

COMPANY PORTFOLIO

Skylink
GROUP



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**CREATING TANGIBLE VALUES
FROM TECHNOLOGY AND
CREATIVITY**



ABOUT SKYLINK GROUP

Established in 2013, SKYLINK GROUP is a leading technology and retail investment company.

Originally founded as the advertising business on multimedia platforms, SKYLINK Group has expanded to other businesses as Mobile games, cosmetics distribution, car care, investment and advertising media.

2020 marks the outstanding development of SKYLINK with a revenue growth of more than 200%.

Our strength comes from a young team that dares to challenge and constantly explore and learn. The key of SKYLINK Group is our technology foundation applied in all business activities of the Company.

Not only creating tangible products from technology and creativity, we also want to bring our technology closer to Vietnamese businesses, especially the start-up sector, thereby contributing to the development of the country's economy.





MILESTONES

Established **hdonline.vn**, advertising company, the largest entertainment and news website in Vietnam.

Sold **hdonline.vn** system to Galaxy Vietnam Corporation

Invested in SKYLINK Tech with **Adbook** project
November 2018 invested in online games industry through **Sun Studio**, by 2022 the studio has become #1 gaming studio on facebook and yandex platforms in Southeast Asia

Switched to **Holdings model** (parent company) to invest in viable subsidiaries

Established the subsidiary **SKYLINK STUDIO**, to officially enter Global Mobile Apps game industry

Established **SKYLINK Partners** - an investment fund belonging to SKYLINK Group with the Venture Builder model with portfolios supporting ecosystem

Established **SKYLINK Group**

Cooperated Strategically with **Han Cosmetics** company, specialized in importing Korean, Japanese, and Thai cosmetics

Built **Hanvely**, the Korean cosmetic brand in Vietnam

Established the subsidiary - **JP24** Vietnam - a car care brand from Japan

Celebrated 9th birthday and launched a new brand identity
Sun studio has become #1 gaming studio on Facebook and Yandex platforms in Southeast Asia

2012

7/2013

12/2015

10/2016

2018

09/2019

2020

01/2021

02/2021

07/2022

2022



VISION - MISSION - CORE VALUES

VISION

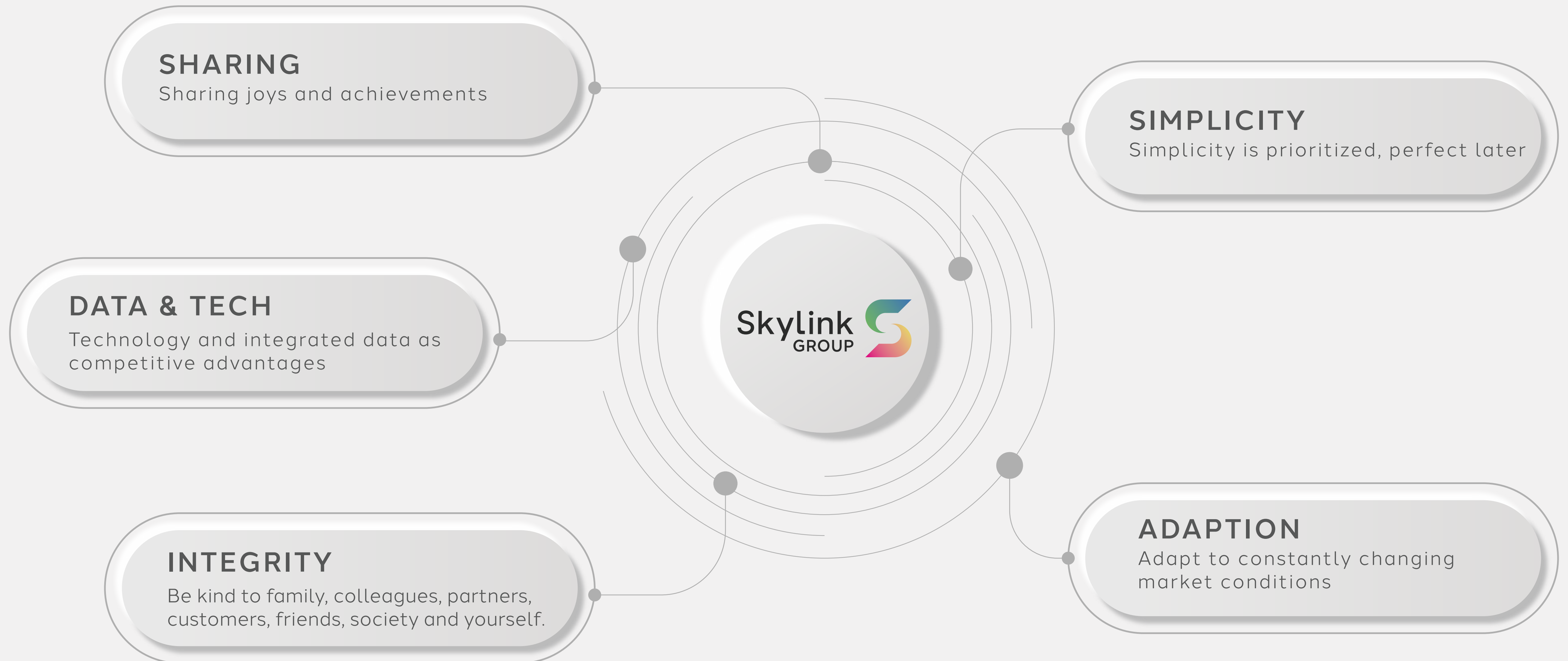
Become a national conglomerate
contributing to Vietnam
socio-economic growth



MISSION

- Bring values to the customers.
- Ensure happy and successful work life to employees.
- Bring real benefits to shareholders, customers, clients, employees and society.

CORE VALUES



SUBSIDIARIES

SKYLINK Group aims to be a conglomerate including subsidiaries below:

SKYLINK Retail:

The combination of two new retail models D2C and traditional distribution based on Technology platforms, in the fields of cosmetics, cars, children,...

SKYLINK STUDIO:

Focusing on hyper casual and puzzle casual mobile games with a simple, easy-to-understand gameplay style, suitable for many ages because of its high entertainment and creative visuals.

ADBOOK:

Advertising measurement system, revenue and data management integrated with CRM to optimize advertising costs and operate the online sales system.

SKYLINK Partners:

Invest in and develop an ecosystem of companies doing business in the service, retail and technology sectors.



FINANCIAL INDICATORS IN 2021

Authorized Capital

37 BILLION

VND

Equity

27.5 BILLION

VND

Total assets

51.8 BILLION

VND

Revenue

350 BILLION

VND

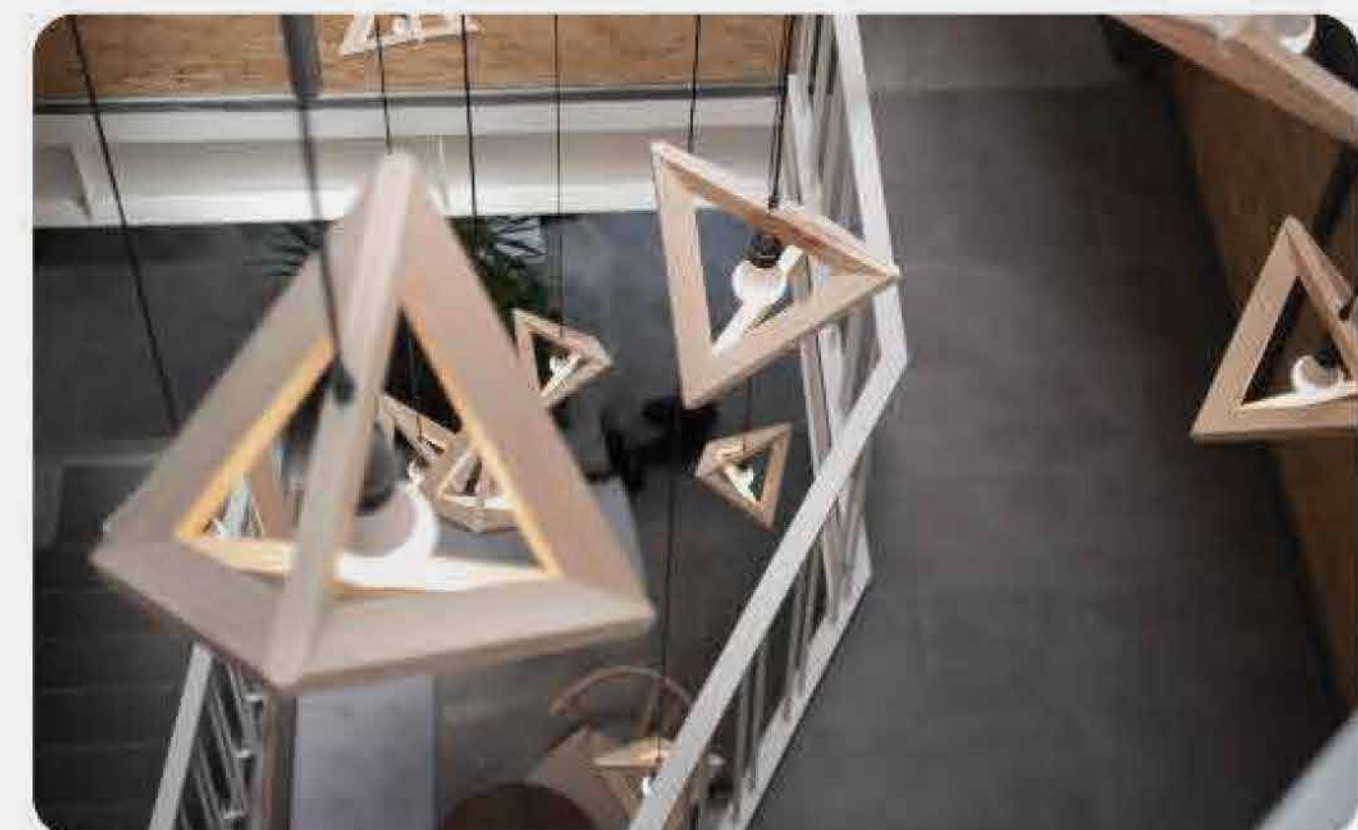
Profit after tax

60 BILLION

VND

SUSTAINABLE ECO WORKPLACE

Employees' workability is attributed to the facility quality, SKYLINK Group always tries to take care of every greenery area in the office, allowing SKYLINKer to have the most comfortable working space.



HUMAN RESOURCES

For SKYLINK, the right employees are the most valuable asset!

Investing in people is investing in the business' future development. A strong SKYLINK Group is made up of a strong team.

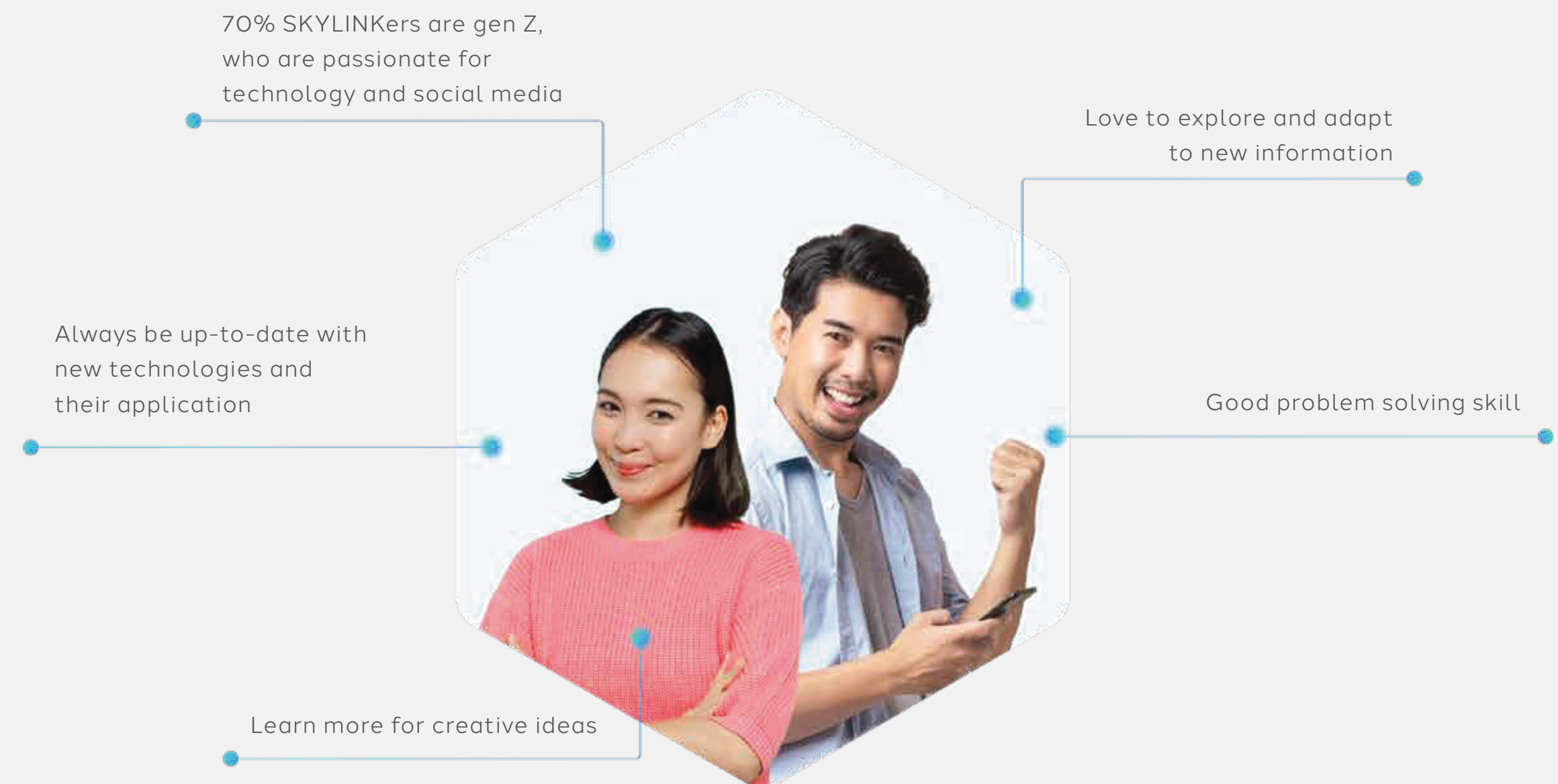
Recruiting quality personnel from the very beginning, SKYLINK Group also focuses on training professional knowledge for our staff and our partners. The personnel training policy is updated every year to match the development needs of the fields that SKYLINK is pursuing, thereby creating a qualified, professional and dedicated team.

Along with the development of the Company, the number of staff has also been increasing. As of August 2022, there are 150 SKYLINK Group staff members, including:

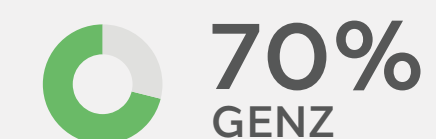
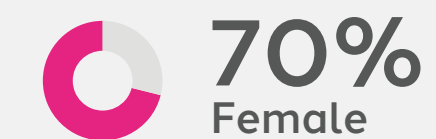
- Management level: 14.5%
- Specialist/Executive/Freelancer: 85.5%

Besides, SKYLINK Group also has a young, dynamic and enthusiastic team with nearly 70% of Gen Z employees. This can be considered as one of the strengths of SKYLINK Group.

SKYLINKer profile



SKYLINK Group culture is created by SKYLINKers



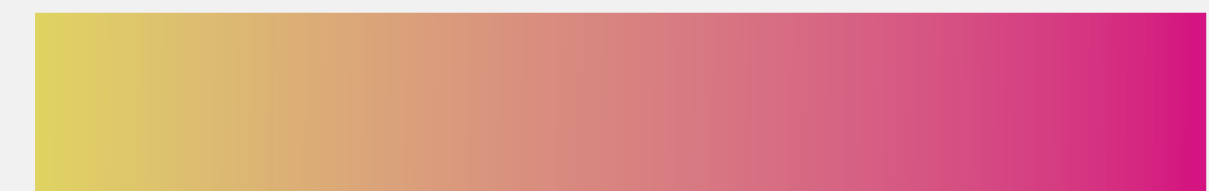
SOCIAL RESPONSIBILITIES

Sharing & Kindness are 2 out of the 5 core values of SKYLINK Group. These values are clearly reflected in the community activities of SKYLINK members.

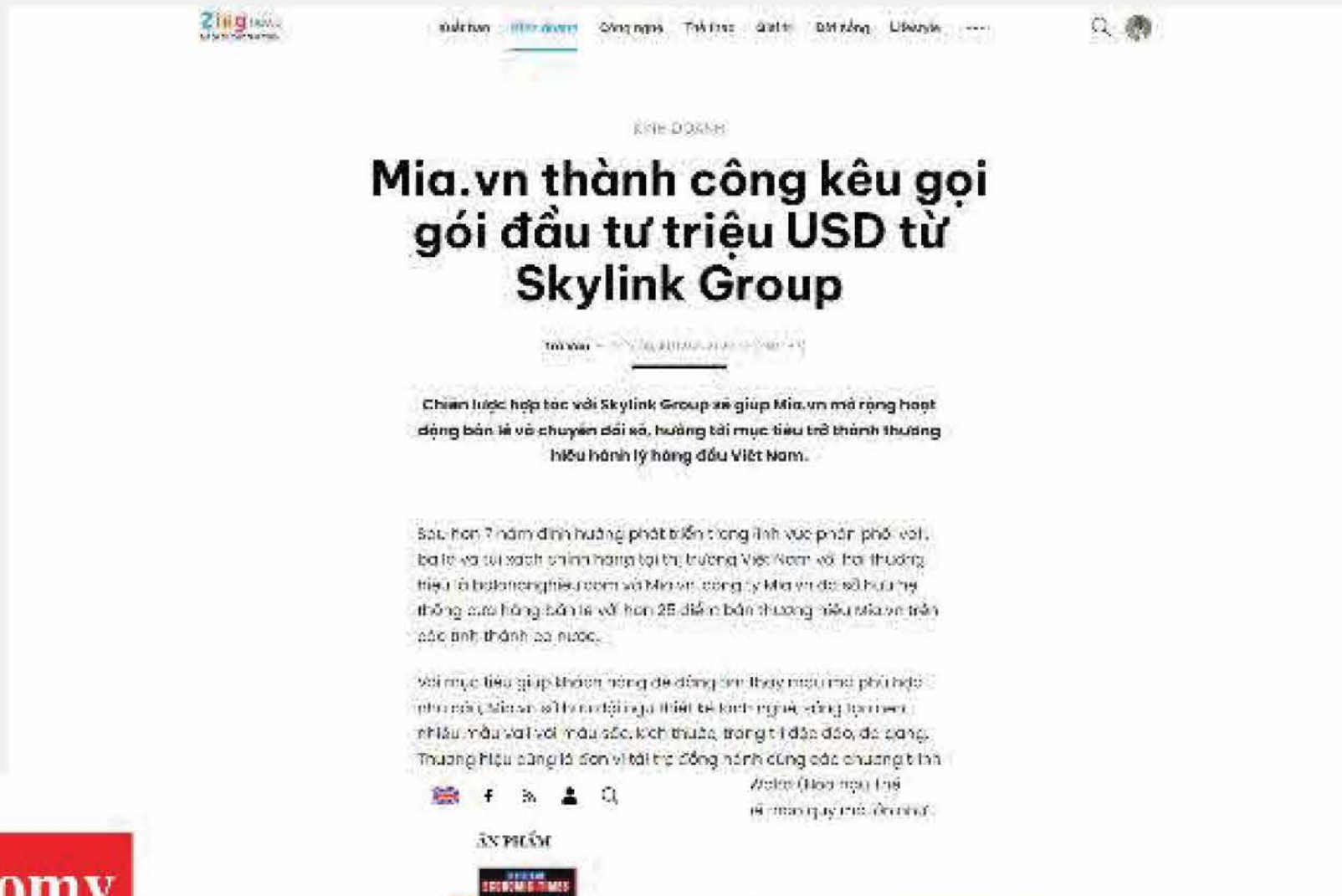
"Living is giving, not just receiving" - SKYLINK always believes that the prosperity of the business must go hand in hand with the development of society.

Every year, SKYLINK Group visits disadvantaged children or lonely elderly people at social protection centers. Besides, the Thien Tam Fund of SKYLINK Group was also established to help Company members.

Other activities such as blood donation, charity donation, scholarship awarding... are also regularly organized to contribute more to the community.



SKYLINK ON MEDIA



Skylink
RETAIL



“**Bringing Quality Products
To Consumers**”

SKYLINK Retail is a subsidiary of SKYLINK Group, a distributor of products manufactured from Korea, Japan,... with categories such as car care, cosmetics, vitamins and supplements,...with more than 10 years of experience in the Vietnam retail industry.

In addition to the traditional distribution model, SKYLINK Retail focuses on developing a new retail model (New Retail) on online business platforms based on a) the database strength, inherited from the parent company, and b) experience in developing and distributing products according to the social commerce model.

SKYLINK Retail sets its ambition to become the leading cosmetics and car care retailer in Vietnam, with the goal that for every 50 customers, there will be 1 user using at least 1 product distributed from SKYLINK Retail.



BUSINESS PHILOSOPHY



Skylink
RETAIL



“

COSMETICS

Carry on the mission of taking care of women's health and beauty. SKYLINK Retail always puts our love in each product. Thoroughly devoted and meticulously researched women's skin to find the best formulas, we manufacture products with the most modern technology to offer breakthrough and effective product lines for women.

”

BUSINESS MODEL



Based on the strength of the data technology system built by internal resources and existing loyal customers, SKYLINK Retail builds two groups: Product Brand & Retail Brand at the same time to optimize sales channels and develop a suitable product portfolio for each target industry.

DISTRIBUTED BRANDS

After 30

30

Under 30

HAMYANG

HANNELIM



ANJO
PROFESSIONAL

HANVELY®



Farmstay

ΛCONCEPT®
Produced by Korea



mass

medium

premium

ACHIEVEMENTS IN 2020 - 2021



**VND 180 billion
2020's revenue**



**200%
growth**



**200++
employees**



**5
product brands**

5-YEAR GOALS 2022-2027



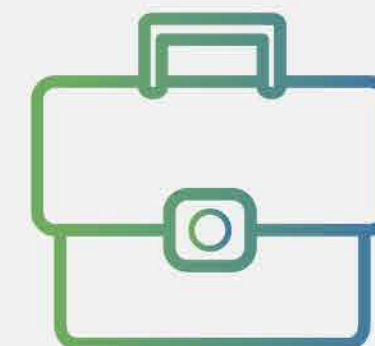
VND 1000 billion
2027's revenue



45
New retail brands



500++
Employees



2
Physical store chains

FLAGSHIP PRODUCT BRANDS

HANVELY®

The branded cosmetic **Hanvely** brings "**Solutions to skin brightening, dark spots reduction in a natural, safe and effective way through high technology from Korea**".

Officially launched in Vietnam since 2016 through strategic distributors, Hanvely has achieved certain successes with more than 1 million products sold in 5 years and trusted by more than [1,000] Vietnamese women for the positive effects on life through naturally healthy skin.



HEUN, Hold your shining beauty
The skin whitening, dark spot reduction cosmetic line brings a bright and radiant appearance to modern ladies.

HANNELIM

The **intensive moisturizing solution** contributes to anti-aging process and enhances the skin's youth.



From 2022 DISTRIBUTOR BRANDS

Misty is Korea's healthy functional food & feminine care brand specializing in women. We were created for women who want to care about hormonal health, and beauty inside with confident. We are doing our best to create products that are designed just for women and always put safety first.



From 2022 DISTRIBUTOR BRANDS

Ryusui means “the spring of hair” in Japanese. In particular, the beauty of hair is compared to “dream spring”

Japanese women are not only famous for their smooth white skin but also for their thick black and shiny hair. Secrets from hundreds of years to nowadays’ technology all come from natural ingredients such as horsetail, and seaweed...

Nature bestows magical ingredients on traditional Japanese women's hair, RYUSUI with formula from Japan is used to nourish and care for hair from signs of hair loss, and brittle and weak hair. So that woman's hair is always as beautiful as youth, strong, thick, and smooth



EXCLUSIVE BRANDS

PRODUCTS IMPORTED FROM JAPAN, THE CRYSTALLIZATION OF A THOUSAND YEARS OF KNOWLEDGE IN THE BREATH OF THE TIME

The Japanese succeeded in combining modern and traditional elements to create a colorful culture.

The anti-aging brand from Japan brings confidence to women with high-quality raw materials that go through the production process with the strictest standards. So that each product contains the essence of Asian knowledge combined with modern technology, bringing optimal efficiency to users.

Perfect beauty comes from the meticulous care of the user and the dedication of the brand.



DISTRIBUTION SYSTEM

SOCIAL COMMERCE



SKYLINK Retail focuses on developing retail business models on social networking platforms, based on strengths in data management and measurement.

TRADITIONAL DISTRIBUTION MT & GT



SKYLINK Retail has developed a system of more than 200 retail stores including cosmetic chains, supermarkets, pharmacies, retail cosmetic stores... to bring the distributed brands to a wider reach throughout Vietnam.

E-COMMERCE



All distributed cosmetic brands are available on the most popular e-commerce platforms.

RETAIL BRAND HOAI AN BEAUTY



Since 2016, Hoai An Beauty has become a strategic retail brand of SKYLINK Retail. Focus on beauty products of famous brands from Korea, Japan and Thailand.

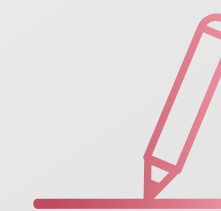
With the motto "Bringing beauty to Vietnamese women", Hoai An Beauty's product portfolio diversifies from supplements, skincare and beauty tools... with targeted Vietnamese women aged from 35 to 55.



80.000++
Loyal customers



500+
Orders delivered
each day



100++
New distributed
products
every year



2
Business office

SOCIAL MEDIA



Hanvely Việt Nam

@hanvelyn · Beauty, cosmetic & personal care

+ Add a button



Hoài An Beauty

@dvhaoianlamdep · Cosmetics store

Edit Send message

COMMUNICATION PARTNERS

HOÀI AN BEAUTY

Actress
Dinh Ngọc Diệp

"Melasma after birth giving, hyperpigmentation, skin aging are not problems anymore since I use Hanvely skin brightening capsules. This is a Korean product introduced by Hoai An whom I really love."



HOÀI AN BEAUTY

Actress
Dương Cẩm Lynh

"This product can replace every skincare steps in my daily routine. 2 capsules a day are enough whenever I'm busy."



HOÀI AN BEAUTY

Actress
Cao Thái Hà

"I did not recognise any change in the first 2 weeks, until the 3rd week. My skin looks brighter, smoother and more healthy. From the 2nd month, the melasma reduces to 60%."



HOÀI AN BEAUTY

Actress
Lan Hương

"Since taking Hanvely skin brightening capsules, my skin is getting better. My pigmentation changed, my melasma faded and my skin got brighter, smoothen."



HOÀI AN BEAUTY

Actress
Nguyệt Ánh

"This product is very easy to carry along. I always take 1-2 capsules whenever on filming sets."



HOÀI AN BEAUTY

Actress
Tuyết Thu

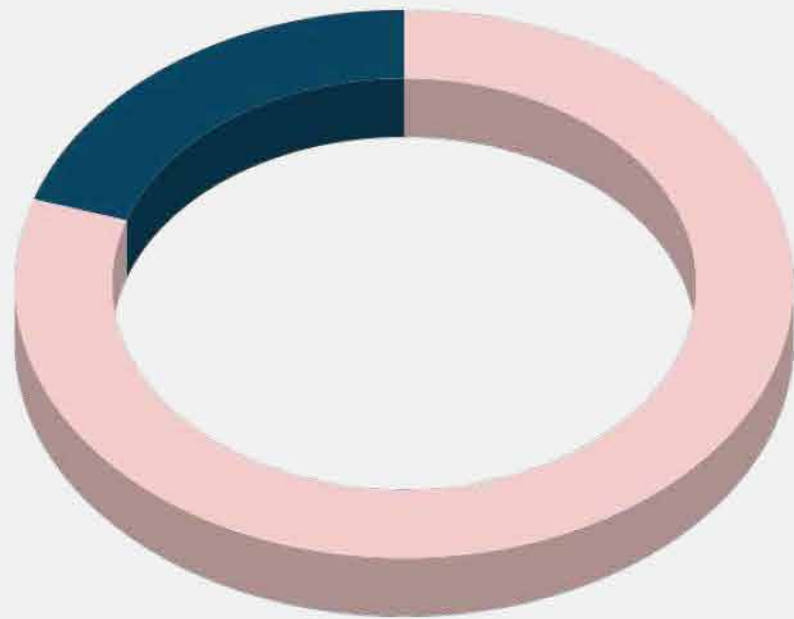
"After using this product, my skin has improved. It is brighten and smoother now. Therefore I don't need much makeup, which prevents bad influence on my skin. Knowing that my skin is caressed safely, I don't have to worry anymore."



Celebrities such as Dai Nghia, Kim Xuan, Thanh Thuy,... are highly endorsed whitening pills branded Hanvely

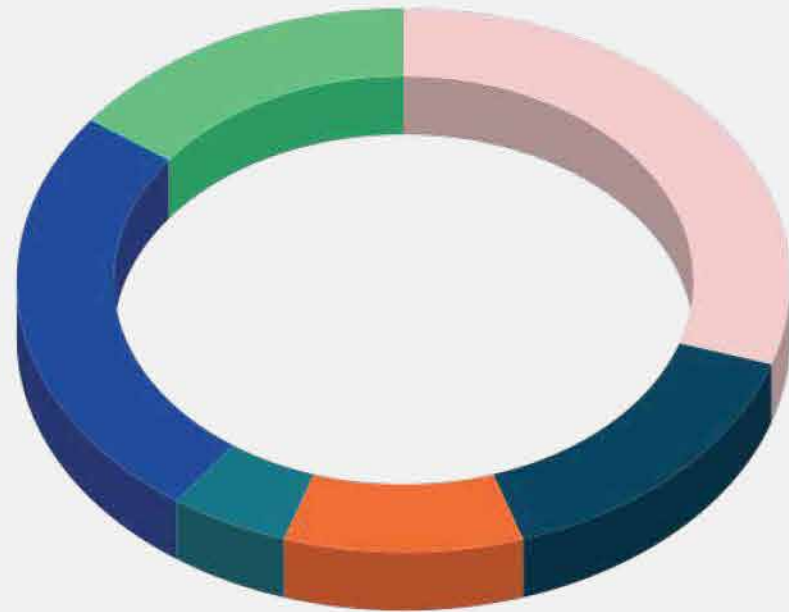
INDUSTRY DEVELOPMENT PLAN

2019 - 2021



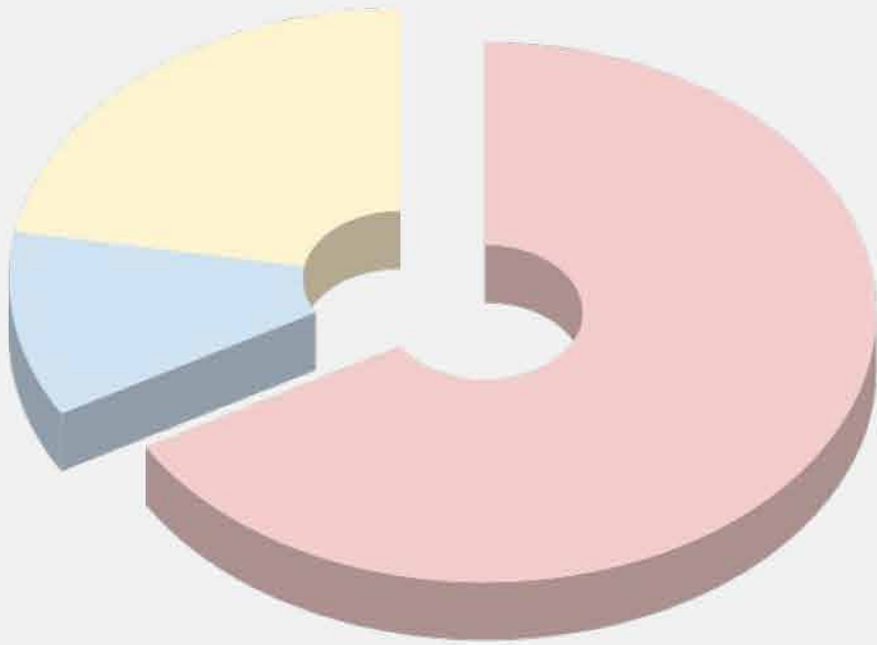
Cosmetics Supplements

2022 - 2027



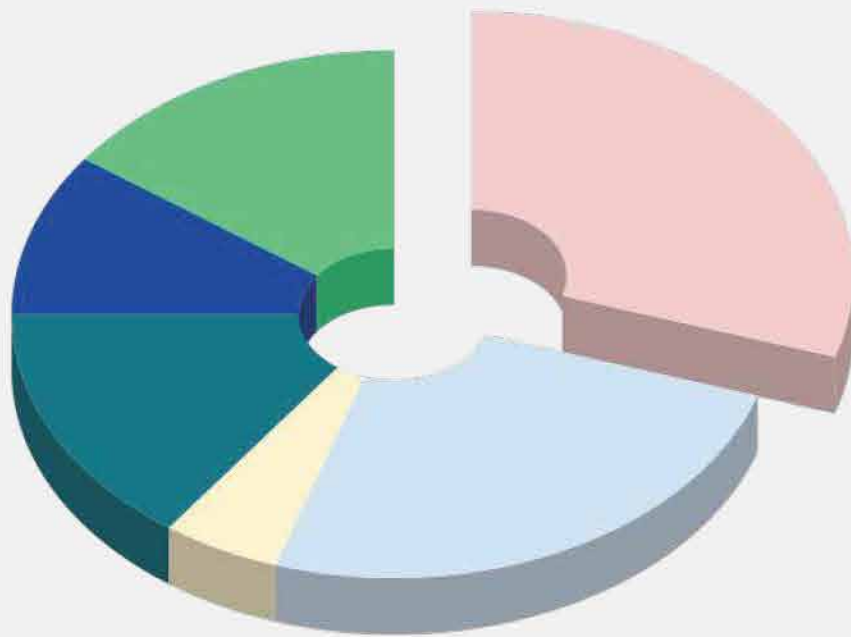
Skin care Supplements Hair care
Feminine products Baby care Body care

2020 - 2021



Brightening Moisturizing Melasma reduction

2022- 2025



Brightening Anti-aging Moisturizing
Melasma reduction Acne care Daily care

ALL INDUSTRIAL PRODUCTS

SKIN CARE INDUSTRY

SKYLINK Retail aims to diversify its product portfolio, continuously launching new cosmetic brands every quarter of the year with new categories including Skin Care, Hair Care, Weight Loss, Feminine Products... focusing on mid- to mid-high segments. In which, skin care is still the flagship industry with customers' most interesting benefits such as skin whitening, melasma reduction, anti-aging and moisturizing, with suitable pricing strategies and product concepts for each sales channel.

Skylink
RETAIL



CAR CARE

JP24

車のヒーローになる

JP24 is a Japanese car care brand with experienced and reputable factories. JP24 confidently brings products with outstanding technology to Vietnamese car lovers, with an assurance to quality, efficiency, and prestige that has been testified by the rigorous Japanese market.

Aspiring to reshape the car care product market in Vietnam, JP24 aims to capture 10% share of the Vietnamese car care market and expand to Southeast Asia within 5 years of launch.



Vision

- Become the number 1 brand in Vietnam market share in car deodorant products in 2027
- Become the most loved car care brand in 2027

Mission

- Bring high quality products, safe for users
- Create a new shopping experience



BRAND STORY

In 1952, Japan began to rise strongly in the global automobile manufacturing field. At that time, expensive car care products from the US and Europe were still the leading products.

Masuke - a garage owner and also an excellent chemical engineer, conceived the idea of producing domestic car care products to solve the cost problem of his car maintenance workshop. He joined a group of chemical engineers to come up with a car polishing wax formula which is resistant to the harsh effects of the Japanese weather. His formula was highly effective, and the cost-effective was better than imported products, so many other garages came and ordered them.

His production and distribution level stopped at a small scale until a chemical factory offered to buy his formula and developed it into JP24 - a key brand of the company.

Demonstrating Japanese characters, each product of JP24 undergoes strict research and production, with the highest quality, applicability and best cost. JP24 is confident to supply the best quality and optimal products that car care lover wants to own



車の手入れは、車の価値を高めるための重要な要素です。JP24は、日本の気候に最適な車ケア製品を提供しています。高品質のワックスと研磨剤を使用し、車の表面を保護し、光沢を保ちます。また、コストパフォーマンスも優れています。多くの車好きから愛用されています。

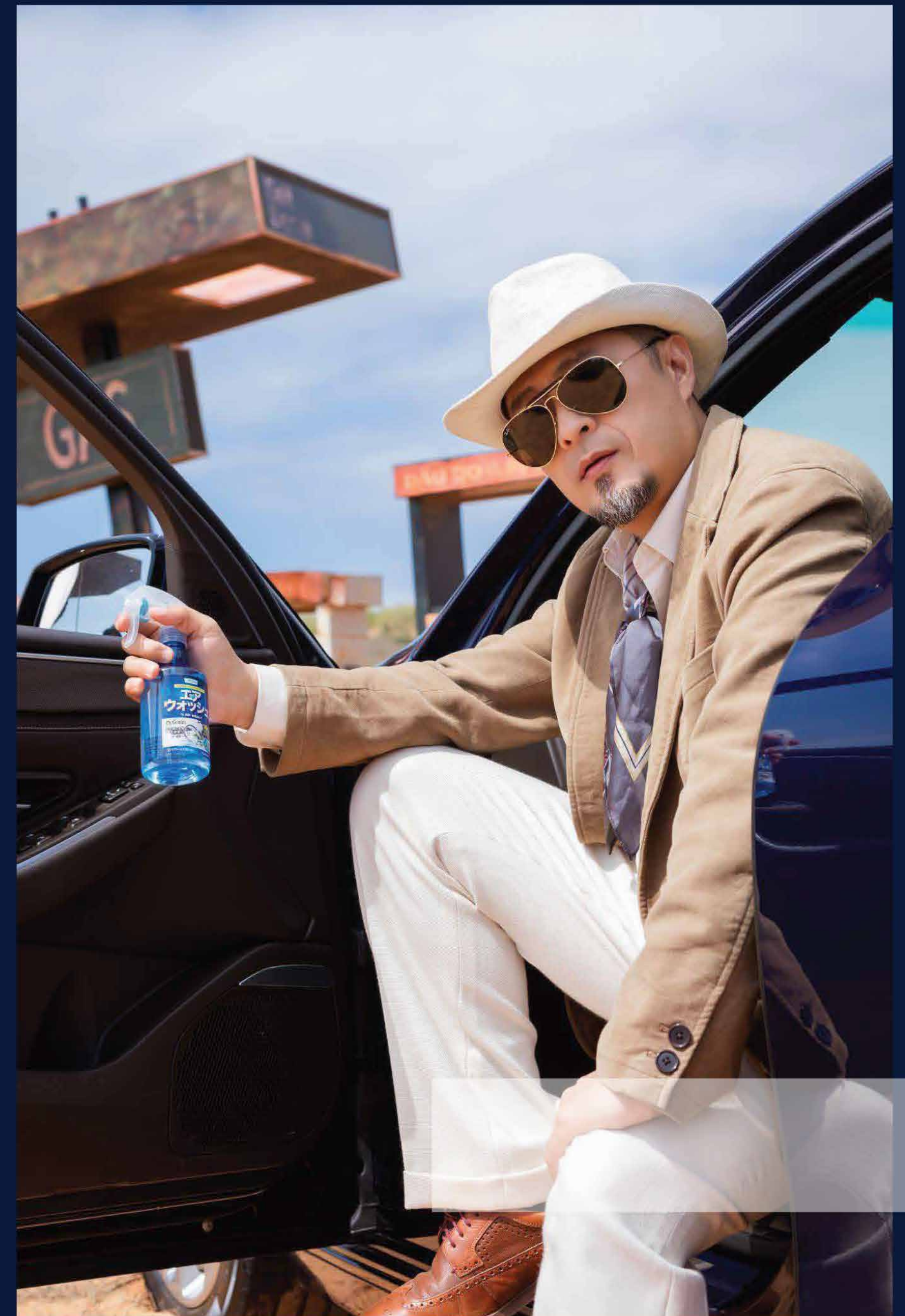
FOUNDER'S STORY

With the nature of his work in the field of art, director Charlie Nguyen often visits many countries around the world and gained experiences on his journey. During a filming in Japan, set in a chemical factory, Director Charlie Nguyen requested a perfect shiny car for the next scene.

The design team used a special car care product to make an old car shine like new. With a quick operation of just a few minutes using the product, the result was surprising, and Charlie Nguyen immediately noticed and searched for the Super Gloss product of the JP24 brand.

Passionate for cars, Charlie Nguyen immediately came up with the idea to bring this product to Vietnam. After completing the shooting, Charlie Nguyen immediately worked with the JP24 brand and succeeded in signing an international cooperation between the two parties.

The car is a great asset that Vietnamese people cherish, so Charlie Nguyen wants to bring the perfect quality, optimal convenience and cost savings made-in-Japan JP24 products to the car lovers in Vietnam.



COMMUNICATION ACTIVITIES



- **Official pages:**
 - Website: <https://jp24.vn/>
 - Facebook: <https://www.facebook.com/JP24.Vietnam>
- **Communication activities:**
 - . Brand TVC by director Charlie Nguyen and director Hai Bui, widely spread on social media
 - . Brand PR articles are regularly published on official and leading newspapers about the car industry such as Cafebiz, Autopro, Entrepreneur, 24h
 - . Branding on Facebook, Google, Youtube

BRAND COMMUNICATION REPRESENTATIVES



Johnny Tri Nguyen
Actor



Truong The Vinh
Actor

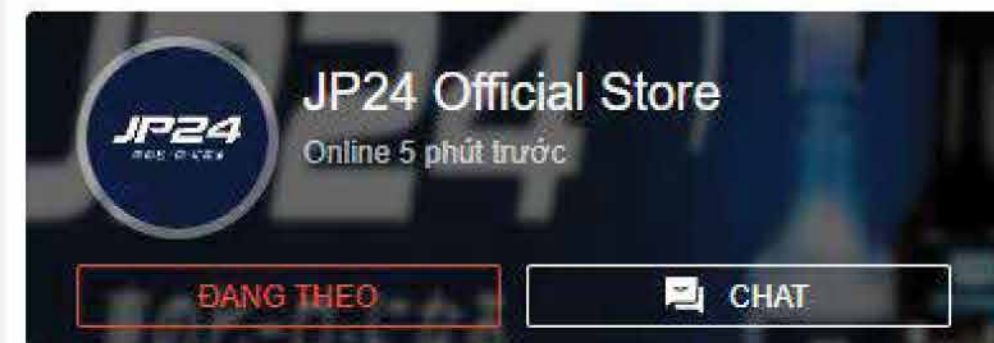


Huy Khanh
Actor

DISTRIBUTION SYSTEM

ONLINE STORES

Products are currently sold directly on genuine online stores on Lazada, Shopee to individual car enthusiasts customers, who love to take care of their precious car themselves. JP24 products offer the ultimate in convenience, making car care simpler and more enjoyable than ever.



SOCIAL COMMERCE



E-COMMERCE



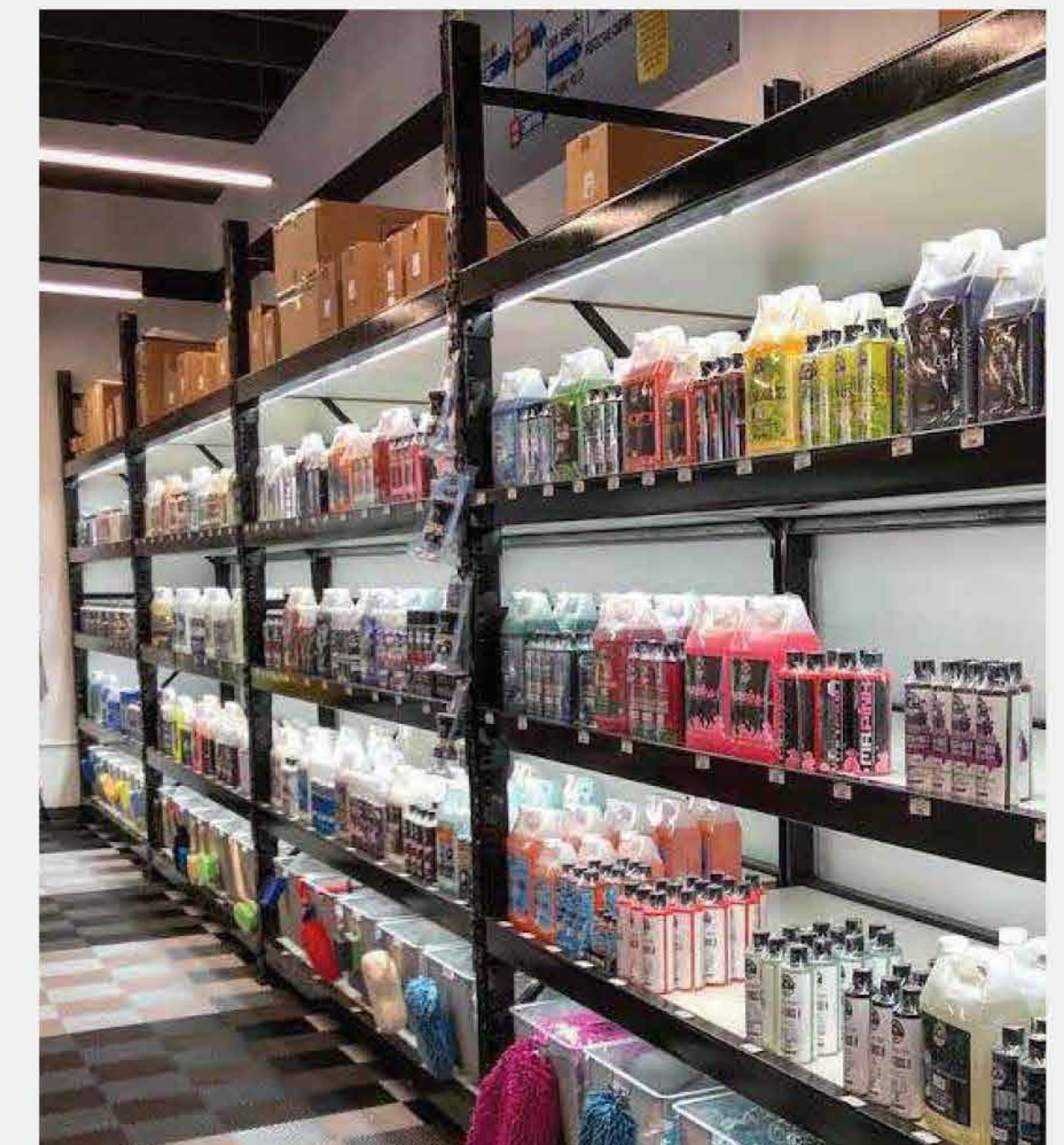
GARAGE

JP24 products are trusted in car care and maintenance garage because of their outstanding quality and cost efficiency.



CAR ACCESSORIES STORE

Customers can also find JP24 products at car care and accessories stores nationwide.



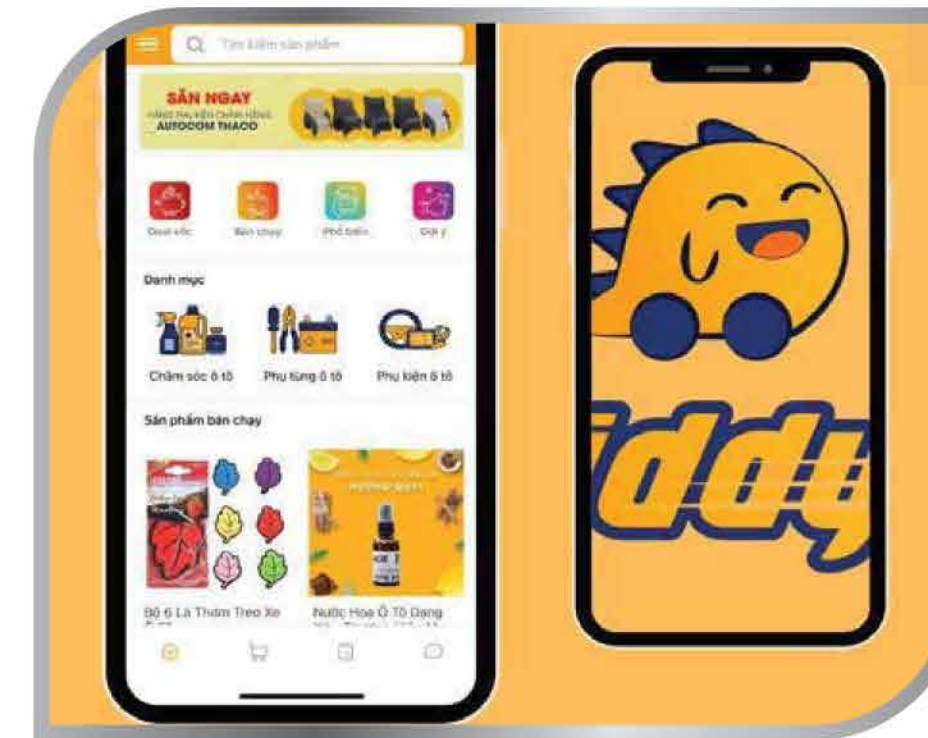
DISTRIBUTORS

CUONG NGA

Car's Accessories and Service



Strategic cooperation with Cuong Nga - one of the leading centers for maintenance services, car care and accessories in Ho Chi Minh City, established in 2005. Cuong Nga is also an authorized dealer. Official distributor of many famous international automotive technology brands.



JP24 products are also distributed directly on Widdy - a social networking app with many convenient features such as navigation, traffic warnings, car care and maintenance locations. Genuine distributor of car accessories products of many famous brands.

PRODUCTS

FLAGSHIP PRODUCT

Car internal disinfect and freshener spray - Air Wash



INGREDIENTS

Fermented ethanol, plant extracts, natural preservatives, water

VOLUME

300 ml

PRODUCT TYPE

Spraying products

RETAIL PRICE

395.000 VND

FLAGSHIP PRODUCT

Car polishing and paint protection spray Super Gloss



INGREDIENTS

Dimethyl polysiloxane, water

VOLUME

300 ml (Can be used 3-5 times for the entire car surface)

PRODUCT TYPE

Spraying products

RETAIL PRICE

395.000 VND

OTHER PRODUCTS

- Waterproof coating for windshield
- Perfume/ air freshener
- Tire protection spray
- Cleaning products for dashboard, plastic internal surfaces
- Anti-fog products for glass windows
- Cleaning products for leather internal surfaces





SHOW ROOM IN VIET NAM

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