

UFO

UnFranchise Owner Magazine



**GET READY FOR ICON 2023
BETWEEN THE DASH**

With Deepest Sorrow

It is with sad and heavy hearts that we bring you news of the passing of Virginia “Gingie” Keefer. As Senior Executive Field Vice Presidents, she and her husband, Frank, were true pioneers in the UnFranchise™ Business, among the first believers to join Founders JR and Loren Ridinger in their quest to create the economy of the future.

The inseparable couple frequently appeared at events to provide business education and motivation, and they were winners of the Jerry Siciliano Award that's given for displaying the utmost belief, loyalty, respect, credibility and love for Market America and the opportunities it brings. The Keefers were longtime members of the Advisory Council, as well as multiple Master UnFranchise Owner (MUFO) qualifiers and Million Dollar Club members.

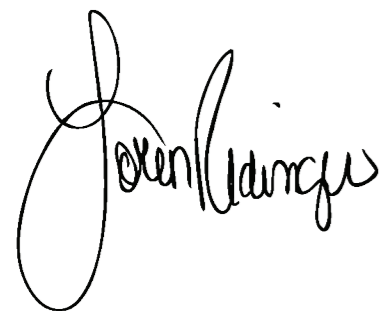
Aside from her unshakeable dedication to and success in the UnFranchise Business, Gingie was a woman of many other passions. A skilled lifelong skier, at times referred to as “poetry on the slopes,” she was also a natural swimmer and springboard diver and played bocce ball, tennis and golf. Gingie was a huge football and baseball fan who had season tickets to the Chicago Cubs and Bears as well as the Baltimore Orioles and Ravens.

Those who knew Gingie know that her effervescent personality and infectious smile lit up any room she entered ... but they may not know that in her youth these same qualities made her a successful model, and that she served as an extra in several Hollywood films. Not only that, but she worked as an EMT and ambulance driver. To add to this already stellar list of accomplishments and talents, Gingie also played piano, flute and harp by ear and sang with a voice so lovely that she once performed with the Four Tops in Reno, Nevada.

Gingie read two to three books per week and was a dedicated nature lover and hunter. She was also a gourmet cook — a fact that was not lost on her soulmate and husband, Frank. He said that she was the first woman he'd met who could outcook him and his mother, and on their second date he dressed in formal attire and proposed to Gingie in a hot air balloon. Almost 38 years later, they were a relationship to be envied and one of Market America's pioneer couples.

In addition to all of us in the Market America family, Gingie leaves behind her devoted husband, Frank, and the legacy of her loving son, Richard; two stepchildren, Frank and Lucy Keefer; and four grandchildren, Nick and Hunter Klein, Teagon Morison, and Elliot Kolberg. While we will all miss Gingie's presence more than we can express, the ideals of love, respect and success she exemplified will linger to guide and inspire us all.

With love and respect,



Loren Ridinger and the Market America Worldwide | SHOP.COM Corporate Team





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FIVE STARS! The ratings and testimonials within this magazine are real product reviews as seen on MY.SHOP.COM.



SHOP SMART Click on the interactive areas throughout this digital magazine, which will redirect you to MY.SHOP.COM and allow you to find the products quickly and easily.



SHOP POINTS All of the products featured in this magazine are eligible for SHOP Points.

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2023

PRODUCT SYMPOSIUM

15-16 JULY 2023

Premiera Hotel, Kuala Lumpur

Get excited for the upcoming Product Symposium by hearing what fellow UnFranchise™ Owners have to say about this knowledge-packed event!

"The Product Symposium is so important because it helps you gain more knowledge about our products, ultimately helping you build a successful UnFranchise Business." – *Flora Teo, Master Coordinator*

"This event truly shows us the power of knowledge. If we have a deeper understanding of our products, we can confidently advise our customers about the products." – *Lam Chee Choong, Executive Coordinator*

"With the knowledge we obtain from this event, we can improve our professionalism. People around me get more confident when they witness me learning from experts." – *Jasmine Teh, Professional Coordinator*

"We are able to gain lots of product knowledge and grow our UnFranchise Business during this two-day long event. There's always significant value gained from attending large events like this one." – *Christine Fang, Executive Coordinator*

"At the Product Symposium, you can gain in-depth knowledge about the products and the latest research and data to share with future customers and prospects." – *Henry Goh, Executive Coordinator*



Embracing JR's Legacy as an Iconic Father and Leader

By Loren Ridinger

Honor JR by committing to giving your best daily.

As we celebrated Father's Day here in the U.S., I reflected on how great of a father and leader JR was to his family and the business he built, Market America Worldwide | SHOP.COM. His mind and heart were beyond reproach as he spent every day making sure that anyone out there longing for more could achieve it through his legacy. His unwavering commitment has had an immense impact on tens of thousands of lives around the world, making him a genuinely iconic man. With this sentiment in mind, dubbing International Convention "ICON" couldn't be more fitting.

To JR, being a father and a leader were two sides of the same coin. Both required hard work, fiscal planning, patience, flexibility, a balance of tough love and intuitive tenderness, understanding of self as well as those he influenced, humility and legacy building. JR infused all these attributes into being a father to his family at home and a leader to his global family — all of you!



“

Today and always, let us remember the iconic father and leader that JR was and dedicate ourselves to following in his footsteps.

This past Father's Day was incredibly difficult without JR. However, I am filled with a deep sense of gratitude and thankfulness for everything he accomplished, all the beautiful gifts he shared and the immense legacy he left for all of us.

Everything JR did was from a place of love, hope and care for every one of us. And we should all be committed to giving our very best, our all, as part of his legacy. Are you your best self right now?

Are you at least working toward that goal? We are in the middle of our Best Me in '23 Contest, and I wonder if you realize it is about more than selling makeup. It is about facilitating a growth mindset to become your best self and help others do so as well.

For me, this year is a turning point, a new challenge of leading JR's brainchild from the helm. I know that no matter what, I have to bring my A-game to the forefront every day. I can't just look the part; I have to be the part. I want to be the part — I owe it to my husband and myself.

But this challenge is not just for me. It is for all of us. Are you committed to bringing your A-game too? We have over 30 years of business-building lessons taught by the father of this company at every event to lead our way. Have you been paying attention? Are you motivated and invested? You don't owe it to JR, but he would tell you without question that you owe it to yourself.



I know what JR wanted for me and his family, but he wanted those same things for all of you as well. Joy, peace, security, freedom and success were what he hoped we would all attain, and he provided all the tools we need to achieve them. Are you working the Plan? Are you utilizing each of the lessons learned? If you haven't been, now's the perfect time to start turning your life around.

Jump-start your journey by joining the "What are you going to do with the dash?™" Challenge launched at #MALS2023 in honor of JR's vision for your success. You still have time to meet the criteria by 28 July — many outstanding leaders already have! It would be a fabulous gift to yourself and a wonderful tribute to JR, who is watching over all of us with the pride of a doting father and loving leader.

Let JR's iconic leadership, brilliant vision and extraordinary legacy be the change you need in your life. Embrace his relentless spirit that lives on through me and the Corporate Team and allow it to move and inspire you to bring everything you've ever wanted for

your life to fruition. JR built this company for you without expectation of anything in return except for love and respect — as any selfless father would do.

Today and always, let us remember the iconic father and leader that JR was and rededicate ourselves to following in his footsteps. If you haven't already, get your tickets to #ICON2023 right now! Attending this event is necessary for growing yourself and your business to the next level. Together, let's commit ourselves to bringing our A-game every day, never quitting and always believing in ourselves the way JR did.

We believe in you. Keep growing!





Build Your UnFranchise Business From #MALS2023 to #ICON2023

By Marc Ashley, President & COO of Market America Worldwide

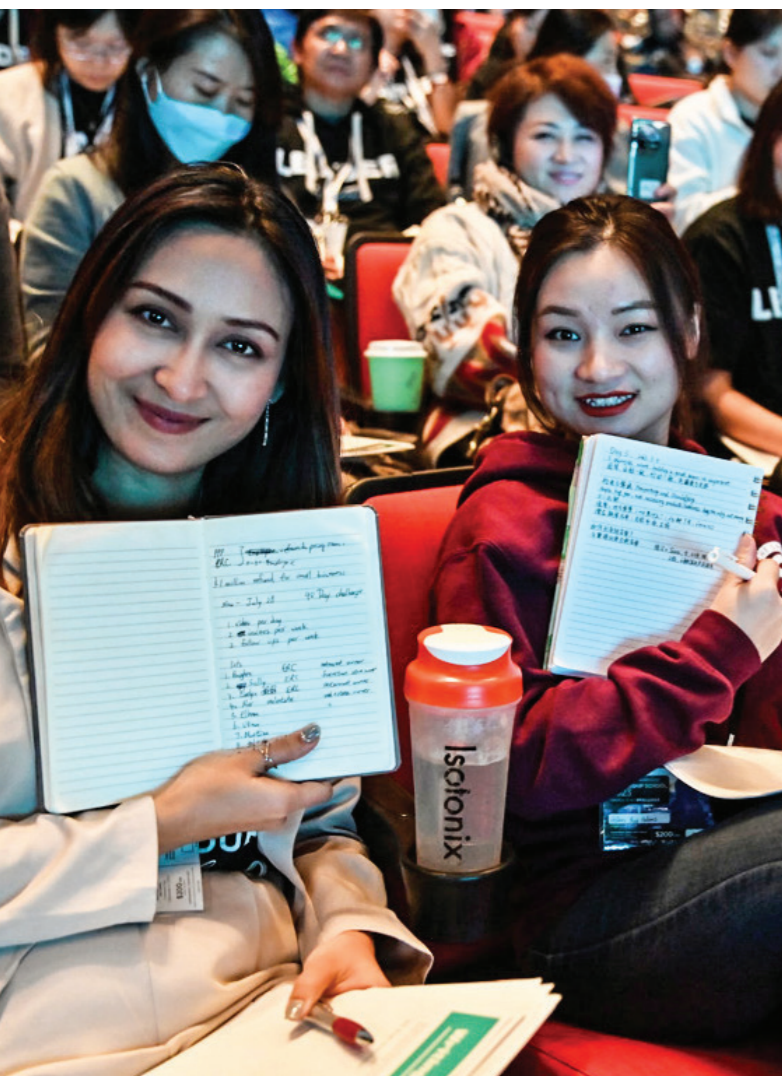
Use Leadership School takeaways to guide your growth until the next iconic event.

It was an incredible experience to see so many of you at the Market America Worldwide | SHOP.COM Leadership School 2023 (#MALS2023) earlier this year. It was a time of reflection and inspiration as we came together to learn, grow and honor the man who made all of this possible — JR Ridinger. We are now a few months away from our next event, ICON 2023, taking place 24–27 Aug. in Greensboro, North Carolina, and I am thrilled to continue this journey with you.

As you know, we have changed the name of our International Convention to "ICON." This shift in title is not just a reflection of our evolution as a company, but it also signifies our deep respect for JR, who was an icon in his own right. His legacy now lives on in each of us as Corporate Team members and UnFranchise Owners.

Leadership School took us back to the basics, just like JR wanted. We educated you on the proven fundamentals and best practices of the UnFranchise Business so you would be empowered to apply them to your daily routines. In preparation for ICON 2023, you must ask yourself if you are effectively managing your time and efforts. Are you taking advantage of all the lessons, tools and resources you have accumulated and applying them at every opportunity? Participating in the "What are you going to do with the dash?"™ Challenge launched at Leadership School in JR's honor is an excellent way to start using what you've learned. JR believed each of you could do incredible things with your "dash."

At each major event and through our countless trainings, we equip you for making the most of your dash by providing the tools you need and showing you how to use them to build and grow your business. What we can't supply you with, however, is your belief in yourself and



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Bring your business partners and prospects with you so they can see firsthand the synergy and knowledge base that motivate your hard work and dedication, ultimately fueling your achievements and success. Embody the spirit of JR, the icon himself, and demonstrate what it means to lead by example by qualifying or re-qualifying as a Master UnFranchise Owner and duplicating this within your organization.

JR emphasized that belief and hard work were necessary to achieve success. Let's continue to coach and support each other, leading by example every step of the way.

I look forward to being with you in August at ICON 2023. Get your tickets now! We will celebrate our successes, share the latest and greatest advancements, and continue to build a better future for ourselves, our loved ones and entrepreneurs all over the world.

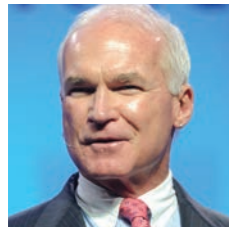
your ability to change your life in order to create the future you want for yourself and your loved ones. It is important to implement what you learned at #MALS2023 to empower yourself and grow your UnFranchise Business leading into ICON 2023. When you arrive at ICON 2023, you should be in a better place than you were a few months ago, ready to take your progress to the next level.



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What Are You Going to Do With Your Dash?

By Kevin Buckman, Executive Vice President of Market America Worldwide | SHOP.COM

Get started now, because you never know how much time you have.

Your “dash” is your life’s journey ... it is the time you have to invest in your pursuit of happiness. Do you have a plan? Do you have a map?

“Why is a map or a plan so important?” you might ask. The reason is this: First, we don’t know how much time we’ll be given; we just don’t know. Second, we’ve all been on trips. Have you ever made a wrong turn or made a decision that cost you time that could have been better spent at your intended destination? Having a map will greatly minimize these occurrences. Because we don’t have time to waste.

JR designed the UnFranchise Business so that by investing 8–15 hours per week of discretionary time, an individual can greatly enhance their quality of life — as well as the lives of many others along the way. Let me try and help you put your dash into some sort of perspective:



“

Have you ever made a wrong turn or made a decision that cost you time that could have been better spent at your intended destination? Having a map will greatly minimize these occurrences.

- Get a box of Post-it notes.
- If you are female, subtract your age in years from 79, and if you’re male subtract your age in years from 73. (79/73 – age = result)
- Multiply your result by 12 (result x 12 = months).
- Each Post-it note represents one month.
- Find a vacant flat surface and start sticking notes there.
- Remove one note from the surface with each passing month.

This exercise should bring clarity and perspective to the length of your dash. What are you going to do with your dash? Start now.



Recharged and Ready for Success

By Cherie Foong, General Manager, Market Malaysia

The Market Malaysia 2023 Annual Convention has recharged your belief, so now it's time to create more success!

The recent #MMAC2023 was grand, impactful and packed with momentum. Local and international UnFranchise Owners and guests gave phenomenal feedback! Thank you to the Market America Corporate Team, Market Malaysia and all UnFranchise Owners for contributing to this event's success.

The curtain has closed on #MMAC2023, but now a huge door of opportunities has opened for us!

For over the past 30 years, the GMTSS has been a proven backbone of the UnFranchise Business, helping create global success, and I can guarantee that this will continue to be true. UFOs are welcoming the return to in-person GMTSS trainings with anticipation. Tickets to all of our current Local Seminars this year are sold out and other trainings and seminars have had an increase in attendance. This is proof that UFOs are fully leveraging the GMTSS to help aid in creating success with their UnFranchise Business.

Being together in person to learn and collaborate with one another is electrifying! If you want to lead the pack by building a Base 10, Seven Strong and learn how to approach your customers with confidence and reliability, then join us for the upcoming

Market Malaysia 2023 Product Symposium (#MMPS2023) on 15–16 July. This event will give you in-depth knowledge about our exclusive products and help you become a product of the product with presentations from some of our best, expert speakers.

We also provide you with tools and programs that help support you in achieving your goals. The 90-Day Master UFO Action Plan, the “What Are You Going to Do With the Dash?™” Challenge and the Motives Best Me in '23 Contest are just a few examples of opportunities that help you create structured, accountable methods to build your UnFranchise Business.

By completing these, you’re not only creating success for yourself but also for your organization by leading through example. Now’s the time to revisit your goals and take action!

I can’t wait to see you again at our next major events: the Market Malaysia 2023 Product Symposium on 15–16 July and **Market America Worldwide | SHOP.COM ICON 2023** on 24–27 Aug. We have the how and the belief, so now, let’s create more success stories!

MOTIVES X AMBER

Find your essentials today at my.motivescosmetics.com and MY.SHOP.COM.



★★★★★

"It is definitely very user-friendly for new makeup learners. All the colors are very smooth and easy to apply." – ASHLEYV

ENTER

THE
BEST ME
IN '23

CONTEST

1 APRIL – 1 AUG.

Motives® is empowering Beauty Advisors to connect with their community and expand their retail sales! Your example in how you design your life with The Best Me in '23 Contest will help pave the way for thousands to follow.

GOAL:

Sell 23 Motives X Amber Essential Collections (v.1 and/or v.2) and retail US\$2,300.00 from 1 April – 1 Aug. 2023.

HOW IT WORKS:

Points will be awarded for sales beyond the required minimum above. For every dollar sold during the contest period, you'll earn a contest point. The Beauty Advisor with the most retail wins! The US\$2,300.00 in retail includes the required 23 Essential palettes plus any other products within any of our exclusive beauty brands.

Prizes include behind-the-scenes experiences at #ICON2023, tickets to #MALS2024, branding packages, MY.SHOP.COM Gift Cards and more!

For a complete list of contest goals, prizes and rules, visit UnFranchise.com.

#MOTIVESINMOTION

DEFINE YOUR BROWS



"I loved this product, and it gave me beautiful brows with the technique I used. I will be buying this one again for sure." – JennaG



"This brow gel is a game-changer and a must-have in my makeup box." – LilyC

Tame them, define them, fill them in and give them life. With Motives® Arch Definer Ultra-Fine Brow Pencil and Motives Gel-ous Brow Gel, getting the brows you want is as simple as a visit to my.motivescosmetics.com and MY.SHOP.COM.

WITH **MOTIVES**



UnFranchise Owner Spotlight

Got a great story about hope, inspiration, leadership or belief? Know somebody who does? Email us at UFO@SHOP.COM and we may use the story!



Calvin Chiang, National Supervising Coordinator, Hong Kong

I began to realize that changing from job to job just meant jumping from one treadmill to another. I realized I had to find a way to change my income structure to gain back control of my life. I was so fortunate to have the opportunity to explore the UnFranchise™ Business opportunity. The more we dive into the business, the more we appreciate how everything is structured and integrated seamlessly. The product brokerage concept allows us to always carry trendy products. The MPCP links everyone's benefits together so that win-win thinking becomes a natural process. The online portal, together with the thousands of Partner Stores, makes converting spending into earning a fact rather than a slogan. I see the key to achieving what we want to achieve in our UnFranchise Business is to first find out our own "why." If we are clear on our purpose for building the business, the challenges and setbacks we are to experience will be just a learning process to go through.

The eventual success of the business depends on whether we would like to do what a successful UnFranchise Owner needs to do to achieve MUFO and bring partners to achieve the same.

Earnings depicted are atypical, and the success of any UnFranchise Owner will depend upon the amount of hard work, talent and dedication they devote to building their Market America business. For typical earnings, see www.market-america.info/mais.



Doreen Ling, Executive Supervising Coordinator, Australia

I was attracted by the powerful business Plan, the system, and most importantly — leverage. As I owned three traditional franchise shops, I knew having a system works. However, our traditional business had no leverage. What one of my shops sells did not pay in my other two shops. In fact, we are in competition with ourselves. I was so excited to know that in the UnFranchise™ Business, I do not have to invest extra money to open more centers. Each business partner starts their own business within your team, and it automatically expands your business. What is amazing is that everyone gets credited 100% of the group volume created by the team! That is leverage! The UnFranchise Business woke me up. It made me realize that there is a choice in life. It made me realize that life is not about going to work, coming home and

repeating every day. When the business started to show results, I knew my goal of time flexibility was possible. As I understood the business more and more, I started to really believe. I believe I can do it, I believe in the product, I believe in the company. My husband started to believe and at times, when it got difficult, when I got discouraged, he kept encouraging me.



Tina Rose, Professional Coordinator, U.S.

As a nurse, I've always been invested in helping people. Partnering with nutraMetrix has allowed me to help more patients feel better, but also by working with other health professionals around the country, I have helped more clinicians keep their independent practices thriving so they, too, can help more patients. I know I owe my success to the belief instilled in me from JR, Loren, the Corporate Team, Dr. Dee and all the leaders who have trained me along the way. The only way I got that belief, and kept it growing, was by attending all events possible. I cannot stress enough how important these trainings are. I honestly think I could have given up several times along the way had it not been for the knowledge, confidence and belief I got from the conventions. To see people of all walks of life, all professions and all backgrounds achieving their dreams by helping others is inspirational. At the conventions, the power profiles were always so inspirational and gave me the most hope. I learned so much from other UFOs and leaders; it was special to

see how everyone is willing to help everyone else, whether we're economically connected or not. Although I was reluctant to accept the position, I became a UBP Coordinator in 2018 and thus an integral part of the amazing GMTSS. This has allowed me to continue to grow and learn leadership skills that translate into helping my team and thus growing my business.

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Joan Cheng, Senior Master Coordinator, Malaysia

I was introduced to Market Malaysia through my best friend. I was first attracted to the MPCP and, of course, MY.SHOP.COM — they're both just fantastic! As I've been growing my business, I have run into some challenges. Even so, becoming a successful team leader is one of the things that inspires me to continue developing my UnFranchise™ Business every day. Earning a supplemental income and having more time to spend with my family are other reasons I keep working hard for my business. The best advice I could give to a new UFO is that this is a proven system; you don't need to waste your time on trial and error because everything you need has already been laid out for you. Just follow the Getting Started Guide and do it step by step! Attending major events is also an important step for success.



Trish Harryman-Buschbom, Master Coordinator, U.S.

I've worked in the pharmaceutical industry for 21 years, the majority in a leadership position. I've always loved serving and helping others find success. It was at my first big event that I was able to witness that same love for others from our Founder JR Ridinger. I was blown away by his passion for helping the average person find their freedom, and his belief in each of us. I walked out of that arena filled with hope and belief in the company. After that event in February of 2017, I started reconnecting with friends and family across the country, not to benefit me, but to check in and make the effort to become a better friend. What I found was that they were looking for something to improve their own lives, something that could give them hope. Helping others find hope and believe in the ability to dream again is what continues

to inspire me to show up each day. I would encourage new UFOs to focus on the relationship and see how you can serve or help others find their freedom. Be consistent and disciplined. Show up each day to help someone.



Tien-Tien Kuo, Executive Coordinator, Taiwan

I have been friends with my sponsor for more than 10 years, and I was introduced to Market Taiwan by her. I'm a full-time housewife, and my family runs a homemade pork ball business in a traditional market. Before that I was a front desk administrator and teacher in a computer tutoring center. I was attracted to the UnFranchise Business because its perfect training system and teamwork help me accelerate my retirement plan and dreams. My goals were to earn a stable supplemental income, relieve my family's financial burden carried by my husband, and provide a better environment for my children to learn and grow. Since I live a simple social life, I improve my retailing and recruit team members who are willing to work hard with me by following my team's guidance, listening to advice, and moving forward step by step. I stay inspired by listening to advice and believing in myself that I can achieve my dreams. It's also important to attend the various events in the GMTSS; since we are ordinary people, finding a system with the training and

correct duplication that works for us is the best way to start from scratch. The number one piece of advice I'd offer to a new UnFranchise Owner is that, by listening to advice and following the company and team's steps, you will see success happen right before your eyes. If you want to achieve success, the most important thing is to take action.



Michelle Lieu, Director, Chairman's Challenge Winner, Singapore

I became an UnFranchise™ Owner because I was attracted to the wide range of high-quality products. I like the idea of taking back the control of my life after spending 18 years as a dedicated, full-time homemaker. I was motivated to take part in challenges because the sense of accomplishment and recognition that comes with winning a challenge can be a huge motivator for my business partners. This can drive them to work harder to achieve their own success, too. Others should consider becoming UFOs because this business opportunity offers a unique chance for individuals to take control of their financial future. The UnFranchise Business provides a proven system for success, backed by a supportive community and excellent products. The potential for growth and earning potential is unlimited. If you're new to the business, plug into GMTSS training as soon as possible to cultivate knowledge and skills. Start taking massive action to achieve your goals and

use as many of our exclusive products as you can to create your own stories.

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Skin is in

Created by Amber Ridinger McLaughlin, the Lumière de Vie® line of products promotes a revitalized radiance, improved clarity and younger-looking skin. It's the finest in skincare, at an affordable price. Treat your skin to the best at my.lumieredevie.com and MY.SHOP.COM.



LUMIÈRE
DE VIE®

'WHAT ARE YOU GOING TO DO WITH THE DASH?'™ CHALLENGE





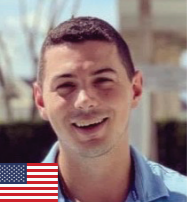




Join the challenge launched at #MALS2023 in honor of Founder JR Ridinger and his vision for your success.

Satisfy the challenge's criteria by 28 July to ensure that you are implementing all the components of the UnFranchise™ Business, thus positioning yourself to reach your personal and financial goals. See the promo video here.

- » [View the challenge criteria](#)
- » [Track your challenge progress](#)



These outstanding leaders have already met the challenge!

 Allison Abbott	 Wenyng Clinton	 Li Cui	 Hongna Du	 Ting Hu	 Ai Hua Huang	 Michael Petschenik
 Bonnie Hunter	 June Klarik	 Xiaoxing Lu	 Aubrey Lueck	 Emily Pennito	 Brett Portelli	 Cliff Hare
 Melody Sopa	 Victor & Alice Chiou	 Amber Lopez	 Amanda Kuo	 Ma-Yang Hui-Yin	 Guan-Yao Li	 Chia-Pei Chiang
 Yueh Wang	 Chiung-Chuan Lee & Bo-Yuan Huang	 Chih-Yi Li	 Emily Chen	 Lee Hsin Lun	 Queenie Foong	 Ann Du Peng
 Teo Yu Chian	 Lim Chee Yung	 Yi Jiang	 Yong Seng Tan	Not pictured: Goh Khe Li, MYS Si Mei Wu, CAN		

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Choice™ Curcumin Plus
Single Bottle (30 servings)



Isotonix OPC-3™ Plus
Single Bottle (90 servings)

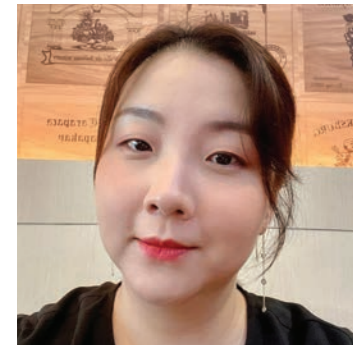
POWER PEOPLE

The following UnFranchise™ Owners have advanced to a higher UnFranchise Level from 2 Dec. 2022 – 3 March 2023.



MASTER UFO RECOGNITION

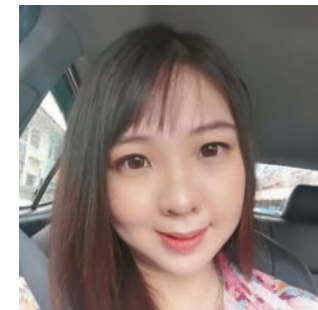
The following UnFranchise™ Owners have qualified as Master UnFranchise Owners three out of the last four quarters as of the fourth quarter 2022.



Zow Huey Chin
Professional Coordinator
Selangor

In 2008, I returned to Malaysia and worked in education for 12 years. I enjoyed my job, but I always wanted more time to spend with my family. Fortunately, I was introduced to MY.SHOP.COM

by my sponsor. While evaluating the UnFranchise Business, I was attracted to its systematic training system and started my business in 2017. I'm now able to spend more time with my daughter, and my next goal is to help more partners achieve their dreams!



Ivlyn Teo
Senior Master Coordinator
Melaka

I'm currently building my UnFranchise Business part time. I started in 2018, and although my entrepreneurial journey has had its ups and downs, it's been beautiful and has helped

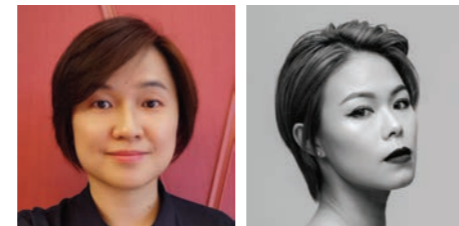
me grow a lot. Coming from an entrepreneurial family, I faced a lot of challenges in my first traditional business compared to MY.SHOP.COM. But with the MPCP and teamwork from my partners, this journey has become much easier and more fun! See you at the top!

Master Coordinator



Quincey Chen **Colby Choo** **Khor Way Chun**

Master Coordinator



Tan Aai Poh **Teo Yu Chian**

Executive Coordinator

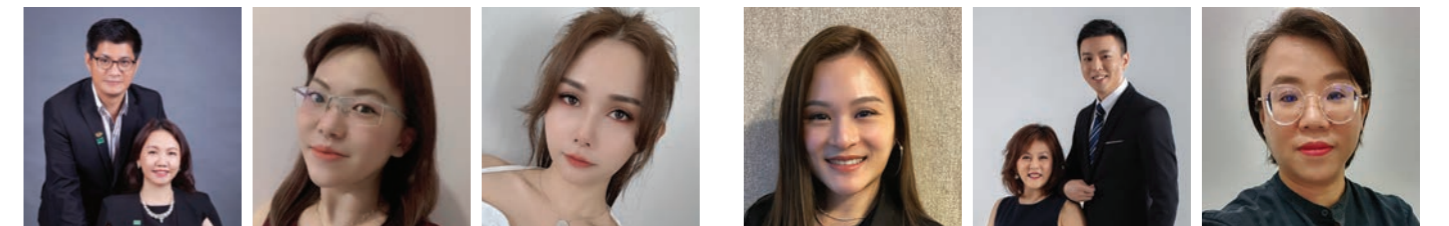
- | | | |
|------------------------|-----------------------------|----------------------------------|
| Ann Du Peng | Leong Mee Wah | Tiang Fui Sian |
| Chang Wee Ying | Lim Kah Key | Ashley Voo |
| Chen Wei-Chuen | Lim Chooi | Mae Wei |
| Chew Jian Liang | Ng Li Peng | Wang Mui |
| Chia Yin Xin | Ng Khai Sheng, James | Chieng @ Wang |
| Choo Woan Shyan | Ow Chun Wai | Lee Chieng |
| Choong Jing Yee | S'ng Hoay Min | Wong Chee |
| Chwn Poh Lee | Siew Yi Xuan | Keong & Wong |
| Goh Khe Li | Soh Wee Bin | Hao Wen (The Wong Empire) |
| Hii Lee Yun | Tan Phei Fang | Yeo Tsui Teng |
| Vivian Lau | Tan Poh Li | Ying Yee Voon |
| Hung Ling | Tan Bee Theng | Yong Yu Heng |
| Lee Lok Ling | Tan Yan Ni | Yong Sha Yee |

Coordinator

- | | | |
|------------------------------|---|-----------------------|
| Ang Chooi Sean | Kuan Mei Fun | Ng Yin Moon |
| Fiedro Bong Yung Chiu | Lam Yit Kin | Ng Sze Yue |
| Chan Yuen Chin | Lee Shi Yin | Ong Yi Ling |
| Chang Lee Ying | Joanne Lim | Phoon Soo Yi |
| Jessica Chen | Chie Wei | Sew Hui Ying |
| Sze Ee | Lim Wan Jin | Tan Ting Ting |
| Cheng Sook Teng | Lim Hui Leng | Tan Kuan Yong |
| Chiew Yoon Thye | Ling Hie | Tee Wei Chien |
| Chong Yoke Chin | Cindy Lo Shin Yee | Tew Yen Ni |
| Chua Seng Kiat | Lok Foong Leng | Wong Wee Nhee |
| Ee Siaw Whee | Shirley Ann Masters & Isabel Qistina Billones (Elevy Enterprise) | Wong Chin Yee |
| Eyu Sheng Yong | Loo Li Wen | Wong Seen Lie |
| Heng Lee Chet | Loo Kim Foon | Yeap Khai Lun |
| Hii King Ai | | Yeoh Siew Teen |
| Kho Jia Wen | | Maggie Yong |
| Khoo Chia Yee | | Lee Yee |



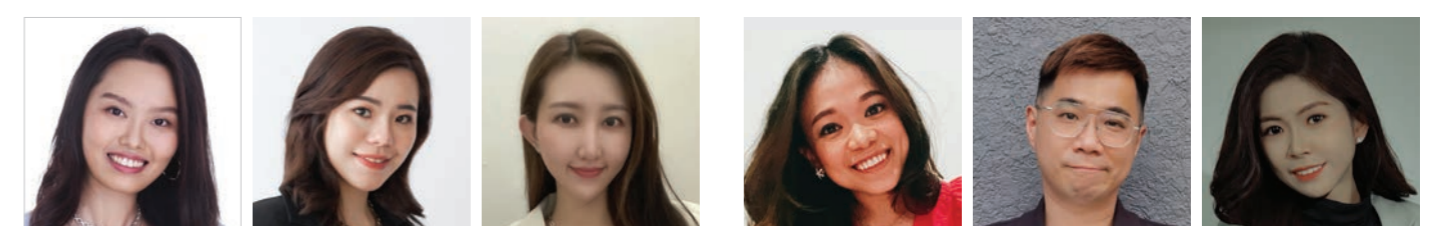
Sherlysaa Chiew Yock Shya **Yong Pui Yee** **Cheah Wei Loon** **Lim Siew Fong** **Soh Lih Huey** **Tiffany Tan Tai Feng**



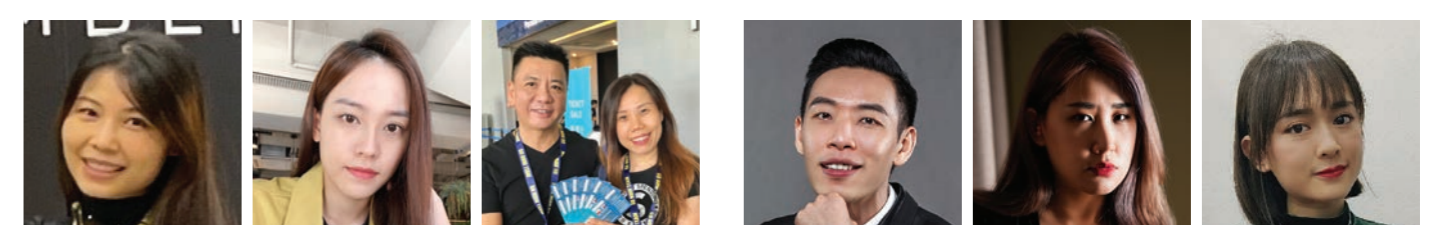
Desmond Lee & Celine Tan **Eve Tan Jiau Keiy** **Queenie Foong** **Tina Koh Xin Pei** **Sk 8 Marketing (Susan Na & Ken Tai)** **Joan Cheng Poh Poh**



Goh Yi Jun **Jacqlyn Tan Mei Ching** **Jasmine Teh** **Lee Chin Ming & Leong Kar Lai** **Lee Pei Tjin** **Fo Siew Yuen**



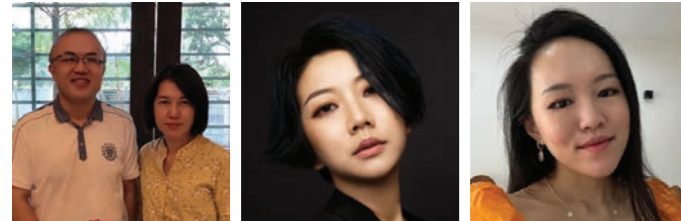
Jesline Koay Yee Nee **Kang Chai Houn** **Kee Yueyao** **Alison Low Sin Ling** **Ng Swee Hong** **Ong Ee Lyn**



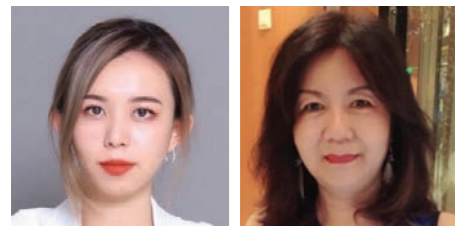
June Liew **Kitty Lim** **Lam Wai Hong & Daphne Lim** **See Zhun Jiat** **Shanme Sew Fong Peng** **Melody Soong Tian Yun**

MASTER UFO RECOGNITION

The following UnFranchise™ Owners have qualified as Master UnFranchise Owners three out of the last four quarters as of the fourth quarter 2022.



James Hii & Fiona Tan **Jenyne Lai** **Michelle Soo Yong Xiang**



Quincey Chen Shin Hui **Wong Yuet Mae**

Not Pictured: Chew Ann Xin, Hew Li Shin, Hoo Sei Cheng, Koh Wan Chin, Lee Ai Ling, Lee Choong Yong, Lim Kin Choo, Lim Pang Im, Ng Aik Han, Ng Siang Joh, Sim Shean Shu & Lim Koke Keng, Tan Ann See, Teo Yu Chian, Teo Zi Qi, Tong Sai Nam, Vivian Chin Khai Chu, Vivian Lau Hung Ling, Ching Huei Ying, Lee Fong Ling, Yong Shu Hui, Belle Lee Sok Ying, Chan Sau Peng, Chin Xue Qi (SC Marketing), Goh Chai Seng & Kang Siew Chyi, Khor Kar Hoe, Lee Chye Yen, Lew Wah Sing & Lim Wen Hui, Loo Siew Yen, Michel Woon Yean Yan, Mok Cheak Loo, Ong Ching Hong, Poh Chu Wen, Poon Chui Kheng, Raphael Liew Tau Yong & Kuek Ling Tze, Tan Git Cin (Gigalink Agency), Tan Sin Yee, Tew Joo Leong & Nicole Yu, Yap Kai Sin, Ng Fook Oon

The following UnFranchise Owners represent initial and requalifying UnFranchise Owners who qualified in the fourth quarter of 2022.

Initial Qualifiers

Ang Ching Yun
Ann Du Peng
Bay Yen San
Beh Lee Chu
Chan May Jeng
Cheng Sook Teng
Ching Heng Yang
Chong Mee Chin
Choong Kar Yan
Chuah Gaik Pheng
Goh Poh Suan
Hew Shiang Ling
Hoo Jia Yin
Victor Hoo Ter Wei
Kho Jia Wen
Khoo Su Peng
Khor Ee Wan
Kuck Swee Ying
Lee Foong Teng
Liang Chor-Q
Liew Pei Yi
Lim Hooi Nee
Lim Wan Jin

Lim Pei San
Lim Kah Key
Lim Xiu Yu
Loo Kim Foon
Loo Lee See
Mak Bee Lian
Mok Cheak Ee
Ng Sze Yue
Ooi Zhi Qin
Pay Jia Ying
Peng Le Hoon
Tan Joo Yee
Tan Yan Ni
Ashley Voo Mae Wei
Wong Chin Yee
Wong Wee Nhee
Yeoh Sin Chia

Requalifiers

Cecilia Yeoh Zhi Yuan
Chan Winn Er
Cheah Kah Man
Cheong Yen San

Chew Jian Liang
Chin Yen Ling
Chooi Sook Theng
Chua Fei Ming
Chuah Seak Hwa
Fang Man Wai
Fo Kah Fung
Ho Xin Yi
Ivy Loo Wan Yan
Ken Woo
Kenrick Teh Yee
Sam (KC Dream Enterprise)
Khong Yoke San
Kuan Mei Fun
Lai Man Qian
Lee Jia Qin (JL Health and Beauty Sdn Bhd)
Lee Ling Ling
Lee Shi Yin
Liely Mina
Lim Jing Tyng
Lim Shiuw Vy

Lim Xin Ling
Lin Chen Cieh & Ong Ai Heng
Lo Wan Ting
Loh Gaik Hoon
Lok May Yek
Mary Lee Kah Yee & Tan Khang Yee
Michael Ting Siew Kock
Gina Mojina
Ng Shi Ying
Nicole Lee Ka Yan
Ow Chi Kuan
Pang Jin Xin
Poh Siew Mui & Chan Ling Chin
Sew Chin Chin & Ooi Sin Yong
Sha Wan Xuan
Sophia Kok (SK Luxury Boutique)
Tan Aai Poh
Tan Bee Kwan

Tan Jin Kit & Tong Wen Chee
Tan Kuan Yong & Tan Miew Ling
Tan Kye Ying
Tang Pang Chai & Tiew Ai Wei
Tang Wan Joo
Tee Siew Mun
Tiang Fui Sian
Wendy Long
Woh Mei Kuk
Wong Cui Xian
Wong Kah Yien
Yap Soo Ha
Yau Hui Kim
Yee Yan Lin
Yii Ming Ley
Yong Chuen Tien
Yong Shu Yan
Wong Chee Keong & Wong Hao Wen (The Wong Empire)

The Start of the UnFranchise Business Renaissance

The Market Malaysia 2023 Annual Convention was truly an epic event filled with knowledge, inspiration and an abundance of memories that will be passed down to spark motivation for even more UnFranchise™ Business success. As Marc said, "This is the Renaissance!" Here's to the start of 30 more years of amazing achievements with the UnFranchise Business!

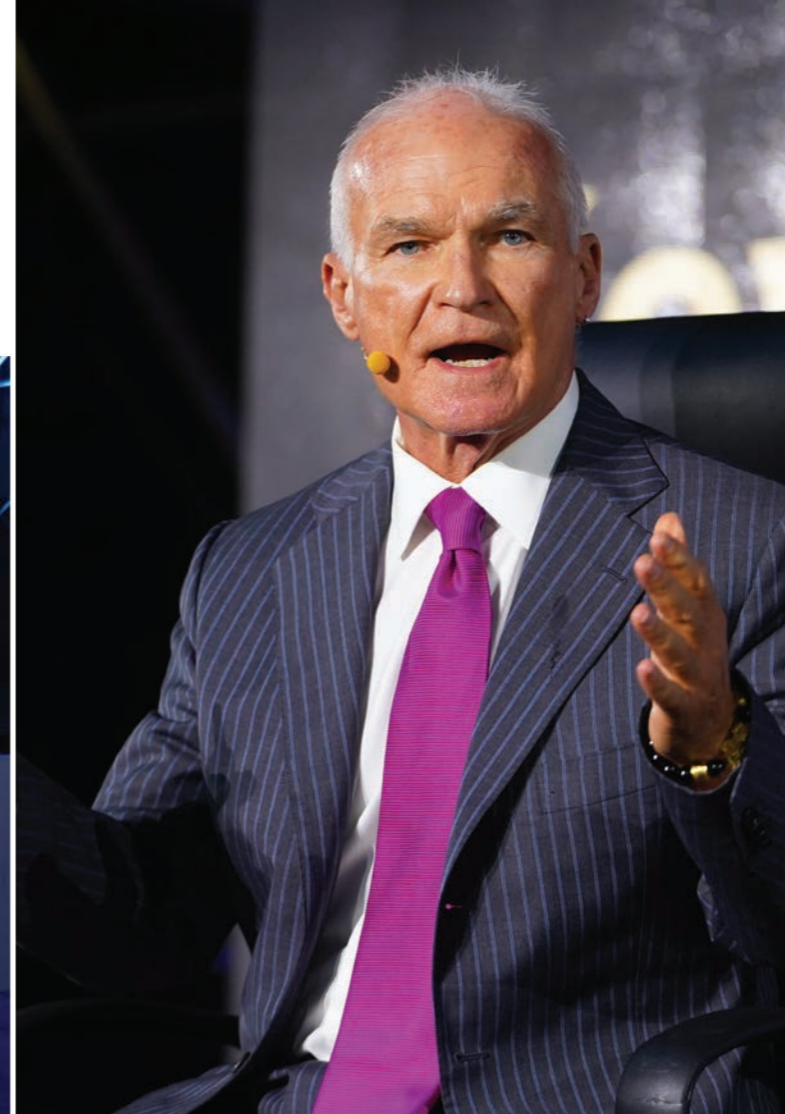
For the full recap of #MMAC2023, [click here](#).
See what UnFranchise Owners are saying about this revolutionary event!



"This year's Annual Convention was fabulous! Every aspect of it is carefully created, and I was even able to sponsor my friends. We would all like to thank Market Malaysia for preparing this event and helping every UFO leverage it."
- Low Yi Ling | EC



“I gained a lot of knowledge at this Annual Convention, and both my partners and I were inspired by the speakers and the positive momentum they created. We plan to do more Home Business Presentations and trial-sized marketing in the future.” – *Wong Wei Shyong | MC*



“Annual Convention was just outstanding! Our team was ignited by it! Many of our partners purchased three tickets to our next major event and some new partners also joined in. After attending this event, our team has become more united and proactive.”

– *Susan Chan | SMC*

“The lineup of speakers was great, and we gained a lot of knowledge! Johnny Huang’s presentation mentioned something important — we should balance virtue and talent. When we’re unable to control our ambitions or dreams, we should turn our focus to learning.”

– *Tiffany Tan Tai Feng | EC*



“The Annual Convention went smoothly and all the topics were amazing. I stayed for as long as I could in the training hall! I brought a new prospect with me who wanted to evaluate and learn more about the business. After attending the event, he had a more in-depth understanding about the methods used for building an UnFranchise™ Business.”

– *Fo Siew Yuen | SMC*



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★★★★★ (5 out of 5)



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★★★★★ (4 out of 5)

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