

CORPORATE PROFILE 2026



ANCESTRAL WISDOM. MODERN SCIENCE. GLOBAL SCALE.

Agenda: The *ann.k* Journey



01. Soul & Structure

Mission, Founders &
Heritage



02. Intelligence

Ramuan x Peptide
Science



03. Product Ecosystem

Core 8-SKU
Portfolio



04. Commerce Engine

Live Hub & Inner
Circle



05. Performance

Metrics &
Demographics



06. Strategic Roadmap

2026-2027
Expansion

NOURISHING THE FEMININE RHYTHM

***"Your body is a living conversation. We
provide the vocabulary."***

ann.k Apothecary is a bridge restoring the biological dialogue between body and
soil through artisanal remedies.

The Visionary: Datin Norehan Kassim



Founder & Formulator

Datin Norehan bridges 30 years of botanical practice with formal Herbal Science. Her mastery of **Ramuan** is the DNA of every formula.



Degree in Herbal Science, WSU



Certified Porcelain Artist (IPAT)



3 Decades of formulation research

| The Strategist: Hilmi Alham



Co-Founder & Architect

Architect of the *ann.k* Business Ecosystem, Hilmi brings aviation-grade precision to ensure global scalability and operational integrity.



International Brand Development



Digital Infrastructure Lead



People-First Leadership Philosophy



Ramuan: The Art of Synergy



Heritage Roots

Ancestral Malaysian knowledge passed down through generations of healers.



Whole-Plant

Macerated slowly to maintain the volatile synergy lost in chemicals.



Intention

Formulated with reverence for the body's natural intelligence.

Science as a Messenger

Traditional Ramuan is elevated by modern **Peptide Science**. We ensure botanical compounds are bio-available at the cellular level.

Key Research Focus:

-  Antioxidant Stabilization
-  Dermal Absorption Enhancers
-  Nervous System Scent Regulation



Addressing the Market Gap



The Synthetic Trap

Modern skincare treats skin as a machine, leading to "Skincare Fatigue" and chronic barrier disruption.

The Empty Natural

Standard natural brands lack the clinical backing required to address complex hormonal aging.

THE BRIDGE: Tech-Traditionalism

We offer remedies that are Ancestrally Known and Scientifically Validated.

ann.k Catalogue



TikTok Live Hub (coming soon)

Commerce is now a conversation. We have fully integrated TikTok Shop, allowing Datin Norehan to drive instant conversions in real-time.

Features:



Real-time Wisdom Sharing



Instant Conversion Integration



Daily Ritual Demos



Live Commerce Impact



**Based on Q4 2025 Internal Data*

The Inner Circle: Community Moat



Our private loyalty ecosystem. Members gain early access, exclusive bundles, and direct digital consultations.

"The Inner Circle is not a club; it is a commitment to self-presence."



Priority Restock Notifications



Member-Only Live Events



Digital Wellness Coaching



The Wisdom Hub



Interviews

The Feminine Body: Cycles & Rhythms
Series

Podcasts

Cellular Communication: How the Body
Speaks

Heritage

Malaysian Botanical Wisdom: A 3-Part
Series

| Ingredient Integrity



No-List Integrity

No parabens, no SLS, no synthetic fragrances, no shortcuts.

Primary Sourcing

We partner directly with Malaysian smallholders to source Pegaga, Kunyit, and Manjakani, ensuring peak potency.

The *ann.k* woman



"The Conscious Seeker"

- Ages 28-55
- High Concentration: SG, MY, AU
- Ritual-driven Psychographic

| Strategic Roadmap 2026–2027



Q2 2026

UK Market Launch:
London Pop-up



Q4 2026

GCC Expansion:
UAE/Saudi Hub



Q2 2027

Inner Circle
App Launch



Q4 2027

Flagship KL
"Living Lab"

| Global Partnerships



SCALE

Expansion into UK and Middle Eastern retail
markets.



INTEGRITY

Maintaining small-batch soul while building a global
footprint.



Join the Circle.

LET'S BUILD THE FUTURE OF BOTANICAL WELLNESS TOGETHER.

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BEAUTY
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WITHIN



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