

BE Insight

SEP / 2022

This life is your story and
**YOU ARE
THE HERO**



1

Always Press Forward

Arguably one of, if not the first characteristic we look for in a hero. Raw determination and the ability to never give up. We value this trait because it shows us someone willing to fight for what they believe in, someone who will never give up on a goal they've set. Perseverance is indeed an attractive trait because those who persevere in the face of adversity are those who tend to succeed in reaching their goals.

2

Never Stop Innovating

When faced with problems, how does one solve them? Some may give up, get angry or be depressed. The slightly more driven would seek help immediately without thinking too much about it, and the truly determined would start brainstorming solutions. It's likely that those in that last group would also be constantly thinking about how to face problems, even the ones they've already solved. Is what they're doing still the most effective way? How can they better improve on their approach? To never stop innovating is to never settle on one's laurels, to always look for and incorporate better solutions into their arsenal to deal with any problems that may arise, both new and old.

3

A Mission to Help

What's the one thing that all heroes have in common? A burning desire to help everyone around them. While heroes can routinely save everyone with a smile, it is not often the case in real life. Regardless, real heroes on and off the big screen never give up on those around them. To these people, helping isn't an option. It's a necessity.

4

Everything You've Got

The truly committed aren't afraid of doing whatever it takes to reach their end goal. They will work harder than anyone else and utilize all their resources, whatever it takes to ensure their success. While they keep their cool and approach issues with a level head, they are always ready to give it their all.

5

Defend The Team

One of the most inspiring things about heroes is their unwavering loyalty to their teammates. There's an old saying, "If you want to go fast, go alone; if you want to go far, go together". To go together implies that someone will lead the group and is responsible for the safety and well-being of the group. With such responsibility placed upon their shoulders, these special individuals are usually seasoned veterans capable of leading and protecting others. The best is even capable of raising new leaders for the next generation.



**A quick look around us shows that we are surrounded by heroes of every variety.
What do we do when we find them? We start learning.**

BE Your HERO

Heroes are people who save the day and beat the bad guys. Despite reality not being as exciting as the movies, heroes are still all around us. We've all had our heroes growing up, it could be our parents, our friends, maybe even a mentor, someone who gave you the chance to make a difference in your life.

We look up to them because there's something about them that we admire, something about them that we aspire to be. So, while real-life heroes don't possess special powers, what makes them heroes is how similar their attitudes and characters are to the ones on the silver screen. Let's look at what you can do to make yourself a hero, maybe even a legend!



BE[®] CONVENTION

Reimagine & Reposition



CHANGE YOUR LIFE AND BE A LEGEND

BE The Legend Convention
46 Legendary Leaders Honored as
Royal Crown Commissioner Ambassadors

Prestige, Prominence, and Poise, BE International has created an eye-opening celebration of prosperity, highlighting the styles of a leader in the direct selling industry!



On August 20, 2022, BEians from around the world were red carpet ready when they attended the prestigious BE The Legend Convention at the Plenary Hall, Kuala Lumpur Convention Centre. Nearly 4,000 people attended physically with about another 300 members tuning in online to witness the achievements of the leaders who were commended on an unprecedented scale.

At the conference, a total of 222 people received the car fund, 173 people were awarded the housing fund, 94 people were promoted to the rank of Crown Council Ambassador (CCA), 72 people were promoted to the rank of Senior Crown Council Ambassador (SRCA), 21 people were promoted to the rank of Double Crown Council Ambassador (DBCA), and a total of 46 people from 28 groups achieved the highest rank of Royal Crown Council Ambassador (RCCA), thus joining

in as the core driving force of BE International! The staggering number of leaders honored this time around shows the strength of BE International and its prosperous talents! The sheer scale of the BE The Legend Convention is just amazing and speaks volumes of the capabilities of BE International.

After the admission ceremony, Ir. Lee Suet Sen, the Founder and President of BE International, opened with a speech. Looking back on the company's five-year journey, Ir. Lee spoke of the reasons for the company's impressive achievements. He spoke of the blueprint of BE 2.0 and hopes to look forward to the future with all BEians to climb more peaks! From this exciting and impassioned speech, the conference officially kicked off.





| Jaslyn Yeoh

| Woon Chin Yin

| Low Thien Yien



In addition to the recognition ceremony that night, there were also dazzling violin performances and an AULORA fashion show, which brought with it a shocking sensory feast to the attendees. The three legendary RCCA' s of the conference: former lawyer Low Thien Yien (TY Low), former professional chartered accountant Woon Chin Yin and 24-year-old Jaslyn Yeoh, who owns 7 companies, pushed the atmosphere to its highest point. Starting with their personal experiences and stories, the three shared their encounters over the years and their mental journey to success, to the reception of thunderous applause. It truly showcased how BE International gives everyone equal opportunities, creates career legends, and creates a better life for all.

The BE The Legend Convention is to honor the tireless leaders and sincerely reaffirm them of their extraordinary achievements. We look forward to welcoming more outstanding leaders in the future; and for our legendary leaders to lead more partners around the world to explore global golden opportunities!



The first international BE Expo attracts more than 10,000 people

On a special day in August 2022 BE International celebrated its fifth birthday. From its founding, to its rise and globalization, BE International has shown infinite vitality and potential to the world in just five years. After achieving this new milestone, BE International is bound to advance to a higher peak and realize its vision of sustainable development and transcendence of eternity.

In this special month, the grand BE Expo and BE The Legend Convention was held at the Kuala Lumpur Convention Center, attracting more than 10,000 people from Malaysia, Singapore, Brunei, Hong Kong, Indonesia and more!



Designed on the scale of an international event, the recent BE Expo was designed to showcase the many attractive characteristics and strengths of BE International to the world. In addition to special areas designated for AULORA, BELixz, BEYUL, and BEYANG series, the exhibition also specifically showcases individual eye-catching and high-quality products, allowing everyone the opportunity to understand and experience its features. BE International's milestone tunnels were also a prominent feature of the expo alongside the CSR Corner which highlighted BE's determination to create a better future by recounting various highlights from past CSR projects that BE has taken part in.

Interactive fitness games, physical fitness testing booths, and the social media punch-in booths were well received by the on-site guests, as there was an endless stream of participants. There was also a special guest stage at the expo site for the various lecturers to share their stories. For two consecutive days, senior lecturers would take turns providing health information and sharing personal experiences to advocate the importance of physical and mental health.



BELIXZ

Perhaps the main highlight of the event was the official launch of "AULORA PANTS with Kodenshi's 5th Anniversary Collector's Edition" which triggered a frenzy of panic buying, and led to some sizes being sold out instantly! After less than a week of listing, Hong Kong and Brunei were already sold out! AULORA PANTS with Kodenshi®, as BE International's first flagship product, is a major "contributor" to the company's rapid market penetration, and thus it holds a special place in the hearts of all BEians. Thanks to the joint efforts of the R&D team and the Japanese manufacturers, this color-mixed collector's edition was successfully developed and launched to commemorate the company's newest milestone.

This two-day BE Expo was a great success with the support of its many guests. We look forward to continuing such events in various locations in the coming years, so that our partners can better understand BE International, as well as prepare for us to connect with the various channels to develop in countries around the world!

See you all soon!



Two years ago, Covid-19 hit, and the world was wholly unprepared. This led to a complete change in our understanding of health, especially its place in and impact on our daily lives.

Fermented
Wheat Extract
IP-PA1

Vitamin C

Beta-Glucan

Introducing **SHIRUTO**

MALAYSIA
Health & Wellness
BRAND AWARDS
大马保健品牌奖
2019

Featuring a high-potency **fermented wheat extract** combined with synergistic nutrients including **Vitamin C** and **Beta-glucan**. The fermentation and extraction processes for the **IP-PA1** used in **SHIRUTO** are internationally patented.



Internationally Certified

Being a Japanese import, IP-PA1 is the first and only ingredient currently recognised by CIITRA (Control of Innate Immunity Technology Research Association) in Japan. Not to mention, in Japan it is also GMP (Japan Health Food & Nutrition Food Association) Certified. Its natural botanical ingredients make it suitable for vegetarians and it is also HALAL Certified. It can be consumed with confidence by people of all ages.

Unique Ingredients

Fermented Wheat Extract contains IP-PA1. Its main purpose is for the strengthening and enhancement of your health through priming macrophages. The research done was led by Honorary Professor Den'ichi Mizuno of Tokyo University since 1982. It also contains Vitamin C and Beta-glucan, a synergistic nutrient to support and sustain a healthy body system.

The Path to Healthier Legs

7 Things You need to know about AULORA PANTS with Kodenshi®

AULORA PANTS with Kodenshi® is an excellent combination of health and fashion. Since its launch, it has become a huge hit that can be said to have been the beginning of BE International's extraordinary achievements! BE International released a unique limited edition variant of AULORA PANTS with Kodenshi® known as AULORA PANTS with Kodenshi® - 5th Anniversary Collection on its 5th anniversary, such is what AULORA PANTS means to BE International! AULORA PANTS can effectively promote leg health through its uniquely designed structure and its segmented compression technology, and its benefits have been proven by countless people! Let's take a closer look at the features of AULORA PANTS.



AULORA
Pants

KODENSHI®

1  *Unique Weaving and Stitching*

Slims down the body while making movement easier due to state of the art Japanese ergonomic technology. Woven from the bottom up, it is designed to support the leg muscles.



2 *Strong Pressure to support the Pelvis*

A total of 29 pieces of diamond-shaped fabric are sewn together to provide maximum flexibility and support for your daily movements and activities.

3 *Matches Every Style*

Not just practical, AULORA PANTS with Kodenshi® shows off its versatility through how easy it is to style and match with any outfit, whatever it is, wherever you are.



AULORA PANTS with Kodenshi® - 5th Anniversary Collection





4

Complete Ventilation

Soft and comfortable Kodenshi® fiber helps sweat to evaporate rapidly. This gives it's anti-odor properties.



6

Top Quality Fabric

Made of 88.4% nylon (Kodenshi® fiber) and 11.6% polyurethane, it is a comfortable and elastic material. The texture is neither thick nor rough, so it does not produce friction noises when moving.



5

100% Made in Japan

AULORA PANTS with Kodenshi® are 100% Made in Japan with unquestionable quality, this makes it an effective product when compared to other branded pants available in the market.



7

Suitable for Exercise Use

Due to its non-stick nature, it is suitable to wear during exercise.

BE Lifestyle Travel to Dubai



“

The One and the Best!

RCCA Hanisah & Adrian Freddie

Fashion boutique owner & Oil & gas engineer

RCCA Hanisah (Hanny) has always dreamed of becoming a successful modern woman, and with sheer determination, she did. First, she became a corporate secretary and admin manager, and later she ran her fashion boutique and sold gold online. But with the BE business, she's now maximizing her potential beyond her wildest imagination.

Childhood aspiration

Hanny saw how her mother struggled to raise her as a single parent. She was therefore, determined to be financially independent, even if she had a husband who could provide for her.

After climbing the corporate ladder for some time, she started her boutique business in 2015, with her husband's support. She later became an agent for RCCA Liza, who was then the stockist for a lingerie and corset brand. "RCCA Liza then introduced me to AULORA Pants in November 2018. When my back pain eased after wearing the pants, she invited me to explore the BE business. I met with mentor RCCA TY and learned about the massive potential of the business."

Hanny is the earliest Bumiputra to start the BE business



Dream car



Photo taken with upline and IBOs

Photo with Founder



in Sabah. After just five months, she boldly decided to close her boutique and do the business full-time. “My highest BE monthly income during those five months was RM5800, but that was enough to give me the confidence as I enjoy being able to help people to improve their health and income simultaneously.”

BE is absolutely the right choice

Life has changed for the better with the BE business. “Now, I can instantly fulfil my mother’s request without having to wait or plan, and I can give the best to her and my children. When my house was badly affected by the flood last year September (2021), I managed to help pay for the restoration and renovation. My husband would have been able to pay for it, but the feeling of

being able to help other than just providing moral support to him was so satisfying.”

Hanny does not doubt that she made the right career choice in the BE business. “This business will never go out of trend or become obsolete because everyone needs health throughout life. Furthermore, it doesn’t matter if you have the experience or not because everything is ready here – the system, marketing plan, guidance, mentors and more.”



Products Sharing



Speaker of BES



BE Convention Night



Looking back, Hanny is grateful that she decided to close her boutique and pursue the BE business full-time. “If I were still running my boutique business, I would have been badly hit by the pandemic, like many others. But the BE business has defied the odds; it continues to thrive and produce many RCCAs during this challenging time,” concluded Hanny.



BE Camp

BE Lifestyle Travel to ClubMid



“
Persevere Long
Enough to
Achieve Your
True Potential

RCCA Nurul Farhana &
Mohd Khairul

Team leader & Senior web project manager

RCCA Farhana and Khairul did what most ordinary people did: climbed the corporate ladder and even migrated to Australia for a better life in a different country. However, in 2017, they had to return because of the economic crisis in Australia.

When they returned, they found BE and started a new chapter of their life.

Bidding farewell to corporate life

Farhana and Khairul worked in the banking sector for many years. Their stressful and busy work left them little time for their children and family. “When I was studying, I dreamed of having a job that required travelling. My dream came true for me, and I travelled worldwide. But I didn’t imagine that I would have to leave my family for months, and I didn’t like it,” said Khairul.

After working for 15 years, Farhana stopped working for a year after returning to Malaysia from Australia. “During that time, I felt the loss of empowerment as a mother, woman and the ability to generate income. That took away the independence that I had for many years. I started the BE business mainly to regain that independence so I can continue giving the best and beyond to my loved ones and repay my mother (who raised us single-handedly).”



Dream house



Photo taken with upline

Photo with founders



The couple started their BE business in 2019 when Farhana's twin sister RCCA Farehah introduced them to the business, and the more they got involved, the more they learned about it. "This is the best decision because I can control my time and help people change their lives, not just mine. It is mind-blowing, and I can even 'retire' my husband from his corporate job!" Farhana shared.

Khairul continued, "Direct selling is different for me, and I had worked mostly with servers and systems and had little interaction with people. When my wife convinced me to do BE, I had to put my ego aside and be humble to learn about the BE education system and BE culture."

Do that 1% change every day

The couple has since transformed to become people full of possibilities. "With the BE career, the world has expanded vastly, and we've grown," Farhana shared.

The RCCA couple urged, "Stay long enough to get to know to BE international and let BE help you uncover your potential. Don't run off at the start. Follow through, and you'll understand. You don't need the whole world to believe in you, just a few people or just yourself, to believe in you to make the change. Do that 1% change daily; in the end, you will earn a 365% change in a year.



Products Sharing Online



Photo taken with upline



BE Convention 2022



"Being good leaders means we are to be good followers. Never stop learning, never stop changing, never stop challenging yourself, get out of your comfort zone and get out there to CHANGE. Never be complacent, never be comfortable with where you are because life is ALWAYS CHANGING."



BE Lifestyle Travel to Dubai



Holiday in London June 2022



“ Revive Your Dreams

**RCCA Siti Hajjar &
Hermi Rizal**

Homemaker & Public Health Executive

RCCA Siti Hajjar managed to fulfil her dream of travelling to as many places as possible when she was a cabin crew stationed in Doha, Qatar, in 2005. However, as much as she loved flying, she knew her job would make it difficult for her to build a family.

“So I returned to Singapore and got married in 2010. My husband Hermi and I have three children, and I was a homemaker for many years. With family, my dreams have changed to revolve around my family,” Hajjar shared.

Found opportunity in pandemic

There’s a saying, “In every crisis lies opportunity”. This RCCA couple couldn’t agree more. “We chanced upon the BE business during the pandemic and became RCCAs, this is proof that this business is pandemic-proof” Hajjar shared. “Like many people, I was initially skeptical about direct selling though I’d never had any bad experience. But as I immersed myself in the culture and studied BE International’s marketing plan, I realised that direct selling is like any job. You must invest time and effort, and it won’t happen without work.”

Hajjar used to depend on Hermi, who works as a public health executive dealing with epidemic preparedness, for all their finances. “So, to be financially independent



Dreamboard Session



Photo taken with upline and IBOs



is so liberating! I used to be very thrifty, and I still am, but I no longer compromise when it comes to my children's education. My father was still juggling a few jobs until a few months ago. I recently managed to retire him from driving an e-hailing taxi – something I'd wanted to do for the longest time!"

Rekindle your dreams

Hajjar described her old self as an ambivert, and it was hard for people to come into her space. "But with BE, I've learnt to loosen and lighten up. Now, if anyone asks what I enjoy most with the BE business, the answer is meeting people. I get to know people from all walks of life, listen to their stories, and be inspired by them." The BE business has also rekindled her dream of travelling.

Through BE, Hajjar has learnt that she can't control her situation but can control her response to it. "I'm different from when I first started BE, and I'm more confident, open and fun!"

Hermi, who has joined Hajjar in the BE business part-time, added, "The beauty of this business is that the system is open to anyone with the drive, the determination and the perseverance. Everybody is welcome to try regardless of background, race, or religion. We really enjoy meeting new people and helping them realise their dreams. Even I find myself becoming more positive, driven and confident!"



Products Sharing



BE Camp



Attending Seminar



The couple concluded, "Revive your dreams. You're never too old or too young to rekindle your dreams. There's a golden opportunity on a silver platter in front of you. Grab it. It's not going to be easy, but it's worth it. Trust the process. Building an empire takes time."



Outdoor Activities



★★★
Royal Crown Council Ambassador (RCCA)
皇家皇冠委员大使



 **MARDIANA BTE ZAINAL**



Diamond Council Ambassador (DCA)
钻石委员大使



AMELIA EZREEN ABU BAKAR



**NORMAH BINTI ABD SAMAD/
MUHAMMAD ASRI BIN MAD**

B
BAN LEE HAW 

L
**LEE JEN LIN/
KONG TECK LUNG** 

What is Price Cutting?

Offering items to customers or downlines at a lower price than what has been set by the company, or by giving rebates, vouchers, free gifts, or promotions to attract more customers to purchase / signup as a member.

DON'TS



Show distributor / retail price on social media platforms
(Facebook, Twitter, Instagram, TikTok, WeChat, WhatsApp, etc).



SALE

ENROLMENT



Give promotions to attract enrolment / sales.



Under pricing, over pricing, or changing the conditions on any promotions to customers.



DO'S



IBOs should show the price difference between retail price and distributor price to encourage customers to join as an IBO.



IBOs may post the company flyers / promotions without showing the pricing in their personal social media platforms.



All new IBOs are obliged to pay their own enrolment fee. Being funded by a sponsor is not encouraged.



IBOs must sell BE products at the price given and follow the promotion given by the company.



Explore Turkey



Turkey is undeniably among the world's most popular tourism destinations. This large transcontinental country that spans both Europe and Asia offers a fascinating cultural experience. For decades, the scenery in Turkey has been perfect for tourist to visit the variety of historical sites and seaside resorts along its Aegean and Mediterranean coasts.

With Istanbul at its centre, Turkey is a melting pot of culture, art, history and world heritage. Perhaps its most appealing feature is its wide offerings of cuisine from all around the world! Are you ready for a unique, culturally charged journey? Pack your bags and let's go.

**BE a
WORLD
Traveller**

**BE LIFESTYLE TRAVEL -
TURKEY 2022 (6 DAYS 4 NIGHTS)**

QUALIFYING PERIOD: SV8'2022 – SV1'2023

