

Corporate Message From the Board of Directors



Reach the apex through creativity

K-Link International Network Marketing Business is specially developed to meet the demands of the Direct Sales Industry in the 21st century. **K-Link International's** Marketing Strategy is to create a competent marketing space for itself and its partners, otherwise also known as the "Blue Ocean Strategy". It is a systematic approach to making competition irrelevant besides the ability to capture new customer base therefore putting it out of the "Red Ocean" market.

As you know, among the Company's earliest business products was the **Kinotakara** Toxin Absorbent. Today, **K-Link International** has many products in its assembly of healthcare goods and with that proved that it is not only an outstanding multi-level marketing company but also able to sustain itself over the years due to its outstanding marketing strategy.

In order to capture the major share of the market besides increasing market border, one needs to be able to foresee the future market trend. With that, we at **K-Link International** are please to announce the arrival of our latest product called **K-FuelSaver**. The launch of the **K-FuelSaver** is indeed timely as due to the fuel price increase, the cost of living has greatly reduced our hard-earned income.

With the **K-FuelSaver**, **K-Link International** takes into consideration the people's welfare as it is hoped that this new product will help to minimise the burden of daily fuel expenses on transportation. So far, the product is well-received by the public as it boosts economical benefit and is environmental friendly.

Recently, on the 3rd October 2006, **K-Link International** together with Chemplex Automotive Group Incorporated, held a Press Conference on the signing ceremony for **K-FuelSaver** as the Worldwide Sole Distributorship at the Mines Beach & Spa, Kuala Lumpur. This is indeed good news to our "Blue Ocean" strategy as it not only helps add value to our already famous line of products but also to continue innovating and creating new products, which is in line with the Company's vision.

As for the future and in face of the challenge of globalisation, we must be well-prepared with better management and delivery system. With that and as appreciation of the effort of its partners, **K-Link International** is proud to announce that it will soon be moving to a new location as it has recently purchased a new building of its own.

For all of us at **K-Link International**, in order to create a better future, we will keep enhancing our business opportunity. Not only that, we will keep innovating, creating new ideas and products and not forgetting that we will always support our partners in times of difficulty. As in the near future, we are looking to expand into 100 countries, in line with our vision – that is to become a global-linked company.



Mr. Darren Goh with "Blue Ocean Strategy" author Mr. W. Chan Kim.