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(FIT) GROUP

FIT Cosmetics 2020: Time to reap the first sweet fruits

Last several years, the brand Dr. Clean became a "hot trend" name in the Vietnamese consumer market. Few people knew, Dr. Clean is owned by FIT Cosmetics, a member company of FIT Group. The strong growth of Dr. Clean in the first 3 months of 2020 has helped FIT Cosmetics record breakthrough business results, opening up impressive growth potential for the whole 2020.

FIT Cosmetics' sales have started to surge since February 2020, when the Covid 19 epidemic began to burst out in Vietnam. There's no prior history the demand of buying hand sanitizer has been increased so robustly as the present. Among the names, Dr. Clean has become one of the most sought products in stores, supermarkets and online sales channels. Specifically, more than 281,000 Dr. Clean products was sold in February 2020, contributing significantly to the total revenue of more than 16.6 billion of FIT Cosmetics, nearly 4 times in comparison to the same period in 2019 (4.3 billion). Profit before tax recorded at 1.7 billion, a fair result for a business that has just undergone a comprehensive restructuring.

By the end of March 2020, FIT Cosmetics' revenue was 16.5 billion, profit before tax was 1.8 billion. Causing influence to the overall results of the first quarter of 2020, the revenue was 37.9 billion and the profit before tax was 389 million. Undoubtedly, these numbers reflect the sharp growth of FIT Cosmetics and usher in a prospective 2020.



It can be said that, while large and small businesses in Vietnam are substantially affected by Covid 19, FIT Cosmetics is one of the exceptional businesses to track down advancement opportunities during the pandemic. There will be ideas that FIT Cosmetics is fortunate because the epidemic season is the golden time to boost sales of personal care products in general and antibacterial hand sanitizer in particular. However, without banking on existent production capacity, FIT Cosmetics would not be able to supply the market demand. In particular, in the context of the widespreading Covid 19 epidemic, FIT Cosmetics has promptly re-launched the Dr. Dry Hand Gel series Dr.Clean which is very useful to help people prevent the epidemic effectively. Owning the initiative in manufacturing, combined with acumen and timely capturing market trends, FIT Cosmetics is presenting that the company is set up to compete with well-known brands in Vietnam consumer goods industry.

In addition to Dr. Clean, FIT Cosmetics also possesses other famous brands such as: laundry detergent, fabric softener – Tero, Ocleen – home cleaning products, Nuwhite shower gel, … which are currently available at more than 100,000 retail outlets across Vietnam as well as many reputable e-commerce channels. The robust growth of Dr. Clean is the perfect stepping stone for FIT Cosmetics to proceed promoting its key products. Besides modern production lines at the factory in Long An, along with the flexibility in business planning, FIT Cosmetics is being fully proactive in sophisticated market movements.



Beyond manufaturing & trading, FIT Cosmetics constantly focuses on carrying out social activities, sharing responsibility with the community towards long-term and sustainable development. Most recently, FIT Cosmetics organized the program *"Joining hands with Dr. Clean to protect public health – Give love, do not give bacteria"* at Nguyen Tri Phuong Hospital – HCM city, drawn a lot of attention from the community.



Officially joining FIT Group since 2017, after 8 years of operation under the brandname of Sao Nam, FIT Cosmetics today has grown and become one of the leading cosmetics manufacturing enterprises in Vietnam. Along with the desire to bring about contentment, joyfulness and acceptance to consumers, FIT Cosmetics unceasingly researches and develops green, convenient and quality product lines based on "Korean technology, for the Vietnamese ". 2020 is expected to be a vivid year for FIT Cosmetics, when the company reaps the first achievement after 3 years of comprehensive restructuring. After all, it is also a worthy result for the efforts, solidarity and striving of the entire company leadership and staff.

FIT Cosmetics proceeds to unite their efforts for the community, providing special prices for purchasing Dr.Clean products

During the period from May 1st to May 31st 2020, FIT Cosmetics apply a special price support policy, discounting on dairy products, started from the rate of 30% for objects of schools, organizations and enterprises when purchasing antibacterial hand wash, non-water hand wash gel Dr.Clean.

Despite the fact that the epidemic context is showing signs of being under control, as of the morning of April 28th, there have been 12 consecutive days in Vietnam where no new cases have been recorded in the community, but for personal and the whole society health protection, people still need to maintain regulations on epidemics prevention, especially the habit of regular hand washing with hand sanitizer or antiseptic gel.

In the context of the whole country unitedly joining together, committed to tackle the Covid-19 epidemic, from May 1st to May 31st of 2020, alongside with the togetherness spirit to protect the public health, FIT Cosmetics will apply special price support policy, discount from 30% of the order value of Dr.Clean's product line, including germicidal hand sanitizer and non-water hand gel for students of school units, organizations and enterprises nationwide.



Dr.Clean products applied the price support policy

In addition to the special price support policy, FIT Cosmetics also encourages, calls on the whole society to join hands in combating the disease, especially for each individual who needs to raise their awareness of taking care of their own health, their family and people around them, putting a target of a safe and healthy community.

Dr.Clean has been with FIT Cosmetics for more than 10 years in the market with the ability to clean up to 99.9% of harmful bacteria, prevent bacteria from spreading disease through hands. Dr Clean has been coorporating with FIT Cosmetics to uphold high mission of caring and protecting the Vietnamese health, ensuring to bring about stable & sustainable values to the society.

That is also the secret for the Dr.Clean brand to be constantly reinforced in consumers' minds, keeping FIT Cosmetics stand firmly in the market over the years. Along with the thorough policy from the parent company FIT Group, FIT Cosmetics will continue to research and launch safer, higher quality as also superior product lines, bringing FIT Cosmetics to a new & upgraded level, arise to become one of the Top 05 leading consumer goods companies in Vietnam.

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Westfood actively prevented Covid 19, stabilizing production and business activities

Based on instructions from FIT Group's parent company, Westfood has been urgently acting decisively the measures to prevent the disease safely & effectively at the company, protect employees' health then stabilize manufacturing business operations.

In the past time, facing the risk of the Covid 19 pandemic, to ensure stable production and business activities, as well as protect the health insurance of employees, maintain continuous production, meet domestic and foreign orders, comply with Official Dispatch No.14/2020 of the FIT Group on the prevention of Covid 19 disease and instructions of the state, health agencies on pandemic prevention, The Board of Directors of the Company has quickly issued notices and directed all officials and employees to implement measures to prevent epidemics to minimize the spread of infection, specifically:

- 1. Allocating 6,100 medical masks and 1,400 cloth masks (reused) to all officials and employees in the company, it is compulsory to wear masks in offices, factories areas and in case going out.
- 2. Arranging 75° alcohol sprayers around factories and offices to sanitizing hands.
- 3. Organizing more than 10 rounds of Vitamin C intake for the whole company's employees periodically to enhance resistance.



- 4. Conducting mandatory temperature measurement when employees, customers come to the company, fulfiling a medical declaration is compulsory according to the Company's regulations.
- 5. Sanitation guidance, notification of the the Covid 19 pandemic's status, do not gathering are regularly urged and propagandize reminders to all workers by all departments and workshops, for everyone to voluntarily prevent and control epidemics, ensure business production for the company. Seriously penalizing if employees do not follow the regulations issued.
- 6. If the pandemic is serious, be prepaired to halt production to ensure the health of employees.



Westfood employees are required to clean their hands before entering or exiting the factories

In an interview with Can Tho News Department, Mr. Dinh Thuy Dieu Binh, Production Manager of the company shared: "The company has allocated masks and vitamin C to employees to increase resistance, then measured body temperature, guiding out workmates to wash hands properly. At the same time, tools such as alcohol sprayers, hygiene, labor protection are fully prepared. The company facilitates for the employees that well, I personally feel very secured. "

In 2019, Westfood exports to 150 countries, reaching a turnover of over VND 270 billion. In early 2020, when the Covid 19 epidemic appeared in Vietnam, the number of workers decreased by more than 10%. Facing the increasingly unpredictable situation of the pandemic, to maintain production and business activities, Westfood Board of Directors decided to invest in automatic weighing and packaging machines for IQF frozen products of over VND 9 billion, capacity reaching 3600 products / hour, and investing more than 12 billion lines to pack 200g and 120g fruit plastic cups with a capacity of 5400 cups /hour.

New technologies can both solve the labor shortage and effectively handle microorganisms, contributing to improving product quality. In addition, packaging products have also been restructured from large to small

categories for the retail market so that online sales channels are easy to serve directly to consumers. Thanks to that, the partners continued to sign with Westfood, Q1 sales reached 73.5 billion, boosted up 11% compared to the same period last year. Currently, some countries around the world have declared a state of emergency and blockage to prevent the Covid-19 epidemic, for that reason, the purchasing & trade capacity are being narrowed. This circumstance causes great difficulties for Vietnam's export enterprises in European and American markets. However, this is also a test for Westfood to be more active, flexible, creative, be able to overcome challenges, be more stable, bringing Westfood to proceeding towards the goal of becoming the largest fruit production and export company in Vietnam, meeting the international standards, being a model to build a reliable image of Vietnamese agricultural products in the international market.

Westfood General Meeting of Shareholders: Proceed focusing on promoting resources for longterm development strategy

On April 27th, 2020, the General Congress of Shareholders of Western Food Export Processing Joint Stock Company (Westfood) officially took place in Hanoi.

The Congress approved the Report on production and business results in 2019 and business plan in 2020; Audited financial statements of 2020; as well as other issues under the authority of the General congress of Shareholders.



In the first half of 2019, especially in the second quarter, Westfood has achieved impressive profit results, exceeding the target and growing more than 40% in profit. However, in the second half of 2019, West food encountered many difficulties in purchasing raw materials because the South witnessed adverse weather and crop failures, resulting in the purchase price of many agricultural products in excess of the permitted level. The main product was pineapple with high price, sometimes doubling compared to the plan; mangoes are strongly competed from Chinese customers for purchasing with low ripeness compared to processing standards; At the same time, canned fruits are strongly competitive from Thailand due to lower raw material prices than Vietnam; ... these factors made Westfood's annual revenue decline and drag the whole year profit down. The total net revenue in 2019 reached VND 253 billion, down 12.7% compared to 2018, reaching 72% of the plan in 2019. Although the after-tax profit reached VND 7.42 billion, which only finalize 35% in comparison to the annual plan. However, that is the result of the efforts and determination of the Board of Directors as also all employees in all stages from manufacturing to transaction.

In addition to the reduction in revenue, in terms of domestic market, Westfood has started distributing products to large supermarket chains, expanding distribution channels as well as varied customers, optimizing all company's resources. This assists strengthen the Westfood brand and open up new business opportunities for the company. The trial planting of MD2 pineapple has also recorded success. Westfood remains its way on investing in developing this project.

In early 2020, the whole world economic market was strongly affected by the impact of the Covid pandemic 19. Almost every country had to face an unprecedented severe crisis, Vietnam had an impact forcefully and directly, both demand side and supply side. Coping with the knotty situation of the raw material market and the current disease circumstances, in 2020, Westfood's Board of Directors has set a target with net revenue of 331.03 billion dong, after-tax profit of 21.60 billion dong. Under this plot, Westfood retains concentrate on promoting resources for long-term development strategies such as investing, upgrading machines and equipment to enhance production capacity, developing new products to meet the needs of increasingly diversed markets. In order to minimize production interruption due to the seasonality of agricultural products, Westfood will promote the storage of raw materials, remaining broaden the MD2 pineapple nursery to expand its own material areas, creating a competitive advantage with businesses in the same industry. Sales & marketing strategies will be development, sales activities in key countries such as Japan, Korea, the USA and Europe; Besides, Westfood will also continue to bring the company's products to the domestic market through large supermarkets such as Coopmart, Lotte, Emart, … and convenient chain stores such as Circle K, 7eleven. , …

2020 is probably the year of many transitions for Vietnamese economy in general and Westfood in particular, yet alongside the sustainable development strategy, the strong investment and the right and timely orientation from FIT holding company as also the determination of the Board of Directors and all employees will create the overall strength to help Westfood overcome all difficulties and challenges, gradually conquer the international and domestic market with good quality products, laying a solid foundation, making Westfood become one of the leading fruit processing and export companies in Vietnam, a reliable and reputable partner with international customers.

Vikoda Soda – The primary natural soda water in Vietnam

Launched in late January 2020, Soda is the following label to the merge the list of products branded Vikoda – natural mineral water brand owning the 30-year history of establishment and development in Vietnam.

Placed in service to the market in 1990, the brand Danh Thanh – Vikoda natural mineral water belongs to Khanh Hoa Mineral Water JSC has made a mark upon customers' mind, becoming well-known to all families. Carrying the desire to build new product lines from natural mineral water, so as to meet the diverse consumers demands, yet still be nutritious and healthy, Vikoda has researched then launched the product lines Soda – the first unique Vietnamese soda brand.



Soda is originally a type of sparkling beverage, with the main ingredient is non-alcoholic water and sodium carbonate salt. This is a long-standing drink, which is still used by people from the 17th century to the present day. According to health experts, soda also has the ability to support the digestive system and body's gallbladder, helpful to improve the digestive system, reduces high constipation rates, skin beatifying and anti-aging.

Distinct from other soda products in the market, Vikoda Soda is the first soda product line in Vietnam produced from 100% natural alkaline mineral water, canned at the rare mineral source - Thanh Danh. Owning self-contained and up-to-date production technology, Vikoda Soda not only brings about a refreshing and cool feeling, but also contains high refreshing value, but also contains lots of essential natural minerals such as Ca, Mg, K, Na ... helps increase resistance, good for people's health. Apart from drinking directly, Vikoda Soda can also be mixed with many other products such as fruit, syrup, ice cream or milk, ... to prepair many different flavors and drinks, making appealing soda drinks with lots of flavor.

In these times, people tend to be keen on refreshing yet still nutritious and healthy drinks. As the forthcoming brand name to join the list of products branded Vikoda - Danh Thạnh, developed by a youthful, valid, characteristic, dynamic, confident, captivated by exploring new things, artistic such professional bartenders, Vikoda Soda promises to help Khanh Hoa Mineral Water JSC to expand distribution channels and customer groups, contributing to strengthening and improving the brand identity of Danh Thanh - Vikoda, natural mineral water brand with 30 years of history of formation and development in Vietnam.

Having a dedicated team with serious investment in both image and product quality, Vikoda Soda as well as other products pledge to obtain many opportunities to create a breakthrough, taking control of Vietnam market, implementing the mission of bringing Vietnam's great natural mineral water to the world as a strategy that FIT Group - the parent company has oriented.

The return of Sumo Mineral Energy Drink – The only line of product manufactured on natural mineral base

Researched and developed from rare and valuable mineral water of Danh Thanh, Sumo mineral energy drink with typical and delicious flavor, healthy and suitable for the Vietnamese taste, deliver a refreshing & energetic feeling to easily conquer all goals and challenges.

Modern life with increasingly serious environmental pollution, rising epidemics and heavy work pressure make people vulnerable to stress, fatigue and lack of energy. These are the moments when the body needs a source of energizing energy, restoring strength, awakening alertness to continue conquering all targets and difficulties. As a brand of natural mineral energy drinks associated with childhood of many generations, recently, Khanh Hoa Mineral Water Joint Stock Company (Danh Thanh – Vikoda) has re-launched Sumo mineral energy drink with new appearance – modern, youthful and diverse product lines, more attractive, appropriate for everyone, giving consumers more options in daily life.



Accordingly, the product is a wonderful, unique combination of Danh Thanh natural mineral water which is rich in natural minerals such as Ca, Mg, Na, K, HCO3 ... and also the ingredients Taurine, Inositol & vitamin B6, Sumo Mineral Energy Drink not only replenish energy immediately, bring about a sense of alertness, but also help people become healthier, more resilient after exhaustedly and stressfully after playing sports, working or studying. Using Sumo mineral energy drink, every day will always be full of liveliness, helping people become "Stronger in Willpower – Tougher skill & spirit ".



Yellow Sumo energy drink, cafe and strawberry flavor - a wide range of options for consumers

It is the only Vietnamese energy drink produced on the natural mineral base by Khanh Hoa Mineral Water JSC – a reputable and well-known enterprise with over 30 years of experience in the market of Sumo mineral water and energy drink. Not only helps to awaken energy in the body but also increases the resistance, good for people's health, as follows the company's good mission, which is to improve and enhance the health of Vietnamese people.

To affirm the reputation of a natural mineral water company with 30 years of establishment and development history in Vietnam, Danh Thanh – Vikoda always focuses on product development based on thorough research on tastes as well as demand of all types of consumers to meet the increasing demands of the market. Along with Sumo mineral energy drink and other products of the company, Đản Thạnh – Vikoda aspires to create a strong Vietnamese brand, not only leading the domestic beverage market but also reaching internationally, paring with friends around the world like the parent company FIT has invested and oriented.

The outstanding merits of Hand.Clean non-water



hand washing gel

Having its own exceptional advantages, right from the time of launching, Dr.Clean non-water hand washing gel has shortly become a sought-after & popular product.



Within the bounce of Covid 19, the whole world is concentrated upon an increasingly complicated context, washing your hands properly and frequently is one of the effective practices to protect yourselves and your familily's health, recommended by the World Health Organization (WHO). Presently in the market, there are many different types of dry hand sanitizer serving the urgent needs of people. Notably Dr.Clean non-water hand washing gel, manufactured by FIT Cosmetics JSC. Possessing superior upsides compared to equivalent products in the market, Dr. Clean's non-water hand washing gel is gradually acquiring trust from Vietnamese consumers:

1 – Rugged gel base structure, not only economical using but also enhancing cleaning efficiency.

Dr. Clean's non-water hand gel has a firmer gel structure than its similar products, so that the gel sticks to the skin longer than the liquid solution, increasing contact time between hand skin and solution, help clean the bacteria better. When the gel is squeezed onto a flat surface such as a wooden table, or glass, the gel will form a thick drop. When applying in the palm, due to exposure to body temperature, the surrounding will melt, the gel in the middle of the palm remains (illustration image).



Dr.Clean



Sản phẩm khác

(FIT) GROUP

2 – Supplement vitamin E keeping skin soft and smooth:

Orienting to the criteria of cleansing yet still protecting the hands skin, FIT Cosmetics has added a great deal of moisturizing Vitamin E in Dr. Clean's non-water hand washing gel ingredients, which is also one of the reasons helps Dr.Clean own thicker gel than conventional products, further retains soft & smooth feeling for hands after use. Particularly in epidemic season, despite washing hands many times a day with non-water hand washing gel – Dr. Clean, hands skin is not affected by chapped or discomfort, especially does not create a virtual clean feeling like many similar products.

3 – 99.9% bactericidal effect has been tested and certified by Pasteur Institute:

To clean bacteria, contact time between bacteria and hand-washing products is required. Dr.Clean has a thick gel structure that adheres to the hands skin, spending enough time to interact and clean bacteria with 99.9% efficiency tested and certified by Pasteur Institute, distinct from products which promptly evaporate when rubbed into palm, it does not bring about high efficiency in cleaning bacteria. As an illustration: Assuming in hands there were 100 bacteria, using Dr.Clean would be able to clean 99.9% of bacteria as Dr. Clean lasts longer on hands skin, not just cleans bacteria as also moisturizes. While using other products can only clean about 50% of bacteria (due to short contact time, the solution evaporates rapidly thus the effectiveness of bactericidal is not as expected).

4 – Light, pleasant fragrance

Dr. Clean's non-water hand gel has two prime scents, Green Tea and Lavender. Since the fragrance is composed of quite complex elements, to avoid irritating children's hands or sensitive skin, enhance the moisturizing effect to make skin smoother, Dr.Clean gel does not evaporate quickly, designed to be scented with a mild intensity but still effective and safe deodorant for the skin. If it is used properly as the instructions as rubbing your hands for 15-20 seconds, its fragrance spread out and last for at least 30 minutes. Dr.Clean has been considered as a favorite brand for more than 10 years in the market. It is also one of the most pioneering and famous product lines of FIT Cosmetics. Along with outstanding advantages, since its very first launch, Dr.Clean non-water handwashing gel has quickly become a popular product, especially in the current context of Covid 19 virus which is so easily contagious in the social community.

The development orientation of the parent company, FIT Group, in the coming time would be ongoing to support FIT Cosmetics to elaborate Dr.Clean to stand as the leading hand skin care brand in Vietnam as well as focusing on developing quality products that are finest for health, furnishing to the mission of connecting and protecting the lives of Vietnamese people.

All FIT join hands with Central Hospital for Tropical Medicine against Covid 19

(FIT) GROUT

In response to the call of the Prime Minister and the Central Committee of the Vietnam Fatherland Front for the people to support the prevention and controlling of the Covid-19 epidemic, on April 7th, 2020, representatives of FIT Group and other member companies has donated 2000 medical masks, more than 1200 bottles of Dr.Clean dry hand gel to Central Hospital 2, Hanoi; and also cash support for the Anti-Epidemic Program.

In the fight "Against the epidemic as against the enemy" in recent days, the image of doctors and nurses is compared to the white-shirted soldiers who have devoted themselves, not minding hazards, danger, dedicated their time day and night, not only own the wholeheartedness to cure, but also make psychological reassurance, motivate and care for patients to prevent the risk of Covid epidemic 19. All of that has left a good, deep impression, touched millions of Vietnamese hearts. Facing unpredictable and complicated epidemics which may drag on, Vietnam is in a period of high concentration to prevent community infection, accompanied with a high risk of contamination, medical staff teams are in urgent need of protection and caring from the whole community.



On the afternoon of April 7, 2020, following the call of Prime Minister Nguyen Xuan Phuc, owning a deep spirit of solidarity, willing to share difficulties, conduce more resources, strength and hope for doctors, medical staff at the front line against the epidemics in the area, FIT Group JSC's staff and its member companies contributed and joined hands to support the Central Tropical Hospital 2000 medical masks and more than 1200 bottles of Dr. Clean dry hand gel at Base 2, Dong Anh, Hanoi. As one of the frontline hospitals in Hanoi, the team of doctors and nurses at Central Tropical Hospital base 2 faced with many challenges during the treatment of patients with Covid 19, especially the patient's side effects of drugs through different treatment regimens, making doctors & nurses unceasingly solicitous, yet by the sacrifice, courage, wisdom and proudly bravery of the health sector, the hospital has cured dozens of infected patients. At the time of awarding, FIT Group also had the opportunity to share the joyfulness with the doctors and patients when the hospital had 11 more cases announced to be recovered, including: P21, P72, P84,



In addition to supporting the Central Tropical Hospital, alongside with the desire to join hands with the Government and the State in the fight against the pandemic, from the middle of February 2020, the Board of Directors of the Group has implemented the movement. "FIT joins hands to protect public health" to the whole Group, FIT and its subsidiaries have quickly made meaningful charity trips, such as Giving handwashing to people in hospitals, office facilities in the area; appoint experts to guide people to keep personal hygiene and wash their hands properly to repel bacteria, prevent infection in hospitals, ethnic minority markets, people in highland areas; distributing gifts and medicines to people including masks, antipyretic drugs Paracetamol, vitamin C to increase resistance ... Simultaneously, following the call of the Vietnam Fatherland Front, FIT Group has also rapidly sponsored 20 million VND, accompanied with the whole country to against the epidemic. Forward-looking, as the spirit of "Against the epidemic as against the enemy", FIT Group and its member companies will remain strictly implementing the decrees of the Prime Minister and the Ministry of Health, ensuring health and safety for employees, strengthening response measures, stabilizing the production and business status, further joining hands for the community to beat the epidemic.

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.

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