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Welcome to TIENS

ealth has always been the greatest gift and TIENS has always placed health and wellbeing of its consumers as a key priority. Every day in over 190 countries around the world more than 30 million households enjoy and benefit from natural, health-oriented products offered by the renowned Chinese company, TIENS.

Its carefully selected range of health products is an excellent combination of the inspiration of 5000 years of Chinese health-preserving culture and the latest achievements in biotechnology. Chinese knowledge of health has successfully answered the question of how to stay healthy up to date, and supporting it with cutting-edge research enables to achieve even better results.

Thousands of dedicated TIENS staff and global Distributors make it their daily mission to promote a positive, natural and healthy lifestyle. Their message is one of health, harmonious life, enterprising spirit, success, compassion and hope.

Inspired by such grand visions, numerous individuals and businesses have built strong strategic partnerships with TIENS Group. Top household names and world-renowned brands like Microsoft, Pfizer, IBM and China Telecom have formed successful alliances with TIENS.

Under the strategic leadership of the Founder and Chairman – Mr. Li Jinyuan, TIENS Distributors and staff passionately realise the corporate vision of *Great health for all*, enhancing the quality of the world health, contributing to the society's wealth by creating business development opportunities and developing a world-class business.

With its origins firmly rooted in China but simultaneously following the world trends, TIENS remains a cosmopolitan brand for a steadily increasing number of global consumers.

Read this corporate overview about the TIENS Group success story and you will choose to become part of it!

Profile of TIENS Group

BRAND SLOGAN:

Harmony, responsibility, prosperity

BRAND CORE:

One World, One Family

BUSINESS PHILOSOPHY:

Contributing to society by restoring health to mankind

PHILOSOPHY OF CHARITY:

Love - Feel it, Create it, Spread it

BRAND CORE VALUE:

Extraordinary innovation, paramount responsibility, excellent teamwork

MISSION STATEMENT:

To provide global consumers with quality products and opportunities for education & cause, improve their quality of life, and make a harmonious society

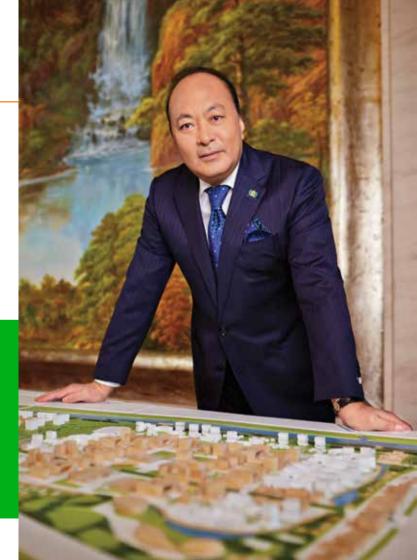


FOUNDER OF TIENS GROUP MR. LI JINYUAN:

- TIENS Group Chairman,
- President of TIENS Meijing International Charity Foundation,
- Member of the Chief Executive Committee of the World Federation of Direct Selling Association,
- Vice President of the China Health Care Association,
- Vice President of the Chinese Society for Studies of Traditional Chinese Medicine,
- · Vice Chairman of China Enterprise Federation,
- Vice President of China Health Industry Association,
- EMBA of Nankai University International Business School

Mr. Li Jinyuan won recognition in:

- National Unity and Progress Model
- Top 10 most Influential Global Chinese Leaders
- Top 10 Leaders of Asian Health Care Industry
- Annual figure of Asian Brand
- China Outstanding Contribution Award in Philanthropy
- China Top 10 Commonwealth Exemplar
- China Top 10 Economic News Figure
- Top 10 Pioneers in China Nutrition Industry
- National Brand Construction Award
- National Excellent Honest and Upright Entrepreneur



ntroduction

Jinyuan was engaged in the energy, food. medicine and other industries in his youth and accumulated extensive experience in broadbased enterprise operation. In 1995 he founded TIENS Group Co. Ltd in Tianjin, China, and began its spectacular launch into the international marketplace, which took place in 1997. Since then it has become a global enterprise with interests in many sectors including biotechnology, health management, tourism, education, financial investment and property.

Today TIENS Group is a wellestablished and energetic cross-border organisation committed to take a leading role in the global direct selling industry. In pursuing its goals, it is expanding its business network, improving its service offering and modernising its operations scope.





An Orient Enterprise A World Class Brand

TIENS Group is a multinational conglomerate, integrating industrial, business and financial capital with its scope of business covering biotechnology, health management, hotel management & tourism industry, education & training, e-commerce, finance investment, etc. With its business operations reaching over 190 countries, TIENS Group has set up its divisions in 110 countries & regions and has established strategic alliances with top ranked enterprises from many countries. TIENS Group now has a broad, innovative and diverse product portfolio inclusive of health food, wellness equipment, beauty, skincare and household products.

Based on the heritage and development of the oriental culture, TIENS Group combines the unique health preservation concept of *Cleansing, Balancing, Replenishing, Preventing* with modern high-end technology. The diversified products developed by TIENS Group, a leader in the health and wellness industry, such as food supplements, health care appliances, skincare products, household products, have enabled a higher quality of life for nearly 40 million families and brought health, happiness, beauty and affluence to the world.

Cherishing the Brand

Recognised as a legitimate, reputable brand, TIENS Group has been firmly committed to the strategic objectives of *Global Development Strategy* and *Building Self-owned Brand*, and is continuously creating and developing a world renowned national brand.

TIENS core products' trademark of "TIENS", "��" and "天狮" has already been registered in over 140 countries, as well as with various international trademark bodies, including The Madrid International Trademark Organisation, The European Union Trademark Organisation and African Intellectual Property Organisation.

Brand Recognitions:

- Asia Brand Top 500
- Brand Building Contribution Enterprise
- Chinese Brand Annual Award
- Top 10 Most Favourite Consumer Brand in Asian Healthcare Industry
- Influential International Brand in Healthcare Industry
- China Enterprise with AAA Credit Grading
- Special Award of Top 10 Chinese Health Products Brand Credibility
- Public Brand Internationalisation of the Year Award



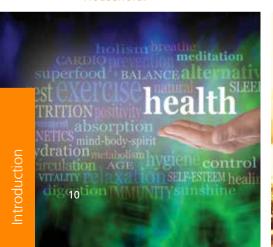
Harvest Health from Nature

TIENS Group is a successful global enterprise, with ambitions to bring the highest quality and utmost beauty to people's lives, make a difference to the world health, and to spread the highly commendable idea of harmony and hope among people. Reconciling the respected Chinese health-preserving knowledge with cutting-edge biotechnology, TIENS Group manages to deliver safe, top quality products, in accordance with local markets' demands and restrictions, in four main categories:

- · Nutrition,
- Wellness.
- Beauty and Personal Care,
- Household.

They form a unique system of nourishing and beautifying the face and body, nurturing the environment, supporting the health regimen for the unity of mind and body, and keeping a natural harmony.

By offering a wide range of food supplements based on natural components and created with respect to world nutrition research and trends, health enhancing devices, high quality personal care cosmetics and unique skin care cosmetics restoring youth, beauty and vitality, TIENS provides global consumers with the finest quality, boundless credibility, high technological outcomes, the essence of nature.







Technological Innovations, Professional Leadership

TIENS Research Institute for Life Sciences and Technology aims to advance human science development and serve the public health all over the world through modern high-tech solutions, utilising highly skilled personnel, establishing of combination of production, research and market study of *The Great Health Technological Innovation System* - to ensure TIENS leads in the world class health research.

Meticulously planned, equipped with cutting edge technology, the finest scientific equipment and staffed with the elite specialist team of technicians and doctors, the Institute gathers information from the industry, universities and research centres around the globe to guarantee it stays abreast of health sector innovations. The research team already worked successfully on national projects such as antiaging products and plant-based cleaners.

The Research facility covers an area of 6.000 m² and conforms to the highest international standards of pharmaceutical and healthcare laboratory design and construction. It provides an ideal environment for research and scientific projects. Around ¥80 million (€10 million) was invested in scientific research devices and equipment, which has created a state of the art product and technology development facility.

The Institute makes full use of its technical resources to provide a powerful motivation for TIENS continuous innovation and development. The Research Institute will ensure TIENS Group continues its pioneering scientific R&D work into developing health-oriented products using natural resources that consumers all around the world desire.





Forging Ahead with High Quality

As part of its goals to help further world health, using technical innovations and making constant improvements to satisfy consumers, TIENS Group adopted a quality management system, which complies with international regulations, to oversee quality in production, supply chain and customer service.

The TIENS Group Global Quality Management and Food Safety Protection System meets the highest international standards. To respect and support different cultural beliefs, TIENS Group also meets Halal and Kosher certification requirements.

In most countries TIENS is renowned for its high quality, natural healthcare products and also its exemplary business standards. TIENS believes an enterprise should abide by The Honest Business Operation principle, providing consumers with safe products that respect human health and wellbeing. TIENS Group corporate culture is based on honesty and respect with everyone working towards the goal of *Great Health for All*.

To develop a global quality and food safety protection management system and ensure TIENS products fulfil international advanced level, TIENS Group advocates the positive guidelines of:

- Live a healthy & meaningful life
- Walk the road of technology and innovation
- Reap the law of continuous improvement
- Win the hearts of satisfied customers
- HACCP Food Safety Management System Certification
- ISO9001 Quality Management System Certification
- ISO22000 Food Safety Management System Certification
- ISO17025 International Laboratory Management System Certification
- Health Food Production Specification
- Islamic HALAL Certification
- Indonesia Syariah Certification



Robust System with a Global Reach

TIENS logistics operations are fully professional and highly computerised. TIENS Group offers fast, flexible, comprehensive and efficient logistics solutions to ensure smooth product delivery to different TIENS Regions all over the world.

TIENS Logistics is centered on the following working principles:

- Standardisation,
- Specialisation,
- Information dissemination.

Its service objectives for the construction of global market network infrastructure are:

- Safety,
- Efficiency,
- · Timeliness,

• Flexibility.

The warehouses at TIENS International Health Industrial Park are equipped with an automated warehouse system, vertical lifting containers, electronic tags and a digital sorting system, and a series of international advanced storage equipment and sorting technology. Domestic logistic distribution centres have been established in major transport hub cities of North China, East China, Southern China, Northwest, Southwest and Northeast.

TIENS plans to build Logistics Distribution Centres in the regions of Southeast and Central Asia, Europe, Africa and the Americas, in cooperation with SF Express, Sinotrans, DHL and other domestic and international logistics giants to establish a strategic relationship in achieving a sustainable development of domestic / cross-border e-commerce logistics.

₩ 天獅舞





Manage Household Expenditure to Make Fortune

Fortune from Consumption – More Fortune from Consumption Operations is regarded as the goal and dream for TIENS consumers and Distributors.

TIENS Group's main business is direct sales. Consumers directly receive services and products from TIENS, avoiding the cumbersome traditional market and saving on expenditures for circulation or storage. Shrinking expenses leads to an increased income. The dealer can enjoy consumption of TIENS products and sales as a source of income. Hence, TIENS Distributors have a keen interest in selling and consuming more of TIENS products — to enjoy the increasing benefits and at the same time boosting TIENS Group international development.

TIENS Group business is based on the substitution theory of *Merger of three networks, Interaction of six networks* - through tourism, research, education and training, international trade, information exchange and other forms of global integration, a strong core consumption and marketing are formed: cross-regional, cross-border, cross-industry, to attract and mobilise society resources, enhance the marketing team and individual competitiveness. So customers and dealers are able to achieve and enjoy wealth and products, while promoting and developing the internationalisation of TIENS Group.

Efficient Information Platform

TIENS Group throughout its global development attached the greatest importance to its information platform construction. Over the years, along with IBM, Oracle, Microsoft, HP, Cisco, Orange, Amazon and other top domestic and international IT hardware and software suppliers, TIENS formed a strategic cooperation alliance. It has established a DataBus between HQ and the branches to provide effective information support for the branches in more than 100 countries worldwide.

TIENS Group has built the ERP, CRM, B2B, B2C platforms, a single point of registration and unified platform, Global Portal Business Intelligence Analysis System (BI), which effectively support TIENS *One Body, Multiple Wings* strategy.





TIENS provides advanced global deployment and development of E-commerce platform. It consists of five major modules:

- Direct sales,
- Retail,
- Health management,
- Online shopping,
- Finance

Its focal points are:

- Cross-border,
- Cross-culture.
- Multilingual application,
- Interactive interface,

to present new business experience and business development channels for the people from various parts of the globe.

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Tai Ji Sun Hospital - Beacon of Worldwide Health

With a floor space of 28 000 m², it remains China's largest and leading health management institute. It is a high-end health management platform providing all-round, one-stop, personalised and high-quality health care services for customers. Integrated in TIENS International Health Industrial Park and founded entirely by TIENS Group, Tai Ji Sun Hospital International Health Management Centre has full capacity for careful detection, effective treatment, accurate rehabilitation and prevention.

Tai Ji Sun boasts the most advanced equipment and authoritative experts. Its comprehensive medical services are some of the most innovative in the world with thorough early stage screening and diagnosis of cancer. It launches susceptibility genetic testing and other specialised projects, using a large data platform to prevent from heavy health losses and guarantee precise treatment.

Tai Ji Sun Hospital International Health Management Centre adheres to the targeted principles of symptomatic treatment, instead of the fuzzy treatment of "same drugs for different people". Significantly enhancing patients' quality of life, Taj Ji Sun Health Mall is to write a new chapter on the future of health management.



Continuous Development and All-Legend Brand

Having established a meaningful and steadily growing global presence, TIENS Group has also invested ¥1.8 billion (€211 million) in 2009 to enter leisure, tourism and media industries.

For this undertaking TIENS Group has invested huge capital resources to build hotels and related facilities, and develop a trustworthy All-Legend hotel brand. Its aim was to create a successful business chain, integrating hotel, tourism, property management, culture & communication, and providing with excellent guest-oriented service quality in compliance with international standards and professionalism.

These investments in the hospitality industry win the trust of customers throughout a strong luxury brand management, what happens to be ultimate corporate vision of the All-Legend brand.



TIENS Group facilities:

- All-Legend VIP Club
- All-Legend Hot Spring Resort
- All-Legend International Hotel
- All-Legend Business Hotel
- All-Legend Inn
- TIENS International Conference Centre (for up to 7000 people)
- TIENS International Banquet Hall (up to 3000 people)
- TIENS International Exhibition Centre







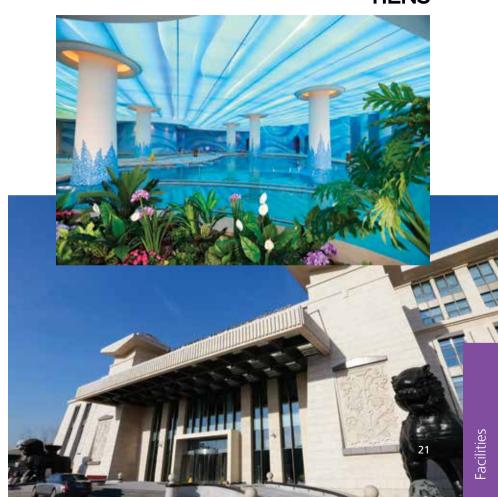




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All-Legend Hot Spring Resort

All-Legend Hotel Resort & Spa brings immense health benefits through a novel physical therapy concept, where guests can enjoy an exclusive experience with high quality service and crystal clear water. This magnificent facility covers an area of more than 39 000 m², and the Hot Spring water meets the same standards as natural spring water system.



Investment in Education Benefits the Country and its Citizens

The best way to reward a country and its society is to promote the development of the education sector. TIENS Group has invested ¥1.4 billion (€ 190 million) in Tianjin's first and only private undergraduate college, Tianjin Tianshi College. It was founded by TIENS in 1999 and approved by the Ministry of Education as the full-time undergraduate college in 2008.

TIENS Group has invested heavily in developing a new campus to allow for the growth and expansion. The new campus is located in Tianjin Wuqing Development Area, and when complete it will cover an area of 3.2 km² with a total building floor space of 2.1 km². So far, the new campus has been partially put into use.

Tianshi College now consists of 7 divisions with 27 undergraduate disciplines, across the areas of Art and Design, Biological and Food Engineering, Business Administration, Economics and Management, Electronic Information and Automation, Foreign Languages, Medicine, and confers Bachelor degrees in different majors across these areas. Focusing on providing high quality undergraduate education for Chinese and international students, the College has a range of international exchanges and cooperation agreements in place.



TIENS is also upgrading TIANYUAN University based on Tianjin Tianshi College. In 2017 the University was able to receive 30,000 students in more than 50 different fields. TIANYUAN University is guided by the most advanced educational

philosophy and cooperates with international affiliations. Relying on the latest R&D equipment and innovative ideas, it applies international cross-cultural vision to promote the development of global health industries.

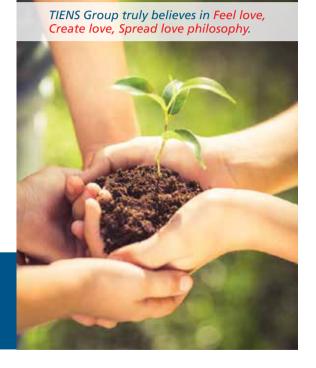
Philanthropy and Dedication to Society

Adhering to the business philosophy of *Contributing to society by restoring health to mankind*, TIENS Group has generously invested more than ¥1.5 billion (€200 million) in public welfare programs through charities related to health, education, disaster relief and environmental protection.

- TIENS Meijing International Fund
- TIENS Education Supporting Plan
- TIENS West Talent Training Plan
- China Education Development Fund
- Li Jinyuan Education Development Fund
- TIENS Hand-in-hand for Aiding the Blind Program
- Maternal and Infant Health 120 Project
- TIENS Music Classroom
- Care for the African AIDS and orphans project
- Care for the Orphan (Russia)
- Ukraine "Uniqueness" Charity Foundation Funding Program
- Children Companion Program

At its beginning, an enterprise belongs to an individual. Gradually, as it grows, it belongs to the country, the people and the community.

 abiding by this principle, TIENS has always kept its social accountabilities firmly in mind and acted upon them.



Global Meetings and TIENS Family Reunions

TIENS Group holds large international conferences and invites outstanding representatives of the global business partners to witness the grand celebration of the enterprise and discuss TIENS development strategy. During the conferences, high-end training summits and tourism activities are also arranged to give thanks to business partners for their tremendous contribution to the economic development of the region.

2000

The first international "August 3rd" Celebration Ceremony was held in Moscow, 126 senior officials from various countries and over 2,000 TIENS business partners participated in the event.







2004

More than 10,000 TIENS business partners attended the 4th TIENS International Conference held in Kuala Lumpur.







2006

Nearly 100,000 TIENS business partners attended the 11th Anniversary Celebration held in Jakarta, kicking off a new development for TIENS.







2014

25,000 TIENS business partners gathered in Moscow for the Celebration of TIENS 19th Anniversary.







2015

Over 50,000 TIENS business partners celebrated TIENS 20th birthday in TIENS International Health Industrial Park.







2016

Over 8,000 TIENS business partners from more than 50 countries and regions attended the 21st Anniversary Celebration held in Bali, witnessing the new beginning, new development, and new future of TIENS









More than 11,000 leaders and Distributors from more than 50 countries participated in TIENS 22nd birthday held in Delhi, India, celebrating the achievements of TIENS 3rd wave of Business Development.







Country offices of TIENS Europe Region

On its ongoing journey TIENS Group continues to forge sound relations with numerous individuals, organisations and industry associations. All TIENS employees and Distributors are committed to the global development of the company under the guidance of Chairman Li's concept of *Greater Health for All*, making TIENS an internationally recognisable brand in the health industry.

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Note:

In order to familiarise with TIENS Policies and Procedures, please contact the given TIENS Europe Region branch or its website.

HARMONY, RESPONSIBILITY, PROSPERITY