

IR Newsletter

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F.I.T Group Joint Stock Company

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FIT Consumer creates a breakthrough with the promotion “Open Cap, Win Big Prize”	01
Cuu Long Pharmaceutical and the prospect of hollow capsule production market in Vietnam	02
FIT Beverage: Explode refreshment, filled with Delightful Joy by Danh Thanh – New Sarsi Flavor	03
FIT Cosmetics: OCLEEN Glass Cleaner – you’re your glass top shine like new	04
Dr.Clean – One of the product lines that build the brand name of FIT Cosmetics	05
FIT donates to help autistic children with painting ability	06
FIT sponsors “The Full Moon Festival” for poor children in Ha Giang province	07
FIT continues to offer 850 free meals to impoverished patients at the National Institute of Burns and K Hospital	08

FIT Consumer creates a breakthrough with the promotion “Open Cap, Win Big Prize”

The promotion “Open Cap, Win Big Prize” of FIT Consumer has increased the sales of Danh Thanh and Vikoda brands by 15% and helped its revenue grow by 12% over the same period in 2017.

Launched from May 15, 2018 to the end of July 31, 2018, the promotion “**Open Cap, Win Big Prize**” has attracted a large number of consumers from all regions of the country to participate in. This is a big promotion program, which is part of FIT Consumer and FIT Beverage brand development series to promote sales of Danh Thanh, Vikoda and iMen brands, contributed partly to the winning of soft drinks market of these brands in this summer.

At the end of the program, thousands of customers have received valuable gifts such as Sony 49” Smart TV, Samsung J7 Prime, phone cards. At the same time, after this promotion, the sales volume of Danh Thanh, Vikoda and iMen brands grew by 15% and the revenue rose by 12% over the same period of 2017. This is the result of a proper strategy, together with the efforts of the FIT Consumer and FIT Beverage team from market research, business strategy development and social media works. Especially, the broadcasting of TVC “**Open Cap, Win Big Prize**” on VTV1 has contributed to the spreading of the program to a large number of consumers nationwide.

Some pictures of award ceremony from the program:



Standing in front of thousands of beverages on the market, for a long time, FIT Consumer has been trusted by consumers, especially the soft drink brands such as Danh Thanh and Vikoda which have been well-known for over 40 years of history of 100% natural mineral water with many health benefits. Through the promotion of “**Open Cap, Win Big Prize**”, the images of brands including Danh Thanh, Vikoda, iMen have been strengthened in the subconscious of

consumers, thereby creating a foundation to help FIT Consumer and FIT Beverage promote and affirm its position in the beverage market in Vietnam.

With investment and strategic planning from FIT parent company, FIT Consumer together with FIT Beverage have been constantly striving to provide consumers with more diverse and valuable products, contributes to the care and improvement of Vietnamese health.

02

Cuu Long Pharmaceutical and the prospect of hollow capsule production market in Vietnam

To meet the growing demand of the domestic capsule industry, Cuu Long Pharmaceutical is constantly striving to increase its capacity and continue to maintain its leading position in the field of capsule production in Vietnam.



In recent years, the demand for pharmaceuticals in domestic market has been increasing sharply due to population growth (about 96 million people in 2018), and the steady increase of per capita income (US \$ 2,385 per year) 2017). As the result, the need for medical care as

well as pharmaceutical spending is escalating. For a developing country with a young population like Vietnam where, the demand for pharmaceuticals and functional foods is booming, the pharmaceutical industry is assessed to have positive prospects in the medium and long term. Per capita spending on medicines in Vietnam in 2017 is estimated at 56 USD, which is projected to rise to 85 USD by 2020 and 163 USD by 2025. Revenue for the entire market is forecasted to grow steadily by 6 – 7% per year in coming years, and could reach more than 7 billion USD by 2020.

Along with the growth in demand for medicines of the Vietnamese, the demand for capsules of domestic enterprises has also been on the rise. The reason of this situation is because hollow capsule is an important input of pharmaceutical companies and related industries. Capsule is one of the most versatile formulations of dosing usage with the beneficial features. It offers many advantages, including stability in many temperature ranges, odorlessness, tastelessness, ease of use and ingestion, easy to transport and preserve. Thus producing hollow capsules is a very potential business segment for domestic enterprises.

At present, capsule supply in Vietnam mainly comes from import sources and from some domestic producers. Import supplies such as China, Korea, India, Singapore, though, account for 50% market share but less competitive than local producers due to high transportation cost and ability to meet requirements about designs. Being the first and largest domestic enterprise manufacturing capsule products, being invested with advanced technology imported from Canada, currently, Cuu Long Pharmaceutical has 2 factories operating in this field including: the factory Capsule I with capacity of 1.8 billion products/year, Capsule II invested in 2008 with capacity of 2 billion products/year, Capsule III factory has just finished construction and is expected to contribute to the upgrade of capacity of the capsule production of Cuu Long to 5 billion in 2018. Cuu Long is also expected to increase the number of machines to 16 machines to increase the supply to 8 billion per year, to help Cuu Long Pharmaceutical to maintain the position of the number 1 capsule manufacturer in Vietnam. Although the capsule plants have been expanded, it is forecasted that it will not be able to meet demand from the market. Therefore, Cuu Long Pharmaceutical will continue to invest in expansion of its capsule plants this year.

As one of the main business activities of Cuu Long Pharmaceutical Joint Stock Company, and with great potential in the market, Cuu Long Pharmaceutical promises to expand and improve its operation capacity, continues to remain its top position in the hollow capsule production segment and keeps promoting its strengths in quality, service and brand reputation. With the investment and strategic planning from the parent company FIT, the Board of Directors and all staff members of Cuu Long will strive to do more, to make the company become one of the leading companies in Vietnam, complete its mission to connect and improve the lives of the Vietnamese community through optimal health solutions which are highly valued by the staff, patients and partners of the company.

FIT Beverage: Explode refreshment, filled with Delightful Joy by Danh Thanh – New Sarsi Flavor

Owning diversified products, to meet different needs of consumers, FIT Beverage is gradually proving its position in the Vietnamese beverage market.

The demand to drink a variety of beverages daily is a common problem for all beverage brands in Vietnam. To capture diverse tastes and styles of consumers, FIT Beverage keeps research and research to release a variety of products, targeting the aplenty appetite of users in Vietnam.

With the criterion to catch up trend and constantly create, in September, FIT Beverage has released the new product – Danh Thanh Sarsi Flavor mineral water canned in 330ml volume with the slogan **“Explode refreshment, filled with Delightful Joy”**. Different from other products in the market, Danh Thanh Sarsi Flavor is a unique combination of natural mineral water Danh Thanh which is known for more than 40 years of history of 100% natural mineral water with the typical Sarsi flavor bringing a maximum refreshment. It is not only good for health but also helps the user to burst out refreshment and be filled with delightful joy every day. In addition, Danh Thanh Sarsi Flavor is added caffeine, which helps the body relax and awake after the usage.



Danh Thanh Mineral Water – Sarsi Flavor

To fit in the dynamic rhythm of life, Danh Thanh Sarsi Mineral Water promises to beat the hearts of consumers all over the country and quickly become an ideal companion in all activities such as: doing exercise, carrying along travel, drinking at work, at parties, friend meeting or at home. With all the outstanding features of the product, Danh Thanh Sarsi is

expected to give FIT Beverage a strong competitive advantage in the market and contribute to sales of FIT Beverage in the last four months of the year.

Since becoming a subsidiary of the FIT Group, receiving significant investment and strategic planning from its parent company, FIT Beverage has had step of remarkable develop to keep up the trend of consumers, thereby contributing to improve the health of the Vietnamese. Being focused on the investment strategy of FIT parent company, in the coming time, the Board of Directors and all employees of FIT Beverage will strive to make FIT Beverage become one of the leading enterprises on the beverage market in Vietnam.

04

FIT Cosmetics: OCLEEN Glass Cleaner – you're your glass top shine like new

OCLEEN Glass Cleaner is a handy product that removes smears on all kinds of glasses such as clear glass, blur glass, mirror or glassware, formica and stainless steel.



Nowadays, families who love modern interior design prefer to use light-boosting furniture to make the house more luxurious and more aesthetically pleasing. However, glass doors, mirrors or shiny surfaces always require regular cleaning, especially when the air pollution is getting worse and more serious, the dirt, accordingly, builds up quickly. It is very difficult to clean perfectly smudges and smears with the normal water. Therefore, using a glass cleaner is one of the most effective and time-saving remedies for modern housewives.

OCLEEN Glass Cleaner from FIT Cosmetics JSC with Active Super Clean Technology is a very useful product that removes stains on all kinds of glasses such as clear glass, blur glass, mirrors, or glassware, crystal, formica and stainless steel surfaces. The ingredients in this product with powerful effect will remove all dirt quickly, leave the glass surface a streak-free shine, while anti dust and decorate the house to be more luxurious.

The product with soothing and refreshing aromas from the fruit and green tea, gives the users the feeling of comfort, pleasant, no pesticide residue and safe for the health. With its lightweight design, the OCLEEN removes smudges and smears quickly and easily.

Besides glass cleaner, OCLEEN is also widely known with many other products such as floor cleaner, multi-purpose bleach, bathroom cleaner, toilet bleach, drain cleaner, etc. to meet the diverse needs of consumers, help FIT Cosmetics fulfill the mission of connecting and improving the health of the Vietnamese. Especially, with strong orientation and investment from parent company – FIT Group, the Board of Directors as well as all FIT Cosmetics staffs have been working hard to create more superior products, gradually bringing FIT Cosmetics to become one of the most reputable and trusted consumer goods companies in Vietnam.

05

Dr.Clean – One of the product lines that build the brand name of FIT Cosmetics

With a history of more than 10 years, Dr.Clean has made a great contribution to conquering process towards the Fast-Moving Consumer Goods (FMCG) market of FIT Cosmetics.

Dr.Clean is one of the pioneer and most famous products of FIT Cosmetics. Having presented for more than 10 years in Vietnam market, Dr.Clean has had a firm position and increasingly developed to be a strong brand in the field of personal care and won the consumers' hearts thank to many outstanding features with the ability to remove to 99.99% harmful bacteria on the hand skin, especially E. coli which causes diarrhea.

Deeply understanding that the quality of products is the key factor to gain the trust of consumers, in the past years, FIT Cosmetics regularly perform periodic and thematic surveys to help control quality strictly, ensure the quality of finished product to be stable and meet the standard; to identify and respond timely and at the best extent to the demand and taste of consumers. That is also the secret that helps Dr.Clean brand names to be strengthened in the minds of consumers, helping FIT Cosmetics stand firmly in the market of handwashing in recent years. FIT Cosmetics has been continuously researching and

diversifying the Dr.Clean range of products, including the release of the Dr.Clean Bio-Cleanse Handgel with advanced BioClean technology containing 100 % bio-enzyme extracted from Nano Cucurmin and pH = 7.0, which helps to protect the health, balance and softness of the skin. After launching in the market, Dr.Clean's bio hand gel quickly won the hearts of consumers and became one of the most popular products of FIT Cosmetics.



Dr.Clean Bio-Cleanser with 3 scents: strawberry, apple and melon

Not only variety in product lines, has Dr.Clean added a variety of aromas. The handwashing gel has added 2 more unique scents which are incense flower and coconut milk beside its traditional scents including apple, apricot, lemon, strawberry and grapes. On the other hand, the Bio Handgel has added new fresh flavor of melon in addition to two scents that had introduced when launching including apple and strawberry so the consumers has variety of choices. Moreover, Dr.Clean products are also marketed in a variety of capacities, meeting all the demands of consumers such as 1L, 4L, 500ml, 500g, 200ml, therefore it is suitable to use everywhere, from at home to work place, school, etc.



Dr.Clean with different scents and volumes for the user

In the past, the sustainable development of the Dr.Clean brand is one of the important preconditions for bringing FIT Cosmetics closer to its goal of becoming a leading consumer goods company in the Home & Personal care sector in Vietnam. With all efforts, the Board of Directors and all FIT Cosmetics staffs will continue to do research and launch more valuable products, helping FIT Cosmetics complete its mission of connecting and protecting life of consumers as parent company – FIT Group has oriented.

06

FIT participated in the charity fair to support poor students in Ha Giang

Promoting the sympathy and sharing spirit, on 10/08/2018, the FIT collective directly visited, sent words of encouragement and awarded a small amount of money to support for living costs for Quang Huy's family, a kid with autism and has difficult circumstances.

On 15/09/2018, FIT together with FIT Cosmetics member company participated in charity fair to donate for the Mid-Autumn Festival for the children in Ha Giang.

Mid-Autumn Festival is the event that any child feel most excited in the year, because they can be free to play, to eat many kinds of Mooncakes, to celebrate with traditional 5-pointed star shaped lanterns, to sing happily. However, for poor children in Ha Giang, to have a happy mid-autumn festival, it is necessary to have the attention of the social community because their conditions are extremely problematic.

This autumn, the FIT Group together with its FIT Cosmetics member company joined the charity fair which was organized by the Volunteer Group "Cho Mot Tuong Lai" (For a better future) at Thien Quang Lake, Ha Noi in order to collect money to fund the children the impoverished area of Che La Commune, Xin Man District, Ha Giang Province. This was a charity fair that sells a wide range of products from clothing, toys, nutrition food to handicrafts, household appliances, etc. And all the proceeds from the fair was dedicated to a mid-autumn festival for children in Che La Commune.

Participating in a charity fair to donate for the Mid-Autumn Festival in Ha Giang is a volunteer activity that is meaningful and practical, full of humanity spirit, expressing the willing to share of FIT Group for the poor children in Ha Giang province. This activity has contributed to the children here a happy and warmly Mid-Autumn Festival, which in part

empowered and boosted their confidence, give them belief to strive to overcome difficulties in life.



FIT Cosmetics products were displayed at the Charity Fair

Being aware that the development of the business is always associated with the development of the community, over the past years FIT Group and its subsidiaries in the same system always pay attention to social responsibility by a number of significant activities, such as charitable donations for patients in hospitals in Hanoi; presenting gifts for the elderly and disabled children in Thua Thien-Hue, Ba Vi; visiting and giving gifts for the elderly at leper colonies in Phu Binh, Thai Nguyen and Soc Son ; donating to support the costs of treatment for two children with cancer at the National Institute of Hematology; donating for autistic child with artistic talent. In the coming time, FIT and its member companies will continue to implement more meaningful programs, contribute to the building of a better and sustainable developing community.

07

FIT sponsors “The Full Moon Festival” for poor children in Ha Giang province

“The Full Moon Festival” where FIT is one of the sponsors has partly given the children a sense of spiritual joy, made them feel the warmth of love in a full moon night with full of laughter.

Mid-Autumn Festival is a beautiful childhood memory of many generations, but with the disadvantaged children in Ha Giang, having this kind of small fun is not that easy because the living conditions here is extremely tough and inadequate. Understanding the situation of the impoverished children, with the desire to bring love and sincere help to children in Ha Giang province, on 22/09/2018, FIT contributed to the expense for the organization of the

program **“The Full Moon Festival”** for children at Che La Primary School, Che La Commune, Xin Man District, Ha Giang Province. The entire fund for the program was donated from charity fair held on 15/09/2018 at No. 1 Ho Thien Quang, Hanoi.

The program **“Full Moon Festival”** with interesting performances such as meeting with the Moon Lady (chị Hằng), Cui, watching the lion dance, eating traditional Mid-Autumn specialities, exchanging art has partly brought to children here emotional support, made them feel the warmth of love in a full moon night with full of laughter.



For children living in highland area like Ha Giang, these activities may only bring the comfort and partly shares with respect to many disadvantages that they are suffering, but at least in this Mid-Autumn, their smiles have been brighter and happier. And with many meaningful gifts, the children here will have more faith and energy to strive for life.

In addition to charity activities in Ha Giang province, from the beginning of 2018 to present, FIT and member companies have also made many meaningful trips to share love to the community such as giving gifts to the elderly and disabled children in Thuy An, Ba Vi; donations to support the costs of treatment for two children with cancer at the National Institute of Hematology; visiting and presenting gifts for the children at Lepper Colony in Phu Binh Thai Nguyen and Soc Son, donating to autistic children with painting talents, etc. In the coming time, FIT and its member companies will continue to accompany with more meaningful community activities to become a business which not only does business effectively but also to be a community-driven enterprise.

08

FIT continues to offer 850 free meals to impoverished patients at the National Institute of Burns and K Hospital

As has been regular for once a month, FIT and the volunteer group Hoa Chum Ngay have been arrived at the K Hospital and the National Institue of Burns again to deliver to the poor, disadvantaged people the free meals.

Since its establishment, with the goal of building a sustainable corporate which not only does business effectively, but also has willing to share with the community, FIT Group has always been striving to carry out the meaningful activities as many as possible. to build a better and better society. Delivery of free meals at major hospitals in Hanoi is one of the monthly activities at FIT and is appreciated by the Board of Directors with the desire to spread the human spirit and mercy to staffs of the whole company.




At the event of monthly delivering charity meals, FIT volunteers will always be enthusiastic and eager to join, with the hope that they will be able to help the difficult patients who are struggling to cope with their illnesses. On 25/09/2018, FIT and volunteers from Hoa Chum Ngay group continued their journey of offering 850 free meal portions for impoverished patients who are treated in two large hospitals, the K Hospital and the National Institute of Burns, Hanoi. With every portion given to each patient, FIT volunteers at the same time sent their sincere sharing embracing their hope for the patients to get well soon. Although they didn't worth much, this practical sharing action has contributed to give the emotional support and boost the spirit of every poor patient who is treated here.


In addition to the series of charitable meal donations, from the beginning of 2018 until now, FIT Group and other subsidiaries in the same system have participated in many other meaningful social activities, such as visiting activities and giving gifts to the elderly and disabled children in Thua Thien-Hue, Ba Vi; providing medical treatment and gifts to the people in remote areas; donating to support the costs of treatment for two children with cancer at the National Institute of Hematology; humanity blood donation; participating in a charity fair to raise funds for the Mid-Autumn Festival for poor children in Ha Giang. In the coming time, FIT and its subsidiaries will continue to implement more scale-up activities, contributing to improving and uplifting the lives of the Vietnamese people.

Bản tin IR không nằm ngoài mục đích giúp Cổ đông, Khách hàng, Báo chí, CBCNV và các bên quan tâm khác có cái nhìn toàn cảnh, từ đó, đưa ra những đánh giá đúng đắn về giá trị F.I.T.

Bên cạnh đó, Bản tin IR cũng thể hiện tính công khai, minh bạch, tôn trọng của F.I.T với các bên liên quan đảm bảo các mối quan hệ giữa F.I.T và các bên liên quan hiệu quả, bền vững, đa chiều.

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