

Shopee, ShopeeFood and FoodMap signed an MOU to implement the CSR project “Ton Vinh Nong San Viet”

The CSR project "Ton Vinh Nong San Viet" revolves around three main goals including introducing Vietnamese agricultural products to users, preserving perennial native plants and supporting farmers to get VietGAP certificates to enhance output quality and farmers' livelihoods.



HO CHI MINH CITY, April 26, 2023 - Shopee - the leading e-commerce platform in Southeast Asia and Taiwan, ShopeeFood - the food delivery platform, and FoodMap.Asia (FoodMap)) - a startup specializing in connecting farmers, manufacturers and consumers with the goal of creating a shopping experience for quality agricultural products - have just signed a memorandum of understanding on the implementation of the project “Ton Vinh Nong San Viet”.

This project is one of the many activities to support local farmers initiated by Shopee and ShopeeFood in cooperation with FoodMap, aiming to help farmers build sustainable businesses, reinforce brand values, and at the same time contribute to the development of the local economy.

Accordingly, the project will take place from April 2023 to December 2023, aiming to support farmers in many provinces and cities across the country such as Khanh Hoa, Dak Lak, Dak Nong, Bac Giang... with 3 main objectives including: **Supporting farmers to preserve perennial native plants; Introducing Vietnamese agricultural products** to online users; and **Supporting local farmers to improve production processes to meet VietGAP standards**, in order to increase the quality of Vietnamese agricultural products and at the same time improving the long-term livelihoods for farmers.

Ms. Vu Thanh Quynh – Head of Communications, Shopee Vietnam shared: *“The cooperation between Shopee and FoodMap will leverage the strengths, and optimize the use of utilities in our ecosystems. FoodMap with the understanding of the production and management of agricultural products will help local farmers standardize the planting process, increase product prices, and ensure purchasing in the context of a volatile market. Besides, taking advantage of the e-commerce platform and Shopee's ecosystem, we will strengthen advertising activities to improve the value of Vietnamese agricultural products while helping consumers to easily shop and support local specialties through many attractive promotions.”*



The cooperation of Shopee and FoodMap through the project "Ton Vinh Nong San Viet" promises to create positive impacts for the development and growth of the modern agricultural product distribution network.

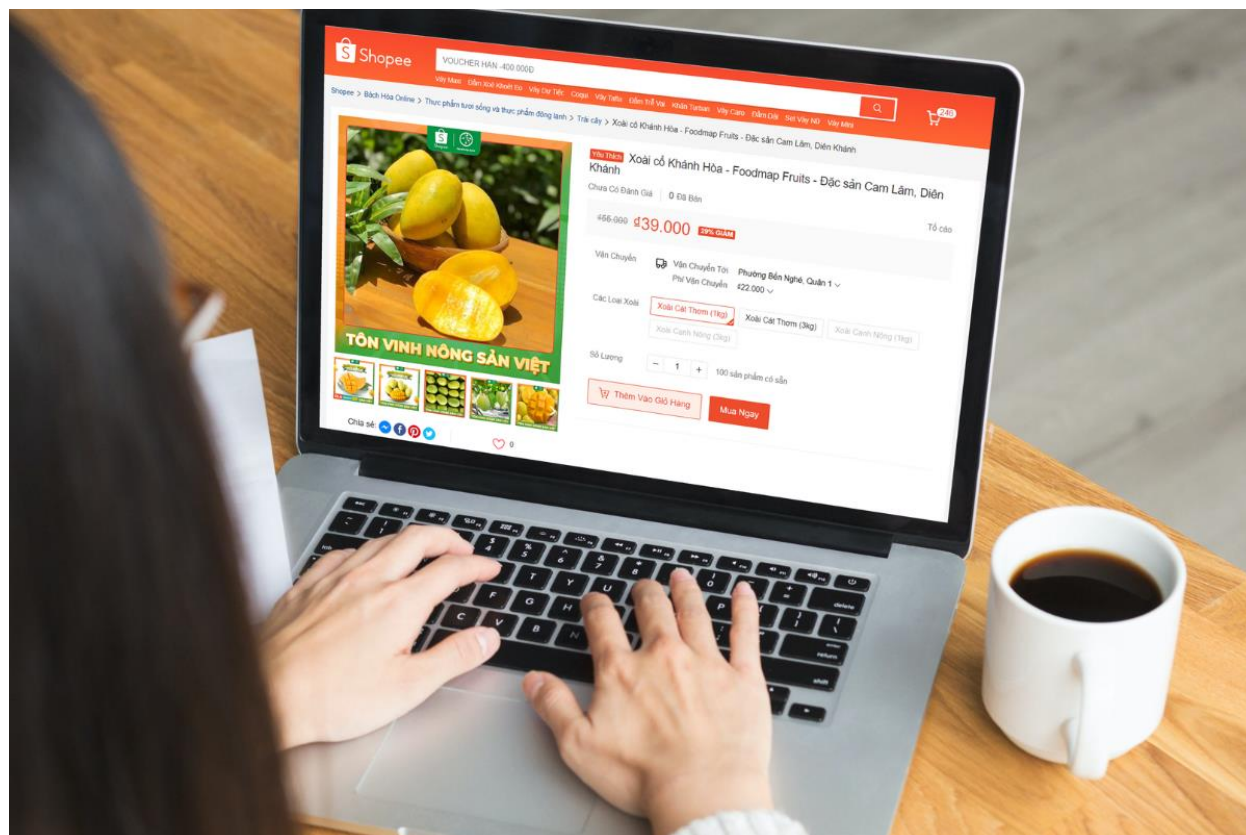
Join hands with farmers to preserve perennial native plants

Starting from April, Shopee, ShopeeFood and FoodMap will focus on supporting farmers in Khanh Hoa province to promote the consumption of the local ancient mango products on Shopee and ShopeeFood platforms. Khanh Hoa ancient mango varieties such as Canh nong mango and Cat thom mango will be available for sale from April 25, 2023.

This support will help farmers feel secure to develop cultivation and preserve Khanh Hoa ancient mango products, which are currently facing the risk of shrinking farming area.

Nguyen Duc May, Chief Operating Officer, FoodMap said: *“Supporting the operation and development of agricultural products is one of FoodMap's top priorities. We are very happy to cooperate with Shopee and ShopeeFood this time, and we hope that this project will not only help*

farmers find output for their products at good prices, but also aim to support the development of Vietnamese sustainable agriculture in the future.”



FoodMap will purchase and support farmers to officially distribute Khanh Hoa ancient mango products via their online store on Shopee and ShopeeFood from April 25.

Notably, on the occasion of the MOU signing event between Shopee and FoodMap, users will be able to enjoy many attractive offers when ordering Khanh Hoa mangoes from FoodMap. Including: 100% discount code up to 10,000 VND from Shopee, 20,000 VND discount code from ShopeePay and 20,000 VND free shipping code from ShopeeFood (for orders from 99,000 VND, to be valid from May 1, 2023). Join hands to preserve Khanh Hoa mango by shopping via ShopeeFood or Shopee at <https://shopee.vn/TVNSV-BaoTonXoaiCoKH>

Introducing local seasonal agricultural products

In addition, from now until December 2023, the project will coordinate with local authorities to support the purchase of agricultural products on a seasonal basis to help farmers easily **introduce local specialties and agricultural products** to Shopee and ShopeeFood users.

Accordingly, after Khanh Hoa ancient mango products, the project will continue promoting the consumption of famous seasonal fruits across the country such as durian, persimmon, lychee, plum, longan, avocado, etc., aiming to raise consumers' awareness of the superior quality of

domestic agricultural products, and at the same time promoting the spirit of "Vietnamese people use Vietnamese goods".

Within the framework of the campaign, Shopee Xpress will be the key entity to support the transport of agricultural products, ensuring that the quality of products is always fresh.



"Ton Vinh Nong San Viet" project is the commitment of Shopee and FoodMap in the journey to support local farmers.

Supporting farmers to improve their livelihoods and increase the value of agricultural products

As a companion with Shopee in this project, FoodMap will connect and purchase agricultural products directly from local farmers as well as operating to sell these products on e-commerce platforms. They will extract a part of the project's profits to support tentatively 10 local farmers to **standardize the production process, aiming to receive VietGAP certifications** to improve the value of Vietnamese agricultural products.



Supporting farmers to get VietGAP certificates is one of the main goals of the project "Ton Vinh Nong San Viet".

To achieve this goal, FoodMap will work with partners and farmers to research the current status of exploitation, directly purchase and check the product quality. Especially, during this process, FoodMap will advise and guide the planting, harvesting and preservation techniques for farmers to ensure that the products meet current market standards.

Find more details about the CSR project "Ton Vinh Nong San Viet" and support Vietnamese agricultural products at:

- FoodMap store on Shopee: <https://shopee.vn/TVNSV-SHP>
- FoodMap store on ShopeeFood: <https://bit.ly/TVNSV-SPF>

Join hands to preserve Khanh Hoa ancient mangoes at: <https://shopee.vn/TVNSV-BaoTonXoaiCoKH>.

Download Shopee and ShopeeFood app on the App Store or Google Play.

END.

About Shopee

Shopee is the leading e-commerce platform in Southeast Asia & Taiwan. Shopee promotes an inclusive and sustainable digital ecosystem by enabling businesses to digitalise and grow their online presence, helping more people access and benefit from digital services, and uplifting local communities.

Shopee offers an easy, secure, and engaging experience that is enjoyed by millions of people daily. Shopee is also a key contributor to the region's digital economy with a firm commitment to helping homegrown brands and entrepreneurs succeed in e-commerce.

Shopee is part of Sea Limited (NYSE: SE), a leading global consumer internet company. Sea's mission is to better the lives of consumers and small businesses with technology through its three core businesses: Shopee, Garena and SeaMoney.

About ShopeeFood

Officially launched on July 24, 2016 as Delivery Now, ShopeeFood is one of the first food delivery platforms in Vietnam, managed and operated by Foody Joint Stock Company. To date, ShopeeFood operates in 18 major cities across the country including: Ho Chi Minh City, Hanoi, Da Nang, Vung Tau and Can Tho,...

ShopeeFood also provides many on-demand services such as grocery shopping and online delivery. Through an integrated ecosystem with Shopee and ShopeePay, ShopeeFood provides a seamless, secure, and rewarding payment and delivery experience to users.

ShopeeFood is now available on the Shopee app. Users can tap on the ShopeeFood icon on Shopee or order directly on the ShopeeFood app.

About FoodMap

FoodMap Asia is the only agriculture-focused platform in Vietnam operating under a "two sides, one chain, one platform" model which enables food producers to digitize and expand their reach directly to end consumers while eliminating the need for middlemen and traders.

FoodMap Asia aims to become a digital conglomerate of specialty consumer brands, bringing Vietnamese agricultural products to higher standards of packaging, marketing, and traceability, allowing them to command multiply higher premiums and generating value for all stakeholders involved: farmers, producers, consumers, and importers.

With the goal of using technology to enhance the value of Vietnamese agricultural products and being a connecting bridge to help Vietnam's agriculture reach further, FoodMap always makes efforts and accompanies farmers to create shopping experiences for consumers to buy quality and safe