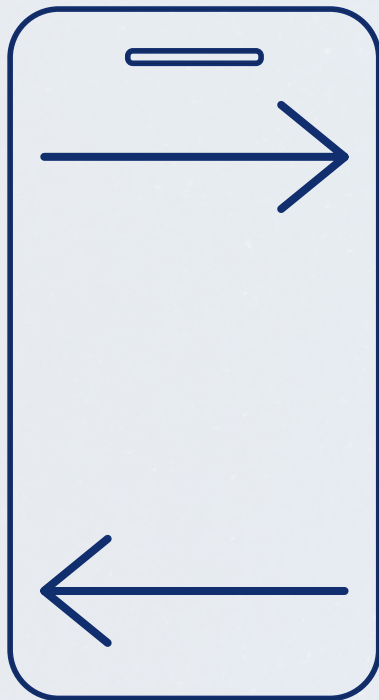


SEACON

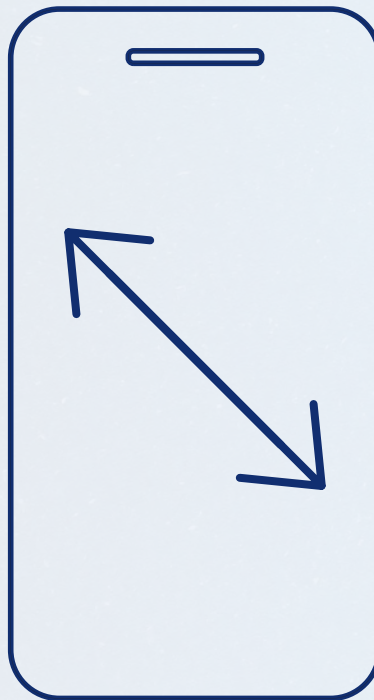
2026 Southeast Asia Convention Event Program

HOW TO USE YOUR DIGITAL PROGRAM

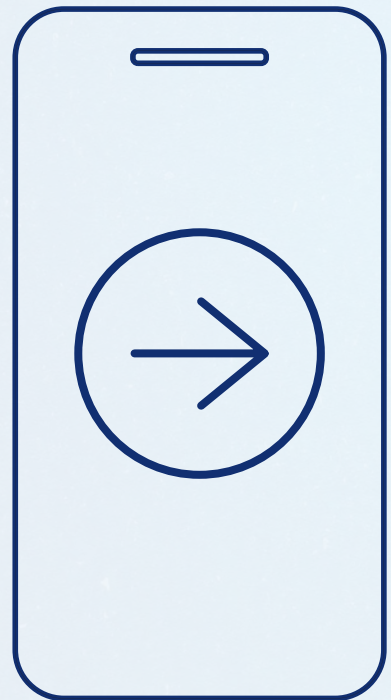
EXPLORE THE PROGRAM WITH JUST A FEW TAPS.



**SWIPE TO
NAVIGATE**



**PINCH TO
ZOOM**



**TAP FOR
DETAILS**

**PLEASE NOTE, VIDEO CONTENT MAY NOT AUTO-
PLAY DUE TO SMARTPHONE RESTRICTIONS; SIMPLY
TAP PLAY TO ENJOY THE DYNAMIC CONTENT.**

YOU ARE UNSTOPPABLE

*A special message from
Loren Ridinger, Co-Founder & CEO of
Market America Worldwide | SHOP.COM*

Welcome to 2026 Southeast Asia
Convention (#SEACON2026)!

Bringing together Market Malaysia,
Market Singapore and Market
Indonesia is truly powerful. You prove
what happens when people commit
to the system, stay in the right
environment and take consistent,
intentional action.

Southeast Asia isn't merely
participating in this business — you
are leading by example. You are
showing the world what's possible
when belief meets action.

When you surround yourself with the
right people and the right mindset,
you begin to see opportunities
differently. You challenge the patterns
that hold you back. You expand what
you believe is possible.

That is what #SEACON2026 is about.

This convention is especially
meaningful as we dedicate this event
to the memories of JR Ridinger,
Dennis Franks and Kevin Buckman.
Three men who believed deeply in
the power of people, in potential and
in the fundamentals that built this
business from the very beginning.



They left us an incredible legacy — one that allows us to define the standard and decide what our future looks like. That legacy is alive in all of you.

What you are building is transformative. This isn't simply a business; it's a movement rooted in freedom, purpose and the ability to help people achieve their dreams and goals.

But growth at this level requires more.

It requires a willingness to stretch beyond what feels comfortable. To expand your capacity. To take action even before you feel ready. Too often, people wait for confidence or clarity before they begin, when in reality, those things are created through movement. Progress comes from doing — from stepping forward again and again, even when it feels uncertain.

The truth is, you already have everything you need. The system works. The products work. What matters most is your decision to believe it — and to believe in yourself.

This business is all about being authentic. It requires listening, connecting and having real conversations. When you focus on making a difference in someone else's life, something incredible happens: You grow. You build confidence. You become unstoppable.

As we look to the future, the opportunities are endless. The foundation has been built. The momentum is real. And what you create over the next few years has the potential to redefine what success looks like — not just in this region, but globally.

This is the why behind everything we do. I have set out on recent ventures such as The CEO Club and The Loren Ridinger Academy not for the notoriety or spotlight; I want to expose people to the business, the products and the grit and heart behind it all as much and as far-reaching as possible. I want the entire world to know what we have to offer, and to feel moved to be a part of something truly life changing.

#SEACON2026 is about resetting your perspective, challenging your limits and stepping fully into your potential. It's about choosing growth over comfort, action over hesitation and belief over doubt.

There is more in you still waiting to be realized. So, the question becomes: what will you do with it?

This is your moment to decide. To move forward with purpose. To commit at a higher level. To become more focused and more driven than you were before.

Because being unstoppable isn't a feeling — it's a decision you make every day.

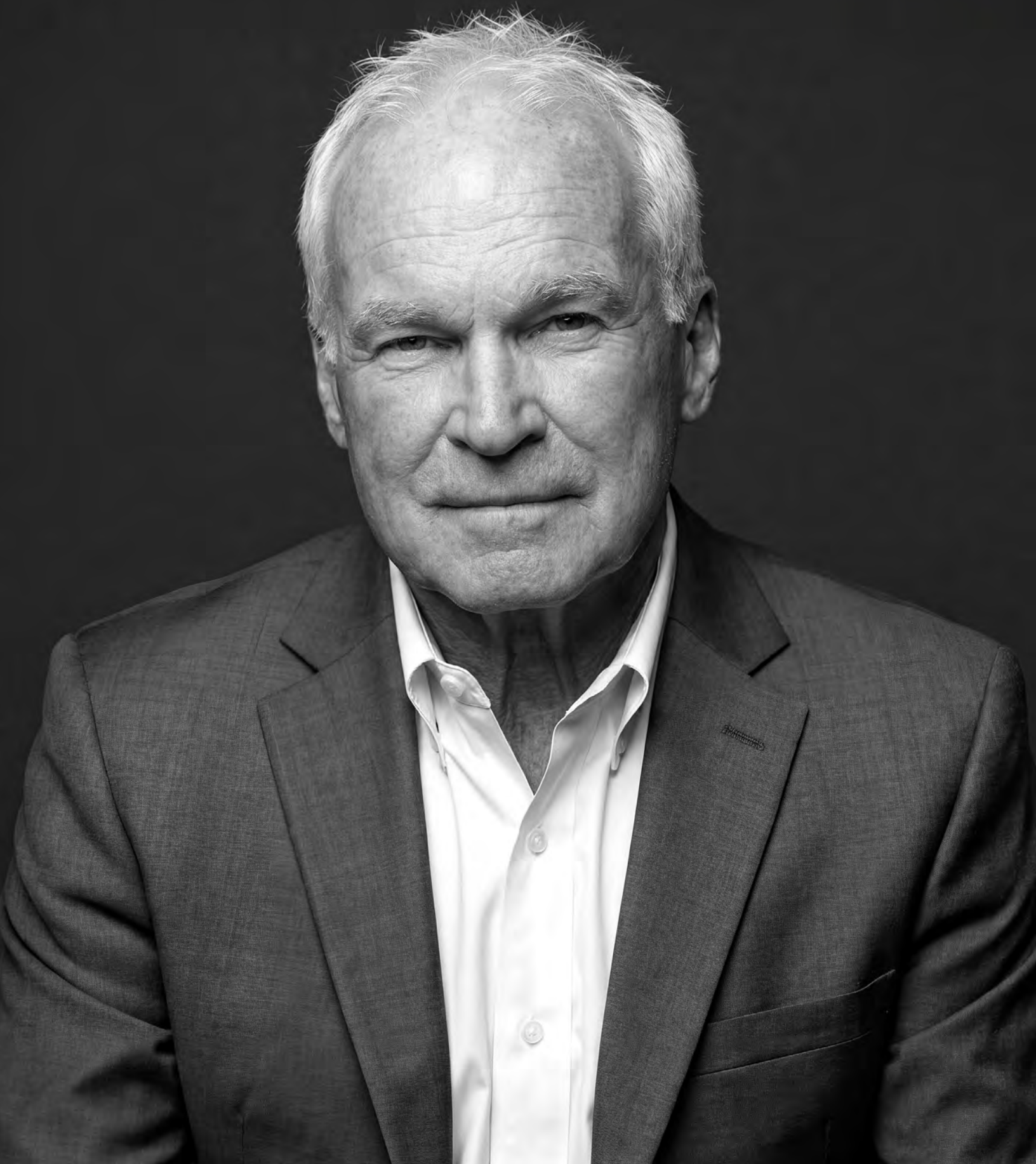
This is your moment to decide to take action, to stay committed and to become unstoppable.

The future is yours. And the time to start is now.

Keep growing! We believe in you.

A handwritten signature in dark ink, reading "Loren Ridinger". The signature is fluid and cursive, with a large, stylized initial "L" and "R".

2026 SOUTHEAST ASIA CONVENTION
IS DEDICATED TO THE MEMORY OF KEVIN BUCKMAN



THE CEO CLUB



NEW ORIGINAL SERIES
CO-STARRING **LOREN RIDINGER**

STREAMING EXCLUSIVELY ON PRIME VIDEO
WATCH WITH MANDARIN SUBTITLES!

STREAM NOW

LEADERSHIP



Loren Ridinger

Co-Founder & CEO of Market
America Worldwide | SHOP.COM



Marc Ashley

President & COO of
Market America Worldwide



Steve Ashley

President & COO
of SHOP.COM

EXECUTIVE & LEADERSHIP TEAM



Joe Bolyard

Executive Vice President



Steve Bosson

Chief Growth Officer



**Amber Ridinger
McLaughlin**

Vice President



Christian Vazquez

Vice President



Andrew Weissman

Vice President



Marty Weissman

Executive Vice President

FEATURED SPEAKERS



Joanne Hsi

 | IFC



Katherine Yin

 | FVP



**Rice Hao &
Matilda Lee**

 | FVP



Winnie Hou

 | ED



Sofia Ma-Yang

 | ED



Steven Hu

 | DIR



Michelle Lieu

 | DIR



Richard Ng

 | DIR



Cora Ke

 | ESC



Dr. Steve Li

 | ESC



Christopher Goh

 | NSC



Ng Ai Ping

 | NSC

International Field Chairman (IFC), Field Vice President (FVP), Executive Director (ED), Director (DIR), Executive Supervising Coordinator (ESC), National Supervising Coordinator (NSC), Supervising Coordinator (SC), Professional Coordinator (PC), Senior Master Coordinator (SMC), Master Coordinator (MC), Executive Coordinator (EC), Coordinator (C)

FEATURED SPEAKERS



Patrick Chu

 | SC



Wendy Huang

 | PC



Zac Lim

 | PC



Ken Tai

 | SMC



Jacqlyn Tan

 | SMC



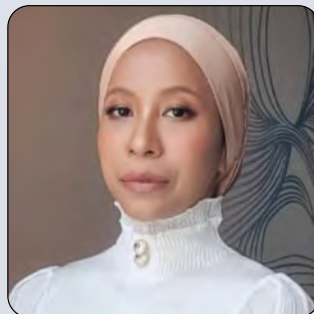
Grace Yeoh

 | SMC



Ellen Ho

 | MC



Ezza Saad

 | MC



Adelia Tambunan

 | MC

International Field Chairman (**IFC**), Field Vice President (**FVP**), Executive Director (**ED**), Director (**DIR**), Executive Supervising Coordinator (**ESC**), National Supervising Coordinator (**NSC**), Supervising Coordinator (**SC**), Professional Coordinator (**PC**), Senior Master Coordinator (**SMC**), Master Coordinator (**MC**), Executive Coordinator (**EC**), Coordinator (**C**)

TESTIMONIAL SPEAKERS



Candice Yang
 | DIR



Sherlysaa Chiew
 | NSC



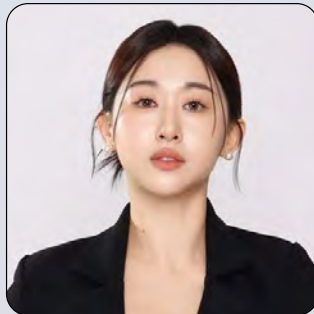
Tan Yi Chai
 | PC



Vivian Chin
 | PC



Annie Ng
 | PC



Sha Wan Xuan
 | PC



**Susani Kartina
Karta**
 | EC



Dr. Berlian Aniek
 | C

International Field Chairman (**IFC**), Field Vice President (**FVP**), Executive Director (**ED**), Director (**DIR**), Executive Supervising Coordinator (**ESC**), National Supervising Coordinator (**NSC**), Supervising Coordinator (**SC**), Professional Coordinator (**PC**), Senior Master Coordinator (**SMC**), Master Coordinator (**MC**), Executive Coordinator (**EC**), Coordinator (**C**)

FRIDAY, 15 MAY

7:00 P.M. DOORS OPEN

8:00 – 9:30 P.M.

Welcome to #SEACON2026 | UBP

Richard Ng, Director

SATURDAY 16 MAY

9:00 A.M.

**Special Tribute to
JR Ridinger**

**Welcome to an Unstoppable
#SEACON2026**

Ezza Saad

How to Build the Business

Loren Ridinger, Co-Founder
& CEO of Market America
Worldwide | SHOP.COM

**New Product Launch: Prime™
Deep Dive, Pairing for
Performance**

Dr. Steve Li

**The Power of the
UnFranchise™ Business**

Michelle Lieu

Recognition

Richard Ng & Ezza Saad

8:00 A.M. Doors Open

8:15 A.M. Please be seated

8:30 A.M. General Session

Power Profile

Zac Lim

**A New Me: The Unstoppable
Transformation Journey**

Jacqlyn Tan & Christopher Goh

**Base 10 Blueprint: Get Your
Team Paid**

Winnie Hou

**Expand Your Business
(Prospecting, Qualifying &
Sponsoring)**

Steven Hu

**Part-Time, Full Results: Building
a Business in Today's Reality**

Grace Yeoh

**From Young Leaders to
Legacy Builders: Strategies
for Continuity**

Rice Hao & Matilda Lee

SUNDAY 17 MAY

9:00 A.M.

Tribute to Kevin Buckman

**Build Business Momentum
With the Master UFO Program**

Cora Ke, Annie Ng, Sherlysaa
Chiew & Susani Kartina Karta

Recognition

Richard Ng & Ezza Saad

**Growing the UnFranchise™
Business by Becoming
Challenge Achievers as a
Team**

Sofia Ma

**Retailing: The Unstoppable
Digital Era**

Ellen Ho

**The Power Behind
Every Event Ticket**

Wendy Huang

8:00 A.M. Doors Open

8:15 A.M. Please be seated

8:30 A.M. General Session

Power Profile

Adelia Tambunan

**How Partnership and
Working as a Team Can Be an
Accelerator for Your Business**

Patrick Chu & Tan Yi Chai

**From Reset to Rebuild:
Winning Through Consistent
Sponsoring**

Ng Ai Ping & Vivian Chin

**Lead by Example: Action
Over Words**

Katherine Yin

**Build Local, Dream Global:
From Local Wins to Growth
Beyond Borders**

Joanne Hsi

Close

Loren Ridinger



CHAIRMAN'S CHALLENGE



Vivian Chin



Ee Mei Teng



Khaw Xue Ying



Lee Yi Chen



Liyen Ho



Annie Ng



Linda Ong



Amy Tho



Wee Harn Ing



Adelia Tambunan



Merry Welinda



HEALTH & NUTRITION CHALLENGE



Chiew Yock Fun



Sherylsaa Chiew



**Jessica Hew
Li Shin**



Belle Lee



Lee Yi Chen



Lok May Yek



Kevin Ng



Eve Tan Jiau Keiy



Tan Bee Theng



Teh Peak Ying



Conie Wong



**Wendy Wong
Voon Theng**



Grace Yeoh



Yeoh Zhi Yuan



**Gloria Chew &
Francis Chua**



**Adeline Goh
Leng Leng**



Caniz Goh



Heng Kaih Yee



Liyen Ho



Vivien Ho



HEALTH & NUTRITION CHALLENGE



**Hsieh Shan Tzu,
Lysha**



Kelly Hung



Ismayawaty



**Kendrick Loh &
Rachel Sim**



Annie Lee



**Leonardi Tadjudin
& Cecilia
Chriswanto**



**Shuner
Villanueva Leong**



Michelle Lieu



Sue Liew



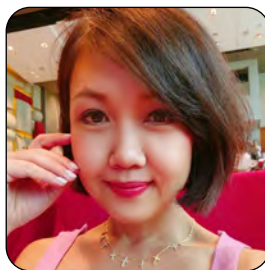
**Susan Yee Loo
Loh**



Tuck Long



Low Keng Wai



Medea Inez



Annie Ng



Ng Ai Ping



Clara Ng



Ng Sock Hwa



Linda Oh



Linda Ong



Sammie Ooi



HEALTH & NUTRITION CHALLENGE



**Alvin Quek Chee
Tiong**



Felicia Seah



Rayson Seah



Seoh Meng Hong



Soh Sheau Mai



Angela Tan



Tan Cheng Lee



Tan Guan Beng



Tan Swee Lin



Verna Sarah Tay



Wilfred Tham



Amy Tho



Annie Tiang



Tio Sui I



Wee Harn Ing



Wong Soke Wah



**Jerry Yang
Gong Chyi**



Jacine Yeo



**Adelia
Tambunan**



**Adelinah Chandra
Rahardja**



HEALTH & NUTRITION CHALLENGE



Angie Michaela
Marella



Asril Tanjung
& Dameria
Damayanti



Dr. Berlian Aniek



Bobby Tobing



Hadi Wijaya



Ivan & Linggawati
Satya



Merry Welinda



Sandra Papan



Susani Kartina
Karta



Sylvia Kusuma



Not Pictured: Gina Teng, Singapore

SOUTHEAST ASIA 2026 LEADERSHIP SCHOOL CHALLENGES

Challenge yourself to grow your business and change the trajectory of your life with the Southeast Asia 2026 Leadership School Chairman's and Health & Nutrition Challenges!



Malaysia

LEARN MORE



Singapore

LEARN MORE



Indonesia

LEARN MORE

A NEW ME

Get ready to witness the latest powerful "A New Me" transformations from the #SEACON2026 stage!

Want to be next? Submit your transformation and you could be featured at a future event!

[SHARE YOUR STORY](#)

CATCH^{THE} SAVINGS WHILE YOU CAN

Unbeatable deals on a limited
quantity of bestsellers

These prices won't last, so act fast!

Don't Miss It



LIMITED-TIME IBV BOOST!

Now through 30 June, maximize your profit potential with optional IBV codes for greater flexibility in building your UnFranchise™ Business.

How It Works



THREE POWERFUL BESTSELLERS, THREE SIMPLE STEPS

core3
HEALTH



core3
BEAUTY



Our hottest health and beauty superstars have been carefully selected for optimal effect and truly amazing results!

[CLICK HERE FOR PRODUCT DETAILS](#)

TRAIN. RESET. DOMINATE.

**PUSH HARDER.
RECOVER FASTER. REPEAT.**

Tower+™ Magnesium Spray
delivers concentrated
magnesium that absorbs
instantly — helping relieve
muscle fatigue and quiet
mental tension on contact.

FINISH STRONG



[CLICK HERE FOR PRODUCT DETAILS](#)

NEW FROM MOTIVES



YOUR PERFECT FLUSH, SIMPLIFIED

SUBTLE. BUILDABLE. BEAUTIFUL.
New Motives® Blush Duo



GET YOURS



Coming Soon

MOTIVES

NEW PRODUCTS!



SCULPTED. LUMINOUS. LOCKED IN.

BUILD DIMENSION
New Motives® Contour & Highlight Palette



GET YOURS

MOTIVES

NEW PRODUCTS!

NO CREASING, NO EFFORT,
NO BRUSH NEEDED

LIMITED-EDITION

New Motives® Eyeshadow Stick Set



[CLICK HERE FOR PRODUCT DETAILS](#)



GET YOURS



Coming Soon

COMING SOON!

Lumière de Vie® Eye Balm



Reinvented For Results

- PEPTIDE-POWER FOR VISIBLY YOUNGER EYES IN 14 DAYS
- LIGHTWEIGHT
- ULTRA-HYDRATING
- BRIGHTENING & SMOOTHING
- LONG-LASTING
- PATENTED INGREDIENTS



LUMIÈRE
DE VIE®

golden hour

layered

NEW LAYERED COLLECTION!

VIVIENNE

Snake Necklace
with Pins



LILA

Organic Tear Studs



SLOANE

Vintage Charm Dangle
Post Earrings



JULIETTE

Snake Chain with
Bezel Pendant

[CLICK HERE FOR PRODUCT DETAILS](#)



shop collection

THE ULTIMATE REFRESH

Same pure aloe benefits, now with a clean, modern look.



COMING WORLDWIDE SOON



COMING SOON



SHOP NOW

marketmalaysia™

SHOP MY.SHOP.COM PARTNER STORES



8.34%/3.54% IBV
14% Cashback



8.34%/3.54% IBV
14% Cashback



5.56%/2.28% IBV
9% Cashback



5.56%/2.28% IBV
9% Cashback



5.56%/2.28% IBV
9% Cashback



5.56%/2.28% IBV
9% Cashback



5.56%/2.28% IBV
9% Cashback



5.56%/2.28% IBV
9% Cashback



5.56%/2.53% IBV
8% Cashback



4.17%/1.52% IBV
7% Cashback



4.17%/1.52% IBV
7% Cashback



4.17%/1.52% IBV
7% Cashback

Please note that the IBV % (Internet Business Volume percentage) is subject to change based on fluctuations in the U.S. exchange rate from time to time.

SHOP MY.SHOP.COM PARTNER STORES



3.34%/1.01% IBV
6% Cashback



3.34%/1.01% IBV
6% Cashback



2.78%/1.01% IBV
4% Cashback



2.78%/1.01% IBV
4% Cashback



2.78%/1.01% IBV
4% Cashback



2.78%/1.01% IBV
4% Cashback



2.78%/1.01% IBV
4% Cashback



2.78%/1.01% IBV
4% Cashback



1.92%/0.76% IBV
3% Cashback



1.67%/0.76% IBV
2% Cashback



1.52%/0.51% IBV
2% Cashback



1.52%/0.51% IBV
2% Cashback



1.26%/0.51% IBV
2% Cashback

Please note that the IBV % (Internet Business Volume percentage) is subject to change based on fluctuations in the U.S. exchange rate from time to time.

marketsingapore®

SHOP **SG.SHOP.COM** PARTNER STORES



3.14%/10.35% IBV
6% Cashback



2.35%/8.63% IBV
5% Cashback



3%/7.7% IBV
3% Cashback



2.35%/6.04% IBV
3% Cashback



2%/6% IBV
2% Cashback



2.12%/4.65% IBV
2% Cashback



1.57%/4.7% IBV
2% Cashback



1.57%/4.7% IBV
2% Cashback



1.57%/4.7% IBV
2% Cashback



1.44%/ 4.31% IBV
2% Cashback



1.44%/ 4.31% IBV
2% Cashback



1.44% IBV

Please note that the IBV % (Internet Business Volume percentage) is subject to change based on fluctuations in the U.S. exchange rate from time to time.

marketindonesia™

SHOP ID.SHOP.COM PARTNER STORES

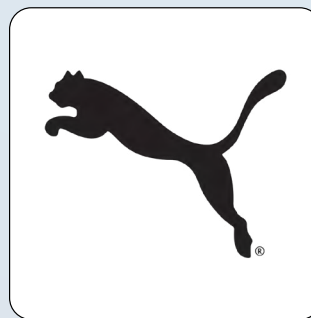
See all offers and stores on
[ID.SHOP.COM Hot Deals](#) and [ID.SHOP.COM All Stores](#)



Cashback
Increased PPC 49.63%
PPC 24.63% & PC 25%



Cashback
Increased PPC 12.91%
PPC 5.91% & PC 7%



Cashback
Increased PPC 9.94%
PPC 3.94% & PC 6%



Cashback
PPC only, up to 4.92%



Cashback
Increased PPC 14.89%
PPC 6.89% & PC 8%



Cashback
Increased PPC 7.96%
PPC 2.96% & PC 5%



Cashback
Increased PPC 5.96%
PPC 2.96% & PC 3%



Cashback
Increased PPC 5.97%
PPC 1.97% & PC 4%



Cashback
Increased PPC 4.97%
PPC 1.97% & PC 3%



Cashback
Increased PPC 4.97%
PPC 1.97% & PC 3%



Cashback
Increased PPC 3.97%
PPC 1.97% & PC 2%



Cashback
Increased PPC 3.97%
PPC 1.97% & PC 2%

Please note that the Cashback percentage may change from time to time based on store/brand policies.

ICON26

BE UNSTOPPABLE

20-23 AUGUST 2026

Steven Tanger Center for the Performing Arts
Greensboro, NC

BUY TICKETS NOW!



SOUTHEAST ASIA

2026

LEADERSHIP SCHOOL

BE UNSTOPPABLE

GET YOUR 3

Purchase three tickets to Southeast Asia 2026 Leadership School
and receive these specially curated products!

OFFER ENDS MAY 17 AT 11:59 P.M. (LOCAL TIME)

BUY TICKETS NOW!



MORE DETAILS



MORE DETAILS



MORE DETAILS