



KINO BIOTECH

康樂生技

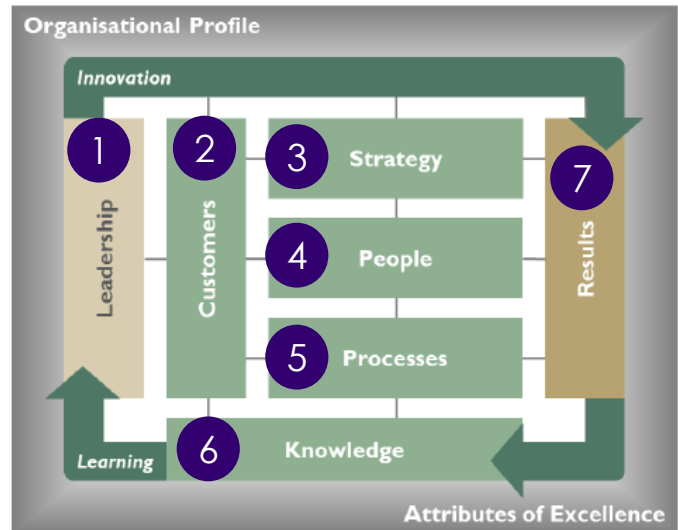
Service Class Application



What is the Service Class Certification ?

Every company has processes and systems in place. We aspire to be a company that puts our customers 1st. To do that, we need good process & systems to make this come through.

Our
Assessment Date:
12 Jan 2016



Org Profile



Leadership



Customers



Strategy



People



Processes



Knowledge



Results



Org Profile



Leadership



Customers



Strategy



People



Processes



Knowledge



Results

Company Profile



How well do you know our company?



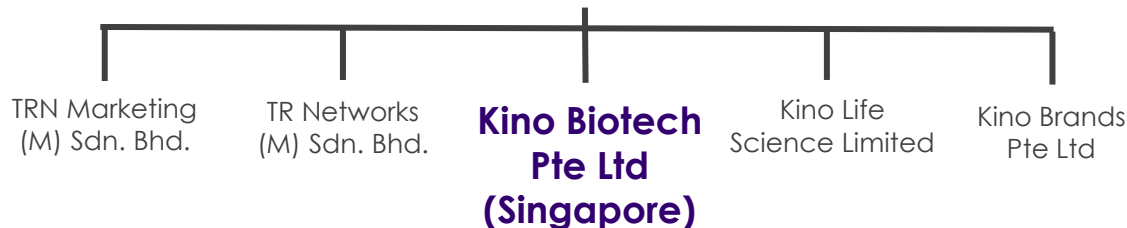
Kino Biotech Pte Ltd is a leading integrated **bio-nutraceutical** and **cosmeceutical** company.

We develop products, do sales & marketing, distribution and branding.

Our products are for **beauty, health & wellness**.

Kino Biotech Co., Ltd

Listed on Taiwan Exchange



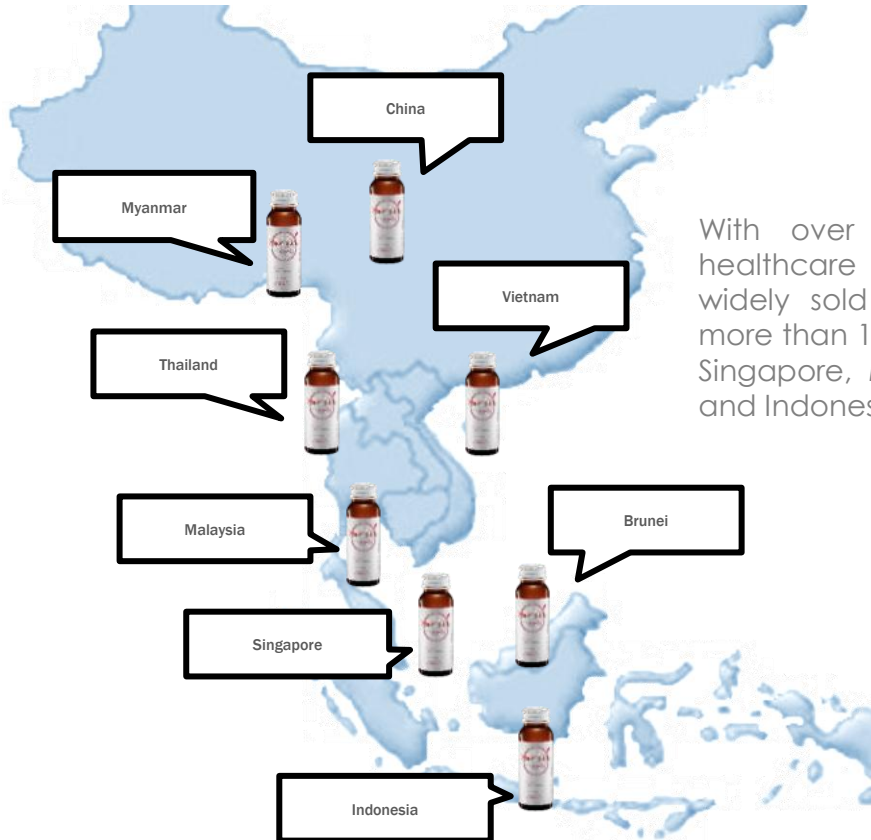
What are our Core Competencies?

KINOHIMITSU
FREEDOM TO LIVE

activa XPERTISE



Where do we operate in?



With over 5,000 point of sales, its healthcare and beauty products are widely sold all over Asia, catering to more than 1.5 billion consumers in China, Singapore, Malaysia, Vietnam, Thailand and Indonesia.

Where do we operate in?



And here's our beauty bars around the region

Singapore

OG People's
Park



OG Orchard



OG Albert



Parkson (Ho Chi Minh Vietnam)



Parkson Pavilion (Malaysia)



Parkson Danang (Vietnam)



Parkson Utama (Malaysia)

Do you know our brands?

KINOHIMITSU

The word "activa" is written in a red, lowercase, serif font. It is enclosed within a red, horizontal oval shape that has a slight 3D effect, with the top and bottom edges appearing to curve outwards.The word "XPERTISE" is written in a red, uppercase, serif font. The letter "X" is significantly larger and more stylized than the other letters, which are in a standard weight.

What is our range of products?



KINOHIMITSU

FREEDOM TO LIVE

“No. 1 selling Collagen brand in Singapore”

(Guardian, Watsons & Unity)

Detox



Health



Beauty



Men



What is the range of our other products?

activa



XPERTISE



Who are our distribution network partners?



For S&M, who are our stakeholders?

Management

Co-branded partners

Channel Partners

End Consumers



Influencers (KOLs)

Media Owners
(e.g. MediaCorp, Radio etc)

For Finance & Ops, who are our stakeholders?

Bankers

Management

End Consumers

Distributors



Swift and Reliable



TA-Q-BIN

DOOR-TO-DOOR PARCEL DELIVERY SERVICE

Creditors & Debtors

S&M Dept



aramex
delivery unlimited

Speedpost
by Singapore Post



For Promoters, who are our stakeholders?

End Consumers



Channel Partners



Our Vision

To be the world's leading Biotech company.

Our Mission

Strives to bring the best innovative healthcare and beauty products and services to consumers by transforming the promise of modern science and biotechnology with the power of nature into products and services that enhance and improve lives.

Our Values



People

The People of Kino Biotech are our source of strength. We promote teamwork, trust, respect and continuous self-improvement. To compete intensely and win. We create value for consumers, staff and stockholders.



Responsibility

We are an ethical company and contribute to society and communities in which we operate.



Innovation

To be creative, resourceful, adaptable and proactive. To challenge existing alternatives to develop quality healthcare and beauty products and services through science-based evidence.