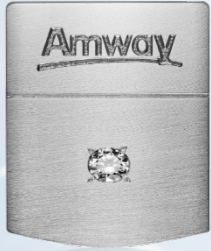


Guan Ding Hao &
Crystal Ng Chia Yee



Daryl Su &
Chai Jia Ni

Achievers Recognition (Diamond) (cont'd)



Noor Shafinah Mamat &
Che Mohammad



Lim Chee Yang &
Tan You Min

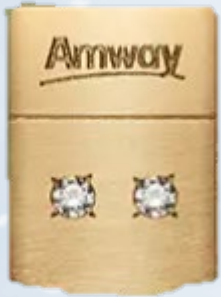


Noorhaizumi Mamat &
Mohd Faizul Sulong



Siti Nor Aisyah &
Ahmad Baihaqi Hassan

Achievers Recognition (Double Diamond)



Ng Tiam Ming & Meng Huey



B Mugunthan & Sarina Dewi Chellaiah



Salahudin & Nor Fauzana



Kee Kok Joo & Wong Mee San



Shahrul Fahmee & Mazliatul



Zainah Ahmad & Mohd Salleh



Rohani Ismail & Mohd Said Mohd Yunus



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**

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



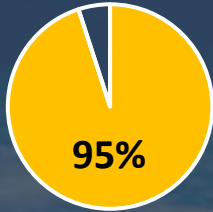
Wong Choom Yee
Head of Human Resources



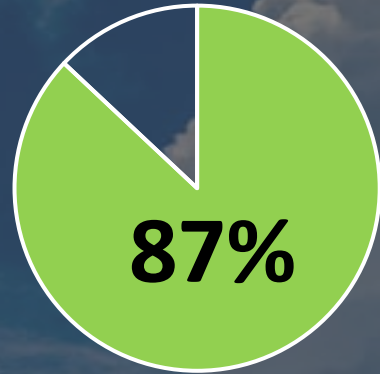
Mohamad Zaihan Bin Mohamed Ariffin
Head of Corporate & Government Affairs

Amway Malaysia

% Website Satisfaction



CY23



CY24

On Time Delivery

76%



CY21

99%

CY22

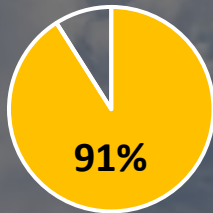
99%

CY23

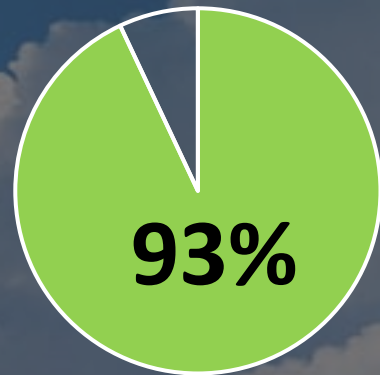
99%

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



Launching of New Shops

November '24 - Batu Pahat Shop (Fast Retail)



Where Your Adventure Begins Performance Year 2025

Amway

New Consolidated Warehouse

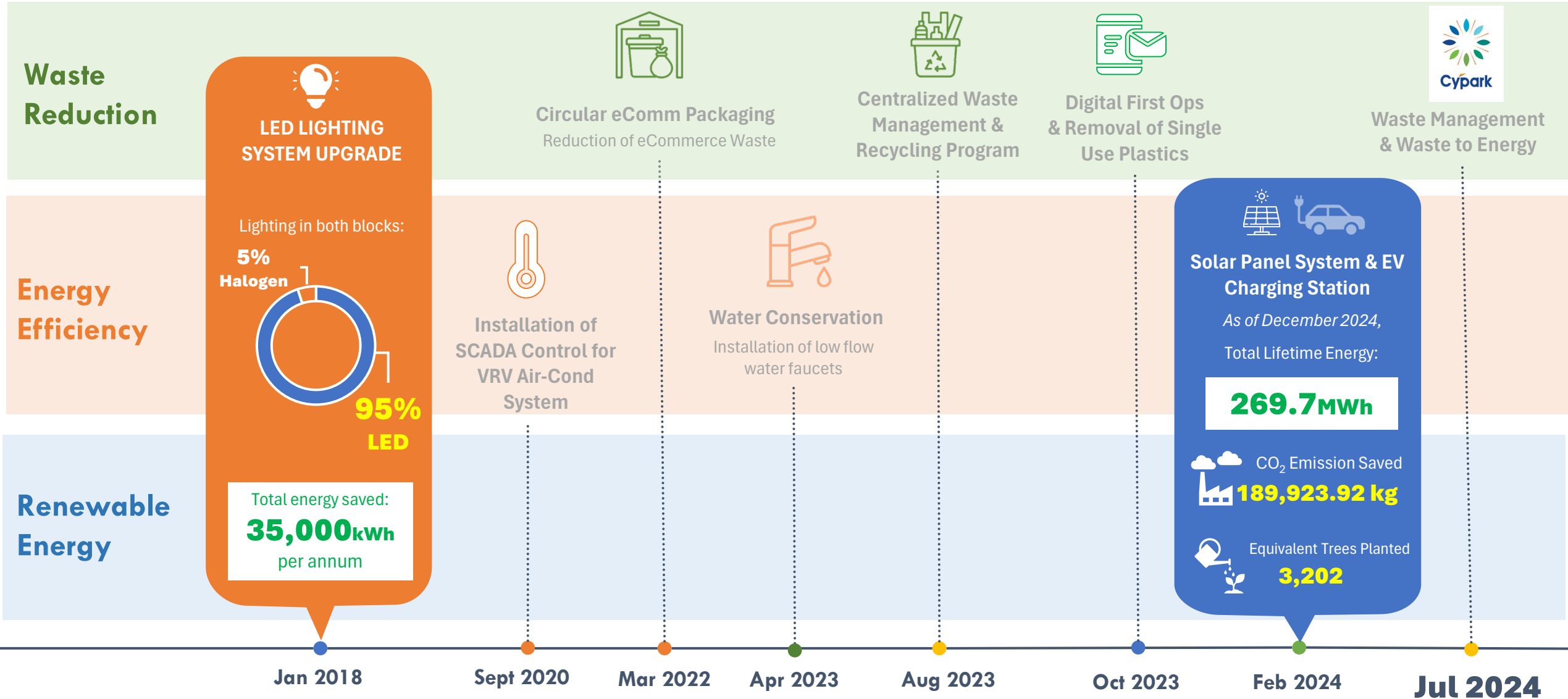
From 3 different locations... Our new warehouse is 5x bigger, better, and ready to rock! This cutting-edge facility will streamline our operations, meeting our commitment to sustainability, and enhance our ability to serve our ABO better.



Amway Malaysia's Sustainability Journey



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



Waste Management & Waste to Energy (“WTE”)

Sustainable Waste Management through Cypark’s SMART WTE



TOWARDS ZERO WASTE TO LANDFILL

Transitioning from Sanitary Landfill to Waste to Energy



FINANCIAL PERFORMANCE

Ng Ai Lee, Chief Financial Officer

Our Performance



Sales Revenue
RM 1,217.2million



Profit Before Tax
RM 129.1 million



Net Profit
RM 96.3 million

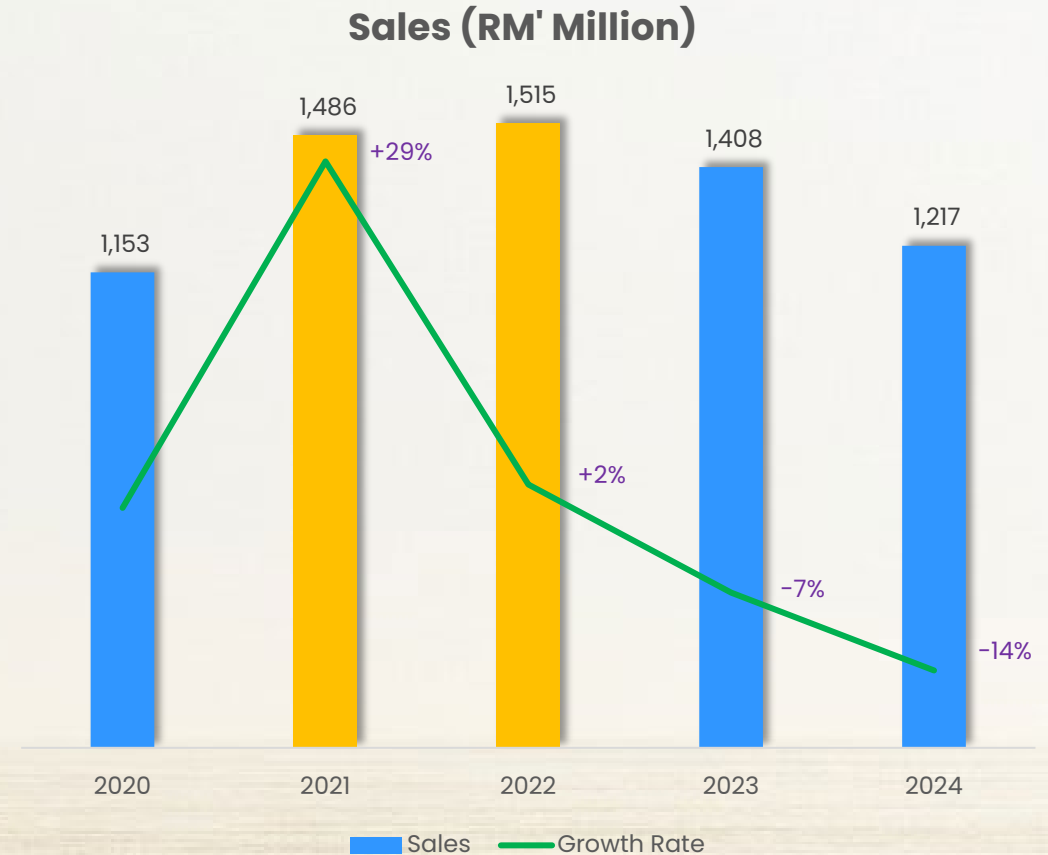
Sales Revenue

 **13.6%** vs PY

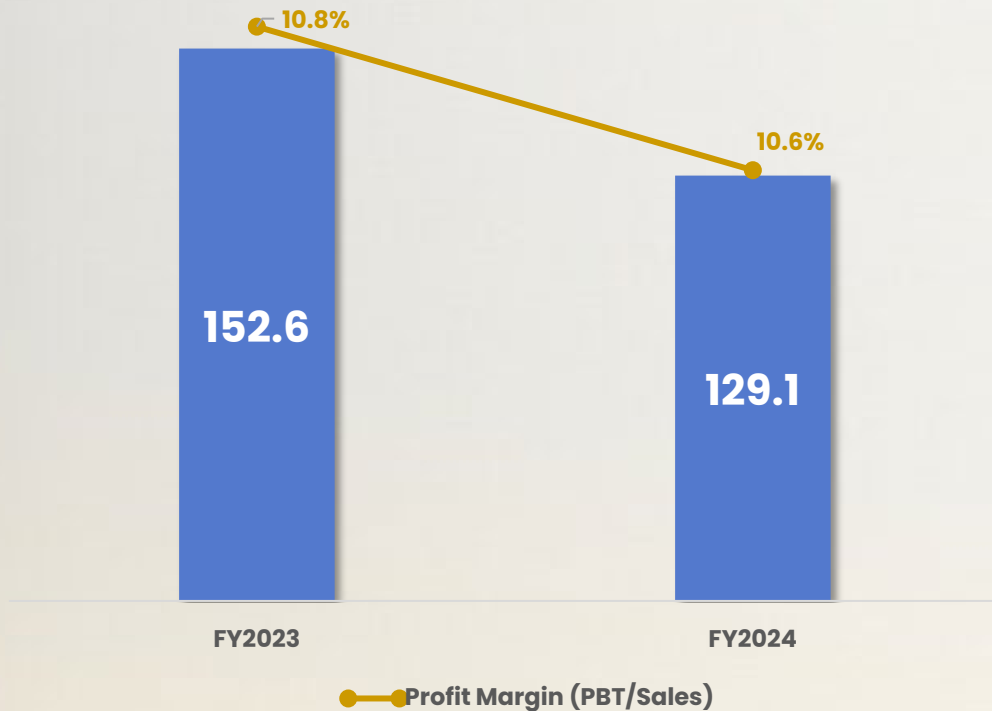
FY2024: RM1,217.2 million | FY2023: RM 1,408.3 million

Decline mainly due to:

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



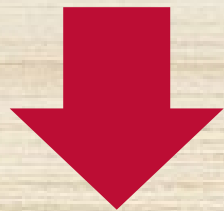
Profit Before Tax (RM' Million)



Profit Before Tax (PBT)

Decrease mainly due to:

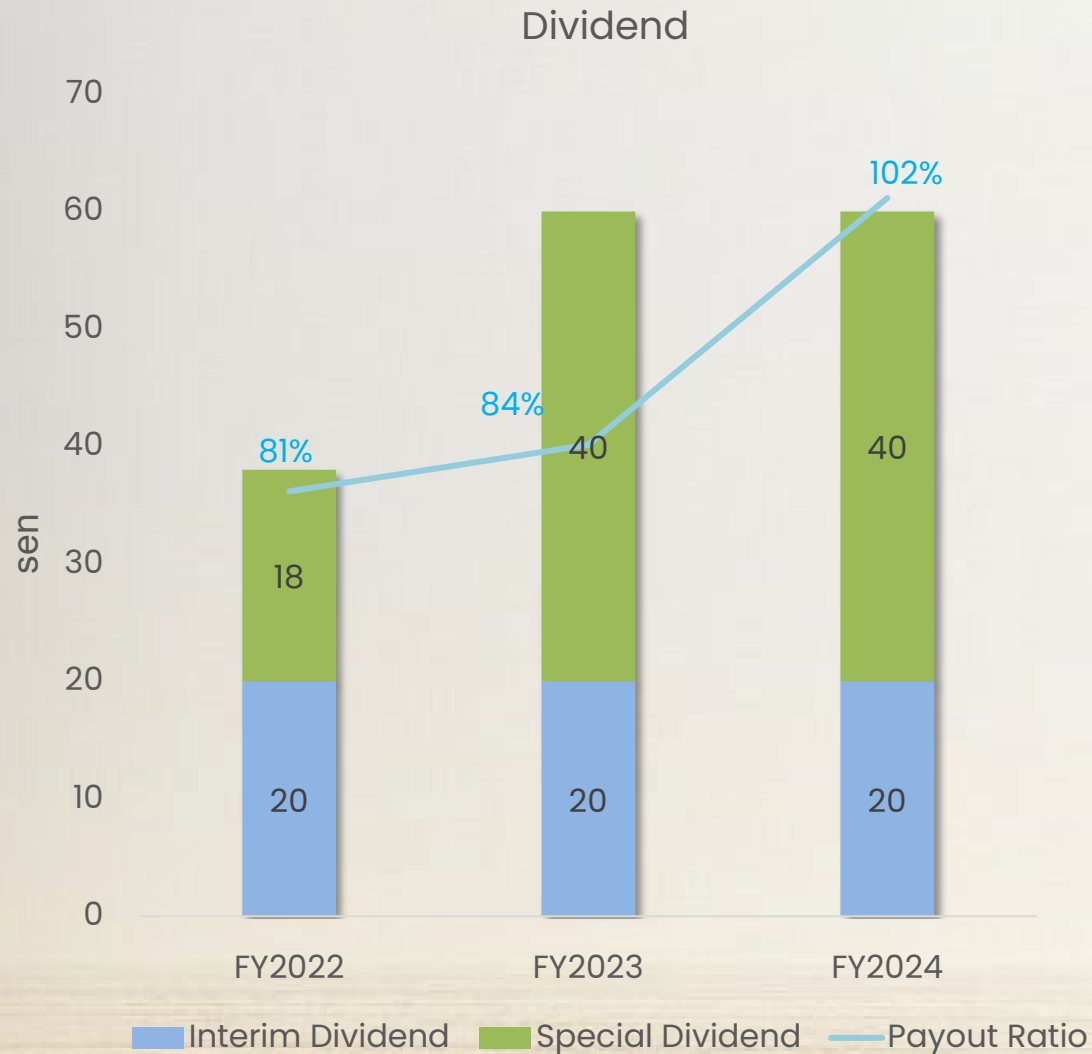
- Higher product cost; and
- Lower sales volume.



-15.4% vs PY
-0.2% profitability

FY2024 RM129.1 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)

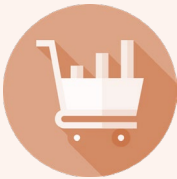


Strategic Direction & Focus 2025

Jason Leng, General Manager

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

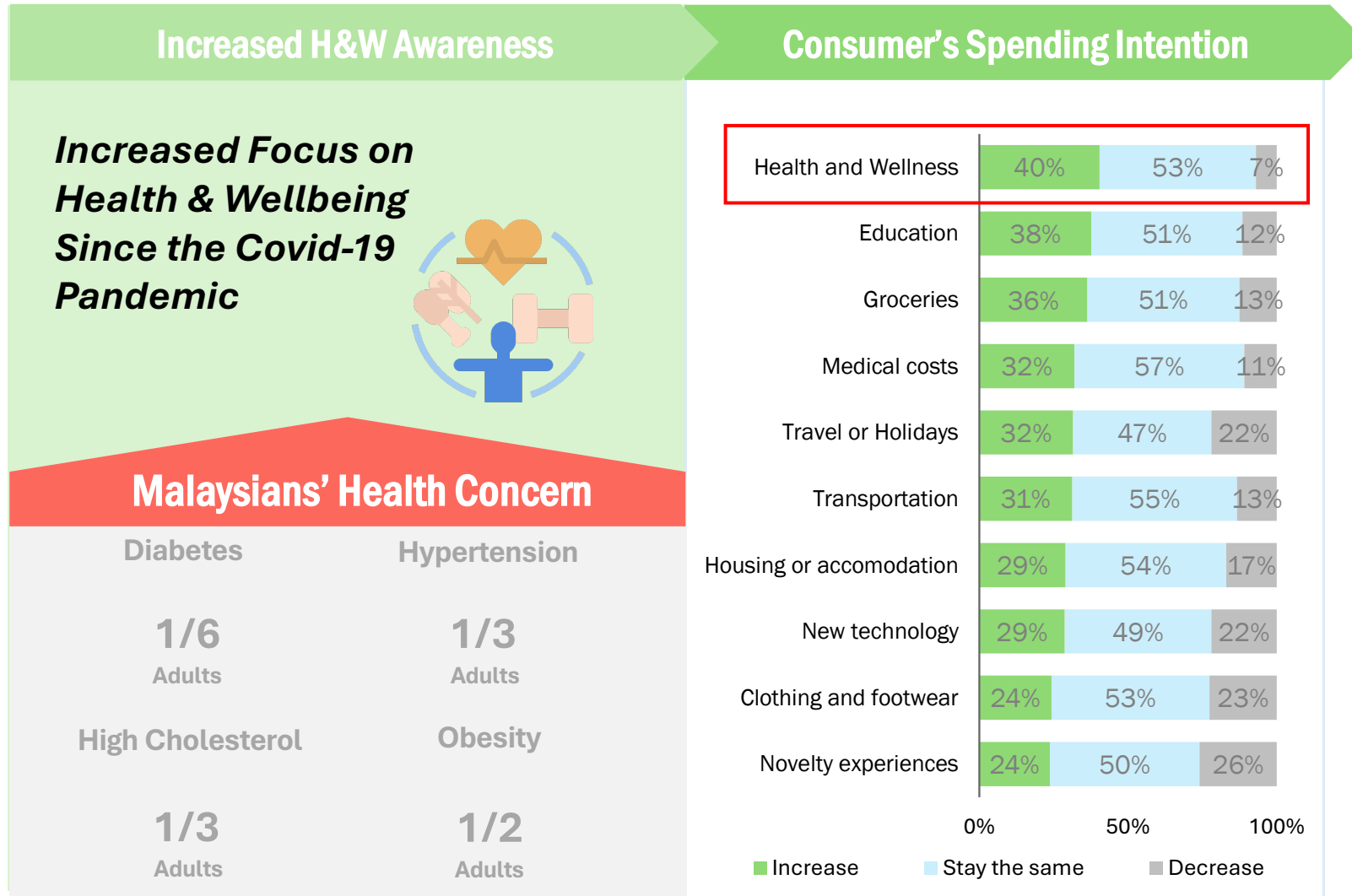
Gov't financial support (STR & SARA) for 9 mil Malaysians



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)

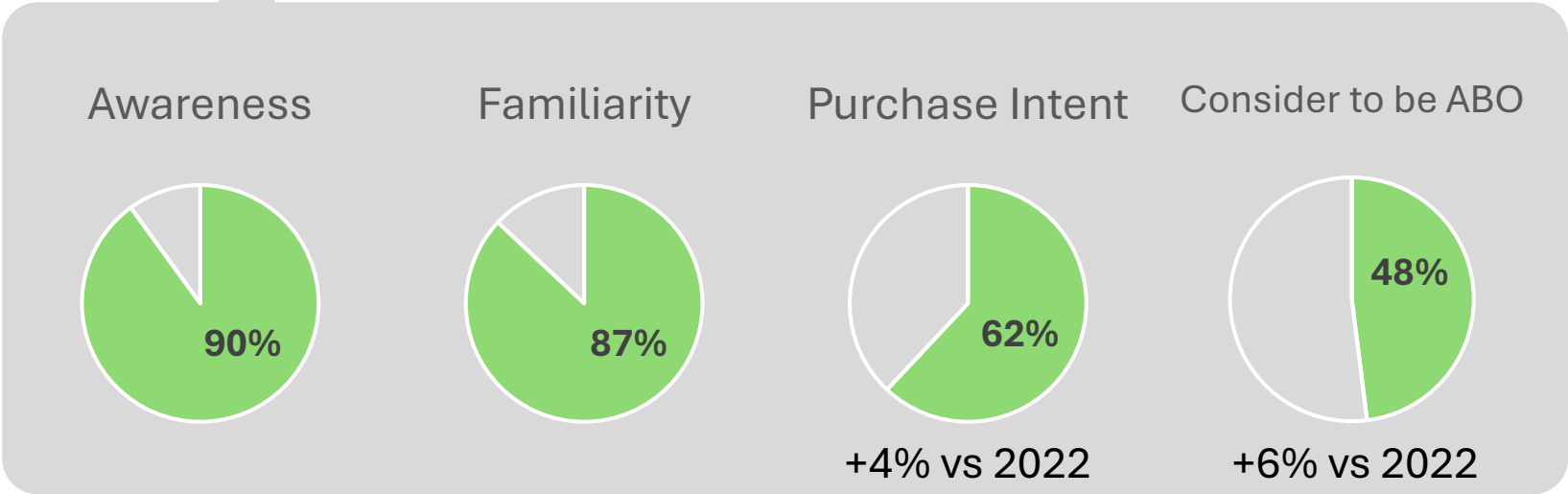
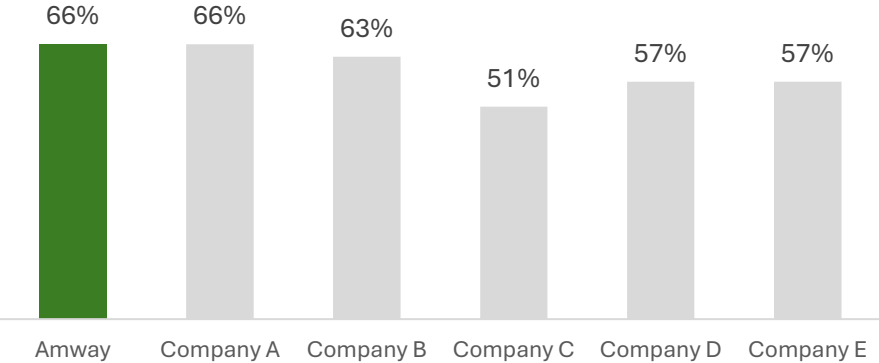
Public perceives Amway as a Health & Wellbeing Company



A

Q: Is a Health & Wellbeing Company?

The others are competitors in DS



Strategic Direction 2025 & beyond

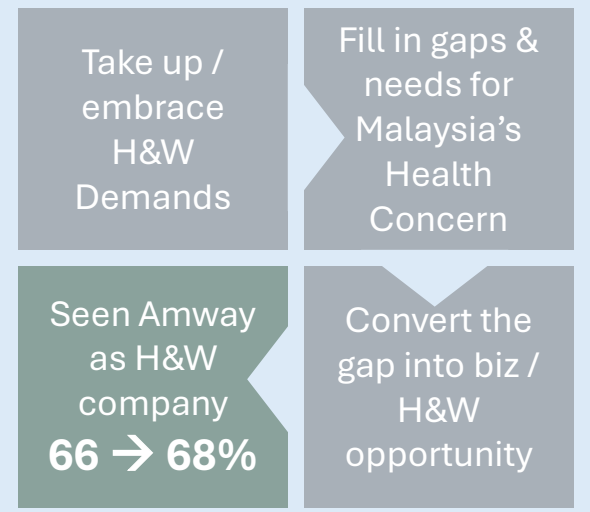
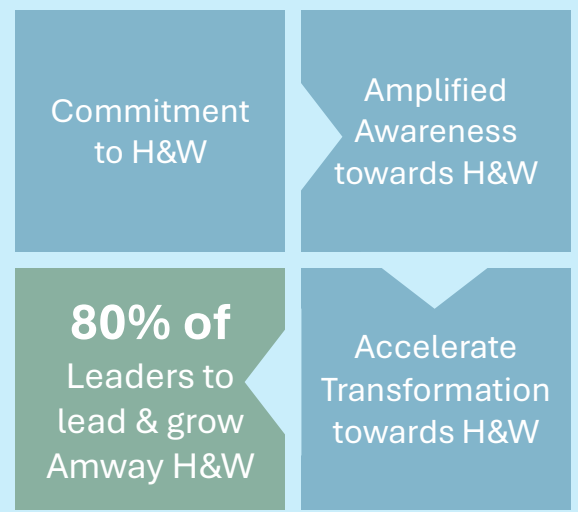
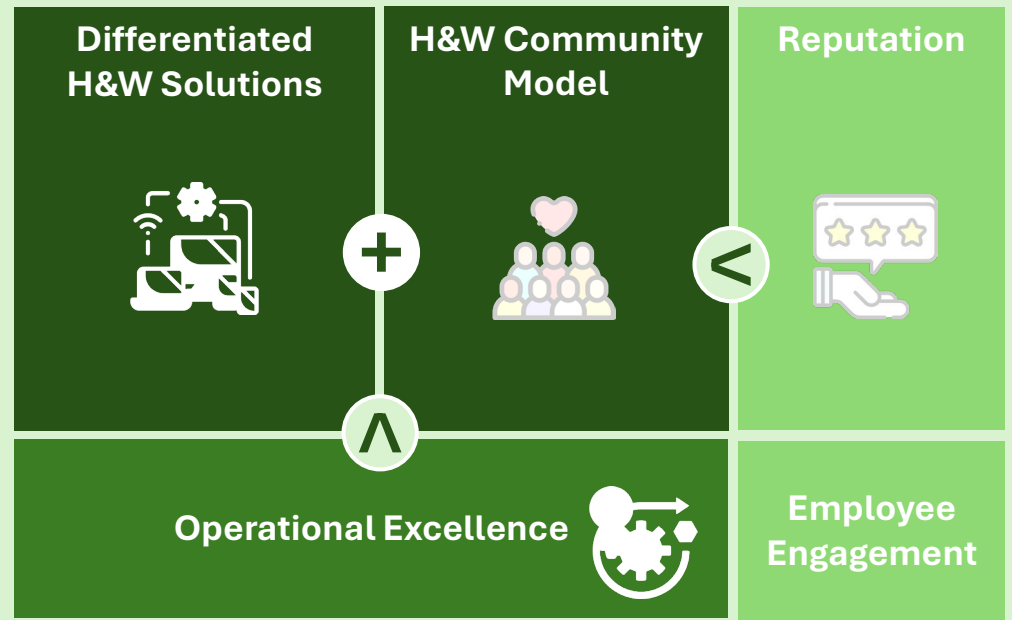
Position Amway as H&W Company

Public

ABO

Enable 80% of leaders to lead and grow with Amway's H&W Opportunity

A Sustainable Growth with H&W Direction



Health & Wellbeing Solutions

Establish Differentiated H&W Platforms & Increasing Customer Lifetime value
Re-Engineer 2nd Genome FBS Journey

2025

2023

2024

Strengthen Nutrilite Pipeline



Protein Stick



iCell

GUT Reset

Success of Gut Reset with Health Warriors Programme



GUTPROtein

Established daily habits



- Favorable Gut Microbiome Environment
- Leverage Success of 3 High Management
- Support Community Content & Retailing



Targeted Solution

Scale up Foundational Solution & expand into Targeted Functional Solutions

- Healthy Weight S
- Healthy Aging S
- Healthy Beauty S



ALP

Connecting Solutions to Loyalty Program (SOP) & Bronze Pin

- Flexible Mechanic
- Dynamic Bundling / Connect to Bronze
- Improve SOP with NG

eSpring



- Bring Water Treatment demand back
- Pilot Subscription Program

Healthy Home S

H&W Community Program

Long-term growth will rely on strengthened core enablers to establish and scale out Dynamic H&W Community Model for sustainable & transformational business growth

ABO Enablement

Systematic & Authoritative Content

4 Main Pillars

Robust Training

through comprehensive Training Plans

Equip ABO with up-to-date knowledge & ready to use assets to establish H&W community model

Heightening Precision Support

Elevating Account Manager's capability by transforming roles

Business Advisor
➔
Business Growth Engine

Scale Out H&W Community

Partnering with leaders to create H&W growth roadmap

MINE

BOTTLE

SCALE

<p>Extracting Best Practices from Successful ABOs</p>	<p>Shaping leaders' mindsets & behaviors, identifying operational weaknesses</p>	<p>Provide targeted and effective support</p>
---	--	---

Enhance Reward & Recognition Schemes

<ul style="list-style-type: none"> • Win with Bronze • Behavior-based recognition and heart-warming engagement with ABOs 	<ul style="list-style-type: none"> • Core + Revision <ul style="list-style-type: none"> - Inspire FPL Growth • NCA (ALS Mechanic) along with Core +
--	---

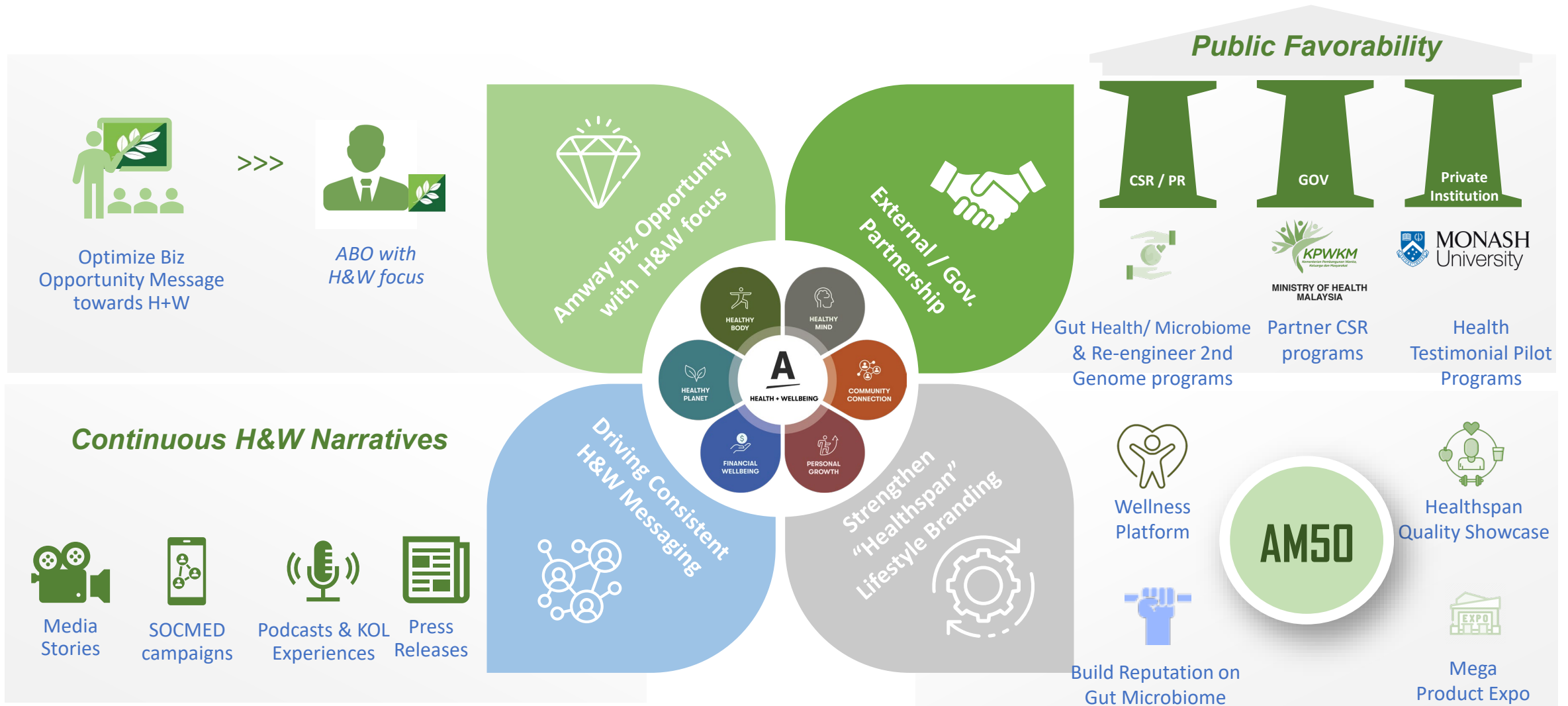


H+W Tree of Life

Healthspan Proposition



Reputation Enhancement: *66% Public Sees Amway as H&W Company



* Source: Global Amway Reputation Study in 2024

AM5



Celebrate the Legacy, Building the Future



Objectives

Initiatives

Reinforce Brand Heritage & Value

1. **AM50 National Convention** at Axiata Arena
2. **AM50 Roadshows** at major cities to promote complete H&W portfolio & opportunity
3. **AM50 Documentary Movie Nights**

Celebrate Innovation & Future Vision

1. *New product launches to complete H&W solutions*
2. *Monash uni. partnership for continuous R&D on Gut Microbiome health*
3. *Public Forums to highlight our commitment in helping Malaysians to live better, healthier lives*

Strengthen Brand Loyalty

1. *Media Campaign*
2. *Commemorative items / limited releases / exclusive products*
3. *Customers Loyalty Program*

