

AGENDA

PROFIL PERUSAHAAN

PRODUK

MARKETING PLAN





PT BIO ORGANIK NUSANTARA

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PICK UP CENTER

Bukit Golf Mediterania
 Rukan Cordova Blok A No. 21
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 Jakarta Utara. Indonesia
 P : +62 21 56983415
 F : +62 21 56983414





 **BIOGREEN**
SCIENCE.com

**mibelle**
GROUP

induchem
companies

 **Ixoreal**
Biomed Pvt. Ltd.

 **KOHJIN**
Life Sciences



Tujuh kali memenangkan penghargaan Inovasi :

- European Cosmetics Innovation Prize 2008, category : Best Active Ingredient
- Innovation Zone Best Ingredient Award in-Cosmetics Europe 2012
- Innovation Zone Best Ingredient Award in-Cosmetics Asia 2012
- BSB Innovation Prize 2012
- CPCIA Personal Care Ingredients 2012
- European Cosmetics Innovation Prize 2014, category : Best Active Ingredient
- Frost & Sullivan 2014 Best Practices Award



FOUNDER OF BIOGREEN
Larry Widjaja



CEO MIBELLE BIOCHEMISTRY
Dr. Fred Zulli





Apple Stem Cell Plus

6 bahan aktif:

Stevia



PhytoCellTec™ Malus Domestica
(Apel Uttwiler Spatlauber)
meregenerasi sel



PhytoCellTec™ Solar Vitis



Hydrolyzed Collagen (Fish)
untuk kelembaban,
elastisitas,
dan kehalusan kulit



L-Glutathione
super antioksidan,
mengurangi
kerusakan akibat
radikal bebas



Ascorbid Acid
(Vitamin C)



Fungsi Apple Stemcell Plus

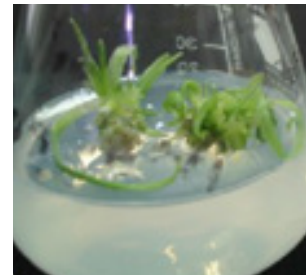
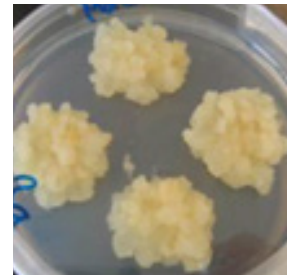
- Mengaktifkan sel yang tidur
- memperbaiki sel yang rusak
- merangsang regenerasi sel



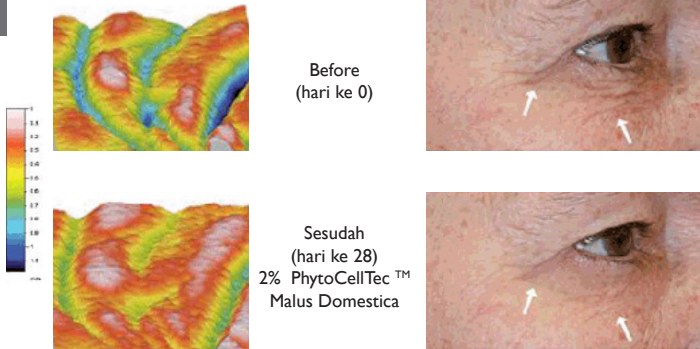


PhytoCellTec™ Malus Domestica

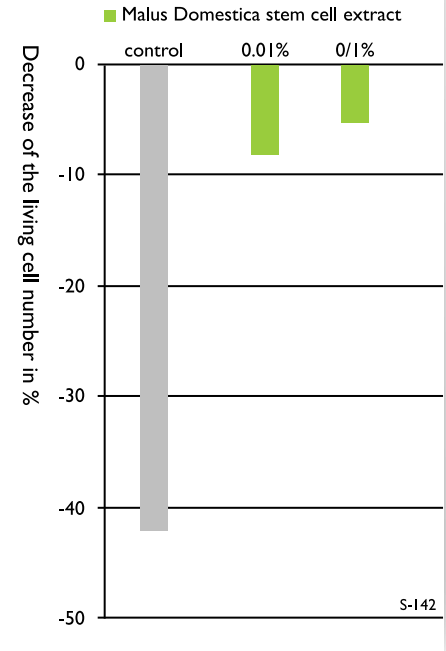
- Pemanenan Ekstrak Stem Cell dengan membuat irisan luka untuk membentuk jaringan Callus.
- Callus ini sifatnya sama seperti stem cells, kemudian dikultur dan dibiakkan.
- **BUKAN** memakai hormon pertumbuhan, zat kimia berbahaya apalagi rekayasa genetika!



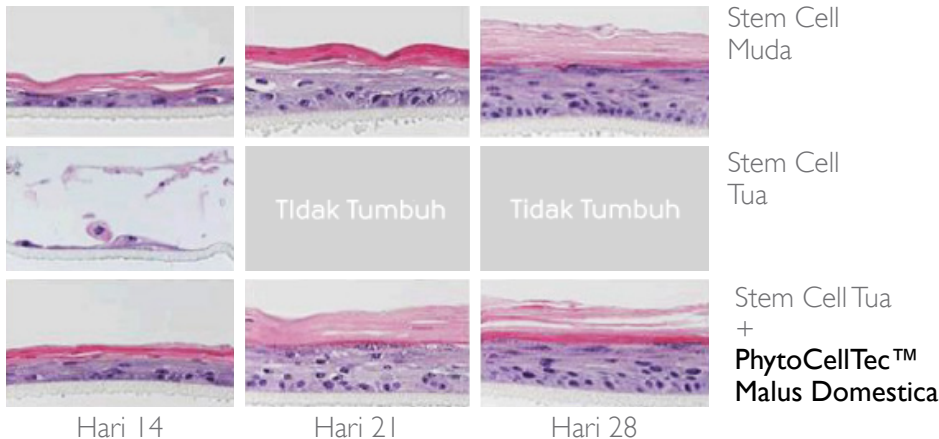
Uji Klinis pada Kerutan



Melindungi sel kulit dari UV



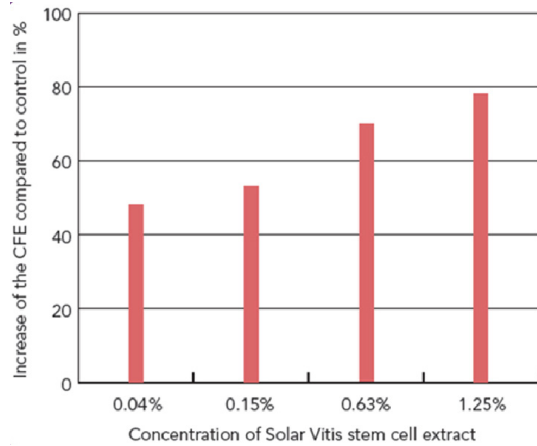
Regenerasi Sel Kulit



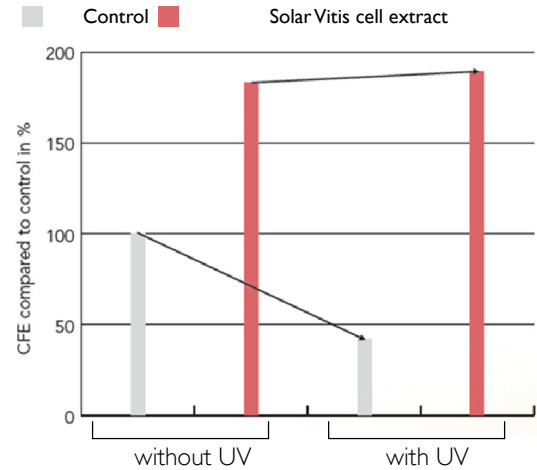
PhytoCellTec™ Solar Vitis

Proteksi Ganda Melawan Kerusakan UV

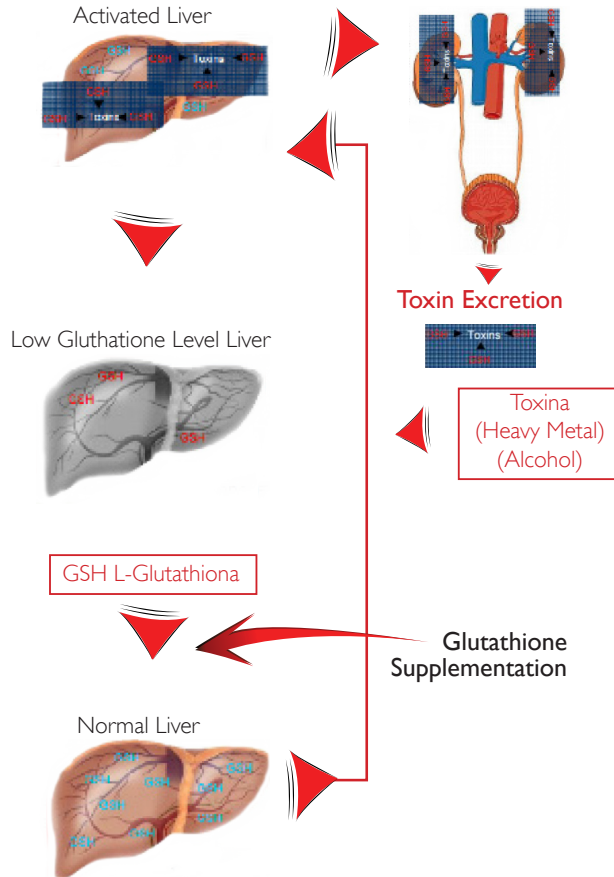
Meningkatkan Aktivitas SC Epidermal



Melindungi SC dari UV Stress



Detoxification mechanism of Glutathione

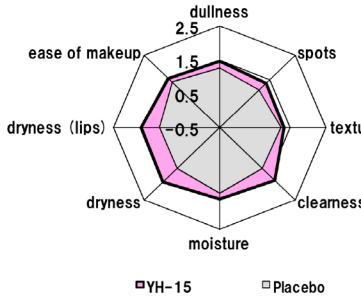


L-Glutathione

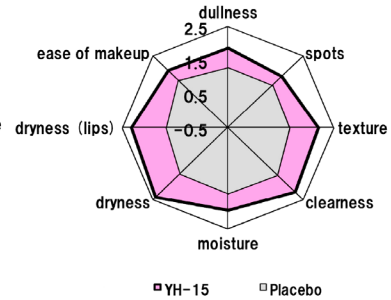
Kinerja Glutathione Sebagai Anti Racun

Uji Klinis L-Glutathione

Survey after 4weeks of test period

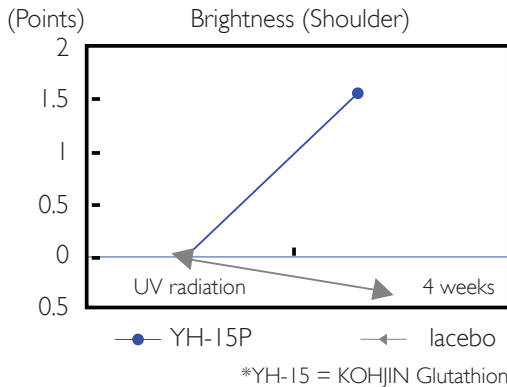


Survey after 8 weeks of test period



L-Value Changes with Time

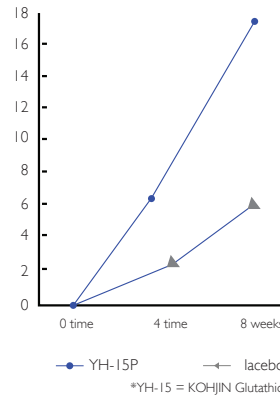
4 weeks later after apply Uvs (8th week)
the L-values as brightness



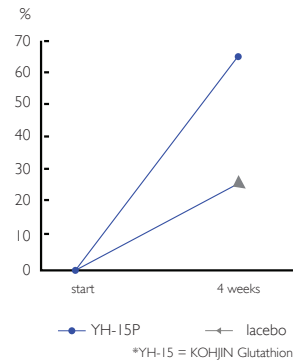
Moisturizing & Erysma Recovery

4 weeks later after apply Uvs (8th week), we checked
the moisturizing and recovery rate of erythema (reddish) increases

(Points) Moisturizing effect (Left cheek)



Recovery from erythema formation from UV radiation (Elbow)



Bio Stem Cell Gold

3 bahan aktif:

PhytoCellTec™ Malus Domestica
(Apel Uttwiler Spatlauber)



Ashwagandha
(KSM-66)



Ginseng Korea



Fungsi Bio Stem Cell Gold

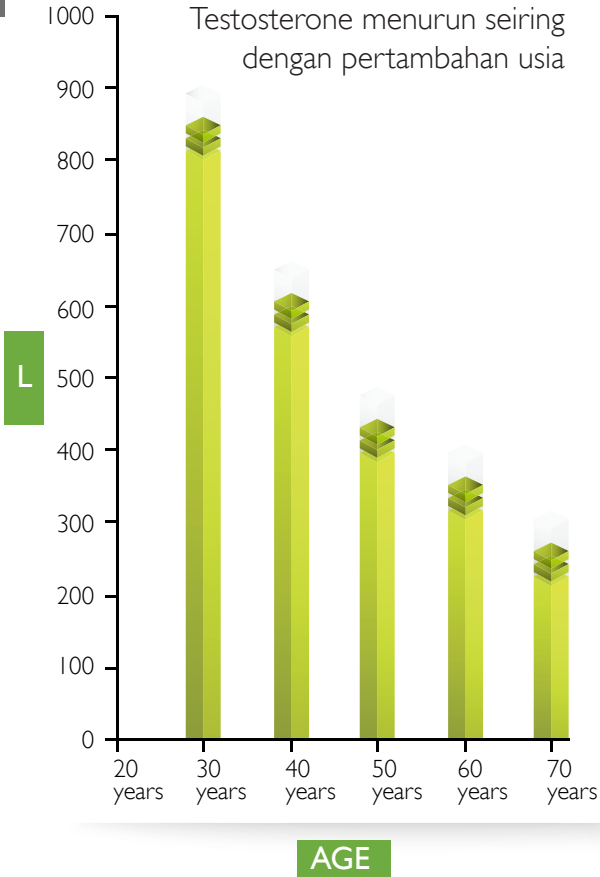
- Meredakan stress
- meningkatkan fungsi otak
- meningkatkan kekuatan otot meningkatkan ketahanan & stamina.
- Memperbaiki kualitas tidur
- meningkatkan kualitas & kuantitas sperma, mengontrol berat badan, meningkatkan daya tahan tubuh.





Mengapa perlu BioGold?

Testosterone menurun seiring dengan penambahan usia



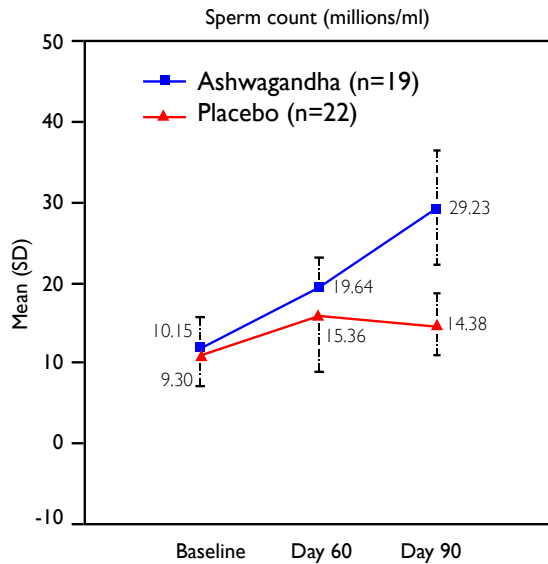
MALE Testosterone decline with Age

Penurunan Testosterone berakibat:



- Turunnya Fertilitas
- Penurunan Sexual Drive
- Disfungsi Ereksi
- Kerontokan Rambut
- Penurunan massa Otot
- Penimbunan lemak
- Osteoporosis
- Gangguan Tidur
- Mood Swing
- Penuaan Dini

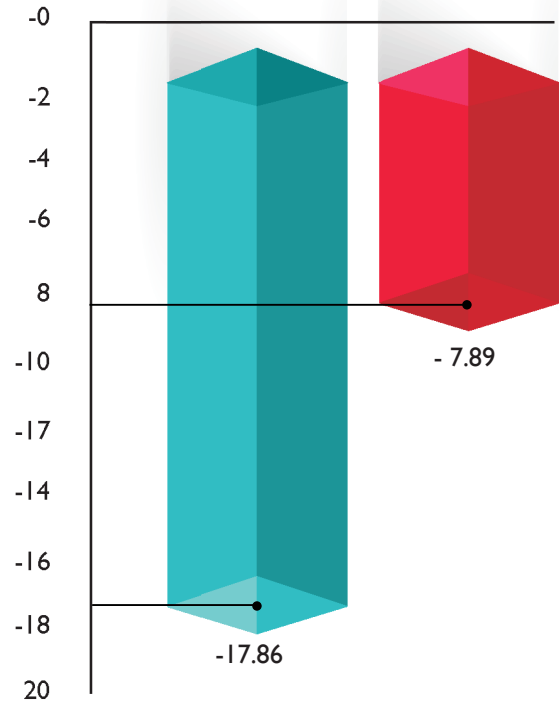
Uji Klinis Ashwagandha

Meningkatkan kualitas & kuantitas sperma



Menurunkan hormon kortisol (stress)

-  KSM-66 (n=30)
-  Placebo (n=31)



Bio Stem Cell Serum

6 bahan aktif

PhytoCellTec™ Alp Rose
melindungi kulit
dari iklim yang ekstrem



Snow Algae Powder
melindungi keremajaan kulit



DermCom
membalikkan proses
penuaan dengan
menstimulasi komunikasi
antar sel



**PhytoCellTec™ Malus
Domestica**
meregenerasi sel



PhytoCellTec™ Solar Vitis
melindungi stem sel kulit
epidermis dari UV stress &
penuaan karena cahaya



PhytoCellTec™ Argan
memperbaiki regenerasi
lapisan dermis kulit





Liliane Henriette Charlotte Schuelaler

Liliane Henriette Charlotte Schueller, married name Bettencourt (born 21 October 1922), is a French heiress, socialite, businesswoman and philanthropist. She is one of the principal shareholders of L'Oréal. According to Forbes, she is the richest woman in the world, making her the 10th richest person in the world with a net worth of US\$40.1 billion on "The World's Billionaires" list in 2015.

Bettencourt was born in Paris, France, the only child of Louise Madeleine Berthe (née Doncieux) and Eugène Schueller, the founder of L'Oréal, one of the world's largest cosmetics and beauty companies. At the age of 15 she joined her father's company as an apprentice, mixing cosmetics and labelling bottles of shampoo

In 1957 Bettencourt inherited the L'Oréal fortune when her father died, becoming the principal shareholder of L'Oréal.



Let's get this out of the way: The size of the US supplement industry is roughly \$36.7 billion. The \$11.8 billion estimate that TABS Group CEO Kurt Jetta announced last week is way off target, as were his attacks on Nutrition Business Journal.

On just the subjective assertions, Dr. Jetta said, *"My methodology is visible and subject to scrutiny. The NBj estimate is a total black box with just a minimum of explanation."* But when it came to the TABS model, he said, *"There's a bit of proprietary modeling and secret sauce in how we get to those exact numbers."* So when NBj protects its intellectual property, the methodology is a sinister "black box." But TABS' guarding of its own methods is just benign "secret sauce."

The truth is that we both have enough of our methods open to scrutiny to do an easy comparison of our data. And it turns out that Dr. Jetta is objectively misleading on a number of fronts.

For starters, TABS' \$11.8 billion figure leaves out entire segments (meal replacements, the practitioner channel) that NBj includes. TABS also counts sports nutrition as a separate \$2.6 billion category, not as part of the \$11.8 billion industry figure, whereas we at NBj include sports nutrition in our overall estimate. One can certainly argue the merits of what should or should not be included in a market-size figure—we debate that internally all the time—but for Dr. Jetta to say the NBj number as inflated, without acknowledging that we measure segments he does not, is disingenuous at best.

Those segments the TABS model leaves out account for about \$7.3 billion of NBj's industry estimate. So if we want to do an apples-to-apples comparison of the NBj and TABS numbers—and that seems the only fair way to proceed—we'll subtract that from our estimate, which puts our figure for supplements (including sports nutrition) at \$29.4 billion. And to make sure we're both counting sports nutrition, we'll add TABS' estimate for that category onto the \$11.8 billion supplement estimate, bringing the TABS figure to \$14.4 billion.

So now we're at \$29.4 billion versus \$14.4 billion. That still leaves a \$15 billion gap. In doing a top-level analysis of the TABS estimates, we have found that TABS and NBj more or less agree on internet and mass-market sales. The difference comes down primarily to our respective estimates of the MLM and natural/specialty

TABS puts MLM sales of vitamins, minerals, and supplement (VMS) at about \$200 million. We just don't see how that's possible. NBj tracks 61 active MLM companies, many of which have individual sales several times larger than \$200 million. Thanks to our long-time standing and deep relationships in the supplements industry, we are able to get most of these figures directly from the companies. Based on these insights, we feel confident putting this sector at \$4.4 billion.

Getting into TABS' estimates for natural and specialty retail channels is trickier. If we add together the breakdown by channel, it appears that TABS puts the VMS portion of this at \$2.5 billion. TABS' presentation doesn't break out sports nutrition sales by channel, which makes things difficult here. But the report does say that combined FDMCD (food, drug, mass, club, and dollar) accounts for 50% of all sports nutrition sales. Going off their \$2.6 billion estimate for sports nutrition, which means non-FDMCD sales (natural, internet, MLM, and catalog) of sports-nutrition products add up to \$1.3 billion. We have no idea how their model breaks that down, but even if we assign the entire \$1.3 billion to natural (meaning we leave out internet, MLM, and catalog) that would put TABS sizing of this channel at just \$3.8 billion.

As with TABS' MLM estimate, this number makes no sense. The proof is in concrete, publicly available data.

Supplement sales for only the four publicly traded natural-channel companies that disclose such figures amount to \$3.4 billion (Vitamin World at \$225 million, NGVC at \$300 million, VSI at \$1.1 billion, and GNC at \$1.8 billion). Based on our conversations with other publicly traded companies in this space (Whole Foods Market, the Fresh Market, Sprouts), we feel comfortable adding another \$2.3 billion. That brings us to \$5.6 billion just for publicly traded companies, which account for only 24% of the roughly 35,000 stores in the natural channel.

Our colleagues at *Natural Foods Merchandiser* conduct the industry's most in-depth, surveys and research on the entire natural channel and are the go-to source for data on the independents. They put sales for the other 76% of stores at \$7.9 billion. This brings us to the NBj estimate for the natural channel of \$13.5 billion, or \$9.7 billion more than TABS.

The differences in our MLM and natural-channel numbers account for about \$14 billion, or 93% of the gap in our industry estimates. Would a deeper dive into the numbers show that we're responsible for some of the remaining 7%? Maybe. It might also show that TABS is still low, especially since our analysis probably boosts their estimate of the natural channel. Regardless, Dr. Jetta's claim that our numbers have been "vastly overstated" seems, well, vastly overstated. 101

Neither of us is perfect. At this year's Natural Products Expo West, I asked the CEO of a leading supplement manufacturer who buys our reports for his thoughts on NBj. He said, "Well, I know to take your industry estimates and triple them." He was exaggerating, of course, but his point was clear: He felt that our \$36.7 billion estimate actually understates the size of the industry. And we do err on the side of caution. Better to be a bit conservative than to hyperbolically inflate things.

As for the assertion that the NBj methodology is not available or open to scrutiny, every NBj report includes a lengthy, detailed section called "Research Methodology." Here is just part of what's included in that:

"NBj's business segment survey methodology starts with an understanding of the total universe of companies in that segment and an in-depth knowledge of the top 20-100 companies in that segment. NBj then makes every effort to ascertain annual sales of the top firms and get an adequate response from surveying the remaining populace to build a statistically valid model for that segment. Segments NBj surveys in this detailed manner include supplement manufacturers in each category; raw material suppliers in vitamins and herbs & botanicals; MLM firms; internet sellers; catalog sellers; etc. NBj will typically capture 60-80 percent of the revenues in a defined segment using this method. Subsequently breakdowns received from companies are aggregated into segment models to obtain industry or segment breakdowns by product, sales channel, or other characteristic."

Sales data determined from each level of the nutrition industry value chain is reconciled against the other levels so that consumer sales, retail sales, wholesale sales, distributor sales, and material supply sales ratios are accurate for each product area."

This is a tricky industry to size—full of privately held companies, multi-pronged supply chains, and fuzzy segment/channel definitions. That makes it all the more vital that we be as precise as possible with both our numbers and our words. In his discussion about NBj, Dr. Jetta said that inaccurate data has "a harmful effect on many industry participants."

We completely agree.

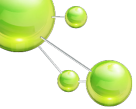


The US supplement industry is \$37 billion, not \$12 billion

Industri supplement di Amerika adalah industri 518 Trilyun

The background features several glowing, curved lines in shades of blue and green against a solid black field. The lines are most prominent on the left and right sides, curving towards the center. The text 'MARKETING PLAN' is centered in the middle of the image.

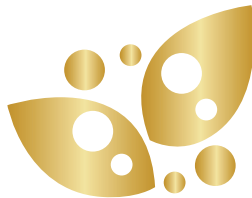
MARKETING PLAN



PAKET KEANGGOTAAN BIOGREEN



130 iC



650 iC



1300 iC

Paket Silver : 130 iC (Rp1.560.000)

Paket Gold : 650 iC (Rp7.800.000)

Paket Platinum : 1300 iC (Rp15.600.000)

Tanpa dipungut biaya registrasi | Tidak dikenakan biaya tahunan | Keanggotaan seumur hidup

Nilai Tukar:

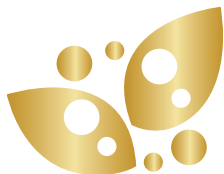
Beli: Rp10.000 | Jual: Rp12.000



MARKETING PLAN
BONUS - KETIK
(5% x BV = 4.5 iB/Box)



—— 4.5 iB



—— 22.5 iB



—— 45 iB

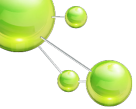
iB = iBonus

iC = iCash

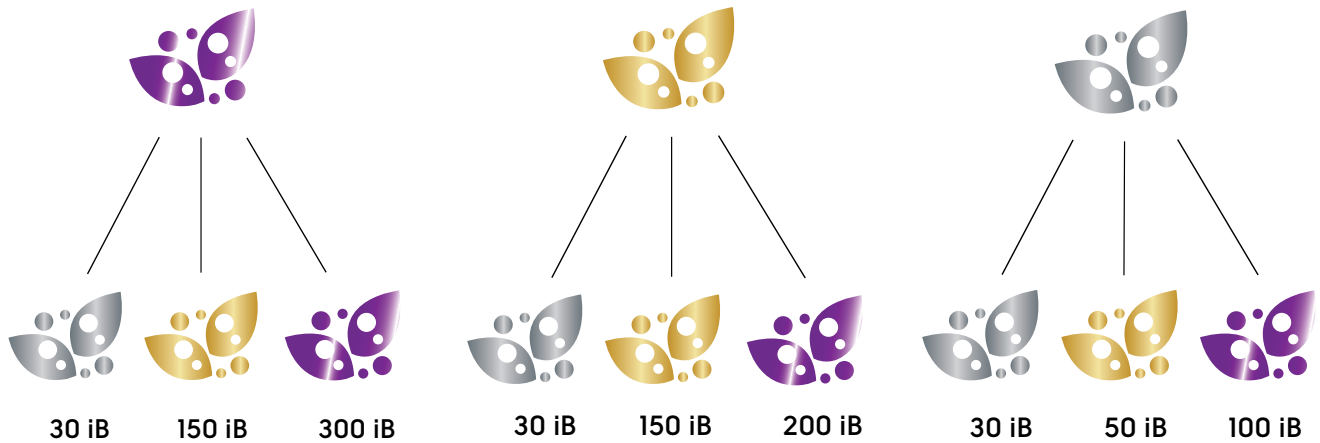
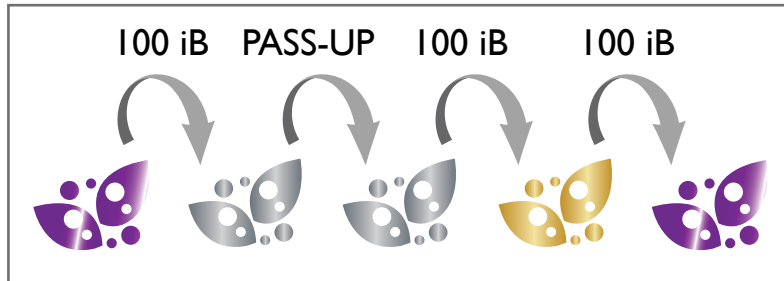
iP = iProduct

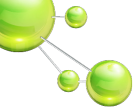
$$iB = 75\% iC + 25\% iP$$

Hanya untuk member Platinum

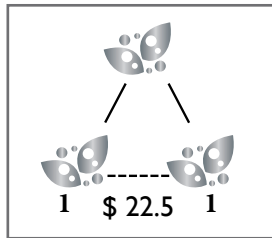


MARKETING PLAN
BONUS-SPONSOR
30 iB/box





MARKETING PLAN
BONUS - PAIRING
(22.5 iB/Pair)



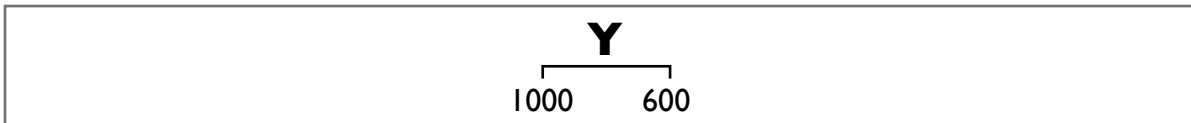
Tanpa Batas/hari
 16 × 22.5 iB
 8.1 iB × tanpa batas
Tanpa batas



Batas 208 pasang/hari
 8 × 22.5 iB
 5.4 iB × max 200 max
1,260 iB/hari



Batas 28 pasang/hari
 4 × 22.5 iB
 4.5 iB × max 24 max
198 iB/hari



22.5 iB × 16 = \$360
 8.1 iB × 584 = \$4,730.4

5,090.4 iB/hari

22.5 iB × 8 = \$180
 5.4 iB × 200 = \$1,080

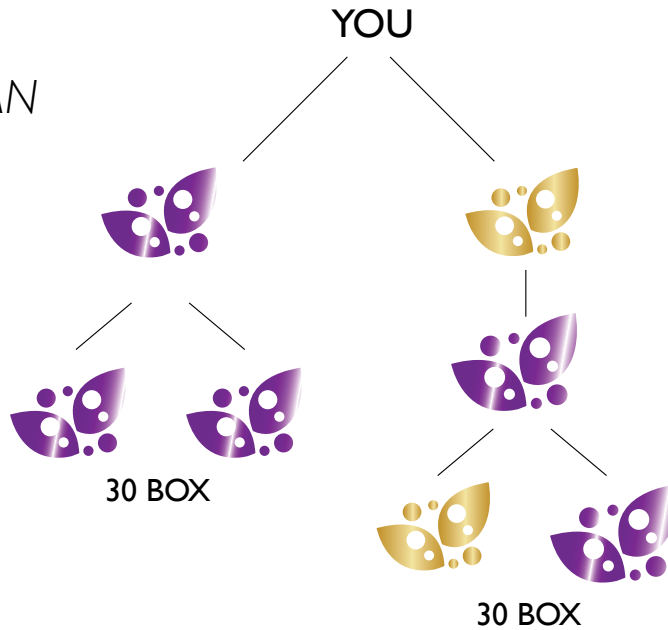
1,260 iB/hari

22.5 iB × 4 = \$90
 4.5 iB × 24 = \$108

198 iB/hari



MARKETING PLAN



Silver

$$4 \times \$22.5 + 24 \times \$4.5 = \$198$$

Gold

$$8 \times \$22.5 + 22 \times \$5.4 = \$299$$

Platinum

$$16 \times \$22.5 + 14 \times \$8.1 = \$473$$

BONUS	SILVER	PLATINUM
SPONSOR	150 iB	450 iB
PASS UP	-	100 iB
PAIRING	198 iB	473 iB
KETIK	-	112.5
TOTAL	348 iB	1,135.5 iB
KURS	Rp 3.480.000	Rp 13.626.000



MARKETING PLAN



Bulan 1	2			2
Bulan 2	4			4
Bulan 3	8			8
Bulan 4	16			16
Bulan 5	32			32
Bulan 6	64			64
Bulan 7	128			128
Bulan 8	256			256
Bulan 9	512			512
Bulan 10	1024			1024
Bulan 11	2048			2048
Bulan 12	4096			4096
	(400 BOX) 40			40 (400 BOX)

SAYA ..

ENGGAK PUNYA
 BANYAK TEMAN ..
 ENGGAK PINTER
 PERSENTASI ..
 ENGGAK PUNYA WAKTU ..
 SIBUK ..

$$16 \times 22.5 \text{ iB} = 360 \text{ iB}$$

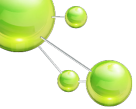
$$384 \times 8.1 \text{ iB} = 3,110 \text{ iB}$$

$$= 3,470 \text{ iB/hari}$$

$$= 104,100 \text{ iB/bulan}$$

$$= \text{Rp } 1,2 \text{ M/bulan}$$

X 1%



MARKETING PLAN

TEMAN-TEMAN
SAYA SANGGUPNYA SILVER ..

Maka perhitungan bonus dalam sehari adalah :

$$\begin{array}{r} 16 \times 22.5 \text{ iB} = 360 \text{ iB} \\ 24 \times 8.1 \text{ iB} = 194.4 \text{ iB} \\ \hline = 554.4 \text{ iB/hari} \quad + \\ = 16,632 \text{ iB/bulan} \\ = \text{Rp } 200 \text{ jt/bulan !!!} \end{array}$$



PROMO PERIOD

AUGUST 1ST, 2015 - JANUARY 16TH 2016



SIGNUP TRIPLE PLATINUM

EARN \$10K COMMISSION FOR 2 MONTH
ONLY 25 LUCKY WINNER GET THE US TRIP



BIOGREEN
GIVE AWAY

PORSCHE BOXSTER

FOR FREE



August 1st, 2015 - January 16th 2016

SIGN UP TRIPLE PLATINUM

EARN \$10K COMMISSION FOR 2 MONTH

ONLY ONE LUCKY WINNER GET THE PORSCHE