

Corporate Message from the Board of Directors



Group Finance Director
Mr. Khor Kah Kheng

Group Executive Director
Mr. Lawrence Yap

Group Managing Director
Dr. Darren Goh

Group General Director
Dr. Mohd Radzi

Glorious 6 years

K-LINK International is now a phenomenon term in Malaysia, which is the hub of the Asia Pacific network marketing industry. **K-LINK** represents an aggressive, idealistic and strategic direct selling company. **K-LINK International** is now equipped with advanced macro-vision and professional management concept aimed to create a better living standard for the society and promote a healthier culture.

In all this years, we have applied our 3 ' I ' culture, which are *Initiative*, *Informative* and *Innovative*; hand in hand to fulfill our 5 senses, which is the sense of mission, vision, recognition, appreciation, belonging, and to build a family. In just 6 years, we have already expanded our business into almost every corner of the globe.

Up until now, **K-LINK International** has already penetrated into over 40 countries; from Malaysia, Singapore, Brunei, Thailand, India, Philippines, Taiwan and Hong Kong, Indonesia, Nepal, Greece, Poland, America, England, Australia, and Kenya to Bahrain, Africa and Europe. This number is increasing, and we set our target to capture a new market, in a new country every month.

Dear partners,

From one of our earliest product, which is Kinotakara, we are now expanding at a rate of multiple quality products today. With our varied and outstanding advertising and promotional events, we are improving ourselves to be better. Today, the world does not only recognize **K-LINK International**, it also recognizes our quality products, and our outstanding distributors. This is due to the **K-LINK** branding that we put in force all these time. We trust that our K-Ayurveda products series will be the next wave that pushes us into another climax.

Branding is a huge process. However, to maintain a brand name is even tougher. We need the co-operation of every party to realize it.

The advantage of **K-LINK** is due to our "prosumerism" concept which is able to help us to capture our target market. In order to prepare ourselves for future challenges, we have to build a better operation system. For this, we had invested RM1.5 million to facilitate our new **K-LINK** building. This is a long term investment, and we believe the return shall be huge.

Now, let us celebrate our glorious 6th Anniversary!

All this while, we have been focusing on the "High Touch" concept, to develop a corporate environment that is filled with humanity and personal communication; and we wish the "High Touch" strategy that will be the main focus point of the Company this year can help us to sponsor many more distributors in the future. This is not an impossible task due to our 40-country market advantage.

The philosophy of **K-LINK International** will be adjusted according to the different cultures, races, traditions, religions, ages and education background. We are building the culture of loving and caring and concern among distributors, and with our "Win-Win" strategy, we could cultivate our distributors to become a sparkling global player in the international arena! There are numerous examples that prove **K-LINK International** has help improve the living standard of the locals.

Dear partners,

We must not be satisfied with our current achievement, we need to keep innovating. Let us put our target to gain a 20% growth by year 2010, which is only 3 years ahead; and we are looking forward to become Malaysia's top 5 network marketing company.

Three years is very soon and if we want to realize our vision, we have to possess the courage to move forward, work together with **K-LINK**, and our dream will come true!