



celebrating

奮發

phoon huat

Since 1947

Corporate Introduction

July 2023

HISTORY

Our founder, Mr Wong Tai Fuang, established Phoon Huat in 1947. Together with his 3 sons Wong Chin Wee, Wong Chen Keng, and Wong Chen Liong, Mr Wong Tai Fuang developed in-house products and worked with well-established brands to develop markets in Singapore, Indonesia and Malaysia



PRINCIPLES



Integrity



Inclusiveness



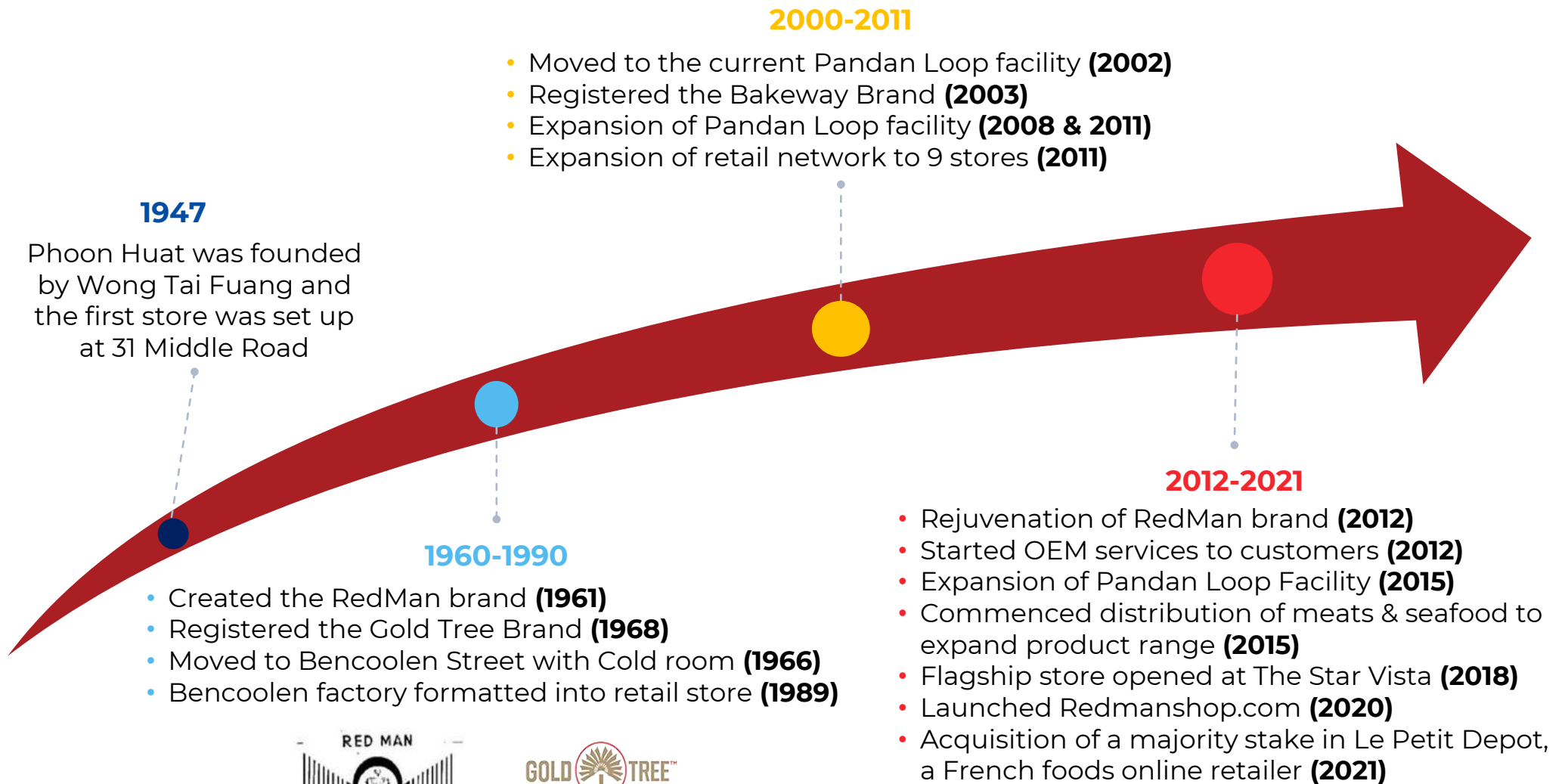
Respect



**Continuous
improvement**

KEY MILESTONES

Over the past 70 years, Phoon Huat has solidified its position as the market leader in Singapore's baking supplies market

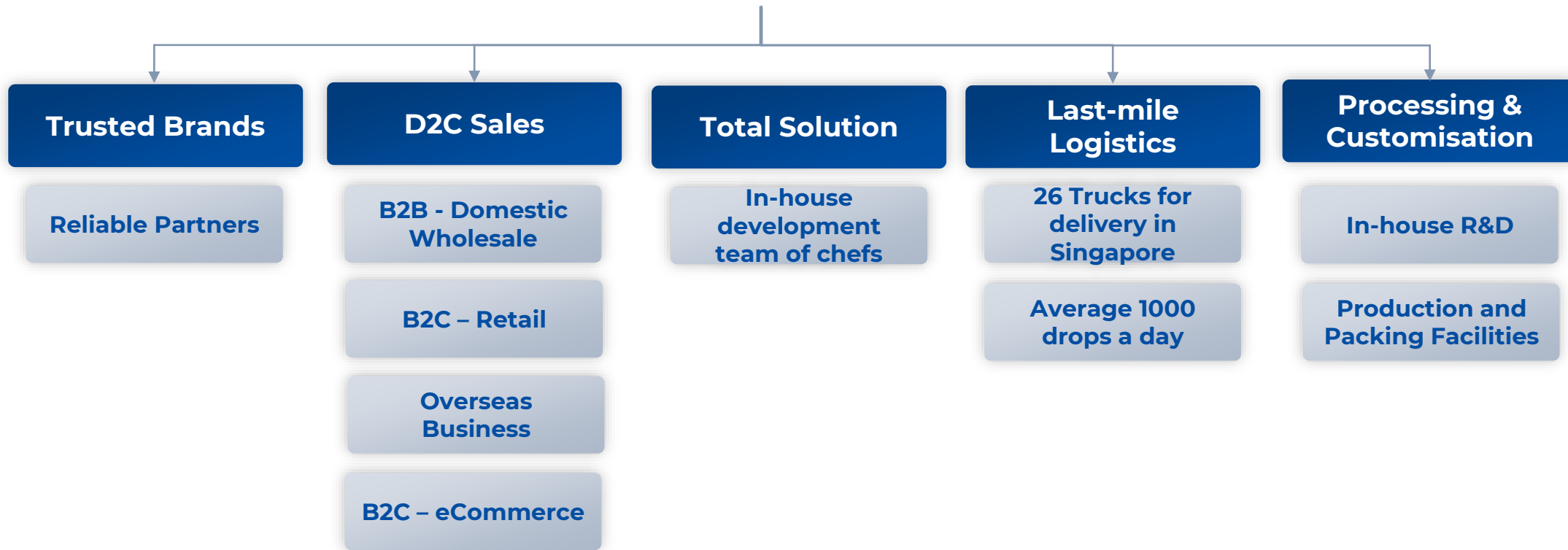


PHOON HUAT: OVERVIEW

For the baking supplies market, with a portfolio of Own Brands and Third- Party Brands



Total Solution Baking Supplies Company



B2B-FOOD SERVICE

Serves over 5,000 B2B-Food Service locations



- **Diversified customer base**
 - >5,000 B2B-Food service locations
 - Wide customer network from large hotel chains and food manufacturers to smaller artisanal bakeries and cafes
- **Data-driven sales & marketing**
 - Customer data analysis
 - Mobile dashboard linked to ERP system
- **Dedicated sales team**
 - Experienced team of 30 sales personnel to serve the food service industry
- **Attractive features offered:**
 - Wide range of products
 - One-stop service
 - Credit facility
 - Just-in-time delivery
 - Product customization
- **Trusted relationships with customers**

CUSTOMER ENGAGEMENTS AT THE HEART OF OPERATIONS

Strive to obtain direct feedback from customers through Customer Relationship Management

Dedicated B2B sales team

- 30 professionals serving B2B customers

Digital Communication

- Redmanshop.com
- Phoonhuat.com
- LePetitDepot.com
- Facebook
- Instagram
- LinkedIn
- Electronic Direct Mail
- SEO / SEM

Baking Classes

- On-site and online classes
- Direct engagement with customers
- Customer engagement with RedMan products

Direct Feedback Channels

- Omnichannel: B2B sales team, physical retail stores, customer service hotline, direct e-mailing, websites
- Ensures quick and close communication with customers

Redman Membership

- Strong membership base of >150,000 members
- Direct access and insights to loyal following

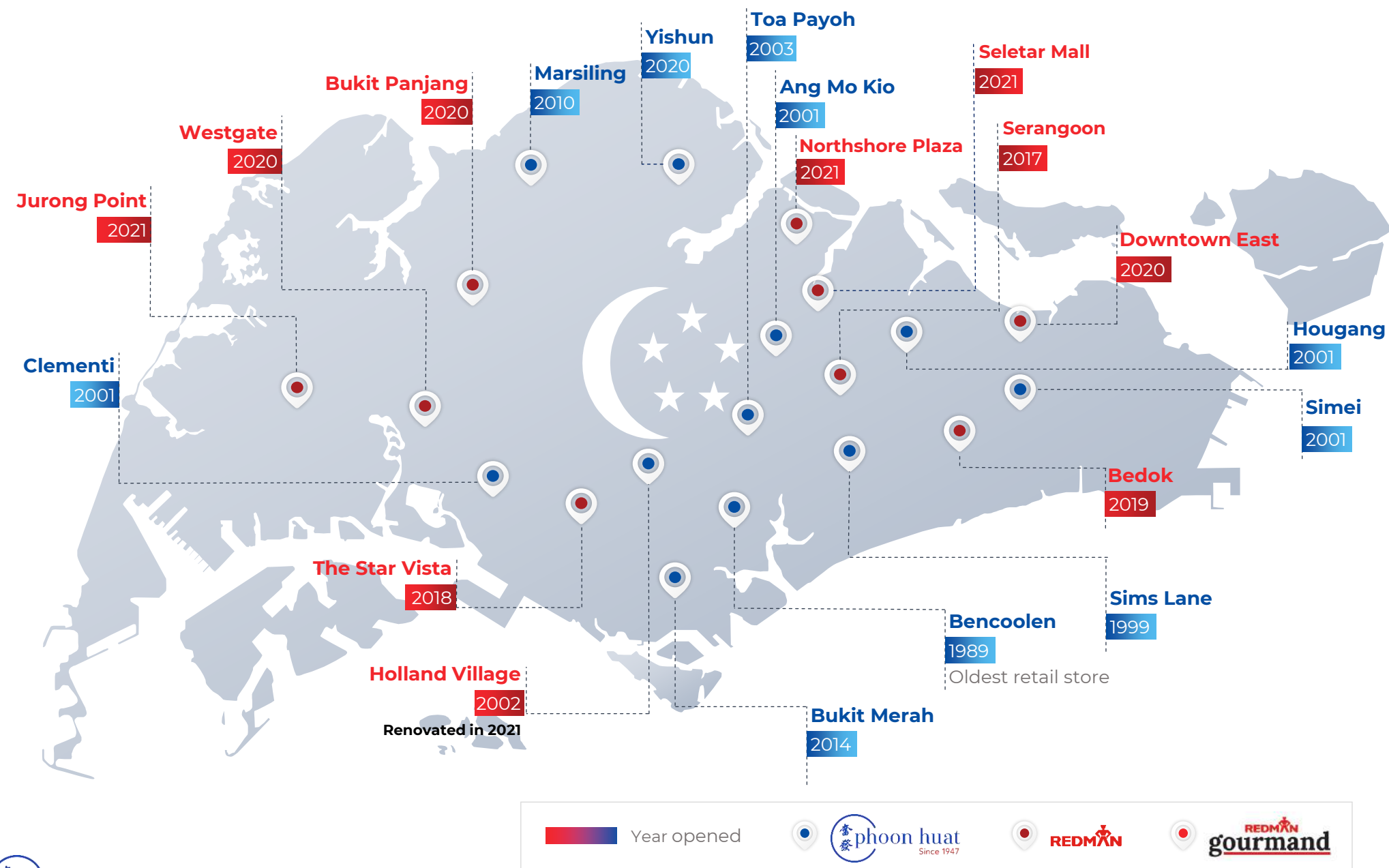
Loyalty Points System

- Launched in 2020
- Awards recurring engagements to continuously build up following



SALES: B2C-RETAIL STORE NETWORK

Direct-to-Consumer sales with 20 Retail stores in Singapore, all of which are in strategic locations with high foot traffic



B2C-RETAIL FLAGSHIP STORE – THE STAR VISTA

Flagship store in The Star Vista is a true baker's wonderland

First retail store in uptown shopping mall with focus on lifestyle shopping experience



One-stop specialty store for bakers of all levels

Over 7,000 different SKUs across 4,800 sq ft area



Space with casual atmosphere to encourage family and friends to bake and bond



Baking studio hosting classes, encouraging students to return to purchase supplies

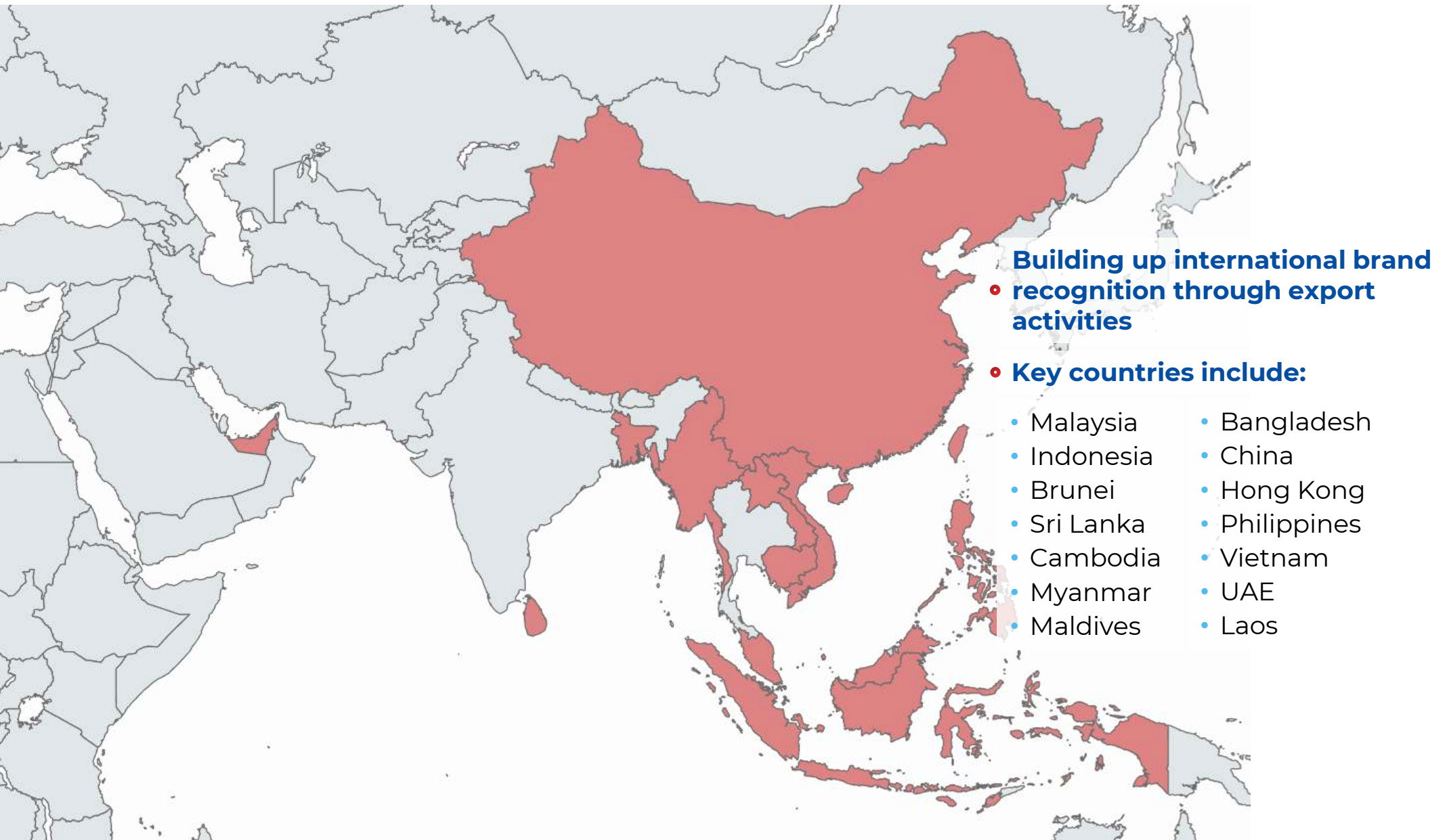


Meat & seafood counter, gourmet food and ready-to-eat meals



OVERSEAS BUSINESS

Built up brand recognition across 25 countries, representing further growth potential



OWN BRAND PORTFOLIO

4 trusted Own Brands 4350 SKUS 52% of total Sales

01

REDMAN

- Umbrella brand
- Baking supplies (ingredients, consumables, tools and equipment)
- B2B and B2C

02

BAKEWAY

- Brand focused on chocolate-related products

03



REDMAN
gourmand

- Brands specialising in gourmet food, premium meat cuts, fresh seafood, and artisanal produce

04

GOLD TREE™

- Umbrella brand
- Baking ingredients, dairy and gourmet food

SELECTED BRAND PARTNERSHIPS

800 Third Party brands supplied by 700 suppliers



EUROPEAN BRANDS



AMERICAN BRANDS



ASIAN BRANDS



AUSTRALIAN BRANDS



PRODUCT SEGMENTS

Bakery



Food Colouring, Liquid & Paste:



Food Essence & Flavouring:



Cake & Rolled Fondant:



Beverage



Concentrate:



Premix Powder:



Toppings:



Cheese



Cheddar Cheese:



Mozzarella Cheese:



Compound & Cream Cheese:



PRODUCT SEGMENTS

Chocolate



Cocoa Powder:



Compound Chocolate:



Couverture Chocolate:



Fats & Oils



Salted/Unsalted Butter:



Cream & Milk:



Milk/Ice Cream powder & Margarine:



Filling & Jam



Pineapple Paste:



Mooncake Paste:



Spread/Jams:



PRODUCT SEGMENTS

Fruits



Dried Fruits:



Desiccated Coconut:



Fruits in Syrup/Juice:



Nuts, Seeds & Beans



Nuts:



Seeds:



Grocery



Herbs & Spices:



Crumbs:



Mayonnaise & Thousand Island:



PRODUCT SEGMENTS

Flour, Grain & Flakes



Flour:



Premix Flour:



Non-Food



Mould:



Greaseproof Baking Case:



Containers:



MEATS & SEAFOOD



Meat:

Beef
Lamb
Pork



Seafood:

Fish
Shellfish
Crustacean



Vegetable:

Truffle
Mushroom



APPLICATION-ORIENTED DEVELOPMENT

Work closely with customers and suppliers in creating innovative, application-oriented solutions to capture upcoming trends in the Baking Industry



Ondeh Ondeh Petit Gateau



Burnt Cheesecake



Sea Salt Butter Roll



Tiramisu Eclair



Observing market trends and insights for application to our products



Proactive communication directly with global suppliers (D2S relationships)



D2C and D2S data to identify trends, create and market on-trend products



“Baking made easy”



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Since 1947

Thank you