

The Sunhouse logo consists of the word "SUNHOUSE" in white, uppercase, sans-serif font, enclosed within a red rounded rectangle with a dark teal border.

COMPANY PROFILE

An aerial photograph showing a large industrial complex with several long, low-rise buildings with grey roofs. To the right is a multi-story office building with a curved facade. The complex is surrounded by lush green trees and a road with a car is visible in the foreground. The Sunhouse logo is visible on the side of one of the industrial buildings.

SUNHOUSE GROUP JOINT STOCK COMPANY

www.sunhouse.com.vn

FACTORY

Ngọc Lấp Industrial Zone - Thang Long Avenue, Quoc Oai,
Hanoi
TEL: (024) 3394 0848 / Fax: (024) 3394 0878

SUNHOUSE SOUTHERN BRANCH

151 Thanh My, 8 Ward, Tan Binh District, Ho Chi Minh City
TEL: (028) 3869 1016 / Fax: (028) 3869 1013

SUNHOUSE CENTRAL BRANCH

Conjunction between Street 6 and Street 9, Hoa Khanh Idz,
Hoa Khe, Lien Chieu District, Danang City
TEL: (023) 6372 6027

HEAD OFFICE

12th floor, Richy Tower, 25 Mac Thai To, Yen Hoa Ward, Cau Giay District, Hanoi,
TEL: +84 24 3736 6676/6677 | Fax: +84 24 3736 6696 | Email: info@sunhouse.com.vn

CONTACT

Ms. Vicky - Overseas Sales Director
Mobile: +84 903 759 563 | Email: oversea3@sunhouse.com.vn

Mr. Lan - Overseas Sales Manager
Mobile: +84 973 593 090 | Email: oversea@sunhouse.com.vn

Mr. Jeremy - Overseas Sales Manager
Mobile: +84 904 080 637 | Email: overseasale01@sunhouse.com.vn

NORTHERN SERVICE CENTER

Km8 - Thang Long Avenue, Hoai Duc, Ha Noi
TEL: (024) 3200 8339 / (024) 3200 5230

SOUTHERN SERVICE CENTER

Lot 840, Road 1, Tan Tao Industrial Park, Tan Tao A Ward,
Binh Tan District, Ho Chi Minh City
TEL: (028) 3869 1016 / Fax: (028) 3869 1013

CENTRAL SERVICE CENTER

Conjunction between Street 6 and Street 9, Hoa Khanh Idz,
Hoa Khe, Lien Chieu District, Danang City
TEL: (023) 6372 6027



60.000

POINTS OF SALES
ACROSS 63 PROVINCES IN VIETNAM



12 FACTORIES

WITH THE TOTAL
AREA OF 100,000 M²



20 MILLION

VIETNAMESE HOUSEHOLDS

“

Established in 2000, SUNHOUSE Group is the leading houseware manufacturer and trader in Vietnam. With high quality and diversity, SUNHOUSE products have reached out to the world.



1000 PRODUCTS

IN 7 LINES OF BUSINESS



20 COUNTRIES

EXPORTED TO



25-30%

AVERAGE ANNUAL REVENUE GROWTH RATE



HISTORY INCORPORATION AND DEVELOPMENT



2000

Establish **Phu Thang Co., Ltd.**, trading Home appliances, Electrical cables



2004

Build **Vietnam - Korea joint venture SUNHOUSE plant**



2007

Expand business field in **HOUSEHOLD ELECTRICITY**



2009

Expand business filed in **KITCHEN EQUIPMENT**



2010

Officially renamed to
SUNHOUSE Group Joint Stock Company



2014



2018

Proud of **NATIONAL BRAND**
Aiming to be a **GLOBAL BRAND**.



2019

Expand business field in **HOUSEHOLD ELECTRICITY**
Expand business filed in **ELECTRONICS- ELECTRICAL REFRIGERATION & KITCHEN TOOLS**
Expand production with **NARAE SUNHOUSE ELECTRONIC CIRCUIT PLANT AND LIGHTING LED MANUFACTURE PLANT**



2021

Expand production with
EXPORTED-TO-USA OIL-FREE FRYER PLANT



2022

Expand production scale in the Southern region
R.O WATER FILTER PLANT IN LONG AN
SUNHOUSE - OVICABLES ELECTRICAL CABLE PLANT IN BINH DUONG

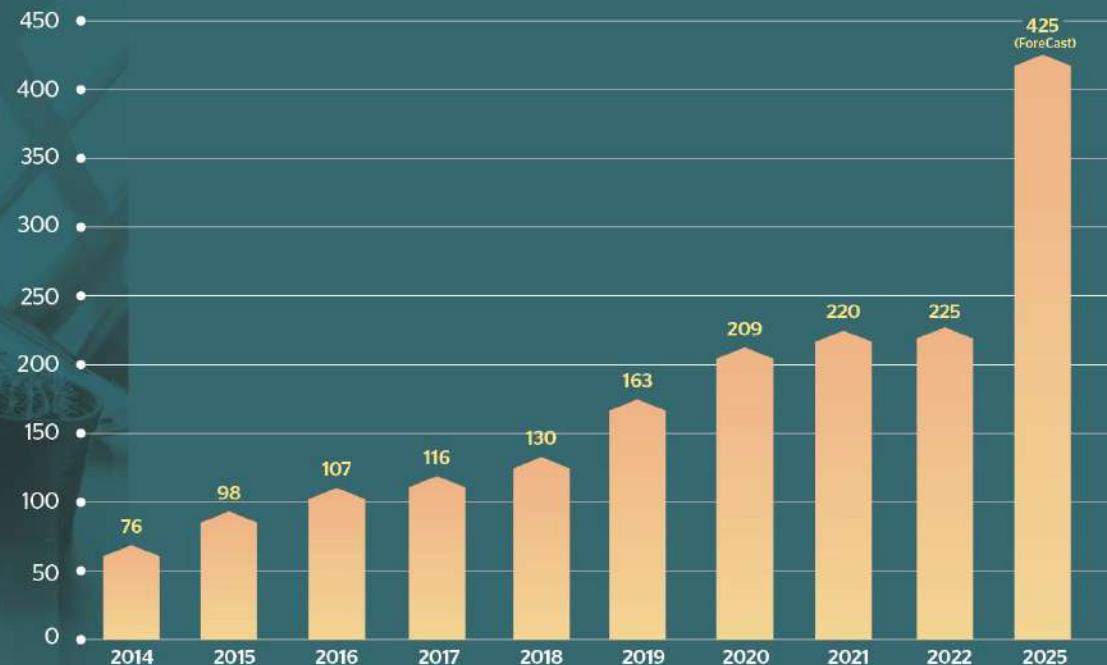
BUSINESS ACHIEVEMENTS

Sunhouse is proud to be enrolled in the Top 150 fastest growing businesses in Vietnam 2022

Not only fast growth, but SUNHOUSE aims to achieve Sustainable Growth. To achieve that, in addition to maintaining the current growth rate (20-25% per year), businesses need activities associated with three basic pillars: Economy - Society - Ecology. Going beyond traditional thinking of focusing only on profit growth, SUNHOUSE believes that with corporate responsibility tied to the responsibility of the whole society. And we will seriously carry out the economic tasks associated with the Society, to join Vietnam in bringing up the Vietnamese brand.

BUSINESS INCOME

Million USD



REVENUE BREAKDOWN

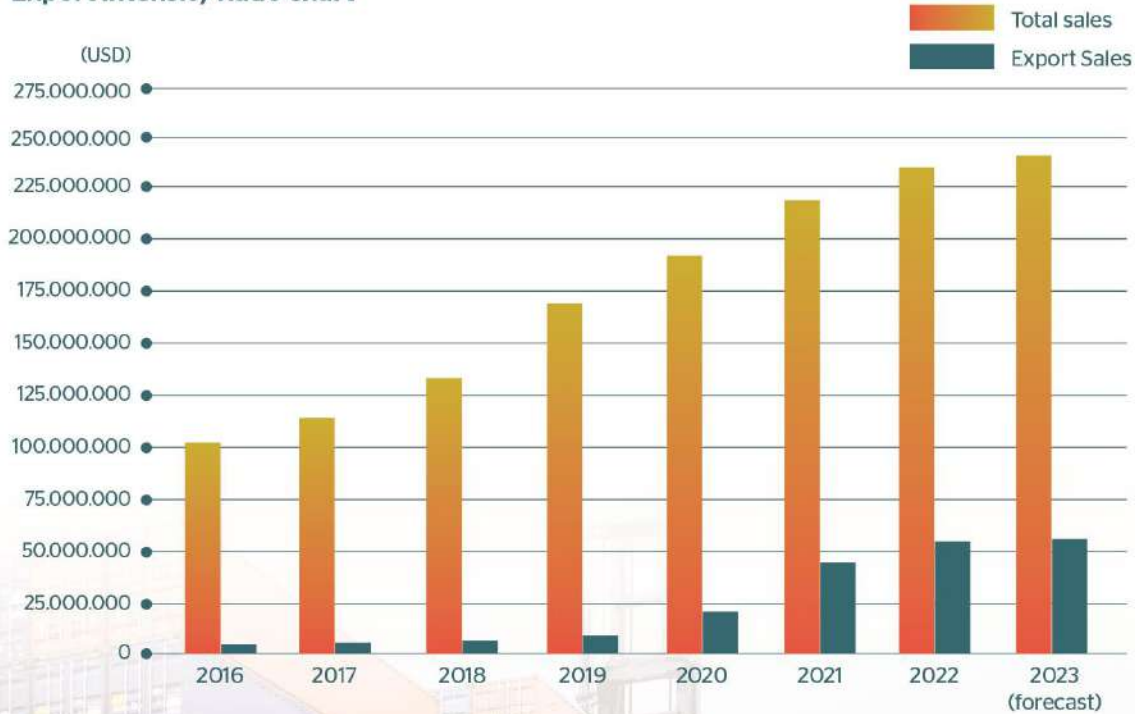
BY SALES CHANNEL



BY PRODUCT CATEGORY

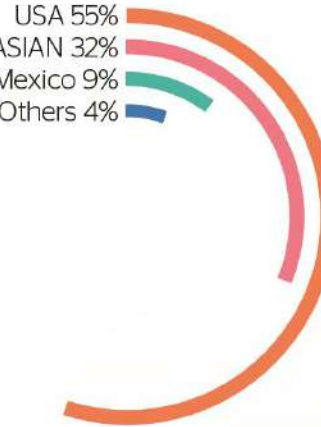


Export Intensity Ratio chart



EXPORT ACTIVITIES

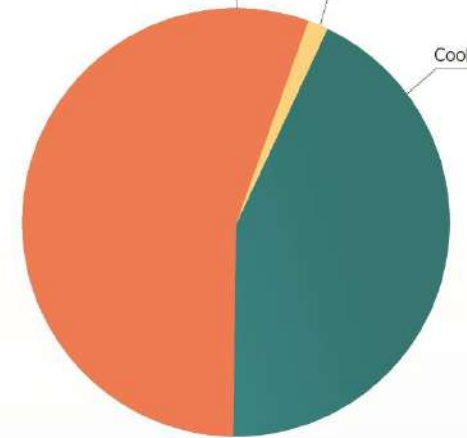
USA 55%
ASIAN 32%
Mexico 9%
Others 4%



Export Markets

Aiming to be an international corporation, SUNHOUSE soon brought its products to international markets. By 2022, SUNHOUSE products have been present in more than 20 markets, including Laos, Cambodia, Myanmar, Brazil, etc., and even made their presence felt in most demanding markets such as USA, South Korea, Japan, etc.

Electrical appliances (60%)
Plastic (2%)
Cookware (38%)




Export Categories

The most prominent exported products to be mentioned include UFO LED, LED panel, air fryer, Non-stick Pans, Stainless Steel Cookware, Anodized Cookware, Rice Cookers, etc., These products are manufactured by SUNHOUSE production lines with strict certified processes, meeting the most demanding foreign partners' standards.

INFORMATION ABOUT PLANT

 Ngoc Liep Industrial Park, Quoc Oai, Hanoi
Tan Duc Industrial Park, Duc Hoa, Long An
My Phuoc Industrial Park, Ben Cat, Binh Duong

 Total area: ~100,000 m²

The first production line of non-stick pans, then, was built in 2003; up to now, the scale of SUNHOUSE has increased to 10 plants with a full system for the production & assembly of essential kitchen appliances.

Besides serving the domestic market, SUNHOUSE products are currently being presented in demanding markets such as US, Canada, Japan, Korea, Hong Kong...

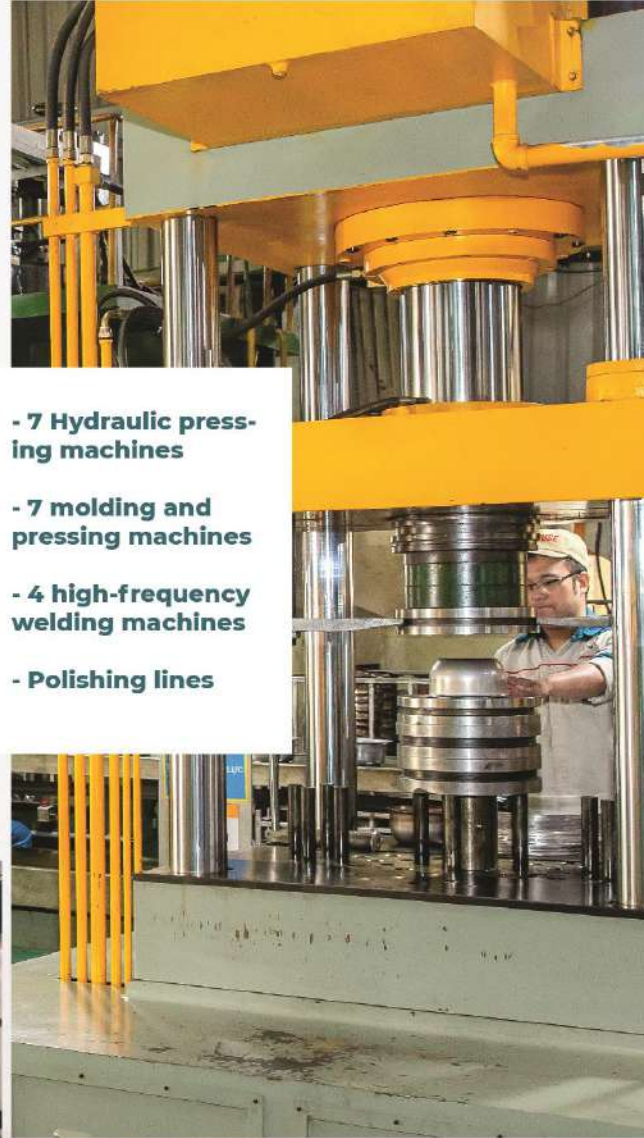
DETAILS OF SUNHOUSE WORKSHOPS/ PRODUCTION LINES

Plant/factory	Establishment time	Machines & Technologies	Production capacity (year)
Stainless steel plant	2003	Stainless steel pot (1-3.5 bottom) Super speed kettle body Accessories of pots, pans	540.000 sets
Non-stick pan plant	2003	Process non-stick pans by using Korea's anti-stick coating technology	6.000.000 products
Anode plant	2005	Pots/sets of Anode pots applying advanced cold Anodized technology from Korea	480.000 sets
Rice cooker production line	2009	Collection of many lines Embossed-bed molding, anti-adhesive spray, plastic mold casting, same system of stamping machine, plastic injection machine, Korean technology billet cutting machine.	720.000 products
Gas stove production line	2009	Assemble gas stove, positive gas stove	540.000 products
Water Purifier production line	2009	Assemble R.O water purifier	180.000 products
R.O water purifier plant (Long An)	2022		110.000 products
Magnetic stove production line	2019	Assemble modern electronic stove	180.000 sets
NARAE Electronic Micro-Circuit plant	2019	5lines SMT from Korea	15.000.000 products
ALUBA plant	Established in 2010 Then expanded and officially changed its name to ALUBA Vietnam Aluminum Plastic Joint Stock Company in 2016	30 clusters of plastic injection machines and automatic robots 500 sets of molds from Korea 22 mechanical processing clusters & other auxiliary equipment	43.000.000 details/products
Light bulb plant	2019	4 closed lines according to European technology 5 automatic paint sprayers imported from Switzerland 3 clean rooms of level 10	18.000.000 products
Exported-to-USA Oil-Free Fryer Plant	2021	POT assembly conveyor belt and US standard high-tech testing machine system	360.000 products
SUNHOUSE - OVI Cables Plant (Binh Duong)	2022	Production line meets Malaysian standards	

STAINLESS STEEL COOKWARE LINES

Each year, SUNHOUSE factory for stainless steel products offers nearly 2 millions of quality cookware to the market to meet various needs of consumers. Applying modern high-frequency welding technology, SUNHOUSE 3-layer and 5-layer stainless steel cookware have been certified as High Quality Vietnamese Products for many years, and proved its ability to gain consumers' satisfaction and trust.

In the future, the factory will invest in additional automatic machines such as pressing machines, automatic polishing lines and laser printers to increase its productivity and product quality.



- 7 Hydraulic pressing machines
- 7 molding and pressing machines
- 4 high-frequency welding machines
- Polishing lines



FACTORY FOR ANODIZED PRODUCTS



Soon finding outstanding advantages of anodizing technology, SUNHOUSE quickly imported the Korean production line since 2005. This is an automatic aluminum oxidizing technology providing products with high hardness and durability, outstanding color, as well as preventing food contamination and ensuring absolute health safety.

SUNHOUSE is proud to own the largest Anodizing line in Vietnam, creating lightweight, more durable and harder than normal aluminum products.



4 Hydraulic pressing machines

20 anodizing tanks

6,4 m³ anodized solution each tank

125,000 pcs/month
(equivalent to 1,500,000 pcs/ year)



NON-STICK COOKWARE LINES

As the first established factory in SUNHOUSE's ecosystem, since 2003, Non-stick Cookware Line has produced millions of high quality products, helping SUNHOUSE affirm its position as Vietnam's leader in Household Appliance sector.

With Korean non-stick technology and non-stick coating materials imported from Korea, America, etc., SUNHOUSE has brought 9 million products per year.

6 Hydraulic pressing machines

(200 - 5000 tons)

1 Induction bottom pressing machine

(for induction bottom cookware)

2 Automatic sandblasting machines

(to create rough surfaces before applying non-stick layer)

1 Automatic coating lines

(1000 pcs/1h)



ALUBA INJECTION MOLDING FACTORY

Established in 2010, the factory formerly was a plastic accessory workshop for SUNHOUSE products. It was later expanded and officially changed its name to Vietnam Aluba Aluminium Bakelit Joint Stock Company in 2016.

Not only producing accessories, ALUBA factory also produces kitchen appliances such as Food containers, Thermos cups, Cooking utensils, etc. ALUBA's products are made from imported health-safe primary plastics



60 aluba injection molding factory

500 Korean mold sets

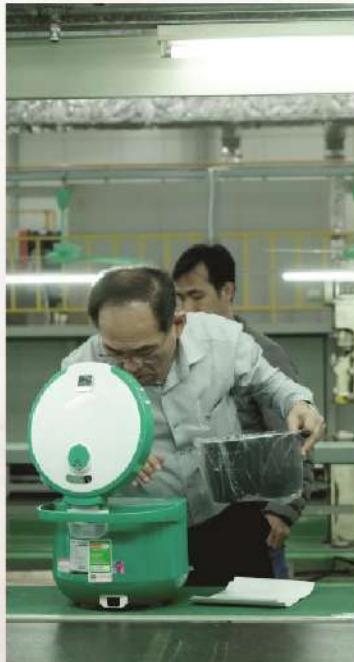
22 clusters of mechanical machines & other auxiliary equipments



FACTORY FOR ELECTRIC KETTLES AND RICE COOKERS

SUNHOUSE factory for electric kettles and rice cookers was established in 2009 as a pioneer in expanding from mechanical products to electrical products.

With a system of highly automated lines, from pot molding machines, automatic non-stick sprayers to plastic cover molding machines, etc., the factory can produce 1,000,000 high quality products per year.



2 350-ton hydraulic pressing machines

110-ton eccentric pressing machines

45T/25T/12T press system

2 high frequency welding machines

Resistance, voltage, capacity testers, etc.





FACTORY FOR GAS STOVES



Following the kitchen appliance sector, SUNHOUSE established an additional factory for gas stoves in 2009 with the main product lines of freestanding and built-in glass-top gas stoves, and recently, induction hobs.

Before launched, all products are put under tests of ignition system, gas leakage, etc., to ensure optimal efficiency as well as user safety.

Each year, SUNHOUSE brings 600,000 gas stoves and around 200,000 induction hobs to the market. SUNHOUSE products are warranted from 12 to 36 month, proving the brand's commitment of product quality.

LIGHTING FACTORY

Officially launched in 2019, SUNHOUSE Lighting Factory currently owns 3 Panel light production lines, 1 LED UFO production line, mechanical lines and automatic spraying lines. The average capacity is 1,500,000 products/month (equivalent to 18,000,000 products/year). All products are exported to North America.

The factory has been equipped adequately with following advanced machines to ensure consistent quality of products: salt testers, waterproofness testers, luminous flux testers, contact testers, leakage testers, etc. All products are guaranteed to meet the requirements and certified by prestigious international organizations including: CSA, NSF, DAS, etc.

- 5 automatic paint sprayers imported from Switzerland

- 3 Level 10 clean rooms

- The biggest luminous flux test bulb in Vietnam

- Reliable quality control system including SQC (Supplier Quality Control), IQC (Incoming Quality Contrast), IPQC (In Process Quality Control) and QA (Quality Assurance)



NARAE SUNHOUSE SYSTEM

SUNHOUSE is proud to be the first home appliances privately owning an electronic circuit board factory in Vietnam. This factory is a key component in the supply chain to manufacture our own high-tech products.

Narae factory was constructed according to standards of Tier 1 supplier of large electronic corporations such as SAMSUNG, LG... All of 5 surface-mount technology (SMT) lines were imported from Korea and Japan and are under the supervision of Korean experts. The average capacity reaches 210,000 parts/month, and the factory is currently producing to orders of SUNHOUSE and external partners. The main goal is to serve the production of SUNHOUSE's technology products including rice cookers, air conditioners, electric stove... Besides, the factory still operates as a supplier of circuit boards for both domestic and foreign enterprises.





PRODUCT RESEARCH & DEVELOPMENT (R&D)

Product Research & Development (R&D) is SUNHOUSE's foremost mission before reaching out to the world. SUNHOUSE is gradually shifting towards a quality-oriented business strategy to meet the increasingly stringent requirements of the market and consumers.

Product quality control and inspection process are supervised by leading experts from South Korea. R&D personnel are experienced engineers who are highly specialized and adaptive to industry innovations.

SUNHOUSE confidently brings consumers high - quality products at the most reasonable prices thanks to our proactive technology management, aiming to achieve complete autonomy in production process.



3M Test



Salt spraying test for stainless steel pot



Thermal shock test for magnetic bottom



Handle durability test (hanging heavy objects)

QA/QC Staffs:
28 Engineers
9 Technicians
75 Equipment Staffs

Modern lab with specialized machines



QUALITY CONTROL

SUNHOUSE controls product quality with strict quality standards, modern machines and professional engineers. We pay attention to every detail of products, with Durability - Safety in mind.

QA/QC experts set criteria for product quality (including factory- made and OEM products). Products are checked carefully, from quality of input (raw materials, machine parts, etc.) to quality of output (finished products) to ensure the satisfaction of consumers.



Gloss gauge for Stainless steel pots



Coating thickness gauge



Non-stick layer test (scrubbing machine)



Boiling saline water to test the surface of cook-ware



Induction compatible test



Water purifying test



Test of rice cooker



Electronic components testing machine



Durability of cord testing



Egg frying test for non-stick pans



Environment generator

SUNHOUSE has shown its confidence when offering products to foreign partners and high-demanding markets in international trade fairs. It also shows that SUNHOUSE has actively expanded to other markets and took the first step to become an international brand.



Canton Fair China 2018



Jakarta fair 2019



Mozambique Trade Fair 2019



Mega Show Hong Kong 2017



Kitchen ware EXPO Japan 2016



Mozambique Trade Fair 2019



India - ASEAN Business Summit 2019

PARTICIPATING IN INTERNATIONAL BUSINESS NETWORK



India International Trade Fair 2019



India International Trade Fair 2019



SAITEXT 2017



Myanmar EXPO 2019



The Inspired Home Show Chicago 2023



Cookware

Main products

- Non-stick pans (aluminum, stainless steel)
- Multi-layer stainless steel pots/sets
- Anodized pots/sets

Advantages

- Safe and Durable Materials
- Cutting-Edge Technology
- Impressive Aesthetics
- Diverse Product Range



Dây chuyền sản xuất đồ gia dụng,
công nghệ Hàn Quốc cho ra hàng
triệu sản phẩm Chảo chống dính,
Nồi inox, Nồi anod, mỗi năm





"Dưới sự giám sát của các chuyên gia đầu ngành Hàn Quốc, sản phẩm Điện gia dụng SUNHOUSE đáp ứng mọi nhu cầu khắt khe về Bếp - Bật nấu - An toàn của người tiêu dùng"



Kitchen Small-Appliances

Main products

- Rice cooker - pressure cooker
- Air fryers
- Electric kettles
- Blenders/Juicers
- Induction cooktops - Infrared cookers
- Ovens - Microwaves

Advantages

- Multi-functionality - Convenience and Modernity
- Absolute Safety for Health
- Energy Efficiency





Home Appliances

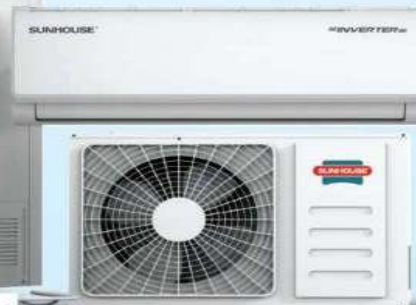
SUNHOUSE®

Main products

- Air conditioners
- Reverse osmosis (RO) water purifiers
- Freezers
- Water heaters
- Air coolers/evaporative coolers

Advantages

- Optimization of essential functions
- Convenience and diversity for all demographics
- Safety and high durability
- Excellent after-sales services





Kitchen Appliances

Main products

- Dual electric stoves
- Built-in gas stoves
- Range hoods
- Dishwashers

Advantages

- Beautiful designs, superior durability, reasonable prices
- All products are user-friendly and safe to use
- High durability
- Top-notch after-sales service with a warranty period of up to 36 months.



Kitchenware

Main products

- Food storage containers
- Household utensils (Thermal flasks, insulated cups)
- Cooking utensils (Strainers, salad bowls)

Advantages

- Made from premium plastic, 100% imported
- Completely safe for health - environmentally friendly
- Stringent quality control by Korean experts
- Suitable for use in microwaves, dishwashers, and more



Electrical Appliances

Main products

- LED lights
- Electrical wires and cables
- Power sockets
- Switches and switch plates
- Circuit breakers
- Rechargeable lights - Flashlights, emergency lights
- Mosquito swatters

Advantages

- Advantages of the industry:
- Production on imported automated assembly lines
- Energy-saving: 80% - 85% energy savings compared to incandescent bulbs
- High durability with long lifespan
- Environmentally friendly and safe to use products.



Industrial Electrical Equipments

Main products

- Low-voltage and medium-voltage switchboards
- Cable trays
- Cable heads and junction boxes
- Electrical cables
- Transformers
- Fire-resistant doors

Advantages

- Utilization of modern technology in production lines, meeting ISO 9001:2018 standards certified by the DAS organization
- High-quality products at reasonable prices
- Strict quality control processes



BUSINESS PARTNERS



We aspire to bring a Vietnamese brand attaining international stature. Before going global, SUNHOUSE products must initially be suitable for Vietnamese consumers, getting Vietnamese users to trust the brand by providing superior after-sales service.

Mr. NGUYEN XUAN PHU

Chairman of BODs of SUNHOUSE Group
"Shark Tank Vietnam" Investor

