



KINO BIOTECH

康樂生技

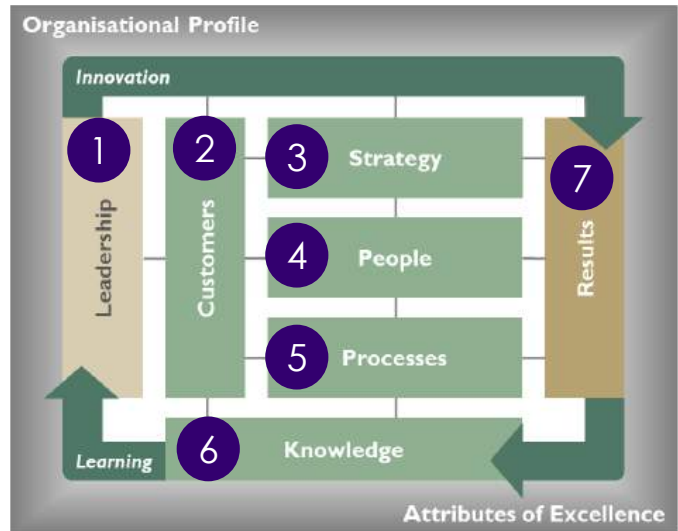
Service Class Application



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

TRN Marketing
(M) Sdn. Bhd.

TR Networks
(M) Sdn. Bhd.

**Kino Biotech
Pte Ltd
(Singapore)**

Kino Life
Science Limited

Kino Brands
Pte Ltd

What are our Core Competencies?

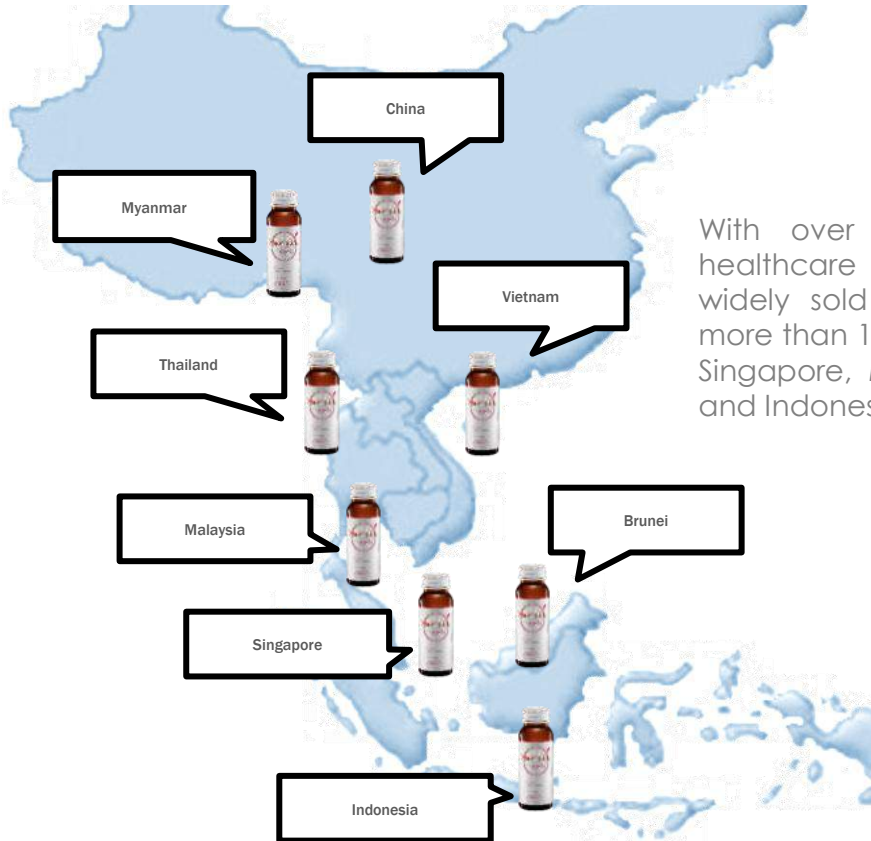
KINOHIMITSU

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?



1,000 points of sale



60 points of sale



2,650 points of sale



960 points of sale



110 points of sale



40 points of sale



1,385 points of sale

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

activa

XPERTISE

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



S&M Dept

Creditors & Debtors



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.