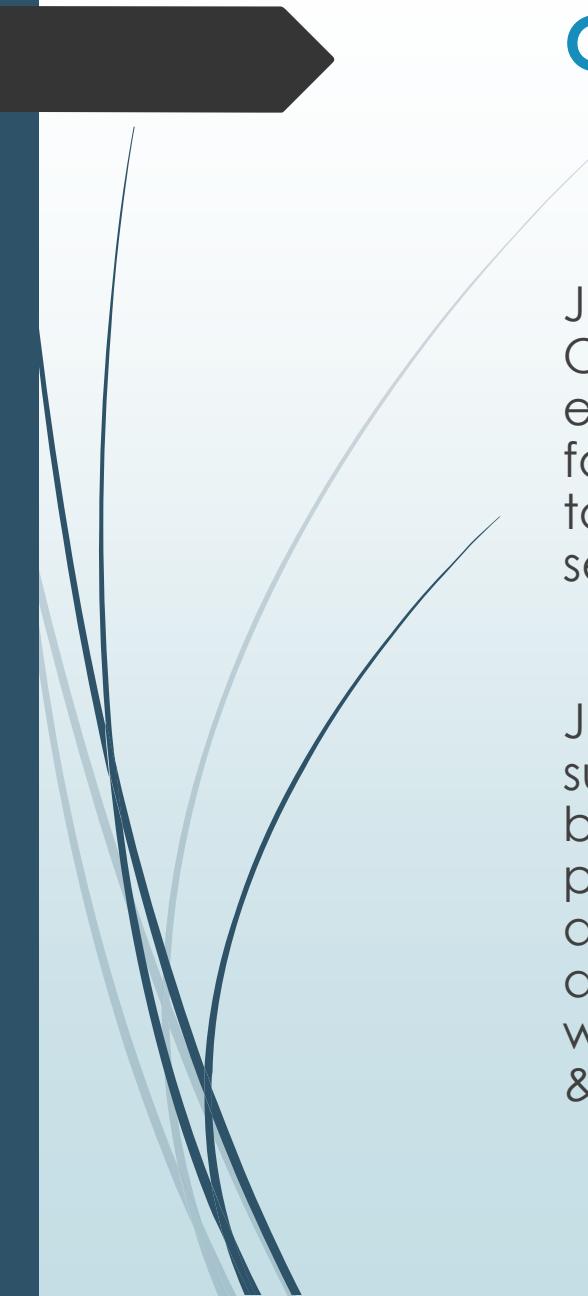




Life Sciences[®]

ORGANISATIONAL PROFILE

ORGANISATIONAL DESCRIPTION



JR Life Sciences Pte Ltd (JR) was incorporated in 2007 by its founder Mr. Ricky Ong. Motivated by the potential of the business, and inspired by his enthusiasm for success coupled with over 30 years of experience in the health food and supplements industry, Mr. Ong has since established JR as one of the top three health supplements importers and distributors in Singapore through self-assurance, hard work and perseverance.

JR is an established distributor of vitamins, minerals and various health supplements, with "**Holistic Way**" and "**JR Life Sciences**" as two principal brands owned by JR, sold in over 290 counters in pharmacies, health and personal care stores as well as departmental stores in Singapore. As the owner and exclusive distributor for a wide range of world leading multivitamins, antioxidants and fish oil brands, JR's products are natural health supplements which help cleanse and vitalise the body holistically to improve body immunity & wellness.

ORGANISATIONAL DESCRIPTION



MISSION

JR Life Sciences is committed to delivering quality health supplements and a natural healthy lifestyle to our customers.

VISION

To be the trusted health supplements company with market penetration in every Singapore household and the region.

CORE VALUES

COMMITMENT:

We commit to providing quality and value to our customers, our people and our partners.

INTEGRITY:

We uphold the highest ethical standards with honesty, fairness and accountability.

QUALITY:

We strive to provide customer satisfaction with product and service reliability.

PASSION:

We take pride and ownership in what we do to bring out the best in our achievements at all times.

TEAMWORK:

We communicate, cooperate, coordinate and collaborate single-heartedly as a team at all times.

ORGANISATIONAL LEADERSHIP



JR Management Team deploys a wide range of communication platforms to communicate the company's strategy and priorities.

JR Management Team employs motivating communications methods and a proactive business strategy to share best practices.

JR Management Team communicates key messages, decisions and performance results to the staff via its WhatsApp Motivation Group Chat. The Group Chat help ensure staff members stay motivated and informed on new learning, and JR's progress and key decisions.

JR ETHICAL BEHAVIOUR



- Quality management is our highest priority
- We strive to oversee all planning, activities and tasks to maintain a desired level of excellence



- We hold ourselves and each other accountable for our actions and decisions
- Being accountable to us means working with integrity



- We expand our skill-sets in response to the changing environment and new development
- We keep an open mind to learn and improve continuously



ORGANISATIONAL DIRECTION

To achieve JR's vision to be the trusted health supplements company in Singapore with market penetration in every household, the company focuses on key strategic priorities to ensure that business strategies are aligned internally and externally.

JR has five **key strategic priorities** as follows:

1
PEOPLE MANAGEMENT



To build a strong foundation of people assets

2
QUALITY



To provide quality products and services for greater customer satisfaction

3
PARTNERSHIP



To establish good working relationship with stakeholders

4
STRONG FINANCIALS



To ensure the company is able to finance its overall operations

5
INNOVATION



To ensure the company stays ahead of competition with new products and value add selling

ORGANISATIONAL DIRECTION

To keep JR's competitive advantage amongst an immensely competitive industry, the company recognises that it needs to stay ahead of the curve with the following **key success factors**:



VALUE FOR MONEY

Service standard & product quality must exceed customers' expectations



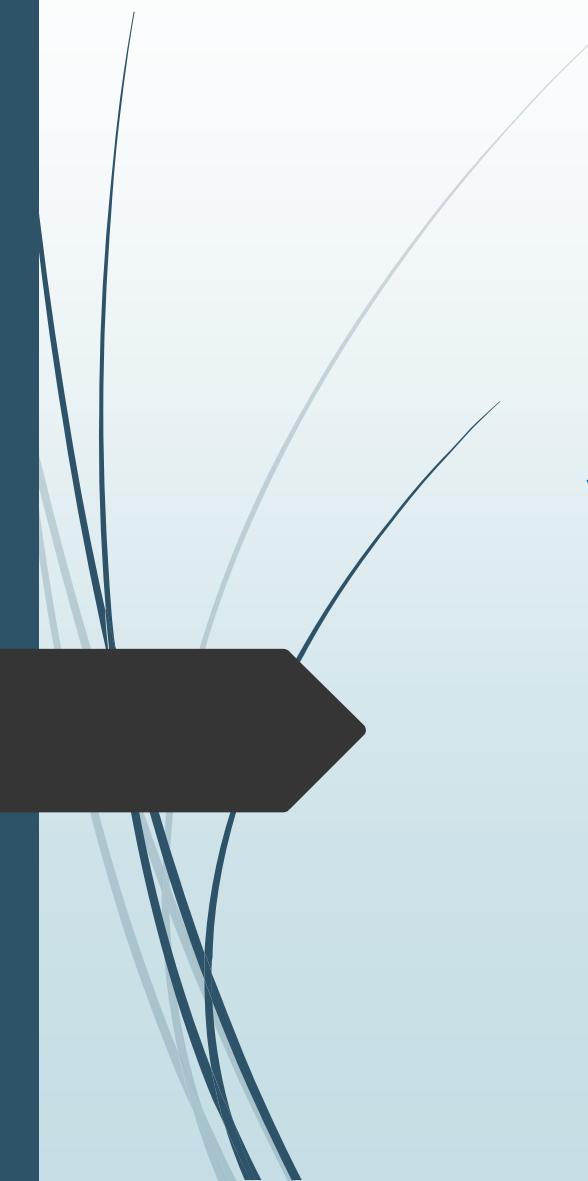
INNOVATION

To be at the forefront of new product development and offering

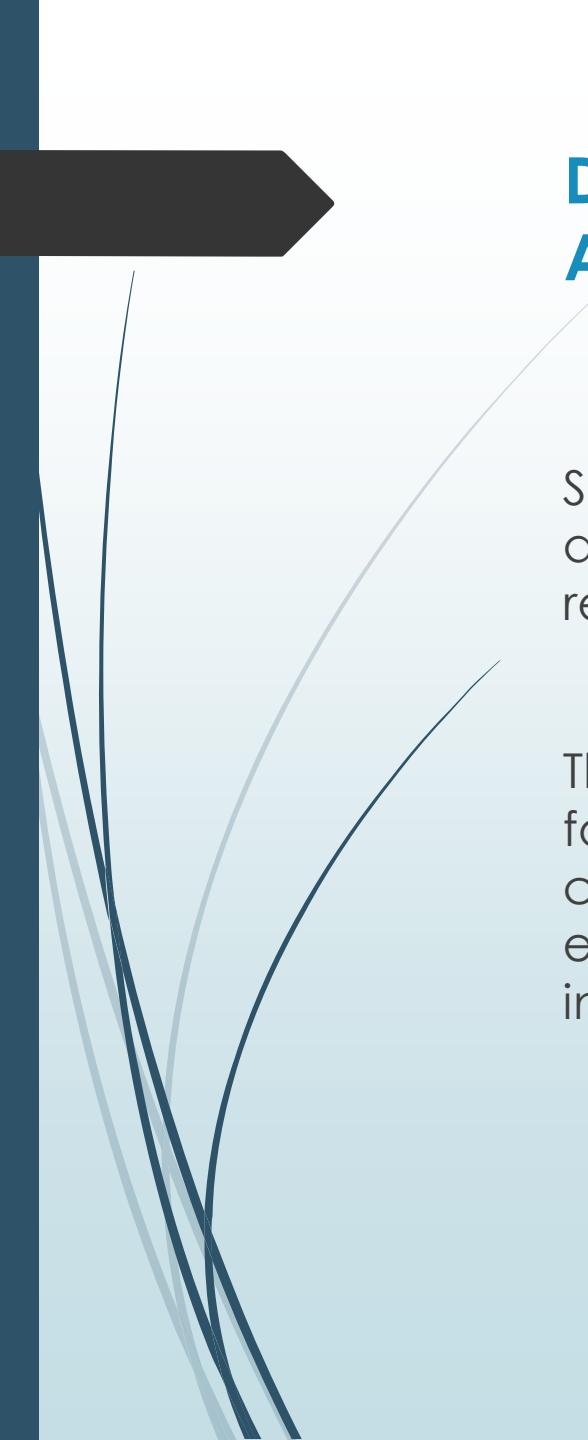


PRODUCTIVITY

To optimise manpower in order to maximise operations logistics and sales



STRATEGY DEVELOPMENT



DETERMINES ORGANISATIONAL CHALLENGES AND ANTICIPATES DISRUPTIONS, EXTERNAL CHANGES AND RISKS

Strategy development is part of the Management Team's core responsibilities and is incorporated into the company's daily operations and initiatives after reviewing with team members.

The strategy development process involves the use of market trends, business forecast, projection, experience, capabilities and knowledge to envisage challenges, disruptions, changes and risks. It is developed based on the external environment through customer feedback, market intelligence, industry trends and internal operational performance and quality indicators

STRATEGY DEVELOPMENT PROCESS



The following table outlined how JR determines the organisational challenges and disruptions with anticipated measures:

CHALLENGES AND DESCRIPTIONS	EXTERNAL CHANGES AND RISK	ANTICIPATED MEASURES
Online Shopping	Online shopping is fast replacing the traditional shopping space. The convenience of online shopping allows customers to shop anytime, anywhere and of course with no boundaries between countries and is cheaper.	Strengthen JR eShop and work closely with eStore partners to maintain revenue stream.
Attracting Younger Customers	Health and wellness may not be on the top agenda of younger consumers in their late 20s as opposed to the current 40+ customers.	Increase social media and digital media platforms presence.
Manpower Issues And Expansion Deterrence	To increase top line, counters expansion is critical and hiring Product Advisors can be formidable. Locals are shying away due to long working hours and foreigners are restricted due to the foreign worker quota.	<ul style="list-style-type: none"> - Offer better salary and incentives to attract experienced sales promoters from competitors. - Reward staff for word of mouth referral.

CHALLENGES AND DESCRIPTIONS	EXTERNAL CHANGES AND RISK	ANTICIPATED MEASURES
Natural Disaster And Pilferage	<ul style="list-style-type: none"> - OEM downtime due to natural disaster. - Stock lost in transit. - Frequent stock pilferage at counters. 	<ul style="list-style-type: none"> - Buffer inventory based on products mix and UTC, and continuous sourcing of other suppliers to procure similar products. - Work with retail chains to install mirrors at counters and electronic tag surveillance to prevent theft.
Currency Exchange	Canadian and New Zealand currency exchange fluctuations.	Products selling price are set with currency exchange fluctuations in mind and maintained perennially with anticipation of a stronger Singapore dollar.

DEVELOPS LONG AND SHORT-TERM STRATEGIES TO ACHIEVE ORGANISATIONAL GOALS

Regular reviews and analysis of the environment is conducted in order to assess the company's performance and to react in a timely manner to market changes. For JR, strategy development is a continuous process made up of the following key phases:



SOURCES OF INFORMATION THAT SHAPES THE STRATEGY DEVELOPMENT PROCESS:

ENVIRONMENTAL SCANNING

To kick-start the process of strategic planning, information is gathered from external and internal environments

EXTERNAL

Government and policies initiatives

Market trends

Economic situation

Customer feedback

Supplier feedback

INTERNAL

Financial standing

Employee feedback

Management insights

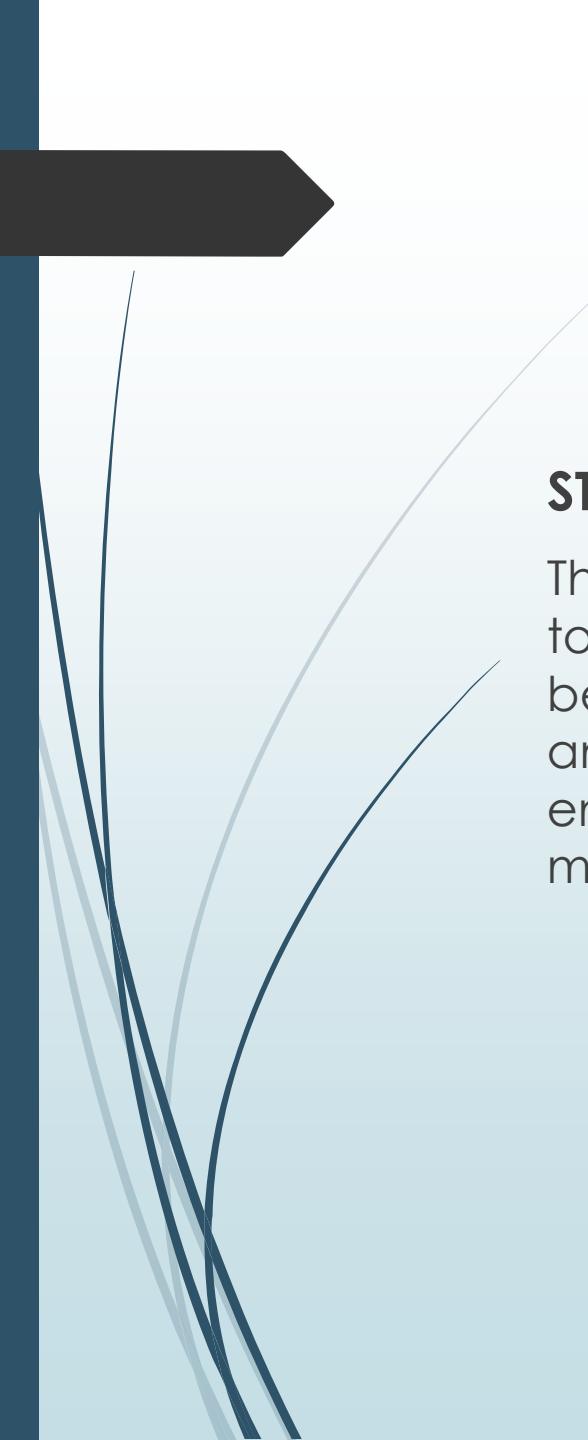
Studies such as SWOT analysis, competitors analysis

Table 1: Environmental scanning



Regular Review and Analysis			
Strategic Planning Event	Objective	Frequency	Stakeholders Involved
5-year Vision Sharing And Management Review	To share goals and projections for the next 5 years.	Every 5 years	Senior Management and key representatives from all departments.
Yearly Work Plan Review	Department yearly work plan reviews across all departments to align KPIs to business goals	Yearly	Senior Management and key representatives from all departments.
Bi-annual Managers Meeting	For middle management to have close engagement with senior management to brainstorm on strategies and key issues.	Twice a year	Senior Management
Weekly Operations Meeting	A meeting to discuss and review work-in-progress and day-to-day issues, and align development and operations support	Weekly	Management Team

Table 2: Review and analysis



STRATEGY DEVELOPMENT

The strategy development will produce short and long-term goals that respond to market changing needs. The plan is quantifiable, forward-looking and goes beyond a business operation plan incorporating a dynamic business model and new employee acquisitions. It also enables the company and its employees to fulfil its business goals and objectives with the organisation's mission and vision as a guiding point.

SHORT-TERM STRATEGIES (1-3 YEARS)

- Enhance Brand and Marketing Development capabilities
- Intense advertising and activations
- Push earned, paid and owned media content in online and social media platforms
- Enhance Business and Service Excellence
- Increase productivity focusing on retail chains and e-commerce
- Step up Product Advisor hiring through incentivising word of mouth recommendation and maintain onsite and offsite initiation programme for new hires
- Leverage current staff strength and experience to move up the value chain focus on better training and higher value work in both retail front and e-commerce platforms

LONG-TERM STRATEGIES (4-5 YEARS)

- To be the trusted health supplements company in Singapore with higher market penetration
- Increase number of counters by 10% per annum
- Provide suitable solutions that work well among employees, distribution channels and partners to serve end-consumers even better
- Implement appropriate technological systems to help and align the business to increase productivity and efficiency
- Products expansion; introduce innovative and natural health supplements with scientifically-proven benefits and preventive care
- Strive to be the best in the business by identifying a product niche which is unique to the company

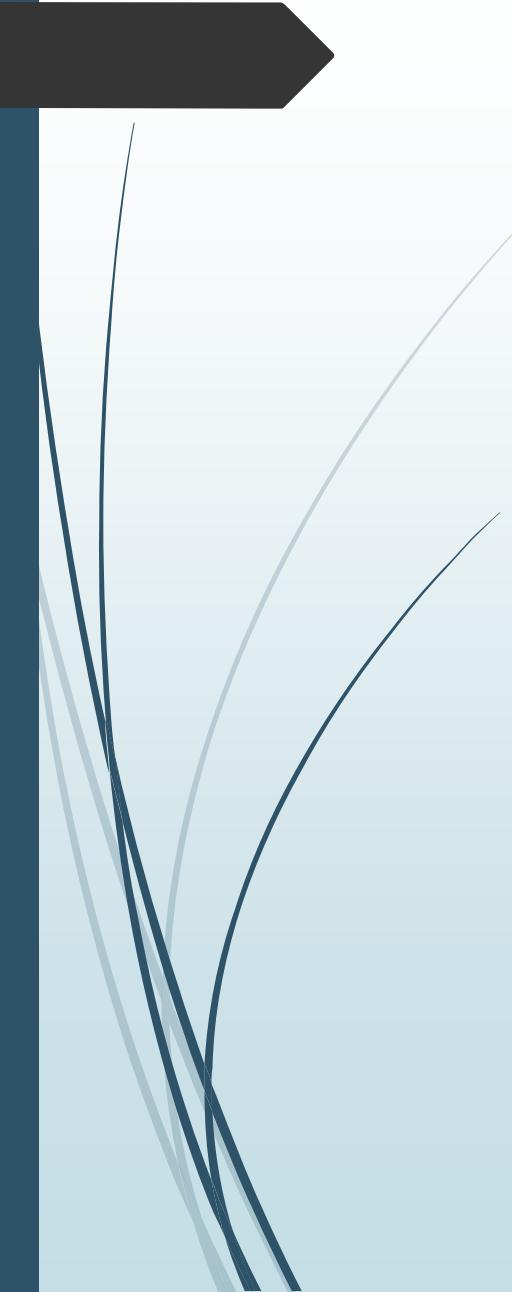
Diagram 1: Short and long-term strategies

ENGAGES STAKEHOLDERS IN THE STRATEGY DEVELOPMENT PROCESS

JR regularly engages internal and external stakeholders to garner feedback, insights and market intelligence for review and development of the company's strategic process. It is through such engagements that the company set specific targets based on competitive analysis, market requirement, existing customer needs and internal available resources.

CHALLENGES	STAKEHOLDERS	CHANGES AND IMPLEMENTATION
Expanding Market Share	Key management Team	<ul style="list-style-type: none">Human resource planning and training to support the increase in touch pointAdmin and Sales Head to ensure adequate training for Sales Advisors
Ensure Consistent Good Customer Experience and Satisfaction through Better Effective Products Development	Product Advisors, Team Leaders and Sales Head	Keep up with sales manual procedures and regular supervision by Team Leaders and Sales Head to ensure consistent service delivery.
Quality Control and Quality Improvement for Safer Product	Key management, Staff and Retail Partners	Maintain a desired excellence level of quality policy, creating, and implementing quality planning and assurance with partners in delivery and handling process.

STRATEGY IMPLEMENTATION

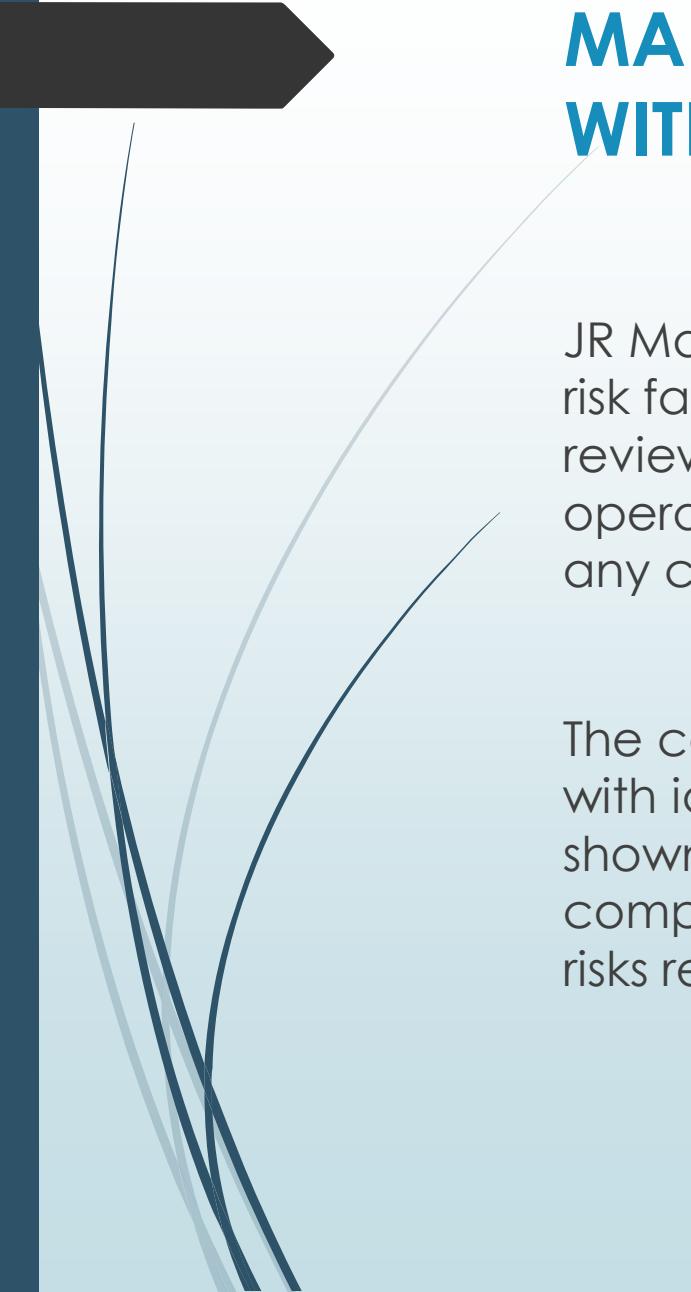


DEVELOPS AND IMPLEMENTS LONG AND SHORT-TERM ACTION PLANS

In essence, the best practice at JR that makes the planning works are the specific input for planning and the establishment of long and short-term plans and goals based on the benchmarked business and customer requirement. Upon developing the strategic objectives and goals, the Management Team brainstorms to identify the key initiatives and implementation roadmap to accomplish the company's goals.

The initiatives are assessed systematically to ensure timely implementation that enables the company to meet its long-term goals and KPIs.

BUSINESS STRATEGY / GOALS	STRONG FINANCIAL	QUALITY SERVICE AND PRODUCT	PARTNERSHIP	PEOPLE	INNOVATION
Short-term	<ul style="list-style-type: none"> Cash flow management to minimise borrowing Increase margin through effective negotiation 	<ul style="list-style-type: none"> Customer relationship building Audience Targeting Quality control and quality assurance Process Standardisation and training 	<ul style="list-style-type: none"> Managing supplier relationship Approach partners on a collaborative manner Relationship building with other stakeholders 	<ul style="list-style-type: none"> Learning and development Rewards and recognition Employee engagement Performance management Leadership management 	<ul style="list-style-type: none"> Business model Innovation Process innovation Service excellence
Long-term	<ul style="list-style-type: none"> Implement appropriate solutions and technological systems Ensure organisation is able to finance overall operation 	<ul style="list-style-type: none"> Accepted by stakeholders and end-consumers Leading to overall customers' satisfaction 	<ul style="list-style-type: none"> Good working relationship with stakeholders Managing supplier relationship for better business terms and new product development 	<p>Strong foundation of Management Team supported by a pool of dedicated employees</p>	<ul style="list-style-type: none"> Stay ahead of competition Products expansion Establish product niche



MANAGES ORGANISATIONAL RISKS ASSOCIATED WITH PLANS

JR Management Team puts in place continuity plans to assist staff in identifying risk factors and alleviations, and ensures that they are periodically reported, reviewed and managed. Good risk management allows the company to operate smoothly through early detection and management of risks before any compromise to business operations.

The company takes a proactive approach in the management of risks, starting with identifying, assessing, planning, implementing and reviewing measures as shown in the following diagram. This Risk Management Framework allows the company to make prudent decisions leading to greater returns and minimise risks related to any impulsive decisions.



Risk Identification
And Assessment



Action Plan



Implement
And Monitor



Review Measures



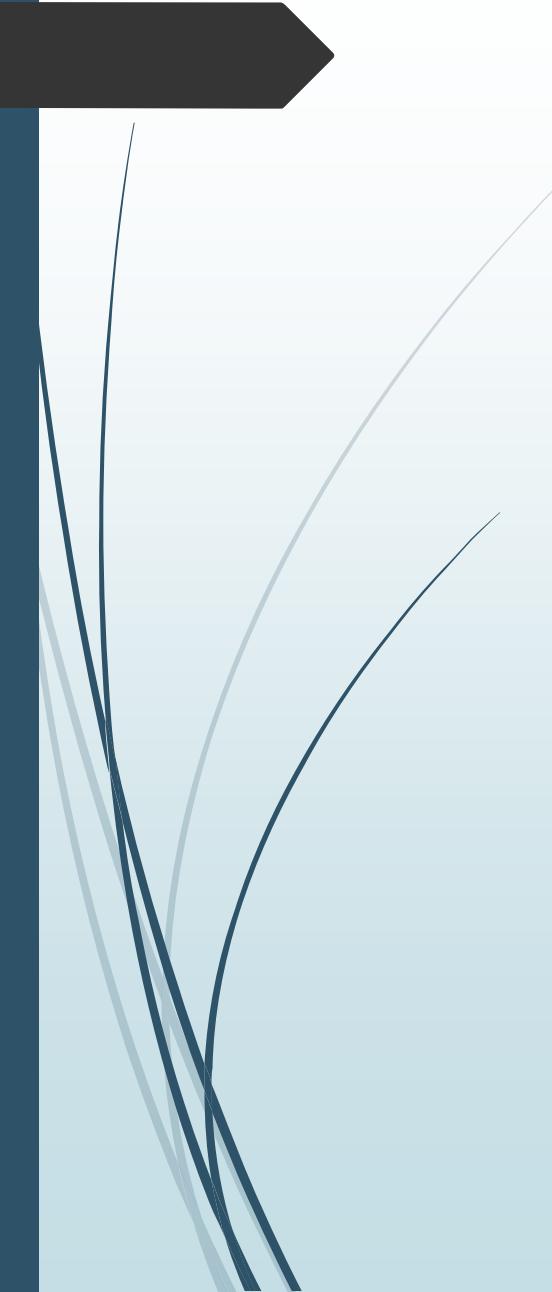
PLAN	TYPE OF RISK	ORGANISATIONAL RISK	RISK LEVEL	MANAGE ORGANISATIONAL RISK
E-commerce	Intensified competition between brands	Reduced revenue	Moderate	Diversify into alternative and in-demand products such as those identified based on market trend findings and development to differentiate ourselves in the market.
More Sales Touch Points	Redundancy in headcount and increased cost	Reduced revenue and higher overhead	Moderate	Redeploy staff or freeze hiring upon attrition as a last resort.
More Sales Touch Points	Products pilferage at counters	Affects bottom-line	High	Working with retail chains to employ mirrors at counters and electronic tag surveillance to prevent theft.

Table 3: Risk identification and assessment



PLAN	TYPE OF RISK	ORGANISATIONAL RISK	RISK LEVEL	MANAGE ORGANISATIONAL RISK
Product Shelf Life	Epiring products	Revenue loss	Moderate	Establish SOP for Product Advisors to apply FIFO (first in first out) products display and monitor product shelf life and return any products that are less than 12 months to expiry date to the company. These products will be cleared at other channels through higher discount or clearance sales to prevent revenue loss.
More Product Variety	Shortage of supplies	Supplies lapse due to manufacturing delay, lost in transit and natural disaster	Low	<ul style="list-style-type: none"> Buffer inventory based on products and UTC, and continuous sourcing of other suppliers to procure similar products. Risk Management Plan Risk Identification & Assessment Action plan Implement & monitor Review measures

Table 3: Risk identification and assessment



ALLOCATES RESOURCES IN A TIMELY MANNER TO ACHIEVE STRATEGIC GOALS

Financial budgeting and manpower allocations are conducted in a yearly manner. Each department will come up with an annual budget and manpower plan as well as staff initiatives which will be discussed with the Managing Director at the start of the year. They are reviewed at regular platforms to ensure that sufficient resources are allocated to execute the work plans efficiently. Once specific initiatives have been identified, the Management Team will take the lead in immersing themselves into the initiatives and put in place the necessary resources to support the staff taking over the execution of the respective initiatives.

Feedback, comments and guidance to staff on work direction in the course of weekly updates are continually provided by the JR Management Team. The approach allows staff to review and refine efforts to increase their work efficiency.

STAGES OF INITIATIVES	STAKEHOLDERS	RESOURCES ALLOCATION	TYPE OF RESOURCE
Planning	Key Management and Staff	Pre-planned	Finance and Human Resource
Early Execution	Key Management	Need Basis	Process and orders from Management
Continuing Execution	Quality Management Team and Staff	Need Basis	Finance, Equipment and Training
Feedback	Key Management and Staff	Need Basis	Research and analysis

Table 4: Action plan



ENGAGES TEAM PLAYERS IN THE STRATEGY IMPLEMENTATION PROCESS

JR Management Team frequently engages team players to update them on the company's initiatives and strategy implementation process, as well as the company's approach to changes in the market environment and strategic focus. Weekly operations meetings will always cover process and initiative development as well as feedback from staff. The implementation of the various initiatives is driven and coordinated by HODs and carried out by the respective department team members.

All relevant personnel are involved in the weekly meetings with management which runs through the action plans and initiatives in detail. Roadblocks to strategy implementation are highlighted at these platforms so that all stakeholders can discuss and find solutions. Such regular platforms to discuss strategy implementation help the team to review the success of certain strategies and be able to adjust strategies in a timely manner. For example, for business strategies and initiatives that involve improving productivity, key stakeholders from all business units and departments come together during the weekly productivity meeting to discuss new ideas and review the performance of implemented productivity ideas.



Management Team places the focus on achieving organisational objectives, improving performance and attaining its vision through active engagement with key stakeholders.

STAGE	COMMUNICATIONS CHANNELS	STAKEHOLDERS INVOLVED	FREQUENCY
Inform	Meetings Knowledge Sharing, weekly work-in-progress meetings, learning, open door policies	All Employees	Weekly
	Training Onboarding programmes	All Employees	As required
	Internal Communication Brainstorm session, emails, WhatsApp JR Office Group Chat, Whatsapp Motivation Group Chat, WeChat Chinese Group Chat	Relevant Group	Randomly as and when

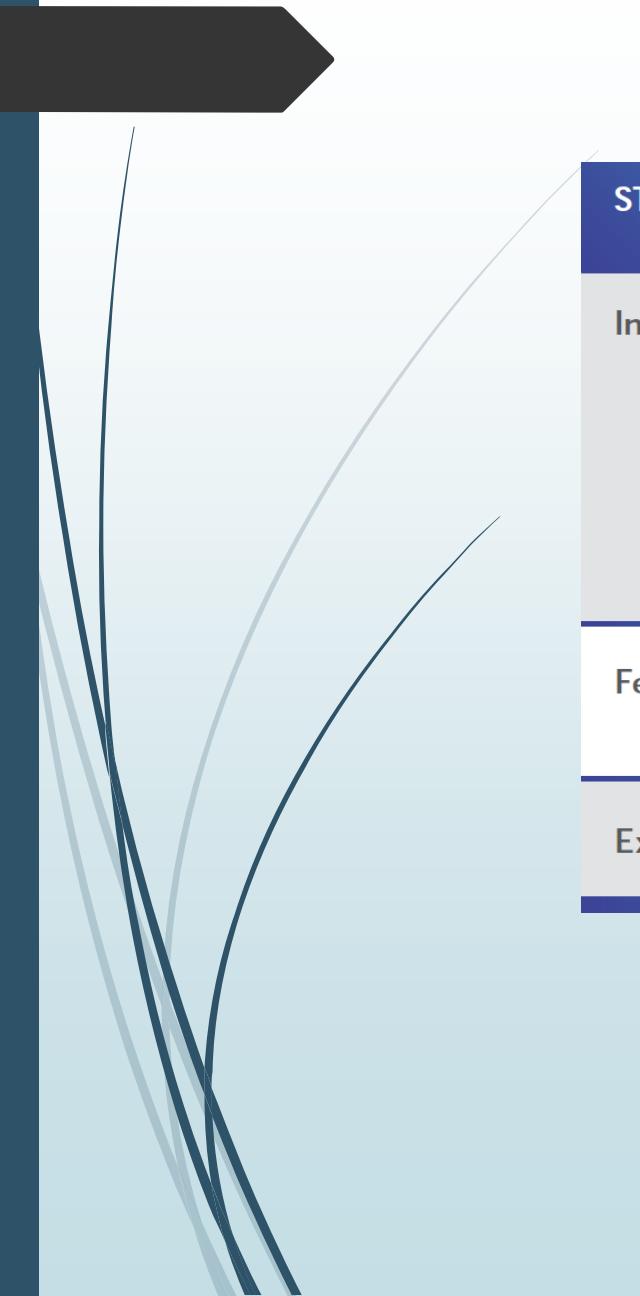
Table 5: Internal stakeholders - employees

STAGE	COMMUNICATIONS CHANNELS	STAKEHOLDERS INVOLVED	FREQUENCY
Feedback	Meetings Knowledge Sharing, weekly work-in- progress meetings, learning, open door policies	All Employees	Weekly
	Feedback Channels WhatsApp JR HQ Group Chat, WhatsApp JR Office Group Chat, WeChat Chinese Group Chat, Appraisal, eEmployee eSatisfaction eSurvey, open door policies	All Employees	Yearly as and when
Execute	SOP Creation	Relevant Group	As required
	Audit Financial Audit	Relevant Group	Yearly
	Rewards Performance reward, Incentive trip, Healthy Employee Award	All Employees	Yearly

Table 5: Internal stakeholders - employees

STAGE	COMMUNICATIONS CHANNELS	STAKEHOLDERS INVOLVED	FREQUENCY
Inform	Meetings / Emails Change in policies or new product brief	Suppliers and Partners	As required
Evaluate / Feedback	Meetings Internal review and evaluation of terms and policies, product evaluation	Relevant Group and Sales Promoters	As required
	Feedback Channels Emails, calls, personal visit	Suppliers and Partners	As required
Execute	Meetings Contractual agreement	Relevant Group	Yearly

Table 6: External stakeholders – suppliers and partners



STAGE	COMMUNICATIONS CHANNELS	STAKEHOLDERS INVOLVED	FREQUENCY
Inform	Dissemination of Information Media release, marketing activities, sales promotions materials, websites, social media platforms, corporate events, product showcase, One to one sales interaction	Marketing and Business Development Group	As required
Feedback	Feedback Channels Email, website, social media	Marketing and Business Development Group	As required
Execute	SOP Creation	Relevant Group	As required

Table 7: External stakeholders – customers

HOW THE ORGANISATION INVOLVES KEY STAKEHOLDERS IN GENERATING AND IMPLEMENTING INNOVATIVE IDEAS AND SOLUTIONS

JR's innovation process is made up of three key stages: Ideation, Evaluation and Activation. The table below provides a summary of the innovation process flow and the stakeholders involved.

Type	Process Flow	Key Features	Stakeholders
Ideation	<p>Business Concept</p> <p>Strategic Planning And Development</p> <p>Market Survey</p> <p>Product Brainstorming, Filtering and Discussion</p>	<p>Internal Sources: Benchmarking, Organisation Reviews, Ideas Sharing.</p> <p>External Sources: Feedback, Seminars, Partners' industry studies, Market Survey, Nutritional and dietary supplements journals.</p>	<ul style="list-style-type: none">• Staff gather information, inputs and feedback from customers and partners.• Staff translate surveyed results into requirements.

Type	Process Flow	Key Features	Stakeholders
Evaluation	<p>↓ Preliminary Testing</p> <p>↓ Selection Based on Business Concept</p> <p>↓ Product Development</p> <p>↓ Quality Assessment</p> <p>↓ Management Decision</p>	<p>Key Criteria in Evaluation: Idea surface to Management for evaluation and inputs, Cost benefit analysis, Production on-boarding, Consensus among business units.</p> <p>Development of Products: Nutritionist to identify and evaluate requirements, Connect with relevant supplier and partner, Consult staff and stakeholders.</p>	<ul style="list-style-type: none"> • Staff and management prioritise and validate against requirements. • Staff and partners identify constraints and requirements. • Partners, suppliers and customers contribute solutions, and staff propose and develop the concept.
Activation	<p>↓ Launch Rewards</p> <p>↓ Product Monitoring</p> <p>↓ Product / Process Optimisation</p> <p>↓ Permanent Offering</p>	<p>Implementation: Product launch via retail and eShop channels.</p>	<ul style="list-style-type: none"> • Staff, partners, customers and suppliers involved in the process give feedback for review and product improvement. • Staff, partners, customers and suppliers review the new process and make recommendations for implementation.



MEASURES PERFORMANCE AGAINST PLANS AND TARGETS

JR strategic focus and goals are translated into departmental KPIs which are derived from previous year performance. It is self setting and categorised according to the job responsibilities of various departments. The KPI is shared half-yearly and performance is reviewed on an annual basis. The KPI results are translated into individual staff commitment and contribution which measures their overall performance. Non quantifiable elements are kept to the minimum in the assessment of achieving the company's overall strategic targets.



DEPARTMENT	TYPE OF KPI	KPI	REVIEW
Management	Financial ratio and staff evaluation.	Net profit and net profit margin return on equity ratio.	Monthly and half-yearly review of financial statement ratio and annual review on staff evaluation.
Sales	Increase daily sales by 5%.	Comparison of monthly counter sales while sales performance is pegged to monthly set targets.	Half-yearly sharing and year-end review.
Warehouse	Productivity, quantity of output, products quality and efficient delivery.	Comparison of man-hour savings before and after the implementation of productivity initiatives.	Half-yearly sharing and year-end review.
Accounts	Accounting excellence.	Avoid new and recurring accounting lapses.	Half-yearly sharing and year-end review.

Table 8: Review measures



MILESTONES AND AWARDS

2007

- ▶ Established JR Life Sciences Pte Ltd
- ▶ Appointed exclusive importer and distributor of Holista and Webber Naturals products

2009

- ▶ Registered Holistic Way Trademark

2012

- ▶ Established sole distributorship of Holistic Way and JR Life Sciences products
- ▶ Appointed distributor of Sunkist Vitamins, HolistiCare Ester C, Dr Xin and PrimeHealth

2013

- ▶ Registered JR Life Sciences Trademark
- ▶ Watsons HWB Awards 2013 "Holistic Way" Best Selling PLACENTA Supplement
- ▶ Unity Popular Choice Awards 2013 Product Winner "Holistic Way" OMEGA 3-6-9 Supplement
- ▶ Unity Popular Choice Awards 2013 Product Winner "Holistic Way" OMEGA-3 Supplement

MILESTONES AND AWARDS

2014

- ▶ Watsons HWB Awards 2014 "Holistic Way" Best Selling GLUCOSAMINE JOINT FORMULA Supplement
- ▶ Watsons HWB Awards 2014 "Holistic Way" Best Selling PLACENTA Supplement
- ▶ Unity Popular Choice Awards 2014 Product Winner "Holistic Way" OMEGA-3 COD LIVER Supplements
- ▶ Unity Popular Choice Awards 2014 Appreciation Award "JR Life Sciences Pte Ltd"
- ▶ Unity Popular Choice Awards 2014 Product Winner SHAPE TEA®

2015

- ▶ Watsons HWB Awards 2015 "Holistic Way" Best Selling JOINT FORMULA Supplement
- ▶ Unity Popular Choice Awards 2015 Best Product "Holistic Way" OMEGA-3 Supplement

2016

- ▶ Watsons HWB Awards 2016 "Holistic Way" Best Selling MELATONIN Supplement
- ▶ Unity Popular Choice Awards 2016 Promising Brand "Holistic Way" OMEGA-3 Supplement
- ▶ Guardian Health and Beauty Awards 2016 Preferred Choice "JR Life Sciences" OMEGA-3 1500mg Supplement

MILESTONES AND AWARDS

2017

- ▶ Watsons HWB Awards 2017 "JR Life Sciences" Best Selling ROYAL JELLY Supplement
- ▶ Unity Popular Choice Awards 2017 Promising Brand "Holistic Way" Eye Care Supplement
- ▶ Unity Popular Choice Awards 2017 Promising Brand "Dr Xin" Herbal Tea
- ▶ Unity Popular Choice Awards 2017 Best Brand "Shape Tea®" Slimming Tea
- ▶ Guardian Health and Beauty Awards 2017 Best Selling Supplement - Sleep "Holistic Way" MELATONIN 10mg Supplement

2018

- ▶ Watsons HWB Awards 2018 "Holistic Way" Best Selling SLEEP AID Supplement
- ▶ Guardian Health and Beauty Awards 2018 Best Selling Supplement - Sleep "Holistic Way" MELATONIN 10mg Supplement
- ▶ Unity Popular Choice Awards 2018 Promising Brand "Holistic Way" Eye Care Supplement
- ▶ Unity Popular Choice Awards 2018 Best Brand "Shape Tea®" Slimming Tea 2019
- ▶ Watsons HWB Awards 2019 "Holistic Way" Best Selling EYE Supplement
- ▶ Beauty Insider Beauty and Wellness Awards 2019 - Best Newcomer and Best Beauty Supplement
- ▶ Reader's Choice Award "Holistic Way" DEER PLACENTA



MILESTONES AND AWARDS

2019

- ▶ Beauty Insider Beauty and Wellness Award 2019 – Best Newcomer and Best Beauty Supplement Reader's Choice Award "Holistic Way" DEER PLACENTA
- ▶ Beauty Insider Beauty and Wellness Awards 2019 – Best Health & Wellness Product & Best Supplement Beauty Insider's Choice Award "Holistic Way" PROBIOTIC 75 BILLION
- ▶ Beauty Insider Beauty and Wellness Awards 2019 – Best Skin Detox & Best Beauty Supplement Reader's Choice Award "Holistic Way" SKIN DETOX
- ▶ Unity Popular Choice Awards 2019 Best Brand "Holistic Way" DEER PLACENTA Supplement
- ▶ Guardian Health & Beauty Awards 2019 Best Selling Supplement – Sleep "Holistic Way" MELATONIN 10mg Supplement
- ▶ Watsons HWB Awards 2019 "Holistic Way" Best Selling EYE Supplement

MILESTONES AND AWARDS

2020

- ▶ Business Excellence (BE) Certification – Singapore Quality Award
- ▶ Unity Popular Choice Awards 2020 Best Brand for Holistic Way Deer Placenta
- ▶ Beauty Insider Beauty and Wellness Awards 2020 – Best Health & Wellness Supplement Readers' Choice Award "Holistic Way" OMEGA 3-6-9
- ▶ Beauty Insider Beauty and Wellness Awards 2020 – Best Health & Wellness Supplement Editors' Choice Award "Holistic Way" PROBIOTIC 75 BILLION
- ▶ Guardian Healthy Beauty Awards 2020 Radiance Award Winner Eye Care – "Holistic Way" SUPERVISION Supplement
- ▶ Beauty Insider Beauty and Wellness Awards 2020 – Best Anti-Ageing Readers' Choice Award "Holistic Way" DEER PLACENTA
- ▶ Guardian Healthy Beauty Awards 2020 Best Seller Sleep Supplement – "Holistic Way" MELATONIN 10mg Supplement
- ▶ Watsons HWB Awards 2020 "Holistic Way" Best Selling EYE Supplement
- ▶ Watsons HWB Awards 2020 "Holistic Way" Best Selling BEAUTY Supplement (Pill)
- ▶ Watsons HWB Awards 2020 Best Brand Growth Of The Year (Health & Wellness): "Holistic Way"
- ▶ Watsons HWB Awards 2020 All Time Favourite – Vitamins And Dietary: "Holistic Way"

MILESTONES AND AWARDS

2021

- ▶ Watsons HWB Awards 2021 All-Time Favourite Vitamin Brand: "Holistic Way"
- ▶ Watsons HWB Awards 2021 Best Of The Best Vitamins: "Holistic Way"
- ▶ Watsons HWB Awards 2021 Brand Of The Year (Health & Wellness): "Holistic Way"
- ▶ Watsons HWB Awards 2021 "Holistic Way" Best Selling INNER BEAUTY Supplement (Pill)
- ▶ Watsons HWB Awards 2021 "Holistic Way" Best Selling COLLAGEN Supplement (Pill)
- ▶ Watsons HWB Awards 2021 "Holistic Way" Best Selling EYE Supplement
- ▶ Guardian Healthy Beauty Awards 2021 Best Seller Sleep Supplement - "Holistic Way" Melatonin 10mg Supplement
- ▶ Guardian Healthy Beauty Awards 2021 Radiance Award Winner Eye Care - "Holistic Way" SUPERVISION Supplement
- ▶ Guardian Healthy Beauty Awards 2021 Radiance Award Winner Omega Fish Oil - "JR Life Sciences" OMEGA 3 1500mg Supplement
- ▶ Unity Brand of the Year Award 2021: "Holistic Way"
- ▶ Beauty Insider Beauty and Wellness Awards 2021 - Best Beauty Supplement, Best Anti-Ageing Readers' Choice Award: "Holistic Way" DEER PLACENTA
- ▶ Beauty Insider Beauty and Wellness Awards 2021 - Best Health & Wellness, Best Supplement Best Breakthrough Award: "Holistic Way" PROBIOTIC 75 BILLION
- ▶ Beauty Insider Beauty and Wellness Awards 2021 - Best Health & Wellness, Best Supplement Editors' Choice Award: "Holistic Way" MEGA MULTI ONCE A DAY
- ▶ Beauty Insider Beauty and Wellness Awards 2021 - Best Health & Wellness, Best Supplement Readers' Choice Award: "Holistic Way" SUPER LUTEIN

In addition, the company has been a consecutive Livewell Magazine's award winner from 2013 to 2018.



EMPLOYEE PERFORMANCE AND RECOGNITION

SUPPORTS HIGH PERFORMANCE, PRODUCTIVE AND INNOVATIVE BEHAVIOURS TO ACHIEVE ORGANISATIONAL GOALS

The company's expectations, KPIs and deliverables are communicated to all staff at the start of each new financial year to achieve the overall organisational goals. Targeted individual development plans and bonus structure are mapped out at the same time to encourage contribution and high performance among staff.



EMPLOYEE PERFORMANCE AND RECOGNITION

REINFORCES DESIRED BEHAVIOURS AND ORGANISATIONAL VALUES

Regular weekly meetings are taken place to gather updates from various individuals as well as sharing of market intelligence. It is also an opportunity for Management to make announcement on the company's latest development. Continuous reminder of company vision and direction is reinforced to inculcate the desired behaviour and values are made at the same time.

EMPLOYEE PERFORMANCE AND RECOGNITION

There are also specific rewards and benefits in place aimed at fostering team spirit and sense of belonging within the company so that desired behaviour can be cultivated collectively as a team to harness the greatest impact in a positive way towards achieving company goals.



Healthy Employee Award

Employee is entitled to \$65 cash for not consuming medical leave in one full calendar month.



Transport Allowance

HODs get a monthly transport allowance of \$2,000 if they own a car.



Staff Meal Allowance

Staff are entitled to \$6 meal allowance per working day.



EMPLOYEE PERFORMANCE AND RECOGNITION

REWARDS AND RECOGNISES STAFF WHO ACHIEVE ORGANISATIONAL GOALS

JR has in place a structured salary approach towards managing pay which involves performance evaluation and established performance bonus. This entails an organised approach towards managing pay, which involves regular job evaluations and implementation of differentiated salary benchmarking.

The year-end bonus which is tied to individual performance average 3 months of basic wage while pay increment ranges from 5% to 10%. At the same time, incentive trip will be organised for the deserving staff when the company hit the annual target collectively as a group.

Annual Incentive Trips





HOW THE ORGANISATION IMPLEMENTS POLICIES AND INVOLVES STAKEHOLDERS TO CONTRIBUTE TO THE COMMUNITY AND THE ENVIRONMENT

JR practiced yearly donation to charitable organisations and events in Singapore and overseas using 1% of company's sales revenue. The company generally support staffs' welfare, groups that represent social service organisations, diseases support organisation, nursing homes, religious organisations, and intellectual disabilities and underprivileged children support groups. Total amount donated was close to \$96,000 for 2018, \$134,000 for 2019 and \$143,000 for 2020 benefitting twenty over support groups.

Besides donation, Ricky engages the entire management team to participate in Charity related activities. Personally, Ricky is ever present to lead the team and their downline either in Charity run or community service to show solidarity in their efforts to contribute back to the community. His direct leadership also shows the team that their existence is not limited to profit making but to create a better working environment for everyone.

Charity Run



Charity Work



Product Sponsorship



Sponsorship For Golf Tournament/Bicyclists



JR management believes in giving back to the communities that has given so much to its business. Below are the various charitable support groups and organisations that the company has contributed to:

NO	CHARITY SUPPORT GROUP	AMOUNT
1	Ren Ci Hospital	\$5,184.00
2	Sian Chay Medical Institution	\$2,500.00
3	The Children's Charities Association of Singapore	\$2,500.00
4	Singapore Cancer Society	\$2,500.00
5	Community Chest	\$2,500.00
6	KDF	\$2,500.00
7	Handicaps Welfare Association	\$2,500.00
8	Singapore Buddhist Free Clinic	\$2,500.00
9	Thye Hua Kwan Moral Society	\$2,500.00
10	Metta Welfare Association (Movie screening I)	\$1,000.00
11	Buddy Bike Donation	\$23,762.80
12	Metta Welfare Association (Metta Run 2019 Exclusive Sponsor)	\$15,000.00
13	Singapore Thong Chai Medical Institution	\$2,500.00
14	Autism Association (Singapore)	\$2,500.00
15	St. Luke's ElderCare Ltd	\$2,500.00
16	NKF	\$2,500.00
17	Lotus Light Charity Society (Singapore)	\$2,500.00
18	Singapore Chung Hwa Medical Institution	\$2,500.00
19	Metta Welfare Association - Movie Screening	\$2,500.00
20	Singapore Children's Society	\$2,500.00
21	National University of Singapore	\$2,500.00
22	NTU Bursary Endowment Fund	\$2,500.00
23	Down Syndrome Association (Singapore)	\$23,762.80
24	Singapore Buddhist Free Clinic (with token appreciation and report donation)	\$15,000.00
TOTAL: \$95,946		

CONCLUSION

Transforming the business has always been a priority for the JR Life Sciences. Established in 2007, the local company started out as a health food and supplements distributor. With good foresight of market trends and in-depth knowledge of customer preferences, JR moved into developing its own brands of health supplements catering to consumers who prefer more natural healthcare options. “Holistic Way” & “JR Life Sciences” are two leading brands under the JR umbrella that constitute close to 70% and 20% of JR’s sales turnover respectively.

Today, the company has grown significantly from a humble beginning of 5 staff to over 90 strong team. To stay competitive in the market, JR makes continuous efforts in product research and new product development that bring quality health supplements and natural healthy lifestyle together to meet the demands of its customers.



THANK YOU