

**BAOKIM.VN**  
Niềm tin mua sắm

# PROFILE

## BAOKIM ELECTRONIC COMMERCE JOINT STOCK COMPANY

**Address:** 3rd floor, Hà Thanh Plaza, 102 Thái Thịnh, Đống Đa District, Hà Nội

**Branch:** 4rd floor, Lu Gia Building, 70 Lu Gia, 11 District, Hồ Chí Minh

**Hotline:** 024.710.78.999

**Email:** support@baokim.vn

 [www.baokim.vn](http://www.baokim.vn)



Shopping  
Safety & convenience



Sales  
Simple & quick



Plenty of utilities &  
special offer

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## GENERAL INFORMATIONS ABOUT BAOKIM

### Baokim is certified by

**A The State bank of Vietnam**

License to provide the payment agents service

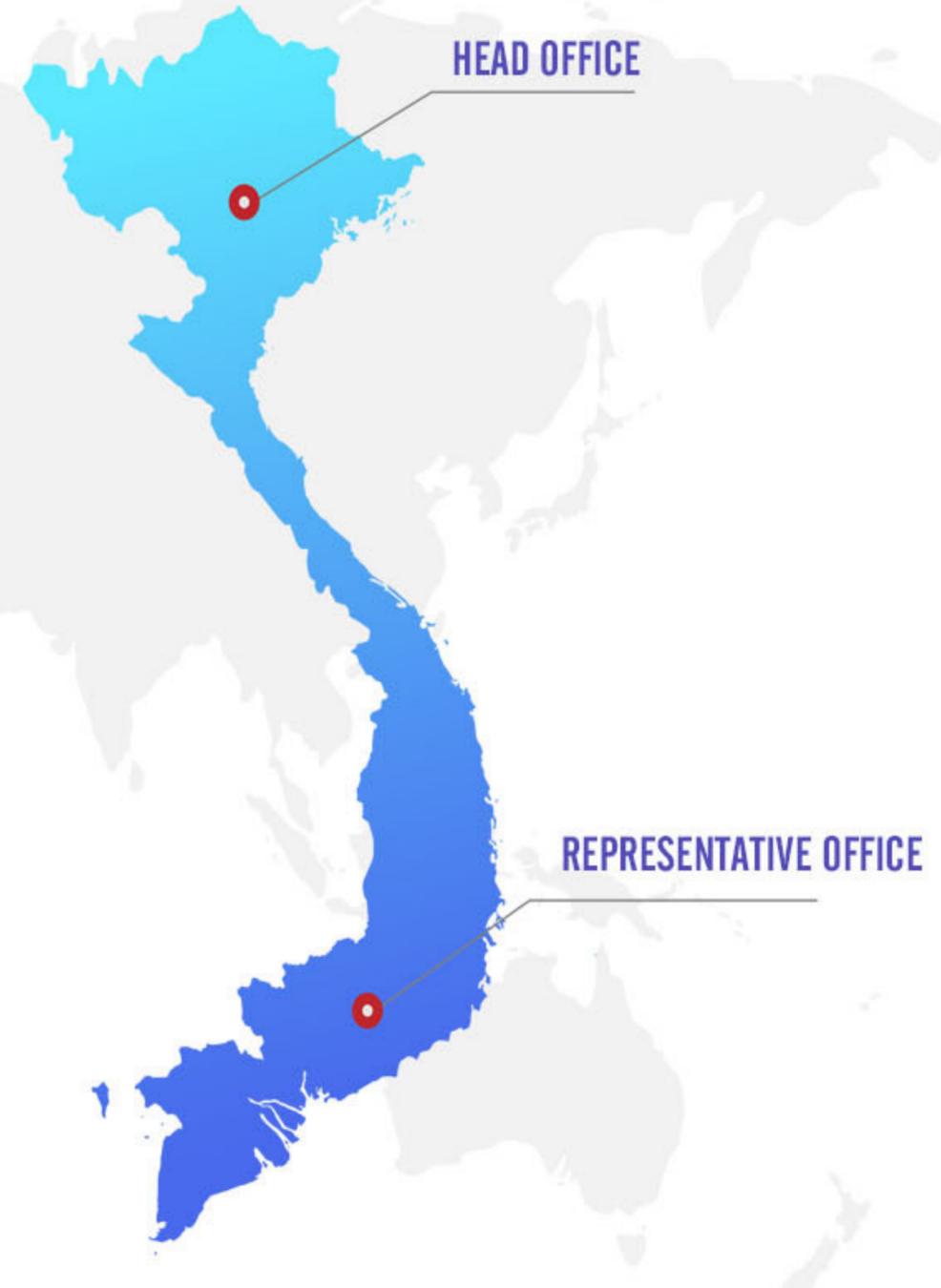
**A PCI – DSS**

International security certification PCI - DSS Level 4

**A Business registration certificate**

0104432131 is licensed on Feb 8th 2010

**Baokim was established in 2010 under the VNP Group**



HEAD OFFICE

REPRESENTATIVE OFFICE



## VISSION & MISSION



### VNP GROUP & MITSUI

Baokim is a member of VNP Group and is invested from Mitsui & Co - a large Japanese trading company. As a result, Baokim is inherited from diversify ecosystem capital, experience from predecessor to develop in steady step



### CUSTOMER - USER

All thoughts, activities, improvements are directed to goal Baokim - always seeking to meet over customer expectation



### STAFF - PEOPLE

Human resources are the company's most valuable asset, the biggest motivation for a successful company, always being taken care, trained, inherited to develop full potential



Mr. Nguyen Trung Duc  
CEO Baokim

*"Positive thinking  
makes every value  
constantly increase"*



# STRATEGIC PARTNER

## Finance Company



## Telco



## Merchant



## Bank





## BAOKIM IMPRESSION

8 YEARS  
EXPERIENCE

- 2009: Test Payment Gateways
- 2010: Golive Payment Gateways

39%  
MARKET SHARE

- 39%: Market share payment gateways
- 35%: Electronic, e-commerce website

1.459.059  
TRANS/MONTH

- 425.000 VND/Transaction
- 30%: active users

5.700.000  
USERS

- 65%: Traditional sellers
- 35%: Electronic sellers

13.200  
TRANS/DAY

- 7.500: Credit card transactions
- 5.700: Debit card transaction

8000  
WEBSITE

- 200: Market place website
- 25.000: E-stores



## PRODUCTS & SERVICES

E-WALLET &  
PAYMENT GATEWAYS

01

02

BANK ACCOUNT  
VERIFICATION

COLLECTION  
VIA VIATUAL ACCOUNT

03

04

INTERBANK FAST  
MONEY TRANSFER

CASH  
DISBURSEMENT

05

06

LEAD GENERATION

**BAOKIM.VN**  
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# COMPARATIVE ADVANTAGES

## Diversified products

Baokim has owned 39% payment agents and digital content market with aim of bringing wonderful experience for users

## Technology platform

Baokim leads technologies in Payment gateways online security, trading floor

## Experience and Resources

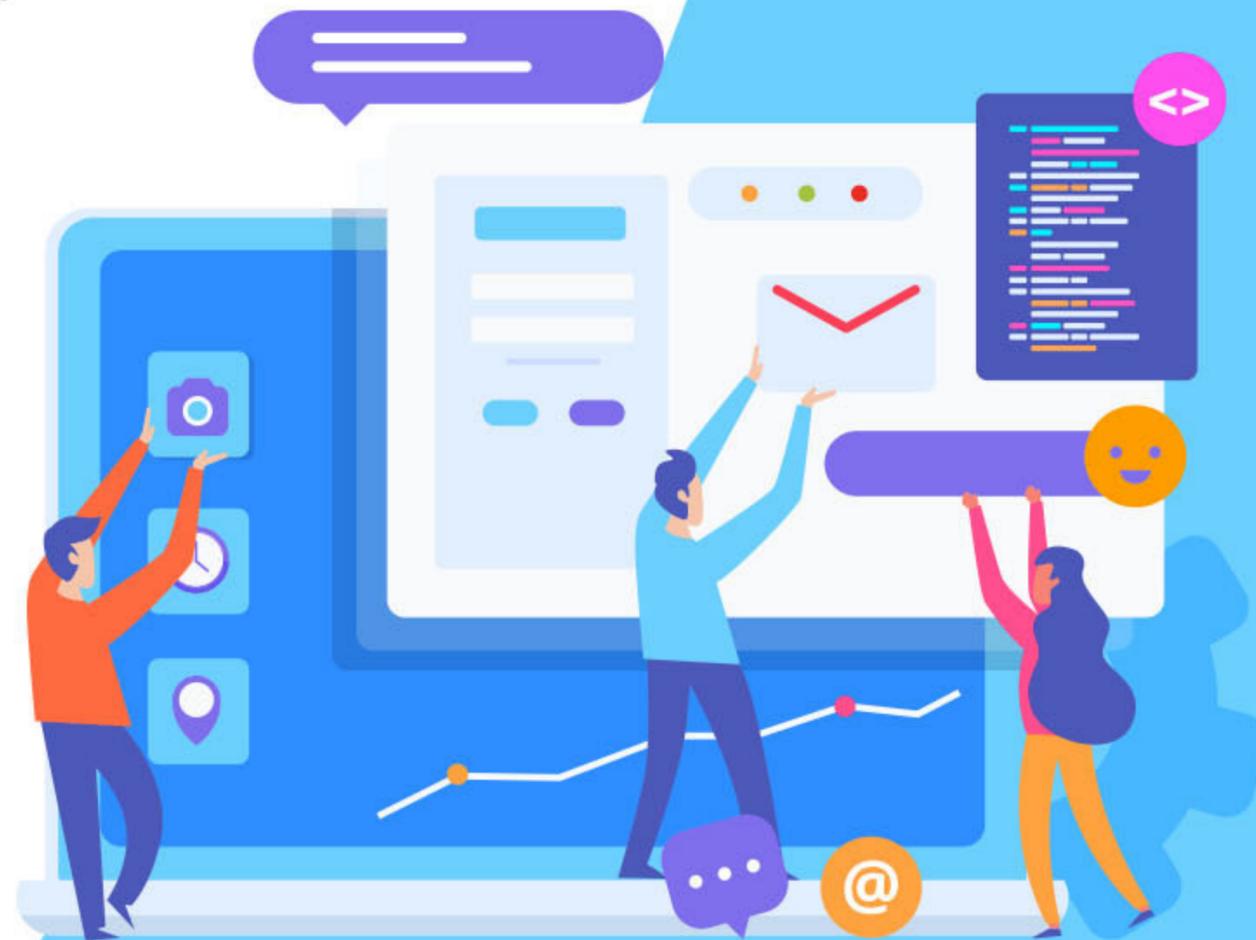
With experience in Marketing, technologies platform ecosystem of parent company VNP Group help to access large amount of customers

## Staff

The staff is rich in experience and good expertise

## Business customers

Business customers: 450 points offline and 2500 online This is beneficial  
Huge potential for credit services of banks





## E-WALLET & PAYMENT GATEWAYS

Baokim.vn plays an intermediary role to pay, transfer money, receive money between  
Buyers - Sellers online anywhere, anytime





## PAYMENT GATEWAYS

### ★ Advantages

#### ▲ Fast:

- The transaction is completely automated

#### ▲ Safe:

- Customer data is encrypted, secure
- All transactions have OTP confirmation and email confirmation received by both the buyer and the seller
- All operations for accounts such as transactions, Information updates are sent to the account holder for confirmation



Visa, Master card  
international credit cards  
Domestic ATM card



Use account balance  
Bao Kim Wallet



Transfer by  
Internet Banking,  
ATM online



Transfer at  
ATM



# E-WALLET



## ACCOUNT

**1 minute** to register Bao Kim's account for free



## USER COMMUNITY

More than **500.000** active users



## PRODUCTS - SERVICES

- **Secure payment**

Allow temporary custody to ensure e-commerce transactions

- **Convenient payment**



## TRANSACTION

- Ensure absolute safety
  - Safe support for both buyers & sellers
  - Pay through Bao Kim
- FAST - SAFE - CONVENIENT**
- Time to complete the transaction **REAL TIME**



## PAYMENT INFRASTRUCTURE

- **Banking system:**  
More than **30 banks** connect with Bao Kim
- **Support payment via:**  
Interbanking, ATM Online, international credit cards, phone card...





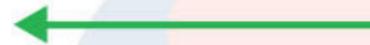
## ACCOUNT VERIFICATION SERVICE

Bank account verification service is solution which support in checking, verifying bank account information, bank card information of customer by data processing via API and reponse realtime



PARTNERS

send bank account  
number of card number



response data

Model



BAOKIM

send request to bank



response data

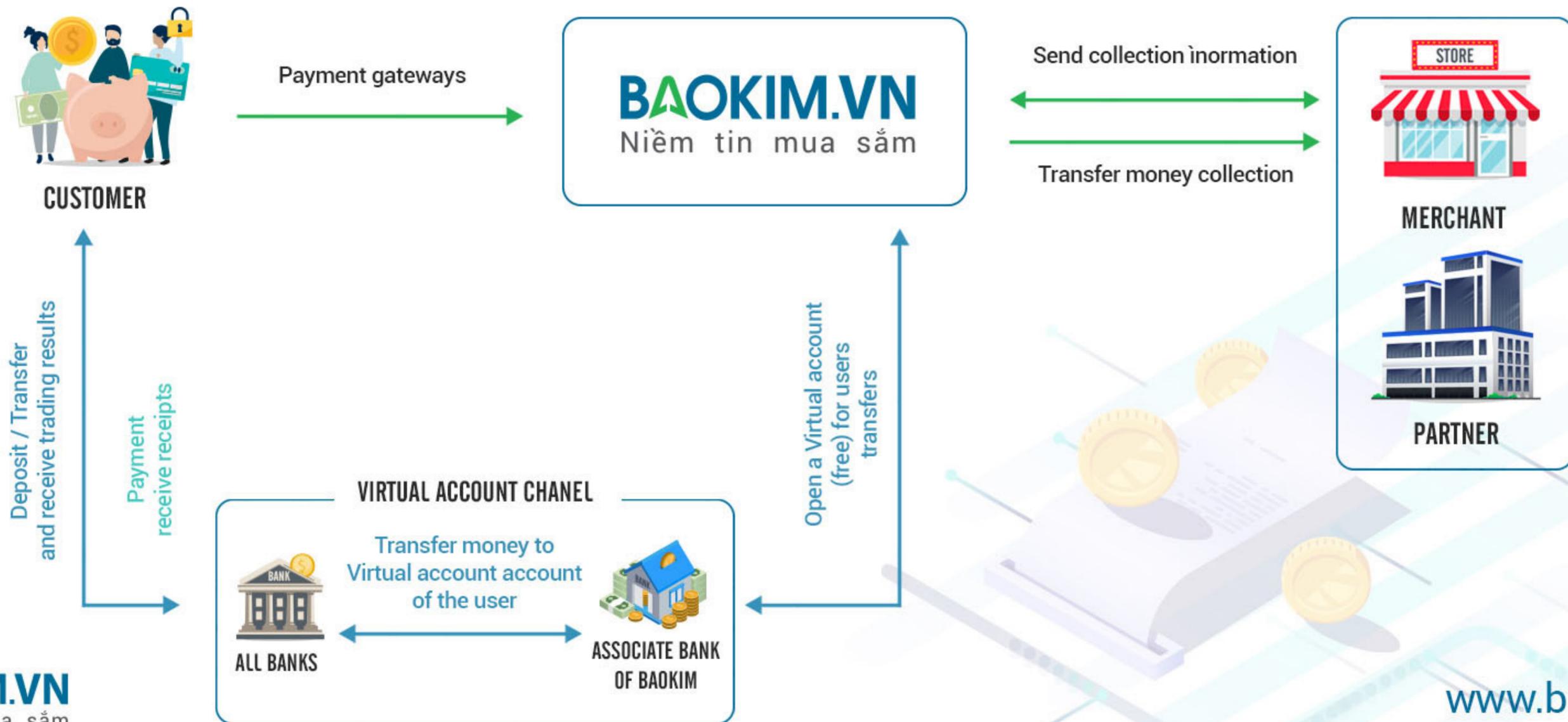


44 BANKS

# COLLECTION VIA VIRTUAL ACC

Collection service via virtual account is a connection solution between invoice issuer and customer.  
Each customer will be granted virtual bank account to easily pay money at all bank branches, ATM, Internet banking, Mobile banking

## Model





## FAST MONEY TRANSFER

Fast money transfer service is a solution that facilitate company, organization in transferring money convenient at all time 24/7 via API and response realtime

### Model

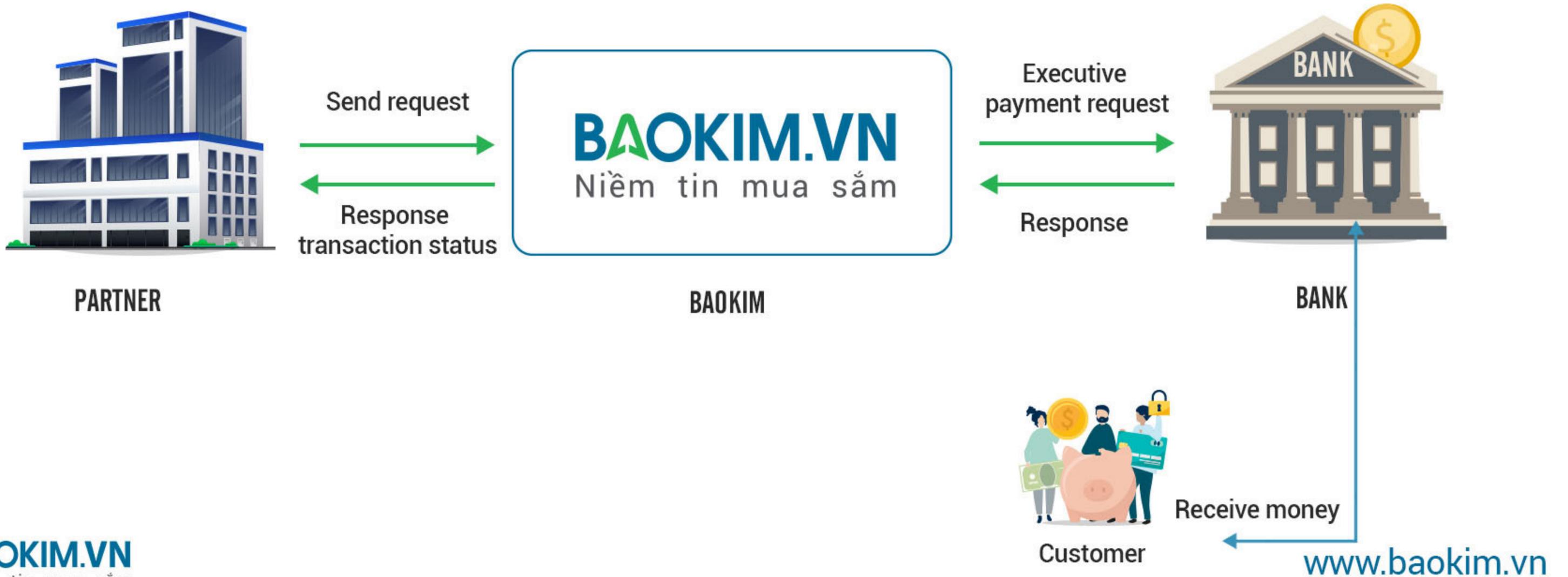




## CASH DISBURSEMENT

Cash disbursement service is a solution to disburse money for customers who do not have bank accounts, who are rural users or the elderly. Customers can go to Bao Kim's connected bank branches to receive money with their identity card

### Model





## COLLECTION - DISBURSEMENT

### CONVENIENT

- Customers have variety of choice to pay the bill quickly and simply
- Partner can access large amount of convenient and secured transactions

### ECONOMICAL

- Collection point with nationwide coverage and online payment, which provide customers with convenient services and save cost

### EXPERIENCE

- Customers use comprehensive system, professional customer service

### SECURITY

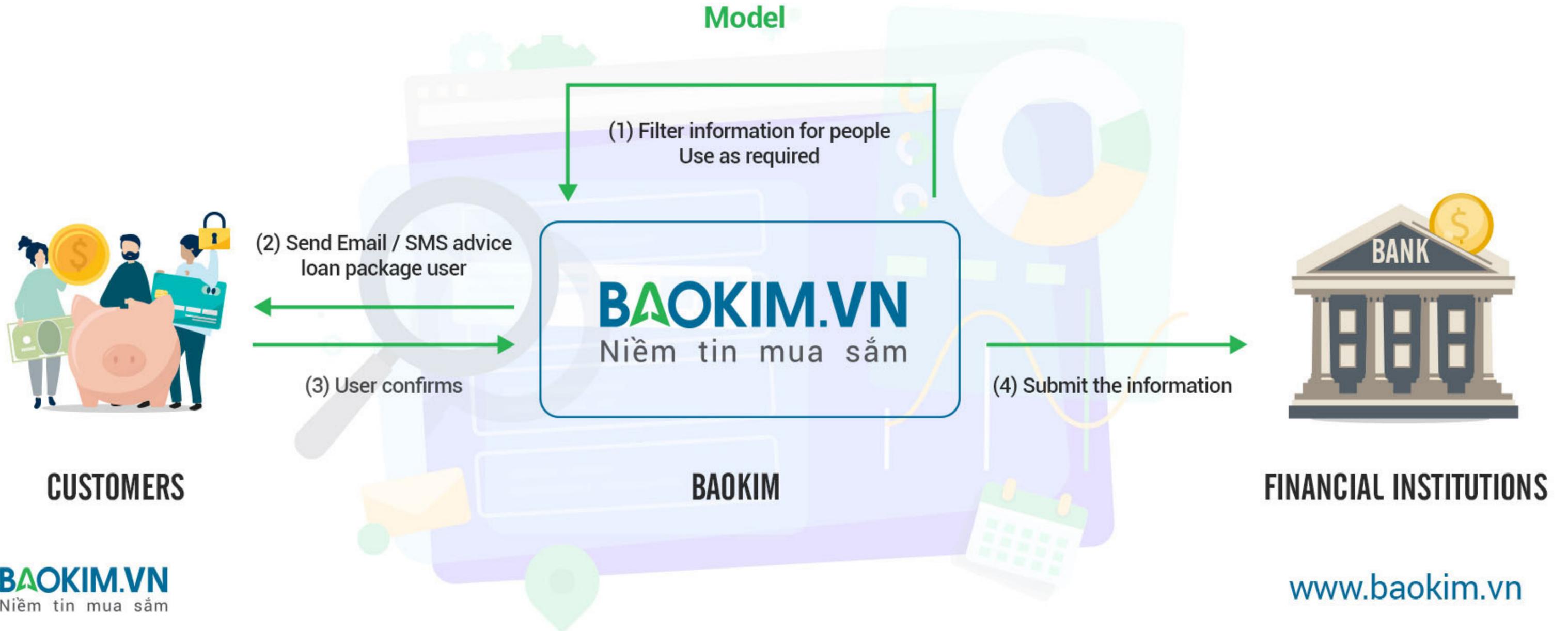
- Many security measures are combined to ensure safety for users and partners



## LEAD GENERATION COOPERATION

Bao Kim has huge data sources and many member websites of VNP Group. Partners can cooperate in advertising, introducing services on websites and app of VNP Group. Bao Kim is confident can cooperate to find potential customers who want to use services from partners

### Model





## FIELDS WHICH LEAD GENERATION SERVICES ARE DIRECTED



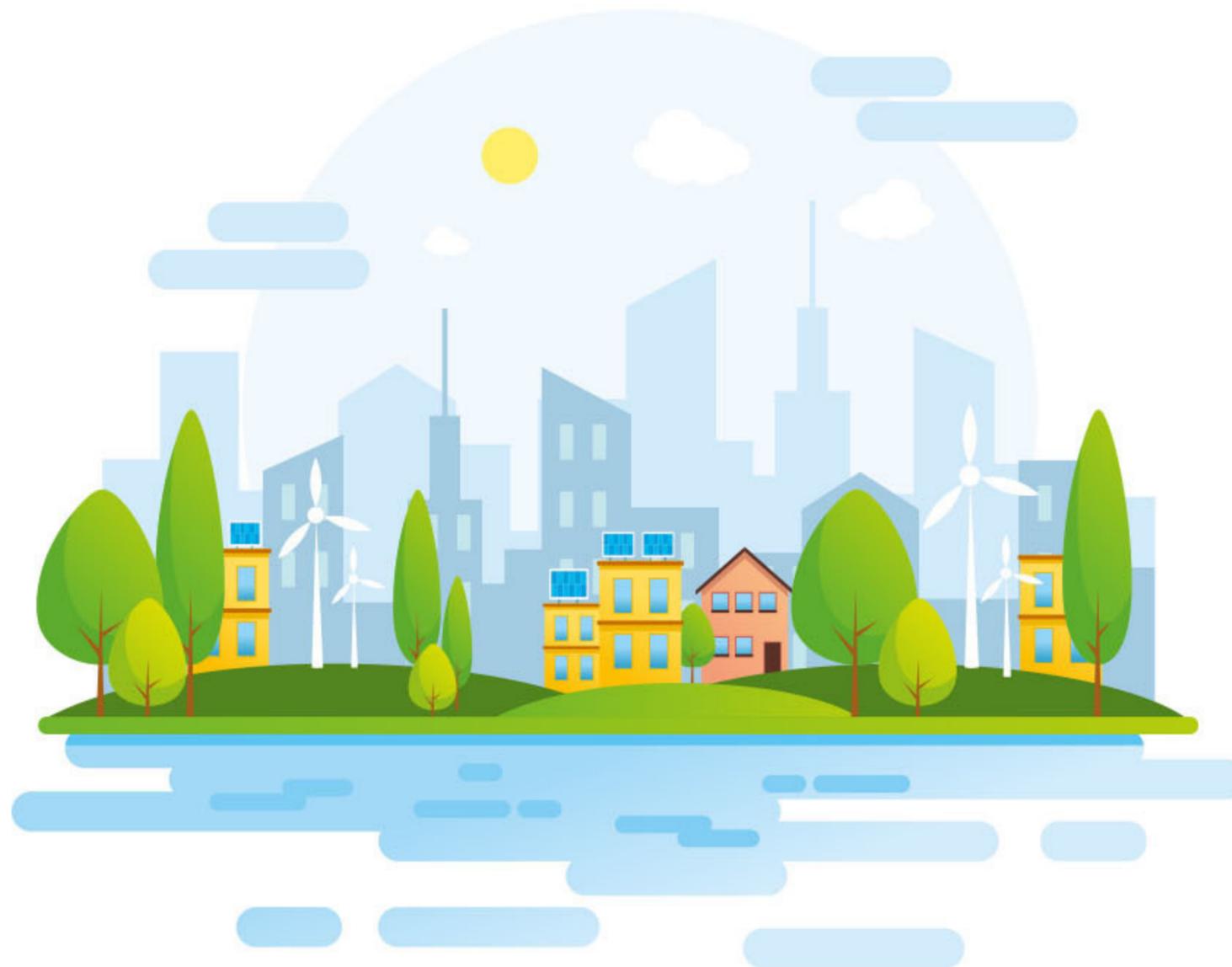
ESTATE



CONSUMER FINANCE



INSURANCE





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**THANK YOU**