



Corporate Message from

the Board of Directors

Since the start of the 19th century, women's movement around the world has been on the rise gradually each day with the creation of the World Women's Day. Women today are enjoying more economic liberation than ever before. As mentioned by Fara Warner, author of the book – *"The Power of the Purse: How Smart Businesses Are Adapting to the World's Most Important Consumers"*, women capture more than 70% of the world's personal purchase and more than half of the corporate decisions are made by women. However, only several companies have learned to shift their focus towards women to achieve outstanding results.

Currently, women are not only exposed to many products and services, they also boast a great influence in the decision-making process. They control private wealth worth over trillion of dollars. However, this highly potential market segment has always been underestimated; and this is actually where the gap of the market that we have to capture. As a network marketing company, **K-LINK International** possesses an advantage over the others to create a specially niche market for itself especially in the female segment market. Over more than half of our distributors are female; and as we are doing the business professionally, we are also consumers at same time. For this, we are actually applying the "prosumerism" (professional + consumer) concept; and we can understand the needs of our customer more compared to the others.

In the near future, the Company will be giving more emphasize towards the female market than ever before. **K-LINK International** is planning to raise the percentage of its range of beauty products by 20%. The potential of the beauty care industry is very attractive, for example, the beauty care industry in China is growing at the rate of

15% per year, estimated at nearly RM150 billion. The growth is even higher than the Gross Domestic Production (GDP) of China itself.

Nevertheless, **K-LINK**'s long term main focus will still be in health care industry. We will maintain 80% of health care products along with other products that are being produced by the Company. In parallel to our major direction, **K-LINK** would give stress on its Ayurveda range of product series. This is because Ayurveda is a complete medicinal system that concentrates on the harmony of the mind, body and spirit. Ayurvedic products not only help to relieve patients' pain and suffering, it also helps to maintain one's health; and all these are in line with **K-LINK**'s philosophy.

As to support its distributors and with the help of the manufacturer, the Company had already came up with Ayurveda packaging that matches the current market requirement instead of the traditional raw material which was presented to the end user. The aim is to re-shape the image of the product so that it can be presented to all walks of life and not limited to any race, specific area or time.

Besides that, **K-LINK** will also be introducing several new products – such as a new diagnostic handset probe equipment and iridology system device as supporting marketing tools to widen its marketing scope. With this support system, our distributors can convey their marketing ideas to the consumers in a more professional manner, thus minimizing the possibility of any mistake. With all of the above, we are should be able to build confidence among the public; and the name of **K-LINK**'s K-Ayurveda will soon be synonymous with **K-LINK** in the future.