

COMPANY
PROFILE

qi





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THE QI STORY

The measure of a company's competitive edge lies in its ability to constantly evolve and keep abreast with the perpetual advancements of the industries in which it operates. This has been the corporate objective of the **QI Group**.

In 1998, when the world economy and social structure was entering a period of profound transformation, QI believed that these transformative periods harboured many business opportunities. Southeast Asia was experiencing a time of great change, plunging the region into the most uncertain financial crises it had ever encountered. At the same time, the dot-com bubble had peaked and while many were predicting its decline, a small group of entrepreneurs recognised the opportunity in the crisis and founded a new type of eCommerce-based

business. As a result of great perseverance, excellent foresight, rational thinking and determination, that company has today grown into the **QI Group**.

The QI Group is a diversified multinational entity catering to varied businesses that include education, hospitality, direct selling, financial services and retail. They employ more than 1,500 people across 30 countries, with key regional offices in Hong Kong, Malaysia, Singapore, Thailand and the Philippines.

As a group, their focus is to enable people to rise through solutions that power entrepreneurship, enhance urban lifestyles and reform the

education sector. The constantly evolving group is expanding through tactical investments in global markets, creating high-quality interrelated ventures, products and services worldwide.

Having established an Operational Headquarters in their own 15-storey QI Tower in Malaysia — a green building in line with the company's commitment to preserving the environment — they are well on their way into a new era of excellence.



LEADERSHIP

Vijay Eswaran is a multi-faceted Asian entrepreneur and the co-founder of the company. In addition to being a successful businessman, he is also a best-selling author, speaker and philanthropist.



Vijay Eswaran
Executive Chairman

Vijay Eswaran is the co-founder and Executive Chairman of the QI Group. An economist-turned-entrepreneur, best-selling author, prolific speaker and philanthropist, Eswaran is a multi-faceted personality.

Educated in the UK and USA, his professional background includes working for top-tier technology and consulting companies in the United States and Canada before he moved to Asia in the early 90s to pursue his dream of being an entrepreneur.

Eswaran is a highly respected speaker who is well versed on a variety of subjects that range from economic affairs and business innovation to spirituality and leadership. His repertoire includes being a panelist at the Commonwealth Business Forum at CHOGM; the World Economic Forum's summits in Davos, East Asia and China; the International Business and Leadership Symposium in Brussels; and the Pravasi Bharatiya Divas, the global Indian Diaspora meet in India.

He has established two Foundations that work on numerous projects in the areas of special education, community development and community wellbeing. In 2011, he was named by *Forbes Asia* in its annual list of **Heroes of Philanthropy** and also received a **Lifetime Achievement Award for Regional Philanthropy** in recognition of his outstanding contribution to the Asian community. He has published four books on different aspects of life management that have been translated into multiple languages.

Vijay Eswaran is also the Chairman of the University Council of **Quest International University Perak** in Malaysia, which he helped establish in partnership with the State Government of Perak (Malaysia). He also serves on the advisory board of the World Economic Forum's Global Growth Companies Community.

To learn more about him, please visit his website at www.vijayeswaran.com.

Joseph Bismark, the Managing Director of the QI Group, is a talented, dynamic and versatile leader who lives by the adage "everyone has the potential to do extraordinary things".



Joseph Bismark
Group Managing Director

As co-founder of the QI Group, Joseph Bismark has been instrumental in establishing a solid foundation for the exponential growth of the company. With a unique background in spirituality, martial arts and manufacturing, Bismark's personal philosophies are strongly anchored in the tenets of the *Vedas*, a result of his early education in a seminary.

A staunch advocate of healthy living, Joseph Bismark is a practising vegetarian, a martial arts exponent and a Yoga practitioner. He has been responsible for the QI Group's venture into wellness and organic foods.

An accomplished speaker and trainer on network marketing, he is often referred to as the 'Master of One-on-One'. His training programmes on life management lessons range from attitude and character building to success and overcoming challenges. He also shares these life lessons through an eclectic collection of short stories and essays on his blog aptly titled – *Gems of Wisdom*. This has led to his first book, *The Gem Collection: A Compilation of Wisdom* that has received wide acclaim in Malaysia and the Philippines.

A philanthropist at heart, Bismark is a firm believer in spiritual growth acquired through meaningful service to humankind. He devotes a significant part of his time to the activities of RYTHM Foundation – the Social Responsibility arm of the QI Group.

In addition to his responsibilities at the QI Group, he has also established other business ventures in the area of real estate and hospitality in the Philippines. He is a member of the Philippine Taekwondo Federation which is affiliated with the International Taekwondo Association.

His blog is available at www.gemsofwisdom.net.

CORE VALUES

Behind every company lies a powerful story. And here is the man who gave the QI Group theirs: Mohandas Karamchand Gandhi – better known as **Mahatma Gandhi**.

It was Gandhi's ideals that brought together the small group of people from different nationalities and cultures, with common values and a common cause – seeding a vision that has today grown into the QI Group, a multimillion-dollar business with a heart.

Gandhi is the QI Group's corporate icon and their corporate philosophy – **RYTHM** (Raise Yourself To Help Mankind), was derived from the key principles by which he led his life.

CARE. SERVICE. INTEGRITY. These were Gandhi's teachings, and they are melded into the foundation of the QI Group's leadership, giving them purpose and serving as a guide for everything that they do as a company. Gandhi's teachings help them live RYTHM in action.

CARE

People are the QI Group's greatest assets. They are committed to act with care and compassion for every life they touch.

SERVICE

'Service with a heart' is the credo the QI Group lives by. They are committed to serving their customers and community with excellence, respect and devotion.

INTEGRITY

Being ethical and honest in everything that they do lies at the heart of the QI Group's DNA.

WHY THE QI GROUP IS A VEGETARIAN COMPANY

Gandhi's life was his message, and he propagated the concept of *ahimsa*, a Sanskrit term, which simply means non-violence, but in the broader more succinct sense means all life is sacred. The QI Group practices and promotes vegetarianism in line with this principle and also as a means to raise awareness of the benefits of a healthy vegetarian diet. Only vegetarian meals are served at all company events.

BUSINESS LINES

The QI Group's diversity stems from their people who are of different nationalities and cultural backgrounds, with exceptional skill sets and years of experience in their respective fields. In turn, they contribute to their diverse range of business lines that represent their key growth strategy in their global markets. At the QI Group, diversity is their strength.



TRAINING AND EDUCATION

The V is the QI Group's training arm that consists of a professional team of trainers offering customised training and support to international entrepreneurs through global marketing events, network management and development programmes.

The V's flagship event is the V-Convention. The largest global event within the Group, it brings together participants from over 50 countries for an intense four-day training programme.

Venturing into the education line, the QI Group has also partnered with the Perak state Government in Malaysia to set up the **Quest International University Perak (QIUP)**. In April 2011, the University opened its doors to students at its interim campus in Ipoh. QIUP continuously strives to be a model research-led private university with global strategic links that are oriented to deliver quality programmes and inter-disciplinary research of international standing.

DIRECT SELLING AND ECOMMERCE

The QI Group, through its flagship subsidiary **QNET**, has been credited as one of the first companies in Asia to adopt business-to-consumer (B2C) eCommerce and use it to support its powerful business model that merges direct selling with technology.

QNET offers lifestyle products in diverse markets and provides borderless opportunities through an eCommerce platform to everyday people. QNET's grassroots business model enables ordinary people from all walks of life to start their own business with minimal overhead. With hard work and dedication, QNET distributors, known as Independent Representatives (IRs), have the opportunity to become economically self-sufficient, raising the standard of life for their families and communities.

Today, QNET has a strong global reach and is one of Asia's leading lifestyle and wellness direct selling companies, with customers in more than 100 countries and 25 offices and agency partnerships worldwide. The company is also accredited with memberships in the Direct Selling Association of Singapore, Malaysia and the Philippines, among others.

LUXURY

The QI Group's interests in the luxury business started with its venture into numismatics in its early days. Today, the group holds a majority stake in Swiss luxury watch brand **CIMIER** known for its excellent craftsmanship and stylish designs at affordable prices.

Established in 1925, CIMIER has a rich history and a long tradition in watchmaking in Switzerland. At its peak in the 1950s, an incredible 1.5 million watches were produced annually by its 500 employees in Bubendorf, in Switzerland.

In 2006, the QI Group ventured into the watch industry by acquiring a majority stake in this young and dynamic brand with its long tradition in fine hand-crafted watches.

PROPERTY DEVELOPMENT AND MANAGEMENT

The QI Group, through their property arm **QI Asset Management (QIAM)**, has been making significant investments around the world – from luxury villas and holiday resorts in Thailand, to hotels in South Africa, Turkey and Sri Lanka, and even commercial properties in various other countries.

QIAM serves the financial needs of the QI Group's subsidiaries and explores new business opportunities for the group locally and internationally. The Group also provides their newly established companies with a broad range of financial services specially tailored to their needs, including business loans, credit, and finance management. QIAM's activities in Malaysia are spearheaded by **Wawasan QI Properties** – a local company incorporated in 2006.

LIFESTYLE AND LEISURE

Q Lifestyle embraces the concept of living life to the fullest. The company believes in holistic living, which simply means living in balance with ourselves and the environment.

Guided by this philosophy, Q Lifestyle offers a wealth of services such as vacation club memberships, access to spa and wellness centres, leisure travel, entertainment and holiday accommodation through hotels, resorts and owned properties in Cape Town, Orlando, Antalya, Phuket, Bangkok, Kuala Lumpur and Koh Samui, among others.

LOGISTICS

With trading partners and customers from all points across the world, QI has expanded its product warehousing, now covering 50,000 square feet in Kuala Lumpur, Abu Dhabi, Turkey, India and the Netherlands, collectively. Through its five hubs, the QI Group's logistics division, **Quex Courier**, handles packaging and processing, and also provides cost-effective delivery of products to a global network of customers in Asia, Europe, MENA, Afrika and Central Asia.

Quex aspires to become a world-class international distribution centre that provides exceptional customer experience through various value-added services such as product kitting and customisation, among others. Quex also runs its own private bonded warehouse operations in Malaysia and is both ISO 9000 compliant and accredited by the United Kingdom Accreditation Services (UKAS).

INVESTMENTS AND ACQUISITIONS

The QI Group's ambition remains to lead their industry. They keep their customers at the heart of their business, delivering today's results and investing in long-term success.

Moving forward, the Group constantly expands into various new segments through strategic investments around the world. These are some of their key areas of focus:



EDUCATION



The biggest initiative of the QI Group to date is the establishment of the **Quest International University Perak (QIUP)** through a partnership with the state government of Perak.

In April 2011, QIUP opened its doors to students at its interim campus in Ipoh city, a two-hour drive from Kuala Lumpur. These are some of the programmes offered by the University:

Foundation courses:

- Business, Science

Diploma courses:

- Hotel Management, Information Technology, Tourism Management, Accountancy, Business Management

Degree courses:

- Mass Communications, Corporate Communications, TESL, Information Technology, Accountancy, Finance, Electronics and Communications Engineering, Biotechnology, Computer Science, Business Administration, Business Administration in Hospitality and Tourism Management, and a Medical programme – MBBS

Postgraduate courses:

- Master of Business Administration (MBA), Master of Science (MSc)

The University consists of experienced, passionate, industry-savvy and highly acclaimed educators from Malaysia and abroad. An international advisory board

consisting of renowned academicians, prominent public figures and scholars work closely with the University's governing council to ensure that students are provided with an excellent academic programme, a creative learning environment and a wholesome education.

QIUP's graduates excel in their studies and also actively participate in various conferences and educational competitions. They have presented papers at International conferences and won national level competitions. Their academic staff have also won Best Paper Awards and received grants for the various researches they have conducted.

Social service is an equally significant part of QIUP's culture and their students participate in community service or volunteer their time for a good cause.

As the northern part of Peninsular Malaysia has been underserved academically, QIUP's location in Ipoh is seen as a blessing; to date, they have more than a thousand students who have enrolled for the various courses offered. The University has planned for the construction of a permanent

campus in nearby Meru and the construction of the City Campus is expected to commence in early 2016.

Further information about the university is available at www.qiup.edu.my.

EDU-CITY

Another proud investment and a highly anticipated legacy project for the QI Group is the construction of an Edu-City called **QI City** in Meru Valley. Located just 10 minutes out of Ipoh city in Perak, Malaysia, Meru Valley is a well-known residential golf resort with resort homes that surround a breathtaking international championship course.

QI City, expected to start construction in 2016, will be located in close proximity to the central business district of Meru and key government offices. Other landmarks that will surround the development include a private international school; an animation theme park; a hyper market; and a premier retirement village and business hotel.

The Edu-City will comprise of:

3 blocks of condominiums covering 7.35 acres with facilities that include an infinity pool, gym and 1,843 parking bays;

Shopping mall/commercial development covering 1.6 acres with retail outlets, a rehabilitation centre, serviced suites and a multi-purpose hall/convention centre;

A permanent campus for Quest International University Perak covering 8.02 acres. The City Campus will accommodate up to 10,000 students and includes facilities such as a sports complex, central park, 1,055 parking bays; and

A hospital, covering 7.25 acres with 840 beds and a 6-storey hostel attached, for hospital staff and students undergoing training.



UNIVERSITY HOSPITAL IPOH
• PUBLIC WING
• PRIVATE WING

BLOCK A

BLOCK B

CONDOMINIUM
• 3 BLOCKS OF 23-STOREY CONDOMINIUMS

BLOCK C

CENTRAL PARK

UNIVERSITY ROAD DSVE

QI CITY MALL
• SHOPPING MALL
• REHABILITATION CENTRE
• MULTI-PURPOSE HALL

SERVICED SUITES
• 23 STOREYS

QUEST INTERNATIONAL UNIVERSITY PERAK (QIUP)

SPORTS COMPLEX

LIFESTYLE HOTELS AND RESORTS

Through **Q Lifestyle**, the QI Group continues to invest in hotels around the world, as it represents part of their direct selling services, providing travel and holiday packages for their customers.

PRANA BEACH VILLAS, THAILAND

The QI Group's 13-room beach resort, called **Prana Beach Villas**, offers visitors a stunning view. This multi-million-dollar investment by the group, is located in one of Thailand's most popular holiday destinations, Koh Samui.

A luxurious boutique resort, Prana Beach Villas is truly the QI Group's jewel in the crown; set amidst a lush environment of tropical vegetation, the resort offers guests the perfect retreat from the hustle and bustle of city life.

PATONG BEACH RESORT SUITES, THAILAND

The QI Group has invested in a number of suites within the **Patong Tower Condominium** in Thailand's vibrant beachside holiday destination, Patong. The investment allows thousands of members of the company's subsidiary, QVI Club to embrace the idyllic beach playground, with access to luxury rooms in one of the few high-rise resorts in Patong.

ASIA LEISURE, SRI LANKA

With its breathtaking landscapes and tropical beauty, Sri Lanka has become one of the world's most desirable holiday destinations. Through their financial services arm in Sri Lanka that encompasses Asia Leisure, the QI Group has investments in four distinct hotels that provide boutique luxury and style.

Visitors can enjoy relaxing getaways and accommodation at these luxury properties: **Shinagawa Beach Resort**, a private and secluded beach luxury offering its own natural rock pool; **The River House** in Balapitiya, an artistic escape set against nature on the banks of the Madhu Ganga river; **Tamarind Hill** in Galle, a historical manor house set in a colonially rich city; and **Taprobana** in Wadduwa, a vivacious hotel of avant-garde design.

Shinagawa Beach Resort and Tamarind Hill in Galle are listed among the Small Luxury Hotels of the World.



Shinagawa Beach Resort



Tamarind Hill



Taprobana



The River House



The River House

ONE@BUKIT CEYLON HOTEL SUITES, MALAYSIA

The QI Group owns an entire floor of well-appointed suites at **One@Bukit Ceylon**, situated in the epicentre of Kuala Lumpur's Golden Triangle. It is by far the most prestigious address at the heart of Changkat Bukit Bintang that offers exceptional hotel-style living right in the city's premier lifestyle enclave.

TUSCANA CHAMPIONS GATE RESORT, USA

The QI Group's expansion into the hospitality industry in the United States is marked by their investment in the **Tuscana Champions Gate Resort**, which is located in the heart of Orlando's premier Golf Community Champions Gate, Florida. It is only two exits south of Disney World with easy access to the Orlando International Airport and Central Florida's key attractions like Universal Studios and SeaWorld. The resort is also perfectly situated for day trips to Clearwater or Daytona, as well as the east and west beaches which are just 60 miles away.

THE CENTURION ALL-SUITE HOTEL, SOUTH AFRICA

The QI Group invested in **The Centurion** because it is the ideal base for visitors to experience Cape Town; the hotel is situated amidst Sea Point's vibrant bustle, and is just a short walk from the beachfront and Promenade. The hotel's proximity to the azure waters of the Atlantic Ocean, with its alluring beaches and the many other natural wonders of the area, adds to its appeal as a holiday destination.

DÖĞAN HOTEL, TURKEY

One of the QI Group's favourite additions to the resort family is the **Doğan Hotel** in Turkey, which they acquired in 2011. This 41-room conservation boutique hotel is located in Kaleiçi, also known as Old Antalya. Kaleiçi is the picturesque old quarter in the center of present day Antalya – this lends the hotel an air of old-world charm, as visitors are treated to narrow cobble-stoned streets, Ottoman-era architecture and yacht harbours, which are all part of the town's historical and cultural attractions that date back to more than 400 years.

Doğan Hotel consists of four historic houses that were restored and tastefully renovated to stay faithful to centuries-old Turkish architecture. Comprehensive renovations and upgrades were done to accommodate the needs of the modern traveller while preserving the hotel's quaint charm.



One@Bukit Ceylon



Doğan Hotel

Tuscana Champions Gate Resort



PRANA RESORT NANDANA, THAILAND

Prana Resort Nandana is the QI Group's newest resort located on the tranquil Northern Coast of Koh Samui, on Bangrak Beach. This beautiful 60-room resort is across its beach-fronting sister resort, Prana Beach Villas.

Luxurious, yet authentic, the resort integrates Thai culture into its architecture and interior design through local craftsmanship and indigenous materials.

The resort also promotes the concept of 'wellness from within' with spa treatments, facilities and services that are inspired by the philosophy and traditions of the East and West.

OTHER INVESTMENTS

LUXURY TIMEPIECES

CIMIER

CIMIER, a 90-year-old brand born in 1924 in the town of Bubendorf in Switzerland, was founded by master watchmaker R. Lapanouse. By the 1950s, with its distinctive pieces featuring luminescent numerals, centre second, and a novel chronograph, an incredible 1.5 million watches were being produced annually by the 500 employees in Bubendorf and sold worldwide.

In the 70s, pulsating quartz crystals were introduced to the watch industry. CIMIER applied itself to this new technology and adopted a pioneer role in developing its own quartz movement. By 1985, family disaccord resulted in the company halting production at a time when it was one of Switzerland's largest watch manufacturers.

In 2003, the CIMIER brand was revived and after a 20-year hiatus, the first collection of the renewed CIMIER brand was launched in Germany.

When the QI Group acquired CIMIER in 2006, now based in Baar, Switzerland, it facilitated the full cycle of in-house designs of its luxury timepieces, including other exclusive brands in the stable – Bernhard H. Mayer®, CHAIROS®, and the coin timepiece series produced under the JR Mayer Collections label.

By 2011, the specialists from CIMIER transformed the hand-wound movement Unitas 6497-1 into automatic movement,

thus developing a unique and innovative piece of art in the form of the BIGmatic 16 1/2”.

The QI Group's luxury timepiece manufacturing division adopts an integrated production flow management under the strict supervision of skilled artisans. Each timepiece offers the best in performance and value for future generations.



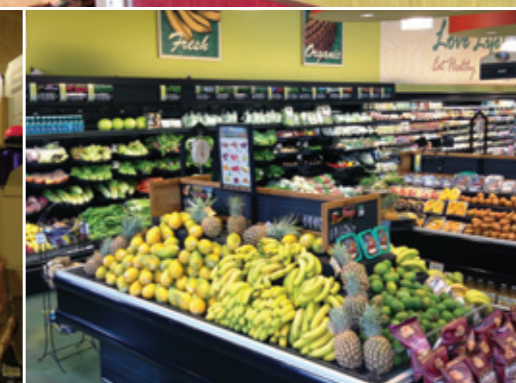
ORGANIC FOOD RETAIL

DOWN TO EARTH

In 2007, the QI Group acquired Down to Earth (DTE), an organic and natural retail food store chain in Hawaii. Founded in 1977, DTE is a business dedicated to improving the health of Hawaii's island communities through organic and natural products, and a healthy lifestyle – making it an acquisition in line with the QI Group's philosophy of healthy living and RYTHM – Raise Yourself To Help Mankind.

DTE's mission is to facilitate positive change by promoting a healthy way of life, respect for the environment, and sustainable organic farming; while providing high-quality organic and natural products at affordable prices. It is the only organic and natural food store in Hawaii and one of the few in the United States.

Since its establishment, DTE has also been strongly supporting its local communities by purchasing produce from local farmers and vendors, and selling them at a lower margin. DTE recognises the importance of supporting local businesses, no matter how small they may be.



The chain's value proposition is giving back to the community. They have partnered with hospitals, schools, and numerous groups and organisations to help educate the general public on the benefits of a plant-based diet, teaching people first-hand through cooking lessons and seminars, how to incorporate local, fresh, organic and natural foods into their daily meals.

DTE is a leading member of the Organic Consumers Association, Hawaii Organic Farming Association, the Vegetarian Society of Hawaii, and Label It Hawaii – which advocates labelling of foods containing genetically modified ingredients – among others.

STRATEGIC PARTNERSHIPS

MEMBER OF THE WORLD ECONOMIC FORUM COMMUNITY OF GLOBAL GROWTH COMPANIES

The World Economic Forum (WEF) is an independent international organisation committed to improving the economic state of the world by engaging business, political, academic and other leaders of society to shape global, regional and industry agendas.

In 2007, the WEF established the Global Growth Companies (GGC) Community with the purpose of identifying players that show consistently high growth rates through their new technologies and innovative business models, and act as disruptors of traditional industries. The QI Group gained membership into the elite GGC Community in 2009, and was also among the 40 members exclusively featured in a special report released by the WEF, titled *Trailblazers, Shapers and Innovators*. The report contains selected case studies that provide compelling examples of Global Growth Companies (GGC) and their impact on the global economic landscape.

The QI Group's geographical diversification and proximity to the biggest growing markets are noticeably the strength of their business model and one that has placed them prominently on the map of the global business community.



EVENTS IN PARTNERSHIP WITH THE WORLD ECONOMIC FORUM

WORLD ECONOMIC FORUM ON EAST ASIA

As a Global Growth Member of the World Economic Forum, the QI Group, represented by Executive Chairman Vijay Eswaran, has participated in a few East Asia summits which brought together Heads of State and senior executives from major corporations in the region.

- World Economic Forum on East Asia 2015, Jakarta, Indonesia
- World Economic Forum on East Asia 2012, Bangkok, Thailand
- World Economic Forum on East Asia 2011, Jakarta, Indonesia
- World Economic Forum on East Asia 2010, Ho Chi Minh City, Vietnam

ANNUAL MEETING OF THE NEW CHAMPIONS – ‘SUMMER DAVOS’

The WEF holds its Annual Meeting of the New Champions in China each year. The event, also referred to as the ‘Summer Davos’, is the foremost global business gathering in Asia. The QI Group has participated in the Summer Davos in Tianjin, in 2010 and 2014 – and in Dalian, in 2011 and 2013.

The Meeting convenes CEOs from Forum Partner and Member companies and up-and-coming leaders

from business, politics, science and technology from participating countries. It provides them with a systematic overview of key economic, industry and technological developments that are reshaping consumer behaviour, business models and financial markets in the region.



PARTNER OF THE ASIAN STRATEGY & LEADERSHIP INSTITUTE (ASLI)

The QI Group is a strategic partner of the Asian Strategy & Leadership Institute (ASLI), Malaysia’s leading independent private think tank that is committed to the development of Asian leadership and strategic thinking. Executive Chairman Vijay Eswaran plays a prominent role in ASLI’s various forums, summits and dialogues in the ASEAN region.

EVENTS IN PARTNERSHIP WITH THE ASIAN STRATEGY & LEADERSHIP INSTITUTE (ASLI)

In partnership with ASLI, the QI Group has been at the forefront of the ASEAN Leadership Forum and Young Leaders Dialogue in Cambodia, the World Chinese Economic Forum, the National Conference on CSR and Social Business and the Malaysian Education Summit.

A GLOBAL BRAND

Innovative business leaders recognise that successful brands are built by people – creative employees, loyal customers and committed partners. The QI Group fosters a positive corporate image by investing in meaningful socio-civic projects and collaborating with international organisations for sponsorship programmes. Their vision is to champion a global village of entrepreneurs with the right training, guidance, support and patronage.



QI Executive Chairman, Vijay Eswaran, posing with Capital One Cup and the English Premier League Cup at the Etihad Stadium.

SPORTS SPONSORSHIPS

Backed by dynamic leadership and a strong business foundation, the QI Group focusses on strengthening its global brand reputation and identity through strategic sponsorships in the areas of sports.

With their flagship direct selling subsidiary, QNET, at the forefront of these activities, they have successfully taken their involvement and association with rising athletes and leading sportsmen to new heights, instilling greater brand confidence in their customers, prospects, the media and the global public.



QI Directors meeting Manchester City first team players during the press launch of the sponsorship in Manchester.



FOOTBALL – MANCHESTER CITY FOOTBALL CLUB

In 2014, the QI Group, through QNET, securely marked their place in the sporting world with their historic move into the realm of football, the world's most watched sport. With QNET's role as the official direct selling partner of Manchester City Football Club (ManCity), the QI Group embarked on one of their most anticipated high-profile sports sponsorships ever.

With a display of dedication, sportsmanship and most importantly, teamwork, ManCity successfully became the 2013/2014 Barclay's Premier League Champion. The team's journey to number one was one of commitment, focus and team work. And more than just a sports team, ManCity, through its

proud history, has built a deep, lasting kinship with communities around the world, similar to the way QNET aims to make a difference in all the communities it touches.

A partnership with ManCity allows QNET to cement its brand on a global stage and catapult it to become a household name. QNET's goal is to link the excitement of football and the passion of the fans, to the thrill of direct selling and the drive of its Independent Representatives.

FORMULA 1™ – QNET AND THE MARUSSIA F1 TEAM

From the initial sponsorship of Team Meritus in the 2006 Formula V6 Series to the sponsorship of Team Malaysia

QI-Meritus.Mahara in the inaugural GP2 Asia Series, the QI Group progressively moved up the ranks and continued their legacy of championing the fast-paced sport of racing by shifting gear into the pinnacle of world motorsport: Formula 1™ with the Marussia F1 team.

In 2010, the QI Group through QNET, signed a 4-year partnership with the Marussia F1 Team. This high-profile partnership saw the QNET logo emblazoned across the two race cars and overalls of the drivers. The partnership represented a momentous evolution of the QI Group's support of global sports and has further enhanced the company's position in the world of sports.

TOUCHING A BILLION HEARTS

CORPORATE HEARTBEAT

At the heart of the QI Group lies a very strong purpose. The reason behind the establishment of the organisation in 1998, and what fuels them until today, is what they fondly refer to as their *corporate heartbeat*, better known as RYTHM.

This compassionate take on the rhythm of life stands for **Raise Yourself To Help Mankind**. RYTHM is the corporate philosophy of the QI Group and is all about recreating the message of Mahatma Gandhi, who believed that to help mankind, one needs to help oneself first.

The concept of RYTHM is weaved into the DNA of the QI Group; employees across all levels of the company strive to live and breathe this belief and ideal.

With altruistic founders and a long history of philanthropy behind them, it was a natural progression for the QI Group to set up their own social responsibility arm. In 2005, RYTHM Foundation was established and registered in Hong Kong.



RYTHM FOUNDATION

As the social responsibility arm of the QI Group, RYTHM Foundation is dedicated to educating, inspiring and working with others to create a brighter future for those in need. It keeps alive the QI Group's social conscience as reminder of the importance of making a difference, whether in the workplace, community or society in general.

The Foundation's mission is to go above and beyond caring for the less fortunate by creating better living conditions and opportunities for them to rise above hardship. It works towards paving the way for a better and safer world for children, who are the embodiment of the future.

Through its work and collaborative efforts with other organisations, RYTHM Foundation initiates and promotes social changes that make an impact in the lives of the most vulnerable members of society. The Foundation also acts as a change agent by improving systems, inventing and disseminating new approaches and advancing sustainable solutions.

The Foundation's commitment to a sustainable future stems from a strong sense of responsibility and desire to engage with communities around the world and assist them in developing sustainable solutions for their issues. This belief also drives the Foundation to always be mindful and respectful of the environment and communities it works with and serves.

Learn more about RYTHM Foundation and its projects at www.rythmfoundation.org.



PRIORITY AREAS

All initiatives by RYTHM Foundation are anchored to three areas of focus:

- **CHILDREN WITH SPECIAL NEEDS**

The area of special needs education is a major concern in the education systems of most countries, both in the developed and developing world. There exists major gaps and disparity between what is needed and what is actually available to cater to the needs of children with disabilities and special needs. Addressing and responding to this specialised issue enables the Foundation to be positioned in a niche area and to take on both advocacy and implementing roles.

- **COMMUNITY DEVELOPMENT**

This is a broad area of concern that involves specific social issues such as the empowerment of women and girls, improving access to education and helping communities address issues such as gender-based violence. Involvement in this area is intended to create opportunities that add value and build relationships and links.

- **COMMUNITY WELLBEING**

Community wellbeing refers to the combination of social, economic, environmental, cultural and political conditions identified by individuals and their communities as essential for them to flourish and fulfil their potential.

The areas of healthy living and environmental awareness and conservation are the focus of the Foundation under this priority concern.



VIJAYARATNAM FOUNDATION

Vijayaratnam Foundation is the Malaysian Chapter of RYTHM Foundation and carries out initiatives under the same three areas of focus. Officially launched in April 2006 by Vijay Eswaran, the Executive Chairman of the QI Group, Vijayaratnam Foundation is a manifestation of his desire to continue the philanthropic work started more than 60 years ago by his father, Vijayaratnam Saravanamuthu.

Established as a separate legal organisation registered in Malaysia, the Vijayaratnam Foundation has its own mandate under the theme of 'Empowering Lives, Transforming Communities'. Grassroot communities,

individual families and disadvantaged members of society are the main beneficiaries of the Foundation's charitable activities. Through its humanitarian projects, Vijayaratnam Foundation aims to build ties and relationships to channel support to various charities and spiritual centres in the country.

The Foundation's responsibilities involve facilitating the inception and implementation of various initiatives and projects through work with the public and private sectors, civil society and the philanthropic community.

One of Vijayaratnam Foundation's objectives is to provide sustainability and measurable returns of its strategic investments and endowments. The Foundation focusses on helping communities that face long-term challenges because this is where its contribution and participation will leave a bigger impact.

Learn more about Vijayaratnam Foundation and its projects at www.vf.org.my.





EMPLOYEE ENGAGEMENT

The QI Group's philanthropic activities are an inherent part of the fundamentals on which the company was built on. The company believes that giving back to the community is not just the prerogative of the corporate foundation; the spirit of giving back to the community is something that has been inculcated within the QI family. The Foundation works closely with the employees of the QI Group and involves them in its various initiatives.

A FLAGSHIP PROJECT

Taarana

QI Group Executive Chairman Vijay Eswaran and his wife Umayal Eswaran, the Chairperson of RYTHM Foundation, had always dreamt of setting up a school for children with learning disabilities; one that provides quality education at affordable costs. This dream became a reality with the establishment of *Taarana*, a centre for children with special learning needs that was established in 2011, in Malaysia.

Taarana – or 'awakening' in Sanskrit – is one of the first schools in the country to combine a traditional curriculum with a wide range of therapies based on dance, art and music. The school is set on empowering these children and those similarly marginalised with the tools, skills and abilities to function and cope with society at large.

With the help of a specially-designed curriculum and trained teachers, *Taarana* aims to reach out to children from the ages of three to 15 who face challenges with the regular school curriculum. This includes those with mild intellectual abilities such as

ADD, ADHD, Dyslexia, Dyspraxia, Down Syndrome, Learning Disability, Sensory-Integration Disorder, Speech Impairment, Global Development Delay, Impulsive Behaviour, Mild Intellectual Impairment and Mild Autism Spectrum Syndrome.

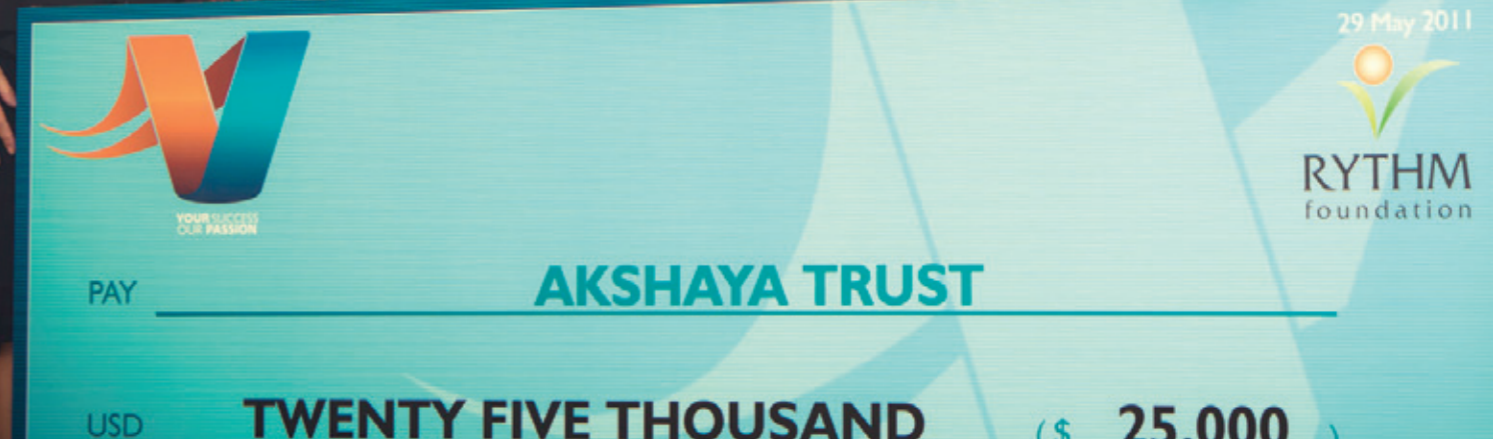
Learn more about *Taarana* at www.taarana.org.my.



OTHER INITIATIVES BY THE FOUNDATIONS IN THE LAST DECADE:

- Partnered with the Association of Parents of Disabled Children (APDC) in Dushanbe, Tajikistan, to support a day care centre.
- Support for the Uspenskoye Residential School in Kirov, Russia, which is the municipal government's special (correctional) general educational facility for children with disabilities.
- Partnered with the Avalokitesvara Trust to set up 14 RYTHM Libraries in the remote regions of Ladakh in India, for children with no access to proper education facilities.
- Support for the Akshaya Trust in Madurai, India and the construction of Akshaya Home started by CNN Hero Narayanan Krishnan that helps to feed and shelter the homeless.
- Partnered with the Rashid Centre for children with disabilities in the UAE.

- Supported the Mater Heart run to raise funds for children suffering from rheumatic heart disease in Kenya.
- Established Footprints, an ongoing mentoring programme that pairs the QI Group's employees with children from underprivileged backgrounds and orphanages; it is carried out in countries like Malaysia, Singapore, Hong Kong and the Philippines.





- Established the Maharani programme in Malaysia to provide adolescent girls with creative, living and soft skills to help them nurture a strong personal foundation.
- Support for the United Nations World Food Programme.
- Support for the Children's Cancer Hospital Egypt 57357, a hospital for children with cancer in Egypt and Africa that provides free cancer treatment and medical support.
- Partnered with Child's Dream Foundation to support and fund the construction and renovation of a second building at Na Luam Secondary School, located in the Xaiyabouli Province in Northern Laos.
- Supported a concert by children with special needs in Almaty, Kazakhstan.
- Preservation of the environment through coastal clean-up activities in countries like Hong Kong, Malaysia and the Philippines.
- Ramadan food bags to the poor and homeless in Egypt during the holy month of Ramadan.
- Supported the donation of a minivan to Osh House of Babies for children born with disabilities in Kyrgyzstan.
- Initiated community projects in Malaysia to spread festive cheer among the elderly and underprivileged; e.g. during Chinese New Year.
- Support for the Rainbow Project in Hong Kong, which is a special school for children with autism.
- Supported the donation of a bus to the regional Special Boarding School for Hearing Impaired Children in Taldykorgan, in the Almaty region of Kazakhstan.
- Support towards recovery efforts and disaster relief for victims of Typhoon Ondoy (Philippines), Padang Earthquake (Indonesia), Monsoon Flooding (Pakistan), Tsunami (Southeast Asia).
- Support for the Better Nepal Foundation in Kathmandu, Nepal, in helping children who are underprivileged and without parents.

