



SINCE 1968
YENS



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1986 - Japanese customer visits our Kaohsiung Factory

THE BEGINNING

Seafood Empire, Frontier of the Industry

YENS was founded in Penghu Island in 1968, wholesaled fresh seafood across Taiwan from our base in Tainan. In 1980, YENS grew rapidly after initiating frozen tiger prawn export. In 1987, YENS pivoted its core business to frozen seafood importation for the domestic market. In the recent decade, YENS engaged in Prepared Seafood production and grew significantly into the export market. Our **core values** have led YENS throughout our journey: **integrity, hearken, challenge, innovation, and synergy**. We look forward to persist our excellence, and to lead the industry in trustworthiness and value-creation. When the consumers enjoy our foodstuff and relish their meals, it is a reflection of YENS' vision: **To bring happiness to the world, through food distribution.**



1984 – Kaohsiung Factory, Phase 1

1987 – Kaohsiung Factory, Phase 2

MESSAGE FROM OUR LEADERS

Pursuit of Excellence, Contribution to Society



Yuan-Po Yen - President

The mutual prosperity between the society, clients, and employees has always been the aspiration since the start-up of Yens. We lay down the foundations for mutual trust and collaboration; we fulfill our management philosophy and achieved our corporate goals. To carry out YENS Mission is our constant endeavor to meet our social responsibilities and duties.



Jay Yen - CEO

Adapting to the constant-evolving market, YENS continuously improves its management method. We have extended our operations, and boosted our corporate competency. We consolidated Corporate Mission and Core Values; promoted Corporate Culture amongst our people. These efforts create positive energies that flow into our families and elevate our societies.



HISTORY

Steadfast Progression, Reaching Out to The World



1992-1997

- Established chain restaurants named, **Sea Style**
- First Taiwan seafood company to implement **Management Info System (MIS)**
- Moved HQ Office to Wuku Industrial Park (now is New Taipei Industrial Park)
- Began Food Service Distribution Department
- Established Product Planning Division
- Established Consumer Marketing Department and Logistics Division
- Established **Yens Marine Biotech Co. Ltd.**

2000

- Established **Dear2U Network** for end-consumer on web-marketing

1987-1990

- Began frozen seafood importation & domestic sales marketing
- Established HQ Office and implemented computerization for administration
- Established sales office in Northern, Central, and Southern part of Taiwan (Taipei, Taichung, and Kaohsiung). We also established the qualified R&D and kitchen lab.
- Received **CAS** Certification and implemented **Corporate Identity System**

1983

- Founded Kaohsiung Factory - Yen & Friends Enterprise Company Limited

1982

- Established **YEN'S UNIVERSAL BRAND** brand to market our frozen tiger prawn to Japan and USA

1979-1980

- Founded Yen & Brothers Enterprise Company Limited
- Began exporting frozen tiger prawn

1976-1977

- Established Taipei Sales Office
- Began operating frozen seafood products

1968

- Founded in Penghu under the "Yuan" 元 Trademark, and distributed fresh seafood throughout Taiwan from Tainan.



2007-2008

- Founded Tainan Factory for prepared food production
- Established Distribution Center in Northern, Central, and Southern Taiwan
- Moved HQ Office to New Taipei City, Xinzhuang District
- Tainan Factory received **HACCP** and **ISO22000** Certification

2004

- Kaohsiung Factory received **HACCP** and **ISO9001** Certification



2010-2011

- Received Approval for export to **EU**
- Received **HALAL** Certification
- Established International Trade Sales Division
- First Taiwan seafood company to implement **ORACLE E-Business Suite**
- Established **Shopping Food Services Co. Ltd.**



2014

- Established Yens Charity Foundation

2016-2017

- Kaohsiung Factory received **ISO22000**
- Consolidated **YENS Vision** and **Core Values**



2022

- Tainan Factory received **FSC22000** Certification

2018

- Celebrated **YENS' 50th Anniversary** and pursued all related events to promote our vision
- Received **MSC** and **ASC COC Certification**



感恩50
幸福100

50th Anniversary Slogan: Gratitude for 50 Years
Happiness 100%

CORPORATE VISION

Persistence in Belief, Advancing in Unity

元

家

五

十



To Bring Happiness to the World, Through Food Distribution

透過食的流通 傳遞幸福給世界

CORE VALUES

Teamwork, Brainstorming, Unleash Potentials



TRAINING AND ACTIVITIES

Growing in Unity, Forming Consensus

To uncover employees' full potentials and to form consensus, YENS would conduct over 20 training courses every year; in effort to enact YENS Vision and to constitute Core Values amongst our team. We plan specific classes to educate staffs and to promote corporate culture across every corner of YENS. Our Core Values are also a big part of Performance Appraisal for every single employee to further advocate our culture. Besides training, YENS also has diversified employee bonding activities that welcome all friends and families to join. We aim to create a warm, harmonious, and energetic working environment, so that our employees can enjoy work. We encourage personal development in balance with family relationship.



Mountain Climbing Activity



Gongliao Longmen Beach Cleanup Event



YENS Softball League

SOCIAL RESPONSIBILITY

Charity and Giving Back to The Community

YENS cherish the notion of social responsibility. For many years, we have joined our employees to take involvement in social charity events. We further established **YENS Charity Foundation** in 2014. Through systematic organization and resourcing, we were able to help more minorities and to inspire employees to care for the society and to build social value.



Volunteer Service - Seedling Gratitude Day Camp

Orphanage Volunteer



Blood Donation

MAIN ACTIVITIES

Coordination of Operations, Professional Management

YENS persists on providing the freshest and safest product to every customer. Based on decades of experience, we have good acquaintance of the source and we distribute directly to a full range of sales channels; one advantage ahead of our peers. We provide high quality, safe, and competitive products to create profit for our customers and to satisfy diversified demands.

Purchasing and Marketing



Purchasing and Marketing

Steady and continuous purchase from world esteemed suppliers, bringing high quality, traceable, and certified seafood to the market.

Research and Development



Research and Development

Professional R&D Lab diversified, specializing in food engineering and customization; fulfilling customers' diversified demands.

Processing and Packing



Processing and Packing

Complying with various international standards and strict quality control. Providing reliability and flexibility to fulfill market demand.



Supplying customers from the source allow our food distribution to be the safest among the industry.



Cold Storage and Logistics

Professional cold distribution centers and trucks, providing first-in-first-out expiration control, and exceptional delivery service. We strive to deliver products in its best conditions.



Wholesale, Food Service, and Retail

Distributing to a full range of sales channels, including wholesales, chain restaurants, e-commerce, shops, exportation, etc; pushing our products beyond bounds.



Value-Added Service

Customized marketing service, raising brand image and value through a combination of marketing schemes; sharing information to create a win-win situation.

FOOD SAFETY

Execution of Procedures, Uncompromising Persistence

YENS deeply care about Food Safety; it is our duty and responsibility.

We are leading the industry with self-driven quality checks and conformity to FDA regulations. As our societies become more demanding over food safety, we are confident of our ability to meet these demands, because:

- We have more than **20 designated QC personnel** to guarantee product quality.
- We **inspect every single purchase order** and we carry out **strict temperature control measures**.
- We send our products to **3rd Party Inspection Agencies** on regular basis.
- We have professional Inventory System to ensure that our inventory is **100% within expiration date**.
- We have large industrial cold storages with a **24/7 surveillance** and **temperature control below -20°C at all times**.
- We hire **certified QC inspectors** to conduct inspections in our own **certified laboratory**.
- We run **Oracle E-Business Suite** to integrate and analyze data covering our entire operation, which allows **complete tracking records** of our products. We implemented **electronic invoice** via "E-Invoice Platform" (by Ministry of Finance, Taiwan)
- We upload all of our import, sales, and production records **via Taiwan FDA "Faden Book" and "F-Trace Book" cloud database** to provide true traceability, further ensuring our accountability to food safety.



QC Personnel



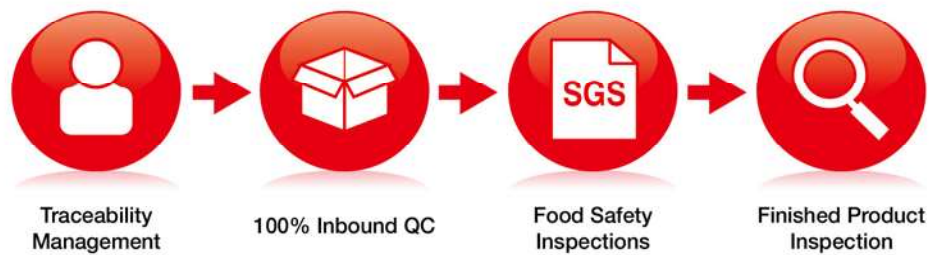
Below -20°C Industrial Cold Storage



Pathogen Laboratory

[Brand Values]





Faden Book



F-Trace Book

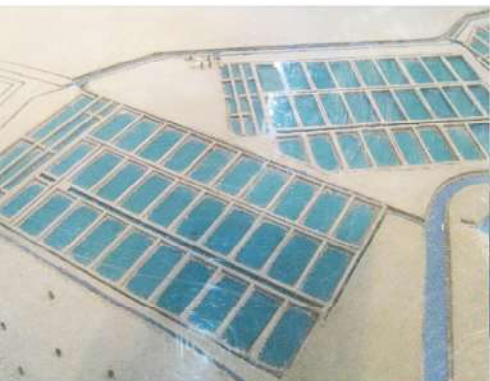


Electronic Invoice



GLOBAL PURCHASING

Supplier Relations from Around the World



[Product Catalogue]





SUSTAINABILITY CERTIFICATION

The overall seafood production volume has declined every year. To help avoid oceanic depletion from over-fishing, YENS has led the industry to take this responsibility. We are purchasing and promoting products with international sustainability certification, so that our society can enjoy seafood sustainably. YENS' Kaohsiung Factory has further received environmentally friendly certifications, such as **MSC-COC** and **ASC-COC**.



ASC-COC



MSC-COC

R&D AND PRODUCTION

Strict Measures, International Standards

YENS established the Kaohsiung Factory in 1983 for raw material processing, and Tainan Factory in 2007 for ready-to-eat foodstuff. Both our factories operate under a strict production process and quality control. We have our own quality inspection lab, standardized production procedures, food safety control, flavor tasting procedures, storage temperature control, and expiration control. These detailed criteria are to ensure our product quality. Through out the past years, our factories have earned many certifications and approvals: **ISO22000, FSSC22000, HACCP, HALAL, European Commission Authorized Food Establishment, and USFDA Approval.**



HALAL
Food Safety Program
Certified

EEC
Approval no.
6F3F001



Kaohsiung Factory (Raw Material Processing)



Tainan Factory (Prepared Foodstuff)



Metal Detector



IQF Spiral Freezer



Mixing Machine



Packing Machine

R&D Laboratory

Our R&D Laboratory is located at our Headquarter. It is responsible for the important task of developing new product and flavors. Beyond product tastiness and safety, we also respond to market demand and consumers' appeal for convenience and innovation; by developing ready-to-eat products.



R&D Lab



Fish Steak Processing

BRANDS

Market Awareness, Creating Opportunities



Master Yen brand stands for premium quality prepared food. We believe in fulfilling consumer's demand by bringing out the unique flavors of food materials and convenience. Master Yen brand has been in the Taiwan market for over 15 years.



YENS Registered Brands



MARKETING PROMOTION

Marketing Strategy: Creating Win-Win Solutions

In addition to strategic marketing initiatives, YENS Enterprise prioritizes customer-centric approaches to ensure meaningful engagement and lasting connections. By focusing on delivering exceptional customer experiences, personalized interactions, and responsive support, the company aims to build trust, loyalty, and advocacy among its target audience. Through ongoing innovation, adaptation to market trends, and commitment to excellence, YENS Enterprise is poised to drive sustainable growth and success in the dynamic business landscape.



YENS and Rakuten Monkeys Host Seafood Theme Day



YENS and Rakuten Monkeys Host Seafood Theme Day with Ten Thousand Participants

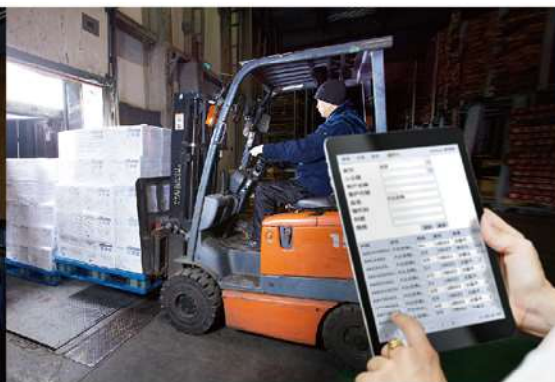
LOGISTIC MANAGEMENT

Precision and Efficiency

Our system tracks the product from purchasing to sales. To ensure product quality, our industrial cold storage is under 24-hour surveillance and temperature monitoring of below -20°C . With the help of **Logistic Management System (LMS)**, we provide excellent expiration control and next-day delivery service to our customers; making YENS the key component of the supply chain.



Temperature Control



Expiration Control



Delivery Service



Industrial Cold Storage

Northern Distribution Center (Taoyuan)

Land Space: 7920 m²
Frozen Storage: 4800 pallets
Refrigerated Storage: 300 pallets
Loading Docks: 11



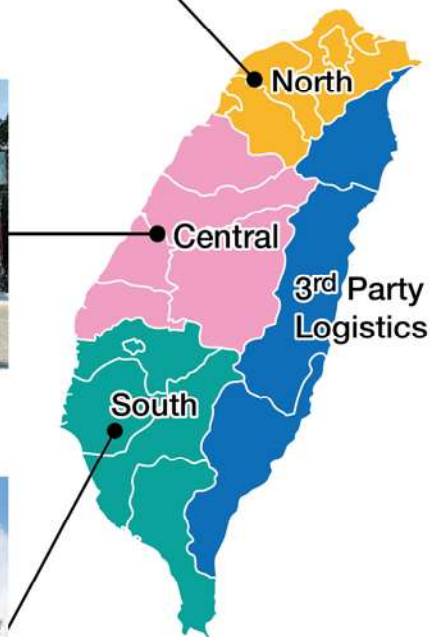
Central Distribution Center (Taichung)

Land Space: 900 m²
Frozen Storage: 1323 pallets
Loading Docks: 5



Southern Distribution Center (Kaohsiung)

Land Space: 1980 m²
Frozen Storage: 5000 pallets
Loading Docks: 7



DISTRIBUTION AND RETAIL

Online and Offline, Boundless and Pervasive

YENS has over 60 sales representatives, providing service to over 2700 customers. We own significant market shares in Taiwan and we present in all channels: fish wholesales market, retail, restaurant, e-commerce, convenience stores, etc. We are proud to be able to win customer preference and trust. Over the years, we have also been very proactive in developing the export market, pushing YENS to become a global company.

Domestic Market Channels

- **Wholesale Shop:** Keelung Kanziding Fish Market Shop, Taipei Wholesale Shop, Taipei Central Fish Market Stall, and Yilan Fish Market Shop.
- **Wholesale and distribution:** Fish Market, Wholesaler, and Traditional Market across Taiwan.
- **Restaurants:** Hotpot Chains, Japanese, Chinese, and Fusion Restaurants.
- **Food Processors:** Airline Catering Central Kitchens, Ready-meal Factories, Foodstuff Producers, etc.
- **Retailers:** Well-known French and US Hypermarkets, Japanese Chain Convenience Stores, and Supermarkets.
- **E-Commerce:** ASF Web-shop  元家宅鮮配, E-commerce Shops, Live Stream Venders, Group Buying, TV Shopping, Membership Shop, etc.



Keelung Kanziding Shop



Retail Market



HOFEX Culinary Competition

China Sales Division

YENS has been presented in China market for over 15 years. We now have sales office in Beijing, Chengdu, and Shanghai. We exhibit in China Fisheries and Seafood Expo every year, and now we have built a good image and reputation along with our “Yuandudu” Brand. Our customers are widely spread all over China provinces.



International Trade Division

International Trade Division was established in 2010. Throughout the years, YENS' exports sales has grown rapidly and has pushed our certified products beyond Taiwan. By attending the main seafood exhibitions and exporting to 21 countries across 5 continents, YENS aims to become an international corporation.



Seafood Expo Asia (Hong Kong)



Seafood Expo Global (Brussels)

CONTACT INFORMATION

Headquarters

Tel: (02)8521-1230 Fax: (02)8521-1280
Add: 24250 14F., No.217, Sec. 2, New Taipei Blvd.,
Xinzhung Dist., New Taipei City 242, Taiwan (R.O.C.)

Taichung Sales Office

Tel: (04)2358-5638 Fax: (04)2358-3547
Add: 414010 3F.-1, No. 486, Sanrong 1st Rd., Wuri Dist.,
Taichung City 414, Taiwan (R.O.C.)

Kaohsiung Sales Office

Tel: (07)841-1417 Fax: (07)831-2172
Add: 80673 6F.-1, No.288-3, Xinya Rd., Qianzhen Dist.,
Kaohsiung City 806, Taiwan (R.O.C.)

Keelung Kanziding Fish Market Shop

Tel: (02)2428-3766 Fax: (02)2427-5521
Add: 20047 No.80, Ai 1st Rd., Ren'ai Dist., Keelung City
200, Taiwan (R.O.C.)

Taipei Central Fish Market Shop

Tel: (02)2307-7558 Fax: (02)2309-6356
Add: 10873 No.15, Ln. 493, Wanda Rd., Wanhua Dist.,
Taipei City 108, Taiwan (R.O.C.)

Yilan Fish Market Shop

Tel: (03)937-0288 Fax: (03)937-0280
Add: 260006 No. 39, Xiaoshe Rd., Yilan City, Yilan
County 260, Taiwan (R.O.C.)

Customer Service Center

Tel: (02)8521-8799 Fax: (02)8521-8680
Add: 24250 14F., No.219, Sec. 2, New Taipei Blvd.,
Xinzhung Dist., New Taipei City 242, Taiwan (R.O.C.)

Kaohsiung Factory – Yen & Friends

Tel: (07)811-1579 Fax: (07)841-0387
Add: 24250 14F., No.217, Sec. 2, New Taipei Blvd.,
Xinzhung Dist., New Taipei City 242, Taiwan (R.O.C.)

Tainan Factory – Peak One

Tel: (06)595-4134 Fax: (06)595-7896
Add: 71844 No.502, Sec. 1, Nanxiong Rd., Guanmiao
Dist., Tainan City 718, Taiwan (R.O.C.)

Northern Distribution Center

Tel: (03)359-6699 Fax: (03)359-5577
Add: 33353 No.57, St.Dongjiu Rd., Guishan Dist.,
Taoyuan City 333, Taiwan (R.O.C.)

Central Distribution Center

Tel: (04)2693-1300 Fax: (04)2693-1310
Add: 432004 No. 38, Ln. 320, Sec. 1, Shatian Rd., Dadu
Dist., Taichung City 432, Taiwan (R.O.C.)

Southern Distribution Center

Tel: (07)831-6764 Fax: (07)831-1211
Add: 80668 No.6-1, Jinfu Rd., Qianzhen Dist.,
Kaohsiung City 806, Taiwan (R.O.C.)

ASF Webshop  元家宅鮮配

www.asf.com.tw

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Corporate Website (Chinese)

www.yens.com.tw



Corporate Website (English)

www.yensgroup.com



