

BE Insight

2021 | NOVEMBER



Going BEyond

with a Brand-New Identity,
A Fresh New Look for an All-New Era.

PRESENTING AN ALL-NEW CORPORATE IDENTITY SYSTEM (CIS)



We proudly introduce to you BE's new Corporate Identity System (CIS)!

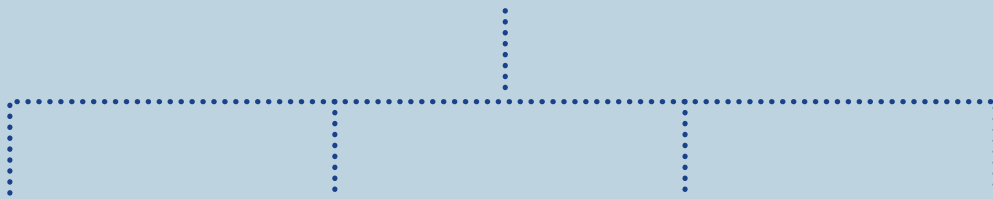
Corporate identity is the way we identify ourselves through our aesthetical appearance and design. It is also the way we communicate our core values to our customers and distributors. The same values we hold dear as a brand and company are widely shared and globally represented through our Corporate Identity System!

BE is a dynamic and established company seeking to move towards the international arena. The implementation of BE's new CIS in September 2021, is a bold new step aimed to redefine our brand image in the eyes of our consumers and appropriately reflect the company's forward-thinking culture. Our ultimate goal is to embody our values through this refreshing change in our aesthetics and create a strengthened sense of uniformity throughout our products.

BE BRAND ARCHITECTURE



BE[®]



AULORA

- AULORA PANTS
- AULORA SOCKS
- AULORA BASIC TOP
- AULORA BOXER
- AULORA PANTIES

BElixz

- SHIRUTO
- BEFIL
- SLENDGLOW
- MAQNIFIQ
- ZENCOSO CHEWABLE BALL
- SPIRULINA

BEYUL

- HYDRATING FOAM CLEANSER
- MOISTURIZING LOTION
- MOISTURIZING CREAM
- DEEP CARE MOISTURIZING CREAM
- HYDRO AMPOULE
- INTENSIVE SPOT CREAM
- INTENSIVE LIPCARE
- MOISTURIZING MASK
- SUNSCREEN SPF 50 PA+++



BEYANG

- CAFFE
- DELICATE LAUNDRY WASH
- INTIMATE FOAM WASH
- HANCRAFTED SOAP BAR

As part of the process, our products are classified into four main brands - AULORA, BElixz, BEYUL and BEYANG. This change will better define the purpose and intention of our products through our packaging design and brand names.

We are constantly thinking of the future, planning and finding new ways to provide value to our customers to improve their BE experience. Despite fast-changing times, BE International will always maintain its high standards with one foot forward and ahead!

“ BE International is a member of the esteemed Direct Sales Association Malaysia (DSAM) and Direct Sales Association Singapore (DSAS). ”



Established in 1978, the Direct Selling Association of Malaysia (DSAM) functions at the societal level to create and maintain an environment that is conducive to the growth and stability of the direct selling industry in Malaysia. The Association also acts as a national trade association aimed at promoting the direct selling industry on a national and international level, apart from being the de facto voice of the industry. In addition to the cooperation extended by the member companies,

DSAM works closely with the Ministry of Domestic Trade & Consumer Affairs (KPDNHEP), Ministry of Finance (MOF), Ministry of Health (KKM), other government bodies and trade associations to achieve our common aspirations.



The Direct Selling Association of Singapore (DSAS) is a non-profit organization established in 1976, to promote an ethical marketplace for the direct selling industry of Singapore. The Association is managed by an Executive Committee, which composes legitimate and reputable direct selling companies in Singapore and serves as a platform for member companies to discuss matters of usual interest.



PURPOSE

The Direct Sales Association is a body that governs the ethical conduct of direct sales companies and businesses in Malaysia. They exist to protect the rights of all parties involved in the direct sales industry, which makes it a safe industry to thrive in the economy. Among the many regulations set in place for its members, its code of conduct is the most highly regarded as it is strict and effective.

The code of conduct shares many similarities across DSAM and DSAS. The more notable codes protect the consumers and the business owners.

The DSAM and DSAS Code of Ethics and Conduct will regulate:

Unauthorized Price Adjustments

False claims or advertising

Unethical Approach of Sales making

Breach and abuse of private and personal information

Abuse of verbal promises

Overcharging or unreasonably high entrance fees

Quality and authenticity of products



BE is an advocate for ETHICAL PRACTICE

To provide a safe and regulated environment for its consumers, distributors and other parties, BE International upholds the standards set by the associations to full effect. Needless to say, quality, safety and security are guarantees that BE intends to set as a benchmark for everlasting performance in the direct selling industry. With these measures and regulations in place, we ensure the **HIGHEST QUALITY OF SERVICES AND ASSURANCES** for our beloved customers and distributors.



↻ 2020



↻ 2020



↻ 2020



↻ 2021

BE's *JOURNEY* with Yayasan Sin Chew

BE International's patronage for Yayasan Sin Chew's efforts first began in 2020, with the foundation's "Fight for Lives, Act to Save" Project. BE contributed a total of **RM300,000** to purchase much needed medical supplies for our brave and relentless frontliners battling the Covid-19 pandemic. The embers sparked bigger flames when the company's highest-ranking leaders, the RCCAs, proactively followed suit and gathered other Independent Business Owners (IBO) to support Yayasan Sin Chew's Project as well. The initiative was able to raise more than **RM100,000** in just 3 days!

Later in the year 2020, BE demonstrated its resolve to do good works by donating a total of **RM129,000** to Yayasan Sin Chew to aid underprivileged students. The contribution was made under the leadership of BE's founder and the top 43 leaders of BE International, the RCCAs. Faithful to the company's traditions, this effort reflects BE's beliefs in cultivating and nurturing future generations to be leaders of the new age.

In September 2021, BE International joined forces with Yayasan Sin Chew once again for the third consecutive time. The family members of BE International collectively mustered a sum of **RM128,611** to aid medical frontliners in combating the Covid-19 pandemic.

BE's journey with Yayasan Sin Chew is only the beginning. After all, giving back to society and building a better world is a long-term commitment that reaches far beyond the realms of just business.



ESSENCE FROM TWO ENDS OF THE WORLD

Your ZEN Checklist

- The Essence of 98 types of plants from Brazil (Tropical Climate) and Japan (Temperate Climate)
- 8 Years of Natural Fermentation
- Japanese Unique Traditional Technology
- Co-factors and Co-enzymes to support optimum health
- Micro-sized molecules for better nutrient absorption

Embrace the Zen goodness!



Click here for more info:
<https://www.beintl.com/belixz/zencoso-chewable-ball/>



LANDING in the LION CITY



SHIRUTO has made it to Singapore!

BE's BElixz SHIRUTO is officially available to our fellow Singaporean IBOs.

You can now enjoy the goodness of the internationally patented high-potency fermented wheat extract, IP-PA1, and activate your **Guardian of Immunity!**



*Only for Singapore market.

Click here for more info:
<https://beintl.com.sg/belixz/shiruto/>

Japan Health Food & Nutrition Food Association

NOW BETTER than PERFECT



What's better than AULORA SOCKS with Kodenshi® - WOMEN?

An Upgraded Version of AULORA SOCKS
with Kodenshi® - WOMEN!

Designed with World-Class Patented
Kodenshi® Fiber, the AULORA SOCKS
with Kodenshi® - WOMEN Upgraded
Version has improved upon its already
perfect design in terms of core
compression and design.

1 Extended Length

- a. No more rolled down socks
- b. Seamless fashion style

2 Wider Arch Support

- a. Extra Support for the arch
- b. No more Fatigued feet

3 Mesh Weave on Heel

- a. Extra comfort
- b. Better positioning

4 Size Indication

- a. No more mismatched socks!





Dare to dream



“

**Always ask
yourself to
become better**

RCCA Michelle Chua

SAP consultant

RCCA Michelle has truly lived up to her life motto: Never ask for things to become easier, always aim to become better.

“I’ve had different jobs in different fields before I finally found my true passion in SAP (System, Application and Processing in Data). While working for one of the biggest shipping companies, I was introduced to SAP during a project, and I was instantly fascinated.”

Always striving for improvement, Michelle furthered her studies in this field, on a scholarship.

SIX FINANCIALLY REWARDING YEARS IN SAP

Upon completing her studies in SAP and fulfilling her bond with another company, Michelle started her career in SAP. “My work was project-based and each project usually took a year to complete. For six long years, I flew to different countries for my projects, staying in nice hotels and making good money. I indulged in good food and pampered myself with regular massages, pedicures, manicures, etc. With such a good life, I thought I’d be doing SAP till I retired.”



Bought our dream cars

And then she encountered Aulora Pants when she was based in Singapore for a project.

GREATER SENSE OF ACHIEVEMENT IN BE

“I’m deeply committed to my work. I would go the extra mile to complete a job well. Being able to help launch a company gives me a great sense of satisfaction. But when a housewife thanked me for helping her to become financially independent through BE, that sense of achievement overwhelmed everything I had achieved

in my SAP career. That has really moved and inspired me to continue helping more people.”

The joy of being able to help people change their lives, to improve not just their lives but their family’s lives too, is what compelled Michelle to take up the BE business.

“When I was an SAP consultant, I mostly dealt with client on a one-on-one basis. But BE is a human business. Every day, I have to communicate with my team members and leaders. I enjoy spending time listening to their stories and experiences. We inspire one another.”

Dinner with Founders



Product sharing



Photo with uplines



BE Lifestyle Travel to Melbourne

Michelle has a greater goal now – to help more people. “In this business, your good intention to help people will bring you rewards beyond your imagination. My biggest motivation in this business is to help my downlines to grow and change.”

These are challenging times, with the pandemic affecting many people’s livelihood. But Michelle is optimistic about keeping the business momentum. “Now, more and more people are opening up to taking up the BE business, rather than just remaining as consumers. We’ve recruited many quality leaders and professionals to join us. Trust me when I say the BE business does have the magnetism to make you stay.”

“

To Michelle, BE is not a dream factory. It is a **platform where you can reborn to a better you.**





Sharing at a BES



“

Keep soaring to greater heights!

RCCA Doris Goh
Chartered secretary

RCCA Doris has always been a keen learner and has never stopped looking for ways to improve herself. To her, life is too short to be wasted. “No matter how old or young you are, try everything and take up new challenges,” she urged. “I believe progress is only possible with challenges and we’re never too young or too old to reach the pinnacle of our lives.”

A SUCCESSFUL CAREER

For 42 years, Doris owned 4 companies that provided one-stop financial services, including tax, audit, company secretarial and accounting services. She was also involved in insurance for 25 years, and even received the MDRT (Million Dollar Round Table) award for 10 consecutive years.

A driven, ambitious person, Doris spares no effort to achieve excellence in everything she does. To her, “giving up” is never an option and nothing is impossible. Because of her strong-willed personality,



she has excelled in whatever she pursued, including direct selling, which she only took up later in her life.

“Today, people advocate a healthy and spiritual life, plus family and work-life balance. BE is the perfect fit for this. I was won over by its business model and ideas, as well as its heart-to-heart culture. I’m confident that I’ll be able to chart a new milestone and soar to greater heights with BE.”

GIVING BACK TO SOCIETY

Sharing from her wealth of experience, Doris has sailed through three financial crises and seen the effects of the crises on people. Some people's livelihoods were badly affected, and some even ended up with broken relationships and broken families.

"BE founders are my inspiration. Despite their success and wealth, they are still as active as ever. They keep helping people, giving them the guidance and inspiration they need to succeed, showing people how to build a legacy. BE is the opportunity much needed



Dinner with Founders and uplines



Photo with Nobel Laureate Dr. Ferid Murad

today. The BE business has given me the opportunity to continue to give back to society by helping more people to become leaders, to build their career, and enjoy health and a happy life."

The biggest reward Doris has gained from the BE business is improving herself and becoming a patient person. "I was an impatient boss who emphasized results and everything done fast. Most of the time, I put too much pressure on my family and staff because of my impatience. BE has taught me to put myself in other people's shoes. At BE, I've learned to do things at a comfortable but productive pace.



"As the Chinese saying goes, we find happiness in helping people. BE is a business that helps people to regain health, beauty and confidence, a business that helps other people build a successful career and achieve wealth. The more people we help to succeed, the more successful we are. A business like this will never go out of business. It is and will always be a mega trend. So, what are you waiting for? Seize the opportunity. Remember, at BE, you're never too young or too old to succeed!"





At a dinner celebrating BE receiving the Malaysia Health & Wellness Brand Award



“

Never try
never know!

RCCA Lai Kee Vui &
Lee Wan Sian

Sales designer / Chief designer

Designers RCCA Lai Kee Vui and Lee Wan Sian used to despise the “copy and paste” idea – only to discover the beauty and power of duplicating when they got involved in the MLM industry. 18 years later, they are still happily doing what they love and with BE, life is still as exciting as before even during these trying times.

THE DISILLUSIONMENT

After graduation, Kee Vui and Wan Sian had the same goal – achieve career success so that their parents can retire early. “I was a sales designer for 5 years. I thought that with hard work, I’d be able to let my parents enjoy early retirement but I was wrong. All my designs were not mine but belonged to others; my boss’s business was thriving and he was the one who got the financial rewards. I was disillusioned and knew something had to change,” Kee Vui shared.

Wan Sian, who had always dreamed of becoming an artist, worked hard to become Chief Designer within 3 years, with the entire SEA market under her. “When I was completing my studies in Osaka and won the



BE Convention

designer award, beating 13 other countries, I naively thought with my achievement and qualification, my parents could retire soon after I started working. But my first basic salary was only RM1,300. No wonder my father smiled and said nothing when I told him, ‘Dad, you can retire soon, I’m going to take care of you!’ when I returned from Osaka,” Wan Sian laughed.

Kee Vui added, “We were 25 then, and we knew we had to change or our dreams will forever remain dreams.”

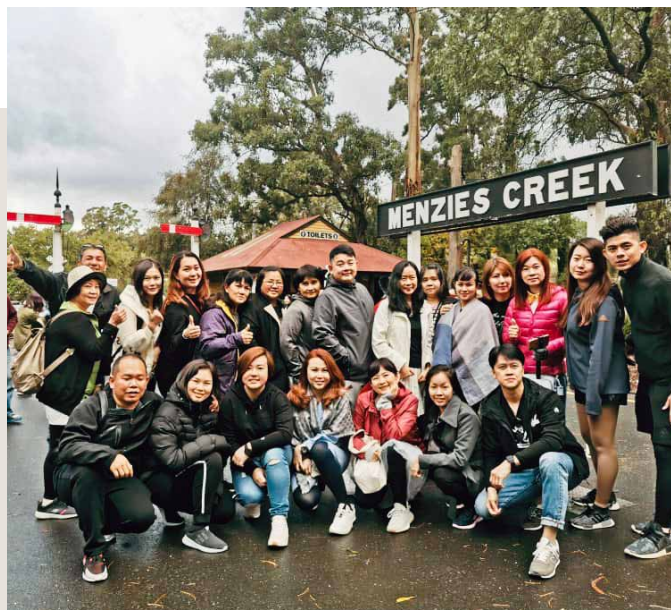
FROM DESIGNING TO DIRECT SELLING

One would think it must be hard for them to change their career path from designing to direct selling. Wan Sian shared, "My initial 'culture shock' was the duplication factor as copying was strictly out of bounds for designers. But as I learned about the power of duplication and the beauty of this industry, I joined Kee Vui to explore MLM."

It is normal for MLM newbies to struggle and adjust their mindset, especially if they used to work inside a cubicle. And initially, rejections can easily dampen their spirit.



The "One Family" culture



BE Lifestyle Travel to Melbourne



Celebrating RCCA achievement

"But we didn't struggle or needed to adjust our mindsets because we were ready to chase our dreams of success, financial freedom and early retirement for our parents. Whenever we encountered challenges, we would think of our goals," Kee Vui said. "Direct selling is not that difficult. I mean, any business is difficult and you need to work hard. But not every hardworking person will get what they want in life. Hence, a right platform like BE is crucial."

“

The couple concluded, "During these difficult times, you have to be open to opportunities like BE. When your hard work starts to pay off and your rewards roll in, and you help people to achieve their dreams, you'll know you have made the right career choice."



THE CHALLENGER



ANNUAL TOP 5 CCA ASSEMBLE



1ST RUNNER UP
RCCA ANNIE LAU



CHAMPION
RCCA TY LOW



2ND RUNNER UP
RCCA RACHEL LEE



3RD RUNNER UP
RCCA CHRIS BONG &
FREDERICK HO



4TH RUNNER UP
CCA HANISAH BINTI SARIDI

THE CHALLENGER



TOP 10 CCA ASSEMBLE



CCA SITI HAJJAR BTE MOHAMAD IGHBAL



RCCA SYIDA



RCCA TY LOW



CCA NURUL FARHANA BT MD ADNAN & MOHD KHAIRUL BIN NAIM



CCA SHARON CHEW MEI HIONG



CCA FARAH @ LIZA JIWAT



CCA IDA JULIANA BT SHARIFFUDDIN & RAHMAT HARIS



CCA KHOR SENG HOCK & LOKE GEOK HONG



RCCA RACHEL LEE



RCCA ANNIE LAU



THE CHALLENGER



TOP 10 SPONSOR

1. DCA NUR ATIQAHT BT MOHAMMAD HAIZAN
2. ECA AZURA BINTI ZAINAL / CRISTIANO GENUINO
3. DCA NURAIN SYAKIRAH BINTE NORDIN
4. DCA JAZA'UL BARIYAH
5. ECA MATHURI A/P SELVARAJOO / VINCENT DANIEL A/L DAVID GEORGE
6. ECA MUHAMMAD HANIF BIN ABD RASHID / HALIMATUSSAADAH BINTI MOHD KASPI
7. ECA NOOR SHEILA AZREEN BINTI RAMLI
8. ECA AMIRAH FARHANA BINTI MOHAMAD / HANIF BIN KASMANI
9. ECA SITI ELFAEZA BINTE MOHMED EHSAN UL HAQ
10. ECA HELMA BT HASHIM

TOP 10 AMBASSADOR PRODUCER

1. DCA MARDIANA BTE ZAINAL
2. CCA SITI HAJJAR BTE MOHAMAD IGHBAL
3. DCA ALEXANDER LYE THIM LOONG
4. DCA ARNI ERDAWATI BINTI MD NOOR / ROMAIZAN BIN MUHAMAT
5. DCA HASLINDA BINTI IDRIS / MOHD FAIZAL BIN NASHAHAR
6. CCA LEONG CHEAT LU / TEE TIONG KEAT
7. DCA AZAH BINTI HASSAN
8. DCA ROHANA BINTI PARMIN
9. DCA NUR ATIQAHT BT MOHAMMAD HAIZAN
10. DCA LILIAWATI



★★★
Royal Crown Council Ambassador (RCCA)
皇家皇冠委员大使



 FARAH @ LIZA JIWAT



Crown Council Ambassador (CCA)
皇冠委员大使



HASLINDA BINTI IDRIS &
MOHD FAIZAL BIN NASHAHAR



TO SIAUW JEN



Diamond Council Ambassador (DCA)
钻石委员大使



THAI OKTAVIA YANAPA



LIM BENG SUAT &
OOI KOK CHUAN



SEEVARETNAM A/L SABARATNAM &
AUGUSTINE S.M. PUSHPANATHAN



LILY LINUS &
PETER JACK @OSMOND



RUHAYA IBRAHIM



NAZHATULSHIMA BINTI NAIM &
AZRI HJ AHMAD



HELMA BT HASHIM



CHI CHOON FAH



DORIS CHAN EAN LI



NUR WAHEEDA BTE HAMIN



MILANDA SOENARTO



ANGELA CHYE MING HUEI &
TAN WEI FU



NURUL ISMAHATY BINTE ISMAIL



NUR HIDAYAH BTE RAHMAT



NUR HAFIZA BINTE ARIFFIN



NUR ZURIANA

Giving Out Unauthorized Price Cuts and Promotions.

Offering potential customers discounts on purchases may look like a fast and good way to close sales, however, based on the company's Rules & Regulations, **it is not allowed**.

Here is more information for a better understanding of unauthorized price-cutting and promotions.

Unauthorized Price-Cutting

- Selling BE's products to prospects or downlines at a lower price than BE
- Selling to a Non-Member with Member price



Unauthorized Promotion

- Giving out promotions that are not authorized by BE
- Giving out free gifts that do not come with the products or packages



Unauthorized Instalment

- Making unauthorized instalment plans when buying products
- Taking turns on unauthorized instalment payment (duit kutu) with a group of members, friends or customers



Gentle Reminder:

Kindly be informed that products offered by the Company are to be sold only at fixed prices determined by the Company. Let's keep the pricing fair and equal for everyone.

Kiyomizudera Temple

Founded in 780, Kiyomizudera is one of the most popular historical temples in Japan. As a protected cultural heritage in Kyoto, the temple is a jewel that represents Japan's long history with the Zen Buddhism background. Famous for its remarkable wooden architecture, the temple's front stage faces the view of cherry and maple trees, perfect for sightseeing and photography.

The Otowa waterfall is situated just beneath the main hall where visitors can catch and drink the water, which was believed in myths to have wish-granting wonders! Evidently, the origin of the name "Kiyomizudera", which stands for "Pure Water Temple", derives from the miraculous Otowa waterfall.

BE a
WORLD
Traveller

BE LIFESTYLE TRAVEL -
JAPAN OSAKA 2022 (6-DAYS 4-NIGHTS)

QUALIFYING PERIOD: AUGUST 2021 - JANUARY 2022