



Natural Wellness Industries Sdn.Bhd

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NATURAL WELLNESS HOLDINGS SDN BHD



**Natural Wellness Holdings Sdn Bhd,
78, Jalan Kilang Midah, Taman Midah,
56000 Cheras. Kuala Lumpur**

Website

: www.mynaturalwellness.com

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**Phone : +603-91715329 Fax : +603-
91714073**

NW FOCUS

Formulating, manufacturing, marketing and distribution of

- OTC/dietary supplements
- Pharmaceutical products
- Nutraceuticals
- Cosmeceuticals
- Health food

either carrying Natural Wellness
or customers' brands

NW SERVICES

- GMP Certified manufacturing facility
- Complete range of Syariah compliance and Halal certifications and recognition
- Research and development capabilities
- Distribution network with representative offices in North Africa and Middle East

RATIONALE

- ✚ Trend is to “go back to nature”
- ✚ Demand increasing for “natural” products
 - Consumer increasingly health conscious
 - Consumer health related spending increasing
 - Consumers thinking that natural products are the “healthier option”
- ✚ The idea that products from the West are of higher quality due to adherence to standards and introduction of new active substances

RATIONALE

- ✚ 1.6 billion Moslems across the globe lack access to natural products simply because there is no proof of syariah compliance
- ✚ Scarcely available products are without recognised accreditations or compliance to international standards
- ✚ An emerging niche market : Islamic Medicine



ISLAM IS OUR WAY OF LIFE

ANCHORING BELIEF

“The unshakeable belief that continuous efforts to seek the pleasure of Allah swt spurs us to achieve unity of purpose both of dunya with a’khira as well as personal and organisational values”

INNOVATION IN HALAL

*Syariah compliance
is never the end
but rather
a journey of devotion*

NW PHILOSOPHY

is driven by extraordinary, unconventional values outlined in our Code of Ethics anchored by unshakeable belief in the Islamic faith and reflected in our daily behaviour:

- **Principled and value based**
- **Honesty, integrity and trustworthy**
- **High quality**
- **Innovative**
- **Passion, Perseverance and Patience**

NW CODE OF ETHICS

is derived from Naqvi's 5 Axioms of Islamic Ethical Philosophy with references to the Holy Quran and authentic Hadith, namely:

1. Unity
2. Equilibrium
3. Free Will
4. Responsibility
5. Benevolence

drives us to behave as Allah (swt)'s caliphs towards

1. Customers
2. Suppliers & Distributors
3. Employees
4. Competition
5. Stakeholders
6. Community

ISLAMIC PRINCIPLES LEADING THE WAY

Basis of management

- “Principles of the Ideal Muslim Society”*
- “Islamic Leadership Principles” #

Values are on the basis of the

- “Islamic Management Model” #

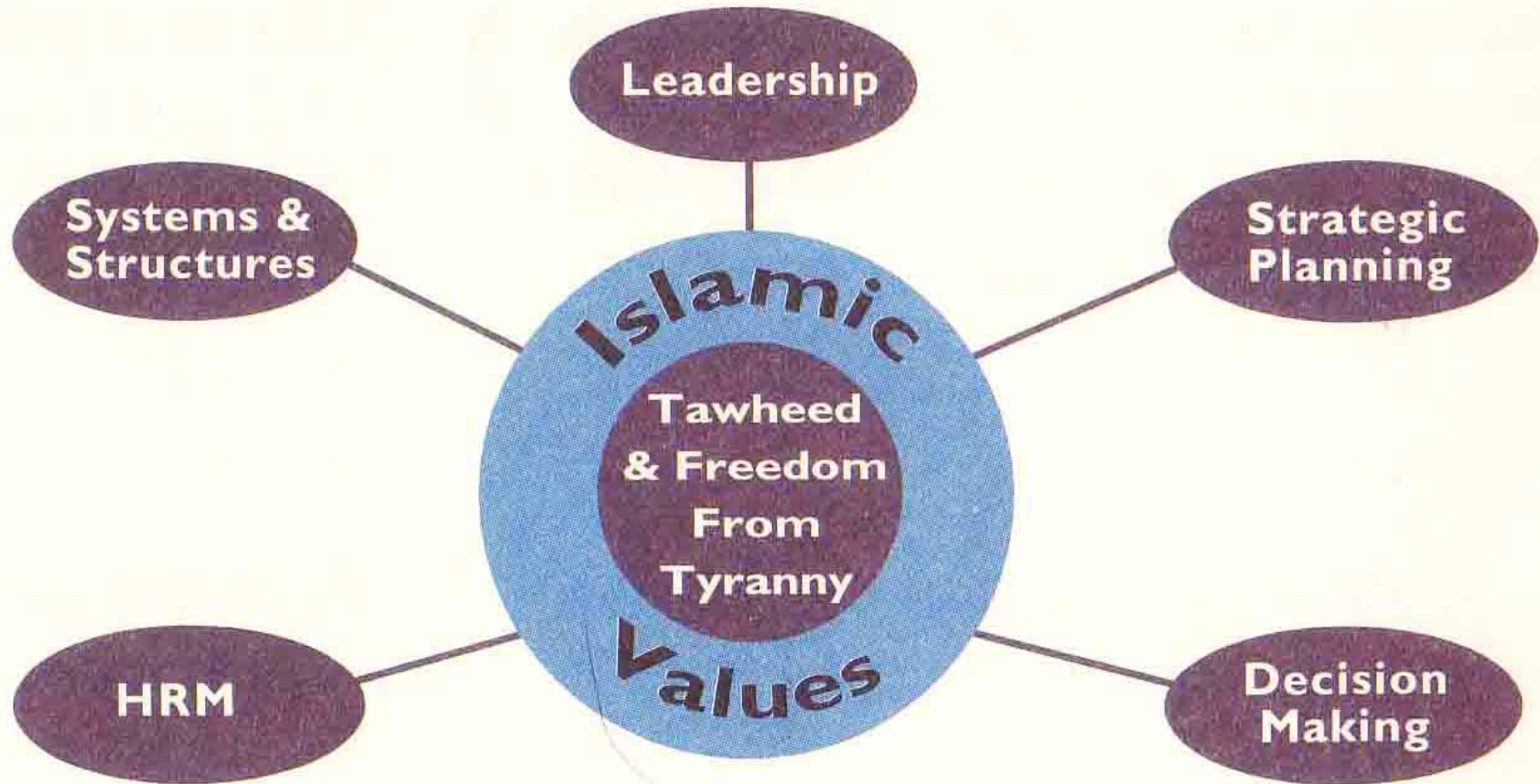
Management methods derived from

- Umar al Khattab (ra) Model #

Ref : Dr. Naceur Jabnoun; Islam And Management, Riyadh, 2005

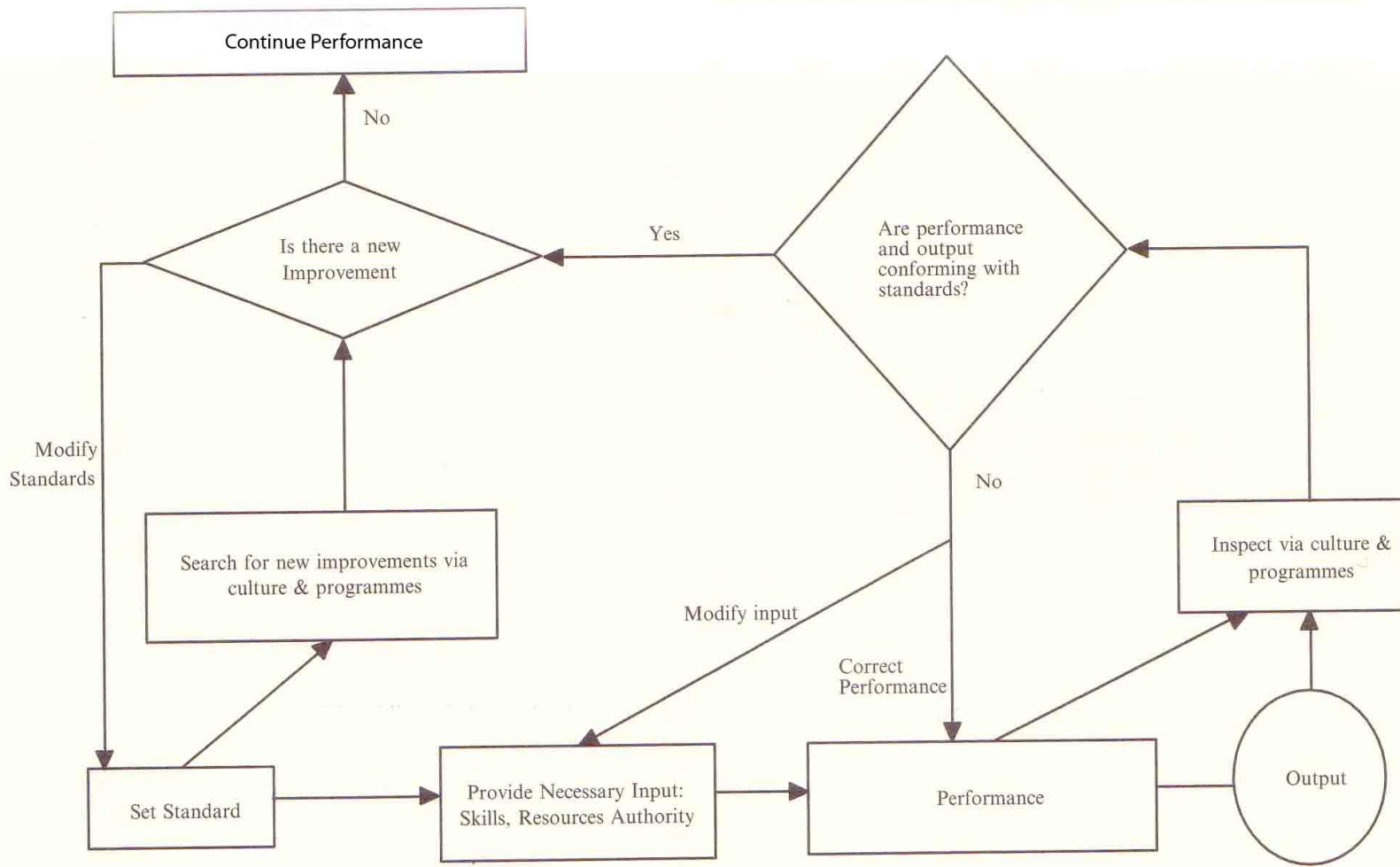
* Ref: Al-Hashimi, Muhammad Ali; The Ideal Muslim Society, Riyadh, 2007

ISLAMIC MANAGEMENT MODEL



Ref : Dr. Naceur Jabnoun; Islam And Management, Riyadh, 2005

CONTROL PROCESS for TQM as practiced by UMAR IBN AL-KHATTAB (R.A)



Ref : Dr. Naceur Jabnoun; Islam And Management, Riyadh, 2005

PROBLEM SOLVING WITH THE A6H MODEL

A : Surah Al- Asr (Time)

6H : Six Hadith (Prophetic Statements)

PROPHET MUHAMMAD (SAW)'S FINAL PILGRIMAGE

“ This day I have perfected your religion for you, completed My favour upon you, and have chosen for you Islam as your religion.....”*

“I have left with you what should keep you safe from going astray should you hold fast to it. It is something clear and simple: God’s Book and the Sunnah of His Prophet.” #

*Ref : Abdullah Yusuf Ali ; The Meaning of the Holy Quran, Kuala Lumpur, 2005

Ref: Adil Salahi; Muhammad Man and Prophet, Islamic Foundation,UK, 2005

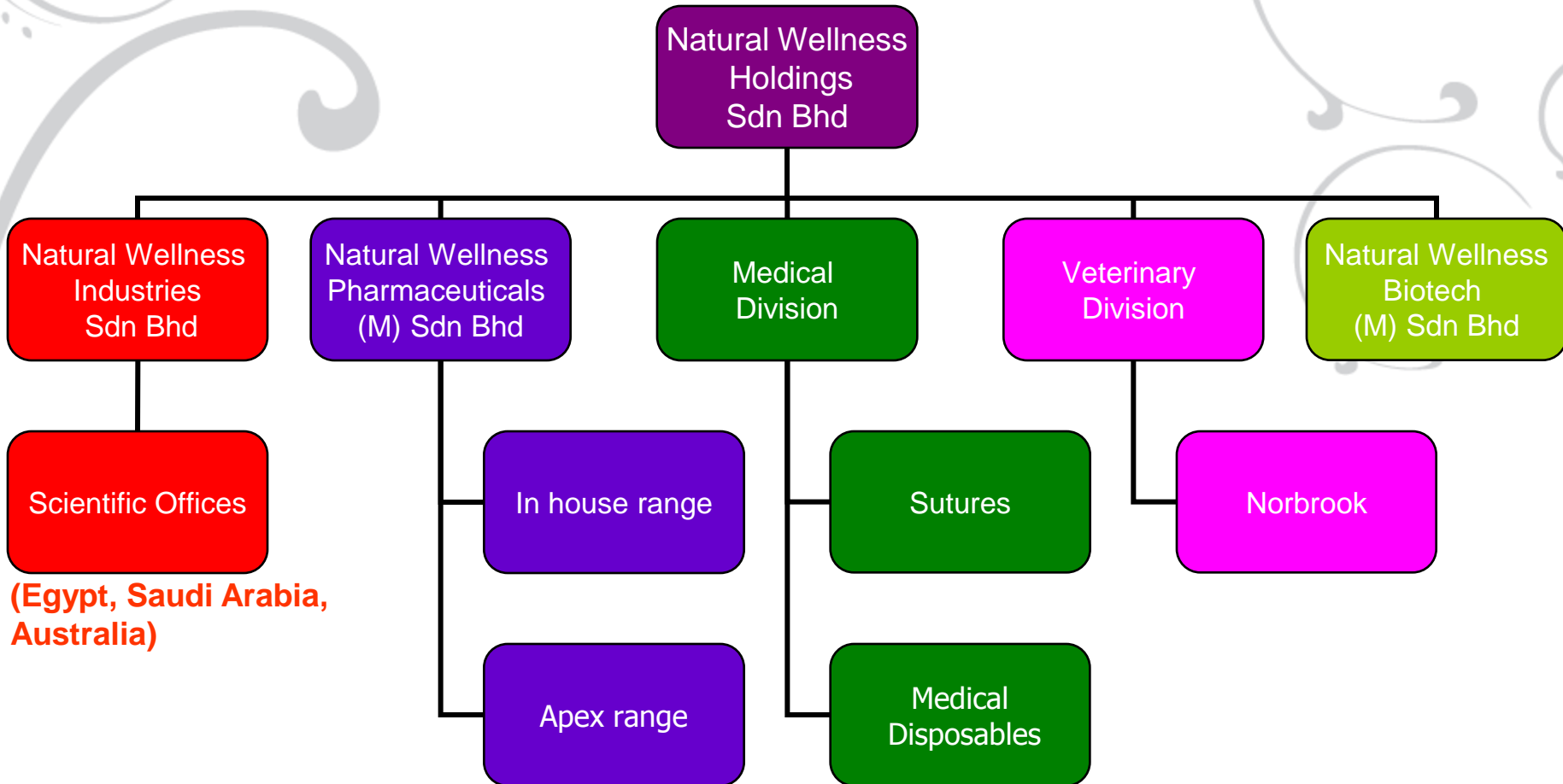


**HENCE OUR GIFT
TO MANKIND**



ABOUT NATURAL WELLNESS

CORPORATE STRUCTURE



NW MISSION

**TO BE AN INNOVATIVE, DIVERSIFIED
SYARIAH COMPLIANT PLAYER
IN NICHE MARKET SEGMENTS OF THE
HEALTHCARE INDUSTRY
OFFERING THE COMMUNITY HIGH QUALITY,
AFFORDABLE PRODUCTS
WHILE FULFILLING THE COMMUNAL *FARDHU*
KIFAYAH OBLIGATION**

NW VALUES

- ❖ **Product Leadership**
- ❖ **Operational Excellence**
- ❖ **Customer Intimacy**



RECOGNITION

HALAL INDUSTRY success stories



Key person of the Company:
**Puan Shahnas Binti Oli
Mohamad**

Natural Wellness is the precious child of two partners, Dr Amir Yacoub and Me Shahnas Oli Mohamad. As the Chairman of Natural Wellness and a gastroenterologist by professional training, Dr Amir Yacoub brings with him a wealth of more than 20 years international experience in the pharmaceutical industry. A seasoned businessman with extensive knowledge in the global healthcare market, Dr Amir Yacoub takes on the role of advisor and mastermind behind Natural Wellness.

The Natural Wellness operations is spearheaded by Shaheerah bt Othman, a Bumiputera woman entrepreneur and a licensed pharmacist by profession, who was recently named the Asia Pacific Most Promising Entrepreneur 2010. She oversees the daily operations of the company in her capacity as Managing Director. Shaheerah is a trained pharmacist with more than 10 years experience including international stints and has been instrumental in the setting up of the company.



NATURAL WELLNESS HOLDINGS SDN BHD

Natural Wellness Holdings Sdn Bhd, also known as Nutrivation Sdn Bhd, is the mother company to the Natural Wellness group of companies that are involved in the healthcare business. Natural Wellness Industries has a wide range of Halal certified products including cosmetics, supplements, health food and beverages and also over the counter products. Natural Wellness Biotech, the research arm of the group, is actively involved in identifying and developing new medicines to improve health through scientific innovations on the principles of pharmacodynamics and pharmacokinetics. This is in parallel with the Natural Wellness mission to provide high quality, innovative, safe and effective healthcare products at an affordable price to the communities they operate in.

Formed and managed on the way of life based on the principles of compliance to the syariah, Natural Wellness strives to develop innovative products while infusing into the entire process and across the value chain syariah compliance thus embarking on a continuous life long journey of devotion. Natural Wellness' unshakable belief in that continuous efforts to seek the pleasure of Allah SWT will spur the achievement of unity of purpose both of dunya with a khira as well as personal and organisational values. The practice of Islamic principles are clearly seen in the company's values which include product leadership, operational excellence and customer intimacy. It is this aspect of using existing knowledge derived from the Al-Quran and Al-Sunnah that has led to the implementation of unconventional and innovative management principles at all levels of the organisation in comparison to the norms of today's business practices.

One of the proudest moments for Natural Wellness was when the company was recently awarded the SME Innovation Award for Halal Products and Services in June 2010 thus placing Natural Wellness as a formidable player and a leader in the Halal industry. This award recognizes the efforts made by Natural Wellness to remain syariah compliant throughout the business process without merely being limited to their products being Halal certified.

Natural Wellness believes their people are the force and strength behind the power they exuberate. Efforts are concentrated on developing young talent into highly skilled knowledge workers in parallel to the requirements of Islamic Leadership Principles as the Natural Wellness corporate social contribution towards building a strong ummah while serving the needs of 1.6 billion Moslems across the world. Natural Wellness is but a small company with a big dream: "perhaps we may never see an example to Moslems across the globe that it is possible to go back to basics in business and succeed in today's world. Insha Allah."

The Products:

Natural Wellness formulates, produces and manufactures a comprehensive range of syariah compliant natural products including health supplements, nutraceuticals, cosmetics, herbaceuticals, health food and beverages made from the finest organic, ethically crafted and best quality standardised natural extracts in their quest to make people healthy naturally. Natural Wellness also offers customers private formulation services from laboratory conception to commercial production, and boasts a customer list which includes large global multi-level marketing corporations and international brands.

The Natural Wellness vision is to be an innovative, diversified syariah compliant player in niche market segments of the healthcare industry offering the community high quality, affordable products while fulfilling the communal fardu kifayah obligation. This endeavour has further spurred Natural Wellness to actively develop and pursue the niche market of Islamic Medicine by focusing their own research efforts as well as collaborations with local and foreign institutions of higher learning in the area of Medicine of the Prophet (pbuh).



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Company Achievements

MS 1900:2005 Quality Management Systems: Requirements from Islamic Perspectives (the first company in Malaysia to attain such certification in 2008)

Halal certification by JAKM in accordance to the requirements of the MS 1600:2004 Halal Food – Production, Preparation, Handling and Storage – General Guidelines

ISO 9001:2008 Quality Management Systems

Good Manufacturing Practices (GMP PIC's) certification (OTC Pharmaceutical manufacturing facility)

Bionexus status

1-Innocent (Grade A) certification

Products are approved by the Ministry of Health Malaysia in accordance to the requirements of the Sale of Drugs Acts 1952, and the Control of Drugs and Cosmetics Regulation 1984.

Registered Bumiputera company in various codes with the Ministry of Finance Malaysia

International Markets:

Natural Wellness currently exports their products to the UAE, China, Australia, Japan, Thailand, Indonesia, Singapore and the Kingdom of Saudi Arabia.

Moving Forward:

Natural Wellness is currently a formulator, a manufacturer that thrives on a B2B business model. More and more the company strives to diversify and expand its customer portfolio.

Natural Wellness has also embarked into product marketing and the global export business by having their own product line both for local and export, with an aggressive branding exercise to strengthen the Natural Wellness name to their consumers.

In the long term Natural Wellness aims to have its own high technology manufacturing facility of biotechnology and life sciences and hopes one day to be the Malaysian pioneer in the development of new chemical entities.

RECOGNITION



Chosen as one of three Malaysian companies participating in the Advanced Track of the Larta Institute USA – Biotechcorp Commercialisation Assistance Program 2010 Natural Wellness is the only Bumiputera participant in this program sponsored by the Malaysian Biotechnology Corporation

RECOGNITION

J.P.Morgan

29th Annual J.P. Morgan

Healthcare Conference

January 10-13, 2011 Westin St. Francis, San Francisco, CA

Chosen as one of five Malaysian companies participating in the JP Morgan Healthcare Meeting 2011 to be held in San Francisco from 10 till 14 January 2011.

Natural Wellness is the only Bumiputera participant in this “By Invitation Only” world class event.

AWARDS

SME INNOVATION AWARD 2010 FOR HALAL PRODUCTS AND SERVICES



AWARDS

SME 100 AWARD 2010



Natural Wellness
was listed as one of
2010's Malaysia
Fast Moving
Companies

AWARDS

ASIA PACIFIC MOST PROMISING ENTREPRENEUR AWARD 2010



APEA
2010TM
ASIA PACIFIC
ENTREPRENEURSHIP
AWARDS



COMPETITIVE ADVANTAGE

- One of six Malaysian companies being “nurtured” to become a world – class global player.
- Participant in the “Green Lane” policy allowing fast track supply of locally manufactured products to government and government linked companies

COMPETITIVE ADVANTAGE

- Candidate for the “Adoption” scheme under the Ministry of Finance, Malaysia facilitating direct supply of products to the Ministry of Health, Malaysia

HEALTHCARE VALUE CHAIN



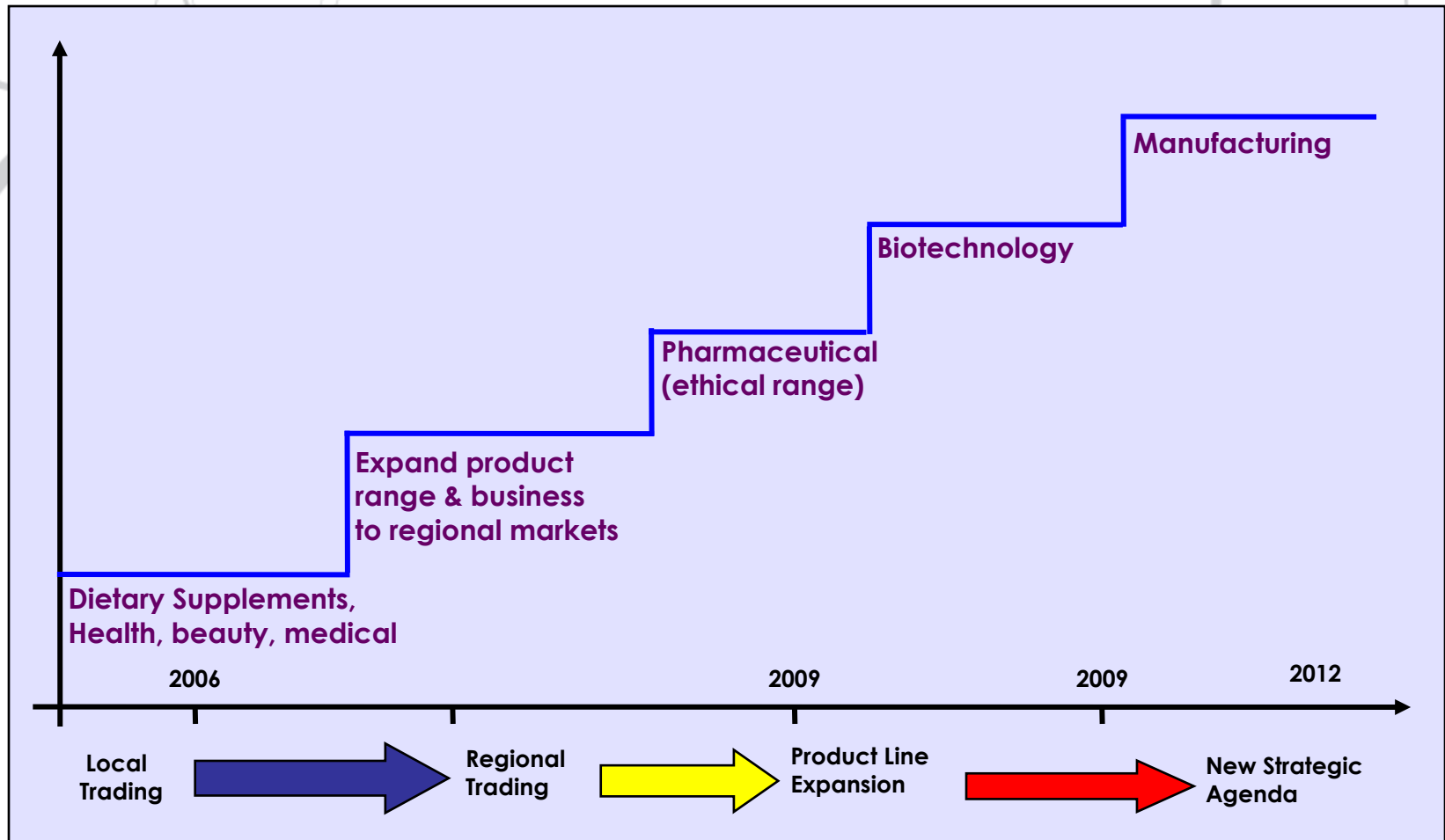
**Necessary to move across the value chain
in the shortest time cost effectively**

Identify “innovative” active substances

Build into “leading” formulations

Create novel products with an edge

WHERE IS NATURAL WELLNESS HEADING



- Develop a rich diversified product pipeline
- Nurture healthy strategic partnerships our business partners

NATURAL WELLNESS INDUSTRIES SDN BHD

Certified GMP OTC pharmaceutical

- Solids (Tablets, Cap & Powders)
- Semi-solid (Ointments & Creams)
- Liquids (Suspensions & Syrups)

MANUFACTURING



QUALITY CONTROL



CERTIFICATIONS/ACCREDITATIONS



SIRIM

CERTIFIED TO ISO 1900 : 2005
CERT NO. : AR 4583



MS 1500 : 2009
MS 2200 : 2008



10 - 05 - 040



CERTIFIED TO ISO 9001 : 2000
CERT NO. : AR 4576



GMP NO.: MALLP20101508



Buatan Malaysia



THE ISLAMIC FOOD AND NUTRITION COUNCIL OF AMERICA

المجلس الإسلامي الأمريكي للغذاء و التغذية

5901 N. Cicero Avenue, Suite 309, Chicago, Illinois 60646 Phone: (773) 283-3708 Fax: (773) 283-3973

- Facility certification by US FDA ongoing
- ICEA organic certification ongoing

HIGHLIGHTS

HALAL CERTIFICATION

- by JAKIM (Department of Islamic Development Malaysia)



MS 1500 : 2009

MS 2200 : 2008

- by IFANCA for the imported Capsugel product range

HIGHLIGHTS

SYARIAH COMPLIANCE

- First company to be certified to MS1900:2005 Quality Management Systems - Requirements From Islamic Perspectives
- Recognized as one of 20 Halal Success Stories by Halal Development Corporation Malaysia

NATURAL WELLNESS BIOTECH SDN BHD

Main focus is on the research and development of medicines and health products to improve health through scientific innovations on the principles of pharmacodynamics and pharmacokinetics

R n D COLLABORATIONS

- Nottingham University,
- Universiti Kebangsaan Malaysia
- UCSI University

for joint research, development and commercialisation

R n D COLLABORATIONS

- Nottingham University

To transport natural active ingredients more efficiently into the skin layer using a lipid transport system on the basis that a more efficient transport system ensures faster delivery of active ingredients to affected areas.

R n D COLLABORATIONS

- Universiti Kebangsaan Malaysia

Discovery of phytochemical cardio-protective agents including *M. Oleifera* for use in treating high blood pressure and lowering cholesterol.

R n D COLLABORATIONS

- UCSI University

Dermatological wound and scar treatment using a transdermal skin patch system for efficient transportation of active ingredients

TECHNOLOGY PARTNER

Capsugel's "Smart Partner"

- ✚ Subsidiary of Pfizer
- ✚ Leading world vegetable capsule manufacturer



- ✚ Benefit of their patented LEMS Technology (liquid filled hard shelled capsules) to enhance the efficacy of our innovative formulations

NATURAL WELLNESS PHARMACEUTICALS (M) SDN BHD

The only Malaysian company offering locally manufactured and branded novel generic pharmaceuticals without infringing on the patency of the originator

TECHNOLOGY PARTNER

Cipla Ltd, India

- One of the largest pharmaceutical companies in India
- Exclusive partnership for medical kits and general drugs

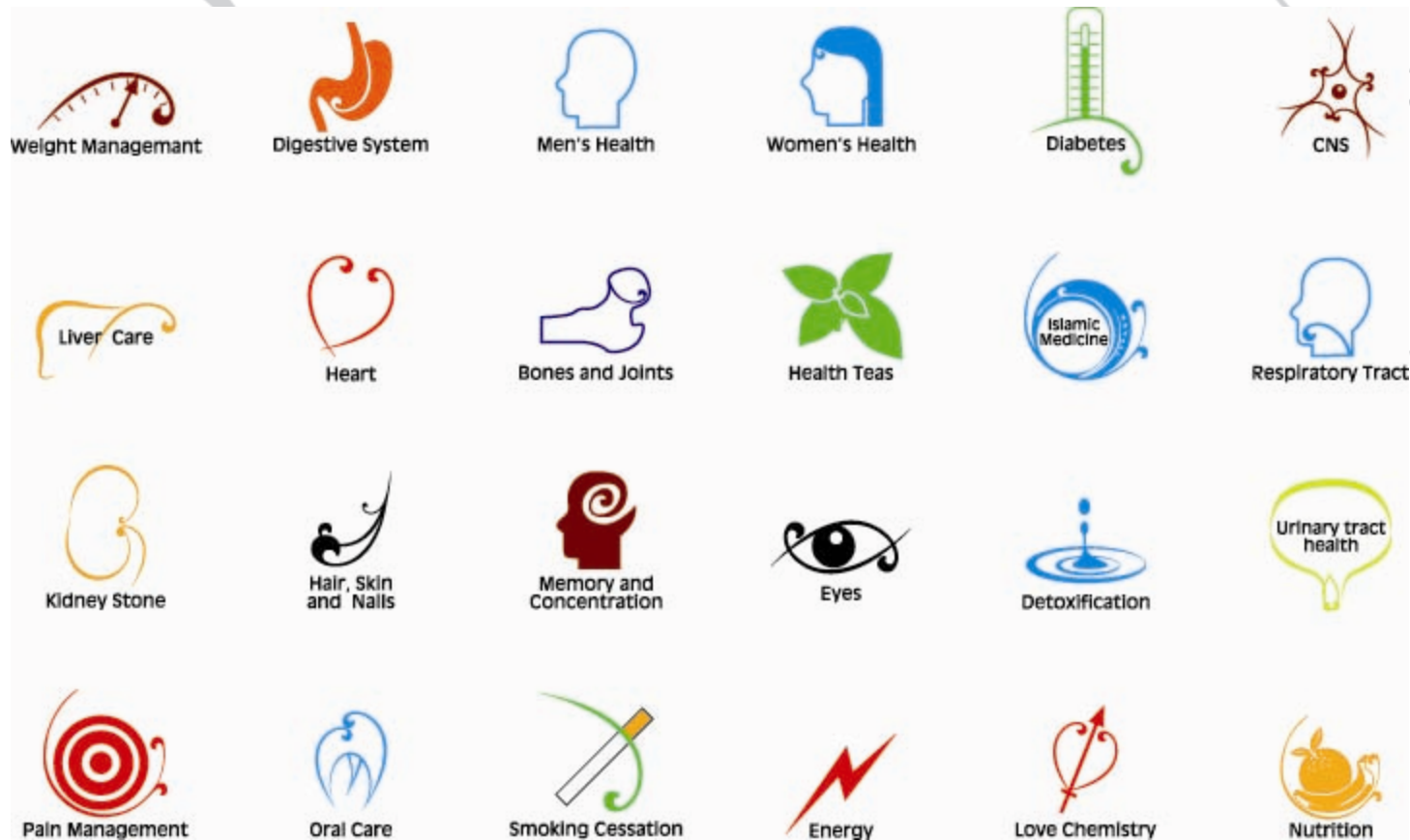
ENVIRONMENT MANAGEMENT

- Intermediates, wastes and pollutants are treated in accordance to statutory laws and regulations
- Energy is conserved actively
- Effort in recycling (plastic, aluminium, cardboard)

CORPORATE & SOCIAL RESPONSIBILITY

- Kampung Medan Single Mothers and Orphans Home
- University Malaya Medical Centre Friends Association
- Malay Pharmacists Association
(under the auspices of the Malay Chamber of Commerce)

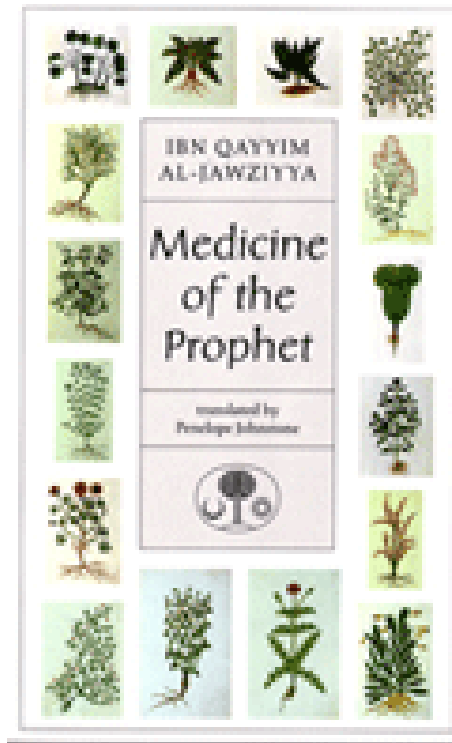
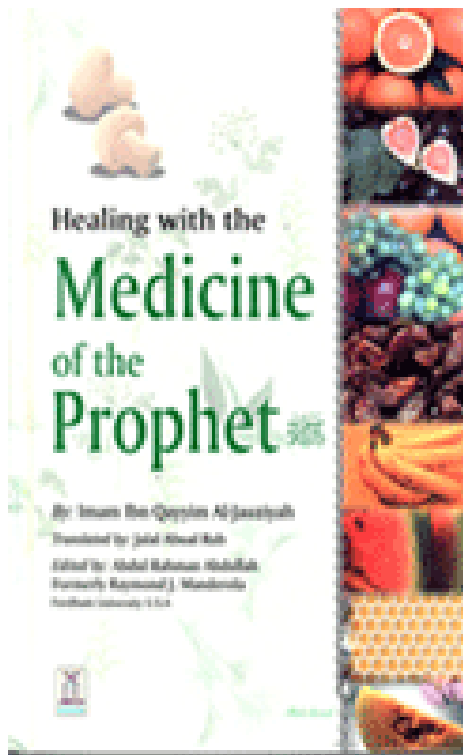
THERAPEUTIC CLASSES



Trademark Protected

NICHE MARKET

Formulations based on Quran & Hadith:



- Nigella Sativa
- Pomegranate
- Grapes
- Olive
- Ginger
- Celery
- Arabic Gum

LIGHTHOUSE CUSTOMERS



PRODUCT CLUSTERS

Industry consultants for Capsugel
(a division of Pfizer) dietary supplements



Gingko Biloba Capsule



Fish Oil



Feverfew Capsule



Flax Seed Oil



Livcare

PRODUCT CLUSTERS

In-house product formulations manufactured with patented Licaps® technology



Artichoke L-V Capsule



Nigella Sativa Garlic Capsule



Nigella Sativa EPO Capsule

PRODUCT CLUSTERS

In-house product formulations manufactured in own factory



PRODUCT CLUSTERS

Contract Manufacturing/Repacking



NATURAL WELLNESS PRODUCT RANGE





PROMOTIONAL ACTIVITIES

SME INNOVATION SHOWCASE 2010



NATURAL PRODUCTS EXPO EAST, ANAHEIM, USA, 2010



ARAB HEALTH 2008



CONCLUSION

Today, Natural Wellness Industries Sdn Bhd is :

- a formulator
- a manufacturer
- on a B2B business model

Ready to move into :

- Product Marketing
- Global Export Business
- Branding Natural Wellness products for the consumer market



THANK YOU