



SONG NGAN INTRODUCTION

By Mr. Lưu Tường Giai
CEO

Song Ngan Investment Services Corporation

EMPOWERING YOUR LEADERSHIP



1. CROSS-BORDER M&A, LEVERAGED BUYOUT (LBO), PARTNER MATCHING ADVISORY AND DEAL TRANSACTION SERVICES.
2. POST M&A TURN-AROUND, CORPORATE FINANCE & RESTRUCTURING ADVISORY.
3. BUSINESS INTELLIGENT (BI), CUSTOMER CENTRIC, CUSTOMER RELATION MANAGEMENT (CRM), ENTERPRISE RESOURCES PLANNING (ERP) USING CLOUD COMPUTING.
4. FUND RAISING: PIPE, SPACS, PRIVATE PLACEMENT TO STRATEGIC INVESTORS.
5. SMEs INCUBATOR

SERVICES VALUE CHAIN



EMPOWERING YOUR LEADERSHIP



- Sourcing, evaluating and executing the M&A requirements for expansion - divestition according Board's mandate;
- Carry out value enhancement & risk mitigation exercises for both sell/buy side;
- Introduce funding mechanism to bridge the financial gap for sustainable development.

RESTRUCTURING SERVICES

EXCELLENCE VALUE ENHANCEMENT



- Helps companies re-engineering, structure design, enhancing core advantage for long-term value creation.
- Provide value-management methodology designed to maximize the intrinsic value of businesses.
- Reforming distressed companies, enabling companies to develop sustainably and continuously.
- Provide analytical research, asset management, trust investment and risk management services to preserve and grow assets of investors.

CORP FINANCE ADVISORY



DATA & INFO COLLECTION



**EVALUATION OF FINANCIAL STRUCTURE &
CAPITAL REQUIREMENTS**



**DESIGN OPTIMAL FINANCIAL STRUCTURE AND
EXECUTION PLANS**



REALIZING THE FINANCIAL RESTRUCTURE PLAN

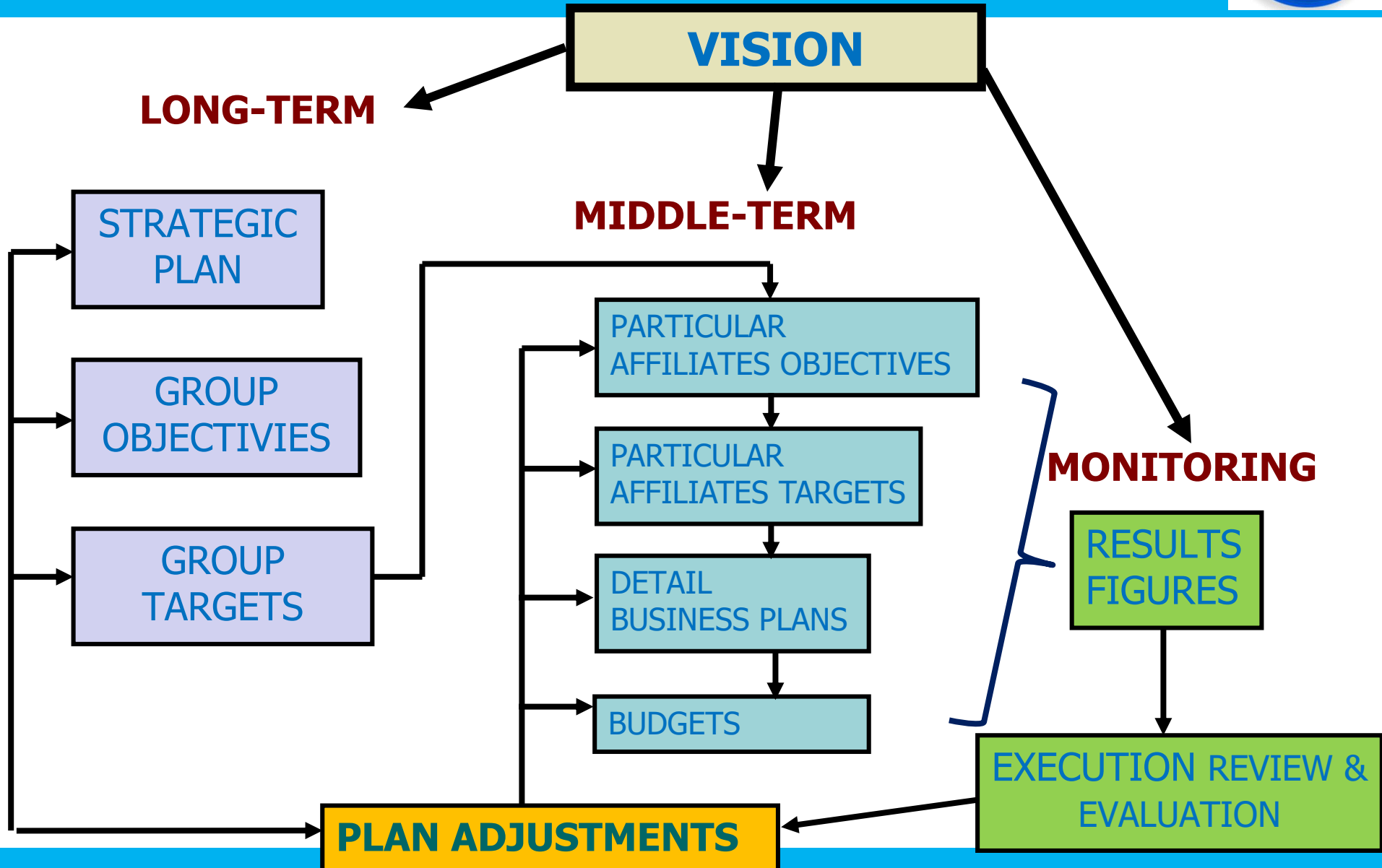


REPORT, EVALUATE AND ADJUSTMENT



**FINANCIAL MANAGEMENT CONSULTATION POST
RESTRUCTURING**

SUSTAINABLE DEVELOPMENT CHECK AND BALANCE



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BUSINESS INTELLIGENT - CRM - ERP - 6 SIGMA



Developing an intelligent infrastructure

Corporate moves from reactive to predictive:

1

Automation & orchestration

2

Service orientation

3

Intelligence

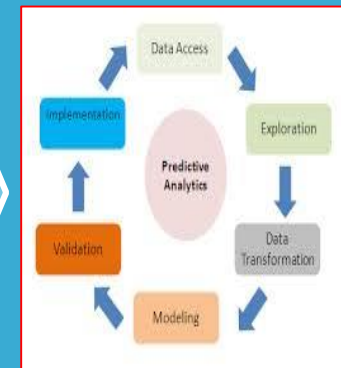
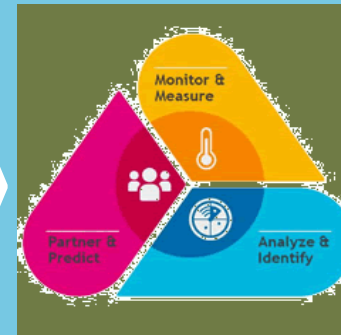
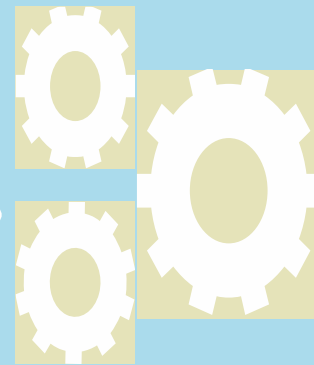
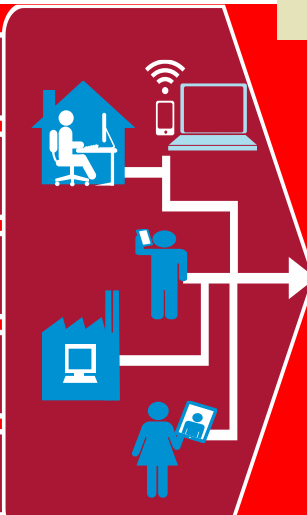
Data center

Network

Workplace

Security

Operations



Standard-ization

Automation and orchestration of business processes, technologies and applications

Create a generalized service orientation perspective

Integrate advanced analytics capabilities to achieve intelligence



Identifying & implementing strategies maximizing value while addressing diverse shareholder objectives:

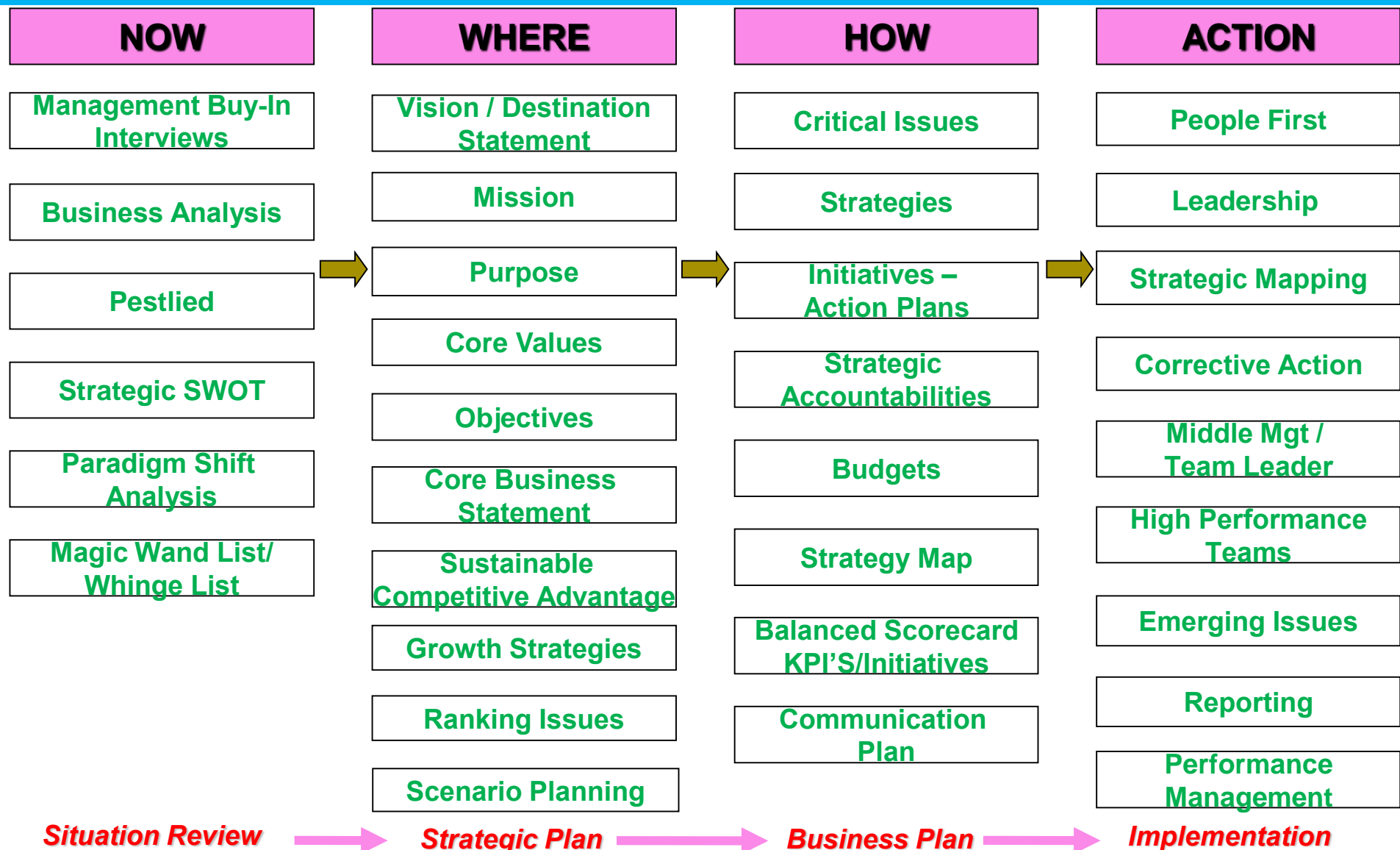
1. Contemplating a strategic investor who can import resources or technology, or provide access to new markets or products.
2. Raise expansion capital from private equity or through IPO.
3. Making one or more disposals of non-core businesses or planning to spin off a subsidiary.
4. Contemplating a management buy-out.
5. Restructuring/rationalization to improve earnings performance and or unlock core value.
6. Making fundamental change to improve client's financial, operational or corporate structure

STRATEGIC ADVISORY CONDUCT



EMPOWERING YOUR LEADERSHIP

STRATEGIC ADVISORY OVERVIEW



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PRIVATE PLACEMENT (PE) FUND RAISING



- **Contacting, organizing & short listing potential investors from our proprietary corporate database.**
- **Soliciting interest on behalf of clients from potential opportunities.**
- **Serving investors for crucial first meeting with the company's management and related parties as well as prepare documentations.**
- **Complete thorough due diligence and business valuation.**
- **Recommend terms and conditions and assist in negotiations with the selected investors.**
- **Collaborate with our deep resources and independent, experienced legal firms to provide all necessary documentation to support the private placement.**

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PRIVATE INVESTMENT IN PUBLIC ENTERPRISE (PIPE-FUND RAISING)



Benefits of PIPE:

- Utilizing fund-raising ability of public companies.
- Expanding market, improving competitive ability, developing brand name, making use of modern technology.
- Allowing companies to shorten timelines and reduce cost of capital due to raising fund through public companies either listing in Vietnam or regional exchanges.

ASSET MANAGEMENT



- **As market recession, many corporate & high net-worth individuals find themselves troubled in restructuring or exiting from their risky investment. Liquidity trap will obviously cause them bitter loss from deteriorating assets.**
- **Asset Management is monitoring, safeguarding and growing client's wealth using our proprietary technique.**
- **Client's assets will be managed/safeguard professionally & portfolio be selected meticulously.**
- **Determine on our analysis we will optimum assets value & apply reasonable and efficient exit strategy.**

WHY SONG NGAN : 5P FOCUS



People

- Leadership
- Motivation
- Capabilities
- Team Building
- Transformation

Process

- Work Flow
- Communication
- ERP/CRM
- Quality Management
- Optimization

Performance

- Productivity
- Objective setting
- Controlling
- Efficiency
- KPIs rating
- Motivation

Products

- Product mix
- Innovation
- Brand Communication
- Sales forces
- Distribution
- Promotion
- R&D

Profit & Growth

- Pricing
- Cost Management
- Market segment
- Optimizing
- Reengineering
- Expansion

Cloud ICT Technology, Social Networks Shared Services & Marketing, Business Intelligence, CRM, ERP, Eco-System

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WHY SONG NGAN



CONCRET STRATEGY

- D**evelop outstanding, unique strategic.
- D**efine criteria cascading from top level strategy.
- E**xcellent material for counterparties.
- R**eview & advice for management capabilities.

ROBUST DEAL

- R**estructure for finance, organization, legal issues.
- E**valuation of potential synergy
- I**ndepth due diligence

SEAMLESS INTERGRATION

- T**horough planning
- E**arly warning of potential risks.
- P**reparation & utilized all synergistic potentials.

OUR TEAM



LUU Tuong Giai

CEO

Legal and Admin Director, Vietkey One Investment & Management Corp

Chief Board of Controller of Germadept - (GMD - HOSE listed).

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. 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 graduated with a M.A. in Administration from UBI Brussels in Vietnam.



LUU Tuong Bach

Chairman

*Co-MD, Vietkey One Investment & Management Corp
Chairman & CEO Song Ngan Investment Service Corp.
Board member, SACOM Investment & Development Corp
(SAM- HOSE listed).*

Formerly a senior officer of Central Bank of Vietnam.

Begin carrier as State Bank of Vietnam official and joined the team to set up SSC then HCMC Securities Trading (HOSE), Mr. Bach moved to the private sector, building up expertise in corporate finance and restructuring, investment banking and M&As. He also served as Vice-Chairman of Anpha Capital (AUM 95m € listed in FF Exchange) and was Co-founder and CEO of Horizon Securities Corporation.

Mr. Bach is well connected with the business and investment community and with public institutions and governmental bodies. Mr. Bach graduated with an MBA from Solvay Business School in Belgium.