



KIDO FOODS



COMPANY PROFILE



OVERVIEW



KIDO GROUP

FULL NAME:
**KIDO GROUP
CORPORATION**

FOUNDED:
1993



FROZEN FOODS BUSINESS UNIT:
**KIDO FROZEN FOODS
COMPANY LIMITED**

FOUNDED:
14/07/2003



OUR CERTIFICATES:
**HACCP CODEX
HALAL JAKIM
ISO 9001:2015
ISO 22000:2018
ISO 14001:2015**



OUR ACHIEVEMENT:
**Top 10 of largest dairy
companies in Vietnam
Vietnam Best product
ISO golden cup
Vietnam Trusted
Vietnam Best food**



OUR VISION & VALUES



OUR VISION

Create life's flavors through healthy, nutritious and convenient foods

KIDO pursues this vision by leveraging its extensive distribution network, large scaled manufacturing capability and its unique capability to research and develop fresh, healthy, nutritious foods that are well-suited for the Vietnamese consumer. Our current short-term goal is to meet the dynamic needs of the Vietnamese consumers by delivering the right meal solutions and supplies. While our long-term goal is to be an integrated part of Vietnamese dining experience by filling and dominating the space of each Vietnamese' household's refrigerator and its freezer with KIDO's products



OUR VALUES



PEOPLE: KIDO is a business built around people, which are the consumers, our staff, our suppliers, our shareholders and other partners. Among those, we put consumers ahead of everything we do, and that is consumer-centric business as so we call



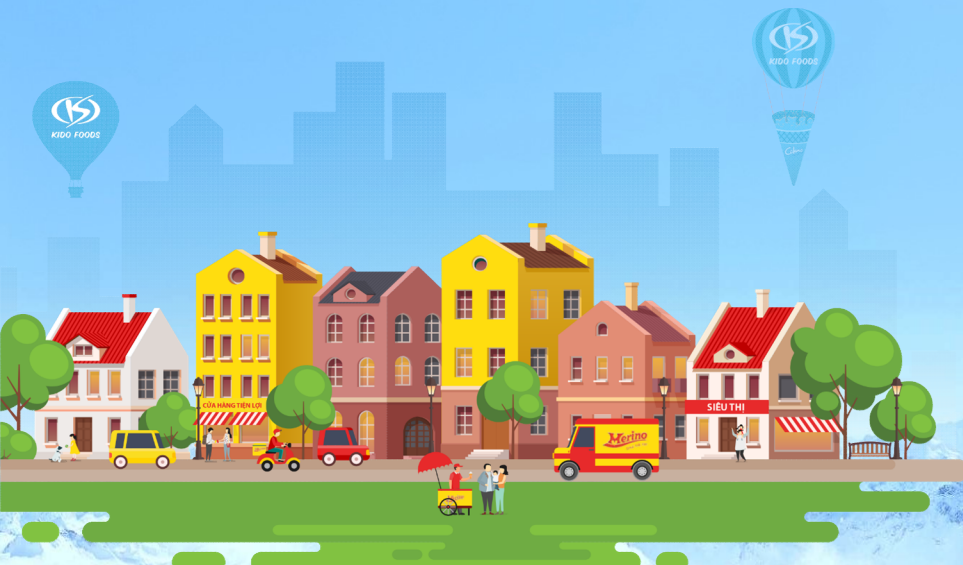
BRAND: this is key element of our business in a very primary and unique way to help our related stakeholders to identify our products and then all connected to level of emotion over time.



PROCESS: the processes run through different functions and departments and what unifies them all is our commitment to act with integrity which is a part of our culture to drive to success together



COMMUNITY: we are committed to putting our best efforts in ensuring the impact we make through our business activities is positive and beneficial to society



FOUNDATION & DEVELOPMENT



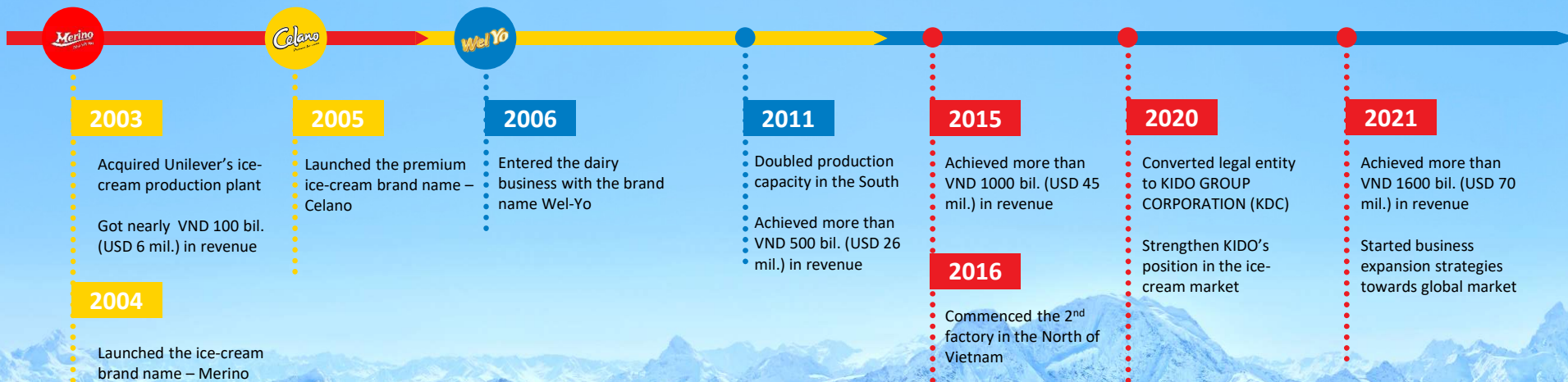
OUR VISION

Create life's flavors through healthy, nutritious and convenient foods

Our long-term goal is to be an integrated part of Vietnamese dining experience by filling and dominating the space of each Vietnamese' household's refrigerator and its freezer with KIDO's products



FOUNDATION AND DEVELOPMENT



BOARD OF DIRECTORS



MR. TRAN KIM THANH

Chairman – KIDO GROUP
Chairman – KIDO FROZEN FOODS



MR. TRAN LE NGUYEN

Vice Chairman & CEO – KIDO GROUP
Vice Chairman – KIDO FROZEN FOODS



MR. TRAN QUOC NGUYEN

CEO – KIDO FROZEN FOODS (KDF)
Board Member – KIDO GROUP



MR. MAI XUAN TRAM

COO – KIDO GROUP

OUR OPERATIONS

ORGANIZATIONAL STRUCTURE



The Company is led by an Executive Management Committee (EMC) that oversees the implementation of the Group's strategic objectives and drives the overall business results.



Team 2



Team 2: Supply Chain Management,

Which handles the production finished goods, quality control, logistics and warehousing. For frozen products, this SCM is critical component to ensure product quality always good during distribution and at lowest costs always.

Team 1



Team 1: The commercial team,

Which leads the business operations: Sales, Distribution, Marketing, Product development and Consumer insights. This team's role is to be a conduct of feedback and information to the rest of company.



Team 3



Team 3: Support and Control Team ,

Including departments that provide supports and services to company operations in HR & Admin, Financial Accounting, Management Accounting, IT and Internal control.



WHY SHOULD YOU CHOOSE KIDO?

KIDO R&D CAPABILITY

One of the most outstanding competitive advantages of KIDO is its R&D capability. This is because KIDO's R&D team has:

1- Considerable new product development expertise and experiences

KIDO strongly focuses on investing in new product recipes research and development activities

2- Large & constantly expanded product portfolio

KIDO persistently diversifying and enriching product ranges and product lines, developing new ideas that catches the world's new ideas & trends

3- Rich resources for Private Labels developments

KIDO's R&D team has strong foundations and rich resources to research and develop new private label products that meet the demand of KIDO's partnersc



WHY SHOULD YOU CHOOSE KIDO?

KIDO'S ICE-CREAM FACTORY

The other significant competitive advantage of KIDO is its production capability. This is because KIDO's Ice-cream Factory has:

1- Large-scale manufacturing capability

which allows KIDO to meet every KIDO's partner's demand on ice-cream production quantity

2- The most advanced and state-of-the-art technologies

which are directly imported from Italy, the EU

3- The most rigorous quality & food safety management system

from raw material management to finished product quality control, which qualifies international standards:

- ✓ HACPP CODEX
- ✓ ISO 9001 : 2015
- ✓ ISO 14001 : 2015
- ✓ ISO 22000 : 20018
- ✓ HALAL JAKIM

4- Ultimately optimized production costs

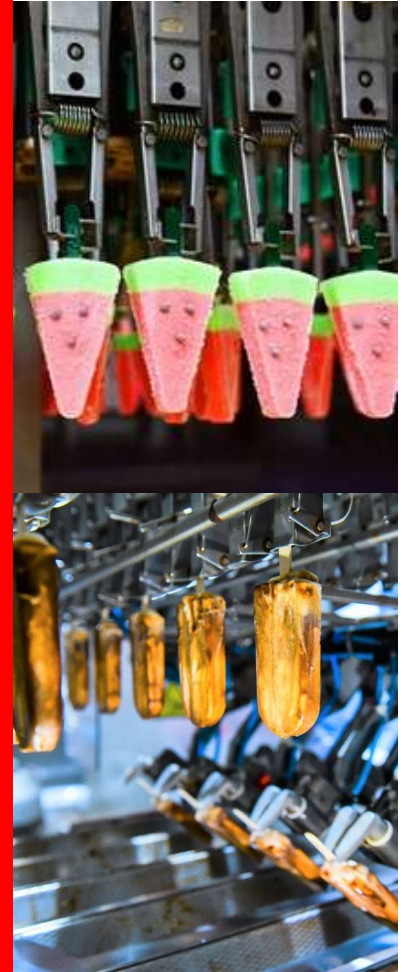
that result in the most significant competitive prices in the market



OUR PRODUCTION CAPACITY



**OVER 50 MILLION
LITERS
OF ICE CREAM &
YOGURT PER
YEAR
AT 2 FACTORIES**



OUR CERTIFICATES



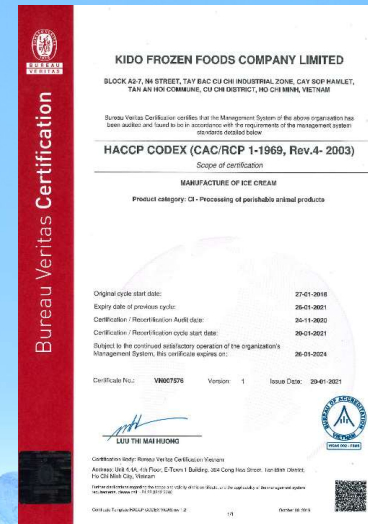
ISO 9001:2015



ISO 14001:2015



ISO 22000:2018



HACCP CODEX



HALAL JAKIM

OUR ACHIEVEMENTS



Vietnam Best product



ISO golden cup

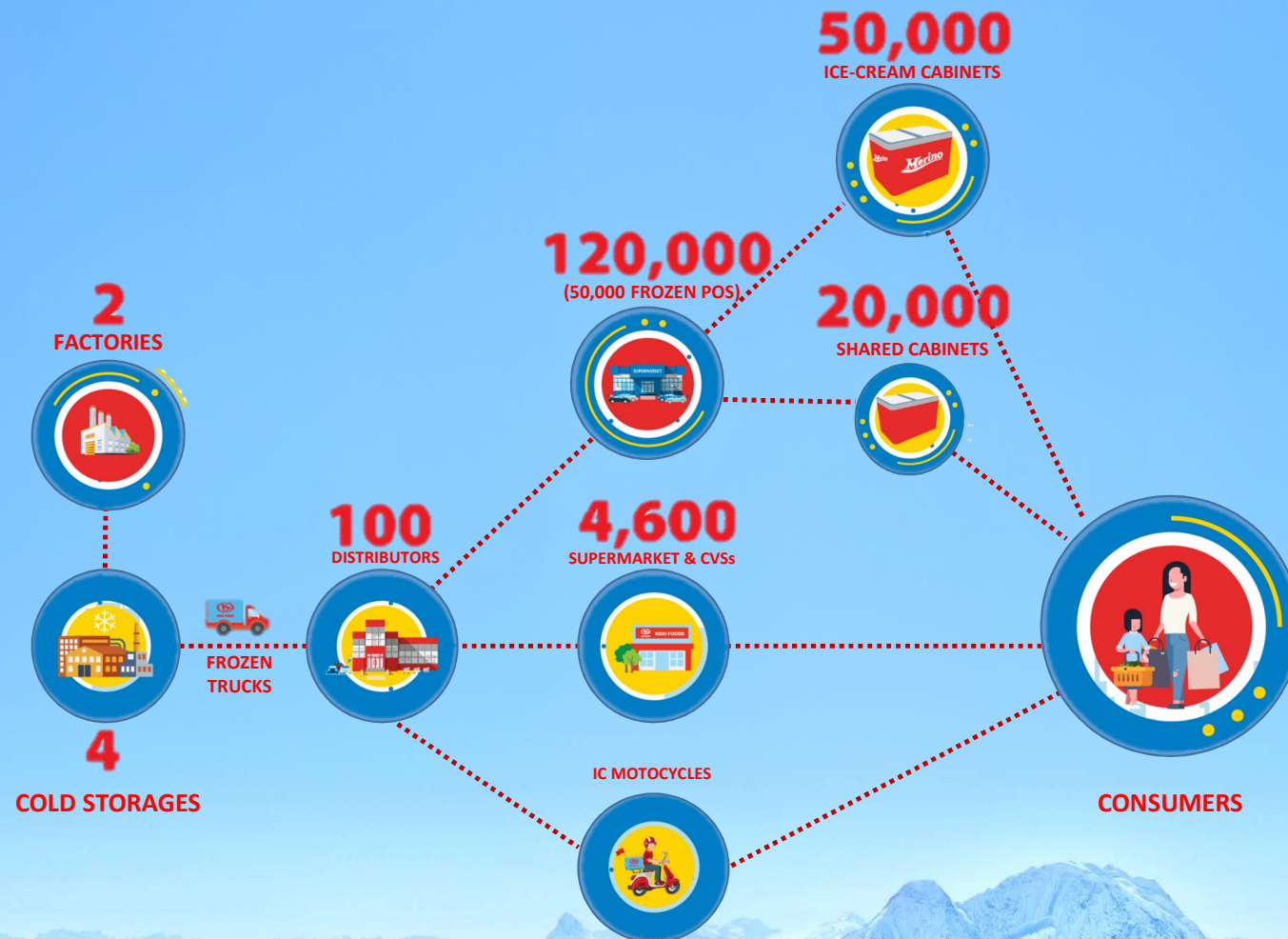


Vietnam Trusted



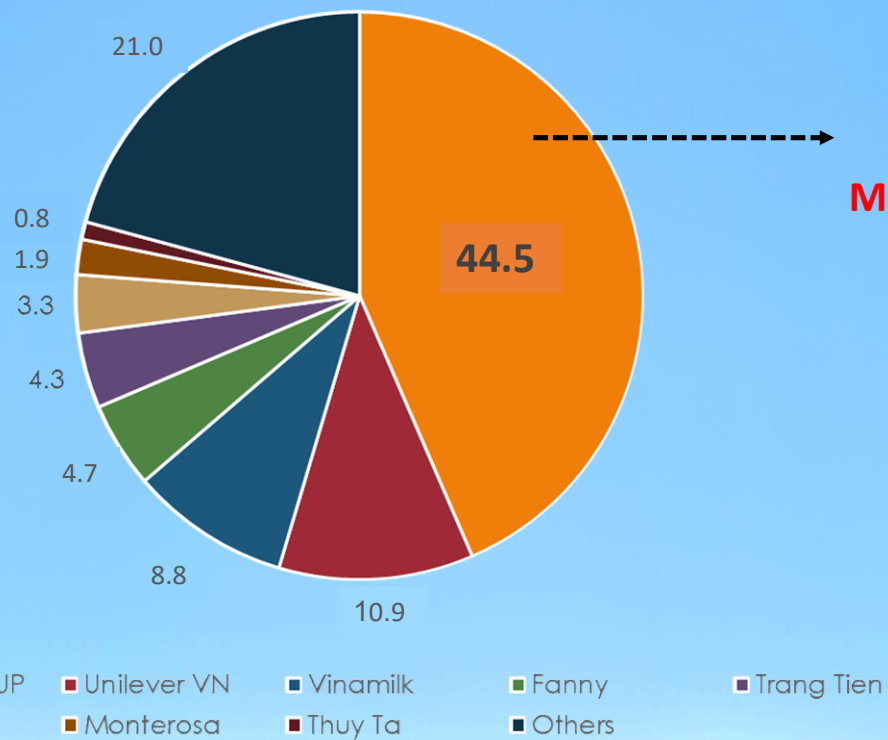
Vietnam Best food

OUR DISTRIBUTION SYSTEM



MARKET SHARES

Market Shares



**KIDO GROUP:
The Ice-cream
Market Leader in VN**

(Euromonitor International - Jul 2021)

CORPORATE SOCIAL RESPONSIBILITY

WONDER HOW WELL WE HAVE LIVED

"KIDO firmly believes that a successful organization can only grow when it is in a sustainable environment and society."

Therefore, each of our products produced is always ensured to be fabricated from safe and stable sources of raw material, under state-of-the-art modern technologies and to be subjected to the most rigorous quality management system with the highest commitment to quality and food safety. We are also conscious of our impacts on the environment, thus we constantly put great efforts into protecting the surrounding ecosystem. Lastly, KIDO is proud to be a brand name associated with community betterment through activities towards social developments; and we commit to providing a stable foundation with promising career paths for each member of KIDO's family."



OUR BRANDS

Celano
Premium Ice-cream

- ✓ The premium ice cream brand
- ✓ Target to Teenages, Adults
- ✓ Innovative & trendy products
- ✓ Lead the premium segment in Vietnam



Merino
Dzui Bất Tận

- ✓ The mass ice cream brand
- ✓ Wide target consumers from Kids to Family, Urban to Rural
- ✓ The market leader in market share and brand awareness



Frozen Yogurt

HEALTHY SNACKING

- ✓ Soft and bland frozen yogurts mixed with remarkable salted high-class New Zealand cheese that embody themselves with outstanding nutritious values:
- ✓ Optimising customers' digestive systems with Probiotic Bateria (Streptococcus and Lactobacilus)
- ✓ Strengthening customers' immunity system by adding rich Calcium and Vitamins
- ✓ Tasty and delectable New Zealand Cheese
- ✓ Unique with delicatessen and exotic flavors from Dalat, Taiwan (Brown Sugar Sauce) and Europe (Mild sweet Raspberry Sauce)



PRODUCT PORTFOLIO



Cone Classic



Cone Extra



Taiyaki IC



Smoothie cup



Stick X



Stick Yeah



Thai Sweet Gruel



Sweetie IC pieces



Stick Passion



Stick Passion



Frozen Yogurt
Cheese



Stick Kool



Stick Kool



Cutie Bear IC



Milk Tea Cups



Cups



Tubs



Frozen Yogurt
Tropical



Tubs



Cups



Tubs 3L

Celano
Premium Ice-cream

**Frozen
Yogurt**
HEALTHY SNACKING

Merino
Dzùi Bất rận

Celano
Passion

SIÊU PHẨM
KEM TRÂN CHÂU



XỐT
ĐƯỜNG ĐEN
THƠM LỪNG



TRÂN CHÂU
ĐÀI LOAN
TRỨ DANH



PHÔ MAI
NEW ZEALAND
HẢO HẠNG

**PHÔ MAI TRÂN CHÂU
HOÀNG KIM**

**SỮA TƯƠI TRÂN CHÂU
ĐƯỜNG ĐEN**

Celano
Passion

> KEM TRÂN CHÂU <



**PHÔ MAI
TRÂN CHÂU
HOÀNG KIM**



**SỮA TƯƠI
TRÂN CHÂU
ĐƯỜNG ĐEN**



Kem nước cốt trái cây



Merino

Sữa chua dẻo Phô mai

BỘ BA TIÊU HÓA KHỎE, BÉO VỊ SỮA, ĐẬM VỊ PHÔ MAI



 MEN SỐNG STREPTO & LACTO HỖ TRỢ TIÊU HÓA	 PHÔ MAI THẬT NEW ZEALAND	 TĂNG CƯỜNG CANXI
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Celano
frozen smoothie

SINH TỔ CAO CẤP

冷凍スムージー

NHO ĐEN
XỐT BERRY

ĐÀO XỐT
CHANH DÂY



MỚI
CỰC NGON!
CỰC ĐÃ!



For your attention,

THANK YOU

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