



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.



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.



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.



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.



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.

BE Your HERO

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!





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!



BE Insight

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

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.







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 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.











nutrient to support and sustain a healthy body system.



BE Insight





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.



AULORA PANTS with Kodenshi® - 5th Anniversary Collection



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.





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





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 Lifestyle Travel to ClubMid



66

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 ordinarypeople 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



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

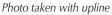
The couple has since transformed to become people full of possibilities. "With the BE career, the world has expanded vastly, and we've grown," Farhana shared.

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







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

Photo with 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!"



BE Camp



Products Sharing



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

BE Insight

HALL OF FAME 名人榜 *as at SV7, 2022





MARDIANA BTE ZAINAL





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.

DONTS

Show distributor / retail price on social media platforms

(Facebook, Twitter, Instagram, TikTok, WeChat, WhatsApp, etc).





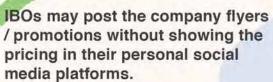
Give promotions to attract enrolment / sales.

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



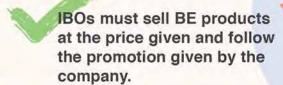


IBOs should show the price difference between retail price and distributor price to encourage customers to join as an IBO.





funded by a sponsor is not encouraged.







urkey 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.

