

ORGANO GOLD

Organo Gold may have only started its mission six short years ago, but its foundation stretches back millennia. That foundation is Ganoderma Lucidum, a mushroom revered by practitioners of traditional Asian medicine.

The Richmond-based company incorporates the mushroom, known for its healing properties, into regularly consumed products, such as coffee, to provide a greater state of wellbeing for its customers.

Ganoderma Lucidum grows in densely forested areas.

Its lofty status may not mean much to the uninitiated.

But the strides Organo Gold has made since 2008 have brought this highest-ranked herb, whose Chinese name, Lingzhi, means "spiritual potency" -- to the forefront with an effective marketing organization that delivers sales in more than 35 countries, on six continents.

How?

At its core, the product speaks for itself as Organo Gold has harnessed the properties of the Ganoderma Lucidum and infused it into a wide ranging line of beverages (coffees and teas), as well as nutritional supplements and personal care items such as soaps and toothpaste.

Organo Gold efficacy reports show that the Company's products support the immune function. "Ganoderma is relatively new in the Western world but is rapidly gaining popularity, similar to when Ginseng was introduced into the Western general marketplace 30 to 40 years ago," stated Bernardo Chua, Founder and Chief Executive Officer of Organo Gold.

In 2013, Organo Gold was ranked the 55th largest network marketing company in the world, according to the Direct Selling News Top 100.

A key factor in that growth has been the education about an old world remedy that is readily available for a modern world of consumers. "We primarily use coffee and other daily products as a vehicle to introduce Ganoderma to audiences that are not familiar with the herb," Chua said.

"Since Organo Gold uses the network marketing business model of distribution, our customers are educated about Ganoderma from their OG Distributors."

There is also information about Ganoderma on the OG retail site, which can be accessed through organogold.com.

While Ganoderma was originally harvested by traditional means from forested areas, today Organo Gold stands as the sole North American firm to partner with the largest, certified organic Ganoderma plantation in the world.

Ground was broken at the \$240 million Gano Herb Industrial Park in China in 2009.

At GHIP, agricultural and food scientists dry, sterilize and process the mushroom from a tough, wood-like cap, into a fine, flavorless powder that is then incorporated into the product lines.

The company's decision to employ a network marketing method of sales, social selling, fits well with its primary product, coffee, a social staple the world over. "By introducing people to Ganoderma through coffee, we enhance that social experience at the product and business level," Chua said.

"We offer great products that enhance an already active lifestyle, plus we are able to offer an income opportunity for those who want to sell the products."

Organo Gold employs approximately 125 at the Richmond location, another 400 around the globe, and has roughly a million-plus distributors -- quite a remarkable workforce for a young company that values being based in Canada. "Canada's regulatory environment is among the toughest in the world, so having our business here and meeting the strict business and product guidelines of Canada gives our Company additional credibility, and that has allowed us to meet the regulatory guidelines of other countries much more quickly than might otherwise be possible," Chua said.

For more information about Organo Gold, visit organogold.com.

RICHMOND'S *profiles of* EXCELLENCE



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Bernardo Chua
Founder and CEO

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