

B E S H O M

THE BEST STARTS FROM HOME

BESHOM HOLDINGS BERHAD

(Registration No.: 202101001114 (1401412-A))

2nd Annual General Meeting

27 September 2022



Agenda



FY2022 Financial Performance



Business Segment Overview



Outlook

FY2022 Financial Performance Highlights



REVENUE

RM209.6
MILLION



PROFIT BEFORE
TAXATION

RM40.3
MILLION



DIVIDEND
PER SHARE
8 SEN



TOTAL EQUITY
ATTRIBUTABLE TO
SHAREHOLDERS

RM317.1
MILLION



NET ASSETS
PER SHARE

RM1.06



“In BESHOM, we are focusing on long term sustainability and delivering stable profits and dividend amid an increasingly competitive and challenging business environment”

- The Group continues to chart commendable profit and delivered dividend payments to our shareholders
- A return to normalcy for the global and Malaysian economy remained a challenge throughout the financial year
- Short term performance is invariably affected by prolonged pandemic is case in point
- Focusing on long term value to ensure profits and dividends is our commitment to provide sustainable rewards to our shareholders.
- Long-term corporate success often requires foregoing immediate profits in return for sustainability and eventual growth



Business Segment Overview



- The FY2022 was a significant year in the history of Beshom Holdings Berhad and its group of subsidiaries following the successful completion of the internal reorganisation on 29 November 2021
- Beshom is the investment holding entity which has assumed the listing status of Hai-O Enterprise Berhad ("Hai-O"), whilst Hai-O and the other subsidiaries continue to operate their existing businesses as usual, as below:





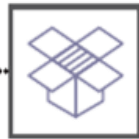
MLM SEGMENT

- MLM segment remains the largest revenue and profit contributor to the Group.
- Revenue and PBT declined by 33.1% and 37.9% respectively.
- The COVID-19 pandemic continued to constrain normal marketing activities and affected consumer spending.
- Members retention and recruitment faced competition from casual employment such as food delivery.

REVENUE
RM115.4
MILLION

**PROFIT
BEFORE
TAXATION**
RM21.1
MILLION

BUSINESS PLANS



PRODUCT
DEVELOPMENT



RETAIN AND
RECRUIT



COST
CONTROL



DIGITAL ADOPTION
ENTRENCHMENT





WHOLESALE SEGMENT

- Revenue and PBT contracted by 9.3% and 10.1% respectively.
- Higher base results from FY2021 and COVID-19 restrictions affected divisional performance in the 1st half of FY2022.
- Despite the reopening of the economy in the 2nd half of FY2022, the subsequent increase in sales was not able to offset the larger drop in the 1st half of FY2022.

REVENUE
RM53.1
MILLION

**PROFIT
BEFORE
TAXATION**
RM12.4
MILLION

BUSINESS STRATEGIES



PRODUCT
DEVELOPMENT AND
ENHANCEMENT



EXPANSION OF MARKET
PRESENCE



MARKETING AND
PROMOTION



DIGITAL ADOPTION
AND COST
OPTIMISATION





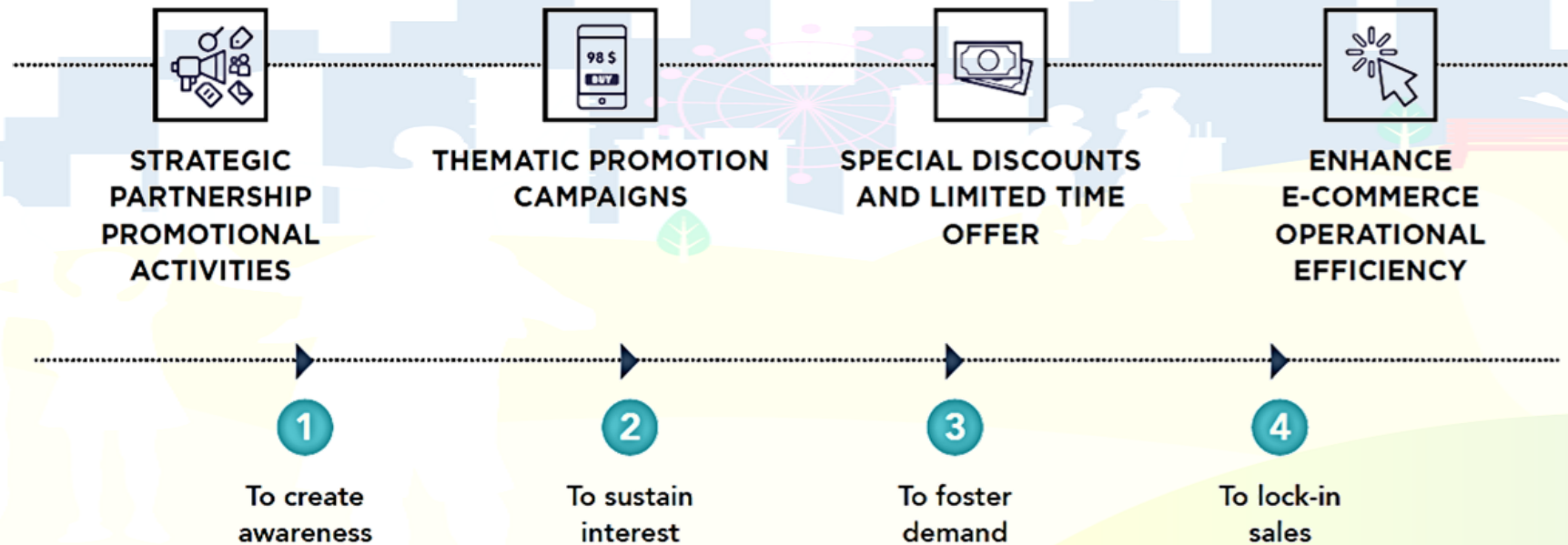
RETAIL SEGMENT

- Best performing business segment in FY2022.
- FY2022 revenue rose 3.2% while PBT jumped 183.5% on higher margins.
- Recovering footfall and overwhelming demand for house brand products markedly lifted performance in the 2nd half.

REVENUE
RM37.0
MILLION

PROFIT
BEFORE
TAXATION
RM3.4
MILLION

STRATEGIC MARKETING INITIATIVES





Outlook

“Notwithstanding the current choppy and unpredictable business environment, the Group is expected to maintain its financial resilience and optimise its operations to navigate further challenges ahead”

- Despite a strong rebound in 2021, the outlook remains cloudy with the global economy entering a pronounced slowdown amid fresh threats from COVID-19 variants, heightened geopolitical risks, supply disruption and inflation
- The Group is well supported by its solid financial position and strategic plans put in place by management to mitigate business risks
- The Group will continue to prioritise digital adoption across all segments for our increasingly connected customers, while also intensifying product development alongside ongoing cost optimisation initiatives



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THANK YOU

