



NATURAL HEALTH FARM

CORPORATE PROFILE

Natural Health Farm (NHF) is a chain of 90 retail outlets located mostly in shopping malls and hypermarkets nationwide and abroad, with its principal activities in retailing nutritional supplements, organic foods, healthcare-related products and nutritional consultation. NHF was founded by Dr. Jessie Chung, ND, MD in 1999, who studied natural medicine, nutrition and oriental medicine under Dr. Bernard Jensen. It started off as a MLM company and quickly grew to over 50, 000 members within two years. In 2003, Dr. Jessie Chung, ND, MD changed the business model into retail to improve product visibility and affordability. To stand out in the competitive market, she started training nutritionists to provide professional nutritional consultation to customers.

Besides in Malaysia, NHF also operates outlets in the USA, China, Macau, Singapore, Australia, Brunei, Philippines, Kurdistan, and Thailand. A wide-range of products is offered, including vitamins, herbs, minerals, supplements, natural skincare products, slimming products, and organic foods. NHF obtained the Franchise License from KPDNKK in December 2011 and began its franchise business.

NHF employs a 180-person workforce comprising of qualified nutritionists, outlet assistants, management team and various departmental staffs. Each outlet is operated by at least one qualified nutritionist to provide comprehensive nutritional assistance to customers. The company promotes persistent health care through balanced nutrition intake, nourishing diets, healthy lifestyles and detoxification. Besides retailing, it has also branched into nutritional education, manufacturing, and organic farming. Over the course of more than of 18 years, NHF has passionately pursued the creation of products and resources that support the health and

longevity of the human body, skin and hair to help tens of thousands find their paths to a beautiful life.