



# MAY-2025

# IR NEWS

12 June 2025



## EVENTS & NEWS CLIPPING

INVESTMENT RELATIONSHIP NEWS

### Thaifex Anuga Asia 2025

What's the most creative value - added pangasius idea you've thought of that no one's done yet?

Vinh Hoan has arrived in Bangkok. Join us to explore our latest innovation including Pangasius Fillet, Breaded Pangasius and Pangasius Surimi. Discover how we're shaping the future of seafood innovation

Bangkok, May 2025



## EVENTS & NEWS CLIPPING

### Adding Value to Pangasius: From Traditional Fillets to Convenient Ready-to-Eat Products

**Why Diversify from Traditional Fillet Products to Convenient Ready-to-Eat Options?**

"... Consumer preferences in global markets are shifting strongly toward convenient, quick-to-prepare, diverse, and safe food options. The seafood industry worldwide is witnessing a growing demand for deeply processed products such as seasoned fillets, pre-fried fish, vacuum-packed items, and ready-to-cook or ready-to-eat meals. These formats meet the needs of today's busy, health-conscious consumers—particularly in developed markets such as the United States, Europe, Japan, and South Korea, which are among the largest importers of Vietnamese pangasius.

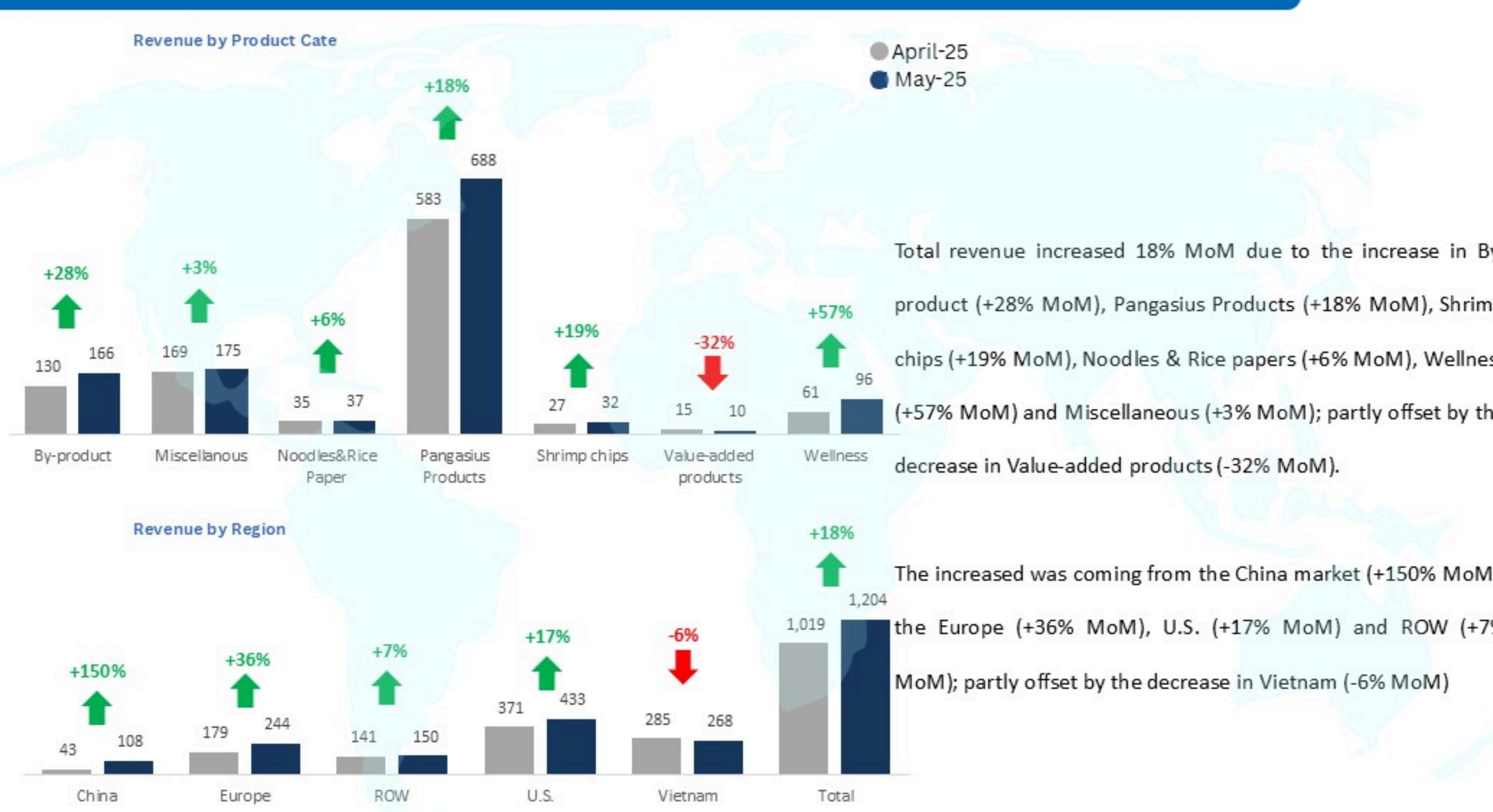
Expanding into value-added and convenient products not only meets market demand but also helps optimize raw material usage. By utilizing by-products like bones and fish skin, producers can create a wide range of value-added items such as fish balls, fish cakes, and breaded fish products—contributing to both sustainability and higher profit margins.

Diversifying pangasius product lines is a strategic direction to enhance added value and ensure the sustainable development of Vietnam's pangasius industry. Commonly developed convenient product categories include: marinated pangasius fillets (using both traditional and international flavors), pre-fried fillets, fish balls, fish cakes, vacuum-packed fillets, and ready-made items like sushi, sashimi, or canned pangasius.

...International consumers are increasingly focused on food safety, traceability, and environmentally friendly sourcing. Vietnam's pangasius industry is well-positioned to meet these expectations through transparent supply chains and adherence to global standards such as ASC, BAP, and GlobalG.A.P. The shift toward convenient, value-added products is also a proactive approach to meet the strict hygiene, safety, and traceability requirements of high-end markets.

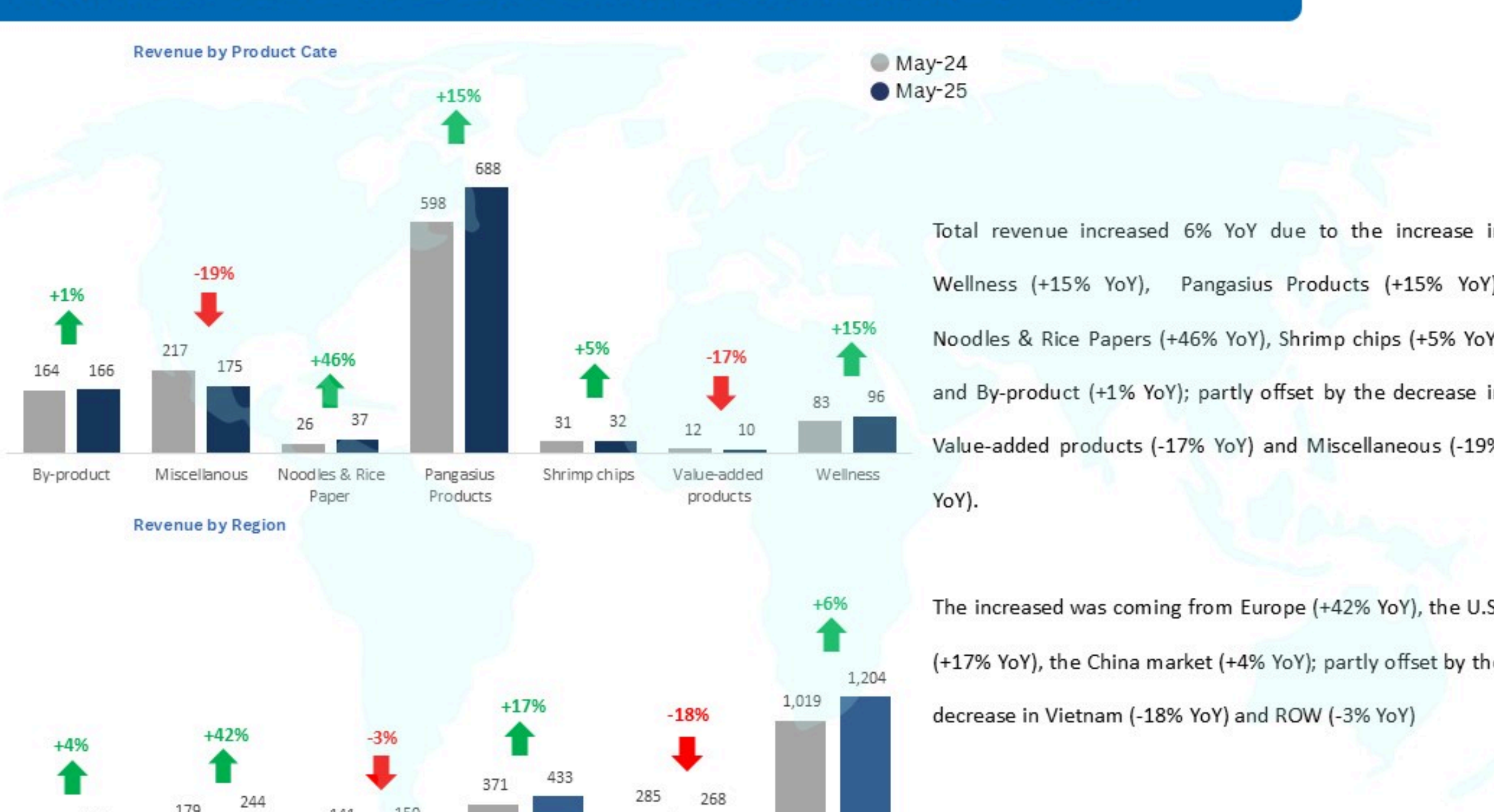
Translated from Vietnamese - VASEP, June 6<sup>th</sup> 2025

## FINANCIAL & OUTLOOKS: MAY 2025 REVENUE - MOM



Source: Management; Note: rounded preliminary figures not audited or reviewed in VND billions; figures presented in net revenue basis, net of sales return and deduction; ROW denotes Rest of World (incl. HK)

## FINANCIAL & OUTLOOKS: MAY 2025 REVENUE - YOY



Source: Management; Note: rounded preliminary figures not audited or reviewed in VND billions; figures presented in net revenue basis, net of sales return and deduction; ROW denotes Rest of World (incl. HK)

