

IR Newsletter

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F.I.T Group Joint Stock Company

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Vikoda natural mineral water gets new appearance

With the new message “Wonderful mineral water”, Vikoda natural mineral water has been given a new, more refined, modern style.

Vikoda Natural Mineral Water is one of the flagship brands which have made FIT Beverage’s reputation. It has been well known for its mineral substances and bottled at the hot mineral springs source originating at a depth of 220m where the temperature at the tap reaches 72°C, very good for health. Vikoda natural mineral water has been voted by the consumers as a high quality Vietnamese goods for 22 consecutive years, been awarded with many other important awards and highly appreciated by the International Organization – QMS, been issued the certificate of ISO 9001 for quality management system and HACCP food hygiene and safety system.

From October 2018, FIT Beverage has given Vikoda a brand new design which is cooler, more youthful and modern, more eye-catching. At the same time, Vikoda also repositions its brand by the message “Wonderful mineral water” to confirm the quality and benefits of 100% mineral water purified by essence from nature, a priceless gift that nature awards to man. With synchronized new brand identity, Vikoda’s bottled water products target to serve people in all ages, and are especially suitable for those who have to work for a long hectic day, beneficial for the body to overcome all challenges throughout the day. In line with the modern pace, Vikoda is expected to increase its strong coverage in major cities across the country with nearly 20,000 sales points and contribute to FIT Beverage sales in the last months of the year.



In 2018, FIT Beverage has achieved new milestones in its brand development strategy when changing the packaging of its products in line with consumer trends. And the change of packaging design and new message for Vikoda – the flagship brand of FIT Beverage will be one of the breakthroughs, helping FIT Beverage increasingly affirm the name in the

consumers' heart nationwide, to realize the goal of raising the Vietnamese brand name, protecting the health and increasing the value of benefits for consumers.

As one of the key industries in FIT parent's investment strategy, received the strategic planning as well as direction from the Group's Board of Directors, FIT Beverage is increasingly making the differences with the remarkable development, catching up with the trend of consumers, help FIT Beverage complete the mission to improve the health of the Vietnamese. Being focused in 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 in the beverage market in Vietnam and to be competitive with major brands in the world.

02

FIT Beverage host a conference to introduce new look of Vikoda mineral water

The FIT Beverage held a launch conference with the theme “Magical water resource” which introduces a new look of all company's products, brings to Vikoda and Danh Thanh younger, more dynamic image in Vietnam beverage market.

On 16/10/2018, FIT Beverage hosted the launch conference for Vikoda at Ibis Style Nha Trang City, Khanh Hoa Province with the theme of “Magical Water Resource”. The conference was attended by the Board of Directors together with sales team, marketing team and representatives of distributors and agents throughout the country.



At the conference, in addition to introducing the new brand image of Vikoda Natural Mineral Water, which is well known for its health beneficial affects, FIT Beverage also presented its history with more 40 years of operation in Vietnam's beverage market when the company has been trusted by many consumers throughout the country. The company shared the achievements that the it has achieved in the past, especially the Vikoda's presence at some

important events within the framework of the APEC conference held in Da Nang last year. This is considered the pride of the Vietnamese brands and contributed to the promotion of Vietnamese products in the international market.

Changing the label of all products of the company, with its modern, youthful image, FIT Beverage has shown its continuous effort in improving not only the label but also its quality. Products. Thereby, it shows the long-term development of the company on the way to affirm its name and strengthen its position by always keeping up with the trend and meeting the diverse needs of consumers.

Being focused on the investment strategy of FIT mother company, received strategic planning as well as direction of the Board of Directors, FIT Beverage has made great improvements which not only contribute greatly to the current development of the Group, but also through quality products, contribute to the improvement of the health of the Vietnamese. With a passionate team together with deliberate investment in both image and product quality and promotional activities for the new look of Vikoda Natural Mineral Water, the company has once again affirmed its value and enhance its competitive advantage of Vikoda brand on the market, help FIT Beverage become a strong Vietnamese brand in the Vietnam's beverage market.

03

DCL redesigns to give PABEMIN 325 a fresh new look

This October, Cuu Long Pharmaceutical will change the appearance of Pabemin 325 with a new packaging design and better packaging materials to ensure quality as well as its taste.

Pabemin 325 is a product of Cuu Long Pharmaceutical Joint Stock Company which is used for children and prescribed for the treatment of mild to moderate fever, cough, runny nose. This is one of the medicines that has been on the market for more than 20 years, manufactured on modern lines imported from Canada and Korea and received much trust by doctors, pharmacists and customers across the country.

With the determination to bring to customers and partners the best benefits from the product, in October 2018, Cuu Long Pharmaceutical will present Pabemin 325's new look to the market with new and more beautiful design, better packaging material, thereby contribute to maintaining and ensuring the taste and quality of the medicine. This change once again confirms the efforts of Cuu Long to continuously improve the quality of products and help Cuu Long step by step upgrade its position and brand in the Vietnam pharmaceutical market.



Pabemin's new packaging will be released in October

Since becoming a subsidiary of FIT Group, receiving investment and strategic planning from FIT parent company, Cuu Long Pharmaceutical has become more and more familiar with consumers, pharmacies and major hospitals in the provinces of Vietnam. With a focus on investing in modern machinery and prioritizing quality products, the Board of Directors and all staffs have been making great efforts to bring Cuu Long to become one of the leading enterprises in Vietnam, to complete the mission of connecting and improving the lives of the Vietnamese community through optimal health care solutions which are highly valued by staff, patients and partners of the company.

04

FIT Cosmetics: More convenient, more economical with the TERO neutral liquid detergent pouch

In addition to the 1.8kg or 3.8kg plastic bottle packaging, housewives will now have new option with a neutral liquid detergent Tero coming in packaging pouch that save your money while keeping your laundry clean and ensure family caring.

Tero neutral liquid detergent is a product of FIT Cosmetics, which is favored by consumers for their superior cleaning ability with Ultra Clean technology. This technology enable Tero to be rapidly dissolved in water and easily absorbed in each fiber, triple the efficiency of "softening" process and stain removing power in compared to normal laundry detergent. With a pH of 7 that is equivalent to the pH of pure water, Tero neutral liquid detergents help housewives solve the problem of dryness or peeling of the hands after use, while keep the clothes clean, avoiding corrosion which causes aesthetic failure.

Overcoming many weaknesses of normal laundry detergent, Tero neutral liquid detergent has met the stringent requirements set by housewives and has become one of the most famous brands of FIT Cosmetics today. At the moment, Tero neutral liquid detergent is available in a 1.6kg packaging pouch, which is more convenient, economical and give housewives secured feeling in taking care the families.



Tero neutral 1.6kg packaging pouch

With the desire to produce products which are not only have cleaning function but also safe, applied green technology to create products to protect the health of consumers and protect the environment, Tero neutral liquid detergent is expected to become the Top 5 brands in the laundry industry in Vietnam and a trusted companion in the lives of all Vietnamese families. In particular, with the investment and strategic planning from FIT parent company, besides the Tero neutral liquid detergent, FIT Cosmetics will strive to provide consumers with superior value products and services, help FIT Cosmetics complete the mission of connecting and improving the lives of Vietnamese consumers.

05

FIT Cosmetics introduces special NuWhite Gift Box on the occasion of 20/10

NuWhite Gift Box from FIT Cosmetics will surely be a perfect gift option for the half of the world on the occasion of upcoming 20/10.

On the occasion of the 84th anniversary of Vietnamese Women's Day, with the desire to pay tribute to customers who have trusted and supported FIT Cosmetics's NuWhite brand,

FIT Cosmetics has introduced the NuWhite Gift Box. With a very elegant and charming design, the Gift Box brings a perfect choice when selecting presents for women on 20/10.

Since its first launch in the market, NuWhite Shower Cream has impressed consumers with its distinctive whitening, moisturizing, anti-aging features, along with its range of product lines and fragrances. NuWhite helps to repel dark areas of skin, giving women a naturally bright white skin without the slightest hissing on the skin. Targeting to become a trusted companion, care and protect the skin of Vietnamese women, NuWhite shower lines are strictly controlled in terms of quality, to timely response to the tastes of consumers and have been prioritize by consumers to choose and become one of the main products of FIT Cosmetics up to present.

Being half of the world, the women always affirm their importance in life and therefore, deserve to be honored and received the best gifts as a way to express the gratitude. This is also the meaning that FIT Cosmetics wants to deliver in each NuWhite gift box launched for this special anniversary.

Image of NuWhite special gift boxes launched on the occasion of 20/10:



Hộp quà: Sữa tắm NuWhite Yogurt

Hộp quà: Sữa tắm NuWhite Spa

Hộp quà: Sữa tắm NuWhite Goat Milk

Since becoming a subsidiary of FIT Group, receiving investment and strategic planning from its parent company, FIT Cosmetics has been gaining more and more trust in the eyes of consumers with valuable products and services, enable FIT Cosmetics to complet its mission of connecting and improving the lives of Vietnamese consumers. With a well-developed product development strategy, the Board of Directors and all FIT Cosmetics staff will strive to make FIT Cosmetics one of the top companies in the field of family care and personal care in the Vietnamese market, contributing to raise the Vietnamese brand as the parent company has directed.

FIT organizes the Group Run Competition to celebrate 20/10

On October 20th, 2018, FIT organized the FIT Group Run Competition with the theme of “Be healthy to excel at FIT works, be perfect at FIT works” with the participation of the Group’s staffs and their families.

On the occasion of the 88th anniversary of the Vietnamese Women’s Day on October 20th, with the desire to bring to the staffs of FIT Group a meaningful celebration, while enhancing the spirit of physical training of staff, FIT Organized the **“FIT Group Run Competition”** with the theme of **” Be healthy to excel at FIT works, be perfect at FIT works”** at Nhan Chinh Lake Park, Hanoi. Although there was a gentle rain at the start of the event, but the enthusiasm by the nature of the FITers had been warmed up, the members had attended fully and were eager to participate in the run.



Some images at the event

The FIT Run Competition with the theme **” Be healthy to excel at FIT works, be perfect at FIT works “** ended in laughter with memorable moments in the minds of each Group’s staff. The success of the run event is the motivation for each employee to be more motivated in exercising and improving his or her own health, thereby having a healthy body to work more effectively and together contribute to the strong growth of FIT.

During 11 years of establishment and development, beside the goal of becoming an effective business enterprise, FIT Board of Directors always strives towards sustainable

development, for the development of the community. Particularly, in FIT the human resource is always placed great emphasis and has become one of the core values of FIT since the foundation of the Group: **“Respecting people and appreciating the right people “**. Therefore, at FIT, the human element is always promoted and concerned with the desire to make FIT become a dream working environment, to be the pride of every employee. In the near future, in addition to providing good working environment for employees, FIT will continue to carry out meaningful activities for community development as promised by the FIT as well as companies in the same system which have been implementing in the contribution to the development and growth of the whole society.

FIT donates 850 charitable meals to poor patients at K Hospital and Hanoi National Institute of Burns

On October 23rd, 2018, FIT and Hoa Chum Ngay volunteer group continued to donate 850 charitable meals to poor patients at K Hospital and National Institute of Burns in Hanoi.

With the willing to share with disadvantaged patients who are struggling with the diseases, once a month, FIT in collaboration with the volunteer group Hoa Chum Ngay spend a day to distribute charitable meals at big hospitals in Hanoi. This is one of the practical activities of FIT group, expressing kindness and compassion and is welcomed and enthusiastic joined by FIT staffs with the goal of helping impoverished people and boosting them with more faith and energy to overcome illness and diseases.

Starting from 16h45p on 23/10/2018, FIT and the volunteer group had presented at the K Hospital and Hanoi National Institute of Burns to give hot rice portions to each disadvantaged patients. Although the material value was not that great, each meal contained the sincere love of the FIT group, embraced their desire that patients would be treated well and recover quickly.

During the 11 years of establishment and development, being aware that the benefits of the business are always associated with the interests of the society, FIT Group and its subsidiaries in the same system have carried out many meaningful activities that express their willing to share with the community such as visiting and giving gifts to the elderly and disabled children in Thuy An, Ba Vi; providing medical treatment and giving gifts to people in remote areas; donating to support the costs of treatment for two children with cancer at the National Institute of Hematology; joining blood donation events; participating in a charity fair to raise funds for the Mid-Autumn Festival for the poor children in Ha Giang, etc. The activity of distributing free meals at hospitals is one of the practical voluntary activities that the FIT's

Board of Director has directed to spread the humanity spirit deeply to all staffs of the company as well as express the responsibility of the business for the whole society.

08

FIT to provide medical examination and treatment for 1000 people in Binh Phu, Dong Thap

On October 27th, 2018, FIT Group and its member companies continued to cooperate with MT volunteer group to organize medical examination and treatment for 1000 people in Binh Phu commune, Tan Dong district, Dong Thap province.

Medical examination and treatment for people in remote and mountainous areas are among the practical social activities implemented by FIT and member companies in the same system in cooperation with MT volunteer group periodically from the end of 2016 to the present. In the areas where FIT and MT group have arrived, people's living conditions are all difficult and inadequate and without accessibility to medical services. Therefore, the program providing free medical examination and treatment is always appreciated by FIT's Board of Directors in order to contribute to the improvement of health care condition as well as the living of the poor people. To fulfill the mission "The good leaves cover the worn-out leaves – Spreading Love", on October 27th, 2018, FIT and MT volunteer group continued to choose Binh Phu commune – a impoverished commune seriously affected by the flood season of Dong Thap province as the next stop to organize the program "Medical examination, medicine and gift distribution" for about 1000 people living here.



Binh Phu Commune (Tan Hong District, Dong Thap Province) is a border commune, where people live mainly on rice cultivation, livestock, small retails or working as hired labors which offer them unstable incomes. The commune has 152 households under preferential treatment policy, 792 poor households and 174 near-poor households located near the upstream of the

Mekong River. This year, flood from the upstream came early followed by high water level had caused great damage to the economic life of people. In this program, in addition to the medical examination and treatment and distribution of free medicines, with the goal of facilitate people in Binh Phu commune to reduce difficulties, FIT and MT group also presented 1000 gifts including essential items such as blankets, rice, noodles, sauces, etc, to each person and 300 other gifts including study materials such as books, ball-point pens, pencils, rulers, etc to children.

It is not only a voluntary charity for community health, the volunteer program also helps people in Binh Phu commune raise their awareness of protecting public health and their health.

During the 11 years of establishment and development, being aware that the benefits of the business is always associated with the interests of the society, FIT Group and its subsidiaries in the same system have carried out many meaningful activities to share with the community such as visiting and giving gifts to the elderly and disabled children in Thuy An, Ba Vi; providing medical treatment and giving gifts to people in remote areas; donating to support the costs of treatment for two children with cancer at the National Institute of Hematology; blood donation; participating in a charity fair to raise money for the Mid-Autumn Festival for poor children in Ha Giang. In the near future, FIT and its subsidiaries will continue to make more and more journey of love sharing, contribute to community building and social development.

09

FIT Cosmetics participates in Health Day 2018 in Ho Chi Minh City

In 06 – 07/10/2018, FIT Cosmetics participated in the event " Health Day 2018 in HCM city" at Youth Cultural House, District 1, Ho Chi Minh City.

In celebration of the 27th International Day of the Elderly, in response to the Action Month for the Vietnamese Elderly and to celebrate 88 years of Vietnamese Women's Day, Ho Chi Minh City's Department of Health organized the **"Community Health Day 2018 in Ho Chi Minh City"** from 06 – 07/10/2018 at Youth Cultural House, District 1, Ho Chi Minh City. Ho Chi Minh.

The festival attracted about 20,000 participants, with the focus on older people, women, children and men in Ho Chi Minh City area. Highlights of the festival include: health consultation and counseling; measuring and consulting health index, nutrition, calcium, osteoporosis, blood glucose, blood pressure; beauty consultation – beauty care; health-nutrition seminars; physical training, aerobics; giving gifts to people in difficult circumstances; etc.



Health is a precious asset of every person and the whole society. Implementing community health care requires that people also take care of their own health with a knowledge of healthy eating habits and lifestyles. Joining the **“Community Health Day in Ho Chi Minh City”** this year, besides sponsoring the program with gifts from Dr.Kool and Tero, FIT Cosmetics also had consultation session for parents and children on useful knowledge about taking care of oral health and protecting family’s health in daily life. Through the program, FIT Cosmetics once again affirms the commitment of enterprises in implementing social responsibility, contributing actively to protecting and improving the health of the Vietnamese people.

From the beginning of 2018 to present, FIT Cosmetics and other subsidiaries in the FIT Group have carried out many meaningful social activities such as distributing charity meals at major hospitals in Hanoi, visiting and offering health care for the poor, visiting and giving gifts to the elderly and disabled children in Thuy An – Ba Vi, donating to support children with autism, cancer, offering health care for children in District 3 in 2018, etc. In the future, with the goal to become a strong Vietnamese brand, in addition to researching to create products and services of superior value, FIT Cosmetics will continue to expand its social activities, completing the mission of connecting and taking care of health of the Vietnamese in accordance with strategy that the Board of Directors has directed.

FIT Cosmetics joins The Green Walkathon- Walk for environment protection

On October 13, 2008, FIT Cosmetics participated in the walk for environment event named “The Green Walkathon”, organized at Yen So Park, Hanoi.

Walkthon is an annual event held by the Olympia Schools with the purpose of community development. This year, the event was taken place on October 13, 2018 at Yen So Park, Hanoi under the name of **“The Green Walkathon”** aimed at calling for community to protect the environment. The program attracted a large number of students, parents of the Olympia Schools as well as other parents, students, organizations within Hanoi city. Coming to the event, participants could contribute to meaningful activities such as recycling plastic bottle, reusing plastic bottle srap as plant pots or ecological bricks, or making commitment to practice a green lifestyle by signing on the Walkathon word – which was recycled at the event.



Joining The Green Walkathon this year, with the desire to contribute a part of our efforts to changing people’s awareness of environment protection in daily life, FIT Cosmetics has introduced and given consultation to parents, students about non-toxic, user-friendly, environmentally friendly home care products such as Tero neutral liquid detergent with pH = 7, safe and secured for the hands; Tero bio-dishwashers containing 100% cleaning enzyme from nature; Dr.Clean bio-handwash with 100% biological enzyme from Nano Cucurmin, able to clean 99.99% harmful bacteria quickly, etc. The use of environmentally friendly products instead of the products containing chemicals is a good habit, contributing to building a healthy lifestyle and protecting the living environment of human, which is encouraged by health experts and environmental experts.

The launch of green, clean and safe products that devotes to the building of a healthy and environmentally friendly lifestyle is the goal and strategy that FIT Cosmetics have set itself aiming to the sustainable development of society as well as helping FIT Cosmetics complete the mission of connecting and improving the lives of Vietnamese consumers. With the direction from FIT parent company to perform the corporate responsibility, besides **“The Green Walkathon”**, FIT Cosmetics as well as other subsidiaries in the same system under the direction of the Group has been proactively participated in many social beneficial activities such as visiting and giving gifts to the poor; visiting and giving gifts to the elderly and disabled children. In the near future, besides launching more superior products and services, FIT Cosmetics will continue to take part in many meaningful activities, devote to the protection of community life and the common development of society.

Cuu Long Pharmaceutical to sponsor the 2018 Science and Technology Conference

As its direction always looks towards social responsibility activities, especially those related to improving health care and patient care, Cuu Long Pharmaceutical have accompanied and sponsored the 2018 Science and Technology Conference which is an annual Science and Technology Conference held at General Hospital of An Giang, An Giang province.

On October 26, 2018, the 2018 Science and Technology Conference was taken place at the General Hospital of An Giang, An Giang province to provide opportunities for doctors, pharmacists in the department of the hospital and other hospitals in An Giang province to release their scientific research works and meaningful innovative ideas in the medical examination and treatment of patients. There was the presence of the leaders of the An Giang Health Department, the Directorate of the hospital and all the hospital's medical staff in the conference.



Fifteen reports from internal and surgical departments with scientific researches and useful initiatives for doctors as well as hospitals that can be applied in medical examination and treatment, improve the effectiveness of treatment for the patient were presented in the conference. To the present, Cuu Long Pharmaceuticals with more than 40 years of development in Vietnam, has become a familiar and prestige brand by its quality and diverse products, embracing the mission to improve and enhance the health of Vietnamese


people. Therefore, the participation in the 2018 Science and Technology Conference reaffirms Cuu Long's commitment to be always the pioneer in social responsibility, working for the sake of community.


With the general direction from the parent company FIT Group which is to fulfill corporate responsibility with the community and for the development of the whole society, from the beginning of 2018 up to present, Cuu Long Pharmaceuticals and subsidiaries in the same system, under the direction of the Group, have actively participated in many meaningful activities such as visiting and giving free gifts to the poor, visiting and giving gifts to the elderly and disabled children, delivering charity meals to the patients, etc. In the coming time, beside the goal of becoming a leading pharmaceutical company in Vietnam which is highly appreciated by the staff, patients and partners of the company, Cuu Long Pharmaceuticals, as well as other companies in the FIT system will continue to carry out more social activities with bigger scale, to jointly improve and enhance the lives of the Vietnamese and for the sustainable development of society.

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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