

# IR Newsletter

February 2018



## **F.I.T Group Joint Stock Company**

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**FIT executed “Cherishing Tet – Full Tet” in Lunar New Year of Dog** 01

**2017 – FIT promoted social responsibility activities** 02

**Danh Thanh Mineral water appeared on VTV1** 03

**Dr. Kool Junier with new banana flavor – Taking care of the children’s dental health** 04

## FIT executed “Cherishing Tet – Full Tet” in Lunar New Year of Dog

***Traditional New Year is the most important time of the year. New Year’s Eve is the time when the Vietnamese from every corner will return to their warm home. However, Tet is also a time when people in difficult circumstances, the lone elderly... extremely are in need of the encouragement, sharing love from society.***



Therefore, FIT has sponsored the program “Cherishing Tet” of the Hoa Chum Ngay volunteer group to bring a warm New Year for the difficult circumstances. This year’s “Cherishing Tet” campaign was aimed at the elderly and sick people, 84 elderly people at Phong Phu Binh Thai Nguyen camp and 10 at Soc Son leprosy camp were visited and given presents.

In 2017, FIT has participated in volunteer programs such as giving monthly vegetarian meals at hospitals in Hanoi; monthly cooperating to provide free medical treatment for poor people throughout the country; activities on the occasion of Mid-Autumn and New Year, etc.

Therefore, in 2018, the Board of Directors will continue to build the company in the direction of sustainable development, for the common development of the community and keep trying, actively participate in social activities, contributing to the improvement of the lives of the Vietnamese people.

## 2017 – FIT promoted social responsibility activities

In 2017, FIT and its affiliates have actively organized and participated in social activities in line with the strategy set for 2017 which is to build brands of FIT and member companies to become sustainably developing enterprises for the common development of society.



Social activities reflecting the corporate responsibility of FIT and its subsidiaries in 2017 were more diversified and larger than in previous years. Specifically:

- 3,000 vegetarian meals: donated at K hospital, institute of burn and acupuncture clinic
- 3,000 poor households: received medical assistance and gifts
- 10,000 barrels of Vikoda water: sponsored at major golf tournaments
- 13,000 presents: sponsored at Mid-Autumn Festival
- 100 million VND: Rocket donated to tropical hospital, repelled dengue fever
- And vocational activities, seminars for students



Looking ahead to 2018, FIT Group will continue to participate and carry out more extensive social activities, wishing to contribute to the development of society, improve the lives of the people of Vietnam.



## Danh Thanh Mineral water appeared on VTV1

**Following Tero, Danh Thanh is the second FIT brand to appear on VTV1's Lunch Business News. The Business and Finance news is delivered in the time frame from 12h40 to 13h00 from Monday to Friday every week on VTV1, updating the latest information on the financial market and getting the attention of the majority of the audience watching TV.**



With over 40 years of development, Danh Thanh has been a popular name in the country, especially in the Central provinces. With natural mineral water with pH above 8.5, exploited directly in one of the rare mineral water sources, Danh Thanh has made a big impression in the drinking water market in Vietnam. In particular, in 2017, Danh Thanh was honored to be chosen as a water sponsor for several important meetings of APEC Summit in Da Nang. And this is the opportunity for the company – representing the Vietnamese brands, promoting to international friends on rare natural mineral water, on the country's resource diversity as well as showing the strong development of Vietnamese brands.

Since becoming a member of FIT Group, Dang Thanh Vikoda has made great strides, it not only has reinforced the credibility of the long history but also on the way to the position of leading drinking water companies in Vietnam. With a development strategy that is focused on sustainable development, bringing health to consumers, Dang Thanh Vikoda has been trying to become a strong brand, not only in the country, but also in the international market.

## Dr. Kool Junier with new banana flavor – Taking care of the children’s dental health

***Following the success of of Dr. Kool Junior toothpaste with orange and strawberry flavor, Fit Cosmetics has just launched the new Dr.Kool Junior with banana flavor to add to your children’s choice.***

The dental care of children is something that all parents are now interested in and is a top priority in Vietnamese families. Although there are many kid toothpaste products on the market today, Dr.Kool Junior toothpaste lines with natural ingredients are now the parent’s choice.

Always loyal to the motto of diversifying products to serve the needs of consumers, FIT Cosmetics has launched Dr.Kool Junior toothpaste with new banana flavor to protect baby teeth and expand the choice for the children.



Baby teeth are a very sensitive part, so children’s eating habits accidentally cause tooth decay, wounds, and gum disease, etc. Understanding that, new banana-flavored Dr. Kool Junior is formed in high-grade gel made by advanced Korean technology containing 100% Xylitol which enhances its antibacterial properties to prevent cavities, ingredients of Flouride-free cream should be safe for your baby when swallowed. New Dr Kool Junior has a special formula that is not spicy along with the flavor of banana suitable for children’s preferences. In addition, banana-flavored Dr Kool Junior is also added with vitamins, nutrients to make their teeth healthy, shiny, and also stimulate them to brush more often.

Especially, besides the inherent advantages of the quality products, the favorite fragrances, the preferred ingredients, Banana Dr. Kool is also marketed by FIT Cosmetics at competitive prices compared to the same products to create favorable conditions for customers to use products in the most suitable and economical way.


Being rated as a toothpaste product able to create a strong competitive advantage in the Vietnamese market, the Dr. Kool Junior in particular and consumer products of FIT Cosmetics in general have many opportunities to create breakthrough, dominate the market, aiming to “raise the brand of Vietnam”. This is also the long-term strategy of FIT Cosmetics set by the parent company F.I.T. to raise FIT Cosmetics to the top five consumer goods companies in Vietnam with the mission to connect and improve the lives of Vietnamese consumers through the products and services of superior value.


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*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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