



NEWSLETTER

CSV

Q 1 - 2026

31 Mar 2026

Launching a new newsletter series called “CSV – IFS Channel”

**A journey to support the vision “Vietnam Innovate 2035!”
through bold CSV activities across the company**

(This newsletter is for all IFS employees — whether you work in the office, factory, sales, or support functions)

Long-Term Vision to 2035

IFS has defined its strategic goal:

Innovating “Health with Good Taste”, powered by Wonderfarm, Kirin, and a bold CSV spirit for Vietnam.

This newsletter helps connect this long-term direction with our day-to-day work at IFS.

CSV – The guiding principle of the IFS strategy

CSV (Creating Shared Value) is a core principle of IFS, aiming to create both social value and economic value through our business. In simple terms, CSV means doing our daily work in a way that benefits customers and society while also strengthening our business.

Ten years to 2035 – Who will we become?

To move closer to the 2035 vision, we need to reflect together:

- How can our daily work at IFS contribute to Vietnam's future toward 2035?
- What kind of business will IFS become?
- What value can we create for society and our customers?
- And more importantly, **what kind of person do we each want to become** on this journey?

From those compelling questions, the **"CSV – IFS Channel"** initiative was born – a space where employees can exchange ideas and together **make CSV more practical and personal in our daily work.**

CSV – IFS Channel: A space for collaboration and learning

“The CSV – IFS Channel” is a collaborative project between the CP Department (CSV Section) and other departments within the company.

The channel will take readers on a journey documenting how IFS employees participate in CSV activities– not only through the results achieved, but also through the difficulties, trials, and internal changes experienced during the daily practice of CSV.

You do not need to do something big or perfect — small improvements in daily work also matter.

In this first part, we present the perspective from the initiator of the initiative:

Mr. Atsushi Kawasaki – General Director and Legal Representative of IFS; Chairman of Member's Council of VKBC.



He joined IFS/VKBC in 2025 from Kirin Group and is leading our direction on Corporate Strategy and CSV. **In this first issue, he shares why CSV matters now and what he hopes every employee will try in daily work.**

Main content of this editorial section

1. How can our daily work at IFS/VKBC contribute to Vietnam's future toward 2035?

In order to realize our mission, “Innovating ‘Health with Good Taste’ for Everyday Life in Vietnam,” the accumulation of each of our daily efforts connects directly to Vietnam's future toward 2035.

Producing and delivering safe and reliable products, enhancing health value, and continuously making small improvements in

quality and efficiency at the workplace - all of these contribute to building a company that is trusted by consumers and society and continues to be needed over the long term.

2. What kind of business will IFS/VKBC become?

IFS/VKBC aims to become the fastest-growing beverage company in Vietnam by creating social value and economic value simultaneously through the innovation of “Health with Good Taste.” We believe that not only short-term results, but also our continued positive impact on Vietnamese society from a mid- to long-term perspective, will be the source of IFS/VKBC’s competitive strength.

3. What value can we create for society and our customers?

The value we provide goes beyond products alone. It includes safety and reliability, consideration for health, a sincere and responsible attitude, and the trust we continue to earn by meeting the expectations of our customers and society. Facing the challenges of consumers and society and addressing them through our business - that is the essence of CSV at IFS/VKBC.

4. And more importantly, what kind of person do we each want to become on this journey?

Through this CSV journey, I hope that each of you will become someone who reflects on the meaning of your work and takes on challenges proactively. Even small ideas or improvements in your daily work matter. Finding your own CSV and working with pride is what will shape the future of IFS/VKBC.

5. How does CSV relate to IFS & VKBC's current business strategy?

CSV is the very foundation of IFS/VKBC’s business strategy. Under our mission, “Innovating ‘Health with Good Taste’ for Everyday Life in Vietnam,” enhancing social value and economic value at the same time is the core driver of our growth. CSV is not a special or separate activity - it is the accumulation of small ideas and improvements made every day by each employee, in order to meet the expectations of our consumers and society through our daily work.

6. What does management expect from employees in the implementation of CSV?

What management expects is not that you find a single “big right answer.” Rather, we ask each of you to think about what value your work creates for consumers, society, and IFS/VKBC, and to take a step forward - even if it is a small one.

CSV is not the responsibility of only a few departments; it is something that every employee participates in and that we grow together as one company.

7. And how can each department and role contribute through daily work in Vietnam?

CSV exists in every workplace and in every role. Protecting quality, improving safety at the workplace, listening sincerely to the voices of our customers and consumers, and making our operations even slightly more efficient - each of these actions contributes to creating value for Vietnamese society. I encourage each of you to find your own CSV in your daily work.

The objectives of the “CSV – IFS Channel”

- Share practical CSV ideas from employees across the company.
- Create opportunities to learn, discuss, and apply CSV in daily work.
- Deliver short and easy-to-read content to employees (via the LMS).
- Highlight employees’ stories and small improvements that make a difference.

Our greatest aspiration is for

CSV to become something personal, helping employees see the purpose of their daily work and motivating them to contribute, however small, to a better society.

With that vision, the “CSV – IFS Channel” will continuously develop as a platform for connection, discovery, and inspiration.

Let's look forward to what's coming next.