

CORPORATE PROFILE



**EMPOWERING PEOPLE  
TRANSFORMING COMMUNITIES  
SAFEGUARDING THE ENVIRONMENT**

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02

# DIVERSIFIED MULTINATIONAL

QI CORPORATE PROFILE



Education



Luxury



Wellness  
& Lifestyle

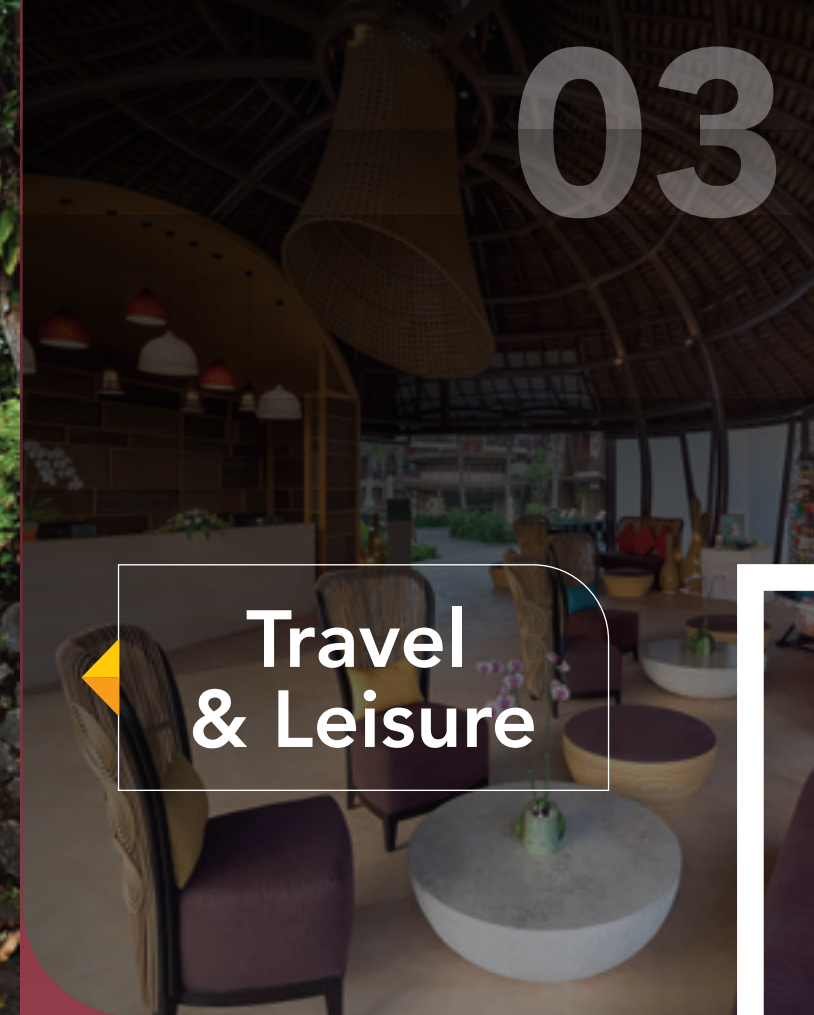


Retail



03

Travel  
& Leisure





# ABOUT US

## QI Group: Striving to Touch a Billion Hearts

At QI Group, we're more than just a business — we're a force for positive change with an ambitious mission: to touch a billion hearts worldwide. Founded in 1998 by visionaries Vijay Eswaran and Joseph Bismark, our journey has been one of relentless innovation and unwavering commitment to making a difference through everything we do.

From our Hong Kong headquarters, we've grown into a global powerhouse with a presence across Asia, Europe, the USA, and the Middle East. Our diverse portfolio spans education, wellness and lifestyle, travel and leisure, luxury, and retail, all united by a single purpose: to enhance lives and create opportunities that resonate with hearts around the globe.

Our true measure of success isn't just in our business achievements; it's in the positive impact we make every day, guided by the philosophy of RYTHM - Raise Yourself To Help Mankind. We're focussed on enabling people to rise through solutions that power entrepreneurship, enhance lives, and promote educational excellence, touching hearts one at a time as we work towards our billion-heart goal.

As signatories of the UN Global Compact, we're dedicated to sustainable practices and actively contribute to the Sustainable Development Goals, ensuring that our heart-touching mission aligns with global efforts for a better world.

In 2023, the QI Group proudly celebrated its 25<sup>th</sup> anniversary, marking a quarter-century of resilience, growth, and unwavering commitment to making a positive societal impact. As we look to the future, our vision of touching a billion hearts drives us forward, inspiring every action and decision.

Join us in our mission. Together, let's create a better world and touch hearts across the globe, one billion strong.



# 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.

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.



## 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.



## 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.





## 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 an ashram. Due to this unique upbringing, Joseph 'Japadas' Bismark is proficient in various 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, he was even part of the Philippine national team.

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. His second book 'Daily Gems: Everyday Wisdom' was launched in 2023.



# OVERVIEW

2000+ Employees

Global Presence

Diverse Businesses

Multicultural, Multilingual, Multinational

## EUROPE

Germany · Ireland  
Switzerland  
Turkey

## MENA

UAE

## SOUTHEAST ASIA

Indonesia · Malaysia  
Philippines · Singapore  
Thailand · Vietnam

## USA

Hawaii

## AFRICA

Côte d'Ivoire  
Rwanda

## SOUTH ASIA

India  
Sri Lanka

## EAST ASIA

Hong Kong

We are the QI Group.



# TRAVEL & LEISURE

As the world of travel evolves, keeping up with changing trends is essential. Today's travellers seek experiences that not just immerses them in new cultures but also makes a positive impact on the world. Sustainable travel, alongside transformative and experiential journeys, has become a cornerstone of this evolving landscape. It combines leisure, introspection, volunteer work, and a deep connection with nature, creating meaningful experiences

while minimising environmental impact. By embracing these trends, we craft travel products that satisfy the desires of the modern traveller and contribute to a more sustainable and fulfilling world.

The QI Group is well-positioned to take advantage of this growing sector. We continue to invest in eco-tourism, offering attractive travel and holiday packages to a new breed of travellers.

Conscious of our carbon footprint, we embrace the concept of holistic living—balancing life with our environment. This philosophy guides us in offering services such as vacation club memberships, access to spas, leisure travel, entertainment, and accommodations through our hotels, resorts, and QI-owned properties in exotic destinations like Antalya, Kuala Lumpur, and Koh Samui.

Our hotels and boutique resorts are designed to minimise environmental impact, incorporating as many natural elements as possible. They harness solar energy wherever viable, and incorporate indigenous and environmentally friendly materials in the decor.





# Southeast Asia

## Prana Resort Nandana, Koh Samui, Thailand

...

Prana Resort Nandana is situated on Koh Samui's tranquil Bangrak beach, nestled between the iconic Big Buddha and the traditional Thai Fisherman's Village.

Architecturally, the resort blends traditional Thai craftsmanship with modern design, featuring soft lighting, high ceilings, and interiors inspired by undulating basketwork, all woven together using indigenous materials.

Our goal is to ensure that all guests have the best possible experience while leaving the smallest carbon footprint. We have replaced all plastic items with biodegradable or reusable alternatives.

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

This multimillion-dollar development boasts 72 rooms that embody luxury and exclusivity. The resort is surrounded by lush gardens and tropical flora and features a plant nursery and bamboo and rattan elements to blend organically 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

...

The QI Group has an entire floor of well-appointed suites at One@Bukit Ceylon, located in the heart of Kuala Lumpur's Golden Triangle. This prestigious address in the bustling Changkat Bukit Bintang area is surrounded by an array of shops, restaurants, and entertainment venues.

The building features a modern and sleek design with luxurious amenities such as a swimming pool, fitness centre, and 24-hour security. The units are spacious and well-appointed, with top-of-the-line materials and amenities. One@Bukit Ceylon is the perfect option for those seeking a luxurious urban living experience in the heart of Kuala Lumpur.





# South Asia

## Asia Leisure, Sri Lanka

...

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

These are **Habitat Kosgoda**, a tree-ringed seaside haven; **Tamarind Hill in Galle**, a historic 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**.

Our hotels in Sri Lanka are surrounded by acres of forest, offering a serene and peaceful environment.

Visitors have fallen in love with these properties, with all four getting an average 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.





# Europe

Q1 CORPORATE PROFILE

## Dögan Hotel, Turkey

...

Dögan Hotel, nestled in the historic quarter of Kaleiçi in Old Antalya, combines four interconnected buildings that preserve the traditional Turkish Ottoman style. This charming boutique hotel offers an intimate atmosphere, enhanced by its courtyards and relaxing pool area. It's an ideal base for exploring the nearby cobblestone streets, shops, bars, and restaurants. Key attractions like Hadrian's Gate, the beach, and the Old City Marina are just a short walk away.

Surrounded by the rich history and cultural heritage of Kaleiçi, Dögan Hotel features beautifully preserved Ottoman-era buildings. The hotel's restaurant, Begonia, is renowned for its local cuisine, adding to the authentic experience. Guests can also explore nearby natural attractions, including parks, waterfalls, and mountain trails.

Dögan Hotel emphasises comfort with lush gardens, a cascading water fountain, and pools for both adults and children. These features enhance the guest experience and have contributed to the hotel being officially awarded a sustainability certificate, affirming our commitment to sustainability as a core value.

With its perfect blend of historical charm, modern comfort, and environmental responsibility, Dögan Hotel invites you to experience a truly unforgettable stay in the heart of Antalya.



# EDUCATION

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, Food Science, 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 academics 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).



Artist's impression of Quest International University campus in Ipoh, Perak.



# QIU

QUEST INTERNATIONAL UNIVERSITY



## The Swiss Watch Industry: A Legacy of Precision and Elegance

The Swiss watch industry is synonymous with precision, innovation, and timeless elegance. For centuries, Switzerland has been the epicentre of horological excellence, producing timepieces renowned for their craftsmanship and reliability. Swiss watches have become symbols of status and sophistication, admired worldwide for their meticulous engineering and aesthetic beauty.

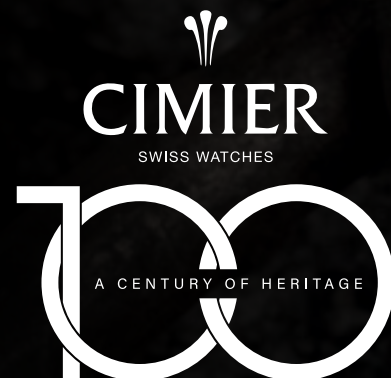
## QI Group's Venture into the Swiss Watch Sector

Recognising the unparalleled heritage and potential of the Swiss watch industry, the QI Group ventured into this prestigious sector with the strategic acquisition of Cimier in 2006. This move not only solidified the Group's presence in the luxury market but also underscored its commitment to preserving and enhancing traditional craftsmanship.

## Cimier in History

Cimier first graced the world stage in 1924 in the idyllic Swiss enclave of Holstein, under the discerning hand of master watchmaker Joseph Lapanouse. By the 1950s, the ethereal glow of luminescent numerals, the mesmerising dance of the centre second, and the avant-garde allure of a groundbreaking chronograph adorned wrists globally, with a staggering 1.5 million timepieces meticulously crafted by 500 artisans from the Cimier atelier.

As the horological landscape evolved in the 1970s, due to the rise of quartz technology, the Swiss watch industry experienced a setback, and Cimier was not spared. After overcoming industry shifts, Cimier was acquired by the QI Group in 2006, embarking on a successful resurgence in the new millennium. This acquisition has been pivotal to its renaissance, allowing Cimier to reach a global audience through the Group's international footprint.





# Watch Academy by Cimier

## A New Era

When the QI Group acquired Cimier, now based in Biel/Bienne, Switzerland, it facilitated the full cycle of in-house design and assembly of its luxury timepieces. This includes stunning new collections under the historic brand Bernhard H. Mayer®, exclusively distributed by QNET, the Group's wellness and lifestyle business.

In 2010, Montres CIMIER revolutionised the industry by opening the doors of the exclusive world of Swiss watchmaking to the public through the Watch Academy by CIMIER. This unique experience allows participants to personalise and build their very own Cimier watch, selecting each component from the case to the strap. The result is a bespoke timepiece, a unique creation that can be passed down through generations.

Having marked a historic milestone in 2024 with its centenary as a luxury brand, Cimier stands resolute as a symbol of enduring craftsmanship, innovation, and timeless elegance. The brand invites watch aficionados to join them, not just as owners of a luxury timepiece, but as co-creators of their own horological legacy.



# WELLNESS & LIFESTYLE

At the heart of the QI Group's business ecosystem lies a wellness and lifestyle company that has been transforming lives through an innovative business model and a philosophy centred on promoting better lives.

QNET stands as the Group's initial venture, spearheading an e-commerce revolution with its advanced portfolio of wellness and lifestyle products and redefining micro-entrepreneurship.

## The Best Products in the Right Business

Central to QNET's mission is promoting holistic wellness by offering exclusive products meticulously sourced from acclaimed international manufacturers who use the finest ingredients and latest innovations. From nutritional supplements and skincare solutions to health and wellness devices, and holiday

and luxury products, QNET's diverse product range empowers individuals to live healthier, more vibrant lives.

QNET's direct selling business model offers an unmatched opportunity for micro-entrepreneurship to be accessible to individuals from all walks of life. Distributors have the opportunity to build their own business by promoting the company's products, earn an income,

and develop valuable leadership and entrepreneurial skills, while making a positive impact on the lives of others.

With customers and distributors in more than 50 countries, QNET continues to empower individuals, enrich communities, and shape a brighter future.

## Creating a Worldwide Brand

QNET's commitment to excellence and quality is exemplified through its strategic partnership with Manchester City Football Club, one of the top teams in the English Premier League.

Since 2014, QNET has been the official direct selling partner of the club, sharing a vision of passion, teamwork, and innovation. This partnership also allows QNET to offer exclusive products and experiences to its customers and distributors, including co-branded merchandise, match tickets, and meet-and-greet sessions with players and coaches.



**QNET**

OFFICIAL PARTNER







## 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.





# SUSTAINABILITY

With over seven billion people on this planet and counting, Earth's natural resources are depleting at an alarming rate, even as humankind continues to produce a staggering amount of waste. The QI Group is driven by the desire to make a sustainable social impact in 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 advocate for a greener world.

## QI Tower – The Present is Already Green

QI Tower in Kuala Lumpur, Malaysia, serves as the green-certified headquarters of QI Group. The building's recent recognition by GreenRE in Malaysia stems from its implementation of best practices in environmental design and performance. These practices encompass energy and water efficiency, sustainable building management, superior indoor environmental quality, and innovative solutions.

As a testament to QI Group's long-standing commitment to sustainability, we undertook a comprehensive green renovation project upon acquiring the building in 2010. This initiative, aligned with our sustainability goals, resulted in cost savings and a demonstrably healthier work environment for our employees.

## We Are Free of Single Use Plastic

Around ten million metric tons of plastic waste enter the oceans annually. That's equivalent to a garbage truck's worth of plastics entering the ocean each minute.

Plastic pollution harms ocean ecosystems and endangers sea life, causing suffocation, starvation, drowning, and infection when fish, seabirds, sea turtles, and marine mammals become entangled in or ingest it. Washed-up whales and turtles with plastic in their stomachs are the most visible signs of the horrifying impact of single-use plastics on marine life. Over 1 million marine animals (including mammals, fish, sharks, turtles, and birds) are killed yearly due to ocean plastic debris.

This threat isn't limited to the ocean. Humans produce about 400 million tonnes of plastic waste annually, half of which is single-use. On land, only about 1-3 percent of plastic bags are reportedly returned for recycling, with the rest crowding landfills and dumpsites, plumbing, and sidewalks, polluting the environment and endangering both humans and wildlife.

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

## The Impact of a Meat-Free Policy on the Economy

Animal agriculture is responsible for several of today's environmental challenges. In addition to 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, the QI Group has advocated for a plant-based diet. All our offices, company events, and meetings are completely meat-free. We believe that going meat-free and embracing a plant-based lifestyle is one of the most important actions we can take to mitigate the harmful effects of the meat industry on the environment and, ultimately, to rehabilitate the planet.

## Down to Earth

Our commitment to sustainability is embodied by our retail chain, Down to Earth, which has been a cornerstone of Hawaii's organic and natural food scene since 1977. By prioritising local farmers and vendors, Down to Earth strengthens Hawaii's island community, purchasing over USD 4 million in products from more than 400 local vendors annually.

Down to Earth also champions Fair Trade, ensuring better trading terms and promoting environmental sustainability for farmers and artisans in developing countries. This commitment fosters a healthier planet and fairer trade practices, aligning with our core values of sustainability and community support.



# CREATING PARTNERSHIPS WORLDWIDE

As a global multinational, QI Group recognises the importance of making a positive impact aligned with our core values. We strive to achieve this objective by being part of organisations that are working towards a better world. Our strategic alliances are designed to propel entrepreneurship, promote sustainability, and uphold social responsibility to address global challenges. Over the years, our leaders have actively participated in various programmes that exemplify this commitment.

The company is a member of the following organisations.

WORLD  
ECONOMIC  
FORUM

**Horasis**  
The Global Visions Community



**United Nations**  
Global Compact

## World Economic Forum (WEF)

...

As a partner of the World Economic Forum, the QI Group engages in global conversations and seeks innovative solutions to today's most pressing challenges, including the demographics of the gig workforce, diversity in the workplace and society, future-proofing education, and building future-oriented companies.

The QI Group actively participates in several multi-stakeholder projects and events to advance critical issues facing various industries and societies worldwide.

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

## Horasis

...

Horasis is a visionary community that explores, defines, and implements sustainable growth trajectories, providing strategic foresight to public and private entities aspiring to become global organisations. It serves as a platform for cooperation and knowledge sharing between developed countries and emerging economies.

As a member of the Horasis Visionary Circle, the QI Group actively participates in global discussions to address society's most critical challenges. Working with member communities, we identify global issues and develop interdisciplinary solutions. These meetings have taken place in Asia, Europe, and the USA.

QI Group's leadership regularly participates in Horasis events, which are also attended by prominent business and thought leaders, and industry titans.

## United Nations Global Compact (UNGC)

...

Since 2015, QI Group has been a signatory of the United Nations Global Compact (UNGC). We are committed to upholding the 17 Sustainable Development Goals (SDGs) through our core business activities, social investments, and advocacy efforts.

We drive change across all aspects of corporate sustainability, aligning our strategies and operations with universal principles on human rights, labour, environment, and anti-corruption, and taking actions that advance societal goals.



# INCLUSION & DIVERSITY

Q1 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.

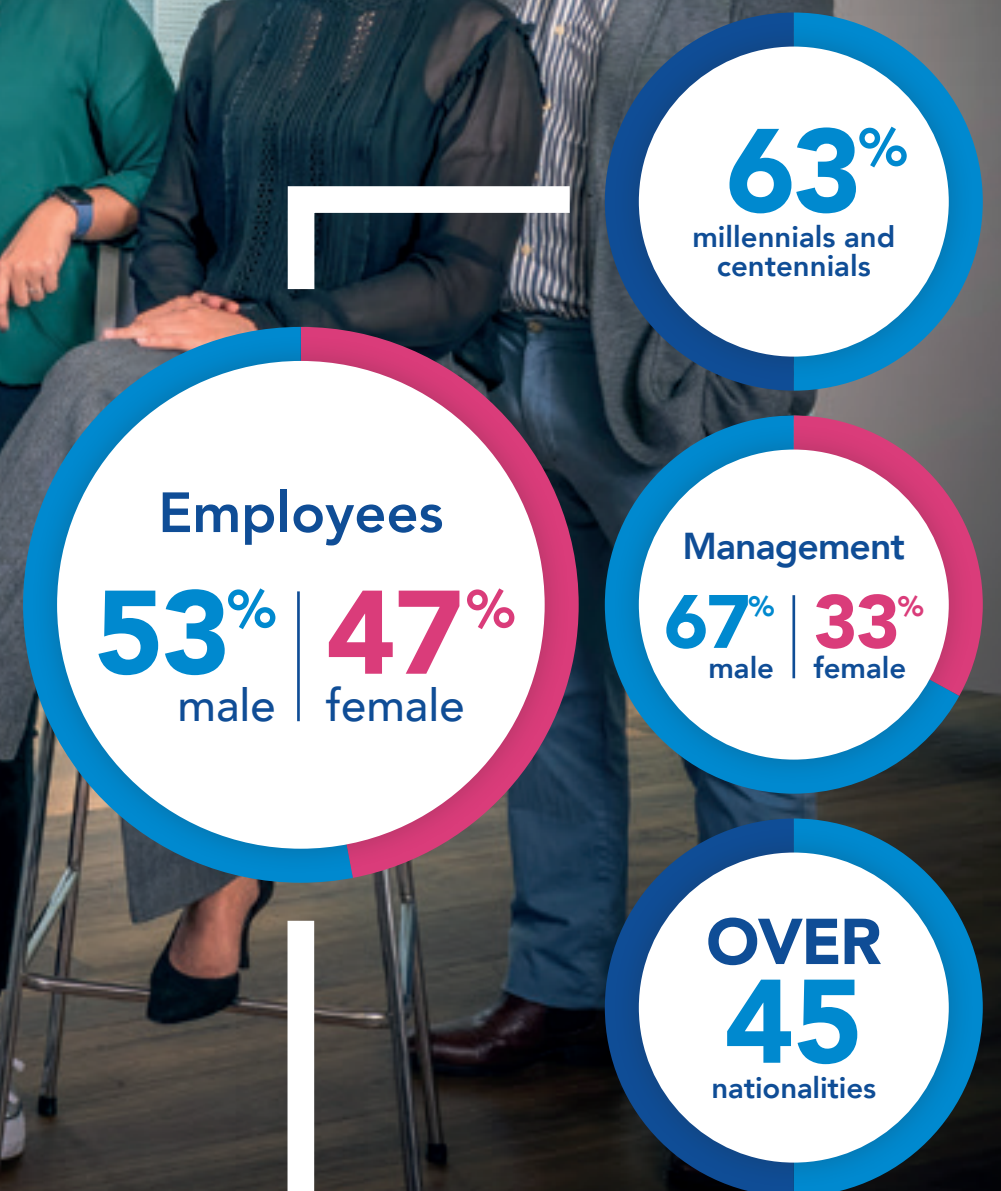
It's no boast, then, to say that diversity is truly QI Group's strength. With a broad spectrum of representation of various age groups, nationalities and cultural backgrounds, we can proudly say QI Group is a truly diverse company in the most literal sense of the word.

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 and centennials 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.





# EMPLOYEE DEVELOPMENT

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.



# RYTHM: THE BEATING HEART OF OUR SOCIAL IMPACT

At the QI Group, we are deeply committed to championing what truly matters. We believe that the essence of a successful brand goes beyond products or services—it's about the people and the impact we create. Our mission is not just business success but also making a lasting, positive difference in the communities we serve.

Our community-centric initiatives, led by **RYTHM Foundation**, are at the heart of this mission. From education and healthcare to community empowerment and environmental conservation, RYTHM Foundation is dedicated to inspiring hope and building a brighter future.

## RYTHM Foundation: Driving Change, Inspiring Action

RYTHM Foundation embodies the principle of **Raise Yourself to Help Mankind**. We believe that by uplifting individuals and communities, we can achieve positive change on a larger scale. Our initiatives are designed to create lasting impact and foster self-reliance among those we serve.

Through our three core pillars—**Education**, **Empowerment**, and **Environment**—RYTHM Foundation drives meaningful change and fosters sustainable progress.

- **Education:** RYTHM champions equal access to education for all children, breaking down barriers and unlocking limitless potential to forge a brighter tomorrow.
- **Empowerment:** Our mission focusses on uplifting marginalised communities, fostering resilience, and creating pathways to prosperity through social and economic development.
- **Environment:** We advocate for sustainable practices to safeguard our planet, recognising the interconnectedness of environmental, social, and economic well-being, ensuring a prosperous legacy for future generations.

Our initiatives align with multiple United Nations Sustainable Development Goals (SDGs), guiding our projects and strategic direction to maximise impact. RYTHM Foundation actively advances critical SDGs, including:

- **Education for All** (SDG 4)
- **Gender Equality** (SDG 5)
- **Clean Water and Sanitation** (SDG 6)
- **Affordable and Clean Energy** (SDG 7)
- **Economic Growth** (SDG 8)
- **Reducing Inequalities** (SDG 10)
- **Partnerships for the Goals** (SDG 17)

Learn more about how RYTHM Foundation drives change, inspires action, and transforms lives at [www.rythmfoundation.org](http://www.rythmfoundation.org)



# A Snapshot of RYTHM Foundation Initiatives

Positively Impacting Lives & Communities Globally

## SOUTHEAST ASIA

### LAOS

- **Luang Prabang Province**  
**Child's Dream Foundation**  
Community empowerment initiatives and funding for additional infrastructure in a school in the northern region. Objectives: construction of 6 new classrooms and 4 new toilets.

### CAMBODIA

- **Battambang**  
**Child's Dream Foundation**  
Community empowerment initiatives and funding to repair deteriorated facilities for 425 students at the Romduol Primary School. Objectives: construction of 4 new fully furnished classrooms and 4 new toilets.

### THAILAND

- **Chonburi Province**  
**ASA Foundation**  
3-year programme combining education and sports for social change in rural communities. Impact: 60 women trained as facilitators; 10,000 disadvantaged women and girls geared toward positive change.

### MALAYSIA

- **Selangor & Negeri Sembilan**  
**Maharani School Programme**  
Ongoing comprehensive learning initiative for marginalised girls aged 13-17 with academic and self-improvement support. Impact: over 8,500 girls assisted; 5 schools in Selangor report 68-100% attendance rates; 5 schools in Negeri Sembilan achieve up to 80% attendance.
- **Selangor**  
**Maharani Learning Lab 2.0**  
Dedicated learning space for empowering teenage girls from B40 communities with ongoing academic support, digital skills, and personal development skills. Impact: After-school and holiday guidance and mentoring for 30 students.
- **Selangor, Perak, Kedah & Negeri Sembilan**  
**Development of Human Resources for Rural Areas**  
Collaboration focussed on education for stateless children. Impact: 3,000 guidebooks distributed to stakeholders; 429 students received levy fee support; 390 children enrolled in schools.

- **Kuala Lumpur**  
**Jaguh RF**  
Ongoing initiative mixing football and education to promote sports excellence and overall growth. Impact: Regular training for 40 boys and girls from 2 schools.
- **Sabah**  
**Community Adoption Programme**  
Initiative to improve the education and socioeconomic livelihoods of 3 indigenous communities with education, youth empowerment, and skills training. Impact: 80 student beneficiaries; improved skills for 11 teachers; 3 ecotourism ventures for 21 youths; 3 community enterprises benefitting 23 women.

- **Pahang**  
**Community Adoption Programme**  
Makeshift 'Sekolah Bateq' school in indigenous Orang Asli village. Impact: 29 children transitioned to mainstream school in under 1 year; Half of village school children obtained birth certificates; 10 selected for secondary education.

### INDONESIA

- **Subang & Tangerang, Java**  
**ASA Foundation**  
Education through sports for youths featuring life skills, health education, gender equality and social inclusion. Impact: 25,000 youths reached; 9,710 students educated and empowered; 36 individuals trained as facilitators.



# A Snapshot of RYTHM Foundation Initiatives

## AFRICA

### GHANA

- Cape Coast & Accra

#### The ANOPA Project

Sports interventions – swimming, football, and basketball – promoting personal development, gender equity, and inclusion for children with vision and hearing impairments. Impact: 300 enrolled in school, 382 sensitised parents and peers, 14 swimmers identified for international competition. In 2024, 2 new schools in Cape Coast and Greater Accra join to aid children with disabilities in reintegrating into society.

### TANZANIA

- Muwimbi Village

#### Water for Africa

Sustainable initiative for constructing water wells and promoting avocado and macadamia nut farming. Impact: 500 seedlings planted; 40 acres of fertile land cultivated; 28 villagers trained in sustainable agriculture practices; first avocado harvest in 2024, with exports starting in 2025.

## SOUTH ASIA

### NEPAL

- Raksirang

#### National Forum for Advocacy

Ongoing project to educate indigenous villagers for knowledge and social transformation. Objectives: 250 beneficiaries over 3 years (until 2024); enrolment of 99% of children in school within 2 years; 60% school attendance target by the 3<sup>rd</sup> year.



- Kathmandu

#### National Forum for Advocacy

Ongoing education project at Janauddhar Secondary School in Sitapaila for 400 disadvantaged students. Objectives: nutritious meals and ICT skills training; improving school infrastructure.

### INDIA

- Delhi

#### Plan India

Ongoing 'Safer Cities for Girls' programme in Delhi trains youths to prevent violence. Impact: 753 teens trained; 3 parks upgraded for safety; 5,000 people reached for dialogue on making the area safer for girls and women.

- West Bengal

#### Parinaama Development Foundation & Door Step School

Literacy and numeracy programme revitalises rural learning for indigenous children and adults, targeting marginalised communities with educational disparities. Separately, a 2023 hygiene campaign in Jharkhand reached 10,842 participants through 576 sessions in 81 villages and 12 schools. Impact: 90% practised correct handwashing; 80% improved hygiene; 70% adopted better menstrual hygiene.

- Odisha, Jharkhand & Bihar

Economic empowerment project equipping rural women with skills and support for capacity-building, microenterprise ventures. Impact: 10,000 women empowered; 1,646 trained and provided resources; 30 beneficiaries received microenterprise grants.

- Maharashtra

#### Mann Deshi Foundation

Supporting young female athletes through sports training and capacity building for employability, particularly in law enforcement. Impact: 842 girls empowered; 30 women employed in law enforcement; 5 youth development centres established.

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

#### Manava Seva Dharma Samvardhani Trust

Allowance support for 3 social change agents to guide workers on environmental and entrepreneurial ventures. Impact: 15,000 trees planted; entrepreneurial training for 25 transgender individuals.

- Meghalaya

#### Global Himalayan Expedition

First-time energy access to multiple remote communities and solar panels for a primary healthcare centre. Impact: electricity in 3 villages for 430 people; solar-powered healthcare facility benefitting 23,000 people.

- Tamil Nadu

#### Isha Vidya Scholarship Programme

Scholarships and fee subsidies to underprivileged rural children. Impact: 42 students received funding for learning and welfare; 11 different training modules completed for teachers.

### SRI LANKA

- Trincomalee

#### Rotary Club of Trincomalee

Mangrove tree-planting project to restore and rehabilitate the area's lost ecosystem and habitat. Impact: 2,000 mangrove saplings planted along 1,500m coastal area.

- Jaffna & Kilinochchi

#### Sarvodaya

Entrepreneurship development programme for underserved youth and women to earn. Impact: 840 people provided leadership and entrepreneurial skills; 200 youths completed training; women's empowerment in 4 districts.

- Mullaitivu & Trincomalee

#### LEADS

Awareness programmes, preschool teacher training, and livelihood support amid COVID-19 and political-economic crisis. Impact: consciousness awareness for 918 students; 26 teachers trained in child rights and protection; livelihood support for 53 families.

- Kandy

#### Women's Development Centre

Community-based rehab and social inclusion programme supporting youths' right to education, medical care, and skills training focussed on those with disabilities. Impact: 416 children and youths rehabilitated; 38 volunteers trained; 11 rehabilitation centres established.



# Inclusion in Action: Taarana School

In 2011, RYTHM Foundation established **Taarana School** to serve children with cognitive and sensory impairments that significantly impact their daily functioning and require accommodations or specialised services.

Recognising the urgent need for accessible schools, facilities, and resources for neurodiverse children, Taarana transcends being merely a solution. It is dedicated to addressing their special educational needs while championing diversity and inclusivity within our communities.

Taarana achieves its goals through a comprehensive and holistic approach, offering a broad and balanced curriculum tailored to each child's unique needs. This includes specific development and life skills programmes through various activities and therapies.

With a dedicated staff committed to championing diversity, Taarana continues to illuminate paths of possibility and opportunity for every child it serves.



## Maysara's Metamorphosis

The story of eight-year-old Maysara exemplifies the transformative power of Taarana School, mirroring the journeys of many other children within its halls.

Maysara's mother, Siti, shares her daughter's remarkable journey, highlighting Taarana's pivotal role in her growth and development amidst the complexities of autism.

"Before enrolling Maysara at Taarana, she was quiet, struggled with communication, and often felt overwhelmed and isolated," Siti explains. "Within the first three to four months at Taarana, we saw many positive changes. I never imagined I would see such progress."

Thanks to Taarana's comprehensive approach, Maysara's once-muted voice has grown stronger, and her tentative steps have transformed into confident strides. Specialised therapies and personalised education plans have facilitated her progress.

"Taarana has truly been a lifeline for Maysara and our family. My daughter is now a happy child. She loves reading and writing, is more communicative, knows how to ask for what she wants, and loves to sing! Seeing her flourish is like witnessing a miracle every day," Siti adds.

Maysara's journey highlights how resilience and dedication, coupled with Taarana's tailored education and therapy programmes, can profoundly transform lives. With each step forward, she paints a picture of a future filled with limitless opportunities, emphasising that every child possesses untapped potential, regardless of their challenges.



## From Commitment to Action: Our Employee Volunteer Efforts

One way the QI Group embodies the ethos of RYTHM - 'Raise Yourself to Help Mankind' - is through our **Employee Community Impact (ECI)** programme, enabling our employees to make a positive difference in their communities.

The ECI initiative encourages all our employees to dedicate at least 16 hours of personal time each year to volunteering for causes that are relevant to their communities.

By inculcating a culture of volunteerism within the company, we have been able to forge stronger connections with the communities we live and work in.

By encouraging sustained interaction and commitment, our employees have developed meaningful relationships and contributed to the well-being of local causes. This approach has not only enriched the lives of those in the communities but also strengthened the bonds among our teams, enhancing our collective impact and nurturing a spirit of unity and purpose within our organisation.

Many of our employees exceed the required hours because they recognise the importance of serving others and effecting tangible change. This commitment is evident in their dedication of over 114,000 hours across more than 20 countries to their volunteering efforts since 2013.





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is never about  
technique,  
but always about  
passion ”





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