



IR Newsletter

February 2019

- ❖ Address: 5 Floor – Times Tower – HACCI Complex – No. 35 Le Van Luong – Thanh Xuan District – Hanoi
- ❖ Tel: (84-24) 7309.4688
- ❖ Fax: (84-24) 7309.4686
- ❖ Website: <http://fitgroup.com.vn>





MỤC LỤC

Vietnam pharmaceutical sector outlook 2019	01
Convey the message, send your love by NuWhite gift box on the occasion of 8/3	02
Vikoda Drink – the combination of Bird’s Nest Drink and natural mineral water proven to benefit the users’ health	03
Dr. Kool Panda Clean Toothbrush: Keep children teeth strong and shiny	04
Why should we use pure cold pressed Gac oil?	05
FIT Group và tấm lòng nhân ái với bệnh nhân nghèo tại viện K và viện Bông Quốc gia, HN	06

Vietnam pharmaceutical sector outlook 2019

According to statistics of the Drug Administration of Vietnam, the industry will continue to achieve double digit growth in the next 5 years and expect to reach 7.7 billion USD in 2021.

Vietnam is currently classified as a group of pharmerging (group of countries having low position on the pharmaceutical market, but having a speed pace of growth -according to the classification of IQVIA Institute). The population is entering stage of aging population (World Bank warns, Vietnam is experiencing the fastest population aging rate ever, the proportion of population aged 65 and older is 6.5 % in 2017 and is expected to reach 21% by 2050), which means increasing demand for health care. Nielsen assessed that health care is always one of the top two concerns of Vietnamese consumers.

In addition, the willingness to pay for health services tends to increase due to improvement in per capita income as well as educational level, while the living environment is at high risk of pollution resulted in rising rate of diseases. These are the main factor leading to the inevitable development of the pharmaceutical industry.



The trend of growing drug consumption has remained constant over the years, while per capita pharmaceutical costs still show growth compared to the average of emerging pharmaceutical markets.

According to statistics of the Drug Administration of Vietnam, the industry will continue to achieve double digit growth in the next 5 years and expect to reach 7.7 billion USD in 2021. Accordingly, nearly 78% of experts and enterprises forecasts that the growth rate of the whole industry in 2019 will reach over 10% (in 2017: the growth rate of the industry is forecasted by 75% of enterprises to reach over 10% in 2018), showing confidence in the ability to revenue and profit growth of current pharmaceutical enterprises.

Although the Vietnamese pharmaceutical industry has gained some certain achievements, it is still young industry. It has potential for develop but needs to be invested more when more than half of the market of

raw materials and finished drugs depend on import. In 2017, Vietnam imported US\$ 375 million of pharmaceutical raw materials, 78% of which were from China and India – the two main sources of supply for developing countries which involves in the production of generic drugs. Because of the dependence on raw materials, in 2018, many Vietnamese pharmaceutical enterprises struggled when the price of API imported from China went up significantly from 15% to 80%, amid the closure of series of factories producing API by the Government due to its environment polluting effects.

Overall, economic growth, rising incomes, large populations entering the stage of aging together with health problems arising from the environment and the industrialization process may consider as growth-promoting factors for the industry. However, how to launch generic quickly, increase the proportion of high-value drugs and improve consumer confidence as well as competitiveness can be a challenge for domestic pharmaceutical manufacturers in the coming future.

(Source from vietnambiz)

Convey the message, send your love by NuWhite gift box on the occasion of 8/3

02

NuWhite's Gift box from FIT Cosmetics JSC will be a special present convey the message of love to women on the occasion of March 8 this year.

Leaving all the worries and troubles in life behind, International Women's Day 8/3 is always a special occasion that any woman wishes to receive love from her beloved. Being a well-known brand with the mission of caring and protecting Vietnamese women's skin, NuWhite understands that women deserve to be honored and receive precious gifts, instead of just words and messages of love. Therefore, NuWhite has introduced gift boxes with exceptionally elegant and charming designs standing for a meaningful presents to help men express their love to their mothers, wives, lovers, colleagues or partners on the occasion of March 8 this year.

Photos of special gift boxes of NuWhite launched on occasion of March 8:



Hộp quà: Sữa tắm NuWhite Yogurt



Hộp quà: Sữa tắm NuWhite Spa



Hộp quà: Sữa tắm NuWhite Goat Milk

NuWhite body wash is a reputable brand from JSC FIT Cosmetics, which is famous for home care and personal care products in Vietnam market. Manufactured from natural ingredients on modern production

lines and machines, along with diverse product lines and scents, NuWhite has become a reliable companion of Vietnamese women by its ability to nourish, regenerate, whiten, moisturize and protect skin effectively.

With the NuWhite gift box launched on March 8, besides the meaning of representing the gift to send love to women, FIT Cosmetics also wishes to express its deep gratitude to customers who have trusted and supported the NuWhite brand of FIT Cosmetics during the time.

With the aim of bringing consumers products and services with superior value in modern life, NuWhite and other products of FIT Cosmetics have been being developed on the basis of comprehensive studies on demand of the market and strictly controlled in terms of quality, meeting the various needs of consumers, helping FIT Cosmetics fulfill its mission of connecting and improving the lives of Vietnamese people. Along with the strong investment from the FIT holding company, FIT Cosmetics will continuously make efforts to keep the company standing strong and affirming its name in the market, helping FIT Cosmetics become more and more sustainable and gradually become one of the leading prestigious cosmetic enterprises in Vietnam.

Vikoda Drink – the combination of Bird’s Nest Drink and natural mineral water proven to benefit the users’ health

03

Thanks to the rich nutritional value and great benefits to human health, in recent years, Bird’s Nest is gradually becoming one of the popular foods among Vietnamese consumers. Meanwhile natural mineral water, for generations, has always been a valuable healthful water source. Therefore, Bird’s Nest Drink of FIT Beverage with the combination of bird’s nest and natural mineral water is definitely able to multiply benefits to health of users.

Effects of Bird’s Nest have been studied and proven through many scientific works and experimental surveys. It is identified recently in modern analytical methods that Bird’s Nest component contains very high protein content (45-55%), including 18 types of amino acids necessary for the body, in which 8 types of them cannot be synthesized by the body itself as Valine, Leucine, Isoleucine, Threonine, Methionine, Lysine, Phenylalanine, Tryptophan; and 31 microelements such as calcium, iron, copper, zinc, selenium, threonine, glycine, tryptophan etc. With such a rich nutrient content, Bird’s ‘Nest brings innumerable advantages to health. Using bird’s nests regularly will supplement nutrients, empower resistance, improve the immune system, enhance physiology, stabilize the nervous system, enhance memory, blood circulation, increase life expectancy and slow down the aging process.



Meanwhile, Vikoda's natural mineral water of FIT Beverage is directly exploited at the mine of natural mineral water in Danh Thanh village, Dien Tan commune, Dien Khanh district, Khanh Hoa province. Vikoda has long been a credible brand with outstanding features such as high quality natural alkalinity with standard pH of 8.5, sustaining the nice flavor of mineral resources. Thereby contributing to protection of consumer's health and safety.

With desire to meet the nutritional needs of consumers in modern life, Khanh Hoa Mineral Water JSC – FIT Beverage has researched and launched Vikoda Bird's 'Nest and Korean Ginseng Bird's Nest. FIT Beverage bird's nest products are produced from the bird's nests harvested from Khanh Hoa rock island and neighboring islands which have been highly evaluated for its superior quality with sustainable nest structure, absorbing precious minerals, as well as diverse micro-elements, featured flavors and nutritional ingredients compared to other bird's nest types. Therefore, FIT Beverage's Bird's Nest Drink with a combination of bird's nest and natural mineral water will multiply the benefits and contribute to improving the health of Vietnamese consumers.



Bird's Nest products of FIT Beverage

In the past year, not only boosting investment in research and launching new and high quality product lines such as Bird's Nest Drink, Sarsi Drink, FIT Beverage has also invested in changing product designs – aiming

at a young, modern and getting closer to users. With a long history of 29 years of establishment and development to affirm itself in Vietnam drinking water market, along with the strong investment from FIT holding company, FIT Beverage promises to gain breakthroughs in 2019, gradually becoming one of the leading beverage companies in Vietnam.

Dr. Kool Panda Clean Toothbrush: Keep children teeth strong and shiny

04

Oral hygiene in early age has an important impact on the oral health of children until adulthood. Therefore, choosing the right type of toothbrush, encouraging children to brush their teeth every day to have strong and shiny teeth are always a priority for Vietnamese parents.

According to studies of dental experts, it is the excess sugar in food and bacteria in the child's mouth that causes tooth decay. When combined, they form plaque on the teeth. If you do not brush your teeth every day, plaque bacteria will release harmful acids, destroy tooth enamel and create tooth decay, at the same time, build tartar which causes gingivitis (red, swollen and bleeding gums), periodontal disease and even tooth loss if not treated promptly. Therefore, parents in Vietnam always pay attention on selecting an appropriate type of toothbrush scientifically regarding to the age of children, encourage them to brush their teeth every day to have a really strong and shiny teeth.



Dr.Kool Panda Clean toothbrush from FIT Cosmetics JSC produced on the process with modern technology is one of the products prioritized by parents. With super soft bristle, brush head designed with small and thin shape, the toothbrush is easy to crept into every interdental. Dr.Kool Panda Clean cleans plaque and bacteria that cause tooth decay effortlessly without hurting children's gums. Especially, with adorable panda shapes, funny and eye-catching color choices, Dr.Kool Panda Clean seahorse toothbrush will make children

love brushing and brushing teeth more often.

As one of the prestigious names in the market of personal care, especially for children's oral care, FIT Cosmetics JSC has been constantly doing research and launching quality product lines in order to meet the needs and thoughts of kids on brushing teeth in the early years of life. In addition to Dr.Clean seahorse toothbrush, FIT Cosmetics is also well-known for many other outstanding toothbrush lines, match with all children's tastes such as Dr. Kool seahorse, Dr. Kool Panda Pro Gold, Pro Silver. In the coming time, with the strong investment from the FIT parent company, FIT Cosmetics will keep on doing research to improve the quality of current products as well as develop more diversified new product lines with outstanding features and superiority, enable FIT Cosmetics to affirm its name and prestige in the Vietnamese market, complete the mission of connecting and improving the lives of Vietnamese people.

Why should we use pure cold pressed Gac oil?

05

Cold pressed gac oil developed by Can Tho Techno – Agricultural Supplying Joint Stock Company (TSC) retains the concentration of powerful antioxidants in Gac fruit which are Beta-Carotene and Lycopene.

Gac fruit brings a wide range of benefits to health. The major pharmaceutical companies in the United States refer gac fruit to fruity panacea for health. Exploiting this potential, Can Tho Techno – Agricultural Supplying Joint Stock Company (TSC) has developed cold pressed gac oil which is qualified for European standard technology, processed through standardized sterilization, to ensure food safety and hygiene and retain to the fullest nutritional value before delivering to consumers.



Gac oil contains a large amount of Beta-Carotene and Lycopene contents which are powerful antioxidants. Beta-Carotene (provitamin A) in gac fruit is 1.8 times higher than cod liver oil, 15 times higher than carrot. This compound is good for the eyes, helps to lighten the eyes and cure some eye-related diseases such as eye aches, dry eyes, night blindness and cataract. On the other hand, Lycopene is 300 times more antioxidant than vitamin E. Both Beta-Carotene and Lycopene have outstanding effects in preventing malnutrition and lack of vitamin A, especially for children and women, in antioxidantizing, increasing the immunity of the body and neutralizing cancer-causing substances, anti-aging cells, supporting liver protection against oxidizing agents causing liver cell damage, impairing liver function.

Gac oil is also considered a useful food for people with excess cholesterol in the blood, helps lower cholesterol and lipid, very good for people with cardiovascular disease, diabetes, hepatitis. If you use Gac regularly and continuously, it will reduce unwanted cholesterol, stabilize the vascular wall, prevent atherosclerosis, thereby prevent strokes and give you a healthy circulatory system. Besides, Gac oil also works to remove freckles, prevent wrinkles, increase elasticity, contributing to better-looking and healthier skin.

Although Beta-Carotene and Lycopene concentration in gac are high, they are easily oxidized and reduced by factors from external environment such as light, temperature, oxidative damage. Therefore Gac processing must minimize exposure which causes active ingredient degradation. Gac oil developed by TSC by modern equipment and qualified for European standard technology is retained to the fullest the concentration of Beta-Carotene and Lycopene. It is perfect product to care and protect health in daily life.

In the future, with the goal of developing and diversifying its product lines to promote business efficiency, besides cold pressed gac oil, TSC will continue to develop more quality product lines. They are all aiming at enhance the health for Vietnamese consumers. With orientation and investment from FIT holding company, TSC's management and staff are striving to bring quality and nutritious agricultural products to the market, make TSC become one of the enterprises pioneered in enhancing value chain of smart agricultural products in Vietnam.

FIT Group and loving-kindness to share with disadvantaged patients in K Hospital and National Institute of Burns, HN

06

As monthly precedent, this time FIT Group continues to conduct its meaningful charity journey, to share loving-kindness from heart with disadvantaged patients in major hospitals in the Hanoi.

Prioritizing on social works, charitable activities have long become a regular activity, a beauty in the corporate culture of FIT Group. This has been being performed with consent by the FIT Board of Directors and all staff, in the spirit of towards the community, to fulfill the corporate social responsibility. In which,

distributing charitable meals to share difficulties with poor patients is one of the programs with profound humanity, highly appreciated by FIT and has been implemented regularly from 2017 to present.



On 26/02/2019, FIT continued to coordinate with Hoa Chum Ngay volunteer group to give 850 charitable meals to impoverished patients at K Hospital and National Institute of Burns, Hanoi. Not only directly experienced and shared with the circumstances of the poor patients, did FIT volunteers have opportunity to contact, understand, sympathize and share their compassionate hearts with those difficult circumstances in society, empower faith and fortitude to support them overcome diseases.

Lately, besides the charity meal distribution program, FIT and its member companies have also implemented series of other social activities such as sponsoring the Xuan Tri An (Spring of Tribute) – 2019 to commemorate 1700 Vi Xuyen martyrs, Ha Giang; accompanying with VTC News to bring warm Tet to two poor communes in Ninh Thuan province; sponsoring Meeting Event to give gifts to poor households and households with special difficulties in Tan Trieu commune, Hanoi. In the future, the Board of Directors and all employees of FIT Group are committed to keep on promoting corporate social responsibility, carry out more meaningful activities and events at a larger scale, contributing to spreading human values and kindness to the community, joining hands to build better and better communities.

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.

Phụ trách bản tin: Lê Khánh Huyền

Phòng Truyền thông Công ty Cổ phần Tập đoàn F.I.T



Tầng 5 tòa nhà Times Tower – HACCC1 số 35 Lê Văn Lương, phường Nhân Chính, Quận Thanh Xuân, Hà Nội.



(84-4) : 7309.4688 (109)



huyen.lk@fitgroup.com.vn



www.fitgroup.com.vn



www.facebook.com/fitgroup.com.vn