MLMCONSULTANT.ASIA

ASIA'S PREMIER DIRECT-SELLING BUSINESS DEVELOPMENT & MARKET-ENTRY PARTNER™

THE THREE-COUNTRY ASEAN MARKET-ENTRY MODEL™

SINGAPORE • MALAYSIA • INDONESIA

THREE MARKETS. THREE REGULATORY PATHWAYS. ONE REGIONAL ARCHITECTURE.

SINGAPORE
BUSINESS & COMPLIANCE HUB

MALAYSIA
AJL MARKET-ENTRY PATHWAY

INDONESIA
TWO-COMPANY MARKET-ENTRY MODEL

CORPORATE • PRODUCT • REGULATORY • COMPENSATION • OPERATIONS • TECHNOLOGY • LAUNCH

CORPORATE | PRODUCT | REGULATORY | OPERATIONS | TECHNOLOGY | LAUNCH

BUILD THE COMPLETE BUSINESS BEHIND THE MARKET ENTRY.

DATO' SERI DR. EDWARD • 30+ YEARS OF REGIONAL DIRECT-SELLING EXPERIENCE

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THE THREE-COUNTRY ASEAN MARKET-ENTRY MODEL

SINGAPORE • MALAYSIA • INDONESIA

THREE MARKETS. THREE REGULATORY PATHWAYS.

ONE REGIONAL MARKET-ENTRY ARCHITECTURE.

PLANNING TO ENTER SINGAPORE, MALAYSIA OR INDONESIA?

Entering a new direct-selling market involves much more than incorporating a company, registering products or preparing a licence application.

Your corporate structure, product portfolio, regulatory pathway, pricing, compensation plan, distributor policies, technology, operations, leadership and launch strategy must function as one coordinated business system.

Every country has its own requirements.

Singapore requires a strong corporate, product, consumer-protection and business-model compliance pathway.

Malaysia requires complete product readiness, AJL preparation, operational development and regulatory interview preparation.

Indonesia may require two coordinated companies connecting BPOM product registration and importation with the direct-selling business and SIUPL pathway.

MLMConsultant.Asia helps international direct-selling companies understand, prepare and coordinate the complete market-entry journey.

THE LICENCE IS ONE COMPONENT

THE COMPLETE BUSINESS ARCHITECTURE IS THE FOUNDATION

Many founders begin by asking:

“HOW QUICKLY CAN WE ENTER THE MARKET?”

The more strategic question is:

“IS OUR ENTIRE COMPANY READY TO ENTER, OPERATE AND GROW IN THIS MARKET?”

A SUCCESSFUL MARKET-ENTRY PATHWAY CONNECTS

- Company incorporation
- Ownership and corporate governance
- Directors and shareholders
- Paid-up capital planning
- Product classification
- Product registration
- Ingredients and formulations
- Labelling and product claims
- Importation and warehousing
- Product and distributor pricing
- Compensation-plan alignment
- Distributor policies and procedures
- Technology and commission systems
- Accounting and tax readiness
- Regulatory documentation
- Management responsibilities
- Leadership preparation
- Market positioning
- Controlled launch
- Regional expansion

THESE ARE NOT SEPARATE ASSIGNMENTS.

They are interconnected components of one complete direct-selling ecosystem.

THE MLMCONSULTANT.ASIA MARKET-ENTRY ARCHITECTURE

1. CORPORATE ARCHITECTURE

We help companies evaluate, prepare and coordinate:

- Appropriate company structure
- Foreign ownership requirements
- Directors and shareholders
- Corporate governance
- Paid-up capital
- Intercompany relationships
- Local administration
- Accounting and tax readiness
- Banking and payment requirements
- Long-term regional expansion objectives

THE ARCHITECTURE PRINCIPLE

The corporate structure must support the company's products, operating model, regulatory pathway and growth strategy.

2. PRODUCT ARCHITECTURE

We help companies evaluate, prepare and coordinate:

- Product categories
- Ingredients and formulations
- Product positioning
- Product claims
- Labels and packaging
- Certificates and technical documents
- Testing requirements
- Registration pathways
- Importation requirements
- Commercial suitability
- Product-launch priorities

THE ARCHITECTURE PRINCIPLE

The right products must enter through the appropriate regulatory pathway with complete supporting documentation.

3. REGULATORY ARCHITECTURE

We help companies evaluate, prepare and coordinate:

- Direct-selling regulatory requirements
- Product-registration requirements
- Business-model requirements
- Importation and warehousing requirements
- Regulatory documents
- Submission preparation
- Authority coordination
- Management responsibilities
- Interview preparation where required
- Approval, renewal and continuing-compliance planning

THE ARCHITECTURE PRINCIPLE

The objective is to create a clear sequence connecting every corporate, product, regulatory and operational requirement.

4. COMPENSATION ARCHITECTURE

We help companies evaluate, prepare and coordinate:

- Retail and distributor pricing
- Commission allocation
- Leadership bonuses
- Rank advancement
- Incentive structures
- Payout controls
- Customer value
- Distributor motivation
- Local-market alignment
- Compensation-system testing
- Long-term sustainability

THE ARCHITECTURE PRINCIPLE

The compensation plan must support the legal framework, customer value, distributor development and sustainable company growth.

5. OPERATIONAL ARCHITECTURE

We help companies evaluate, prepare and coordinate:

- Distributor registration procedures
- Policies and procedures
- Code of ethics
- Customer-service processes
- Order processing
- Inventory management
- Warehousing and fulfilment
- Accounting procedures
- Administrative systems
- Management controls
- Standard operating procedures

THE ARCHITECTURE PRINCIPLE

The company must be prepared to operate professionally from the first day of market activity.

6. TECHNOLOGY ARCHITECTURE

We help companies evaluate, prepare and coordinate:

- Distributor enrolment
- Member verification
- Product ordering
- Payment processing
- Commission calculations
- Rank recognition
- Reporting systems
- Data management
- Privacy and security controls
- Commission-system testing

THE ARCHITECTURE PRINCIPLE

The technology must accurately support the approved compensation plan and operating model.

7. LAUNCH ARCHITECTURE

We help companies evaluate, prepare and coordinate:

- Market positioning
- Management preparation
- Leadership identification
- Distributor education
- Product training
- Compensation-plan communication
- Customer acquisition
- Launch-event planning
- Field activation
- Performance monitoring
- Sustainable expansion

THE ARCHITECTURE PRINCIPLE

A successful launch begins long before the official market-opening date.

MLMCONSULTANT.ASIA™

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SINGAPORE MARKET ENTRY

BUILD A STRONG BUSINESS & COMPLIANCE HUB

Structure your company, products, business model, operations and launch through one coordinated Singapore pathway.

1. COMPANY INCORPORATION
2. PRODUCT & HSA PATHWAY
3. CLAIMS & LABEL REVIEW
4. COMPENSATION MODEL REVIEW
5. PDPA & OPERATIONAL READINESS
6. CONTROLLED MARKET LAUNCH

STRUCTURE CLEARLY.
OPERATE PROFESSIONALLY.
EXPAND REGIONALLY.

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SINGAPORE MARKET ENTRY

BUILD A STRONG BUSINESS AND COMPLIANCE HUB

Singapore is internationally recognised for its business environment, corporate credibility, financial infrastructure and strategic position within ASEAN.

It can serve as a direct-selling market, a regional management centre or a strategic headquarters supporting wider Asian expansion.

Singapore follows a different market-entry pathway from Malaysia and Indonesia.

The focus is not simply on obtaining a single direct-selling licence. The complete business model must be structured around the applicable corporate, product, consumer-protection, data, employment, tax and direct-selling requirements.

THE SINGAPORE MARKET-ENTRY PATHWAY

1. COMPANY INCORPORATION

- Singapore company structure
- Foreign ownership planning
- Resident-director requirements
- Directors and shareholders
- Corporate governance
- Company secretary coordination
- Registered office requirements
- Banking and administration
- Accounting and tax readiness

SINGAPORE READINESS

The Singapore structure should support both local operations and the company's wider regional strategy.

2. PRODUCT CLASSIFICATION AND REGULATORY PATHWAY

- Cosmetics
- Health supplements
- Food and beverages
- Medical devices
- Personal-care products
- Household products
- Wellness products
- Technology-based wellness devices

SINGAPORE READINESS

Product planning may involve coordination with HSA, SFA, Singapore Customs or other relevant bodies depending on the product category.

3. PRODUCT CLAIMS AND LABEL REVIEW

- Ingredients and formulations
- Product classification
- Product names
- Labels and packaging
- Health and wellness claims
- Advertising statements
- Technical documents
- Safety information
- Import documentation
- Product-launch priorities

SINGAPORE READINESS

The product message must align with the appropriate regulatory and commercial position.

4. DIRECT-SELLING AND COMPENSATION-MODEL REVIEW

- Retail-customer value
- Product-led revenue
- Distributor enrolment
- Commission qualifications
- Rank advancement
- Leadership bonuses
- Customer and distributor pricing
- Incentive structures
- Policies and procedures
- Code of ethics
- Compensation-system testing

SINGAPORE READINESS

The objective is to develop a professionally structured, product-driven and sustainable business model.

5. OPERATIONAL AND DATA READINESS

- Distributor-registration procedures
- Customer-service processes
- Product ordering
- Warehousing and fulfilment
- Accounting and tax administration
- PDPA considerations
- Data-management procedures
- Payment systems
- Technology integration
- Standard operating procedures

SINGAPORE READINESS

The operating platform must support professional local execution and regional coordination.

6. SINGAPORE CONTROLLED LAUNCH

- Market positioning
- Product-launch strategy
- Management responsibilities
- Leadership preparation
- Distributor education
- Product training
- Technology testing
- Customer acquisition
- Field activation
- Regional coordination

SINGAPORE READINESS

A controlled launch connects the business model, products, systems, leadership and customer experience.

THE SINGAPORE MARKET-ENTRY OUTCOME

01	COMPANY INCORPORATION
02	PRODUCT CLASSIFICATION
03	HSA, SFA OR RELEVANT PRODUCT PATHWAY
04	CLAIMS AND LABEL REVIEW
05	COMPENSATION-MODEL ASSESSMENT
06	OPERATIONAL AND DATA READINESS
07	CONTROLLED MARKET LAUNCH

STRUCTURE CLEARLY. OPERATE PROFESSIONALLY.

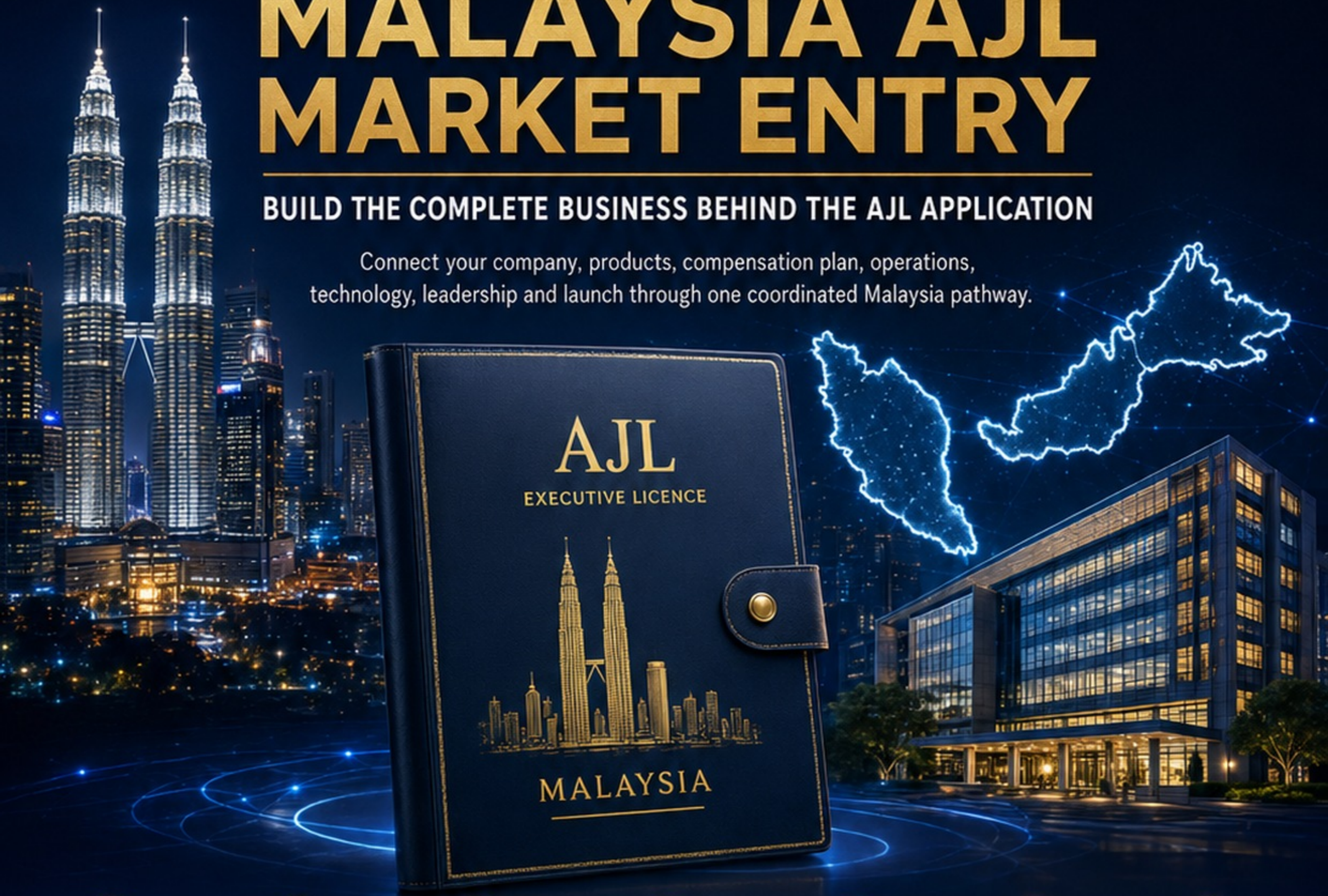
BUILD SINGAPORE AS YOUR REGIONAL BUSINESS HUB.

ASIA'S PREMIER DIRECT-SELLING BUSINESS DEVELOPMENT & MARKET-ENTRY PARTNER™

MALAYSIA AJL MARKET ENTRY

BUILD THE COMPLETE BUSINESS BEHIND THE AJL APPLICATION

Connect your company, products, compensation plan, operations, technology, leadership and launch through one coordinated Malaysia pathway.



1. COMPANY INCORPORATION
2. PRODUCT READINESS
3. AJL PREPARATION
4. COMPENSATION & PRICING
5. OPERATIONAL READINESS
6. INTERVIEW PREPARATION
7. CONTROLLED MARKET LAUNCH

**BUILD THE RIGHT STRUCTURE.
PREPARE WITH CONFIDENCE.
LAUNCH MALAYSIA STRONG.**

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MALAYSIA MARKET ENTRY

BUILD THE COMPLETE BUSINESS BEHIND THE AJL APPLICATION

Malaysia offers strong opportunities for international direct-selling, wellness, beauty, nutrition and consumer-product companies.

The Malaysia pathway requires the coordination of company incorporation, product readiness, AJL preparation, compensation planning, operations, technology, management, regulatory interview and controlled launch.

THE MALAYSIA MARKET-ENTRY PATHWAY

1. COMPANY INCORPORATION

- Malaysian company structure
- Foreign ownership planning
- Resident-director coordination
- Directors and shareholders
- Corporate governance
- Paid-up capital planning
- Corporate documentation
- Company administration
- Accounting and tax readiness

2. PRODUCT READINESS

- Product categories
- Product classification
- Ingredients and formulations
- Product claims
- Labels and packaging
- Supporting certificates
- Technical documents
- Testing requirements
- Product-registration pathway
- Product-portfolio planning

PRODUCT PATHWAY

Depending on the product category, the pathway may involve NPRA, KKM, FOSIM, MDA or another relevant authority.

3. AJL PREPARATION

- Direct-selling business-model assessment
- AJL application preparation
- Corporate profile
- Supporting documentation
- Policies and procedures
- Code of conduct
- Distributor documentation
- Management responsibilities
- Operational information
- Regulatory submission coordination

4. COMPENSATION AND PRICING

- Product-pricing structure
- Retail and distributor pricing
- Marketing-plan structure
- Commission allocation
- Leadership bonuses
- Rank advancement
- Distributor incentives
- Payout alignment
- Capping and controls
- Commission-system testing

5. OPERATIONAL READINESS

- Office and administration
- Distributor enrolment
- Customer service
- Order processing
- Product fulfilment
- Accounting and reporting
- Technology systems
- Management procedures
- Distributor support
- Standard operating procedures

6. INTERVIEW PREPARATION

- Management briefing
- Bahasa Malaysia presentation
- Corporate-structure explanation
- Product presentation
- Marketing-plan presentation
- Operational-readiness presentation
- Management-role preparation
- Interview simulation
- Supporting-document review

7. CONTROLLED MALAYSIA LAUNCH

- Market positioning
- Leadership preparation
- Distributor education
- Product training
- System testing
- Field activation
- Customer acquisition
- Launch coordination
- Performance monitoring
- Expansion planning

THE MALAYSIA MARKET-ENTRY OUTCOME

01	CORPORATE STRUCTURE
02	PRODUCT READINESS
03	AJL PREPARATION
04	COMPENSATION AND PRICING
05	OPERATIONAL READINESS
06	INTERVIEW PREPARATION
07	CONTROLLED MARKET LAUNCH

BUILD THE RIGHT STRUCTURE. PREPARE WITH CONFIDENCE.

LAUNCH MALAYSIA STRONG.

ASIA'S PREMIER DIRECT-SELLING BUSINESS DEVELOPMENT
& MARKET-ENTRY PARTNER™
INDONESIA
MARKET ENTRY
TWO COMPANIES. ONE COORDINATED STRATEGY.
Connect product registration, importation, MLM business licensing, operations, technology, leadership and launch through one coordinated Indonesia architecture.
1. TRADING & IMPORT COMPANY
BPOM REGISTRATION
BPOM PRODUCT REGISTRATION
IMPORT • WAREHOUSE • DISTRIBUTION
2. DIRECT-SELLING COMPANY
SIUPL
MLM BUSINESS LICENSING / SIUPL
COMPENSATION • OPERATIONS • LAUNCH
1 CORPORATE STRUCTURE
2 BPOM PRODUCT READINESS
3 IMPORTATION & WAREHOUSING
4 DIRECT-SELLING STRUCTURE
MLM LICENSING / SIUPL
OPERATIONS & TECHNOLOGY
CONTROLLED MARKET LAUNCH
BUILD THE PRODUCT PATHWAY.
BUILD THE BUSINESS PATHWAY.
LAUNCH INDONESIA WITH CONFIDENCE.
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INDONESIA MARKET ENTRY

TWO COMPANIES. ONE COORDINATED STRATEGY.

Indonesia is one of ASEAN’s largest and most dynamic consumer markets.

For many international direct-selling companies, Indonesia market entry may require two coordinated corporate structures with different responsibilities.

The first structure supports the products, registration, importation, warehousing and distribution.

The second structure supports the direct-selling business, distributors, compensation system, operations and market launch.

1. TRADING AND IMPORT COMPANY

THE PRODUCT AND SUPPLY-CHAIN PATHWAY

- Corporate and foreign-investment structure
- BPOM product registration
- Product classification
- Ingredients and formulations
- Product documentation
- Bahasa Indonesia labels
- Product claims
- Importation coordination
- Warehousing
- Inventory management
- Product distribution
- Accounting and tax administration
- Supply-chain readiness

THE PRODUCT FOUNDATION

Create the appropriate foundation for registering, importing, storing and distributing products in Indonesia.

2. DIRECT-SELLING COMPANY

THE MLM BUSINESS AND DISTRIBUTOR PATHWAY

- MLM business licensing and SIUPL pathway
- Direct-selling business structure
- Marketing-plan preparation
- Compensation-plan alignment
- Product and distributor pricing
- Code of ethics
- Distributor policies
- Membership procedures
- Commission-system preparation
- Management responsibilities
- Field leadership preparation
- Controlled market launch

ONE COORDINATED INDONESIA ARCHITECTURE

- Corporate ownership and governance
- Intercompany relationships
- BPOM product readiness
- Importation and warehousing
- Product pricing
- Compensation planning
- Accounting and tax coordination
- Distributor policies
- Technology and commission systems
- Management and leadership
- Market launch
- Sustainable expansion

The product pathway must support the business pathway.

The Trading and Import Company must coordinate with the Direct-Selling Company.

The corporate structure must support the product, licensing, operational and commercial requirements of the Indonesian market.

THE INDONESIA MARKET-ENTRY PATHWAY

01	CORPORATE STRUCTURE
02	TRADING AND IMPORT COMPANY
03	BPOM PRODUCT REGISTRATION
04	IMPORTATION AND WAREHOUSING
05	DIRECT-SELLING COMPANY
06	MLM LICENSING AND SIUPL PATHWAY
07	OPERATIONS AND TECHNOLOGY
08	CONTROLLED MARKET LAUNCH

TWO COMPANIES. ONE COORDINATED STRATEGY.

BUILD INDONESIA WITH CONFIDENCE.

THE THREE-COUNTRY ASEAN MODEL

SINGAPORE • MALAYSIA • INDONESIA

These three markets can form a powerful regional expansion architecture.

SINGAPORE

A strategic business, management, financial and compliance hub.

MALAYSIA

A structured AJL direct-selling market supported by complete product, operational and interview readiness.

INDONESIA

A major consumer market supported by coordinated product, importation, direct-selling and distributor structures.

ONE REGIONAL STRATEGY

- Regional corporate planning
- Market-specific company structures
- Product-portfolio strategy
- Country-specific product registration
- Compensation-plan adaptation
- Regional technology systems
- Local distributor policies
- Management responsibilities
- Supply-chain coordination
- Leadership development
- Market-specific launches
- ASEAN expansion planning

OUR MARKET-ENTRY SERVICES

COMPANY INCORPORATION

- Corporate-structure planning
- Local company incorporation coordination
- Foreign ownership planning
- Directors and shareholders
- Governance preparation
- Corporate administration
- Intercompany coordination

DIRECT-SELLING REGULATORY PATHWAY

- Singapore business-model assessment
- Malaysia AJL pathway
- Indonesia MLM and SIUPL pathway
- Supporting documentation
- Policies and procedures
- Code of ethics
- Compensation-plan review
- Regulatory coordination
- Interview preparation where required

PRODUCT REGISTRATION

- Product classification
- Ingredient and formulation assessment
- Product claims
- Labelling and packaging
- Supporting documents
- Testing coordination
- Singapore product pathway
- Malaysia product-registration pathways
- Indonesia BPOM pathway
- Medical-device coordination

BUSINESS SETUP AND OPERATIONS

- Office and administration
- Importation and warehousing
- Inventory management
- Distributor enrolment
- Customer service
- Order processing
- Accounting coordination
- Technology systems
- Commission-system testing
- Standard operating procedures

MARKET LAUNCH AND GROWTH

- Market positioning
- Product-launch strategy
- Leadership preparation
- Distributor education
- Field activation
- Launch-event planning
- Performance monitoring
- Sustainable growth planning

REGIONAL EXPANSION

- Singapore
- Malaysia
- Indonesia
- Selected ASEAN markets

THE EXECUTIVE MARKET-ENTRY DIAGNOSTIC

DISCOVER WHAT YOUR COMPANY NEEDS BEFORE YOU MOVE FORWARD

The Executive Market-Entry Diagnostic examines:

- Your target country
- Corporate ownership
- Product categories
- Number of products
- Product-registration status
- Licensing position
- Compensation plan
- Proposed launch date
- Management structure
- Importation requirements
- Warehousing requirements
- Technology readiness
- Available resources
- Regional expansion objectives

YOUR EXECUTIVE READINESS REVIEW

- The recommended corporate architecture
- The appropriate product pathway
- The primary regulatory requirements
- The required supporting documents
- The compensation-plan preparation areas
- The operational-readiness priorities
- The recommended implementation sequence
- The next strategic decision

WHO WE SERVE

MLMConsultant.Asia works with:

- International direct-selling companies
- Established MLM organisations
- Company founders and CEOs
- Foreign investors
- Product manufacturers
- Wellness and nutrition companies
- Beauty and personal-care brands
- Consumer-product companies
- Medical-device businesses
- Companies entering Singapore
- Companies entering Malaysia
- Companies entering Indonesia
- Businesses planning ASEAN expansion

OUR APPROACH

DIAGNOSE

We examine the company, products, structure, business model, documentation and intended market.

ARCHITECT

We design the coordinated corporate, product, regulatory, compensation, operational and launch pathway.

PREPARE

We help prepare the required documentation, systems, policies, procedures and management responsibilities.

COORDINATE

We connect the relevant corporate, professional, regulatory and operational workstreams.

TEST

We review documentation, compensation calculations, systems, procedures and organisational readiness.

LAUNCH

We support management and leadership in preparing for an organised market entry.

EXPAND

We help the company develop a stronger foundation for sustainable regional growth.

YOUR MARKET-ENTRY JOURNEY

STEP 1 - COMPLETE THE DIAGNOSTIC

Share your company, products, target market and intended launch information.

STEP 2 - INITIAL STRATEGIC REVIEW

We review your current position and identify the principal market-entry considerations.

STEP 3 - PROJECT QUALIFICATION

We determine the appropriate service pathway for your company.

STEP 4 - PRIVATE STRATEGY DISCUSSION

We discuss your corporate structure, product pathway, business model, regulatory requirements and operational objectives.

STEP 5 - MARKET-ENTRY BLUEPRINT

We define the recommended sequence, responsibilities, deliverables and professional scope.

STEP 6 - BUILD AND COORDINATE

We coordinate the approved corporate, product, regulatory and operational workstreams.

STEP 7 - PREPARE TO LAUNCH

We align management, systems, documentation, products, technology, leadership and market readiness.

WHY MLMCONSULTANT.ASIA?

MORE THAN 30 YEARS OF REGIONAL DIRECT-SELLING EXPERIENCE

MLMConsultant.Asia is led by Dato' Seri Dr. Edward, a direct-selling business strategist and regional market-expansion consultant with more than three decades of industry experience.

His experience extends across Singapore, Malaysia, Indonesia and selected Asian markets.

HIS WORK CONNECTS

- Corporate strategy
- Product compliance
- Direct-selling regulatory pathways
- Compensation planning
- Operational development
- Technology readiness
- Market positioning
- Distributor systems
- Leadership preparation
- Regional expansion

THE DIRECT-SELLING ECOSYSTEM ARCHITECT

Our role extends beyond company incorporation, product registration or licence preparation.

We help international companies understand the market, coordinate the appropriate professional resources and build the complete operating foundation behind the application.

The objective is to connect every major component through one coordinated strategic pathway.

OUR MARKET-ENTRY PHILOSOPHY

THE COMPANY MUST SUPPORT THE REGULATORY PATHWAY.

THE PRODUCTS MUST SUPPORT THE BUSINESS MODEL.

THE COMPENSATION PLAN MUST SUPPORT CUSTOMER VALUE AND SUSTAINABLE GROWTH.

THE OPERATIONS MUST SUPPORT THE DISTRIBUTOR AND CUSTOMER EXPERIENCE.

THE TECHNOLOGY MUST SUPPORT THE APPROVED BUSINESS SYSTEM.

THE LEADERSHIP MUST BE READY TO BUILD THE MARKET.

THE LAUNCH MUST BE SUPPORTED BY A COMPLETE OPERATING FOUNDATION.

BEGIN YOUR THREE-COUNTRY MARKET-ENTRY JOURNEY

If your company is considering Singapore, Malaysia or Indonesia, begin by mapping the complete pathway.

TELL US ABOUT

- Your company
- Your products
- Your target countries
- Your current corporate structure
- Your product-registration position
- Your proposed compensation plan
- Your intended launch date
- Your regional expansion objectives
- The professional support you require

START YOUR EXECUTIVE MARKET-ENTRY DIAGNOSTIC

REQUEST A PRIVATE STRATEGY DISCUSSION

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THREE MARKETS. THREE REGULATORY PATHWAYS.

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BUILD COMPLIANT. LAUNCH CONFIDENTLY. EXPAND INTELLIGENTLY.