ADHERING TO THE NEW BUSINESS MODEL, TTC AGRIS ENGAGES IN NUMEROUS M&A OF NUTRITIONAL BEVERAGE COMPANIES

Following the strategy to participate in the global value chain of Food - Beverage - Milk - Confectionery, Thanh Thanh Cong - Bien Hoa Joint Stock Company (TTC AgriS, HOSE: SBT) is intensifying its M&A activities with companies specializing in natural nutrition beverages.

Intensifying M&A natural nutrition beverage companies, TTC AgriS positions its brand within the global FBMC (Food - Beverage - Milk - Confectionery) sector

Following the strategy to participate in the global value chain of Food - Beverage - Milk - Confectionery (FBMC), TTC AgriS has recently focused on enhancing R&D activities to optimize the agricultural value chain and product portfolios from sugarcane, coconut, banana, rice, and more. This is grounded in its core business philosophy of Solutions - Technology - Sustainability as the foundation for sustainable development. At the same time, TTC AgriS is also planning M&A activities with potential nutrition beverage companies to advance this strategy.

In September 2024, TTC AgriS announced a AUD 1.5 million investment in East Forged, an Australian nitro cold brew tea company, through its subsidiary, Global Mind Australia (GMA). East Forged's tea products are famous for being naturally cold-brewed, with no added sugar, artificial colors, or flavors, and are currently widely distributed in both online and offline stores across Australia, such as Harris Farm, IGA, and WHSmith. East Forged is also strongly committed to the origin, health benefits, and sustainability of its products, using tea leaves grown by farmers in Australia and Taiwan, adhering to high standards of responsible production practices and sustainable supply chains.

Mr. Justin McGowan - CEO of Trade and Investment Queensland (bottom row, left), Mrs. Dang Huynh Uc My - Chairlady of TTC AgriS (bottom row, right), Mrs. Doan Vu Uyen Duyen - CEO of GMAA (top row, left), and Mrs. Kym Cooper - Founder of East Forged (top row, right) at the signing ceremony held at the Queensland Trade and Investment Office, Australia

On October 10th, 2024, TTC AgriS announced its investment plan to acquire 40% of Ben Tre Import-Export Joint Stock Company (Betrimex) shares. The implementation period will be from October 2024 until completion, within the FY 2024-2025. Betrimex is the leading company in Vietnam, specializing in the production, distribution, and trade of coconut products, holding a domestic market share of 73% and ranking 16th globally, with a presence in nearly 70 countries worldwide, including demanding markets such as the U.S., EU, and China.

The Chairlady of the Board of Directors, Mrs. Dang Huynh Uc My sharing her insights on the deals: **"TTC AgriS's development strategy focuses on agriculture and food, integrating advanced technology, along with sustainable development practices. To promote this, we collaborate with promising companies in the food and beverage sector, both domestically and internationally, through joint investments and strategic agreements. The successful investment in East Forged and the upcoming investment in Betrimex will strengthen TTC AgriS's internal capabilities to stay ahead of market trends and customer demands, enabling us to engage deeply in the global FBMC value chain and enhance our comprehensive service product ecosystem."**

Betrimex, established in 1976, is widely recognized for its canned coconut water product, Cocoxim, which is available in supermarkets and retail chains nationwide. The company currently owns a material area of 30,000 ha in Ben Tre, of which 10,000 ha are organic-certified, the largest in Vietnam, in collaboration with local farmers. Betrimex generates 10% of its revenue from the domestic market and 90% from exports to over 70 countries, including demanding markets such as the U.S., EU, Japan, China, and Singapore.

Betrimex's material area of 30,000 ha in Ben Tre, of which 10,000 ha are organic and in collaboration with local farmers

The investments in East Forged and Betrimex, two F&B companies with strong export capabilities and experience, will facilitate TTC AgriS's continued expansion into international markets, particularly in the natural food sector.

Currently, in addition to the core sugar products, TTC AgriS has successfully developed over 50 natural nutrition beverage products, including coconut water, sugarcane juice, pure water, and etc. The company is actively expanding its ecosystem of high-nutritional energy products, specifically focusing on natural food and beverage solutions in the FBMC sector that are beneficial for consumer health and provide sustainable value to society.

In line with its long-term strategy, TTC AgriS will actively restructure its investment portfolio while pursuing M&A opportunities with promising companies in the same industry. This focus will strengthen its core business operations and ensure adequate resources to engage deeply in the global FBMC market, with a goal of achieving revenue of VND 60 trillion by 2030.

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