

TTC AGRIS INNOVATION DAY 2023 PIONEERING A SUSTAINABLE AGRICULTURAL ECONOMY



On June 16th, 2023, Thanh Thanh Cong Corporation - Bien Hoa Joint Stock Company (TTC AgriS, HOSE: SBT) successfully organized the TTC AgriS Innovation Day 2023 event under the theme "**Serving the best natural nutrition for body needs**", officially marking the beginning of the TTC AgriS Innovation Day series starting from 2023.



The TTC AgriS Innovation Day 2023 event attracted the attention of numerous industry experts in the fields of nutrition, production, and food processing

Transforming its business model, promoting a sustainable agricultural economic mindset

The FY 2023 marks a significant milestone for TTC AgriS in transforming the traditional agricultural business model into an **Integrated smart agricultural economic model** - market-oriented and product-oriented, promoting economic thinking in agriculture instead of purely production thinking. TTC AgriS Innovation Day 2023 is an important milestone in this transformation journey and over 50 years of development of TTC AgriS, aiming towards the following objectives:



1

Creating a platform for agricultural science and technology-economic discussions, with a focus on economic sustainability in agricultural development.

2

Orienting market and product development towards transitioning from a production-oriented to an economic-oriented mindset.

3

Establishing and strengthening the relationship between Farmers - Producers - Traders, with TTC AgriS playing a crucial role as a key connector between all parties.

4

Affirming the role and benefits of optimizing the value chain of crops in agricultural production.

5

Reinforcing the position of a sustainable development enterprise leading agricultural trends such as Zero Discharge, increasing Organic products/regions, Net Zero,...



Vice Chairlady of the Board of Directors of TTC AgriS - Mrs. Dang Huynh Uc My, delivered the opening speech at the TTC AgriS Innovation Day 2023 event, with a focus on sustainable agricultural development



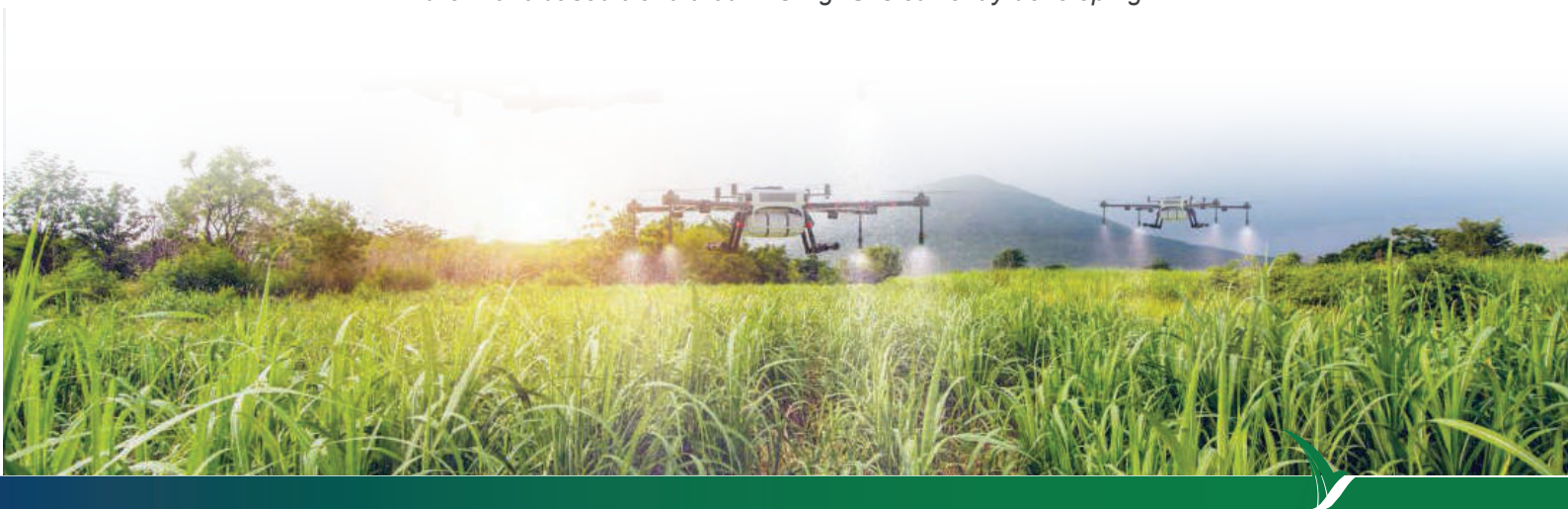
Sharing the significance of the event, Mrs. Dang Huynh Uc My - Vice Chairlady of the Board of Directors of TTC AgriS, stated: *"TTC AgriS Innovation Day 2023 opens a new chapter in the comprehensive journey of sustainable nutritional value chain - creating a common platform for agricultural science and technology-economic discussions. Through maximizing R&D activities, TTC AgriS positions itself as a company that produces high-value-added agricultural products - integrated consumer goods, while harmonizing interests with the surrounding environment."*

Pioneering the Plant-based food trend, creating a comprehensive nutritional value chain

After the Covid-19 pandemic, consumer habit has been continuously shifting, along with the impacts of climate change and the risk of food crises, leading to the emergence of Plant-based food as a global trend and increasingly prevalent in the comprehensive nutritional value chain.



The panel discussion on the "The Era of Plant-based Food" by nutrition experts provided valuable information about the Plant-based trend that TTC AgriS is currently developing



With the position of a high-tech agricultural enterprise with sustainable development, TTC AgriS quickly took the lead in participating in the Plant-based food processing industry to improve the ecosystem of its products and services, market orientation, and anticipate all customer demands. In this regard, the company sets stringent criteria for nutritional value for health, aiming to expand daily sustainable dietary choices for consumers.

The event's highlights were 2 panel discussions on the topics of "The Era of Plant-based Food" and "The Journey of Sustainable Development" featuring the participation of industry experts in the fields of nutrition, food, and agriculture. These discussions not only provided valuable information about plant-based food and sustainable agricultural development strategies but also demonstrated the contributions of TTC AgriS in enhancing platforms for source traceability, nutrition, and interactive exchanges for all parties involved. The aim is to accompany and share fruitful outcomes with the intelligent consumer community, encouraging responsible lifestyles starting from simple daily habits to contribute to global sustainable development.

Assessing the benefits that Plant-based foods bring to health, Assoc. Prof. PhD Le Bach Mai, Former Deputy Director of the National Institute of Nutrition, affirmed: *"TTC AgriS' Plant-based products are produced by fermentation technology, creating a source of protein with high content, which is very convenient for the body's absorption process"*. M.S Ha Thi Cam Van (Nutritionist) also believed that this was *"the solution that more and more consumers are prioritizing to pursue a macrobiotic diet and towards animal protection"*.

With optimal nutritional values, *"the target market for Plant-based foods will extend beyond vegetarians and include the vast majority of consumers, including those on specific diets, lactose-intolerant individuals, and even those seeking clean food and beverage options"*. Chef Pham Tuan Hai, the head chef at the event, highly praised the taste, texture, and delightful aroma of the Plant-based foods offered by TTC AgriS.

With large-scale and professional investment, the event attracted hundreds of partners, customers, and a diverse range of industry experts in the fields of nutrition, food production, and processing. In particular, visitors were impressed by the experiential journey built upon the 3 core elements of TTC AgriS's commitment: Solution, Smart, and Sustainability.





TTC AgriS Innovation Day 2023, in its first year, attracted hundreds of partners, customers, and numerous industry experts in the fields of nutrition and agriculture

With the theme **"Serving the best natural nutrition for body needs"**, TTC AgriS aimed to enhance community awareness of the values of natural nutrition for health and positive impacts on the environment. Additionally, the event aimed to promote healthy daily dietary habits for global consumers as an intelligent and sustainable choice. Furthermore, it sought to lead future agricultural trends, such as focusing on the development of organic raw material regions, diversifying the crop value chain to maximize resource utilization and minimize byproducts, and setting a Net Zero target for 2035. The "green" business strategy is considered a driving force for TTC AgriS to maximize its profits, contribute to local economic development and overall community development, share its valuable achievements with related parties, and promote the construction of a sustainable agricultural economy in Vietnam.



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