

BAOKIM.VN
Niềm tin mua sắm

PROFILE

BAOKIM ELECTRONIC COMMERCE JOINT STOCK COMPANY



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www.baokim.vn



Shopping
Safety & convenience



Sales
Simple & quick



Plenty of utilities &
special offer

CONTENTS:

01. GENERAL INFORMATION ABOUT BAOKIM
02. VISION & MISSION
03. STRATEGIC PARTNERS
04. IMPRESSION ON BAOKIM
05. PRODUCTS & SERVICES





GENERAL INFORMATION ABOUT BAOKIM

Baokim is certified by

The State bank of Vietnam

License to provide the payment agents service

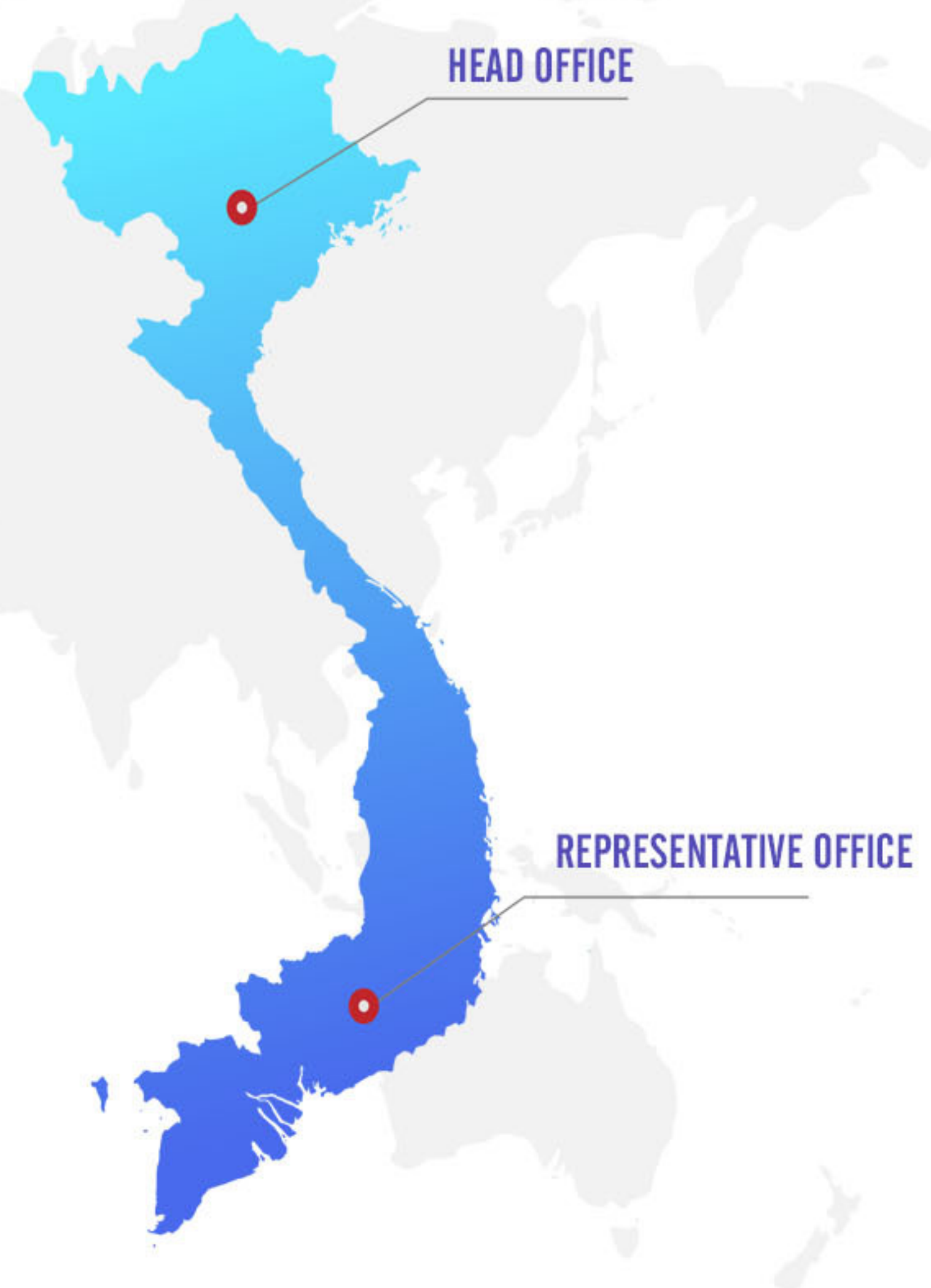
PCI – DSS

International security certification PCI - DSS Level 4

Business registration certificate

0104432131 is licensed on Feb 8th 2010

Baokim was established in 2010 under the VNP Group





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

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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

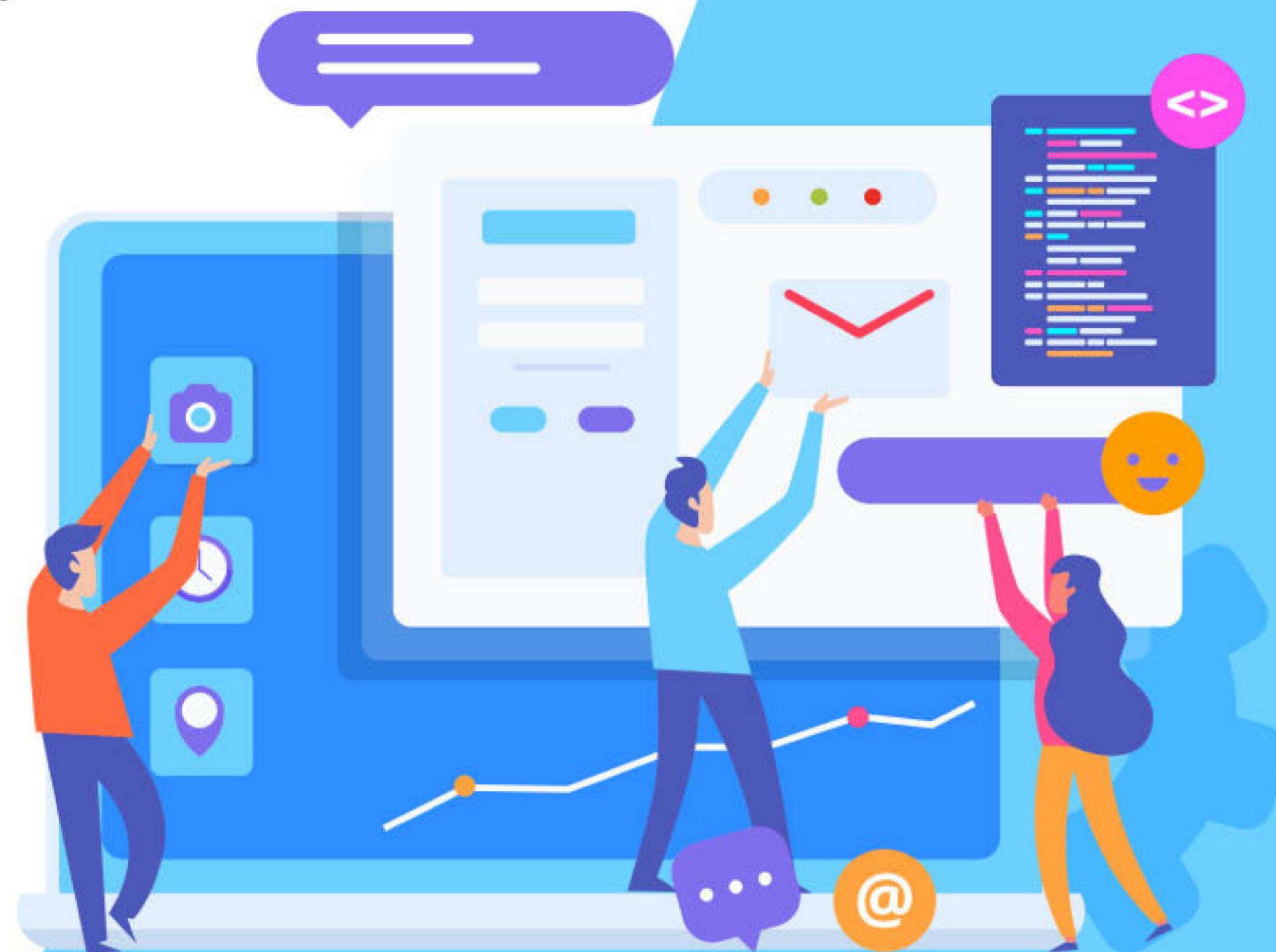
With experience in Marketing, technologies platform ecosystem of parent company VNP Group help to access large amount of customers

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

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BAOKIM

send request to bank

response data

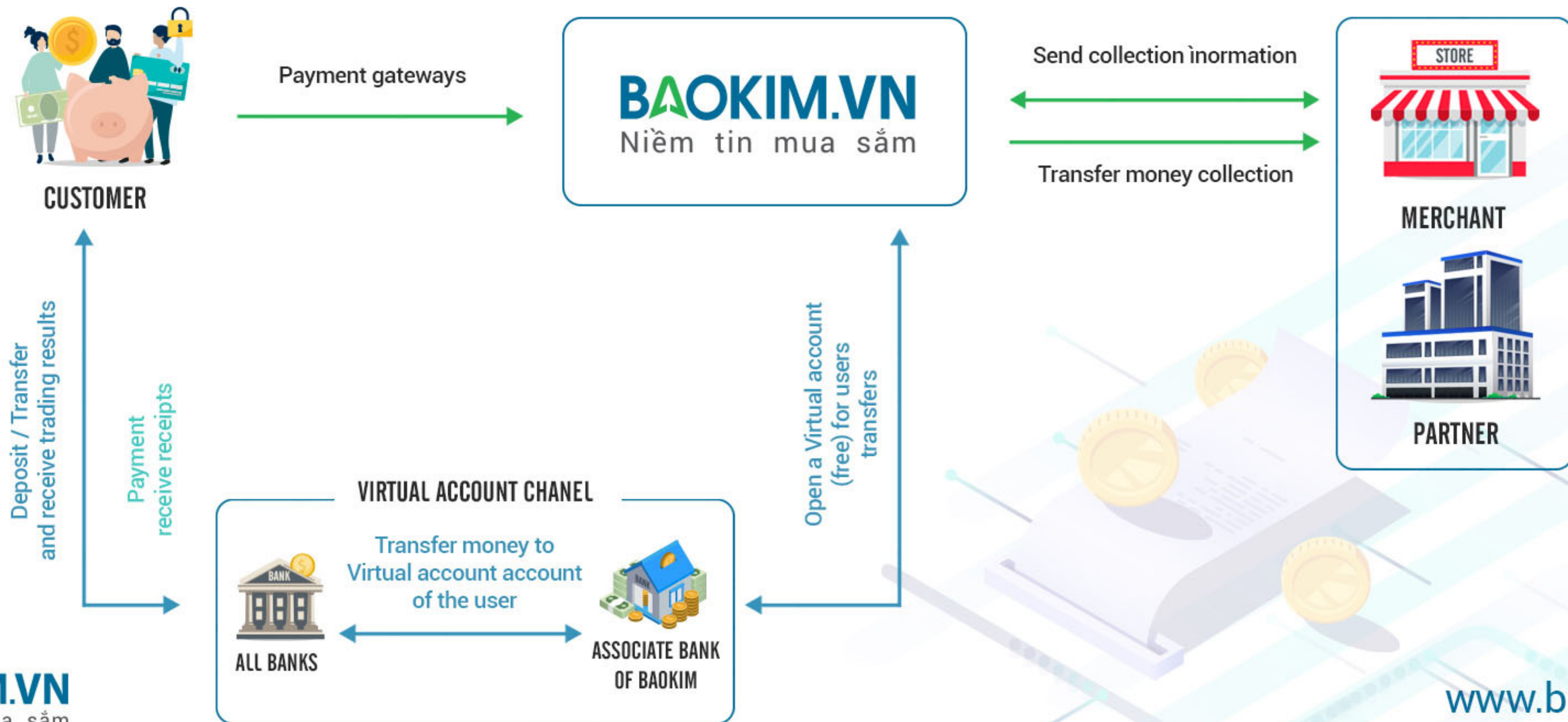


44 BANKS

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

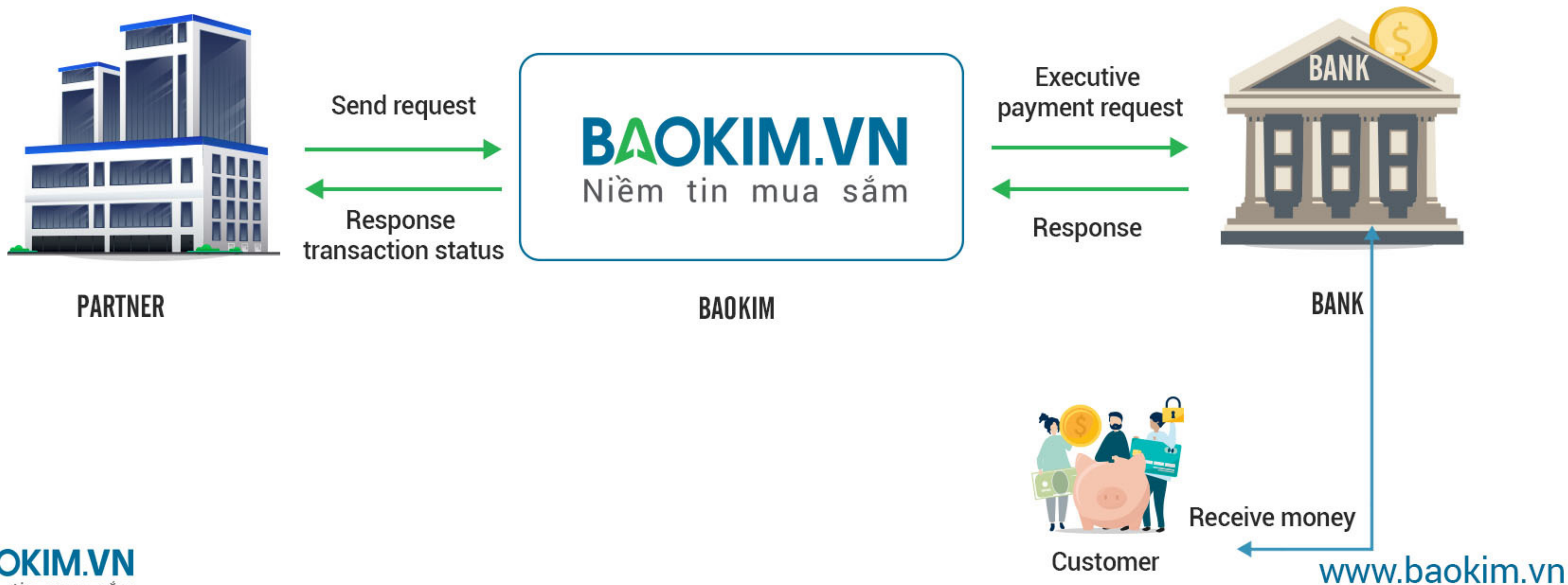




CASH DISBURSEMENT

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

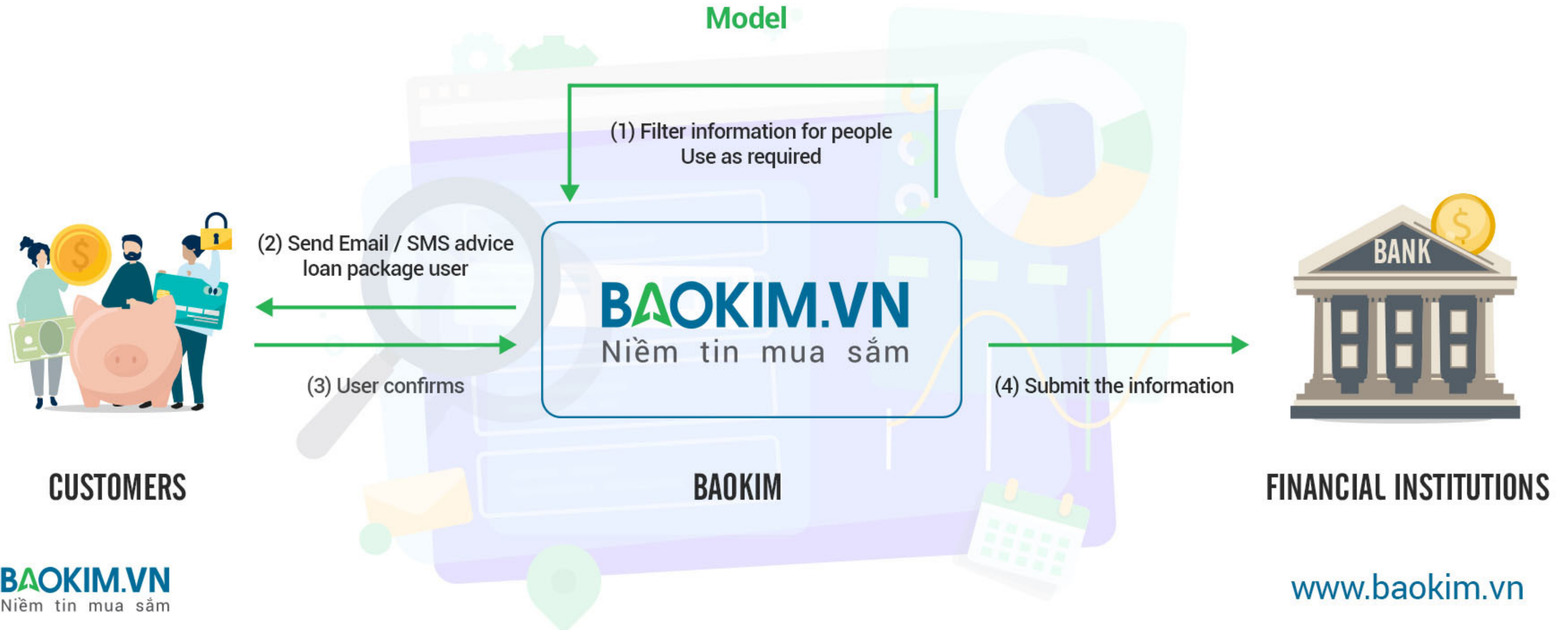
- Many security measures are combined to ensure safety for users and partners



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