



IR NEWSLETTER

July 2019

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OGSM in the first 6 months of 2019: F.I.T Group focuses on maximizing the resources to complete 2019's objective

Reviewing and re-evaluating implementation of OGSM plan for the first half of 2019 and continuing to make effort to improve the plan for the second half of 2019 is the spirit of F.I.T Group throughout four hours of OGSM preliminary review ceremony for the first 6 months of 2019 in Hanoi.

In the morning of July 31, 2019, F.I.T Group held the OGSM preliminary review ceremony for the first 6 months of 2019 at Hanoi Hall. The event is a unique feature in the managing philosophy of F.I.T Group since its early days of establishment. It is run by Ms. Nguyen Thi Minh Nguyet, General Director of F.I.T Group.



Ms. Nguyet Thi Minh Nguyet (General Director of F.I.T Group) – the meeting moderator

In the event, the departments reviewed the plan's first 6 months, evaluated the completed and **uncompleted work** in the first half of 2019. The last 6 months of 2019 plan of departments also received comments from F.I.T Group's General Director and officers. All together towards the core goal of the group "F.I.T is an effective investment firm which raises benefits of shareholders by its series of various consultant products, qualified portfolio and professional staffs".



Staffs of FIT Group in the event

In 2019's second half, F.I.T Group continues to focus on the strategy of developing and supporting member companies. It will continue to promote investments in its businesses with pharmaceuticals,

consumer goods and agriculture as the cores and continue to maintain and promote investment strengths. In addition, it also keeps promoting production capacity, infrastructure investment and potential large projects to enhance business efficiency in member companies.



F.I.T. GROUP committed at the first 6 months of 2019's preliminary review ceremony

At the end of the ceremony, all leaders and staffs of multi-corporation jointly implemented their culture to commit to the goal in accordance with the managing philosophy set by the board of management. All leaders and employees determined to focus on maximizing resources to complete 2019's plan.

OGSM is a mechanism which helps F.I.T build up and raise the power of the whole company, from staffs of and affiliates to leaders. With the mechanism, the firm can reach to a united and sustainable development in the past, present and future.

OGSM includes: Objective – main targets; Goals – specific goals for every year to ensure main targets; Strategies include specific activities to ensure goals; Measurements for carrying out strategies.

*– Being united to follow the core belief **"F.I.T is an effective investment firm which raises benefits of shareholders by its series of various consultant products, qualified portfolio and professional staff"**.*

– Setting up goals for every year to ensure the main targets. The goals are set up beyond the existing sources.

– Outlining strategies and plans which focus on how to reach main targets consistently and effectively without wasting sources and time.

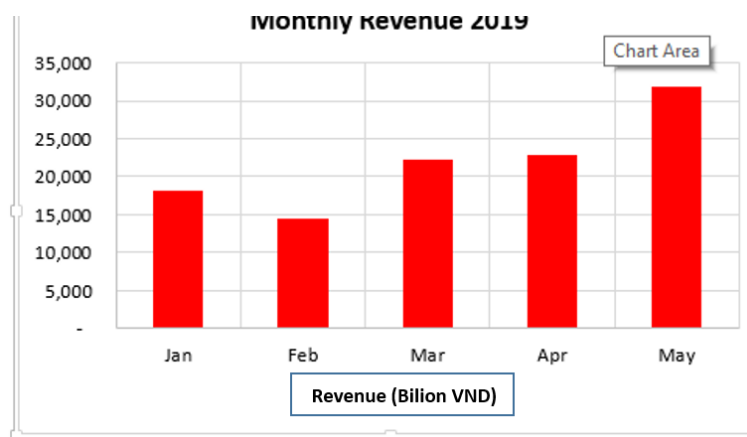
– Building up measurements for management, supervision, assessment as well as adjusting plans in time.

At F.I.T, OGSM of the firm, departments and individuals are set up at the beginning of year. Every year, the firm hosts two OGSM Days. The first one is held at the beginning of year to assess and popularize OGSMs so that every member can clearly understand about its targets and plans for the year. The second day is held at the middle of year to assess and supervise the execution of OGSM in order to adjust in time.

The new milestone of Vikoda

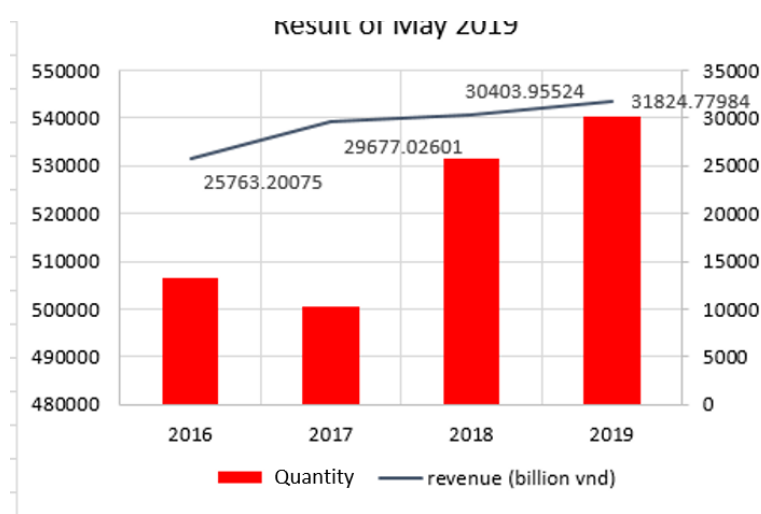
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In 2019, there is a significant transform of Vikoda's business strategy. From the beginning of 2019, the entire management board and Vikoda's officers have set a very challenging target: Revenue growth is 75% compared to 2018. Besides profit target, not only stop at the end of the loss, it also sets a target of 25 billion dong of pre-tax profit. This is not an easy plan to implement in the context of increasing competition (Beverage) with the participation of many foreign corporations and companies. Until May 2019, the strategic determination and change in production and business has been gradually showed a very bright picture.



Monthly Revenue of Vikoda in Jan – May 2019

The first figures of the turnover situation of enterprises show continuous growth over the months (except for the February figure, due to the Tet holiday when people consume beer more). Looking more specifically and further, May 2019 marked Vikoda’s new milestone in the process of formation and development. May’s revenue reached a record since Vikoda officially became a member of F.I.T Group



Revenue of May 2016 to May 2019

Similar to the steady monthly growth results in 2019, May’s business results also recorded steady growth since 2016. This revenue growth can be judged to be certain when derived from output. This shows that the level of trust and preference of Vikoda’s products is increasing by time. To achieve this result, Vikoda has taken many measures to improve the quality and form of the product to make a better impression and trust with customers.

Millions VND	Jan -May 2019	Jan to May 2019	% Actual 2019	Actual 2018	% Actual 2018 compare vs 2019
Revenue	108.028	133.731	80.8%	98.181	110.0%
Investment	63.053	80.78	78.1%	53.377	118.1%
Gross Profit	44.975	52.951	84.9%	44.804	100.3%
Gross Profit Margin	41.63%	39,59%		43%	
Selling fee	29.206	43.227	67.6%	34.545	84.5%
Management fee	6.506	6.865	94.8%	9.253	70.3%
Profit from Contracts	5.083	1.346	377.6%	-477	

Revenue of Vikoda 2019

Typically, changing the packaging design of Vikoda mineral water brand has made a very positive feedback from most consumers. Besides improvements in design and quality, Vikoda actively changes marketing forms and sales systems to bring products to consumers more effectively, thereby increasing the company's revenue.



Looking at the data of the first 5 months of 2019, we can see that although the actual revenue result in 2019 has not reached the plan, but with the effective management of selling expenses as well the streamlining of the apparatus helps Vikoda's profits have achieved outstanding growth. Not only Vikoda has escaped from the loss of 2018, but also in 2019, the determination and efforts of all Vikoda's leaders and employees are gradually transformed into impressive results. The reorganization of sales and marketing forms helped Vikoda to reduce costs but still increase sales of products. It can be said that this is one of the key points to contribute to Vikoda's success in the first 5 months and create a new milestone.

All staffs of Vikoda committed to continue their efforts and determination to maintain the growth momentum in the remaining months of 2019.

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Duoc Cuu Long toward leading the market of capsule in Vietnam

Duoc Cuu Long is continually keeping the heading position in manufacturing capsules of the pharmaceutical market with 7 billion USD in Vietnam at more than 40% of market share.

Pharmaceutical industry in Vietnam has a valuation of 7 billion USD, proclaimed by Drug Administration of Vietnam, Ministry of Health in 2019 and expected to exceed to 7.7 billion USD in 2021. In Vietnam, medicines now are made up 2 main types which are tablets and capsules.



Empty capsules produced by Duoc Cuu Long

Among them, capsules are preferred by domestic manufacturers because of its significant advantages. Capsules is divided up 2 parts which are capsules and powdered medicine. Putting powered medicine into the empty capsules can help to avoid smell of medicine, avoid the influences from environment such as light, humid, temperature and support patients to use easilier than tablets.

Until 2019, market value of producing capsules is rising to about USD 60 million. Among them, nearly 50% is imported from oversea. Duoc Cuu Long is one of the pioneer company in Vietnam that invests the manufacturing factory for empty capsules. Domestic empty capsules production has more benefits than importing from other countries, support the domestic pharmacy enterprise to decline the input cost, from that, the price of medicine reduces properly and bring more advantages to customers. Therefore, recent years, the factory of capsules of Duoc Cuu Long has been fully operational, serve the high demand inside the country and open new opportunities to abroad market. Beside pharmaceuticals and medical equipment, empty capsules is expecting to contribute mainly to the income of Duoc Cuu Long this year and next year.



Empty capsules manufacturing chain of Duoc Cuu Long imported in Canada

Duoc Cuu Long is a company with more than 40 years of history in Vietnam market. Since 1st quarter of 2015, Duoc Cuu Long has belonged to F.I.T group. Duoc Cuu Long has made an effort for the mission to connect and improve public life through the best health solution. The board with all members of Duoc Cuu Long has been trying to make Duoc Cuu Long to become a pharmaceutical company Vietnam considered as the best by patients, staffs, partners through creative products and services, easy approach and the best caring. Since it became a member of FIT Group, with the role of the mother company, Duoc Cuu Long invested big projects and widen efficiency of other working parts. The process of re-structure and investment in Duoc Cuu Long is gradually completing, will bring significant results in the future, encourage the company to be a leading pharmaceutical company in Vietnam

5 products of FIT Cosmetics honored with Top 100 best products and services for families and children

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For the first time in the history of FIT Cosmetics, all of five products including Tero neutral detergents, Tero bio-dishwashing liquid, Dr. Clean hand wash, Dr. Clean kid toothpaste, Dr. Kool toothpaste were honored by consumers to Top 100 best service products for families and children in 2019.

In Hanoi, On June 29 2019, FIT Cosmetics was awarded as the company for “Top 100 products, best services for families, children for the sixth time, 2019” which was voted by consumers all over binhchonvn.vn website, organized by Labor & Social Newspaper (Dan Sinh E-newspaper) in coordination with Family and Children Magazine, Vietnam Family Newspaper.



FIT Cosmetic honored with Top 100 best products and services for families and children.

Especially, in this sixth edition of this award, FIT Cosmetics took the 5-course history of the company when five product lines of FIT Cosmetics all reached the Top 100 products, best service for families and children. They are Tero neutral washing water, Tero biological dishwashing liquid, Dr. Clean hand wash and Dr. Kool children's toothpaste and Dr. Kool toothpaste.



5 products of FIT Cosmetics granted to Top 100 best products and services for families and children.

These five products was voted by the people have proved the relentless efforts of FIT Cosmetics in the study of products, the interest in consumers of using healthy products through personal and family caring brands.

The award will be the driving force, along with the quality investment from the mother group FIT Group to FIT Cosmetics to continue to constantly research and develop, in order to improve the quality of the existing products and develop new product line, so that is more diversified with outstanding features and superiority that is suitable for Vietnamese consumers. It helps FIT Cosmetics to affirm its reputation in the market of personal caring products and fulfill the mission of connecting and improving the lives of Vietnamese people.

FIT Group sponsors the 2019 National Youth Golf Championship

VJO 2019 – The Vietnam National Youth Golf Championship was successfully held from July 12-14 in Cam Ranh, Khanh Hoa. The tournament gathered more than 120 excellent domestic and international golfers which was the most number of golfers in the history of VJO.



FIT nhà tài trợ chính thức của VJO 2019

VJO 2019 is divided into groups for men and women regarding age range such as U9, U13, U15, U18 and U21. The fierce competition from the first rounds has created an unpredictable tournament for Golf's champions. Eventually, Hanako Kawasaki has excellently won the league championship with an impressive score of -8 strokes. This is the second time that this Japanese-Vietnamese Golfer has won the 1st prize. Before, she had got the champion in 2017.



Tay Golf Hanako Kawasaki dành chiến thắng tại VJO 2019 , giải đấu do FIT tài trợ

FIT Group is the official sponsor of VJO 2019 along with other Golf tournaments of Vietnam Golf Federation in 2019. This affirms the right direction since the establishment of FIT Group whose the Board of Directors as well as the FIT team to prioritize voluntary activities and social activities such as career orientation seminars with students, sponsor activities for sports tournaments such as golf tournaments, local football tournaments, medical treatment examination, medicine distribution for people in remote areas in Ca Mau and Vietnamese community in Cambodia.

In the coming time, FIT Group will continue its commitment to contribute its efforts to the general development of the community with more meaningful and practical social activities.

FIT sponsors medical examination, free medicine distribution and gifts for over 1000 people in Ca Mau

More than 1000 free medical examinations and over 1000 gifts were given to people in Phu Hung commune, Cai Nuo and Ca Mau last weekend on July 13-14 on the occasion of Health Care Program – Distributing medicine – Giving gifts to more than 1000 people which organized by FIT Group with Dong Ngon MT charity group and charitable organizations and individuals.



Specifically, people in Phu Hung commune have been examined by doctors for free, along with suitable medicines delivery for each type of disease, including drug products from Cuu Long Pharmaceutical Company, a member of FIT Group. More than 1000 gifts including toothpaste, toothbrush Dr. Kool, new backpacks, new clothes ... were also given to the children at Phu Hung that help children get excited for the upcoming new school year.



Since it established, FIT Group has dignified social responsibility and love sharing with the community, enhanced the spirit of mutual affection for the sustainable development of society. Monthly volunteer programs, health care programs in remote provinces, sponsorship of local seminars, sports tournaments are always prioritized by the FIT Group in our work plans. The Board of Management and Group's employees will maintain and promote the orientation for the common community development in the coming time with more practical and meaningful programs.

FIT continues to share with children at the National Pediatric Hospital

250 sets of rice and 200 moon cakes were handed out to patients and their families in July Sharing at National Pediatric Hospital.

The regular charity activity in July continued to come to the children at the National Pediatric Hospital on Saturday morning, July 13th. 250 meals and 200 moon cakes were handed to the patients and patients' families by FIT, Com Yeu Thuong group and Ms Chi who is FIT's food expert.



FIT's officers at the National Pediatric Hospital in the morning of July 13

FIT's team and Com Yeu Thuong team hope to share spiritually with the children through small meals and help patients quickly get a good health.



250 rice and 200 moon cakes were given to the patients

Love sharing is the traditional activity of FIT and takes place once a month at hospitals and social protection centers in areas where FIT operates. Responsibility to society and community is always one of the orientations determined by FIT in the process of enterprises' formation and development.



FIT and Loving Rice co-organized by Love Sharing activity in July

In the coming time, FIT will continue voluntary activities for community to build a civilized society and sustainable development.

A Vietnamese–Japanese Golfer – The Champion VJO 2019 sponsored by Vikoda

08

Hanako Kawasaki has excellently won the National Youth Golf Championship 2019 sponsored by Vikoda in Cam Ranh, Khanh Hoa.

2019 VJO National Youth Golf Championship has been done successfully from July 12 to 14, at KL Golf Link golf course, Cam Ranh, Khanh Hoa. More than 120 young golfers have participated in the competition this time to create a great tournament with the most number of golfers participating in the history of VJO.



After three days of competition under 37°C, the champion of VJO 2019 was risen. Especially, this noble position belonged to a golfer with Vietnamese – Japanese bloodlines who is Hanako Kawasaki with impressive achievements – 8 sticks. This is the second time she has won the VJO, before that she won the final victory in 2017.



Vikoda – Danh Thanh is the official sponsor of the most prestigious golf tournament in Khanh Hoa for VJO 2019. This affirmed the first position of Vikoda’s natural mineral water in the central region.



Vikoda nhà tài trợ chính thức của Golf news, kênh truyền hình về GOLF số 1 Việt Nam

Aiming to become a strong Vietnamese brand and contribute to improve Vietnamese people’s health and bring Vietnam’s natural mineral water to the world, in the future, besides researching and developing quality products, Vikoda will continue to accompany many social activities to create an image of not only an efficient business but also a sustainable development in accordance with the orientation that FIT Group set up for all member companies in the same system.

Monthly IR is for the purpose of providing the overview of FIT Group to Investors, Shareholders, Communication and staff then can value the true value of F.I.T.

Besides, monthly IR shows the transparent, publicity and respect of F.I.T to related parties, partners to ensure the effective, sustainable corporation.

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