

PROFILE COBI GROUP **COBI BREAD**

SLOW BREAD - LOW SUGAR – LOW GLUTEN

Website: <https://cobigroup.com.vn/>
Fan Page: facebook.com/cobibreadofficial



CONTENT

01

**COBI GROUP
INTRODUCTION**

02

COBI BREAD

03

PRODUCTS

04

**TRADE SHOW
COFFEE EXPO 2024**

01. COBI GROUP INTRODUCTION: CORPORATE HISTORY

since
1978

Corporate History

1978

HANACOBİ was established in Korea

1999

Launched LOCK&LOCK, specializing in
4-side locking food containers

2007

Rebranded as LOCK&LOCK to reinforce its
corporate identity

2010

LOCK&LOCK was listed on the KOSPI
market in Korea

2017

LOCK&LOCK was sold to private equity,
paving the way for new growth
opportunities

2018

COBI GROUP was founded in Vietnam

as

**“The innovative company for a new
Vietnamese lifestyle”**

01. COBI GROUP INTRODUCTION

BUSINESS FIELD



“Building on our experience and success in transforming Lock & Lock into a global brand, along with the trust we've established in China and Vietnam, we are confident that Cobi Group will rise as a global corporation, driving innovation and growth in both domestic and international markets.”

01. COBI GROUP INTRODUCTION



INNOVATION

We aim for innovation not only in our development organization but also in the way we approach all aspects of our business.



PASSION

We expect our people to approach everything with fire in their belly and never give up on doing what they believe is right.



COOPERATION

We believe teamwork enables ordinary people to achieve extraordinary things.

COBI GROUP 7

core values



SINCERITY

We are sincere in our idealism towards becoming a responsible company, and we will make every effort to be transparent in our pursuit of this goal.



ACCEPTANCE OF CHANGE

In this fast-changing world, we must be flexible, innovative and ready to adapt to new business conditions in order to survive.



CUSTOMER PRIORITY

Understand both your internal and external customers' needs. Know their challenges and frustrations.



INTEGRATION

We expect our people to uphold the highest standards of honesty and to deliver on their commitments.

02. COBI BREAD: CENTRAL KITCHEN (CK) LOCATION



Located in Long Hau Industrial Park, **COBI BREAD CK** benefits from a strategic location:

- ❖ **12 km from Phu My Hung, District 7:** ensuring seamless access to major transportation hubs.
- ❖ **5 km from Hiep Phuoc Port** – a modern, high-capacity port ideal for logistics.
- ❖ **New Factory Location:** Cobi Logis II, Long Hau Industrial Park, Long An.



02. COBI BREAD: PRODUCTION CAPACITY

COBI BREAD PRODUCTION CAPACITY:

- **2024: 60,000 pieces per day**
- **2025 (Projected): 120,000 pieces per day**

Our Goals for 2025

- **Expansion at Cobi Logis II:** Utilize three floors with a total area of 4,800 m² to increase production capacity and maximize operational efficiency.
- **Optimized Production Schedule:** Implement 24/7 operations while providing employees with advanced skills training through structured programs.
- **Factory Expansion:** Factory expansion at Cobi Logis II scheduled to begin operations in October 2025.



COBI Dormitory

02. COBI BREAD: CENTRAL KITCHEN (CK)

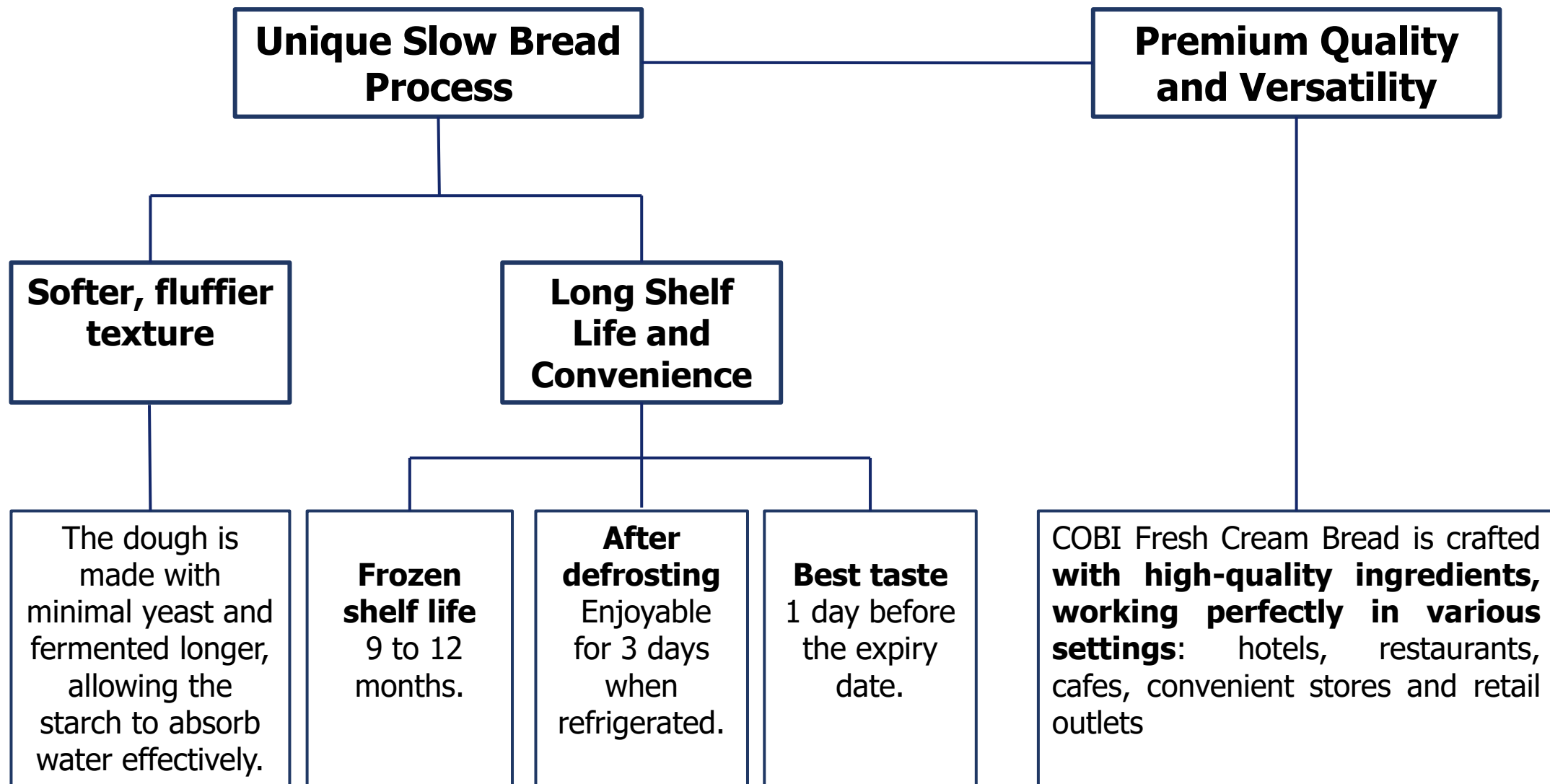
COBI BREAD Central Kitchen (CK) System :

Our Central Kitchen (CK) follows the strictest hygiene protocols, ensuring ingredient freshness and conducting comprehensive food safety inspections to maintain consistency and excellence in every product.



커피머신부터 베이커리 장비까지
최상의 제품으로 완벽한 시스템 설계를 위한
최선의 서비스 제공

COBI BREAD: OUTSTANDING POINTS



3.1 COBI BREAD PRODUCTS: FRESH CREAM BREAD

COBI BREAD FRESH CREAM BREAD:

Creating a pastry trend in Vietnam, our Fresh Cream Bread has gone viral for its irresistibly soft texture and rich, creamy filling

Bánh Mì Kem Tươi

Fresh Cream Bread
우유 크림빵

COMING
SOON...

BEST SELLER
BEST SELLER
BEST SELLER



COBI BREAD
BAKERY CAFE

CIRCLE K

7-ELEVEN

FamilyMart

GS25



BÁNH MÌ KEM TƯƠI VỊ BÁNH QUY
쿠키 생크림빵



BÁNH MÌ KEM TƯƠI XOÀI
망고 생크림빵



BÁNH MÌ KEM TƯƠI CAM
오렌지 생크림빵



BÁNH MÌ KEM TƯƠI DƯA LUYT
멜론 생크림빵



3.1 COBI BREAD PRODUCTS: FRESH CREAM BREAD

신상레이더

세븐일레븐, 여름철 얼려먹는 생크림빵 출시

NSP통신, 정애경 기자, 2024-05-24 11:35 KRX7

Korea 7-11 launched
"Summer Frozen Ice Cream Bread"



(사진=세븐일레븐)

세븐일레븐 "여름엔 생크림빵도 얼려먹어야 제맛!"

강동원 선임기자 | 승인 2024.07.04 17:10 | 댓글 0

‘푸하하그릭요거트크림빵’으로 생크림빵 얼먹족 공략!



세븐일레븐이 '푸하하그릭요거트크림빵'을 선보였다. [제공=세븐일레븐]

"YONSEI" Fresh Cream Bread: From Debut to Market Leader

Launched in January 2022, **"YONSEI" Fresh Cream Bread** quickly rose in the *Cold Dessert* segment and by November 2024 became an **A-class flagship product**.



세븐일레븐 신상 푸하하 크림빵 솔직리뷰 ...
조회수 4.2천회



삼립 신메뉴 정통 생크림 빵 솔직리뷰 #shorts #...
조회수 5.4천회



생크림빵 전쟁, 세븐일레븐도 합류(제주우유 생...
조회수 2.3천회



세븐일레븐에 나온 제주 우유 생크림빵 다른 브...
조회수 3.4만회

3.1 COBI BREAD PRODUCTS: FRESH CREAM BREAD

NEW PRODUCT
FRESH CREAM ICE BREAD
BÁNH MÌ ĐÔNG LẠNH KEM TƯƠI
우유 생크림빵

Lots of Fresh Cream
Freshly baked taste

NEW PRODUCT
WHITE CHEESE CREAM ICE BREAD
BÁNH MÌ ĐÔNG LẠNH KEM PHO MAI TRẮNG
화이트 치즈 생크림빵

White Cheese Cream
Freshly baked taste

NEW PRODUCT
CORN FRESH CREAM ICE BREAD
BÁNH MÌ ĐÔNG LẠNH KEM TƯƠI BẮP
옥수수생크림빵

Corn Cream
Freshly baked taste

NEW PRODUCT
MANGO FRESH CREAM ICE BREAD
BÁNH MÌ ĐÔNG LẠNH KEM TƯƠI XOÀI
망고 생크림빵

Mango Cream
Freshly baked taste

NEW PRODUCT
MATCHA FRESH CREAM ICE BREAD
BÁNH MÌ ĐÔNG LẠNH KEM TƯƠI MATCHA
말차 생크림빵

Matcha Cream
Freshly baked taste

NEW PRODUCT
CHEESE FRESH CREAM ICE BREAD
BÁNH MÌ ĐÔNG LẠNH KEM TƯƠI PHO MAI
치즈 생크림빵

Yellow Cheese Cream
Freshly baked taste

NEW PRODUCT
MELON FRESH CREAM ICE BREAD
BÁNH MÌ ĐÔNG LẠNH KEM TƯƠI DƯA LƯỚI
멜론 생크림빵

Melon
Freshly baked taste

NEW PRODUCT
DURIAN FRESH CREAM ICE BREAD
BÁNH MÌ ĐÔNG LẠNH KEM TƯƠI DURIAN
두리안 생크림빵

Durian Cream
Freshly baked taste

NEW PRODUCT
CHOCO FRESH CREAM ICE BREAD
BÁNH MÌ ĐÔNG LẠNH KEM TƯƠI SÔ CÔ LA
초코생크림빵

Choco Cream
Freshly baked taste

NEW PRODUCT
BANANA FRESH CREAM ICE BREAD
BÁNH MÌ ĐÔNG LẠNH KEM TƯƠI VỊ CHUỐI
바나나 생크림빵

Banana Cream
Freshly baked taste

NEW PRODUCT
COOKIES FRESH CREAM ICE BREAD
BÁNH MÌ ĐÔNG LẠNH KEM TƯƠI VỊ BÁNH QUY
쿠키 생크림빵

Cookies Cream
Freshly baked taste

NEW PRODUCT
CHEESE FRESH CREAM ICE BREAD
BÁNH MÌ ĐÔNG LẠNH KEM TƯƠI PHO MAI
치즈 생크림빵

Cheese Cream
Freshly baked taste

NEW PRODUCT
COFFEE FRESH CREAM ICE BREAD
BÁNH MÌ ĐÔNG LẠNH KEM TƯƠI CÀ PHÊ
커피 생크림빵

Coffee Cream
Freshly baked taste

NEW PRODUCT
YOGURT FRESH CREAM ICE BREAD
BÁNH MÌ ĐÔNG LẠNH KEM TƯƠI SỮA CHUA
요거트 생크림빵

Yogurt Cream
Freshly baked taste

NEW PRODUCT
ORANGE FRESH CREAM ICE BREAD
BÁNH MÌ ĐÔNG LẠNH KEM TƯƠI CAM
오렌지 생크림빵

Orange Cream
Freshly baked taste

NEW PRODUCT
BANANA FRESH CREAM ICE BREAD
BÁNH MÌ ĐÔNG LẠNH KEM TƯƠI VỊ CHUỐI
바나나 생크림빵

Banana Cream
Freshly baked taste

Fresh Cream Bread

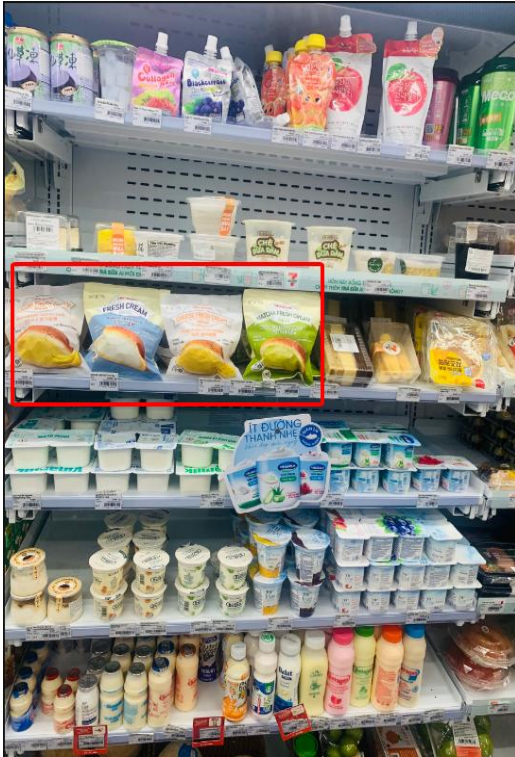
BEST SELLER

우유 크림빵
BÁNH MÌ KEM TƯƠI

7-ELEVEN FamilyMart GS25

BAO QUẢN TỦ LẠNH
STORE IN FRIDGE

3.1 COBI BREAD PRODUCTS: FRESH CREAM BREAD



Fresh Cream Bread by Cobi Bread is now available at five major convenience store chains in Vietnam, including **7-Eleven**, **GS25**, **Family Mart**, **Circle K** and **Ministop**.

3.1 COBI BREAD PRODUCTS: FRESH CREAM BREAD

EXPANDING OUR REACH: INTERNATIONAL MARKETS

We are actively expanding our presence in Korea, USA, Taiwan, Thailand, India and other countries, bringing our signature Fresh Cream Bread to new audiences and continuing to grow our global reach.

► Expanding to Korea

We are currently negotiating with 7-11 to introduce our Fresh Cream Bread, in collaboration with "HEEBAB," to 14,000 stores across Korea.



Cooperate with CVS to provide Fresh Cream Bread with "HEEBAB" to stores nationwide.



heebab

@heebab · 1.69M subscribers · 1.1K videos

Eating is the symbol of life. Hibab's eating show YouTube!

[instagram.com/hee_bab](https://www.instagram.com/hee_bab) and 4 more links

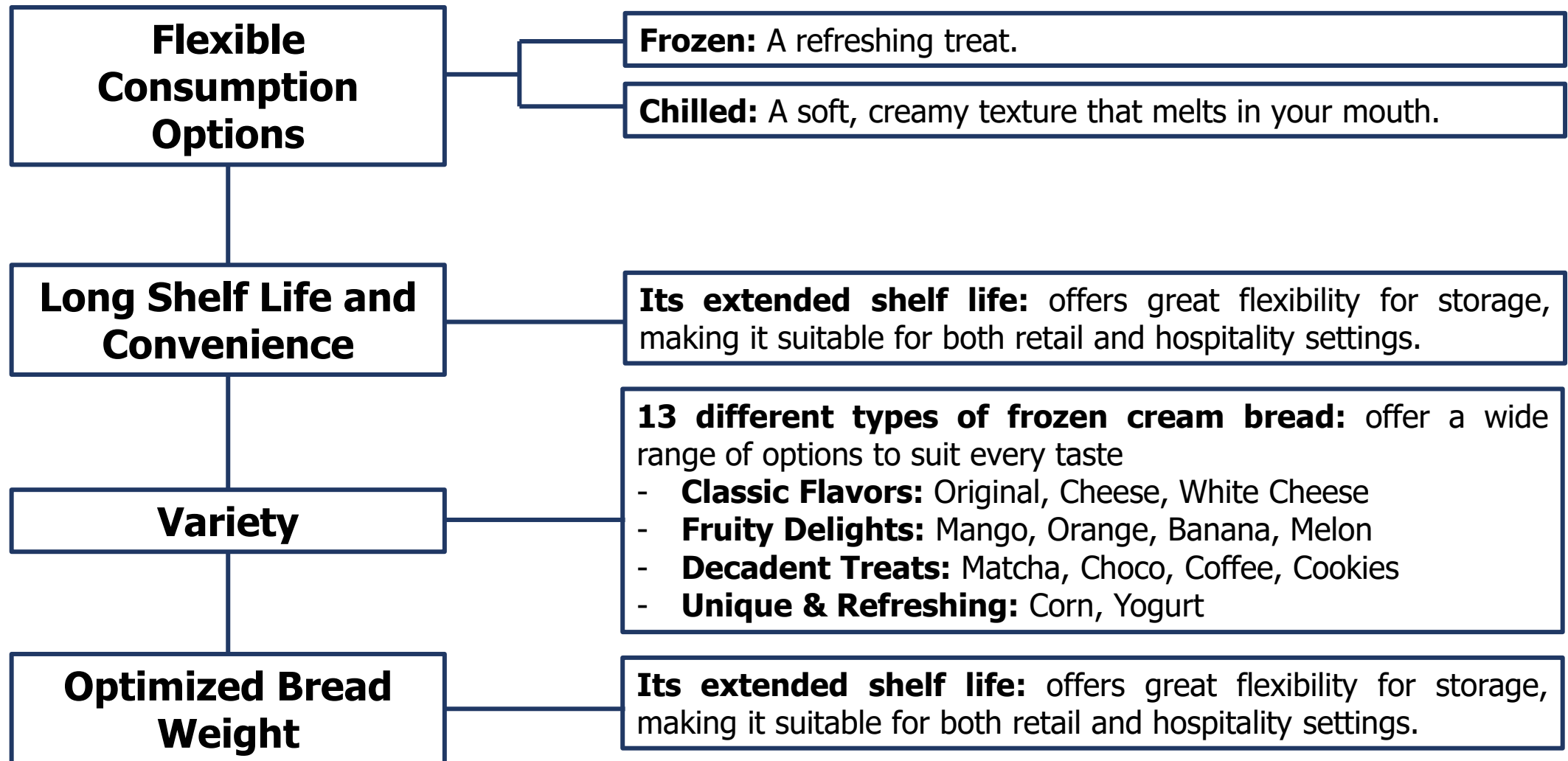
Subscribe

Cooperate with 7-11 to provide Fresh Cream Bread with "HEEBAB" to stores nationwide.



먹방크리에이터 히밥 (사진=워드라이크 제공)

3.1 FRESH CREAM BREAD: UNIQUE SELLING POINTS



3.2 COBI BREAD PRODUCTS: POCKET TOAST (NEW)

Cobi Bread Introduces 6 Types of Pocket Toast:

Revolutionizing Korean breakfasts, Cobi Bread's pocket toast lineup is set to redefine convenience and flavor. With its proven popularity in Korea, it's predicted to become a sensation in the Vietnamese market.



언제 어디서나 들고 다니며 먹기 좋은
곰표 포켓토스트 3종



곰표 포켓토스트 5개세트로 간편한 아침을 즐겨보세요

루나코인 1:1 채팅
2024.11.11. 05:41 조회 0



3.2 COBI BREAD PRODUCTS: POCKET TOAST (NEW)



Cobi Bread Pocket Toast: A New Era of Convenience and Flavor

Cobi Bread introduces the Pocket Toast lineup - a convenient, tasty solution for quick meals, designed for busy lifestyles



A top-down view of several golden-brown, flaky croissants scattered on a light brown surface. Some croissants are whole, while others are broken into smaller pieces, with crumbs scattered around them. A white rectangular box with a thin gold border is centered over the image, containing the text 'FROZEN DOUGH' in white, bold, sans-serif capital letters.

FROZEN DOUGH

3.3 COBI BREAD PRODUCTS: FROZEN DOUGH

EXPANDING OUR REACH IN INTERNATIONAL MARKETS

MICROCROISSANT FROZEN DOUGH

Frozen micro croissant dough meets the growing global trend in cafés and bakeries, easy to bake, consistently high quality, and delivers golden, bite-sized croissants that appeal to today's premium snack market.



**NEW
PRODUCT**



3.3 COBI BREAD PRODUCTS: FROZEN DOUGH

EXPANDING OUR REACH IN INTERNATIONAL MARKETS

Launching 7 products in 2024.

In Nov, we provide a wide range of products to consumers.



Croissant
Bánh Mì Sừng Bò



Mini Croissant
Bánh Mì Sừng Bò Nhỏ



Cinnamon Roll
Bánh Mì Cuộn Quế



Butter Crown
Bánh Mì Bơ Vương Miện



Strawberry Crown
Bánh Vương Miện Nhân Mứt Dâu Tây



Apple Pie
Bánh Táo



Pain Au Chocolat
Bánh Ngàn Lốp Sô Cô La



Palmier
Bánh Palmier



Sweet Potato Pastry
Bánh Ngàn Lốp Khoai Lang



Custard Pastry
Bánh Ngàn Lốp Custard



Twist Donut
Bánh Donut Xoắn



**AIR FRYER & OVEN
BAKING OK!**



3.3 COBI BREAD PRODUCTS: FROZEN DOUGH

CUSTOMIZED PRODUCTION SERVICES

We offer tailored production to meet partners' specific requirements, including adjustments to ingredients, costs, and sizes, ensuring products align perfectly with market demands.



04. TRADE SHOW: THAIFEX - HOREC ASIA 2025

Cobi Bread is proud to be part of THAIFEX - HOREC Asia 2025, one of the region's leading F&B trade shows that brings together top brands and highlights the latest industry trends - marking our first step into the international market.



04. TRADE SHOW: SECC - Coffee Expo 2024

COBI Bread at SECC Coffee Expo (October 2024)



COBI Bread proudly showcased our products at the SECC Coffee Expo in October 2024, connecting with coffee enthusiasts and industry professionals.

04. TRADE SHOW: SECC - Coffee Expo 2024

AWARD: THE MOST POPULAR BOOTH AT COFFE EXPO 2024



05. CERTIFICATES



Certificate No: HFM2292

Certificate of Registration

FOOD SAFETY MANAGEMENT SYSTEM

This is to certify that
The food safety management system of

**BRANCH IN LONG AN –
COBI INTERNATIONAL COMPANY LIMITED**

at

Room F210-212, 2nd Floor, Cobi Home Building, Lot DV-4, Trung Tam Street, Long Hau Industrial
Park Extension, Long Hau Commune, Can Giuoc District, Long An Province, Vietnam

Has been found to conform to the Food Safety Management System Standards:

HACCP CODEX

This Certificate is valid for the following product or service ranges:

Manufacturing and trading in bakery and pastry products

Issue Date: Aug. 12. 2024

Certification Date: Aug. 12. 2024

Valid Date: Aug. 11. 2027



Authorized By



Phạm Kim Ngan, Director

KMR Vietnam Certification Body

6th Floor, Glay Viet Plaza,
180 - 182 Ly Chinh Thang, Ward 9, District 3, HCMC
T: 84-28-3535 4350 / W: www.kmr.com.vn

Initial certification date: Aug. 12. 2024

INTERNATIONAL CERTIFICATION
AND INSPECTION
JOINT STOCK COMPANY CONCERT

No: 260525.06/QD-ISOCERT
Re: Issuance of Certificate of Conformity Standard

SOCIALIST REPUBLIC OF VIETNAM
Independence – Freedom – Happiness

Hanoi, May 26, 2025

DECISION

**On Issuance of Food Safety Management System Certificate
According to ISO 22000:2018 Standard**

DIRECTOR of

INTERNATIONAL CERTIFICATION AND INSPECTION JOINT STOCK COMPANY - ISOCERT
*Based on Operation Registration Certificate No. 314/TDC - HCHQ dated January 24, 2024, issued by the
Directorate for Standards, Metrology and Quality;
Based on the Management System Assessment Regulations of ISOCERT JSC;
Based on the evaluation report of the expert assessment team and the results of the certification file
review;*

HEREBY DECIDES:

Article 1. To issue the Food Safety Management System Certificate according to ISO 22000:2018 to:
Branch in Long An - Cobi International Company Limited, which has the head office and production facility
located at: Room F210-212, 2nd Floor, Cobi Home Building, Lot DV-4, Central Road, Long Hau Industrial Park
(Expanded Area), Long Hau Commune, Can Giuoc District, Long An Province, Vietnam. Field of activity:
Production and trading of bread and pastry products (Industry codes: CHH, CIV, FI).

Article 2. This certificate is valid for a period of 03 years from May 26, 2025 to May 25, 2028.

During the validity of this certificate, **Branch in Long An - Cobi International Company Limited** is
authorized to use Certificate No. **9199300896540-FSMS** and the ISOCERT certification mark for the above-
mentioned field of activity.

Article 3. **Branch in Long An - Cobi International Company Limited** is responsible for maintaining
and continually improving the Food Safety Management System according to ISO 22000:2018. ISOCERT shall
carry out periodic surveillance audits once per year, totaling 02 times during the 3-year validity period.

Recipients:

- As above
- Filed

Fax: EMS: Mail:

DIRECTOR
(Signed and sealed)
VU HOANG TUAN

* Note: - This Decision is valid for one (01) year from the date of signing.

- Branch in Long An - Cobi International Company Limited must register its operation according to the law and shall be
responsible for its products and services when distributed to the market.



ISOCERT – HARMONY FOR PROSPERITY

QF-08-14

Revised on: January 25, 2024

* Head Office: No. 40, Lane A, Lot 12, Dinh Cong New Urban Area, Dinh Cong Ward, Hoang Mai District, Hanoi,

* <http://isocert.org.vn>

* Email: contacts@isocert.org.vn

* Hotline: 1900.636.538

Page: 1/1