



BEST WORLD INTERNATIONAL LIMITED
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Best World to acquire a 51% stake in PRC Licensed Direct Selling Company Joymain

- First listed company in Asia to acquire a stake in a licensed direct selling PRC company
- Expects to operate at least 80 distribution centres in PRC by FY2008

Singapore, 4 December 2007 – Mainboard-listed Best World International Limited, (“Best World” or the “Group”), a direct selling company which specializes in the distribution of its proprietary health and lifestyle products through its regional direct selling network, has entered into a legally binding framework agreement (“Agreement”) with Nanjing Joymain Sci and Tech Development Co., Ltd (“Joymain” or “南京中脉科技发展有限公司”).

This Agreement will lead to Best World’s acquisition of a 51% stake in Joymain, upon completion of the latter’s restructuring exercise. Subjected to the approval of the Ministry of Commerce, this acquisition also signifies Best World’s official entry into the Chinese market as a licensed Direct Selling company.

Joymain was established in April 2000 as a health and lifestyle company specializing in seminar based marketing (“会议营销”)¹. Its application for a Direct Selling License for the Jiangsu province was approved in August 2006.

Dr. Dora Hoan, Group Chief Executive Officer of Best World said, “Our collaboration with Joymain is clearly synergistic as both organizations share a common vision of providing the best health and lifestyle products to the community we live and serve in through our wide network of Distributions and Lifestyle Centres. While Best World is equipped with strong management expertise and a well established direct selling infrastructure, Joymain’s brand goodwill, local network and understanding of the complex China market are key areas which we can tap on. In addition to the 16 health food licenses from the Vigor Acquisition in 2005, we will hold another 16 licenses from Joymain’s product range. This will enhance our product offerings to our distributors and customers. This is a win-win situation for both parties.”

¹ For more details on Joymain, please go to www.joymain.com



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Under the terms of the framework agreement, Joymain will be restructured to hold only assets related to the direct selling business and will have a net asset value of RMB 80 million. Best World will then acquire a 51% interest in the restructured Joymain and rename it Best World Lifestyle China (“BWL China” or “中脉全美”). The existing shareholders of Joymain will take up the remaining 49%. After which, both parties will then increase the registered capital of BWL China to RMB100 million. BWL China will subsequently acquire 100% stakes in BWL Shanghai and BWL Hunan.

The consideration of the acquisition of Joymain is RMB51 million², of which RMB31 million will be offset by the acquisition of BWL Shanghai and BWL Hunan. The net investment value of RMB20 million will be fully funded by internal resources.

Best World targets to establish more than 80 distribution outlets (“生活馆”) throughout the PRC by FY2008. These distribution outlets are part of a new PRC strategy undertaken by the Group to expand its presence in various provinces. This expansion outside of the Jiangsu province will be achieved via the franchising model. For FY2007, the Group targets to sign up 20 outlets in about 6 different provinces in the PRC.

“Currently, just 18 companies have been issued direct selling licenses, with the majority being MNCs such as Avon, Amway and Nuskin³. Although the Chinese consumers have already been exposed to direct selling, there is definitely more room for growth. Direct selling in China is poised to become a multi-billion industry and our upcoming direct selling license will allow us to participate in this strong growth.” Added Dr Dora Hoan.

THE END

² 51% stake of the total RMB100 million in registered capital of Joymain

³ Ministry of Commerce of the People's Republic of China, www.mofcom.gov.cn



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About Best World International Limited

Mainboard listed Best World International is a Direct Selling company which specializes in the distribution of its proprietary health and lifestyle products through its regional direct selling network.

Through better understanding of consumer needs and driving product innovation specifically designed to address market demand, Best World has since developed many preferred brands like DR's Secret, Optrimax, UberAir, Avance and bwL.

Leveraging on its success in Singapore, Best World has also established its presence in markets like Malaysia, Indonesia, Vietnam, Thailand, Taiwan, Brunei, Australia, China and Hong Kong.

For more information, please visit Best World's corporate website at www.bestworld.com.sg.

Issued for and on behalf of Best World International Limited

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