



KINO BIOTECH

康樂生技



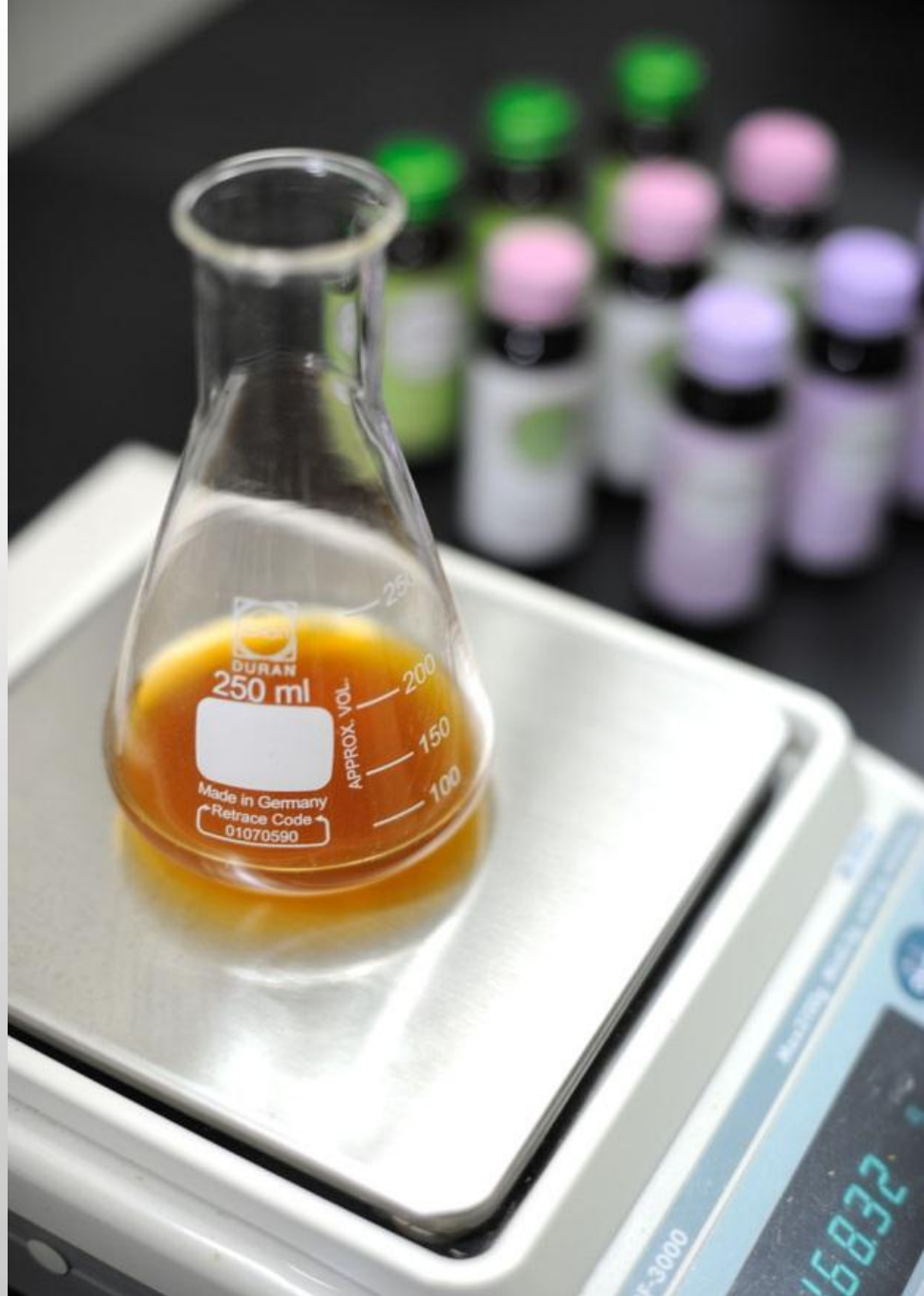


KINO BIOTECH

康樂生技

We are a leading integrated bio-nutraceutical and cosmeceutical company focused on product conceptualization, development, commercialization, brand marketing, sale and distribution of healthcare, beauty products and services.

We are dedicated to bringing the best innovative healthcare and beauty products and services to enhance and improve the quality of life for our customers.



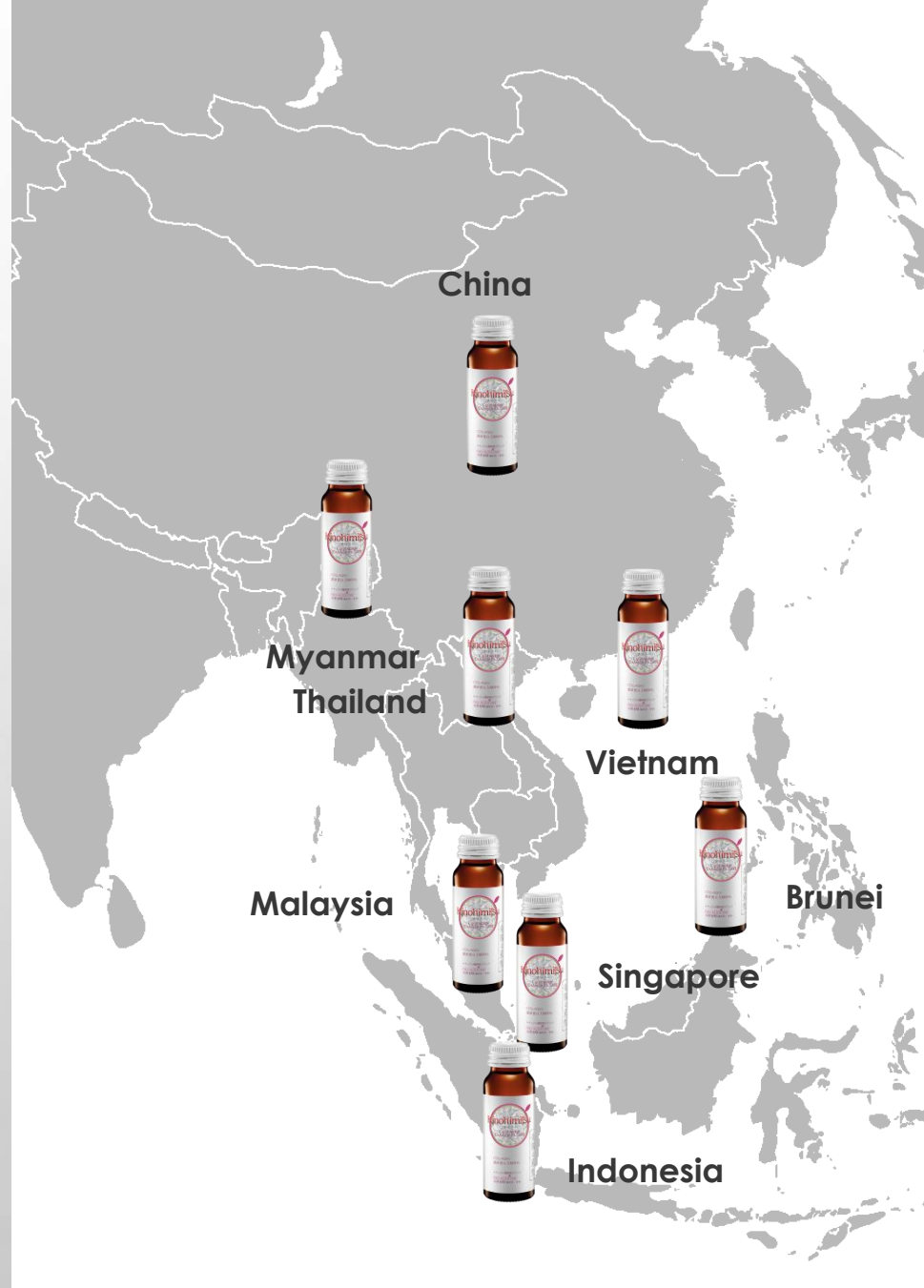
OUR PRESENCE

Catering to over 1.5 billion consumers in China, Singapore, Malaysia, Vietnam, Thailand and Indonesia, our healthcare and beauty products are widely sold all over Asia,

KINOHIMITSU

activa

XPERTISE



Strengths

- Wide selection of products
- Convenient & ready-to-drink
- 100% natural with no preservatives
- Strong R&D and innovative culture
- High quality assurance standards
- Wide distribution network in Asia
- Strong brand management and effective marketing strategies

SWOT ANALYSIS

Opportunities

- Rising trend of health-conscious consumers for F&B and healthy lifestyle
- Trend of age-conscious females and even males enlarges the beauty and wellness market segment
- Growing global online shopping trend and cross border e-commerce
- Technology improvements to allow for even zero segment marketing
- China consumers in search of foreign reputable beauty & wellness brands
- Franchisable retail concept in growing markets like Vietnam, Indonesia & China



KINOHIMITSU

FREEDOM TO LIVE

HOW DID WE STARTED?

A team of scientists & passionate botanic health activists ventured into the rainforest in search of new plants and herbs. They discovered a new network of positive energy and healing properties of plants that could benefit mankind.

In the pursuit of a lifestyle inspired by the goodness of nature, this team successfully uncovered the secret of plant life and established Kinohimitsu.



OUR STORY

QUALITY ASSURED

Kinohimitsu offers safe and effective consumption of natural products. Kinohimitsu improves your life without making any demands and intrusions on your time and energy, giving you the freedom to live a better life.

All Kinohimitsu products possess nature-based extracts that is vital to nature's self-regulating system.



HACCP



OUR RECENT ACCOLADES

Best targeted
health drink
'Digestive health'

**Beverage
Innovation
Awards**
Functional Drinks
2012
WINNER

Best beverage
ingredient

**Beverage
Innovation
Awards @
drinktec**
FINALIST

Best new
beverage concept

**World
Beverage
Innovation
Awards 2014@
BrauBeviale**
FINALIST

Best sports
or fitness drink

**World
Beverage
Innovation
Awards 2015@
BrauBeviale**
FINALIST

Best children's drink

**World
Beverage
Innovation
Awards 2015@
BrauBeviale**
FINALIST

OUR RECENT ACCOLADES



Singapore Media Awards 2015
Most Improved Local Brand -
Finalists for Strongest Brand
Category



Guardian Health & Beauty 2015
Best Selling Beauty Enhancer –
Collagen Drink



Beauty & Wellness Awards 2015
Winner



Unity Popular Choice 2015
Best New Product (Eye Care
Supplement); Best Brand Award



Watsons HWB Awards 2015
Best Growth Brand of the Year (Health &
Wellness) - No. 1 Inner Beauty Brand



SINGAPORE SERVICE CLASS
S-Class Certification

WELLNESS AMPLIFIED

Energise your body's ability to be at its best through natural, scientifically-proven and enjoyable solutions



DETOX

A buildup of toxins from the environment and lifestyle can compromise our physical and mental health.

FEATURING OUR D'TOX PLUM JUICE

- ✓ **Beverage Innovation Functional Drinks Awards**
(Winner of Best Targeted Health Drink, International)
- ✓ **HWB Reader's Choice Best Beauty Drink**
- ✓ **Watson's Best Co-op Marketing** (Health Award)
- ✓ **Guardian Best Customer's Choice Award**



Kinohimitsu Singapore

HEALTH

Comprehensively formulated to support your overall wellness needs.

FEATURING OUR EYEBRIGHT

- ✓ **World Beverage Innovation Awards 2015**
Finalist (Best Children's Drink)
- ✓ **Watson HWB Awards 2015**
(Best Selling New Vitamin Supplement)
- ✓ **Guardian Health & Beauty Awards 2015**
(Most Innovative Product)
- ✓ **Unity Popular Choice Award 2015**
(Best New Product – Eye Care Supplement)



Darren Ang, Blogger

BEAUTY

Your secret to shining bright from the inside out.

FEATURING OUR COLLAGEN DIAMOND 5300

- ✓ **Watsons HWB Awards 2015**
(Best Selling Collagen)
- ✓ **Guardian Health & Beauty Awards 2015**
(Beauty Enhancer Collagen Drink)
- ✓ **BHG Best Selling Supplement 2014**
- ✓ **John Little Top 10 Star Supplement 2014**
- ✓ **Aesthetics & Beauty Awards 2014**



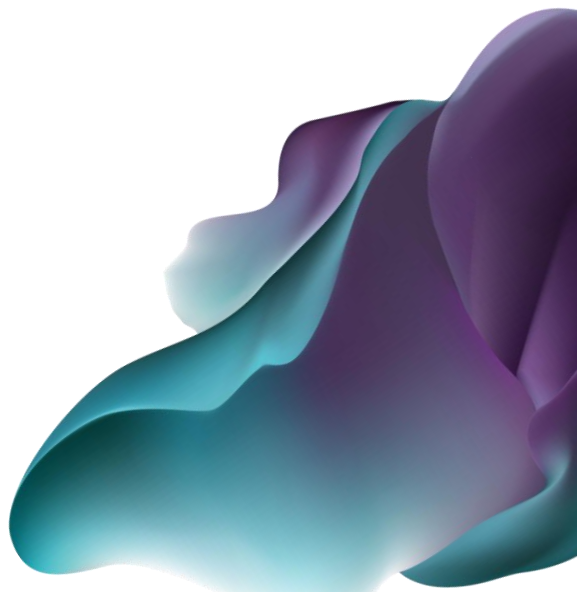
Jessica, Lifestyle Blogger

MEN

Bringing out the charm for him.

FEATURING OUR COLLAGEN MEN

- ✓ **World Beverage Innovation Award 2014**
(Best New Beverage Concept)
- ✓ **Guardian Best men's Supplement Award**



EFFECTIVE DELIVERY SYSTEMS

With our tested and proven delivery systems, we help you feel always at your best.



OUR CUSTOMERS

OUR TARGET AUDIENCE

Our products are ideal for a wide ranging target audience. More specifically, we aim to serve 4 segments of consumers:



CLOSET EXPLORER

I am inspired by lifestyle influencers and other product users. I will read reviews before purchasing. Its important that my queries get answered. I enjoy sharing good finds with friends!



BEAUTY JUNKIE

When I shop, I love finding new and trending items. I look out for products with unique selling points. These products deserved to be shared with others!



BALANCE SEEKER

Wish I have a personalised tool to help me track my beauty levels. Don't confuse me with so many cosmetic & beauty products out there.



QUICK FIXER

I look for products and services that are worth my time and money. Mobile apps, on-time delivery and convenience are definite must-haves for me.

SINGAPORE – OG PEOPLE'S PARK











VIETNAM (HO CHI MINH) – PARKSON





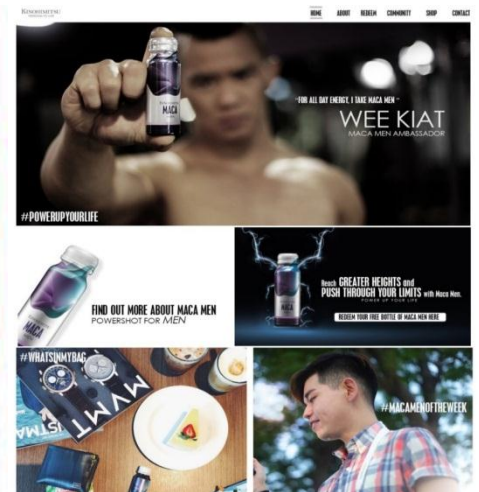
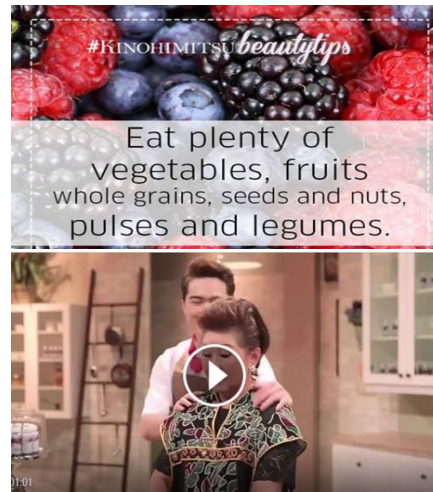


360° MARKETING



Connect with us:

OUR MARKETING ACTIVITIES AT A GLANCE



OUR MARKETING EVENTS – SMOOTH'D LAUNCH EVENT (SINGAPORE)

Connect with us:



OUR MARKETING EVENTS – SUPERFOOD LAUNCH (MALAYSIA)

Connect with us:



OUR MARKETING EVENTS – SUPERFOOD LAUNCH (MALAYSIA)

Connect with us:



CONNECTING WITH OUR CUSTOMERS

We connect with our customers through relevant brand experiences, making them more confident of themselves and active advocates of Kinohimitsu.



OUR KINO TEAM

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