

# **Global Business, One Platform**

*International Corporate Profile*



## About CNI



In a business that knows no boundaries, CNI has indeed, grown rapidly since its inception in 1986. We have been successful for nearly 23 years now because we constantly innovate by engaging in extensive research, developing new products and improving our product range.

Consumers throughout the Asia-Pacific are convinced that our products are good value for money. We are continuously developing flexible business ideas and quality products that meet the unique characteristics of the market of each nation worldwide.



## Board of Directors



CNI is a Company with vision. And in every vision, there lies a mission to succeed, advance and to grow beyond boundaries. Our Board of Directors comprise of leaders and professionals in their respective fields who have piloted the Company to become one of Asia's most resilient network marketing company today that's poised for future growth.

*From top left to right bottom*

- Bpk Ginawan Chendro - Director
- Dato' (Dr.) Koh Peng Chor - Director
- Gan Chooi Yang - Director
- Tan Sia Swee - Director
- Bpk Abrian Natan - Director
- Liu Tianji - Director
- Chew Boon Swee - CEO
- Sam Cheong Chin Tai - Director
- Gan Ah Seng - Director

# CNI International Network



Malaysia



Indonesia



Singapore



Brunei



Hong Kong



India



Philippines



China



Taiwan

From its inception, CNI has been on the cutting edge in product technology, innovation and career opportunities.

This approach has given us a strong foundation for success in network marketing. We have already established a vast network throughout Asia and beyond. We are also affiliated with the National Direct Sales Association in many countries.

Today, we have strong presence in Malaysia, Indonesia, Singapore, Brunei, Hong Kong, India, Philippines, Taiwan and China.

## Research & Development



As we enter a future that's full of exciting possibilities, CNI is committed to be at the forefront of product innovation and development.

That's why we have invested in our own R&D and biotechnology centres, and manufacturing plants globally.

Through better R&D technologies, we are opening a new world of opportunities for individuals to attain better living through exceptional products, connecting them with people everywhere and ultimately, accomplishing their lifelong dreams.



## Manufacturing Facilities



Being an ISO9001:2000 (International Organization for Standardization), GMP (Good Manufacturing Practice), HACCP (Hazard Analysis Critical Control Point) certified and HALAL compliance company, we continuously invest in the latest equipment and facilities to meet global standards of manufacturing excellence.



# Products of Quality, Performance & Value

CNI is well known for the development of quality, performance and exceptional value products. Our portfolio is categories into core businesses, consisting of Food & Beverage, Nutrition, Personal Care, Home Care, Skin Care and others. CNI is a trusted name synonymous with products of quality throughout the Asia Pacific region.



Food & Beverage



Nutrition



Personal Care



Home Care



Skin Care

# Corporate Culture

As diligent as the humble ant, exploring and capitalising any opportunity that comes along the way. Like the enterprising ant, the CNI mascot serves to highlight the 10 key values within our successful organisation.

## Caring

nurture love and generosity; be sensitive and responsive to surrounding events.



## Humble

never be arrogant amidst success; always appreciate and respect others



## Commitment

hold true to all mutual agreements and decisions, and carry out the responsibilities without compromise



## Initiative

be self-motivated to learn and executing the ways of true success.



## Communicative

good mastery of communication skills, always stay informed, and able to convey messages clearly and accurately



## Positive

carry a positive and enthusiastic approach to all thinking and action.



## Creative

always stay ahead by applying creative and innovative ideas



## Productive

work professionally, diligently, and with great resolve to achieve maximum result.



## Discipline

take personal responsibility in ensuring success of tasks.



## Teamwork

cultivate team spirit and build close ties with members of the CNI family.



## Accolades & International Awards



### Superbrands

CNI has been awarded Superbrand 2005-2006 by Superbrand International based in London, UK (June, 2005)



### IMAC Award

Achievement for CNI Indonesia! The Indonesia Most Admired Companies (IMAC) - an exclusive award given to the best Indonesia company from different industry. This selection has been conducted by Frontier Consulting Group-Research & Business Week Indonesia.

- 1) Business Output Quality
- 2) Reliability & Goodwill
- 3) Responsibility
- 4) Attractiveness & Retention



### Excellence Award

As a result of ceaseless hard work from all related parties, CNI has been awarded with awards and acknowledgement the Biggest Marketer of Ester-C in the world in 2002 by Zila Neutraceutical, Inc USA.



### Awarded Excellent Entrepreneurship

The event was organized by the Ministry of Entrepreneurs & Co-operative Development. The ministry has recognised CNI as non-Bumiputra companies that have contributed to building Bumiputra Entrepreneurs in Malaysia, and therefore the said ministry has presented an Excellent Entrepreneurship Award to CNI.



### Peking University MBA Case Study

Official launching of CNI - Peking University MBA Case Study. To enhance business development of globalization in coming future of oriental.



### Certificate Award

CNI plants are internationally recognised and are recipients of numerous awards such as the Good Manufacturing Practice (GMP), ISO 9001:2000 and the HACCP international food safety standard certification, to name a few.



### CNI and UiTM Signed MOU To Embark On R&D Partnership

CNI Corporation Sdn Bhd, CNI Holdings Berhad and UiTM signed a Memorandum of Understanding (MOU) to start a partnership to research and develop neutraceutical products.

The MOU was signed by CNI Corporation's CEO, Gan Chooi Yang, CNI Holdings Berhad's Executive Director, Chew Boon Swee and UiTM's Vice Chancellor, Dato' Seri Dr. Ibrahim Abu Shah. CNI and UiTM will work together in terms of research and development (R&D) facilities, equipment, lab and expertise.



### Official Launching Of Book River Company

On November 2006, Rhenald Kasali (Management Expertise) launched a new book: "River Company". This book describes the difference between River and Puddle company characteristics. The river company philosophy is business not only for gain profit but also for improve quality of life.

CNI is one of the river companies which is perceived as well-reputable as other companies like Ford, Nokia and Dupont.

## Milestones

### 1986

- CNI Indonesia. PT Citra Nusa Insan Cemerlang was established in Bandung, name of PT Nusantara Sun-Chlorella Tama (NSCT), marketing premium Sun-Chlorella A product by network marketing method.

### 1987

- CNI Indonesia. PT Citra Nusa Insan Cemerlang relocate it's office from Bandung to Jakarta.

### 1989

- Founded CNIE (formerly know as Forever Young Enterprise (M) Sdn Bhd)

### 1991

- Exclusive Mark was established.
- Organised "Donation Campaign" in aid of China's flood victims.

### 1992

- Secured 4 storey shoplot in Ampang Avenue as CNI Head Office.
- Q-Pack was established.

- CNI Indonesia. (NSCT) was renamed as PT Centranusa Insancemerlang CNI (Creative Network International).

### 1993

- Committed to the development of biological technology, CNI Corporation Sdn. Bhd. was incorporated in collaboration with the world's renowned food supplement manufacturer YSK International Corporation of Japan. The size of the factory is over 300 acres, mainly to provide and develop a series of chlorella products.
- CNI Hong Kong is the first overseas office upon the establishment of CNI Corp (formed by PT Nusantara Sun Chlorella Tama & Forever Young Enterprise (M) Sdn Bhd).
- CNI Indonesia. PT SCI (Sun Chlorella Indonesia) Chlorella's ponds, located in Candi Binangun, Pasuruan, East Java. With 50 hector of total area can produce 200 tons of chlorella's per year.

- CNI Indonesia was awarded Bronze Eagle Winner for Best Company Magazine Award in The 2nd Asia Pacific Direct-Selling Congress and Silver Eagle Winner for Best Starter Kit Award in The 2nd Asia Pacific Direct-Selling Congress

### 1994

- Voted "Most popular Direct Selling Company in 1993" by Today Direct Selling Magazine, Malaysia.

- Selected as "Most Professional Direct Selling Company by Today Direct Selling Magazine, Malaysia".

- CNI Indonesia was awarded Golden Eagle Winner for Best Starter/Business Kit in The 3rd Asia Pacific Direct-Selling Awards.

### 1995

- Winner of 10 categories in the 1995 Kite Award

- Voted "Malaysia's Most Prestigious Company in 1995" by FACTS Magazine.

### 1996

- Relocation of the Head Office to Wisma CNI, situated on 8 acres of land in Shah Alam, from a 4-storey shop in Ampang. Wisma CNI was officiated by Minister of International Trade & Industry.

### 1997

- Selected as "Master of Multilevel Marketing 1997" again by Today Direct Selling Magazine, Malaysia.

- CNI Malaysia awarded ISO 9001:2000 & HACCP certificates.

### 1998

- Awarded certificate "Top 10 Coffee Fest Seattle Best of Show 1998" by the "Coffee & Cuisine" magazine, Washington, USA.
- CNI Foundation was established, led by Datin Angeline Koh committed to reaching out to every community.

### 2000

- CNI Million Diamond Agency Manager - Mr. Alex Iskandar selected as "Indonesia's Top 10 Richest Professional" by Warta Economy Magazine.
- Grand opening of Graha CNI in year 2000. CNI is the first MLM in Indonesia that owns a head-quarter.

### 2001

- CNI Health Products (Shandong) Co. Ltd. is located in Dongping City, Shandong, China. It is a brewery with an 18-year history. It was acquired by CNI Corporation Sdn. Bhd. in 2001; aims to develop variety of new series of health products, and implement product diversification strategy.

- CNI Singapore was established and marked a new milestone in international market.

- Awarded certificate "The American Taste Award of Excellence" for Energising Coffee by the "Awards of The Americas".

- Pioneer to merge the company owned DCs as Beauty Salon to provide professional facial & body treatments.

### 2002

- CNI Agro Resort Co. Ltd. was recognized as one of the Top 10 Tourist Attractions in Qingyuan City, Guangdong.

- CNI India was established and marked a new milestone in international market.

- CNI Indoensia recognition The biggest Ester-C Marketer in the world and won appreciation from Ester-C producer, Zila Nutraceuticals, Inc.

- CNI Foundation collected 1,060 packs of blood in a day in conjunction with "Setitis Darah Seribu Jasa" blood donation campaign.

- Cultural CNI Foundation co-organised the Tang Long Cup World Dragon and Lion Dance Championship which attracted participation from 10 countries.

### 2003

- CNI Corporation Sdn. Bhd. successfully acquired an industrial land of 50 China acres (over 8 acres), strategically located in the newly developed and environmentally friendly Qingdao Jiaonan City Coastal Industrial Park near the Dongsan Expressway, the longest expressway in China. The first phase investment of three million U.S. dollars, was mainly to set up bee products production centre.

- Official Opening of Central Business & Distribution in Jakarta by The Minister of Trade & Industry of Republic of Indonesia, Ms. Rini Suwand.

- CNI China was established and marked a new milestone in international market.

- Cultural Yayasan CNI co-organised "Konsert Harmoni Keranamu Malaysia" with the Prime Minister's Department - a project geared towards national harmony which was officiated by His Majesty the Yang DiPertuan Agung

### 2004

- CNI Indonesia was awarded "The Best Direct Selling System Award" by Indonesia's Warta Economy Magazine.

- CNI Indonesia's Ester-C product awarded "The Best Selling Award" by United States of America.

## Milestones

- CNI India grand launch of Ester-C Plus. Introduced by Mr. Brain Craig from Zila Nutraceuticals, USA.
  - CNI Indonesia. SAF (Sukses Abadi Farmindo) a CNI Integrated Industrial Complex located in Jatake, Banten province. This industrial complex is built with a co-operation with foreign partnership.
  - CNI Malaysia was awarded The Grand Master Of Super Excellence Award of Direct Sales.
  - CNI Foundation co-organised "The Legend of Liu San Jie Musical Drama" in conjunction with the 30th Anniversary of Diplomatic Ties between China and Malaysia.
  - CNI National Convention 2004 achieved enormous attendance record with more than 50,000 CNI Distributors gathered in Istora Bung Karno Jakarta. It was the biggest event in South East Asia for MLM business.
  - Exhibited in the HongKong Food Expo, interviewed by certain media (newspapers & TV channel) about the Tongkat Ali Coffee.
  - CNI Indoensia. PT Centranusa Insancemerlang was renamed to PT Citra Nusa Insan Cemerlang (CNI). The company's dynamic growth through modern production facilities. Distribution network covers 10 Main Branches, including 2 Distribution and Business centers in Jakarta and Medan, 18 Supporting Branch, and hundreds of members' distribution centers spread throughout the nation.
- 2005**
- A group of international Ayurveda doctors and practitioners from India who visited CNI Group Headquarters to explore the facilities of the GMP factories, office and learn more about CNI business.
  - CNI Corporation signing Strategy Alliance Agreement with Polin Group (International Traditional Herbal Extract Specialist)
  - CNI received honorable visit of seven researchers from Peking University lead by Prof. Zheng Xu Yi
  - The Official Opening of Central business & Distribution in Medan by The Minister of Trade of Republic of Indonesia, Ms. Marie Elka. Pangestu.
- CNI Holding Bhd successfully listed on KLSE Main Board
  - CNI Indonesia was awarded Superbrands 2005/2006 from Superbrands International and Customer Appreciation Award from Zila Nutraceuticals, Inc.
  - CNI Foundation and CNI Corporation distributed a total of RM500,000.00 for Tsunami victims. Witnessed by Yang Berhormat Datuk Hj. Mohd. Shafie b. Hj Apdal, Minister of Domestic Trade and Consumer Affairs.
  - CNI Corporation signing Memorandum Of Agreement with University of Technology Malaysia for R&D collaboration.
  - CNI Medan was the donation of 1 billion rupiah by CNI Indonesia to the tsunami victims in Aceh and Northern Sumatra.
- 2006**
- CNI Group CEO Yanki Regan was invited to give a speech during Malaysia Direct Selling Forum, which was organised by the Ministry of Domestic Trade and Consumer Affairs.
  - CNI Singapore organized a Blood Donation Drive. True to CNI's Ant Spirit, caring and positive CNI distributors came to give their support to this good deed. As many as 33 packets were collected in a span of half a day.
  - CNI Indonesia launched a new book "River Company". This book describing the difference between River and Puddle company characteristic. CNI is one of the company listed in the book.
  - CNI Foundation donated 100 units of CNI Waterlife System worth RM170,000.00 to selected charitable organizations as part of its corporate social responsibility.
- 2007**
- CNI Indonesia was awarded "The Best Corporate Image Company" by the Indonesia Most Admired Company (IMAC)
  - CNI Philippines are officially opened and marked a new milestone in international market.
  - CNI Hong Kong celebrated its 14th Anniversary with a successful team spirit and enormous supports from its Entrepreneurship Business accumens.
- CNI Philippines, Manila Food & Beverage Expo, "Taste of Success" presence in the MAFBEX was aimed at creating awareness of its highly-acclaimed coffee beverages.
  - CNI's outstanding management and achievements in SEA attracted Peking University, China, to do a case study. The case study was published in a book titled "Oriental Direct Selling".
  - CNI expands in retail F&B through a wholly-owned subsidiary, Infuso Sdn. Bhd. The first Pick n' Brew cafe started operation at Wisma CNI, followed by another branch at 1 Utama Shopping Centre.
- 2008**
- Ministry of Entrepreneur and co-operative Dev. Awarded special Certificate of Appreciation to Yayasan CNI for providing business opportunities for Bumiputra (Malaysia Natives) entrepreneurs. "Single Parent Family Caring Programme" as its core focus.
  - CNI Indonesia was awarded "The Best Corporate Image in Indonesia's Most Admired Companies" (IMAC) held by Frontier Consulting Group and BusinessWeek Indonesia Magazine.
  - CNI Philippines, UP Café was launched at Asia Food Expo at Manila World Trade Centre.
  - CNI Indonesia held an annual event in a luxurious grand ballroom hotel in Asia, The Ritz-Carlton Jakarta Pacific Place, CNI National Convention (NC) 2008: "Exclusive for The Champion".
  - CNI Taiwan was officially opened and marked a new milestone in international market.
  - CNI Taiwan has initiated a program named World trade of love flea market for the funds for student grants and donate to disadvantaged families.
  - CNI Philippines awarded 10th Annual Global Excellence Awards (GEA) by Davis H. Watson.
    - 1) Global Excellence Award 2008 Best Healthy Lifestyle Company.
    - 2) Global Brand Quality Seal 2008 Best Health and Wellness Products.



## Outstanding Leaders

CNI values and recognition of its independent sales force for growth and achievement. Many have successfully changed their lives through CNI, transforming beginners' hope to achievers' reality. Incentives ranging from trips, invitations to annual conventions worldwide, and recognition by peers at performance awards. Furthermore, the Company has helped its top performers earn well-deserved stately homes, luxurious cars and many cash rewards.

## Business Opportunity



CNI welcomes you with open arms and offers you an exciting opportunity to change your whole life. The CNI Business Development Plan have helped thousands of its members fulfil their dreams! You will be rewarded by the effort you put in. The reward may be multiple the efforts you expend. Needless to say, your earnings would depend on the size and productivity of your network. As your network grows so will your earnings, stability and endurance.

### **FAIR**

“Your status in CNI is not judged by early or late affiliation. Perhaps you wonder what benefits you could earn since there are thousands of CNI members before you. Our answer is “there are plenty”, because our system is such that an earlier or later affiliation is not the key criteria as to how much you can achieve in CNI. As long as you are willing to exert your best, be diligent and passionate about the business, you can always excel, lead and reap more benefits.

### **PRACTICAL**

The reward will exceed the effort you expend. What a normal working class earns is very limited and sometimes disappointing regardless of how much effort they put into their job. CNI Business Development Plan is extraordinary and exciting. As long as you exert your best, CNI Business Development Plan will reward you with a comfortable income, a balanced lifestyle and make your dreams come true.

### **ACCUMULATIVE**

We ensure every effort you make is rewarded. In this system, no effort goes to waste. CNI Business Plan permits you to accumulate every point you make over any period of time. This ensures your promotion and gives you an appropriate income.

### **PROFIT-SHARING**

The spirit of CNI Business Development Plan lies in its profit sharing system. Every month, CNI allocates a certain percentage of its monthly turnover to qualified members. The greater your productivity, the greater your reward will be. It is as if you are a shareholder of the company.

## CNI Foundation - A Foundation of Charitable Action



Even from our humble beginnings, CNI has never wavered from its commitment to shape a better community. The CNI Foundation was thus established with such a mission. From organising blood donation campaigns, extending humanitarian aid and more - issues such as these are what we hold closest to our heart. Each year, a portion of CNI's profits are channelled to the CNI Foundation and our foundation's contribution include:

- Blood donation campaigns
- Humanitarian aid to victims of the Asian tsunami disaster
- Contributions to refugees in Iraq, Bosnia, Vietnam and Cambodia
- Humanitarian mission to Afghanistan
- Humanitarian supply for flood relief
- Joint charity campaign for medical officers against SARS
- Charity stage performances / cultural
- Nation-building projects and many more



## Vision, Mission & Philosophy



### VISION

To be the most Creative, Innovative and Caring network marketing company partners in the global CNI family.

### MISSION

1. To give a better and better service
2. To upgrade the quality of every CNI member
3. To enhance the welfare of CNI big family

### PHILOSOPHY

CNI is more than business. We strongly believe that every individual has the opportunity to attain a better living through CNI.



**CNI CORPORATION SDN BHD** (147068-K)

Wisma CNI, 2 Jalan U1/17 Seksyen U1

Hicom-Glenmarie Industrial Park

40000 Shah Alam, Selangor, Malaysia

Tel: 603-5569 4456

Fax: 603-5569 1023

Website: [www.cni-global.com](http://www.cni-global.com) / [www.cnimall2u.com](http://www.cnimall2u.com)

Email: [enquiry@cni.global.com](mailto:enquiry@cni.global.com)