



BETRIMEX

**BRING
LOCAL
— TO —
GLOBAL**





BRING LOCAL TO GLOBAL

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Message from the Chairlady

BETRIMEX'S 45 YEARS OF ELEVATING THE VALUE OF BEN TRE COCONUTS WITH TECHNOLOGY

Dear Valued Partners, Stakeholders and Customers,

With 1.3 million tons of coconuts harvested each year, Vietnam is the sixth largest coconut-growing country in the world, with 175,000 hectares of its agricultural land to coconut farming - half of which is in Ben Tre - the homeland of Betrimex. Ben Tre coconuts come in many varieties, from the Pandan to the Aromatic, all delivering high yield and premium quality.

In order to fully deliver the original and freshest taste of Ben Tre coconut to consumers, in 2016, we introduced Cocoxim to the market - made from 100% pure coconut water using the cold-pressed and ultra-high temperature (UHT) sterilization process. This procedure allows Cocoxim products to retain the original taste, all the nutrients and freshness without any additional preservatives and colorants. Nowadays, Betrimex is proud to be the leading manufacturer of coconut-based products in Vietnam, as Cocoxim is available globally in more than 60 countries worldwide, including major markets such as the U.S, the U.K, Germany, New Zealand, South Korea, Japan, the Middle East, etc.

A VISION OF "ZERO - WASTE" FOR SUSTAINABLE DEVELOPMENT

Betrimex' business philosophy of "Zero - Waste" - seeking environmental harmony -

informed the company's decision to invest in a cutting-edge production line, as well as establishing Organic (EU, USDA, Australia, Japan, Korea) certified sourcing zones in Ben Tre - the 10,000-hectare organic farming initiative - to ensure the best quality of input materials. Betrimex is committed to adopting new farming methods and modern, eco-friendly production systems to preserve the ecosystem.

Beyond that, Betrimex's capable and dependable management team, comprised of industrial experts, pledges to continue to invest in technological innovation with a comprehensive IT house to meet the needs of high-end markets and to organise resources in ways that increase productivity, complying with international standards and corporate governance.

At Betrimex, we value the long-standing partnership with coconut farmers and are committed to providing them with farming equipment; training organic farming techniques to sustain their coconut crop; and underwriting and procuring their produce directly from the farm. These policies are aimed at empowering coconut farmers to unlock their potential and bringing healthy, high quality products to consumers worldwide.

I wish you all a prosperous year ahead with Betrimex.

“ At Betrimex, we recognize that business must exist in harmony with the natural environment and become a good corporate citizen ”

DANG HUYNH UC MY
Chairlady of Betrimex



Vision

WITH THE ASPIRATION OF NOURISHING HUMAN HEALTH BY NATURE'S GIFT - COCONUT, BETRIMEX AIMS TO BECOME



The world most **RECOGNISABLE** brand in coconut industry

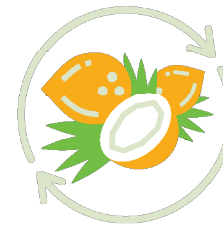


The world most **FAVORABLE** brand in coconut industry



The world most **CHOSEN** by consumers

Mission



PRODUCT

Betrimex targets a 'Zero Waste' product so we aim to utilise all the parts of the coconut. Once it is a gift of nature, it is not worth wasting.



CUSTOMER

Betrimex strives to bring the best to her customers through high quality, healthy products.



PARTNERS

Betrimex works closely with local partners to achieve common goals that deliver high-quality and innovative Vietnam's coconut products to the world.



ENVIRONMENT

Betrimex adopts the latest and most efficient farming methods to ensure environmental sustainability and protect local biodiversity.



FARMERS

Betrimex perceives Farmers as an irreplaceable companion. We aim for a symbiotic relationship where Farmers' wealth is also our growth.

BETRIMEX 5 CORE VALUES

INTEGRITY



Always behave rightly, justify and transparently according to the truth

RESPONSIBILITY



We act with honesty, thoroughness and pursuit to achieve the result

EFFICIENCY



We commit the result with optimisation, accuracy and punctuality

TEAMWORK



Together, we negotiate, collaborate, look for alignment to achieve our goals

INNOVATION



We welcome challenges, promote differences to foster innovation

Key Milestones

ABBREVIATION	
CW	Coconut Water
CM	Coconut Milk
CCC	Coconut Cooking Cream
VCO	Virgin Coconut Oil
FJ	Fruit Juice

Launched

- Organic and Premium **VCO**
- Organic and Unsweetened **CM**
- Watermelon **FJ**



2021

Launched Cocoxim in China

2020

Launched

- **Organic CW** with Mango and Pineapple flavours
- Organic and Conventional **CCC**



2019

Set up **production line for CO and CCC**
Launched CM Original (330ml, 1L),
 Chocolate, Matcha (330ml)

2018



2017

Set up **representative offices in Singapore and New York**
 Introduced new **Organic CW** compliant with USA, European & Australian standards



2016

Kickstarted the **"10,000 ha organic farms"** initiative in Ben Tre
Launched Original, Citrus, Lotus, Pineapple CW 330ml

2015



Established production facility in Phong Nam for the production of coconut water and coconut milk beverages with **Tetra Pak packaging capabilities**

2006

The company was privatised to TTC Group
 Officially equitized with the trade name "Ben Tre Import Export Joint Stock Company (Betrimex)"



2004

The company **shifted** the processing of coconuts **into produce desiccated coconut and coconut cream**

1976

Betrimex, **formerly known as Ben Tre Import and Export Company**, was established by People's Committee of Ben Tre Province. It was mainly engaged in the export of rice

Performance Highlight

FACTS



Of delivering the best quality coconut products from Ben Tre



Employees



Countries welcoming Betrimex products



- Ho Chi Minh City
- Ben Tre
- Singapore
- USA

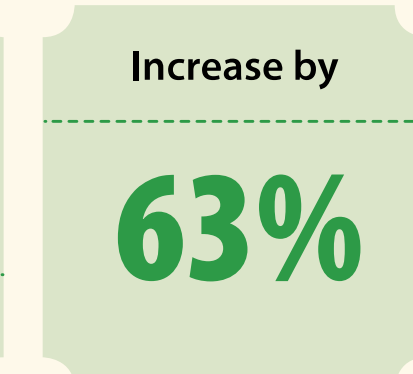


Retails customer outlets globally



Including Organic Certificates from EU, Korea, Japan; UASD; ACO; Fair Trade and several awards recognizing the company's achievements granted by the government and consumers

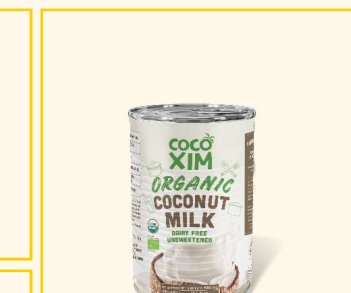
SALES PERFORMANCE



MANUFACTURE CAPABILITIES



05 PRODUCT LINES



THE PORTRAIT OF BETRIMEX

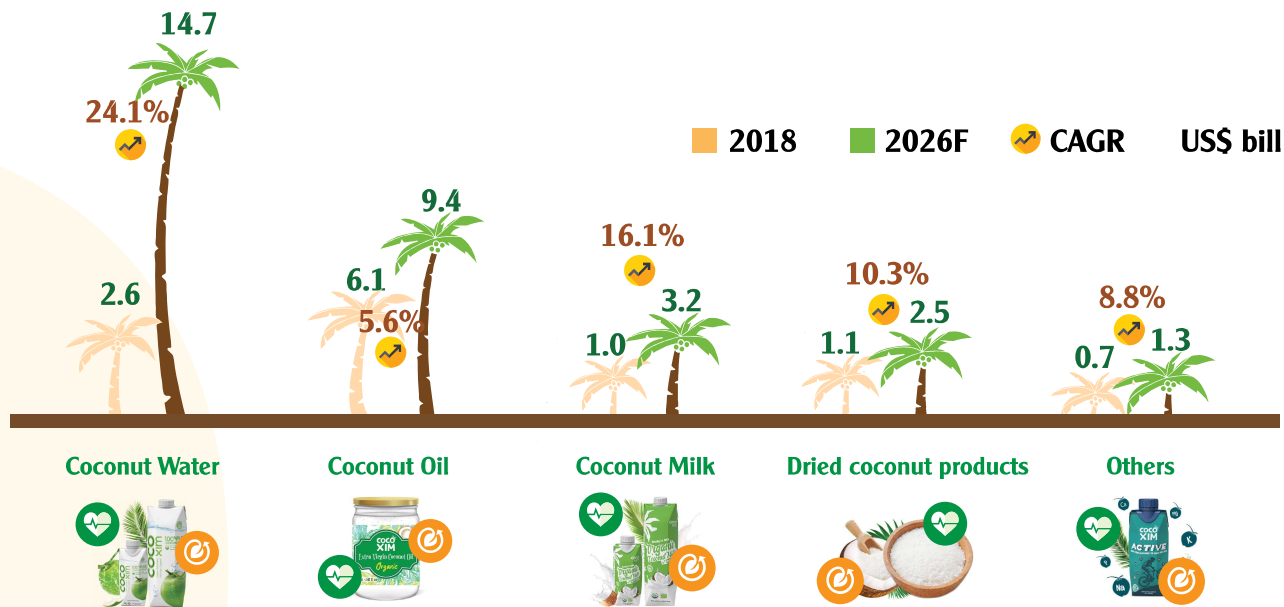


An Outlook Of Coconut Industry

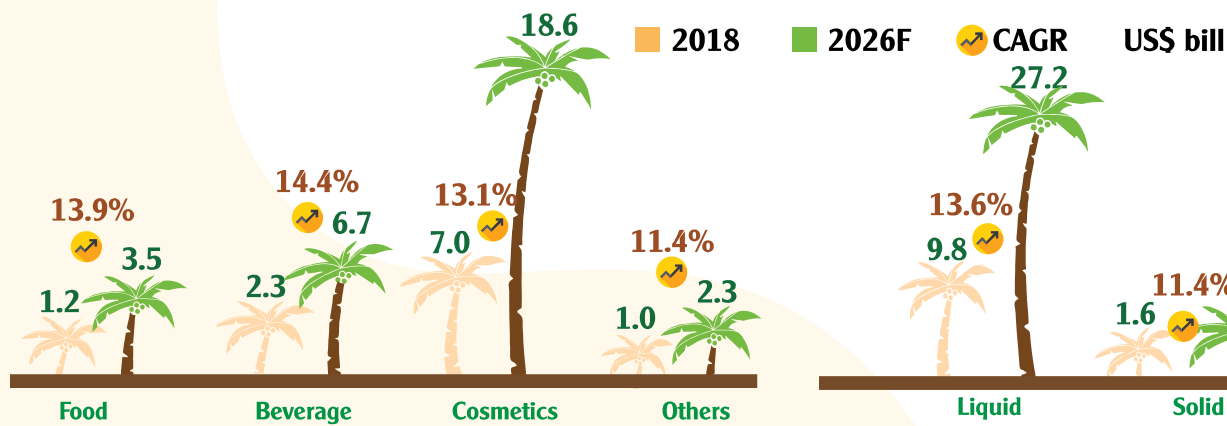
POSITIVE GLOBAL TRENDS

BY PRODUCT

- Coconut water expected to be the fastest growing product thanks to its **health benefits** and **refreshing qualities**
- Coconut milk follows closely behind as demand for **dairy alternatives** rise



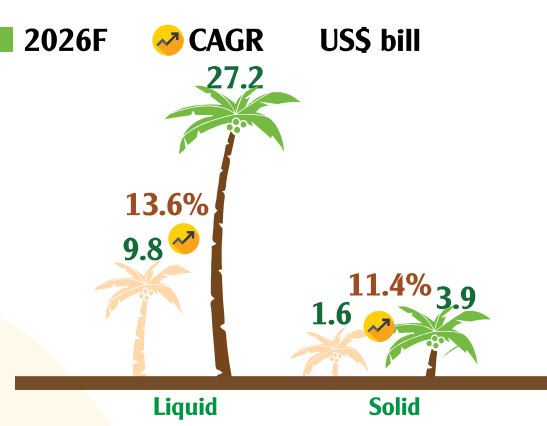
BY APPLICATION



Growth expected to be driven by:

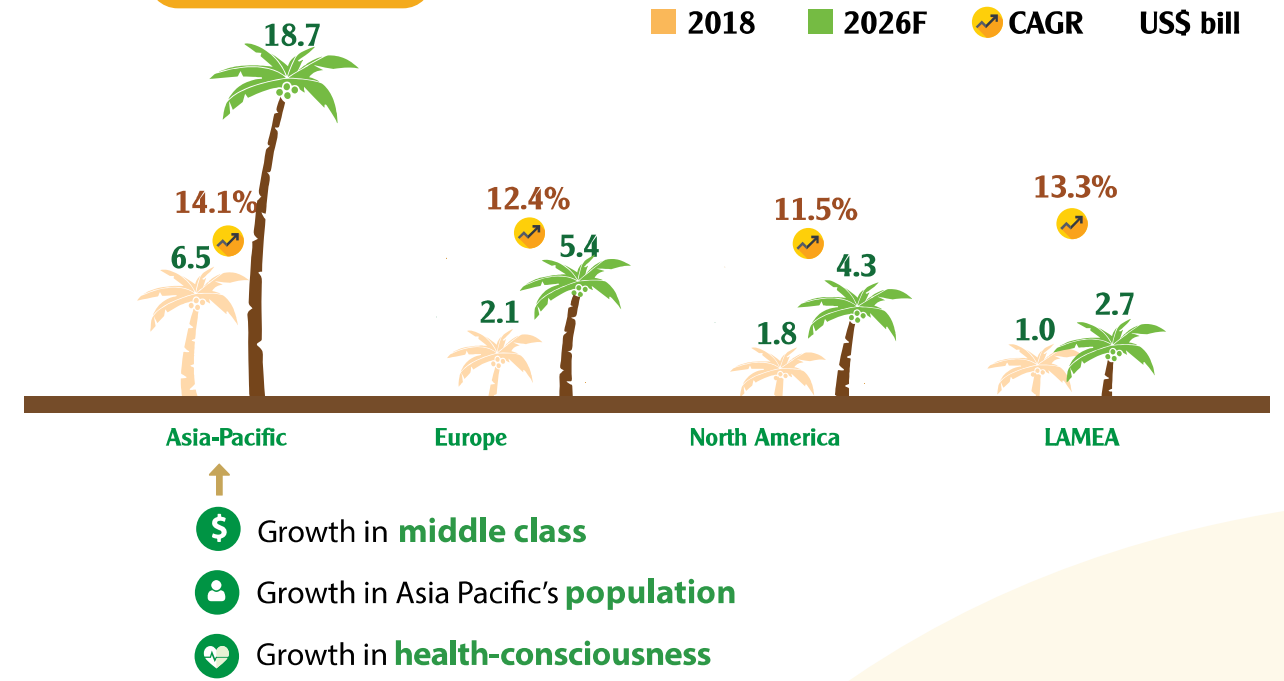
- F&B industry
- Cosmetic industry

BY FORM



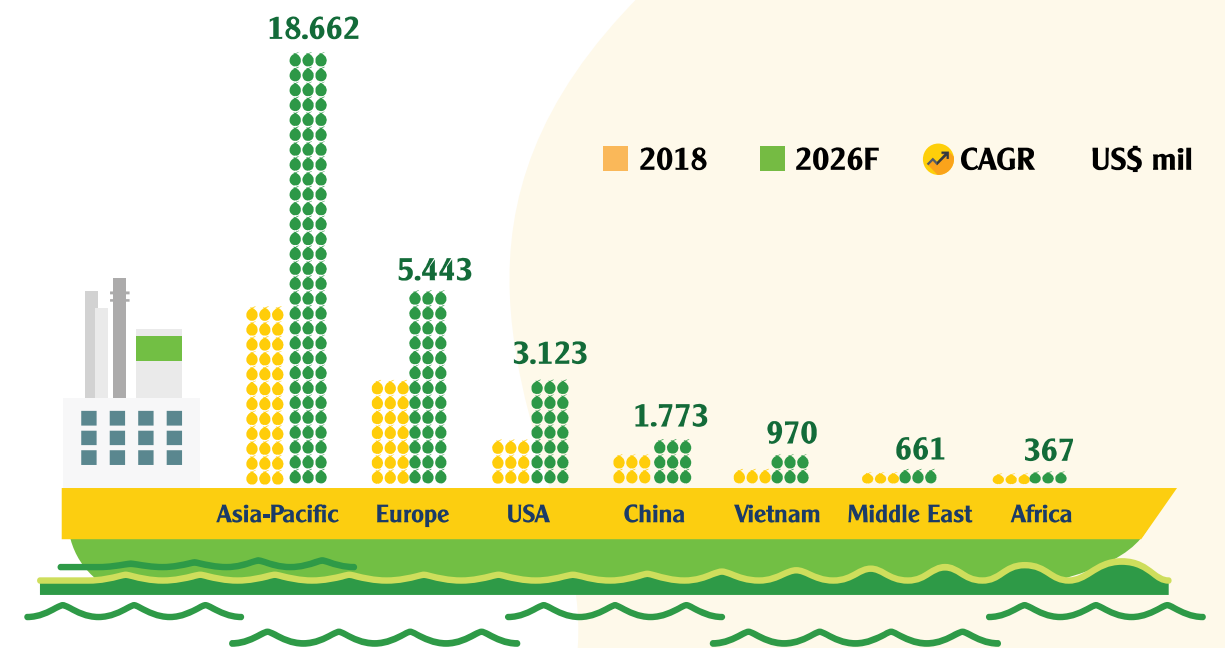
- Coconut products are prospected to be highly produced in form of **liquid** products.
- Liquid - CW, CO, CM
- Solid - Desiccated coconut

BY REGION



- Growth in **middle class**
- Growth in Asia Pacific's **population**
- Growth in **health-consciousness**

Selected Coconut Markets



VIETNAM'S INDUSTRY LEADER

Betrimex is **the largest coconut products manufacturer in Vietnam.**

COCOXIM is the dominant brand locally.

90% of Betrimex's revenue derived from export.



WHY BEN TRE?

Famous for the best coconut in Vietnam, Ben Tre owns the largest coconut growing area in the country with over **70,000 hectares**.



500
million fruits/year



40%
coconut
production
in Vietnam

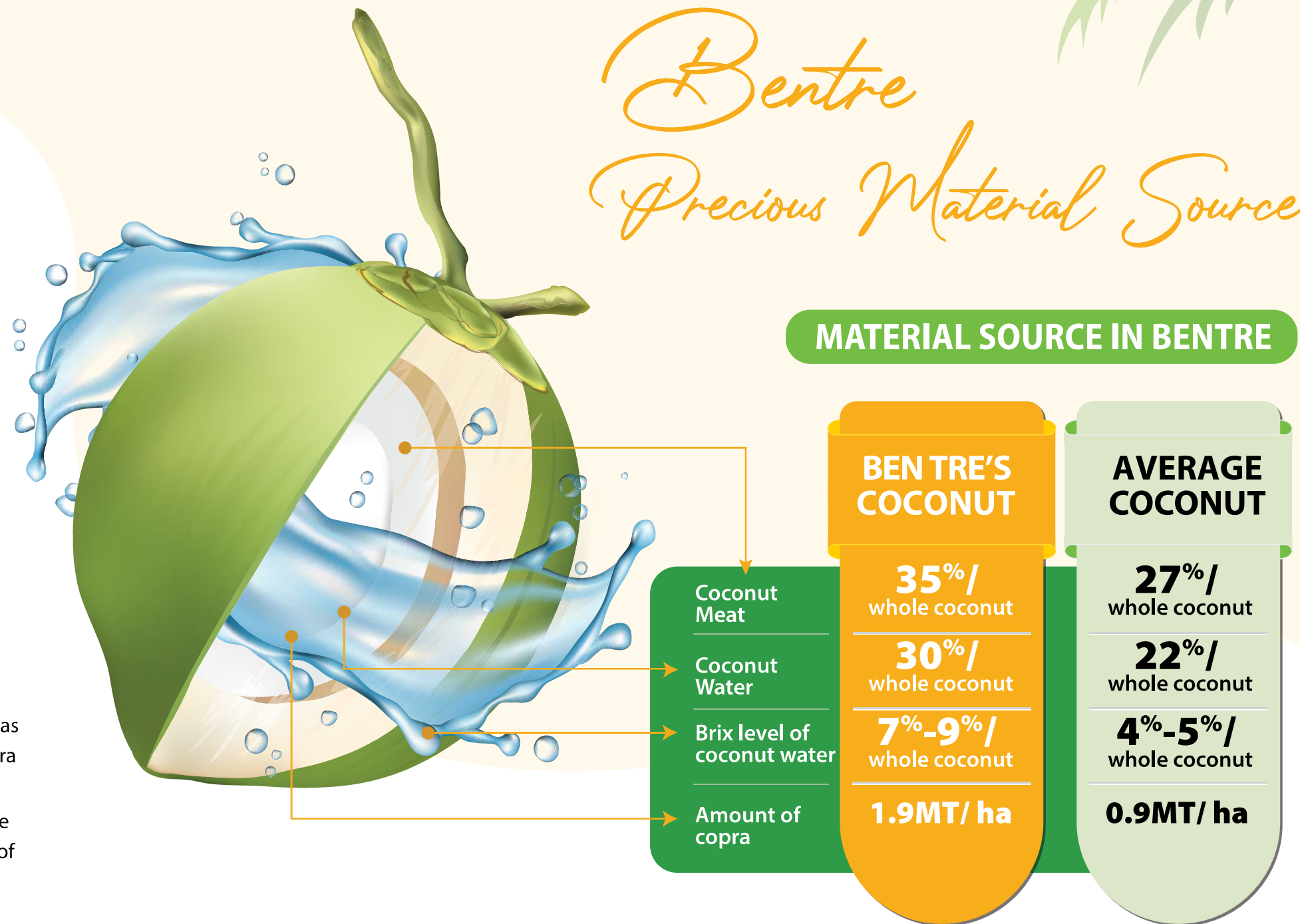
Accounting for over **500 million fruits/year**, this coconut's homeland consists of **40% coconut production** in Vietnam.

Ben Tre coconut is rated the world's top quality based on criterias such as thick coconut meat containing many organic matter, fatty coconut copra and sweet coconut water.

Although coconut can be found in many places in Vietnam, only Ben Tre has Green Xiem coconut, which has brought this province a certificate of Geographical Indication.

Bentre Precious Material Source

MATERIAL SOURCE IN BENTRE



THE COCONUT'S GROWING & PROCESSING INDUSTRY



THE IDEAL PLACE TO PLANT THE BEST COCONUT IN VIETNAM

- Situated in the Cuu Long River Delta, Ben Tre is highly favourable for the cultivation of coconut trees due to the ideal climate conditions and its loamy, alluvial soil with good drainage.



EXCEPTIONAL HIGH QUALITY COCONUT

- Favorable conditions allow the cultivation of coconut trees for high yield and better quality.
- The green Xiem coconut in Ben Tre has a reputation for having thick coconut meat, fatter coconut copra and sweeter coconut water compared to other species.

Source: Asian Pacific Coconut Community



Diversified Product Portfolio

COCONUT WATER



Pineapple 330ml, 1L
Organic



330ml, 1L
Organic



Pure 330ml, 1L



Pineapple 330ml



Citrus 330ml



Lotus 330ml



Original 330ml, 1L

COCONUT MILK DRINK



Organic 330ml, 1L
Organic



Original 330ml



Unsweetened 330ml, 1L



Coffee 330ml



Chocolate 330ml

COCONUT COOKING CREAM

Can



Organic 400ml
Organic



Chef's choice 400ml



Conventional 400ml

BIB



20L



200L

Tetra Pak



Organic 330ml, 1L
Organic



Conventional 330ml, 1L

VIRGIN COCONUT OIL



200ml, 220ml, 500ml, 950ml
Organic



Premium
200ml, 220ml, 500ml, 950ml



20L
Organic



Premium 20L



Premium 200L

DESICCATED COCONUT

BIB



11.34 kg (25 lbs)




11.34 kg (25 lbs)

“Zero Waste”

Production Value Chain



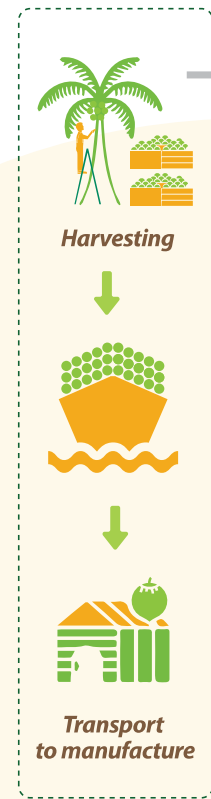
 2x Pasteurisation & Cold Pressed

 Sterilised using direct ultra-high-temperature (UHT) technology, heated to **140 degree** in **2-4 seconds**

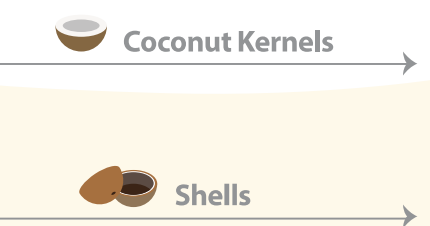
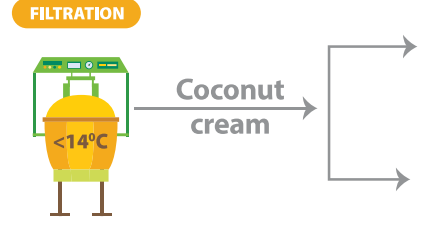
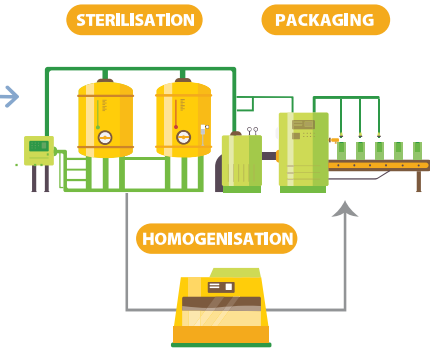
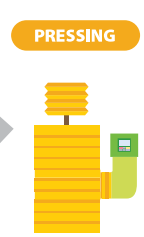
 24h
From Harvesting to Final products in **24 hours**







 For the **Freshest Taste**

RAW COCONUTS



PREPARATION



-  COCONUT WATER BEVERAGE PROCESSING
-  COCONUT MILK BEVERAGE PROCESSING
-  COCONUT COOKING CREAM PROCESSING
-  COCONUT OIL PROCESSING
-  DESICCATED COCONUT PROCESSING
-  COCONUT CHARCOAL PROCESSING

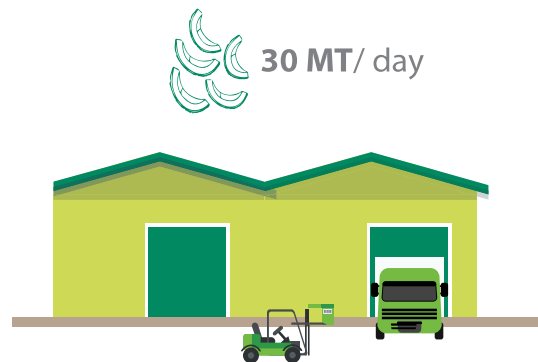
Advanced Manufacturing Plants

Manufacturing Plants



PHONG NAM PLANT (7.6 ha)

FSSC 22000 BRC | FDA | HALAL KOSHER | USDA – NOP |
EU – ORGANIC | BSCI | ISO 14001:2005 | OHSAS 18001:2007 |
ISO 17025 (for R&D facility)



MO CAY PLANT (1.3 ha)

FSSC 22000 | FDA | USDA – NOP
EU – ORGANIC | KOSHER | HALAL



WAREHOUSE (10,000 SQ METERS)

HACCP | GMP | SSOP



Betrimex On The World Map

Export to **67** countries

Existing Market
Domestic Market



A Zoom Into Vietnam Market

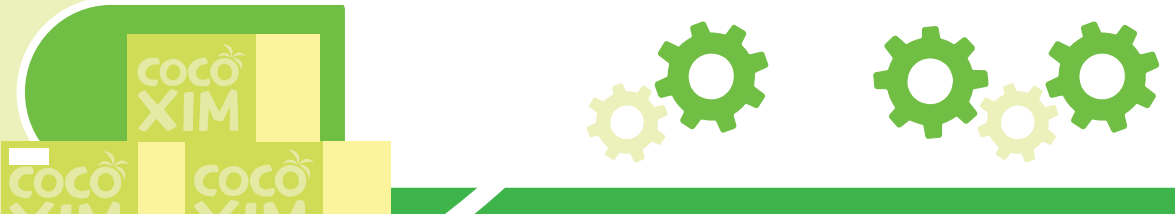
Penetrating deeply into the Vietnam market

**COCO
XIM**





ORGANISATIONAL ACTIVITIES



Betrimex In Five Years

BECOME THE
TOP 3 COCONUT
company in the world

ACHIEVE
10.000 HA
ORGANIC coconut farm



AIM FOR
Zero waste
product value chain

The Five Unbreakable Brand Pillars



- L** **OCAL**
Preserve and promote local products while ensuring local community wellbeing
- A** **UTHENTIC**
Most genuine and tastiest coconuts from Mekong delta preserved by advanced processing technology
- T** **RANSSPARENT**
Deliver highest quality products as declared and promised
- T** **RACEABLE**
Applying blockchain technology to monitor and ensure product quality from farm to box.
- E** **THICAL**
With zero-waste mission, we uphold fairness in our actions with the environment, farmers, partners and consumers.



Honorable Board of Director



Ms. DANG HUYNH UC MY
Chairlady cum.
Chief Executive Officer

Ms. Uc My's visionary leadership that embodies the zero-waste mission, and aims for technological driven coconut farming, has driven Betrimex to become TOP 1 coconut-product producer in Vietnam and top 10 globally.

- Master of Business Administration, Preston University, New Zealand
- Master of HCMC Agriculture and Forestry University



Mr. THAI VAN CHUYEN
Vice Chairman

Mr. Chuyen has proven his achievements in agriculture, hospitality, education, renewable energy industries. Mr. Chuyen is responsible for Supply planning of Betrimex, including agricultural activities.

- SIMP ASIA 2019, Swedish Institute EMBA
- Bachelor of Business Administration, Université du Québec à Montréal



Ms. VO THUY ANH
Member of BOD

Ms. Anh is highly experienced in strategic planning with demonstrated background in finance and FMCG. She also has extensive business background in international, multi-cultural environments.

- Bachelor in Finance & Accounting, Foreign Trade University HCMC



Mr. TRAN TRONG GIA VINH
Member of BOD

Mr. Vinh has more than 15 years of experience in consulting and building organizational capacity for organizations and large enterprises in Vietnam. At Betrimex, Mr. Vinh's responsibility lies in developing human resources capacity and implementing corporate culture.

- Master, University of Waterloo Canada



Ms. TRAN QUE TRANG
Member of BOD cum.
Chief Operating Officer

Formerly COO of Thanh Thanh Cong – Bien Hoa Joint Stock Company (SBT) and CEO of Bien Hoa sugar Joint stock company, Ms. Que Trang has a comprehensive understanding of agricultural and manufacturing organizations. With extensive experience in corporate governance, Ms. Que Trang has been leading Betrimex to impressive achievements in FY20-21.

- Bachelor of Monetary Economics



Mr. SMITH BANOMYONG
Member of BOD

The Former Chairman of the Association of Investment Management Companies and the CEO of the largest Asset Management in Thailand and Southeast Asia, managing over USD 45 billions AUM, Mr. Smith brings over 20 years of experiences in financial service and investment industries. His international experiences extend to many countries including New York, London, Shanghai, Hong Kong, Mumbai, Jakarta and Bangkok.

- M.Sc. Economics, London School of Economics, UK
- B.A., Reed College, USA
- B. Engineering, Chulalongkorn University, Thailand

Our Management Team



Mr. PATRICK WANG
Vice President Of Commercial

As a highly accomplished commercial manager with experience in international and multi-cultural environments, Mr. Patrick has an affinity towards brand building. He is responsible for leading the commercial wing of the corporation to achieving revenue target of FY20-21.

- MBA, IMD
- M.A., Cornell University
- B. A, Tufts university



Ms. CONG HUYNH TON NU MY LIEN
Vice President Of Operation

Ms. Lynn is an expert in the field of corporate finance, corporate restructuring, capital mobilization and strategic planning, effective cost management in the business. She also has profound knowledge in the fields of accounting, auditing, business law & securities and corporate finance.

- Master, Maastricht University
- Bachelor of Law, HCMC University of Law
- Bachelor, HCMC University of Economics
- ACCA, FTMS



Mr. TRAN KIM CUONG
Production Director

With over 20 years working experience in the beverage field, Mr. Cuong is an accomplished Plant manager who has been awarded for his productivity innovations by SBF World, PI COE Award on efficiency.

- Master of Business Administration, University HCM
- Technical College (Mechanics), Dongbos Co - HCMC



Mr. BUI THANH TUAN
Supply Chain Director

Over 25 years of career development in France and Vietnam, Mr. Tuan has gained skills and expertise in different areas, such as Production & Quality Management, Project Management, Vendor Management, Supply Chain Management, Logistics.

- Bachelor Degree in Mechanical,
- University of Technology, France

Research And Development

1 ADVANCED RESEARCH ON PLANT VARIETIES

Betrimex is focusing on **high-yield and quality coconut varieties** which are suitable for Ben Tre's soil conditions through coordination with industry's leading research institutions. One prominent cooperation is the Comprehensive Partnership with Vietnam Institute of Petroleum and Oil Plant (IOOP) in following areas:

- 

Preventive measures against *Opisina Arenosella Walker* and other pests on coconut trees
- 

Testing promising coconut varieties
- 

Develop technical process of organic farming at raw materials areas
- 

Research on production process of organic fertilizer from by-products of coconut processing.
- 

Technical training to improve knowledge for staffs

2 NURTURE SUSTAINABLE LAND FOR PLANTING

Since 2015, Betrimex was the first company has cooperated with farmers to convert coconut farming models to organic methods, meeting American and European standards granted by **Control Union - a global network of organic farming standards**. To achieve this certification Betrimex coconut growing areas has to comply with strict criteria including:

NO

- Use of chemical fertilisers
- Use of chemical pesticides
- Use of genetically modified seedlings

- Livestock grazing on coconut gardens
- Fish bridges were built or used in the coconut gardens.

3 PRODUCT INNOVATION

With the ambition to make "Vietnamese Coconut" famous globally, Betrimex has successfully innovated and produced a **rich coconut products portfolio with over 800 SKUs**, aiming to satisfy majority of customers with different needs and tastes.

Along with the "Zero-waste" goal, Betrimex has researched the recipe for **processing nata de coco from centrifugal coconut water** and **guided local farmers to produce it themselves to increase their income**.

4 TECHNOLOGY APPLICATIONS

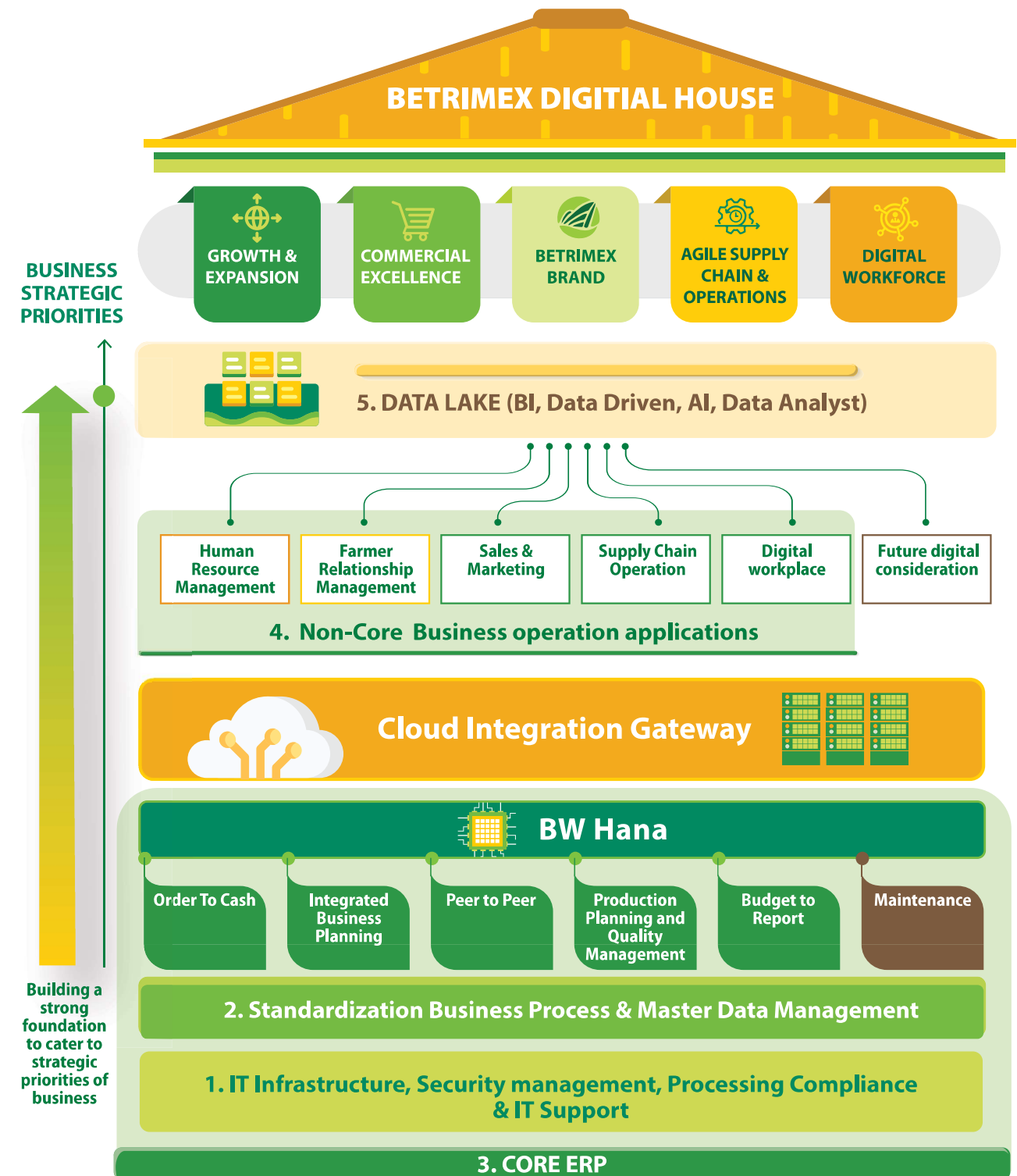
FARMER REALTIONSHIP MANGAMENT (FRM)

In order to ensure scale, efficiency and transparency in almost every segment of product manufacturing. A cloud computing technology to collect and analyze faming information, FRM had been deloyed, the software supports farmers in timely grasping the situation of pests and diseases, as well as harvest status. At the same time, the company and investors are also able to access information that control the investment process as well as other related information such as time of receiving investment, materials, fertilisers; information about the quality of the coconut when harvest.

CORPORATE GOVERNANCE

The ERP solution provided by SAP corporation. SAP - Systems Products and Applications - known as a leading provider of Enterprise Resource Planning software that helps to:

- Provide the **Business Process**
- Improve Reporting and Planning**
- Flexible customization** based on demands
- Improve productivity and effectiveness**
- Absolute data security** for businesses



Awards & Titles On Products

PRODUCT CERTIFICATES



Organic certification for USA



Organic certification for the Australia



Organic certification for Japan



Organic certification for China



Organic certification for the EU



Organic certification for Sweden



Organic certification for South Korea



Organic certification for Taiwan



Halal certification



Kosher certification



GLOBAL G.A.P certification



Non-GMO certification

MANUFACTURE PRACTICE CERTIFICATES



ISO 14001:2015



ISO/IEC 17025



Certification from the US Food and Drug Administration



HACCP



FairTrade Certification



ISO 45001:2018



The Business Social Compliance Initiative



Foundation for Food Safety Certification



British Retail Consortium Global Standards

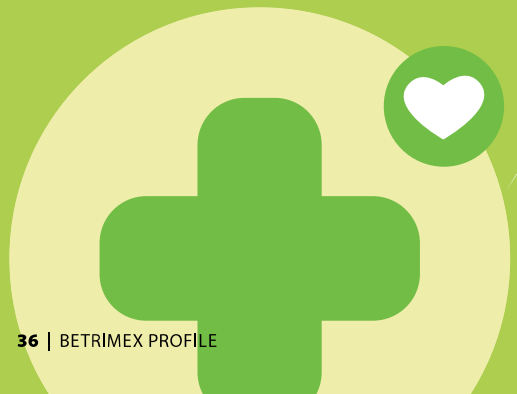
SPECIAL CERTIFICATES & AWARDS

More than 40 recognitions for contribution to developing Vietnam's agriculture and branding, including

Government emulation flag "Leading unit of emulation movement in 2007"	Prime Minister
Certificate of Merit "Having many achievements in work, contributing to the cause of building socialism and defending the Fatherland"	Prime Minister
Government emulation flag "Leading unit of emulation movement in 2009"	Prime Minister
Certificate of Merit from the Prime Minister	Prime Minister
Labor Medal, Class III	President of the Socialist Republic of Vietnam
Outstanding achievements in 2013 contributed to the construction and development of the commerce industry	Ministry of Industry and Trade
Silver Award - National Quality Award 2014	Prime Minister
Gold Award - National Quality Award 2016	Prime Minister
Top 10 Asia Pacific Outstanding brand 2019 & 2021	Asia Industry Information Association



CARING FOR THE COMMUNITIES



Betrimex's Actions For Stakeholders

Beyond driving for the company's profits, Betrimex's goal is to create a long-term value for our stakeholders. We believe that an in-depth comprehension of their needs will help us to make informed and long-term strategic decisions.

1 FOR OUR MOTHER LAND

"EXIST IN HARMONY WITH THE NATURE"

RECYCLABLE PACKAGING

Using **Tetra Pak technology**, each box is structured from 6 different layers, promising to reserve the 'Freshest Taste'. The packaging also utilize of **50% - 55%** of pulp, to help save energy and protect the environment.

WASTEWATER MANAGEMENT

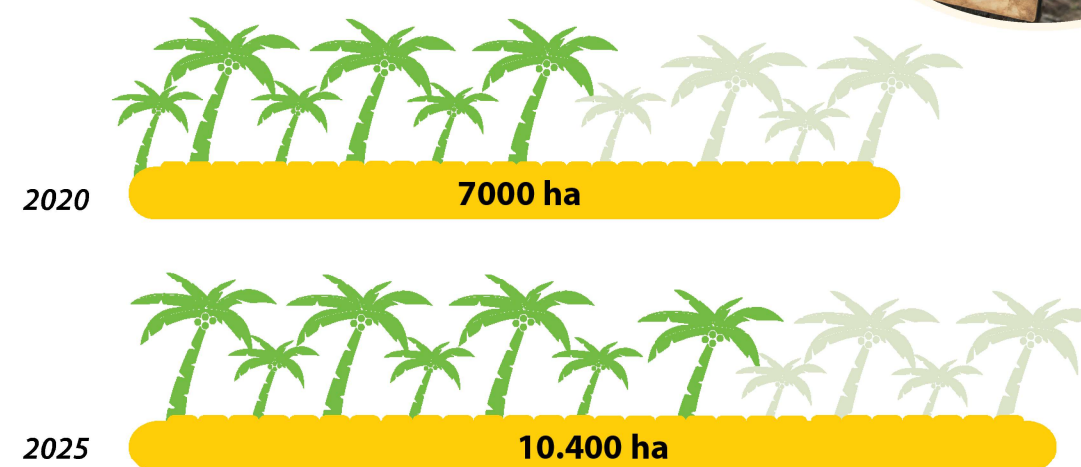
Waste treatment system with a capacity up to 500m³ / day & night, applying **AAO biological treatment technology** and **MBBR** which are the most modern today. Wastewater after treatment meets QCVN 40: 2011 BTNMT quality **can be reused for watering plants and mixed chemicals.**

ORGANIC MATERIAL AREA

With the desire to build up a new area of coconut farms following organic standards to produce "fresh and clean" coconuts, ensuring a balanced long-term ecosystem, Betrimex deploys the project "**10,000 ha organic coconut farm for Ben Tre farmers**". Organic farming is a natural farming method that can help maintain soil fertility, protect water resources and minimize environmental pollution, while ensuring health for our end-users.



Organic Coconut





2 FOR OUR DEAREST EMPLOYEES

PROTECT EMPLOYEE'S RIGHTS

BETRIMEX PLEDGES TO:

- Bring the **best working environment** by applying the Amfori Business Social Compliance Initiative (BSCI) and is honored to be considered as one of **the most Labor Attractive Places in the Mekong Delta.**
- Strictly implement the international labor standards, protect the rights of workers.
- Take care of every individual's employee welfare. During the Covid period of 2020-2021, Betrimex has ensured to fulfill all workers' salary payment.



TRAINING

Always **facilitate** and **motivate** staff to develop their capabilities. Appreciate internal talent and be willing to provide career **advancement opportunities.**



3 FOR OUR COMMUNITIES

FARMERS

TRAINING AND FUNDING SUPPORTS

- Betrimex provides continuous guidance and conducts **training sessions twice a year** on farming practices and organic standards.
- Provide agricultural materials, sell their fruits at a price **5 - 10% above market price.**

LOCAL PEOPLE

Betrimex allocates an annual budget for the community building initiatives e.g. reparation of roads, construction of housing for the needy, book donation, Covid support,...



CONSUMERS

- None of Betrimex products contain harmful chemicals. Food safety and hygiene criteria is the absolute priority of Betrimex.
- Our products comply with the standards of each country we export, such as: Organic USDA, Organic EU , FSC22000, FDA, Halal, Kosher, ...





HEADQUARTER

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Website: www.betrimex.com.vn

