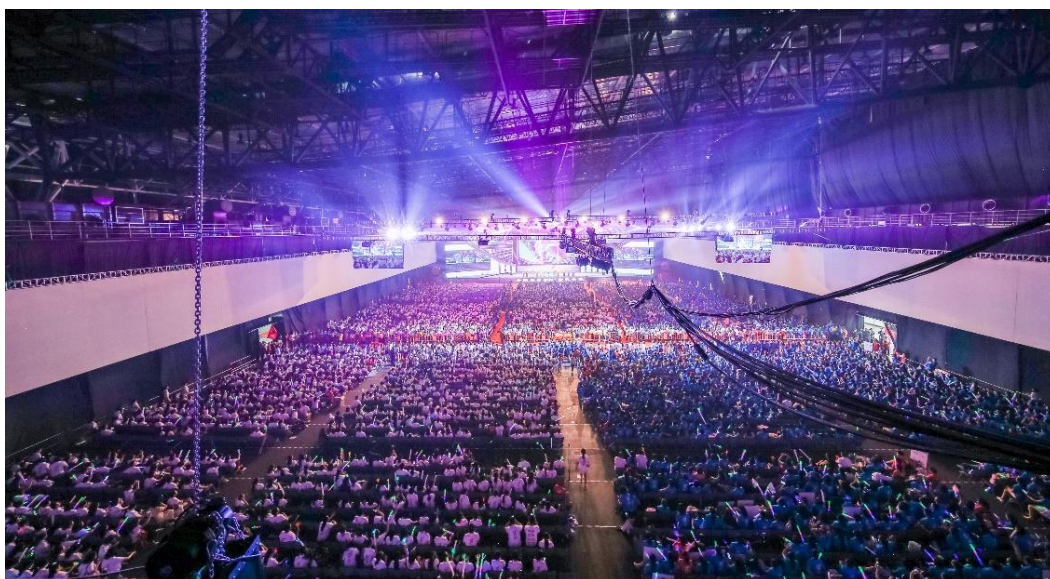


Best World 28th Annual International Convention: A New Milestone

- **First convention held by Group in mainland China and the largest for the Group to date**
- **New Franchise Wholesale segment announced for China from 2H2018, replacing the China Export model**
- **Group remains cautiously optimistic about profit growth for FY2018 compared to FY2017**

Singapore, 3 July 2018 – Mainboard-listed Best World International Limited (“Best World” or the “Group”), a Singapore headquartered company specialising in the development, production and distribution of premium skincare, personal care, nutritional and wellness products to its member customers, is pleased to announce that its 28th Annual International Convention had been successfully held on 23rd and 24th June 2018.

Held at Changsha International Convention and Exhibition Centre; the same venue for well-known large-scale events such as the Hunan Golden Eagle TV Art Festival and Hunan Spring Festival Gala, the two-day event was graced by over 5,000 attendees from different parts of China which include distributors, their families and VIP customers. The event was also attended by over 1,000 direct selling distributors and their families from Singapore, Malaysia, Indonesia, Thailand, Vietnam, South Korea, Philippines, United Arab Emirates, Taiwan and Hong Kong.



Best World 28th Annual International Convention

Being the Group's first ever international convention to be held in mainland China, the organizing committee, comprising management & staff of the Group's China subsidiary (Hunan Branch), placed great importance towards its preparation and presentation, stepping up to coordinate and host what could be deemed as a significant occasion and a new milestone for the Group.

Opening the convention with a heartening address, Co-Chairman and Group CEO of Best World, Dr Dora Hoan spoke in depth about the business direction of the Group while also taking the opportunity to announce to China distributors and customers present at the event, the official launch of the Group's new franchise business model for China from 2H2018 onwards. This comes in pursuant to the Group's receipt of its Commercial Franchise Certificate (商业特许经营证书) from the Ministry of Commerce in April this year, which is an extension of the Group's current strategy to establish its presence throughout mainland China using mainly distributors operated outlets.

Following through the convention, participants were treated to an eye-opening display of performances by Hong Kong's Canto/Mandopop singer and actor Leo Ku (古巨基), Taiwanese Mandopop singer Aska Yang (杨宗纬) and China's very own Zero Band (零点乐队), who took turns to charm the crowd over the two days, hyping up the audience with their soothing vocals and sleek dance moves. Coupled with the visual installations and fireworks, it certainly was a magnificent sight to witness and memorable moment to commemorate for all attendees of the convention.



Hong Kong artist Leo Ku performing at the Convention

Commenting at the convention, Executive Director and Group Chief Operating Officer, Mr Huang Ban Chin, said, *“China continues to represent a high growth market for the Group. With actual demand for our brand offerings in 1H2018 stronger than that of prior corresponding period, coupled with the completion of our business model conversion into what will be known as Franchise Wholesale, we expect 2H2018 to be a strong second half for the Group. As of date, we have signed 27 franchisees for key cities of Hunan, Guangdong, Zhejiang and Heilongjiang provinces. In line with what we had previously announced, we remain cautiously optimistic of being able to achieve profit growth for the Group in FY2018, as compared to FY2017.”*

– 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 its member customers in the 12 markets the Group operates in. Best World has an established network of more than 490,000 independent distributors and member customers.

After listing on the Singapore Exchange in July 2004, Best World has grown in strides to become 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

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