

**SOFTWORLD VIETNAM** SoftWorld Vietnam is an information technology company in Vietnam with investment from Japanese shareholders. It was founded by technology experts with over 15 years of experience in working on and implementing technology solutions and projects both domestically and internationally.

**VISION** To become the leading provider of digital transformation solutions and technology platform development in Vietnam.

**MISSION** To deliver effective technology solutions for various sectors of the Vietnamese economy with Japanese quality.

## **CORE VALUES**

**PEOPLE** The team at SoftWorld is our most valuable asset. Customer satisfaction is the guiding principle of SoftWorld's operations.

**TECHNOLOGY** SoftWorld invests in researching and creating new technological solutions to enhance the economic efficiency of businesses.

**HOW CAN SOFTWORLD HELP YOU?** With the trust of our partners and customers, SoftWorld continually improves and perfects the quality of our products and services, thereby providing optimal solutions to help businesses:

- Manage operations effectively
- Expand customer base
- Enhance competitive advantage
- Implement suitable IT strategies
- Keep pace with digital technology trends

**OUR TEAM** The workforce at SoftWorld is well-trained and professional. Our experienced specialists, combined with young, creative engineers who have the capability to adopt new techniques, are confident in meeting all requirements from our partners and customers. Additionally, they are capable of quickly handling and supporting any issues that arise in each project.

## **Celebrating 7 Years of SoftWorld Vietnam!**

We are thrilled to announce that SoftWorld Vietnam has officially reached the milestone of 7 years of formation and development! The 7th anniversary celebration, themed “Creating Waves of New Innovation,” was a resounding success, held at Muong Thanh Luxury Saigon Hotel and AH Seafood Restaurant in Hue on the evening of June 12, 2024.

Since its establishment, SoftWorld Vietnam has continuously strived and invested in researching and developing highly applicable technological solutions, accompanying customers on their

digital transformation journeys. This commitment has helped us achieve significant milestones over the past 7 years.

### **Notable Achievements in SoftWorld Vietnam's Development Journey**

SoftWorld Vietnam's remarkable achievements include the successful implementation of the OOD Platform – Order & Loyalty Rewards system for Vietnam's top coffee chain just one year after its establishment, becoming a member of VINASA – Vietnam's largest software association – in 2021, and providing solutions to Global Fortune 500 companies. In particular, in 2024, SoftWorld successfully implemented the OOD Platform for a top 5 coffee brand in Vietnam, achieved ISO 27001-2022 certification for the latest information security standards, and is currently developing SoftWorld's first AI product.

### **Main Activities at the 7th Anniversary Celebration**

Mr. Nhiên Huỳnh, CEO of SoftWorld Vietnam, delivered a speech at the ceremony and conveyed a message to all employees and guests:

“I hope that in the near future, we will continue to contribute to the company with the motto ‘Together towards customer satisfaction and sustainable business development, creating value for society.’

In 2024, with our business mission, SoftWorld focuses on expanding both domestic and international markets. Our team must continually improve skills and optimize development processes to create a solid foundation to conquer the Japanese market and, further, the Asian market in the near future. Finally, I would like to thank everyone for attending SoftWorld's 7th-anniversary celebration today!”

### **Acknowledging SWers at the 7th Anniversary Celebration**

The 7th-anniversary celebration was an opportunity for the leadership and every member to reflect on past achievements and set new plans and goals for the future.

The leadership of SoftWorld Vietnam also honored and rewarded individuals and teams for their significant contributions to the company over the past years.

Additionally, SWers had the chance to celebrate this memorable milestone with their families in honor of Vietnamese Family Day on June 28.

This was truly a warm and meaningful party, marking the unity and development of every member in the SoftWorld family. Congratulations and thanks to all members for accompanying and supporting SoftWorld on its journey of innovation and technological leadership!

Once again, SoftWorld extends heartfelt thanks to the distinguished delegates, guests, and all company employees who attended the ceremony today. We wish SoftWorld continued growth and success, bringing even greater value to the community and society.

Enjoy the delightful atmosphere of SoftWorld Vietnam's party with these adorable images from the 7th-anniversary celebration: