



**BEST WORLD INTERNATIONAL LIMITED**

480 Lorong 6 Toa Payoh #15-00, HDB Hub East Wing Singapore 310480

Tel: (65) 6899 0088 Fax: (65) 6352 9228

Website: [www.bestworld.com.sg](http://www.bestworld.com.sg)

Registration No. SG199006030Z

# **Best World first Singapore Direct Seller to clinch RHQ status**

**Singapore, 27 July 2006** – Best World International Limited, (“Best World” or the “Group”), a company specializing in the development and distribution of quality health and lifestyle products for its regional direct selling members has been awarded the Regional Headquarter status (“RHQ”) by the Singapore Economic Development Board (“EDB”) today. With this award, Singapore will serve as the Asia Pacific headquarters for its subsidiaries. Best World is the first direct selling company in Singapore to achieve the RHQ status.

Dr Dora Hoan, Group CEO of Best World said, "Being a homegrown company and the first Singapore-listed direct-selling company to be conferred RHQ status, we are honoured to accept this award and would like to thank EDB for the recognition. The RHQ status is a milestone for us and will enable us to more effectively penetrate into potential markets in the region, while managing our operations out of Singapore."

Mr Huang Banchin, Executive Director added, "Asia Pacific has some of the fastest growing economies in the world today and demand for quality health and lifestyle products by its increasingly affluent consumers is also expected to grow strongly. Singapore's strategic location, world-class facilities and high standards of corporate governance and transparency will put us in good stead when penetrating new markets in the region."

Best World's more than 15 years of successful operations in Singapore enables it to continue leveraging on its unique business model to expand its regional presence. The HQ located in HDB Hub Toa Payoh, is equipped with state of art training capabilities and support services functions to ensure all potential growth.

Currently the Group has 9 Regional Centres and 49 Lifestyle Centres spread across the major cities of Singapore, Malaysia, Indonesia, Hong Kong, Taiwan, Brunei, Vietnam and Thailand. It is also gearing up to expand into PRC, Philippines, South Korea, India and Japan by 2010.

~ The End ~



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**About Best World International Limited**

Listed on SGX SESDAQ in July 2004, Best World International Limited is a company specializing in the development and distribution of quality health and lifestyle products for its regional direct selling members.

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, Drs Seager, Optrimax, Avance, bwL health supplements and equipments.

Leveraging on its success in Singapore, Best World has established a presence in Malaysia, Indonesia, Vietnam, Thailand, Taiwan, Brunei and Hong Kong.

For more information, please visit Best World's corporate website at [www.bestworld.com.sg](http://www.bestworld.com.sg)

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**Issued for and on behalf of Best World International Limited**

**For more information please contact:**

**Best World International Limited**

**Koh Hui, [huikoh@bestworld.com.sg](mailto:huikoh@bestworld.com.sg)**

**Group Finance Manager**

**Tel: (65) 6899 0088 Fax: (65) 6352 9228**

**Ika Kusuma, [ika@bestworld.com.sg](mailto:ika@bestworld.com.sg)**

**Assistant Manager, Corporate Communication**

**Financial PR Pte Ltd**

**Mark LEE, [Marklee@financialpr.com.sg](mailto:Marklee@financialpr.com.sg)**

**Executive Director**

**Tel: (65) 6438 2990 Fax: (65) 6438 0064**

**Gabriel TAN, [Gabriel@financialpr.com.sg](mailto:Gabriel@financialpr.com.sg)**

**Consultant**