

CORPORATE PROFILE



**EMPOWERING PEOPLE  
TRANSFORMING COMMUNITIES  
SAFEGUARDING THE ENVIRONMENT**

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# 02

## ABOUT US

2000+ Employees

Global Presence

### EUROPE

Germany • Ireland  
Switzerland  
Turkey

### MENA

UAE

### USA

Hawaii

### AFRICA

Côte d'Ivoire  
Rwanda

Diverse Businesses

Multicultural, Multilingual, Multinational

### SOUTHEAST ASIA

Indonesia • Malaysia  
Philippines • Singapore  
Thailand • Vietnam

### SOUTH ASIA

India • Sri Lanka

### EAST ASIA

Hong Kong,  
China

We are the QI Group.







# HOW WE BEGAN

A company's competitive edge lies in its ability and desire to evolve; to keep abreast of advancements in the industries, within which it operates; to innovate; and to dream big. These ideals sparked the genesis of the QI Group.

In 1998, East and Southeast Asia were in the grip of a financial crisis. It was during this time, when many businesses were plagued by uncertainty and change, that a small group of entrepreneurs saw opportunities instead. At a time when the internet was in its infancy and the notion of online shopping still in its gestation, these entrepreneurs decided to start their own brand of eCommerce, an endeavour that eventually grew in scope and vision to become the QI Group.

Today, the QI Group, headquartered in Hong Kong, is a diversified multinational entity with a wide range of subsidiary companies in nearly 30 countries. We keep pace with exponentially-growing technology and expand through tactical investments leading to the creation of interrelated ventures, services and products that take the QI Group across the globe.

We understand the value of holistic human development. Not just through financial aid but through empowering, developing and finding solutions for the relevant industries. Some of our primary areas of focus include lifestyle, education, travel, tech and entrepreneurship.

# CORE VALUES

Behind every company lies a powerful story. In the case of QI Group, our Founders were inspired by the life and message of Mahatma Gandhi. A shared belief in his ideals brought together a group of people of different nationalities and cultures to establish what would later become a multimillion-dollar business with a heart. Nearly three-quarters of a century after his death, Gandhi's legacy continues to inspire and guide the QI Group.



## INTEGRITY

Truth above all. Truth in all!  
Integrity in thought, word and action.



## SERVICE

We serve to lead and lead to serve.  
Service to all is our credo.



We regard Gandhi as our corporate icon and base our corporate philosophy, **RYTHM**, an acronym for **Raise Yourself To Help Mankind**, on his life principles. Our core values of Integrity, Service, Sustainability and Leadership are built on the ethos of this philosophy.



## SUSTAINABILITY

We are merely caretakers for the next generation. We must preserve, sustain and even resurrect.



## LEADERSHIP

Lead to inspire and inspire to lead!  
We nurture and inculcate entrepreneurial passion as the path to independence, inclusiveness and innovation.



# LEADERSHIP

## Vijay Eswaran

### Executive Chairman

A true 21<sup>st</sup> century Renaissance man, Vijay Eswaran is the Founder and Executive Chairman of the QI Group. A man of many talents, the economist-turned-entrepreneur, is also a best-selling author, noted speaker and philanthropist.

Educated in the UK and the USA, Vijay Eswaran had a successful corporate career in North America, working with top technology and consulting companies before the call of entrepreneurship brought him home to Asia in the early 1990s. Since growing the QI Group into a successful conglomerate of businesses, he is now focussing on his legacy project, the QI University in Malaysia, which he aims to turn into an Ivy League institution of the East.

A seasoned orator, he is a regular speaker at prominent international events, including the World Economic Forum's Annual Meeting in Davos, the Horasis Visionary Circle and various ASEAN Leadership Forums.

A proponent of value-based leadership, Vijay Eswaran has ensured the QI Group adheres to sustainable practices in business, making a positive impact in the communities it operates in. A 2011 honouree of the Forbes Asia annual list of Heroes of Philanthropy, he has also received a Lifetime Achievement Award for Regional Philanthropy in recognition of his outstanding contribution to the ASEAN community.

Vijay Eswaran has penned several books on various aspects of life management, which have been translated into numerous languages.









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QI CORPORATE PROFILE



# LEADERSHIP

## Joseph Bismark

### Deputy Chairman

As Co-Founder of QI Group, Joseph Bismark has played a key role in the company's exponential growth, drawing from his background in spirituality, a result of his early education in a monastery. Due to this unique upbringing, Joseph 'Japadas' Bismark is proficient in a variety of disciplines, including various forms of martial arts, music, Vedic studies, and the art of Bonsai. As a 3<sup>rd</sup> Dan black belt in Taekwondo, Japadas has also helped coach the Philippines national team for the Olympics.

In the early 90s, he ventured into entrepreneurship when he started manufacturing figurines in the Philippines. It was around this time he met Vijay Eswaran. Together they grew a successful direct selling business before co-founding the QI Group in 1998.

A staunch advocate of healthy living, Japadas is a strict vegetarian, and has been a yoga practitioner for over twenty years. With this unique background and outlook on life, he has championed the QI Group's venture into wellness and organic foods. He is also an accomplished speaker and a trainer on many disciplines. His training programmes on life management lessons range from attitude and character-building to achieving success and overcoming challenges.

A published author, his first book - the Gem Collection: A Compilation of Wisdom - features life lessons he shares through an eclectic collection of short stories and essays on his blog 'Gems of Wisdom'. The book has received wide acclaim in Malaysia and the Philippines.



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# OUR PILLARS

Q1 CORPORATE PROFILE

Travel and  
Leisure

Brand  
Building

Social  
Impact

Sustainability

Learning

Empowering  
Entrepreneurship

Inclusion  
and  
Diversity

Creating  
Partnerships  
Worldwide

Lifestyle



# LEARNING

QI Group believes in investing in the future. We believe our mission is not just to be a part of this world, but to make it better. We begin by investing in the very people, who will lead our world in years to come. It is this thought that drives our passion for education.

## Quest International University

In April 2011, the Group partnered with the Perak government in Malaysia, and Quest International University (QIU) opened its doors to students. A private university established under the Private Higher Educational Institutions Act 1996 and currently based at its interim campus in Ipoh, Perak's largest city, the university aims to become a model research

institution with strategic global links that deliver quality programmes and interdisciplinary research of international standing.

QIU offers various foundation, degree and postgraduate courses in fields including, among others, Medicine and Surgery, Pharmacy, Business Management, Actuarial Sciences, Culinary Arts,





Biomedical Sciences, Environmental Technology, Hotel Management, Accountancy, Psychology, Mass Communication, Corporate Communications, Teaching English as a Second Language, Early Childhood Education, Computer Science, Finance, Hospitality Management, Mechatronics Engineering, Biotechnology, Special Needs Education, and Information Technology.

With experienced, passionate and industry-savvy educators from Malaysia and abroad, the university provides quality academic courses while maintaining affordability. It has an international advisory board comprising renowned academicians and prominent public and business figures.

In a changing world and job market, QIU prides itself on producing a conducive learning environment with hands-on and relevant courses that create well-rounded young adults with the skills and confidence needed to chart a life course that follows their passions and achieves their goals, be it in the corporate sector or in the entrepreneurial world.

Research and innovation are QIU's primary tenets, with researchers pursuing fields of study that focus on making a difference in the world. QIU academics work on projects like creating sustainable construction material using recycled material, using Malaysian flora to cure diabetes-related complications, and helping farmers increase crop yield. Students at the university benefit by gaining first-hand knowledge of ground-breaking research working alongside a dedicated team of educators.

Inculcating a social conscience into the students is an inherent part of QIU's culture, with students participating in community service or volunteering their time for good causes. Students put the skills they learn to good use, with Pharmacy students, for example, performing pharmaceutical care at homes for the elderly, and medical undergraduates conducting free health screenings for the underprivileged.

Further information about the university is available at [www.qiu.edu.my](http://www.qiu.edu.my).






# V-Convention

V-Convention started out in 2001 with the aim of gathering top distributors of our direct selling business under one roof to share their experiences and learn from one another. From having just 150 participants in its first year in Bali, Indonesia, V-Convention has grown from strength to strength.

Today, it is the largest gathering of network marketing professionals associated with QI Group's flagship business, QNET. The biannual event sees the coming together of our global community of entrepreneurs for an unparalleled experience in understanding the company and its business. It also aims to be a celebration of diversity as the convention





brings together over 15,000 participants from more than 50 countries under one roof.

The five-day convention is packed with events, including training programmes by industry professionals, motivational seminars by guest speakers, a showcase of QNET's products and services in a mega-exhibition, information sessions about the direct selling industry, as well as new product launches.

During the global pandemic, this flagship convention was transformed into a virtual event attracting an unprecedented half a million participants from more than 50 countries. This virtual format dubbed the V-Convention Connect provided attendees with an enriching and immersive virtual experience from the comfort of their homes.



# Learning & Growth

The QI Group takes a proactive and holistic approach to employee retention by focussing on helping employees develop themselves both professionally and personally. Our carefully designed training programmes are aimed not just at giving our employees the opportunity to upskill and reskill themselves to adapt to a fast-changing workplace environment but also to allow them to grow at a personal level. These include mentoring and leadership programmes in addition to skill development courses.

## The Zone

This exclusive four-day programme spearheaded by our Founder Vijay Eswaran is by invitation only. Participants are drawn from a combination of employees of the Group, the Board of Directors of QI, and distributors of the Group's direct selling business. Participants at the Zone go through a process of intense reflection and self-assessment to help them find their purpose. The first Zone was held in Thailand in 2011.





## QI Rising

A company often rises and falls due to the quality of its leadership. Fully funded by the company and free for selected employees, QI Rising is a teambuilding training programme that functions as a tool to develop and empower the next generation of leadership of the company.

Participants are coached in developing an awareness of themselves as leaders and role models within an environment that allows for freedom of engagement, dialogue and plurality of voices.

## STEER

An intimate three-day employee training programme moderated by Co-Founder Joseph Bismark, STEER is an acronym for Service, Teamwork, Enrichment, Excellence and Resolve. The purpose of STEER is to help employees build and develop the confidence in their ability to do great things for the benefit and progress of their careers and the company.

The STEER trainings are conducted throughout the year in different locations and participants are nominated by their managers.

## Second Echelon (2E)

An exclusive training and mentoring initiative facilitated by our Founders, the aim of the 2E programme is to identify and develop the second echelon of leadership within the QI Group.

## iLead Women's Mentoring Programme

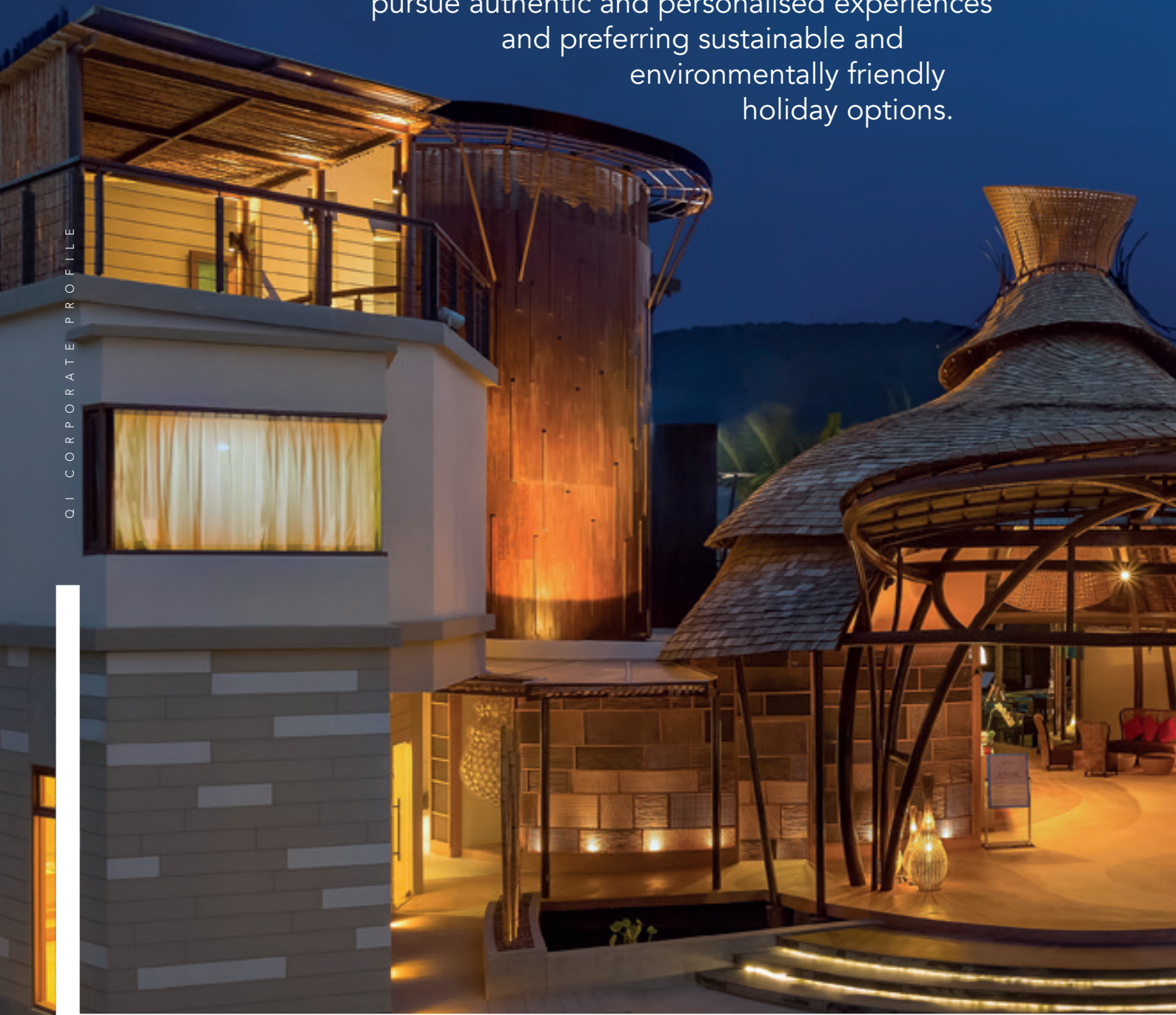
As an equal opportunity employer with an almost equal split in gender ratio in our workforce, we recognise the need to continue developing and nurturing women to grow into leadership roles. Through iLead, experienced female leaders of the company work with women managers and help them navigate their career path in the company.



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## TRAVEL & LEISURE

In light of the ebbing effects of the Covid-19 pandemic, travel is coming back with a vengeance as people look to reconnect, explore new destinations, or revisit reliable favourites. Global international travel is projected to reach pre-pandemic levels by 2025. Consumer trends have also evolved with most travellers likely to pursue authentic and personalised experiences and preferring sustainable and environmentally friendly holiday options.





The QI Group has long been poised to take advantage of this burgeoning sector. We continue to invest in eco-tourism, providing attractive travel and holiday packages to a new breed of travellers.

Conscious of our carbon footprint, we embrace the concept of living life to the fullest via holistic living. Simply put, this means living in balance with ourselves and our environment. It is this philosophy which guides us in offering services such as vacation club memberships, access

to spas, leisure travel, entertainment, and of course, accommodations through hotels, resorts and QI-owned properties in exotic destinations like Antalya, Kuala Lumpur, and Koh Samui.

Our hotels and boutique resorts are designed with minimal environmental impact, incorporating as many natural elements as possible. Wherever possible, they harness solar energy and the décor includes indigenous and environmentally friendly materials.





# Southeast Asia





## Prana Resort Nandana, Koh Samui, Thailand

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Prana Resort Nandana is located in Koh Samui's quieter Bangrak beach – halfway between the famed Big Buddha and the traditional Thai Fisherman's Village.

Architecturally, it integrates traditional Thai craftsmanship with modern stylings, featuring soft lighting, high ceilings and undulating basketwork-inspired interiors, all woven together using indigenous materials.

We aim to ensure that all our guests have the best possible experience while leaving the smallest carbon footprint. Every plastic item has been replaced with biodegradable or reusable alternatives.

Most ingredients used by our chefs are certified sustainable and locally sourced to reduce their carbon footprint while supporting the local communities. The staff of the hotel are involved in daily beach cleaning activities to reduce litter and plastic waste providing a clean and safe holiday for our guests.

This multimillion-dollar development has 72 rooms which embody luxury and exclusivity. The resort is filled with lush gardens and tropical flora. It has a plant nursery and bamboo and rattan elements to organically blend with its natural surroundings while reflecting the influence of local culture.

Set on the island of Koh Samui, the resort offers guests a perfect island getaway with palm-fringed beaches, clear blue seas, stunning oceanfront views, and world-class service and amenities.

Prana Resort Nandana has been awarded the Green Hotel Standard (Gold) by the Department of Environmental Quality Promotion, Ministry of Natural Resources and Environment, Thailand.

## One@Bukit Ceylon Hotel Suites, Kuala Lumpur, Malaysia

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QI Group has an entire floor of well-appointed suites at One@Bukit Ceylon, situated in the heart of Kuala Lumpur's Golden Triangle.

It is the most prestigious address at the bustling Changkat Bukit Bintang area, offering superior and exclusive living in the middle of this upscale entertainment, shopping and feasting enclave.



# South Asia

## Asia Leisure, Sri Lanka

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Breathtaking landscapes and tropical beauty define Sri Lanka. Through Asia Leisure, QI Group's hospitality investment arm, the company has invested in five distinct Sri Lankan hotels that provide boutique luxury and style.

Our hotels in Sri Lanka are surrounded by acres of forest and have their own organic farms where local produce is grown which makes them self-sustaining.

These are: **Le Grand Galle**, our posh clifftop flagship resort; **Habitat Kosgoda**, a tree ringed seaside haven; **Tamarind Hill in Galle**, a historical manor house set in a colonially rich city; **The River House in Balapitiya**, an artistic escape set amidst a backdrop of nature on the banks of the Madhu Ganga river; and the avant-garde **Taprobana in Wadduwa**.

Visitors have fallen in love with these properties, with all five getting an average of a higher





than four-star rating based on hundreds of Google and TripAdvisor reviews. Fittingly, for a company that counts service and integrity among its credos, it is the attention and care of the staff that is often specifically praised.

Also, in Galle, we shall soon have Galle Beach Hotel. This hotel is currently being built on two acres of fine beachfront real estate in the picturesque southwestern coastal town founded in the 16<sup>th</sup> century by the Portuguese.

Designed by award-winning Japanese architect Miyake Masaki, the project, which will have a large focus on environmental conservation, is to feature 100 sea-view rooms, a sky bar and a speciality rooftop restaurant with a spectacular view of the sunset and most of Galle.

And that's not all – Asia Leisure is going from strength to strength, with several new projects in the works in Sri Lanka, as well as a growing shareholding in the Maldives.





### Dögan Hotel, Turkey

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This 41-room conservation boutique hotel acquired in 2011 is located in Kaleiçi, also known as Old Antalya. The picturesque old quarter in the centre of present-day Antalya, Kaleiçi features quaint cobblestone streets, Ottoman-era architecture and lovely yacht harbours.

Dögan Hotel comprises four historic houses that are restored and tastefully renovated to remain faithful to centuries-old Turkish architecture but still cater to the needs of the modern traveller and pleasure seeker.







# EMPOWERING ENTREPRENEURSHIP

Through QNET, we were one of the first few companies in Asia to adopt business-to-consumer (B2C) eCommerce and use it to support our powerful business model that merges direct selling with technology.

For nearly a century, the direct selling industry has demonstrated that its one-to-one business model works, laying the groundwork for what we are now calling the gig economy. The direct selling business has been a leader in the space of flexible, self-employment opportunities, pre-dating the gig-economy.


At QNET, the flagship business of the QI Group, the direct selling model harnesses the power of technology to provide customers around the world access to unique high-quality products and service, while giving them the opportunity to build a sales business by promoting these products.

Designed to help people take charge of their health and wellness, and improve their lifestyle and livelihood, QNET's products and services have the overarching goal of making complete well-being accessible

to all. Our research and development teams work with an international panel of experts as well as a scientific advisory board to source and develop the highest quality of products to help customers live holistic lives.

Today, QNET has millions of satisfied customers in more than 100 countries, while hundreds of thousands of others have become distributors of QNET's products, earning commissions on product sales, building a successful sales business.



A photograph showing a group of people, likely at a business event or training session. In the foreground, a man with braided hair and a woman are looking intently at a laptop screen. In the background, another woman wearing a colorful patterned headscarf and an orange vest is also looking towards the screen. The scene is dimly lit, with the primary light source coming from the laptop and ambient room lighting.

QNET's cutting edge technology platform seamlessly integrates sales with digital payments, an e-wallet, a virtual office with the latest business tools, and a dashboard to monitor sales performance, giving the aspiring entrepreneur everything he or she needs to start their business.

A truly global business, QNET's strength lies in its diversity. Asian by heritage, but with distributors spread across the Middle East, Africa, Central Asia and Europe, the company's

global footprint has helped develop micro-entrepreneurs in many emerging economies.

QNET has a local business presence through branch offices, affiliate companies, subsidiaries, agency partners and franchisee companies in Southeast Asia, Central Asia, the Indian subcontinent, Turkey, Sub-Saharan Africa, and Europe.

QNET is a member of the Direct Selling Association in several countries.



## Down To Earth

Our focus and interest in promoting healthy and sustainable lifestyle led to the QI Group's decision to invest in **Down to Earth**, a retail chain in Hawaii that specialises in organic, vegetarian and all-natural products. It is the only such chain in Hawaii and one of few of its kind in the entire United States.

Down to Earth was established in 1977 and was acquired by the QI Group in 2007. Over the years, Down to Earth has expanded to six stores with five on the island of Oahu and one on the island of Maui. These stores have also grown in size; they are now between 9000 to 15,000 square feet each. Down to Earth is not only growing in size and location, but it has now expanded its offering to include a deli section in the newer stores. The deli section offers an extensive hot and cold plant-based menu and baked goods using fresh ingredients with no preservatives or artificial ingredients.

Down to Earth goes beyond retail to advocate healthy living. It partners with hospitals, schools, numerous groups and local organisations to promote awareness about the benefits of a plant-based diet. It provides vegetarian cooking classes, nutrition seminars in schools and local hospitals, and participates in health fairs.







# Luxury Products

QI Group's interests in the luxury business started with our venture into numismatics in 1998. One of the earliest subsidiaries of the Group partnered with prominent international organisations to distribute their commemorative numismatics sets, making it one of the largest numismatics distributors in the world, in the early 2000s.

Our bestsellers in the past have included:

- **The Olympics collections, in collaboration with the International Olympics Committee, which included sets for the Sydney Olympics 2000, Athens Olympics 2004 and Beijing Olympics 2008**
- **The FIFA collections, which included the Japan/South Korea 2002 World Cup, Germany 2006 World Cup and FIFA Centennial Commemorative Coin Set**
- **The Ayrton Senna Memorial coin set, in collaboration with the Formula One legend's Ayrton Senna Foundation**
- **The Star Wars Heroes and Villains Coin Set, with Lucasfilm**
- **Commemorative coins of prominent historical figures created in partnership with the United Nations Food and Agriculture Organisation**

Many of these collectors' items were produced at the historic Mayer Mint in Pforzheim, Germany, which has a rich heritage and is known for having been the mint of choice for European nobility since its inception in 1871.

The QI Group's venture into the luxury lifestyle sector has grown from numismatics coins and medallions to include fine timepieces, with the acquisition of a majority stake in the nearly century-old Swiss luxury watch brand CIMIER.

CIMIER was founded in 1924 in the picturesque Swiss town Bubendorf by master watchmaker Joseph 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 1970s, pulsating quartz crystals were introduced to the watch industry and CIMIER applied itself to this new technology, adopting a pioneering role in developing its own quartz movement.

However, family disaccord in the 80s resulted in the company halting production at a time when it was one of Switzerland's largest watch manufacturers. It was revived in 2003,



and after a 20-year hiatus, the first collection of the renewed CIMIER brand was launched in Europe that same year.

When the QI Group acquired CIMIER, now based in Biel/Bienne, Switzerland in 2006, it facilitated the full cycle of in-house design and assembly of its luxury timepieces, including the collection under the historic brand Bernhard H. Mayer®, exclusively distributed by QNET.

In 2010, Montres CIMIER became the first company to open the doors of the exclusive world of Swiss watchmaking to the public by creating the Watch Academy by CIMIER. It allows participants to personalise and build their very own CIMIER watch, right down to the external watch components such as the colour or shape of the case, dial, handset, strap and clasp. The public will get to bring back a unique timepiece that can be passed down for generations to come.





# SUSTAINABILITY

There are more than seven billion human beings on this planet and counting. Earth's natural resources are depleting at an alarming rate, while mankind, at the same time, produces a staggering amount of waste. The QI Group is driven by the desire to make a sustainable social impact on everything we are involved in, be it business, philanthropy, investments, or sponsorships.

We support the UN Sustainable Development Goals to reduce the harmful impact on the environment and actively participate in the UN Global Compact. We are continually strengthening our policies and business practices to address how we engage with the environment and how we can advocate for a greener world.

## QI Tower – The Present is Already Green

QI Tower in Malaysia is QI Group's operational headquarters. In 2013, the Building and Construction Authority (BCA) of Singapore awarded its prestigious Green Mark Gold award to the 15-storey building.

This was in recognition of its best practices in environmental design and performance, which meets requirements for energy and water efficiency, building management, indoor environmental quality and innovation.

While the award is a feather in the Group's cap, it is more importantly a testament to our green philosophy. When QI Group purchased

the building in 2009, we decided it had to be modified in line with our goal on sustainability, leading not only to cost savings but a better and healthier environment for our staff.

It took years, but QI Tower now stands tall and, in a manner of speaking, green. It is Malaysia's first high-rise to be awarded the Green Mark Gold award, with savings of at least 20 percent in energy and resources such as water.



## Saying Goodbye to Single-use Plastics

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Every year, around eight million metric tons of plastic waste enters the oceans – that's akin to five grocery bags of plastic trash for every foot of Earth's coastlines.

Washed up whales and turtles with plastic in their stomach are the most visible signs of the horrifying impact of single-use plastics on marine life. The real numbers are far worse – plastic, through entanglement or ingestion, kills around 100,000 sea creatures every year, as well as about one million sea birds. And these are just the ones that we know are being impacted by this floating timebomb in our oceans.

This threat isn't limited to the deep blue sea. On land, only nine percent of plastic bags are reportedly returned for recycling, with the rest crowding dumpsites, plumbing, and sidewalks, polluting the environment and hurting domestic animals and wildlife that consume or get entangled in them.

The QI Group has banned single-use plastics in all our offices, events, and conventions. Employees are actively encouraged to follow sustainable practices by eliminating plastic from their lifestyle and reusing and recycling more.

## Plant-based Diets and Economy: A Meat-free Policy

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Animal agriculture is responsible for several of today's environmental challenges. Aside from greenhouse gas emissions that contribute to global warming and pollution, the livestock industry is the world's largest user of natural resources – land, water and feed.

Since our inception in 1998, QI Group has chosen to advocate for a plant-based diet. All our company events and meetings are completely meat-free.

We believe going meat-free and embracing a plant-based economy is one of the most important things we can do to mitigate the harmful effects of the meat industry on the environment and, ultimately, on us, and to rehabilitate the planet.

## Down to Earth

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Our retail chain; Down to Earth, extends our advocacy for sustainability in business by fully supporting local farmers and vendors, and strengthening Hawaii's island community. The retail chain purchases over USD 4 million in products from more than 400 local vendors each year.

Down to Earth is also a strong supporter of Fair Trade, a social movement that helps farmers and artisans in developing countries to get better trading terms and promotes environmental sustainability.



# BRAND BUILDING

QI Group actively seeks opportunities to build our brand in various countries. To us, brand-building has never been just about bringing the name of our businesses to the fore. We strive to make a strong statement that empowers and inspires communities and people.

## Manchester City Football Club

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In 2014, QNET embarked on one of our most anticipated and high-profile sports sponsorships ever, becoming the official direct selling partner of Manchester City Football Club, just as the club began embarking on the most successful and trophy-laden season in its history.

As Manchester City FC went on to become one of the top teams in the English Premier League, Europe and the world, QNET extended its partnership with the English club in 2017.





A large background image showing Manchester City players in blue kits celebrating with a trophy. The players are cheering with their mouths open and arms raised. One player in the foreground has a visible tattoo on his arm. The trophy is a large silver cup with multiple handles.

But we didn't rest there. In 2018, QNET decided to go a step further by spearheading the sponsorship of Manchester City's first women's team. As the first sleeve sponsor, it was a ground-breaking partnership and imparted an important statement that the company was committed to providing women and girls around the globe the same access and opportunities men enjoy.

## Confederation of African Football (CAF)

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In 2018, QNET also entered into a partnership with the Confederation of African Football (CAF), becoming the regional bloc's direct selling partner for the African Club League Championships, comprising the Total CAF Champions League, Total CAF Confederation Cup, and the Total CAF Super Cup.

With this partnership, QNET hopes to leave a lasting mark on Africa and cement our commitment to the world's fastest-growing region.



# CREATING PARTNERSHIPS WORLDWIDE

As with all multinationals, QI Group has a global impact in everything we do. Our responsibility is to ensure that the impact we have is positive and in line with our core values.

That is why we ensure the partnerships we enter into are strategic alliances with global reach, that propel entrepreneurship and create opportunities for as many people as possible. Over the years, our leaders have taken part in various programmes, which exemplify this.

## World Economic Forum (WEF)



As a partner of the World Economic Forum, the QI Group has been part of global conversations and innovative solutions to some of today's biggest challenges: the demographics of the gig workforce, diversity in the workplace and society, future-proofing education, and building future-oriented companies.

The QI Group is also actively engaged in several multi-stakeholder projects and events to advance the progress of critical issues facing various industries and societies across the globe. There are two issues especially close to our company's heart.

One is ensuring talents can be developed, trained and deployed to ensure people reach their full potential. With that in mind, QI Group is collaborating with the WEF and its partners and experts in the Closing the Skills Gap project, working together to create platforms and tools to address existing skills gaps and to redesign education and training for the future.

The other issue that we are passionate about is developing the ASEAN region. We are an active member of the ASEAN community, which, with 661 million people and an economic growth averaging at five percent a year, is among the world's most exciting regions. We are working



close with the WEF's ASEAN community of leaders to unlock the region's outstanding potential and ensure its economic growth is sustainable and inclusive.

In particular, as an eCommerce company, QI Group is contributing to the Digital ASEAN project. This is aimed at shaping the

ASEAN digital economy by harmonising digital policy and regulations, improving digital talents and human capital, and tackling cyber-risks.

Our Executive Chairman Vijay Eswaran has participated in and spoken at several summits in Switzerland, the USA and Asia, also attended by heads of state and government.





# CREATING PARTNERSHIPS WORLDWIDE

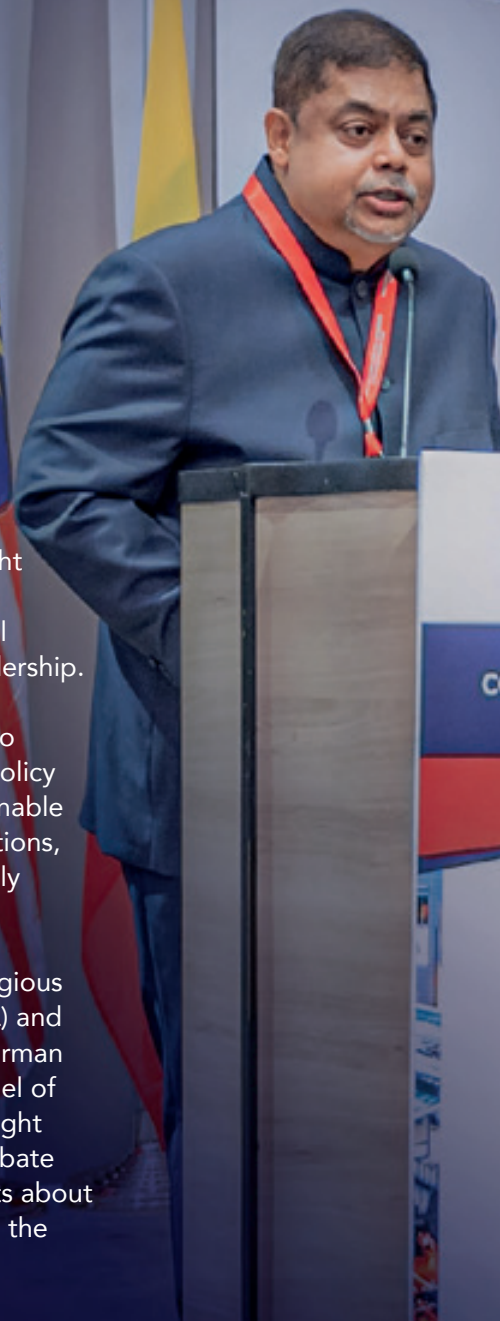
## Kingsley Strategic Institute for Asia Pacific (KSI)

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The Kingsley Strategic Institute for Asia Pacific (KSI) is an independent research institute that promotes thought leadership, economic cooperation and strategic thinking focussing on regional cooperation, ASEAN strategy and leadership.

As a strategic partner, QI Group aims to work with business leaders as well as policy makers in the region to advance sustainable development agendas and catalyse actions, driving ASEAN to be more economically and socially sustainable and inclusive.

KSI is also the secretariat for the prestigious Economic Club of Kuala Lumpur (ECKL) and as a member, QI Group Executive Chairman Vijay Eswaran joins a distinguished panel of Government Ministers, CEOs and thought leaders to promote discussions and debate economic policies, and to share insights about major challenges facing the nation and the ASEAN region.



2019 ASEAN  
COMMUNITY LEADERSHIP AND  
PARTNERSHIP FORUM

Building Partnerships for a Sustainable and Inclusive ASEAN

23 & 24 June 2019 | Park Hyatt Bangkok  
Hosted in conjunction with the 34<sup>th</sup> ASEAN Summit in Bangkok





## Horasis

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Horasis is a visions community that explores, defines and implements trajectories of sustainable growth, providing strategic foresight to public and private entities who dream of growing into global organisations. It is a platform for cooperation and knowledge sharing, particularly between developed countries and emerging economies.

As a member of the Horasis Visionary Circle, QI Group aims to actively participate in vital global discussions throughout the year to advance solutions to the most critical

challenges facing society today and work jointly with member communities in identifying global issues and developing interdisciplinary solutions. These global meetings have taken place at various locations in Asia, Europe and the USA.

QI Group Executive Chairman Vijay Eswaran has been a regular participant at various Horasis events, which are also attended by global leaders, titans of industry and some of the greatest thinkers of our time.





# INCLUSION & DIVERSITY

QI CORPORATE PROFILE

Multiple studies and research data prove diversity is essential to the growth and prosperity of any company: diversity of perspectives, experiences, cultures, genders, and age. The Boston Consulting Group has found that companies with more diverse leadership reported better innovation and improved financial performance. Meanwhile, a McKinsey report finds that companies with greater racial and ethnic diversity have 35 percent better financial returns than their industry average, while gender diversity resulted in a 15 percent above-average return.

It's no boast, then, to say that diversity is truly QI Group's strength. With a broad spectrum of representation of various age groups, nationalities and cultural backgrounds, we can proudly say QI Group is a truly diverse company in the most literal sense of the word.

As an equal opportunity employer, we are proud to have an almost equal gender representation in our workforce, including in our management team. A growing number of millennials fuel a core part of our growth.

We are not just diverse in terms of race and gender, but also provide equal opportunities to the differently abled.

But we aren't diverse for diversity's sake. Our team members possess exceptional skill sets and years of experience in their respective fields, which make them key contributors to the Group's diverse range of business lines.

Our diversity data\* speaks for itself.





**53%**  
millennials

**Employees**  
**52%** male | **48%** female

**Management**  
**56%** male | **44%** female

**OVER**  
**50**  
nationalities



# SOCIAL IMPACT

QI Group is especially proud of our community-centric programmes. Innovative business leaders recognise successful brands are built by people, whether creative employees, loyal customers or committed partners.

But above all, we believe in giving back to the communities, in which we do business. A large part of our endeavours come from the efforts of RYTHM Foundation.

## RYTHM Foundation

RYTHM Foundation serves as the QI Group's social impact initiative and invests in the communities in which we operate, through strategic partnerships, employee volunteering and community service.

An acronym for Raise Yourself To Help Mankind, RYTHM is the corporate heartbeat of the QI Group. The Foundation's core values are built on the principles of Empowerment, Volunteerism and Resilience. Through our work, be it the creation of grants, volunteer engagement or investing in human development programmes, our goal is to empower lives and transform communities.





RYTHM Foundation strives to enforce the QI Group's aspirations and responsibility in playing a pivotal role in achieving the UN Sustainable Development Goals (SDGs). All projects supported by the Foundation are designed within the framework of three focus areas and contribute to various interrelated SDGs.

RYTHM Foundation's primary focus areas are:

- **Quality Education for All (UN SDG 4)**
- **Gender Equality (UN SDG 5)**
- **Sustainable Community Development (UN SDG 8, 11 & 17)**

Learn more about RYTHM Foundation and its projects at [www.rythmfoundation.org](http://www.rythmfoundation.org).



# Initiatives

Empowering lives & transforming communities around the world

## AFRICA

### 1 GHANA

- Cape Coast

#### ANOPA

Improving school retention and community involvement amongst thousands of children with visual and hearing impairment using sports as a medium of education.

### 2 TANZANIA

- Muwimbi Village

#### Water for Africa

Supporting sustainable agriculture projects harvesting avocado and macadamia nut trees to help fund water wells and create employment opportunities.

## SOUTH ASIA

### 3 INDIA

- Maharashtra

#### Mann Deshi Foundation

Youth development programmes to train 800 girls from rural areas with the skills for financial independence.

- Assam, Andhra Pradesh, Telangana, Uttarakhand & Tamil Nadu

#### Manava Seva Dharma Samvardhani Trust

Nurturing social entrepreneurs through access to education and skills – such as floriculture, beauty courses, honey collection, coffee plantation and more - for improved income opportunities benefitting over 25,000 rural men, women and children.

- Odisha, Jharkhand & Bihar

#### Parinaama Foundation

An economic empowerment project providing skills training, employment opportunities and health to fight poverty and exclusion by empowering over 10,000 youths, women and girls to improve their standard of living.

- Meghalaya

#### Global Himalayan Expedition

Electrifying a community by providing energy access and supporting the set-up of a primary healthcare centre for over 23,000 villagers.

### 4 NEPAL

#### NAFAN

Empowering children and their parents towards sustainable education in collaboration with local organisations and local government.



## 5 SRI LANKA

### • Jaffna & Kilinochchi

#### **Sarvodaya**

An entrepreneurship development programme which has helped 400 youth and women from underserved communities earn a livelihood.

### • Mullaitivu & Trincomalee

#### **LEADS**

Supporting 500 conflict-affected families through employment opportunities at an eco-friendly brick manufacturing yard to secure shelter as well as workshops on social issues and livelihood skills including child protection.

### • Kandy

#### **Women's Development Centre**

Promoting social inclusion of 400 youth with special needs by providing training and community programmes for volunteers and staff to secure employment.

## 7 MALAYSIA

### **Maharani Programme, Project Impact, Project Insaniah & Jaguh RF**

Social intervention and education empowerment partnership programmes across Malaysia to empower young boys and girls from low-income families towards a better future.

### • Sabah

#### **Good Shepherd Services**

A community adoption programme to improve socioeconomic livelihoods through five modules including preschool support, academic support, youth development, women's empowerment, and social entrepreneurship.

### • Perak, Selangor, Negeri Sembilan & Kedah

#### **Development of Human Resources for Rural Areas (DHRRA)**

Enrolment of 80 stateless children in schools and rolled out a three-year project to help 600 more stateless children with community support.

### • Selangor

#### **Persatuan Penduduk Petaling Jaya (MyPJ)**

Enhancing the livelihood of 300 residents of an urban slum community through regular development initiatives.

### • Pahang

#### **MY - ECOMY**

A community adoption programme to improve access to education and resources to better socioeconomic livelihoods amongst indigenous communities through various modules.

## SOUTHEAST ASIA

## 6 THAILAND

### **ASA Foundation**

Community capacity building and livelihood education for vulnerable women and girls in rural communities through the power of education and sports to drive social change.

## 8 INDONESIA

### **ASA Foundation**

Education through sports for thousands of youths through initiatives in Subang, West Java and Tangerang, Banten which imparted life skills, health education, and other modules on gender equality and social inclusion.



# Inclusive Education for the Differently Abled

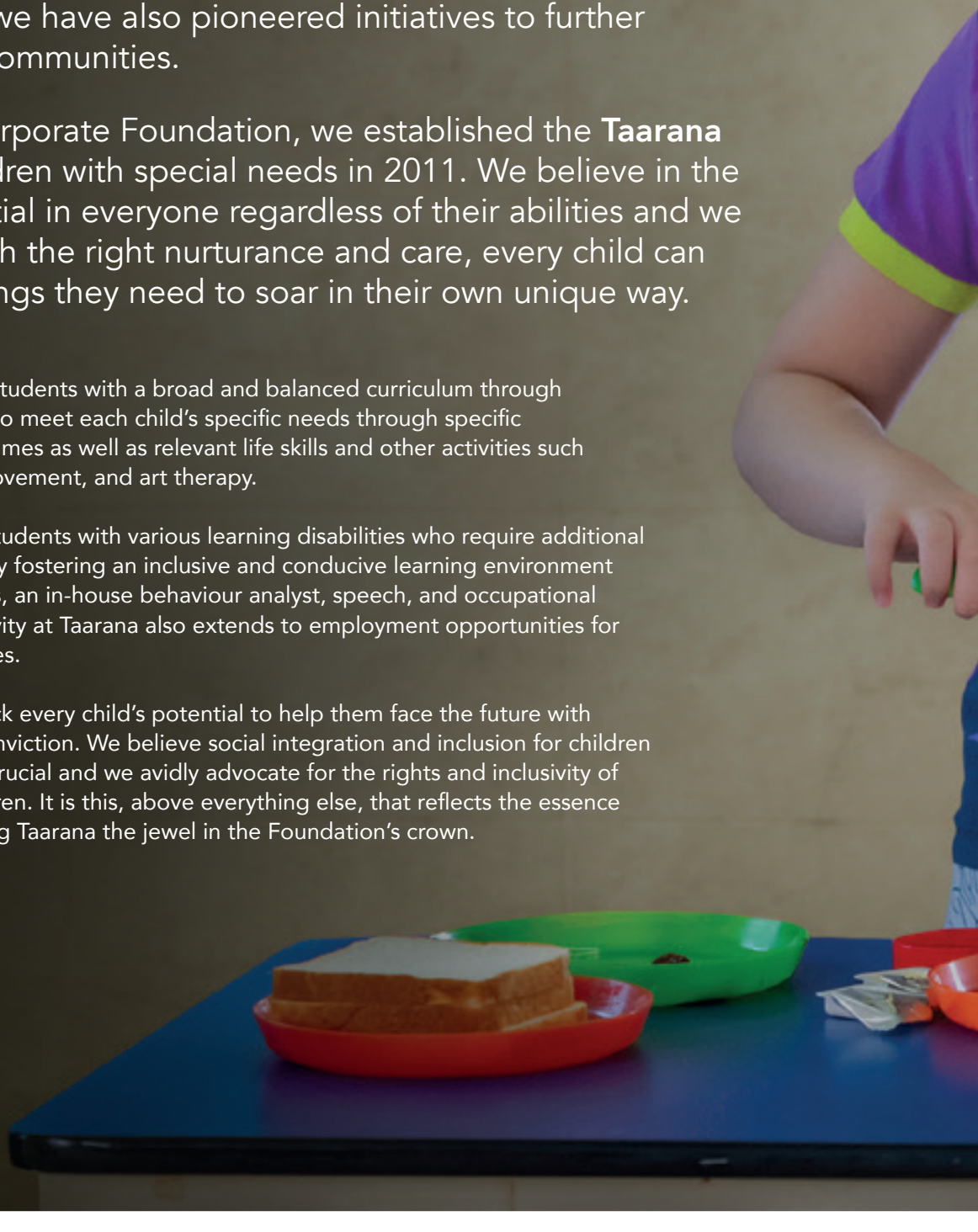
Our commitment to diversity is not only limited to employment opportunities; we have also pioneered initiatives to further empower our communities.

Through our corporate Foundation, we established the **Taarana School** for children with special needs in 2011. We believe in the inherent potential in everyone regardless of their abilities and we believe that with the right nurturance and care, every child can develop the wings they need to soar in their own unique way.

Taarana provides the students with a broad and balanced curriculum through programmes curated to meet each child's specific needs through specific development programmes as well as relevant life skills and other activities such as yoga, music and movement, and art therapy.

The school caters to students with various learning disabilities who require additional educational support by fostering an inclusive and conducive learning environment with qualified teachers, an in-house behaviour analyst, speech, and occupational therapists. The inclusivity at Taarana also extends to employment opportunities for persons with disabilities.

Taarana seeks to unlock every child's potential to help them face the future with independence and conviction. We believe social integration and inclusion for children with special needs is crucial and we avidly advocate for the rights and inclusivity of differently abled children. It is this, above everything else, that reflects the essence of our purpose, making Taarana the jewel in the Foundation's crown.







## A Parent's Perspective:

When Jamie realised that her daughter Yu Yann was not speaking at the age of two, she consulted a specialist who diagnosed her child with Childhood Apraxia Syndrome. It is a condition where a child's brain has difficulty coordinating the complex oral movements needed to form syllables, words and phrases – which was the cause of Yu Yann's speech delay and difficulties.

"Before I sent her to Taarana, Yu Yann was very shy and she refused to look at people when she spoke," shares Jamie. Heart-wrenchingly, Jamie also discovered that her child was being bullied and isolated away from other students in her previous school. Furious, Jamie pulled Yu Yann out of that school, and after an extensive search to find a safe learning space for her daughter, she discovered Taarana.

"From the time she has been going to Taarana, I began to see progress. The teachers at Taarana are accommodating and they understand the kids very well. They truly brought her out of her shell. Her confidence soared and she started to speak more clearly and in proper sentences. She became much more confident to ask questions when she doesn't understand things. This has been one of her biggest achievements," Jamie shares proudly.

The now 10-year-old Yu Yann is a happier and more confident child who even gained the confidence to dance on stage during the school concert, bringing great joy to Jamie to see her child finally happy, safe, and included.



# 50

## Community Engagement - Employee Volunteering

QI CORPORATE PROFILE

The concept of RYTHM is the prime mover in ensuring the spirit of volunteerism is kept alive in the QI family, and we achieve this through Staff Social Responsibility (SSR) initiatives in various countries.

Employees are encouraged to dedicate 16 hours of personal time each year to causes that benefit their local communities. In some cases, employees choose to dedicate more than the required 16 hours of time as they recognise the importance of serving others, and of helping to make a difference in their community.

Since the SSR programme was initiated in 2013, QI Group employees have dedicated over 100,000 hours in more than 20 countries to volunteerism.









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“ Greatness  
is never about  
technique,  
but always about  
passion ”





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