

MEDIA RELEASE - FOR IMMEDIATE RELEASE

Best World awarded China direct selling licence, poised to tap world's 2nd largest direct selling market

- **Will start selling in Hangzhou and expand to other regions**
- **Direct selling market in China registered a 19% growth in 2015, with total sales of more than RMB220 billion***
- **Approval of licence lays the foundation for growth of the Group's direct selling business for the next 5 to 8 years**

Singapore, 01 July 2016 – Mainboard-listed Best World International Limited ("Best World" or the "Group"), announced today that it has been awarded a direct selling licence from China's Ministry of Commerce ("MOFCOM").

The Group, which specialises in the development, production and distribution of premium skincare, personal care, nutritional and wellness products to customers through its direct selling network, said the licence shall be effective upon the completion of audit of all the 8 service centres it is required to establish in Hangzhou, within the deadline of six months from 7 June 2016.

Upon completion, all information regarding the activation of the licence shall be updated by MOFCOM on their website (<http://zxgl.mofcom.gov.cn>).

Since 2006, 77 direct selling licences has been approved as at 26 April 2016 by MOFCOM, with only 16 licences issued to global direct selling companies. The direct selling market in China, bolstered by a rising consumer culture and more favourable government policies, had registered a 19% growth in 2015. In 2015, direct selling companies registered a total of sales of more than RMB220 billion*.

Currently, the Group is exporting its core direct selling brand lines to an agent, who in turn distributes them to members through a network of beauty salons, nail & hair salons and spas all over China. Under the direct selling business model, the Group will convert these networks of spas and salons into distributors and service centres of Best World's products.

*Information extracted from "Global Direct Selling- 2015 Retail Sales", World Federation of Direct Selling Association (<http://www.wfdsa.org/global-statistics>)

Group CEO and Managing Director, Dr. Dora Hoan commented, *"The approval of our China direct selling licence marks an important milestone for our Company. We are poised to tap the mammoth market potential and have laid the groundwork well ahead of this approval by completing the registration of all our products. We believe in the potential of China's large and growing market will lay the foundation for growth of the Group in the next 5 to 8 years and will continue to expand our footprint in the country as we remain focused on growing the future of Best World and enhancing shareholders' value."*

Dr. Doreen Tan, Group's Co-Chairman and President, added *"The approval of our licence is a culmination of our efforts in the China market over the past several years. Building on our success in our other key markets such as Taiwan and Indonesia, we look forward to improving the wellbeing of Chinese customers with our brand lines, driving unprecedented growth and at the same time maintaining the highest standards of integrity in the direct-selling industry."*

The approval of the China direct selling licence is not expected to have any material effect on the consolidated net tangible assets and earnings per share of the Group for the financial year ending 31 December 2016. The Group shall make further announcements on the PRC Direct Selling Licence as and when there are any material developments.

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About Best World

Founded in 1990, Best World International is a Singapore headquartered company which specialises in the development, manufacture and distribution of premium skincare, personal care, nutritional and wellness products, to customers through its direct selling network in 12 markets. Best World has an established network of more than 412,000 independent distributors and member customers.

In July 2004, Best World became the first direct-selling company to be publicly listed on the Singapore Exchange. Today, Best World is a key regional player with presence in Singapore, Thailand, Taiwan, Indonesia, Malaysia, Vietnam, Hong Kong, China, Korea, Philippines, Myanmar, and Dubai. The Company also manufactures and distributes the Aurigen line of supplements in China through drugstores in 28 provinces of PRC.

For more information, visit Best World's corporate website at www.bestworld.com.sg

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