



Relax for life

HELLO 5 COFFEE

[2025/6]

Company Profile

Hello 5 Coffee Global., JSC

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Corporate Introduction

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About

Born from a passion for excellence, Hello 5 Coffee Global, JSC stands apart with its unwavering commitment to purity, sustainable development, and continuous innovation.

Since 2012, we have been dedicated to cultivating and crafting exceptional Vietnamese coffee, fostering a mindful coffee lifestyle for discerning consumers.

With strong investments facilitated by government development policies, Brand Hello 5 Coffee has expanded its state-of-the-art facilities, empowering us to fulfill our ambitious mission: to bring the authentic taste and unparalleled quality of Vietnamese coffee to the global market.

From highland farms in Lâm Đồng and Đắk Lắk to roasting right here in Vietnam, we've built a full-circle ecosystem of traceable, authentic products crafted with care.

We believe in one simple thing:

Nature's Best, Roasted in Vietnam — pure coffee from our land, crafted by Vietnamese hands.

Our name, Hello 5, reflects the five core values we live and work by:

ĐẠO (道) (Virtue): Always do the right thing. Make clean and honest coffee.

THIÊN (天) (Timing): Grow in harmony with nature and changing needs.

ĐỊA (地) (Earth): Respect the land and its natural gifts.

TUỐC (將) (Leadership): Lead with care for people, not just profit.

PHÁP (法) (Law): Follow the rules, grow with integrity.

At Hello 5 Coffee, we don't just sell coffee. We build connections — from the soil of Vietnam to hearts around the world.

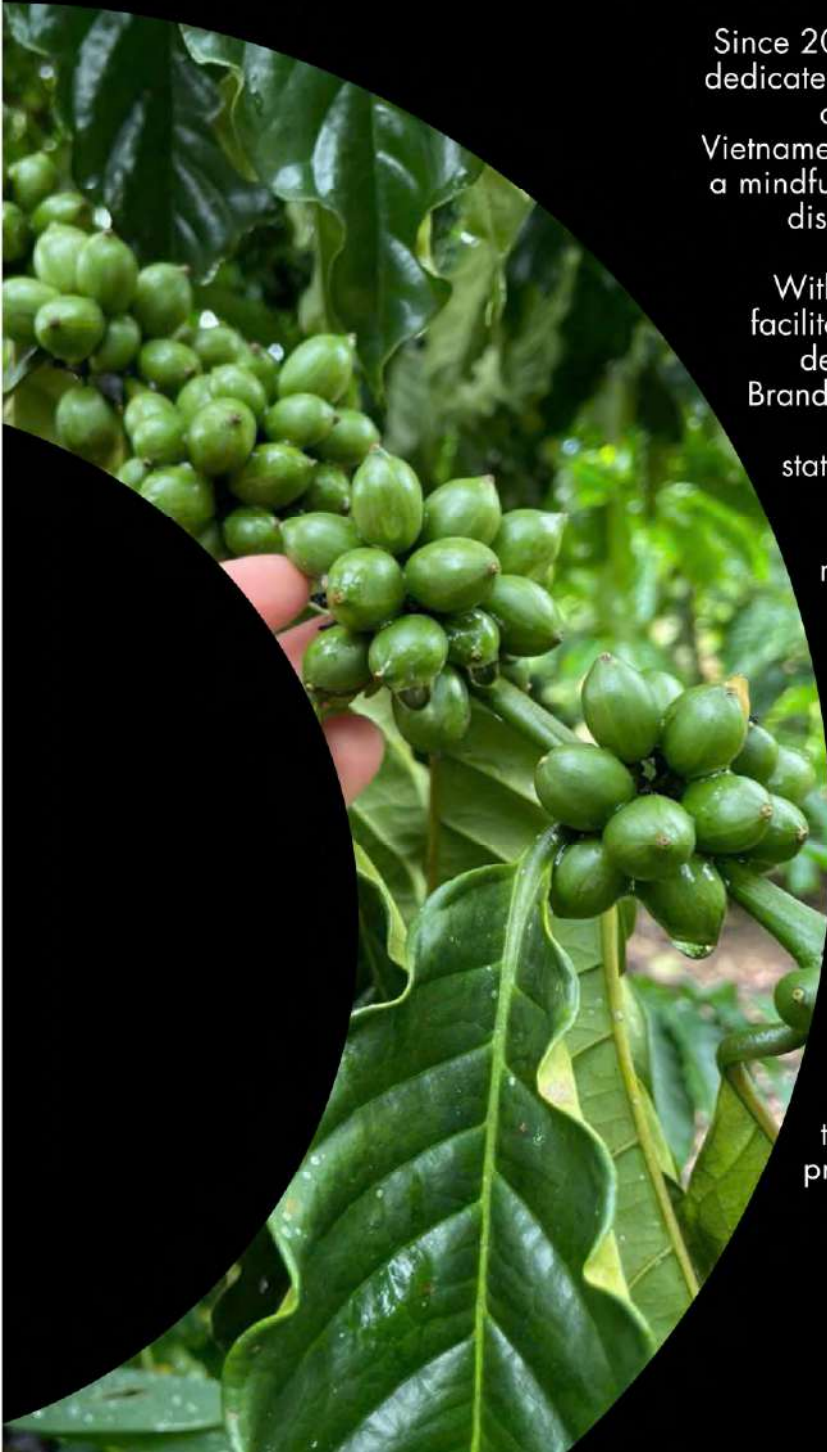


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Milestones

The Hello 5 Coffee

2012

Brand
Founded

2014

First Café
Opened

2015

Expanded to
Airports &
Hotels

2020

150 tons/month
Roasting Facility
Launched

2025

Global Export
Brand Positioning

2016

Opened
20 Cafés
Nationwide

2019

Training Farmers
in Coffee
Production

2018

Supplying to
100+ Cafés
Nationwide

2017

First
Export Order



Mission

We bring Vietnamese coffee to the world with integrity, relentless dedication, and an obsession with customer experience — every coffee bean is a commitment to quality and a journey of culture.

At the same time, we continuously elevate the domestic coffee experience with high-quality, accessible products tailored to the Vietnamese taste.

Vision

To become the most beloved Vietnamese coffee brand world-wide, recognized for excellence in quality, speed, and customer experience.

Our Core Strengths

■ Premium Quality Coffee

We source the finest coffee beans from Vietnam's best farms, ensuring that each batch meets the highest standards of quality. Our expert roasting techniques preserve the unique flavors, delivering a rich and aromatic coffee experience.

■ Flexible Production, Tailored to Your Needs

We understand that every customer has different requirements. Whether you need a specific roast, packaging, or blend, our flexible production capabilities allow us to meet your unique demands with efficiency and precision.

Culture value

Hello 5 Coffee is driven by five culture values:

- 01 Customer Obsession
- 02 Integrity
- 03 Responsibility
- 04 No Pain, No Gain
- 05 Seizing Opportunities

With unwavering commitment to our chosen path, we pursue the shared aspiration to create wealth — for ourselves, our team, and our community — while bringing Vietnamese coffee to the global stage.

02

“ Why choose us

■ Competitive and Reasonable Pricing

We offer high-quality coffee at competitive prices, ensuring that you get the best value for your investment. Our pricing is transparent and designed to fit a variety of business models, from local cafes to international distributors.

■ Strict QA & QC Processes

We maintain rigorous quality assurance and quality control procedures to guarantee that every product leaving our facility meets the highest standards. Our dedication to consistency ensures that you can always rely on our coffee.

■ Dedicated Customer Service

At Hello 5 Coffee, we prioritize our customers. Our team is always available to assist you with any questions or concerns. We are committed to providing a seamless experience and building long-term relationships based on trust and mutual respect.

“Our Ecosystem



Nón Lá Roastery

To ensure scalability and consistency, Nón Lá Roastery operates a high-capacity facility with a monthly output of up to 150 tons. This roastery combines efficiency with quality control, preserving the distinct flavor and standards of Hello 5 Coffee. It serves as a reliable backbone for wholesale clients, café chains, and private label partners, ensuring both supply stability and operational flexibility.



Hello 5 Coffee

Our coffee ecosystem seamlessly integrates specialized expertise and resources, serving the entire coffee market from bean to cup. Hello 5 Coffee is at its core, curating and supplying premium roasted beans meticulously sourced from Vietnam's renowned highland farms. These beans represent the finest Vietnamese terroir, crafted for discerning domestic and international markets.



Springtime

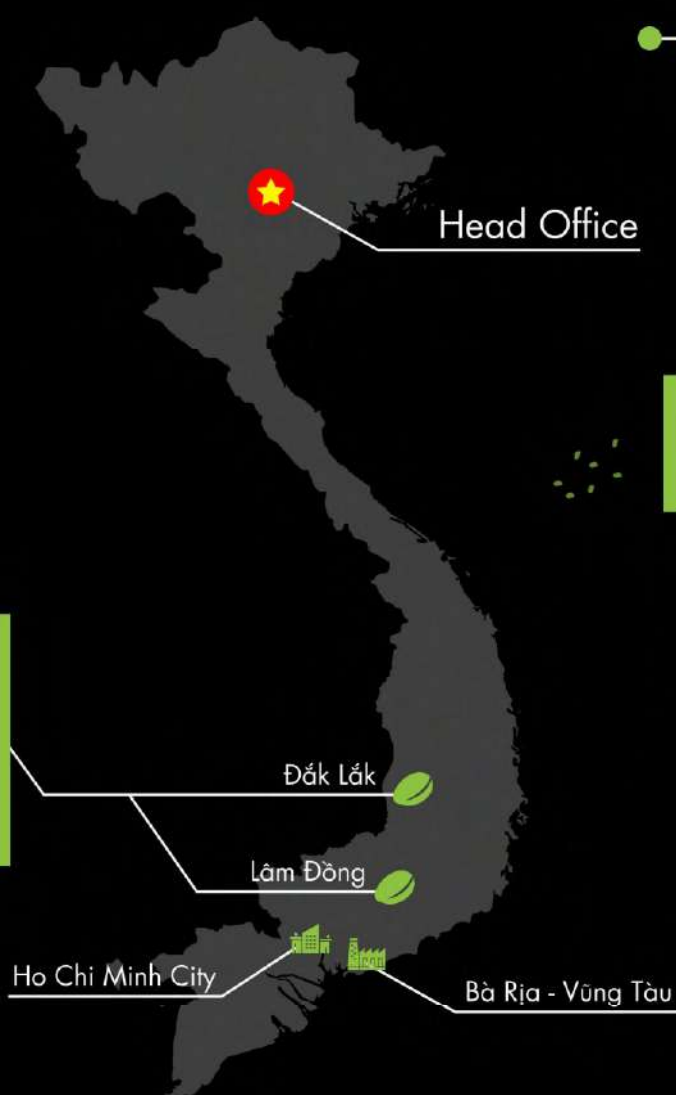
Springtime, a distributor of high-performance coffee machines and specialty accessories for professionals and experts alike, rounds out our ecosystem. Springtime enhances every step of the coffee experience by equipping roasters, retailers, cafes, and HORECA channels with reliable brewing technology and thoughtfully designed tools.

Endless coffee solutions

Together, we form a synergistic alliance — from sourcing and roasting to equipment and delivery — creating a comprehensive, end-to-end coffee solution that empowers partners to thrive in an increasingly competitive and quality-driven market.

“From Origin to the World”

We go directly to the source — the coffee farms of Lâm Đồng and Đắk Lắk — to handpick high-quality beans at their origin. By partnering with local cooperatives through formal contracts, we ensure full traceability of our products while supporting sustainable livelihoods for farming communities. This direct, long-term collaboration allows us to secure premium raw materials and contribute to the development of Vietnam’s coffee-growing regions.



Domestic

With our head office in Hanoi, branch offices in Ho Chi Minh City, and two factories in Bà Rịa – Vũng Tàu, we are well-positioned to efficiently serve customers across Vietnam

Global

Hello 5 Coffee has been a trusted supplier of high-quality coffee to many of the world’s most demanding markets, including Japan, Germany, Taiwan, South Korea and more — a testament to our commitment to excellence and international standards.



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Our Facilities

&

Production Capacity

Our facility efficiently delivers premium coffee products, backed by a **150-ton monthly capacity**. State-of-the-art equipment and a dedicated team ensure precise roasting and packaging.



01 Mid-Scale Roaster

● **60kg**/roast

● **1.5 tons**/8 hours



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01 Large-Scale Roaster

● **120kg**/roast

● **3 tons**/8 hours



05 Instant Coffee Packaging

700kg/8 hours

We continuously enhance production efficiency. Our ongoing expansion includes a new roasting facility, adding 5 tons/month to our capacity.



01 Paper Filter Coffee Packaging

21,000 sachets/8 hours



Premium
Vietnamese Coffee

“ Product Portfolio

Driven by a deep
desire to craft clean,
high-quality coffee,
Hello 5 Coffee is
dedicated to offering
refined Vietnamese
coffee experiences that
meet global standards.



Hello 5 Premium Coffee



Mondo

HELLO 5 MONDO is a coffee inspired by the soul of the sea — calm, refreshing, and quietly profound. A refined blend of highland Arabica and local Robusta offers a gentle awakening, with notes of jasmine, citrus, ripe pear, and a clean, lingering finish.

Caffeine $\geq 1.7\%$ | Moisture $< 5\%$ — delivering clarity, balance, and lasting energy in every cup.



Deluxe

HELLO 5 DELUXE captures the rhythm of the night — bold, smoldering, and full of soul. A deep blend of highland Arabica and intense Robusta ignites the senses with notes of smoky wood, dark chocolate, and ripe plum, finishing with elegant bitterness and burnt caramel.

Caffeine $\geq 1.7\%$ | Moisture $< 5\%$ — crafted for those who burn quietly, but fiercely.



Organic

HELLO 5 ORGANIC invites you to slow down and reconnect — like sipping coffee in a forest after the rain. This bold, earthy cup blends rich cacao, herbs, and dark berries, with a clean, creamy finish that lingers like nature's quiet.

Caffeine $\geq 1.8\%$ | Moisture $< 5\%$ — a pure expression of earth, rain, and deep-rooted flavor.



Regular

HELLO 5 REGULAR is crafted for those who appreciate strength with subtlety. This bold, balanced cup offers layers of hazelnut, oak, dark chocolate, and roasted cashew — finishing with a touch of smokiness and refined bitterness.

Caffeine $\geq 1.9\%$ | Moisture $< 5\%$ — precision roasted for depth, clarity, and character in every drop.



Original

HELLO 5 ORIGINAL is a bold tribute to tradition — earthy, intense, and quietly powerful. With notes of charred wood, cacao, and dried herbs, it delivers deep bitterness, warm body, and a long-lasting finish.

Caffeine $\geq 1.9\%$ | Moisture $< 5\%$ — crafted for those who seek strength, sincerity, and connection in every sip.

High-class Coffee



02

Energy

The Frequency That Connects Us

We each move through life on our own unique frequency. HELLO 5 ENERGY is crafted to

awaken more than just the senses — it's a bridge of resonance that connects us on a deeper, human level.

Blending 70% premium Robusta and 30% honey-processed Arabica, this coffee delivers bold clarity and smooth complexity. Its natural sweetness and balanced strength sustain a steady, vibrant energy — not rushed, but enduring.

Refined in collaboration with our Japanese partner — from roast profile to minimalist packaging — every detail reflects precision, purpose, and connection.

HELLO 5 ENERGY is for those who live intentionally, move with presence, and radiate from within.



01

Royal

Serenity in Stillness

In a world full of noise and rush, HELLO 5 ROYAL offers a rare pause — a quiet space for the seasoned soul to reconnect with depth and presence. This is not coffee for the crowd, nor for distraction. It is for those who choose to live slowly, deeply — alone, yet never lonely. No show, no noise — just a private moment to truly be.

Crafted from honey-processed beans (70% Arabica, 30% Robusta), Royal delivers a rich, subtle experience — refined, contemplative, and quietly powerful. The roast profile is meticulously refined by our Japanese partner, who also designed the packaging with the same spirit of elegance and restraint. Their deep respect for Hello 5's delicate coffee culture is infused into every detail.

HELLO 5 ROYAL does not seek to impress. It simply stays — gentle, profound, and enduring, like the things in life that truly matter.



Single Origin

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At Hello 5 Coffee, our single origin roasted beans are crafted with care and precision — 100% pure roast, no added flavors or additives. Each variety reflects the unique character of its origin and processing method, offering a distinct and memorable coffee experience.

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01 100% Robusta Traditional Roast (Natural Process)

Bold and nostalgic, this Robusta is naturally processed and roasted in classic Vietnamese style. Rich body with notes of smoky wood and bittersweet chocolate. Made from clean, high-quality beans.

02 100% Robusta Honey

A fresh take on Robusta, this honey-processed coffee delivers a balanced cup with natural sweetness, mild acidity, and a smooth finish. Made from clean, high-grade beans.

03 100% Robusta Culi

Sourced from rare peaberries — single-seed Robusta beans — this coffee boasts higher caffeine content, intense flavor, and a long-lasting aftertaste. Thick-bodied and exceptionally clean.

04 100% Arabica

Grown in the highlands of Cầu Đất and selected from certified high-quality lots, this Arabica offers a bright, elegant profile with citrus acidity, floral aroma, and caramel sweetness.

05 100% Fine Robusta

Handpicked from lots with over 95% ripe cherries and processed under specialty-grade standards, this Fine Robusta redefines what Robusta can be. Clean cup, subtle sweetness, and layered flavors.



Other Products



01 GIFT SET

■ Organic Coffee Gift Box Green Gift Set 650G

Flavor Profile: Mild bitterness with a sweet and aromatic finish, rich and bold taste, and a slightly dark amber brew color.

Ingredients: 40% Robusta beans, 30% Arabica beans, 30% Culi beans.

Contents: Includes 1 traditional Vietnamese phin filter and 1 pack of ORGANIC coffee (250g).

■ Deluxe Coffee Gift Box Red Gift Set 650G

Flavor Profile: Bright acidity balanced with bold richness, captivating aroma, and a deep amber brew color.

Ingredients: 50% Arabica beans, 50% Robusta beans.

Contents: Includes 1 traditional Vietnamese phin filter and 1 pack of DELUXE coffee (250g).



02 INSTANT COFFEE

■ Hello5 Black Instant Coffee

Flavor Profile: Pure and bold, with raw clarity and an instant awakening.

Aroma: Dark cocoa, oud wood, subtle smokiness.

Initial Taste: Bold and firm, an instant awakening

Body: Heavy, moderately smooth

Finish: Deep, lingering bitterness without harshness.

Caffeine: $\geq 1.5\%$ | Moisture: $< 5\%$

■ Instant Coffee 3 in 1

Flavor Profile: Smooth and mellow, a warm and comforting coffee for everyone

Aroma: Condensed milk, unsalted butter, a hint of fresh coffee.

Initial Taste: Mellow sweetness, smooth

Body: Balanced and approachable.

Finish: Light sweetness, gently lingering.

Caffeine: $\geq 0.31\%$ | Moisture: $< 5\%$

“ Company Certification

At Hello 5 Coffee, we prioritize quality, safety, and international standards throughout our operations. Our certifications reflect our ongoing commitment to excellence and compliance in every step of production.



Food Safety Compliance Certificate

Certified by Ho Chi Minh City Food Safety Authority for complying with hygiene standards in coffee roasting and packaging



HACCP Certification

Certified with HACCP by ALBERK QA Technik GmbH (Germany). It ensures our coffee production meets international food safety standards



HALAL Certificate

Certified under the JAKIM Certification Scheme, ensuring our products comply with Islamic law and Halal standards for food safety and purity



Trusted Brand Certificate

Recognized under the Trusted Brand Index (TBI) for meeting international standards in brand prestige, quality, and management practices



Trusted Quality Supplier Certificate

Recognized as a “Trusted Quality Supplier” for its commitment to clean coffee production and international competitiveness

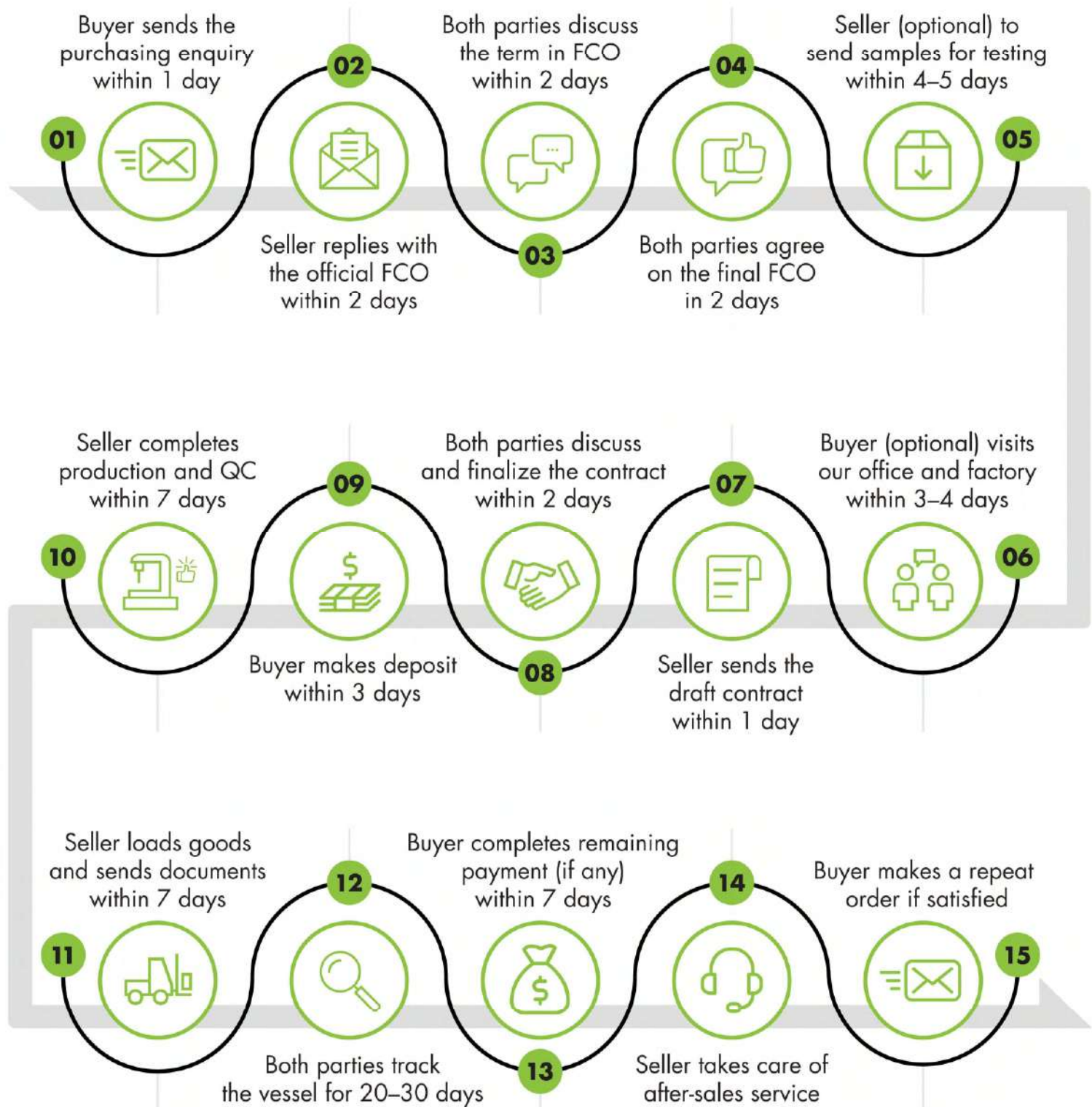


FDA Registration – USA

Registered with the U.S. FDA, meeting standards under the Food Safety Modernization Act for exporting food-grade products to the U.S. market



Standard Purchase Procedure



“ Our Partners

Modern trade channel

Hello 5 Coffee proudly appears on the shelves of leading supermarket chains across Vietnam, affirming its quality and consumer trust.



HORECA channel

Hello 5 Coffee is currently available at major airports including Tan Son Nhat, Noi Bai, Nha Trang, Phu Quoc, and more — as well as in select restaurants and hotels nationwide.

Export channel

Hello 5 Coffee has been a trusted supplier of high-quality coffee to some of the world's most demanding markets, including Japan, Germany and more - a testament to our commitment to excellence and international standards.



OEM production for Vesrah Corporation (10,000 bags of 250g exported).
Website: [ベトナムプレミアム
コーヒー - ベスラ株式会社](http://ベトナムプレミアムコーヒー - ベスラ株式会社)



Distributed through our partner Vietbeans.de since April 2025 (1,000 bags exported to date).
Website: vietbeans.de



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Key Retail Presence



Experience Hello 5 Coffee's premium Vietnamese coffee at Tan Son Nhat International Airport International Terminal – your gateway to authentic taste.

Beyond our robust wholesale and export operations, Hello 5 Coffee has established a significant footprint in key retail channels. Our premium products are readily available in major supermarkets, convenient mini-marts, and prominent international airport terminals, making it easy for consumers to access the authentic taste of Vietnamese coffee wherever they are. Furthermore, our strong presence has been extended to numerous beverage outlets, where discerning customers could experience Hello 5 Coffee's exceptional quality in a ready-to-enjoy format. This diverse retail strategy underscores our commitment to making high-quality Vietnamese coffee accessible to a broad and diverse consumer base.



“ Key Moments



Proudly showcasing the essence of Vietnamese coffee at Vietnamese Week in Thailand.



Hello 5 Coffee hosted international guests with signature brews and warm hospitality.



Partnership with Japanese clients formed after Food Table in Japan – Tokyo Big Sight.

Brand Presence

From local beginnings, Hello 5 Coffee has grown into a familiar and trusted name across Vietnam through events, community ties, and strong partnerships.



Highly valued and enjoyed by international partners at the Vietnam Pavilion, Leipzig Trade Fair, Germany.



Trusted by the players and management of Truong Tui Binh Phuoc FC – proud to be their coffee of choice.



Trusted by top football players – Hello 5 Coffee, their choice for quality and flavor.

Trusted Worldwide

Recognized by customers, businesses, and international partners alike, Hello 5 Coffee proudly represents Vietnamese coffee excellence. Our quality and authenticity have earned trust both domestically and globally, solidifying our position in the coffee market.



Corporate Social Responsibility

At Hello 5 Coffee, social responsibility is at the heart of our values. During the COVID-19 lockdown, we prepared and delivered up to 600 meals daily to support residents in quarantined communities. We also sent packages of our coffee to frontline healthcare workers in Central Vietnam — as a small token of gratitude and solidarity. These efforts reflect our commitment to standing with the community through challenging times.



Moving forward, Hello 5 Coffee is committed to continuing our social efforts through meaningful charitable programs, contributing to a stronger and more caring community.

Contact Us



Discover premium Vietnamese coffee excellence and elevate your coffee business.
Let's contact us today!

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THANK YOU



Hello 5 Coffee Global., JSC