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

- 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

Vietnamese Healthy Cuisine
MADAME MAI

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)

Saigon
CATERING
PARTY & EVENT

Catering
Service

đồng khởi cafe
Vietnamese Street Coffee

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

As of end-2026, we ended up with 48 outlets serving the greater Jakarta (JABODETABEK), Surabaya, Bandung & Bali markets.

SERVICE CONCEPT

YEU SAIGON CAFE	3
YEU SAIGON NGON	3
SAIGON DELIGHT	8
MADAME MAI	4
DONG KHOI	4

QSR CONCEPT

PHO BA BA	25

CLOUD KITCHEN & CATERING SALES



THE DESTINATION

- The goal is to reach **100 outlets** by 2027/2028 rolling out nationally within Indonesia.

- Combination of **QSR and service concepts.**

- Sales target of **Rp 80 Billion/month** with a minimum **20% operating margin.**

- **Exploration** of related business opportunities

  - Banh Mi & Coffee Concept
  - Exclusive Vietnamese vegan restaurants
  - Property unit to target stand alone opportunities.

- **Development** of consumer product range for sale ex store and supermarket



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

Blessing

No other way to explain it.