

Best World International is a company specializing in the development and distribution of quality health and lifestyle products, distributed through its proprietary regional direct selling network, bWL.

OUR REGIONAL PRESENCE



OUR 3P STRATEGIES

Products

We are a product-focused company devoted to introducing quality products, which aims to be the solution to enrich our consumers' lives.

Plan

We believe motivation is the key factor to successful entrepreneurship. Our Enterprise Network Programme (ENP) is a fair and realizable incentive system which allows our members to build their businesses without geographical boundaries.

People

People are our greatest asset. We go to great lengths to train our distributors and staff; to equip them with the best knowledge about our products, our business and the right attitude about themselves.

OUR FUTURE PLANS

- Develop new markets
- Increase membership base and expand network of Lifestyle Centres
- Focus on brand building to increase market awareness
- Develop new product lines or extend existing product line
- Making inroads into China via LCs set up
- Evaluate M&A opportunities in China

OUR BRANDS



Singapore Promising Brand Award 2004



Singapore Promising Brand Award 04/05, Superbrands 05/06, Superbrands Consumer Choice Award 06/07



OUR COMPETITIVE STRENGTHS

Established track record

- One of the pioneers and a key player in Singapore's direct selling industry.
- Since 1999, we have introduced contemporary brands such as "Optrimax", "DR's Secret", "DRs Seager" and "ÜberAir" and re-branded our existing brand, "bWL" and "Avance".

Strong product focus with emphasis on quality and branding

- Avance EPA 2000 fish oil supplement was voted the best selling fish oil in Singapore by Guardian's customers in 2003 and 2004.
- Most recently, Avance was awarded Superbrands Consumer Choice Award in 2006.

Experienced and committed management team

- Founders of the companies are in the board of directors.
- Founders have a combined experience of over 35 years in direct selling.
- All Country managers have at least 15 years of direct selling related experiences.

Large direct selling distributor network

- From FY2006 to FY2007, our ENP membership base has increased by 48.9% to 148,428 members.
- Our distributors can also expand their network overseas through our International Sponsorship Scheme.
- We have 11 Regional Centres & 75 Lifestyle centres as of FY2007.

Increasing demand for health & lifestyle products

- Increase in consumer sophistication and disposable income encourages consumer spending for health lifestyle and personal grooming products.
- Rising healthcare costs and longer life expectancy have contributed towards a more pro-active, preventive healthcare approach.

OUR FINANCIAL HIGHLIGHTS & OPERATING DATA

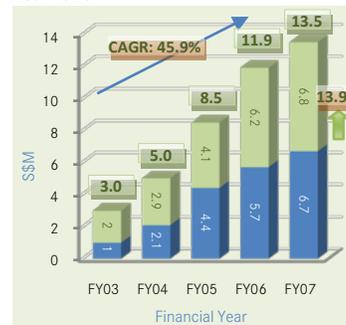
Revenue



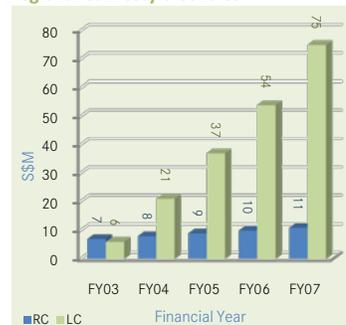
Overall Membership Growth



Net Profit



Regional & Lifestyle Centres



FINANCIALS

P&L Highlights S\$'000	FY2007	FY2006	% Change
Revenue	102,180	77,114	32.5
Gross profit	77,861	59,895	30.0
Gross profit margin	76.2%	77.7%	(1.9)
Profit before Tax	17,312	15,617	10.9
Net profit	13,054	11,861	13.9
Net profit margin	13.2%	15.4%	(14.3)
Earnings Per Share	6.55	5.75	13.9

Financial Ratios	FY2007	FY2006	FY2005
Receivables days	45	57	36
Inventory days	84	110	130
Payables days	14	57	19
Current ratio	2.5	3.1	4.1
Net gearing	Net Cash	Net Cash	Net Cash
Return on equity	29.0%	33.0%	29.4%
Financial Ratios	FY2007	FY2006	FY2005

Share Statistics

Share price 29/02/08	S\$0.875
No. of issued shares	206.25 mil
Market Capitalization	S\$180.47 mil
No. of research coverage	3
Free float	48.2%
Share Statistics	S\$0.79

