



SONG NGAN INVESTMENT SERVICES CORP.

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ABOUT US



Song Ngan is a middle market investment service firm specializing in Merger & Acquisition advisory, institutional private placements of debt and equity, business valuation and strategic consulting, corporate restructuring. Song Ngan offers a full range of financial services and management restructure to support clients to fulfill their business aspirations and capture the attractive opportunities in a broad range of industries and market segments in Vietnam.

- Our team has been helping foreign and local companies succeed in the Vietnam market. We offer services in IPOs, mergers, acquisitions, divestitures, strategic financing, privatization, and strategic partnership formulation.
- Our access to investors, equity sellers and buyers, both domestic and international, through our proprietary database and strategic resources which span the globe, uniquely position us to assist our clients in closing the right deal at the right time and for the right price.
- Our clients are middle market companies operating both in Vietnam and foreign countries. We are deeply committed to exceeding client expectations and maintaining the highest levels of integrity.
- Our experienced professionals have the foresight necessary to navigate through highly complicated transactions to maximize value for our clients.



BUSINESS STRATEGIES

Creating a Dynamic working environment, Employing the network, and Attracting the talented

Building up a shared services modern and good working environment in which, the partners/staffs can share ideas and experience, connecting and managing information effectively, increasing the working efficiency.

Highly quality human resource is the most important factor to guarantee the customer and the company success. Continuously upgrade the staffs capabilities and ensure them to get the skills and professional needed shall contribute to the on-time job completion with quality.



Specialize and Focus to Main Services

Supply of highly specialized services is vital goal. Focus to main services will enable customer to receive best quality services, highest value added and competitive. That explain the huge investment we have been making in order to increase our profession and knowledge in the fields of our services.

Satisfying the Customer demands in the market rapid movement

Song Ngan continuously keep up with the rapid movements in the field of economic – finance – securities to satisfy all the arising needs, securing the customer' success.





OUR STRONG POINTS

Highly quality of human resource, our staffs composing of experts from financial service industry and corporate management with many years of experience.

We have updated information on the management, investment, finance, securities industries and ready to give out the tailor-made solutions to our customer based on concrete situation and that will bring the value added to our customers.

Song Ngan's good relationship network, both in side and out side the country shall be the leverage to our customer success. We save the time, money and human resource and make our customer more competitive.

Song Ngan strategy of sustainable development helps our clients to achieve their long term vision and targets.





MERGER AND ACQUISITION (M&A)

The professionals at Song Ngan have the experience and know-how to arrange deal structure that help companies make M&A decision and execute a transaction designed to maximize the value of the business.

We work with our clients to understand their goals and have a proven track record of guiding clients through the complex M&A process. We support clients with following services:

- An evaluation of the company to determine the value of the company and the best positioning for the sale
- The support of expert M&A professionals who will objectively analyze and value your business and the market to implement strategies that are considered to be the most advantageous to the client. Our Investment Bankers have significant experience in a variety of industries and transaction sizes.

A marketing strategy that is customized to fit the unique profile of each client company and designed to raise its visibility and target the most suitable acquirers while maintaining strict Client confidentiality.

- Professional documentation that properly positions the business and explains its value - from the perspective of a buyer.
- Access to thousands of buyers, strategic partners, and investors, both domestic and international, who are actively seeking to acquire and invest in Vietnamese companies, including long standing relationships with private equity groups, public companies and large private corporations, and the ability to communicate with experienced and sophisticated senior executives at their level.
- Relationships with financial institutions - transaction teams have knowledge of both senior and mezzanine markets and have contacts with lenders in both segments.

The support of resources in terms of research, seller access and marketing capabilities.





PRIVATE PLACEMENTS

Song Ngan is committed to driving the right strategic transaction for our client. The most important aspect is to understand your investment objectives and value proposition. Our team has all the skills and tools necessary to ensure you reach the potential investment opportunities through your private placements in various domestic issuing businesses.

Our experience and extensive knowledge of capital markets, and network of financing relationships provides access and introductions to many sources of funds-both domestic and internationally.

- High degree of flexibility in amount of financing ranging from US\$500,000 to US\$10 million in both equity and debt investments.
- Investors are active in the selection of investment screening, seeking 10 to 20% return on investments over a longer term.
- Much lower costs than approaching investment fund managers or buying on the listed markets.

Our team advises on all the optimal strategies for your private placement, at every crucial stage and approach. We advise on the execution of the placement:

- Advise on entry and execution strategies
- Contacting, organizing, and short listing potential opportunities from our proprietary corporate database
- Soliciting interest on behalf of your company from potential opportunities
- Serving as your advisor as you prepare for that crucial first meeting with the management of issuing business and related parties
- Complete thorough due diligence and business valuation
- Develop detailed timetable and work plan
- Recommend terms and conditions and assist in negotiations with the selected issuers

Collaborate with our deep resources and independent, experienced legal firms to provide all necessary documentation to support the private placement.





CORPORATE RESTRUCTURING



Song Ngan team helps local companies design, implement, and maintain superior strategies for long-term value creation. We combine traditional expertise in corporate strategy with a proprietary value-management methodology designed to maximize the intrinsic value of individual businesses, experience in mergers and acquisitions and post-merger integration, and new analytic approaches for understanding and responding effectively to the ways that capital markets value a company.

We help our clients on everything from designing and executing their corporate strategy to reengineering their portfolio and screening potential capital market opportunities that are aligned with the goals of the company's value-creation strategy. Our team can also help companies and business owners build a winning business plan and present it to potential investors.





STRATEGIC ADVISORY

Song Ngan's strategic advisory services focus on identifying and implementing strategies to maximize shareholder value while addressing diverse shareholder objectives. We evaluate capitalization alternatives, analyzing their ability to meet both the growth requirements of a client company and the liquidity needs of its shareholders.

We examine a range of transaction strategies, including acquisitions, divestitures, recapitalizations and, potentially, the sale of the company and measure how each strategy impacts shareholder objectives relative to risk, liquidity, asset diversification, succession issues, and estate planning and value maximization. Our analysis of shareholder value is based on solid analytical as well as first-hand experience and knowledge of the current equity financing environments in Vietnam.





OUR TEAM

Mr. Luu Tuong Bach – Chairman & CEO: Starting his carrier at the State Bank of Vietnam and was one of the first to join the State Securities Commission (SSC) where he worked from 1996 to 2003. From 1999, Mr. Luu was assigned to HCMC for setting up Ho Chi Minh City Securities Trading Center (now, Ho Chi Minh City Stock Exchange – HOSE) and served as the first Manager of the Membership Management Division.

In 2004, Mr. Luu joined the private sector and established Song Ngan Investment Services Corp. He has successfully raised funds for various private companies supporting their development. He also advised various companies on financial restructurings and financings such as Sai Gon Hi-Teck Park (SHTP), Savico and Khang Dien House Development. He has also cooperated with institutions such as Nomura Research Institute, World Bank and CIDA on different financial issues: the banking sector modernization, and preparation of bonds market. In 2006 Song Ngan is one of the founders to set up Horizon Securities Corporation and Anpha Capital Management Corporation. Mr. Luu holds the first CEO position of Horizon Securities from 2006 till 2008.

Mr. Luu besides working as CEO of Song Ngan Investment Services Corp, he is currently holding the following positions of companies that Song Ngan invested.

- Board Director of Sacom Investment & Development – www.sacom.com.vn
- Chief Financial at Sao Bac Dau Technology – www.saobac dau.vn
- Chairman of Media Economic Group
- Chairman of Aptus Capital.

Mr. Luu received his MBA from Solvay Business School (Belgium). He holds a State Administration Certificate issued by the State Administration Institution and the Asset Management License issued by the SSC. Mr. Luu is fluent in English and Vietnamese.



OUR TEAM (Continue)

Mr. Luu Tuong Giai, Vice- Chairman and Director of Legal.

Mr. Luu Tuong Giai holds a 20+ year senior management experience in corporate finance, commercial banking & equity investment. In 1995, he was finance director for seven years at Germatrans, a subsidiary of Gemadept.

In 2007, He joined Maritime Bank for 5 years as Vice Chairman of the BOD. He was instrumental in the successful development of Maritime Bank branch and operation in Southern Vietnam, a region where he has built and maintains strong relations with corporations and governmental departments.

Mr. Giai is a lawyer and member of Ho Chi Minh City Lawyer Association.

Mr. Giai graduated with a M.A. in Administration from UBI Brussels.

Dr. KHOI Alex PhD, Property Economics – Real Estate Advisory Director.

Property research, strategic and tactical asset allocation strategies, property valuation, investment appraisal, financial modelling, econometric and statistical modelling.

Before Song Ngan, he was the Real Estate Equity Analyst at Horizon Capital Group (a representative of Citigroup and Rothschild in Vietnam), Property Analyst at CBRE.

Mr. LE Ngoc Ha - Investment Director

Mr. Le Ngoc Ha has vast experience in banking, financial services and real estate. He has been working with:

- Lucky Land Group - Deputy General Director.
- New City Group JSC - Real estate Development Manager.
- Viet Thuan Thanh JSC - Sales and Marketing Manager.
- Collier International Vietnam - Investment Manager.
- An Binh Securities JSC - Business Development Manager.
- Lavaland Joint Venture - Vice Director.



SUCCESSFUL PROJECTS

No	Project	Services render by Song Ngan
1	Anpha Capital Fund Management Corp – Saigon Asset Management – SAM-AUM USD 100 mil.	Investing founder, management and active raising fund partner. Pipelines origination.
2	Horizon Securities Corp – Named Hoa Trung Securities now	Investing founder and main management design struture.
3	Dream House Real Estate Corporation (DRH – HOSE listed)	Investor, Private placement service, M&A due diligent services
4	Thu Thiem new Urban Area	Involve in the project team to support HCMC government to design Thu Thiem to be a new and modern center of trade, finance, service, tourism, trade fair & exhibition, administrative, culture, greeneries and residence of HCMC.
5	Khang dien Real Eastate (KDH – HOSE listed)	Private Placement service to strategic shareholders.
6	Saigon General Services corporation – Savico (SVC – HOSE listed)	Corporate restructuring and Private Placement service to strategic shareholders.
7	Tan Hoa Lo gom Canal Project	Make the studies and surveys, proposal for the improving quality of life in the Tan Hoa Lo Gom basin,
8	Vietnam Bond Dealer Market	Research and consultant work as local partner for Nomura Reasearch Institute.
9	Kaolin exploration in Binh Phuoc Province	Market Research, Business Plan, Capital raising plan
10	CIDA project for banking modernization	Research and consultant HCMC area
11	WB Project on Vietnam Business Environment	Take part in survey of HCMC enterprises
12	Hoang Ngan Construction - http://hoangngan.com/content/home.php?langid=1	Restructuring advisor.
13	J Trust https://www.jt-corp.co.jp/en/	Buy side advisor and due diligent on aquisition deal of a Vietnam bank.
14	Dubai Export - http://www.dedc.gov.ae/English/Pages/default.aspx	Advisor for Dubai Export's mission to network with Vietnam & Cambodia for trade expansion.
15	90 Hung vuong Commercial Center – Qmama complex	Invest and restructure the commercial center into a modern-high tech complex of hotel, department store and recreation center.