SUBE

Company Profile

Import and distribution of small appliances and baby products in Vietnam

10/2026



Overview

23
Distributors and tier-1 dealers

33
Provinces with distribution partners

6
Shopee Mall and TikTok Shop stores

70+
Employees

Vision 2030
A trillion-dong business with sustainable growth.

Mission
Helping families build the life they dream of.

Core values
TIN (Trust): honoring our word and commitments. TAM (Heart): dedication to shared success.

Company name	SUBE Vietnam Joint Stock Company
Established	06/12/2017 · Renamed SUBE 01/10/2020
Head office	SUBE Building, No. 91, Lane 51 Tran Dien, Phuong Liet, Hanoi, Vietnam
Tax ID	0108085048
Legal representative	Lê Anh Tuấn

Our journey

2017

Thien Thien Phat Telecom Services Co., Ltd., SUBE's predecessor, founded

2019

First meeting with Bear

2020

Renamed SUBE Vietnam Joint Stock Company, first Bear shipment to Vietnam

2023

Launched Vietnamese-language Bear products

2024

Honored by Bear as an outstanding partner

2026

Warehouse moved to Hung Yen, 23 distributors

2025 revenue more than double 2022

100	106,3	208,2	221,6
2022	2023	2024	2025

Revenue index, 2022 = 100

Four sales channels, one system



23

Distributors



6

Retail chains

Concung · Kids Plaza · Mevoi · Bibo Mart · Mẹ ơi · Long Châu



8

Corporate clients

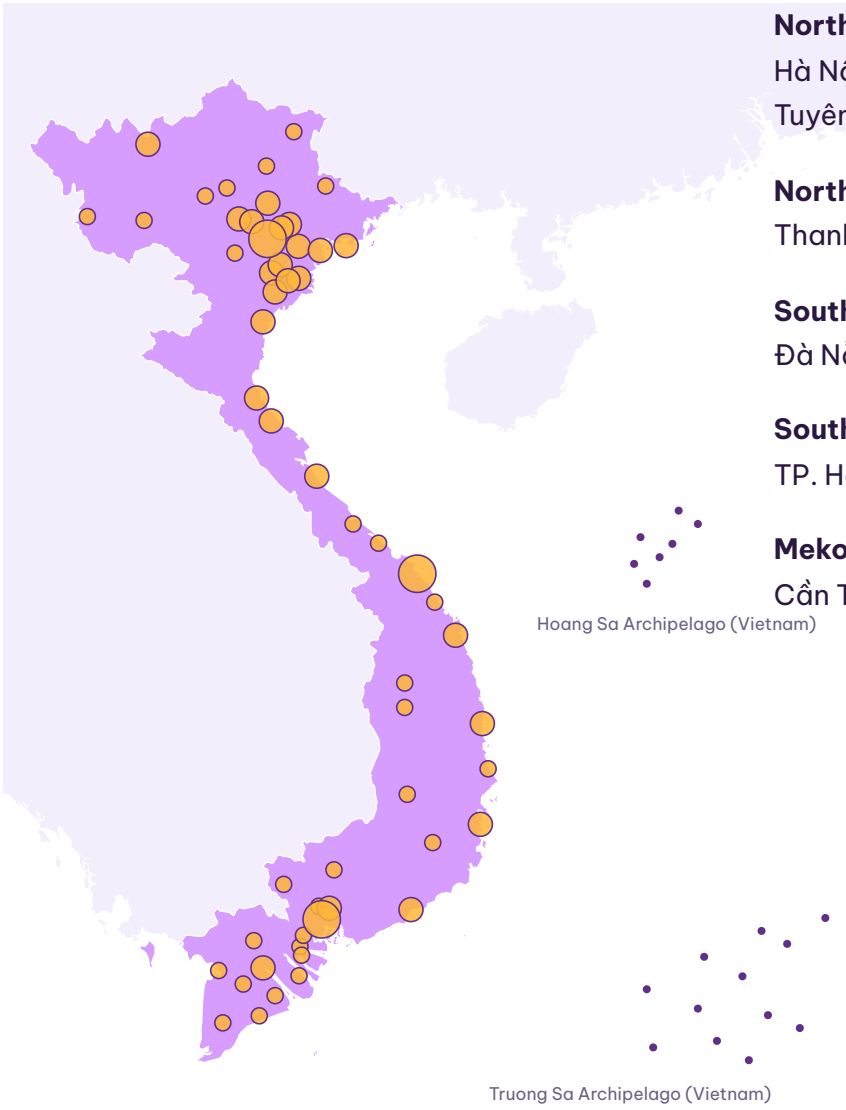
Vietcombank · BIDV · VNPT · Viettel Construction · VNPost · Hunmed · Vua Nệm · Focus



6

E-commerce and KOC

Present in 33 of 34 provinces



Northern Vietnam (14)
Hà Nội · Hải Phòng · Quảng Ninh · Bắc Ninh · Hưng Yên · Ninh Bình · Phú Thọ · Thái Nguyên · Tuyên Quang · Lào Cai · Lạng Sơn · Cao Bằng · Sơn La · Điện Biên

North Central (5)
Thanh Hóa · Nghệ An · Hà Tĩnh · Quảng Trị · Huế

South Central and Highlands (6)
Đà Nẵng · Quảng Ngãi · Gia Lai · Đắk Lắk · Khánh Hòa · Lâm Đồng

Southeast (3)
TP. Hồ Chí Minh · Đồng Nai · Tây Ninh

Mekong Delta (5)
Cần Thơ · Vĩnh Long · Đồng Tháp · An Giang · Cà Mau

Six official online stores

Shopee Mall

464.3K

Bear Việt Nam Chính Hãng

followers

Shopee Mall

64.8K

SUBE Việt Nam

followers

Shopee Mall

11.3K

Bear Mẹ & Bé

followers

TikTok Shop

144.7K

Bear Vietnam Chính Hãng

followers

TikTok Shop

8.9K

SUBE Việt Nam

followers

TikTok Shop

6.0K

Bear Mẹ & Bé

followers

Data as of 10/2026

Operations

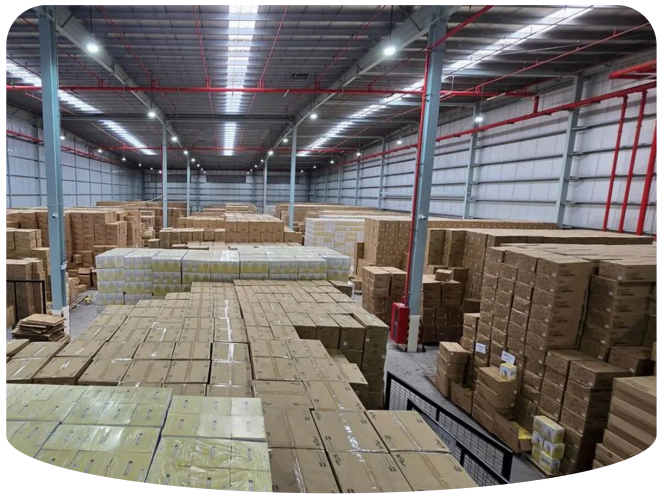
3.011,7 m²
warehouse area

30.000
orders per month

1–5
days nationwide

12–18
months warranty







Brands

Currently distributing

SUBE's flagship brand since 2020. SUBE was the first Vietnamese company to officially distribute Bear in Vietnam.

Past partner

Brand registered in Germany and manufactured in China. SUBE has distributed Oidire in Vietnam since 2024.

Past partner

Vietnamese brand of child car seats. SUBE has partnered on distribution since 2025.

Partnership models

Exclusive distribution

Sales targets, territory, channels and term are agreed by both sides.

Non-exclusive distribution

Parallel distribution by agreed channel or region.

What SUBE delivers with your brand

- Nationwide multi-channel distribution
- Joint marketing and sales plans
- E-commerce operation
- KOL, KOC and livestreaming
- Sales materials and product training
- Order and inventory management
- Regular business reports

Supplier selection criteria

- Quality and safety
- Complete legal documents
- Brand reputation
- Fit for Vietnamese consumers
- Stable supply
- Commercial terms
- Warranty and after-sales
- Joint market development
- Long-term cooperation

SUBE

Let's arrange a meeting

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