MEDIA KIT

Biotropics Malaysia is setting the global standard for Tongkat Ali

Biotropics is the leading global supplier of Tongkat Ali extract. It makes Physta®, a patented Tongkat Ali root extract that brands use in their own supplements, and sells its own range of finished health products.

BIOTROPICS IN NUMBERS

2007	28	400+	36
Year founded, in Shah Alam, Selangor	Human studies on its flagship extract, Physta	Products made with its ingredients	Countries where its ingredients are sold

Biotropics in brief

Free to use or adapt

Biotropics Malaysia Berhad is the leading global supplier of Tongkat Ali extract. Based in Shah Alam, Selangor, it controls every step of production itself, from sourcing root in Malaysia with the help of Orang Asli communities to extraction at its own plant, laboratory testing and clinical research. It also sells its own range of finished health products.

Its flagship ingredient, Physta®, is a patented extract of Tongkat Ali root, a Southeast Asian rainforest plant taken for testosterone, energy and healthy ageing. Brands use Physta in more than 400 products across 36 countries, and it is sold in the Americas as LJ100®.

Biotropics started in 2007 as a supplier of raw material and has become a research-led ingredient company. Physta has been tested in 28 human studies. Biotropics research set 1.6mg of eurycomanone a day as the clinically researched dose for testosterone, and Physta was used to develop the Malaysian Standard for Tongkat Ali extract. Its patents cover women's health, immune health and kidney protection.

Biotropics has set out a standard for the category: stated active compound, tested root, human studies on the extract itself and full traceability. Its core market is testosterone support for men, with sports nutrition and healthy ageing growing as populations age and more people use weight loss drugs.

ABOUT TONGKAT ALI

What Tongkat Ali is and why quality varies so much

A rainforest root used for generations

Tongkat Ali (Eurycoma longifolia) is a slender tree native to the rainforests of Southeast Asia. Its root is the part that is used. In Malaysia it has long been boiled into a bitter tonic for energy and vitality, including by the Orang Asli, the Indigenous peoples of Peninsular Malaysia.

Today Tongkat Ali is sold worldwide in capsules, powders, drinks and coffee, mostly for testosterone support, energy and healthy ageing.

Why two Tongkat Ali products can be very different

The amount of active compound in the root varies with the tree, its age and where it grew. Extraction methods vary too. Many labels show a ratio such as 200:1, which describes how much root went into the extract. It says nothing about how much active compound is in it.

Some products are not Tongkat Ali at all, or contain hidden drugs.

Terms used in this kit

Eurycomanone
Found only in Tongkat Ali, and the most abundant quassinoid in the root. Most extracts are measured by it.

Standardised extract
An extract made to contain a set amount of its active compounds in every batch.

Human study
A study in people, as opposed to lab or animal research.

Randomised controlled trial
A human study where people are assigned at random to take either the extract or a placebo, a dummy capsule, so the two groups can be compared fairly.

MS 2409:2011
The Malaysian Standard for Tongkat Ali extract, published by the Department of Standards Malaysia in 2011.

Formulator
A company that turns ingredients such as Physta into finished products. Contract manufacturers make products for other brands.

GRAS
Generally Recognized as Safe, the US status that lets an ingredient be used in food.

GROWTH STORY

How Biotropics grew from Tongkat Ali supplier to Tongkat Ali innovator

Milestones

2000 TO 2006

The research Physta is built on

2000 Malaysian government scientists and researchers at MIT file a patent on the water-soluble compounds that drive Tongkat Ali's effect on testosterone.

2006 The US grants patent 7,132,117, covering that research. A European patent follows in 2007.

2007 TO 2013

Building the supply chain and the standard

2007 Biotropics is founded to develop standardised herbal ingredients from Malaysian plants. It builds its own extraction plant, Phytes Biotek, and a Malaysian root supply with the help of Orang Asli communities.

2011 Physta is used to develop MS 2409:2011, the Malaysian Standard for Tongkat Ali extract.

2013 Physta is self-affirmed as GRAS, which allows its use in US food and drink.

2014 TO TODAY

Building the evidence and the brand

2021 US patents granted for women's health and immune health, and a Malaysian patent for kidney protection.

2022 Malaysian patent granted for antiviral use.

2024 Named Ingredient of the Year for Healthy Ageing at Functional Foods for Wellness.

2025 Finalist for Ingredient of the Year, Botanical, at the NutraIngredients Asia Awards.

2026 Finalist for Ingredient of the Year, Sports Nutrition, at the NutraIngredients Asia Awards.

Partners and contract research

HP Ingredients
Distributor in the Americas, selling Physta as LJ100® for more than 20 years

Tokyo Medical and Dental University
Co-authored the immunity study

Distribution partners
Outside the Americas: Behn Meyer in Singapore, ASK Intercity in Japan, Brenntag in Vietnam and Membrahealth across Southeast Asia

Massachusetts Institute of Technology
Co-developed Physta's extraction process

KGK Science and Charles River Laboratories
Ran research and safety studies on Physta under contract

Biotropics' ambition

Biotropics aims to make Physta the Tongkat Ali that brands and contract manufacturers worldwide choose first, in supplements, food and drink.

Physta is used mainly in supplements today, as well as in 2-in-1 coffee powder and ready-to-drink coffee. Biotropics is developing it for new formats, starting with a ready-to-drink sachet.

Men's health leads, followed by sports nutrition, healthy ageing and women's health.

Company facts

Company	Biotropics Malaysia Berhad, 200701004244 (762243-P)
Founded	2007
Headquarters	Shah Alam, Selangor, Malaysia
Executive Chairman	YM Tengku Dato' Seri Abu Bakar Ahmad
Managing Director	Ridwan Abdullah
Flagship ingredient	Physta®, a standardised Tongkat Ali root extract, sold in the Americas as LJ100®
Extraction	Phytes Biotek Sdn. Bhd., a wholly owned subsidiary with its own extraction plant
Customers	Supplement brands and contract manufacturers
Consumer products	Biotropics' own range of consumer health products, sold through its Finished Goods business: Nu Prep Tongkat Ali, Nu Prep ERX, Nu Prep Wanita, Mens Formula X, Androplus 200 and Nu Caffe.
Employees	62
Patents	42 active patents in the United States, Malaysia and other countries, from 16 patent families across its ingredients. They include US 11,058,737 for women's health and menopause, US 11,166,998 for immune health, MY 183659 for kidney protection and MY 189837 for antiviral use.
Growth	Group revenue up 13% in 2025 on 2024 (audited)
Owner	TAB Capital
Website	biotropicsmalaysia.com

Certifications held by the extraction plant

ISO 22000:2018 · Halal, JAKIM · Kosher · GMP, Ministry of Health Malaysia · HACCP · GHP · US FDA inspected, 2012 · Self-affirmed GRAS in the US since 2013

Spokespeople

Ridwan Abdullah

Managing Director,
Biotropics Malaysia

Leads Biotropics' growth from Tongkat Ali supplier to research-led ingredient company.

CAN SPEAK TO

- Scaling Biotropics
- Supplement quality and standards
- Malaysia's IP-led exports

Ridwan Abdullah is Managing Director of Biotropics Malaysia. He leads the company's growth from a Tongkat Ali supplier into a research-led ingredient company.

He is responsible for Biotropics' strategy across the business, from its root supply and extraction plant in Malaysia to the clinical research behind Physta and its sale to brands in 36 countries.

He brings experience of building and scaling companies. He co-founded Accendo Technologies and HelloGold, a digital gold savings platform that grew to more than 350,000 customers in Malaysia and Thailand, and at AEON worked on the acquisition of Carrefour Malaysia and the company's entry into Indonesia. He holds an executive MBA from Columbia Business School and London Business School.

YM Tengku Dato' Seri Abu Bakar Ahmad

Executive Chairman,
Biotropics Malaysia

Owner of TAB Capital, Biotropics' parent company, and Executive Chairman of FOMEMA since 2016.

CAN SPEAK TO

- Ownership and investment in Biotropics
- Building Malaysian health businesses

YM Tengku Dato' Seri Abu Bakar Ahmad has been Executive Chairman of Biotropics Malaysia since 2025. He is also the owner of TAB Capital, which owns the company. He leads the Board's oversight of Biotropics as it commercialises its research into natural health products and botanical ingredients for Malaysian and international markets.

He brings experience leading healthcare businesses. He has been Executive Chairman of FOMEMA since 2016, overseeing Malaysia's nationally mandated medical screening system for foreign workers. Through Solalux, a joint venture with Australian biotechnology company Prenolica, he distributes healthcare products across ASEAN, focused on lifestyle-related diseases and healthy ageing.

Joel Neoh

Director,
Biotropics Malaysia

Co-launched the supplement brand IM8, which passed US$100 million in revenue in its first year.

CAN SPEAK TO

- The US supplement market
- Building consumer health brands

Joel Neoh is a director of Biotropics Malaysia. He brings experience of building consumer health brands and growing them in the United States.

As Managing Director at Prenetics from 2023, he co-launched the supplement brand IM8 with David Beckham, which passed US$100 million in revenue in its first 12 months.

He earlier founded Says.com and Fave, led Groupon Asia Pacific across 12 countries, and invests in more than 50 startups across Asia through First Move. He is a World Economic Forum Young Global Leader and studied engineering at Monash University.

Media contact

Media enquiries

Send a message through biotropicsmalaysia.com/media, the Biotropics media page.

About Biotropics Malaysia

Biotropics Malaysia Berhad is the leading global supplier of Tongkat Ali extract. Its flagship ingredient, Physta®, is a patented water extract of Tongkat Ali (Eurycoma longifolia) root sourced in Malaysia, tested in 28 human studies and used in more than 400 products across 36 countries. Physta was used to develop the Malaysian Standard for Tongkat Ali extract. Biotropics also sells its own range of consumer health products.

Founded in 2007 and based in Shah Alam, Selangor, Biotropics controls every step from root to extract: sourcing in Malaysia with Orang Asli communities, authentication, extraction, testing and clinical research. Learn more at biotropicsmalaysia.com.

Logos, photos and spokesperson bios: online media kit.

Physta® is a registered trademark of Biotropics Malaysia Berhad (762243-P). LJ100® is the name Physta is sold under in the Americas, and a registered trademark of HP Ingredients, its distributor there.