



A MEMBER OF THE PAN GROUP



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# COMPANY PROFILE



## OVERVIEW

- ❖ Company name : BIBICA CORPORATION
- ❖ Established year : 1999
- ❖ Charter capital : 154.207.820.000 VND
- ❖ Number of outstanding shares : 15.420.782. shares
- ❖ Head office : 443 Ly Thuong Kiet St., Ward 8,  
Tan Binh Dist, Ho Chi Minh City, Vietnam
- ❖ Tel : (+84.028) 39717920
- ❖ Fax : (+84.028) 39717922
- ❖ Website : [www.bibica.com.vn](http://www.bibica.com.vn)
- ❖ Stock symbol : BBC
- ❖ Business License No.: 3600363970



## VISION

The leading confectionery company in Vietnam.



## MISSION

- Consumers: Nutrition Value And Safety Foods.
- Society: 100 Classrooms , 1000 Scholarships.



## CORE VALUES

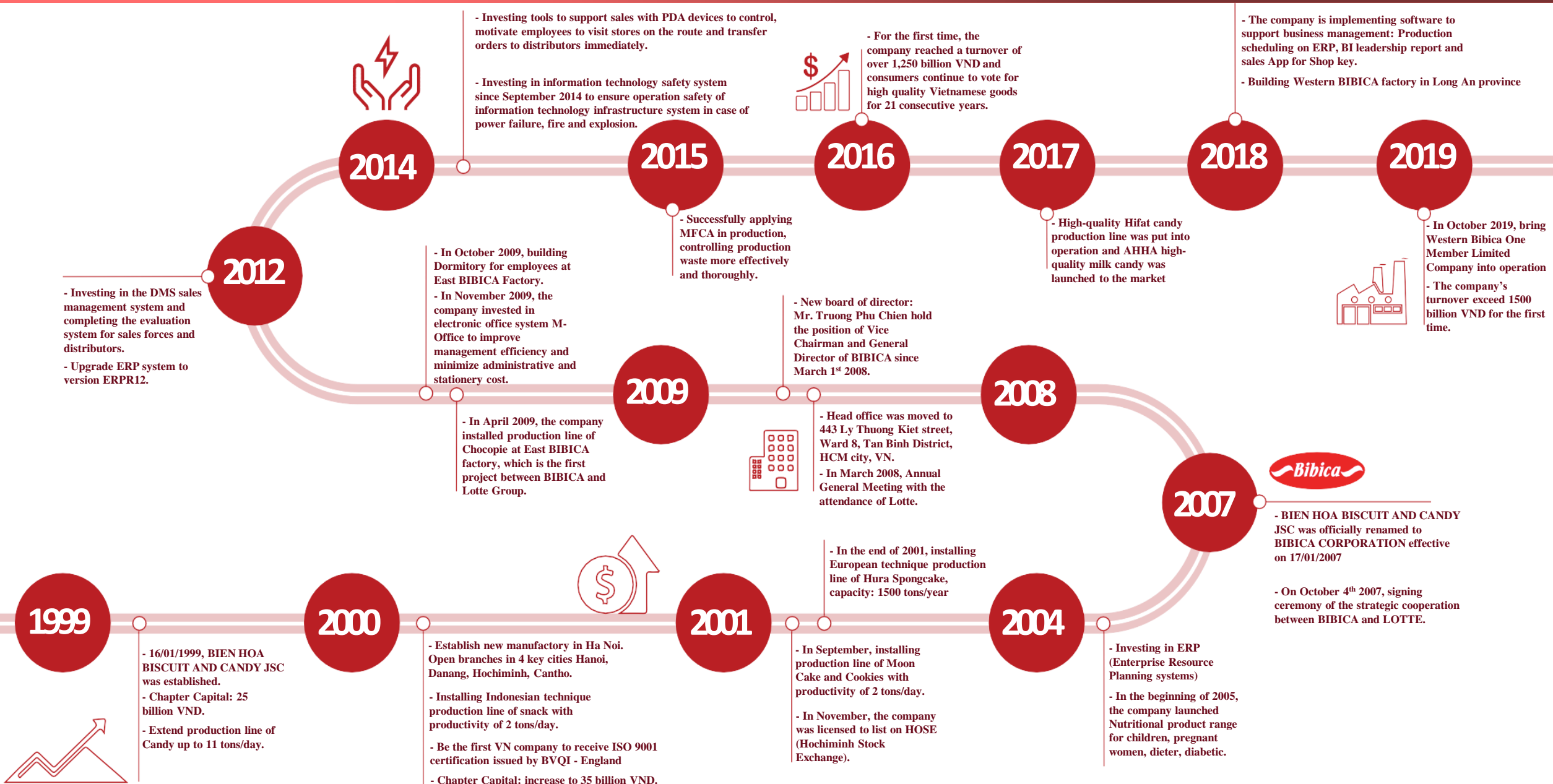
- Providing customers with nutrition products, ensuring food safety, attractive appearance. All for customers' health and preferences.
- Constantly innovating management, improving quality of products and services to get the best quality with the best prices.



- Maintaining mutually beneficial relationships with agencies, distributors, suppliers and partners.
- Complying with regulations, ensuring food hygiene and safety conditions.
- Being responsible and positively contributing to the society, protecting the environment for the quality of community's life.



# HISTORY



**1999**

- 16/01/1999, BIEN HOA BISCUIT AND CANDY JSC was established.
- Chapter Capital: 25 billion VND.
- Extend production line of Candy up to 11 tons/day.



**2000**

- Establish new manufactory in Ha Noi. Open branches in 4 key cities Hanoi, Danang, Hochiminh, Cantho.
- Installing Indonesian technique production line of snack with productivity of 2 tons/day.
- Be the first VN company to receive ISO 9001 certification issued by BVQI - England
- Chapter Capital: increase to 35 billion VND.



**2001**

- In September, installing production line of Moon Cake and Cookies with productivity of 2 tons/day.
- In November, the company was licensed to list on HOSE (Hochiminh Stock Exchange).

- In the end of 2001, installing European technique production line of Hura Spongecake, capacity: 1500 tons/year

**2004**

- Investing in ERP (Enterprise Resource Planning systems)
- In the beginning of 2005, the company launched Nutritional product range for children, pregnant women, dieter, diabetic.

**2009**

- In April 2009, the company installed production line of Chocopie at East BIBICA factory, which is the first project between BIBICA and Lotte Group.
- In October 2009, building Dormitory for employees at East BIBICA Factory.
- In November 2009, the company invested in electronic office system M-Office to improve management efficiency and minimize administrative and stationery cost.



- New board of director: Mr. Truong Phu Chien hold the position of Vice Chairman and General Director of BIBICA since March 1<sup>st</sup> 2008.

**2008**

- Head office was moved to 443 Ly Thuong Kiet street, Ward 8, Tan Binh District, HCM city, VN.
- In March 2008, Annual General Meeting with the attendance of Lotte.

**2012**

- Investing in the DMS sales management system and completing the evaluation system for sales forces and distributors.
- Upgrade ERP system to version ERPR12.

**2014**

- Investing in information technology safety system since September 2014 to ensure operation safety of information technology infrastructure system in case of power failure, fire and explosion.



**2015**

- Successfully applying MFCA in production, controlling production waste more effectively and thoroughly.

**2016**

- For the first time, the company reached a turnover of over 1,250 billion VND and consumers continue to vote for high quality Vietnamese goods for 21 consecutive years.



**2017**

- High-quality Hifat candy production line was put into operation and AHHA high-quality milk candy was launched to the market

**2018**

- The company is implementing software to support business management: Production scheduling on ERP, BI leadership report and sales App for Shop key.
- Building Western BIBICA factory in Long An province

**2019**

- In October 2019, bring Western Bibica One Member Limited Company into operation
- The company's turnover exceed 1500 billion VND for the first time.



**2007**

- BIEN HOA BISCUIT AND CANDY JSC was officially renamed to BIBICA CORPORATION effective on 17/01/2007
- On October 4<sup>th</sup> 2007, signing ceremony of the strategic cooperation between BIBICA and LOTTE.



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# THE PAN GROUP BRIEF-INTRODUCTION



Top 10 most reputable food and beverage companies



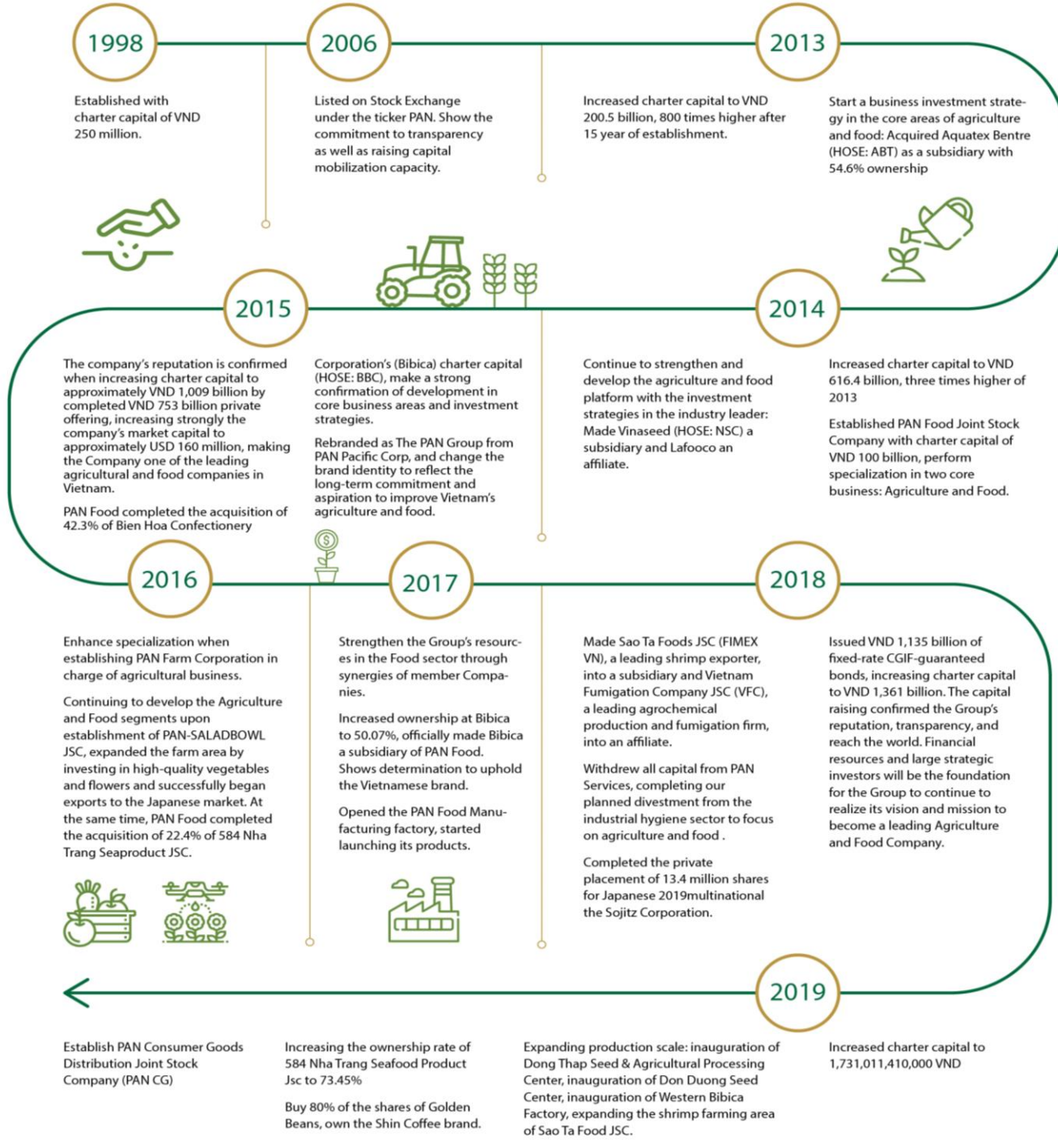
VNR500 – Top 500 largest enterprises in Vietnam



PROFIT500 - Top 500 most profitable companies in Vietnam



Top 10 Companies with Best M&A Strategy of the decade (2009-2018)  
02 Deals of the Decade (The PAN Group – Vinaseed, PAN Food – Bibica)





THE PAN GROUP



PAN FARM

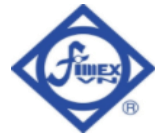
 VINASEED®

 PANHULIC

  
Chât lượng đích thực



PAN FOOD



PANCOG  
CONSUMER GOODS

Distributing Pan Group's products to anywhere

- 200 distributors in Vietnam
- 145,000 retailers
- 6,000 HP-SP & CVS
- Export to >20 countries
- 1,200 headcounts
- Operating on DMS & ERP system



# DISTRIBUTION NETWORK



  
20+ foreign markets

  
145,000 point of sales

  
160 distributors

  
6,000 supermarkets, CVs

## Domestic market

BIBICA's products are widely distributed in domestic market with more than 160 distributors, 145,000 points of sale and 6,000 CVs in 63 provinces and cities nationwide.

## Export market

Our products have been exported to more than 20 countries including Thailand, Philippines, Myanmar, Laos, Cambodia, Korea, Japan, China, Mongolia, USA, Cuba,...



# FACTORIES

## BIBICA BIEN HOA

**Location**  
Bien Hoa 1 Industrial Park, Dong Nai Province (30kms from HCMC)

**Total area**  
35,000 m<sup>2</sup>

**History**  
Established in 1993



## EASTERN BIBICA

**Location**  
My Phuoc 1 Industrial Park, Binh Duong Province (50kms from HCMC)

**Total area**  
40,000 m<sup>2</sup>

**History**  
Established in 2007



## PANFM & WESTERN BIBICA

**Location**  
Vinh Loc 2 Industrial Park, Long An Province (30kms from HCMC)

**Total area**  
50,000 m<sup>2</sup>

**History**  
Established in 2017



## BIBICA HANOI

**Location**  
Sai Dong B Industrial Park Hanoi (20 kms from Hanoi)

**Total area**  
40,000 m<sup>2</sup>

**History**  
Established in 2002

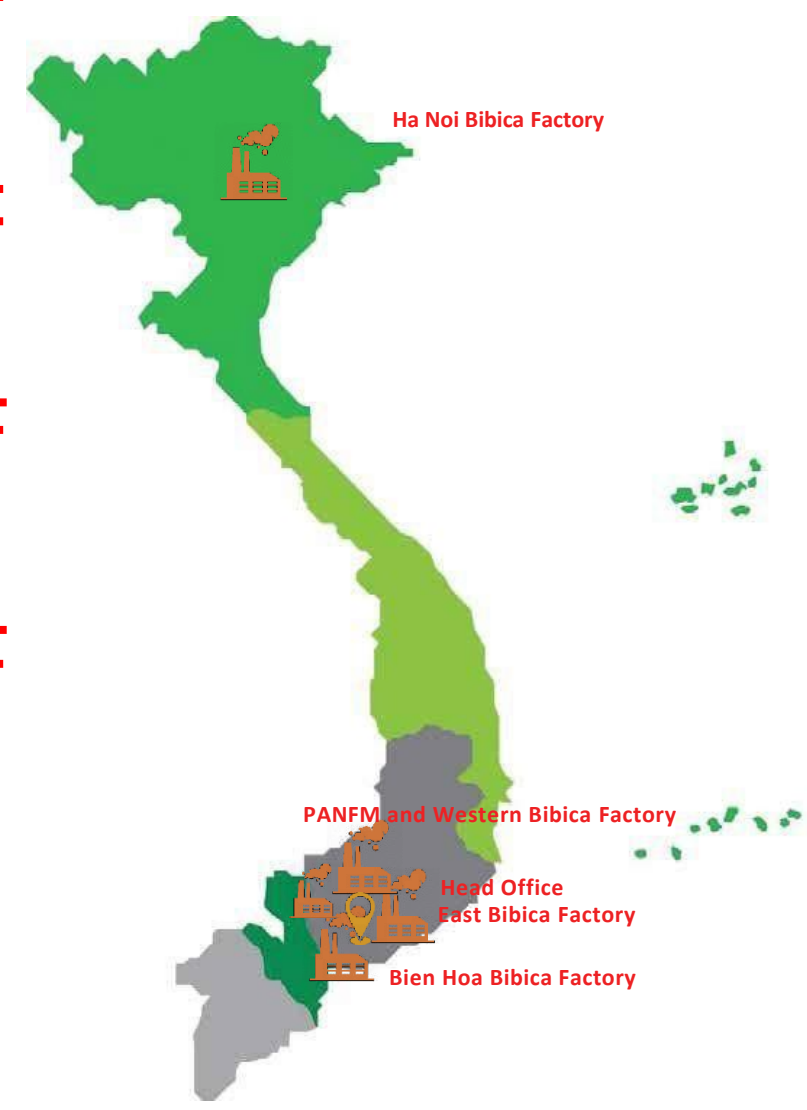


## PAN FOODS

**Location**  
Vinh Loc 2 Industrial Park, Long An (30 kms from HCMC)

**Total area**  
40,000 m<sup>2</sup>

**History**  
Established in 2017





# CERTIFICATES

We have achieved ISO 22000:2018, HALAL, FSSC 22000, FDA Certificates





**Vietnam High Quality Goods Certification in 2019**

**Typical HCMC products and services in 2019**

**The National Quality Award 2019 (Bien Hoa Bibica Factory)**

**High-Quality Vietnamese Products Certification in 2018, 2017, 2016.**

**The National Quality Award 2017, 2016**

**Vietnam High Quality Goods Certification for 20 consecutive years**

**Reputable brand name APEC quality in 2016 by Southeast Magazine**

**The 12th Reputable Vietnamese brand in 2016 certified by the Vietnamese Brand Magazine**

**Typical businessman Ho Chi Minh in 2016**

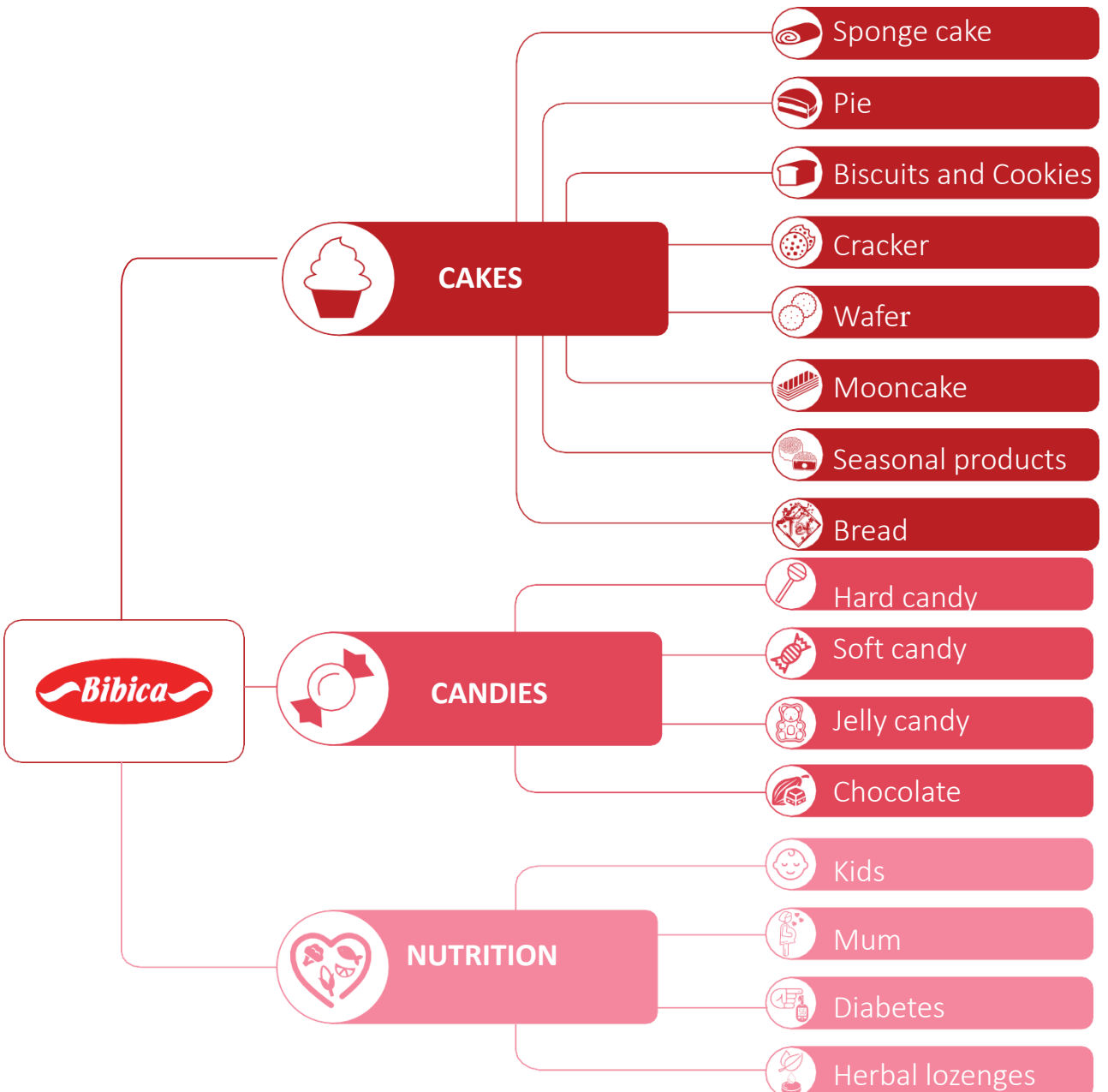
**Typical Ho Chi Minh enterprises in 2016**

**Typical Entrepreneur of the local business sector organized by VCCI**





# PRODUCTS



## OEM & CO-BRAND PRODUCT

Besides BIBICA brand, we also research and develop OEM product / Co-brand product base on customer's requirement that meet import standard and global quality with private label.





PRODUCTS

SPONGE CAKE



Real milk  
Fresh egg

Nguồn nguyên  
liệu sữa thật  
trứng tươi





Biscuits and Cookies



Bread





PRODUCTS

WAFER & CRACKER



Wafer



**Roppy**  
Roppy - xốp giòn reo nốt nhạc



Cracker



**Bibica** **PANOG**

Khám phá Lurich Snack Cracker  
Nhận vui dài bất ngờ

**LURICH**  
Snack Cracker

nguyên liệu tự nhiên nướng không chiên

**NEW! KHÁM PHÁ NGAY NÀO**

Vui ăn cùng. Bùng hương vị!

Pho mai, Chanh dây, Rượu dừa, Vị mới



PRODUCTS

HARD CANDY & SOFT CANDY



Hard candy



Soft candy



Jelly candy

Chocolate





PRODUCTS

MOONCAKE



一  
年  
一  
度  
中  
秋  
夜  
花  
好  
月  
圆





PRODUCTS

SEASONAL PRODUCTS





PRODUCTS

NUTRITION



**Quasure light**  
Low sugar – low calories for  
Diabetes patients



**Herbal Candy**



**Mumsure & Growsure**  
For Mom & Baby



**Probiotics Jelly Candy**



BÁNH DINH DƯỠNG  
**Mumsure**  
Cho phụ nữ mang thai và cho con bú



Dinh dưỡng thiết yếu cho phụ  
nữ mang thai và cho con bú





# PRODUCTS

# OEM & CO-BRAND PRODUCT





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THANK YOU!