

## **Best World accepted as member of the Direct Selling Association of UAE**

- **Compliant with one of the strongest self-regulatory codes in the industry**
- **Underscores Group's commitment to the highest ethical business standards to protect its independent distributors and customers**
- **Springboard into the other GCC markets in the next 2 to 3 years.**

**Singapore, 9 February 2018** – Best World International Limited (“Best World” or the “Group”) is pleased to announce that it has been accepted as a member of the DSA of UAE (“DSA UAE”). The DSA UAE is a member of the World Federation of Direct Selling Associations, a highly regarded organisation intended to provide education, advocacy, and oversight in the direct selling industry.

Prospective members have to undergo a rigorous evaluation of their company's marketing and business plan to ensure compliance with all provisions of DSA's Code of Ethics, one of the strongest self-regulatory codes in the direct selling industry today. Subsequently, provisional members of the DSA UAE must also complete a six-month probation period, before becoming full members.

*“We are very honoured to have our membership approved by the DSA UAE after going through a thorough approval process. Best World takes pride in being a member of the DSA in each of its operating markets, a strong reflection of our commitment to the highest ethical business standards to protect our independent distributors and customers. We look forward to upholding this commitment as we continue to scale in new markets,”* said Mr. Huang Ban Chin, Group's Chief Operating Officer.

The Group's entry into the UAE market is part of its broader initiative to expand its overseas footprint. Through the sale of its Halal certified products, Best World intends to use its Dubai Regional Centre as a springboard into the other GCC markets of Saudi Arabia, Qatar, Bahrain, Oman and Kuwait.

The DSA's Code of Ethics includes provisions requiring truthful disclosure of product information regarding price, grade, quality, quantity and availability. The Code expressly prohibits pyramid schemes, deceptive or unlawful consumer or recruiting practices, misrepresentation of earning or sales potential, inventory loading and unreasonable entrance fees.

– End of Release –

### **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 479,000 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 all provinces of PRC.

For more information, visit Best World's corporate website at [www.bestworld.com.sg](http://www.bestworld.com.sg)

### ***Issued for and on behalf of Best World International Limited***

#### **Best World International Ltd**

KOH Hui  
Senior Group Financial Controller  
[huikoh@bestworld.com.sg](mailto:huikoh@bestworld.com.sg)  
Tel: (65) 6302 5009

Benjamin SOH  
Financial Analyst & Investor Relations  
[benjamin.soh@bestworld.com.sg](mailto:benjamin.soh@bestworld.com.sg)  
Tel: (65) 6302 5087

#### **Financial PR Pte Ltd**

Ngo Yit Sung  
Director  
[yitsung@financialpr.com.sg](mailto:yitsung@financialpr.com.sg)  
Tel: (65) 6438 2990