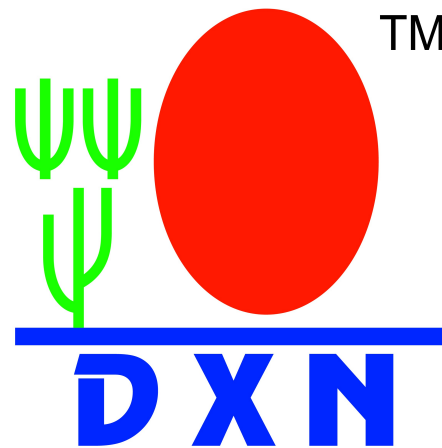


Introduction to DXN Holdings Bhd.



The following points will be presented :

● **Company Background**

● **DXN Business**

- DXN Farm
- DXN Factory
- DXN Branches

● **DXN Products**

● **DXN Achievements**



COMPANY BACKGROUND



- **Founded by Dato' Dr. Lim Siow Jin, a graduate from the Indian Institute of Technology.**
- **Dr. Lim researched potentials of Ganoderma or Lingzhi (King of Herbs) for improvement of human health.**
- **Established DXN in 1993.**



DXN Concept

■ ONE DRAGON

The entire process (cultivation, processing and marketing) is done by the Company under strict quality control.

■ ONE WORLD ONE MARKET

Distributors enjoy worldwide bonus with a single membership.



ONE WORLD
ONE MARKET



■ ONE MIND

The company and the distributors single-mindedly concentrate on doing DXN business.

■ DXN Philosophy

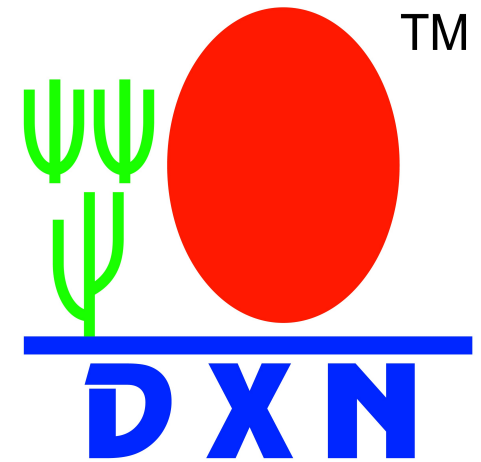
**Low Price, High Quality;
Low Profile, High Income.**

Providing low price and high quality products but keeping a low profile while generating high income.



DXN Logo

Symbolises success.



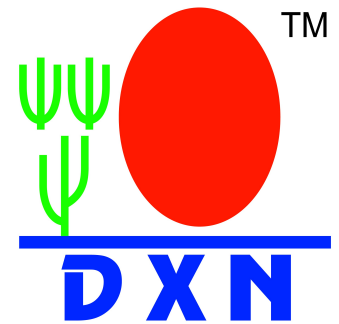
Red - fire to symbolise the company's fighting spirit to progress.

Green - trees to symbolise the dynamic growth and expansion of our market.

Blue - water to symbolise the company as the foundation for all vigorous developments.



DXN logo



The Red Oval – symbolises the rising sun to represent aggressiveness, single-mindedness and persistence in achieving DXN's vision.

The Green Branches – symbolises Ganoderma to represent the company's strong commitment for growth and striving to achieve excellence by focusing on the health-based industry.

The Blue Horizontal Line – symbolises the company as the power source for business development.



DXN BUSINESS



★ **DXN Holdings Berhad** - investment holding and management company of DXN Group.

★ **46 subsidiaries**

★ **Core business activities include - cultivation, manufacturing and marketing of health food supplements, food and beverage and personal care products.**

★ **Main products manufactured and sold are made from Ganoderma mushroom extracts.**



DXN Lingzhi Farm

- ★ **Suitable climate**
 - warm and humid.
- ★ **Clean water – pH 7.0 and 7.9**
- ★ **Fresh air – located far away from populated and polluted areas.**
- ★ **Products - no toxins.**
- ★ **Organic cultivation – natural materials (rice chaff, sawdust). No fertilizer, insecticide, steroid.**



- ★ **DXN Pharmaceutical** - Cultivation of Ganoderma Lucidum, Spirulina, Cordyceps and manufacturing health supplements and other products.
- ★ **DXN Industries** – Manufacturing Food & Beverage, Cosmetics & Personal Care products.
- ★ 10-year pioneer status incentive on Spirulina cultivation.



☆DXN Laboratories :

- Equipped with latest and advanced equipment
- Capable of performing most analysis :
 - ✓ Chemical Testing
 - Food Testing / Water Quality & Effluent
 - ✓ Seafood Testing – Microbiological / Chemical Analysis
 - ✓ Toy Testing Services
 - ✓ Pharmaceutical / Cosmetic Product Testing
 - ✓ Restriction of Hazardous Substances (ROHS)
 - ✓ Oil & Fuel Testing



Overseas DXN Factories

☆DXN Herbal Manufacturing

- Puducherry, India

☆Daxen Agritech

- Himachal Pradesh, India

☆Daehsan Biotech Pvt. Ltd.

- Assam, India

☆Pine Biotech Pvt. Ltd

- Assam, India

☆PT Daxen Indonesia

- Kabupaten, Bogor, Indonesia



- ★ Five million registered distributors worldwide.
- ★ Entered over **187** countries.
- ★ Total Branches / Stockists / Service Centres (SC) around the world : **1960**
- ★ **Branches/Stockists/SC :**
Asia (1491) - Bangladesh, Hong Kong, Malaysia, UAE, Pakistan, Philippines, Singapore, Thailand, India, Indonesia, Mongolia, Nepal, Sri Lanka, Bahrain, Iraq, Jordan, Yemen, Qatar, Kuwait, Kingdom of Saudi, Oman.



Branches/Stockists/SC :

- ★ **America (265)** : USA, Puerto Rico, Mexico, Peru, Canada, Colombia, Nicaragua, Bolivia.
- ★ **Africa (32)** : Sudan, Ethiopia, Kenya, Mauritius, South Africa, Libya.
- ★ **Oceania (44)** : Australia, New Zealand.
- ★ **Europe (31)** : Hungary, Austria, Czech Republic, Germany, Romania, Greece, Georgia, Italy, Spain Slovakia, Russia, Ukraine, Bulgaria.



Networker Countries

Europe (37) : Aland Islands, Albania, Andorra, Armenia, Azerbaijan, Belgium, Bosnia & Herzegovina, Croatia, Cyprus, Denmark, Estonia, Finland, Faroe Islands, France, Gibraltar, Iceland, Ireland, Latvia, Liechtenstein, Lithuania, Luxembourg, Macedonia, Malta, Moldova, Monaco, Netherlands, Norway, Poland, Portugal, San Marino, Serbia, Slovenia, South Georgia & The South Sandwich Islands, Sweden, Switzerland, Turkey, UK.



Networker Countries

Asia (24) : Afghanistan, Bhutan, British Indian Ocean Territory, Brunei, Cambodia, China, Christmas Island, Iran, Israel, Japan, Kazakhstan, Korea, Laos, Lebanon, Macau, Maldives, Myanmar, Palestinian Territory, Syria, Taiwan, Tajikistan, Timor-Leste, Vietnam.

Oceania (7) : American Samoa, Fiji, Northern Mariana Islands, Palau, Papua New Guinea, Vanuatu, US Minor Outlying Islands.



Networker Countries

Africa (36) : Algeria, Benin, Botswana, Burkina Faso, Cameroon, Chad, Congo, Cote D'ivoire, Eritrea, Gambia, Ghana, Guinea, Lesotho, Liberia, Madagascar, Malawi, Mali, Mauritania, Mozambique, Namibia, Niger, Nigeria, Reunion, Rwanda, Saint Helena, Senegal, Seychelles, Somalia, Swaziland, Tanzania, Togo, Tunisia, Uganda, Zambia, Zimbabwe.



Networker Countries

America (26) : Antigua and Barbuda, Aruba, Bahamas, Belize, Bermuda, Chile, Costa Rica, Cuba, Dominica, El Salvador, Guadeloupe, Guatemala, Guyana, Haiti, Honduras, Jamaica, Martinique, Montserrat, Netherlands Antilles, Paraguay, Suriname, Trinidad & Tobago, Uruguay, Venezuela, Virgin Islands.



Travel Seminar Incentive (TSI)

- Established to show gratitude to high achievers
- To exchange and share knowledge
- 🌐 Western Europe 2006
- 🌐 Mediterranean Cruise 2007



Travel Seminar Incentive (TSI)

- Bali 2007
- Bangkok 2008
- Geneva, Switzerland 2008
- Taiwan 2009



Travel Seminar Incentive (TSI)

- 🇲🇾 Langkawi 2010
- 🇲🇾 Royal Caribbean Cruise, Singapore 2011
- 🇹🇭 Hatyai, Thailand 2011



Travel Seminar Incentive (TSI)

- 🇮🇩 Bandung, Indonesia 2012
- 🇨🇳 Beijing, China 2013
- 🇲🇾 Cherating Beach (Club Med) 2013



Travel Seminar Incentive (TSI)

- 🇻🇳 Hanoi & Halong, Vietnam 2014
- 🇲🇽 Cancun 2014
- 🇰🇷 South Korea 2014



Diversified into other business activities - property, renewable energy, information technology, tour and travel :

- **YIKED-DXN Stargate, DXN Land, Richmond Sapphire, Bio-Synergy Engineering**
- Housing developers and building contractors.



DXN Biotech Consultants

- Research, development and experimental work on biotechnology, bio-chemical and agricultural products.



DXN Solutions

- Offers a wide range of solutions based on open source technology.



DXN PRODUCTS

Choose a healthy life
Choose DXN products



DXN products are categorised into 6 main categories :

◆ Health Food Supplements

**Reishi Gano / Ganocelium /
Andro-G / Cordyceps /
Black Cumin Plus /
Spirulina / Bee Pollen /
Lion's Mane / Poria S
Potenzhi / MycoVeggie**



◆ Food and Beverages

Lingzhi Coffee / Tea Latte /
Cocozihi / Zhi Cafe /
Spirulina Cereal / Cordypine /
Morinzyme / Morinzhi /
Spica Tea



❖ **Personal Care Products**
**Shampoo / Body Foam /
Toothpaste / Soap / Massage
Oil / Perfume / Talcum Powder**

❖ **Skin Care and Cosmetic**
**Ganozhi Complete Skin Care Series /
Ganozhi E Skin Care Series /
Aloe.V Skin Care Series /
Ganozhi Lipstick Series /
Baby Oil**



❖ **Household Products**
Detergent / Floor Cleaner /
Toilet Bowl Cleaner /
Car Wash / Diesel Fuel Additive

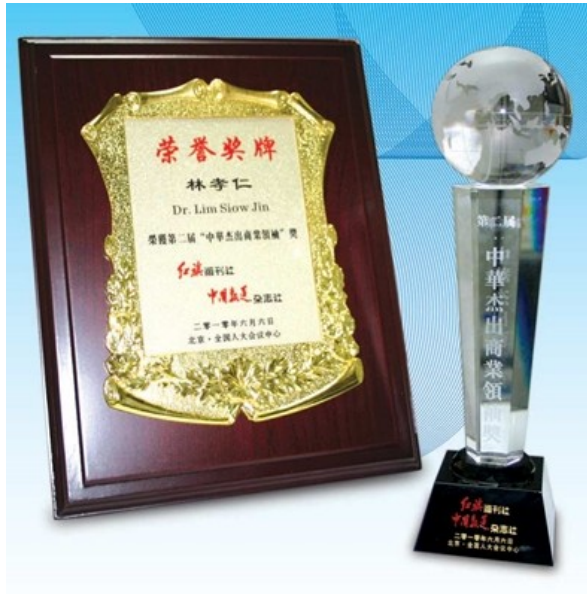
❖ **Water Treatment Series**



* *Currently, over 100 products.
The complete list of DXN
Products can be obtained from :
<http://www.dxn2u.com/products/>*



DXN'S ACHIEVEMENTS



1997 - Dr. Lim Siow Jin – conferred a Doctorate in Philosophy (Alternative Medicines) by the Indian Board of Alternative Medicines.

1999 - First Malaysian MLM company to receive the coveted Therapeutic Goods Administration (TGA) Certification from the Ministry of Health, Australia.

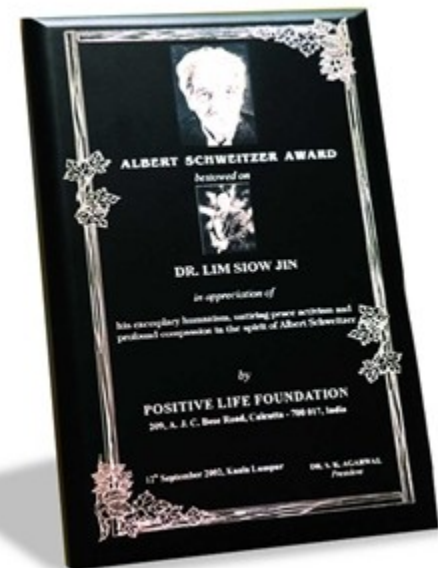
2000 - First Malaysian Lingzhi farm to receive ISO 14001 certification.

2001 - First batch of Malaysian companies to receive a three-year consecutive Network Marketing Licence.

2002 - Dr. Lim Siow Jin won 3 international awards : Doctorate in Science (Alternative Medicines), Millennium Award and Albert Schweitzer Award.

- Named Physician of the New Millennium by the Canada Alternative Medicines Research Institute.

- Received the Certificate of Appointment as Senior Visiting Professor (Natural Healing & Ganotherapy) from the World Health, Environment and Peace Foundation.



2003 - DXN Holdings Bhd. was successfully listed on the Main Board of Bursa Malaysia on 30th September 2003.

2005 - Received a 10-year pioneer status incentive on Spirulina cultivation and processing.

2005 - DXN International Private Limited (Philippines) bestowed 3 awards : “Most Outstanding MLM Company”, “Top Innovative Marketing Company of the Year” and “Most Outstanding MLM Marketing Company” by the Asia-Pacific Excellence Awards.

2005 and 2007 - DXN Holdings Bhd. won the 3rd Asia Pacific International Honesty Enterprise – Keris Award 2004 and 2006.

2006 - The Laboratory Department of DXN Holdings Bhd. received MS ISO/IEC 17025 Certificate of Accreditation on 17 July 2006.

2007 - 28th International Award for Technology and Quality, New Millennium Award trophy.



2007 - Dr. Lim Siow Jin received the Gold Badge “Global Quality Management” from the President of Editorial OFICE and General Secretary of the Trade Leaders' Club.

2009 - Awarded Direct Selling Award for Outstanding Management at the Direct Selling Festival (Middle East) held in Dubai.

2010 - DXN ranked as the TOP 40 Direct Selling company worldwide.

2010 - Dr. Lim Siow Jin - “Honorary Advisor of Peace Society Worldwide” and awarded the “Award of Excellence for Service to Humanity” by the Peace Society Worldwide.

2010 - Dr. Lim Siow Jin presented with the Award of the honoria causa Degree of ACADEMIC FELLOW with rank of Professor from ACADEMIE SCIENTIFIQUE INTERNATIONALE VIE UNIVERS NATURE of TOULOUSE France.



2010 - Dato' Dr. Lim Siow Jin bestowed with the Prominent Business Leader Award in the 2nd "Prominent Business Leaders Award 2010" ceremony, which was held at the conference room of the "Great Hall of the People" in Beijing, China on 6th June 2010.



2011 - DXN awarded THE MOST SUCCESSFUL NETWORK MARKETING COMPANY IN THE UAE in the 2nd MALAYSIA BUSINESS AWARDS organized by Malaysia Business Council UAE. The Award was presented by YB Dato' Sri Mustapa Mohamed, Minister of International Trade & Industry, Malaysia on 18th Dec 2011 in Dubai.

2012 - DXN ranked the Top 28 Direct Selling Company worldwide.

2012 - Dato' Dr. Lim Siow Jin conferred the "Tathagat International Excellence Award 2012" during the 6th International Conference on Ayurved and Complimentary Systems of Medicine for his outstanding contribution in the field of health and wellness.

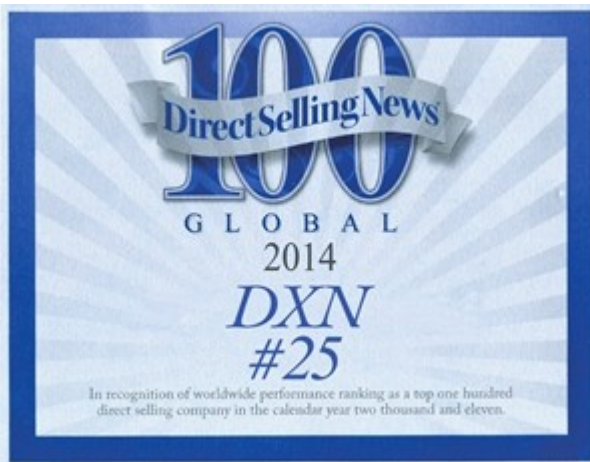


2013 - DXN Pharmaceutical awarded the Industry Excellence Award by the National Pharmaceutical Control Bureau, Ministry of Health Malaysia.

2013 - DXN Philippines conferred the “Perfect 10 Award” from DSAP (Direct Selling Award Philippines)

2013 - DXN International Pakistan accorded the “Brands of the Year Award 2013”

2014 - DXN ranked the Top 25 Direct Selling Company worldwide in “DSN Global 100: The Top Direct Selling Companies in the World” by Direct Selling News (DSN), USA.



GMP Certification TGA Certification from Australia



Listed on
Main
Market of
Bursa





Thank you!



www.dxn2u.com