VitaDairy®

ColosBaby

HỖ TRỢ
TĂNG CƯỜNG ĐỀ KHÁNG
HỖ TRỢ TĂNG CÂN KHỎE MẠNH



x2.5* LẦN SỮA NON

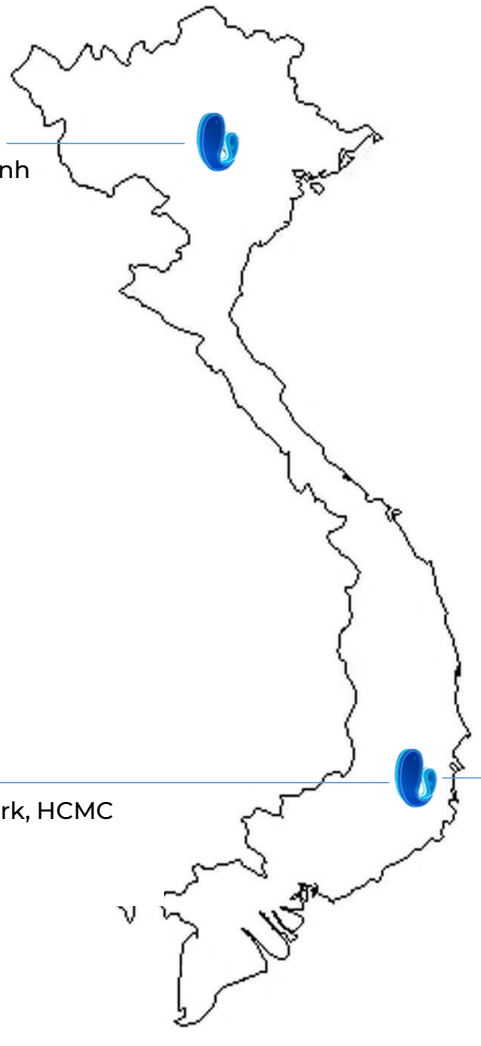
Công ty Cổ phần Sữa VitaDairy Việt Nam
Địa chỉ: Tầng 5, số 37 Tôn Đức Thắng, Phường Sài Gòn, Thành phố Hồ Chí Minh, Việt Nam | Hotline: 1900 633 559

Sản phẩm dinh dưỡng công thức ColosBaby Gold 2+ | Sữa uống dinh dưỡng ColosBaby Gold | Sản xuất tại Việt Nam
* Hàm lượng sữa non trong sản phẩm Sữa uống dinh dưỡng ColosBaby Gold (213/VITADAIRY/2025) cao gấp 2.5 lần so với sản phẩm Sữa

ABOUT VITADAIRY

Established since 2005 by a group dedicated medical professionals, VitaDairy is proud to be a pioneer in bringing scientific nutritional values that dedicated to improve health and the life quality for millions of Vietnamese consumers.

- **Establishment: 2005**
- **Employees: 3,000+**



MILK POWDER FACTORY

Dong Van II Industrial Zone, Ninh Binh
Est. 2021
Capacity: **3,000 tons/ year** ~ 4 mil cans/year





UHT FACTORY

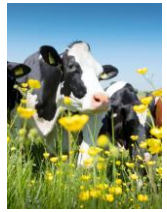
ProTrade International Industrial Park, HCMC
Est. 2023
Capacity: **950 million** units/ year



MILK POWDER FACTORY

My Phuoc III Industrial zone, HCMC
Est. 2018
Capacity: **5,000 tons**/year ~ 6.7 mil cans/year







03 Dairy Farms Tasmania, Australia

CORPORATE INTRODUCTION



" Kindness is never an exchange of benefits but giving without expecting anything in returns."

NGUYỄN THỊ HÀ
Former CEO VitaDairy
Vice Chairman of the Board of Directors

VISION

Become the leader in immunonutrition that offers nutritional care for every Vietnamese family

MISSION

Offers solutions to nurture communal vitality using the most natural and nutritious immunonutrition

CORE VALUES

- Science
- Creativity
- Kindness

SUSTAINABLE CORPORATE RESOUCES AND DISTRIBUTION NETWORK

100+

Product SKUs



140+

Distributors



2,500+

Employees



10,000+

Sales Points

KEY HIGHLIGHTS

2019



- **Won exclusivity of ColosIgG24h Colostrum ingredients in Vietnam**
- Became Partner with MOH in Immunity Boosting Campaign



2020

Big boom with CSR Campaigns during the Covid pandemic

- Doctor Protection 24h,
- Vaccine – Immunity Journey
- Sponsorship of ColosIgG 24h for Vietnamese citizens and hospital nationwide

2021





- VitaDairy Farm inTasmania
- Apply CRM application 4.0
- Top 3 Largest Baby Formula Manufacturer in Vietnam

2022

- Partnership with MOH in Phase 2
- **Top 3 Largest Milk Powder Manufacturer in Vietnam**
- Product and Process Innovation Award at IUFOST 2022

2023

- Become the No. 1 partner of ColosIgG Colostrum from US
- Corporate Excellence Awards and "Inspirational Brand (ColosBaby) in APEA 2023

2024

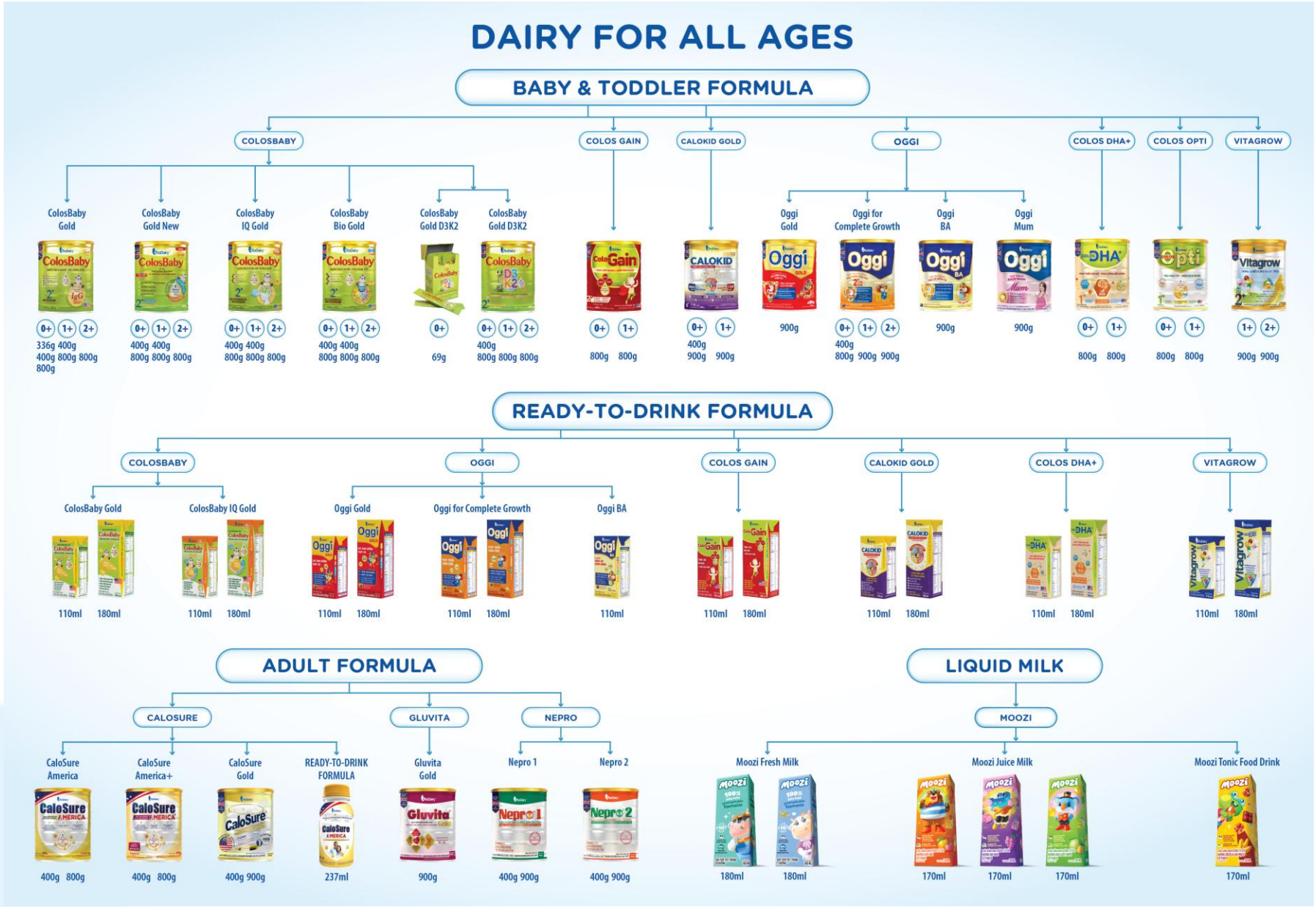
- Top 2 Largest Baby Formula Manufacturer in Vietnam
- Top 10/500 fastest growing company in Vietnam



2025

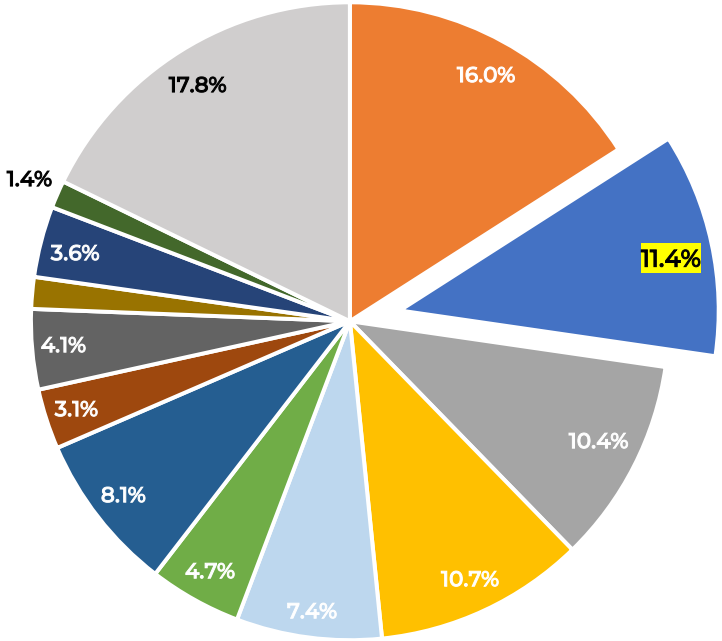
Keep growing strong ..

VITADAIRY'S PORTFOLIO



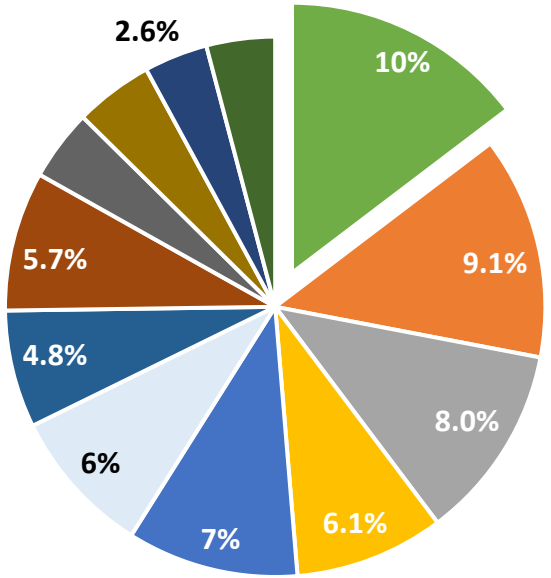
KEY HIGHLIGHTS

VITADAIRY IS TOP 2 BABY FORMULA MANUFACTURER IN VIETNAM



- ABBOTT
- VITA DAIRY
- VINAMILK
- NESTLE
- MEAD JOHNSON
- MEIJI
- NUTRICIA
- NUTIFOOD
- NUTIFOOD SWEDEN AB
- BLACKMORES
- NUTRICARE
- FRIESLANDCAMPINA
- OTHERS

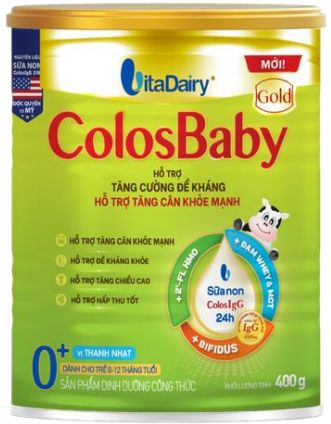
COLOSBABY AS LEADING BRAND IN INFANT-TODDLER FORMULA CATEGORY



- ColosBaby
- Total NAN
- Pediasure
- Aptamil
- Enfa
- Dielac
- Similac
- Meiji
- NTF Grow Plus SN
- Optimum
- NTF Grow Plus
- Abbott

Source: Nielsen IQ Report, MSV YTD May 2025, GT Channel

COLOSBABY BRAND INTRODUCTION



ColosBaby is the **leading** brand in the infant toddler formula milk category**…**

… As we **pioneered** in the market to provide **ColosIgG 24h Colostrum** from the USA in our products to support kids during their **“immunity gap”** under 36 months.



Sữa non ColosIgG 24h

Strictly confidential

Our current portfolio

ColosBaby

Powder milk

ColosBaby Gold

Benefit:
Immunity + Weight gain



0+ 1+ 2+

ColosBaby Bio

Benefit
Immunity + Digestion



0+ 1+ 2+

ColosBaby IQ

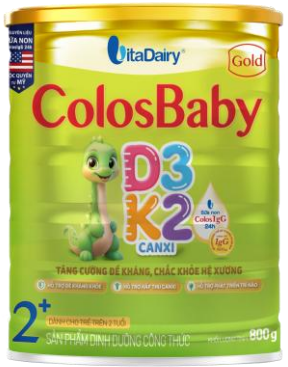
Benefit:
Immunity + Brain development



0+ 1+ 2+

ColosBaby D3K2

Benefit:
Immunity + Height gain



0+ 1+ 2+

Ready to drink (RTD) powder milk

ColosBaby Gold

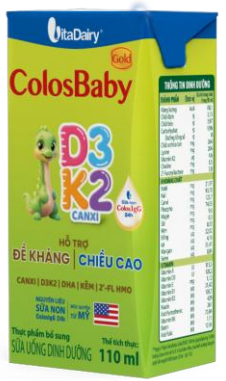
Benefit:
Immunity + Weight gain



1+

ColosBaby D3K2

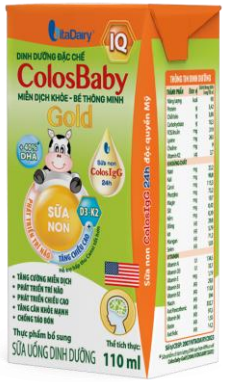
Benefit:
Immunity + Height gain



1+

ColosBaby IQ

Benefit:
Immunity + Brain development



1+

Strictly confidential

Brand story

ColosBaby



“Protect and nurture as nature intended, backed by science”

COLOSBABY BẢO VỆ CON TỰ DO LỚN KHOẺ NHỜ TĂNG CƯỜNG MIỄN DỊCH - YouTube

Today’s moms don’t just follow—they lead.

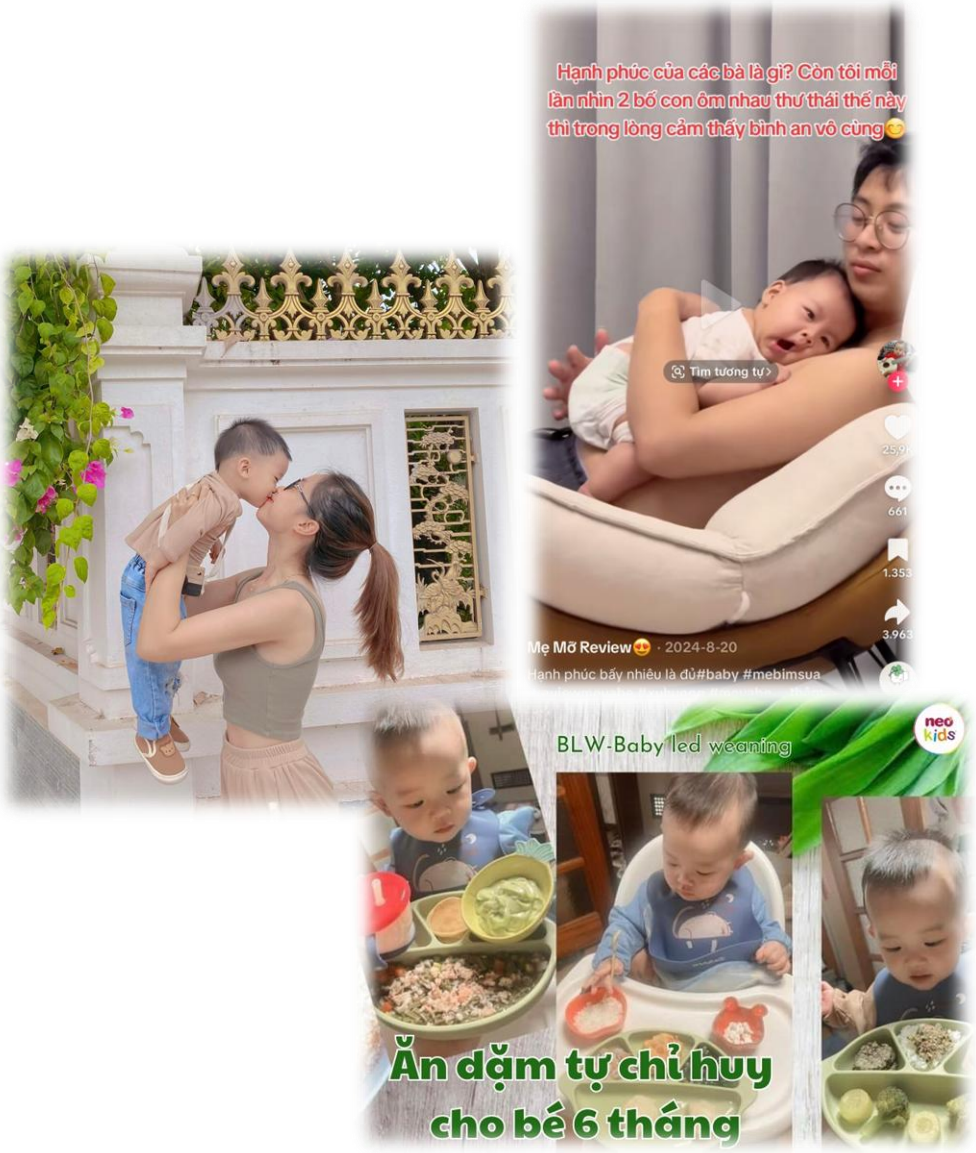
Gen Z mothers raise their children with freedom, respect, and intention. They seek what’s natural, yet proven. Emotional, yet informed. And above all, they trust their own way.

ColosBaby understands that nature already gives kids the most powerful foundation to grow—what they need is protection and nourishment that stays true to that origin.

Backed by nutritional science and powered by 24h Colostrum to strengthen immunity, ColosBaby supports moms to confidently raise their little ones the natural way—**as nature intended**. So kids grow up strong and free, just like they’re meant to.

Strictly confidential

Target consumer



Today's **Gen Z moms** are a new breed of modern parents—confident, informed, and emotionally attuned. Compared to previous generations, they:

- **Lead the parenting journey** their own way, thanks to better family economic foundations and greater independence.
- **Favor modern parenting**—accompanying the child and respecting their emotions, not just instructing.
- **Are digital-first**, gathering parenting knowledge from online communities, KOLs, and peer reviews.
- Value **convenience and aesthetic experiences** in all aspects of life, including product packaging.
- Seek **balance**—being a mom is part of their identity, not the whole of it. They still want to enjoy life and feel stylish, not outdated.

Strictly confidential

Competitors

ColosBaby

Local Players:

Colostrum-based products and other local brands



&



International Players/ Global giants

Strictly confidential

Brand challenges

ColosBaby







CONSUMER BEHAVIORS

- GenZ modern moms prefer global brands as point of market entry/penetration for their babies
- Complicated consumer touchpoints that Colosbaby need to be well-presented in all touchpoints.

DISTRIBUTION CHANNEL

- Traditional milk stores are declining significantly while M&B stores (chain/local stores) are growing, but ColosBaby are not well-presented
- Modern channels such as Ecom/ O2O channels are not well-deployed for ColosBaby.

PORTFOLIO EXPANSION

- Moms prefer the colostrum-based/ immunity-based products when their kids are growing up (above 1-year old to 6 year-old), hence ColosBaby is facing the challenges to keep consumer for longer life-time value.

Strictly confidential

Assignment

ColosBaby

Propose 3-year strategic marketing plan to help ColosBaby expand their market share and help VitaDairy becomes number 1 infant toddler milk powder manufacturer in Vietnam.

Aspects to cover:

- Market analysis to define where to play.
- Define consumer behaviors of genZ moms and strategies to win them.
- Define the distribution channels, focus on the emerging and modern channels that can capture their conversion at the right touchpoints.
- Define portfolio strategies to expand the target segments for kids from infant to 6 years old.
- Translate from strategies to 4P direction.

1-year marketing budget: 50 – 80 bil. VND

Strictly confidential


VitaDairy®
THANK YOU