

THE YEU SAIGON GROUP STORY



THE BEGINNING

- June 1st 2015 Yeu Saigon Cafe
- One outlet serving Authentic & Healthy Vietnamese Cuisine



**Growing our
own Herbs**



**Vietnamese Chefs
to protect
Authenticity**



MSG FREE

- Instant Hit
Pressure to open outlet from Malls





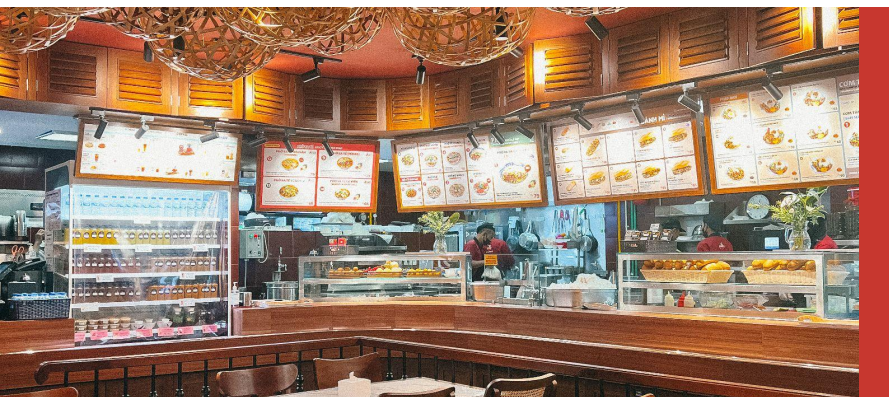
THE EARLY YEARS

- Quick realisation that our Yeu Saigon Cafe could only service a small segment of the market.
- Creation of the Saigon Delight Brand to service a lower and bigger segment of the market.
- Quickly became the go to place for Vietnamese cuisine.
- Nagging feeling that we still needed to go lower leading to the birth of the Madame Mai Concept.



**Rapid growth of our Brands from
2016-2019 (13 Outlets) and the
consequential risks.**

**Incredible challenges of
the COVID years**



THE PHO BA BA BRAND

- Dissatisfaction with our market reach.
- Intention was always to target biggest segment of the market-mid to low end.
- Arrived at our **QSR** model. Motivation always not to sacrifice our product quality.
- Surprise outcome.
- The brand that will make Vietnamese cuisine mainstream in Indonesia.



DONG KHOI BRAND

- Motivated initially by a request to fill a void for healthy, tasty and affordable food in office building environments.
- Great initial response to the concept
- Open up opportunities with its smaller template to open in Grade B & C malls which previously were closed to us
- Further opportunities for stand alone and high traffic locations become available to our Vietnamese cuisine concept
- Our anticipation is that this will be our largest brand offering



OUR CURRENT CONCEPTS



SAIGON CAFE

Casual
Fine Dining



SAIGON
Delight

Mid Level
Service Concept



Entry Level
Service Concept



Phở Ba Bà
VIETNAMESE NOODLE SOUP • ROLLS • BANH MI

Quick Service
Restaurant Concept



SAIGON NGON

Mid to High Segment
(Non Halal)



Catering
Service



Vietnamese
Street Coffee

Inadvertent creation of a multi concept Vietnamese Cuisine Business to extract maximum value of different segments of the Indonesian market.

THE WAY FORWARD

At the beginning of 2025, we ended up with 36 outlets serving the greater Jakarta (JABODETABEK) and Surabaya markets.

SERVICE CONCEPT

YEU SAIGON CAFE **2**

YEU SAIGON NGON **4**

SAIGON DELIGHT **6**

MADAME MAI **3**

DONG KHOI **3**

QSR CONCEPT

PHO BA BA **18**

CLOUD KITCHEN &
CATERING SALES



THE DREAM

INTERNATIONAL EXPANSION
OF MULTI BRAND
VIETNAMESE CUISINE CONCEPT

WHAT MAKES YEU SAIGON GROUP SPECIAL

Menus have been curated
with **love**, with the
intention of bringing
authentic and healthy
Vietnamese cuisine to
Indonesia

Commitment

Herb Gardens, Expat Chef,
Non-MSG usage as far as
possible.

Blessing

No other way to explain it.