

VietNamNet Communication Joint Stock Company



Table of content

A General Introduction

- 01 Vision and Mission
- 02 Operation Motto
- 03 Development Strategy
- 04 Specific Strengths
- 05 Website Ecosystem
- 06 Corporation Opportunities
- 07 VietNamNet JSC Partners
- 08 Head office

B Products and Services

- 01 Product - service Systems
- 02 Advertising and Communications
- 03 Other services of VietNamNet JSC

C Social Media

- 01 Fanpage Facebook
- 02 Youtube
- 03 Tiktok

*** Contact Information**



A | General introduction

Vision and Mission



Established on **August 5, 2009**

Vision

Become one of the leading providers in the digital content creation and multimedia service fields in Vietnam.

Mission

Provide multimedia products & services for new generation of customers in Vietnam and the World through modern technology.

| Operation Motto

“

Towards advertising solutions associated with **high technology** in order to bring economic efficiency to customers in the context of economic integration.

Based on basic principles such as quickly responding to customer requirements, ensuring the most cost-effective service delivery and enthusiastic spirit of the staff.

For us, customer satisfaction is the most important thing.



Development Strategy

“

VietNamNet.,JSC development strategy focuses on investing in developing technical infrastructure, bringing its own strengths and identities.

We regularly update the latest and most professional versions of design technology such as Adobe design suite, wireframe and layout tools such as figma, XD, inversion...

Besides, VietNamNet.,JSC also orients to develop and use commercial software technology with high stability and the most professional support systems of Microsoft, Oracle...



Specific Strengths



Strong and comprehensive
media ecosystem



Youthful, creative and
passionate human personnels



Millions of audiences
everyday



Modern technology
infrastructure

Website Ecosystem



Website Ecosystem



9 Million
pageviews/day



The top official e-newspaper of Vietnam

More than 200 reporters, editors and a large number of freelance reporters from over 40 COUNTRIES around the world.

Develop diverse content, rich in news forms to better meet the needs of readers.



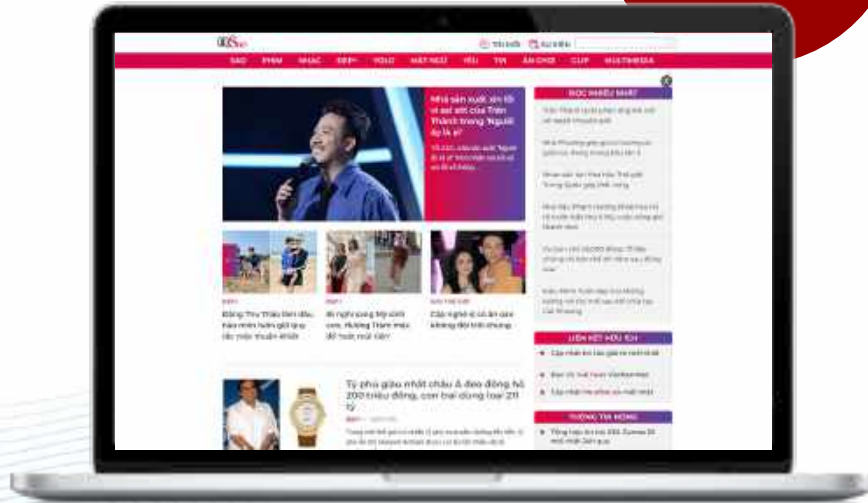
Website Ecosystem

1.2 Million
pageviews/day



Website of
Entertainment and Life news
for young people

The latest news about Vietnamese influencers and international stars in diverse fields: famous models, singers, actors and so on.



Website Ecosystem

1.4 Million
pageviews/day



Website of general news

Fast aggregate news on current affairs, society, entertainment, fashion, sports and many other fields.

Millions of daily pageviews with a huge loyal readership.



| Cooperation Opportunities

“ Cooperating with VietNamNet will open up **potential business opportunities** which bring back **Brand Value and Economic Value** to the companies.

With a diversified communication system, VietNamNet is ready to cooperate comprehensively with Partners, especially in the application of World trending digital communication techniques.

Strategic Partners



Partners are Local ministries



Local Department of
Information and
Communications



DŨ LAO ĐỘNG - THƯƠNG BỆNH VÀ XÃ HỘI
Ministry of Labour
Invalids and Social Affairs



Ministry of Health



Ministry of Agriculture
and Rural Development



General Department
of Taxation



Food Safety Department



Drug Administration
of Vietnam



Directorate of Vocational
Education and Training



Directorate of Market
Surveillance



Department of
Communications

and other ministries...

| Head office



Hanoi:

C'Land Building, 156 Xa Dan 2,
Nam Dong ward, Dong Da District,
Hanoi.



Ho Chi Minh City:

2nd Floor, 27 Nguyen Binh Khiem,
Dakao ward, District 1,
Ho Chi Minh City.



B | Products and Services

Product - service Systems





Advertising and PR Solutions

Advertising and PR Solutions

Advertising and PR Solutions of VietNamNet are deployed on VietNamNet website ecosystem with diverse products to meet all needs of customers.



Special products



Discussion between journalists & guests (experts, influencers) on an issue with broad and profound social impact.



Give a direct perspective on hot issues that are of concern to society such as Expansion of filling term, Property of officials ... that are interested by readers.



A talkshow in the Talks category of VietNamNet e-newspaper with the participation of famous guests, discussing issues in life and society.



Talkshow explore stories about life, people and famous faces in all fields. Resonating with the work about actor Quoc Tuan...

Advertising and Communications



DISPLAY ADS



PR ARTICLES



SPONSORED ADS



**TALKSHOW
INTERVIEW**



MULTIMEDIA



LIVESTREAM



VIDEO ADS



REVIEWS



SOCIAL MEDIA



PODCAST



CLASSIFIED

constantly updated



SMS - Email - Social marketing Services

SMS - Email - Social Marketing Services



Reach the right
target audiences.



Low cost, easy
evaluation.



Comprehensive solution
on every platform.



Experient team who is professional
in online content & services.



Event organization Services

Event organization services

VietNamNet has been organizing many major events successfully:

- **"ĐIỀU CÒN MÃI" NATIONAL CONCERT**
- **"HOÁ GIẢI VÀ YÊU THƯƠNG" CONCERT**
- **HONOR VIETNAM**
- **INFORMATION TECHNOLOGY KNIGHT AWARDS**
- **VIETNAM MOBILE AWARDS**





Media training Services

Media training services

Coordinated with WAN (World Association of Newspaper) to organize training courses on journalism, human resources management, marketing ... for many major newspapers such as Tuoi Tre and Thanh Nien.



Coordinated with VNR to organize training courses, seminars on financial management, marketing, human resources for 500 largest enterprises in Vietnam. All lecturers and speakers are leading professors and experts in Vietnam and in the world.



Training communication skills for Viettel, VNPT and some other partners.

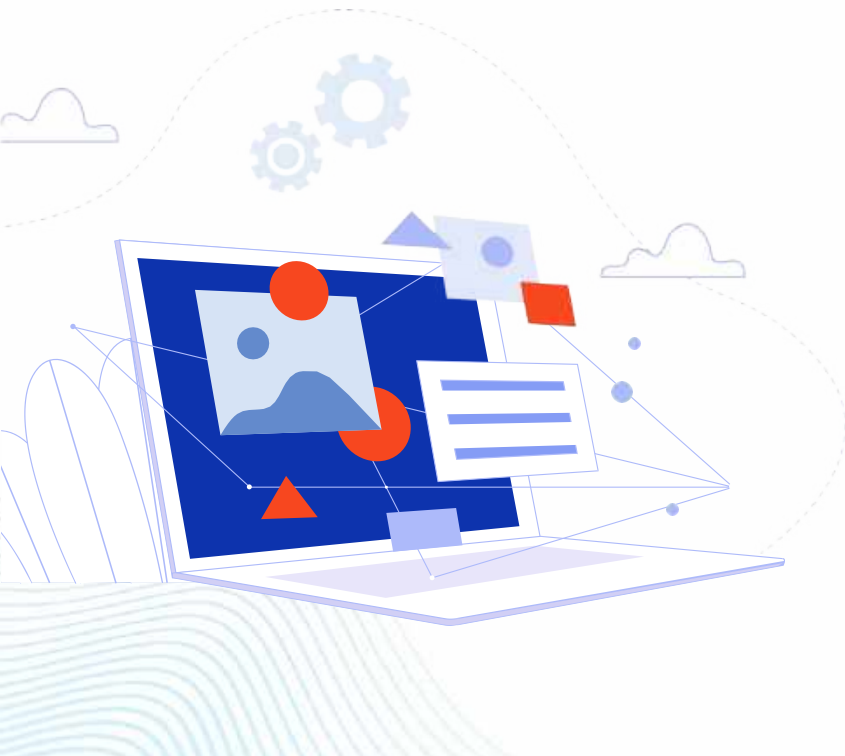
The lecturers and speakers are leading professors and experts in Vietnam and around the world.





Professional design and printing services

Professional design and printing services



Experienced design team

Newspaper and other news sites: Tuần Việt Nam,
Tintuonline, 2Sao...



Brochure, stages & related publications

such as music disc, books... for events



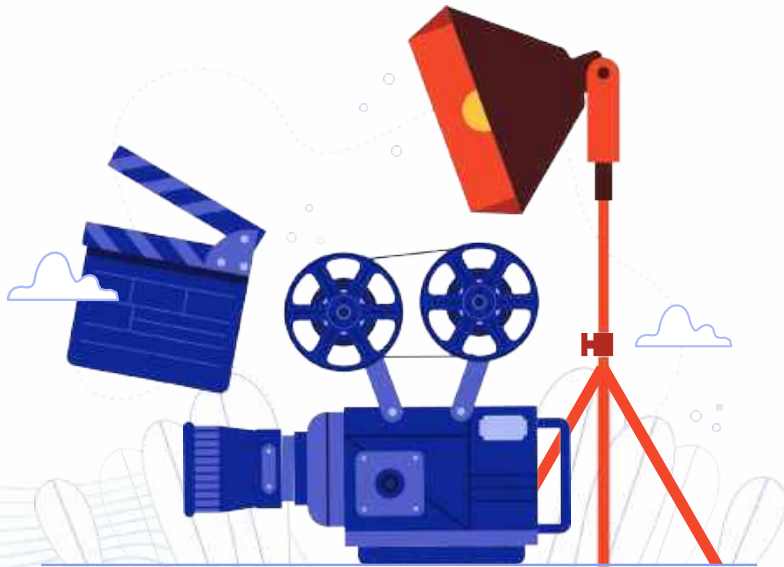
Website design

For national and international partners.



TVC and TV show production services

TVC and TV show production services



Creative TV Crew with experiences in producing many successful TVC and TV shows



All OB (outside broadcasting) cars, HD studio are invested modern



Professional production, package, to meet the needs of individuals and businesses.



Being production Partner and providing the biggest amount of news and entertainment clips



Analysis reports, flash surveys, customer relation Services

Analysis reports, flash surveys, customer relation services



Members of VNR500, V1000, artists, public figures, marketing experts, advertising-PR experts Ranked in Education and Training, Ranked in Ministries, localities

On public goods, public services and high-end consumer goods

Online, on mobile phones and hand out surveys to customers



C | Social Media

Fanpage Facebook



Fanpage VietNamNet is an official fanpage of VietNamNet e-newspaper, updating the latest news with guaranteed credibility, trusted and followed by a large number of readers.

~ **2.300.000** followers



Fanpage 2SAO.vn

~**2.000.000** followers



Fanpage Đời sống

~**2.700.000** followers



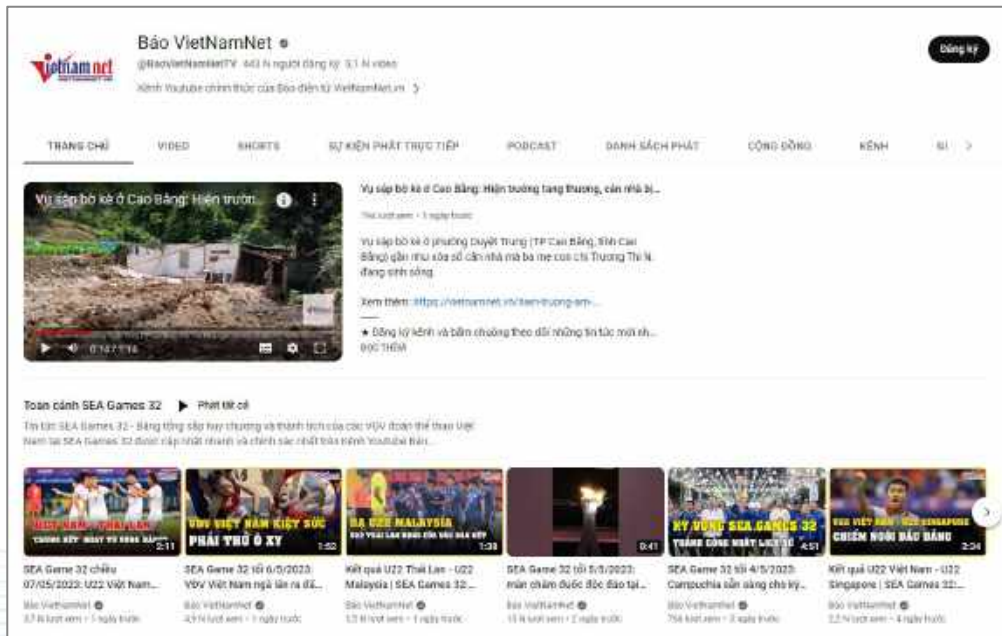
Fanpage Tin tức Online

~**1.100.000** followers



Fanpage Thỉnh

~**1.400.000** followers



Youtube VietNamNet

[- youtube.com/@BaoVietNamNetTV -](https://youtube.com/@BaoVietNamNetTV)

Youtube VietNamNet is the official Youtube channel of VietNamNet e-newspaper, posting dozens of videos about information and news in various fields.

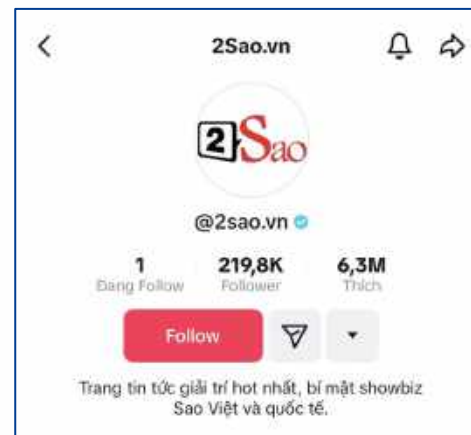
~ 450.000 subscribers



~ **3.100.000** followers

VietNamNet official Tiktok

Updates hourly the latest news through short, vertical video format with the guaranteed credibility of the leading official online newspaper in Vietnam.



~ **219.800** followers

2sao.vn official Tiktok

Update hourly the latest entertainment news, showbiz of Vietnamese stars and famous stars in the world.



Contact Information



VietNamNet Communication Joint Stock Company

Hanoi Capital

Address:

C'Land Building, 156 Xa Dan 2,
Dong Da District, Hanoi

Phone:

(024) 37 727 988

Email:

vietnamnetjsc.hn@vietnamnet.vn

Ho Chi Minh City

Address:

2nd floor, 27 Nguyen Binh Khiem Street,
Dakao Ward, District 1, Ho Chi Minh City

Phone:

028 38 180 436

Fax:

028.38181433

Email:

vietnamnetjsc.hcm@vietnamnet.vn