N.F HOLDING &
PARTNERS

N.F HOLDING

COMPANY PROFILE

N.F holding jsc

Established in 2018 with strong inspiration of chocolate and others nutrition drinks, Schokocrown has asserted to consumers by the unique chocolate flavors that give different emotions to them. In 2022, we are planning to expand the complementary nutrition drinks industry to provide a diverse experience for Vietnamese and Asian.

2023 N.F holding jsc will be established in Singapore to manage N.F trading in Hongkong and Schokocrown Vietnam for launching more than 45 products and expanding in Asia market.

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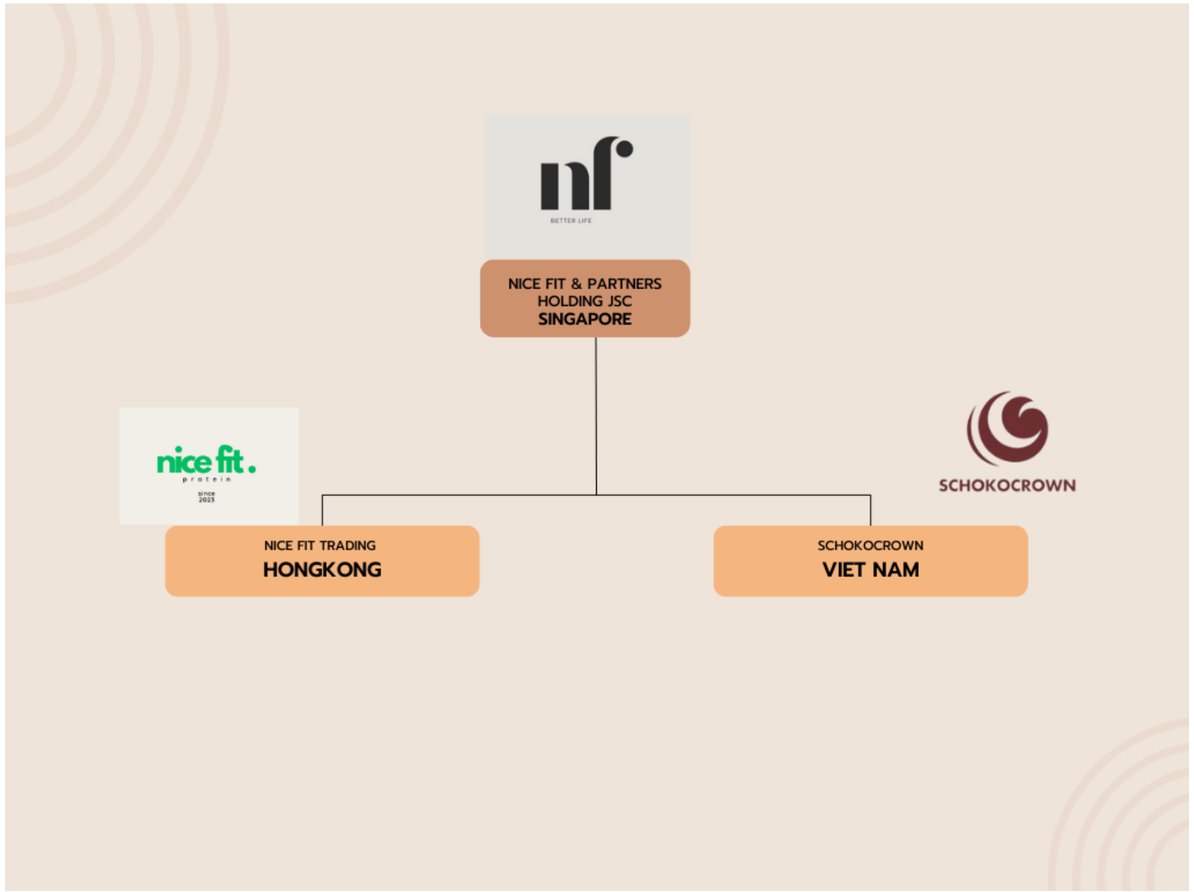
Our Structure

Head quarter based in Singapore, Trading hub in Hongkong and Representative office in Viet Nam with 1,000 stores



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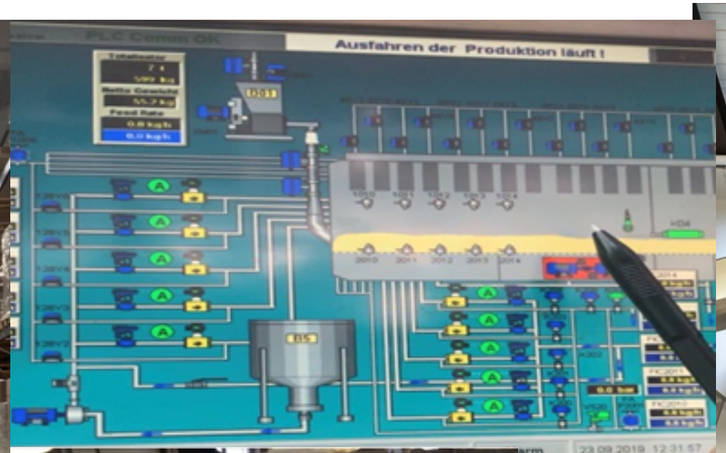
Our Factories and cooperation

1 factory in Germany, 6 factories in Singapore, 3 factories in Thailand and 1 factory in Vietnam for our 45 products.
R&D team are experts on new leading unique taste.



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Certification

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Our Mission and Vision

Bringing the source of nutrition beverages and safety to Asia’s consumers is a task, as well as bringing it closer to consumers is a mission .

Mission

Develop our beverage products is not only friendly with consumers, but also brings a variety of emotional experiences through different types of taste.
Leader on daily nutrition products, making the life is simple and convenience with consumers.

Vision

To be top of brand on nutrition drinks and unique drinks such as cold tea, herbal products and nutrition...in Asia in the next 5 years with revenue 30 million usd.

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Our Goals

Develop distribution system in Asia with unique products.

Goal # 1

R&D unique products nutrition using in daily life.

Goal # 2

Set up distribution system in Asia with 4,000-10,000 stores

Goal # 3

Branding leading products

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Our Products

Briefly elaborate on what you want to discuss.

Instant: chocolate, Cafe, milktea, tea pack,

Powder products that are easy to use

Tea: cold tea, herbal tea

New products could use with cold water directly and ice as well as good for health

Nutrition & protein: snacks, juices

Our Own brands: Making nutritional and functional products in daily life as snacks and drinks ready to use

Trading products: coconut water, copperation products

The products that customers require for ordering

Baby foods: whey protein products

Snacks that provide protein, vitamin and minerals for baby as cookies, chip

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Nice fit

We have more than 45 products both of our brands.

Daily protein- New trend for healthy life.

Products of Nice fit that based on juice, herbal tea and electrolyte water with high protein. Each body will need 50-70 gr protein per day, but eating foods that are not enough for the body demand.
Busy life of working, travelling and balance to fit the body of sport people that Nice fit are giving to consumers.
Minimum 10-12 gr protein/ bottle, 8-10 gr/ snack .
Modern design and convenience to take away as well as easy to use.

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Nice fit

Daily protein- New trend for people love healthy life

Not eat for fun, eat for good health that is target of Nice fit. So per snack of Nice fit has 8-10 gr protein and some vitamins that is good for body that can mix with Nice fit drinks to provide the best body fit

Nutrition Facts

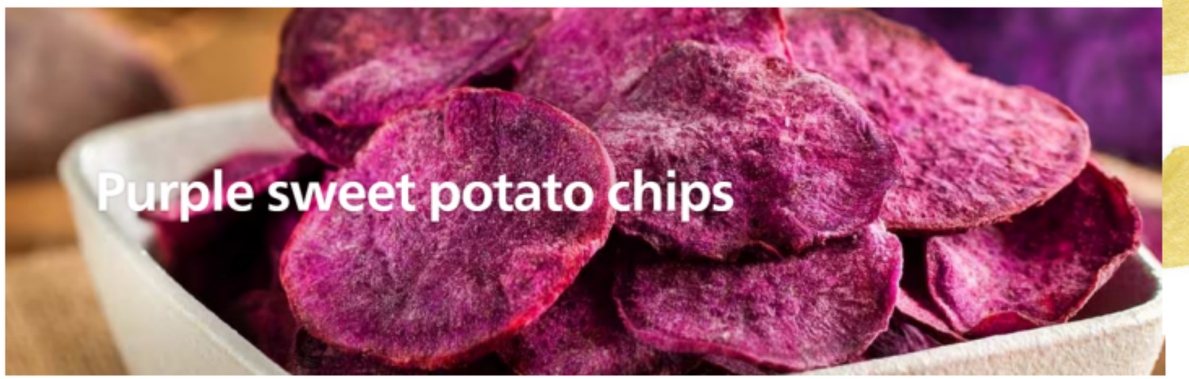
servings per container
Serving size (28g)

Amount per serving
Calories 110

	% Daily Value*
Total Fat 4g	5%
Saturated Fat 1g	5%
Trans Fat 0g	
Cholesterol 20mg	7%
Sodium 650mg	28%
Total Carbohydrate 6g	2%
Dietary Fiber 0g	0%
Total Sugars 3g	
Includes 0g Added Sugars	0%
Protein 14g	
Vitamin D 0mcg	0%
Calcium 282mg	20%
Iron 1mg	6%
Potassium 104mg	2%

*The % Daily Value tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

Calories per gram:
Fat 9 • Carbohydrate 4 • Protein 4



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Our Market

Hongkong & China market revenue

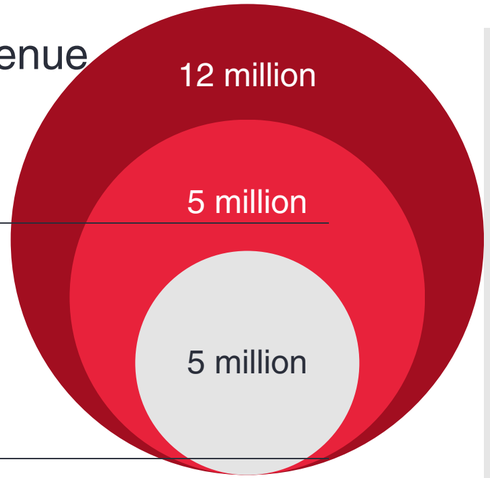
55 %

Vietnam market:

15%

European and others countries in Asia:

30%



GBA consists of “9+2” cities

City	Land Area (sq. km)	Population (mn)	GDP (US$bn)	GDP per Capita (US$)	Export (US$bn)
Hong Kong	1,107	7.5	365.7	48,713	509.02
Macao	33	0.68	53.86	79,977	1.59
Guangzhou	7,434	15.31	342.52	22,676	76.22
Shenzhen	1,997	13,44	390.33	29,498	242.21
Foshan	3,798	8.16	155.85	19.102	54.04
Dongguan	2,460	8.46	137.46	16.309	125.08
Huizhou	11,347	4.88	60.56	12,473	26.41
Zhongshan	1,784	3.38	44.95	13,439	27.97
Jiangmen	9,507	4.63	45.61	9,885	16.47
Zhuhai	1,736	2.02	49.81	25,400	23.98
Zhaoqing	14,891	4.19	32.6	7,819	3.94
GBA	56,094	72.65	1,679.26	23,116	1,106.93

A represents ~11% of China's total

The World Stage for Food

As a renowned culinary capital of Asia, Hong Kong is also home to a thriving food services industry that captivates locals and visitors alike. The city had 11 of Asia's 50 Best Restaurants and 69 Michelin starred restaurants in 2021 and continues to excel.

From food and grocery delivery, innovative business models to digital partnerships, Hong Kong's food industry is showing its agility and resilience as the industry continues to innovate and enrich the digital ecosystem. Not only is there an abundance of pioneering opportunities within the city primed for new entrants to capitalise upon, Hong Kong is also a strategic foothold for businesses looking to expand into the thriving Guangdong-Hong Kong-Macao Greater Bay Area market. With so many opportunities for growth and expansion, it is an exciting time to be part of the food business in Hong Kong where you will enjoy:

- A great variety of restaurants and cuisines
- Simple and low tax regime
- Asia's leading tourist destination
- Excellent logistics and transportation infrastructure for efficient and low-cost food supplies
- A highly trained and multilingual workforce

Industry Snapshot

Sales Value of Food Items (HK$ million)	2019	2020	Growth	2021 (forecast)
Packaged Food (all categories)	$52,282	$38,061	-27.2%	$40,855
Packaged Dairy	$6,472	$6,677	3.17%	$6,976
Packaged Baked Goods	$5,620	$5,416	3.62%	$6,198
Packaged Baby Food	$18,905	$3,079	-83.72%	$5,516
Pet Food	$4,204	$4,710	12.03%	$4,958
Packaged, Processed Meat and Seafood	$2,014	$2,352	16.80%	$2,040

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Our Market

Vietnam products launching

Modern System/ 1,450 stores

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VIETNAM

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