



VICO

COMPANY LIMITED

VIETNAMESE BRAND CONQUERS THE WORLD



VICO QUARANTEES:
“Supplying Excellent Quality - Satisfying Every Customer”



**TOGETHER IN COLLABORATION,
TOGETHER ACHIEVING SUCCESS**







Mr. NGUYEN VAN VIEN
LABOR HERO
CHAIRMAN OF VLC GROUP
CHAIRMAN OF THE BOARD OF DIRECTORS
OF VICO COMPANY LIMITED



Mr. NGUYEN MONG LAN
VICE CHAIRMAN OF VLC GROUP
CEO OF VICO COMPANY LIMITED

INTRODUCTION

VICO Limited Liability Company was established in 1994 under the name Sea Star and officially changed its name to VICO Company Limited in 1997. As a specialized enterprise in the production and trade of detergents, cosmetics, and the import-export of specialized chemicals, with nearly 30 years of development and continuous innovation, VICO is gradually becoming a leading Vietnamese enterprise conquering the global market. VICO joined the VLC Group in November 2011 through a partnership.

VICO owns renowned brands such as Vi Dân laundry detergent, VF super clean laundry detergent, ViDan laundry detergent, VICO laundry detergent, VF laundry detergent, VICO dishwashing liquid, VF dishwashing liquid, Orian shampoo & shower gel, Luson, Miss Moon perfume, Luson, Orian scented soap, Luson, Waha hand wash, fabric spray, floor cleaner, toilet cleaner, multi-purpose cleaner & glass cleaner.

Every year, VICO maintains a growth rate in the double digits. In the domestic market, VICO holds approximately 11% market share in laundry detergent, with its products covering all 63 provinces and cities nationwide. VICO continually strives to achieve its set goals: "By 2030, VICO's products will account for 20% market share, reaching a revenue of 5,000 billion VND, and the sales system will grow with 2,000 sales staff and 180 distributors."

VICO is a significant partner for major corporations such as Procter & Gamble (P&G) - USA, MM Mega Market - Thailand, Toyota Tsusho, and Kao - Japan. Moreover, VICO is expanding its export markets to Japan, Mongolia, Taiwan, North Korea, Laos, Cambodia, Thailand, Cuba, Myanmar, Singapore, the Middle East, and Africa, etc.

LEGAL REPRESENTATIVE:

Mr. Nguyen Mong Lan - CEO

Headquarters: No. 94, 208 Street, An Dong, An Duong, Hai Phong.

Phone: 0225 3835 869 - 0225 3835 473 / Fax: 0225 3835 870

Email: vico@vicogroup.com.vn / Website: www.vicogroup.com.vn

Southern Branch: No. 19 VSIP II - A, Street 26, Vietnam - Singapore Industrial Park,

Vinh Tan Commune, Tan Uyen Town, Binh Duong Province.

Phone: 0274 2222 159 / Fax: 0274 2222 165

MISSION

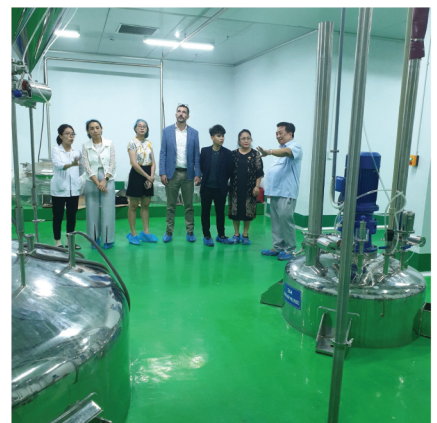
"VICO BRINGING TO EVERY VIETNAMESE FAMILY"

VISION

"VIETNAMESE BRAND CONQUERING THE CONTINENTS"



Research and Development Department



Home care Liquids Production Line

THE COMPANY'S DEVELOPMENT OBJECTIVES IN THE COMING YEARS:

In 2020, VICO achieved a revenue of 2,080 billion VND. By 2030, VICO aims to reach a revenue of 5,000 billion VND with a diverse and extensive product portfolio, including laundry detergent, liquid cleaning agents, cosmetics, and more. Furthermore, the company has set specific goals to strive for continuous learning and to follow the model of multinational corporations.

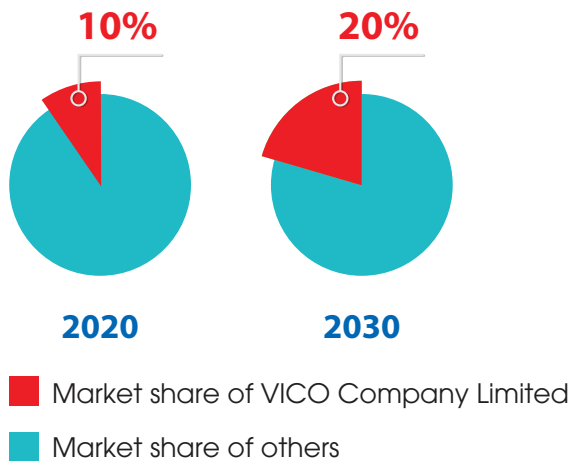


Chart 1: Market Share Targets
2020 - 2030

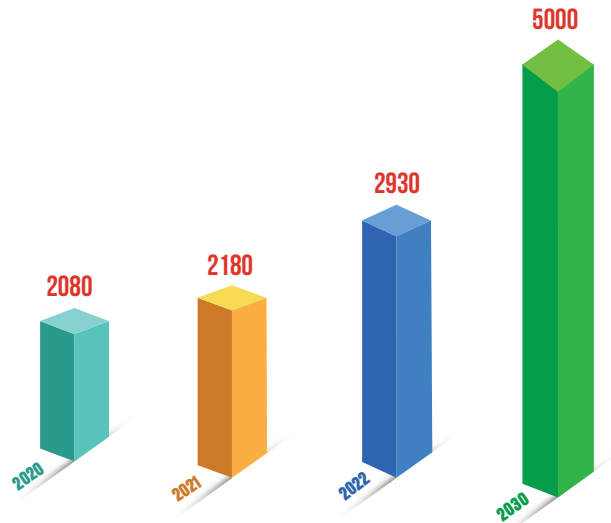


Chart 2: Sales target in 2030
(Billion VND)

DIRECTIONS GUIDING EVERY ACTIVITY OF VICO

VICO QUARANTEES:

“SUPPLYING EXCELLENT QUALITY - SATISFYING EVERY CUSTOMER”

- Enterprise as a home: Together we build discipline, fostering love, unity, and responsibility.
- Customer-centric: VICO always prioritizes customer interests. Customers are at the core of determining VICO’s direction, policies, and strategies to maximize customer satisfaction.
- Community responsibility: VICO is committed not only to business purposes but also to protecting the environment and taking comprehensive responsibility for societal issues.
- Productivity is efficiency: VICO consistently focuses on improving labor productivity based on the high automation level of production lines and the professionalism of VICO’s management team.
- Quality is a commitment: Strict adherence to quality standards to produce the best products with excellent quality.

VICO QUALITY MANAGEMENT SYSTEM

ISO STANDARDS:

ISO 9001:2000: Implemented since 2002.

ISO 9001:2008: Implemented since 2009.

ISO 9001:2015: Implemented since 2017.

ISO 14001:2015: Implemented since 2019.

ASEAN COSMETIC GMP GUIDELINES:

ASEAN GMP: Implemented since 2021.

QUALITY MANAGEMENT SYSTEM ACCORDING TO P&G STANDARDS:

2007: Initiated quality system

2008, 2009, 2011: System Audit and qualification

2012: Official qualified

QUALITY MANAGEMENT SYSTEM ACCORDING TO STANDARDS OF:

Toyota Tsusho Vietnam: since 2010.

MM Mega Market: since 2011.

SMETA STANDARD - INTERNATIONAL STANDARD FOR BUSINESS ETHICS

AND SOCIAL RESPONSIBILITY PRACTICES: Implemented since 2014.



PRODUCTION CAPACITY

VICO is operating 5 factories with a total capacity of 160,000 tons/ year of laundry detergent, 125,000 tons/ year of Homecare liquids, and 24,000 tons per year of LAS (Surfactant agent).



VICO's factories are equipped with cutting-edge technology, leading the way in the Asian region. The advanced standard Lab system can analyze all essential parameters in the fields of cleaning agents and cosmetics.

FACTORY 1:

Manufacturing of Homecare liquids

- Capacity: 20,000 tons/year.
- Quality system: ISO 9001:2015; ISO 14001:2015; GMP, 5S; TPM, Qualified for cosmetic production.
- Address: 75B, 208 Street, An Dong Commune, An Duong Province, Hai Phong City, Vietnam.



FACTORY 2:

Manufacturing Laundry detergent

- Capacity: 100,000 tons/year.
- Quality System: ISO 9001:2015; ISO 14001:2015; SMETA corporate social responsibility standards.
- Address: Alley 27, 208 Street, An Dong Commune, An Duong Province, Hai Phong City, Vietnam



FACTORY 3:

Manufacturing of laundry detergent, Homecare Liquids & cosmetics

- Capacity: 60,000 tons/year for laundry detergent and 39,000 tons/year for Homecare Liquids
- Quality System: ISO 9001:2015; ISO 14001:2015; ASEAN GMP; SMETA corporate social responsibility standards.
- Address: No 19, VSIP II-A, 26 Street, Vinh Tan Commune, Tan Uyen Town, Binh Duong Province, Vietnam.



FACTORY 4:

Manufacturing of surfactant agents

- Capacity: 24,000 tons/year.
- Quality System: ISO 9001:2015; ISO 14001:2015; URSA standard of Unilever; I-Compliance standard of Procter & Gamble.
- Address: CN2 - 01, Nam Dinh Vu Industrial Park, Dong Hai 2, Hai An, Hai Phong City, Vietnam.



FACTORY 5:

Manufacturing of Homecare liquids & cosmetics.

- Capacity: 66,000 tons/year.
- Quality System: ISO 9001:2015; GMP ASIAN; URSA standard of Unilever.
- Address: CN2 - 02, Nam Dinh Vu Industrial Park, Dong Hai 2, Hai An, Hai Phong City, Vietnam.



BUSINESS AND MARKET STRATEGY

VICO SUSTAINS SUSTAINABLE DEVELOPMENT WITH 3 MARKET SEGMENTS:

DOMESTIC MARKET:

VICO's distribution network spans the S-shaped land with 150+ distributors in the North, Central, and South regions, 10 regional managers, 100+ sales supervisors, and 1000+ sales staff.

The domestic market is VICO's most crucial market segment. Therefore, with the development of the product portfolio, VICO aims to expand the distribution system by 2030 with 180 distributors in the North, Central, and South, 2000 sales staff, and 150 supervisors overseeing regions.

Not only focusing on traditional sales channels, VICO is also enhancing its presence in supermarket channels. VICO has been bringing quality products closer to consumers through well-known supermarket systems such as BigC, Co.op Mart, T. Mart, AEON Mall, and more.



EXPORT MARKET:

VICO is exporting products to countries such as Japan, the Middle East, Mongolia, Cambodia, Taiwan, North Korea, Cuba, and some countries in the Middle East and Africa. In the future, VICO plans to expand exports to ASEAN countries and four Chinese provinces bordering Vietnam: Yunnan, Guangdong, Guangxi, and Hainan. The goal for 2024 is to export to Europe, including France and Poland.



CONTRACT MANUFACTURING:

VICO provides contract manufacturing services for companies such as Procter & Gamble (P&G) from the USA, MM Mega Market from Thailand, Toyota Tsusho, Kao from Japan, and Wilmar from Singapore.



VICO COMPANY FOCUSES ON DEVELOPING THE DOMESTIC MARKET UNTIL REACHING A 20% MARKET SHARE BEFORE ADVANCING TO EXPORT IN A STRATEGIC MANNER, SIMILAR TO HOW MULTINATIONAL CORPORATIONS ENTER VIETNAM

BUSINESS SECTOR:

HEMOCARE PRODUCTS

LAUNDRY DETERGENT:

- VICO Automatic
- VF Super Clean
- VIDAN 2X
- Vĩ Dân Robot
- Vĩ Dân Floral
- Vĩ Dân Economy
- Vĩ Dân Fresh
- Star
- Other laundry detergents...

- VF, VICO, Vĩ Dân Liquid Detergent
- VICO Fabric Softener
- VF, VICO Dishwashing Liquid
- Waha Glass Cleaner, Multi-purpose Cleaner
- Waha Clothes Freshener
- Bleach, Toilet Cleaner



PERSONAL CARE PRODUCTS

COSMETIC:

- Orian Shampoo, Conditioner
- Orian Shower Gel
- Luson Shampoo, Shower Gel
- Orian, Luson Soaps
- Miss Moon Women's Perfume
- Luson Men's Cologne
- Waha Hand Wash



ACHIEVEMENTS AND AWARDS

VICO has been honored with numerous accolades, including the Labor Medal, Government Emblem, Commendations, and Gold Cups. Consistently ranking among the top exemplary enterprises, VICO has achieved significant milestones in its operations, production, and business over the years. Some notable awards received by VICO include:

STATE AWARDS:

- Second-class Labor Medal presented by the President on June 1, 2016.
- Second-class Labor Medal awarded to the Vico "For achievements in business operations over 5 years (2010-2014)" by the Government (Decision No. 1089/QĐ-CTN dated June 1, 2016).
- Title of "Reputable Export Enterprise" in 2015 by the Department of Industry and Trade.
- Commendation Flag for the Unit Excellently Fulfilling Comprehensive Tasks, Leading in the Patriotic Emulation Movement of Hai Phong City, awarded by the Prime Minister from 2010 to 2013.
- Commendation Flag for the Unit Excellently Fulfilling Tasks, awarded by the People's Committee of Hai Phong City for the outstanding performance in the 5-year period from 2010 to 2014.

ASSOCIATION AWARDS:

- "Sustainable Development Enterprise" awarded by the Vietnam Business Council for Sustainable Development (VBCSD) in 2017.
- Commendation by the Chairman of the Vietnam Chamber of Commerce and Industry for outstanding achievements in effective production, business, and positive contributions to the overall development of the Vietnamese business community in 2016.
- High-Quality Vietnamese Products as voted by consumers in 2013, 2014, 2015, 2016, 2017.
- Golden Star Awards of Vietnam in 2003, 2008, 2011, 2013, 2015, presented by the Central Committee of the Vietnam Youth Union.
- "Cultural Enterprise in the Integration Period" awarded by the Vietnam Chamber of Commerce and Industry.
- Top 500 Largest Small and Medium-sized Enterprises in Vietnam in 2011, 2012, 2013, 2015, awarded by the Vietnam Report Evaluation Organization (VNR500).
- "Best Enterprise" award by the Socrates Committee of the European Business Association (E.B.A. Oxford, UK) at the "E.B.A 2013 Achievement" ceremony held in the UK on April 11, 2013.
- In 2017, VICO was recognized as a 5-star standard enterprise according to "BRCI:2017" by the Union of Science and Technology, the Council for Science - Institute of Economic Research, the Center for Consumer Research Vietnam, Global GTA Global Trade Organization, and the International Certification Organization InterConformity (Federal Republic of Germany - European Union).
- "Environmentally Friendly Product" awarded to the Vi Dân laundry detergent product line.
- Famous Brands, Competitive Brands" certificates for VF and Vi Dân laundry detergent brands in 2013, 2016

ORGANIZATIONAL AWARDS:

- Commendation from the People's Committee of Hai Phong City for the collective of VICO Company achieving "Outstanding Labor Collective" in 2018, 2021.
- Commendation from the People's Committee of Hai Phong City for the collective of VICO for "Outstanding Achievements in the Mass Movement to Protect National Security in 2016."
- Commendation flag and certificate of merit for the title of "Outstanding Labor Collective" in 2017, 2018, 2021, presented by the People's Committee of Hai Phong City.
- Commendation flag and certificate of merit from the Vietnam General Confederation of Labor for outstanding achievements in trade union activities.
- Title of a clean and strong Party cell in 2016.
- Certificate of merit for the VICO Party cell achieving the title of "Clean and Strong Party Organization, Exemplary" for 5 consecutive years (2011 - 2015) presented by the VLC Group Corporation.
- The VICO Youth Union recognized by the Hai Phong City Youth Union as an "Office Civilized Youth Union at the City level" in 2014.

AWARDS AND RECOGNITIONS FOR CEO NGUYEN MONG LAN

With outstanding leadership, guiding VICO to become robust and achieve remarkable success, CEO Nguyen Mong Lan has been honored with prestigious awards:

- Creative Labor Medal of Hai Phong City in 2023.
- Labor Medal, Second Class presented by the President in 2017.
- Commendation from the Government for "Outstanding achievements in business operations for five years (2010-2014)."
- Labor Medal, Third Class presented by the President in 2005.
- Creative Labor Certificate from the Executive Committee of the Vietnam General Confederation of Labor in 2020.
- Commendation for the title of "Outstanding Entrepreneur of Local Enterprises in 2016."
- Commendation from the Prime Minister for "Outstanding achievements in activities from 2010 to 2014, contributing to the cause of building socialism and protecting the homeland."
- "Director of the Year" award from the Socrates Committee of the European Business Association (E.B.A. Oxford, UK) at the "E.B.A. Achievements 2013" ceremony in the UK on April 11, 2013.
- Commemorative Medal "For Trade Union Building" from the Executive Committee of the Vietnam General Confederation of Labor.
- Creative Labor Certificate from the Executive Committee of the Vietnam General Confederation of Labor in 2013, 2014, and 2016.
- Golden Board title "Vietnamese Cultural Entrepreneur of the 21st Century" in 2015.





VICO COMPANY LIMITED

Headquarters: No. 94, 208 Street, An Dong, An Duong, Hai Phong.

V1: Laundry Powder Factory 100,000 tons/year (Alley 27, 208 Street, An Dong, An Duong, Hai Phong).

V2: Laundry Powder Factory 60,000 tons/year & Homecare Liquids 39,000 tons/year (VSIP II-A, Binh Duong).

V3: Surfactant Factory 24,000 tons/year (Nam Dinh Vu Industrial Zone, Hai Phong).

V4: Homecare Liquids Factory 60,000 tons/year & Cosmetics 6,000 tons/year (Nam Dinh Vu Industrial Zone, Hai Phong).

Phone: 0225 3835 473 - 0274 2222 159 * Fax: 0225 3835 870 - 0274 2222 165 * Website: vicogroup.com.vn



www.vicogroup.com.vn

1800 558 829