



Lifestyles Malaysia are amongst 7 companies accorded the **AWARD OF COMMENDATION** from the Ministry of Trade, Direct Selling Division for being an exemplary company in the industry. This award was given out by the Minister of Trade himself - *Yang Berhormat Dato Seri Ismail Sabri Bin Yaakob PDNKK.*



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## Direct sales industry to double turnover to RM20bil

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**KUALA LUMPUR:** The multi-billion ringgit direct selling industry now has a roadmap to propel it to greater heights while increasing its contribution to the economy.

The roadmap, which starts next year, is expected to help the industry double its total annual sales turn-

over to RM20bil by 2020.

Domestic Trade, Cooperative and Consumerism Minister Datuk Seri Ismail Sabri Yaakob said the three-phased action plan, which ends in 2020, would act as a "game changer" for the industry which was currently valued at about RM10bil.

"It aims to improve human capital development; strengthen the delivery system and regulations; enhance

the industry's reputation and performance as well as increase productivity and quality of products and services," he said when launching the roadmap here yesterday.

The industry's annual sales value, he said, was expected to increase by between 6% and 12% a year under the roadmap.

"According to our records, the sales value has shown a continued

increase from RM2bil in 2002, RM4.3bil in 2008 and RM8.5bil last year," he said.

The roadmap, he said, was made possible through the cooperation of Direct Selling Association of Malaysia and Malaysian Direct Distribution Association.

There are a total of 512 licensed direct selling companies and 3.8 million agents in the country, he said.

This is to inform that Lifestyles Asia Pacific Malaysia Sdn Bhd AJL 93337, complied and has attributed to the figures submitted through Maklumat Dan Prestasi Syarikat Jualan Langsung for Year 2011 to the Ministry of Domestic Trade, Cooperative and Consumerism; hence, Lifestyles Malaysia is a compliant corporation and is one of the main contributors to the figures given. The ministry takes pride that the Direct Selling Industry in Malaysia basing on the business progress; the industry is fast growing and is projecting to double its turnover to RM20bil by 2020. **Therefore the Ministry, took the opportunity to thank Lifestyles for its commitment towards this achievement.**