

OPPORTUNITIES



With franchising introduced and applied in Vietnam, fast food chains, bakeries and coffee shops are booming



Private label brands continue to grow and become more popular – increasing the production in the food and beverage sector

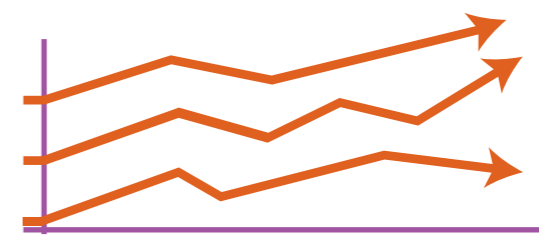


Locally produced food ingredients cannot meet the demand, especially in the dairy and bakery sectors

VIETNAMESE MARKET

6.7%

Over the last 6 years, Vietnam's GDP has experienced consistent growth, with its expected growth in 2018 at a healthy 6.7%



Vietnam has experienced strong economic growth and macroeconomic stability, coupled with low inflation rate



Vietnam's traditional wet market has seen a large decline in recent years, as the number of supermarkets and commercial centers rise

IMPORT/EXPORT



As Vietnam's trading networks and Free Trade Agreements continue to grow, lower import tariffs for food and food ingredients are put in place

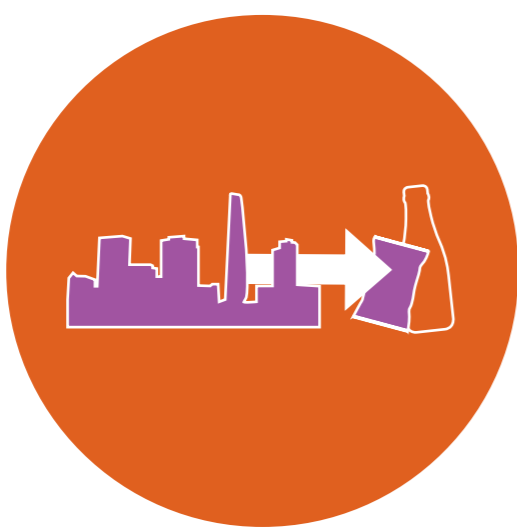
Vietnam's geographical locale, gives it easy access to the world's major sea routes, allowing for bulk shipments, reducing ocean freight costs



\$30,000,000

Between 2013 – 2015 the Vietnamese beverage industry saw a US\$30million increase in imported food and ingredients

CONSUMER INSIGHTS



Increased urbanization and rising disposable income has led to a surge in demand for convenient and processed food products

Western fast-food chains have seen significant growth in recent years, supporting the need and use for western world sourced ingredients



Demand for higher quality, healthier, hygienic, and safer food and ingredients grows as a result of increasing concerns with food safety and hygiene issues