

Manila, Philippines on 18 November 2011

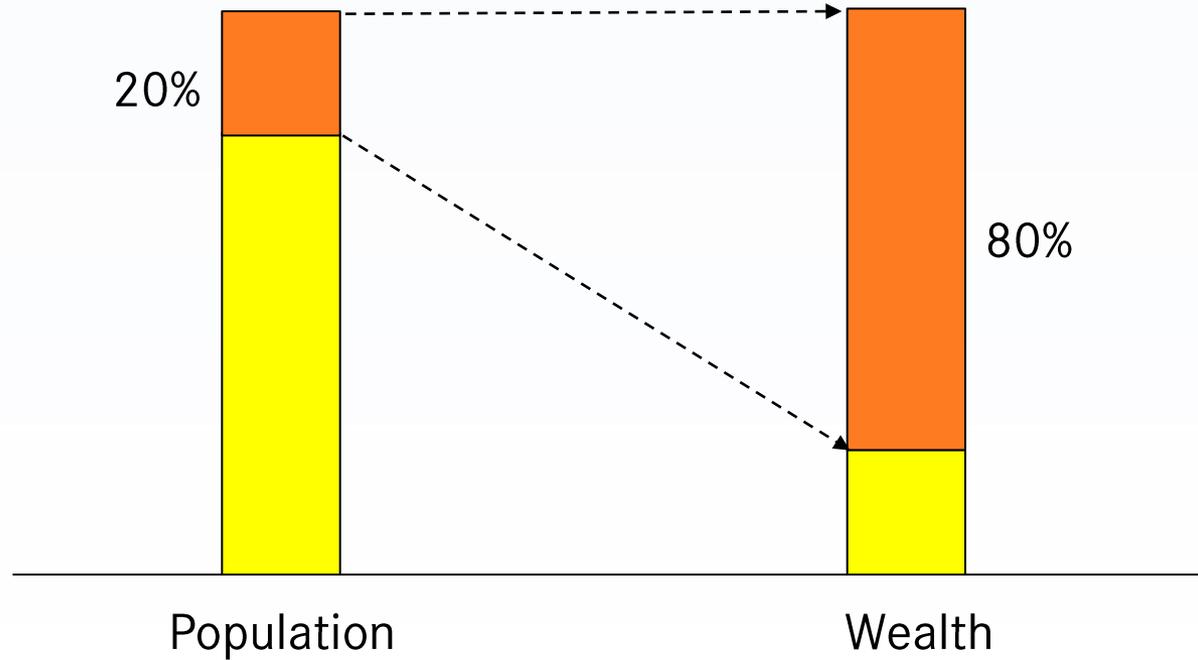
Meet with CEO



Dr. Dora Hoan
(Founder & Group CEO,
Best World International Ltd
Best World Lifestyle)



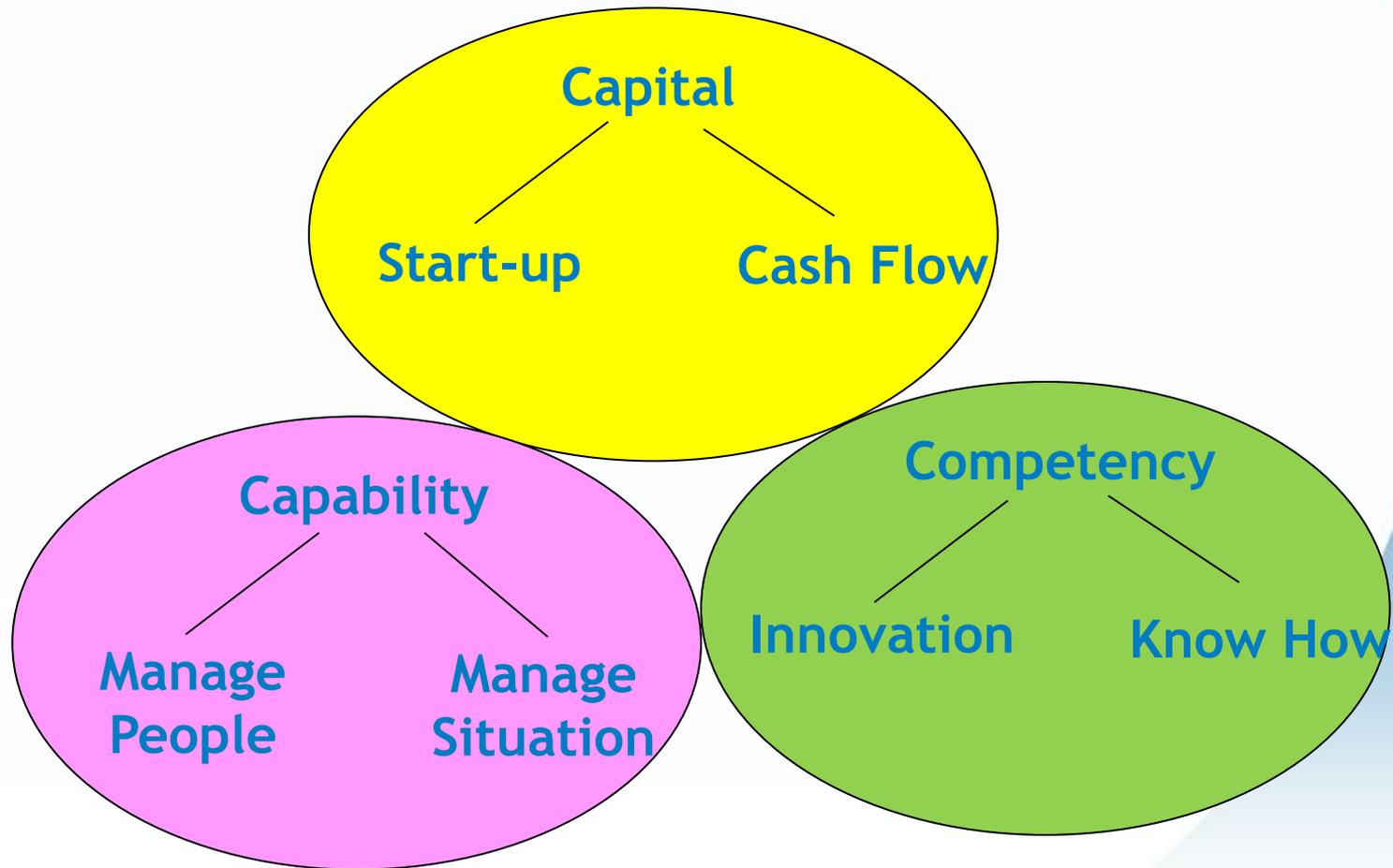
Distribution of Wealth



- Who belongs to the 20% category?



To start a business, you need:



Our Business Model

Corporate responsibilities:

- Financial & Operation
- Information System
- Corporate Development
- Production & Supply Chain
- Marketing & Branding
- Product R&D

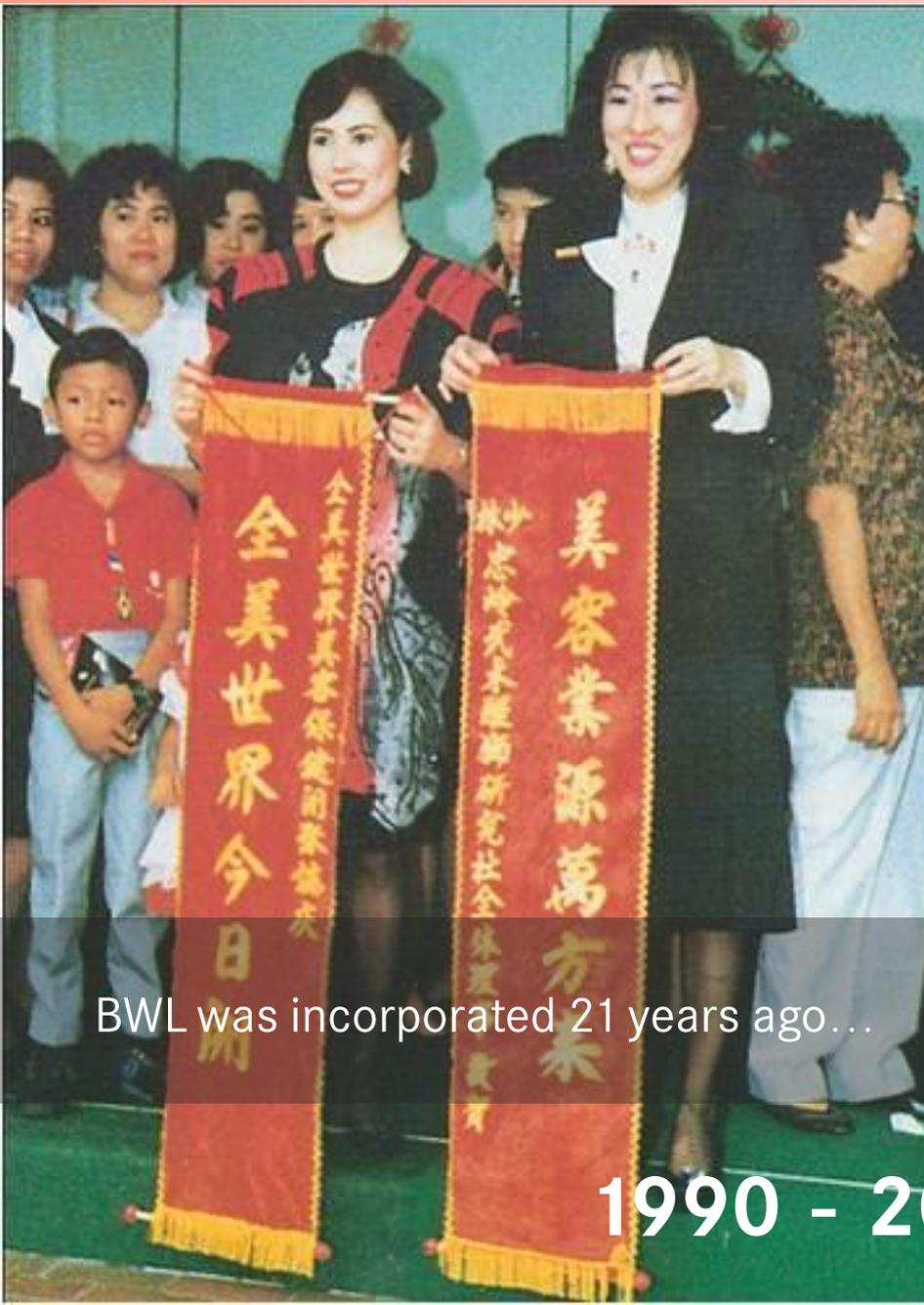
Distributors' responsibilities:

- Sharing Selling
- Follow up & Service
- Network Development
- Coaching Training

Profit Sharing

What value
does BWL
create for
you?





BWL was incorporated 21 years ago...

1990 - 2011



We have a dream...



“ I want to create an ideal direct selling platform for inspired individuals to pursue their dream to achieve financial freedom and better life. ”

— Dr. Dora Hoan

We have a dream...

“ I want to develop the Best Quality of Health & Beauty products for our customers to add value to their true happiness. ”

— Dr. Doreen Tan

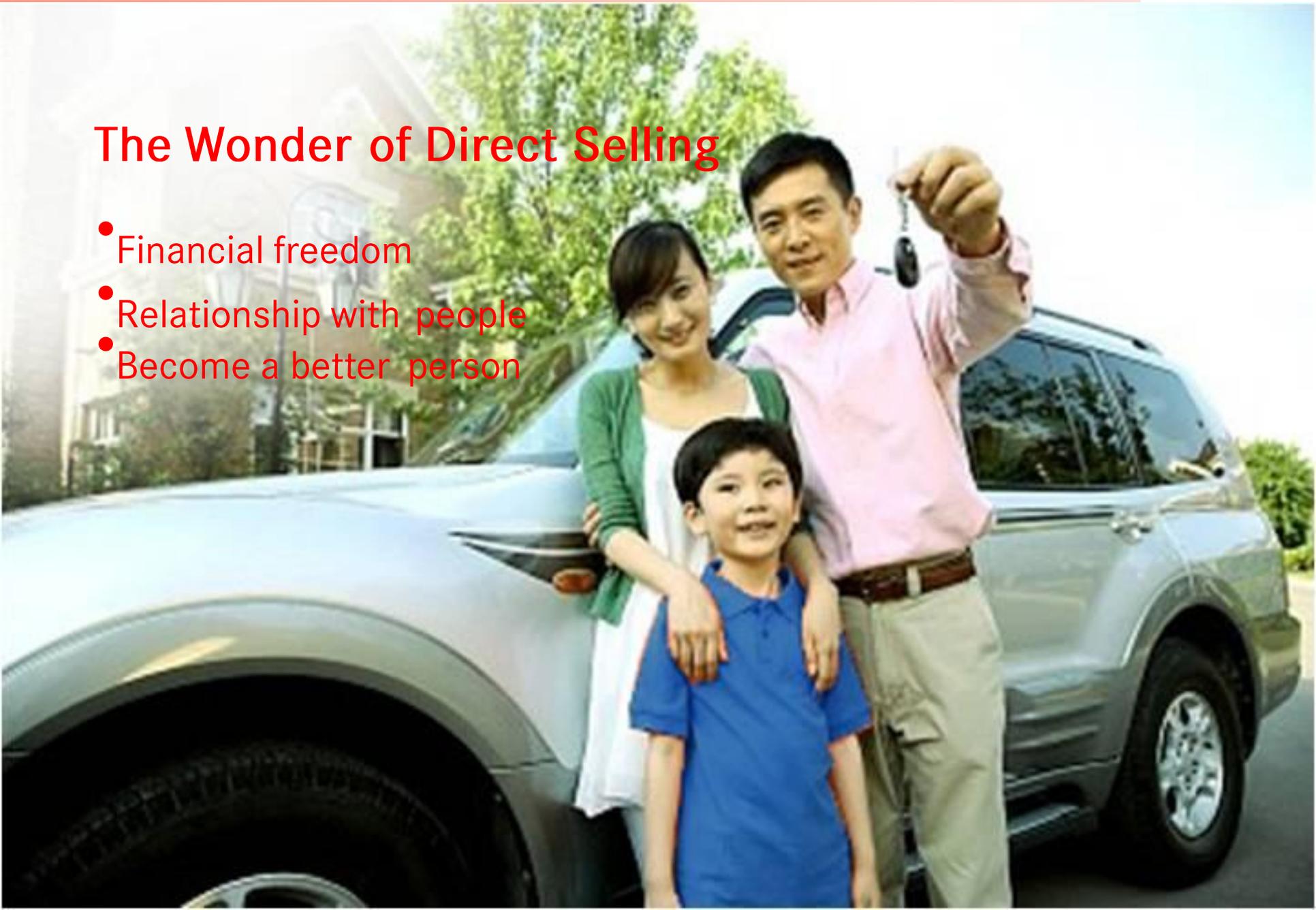




My experience and involvement since 1978

The Wonder of Direct Selling

- Financial freedom
- Relationship with people
- Become a better person



A platform for everyone to enjoy:

- Holistic health
- Financial freedom
- True happiness





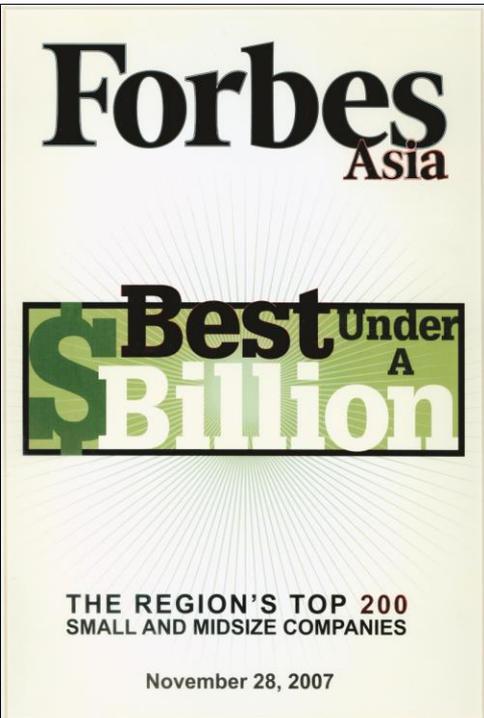
Mission

- Best choice of Customers
To continue to develop and market high quality products
- Best choice for Distributors
To continue to refine the ideal platform
- Best choice for Partners
To continue to provide excellent returns

Singapore's First and Only Public Listed Direct Selling Company



Awards & Recognition



Excellent Industry Recognition



BWL is the CEO Council member for World Federation Direct Selling Association (WFDSA). Dr. Dora Hoan has appointed as Chairperson of Association Service Committee for WFDSA in October 2011.



4 Life Pursuits

Living Life at its Best!

Physical Health

Financial Freedom

Emotional Growth

Social Wellness



4 Life Pursuits

Living Life at its Best!

Physical Health

Financial Freedom

Emotional Growth

Social Wellness



Testimonials - DR's Secret



Before



After



Before



After



Before



After

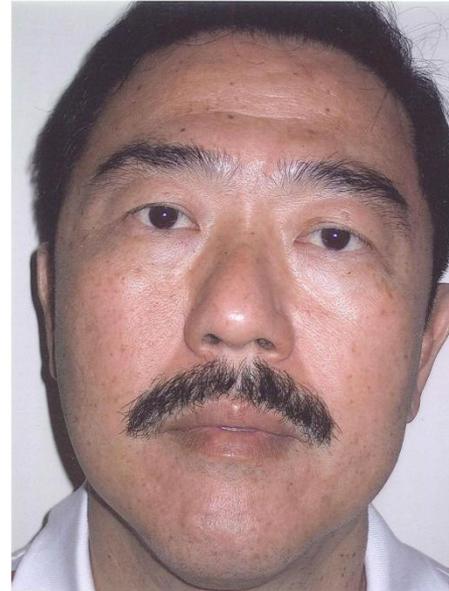
Testimonials – Aestier Age Arrest Set



Before



After



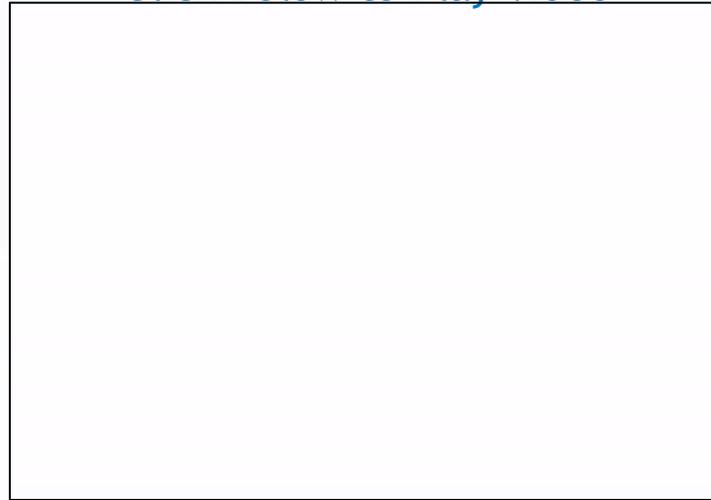
Before



After



[Click Below to Play Video](#)



Outer Harmony

PENTALAB



skinstudio



Inner Harmony

Avance®



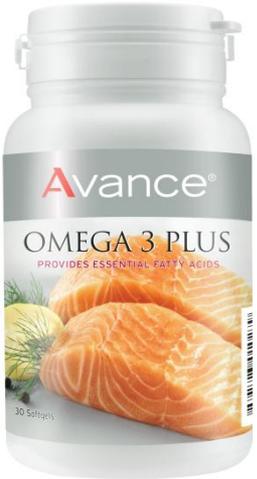
optrimax®



foodphilo™



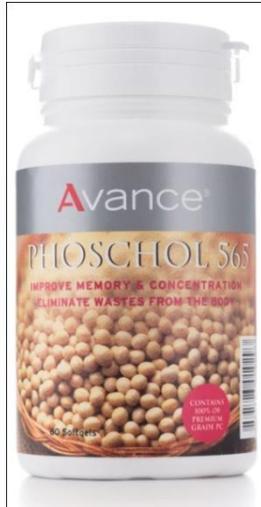
Concentration



Highest Concentration
in the Market

<u>BWL</u>	<u>Other</u>
EPA: 500mg	180mg
DHA: 310mg	120mg
81%	30%

Purity



The Only 100% Pure
PC in the Market

- Improves memory
- Provides brain cell nutrition
- Promotes liver detox

Efficacy



Special Time-Release
Formula for Effective
Solution

- Liqui Cal/Mag: Easy absorption
- Flex-Up (Joint Comfort):
Combines 2 efficacies formula,
i.e. Glucosamine & Chondroitin

Testimonials – No Secret Weight Management

KOH LEE CHENG

Before
77.0kg

After 4 weeks
72.6kg

After 8 weeks
66.0kg



Testimonials – No Secret Weight Management

DENNIS YONG

Before
86.4kg



After 4 weeks
82.6kg



After 8 weeks
79.8kg



Total Weight Loss
6.6kg!!!

Testimonials – No Secret Weight Management

PEARLINE WEE

Before
57.4kg

After 4 weeks
53.4kg

After 8 weeks
50.8kg



Lifestyle Harmony

pureFLO™



ÜberAir



10 Perfect Approaches to Total Wellness

Inner Harmony

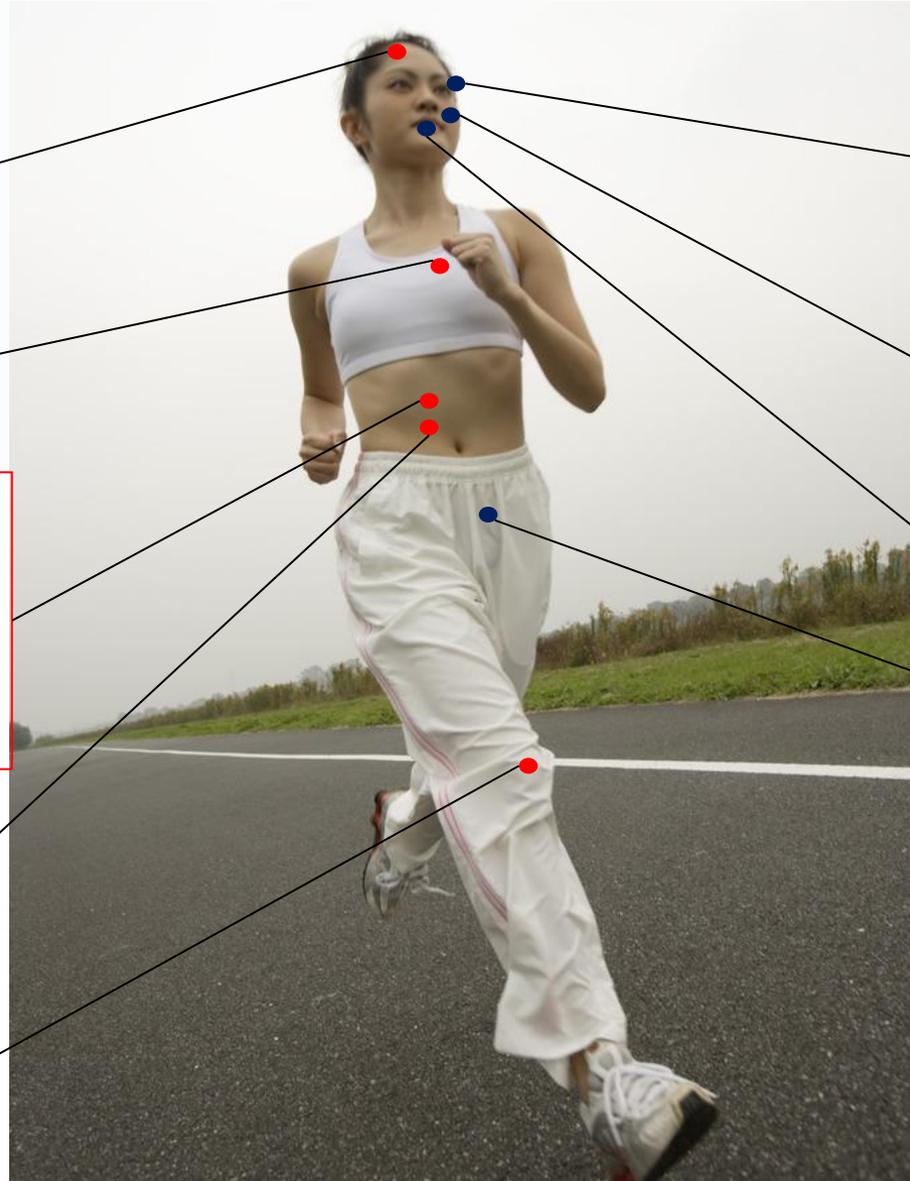
Brain & Energy
PhosChol 565
One-Plus-a-Day

Heart & Circulation
Omega 3 Plus(Super EPA 2000)
CardioZyme

No Secret Weight Management
Colostrum Delite
Plum Delite
Black Currant Seed Oil
Omega 3 Plus(Super EPA 2000)
One-Plus-a-Day

Detox & Interstines
Plum Delite
BifiMax

Bone & Joint
Liqui Cal/Mag
Flex-Up (Joint Comfort)
Avance SangoCal



Outer Harmony

Eyes
Avance i-Care
Aestier Eye Cream
Aestier Age Arrest Set

Skin
DR's Secret Range
Aestier Range
Miraglo Face

Mouth
Avance Dentica

Personal Hygiene
PentaLab Bath Series
PentaLab Intimeds FemWash

Lifestyle Harmony

Water
PureFlo Vii
Avance SangoCal

Air
UberAir Vac
UberAir Space

4 Life Pursuits

Living Life at its Best!

Physical Health



Financial Freedom



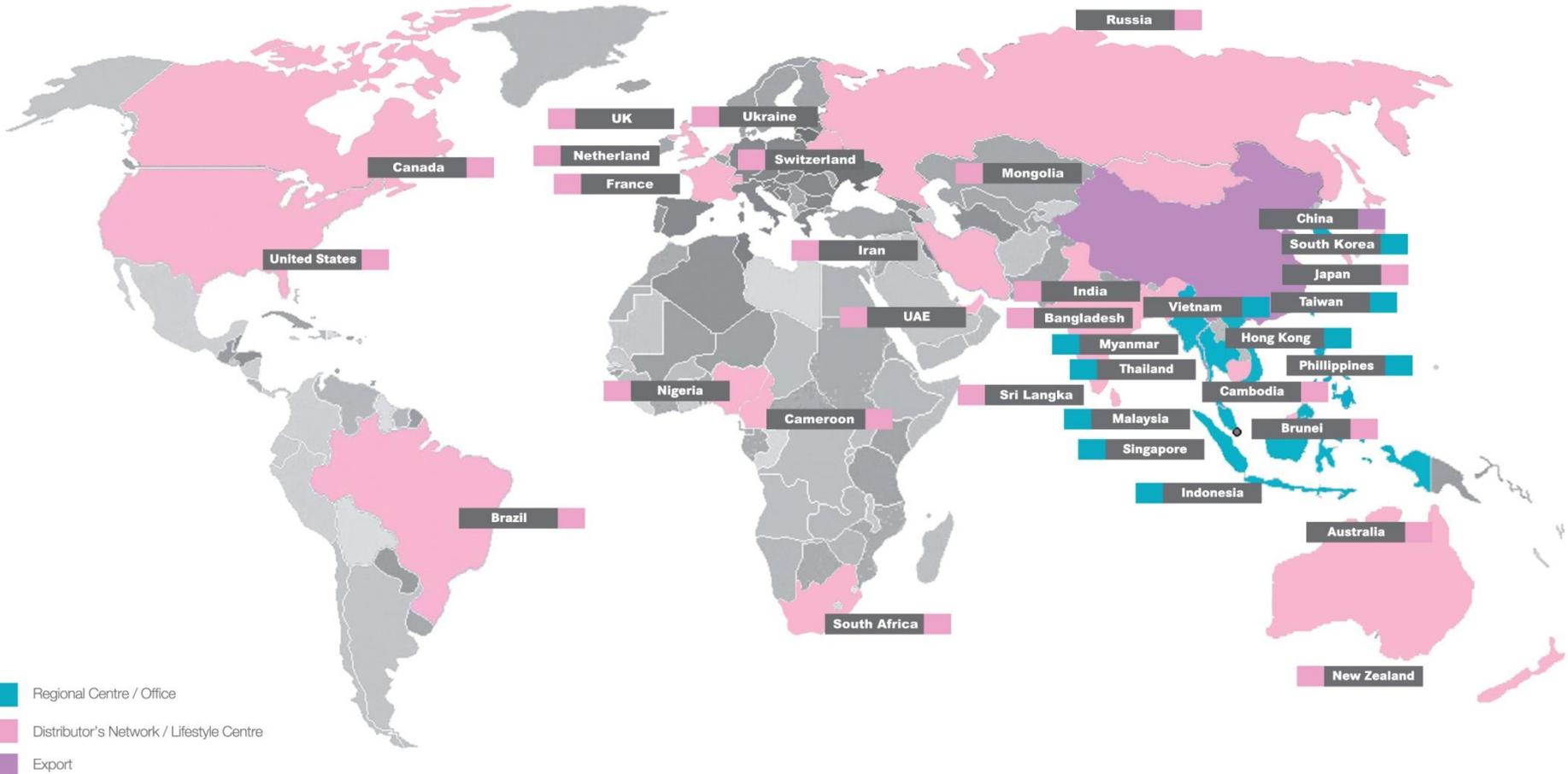
Emotional Growth



Social Wellness



Global Presence



Unique Characteristics of ENP

Unique Characteristics of ENP

- Our business model offers you high returns with no risk

No front loading criteria. Anyone can start up a business by joining us as a Business Associate.

- Global reach, International Sponsoring Scheme

Limitless opportunity for development; infinite income potential.

- Fair, equal promotion opportunity

No overtaking or demotion after obtaining promotion.

- Everlasting business

Your business network can be inherited by succeeding generations.

My determination to build an ideal direct selling platform to benefit more people around the world.





Direct Selling
Association of
Singapore

35
years of
promoting
an ethical
market place



"Like a lot of people, I used to think that direct selling is an inferior profession compared to a prestigious corporate career. But after I met with the management of BWL, I totally changed my mind."

Rita Ong

DARE TO DREAM SERIES

Leap of courage

Rita Ong's Journey from Employee to Entrepreneur

Rita Ong in her early 30s was an MBA degree holder and a senior manager in the corporate sector. She led the kind of life that any young professional could hope for. However deep within, Rita knew she wanted "something more out of life."

Rita had always dreamed of becoming an entrepreneur. However, she was fearful to put aside 15 years of corporate career and all that means – status, substantial income and a comfort zone that kept her believing she will not have as much luck outside of the corporate world.

Rita discovers 'a secret'

In 2003, a friend introduced Rita to DRs Secret skin care products from BWL. The

product had enjoyed many positive testimonials and in encouragement, she tried it.

"The product was awesome... it works like magic and solved all my skin problems. When I experienced how good this product was, I began thinking whether it is a viable business opportunity."

However, Rita has to overcome a personal bias "Like a lot of people, I used to think that direct selling is an inferior profession compared to a prestigious corporate career. But after I met with the management of BWL, I totally changed my mind. They were the most remarkable professionals I have ever met!"

"I looked around to see members and staffs so

inspired and united around the values that hold them together. I saw a winning team. I witnessed countless people who have improved their lives and achieved their dreams through BWL. By then I was convinced: this is where I want to pursue my dreams.

The power of leveraging

Within six months, Rita gave up her well-paying job to become a full-time member at BWL in January, 2004. Even as this point, many of her peers have chided her for letting her high education and vast corporate experience to waste. But Rita saw it differently "As a matter of fact, my educational background and corporate experience have put me in good stead for leadership in my BWL career."

Rita leveraged on the company to achieve instant success. BWL is the first and only direct selling company

listed in the Singapore Stock Exchange which, Rita attests, spells "stability and credibility". She also feels strongly bonded to BWL's warm, enriching culture. As a member, Rita gets support from BWL's professional management team and is backed by comprehensive trainings and marketing activities.

"With all these at my disposal, I can really focus on network development. Furthermore, BWL's International Sponsoring Scheme allows me develop a vast network in Indonesia while based in Singapore"

Rita has found in direct selling the shortest, most powerful route to financial freedom as well as self development. "I am grateful to have found the right company with the best platform for me to grow a viable, everlasting business".

Rita now enjoys a life of vibrant health, beauty, happiness and freedom. Most of all, she

enjoys being her own boss "I have learned the secret in prospering myself by growing others in BWL. As I help and support other people, I am

amazed how their success eventually becomes my own. Looking back my leap of courage 7 years ago has sparked my success.

thesundaytimes

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ME & MY MONEY

Her earnings grew from \$5k a year to \$500k a year

Joining network marketing firm helps Irene Ng turn her career around and settle \$100k debt

► **Lorna Tan**
FINANCE CORRESPONDENT

IRENE Ng, 43, almost lost her apartment in 2000 when she could not keep up with the mortgage payments.

Her problems started when her business venture, a retail outlet, turned into a money-losing disaster. But Ms Ng took a leap of faith by stocking products of main-board-listed direct-selling firm Best World Lifestyle at her shop. She later joined the firm as a part-time consultant.

The move helped her pull through the crisis, and keep her apartment. She now earns \$500,000 a year and has paid off the \$100,000 debt from her business.

The only direct-selling company listed in Singapore, Best World made its name through the marketing of nutritional supplements, skincare products and health-care equipment.

The path towards her \$500,000 earnings was not an easy one - Ms Ng says her annual income was below \$5,000 when she joined Best World as a part-time consultant in 1999. But she persevered. In 2004, she became a full-time consultant and made it as a platinum director that year, earning \$380,000 in annual commissions.

Not bad for someone with only secondary school education and who started her working life in a clinic dispensing medicine, before working as a purchaser at an oil rig firm.

What she really aspired to, however, was becoming her own boss, so she jumped at the opportunity when friends offered to sell her a retail gift business for just \$7,000. She paid for it with her savings.

Over time, Ms Ng turned the shop into a health and cosmetic outlet promoting hair-care and toiletries. But the venture turned out to be Ms Ng's nightmare for 10 years.

"I got into cash-flow, inventory and staffing problems. With no unique products in my shop, I faced price competition



ST PHOTO: ALAN LIM

HER INCOME FROM HER 30,000-STRONG marketing network across 11 countries selling Best World's health and skincare products could last her till the next generation, says Ms Ng, with her husband, Mr Jason Ong, 50, and son, Jaren, 14. But still, she takes no chances, forking out some \$24,000 in annual premiums for insurance policies.

from bigger retail outlets like Watson's," she recalled.

But instead of thinking about when she should close the business, she was constantly on the lookout for a unique range of products. She struck gold when she stumbled upon Best World.

When her sales of Best World's products hit the roof, she closed the shop to focus on a full-time career with Best World. Ms Ng now provides training to her 30,000 team members in 11 countries, motivating them and meeting their needs.

Q What are your money habits?

A In my younger days, I saved 10 to 20 per cent of my pay after giving some to my parents. Now I save 30 per cent of my income.

Q What investments do you have?

A When I had accumulated a certain level of savings, I sought the advice of a financial planner in 2003. Since then, I have bought four investment-linked insurance plans. I also have a hospitalisation plan. My annual insurance premiums are about \$24,000.

I don't take unnecessary risks and I believe in leaving my investments with professionals to maximise my returns.

As for shares, I prefer to invest in the

firm that I believe in most, which is Best World. I buy Best World stock whenever there is a price correction. I trade between 50 and 100 lots and I look for at least a 30 per cent upside before I liquidate.

I'm looking for a semi-detached house now.

Q How hard did you work in network marketing before achieving some level of success?

A I began to see a steady income stream only in my third year of working part-time at Best World, earning nearly \$300,000 in commissions from \$60,000 in my first year of working part time.

In the beginning, I went on a massive exercise to look for suitable "business executors". With these, I go all the way, giving them sales support, then following up by accompanying them through training and motivating them to achieve their goals.

Credit goes to the strong product range at Best World and the distributor training systems, as well as my dynamic mentors and the founders of Best World, Dr Dora Hoan and Dr Doreen Tan.

Q How does your present income compare with your previous jobs and business?

A I'm definitely earning much more. When I was in the oil rig firm, I had a fixed monthly pay of \$1,800. When I switched to the retail shop business, my monthly income became variable and ranged from \$1,000 to \$3,000.

Now, my annual income is about \$500,000.

Q Moneywise, what were your growing-up years like?

A I was the fourth child but because my parents were poor, I was given away to another poor family. My adoptive mother was a seamstress and my adoptive father was in and out of jobs. I had a younger adoptive brother.

I told myself I wanted to do something for them and myself when I grew up. When I was in Secondary 4, my adoptive mother told me that was all the education she could afford to give me. I didn't get angry but decided to make the best of it.

Q What has been a bad investment?

A It was my retail shop. I ended up with debts of \$100,000. It turned around only when I introduced Best

World's Dr's Secret range of skincare products to my customers.

Q Your best investment to date?

A It is in the people I've recruited at Best World. It's a non-stop income stream and can continue to the next generation.

Q What is your retirement plan?

A I'm not thinking of retiring. At this stage, I'm not thinking of how much I can make. While I continue to do well, I find myself more motivated to doing a lot more to see others transform their lives because they can find their success in Best World.

Q And your home now is...?

A When I was in my 20s, I bought a 1,600 sq ft, four-bedroom condominium in district 10 around Holland Road. That was in 1988 and it cost \$300,000. Its market value is now \$1.5 million.

Q And your car is...?

A I go to Malaysia very often so I don't like to drive flashy cars. I recently bought a red Toyota Prius.

lorna@sph.com.sg

4 Life Pursuits

Living Life at its Best!

Physical Health



Financial Freedom



Emotional Growth



Social Wellness





iKASH

- Inspiration
- Knowledge
- Attitude
- Skill
- Habit



4 Life Pursuits

Living Life at its Best!

Physical Health

Financial Freedom

Emotional Growth

Social Wellness



Incentive Tour



Annual Convention



Community Work



CSR – World Learner Program



Vision

The World at its Best.



For 21 years, BWL has empowered millions of
miracle in countless lives...

[Click Below to Play Video](#)



Steve Jobs Quotes

“Live in a way that is ethically responsible. Try to make difference in this world and contribute to the **higher good**. You’ll find it gives more meaning to your life and it’s a great antidote to boredom. There is always so much to be done. And talk to others about what you are doing.”



We learn:

Dream and mission to change the world.

Steve Jobs Quotes

“Do what you love. Seek out an occupation that gives you a sense of meaning, direction and satisfaction in life. Having a sense of purpose and striving towards goals gives life meaning, direction and satisfaction. It not only contributes to health and longevity, but also makes you feel better in difficult times.”



We learn:

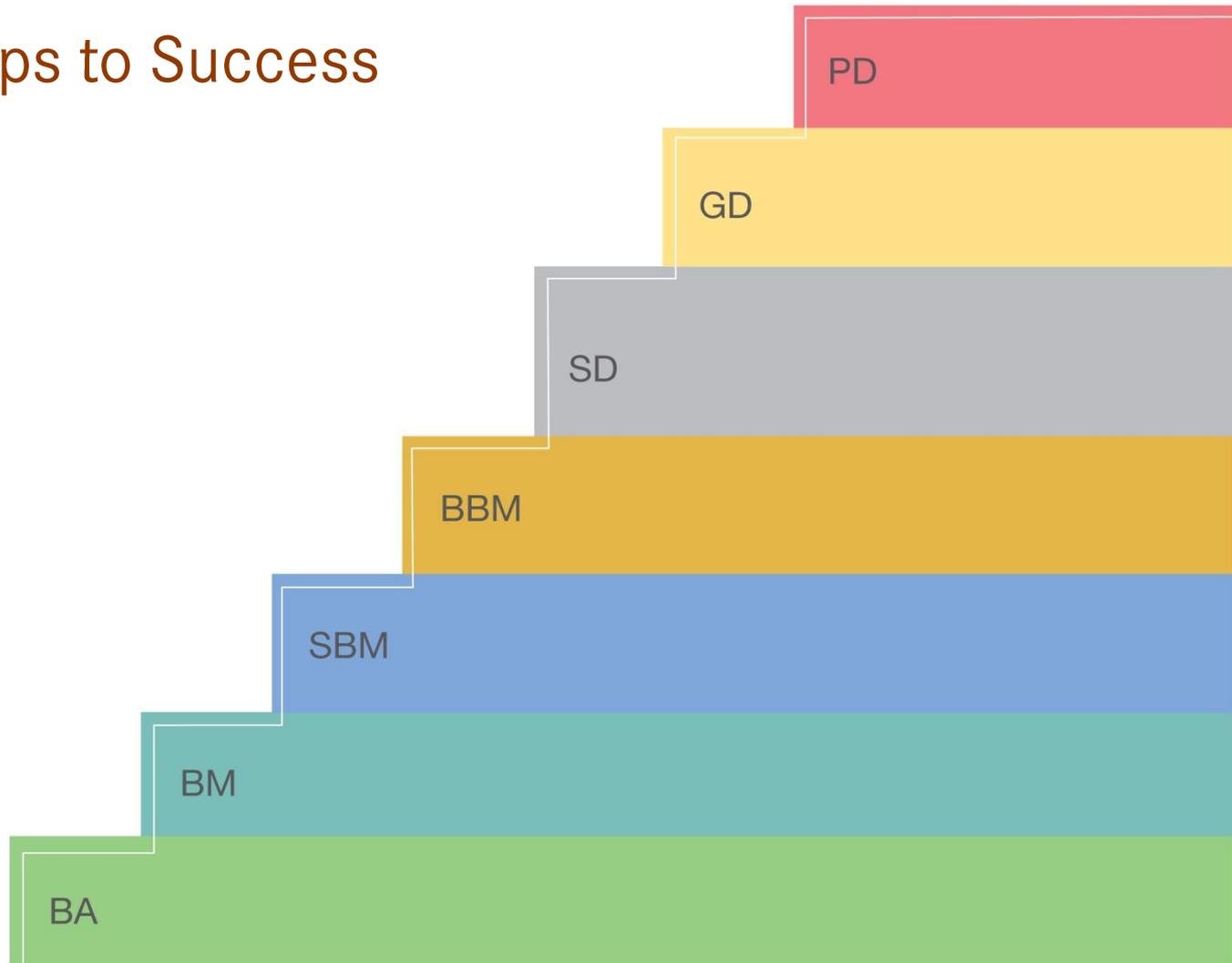
To have a meaning and mission for your work.

How can you live Life at its Best?

Set your Goal!



Sure Steps to Success



I, _____ hereby set the goal together with
Group CEO, Dr. Dora Hoan. I will focus all my actions to
achieve _____
by 31st Dec 2012.

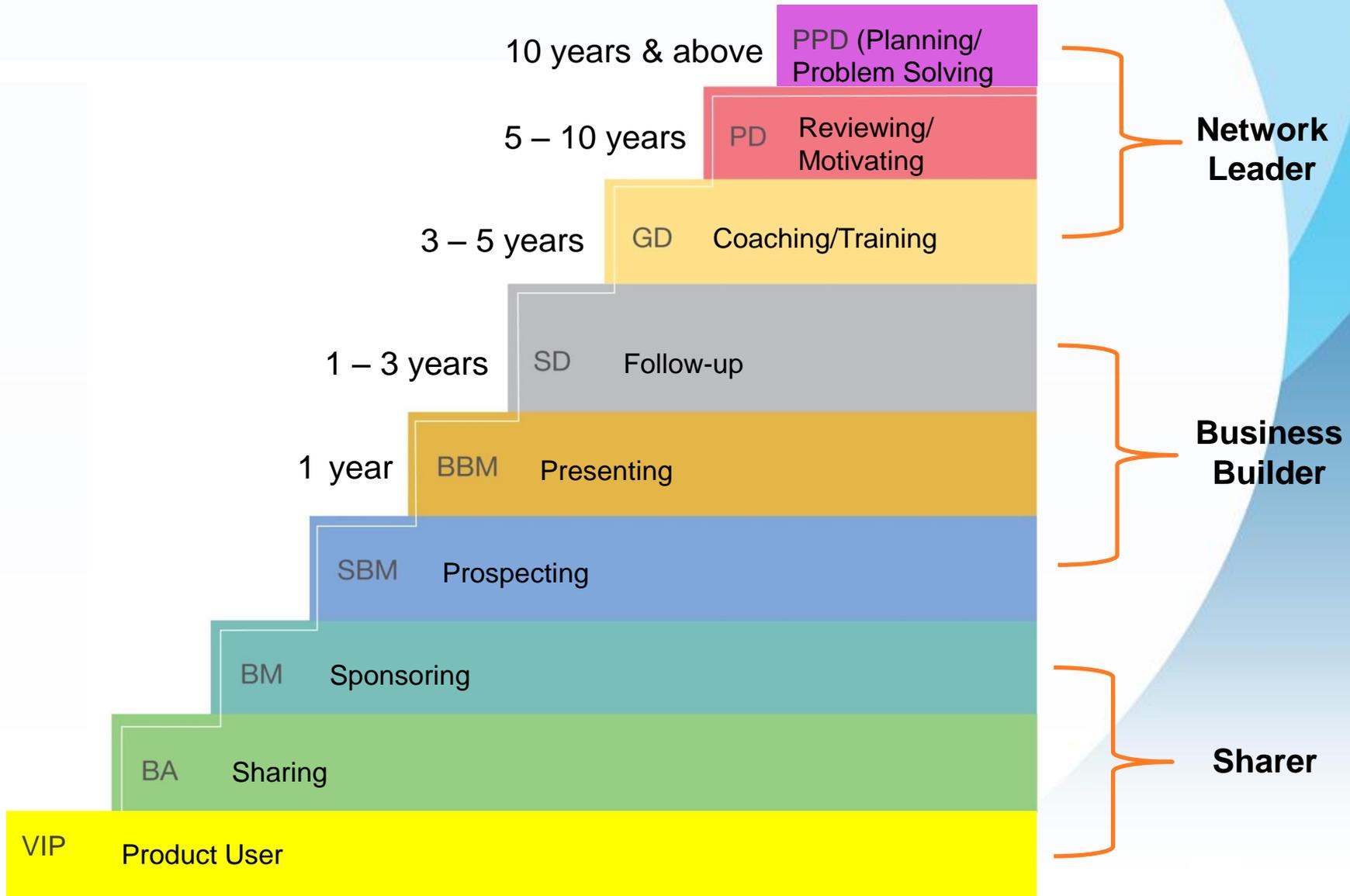
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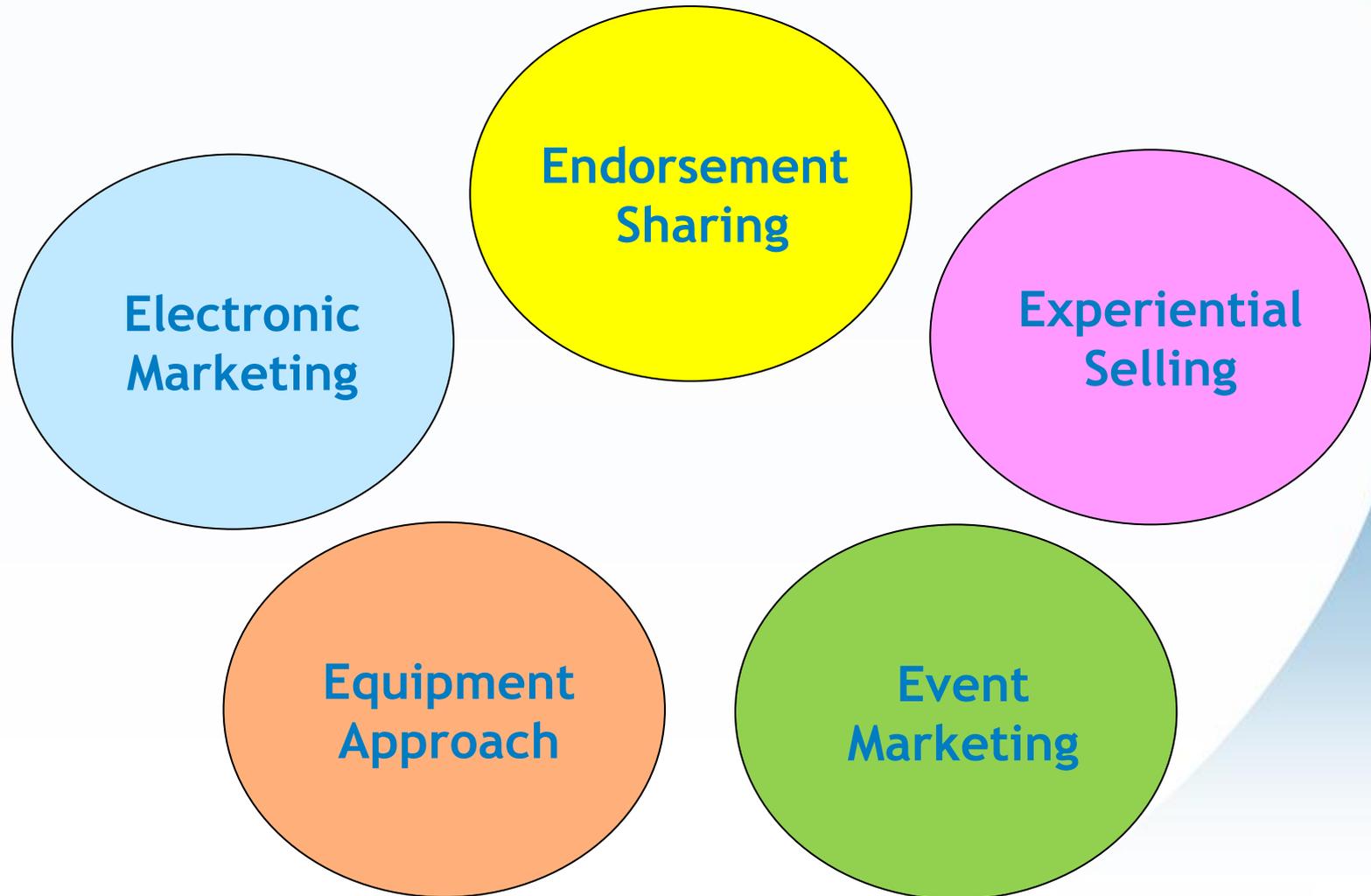
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Date:

9 Steps & 9 Skills to be at the Top



5E of Easy Earning & Expanding for Your Network Business



Endorsement Sharing



Before



After

Before
86.4kg

After 8 weeks
79.8kg



Experiential Selling



Event Marketing



Equipment Approach



Electronic Marketing



EXS Mobile



YouTube:
bwLMedia's



BWL Online Store:
www.bwlgroup.com

Thank you!

