

BAO HUNG

INTERNATIONAL
JOINT STOCK COMPANY



COMPANY PROFILE

Bringing
natural origin
products to consumers
worldwide

1. CHAIRMAN'S MESSAGE



Dear Valued Customers, Partners, and Employees,

I am delighted and proud to have the opportunity to share with you the values and vision of Bao Hung International Joint Stock Company. With the vision of **"Providing high-quality natural-origin food to consumers worldwide"**, we continuously strive to deliver high-quality, safe, and health-friendly products to our consumers.

We understand that in today's modern world, there is an increasing emphasis on health and product quality. Therefore, Bao Hung is committed to always respecting and prioritizing the interests of our consumers, with the mission of **"Creating quality products that meet consumer needs"**.

To fulfill this mission, we continuously invest in technology, research, and product development, while maintaining strict production processes to ensure that every product meets the highest quality standards. Customer satisfaction and trust are the greatest motivation for us to confidently advance on our path of growth.

In addition, Bao Hung also focuses on creating a friendly working environment where every employee can maximize their potential and contribute to the company's success. The unity and collaboration among all departments are the foundation that enables the business to overcome any challenges and continuously move forward.

Looking toward the future, we are confident that with the support and trust of our valued customers and partners, Bao Hung International Joint Stock Company will continue to grow stronger, expand into international markets, and become a leading brand in the food industry.

We sincerely thank you for your continued support throughout our journey and look forward to receiving your trust and support in the future.

Best regards,

PHAN THI CHAM

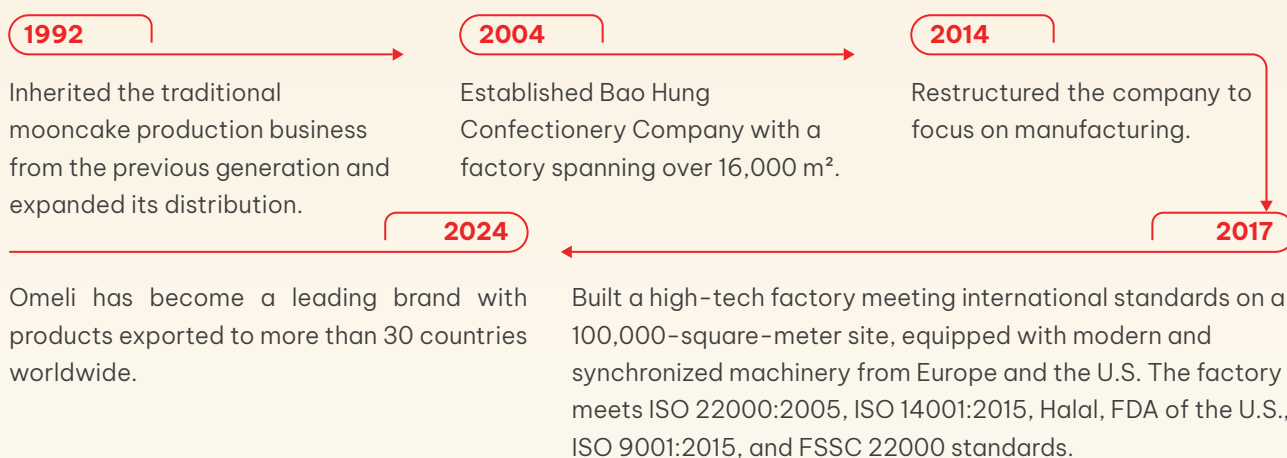
Chairman of the Board – Bao Hung International Joint Stock Company

2. ABOUT US



Bao Hung International Joint Stock Company originated from a family with a long-standing tradition of producing mooncakes, founded by Mrs. Phan Thi Cham and passed down through generations. Driven by the aspiration to deliver exquisite confectionery products to our valued customers, Bao Hung has continuously innovated and enhanced quality, establishing a strong brand with products now available in many countries worldwide

HISTORY OF DEVELOPMENT

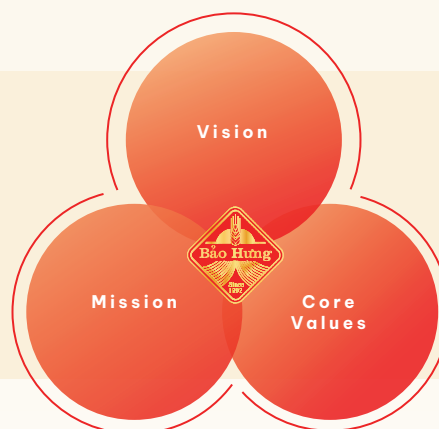


VISION

Providing high-quality, natural-origin food to consumers worldwide

MISSION

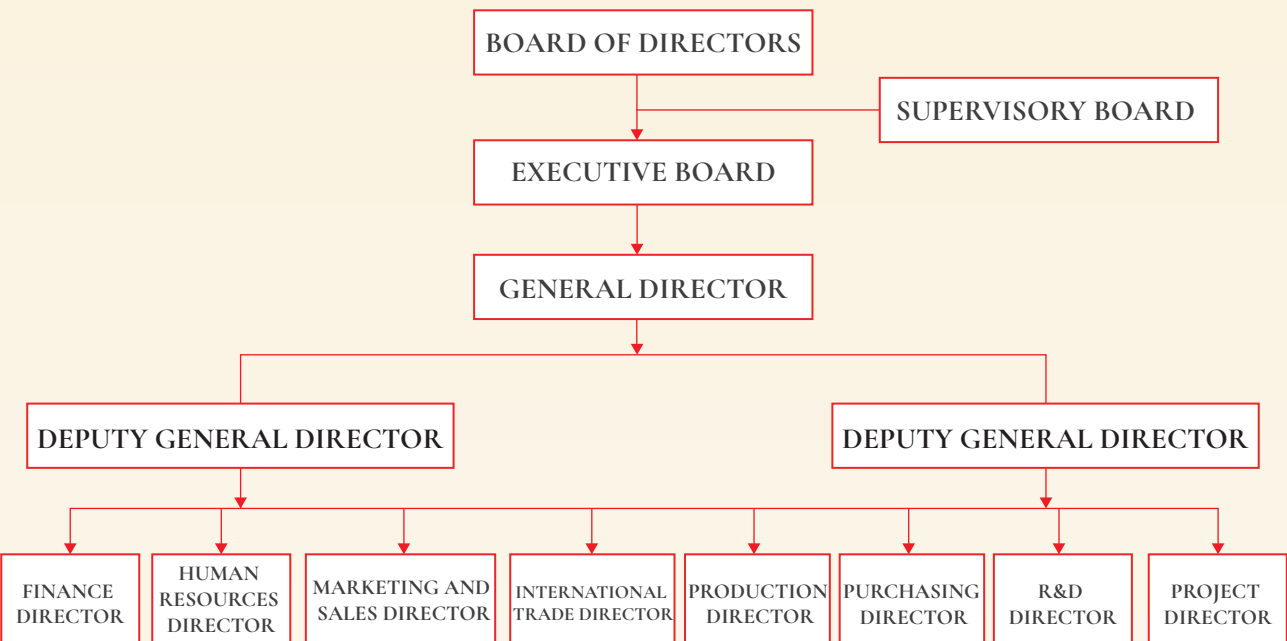
Creating quality products that meet consumer needs



CORE VALUES



3. ORGANIZATIONAL STRUCTURE



KEY PERSONNEL



Mrs
Phan Thi Cham
Chairman of the Board



Mr
Dao Duc Hung
General Director

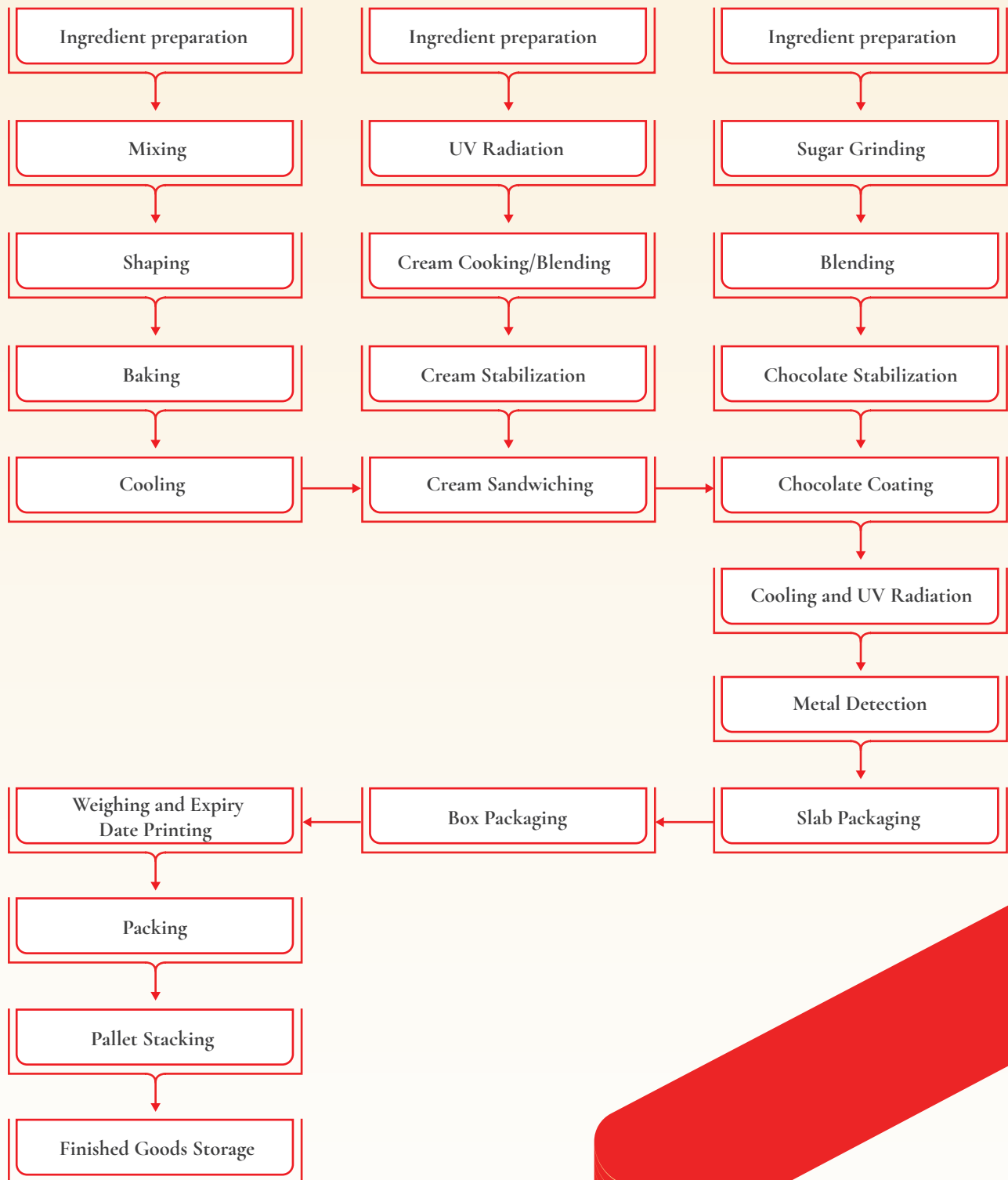


Mrs
Tran Thi Kim Giang
Deputy General Director/
International Trade Director



Mr
Dao Duc Bao
Deputy General
Director

4. PRODUCTION PROCESS



5. PRODUCTS



Butter Milk Layer



Swiss Roll



Chocolate Pie Donut



Chocolate Pie Premium

Bringing natural origin products
to consumers worldwide

Salted Egg Cheese Sauce Bread



Pork Floss Bread



Salted Egg Cheese Mooncake



Lava Cheese Mooncake



Potato Cracker



Coffee Cracker



6. TECHNOLOGY AND EQUIPMENT



Equipment transfer certificate from Meincke

Technology transfer certificate from Meincke

 **MEINCKE**
HAAS-MEINCKE A/S - Torsløssø 40
DK-2740 Skovlunde - Denmark
Tel: +45 77 42 92 00 - Fax: +45 77 42 92 01
CVR No. 13 88 20 37 - VAT No. DK 106 82 037
www.haas-meincke.com / mail@haas-meincke.com

EQUIPMENT TRANSFER CERTIFICATE
No.:
Date: 25 April 2018

We, Haas-Meincke A/S at Torsløssø 40, DK-2740 Skovlunde, Denmark would like to certify an equipment transfer to our customer as:

Bao Hung Candy Import Export Production and Trade Company Limited
Address: La Uyen Commune, Minh Quang Village, Vu Thu District, Thai Binh Province, Vietnam

I/ Name of equipment, System of wire cutter and oven for:

1. Choco-ple line
2. Danish cookies line

II/ Manufacturer: Haas-Meincke

III/ Origin of equipment: Denmark

IV/ Date of take-over: 25 April 2018 at the customer's factory site

Truthfully,
Jacob Jacobsen
Business Development Manager
Haas-Meincke A/S, Denmark



 **MEINCKE**
HAAS-MEINCKE A/S - Torsløssø 40
DK-2740 Skovlunde - Denmark
Tel: +45 77 42 92 00 - Fax: +45 77 42 92 01
CVR No. 13 88 20 37 - VAT No. DK 106 82 037
www.haas-meincke.com / mail@haas-meincke.com

TECHNOLOGY TRANSFER CERTIFICATE
No.:
Date: 25 April 2018

We, Haas-Meincke A/S at Torsløssø 40, DK-2740 Skovlunde, Denmark would like to certify a technology transfer to our customer as:

Bao Hung Candy Import Export Production and Trade Company Limited
Address: La Uyen Commune, Minh Quang Village, Vu Thu District, Thai Binh Province, Vietnam

I/ Technology part

1. Technology of operation of choco-ple line
2. Technology of operation of Danish butter cookies line

II/ Equipment: System of wire cutter and oven by Haas-Meincke

III/ Food technologist: Mr. Martin Frank Jensen

IV/ Date of take-over: 25 April 2018 at the customer's factory site

Truthfully,
Jacob Jacobsen
Business Development Manager
Haas-Meincke A/S, Denmark



Bao Hung is proud to own a state-of-the-art food production line equipped with technology and machinery directly imported and transferred from world-leading suppliers such as Buhler (Switzerland), Bosch (Germany), and Mondomix (Netherlands). The machinery is installed in a factory spanning over 100.000 m² and ensures the highest product quality while strictly adhering to international food safety standards.



Aerator system from Modomix



Packaging system from Bosch

7. CERTIFICATES AND CERTIFICATIONS

At Bao Hung, quality and food safety are top priorities in all production activities. Bao Hung adheres to the strictest international standards certified by Swiss organizations, including ISO 14001:2015, ISO 22000:2005, ISO 9001:2018, as well as HALAL, FDA (US), and FSSC 22000. This ensures that every product reaching the market and consumers meets the highest quality standards, certified by reputable international organizations.



ISO 22000:2005 Certificate



FSSC22000 Certificate



ISO 9001:2015 Certificate



National Quality Award Certification 2019



HALAL Certificate



National Brand Product Certification 2022-2024

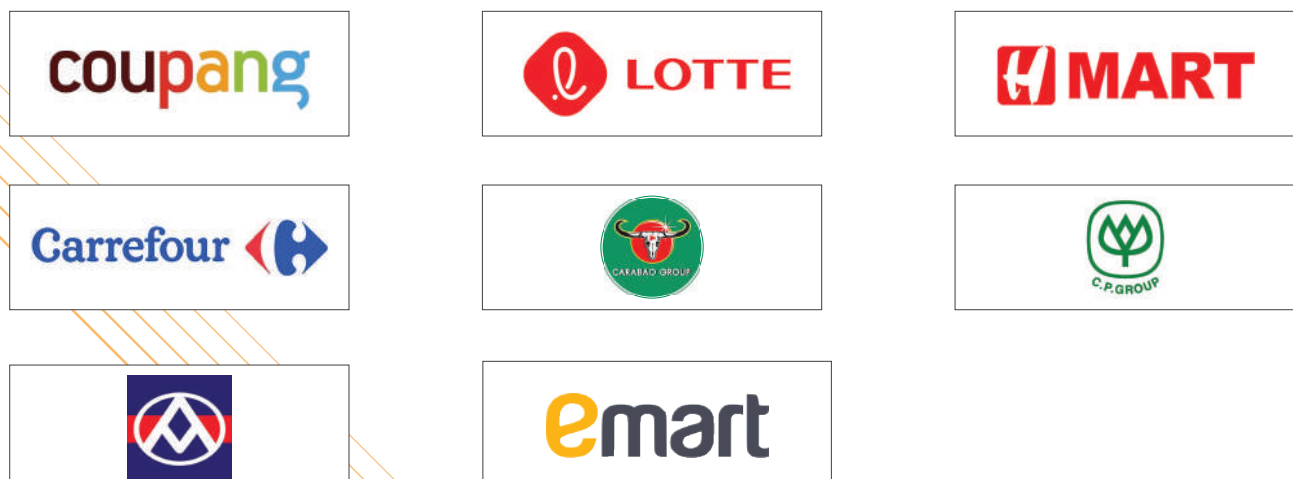
8. DOMESTIC AND INTERNATIONAL PARTNERS

Our company is proud to provide products and services to many prestigious domestic and international partners. We consistently ensure the highest quality in our products and services. This collaboration serves as a solid foundation for the sustainable growth of our company.

Domestic partners:



International partners:



9. DISTRIBUTION NETWORK

As one of the leading food manufacturing companies in Vietnam, Bao Hung boasts an extensive domestic and international distribution network reaching:

30+ countries and territories
such as China, Taiwan, South Korea,
the USA, Malaysia, UAE, etc.

100+
distributors across **63** provinces
and cities



50+ domestic and international supermarket chains

Vietnam: Go mart, Winmart, Satra Food....

International: AK Supermarket, Lotte Department, Coupang,
H Mart, Emart, Lotte, carabao group, CP group, PX mart, Carrefour

Taiwan: PX mart, Carrefour, Carabao...

10. SOCIAL RESPONSIBILITY

With the spirit of "Delivering valuable contributions to the community", Bao Hung is deeply aware of its social responsibility and is committed to positively impacting the sustainable development of the community and the environment. Our confectionery production activities are not only focused on generating economic value but are also closely tied to humanistic values.



11. FUTURE PLAN

With a long-term vision for continuous growth and sustainable development, Bao Hung International Joint Stock Company has outlined a 30-year development strategy divided into 03 phases.

PHASE 1 (2024-2034)

1. Market expansion: Increase exports from 30 to 60 countries, develop distribution networks in North America, Europe, and Asia.
2. Product development: Diversify and enhance product quality through investment in R&D.
3. Brand strengthening: Enhance international marketing and brand recognition.

PHASE 2 (2034-2044)

1. Market Expansion: Increase exports from 60 to 100 countries.
2. Strategic partnership building: Collaborate with food companies and international organizations.
3. Organic product development and R&D enhancement: Focus on organic and health-oriented products. Invest in research and collaborate with institutes and universities.

PHASE 3 (2044-2054)

1. Become a leader in sustainable development: Lead in social responsibility initiatives.
2. Product innovation: Provide fast, high-quality products that meet natural health needs, focusing on sustainability.
3. Global brand building: Become one of the world's most reputable food brands, present in nearly all countries and major supermarket chains globally.



BAO HUNG INTERNATIONAL JOINT STOCK COMPANY

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