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**PHAM-ASSET JOINT  
VENTURE COMPANY**

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COMPANY PRESENTATION 2023



**JOJO**  
*Brings people together*

**TASTY,  
CRISPY, CRUNCHY**

**LOVE EVERYONE, LOVE JOJO**



## ABOUT US



- ❖ Since 2002, with over 20 years of experience in the field of snack processing and manufacturing in Vietnam. Pham - Asset's brands and reputation are well trusted in both locally and internationally. We are known for our product quality as well as production capabilities.
- ❖ Our products: Snack, wafer rolls, jelly, energy drink, coated peanut and instant coffee.



## OPERATIONAL FACILITIES

Pham - Asset had 5 major operation facilities located across Vietnam.

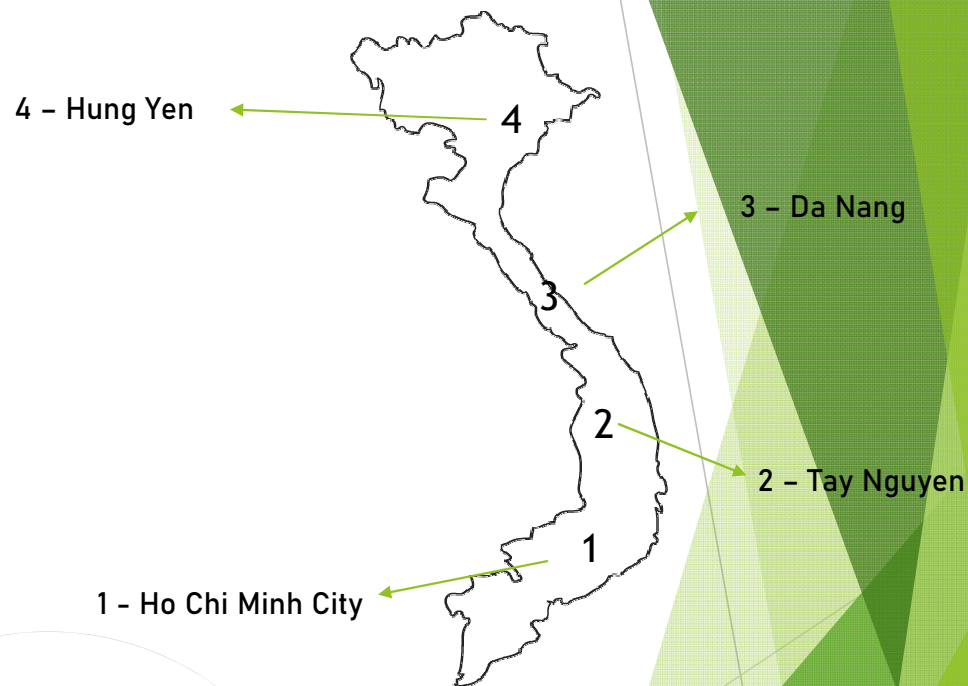
These strategic location is set for the ease of distribution nation wide as well as providing the freshest of product to our end user.

Main Production Facilities: Ho Chi Minh City

North Region: Hung Yen

Central Region: Da Nang

Highlands Region: Tay Nguyen





# HUNG YEN NORTHERN REGION

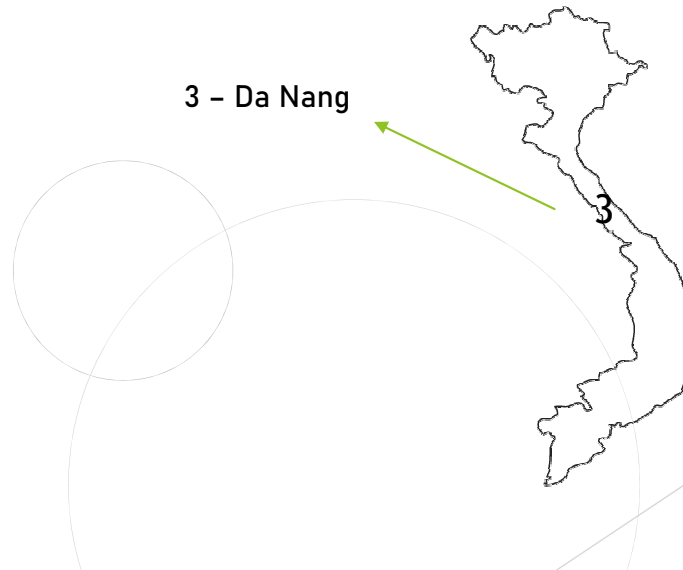
- Hung Yen, is the main production area of Pham-Asset in the Northern Region of Vietnam.
- Production supply covers throughout the Northern Region of Vietnam.
- With the production and export capacity, together with the advantage of exporting via Hai Phong port.





# DA NANG COASTAL REGION

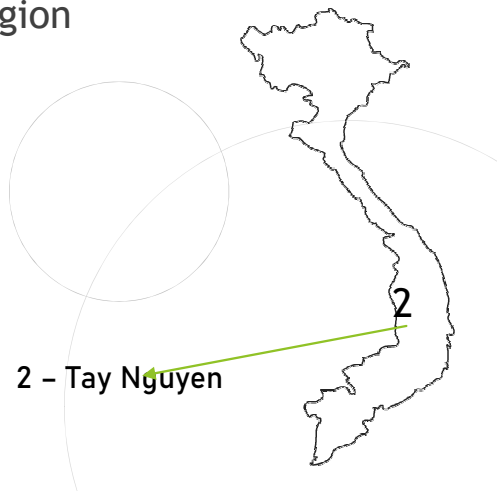
- Da Nang, is the main production area of Pham - Asset in the Coastal Region of Vietnam.
- Production supply covers throughout the Coastal region of Vietnam.





## TAY NGUYEN HIGHLAND REGION

- ▶ Tay Nguyen (Daklak) production facility, is the main production area of Pham-Asset in the highland region.
- ▶ Production supply covers throughout the 5 provinces in the Highland Region of Vietnam.



# ●●● Expansion of Production Capacity in 2025 (3 New Factory in 2025)

1. **PAHCM: (South Vietnam - Ho Chi Minh City)**
  - Opening of New Factory in Long An province.
  - Current Progress: Confirmation of Land purchase, and preparation for ground breaking
  
- ▶ 2. **PAMB: Mien Bac (North Vietnam - Hanoi)**
  - Preparation of land purchase of new factory.
  
- ▶ 3. **PADN: (Central Vietnam - Danang)**
  - Preparation to upgrade factory to Danang Industrial Park
  - Upgrade and expand production facilities by 2024



# Certification

Pham-Asset 2023







Announced  
**810/1000**

Pham Asset Ho Chi Minh - 7161

Excludes Receiving and Delivery activities as well as the finished Product Warehouse. Includes Pepsi product Areas only.

Binh Tan District, Ho Chi Minh, Vietnam

was inspected by a qualified AIB International Inspector on

July 12, 2021 - January 2, 2022

under the requirements of the AIB International Consolidated Standards for Prerequisite and Food Safety Programs.

Chairman of the Board

Global Vice President, Operations

President and CEO

TO VERIFY AUTHENTICITY OF THIS DOCUMENT, CALL AIB INTERNATIONAL AT +1-785-537-4750

## AIB CERTIFICATION PHAM-ASSET PASSED AIB (6 YEARS IN A ROW)

Globally recognized for setting standards for food safety, AIB International performs inspections to ensure that food manufacturing facilities uphold strict food safety and quality requirements.

Pham-Asset achieve AIB from 2016 till now.



## FSSC 22000

Food Safety System Certification 22000 (FSSC 22000) offers a complete certification Scheme for the auditing and certification of Food Safety Management Systems (FSMS). It also offers certification for combined FSMS and Quality Management Systems (FSSC 22000-Quality).

Pham-Asset achieve FSSC 22000 from 2018 till now.

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# Products and Services

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**JOJO**<sup>®</sup>  
**TANOSHI**



# SNACK PRODUCTION LINE

By using model technology from Japan and US help reduce fat to a minimum level, we make our snack products crisp to make our customers happy and healthy.



PHAM-ASSET 2023





# WAFFER ROLL PRODUCTION LINE

Using Austria machinery to produce the finest wafer rolls. Complete line from raw material mixing to finished product. Ensuring the tasty flavor and perfect crisp texture.



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# COATED PEANUTS PRODUCTION LINE

Providing evenly coated of peanuts for the best of taste structure. Using Japanese technology to improve version of traditional coating method.



PHAM-ASSET 2022





## PEANUTS CRACKER







# TANOSHI

New branding line of Pham-Asset.  
Using Japanese Technology and concepts to specially catered to the “Young Adults”

Products of “TANOSHI” are an improve version of Traditional Snacks.

Bring Snacking to a whole new level

Product Series	
Snacks	Wafer
Peanut	



Công Ty Liên Doanh Phạm - Asset

# TANOSHI

## PHAM-ASSET'S (SEMI - PRODUCT) - PELLET

Semi products are mainly focusing on Business To Business (B2B). These high quality product as known as “Pellet”.

Such product are mainly sold to snack manufacturers for 2<sup>nd</sup> processing.

Alternatively it is also used for “Private label” or “OEM” projects. So that our esteem customer can select their types of “Pellet” based and develop their own product on their market demands.



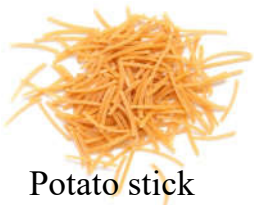
Prawn cracker



Squid



Cuttle -fish



Potato stick



Purple sweet potato



Extruded corn



Net



Vegetable



leaf



Seaweed



Chicken leg



Pumpkin

# INTERNATIONAL AWARENESS

Vietnam

Russia

China

Mongolia

Cambodia

Saudi Arabia

Bahrain

Taiwan

Tunisia

South Korea

PHAM-ASSET 2023



Products of Pham-Asset are sold internationally, as we are known for our **Quality Assurance**, **Flexible Business Co-operation** and our **Reliable Long Term Business Relations**.

# MAJOR BUSINESS PARTNERS

PHAM-ASSET 2023





Pham-Asset Joint Venture Company



Lot D4/1, 1B Street, Vinh Loc Industrial Park,  
Binh Tan District, Ho Chi Minh city, Vietnam

Head Office

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Website:  
[www.pham-asset.com](http://www.pham-asset.com)