

# ► PROFILE IDD CORP



**IDD**CORP

# **CONTENT**

|                                                 |           |
|-------------------------------------------------|-----------|
| <b>ABOUT IDD CORP JOINT STOCK COMPANY .....</b> | <b>02</b> |
| <b>VISION, MISSION, CORE VALUES .....</b>       | <b>03</b> |
| <b>BRAND STORY .....</b>                        | <b>04</b> |
| <b>SERVICES .....</b>                           | <b>05</b> |
| <b>PRODUCTS .....</b>                           | <b>06</b> |
| <b>RAW MATERIAL AREAS .....</b>                 | <b>09</b> |
| <b>PROCESSING PROCEDURES AND ROASTING .....</b> | <b>10</b> |
| <b>ABOUT THE FACTORY .....</b>                  | <b>11</b> |
| <b>CERTIFICATES .....</b>                       | <b>12</b> |
| <b>HIGHLIGHTS .....</b>                         | <b>13</b> |
| <b>CORPORATE CULTURE .....</b>                  | <b>14</b> |

## ABOUT IDD CORP JOINT STOCK COMPANY

IDD Corp operates with the mission of connecting and enhancing the value of Vietnam's coffee industry.

IDD Corp owns **HANCOFFEE** brand: Coffee production and trade. Supplying high quality clean materials and coffee products to domestic and international markets. IDD Corp exports Vietnamese brand coffee to potential markets in Asia and Europe. Develop a chain of premium coffee experience spaces in big cities with 3 models: **HANCOFFEE** Community, **HANCOFFEE** Original, **HANESPRESS**.

IDD Corp develops **PALIO** coffee brand - Premium coffee with Italian style and standard.

IDD Corp owns HANMOONCAKE brand - Premium moon cake brand - Gift solution for enterprises.

IDD Corp - A member company: Gap Fast Consumer Joint Stock Company(retail services).

IDD Corp - A subsidiary company: Phi Viet Tham Quyen Ltd.





## VISION, MISSION, CORE VALUES

### Vision:

- In order to enhance the value of the Vietnamese coffee industry, IDD Corp applies the production process of **FARM TO CUP** to ensure the quality of finished coffee products, enhance Vietnamese coffee brand. Affirming Vietnam position on the world coffee map.

### Mission:

- Provide a pure, high quality coffee experience.
- Distribute premium, high quality Vietnamese coffee products to domestic and international markets.
- Introduce Vietnamese coffee culture to coffee lovers around the world.
- Provide solutions and value chains for Vietnam's coffee industry.



### Core value:

- Production process **FARM TO CUP**: Control the planting areas. Applying special processing methods, producing on modern strict technology line, ensuring quality from planting to finished coffee products.
- The quintessence of Vietnamese coffee culture: We build a chain of Vietnamese coffee culture experience. Bringing the essence of Vietnamese coffee culture to the domestic and international coffee lovers community.
- Building a pioneering and innovative enterprise: IDD Corp focuses on building and developing resources with an experienced R&D team. We always try our best to research and produce high quality products. Contributing to upgrade Vietnamese coffee brand in the international market.



## BRAND STORY

**Let's write the proud stories about pure coffee with charming traditional flavor of Vietnam!**

IDD Corp was born with the vision of connecting the Vietnamese coffee value chain. As one of the pioneer companies in producing and distributing clean, high quality coffee, we widely distribute premium Vietnamese coffee products to domestic and international markets. IDD Corp aims to develop an eco-system for the journey **"FARM TO CUP"** gives consumers quality coffee products and real experience.



## SERVICES

IDD offers a wide range of services in the coffee industry including:

(Presenting the model chart before going into details of each service)

- Trading and distributing coffee products: Product distribution system through Modern Trade channels; Key Account (chain of restaurants, coffees, hotels, key locations, ...); Export; Ecommerce.
- **HANCOFFEE** chains: **HANCOFFEE** Community, **HANCOFFEE** Original, **HANESPRESS**.
- **HANCOFFEE** @ work: Office coffee solution.
- Set up, building, construction of restaurants and coffee shops.
- Trading and distributing **HANMOONCAKE** moon cake products.

### Coffee chain system in big cities:



**HANCOFFEE**

#### **HANCOFFEE** Community

The chain of coffee shops **HANCOFFEE** community gives customers the standard coffee with the highest quality. A place where you can enjoy and immerse yourself in Vietnamese coffee culture space.

**HANCOFFEE**  
*Original*

#### **HANCOFFEE** Original

Special coffee space.

**HANCOFFEE** Original is the “interference” place of all coffee cultures around the world. A place whereevery coffee lovers can sublime emotions and immerse themselves in the premium coffee flavors.



**HANESPRESS**

#### **HANESPRESS**

**HANESPRESS** coffee model gives coffee lovers an experience of being serviced the fastest and most convenient high quality coffee. IDD Corp plans to open 50 coffee shops according to **HANESPRESS** model.

#### **HANCOFFEE@work** **Office coffee solution.**

Office coffee solution package COFFEE + COFFEE MACHINE is diversified and has the ability to adjust flexibly to suit many business scales.

CLEAN, HIGH QUALITY COFFEE.  
PREMIUM OFFICE.  
RELAX SPACE.  
COST SAVING.



## PRODUCT

**Finished coffee: IDD Corp develops 2 brands of coffee HANCOFFEE and PALIO coffee.**

- **PALIO** coffee product line:

IDD Corp owns and develops **PALIO** coffee brand with Italian style, taste and standards. **PALIO** is a premium coffee brand that is crystallized from the most delicious coffee beans of the Vietnamese highlands. **PALIO** coffee is the result of a delicate blend of specialty coffee beans and special roaster technology.

- **HANCOFFEE** roast coffee product line

**Quality coffee, real experience.**

Distilled from the finest aromatic coffee beans in the Central Highlands region of Vietnam, **HANCOFFEE** is pleased to bring high quality, non-doped, carefully packed coffee products to ensure product quality as well as bring convenience to customers.



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Delicately processed from two types of premium Arabica and Robusta coffee, **HANCOFFEE STANDARD** delivers the full definition of a standard cup of coffee. It is a cup of coffee in with balance acidity and appearance is clean enough to have a satisfied look. The taste is light and bitter, bringing the aroma of dark chocolate, fruit and herbs, which are the perfect choices for guests who want to enjoy authentic coffee.

### HANCOFFEE Standard



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Using the roasting technique to keep the light and shiny brown look of original coffee, **HANCOFFEE PRMIUM** can satisfy the pickiest guests with both the appearance and taste. **HANCOFFEE PREMIUM** fascinates your senses with the aroma of butter and chocolate combining with herbs, walnuts and almonds. The product brings a special feeling with exclusive mixing method from **HANCOFFEE**.

### HANCOFFEE Premium



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**HANCOFFEE ORIGINAL** with 100% Arabica coffee made of special recipe to give consumers a sophisticated and artistic coffee experience. The product arises with the scent of apple mixed with walnut, pistachio, chocolate, caramel, honey flavor, herbal flavor.

### HANCOFFEE Original



- **HANCOFFEE** convenient coffee product line:



**HANCOFFEE**  
drip bag

The product is made from selected coffee beans of the famous Cau Dat and Lam Dong coffee areas in order to meet the convenient, quick and still sophisticated taste of coffee lovers. **HANCOFFEE** drip bag, a innovative product brings experience to enjoy interesting and new coffee, especially when you can make a cup of pure, delicious roasted coffee in just 2 minutes by yourself.



**HANCOFFEE**  
instant coffee

**HANCOFFEE** instant coffee product is a perfect combination of the original of Vietnamese coffee beans and sugar, milk brings a delicious coffee experience. With carefully selected raw materials to meet international standards, **HANCOFFEE** instant coffee is an effective, simple and convenient drink for an exciting day.

## HANMOONCAKE

HANMOONCAKE is a high-end moon cake brand - a gift solution for businesses. With 2 lines of Traditional Mooncake and high-quality Gold Moon moon cakes with the variety and sophistication of the designs, delicious taste, IDD Corp brings solutions for enterprises to express their gratitude to partners, customers with the opportunity to show business imprint on each cake box.









## RAW MATERIAL AREAS

Outstanding strength of **HANCOFFEE**

**HANCOFFEE** coffee is made from the delicious coffee beans of Cau Dat, Lam Dong and selected growing areas in the Central Highlands. Coffee plants grow in fertile soil conditions, climate and altitude are suitable for producing the best quality coffee. Not only choosing the ideal growing area for coffee, **HANCOFFEE** also selects carefully farmers with high agricultural techniques, sustainable agriculture with certificates such as UTZ to ensure stable output and quantity based on strict standards.



### • Yasao - Chu Pah - Gia Lai:

Full convergence of factors of geography, soil, climate, people, Yasao - Chu Pah coffee beans are harvested and processed by **HANCOFFEE** with international standards are highly appreciated by the market.



### • Cau Dat - Da Lat - Lam Dong:

Cau Dat - Da Lat - Lam Dong is well-known as “coffee land”- paradise of Arabica varieties - The leading popular specialty coffee in the world.



### • Dak Glei - Kon Tum:

**HANCOFFEE** has done many researches in a long time and found Dak Glei - Kon Tum is the ideal land to produce quality coffee beans.



## PROCESSING PROCEDURES AND ROASTING

### International standard modern closed technology, procedures.

To ensure the best and uniform quality for finished coffee cups, all coffee production processes at HANCOFFEE always comply with international standards, creating products that keep “Vietnamese soul” and conquer the heart of coffee lovers across continents.

## FARM TO CUP

**Step 1:** Harvest by hand  
**Step 2:** Processing by wash/honey/natural methods  
**Step 3:** Roasting

**Step 4:** Incubation in pine barrels  
**Step 5:** Selecting finished coffee beans  
**Step 6:** Packing and delivering to consumers



**Step 1**



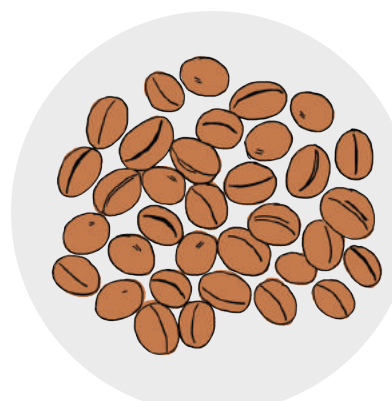
**Step 2**



**Step 3**



**Step 4**



**Step 5**



**Step 6**

### Roasting techniques according to modern technology.

- Coffee beans after being harvested by hand, are processed by wash/honey/natural methods or according to special procedures will be delivered to IDD Corp's factories in the provinces.
- Applying Italian roaster technology under a strict process of modern technology lines: processing green coffee beans, roasting and packing finished products.
- This is the stage performed by top experts who are extremely sophisticated in technique and skilled in mastering the fire and sophistication in trying to produce a perfect batch, developing premium taste in each coffee bean.

## ABOUT THE FACTORY

- Address: Pleiku City, Gia Lai Province.
- Area: 1,500 m<sup>2</sup>
- Max capacity: 3,000 tons/year
- Address: Thu Duc, Ho Chi Minh.
- Area: 1,800 m<sup>2</sup>
- Max capacity: 3,000 tons/year
- Certificates:  
ISO 22000:2007/ISO 22000:2005

## CERTIFICATES OF COMPLIANCE WITH FOOD SAFETY REGULATIONS



## DISTRIBUTION

### F&B CHANNEL

Coffee shop chain  
**HANCOFFEE** community  
**HANCOFFEE** original  
**HANESPRESS**

### EXPORT CHANNEL

Asian market  
European market

### HORECA CHANNEL

Restaurant  
Hotel  
Resort  
Catering

### KA CHANNEL

Coffee shop  
Airport  
Industrial area

### ONLINE CHANNEL

Ecommerce  
Facebook store

### MT CHANNEL

Supermarket  
Grocery store



## HIGHLIGHTS

### IDD's team is experienced, gaining many domestic & international achievements:

Being enthusiastic young people, sharing the same passion and desire for coffee. **HANCOFFEE** R&D specialist has achieved many success in domestic and international arena.



Top 5 of  
World Aromaster  
Championship  
competitions 2018.



2018 Viet Nam aromaster  
championship



Q Robusta  
Grader Certificate



**HANCOFFEE products**  
are highly appreciated for  
quality and meet  
international standards:

**HANCOFFEE** Coffee  
achieved a high score:  
81.75/100 in the Vietnam  
specialty coffee contest  
2019.

The only Arabica Catimor  
Washed product scored  
above 80 equivalent to the  
quality of specialty coffee.



## PROGRAMS/PROJECTS WITH INVOLVEMENT OF IDD CORP

- Coffee Expo Seoul event
- Success Conference & Expo Asia event
- Coffee Expo Vietnam event
- Vietnam Foodexpo event
- Hainan International Coffee Congress and Beverage Expo event in Hai Nam, China
- Bronze Sponsor for Vietnam Sale and Marketing event CAMP 2018





## TEAM

- **Talent:** IDD Corp is a company that values talents. Always have policies to attract and support personnel, promote all talents and efficiency in work.
- **Passion:** Every staff of IDD Corp is always enthusiastic at work. Willing to carry out assigned tasks and greater challenges at work. Not afraid of difficulties to accomplish the set objectives.
- **Love with coffee:** Every person of **HANCOFFEE** has a deep love with coffee.



## CORPORATE CULTURE

- **Empowerment:** The leaders of IDD Corp always value employees, are willing to empower their employees to actively carry out the work and develop to higher positions.
- **Solidarity:** Success cannot come from an individual but success is mobilized from the power of all individuals in a collective. IDD Corp is a loving and united group like brothers in a family, joining hands to build IDD Corp's development.
- **Responsibilities:** IDD Corp's responsibilities are expressed through its efforts to provide customers with quality products, providing employees with a dynamic and creative working environment. IDD Corp's social responsibility is to elevate Vietnamese coffee products and brands in the international markets.
- **Training:** The company is willing to invest resources and finance to train employees to improve their expertise, develop themselves and contribute to the overall development of the company.

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**Business name: IDD CORP JOINT STOCK COMPANY.**

**Headquarters:**

16th floor, Ministry of Defence 319 Building,  
No.63 Le Van Luong, Trung Hoa Ward,  
Cau Giay District, HanoiCity, Vietnam.

**Shenzhen Branch, China:**

PHI VIET INTERNATIONAL TRADING CO.,LTD.  
Headquarters: Morong Long Building, No. 6  
New South Green Road, Science and Technology Zone,  
Namshan District, Shenzhen City.

**Production branches:**

Factory01: Lac Long Quan, Thang Loi Ward,  
Pleiku City, Gia Lai Province.  
Factory02: Quarter 5, Linh Trung Ward,  
Thu Duc District, Ho Chi Minh City.