



LSG GROUP GLOBAL





# “LS Group since established, has a strong reputation as one of the pioneers in beauty retailing across the globe”

For the 19 years since its inception, the LS Group has gained extensive knowledge and experience and has positioned itself as a leading international company in its field. Its international operations include a wide range of Retail projects currently spread over three continents in 15 countries.

With stakeholders that have been retailing beauty and fashion brands, matched with unrivalled experience in the global market, LS Group globally offers a business platform and opportunity to enter these markets with dependable and professional partners.

The Group has expanded overseas, primarily in the Asian market, through Retail International operating more than 400 beauty & lifestyle Points of Sale in Asia, Australia, Europe, China and the USA.

LS Group continues to expand rapidly without deviating from its commitment to maintaining the highest possible standards of management for each of the prestigious brands it works with. The group owns and manages its stores in some territories while working with partners in others.

"Businesses have responsibilities"  
To customers, Shareholders, and Employees.

My method is to strive for excellence, steadily expanding our presence in the international market and developing new ventures and partnerships to conquer goals and challenges in other areas around the world by setting a new bar of expertise, innovation, and reliability.



H. Elkeslasi  
(LS Group Co-Founder)



# LS Group Presence Worldwide

**Thailand**  
**Philippines**  
**Vietnam**  
**Australia**  
**USA**  
**China**  
**Malaysia**  
**Indonesia**  
**Italy**  
**Spain**  
**Singapore**  
**Taiwan**  
**Japan**  
**New Zealand**  
**Israel**





# About Us

Flexibility and independence ●  
in all market conditions

Solid financial base ●

Excellence in service ●

Development and innovation ●

Business culture and values ●

Exclusive agreements with ●  
leading companies  
in the world



- Proven sales experience
- Continuous organizational growth and proven experience in retail
- Strong brands
- A wide network of partnerships
- Effective management
- Passion



# LS Group Global Platform

**400+**  
POS

**80+**

POS expected to  
open until the end  
of the year 2019

Locations in  
leading mall centres  
worldwide

**7.5K+**  
Employees

6 Professional  
Academies

10 HR  
Departments

10 Logistic  
Centers

19 Years  
of Retail  
experience

INTERNATIONAL DESIGN - LOCAL FOCUS  
Identifying the best opportunities by  
CATEGORY / GEOGRAPHY / CHANNEL / BRAND



# Our Management Principles







# Our Vision

To grow, expand and be flexible in a way that will always allow us to maintain the stability and culture of the organization. Be aware of and responsive to the changing habits of consumer's needs in order for us to tailor our activities to meet their expectations.

This vision drives us to enhance the quality of service to people around the world through business development, unique products, and other innovative solutions.





# Our Values

## **Caring and attention**

Caring is expressed with attention and concern for our customers, consumers, employees, partners and the community in which we operate. Understanding and active listening allows us to face challenges and difficulties for future successes.

## **Responsibility**

Taking full responsibility accompanies us throughout our work, as a company committed to our consumers, the environment, our products, our partners and our employees, alongside our responsibility for fair play.

## **Teamwork**

We believe in the many benefits of teamwork, collaboration and uniformity among our companies across countries. We embrace our partnerships.



# Career Path



**Sale  
Consultant**

**Store  
Manager**

**Area  
Manager**

**Head  
of Sales**

**Business  
Partner**



# Babylon Business Conference

LSGroup Global hosts a yearly 3 day Summit in a chosen country that invites all Partners and Business owners to share:

- Strategy of the group
- Overall company results and business successes
- New business opportunities, brands and products

It is also a great opportunity to network by way of exchanging ideas and successes, while incorporating an element of fun and adventure.





# Our Partnership Brands





# Our Partnership In China



铺天地  
PUTIANDI

找铺就上铺天地!

## A one-stop platform for site rental services

Putiandi, established in September 2015, is based in Shanghai and has branches in Beijing, Shenzhen, Guangzhou, and Suzhou, with business in more than 40 cities throughout China. The company has signed strategic partnerships with close to 3,000 shopping malls.



# Connections in Shopping Centres – Globally

## THAILAND



## VIETNAM



## PHILIPPINES



## AUSTRALIA



## ITALY





# The Brands



## ORIGANI

Origani features luxurious, certified organic skincare products by utilizing revolutionary scientific methods, advanced technology and innovative practices, Made with 100% active ingredients from Australia.



## KEDMA

A gentle, relaxing high quality range of body and skincare products featuring 24K gold, dead sea minerals and extracts, and natural herbs.



## BLACK PEARL

Black Pearl is an innovative line with a revolutionary and unique complex that helps retain the healthy function of the skin and prevent ageing. Black Pearl is the most luxurious line of Sea of Spa cosmetics.



## FTV COSMETICS

Fashion TV cosmetics comprises premium age-defying skin care, hair care, body care, men's care, and makeup lines – inspired by the glamorous world of fashion, top models' beauty secrets, haute couture creations and jewellery.



## ÉLÉVATIONE

Inspired by the art works of Salvador Dali, a luxurious global skincare that demonstrates the flexibility of time and beauty.



# The Brands



## RENOVAR

Specializing in the health and beauty industry with the help of innovative technologies to create the highest technological portable beautification devices.



## TALIA

Innovative, advanced mineral skincare. Based on exclusive bio-complexes, providing effective and long-lasting results. All PETA certified, Strictly Vegan and cruelty-free.



## DNA THERAPHY

DNA Theraphy offers preventative products and solutions for pain, stress and physical damage. In addition, the products offer the necessary support for those looking for weight loss, beauty enhancement and aesthetics.



## FCAFE

Customers enjoy a young and fun atmosphere, excellent wireless network, and desks arranged for comfort and intimacy. The smell of coffee and the unique variety of food certainly gives the feeling of wanting to come back.



## BOTANIFIQUE

Created to enhance the power of nature with innovative technology, Botanifique™ harmoniously unites ancient wisdom with cosmetic patents, enabling you to radiate with beauty from the inside out.



# The Brands



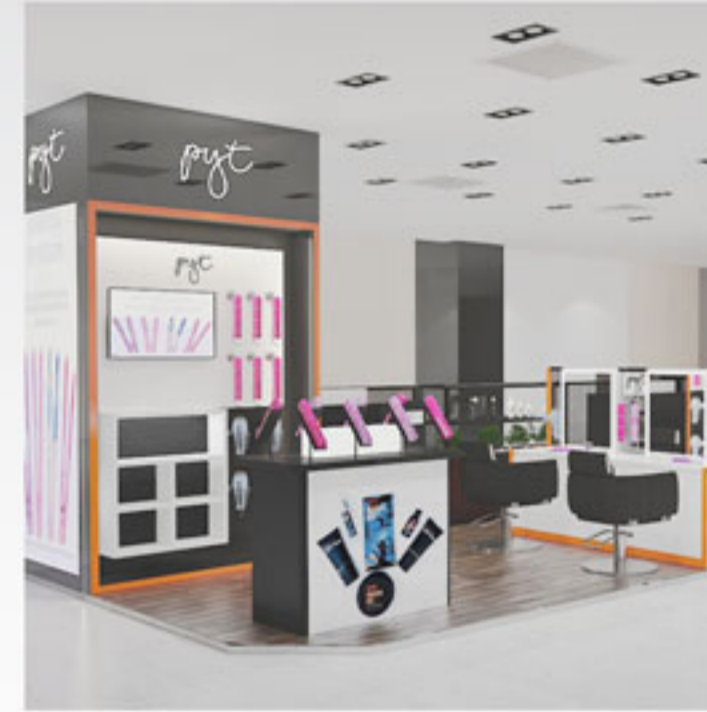
## YAM

Dead sea product line with luxury ingredients based on many mysteries and components with wonderful properties enabling to enjoy the considerable benefits that the sea has to offer for the skin.



## AQUA MINERAL

A high-end Luxury Dead sea skincare line creates the ultimate beauty experience – boosting the healing powers of earth, maximizing the beauty and promoting youthfulness.



## PYT (BY AMIKA)

A professional hair styling tool and haircare to make and keep up the most recent trends and stylish look by delivering professional performance in a fun package.



## LIONESSE

A globally recognized luxury beauty brand combining elegance and innovation. Its product ranges from high end makeup. Luxurious hair tools and hair care to lavishly designed skincare products.



## MDM

A special edition of a unique line tailored to professional skin treatments. Based on gold powder combined with luxury components that work in perfect synergy for fast and long-term results.

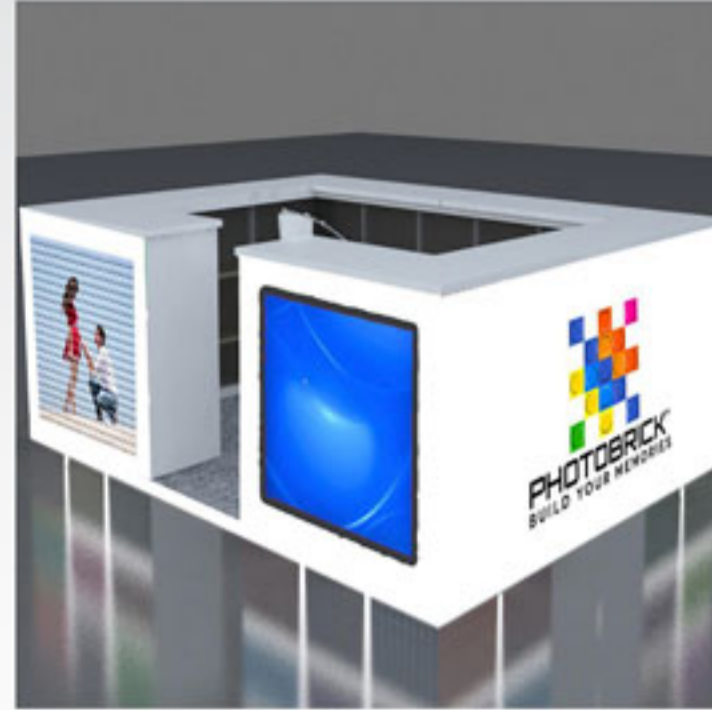


# The Brands



## PICXEL

The new exciting trend for artists, families and teens. With three easy step to get gorgeous piece of art as an everlasting memory  
1. Choose an image to keep forever  
2. Create pixel image and  
3. Take artwork and start pixel it together.



## PHOTOBRIK

Provide both a superior customer experience and tremendous value for customers by capture life journey, memories, emotions through photos, and came up with an innovative design to capture your good stories, connect with them and pass them on brick by brick.



## MY FALAFEL

A restaurant that does not compromise on the taste, freshest and best ingredients in dining. His success is based on winning secret recipes, excellent service, and overall great customer experience.



## ZERO GRAVITY

An effective system of LED light therapy for facial skin rejuvenation. Backed by medical science but modified to allow for aesthetic-only treatments, the science behind infrared light therapy is supported by many leading board-certified dermatologists and plastic surgeons across the globe.



## FIXI FOOT

Specializes in foot care and has developed custom-made insoles along with a variety of foot care products. Our products are designed to improve the quality of life and prevent various problems affecting the walking and the load on the feet.



# Affiliate Businesses



## LS HUMAN RESOURCES (HR)

The company department charged with finding, screening, recruiting and training job applicants, and administering the employee benefits program.



## LS ACADEMY

Independent unit within the company providing study and training in the field of service and sales in all areas. Training programs are tailored to recruited and existing employees by department type and occupation in order to achieve excellence.



## LS LOGISTIC

A logistics company offering services including international transport, warehouse, and distribution, and supply chain management. This department includes trade and development office in China.



# Affiliate Businesses



## LS DESIGN

Commercial design and shop construction; from 3D rendering to building, assembling, customization and construction.



## LS STUDIO

A creative studio / agency, which provide high quality graphic design, copy writing, event management and online marketing solutions.



## LS CALL CENTER SERVICE

Offering local customer support and service by managing ongoing monitoring to provide the highest quality service for our clients.



## WELLNESS CENTER BY MARISSA DEL MAR

Luxurious beauty center offering a variety of cosmetic procedures and wellness application. Includes body services and slimming treatments.



# Our Business Models

## SHOPS





# Our Business Models

## SHOPS





# Our Business Models

## KIOSKS





# Our Business Models

## KIOSKS





# Our Business Models

## WELLNESS CENTER





# Our Business Models

## WELLNESS CENTER





# Marketing Communication

## MABUHAY - PHILIPPINE AIRLINES

**FROM THE CHAIRMAN**



For you, the traveler, it will mean a better-value product as PAL and ANA combine their respective strengths, skills and experience to uplift the overall travel experience in the years ahead.

In recent years, PAL and ANA have engaged in robust commercial cooperation via a code share alliance that makes it easier for our customers to travel smoothly between Cebu and Miyazaki, or between Nigata and Manila. Expanded cooperation will enlarge the possibilities for more customer-centric innovations between Japan's largest airline and the Philippine re-emergent flag carrier.

We are determined to build on our track record of being a pioneering airline, and our partnership with ANA is thus an investment in the future, a renewal of our firm conviction to continually upgrade our products and services, and to become a more fruitful competitor in the global arena.

We look forward to many years of fruitful cooperation with ANA in the service of the flying public.

*Dr. Leslie C. Tan*  
Chairman & CEO

In this age of the global economy, airlines must provide the kind of economic leadership that stimulates healthy competition, breaks down artificial borders and makes air travel markets grow.

The recent investment of All Nippon Airways in Philippine Airlines - our first international equity partnership - represents a major breakthrough.

The fact that ANA's parent company acquired a 33% stake in PAL's parent company opens a new relationship that will boost Philippine-Japan relations by expanding air travel, tourism and business opportunities, cultural ties and a shared sense of community.




**KEDMA COLLAGEN**  
KEDMA COSMETICS  
Forever Young

kedmacosmetics.com | Kedma Cosmetics Philippines | Kedma Philippines | Kedma Ph

**FROM THE EDITOR**



**In Phnom Penh I spent every day searching**

For the perfect fish sauce (browned fish curry wrapped in banana leaf). I fully found it on my last night in the city of Kampong, a social enterprise restaurant where one of the founders - apart from their real job, members of the Cambodian national guard - is the creepiest, creepiest bartender with fresh pepper lime sauce, which I really enjoyed. But before you start thinking that the culinary landscape in Phnom Penh is limited, check out "Living Global" (page 14), where fashion designer Don Perasso shares the list of places to visit, eat and drink in Cambodia's rapidly developing capital city.

Like Beijing, Phnom Penh, Cambodia is gearing up for more tourists. The capital of Australia's Sunshine State recently opened its newest water-side development, inland South Wharfedale, where World War II sheds have been transformed into restaurants and bars (see "Hotspot for tourism" on page 98). That's just the start.

By mid-2019, when it opens a new runway, Brisbane's airport aims to host Hainan King and Singapore's passenger capacity, which reached 74.2 million and 65.4 million in 2018, respectively.

It's true, you need to wring your head around those numbers, I guarantee an extra dose of caffeine. In "Ripple effect" (page 86), all your worries will melt away at the sight of the Hawaiian monk seal, whose population is facing many environmental challenges. The good news? Locals are banding together to save them.

Since your flight and always remember to be a responsible traveler!

*James P. Ong*  
Editor



**KEDMA BODY BUTTER**  
KEDMA COSMETICS  
Forever Young

kedmacosmetics.com | Kedma Cosmetics Philippines | Kedma Philippines | Kedma Ph

**Life**

**Out of this world**

American astronauts landed the Eagle lunar module in July 1969, but festivities to celebrate its 50th anniversary begin as early as this month.



kedmacosmetics.com | Kedma Cosmetics Philippines | Kedma Philippines | Kedma Ph

**KEDMA COSMETICS**  
Forever Young




kedmacosmetics.com | Kedma Cosmetics Philippines | Kedma Philippines | Kedma Ph

**Life**

**On the retreat**

From members' clubs where technology is banned to lavender-scented spa cafes, here's what's new in the world of spas and co-working spaces.




kedmacosmetics.com | Kedma Cosmetics Philippines | Kedma Philippines | Kedma Ph

**KEDMA PLATINUM**  
The Jewel in the Crown



kedmacosmetics.com | Kedma Cosmetics Philippines | Kedma Philippines | Kedma Ph



# Marketing Communication

BIZNEWS ASIA

## Marissa's world of beauty care and wellness



Corruption (board of trustee), the National Real Estate Association and the Philippine Marketing Association (President).

As a representative of the Philippine business sector, Marissa has gone to various countries to promote Philippine trade relations. She has gone to Turkey for a business conference as well as to Dubai, UAE, Malaysia, Japan and other Asian countries.

When she was included as one of the featured women of international celebrity photographer Rupert Jacinto's Fabulous coffee table book, she was duly humbled and honored to be part of such a distin-

guished group of exemplary women who were leaders of state, as well as business and fashion icons.

### Always the entertainer

Although she had officially retired from her showbiz career, as a business professional, she would still often be invited to host special events and also to perform intermission numbers because of her grace and talent in dancing. So one could say that, among her colleagues, Del Mar never really left the limelight, she only made herself available for limited engagements. This is an activity that Del Mar obliged her colleagues because she enjoys performing when the time permits.

### Back to the limelight

After a little more than a decade of being a private citizen and entrepreneur, Del Mar is once more ready for a new chapter in her life. This time not just as a showbiz performer but as a television program host.

Del Mar could not see herself going back to a movie career with its long work hours and tight shooting schedules. She also had her businesses to attend to. But doing a television program was something she was able to consider with the constant prompting and promised support of her real estate and

(Turn to page 20)

## COVER



## Origani skin care product from Australia

At Origani Marissa del Mar says "we believe in beautiful, natural skin. We believe in nurturing the harmonious relationship between nature and science to bring you the finest in organic skin care. We believe you should not have to choose between quality and price, so let Origani be your luxury skin care solution, because compromising on your skin care should not be an option!"

### Mission

Marissa enthuses: "We are extremely passionate about excellence in beauty and about enhancing the natural body-nourishing elements found in nature. We aim to bring these to you through our beautifully organic and natural skin care range"

"We constantly strive to source and extract the finest organic materials in our environment, and through revolutionary scientific methods, advanced technology, and innovative practices, we bring these into your every-day life through our luxurious Origani products."

### Vision

Origani's vision is to innovate continually to produce a superior-quality, world leading, organic skin care range by using environmentally and socially aware practices that foster the harmonious relationship between nature and

science, while simultaneously having a positive impact on the earth and our community.

### Point of difference

At Origani says Marissa "we truly care about the world we inhabit and are extremely appreciative for everything nature provides us. As such, we create our quality skin care range with this in mind."

To create superb products, we utilize advanced engineering approaches that promote a harmonious relationship between the natural organic ingredients that we source and the innovative scientific techniques that we use.

"The naturally and organically sourced ingredients, coupled with our continuous commitment to, and respect for, our environment and community, which sets us apart from others," she explains.



*Origani's vision is to innovate continually to produce a superior-quality, world leading, organic skin care range by using environmentally and socially aware practices that foster the harmonious relationship between nature and science, while simultaneously having a positive impact on the earth and our community.*



# Marketing Communication

## MEGA MAGAZINE

**HAVEN FOR BALANCE AND RENEWAL**

Kedma, the ultra premium beauty label known for utilizing Dead Sea extracts and minerals, offers an entire wellness experience with treatments that restores, renews and revitalizes.

A complete wellness experience distinguishes Kedma boutiques from the rest. Apart from offering a wide range of beauty products, Kedma stores also feature pampering cocoons where luxe skin treatments can be enjoyed. These pampering sessions range from detoxifying to firming and age reversal. During treatments, one is also given helpful insights and information on products used. True to its drive for promoting a holistic, wellness lifestyle, beauty sessions at Kedma also cover nutrition, exercise and self-care.

During a midday visit to the Kedma store, a detoxifying and age reversal facial was on the agenda. It was a welcome break to get the mind, soul and body reenergized for the rest of the week. It was also an eye-opening experience that shed light on how to maximize and fully utilize an effective, all-natural

Marine Collagen and Elastin... relaxed the face. This was further enhanced by a layer of... Collagen Booster. The mask was left on for several minutes... invigorating nap.

**STEP 4: HELLO, BRIGHT!**  
After the mask had been removed, the skin was then given a... with Kedma's Eye Cream with... Extracts. This helped to... and appearance of wrinkles... refreshing effect on eyes that... from long hours in front of the...

**STEP 5: PERFECTED SKIN**  
The finishing step was a... treat as it was both soothing... to skin. A Perfectio... known as one of the most... effective ways to... LED technology... motion on various areas of the... had a rejuvenating effect... entire treatment had... appeared visibly... texture had become... has been bathed in gold... Visit Kedma at... move on their website...

**STEP 1: DETOX**  
The treatment started with a relaxing gentle cleanse using Kedma's Milk Cleanser with Dead Sea and Plant Extracts. The mild and cooling lotion was applied onto the face and massaged in circular motions. This first step immediately set the tone for a relaxing afternoon.

**STEP 2: A DEEPER CLEAN**  
This was followed by the Kedma Facial Peel which was evenly smoothed on the face for a deeper clean. Nanotechnology allows this heaven-sent to purify deep into layers without the usual stinging or redness caused by most peels. It had a cooling effect on skin that was perfect for de-stressing.

**STEP 3: REVERSE AGING**  
That day, reverse aging was the main focus of the treatment. In doing so, Kedma's Collagen Mask was applied to help...

**KEDMA COSMETICS**  
Forever Young

**KEDMA**  
COSMETICS  
Forever Young

Visit Kedma at [www.kedmacosmetics.com](http://www.kedmacosmetics.com)  
move on their website...

[kedmacosmetics.com](http://kedmacosmetics.com) | [f](#) Kedma Cosmetics Philippines | [The YouTube icon](#) Kedma Philippines | [Instagram icon](#) Kedma PH





[WWW.LSGROUPGLOBAL.COM](http://WWW.LSGROUPGLOBAL.COM)

HEADQUATER OFFICE: BANGKOK, THAILAND  
E-MAIL: [INFO@LSGROUPGLOBAL.COM](mailto:INFO@LSGROUPGLOBAL.COM)