



DXN AFRICA

QUARTERLY MAGAZINE

Issue 01 | 2026



A NEW CHAPTER

Ghana & Zambia open new doors

The people
behind the progress

Morocco's new
tea collection

Your next
TSI destination

Health • Wealth • Happiness



DXN AFRICA

QUARTERLY MAGAZINE

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LEADERSHIP

A message to our **DXN** Africa family

**Dear DXN Members across Africa,**

As we enter the final three months of 2026, I would like to speak to every member, leader, and future leader across our growing African family.

This year has shown us once again what is possible when we move forward with one vision and one purpose. Across Africa, we have witnessed new markets opening, stronger teams emerging, new leaders developing, and thousands of people discovering the opportunities that DXN can bring to their lives.

But the year is not over yet.

Three months remain — and three months can change everything.

This is the time to strengthen your team, reconnect with your goals, share the DXN opportunity with more people, support your members, and work toward the rank you promised yourself you would achieve.

Do not wait for 2027 to begin a new chapter. Begin it now.

Every presentation you make, every new member you guide, every customer you serve, and every leader you help develop brings you one step closer to your goals — and brings DXN Africa one step closer to its greater potential.

Africa is a continent of extraordinary energy, ambition, and opportunity. I firmly believe that some of DXN's greatest success stories are being built here, right now.

Let us make these final months count.

Let us finish 2026 stronger than we started it — together, as one DXN Africa family.

Mr. Azeddine Lamaizi

Regional Marketing Director
DXN Africa

New doors. Shared ambition.

DXN Ghana marks a new chapter in Africa's growing community.



The ribbon-cutting celebration in Ghana.

A ribbon-cutting moment brings the story into focus: people coming together around a new beginning. The opening of DXN Ghana creates a fresh setting for members to meet, discover products and exchange ideas.

These photographs capture both the celebration and the place behind it — a new point of connection for Ghana's DXN community.



The DXN Ghana premises.

The conversations that build a community

Beyond the opening ceremony, the story is found in smaller moments: a presentation, a question, a shared table. Ghana's opening photographs show a community taking time to connect.



Product information shared with an attentive audience.



Members exchange ideas and information.



A moment of hospitality during the gathering.

A new beginning grows through the people who take part.

Zambia, welcome to the family

A soft launch built around people, connection and a shared sense of possibility.



Welcoming guests to the DXN Zambia soft launch.



A shared moment outside the venue.

DXN Zambia's soft launch brought members and guests together for a new beginning. The welcome, the conversations and the gathering itself made the occasion a human milestone in DXN's African story.

As the photographs show, this chapter begins with a community: people meeting face to face and taking their first steps together.

ZAMBIA / IN PICTURES

A room ready to learn

A new market is also a place for new conversations. During the Zambia gathering, presentations and audience participation created space for members to listen, ask questions and engage.



Sharing ideas with the room.



An attentive audience at the soft launch.



An attendee contributes to the discussion.

NEW IN MOROCCO
TEA COLLECTION

A fresh chapter in your tea ritual

Classic black tea meets the aromatic character of basil and mint.

*Good
Tea
Brighter
Days*



DXN Black Tea

Dried loose black tea leaves
with a rich, classic character.

7 g × 30 sachets



DXN Basil Black Tea

Black tea blended with basil
for a distinctive herbal aroma.

100 g



DXN Mint Black Tea

Black tea with mint for
a refreshing, balanced cup.

100 g



DXN Basil

Dried loose basil leaves with
a naturally aromatic character.

7 g × 30 sachets

Explore the collection through its ingredients, aromas and flavours.

NEW IN MOROCCO
TEA COLLECTION

Oolong, with a new twist

Discover oolong blends and a simple mint infusion.



DXN Oolong Tea

Dried loose oolong tea leaves for a distinctive tea moment.

7 g x 30 sachets



DXN Basil Oolong Tea

Oolong tea combined with basil's aromatic herbal notes.

100 g



DXN Mint Oolong Tea

Oolong tea with a refreshing touch of mint.

100 g



DXN Mint

Dried loose mint leaves for a fragrant, refreshing infusion.

7 g x 30 sachets



BREWING GUIDE

The supplied catalogue suggests one 7 g sachet, or 7 g of loose blend, with 200 ml hot water for 30–60 seconds. Follow the instructions on your pack.

Ganoderma

A long tradition. An evolving science.



NATURE
KNOWS
A LONGER
STORY

Often known as reishi or lingzhi, Ganoderma has a long history in the traditional health practices of East Asia. Its distinctive woody form has made it one of the most recognisable fungi in the wellness world.

Ganoderma also appears in DXN's product range, but this page explores the fungus itself.

Why researchers are interested

Compounds including beta-glucans and triterpenes are being studied for effects on immune activity and inflammation. Some small human studies have explored antioxidant activity and other potential benefits, but results do not establish broad health benefits for everyone.

Tradition is a starting point

Laboratory findings are not the same as proven benefits in people. The preparation, dose and study population matter; results from one extract cannot automatically be applied to another.



Reishi supplements can interact with medicines, including blood thinners. Ask a healthcare professional before use.

Cordyceps

The fungus behind a long-standing interest in vitality.

Cordyceps is the familiar name associated with fungi used in traditional Chinese medicine. The caterpillar fungus, *Ophiocordyceps sinensis*, grows in association with insect larvae in cold regions.



Energy and endurance: what do we know?

Researchers have investigated cordyceps preparations for their possible effects on stamina and exercise performance. Human studies have produced mixed results, so improved endurance should not be presented as a guaranteed benefit.

Promising questions, careful conclusions

Laboratory research has also examined immune activity and other biological effects. These findings help guide further studies; they do not prove that taking a cordyceps supplement will prevent or treat disease.



KEY TAKEAWAY

Species, cultivation methods and preparations differ. Evidence for one preparation does not establish the same benefit for all cordyceps products.



SAFETY

Speak to a healthcare professional before supplements, especially if you take blood-thinning or blood-sugar-lowering medicines.



Remarkable mushrooms for a healthier tomorrow

NATURE
NOURISHES
POTENTIAL

Lion's Mane

A remarkable edible mushroom, with brain-health research still unfolding.

With its cascading white spines, *Hericium erinaceus* is easy to recognise. Known as Lion's Mane, it grows on hardwood and has a history in East Asian food and traditional health practices.

Memory, mood and modern interest

Small human studies suggest possible benefits for some measures of memory, mood or stress. Other results are less clear. Larger, well-designed studies are needed before firm conclusions can be drawn.

What is being studied?

Researchers are exploring compounds such as hericenones and erinacines and their effects in laboratory models. This work is interesting, but it is not proof that Lion's Mane prevents dementia or repairs the human brain.



Enjoying a mushroom as food and taking a concentrated extract are different choices. Supplements may cause stomach discomfort, nausea or a rash; discuss their use with a healthcare professional.

Spirulina

Small in form. Interesting in composition.

Spirulina is commonly described as a blue-green microalga. It is valued for its protein and naturally occurring nutrients, and is used in food supplements in several forms.

A closer look

Its composition includes protein, minerals and pigments such as phycocyanin. Nutrient amounts depend on the product and serving size; a small tablet serving is not equivalent to a protein-rich meal.

Part of a balanced routine

DXN offers Spirulina in tablet form, as shown here. Use the directions and nutrition information on your local pack to understand the serving.

Food supplements complement a varied diet. They do not replace balanced meals or medical care.



Make room for a good coffee moment

DXN Lingzhi Black Coffee



A bold coffee blend with Ganoderma extract, made for those who prefer their cup without added sugar or creamer.

Easy to prepare with hot water, Lingzhi Black Coffee brings a familiar ritual into a busy day — at home, at work or during a conversation.

Coffee • Ganoderma extract • Simple preparation



Follow the preparation instructions on your pack.
Source: DXN official coffee information.

A little care, *every wash*

DXN Ganozhi Shampoo

Formulated with Ganoderma extract and vitamin B5, DXN Ganozhi Shampoo is designed to leave hair feeling soft and looking glossy.

DXN describes its pH-balanced formula as suitable for all hair types. It sits within a personal-care range that also includes body foam and toothpaste.



**Ganoderma
extract**



Vitamin B5



**pH-balanced
formula**



Follow the instructions on your local product label.

Source: DXN official personal-care product information.



Your next horizon

Travel Incentive International connects qualifying business activity with the possibility of an international travel experience. Eligible DXN members work toward the targets and requirements set out in each campaign.



PEOPLE
PLACES
POSSIBILITIES

Start with your own campaign

The six reminders that follow reproduce the destinations, qualification periods and SA Points targets shown on the supplied country posters.

01



Know your target

Check the poster and full terms for your country.

02



Track your progress

Review your qualifying activity using the applicable campaign rules.

03



Confirm the details

Ask your local DXN team about eligibility, calculation methods and travel arrangements.



The posters use SA Points. Do not substitute PV or SV for this measure.

Qualification depends on the applicable campaign terms; reaching a headline target alone may not establish eligibility.

DESTINATION:

Egypt

TSI
2027

YOUR NEXT
TRAVEL INCENTIVE
GOAL



220,000
SA POINTS



QUALIFICATION PERIOD
**1 January –
31 December 2026**



**5 days /
4 nights**

Keep your destination in sight.
Review your progress and confirm
the full campaign requirements
with your local DXN team.

This reminder reflects the supplied
country poster. Eligibility, points
calculation and travel arrangements
are subject to the applicable
campaign terms.



YOUR NEXT TRAVEL INCENTIVE GOAL

Destination: Ghana



CULTURE HERITAGE UNFORGETTABLE MOMENTS

TSI 2027

*Experience
West Africa's
Vibrant Destination*



126,000
SA POINTS



QUALIFICATION PERIOD

**1 January –
31 December 2026**



4 days / 3 nights

Keep your destination in sight. Review your progress and confirm the full campaign requirements with your local DXN team.

This reminder reflects the supplied country poster. Eligibility, points calculation and travel arrangements are subject to the applicable campaign terms.



DXN Chad

Destination:

Tunisia

YOUR NEXT TRAVEL INCENTIVE GOAL

Where Adventure Meets Authenticity

Culture
Coastline
New Horizons



305,000 SA Points



QUALIFICATION PERIOD

1 January – 31 December 2026



Keep your destination in sight.
Review your progress and confirm
the full campaign requirements
with your local DXN team.



This reminder reflects the supplied
country poster. Eligibility, points
calculation and travel arrangements
are subject to the applicable
campaign terms.



YOUR NEXT TRAVEL INCENTIVE GOAL

Tunisia

Destination: **Tunisia**

305,000 SA Points

QUALIFICATION PERIOD

1 January – 31 December 2026

Keep your destination in sight. Review your progress and confirm the full campaign requirements with your local DXN team.

This reminder reflects the supplied country poster. Eligibility, points calculation and travel arrangements are subject to the applicable campaign terms.

*Your next travel
incentive goal*

TSI 2027

Tunisia

DESTINATION: TUNISIA

TIMELESS
BEAUTY
LASTING
INSPIRATION

*More
than a destination
A brighter you*



195,000
SA Points



QUALIFICATION PERIOD

**1 January –
31 December 2026**

Keep your destination in sight. Review your progress and confirm the full campaign requirements with your local DXN team.

This reminder reflects the supplied country poster. Eligibility, points calculation and travel arrangements are subject to the applicable campaign terms.

DXN Mali
Destination:

Tunisia

YOUR NEXT TRAVEL INCENTIVE GOAL



305,000 SA Points

QUALIFICATION PERIOD

1 January – 31 December 2026

Keep your destination in sight. Review your progress and confirm the full campaign requirements with your local DXN team.

This reminder reflects the supplied country poster. Eligibility, points calculation and travel arrangements are subject to the applicable campaign terms.

Understanding IOC

Icing On the Cake



PEOPLE
HEALTH
WEALTH
A BRIGHTER
TOMORROW

*More
Opportunities
for a Healthier
Tomorrow*

An optional opportunity alongside the main DXN Marketing Plan.



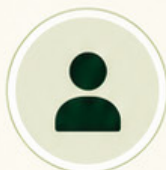
What it means

IOC stands for Icing On the Cake. The supplied DXN Europe magazine describes it as a complementary system that sits alongside the main DXN Marketing Plan.



How it is described

Members purchase a specified package and develop a structure within the IOC system. Activity is measured using a separate volume called iSV. The reference describes level-based bonuses and an additional profit-sharing mechanism.



Who it concerns

IOC is for members considering an additional, optional way to develop their business. The reference states that joining IOC is not required to become a DXN distributor or to build the main business.



Before you participate

Confirm availability, package details, eligibility and current rules with your local DXN office. Terms described in a European reference should not be assumed to apply identically in every African market.



*Building
Healthier People
Across Africa*

Optional. Complementary. Subject to local terms.

IOC is not automatic income. Business results depend on activity and applicable conditions.

How to use AI for Network Marketing

Turn a blank page into a useful first draft — then make it your own.

01

Content ideas

Explore topics for a week of useful, audience-focused posts.

03

Presentations

Turn verified notes into a simple outline with a clear opening, main points and conclusion.

05

Personal follow-up

Draft a thoughtful reply to a real conversation. Personalise it before sending.

02

Captions and translation

Draft clear messages in your audience's language, then review the meaning and tone.

04

Training preparation

Create discussion questions and meeting talking points from approved material.

06

Organisation

Build a content calendar, group ideas and prepare a realistic action list.

Your experience gives the message its value.

AI supports preparation. Relationships still depend on listening, honesty and consistent follow-through.

Your next 90 days

Finish 2026 with clear goals, consistent effort and a team that grows with you.

01 | OCTOBER Get clear. Get organised.

Choose one realistic goal for the quarter. Review your progress and identify the habits that will help you move forward.

- Set a weekly plan you can maintain.
- Reconnect with customers and team members.
- Check the official terms for any rank or TSI goal.

02 | NOVEMBER Build consistency.

Focus on useful conversations, thoughtful follow-up and helping newer members find their footing.

- Share product information from approved sources.
- Make time for learning and team support.
- Review what works and adjust your approach.

03 | DECEMBER Finish with purpose.

Follow through on your commitments, recognise progress and prepare your first steps for the new year.

- Give customers attentive after-sales support.
- Celebrate your team's effort and development.
- Set your priorities for January.

YOUR WEEKLY CHECK-IN

Who did I help? • What did I learn? • What will I improve?

Small actions. Repeated with purpose.

Choose progress you can sustain — and bring your team with you.

Osman

From Sudan to a new chapter in Morocco

Faith, persistence and the determination to build beyond borders.

Born in 1989 in Al-Sagai, near Merowe in northern Sudan, Osman Ahmad Abdelrahman Mohamed — known by the family name Al Qadi — combined education with enterprise. He attended school in his home village, continued his education in Merowe and graduated with an excellent result from Abdellatif Al Hamad University.

Alongside his studies, he worked in trade, agriculture, livestock and poultry. A father of three, he begins his story with gratitude to God and to his mother, whose prayers and support helped him through difficult moments.



After working at the Merowe Dam, he moved to Egypt and worked for the Arab Engineering Company in 2013–2014. In 2014, he moved to Malaysia, where his activities included tourism and private projects.

He joined DXN in 2015. In his account, he reached Star Diamond within 21 days, then concentrated on developing his business beyond Malaysia — including Sudan, Saudi Arabia, the United Arab Emirates, Europe and Morocco.

“The road was not easy, but the dream was worth it.”





Building through the difficult beginnings

Moving to Morocco in 2017 brought new challenges. Osman recalls the language barrier, learning Moroccan Darija and starting before the company's local opening. There was no established local platform or product availability at the time, and he describes substantial financial losses during those early stages.

He continued because he believed in his project and remained committed to his goal. What began with three people grew into a team that, in his own account, was approaching one million members in Morocco. He also describes opening centers in Tangier's Dar Tounsi area, Tangier city and Tetouan.

The source profile presents him as Morocco's first Crown Ambassador. Osman describes reaching the rank at 36 as a source of pride, and also mentions his role as chairman of the Sudanese BIO company.

His next ambition is about the leaders around him: he hopes to see 20 Crown Ambassadors emerge from different lines in his network. For him, the next chapter is inseparable from the progress of his team.

“*Leadership is not a position, but a mission carried in the heart and translated into action.*”

— OSMAN AL QADI

Hosna

PEOPLE
PURPOSE
AFRICA

The unexpected encounter that became a new beginning.

From a holiday in Malaysia to a purpose
carried home.

In October 2017, Hosna El Yasmine and her husband, Badr, travelled to Malaysia for a holiday. Their planned destination was Langkawi, but a stop at the Times Square shopping center introduced them to a different journey.

There, they met Osman Al Qadi. A simple question about a currency exchange office became a warm conversation. On learning they were from Morocco, he welcomed them and helped arrange their tickets to Langkawi.

At his tourism office, unfamiliar products on a table caught their attention. He asked whether they had heard of DXN. They had not. What began as help with a holiday became their first introduction to the company.

The supplied Morocco magazine presents Hosna as the first woman in Africa to achieve DXN's Crown Ambassador rank. Her account returns to that chance meeting as the beginning of a change that she had never expected.

“From Malaysia, the story began; from Morocco, the spark of change took flight.”



Returning home with a new vision

Hosna's interest deepened as the conversation turned to her father's health and to DXN's products and business system. She chose to register. Her story records this as a personal turning point, not as evidence that a product treats a medical condition.

After their trip, she and Badr met Osman and his brother, Yasser Ahmad, again. They were invited to visit DXN's headquarters. On the way, Yasser told them they might be fortunate enough to meet the founder.



At DXN's 30'h anniversary celebration in Malaysia.

They did. Hosna recalls the arrival of Dr. Lim Siow Jin and the enthusiasm of the leaders around him. When Yasser introduced the couple as visitors from Morocco, the founder spoke about preparations and licensing for a Moroccan opening. In her account, he explained that once the required procedures were complete, they could open a sales point in a Moroccan city.

The encounter gave shape to a new ambition. They returned to Morocco determined to share the project, supported and encouraged by Osman and Yasser. The holiday had become the starting point for a different future.

Her story also recognises Badr's support. Photographs in the source magazine show them celebrating DXN's 30'h anniversary in Malaysia — a later chapter in a journey that began with a conversation.



Hosna with her husband, Badr.

Darifa

Determination, family and a belief in rising together.

Darifa El Afia is a Moroccan mother of five living in Tangier. Born on 28 March 1987, she had long looked for independent work that suited her ambitions. Before DXN, she had started several small projects, including an early-childhood education establishment.

Her sister first introduced the DXN opportunity in November 2019. Darifa repeatedly declined, believing she did not have the time. Her sister continued to explain the project from different angles, and on 29 February 2020, Darifa decided to join.

Her first step after registration was a purchase worth 100 points. She began attending training, reading about the products and learning the company's philosophy. During the pandemic, she continued building her knowledge and sharing nutritional awareness.

Family responsibilities, limited resources and the doubts of others made the journey difficult. Step by step, she built her network and supported the people around her.



*“I will not be just
another number.
I will be a story
worth telling.”*

Darifa El Afia,
translated from the source profile

Adapted and translated from
DXN Morocco Magazine, pages 12–13.



Success that brings others with it

Darifa describes success as something built together. At every stage, she wanted her team to move forward with her. Cooperation, support and sincere participation became central to the way she understood leadership.

As she progressed through the ranks, she became more certain that Crown Ambassador was a goal she could work toward. The source profile describes her as the fastest woman to reach the rank in Morocco and Africa, following five years of persistence.

Her account does not hide the setbacks. She speaks of falling, stumbling, feeling discouraged and finding the strength to begin again. She thanks DXN's founder, her sister and leader, her husband and her team for the roles they played in her journey.

The photographs show the personal and public sides of that story: a moment with her husband in Kuala Lumpur during DXN's 30th anniversary, and a training room where she shares her experience with others.



With her husband in Kuala Lumpur.

“Do not let circumstances dim your light. You are capable, you are strong, and you were made to excel.”

Darifa's message to women, translated from the source profile.



Sharing experience with an audience.



Health Wealth Happiness

Together, we write the next chapter.

Thank you for being part of the DXN Africa family.

