

ANNOUNCEMENT

TO : Cosway Business Owners and Store Operators
DATE : 16 August 2024
SUBJECT : COSWAY WELCOMES NEW MANAGEMENT TEAM

Dear Cosway Business Owners and Store Operators,

We are thrilled to share some exciting news as we embark on a new chapter in our company's journey. As part of our ongoing commitment to excellence and growth, we have made strategic changes to our management team, designed to position us for even greater success in the future.

We're on the brink of something exciting. Cosway isn't just navigating the seas; we're setting a new course. This isn't just another chapter in our story. It's a whole new book. And today, we're turning the page.

Meet Our New Management Team: We are pleased to introduce the following individuals who will be taking on key leadership roles within our organization:

- **Ms. Chryseis Tan, Chief Executive Officer**

Ms. Chryseis is the Executive Director of Berjaya Land Bhd and leads the marketing team for Four Seasons Hotel and Residences, Kyoto. She is also the founder of a beauty brand launched in September 2020, which has recently expanded its presence in Asia and Europe. With her persistent and persevering attitude, she will guide us into a future defined by innovation, sustainable growth, and profitability. She embodies the relentless drive that defines Cosway—a company always moving forward and always striving to serve you better.

- **Mr. Leslie Cheng, Managing Director**

Mr. Leslie has a remarkable career spanning over 12 years in the retail pharmacy sector, bringing a wealth of expertise in strategic planning, business development, change management, marketing, public relations, retail operations, and customer experience enhancement. His impactful work in the pharmacy sector and his experience as General Manager of a beauty brand further solidify his reputation as a dynamic leader capable of driving innovation and excellence in the pharmacy, health, and beauty sectors. His extensive experience and visionary approach position him as a transformative force at Cosway, poised to lead the company into a new era of growth and success.

- **Ms. Irene Chiaw, Executive Director**

Ms. Irene brings over 16 years of extensive experience in finance across diverse industries, providing profound expertise in financial management and strategic planning. Her visionary approach and deep experience are exactly what we need to fuel our next wave of success. She is poised to make a significant impact, driving our initiatives forward and ensuring that Cosway continues to thrive.

With our new leadership team in place, we are confident that we will see increased sales and stronger performance across our stores and all platforms, positioning us for greater success in the future.

This is more than just adding new names into the personnel roster; it is a powerful new beginning for our company. It's about injecting new energy, fresh ideas and unstoppable momentum into everything we do. We are confident that with this new leadership team, we will be better equipped to face challenges, seize opportunities, and achieve our collective goals. As we move forward together, let's draw inspiration from their leadership and vision. With your support, we're set to achieve extraordinary things.

Our new management team will soon be hosting a meet-and-greet session in the near future to unveil with you an inspiring new business plan and strategy designed to boost sales and elevate our company to greater heights. Stay tuned for more details—we can't wait to share this exciting journey with you.

We deeply appreciate your ongoing support as we embark on this significant new chapter. Together, we will achieve remarkable success and drive our company to new levels of excellence.

Thank you for your unwavering dedication, passion, and belief in Cosway. The journey ahead is ours to shape—let's make history.

Warm regards,



Chryseis Tan
Chief Executive Officer