

IR Newsletter

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F.I.T Group Joint Stock Company

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DCL: TVC Panalgan “Relieve pain – Reduce fever” aired on VTV1

Starting from 06/08/2018, TVC of Panalgan product line “Relieve pain – Reduce fever” of Cuu Long Pharmaceutical Joint Stock Company has officially broadcasted on VTV1’s Financial and Business News at Noon.

With the message **“Relieve Pain – Reduce Fever”**, Panalgan’s antipyretic/analgesic medicine from Cuu Long Pharmaceutical Joint Stock Company would like to convey to users about a quality medicine line, which is much effective on relief and reduction of pain and fever, help the patients quickly recover and get healthy again.

Currently, in Vietnam’s pharmaceutical market, antipyretic/analgesic medicine (pain and fever relief) is a common category, the demand for this such of medicine is great. Therefore, Panalgan is considered one of the key product lines of Cuu Long Pharmaceutical. As early as 2017, Panalgan has been invested by the company in the production line, innovated the designs with more modern, friendly and closer to the users. Upon there was the change in image, Panalgan was received positive responses from the market, has contributed to the increase in revenue of brand in the year 2017, compared to previous years.



By 2018, Panalgan continues to be invested in building images to access more customers and increase the coverage over the country. Panalgan not only brings the product’s image

to as close as possible to pharmacies through the series of Panalgan display programs but also get closer to the customers by the TVC named **“Relieve Pain – Reduce Fever”** this year which will be widely broadcasted on VTV1’s Financial and Business News at Noon – an economic channel which attracts a great numbers of followers.

Since being set focus in the investment strategy of the FIT parent company, the whole collective of Cuu Long Pharmaceutical has been constantly exerting all its strength to implement the mission of connecting and improving the life of community through the optimal health solution with the aim to be the best pharmaceutical company in Vietnam as evaluated by patients, staffs and partners for its creative, easy-to-access and best-care products and services.

02

Tasty and fresh, full of incredible energy with Danh Thanh new flavor – passion fruit

In August, 2018, in addition to iMen product, FIT Beverage has also improved the formula of Danh Thanh mineral fruit juice – passion fruit flavor to be tastier, more delicious covered by new packaging with more eye-catching design.



In the recent years, Vietnam beverage market is clearly changing as consumers increasingly prefer to use beverage products which are made from natural raw materials. The beverage now not only is a drink but also needs to be good for health.

Danh Thanh mineral water – passion fruit flavor is one of the products produced entirely from natural materials and has received positive feedbacks from consumers and is always in the Top 5 best-selling products of FIT Beverage in the past years. This is a product line which has unique and harmonious combination between 100% natural mineral water containing the beneficial micro-mineral (Na, Ca, Mg, etc.) and Da Lat’s passion fruit essence – super tasty, fresh and full of vitamin C. The product will give your body and spirit full of incredible energy in daily life and meet up the increasing demand for quality products of consumers, help FIT Beverage build and strengthen its brand in the market.

With the goal of continuously bringing the best quality products to consumers, FIT Beverage constantly improves the design and quality of products to keep up with trends as well as meet the increasing demand of consumers. Beside iMen, FIT Beverage has also improved the Danh Thanh mineral fruit juice to be tastier, more delicious along with new packaging and eye-catching design. With the volume upgraded from 350ml up to 430ml, the consumers can enjoy this yummy mineral fruit juice in a more refreshing way.

The main message used by FIT Beverage for Danh Thanh passion fruit flavor is “Tasty and Fresh, Full of Incredible Energy”. This is also the message to express the general nature of the Danh Thanh’s product lines, that is to bring consumers deliciousness, refreshing feeling when using the product thanks to the fact that all Danh Thanh’s mineral fruit juices are made 100% of natural mineral water source containing beneficial micro minerals added with fresh fruit essences so that the body will always feel refreshing and full of energy. This formula innovation of Danh Thanh passion fruit flavor is one of the moves to show the company’s commitment to bring the best value to customers and consumers. Since becoming a member of FIT Group, FIT Beverage has achieved a number of significant breakthroughs through strategies of product innovation and development in order to meet the diverse needs of consumers. Oriented as one of the key investment sectors of the Group, the Board of Directors and all FIT Beverage’s employees are constantly working to make the company one of the leading beverage companies in Vietnam, contributing to raise the Vietnamese brand and for the health of the Vietnamese.

03

FIT Beverage: The impressive return of iMen Minerals

In August, 2018, iMen officially got the new look with new packaging and new improved formula: more delicious, more refreshing and stronger power.

Since its first launch in 2016, FIT Beverage’s iMen has gained positive feedback in the Vietnam’s beverage market with the message “**Boosting Energy, iMen’s Vigor**”. The iMen

Mineral Energy Drink with vitamin B6, Taurin in combination with natural minerals (Ca, Na, K, Mg) and Inositol are good for health, suitable for all activities from travelling to using when playing sports, after doing exercise, in parties, when hanging out with friends and also available to use at home. Only after 2 months of deployment, iMen has captured a good impression from consumers and gets impressed when the sales exceeded 20% of expectations. From 2016 up to now, iMen has become one of the key products of FIT Beverage, helping FIT Beverage step by step penetrate Vietnam's energy drink industry, contributing to the growth of output (+ 15% compared to 2017, accumulated amount of the first 7 months) and sales (+ 12% compared to 2017) of FIT Beverage in 2018.

With the determination to bring consumers more superior products, in August, 2018 FIT Beverage has changed the iMen packaging and improved the new formula to be more tasty, deeper flavor, more refreshing and fulfilled with strong energy stimulate the body with full of energy to overcome all challenges. Derived from that nature, the main message of the iMen product is also changed to **“Boosting energy, smashed the challenge”**.



Keeping the representative image as a powerful, inspirational tiger, but FIT Beverage's design team changed the packaging and brought the iMen's a new look which is more eye-catching, more modern, more dynamic, and suitable for all ages. Especially, with the increase of product volume from 270ml to 350ml, iMen will bring consumers more satisfaction, fresher feeling when using them with two main flavors including iMen gold and iMen forest strawberries. Through this innovative formula and packaging, iMen promises to create a breakthrough for FIT Beverage, helping the company expand its market share in energy drinks to meet the needs and tastes of Vietnamese customers of all ages.

Since becoming a subsidiary of FIT Group, receiving strategic investment and planning from parent company, FIT Beverage's products have made a breakthrough to catch up the

market trend. Soon, with the professional and detail product development strategy, the Board of Directors and all FIT Beverage staffs will make further efforts to bring FIT Beverage closer to becoming a Vietnamese strong brand name in the beverage industry and contribute to improve the health of the Vietnamese.

04

OCLEEN Bathroom Cleaner – Make your bathroom spotless in just a glance

Using OCLEEN Bathroom Cleaner with Super Clean formula will help housewives clean the bathroom efficiently, save time, and keep the bathroom shining and spotless.

In the daily cleanup, tidying up and cleaning bathroom are among the hardest and most time-consuming tasks for the housewives because the bathroom is the place where the toughest clogs and the dirtiest objects are usually gathering and lurking. It is a place for bathing, cleaning, sanitizing and relaxation of every family, but the bathroom is also filled with bacteria which are easily spread through contact transmission. Therefore, the housewives have to clean the bathroom up more frequently than other areas of the house to protect the health of the whole family.



As a useful product that helps housewives clean the bathroom quickly, OCLEEN Bathroom Cleaner from FIT Cosmetics JSC with a powerful Super Clean formula has the function of deodorizing, clearing all dirty stain even the toughest ones such as: rust, calcification, traces

of soap scum, grime on tiles built-up by individual hygiene activities, smudges, grease stains, etc. In addition, OCLEEN Bathroom Cleaner also has the ability of ultra-high sterilization, assist to kill 99.9% bacteria immediately upon contacting on the surface of the bathroom (floor, bath tub, wash basins and so on), return a clean and bright white appearance to the bathroom after only a super short time. It is a powerful tool for housewives helping them save time in cleaning up and contributing to build a healthy lifestyle for all members of the family.

Especially, OCLEEN Bathroom Cleaner is designed in a spray bottle which make it as convenient and easy-to-use as possible, enable it to disperse liquid to all surfaces, easily crease into every corner, help housewives clean the bathroom more efficiently and save more time. With natural and soothing aroma, OCLEEN Bathroom Cleaner will bring to home a comfortable bathroom space.

OCLEEN is one of the most versatile product lines of FIT Cosmetics with Super Clean Cleaning Technology, which can be listed as floor cleaner, glass cleaner, multi-purpose cleaner, Toilet Cleaner, Drain cleaner etc. With the strategy of diversifying product lines and constantly improving quality, FIT Cosmetics promises to bring more valuable products to consumers, enable FIT Cosmetics to complete its mission to connect and improve the health of the Vietnamese and to become the top of the leading consumer goods companies in Vietnam as the parent company FIT orientated.

05

Act for public health, FIT organizes medical examination and treatment, medicine distribution and delivering gifts to 1000 people in Kon Tum

On 28/07/2018, FIT Group has cooperated with MT group to organize the program “Medical examination, medicine distribution and gift giving” for 1000 ethnic minority people in Kon Tum province.

Kon Plong is one of 62 poor districts of Kon Tum province, 80% of the population here are ethnic minorities. Their lives are in precarious and destitute situation, they even do not have the capacity to handle daily activities. Therefore, it is almost impossible for them to take care of health themselves. Due to this reason, FIT Group has cooperated with MT group to carry out the program called ***“Medical examination, medicine distribution and gift giving”*** which is free of charge for 1000 compatriots in Ngoc Tem and Hieu communes, Kon Plong District, Kon Tum Province on 28/07/2018.

This charity program **“Medical examination, medicine distribution and gift giving”** is a very meaningful activity, embracing the message of profound love that FIT Group wants to send to disadvantaged compatriots in Kon Tum. Within a day, nearly 1000 people in two communes: Ngoc Tem and Hieu were provided free medical examinations, given medicines and special medications suitable for each person’s health. At the same time, FIT and MT group also donated 1,000 gifts serving for basic necessities including blankets, dried fish, instant noodles, salt etc., and 500 gifts including some learning tools such as bags, books, pens, pencils, ballpoint pens, rulers, pencil sharpeners and so on for children.



Many people have expressed their gratitude to FIT Group for organizing this meaningful charity program, helping them to have access to medical equipment, health care, and on the other hand, equipping their children with more learning materials to go to school. Through the program **“Medical examination, medicine distribution and gift giving”** in Kon Tum, FIT volunteers have witnessed the difficult situation of the people in remote areas in Kon Tum province. By that, they have better understanding, sympathy, love and sharing. This is also the deep humanity spirit that FIT Board wants to spread to all FIT staffs and member companies, while affirming the commitment and responsibility of FIT to the community, contributing to the development of the whole society.

From the beginning of 2018 to present, FIT and its subsidiaries have carried out many meaningful activities such as distributing charity meal portions to patients in hospitals in Hanoi, giving gifts to the elders and disabled children in Thuy An, Ba Vi; donating to support the costs of treatment for two children with cancer at the National Institute of Hematology and Blood Transfusion; visiting and delivering gifts on the occasion of Tet for the elders in Soc Son and Phu Binh (in Thai Nguyen) leper colonies. In the near future, FIT and its member companies will continue to implement more meaningful volunteer programs with the expectation to share more with the difficult circumstances in the local community, together to develop a better and sustainable community.

FIT donates to help autistic children with painting ability

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.

13-year-old Pham Quang Huy is currently attending class at the Vkgagbe Inclusive Education Support and Consulting Center. At birth, Quang Huy was as cute and adorable as any other normal children. After realizing that he has autism, his father left his wife, leaving the burden of raising and caring for her mother. For children with autism, the early stage is the golden period that family needs to invest in learning to help children with language ability. Due to the difficult circumstances, Quang Huy's mother struggled to take care of his life and the burden of school fees. To date, Quang Huy is not yet capable of communicating but has a strong passion for painting. Quang Huy can spend many hours immersing himself in painting with brushes, although his paintings are merely instinctively drawn because the family can't afford to let him study properly. However, the Quang Huy's works have been evaluated by some art teachers as highly aesthetic and can be categorized as abstract art with wild combination of colors which are extremely impressive and attractive.



Many of his works are painted on the one-sided page that his mother brought from her office

At present, most families with children with autism encounter many problems of life including financial one. Many parents do not have the enough economic conditions and therefore, leave things to the fate. Commiserating with the circumstances of the talented boy – Quang Huy as well as the heart of the mother who have been raising her child with autism

alone, as soon as received information about this case, FIT collective visited Vkgabé Inclusive Education Support and Consulting Center, where Quang Huy is studying to send him regards, encourage and give a small amount of money to support cost for his family. Mrs. Nga – Quang Huy’s mother was deeply touched and sent her sincere thanks to staffs and Board of FIT Group for visiting and helping the family. The money is not a big amount but this kindness has helped to reduce the burden of study and daily expenses.



Fulfilling the social responsibility of the enterprise for the development of the whole society is always the goal that FIT promotes and pursues during 11 years of operation. In 2018, this goal is always promoted at FIT and member companies with many trips to share love such as donating free meals to patients in hospitals in Hanoi; giving gifts to the elderly and disabled children in Thua Thien-Hue, Ba Vi; donating to support the costs of treatment for two children with cancer at the National Institute of Hematology and Blood Transfusion, visiting and giving New Year’s presents to the elderly in Phu Binh (Thai Nguyen) and Soc Son Leper Colony. In addition, FIT and its affiliated companies will continue to carry out more meaningful activities in the near future, together contributes to improve the social life and build a better community.

FIT Cosmetics: Dr.Kool Kids sponsors " Children's Healthcare Program in District 3 – 2018"

On August 11, 2018, Dr.Kool Kids Toothpaste Brand was one of the brands to honorably sponsor the program named Children's Health Care held in Children's House of District 3, Ho Chi Minh City.

The **Children's Health Care Program in District 3 – 2018** was organized with the target to offer free examination, consultation and counseling for children and parents about nutrition, oral health, ear-nose-throat, general internal medicine and so on. In addition, children and parents were also provided free first aid training, participated in prize-winning folk games, and many other interesting cultural exchanges.



The **Child Health Care Program in District 3 – 2018** has attracted more than 1,500 children. Not only was the Golden Sponsor for this meaningful program, Dr.Kool Kids' brand of FIT Cosmetics JSC also gave advices and provided parents with useful knowledge about oral health care for children, because at this time, this is a matter that receives much concern and priority from Vietnamese families.

Dr.Kool Kids toothpaste is one of the most distinctive and outstanding brands for children, produced by modern Korean technology with formula containing 100% Xylitol and fluoride-free, which is extremely safe for kids. This formula not only enhances antibacterial activity, prevents tooth decay effectively but also does not have any effect on the children's health even when being swallowed during the brushing. Products with natural fruit flavors including banana, strawberry, orange flavor are extremely suitable for children's preferences, stimulates children to brush regularly in order to have strong teeth. Through the **Children's Health Care Program in District 3, 2018**, Dr.Kool Kids from FIT Cosmetics JSC wants to contribute to raising awareness of the community about the children's dental health and through which, contributes to improve the health of the Vietnamese.

As oriented from FIT's parent company which is to conduct the social responsibility, FIT Cosmetics, as well as its subsidiaries, under the direction of the Group, has actively participated in many activities that benefits the society such as offering free examination and gifts for the poor; visiting and giving gifts to the elderly and disabled children; delivering free meals to the patients. With the goal to become a strong brand, in addition to aiming to become a leading company in the consumer goods industry in Vietnam with the mission to connect and improve the lives of Vietnamese consumers through its superior products and services, FIT Cosmetics will continue to carry out more meaningful activities for the community and for the overall development of society.

08

Westfood launches “Trade Union House” program to help improve housing for workers

“Trade Union House” is one of the activities which have a deep and wide influence, embraces practical meanings and to express the spirit of solidarity, the spirit of “the good leaves protect the worn-out leaves” to laborers in Westfood.



With the goal to take care of life, social security as well as the rights of the laborers, at the end of July, representatives of the Westfood Company and Labor Union of Can Tho City has handed over the **“Trade Union House”** to Mrs. Nguyen Thi Ngoc Han, an employee who has worked for and accompanied with Westfood for 8 years but has been in trouble with housing condition. With the amount of 40 million dongs supporting money from the “Trade Union House” program, Mrs. Han has been facilitated to repair the house, stabilize her life and continue to work for a long time.

Determining that supporting for the construction of houses under the **“Trade Union House”** program is a meaningful activity, which is to help laborers with difficult circumstances


have conditions to stabilize their lives, from 2011 up to presents, the company's trade union has reviewed and supported workers who are working at Westfood with difficulties in housing. We have supported laborers to repair and build 06 new houses with a total value of about VND 240 million. The **"Trade Union House"** program conveys a deep social meaning, expressing the spirit of solidarity, mutual affection, and willingness to share of the Westfood Leadership Board and the company's trade union towards the people who are in difficult circumstances. These activities have encouraged and foster their spirit, assist them to get up again in life and fulfill their assigned tasks.


Especially, since becoming a member of FIT Group, besides aiming to become the biggest canned fruit producing and exporting company in Vietnam, meeting the international standards and being the example of reliable image building of Vietnam's agricultural products on the international market, Westfood always prioritize the corporate social responsibility of company as oriented by the parent company. In addition to the **"Trade Union House"** program, Westfood and its subsidiaries in the same FIT Group will strive to carry out more social activities with larger scale in order to contribute to improving society's life, to build a better and better community.

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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