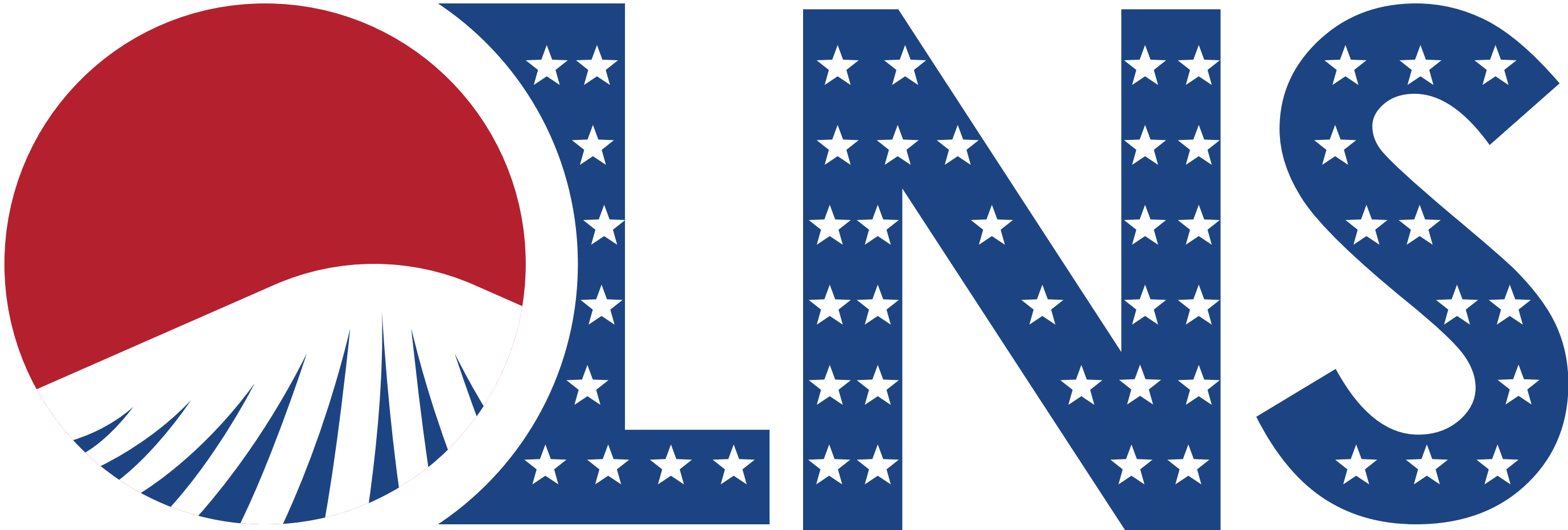


PORTFOLIO



INTERNATIONAL CORPORATION

- walk with your family -



ABOUT US

LNS – Bringing Vietnamese Delicacies to the World and Global Excellence Back to Vietnam From Vietnam to the World – Uniting Quality, Culture & Global Vision.

Founded in 2008 by global entrepreneur Jolie Nguyen Thi Kim Huyen, LNS is an international trade corporation pioneering the development and global distribution of Vietnamese specialty products. Our mission goes beyond exports — we strive to bring the essence of Vietnam to the world and return the world's finest values to our homeland. With our headquarters in the United States and a strong presence in Vietnam, Japan, Singapore, Australia, New Zealand, and Europe, LNS has become a symbol of quality, sustainability, cultural identity, and global vision.

We proudly own and operate powerful brands such as Genki Japan House, a trusted name in Japanese culinary ingredients in Vietnam, and G Choice, a global symbol of authentic Vietnamese delicacies. Our robust ecosystem includes a comprehensive logistics and import-export network that combines traditional expertise with the power of digital B2B export technology via Foodil.vn, transferred from our strategic partner in Korea. We also co-own the Truong Xuan Specialty Factory, an advanced production hub dedicated to standardizing and scaling Vietnam's regional treasures for the global market.

From iconic brands like K Coffee, Richy, Vinamilk, Nam Xanh, Nam Duong to thousands of regional specialties such as coffee, Vietnamese cakes, spices, tea, and seasonings, LNS connects over 1,000 products to thousands of supermarkets, restaurants, hotels, and distributors across the U.S., Europe, Asia, and Vietnam, delivering excellence that meets the world's highest standards in quality, experience, and sustainability.

*We don't just export products – we export trust, pride, and the Vietnamese dream.
We are building bridges where Vietnam proudly walks with the world — sustainably, boldly, and beautifully*



INTERNATIONAL CORPORATION

- walk with your family -

OVERVIEW OF OUR JOURNEY



OVER 15 YEARS OF EXPERIENCE

Operating across four continents, with an international headquarters in Houston, Texas (USA) and strong operational networks in Vietnam, Japan, the EU, Australia, New Zealand, and Singapore.

DIVERSE EXPORT PORTFOLIO

Developing and distributing over 1,000 products, from authentic Vietnamese specialties and leading brands to OCOP-certified goods, meeting global standards and consumer preferences.

EXPERTISE IN INTERNATIONAL TRADE

A trusted partner in cross-border commerce, facilitating the flow of goods, services, and Vietnamese culinary culture across nations

GLOBAL PRODUCTION & DISTRIBUTION SYSTEM

Owns and partners with manufacturing facilities in Vietnam, alongside distribution networks across the U.S., Europe, Japan, Australia, and New Zealand, directly serving supermarkets, restaurants, hotels, and global food distributors.

WORLD-CLASS QUALITY STANDARDS

Committed to quality and food safety based on FDA (USA), EU, Japan, Australia–New Zealand regulations. LNS doesn't just deliver products — we deliver trust, excellence, and world-class experiences.

VISION

*To become a leading global import-export corporation, connecting Vietnamese specialties with the world through a modern, sustainable, and tech-enabled trade ecosystem — while bringing global culinary excellence back to Vietnamese consumers.
From Vietnam to the world – and from the world back to Vietnam.*



LNS serves as a trusted bridge between Vietnamese producers and international markets, delivering globally certified products to consumers across five continents.



Accelerating full-chain digital transformation, applying AI, blockchain, and ERP technologies to optimize supply chains, ensure transparency, enhance efficiency, and support sustainable growth.

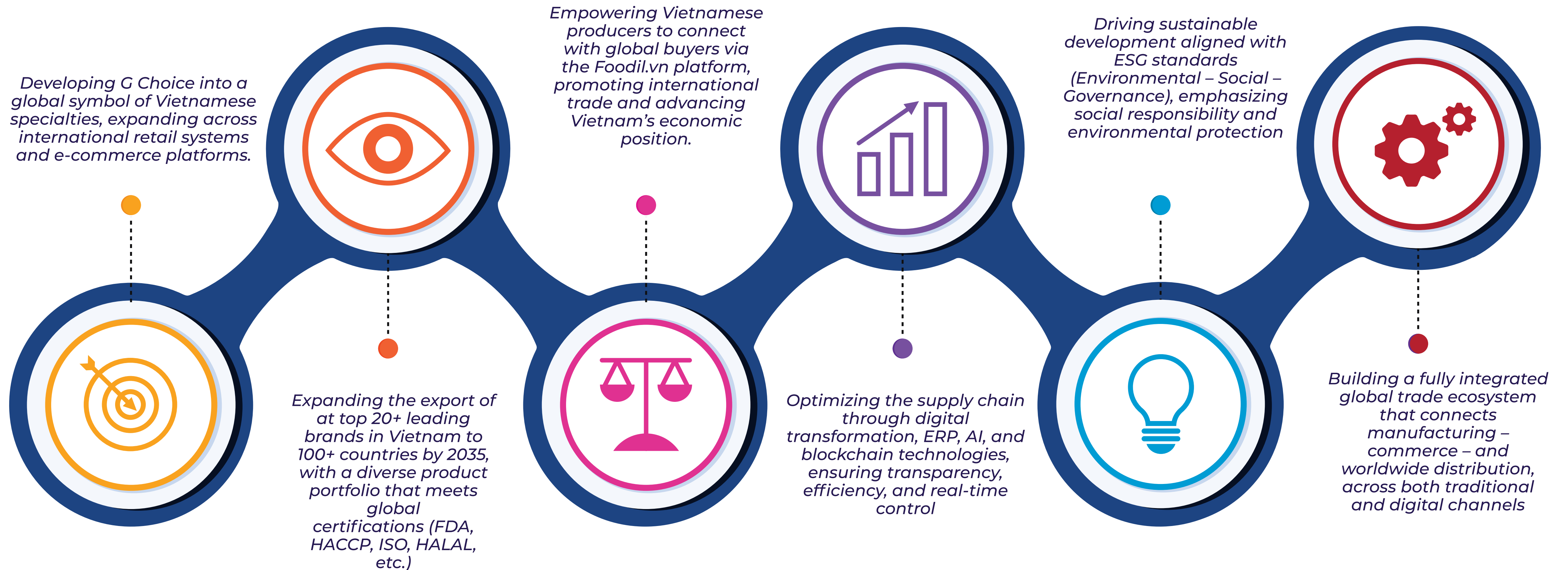


Building an integrated import-export ecosystem, including:

- Standardized Vietnamese exports under the G Choice brand
- Global B2B trade platform via Foodil.vn
- Advanced manufacturing and processing through Truong Xuan factory
- Global distribution networks from supermarkets to HORECA channels

MISSION

To elevate Vietnamese products to global standards and bring them to international consumers through a transparent, efficient, and sustainable import-export ecosystem.
At the same time, to reconnect global culinary excellence back to Vietnamese consumers.



CORE VALUES



QUALITY & INNOVATION

Relentlessly improving and elevating product quality to meet international standards – the foundation for LNS to conquer global markets



SUSTAINABLE PARTNERSHIPS

Building long-term strategic relationships with producers, importers, distributors, and consumers – based on trust, transparency, and shared growth



TECHNOLOGY & PERFORMANCE

Applying digital technology, AI, blockchain, and ERP to optimize operations, enhance supply chain efficiency, and ensure full ecosystem transparency.



GLOBAL RESPONSIBILITY (ESG)

Committed to sustainable development through ESG principles – minimizing environmental impact, protecting communities, and upholding ethical business practices



PEOPLE DEVELOPMENT

Human capital is our strategic priority. LNS cultivates a global team, investing in training and empowering future leaders in international trade



VIETNAMESE SPIRIT – GLOBAL VISION

Proudly promoting Vietnamese cultural identity while embracing global integration – LNS strives to elevate Vietnam's position in the world trade arena

FOUNDER



CEO JOLIE NGUYEN

A woman who began her entrepreneurial journey in her early twenties – and has never stopped leading Vietnamese businesses onto the global stage.

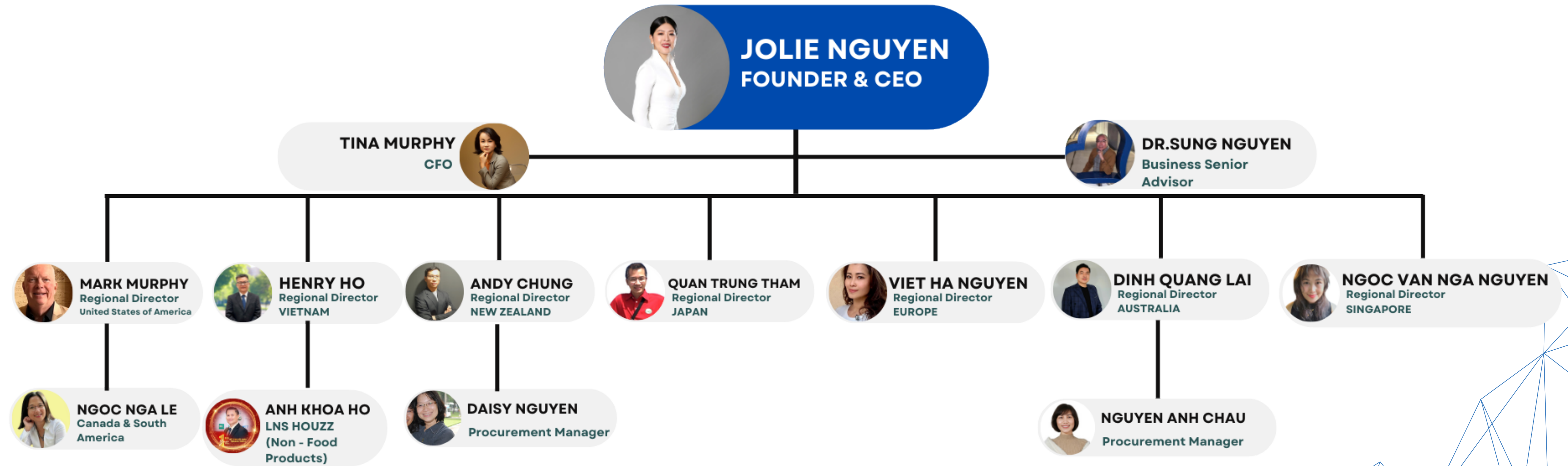
Jolie Nguyen started her business career in 2003 by founding Global Maritimes, a logistics company in Vietnam, at just over 20 years old. With bold vision and a pioneering spirit, she expanded into international trade, establishing and leading LNS International Corporation – a global trading group with an expansive ecosystem across the U.S., Vietnam, Japan, Singapore, the EU, Australia, and New Zealand.

Jolie is not only a global entrepreneur but also a powerful symbol of resilience, courage, and the passion to share the essence of Vietnamese excellence with the world.

She has been officially recognized by the U.S. Government as a Global Business Talent, granted permanent residency through the EB1A (E16) Extraordinary Ability Green Card

-  **Outstanding Individual Award at the CLN International Logistics Conference (2017)**
-  **Named among Top 50 Outstanding Female Leaders in Vietnam (2018 & 2019), and honored with the Powerful Women in Import-Export Award (2021)**
-  **Founder of BNI Global Chapter Vietnam (2021) and President of the Women Leaders Network (WLIN) (2020–2023)**
-  **Listed in the Top 50 Most Influential Female Leaders in the Asia–Pacific Region (2022)**
-  **Featured speaker at the Vietnam–U.S. Business Summit (2021 & 2022) for her leadership in connecting agriculture, manufacturing, and logistics between the two nations**

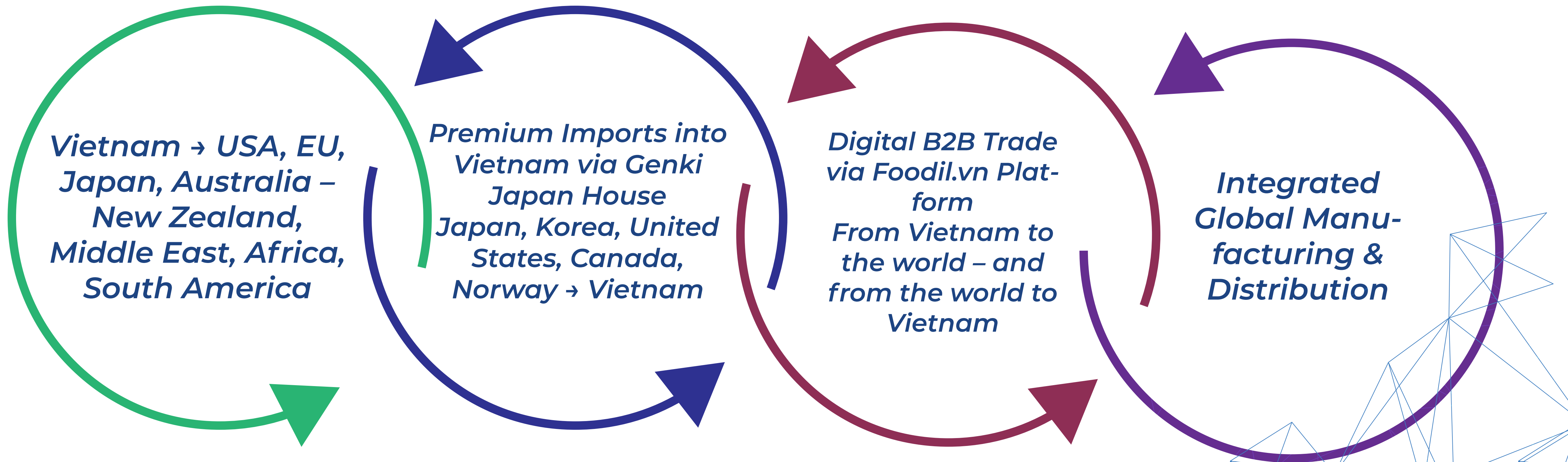
ORGANIZATIONAL CHART



LNS WORLDWIDE MAP



BUSINESS MODEL



A borderless ecosystem connecting Vietnamese values to global markets – and back.

LNS STRATEGIC BUSINESS PARTNERS



NamDương™



HOÀNG LINH BIOTECH
YÊU THƯƠNG SỨC KHỎE VIỆT



Luôn Vị Hồn Này Từ 1963



LNS PRODUCTS ON GLOBAL RETAIL SHELVES

*LNS products proudly featured on thousands of retail shelves worldwide
From mainstream retailers to Asian supermarkets – across the U.S., EU, Asia, and beyond*



500+
RETAIL SYSTEMS

40+
COUNTRIES

10000+
SKUS



We don't just export products – we bring Vietnamese flavors to the world

KEY PRODUCT PORTFOLIO

Grouped by Strategic Product Categories

FROM VIETNAM TO THE WORLD

Beverages & Coffee



Sauces & Seasonings



Snacks & Instant Foods



OCOP & Specialty Gifts



FROM THE WORLD TO VIETNAM

Premium Seafood



Japanese Groceries & Condiments



Ready-to-Eat & Specialty Items



STRATEGIC VISION & KEY ACHIEVEMENTS



GLOBAL PARTNERSHIPS & STRATEGIC DISTRIBUTION NETWORK



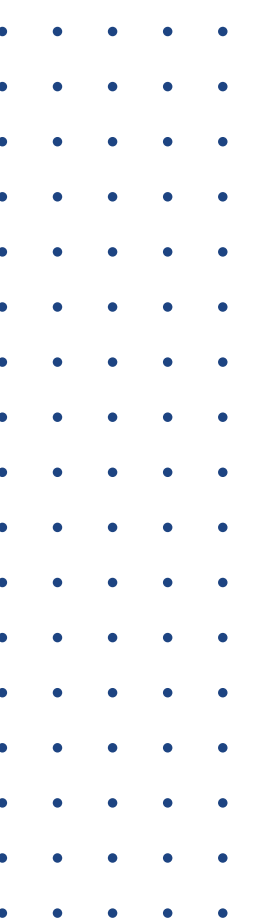
WORLD-CLASS MANUFACTURING & COMPLIANCE



DIGITAL ECOSYSTEM – FOODIL.VN B2B PLATFORM



AMBITIOUS GROWTH VISION



LNS GLOBAL GROWTH PLAN (2025–2035)

2025–2027 – RAPID EXPANSION & MARKET POSITIONING

Expand exports to 40+ countries, focusing on strategic markets: the U.S., EU, Japan, Australia–New Zealand, and the Middle East

- *Establish additional warehouses in the U.S. and EU to accelerate logistics and market responsiveness*
- *Promote flagship brands including K Coffee, Richy, G Choice, and other national brands into mainstream global retailers*
- *Develop Foodil.vn as a B2B platform connecting verified Vietnamese producers with international buyers*

2028–2030 – VALUE CHAIN CONTROL & REVENUE BREAKTHROUGH

Establish financial or legal headquarters (PO) in Singapore or the U.S. under a holdings structure

- *Achieve \$100 million USD in global revenue*
- *Expand production capacity in Vietnam through the Truong Xuan Specialty Factory, ensuring product quality and standardization for both domestic and export markets*

2030–2035 – GLOBALIZATION & INDUSTRY LEADERSHIP

Position LNS as a global food trading group

- *Build distribution networks across 100 countries*
- *Exceed \$300 million USD in revenue, expanding into related sectors such as ingredients, functional foods, packaging, and digital trade*

CONTACT



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