



The Ultimate Pet Care App !



We're excited to announce the launch of our new mobile app! At WinX, we know how much joy a pet can bring to your life. That's why we created a mobile application that connects you with reliable and caring pet service providers in your neighborhood in Vietnam.

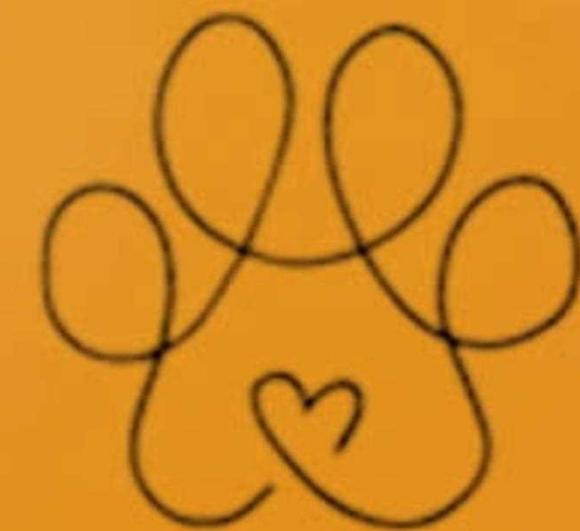
Motivation

Balancing work and pet care is a challenge that many Vietnamese pet owners face.

The demands of their work often leave them with limited time and resources to provide their pets with the attention and care they truly deserve.

→ They seek reliable and high-reputation vets or groomers who can offer top-notch pet care services.

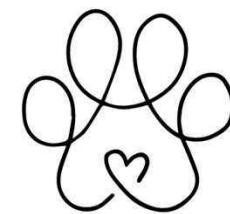
**ENTREPRENEURIAL
SPIRIT**



W i n X

Happy pets in busy lives

PROUDLY INTRODUCING

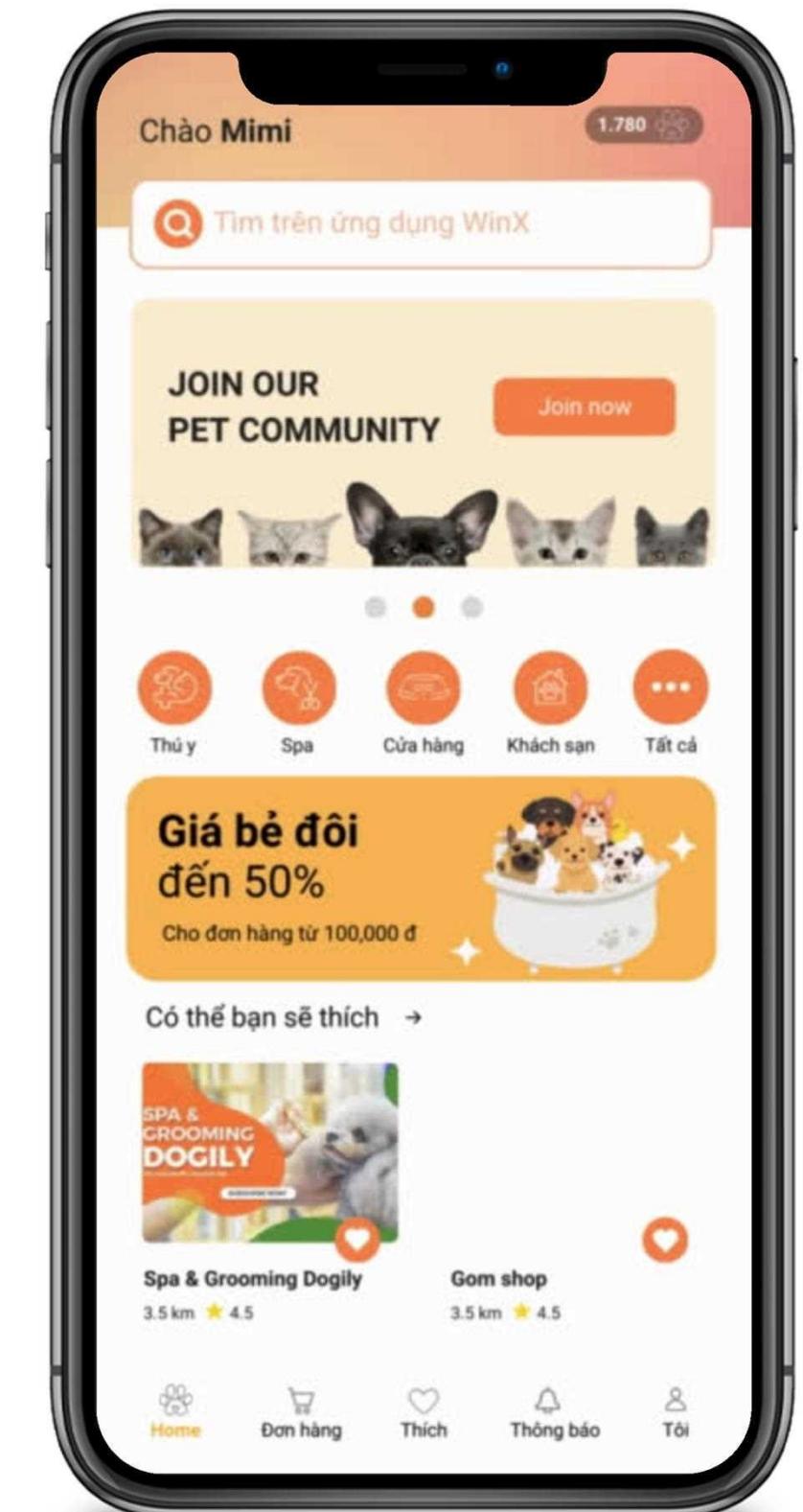


W i n X

A mobile application that connects you with reliable and caring pet care providers in your neighborhood in Vietnam.

PHILOSOPHY

Unlocking Convenience, Enhancing Pet Care: Busy Lives, Happy Pets!



Mission

With the WinX app, you can access a wide range of pet service professionals at your fingertips from grooming, healthcare, to any other service for your furry friend . Whether you have a dog, a cat, or any other animal companion, we are here to help you make the most of your relationship with your pet.

Vision

WinX app will be the ultimate platform for pet owners who want to give their pets the best care possible.

Value

Care - Professionalism - Convenience - Satisfaction

Let us tell you about our customers!

1

Who are they?

People who love their pet like a family member, but have a busy schedule that prevents them from spending enough time with them

2

What do they need?

- Finding trustworthy and experienced veterinarians or pet care service providers near them.
- Booking appointments that fit their busy schedules.
- Getting personalized and attentive care for their pets' health and wellness needs.
- Verifying the qualifications of the caregivers.



VALUE PROPOSITION

Products & Services

CONNECT WITH ANIMAL HANDLING EXPERTS:

Easily browse through a diverse range of profiles of pet service providers on WinX

Choose the perfect professional for your pet's needs.

01

02

AI-BASED CONSULTATION:

AI-powered consultation service is here to help. Get personalized recommendations based on specific criteria, making the selection process a breeze

UNMATCHED CONVENIENCE:

WinX eliminates the hassles of travel and administrative processes.

03

04

QUALITY ASSURANCE:

All connected service providers are certified professionals. We have the quality of service covered.

Value proposition

Customer relationship

01

We've got in-app support:

Quick responses and making sure they get the support they need.

02

Community board:

Customers can share their experiences, and rate and review service providers.

03

Helps all connect better

Pet owners and service providers can build relationships and make this whole experience even more awesome.



W i n X

Our key partners



E-WALLET PARTNERSHIP

Collaborate with 4 popular providers: Momo, VN pay, ZaloPay and ViettelPay for payment convenience.



GROOM & SPA SERVICES

Develop a list of service providers for pets nationwide. Criteria for the selection is listed: Service Quality and Expertise, Licence and Legal Compliance, Insurance Coverage, Transparent Pricing



TECHNOLOGY PARTNERS

Data warehouse: Amazon Redshift (a cloud-based, petabyte-scale data warehouse service)

Distribution platforms: Google Play, App Store



VETERINARY SERVICES

Reputable veterinary clinics and hospitals in different regions of Vietnam to offer a range of veterinary services through the app.

REVENUE MODEL

COMISSION FEE

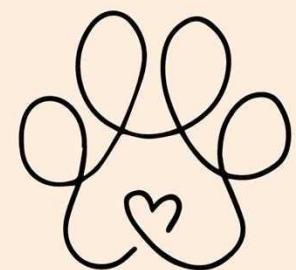
- The majority of WinX's revenue comes from the comission fee it charges on each reservation made through its platform.
- Pet care providers pay a **15% service fee** of the total booking price

IN-APP ADVERTISING

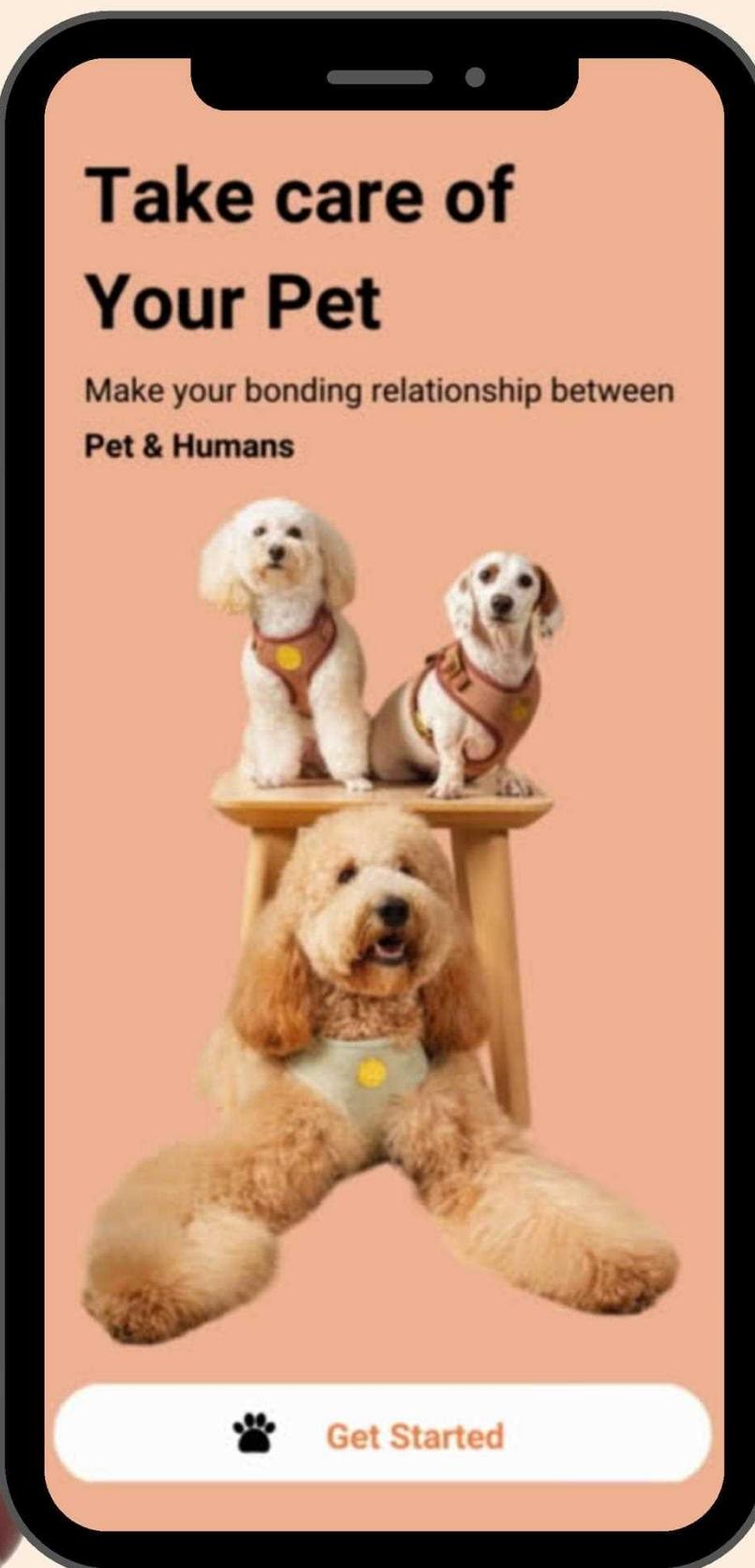
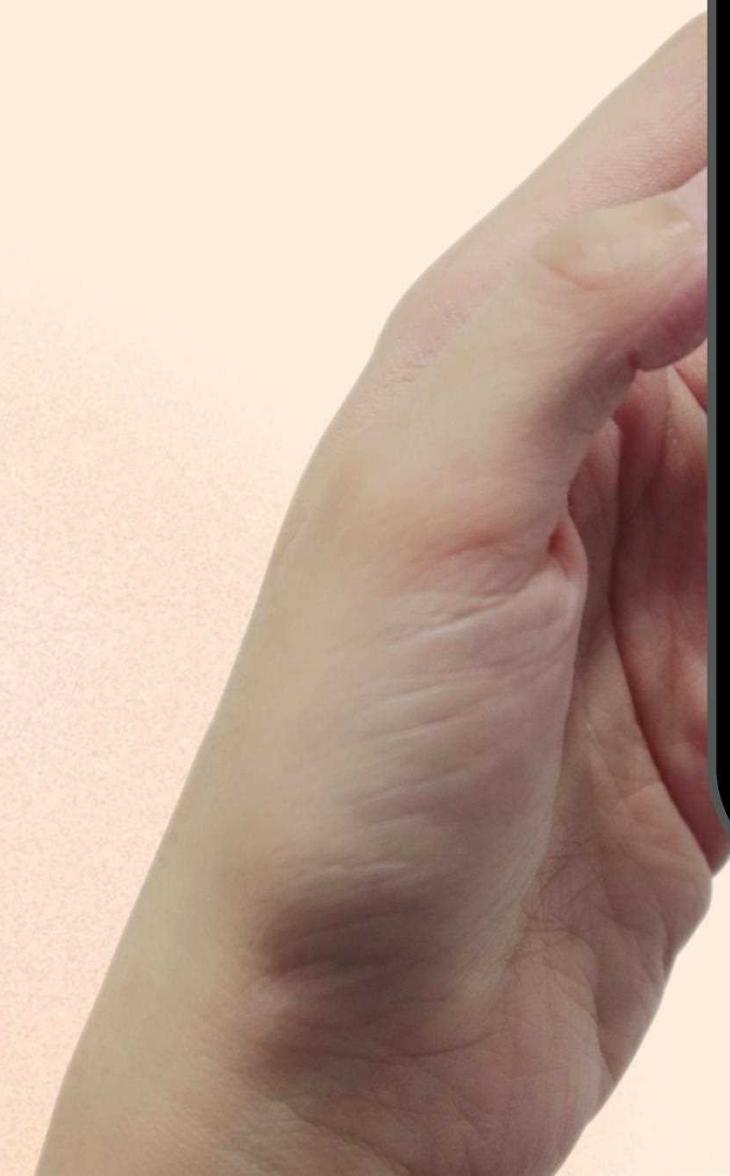
- Our company has a policy to charge when customer visits are higher than 500.
- Charge fee will be 20,000 vnd per customer visit.



How Does WinX Work?



W i n X



- 1 • Pet owners and service providers need to **create an account on the WinX platform**.
• They provide necessary information (their name, contact details, and preferences).

2

- 2 • Pet owners can **search for specific services they want**, such as pet grooming, training, or boarding.
• **View profiles** of service providers that **match their search criteria**.
• **Directly contact the provider** through the platform's messaging system

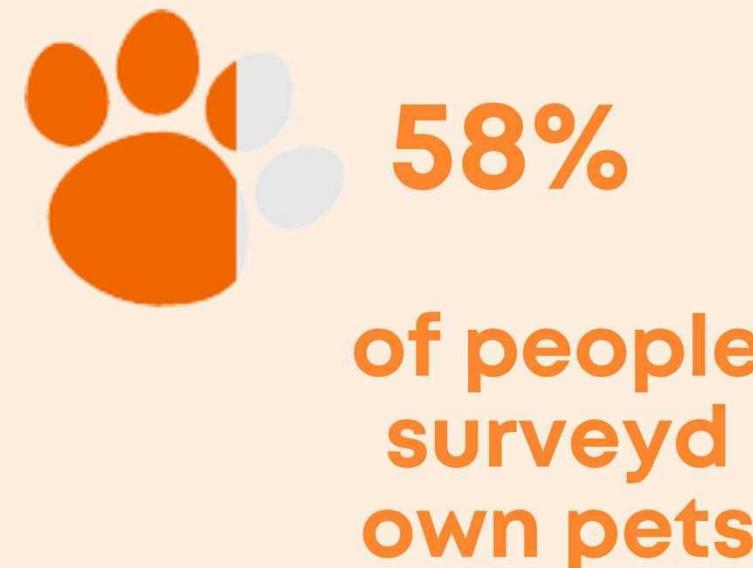
3

- 3 • Pet owner can **proceed to book the service** through the platform. The **booking is confirmed once the payment is made**.
• Once the service is completed, **can leave a review and rating for the service provider**

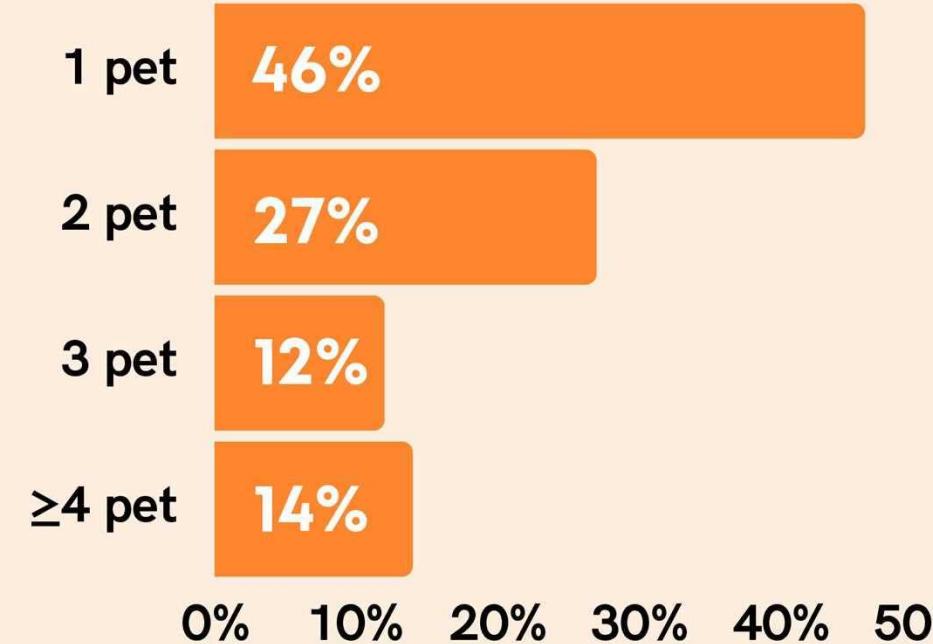
The pet ownership market in Vietnam is growing rapidly, and it is expected to continue to grow in the coming years.

Market Outlook

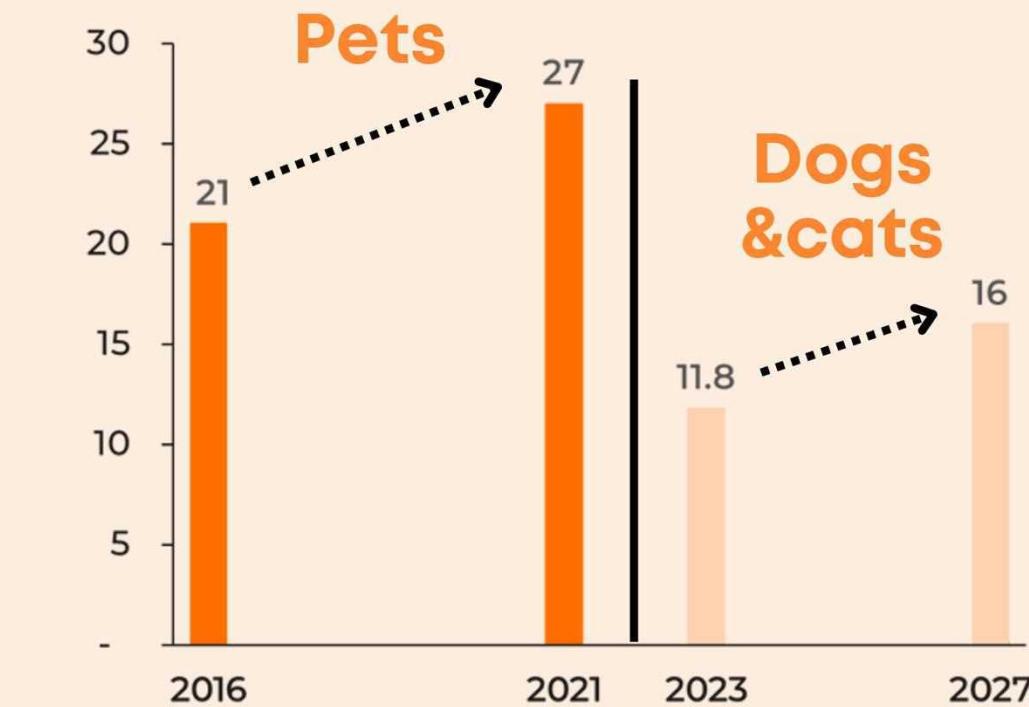
Pets ownership



No. of pets owned



Pet populations in Vietnam 2016-2027F [Million]



Pet care services used



Channels for pet products



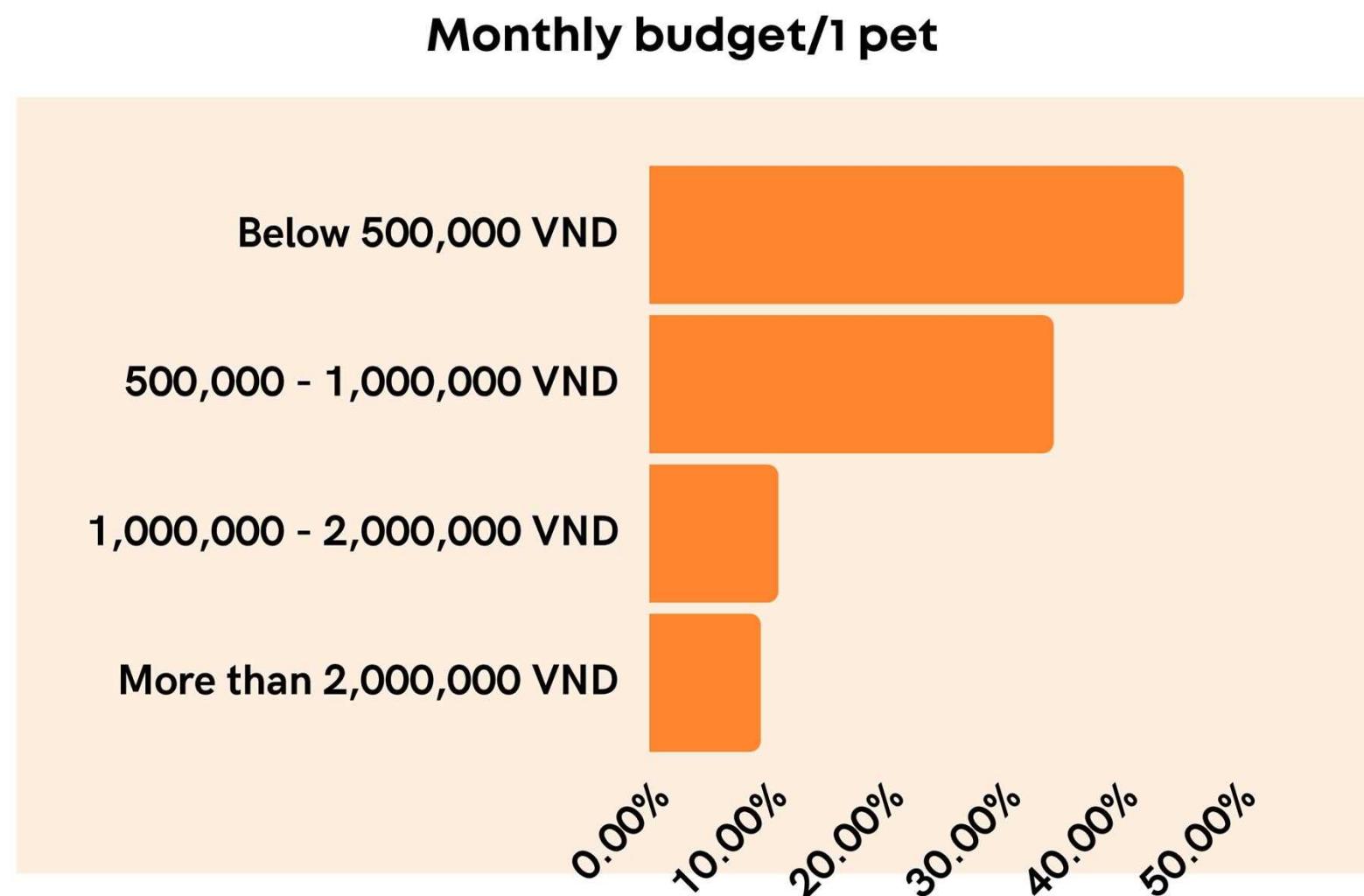
Kind of pets owned



The pet ownership market in Vietnam is growing rapidly, and it is expected to continue to grow in the coming years.

Market Outlook

Currently, pet owners in Vietnam will spend around 1 million VND to spend on activities related to pets in the house



Vietnamese pet owners are willing to spend money on services for their pets.

Services that people have used for their pet (%)

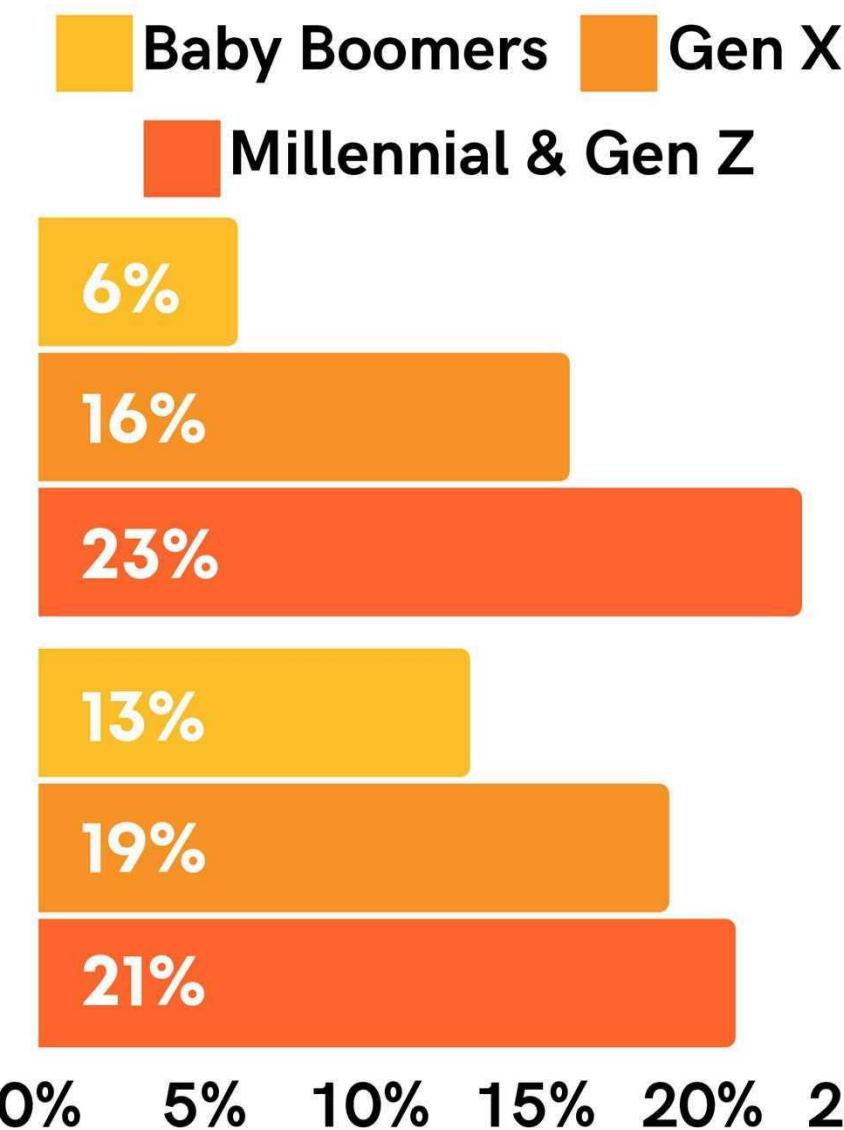
	Vietnam					
	18-24 yo	25-34 yo	35-44 yo	45-54 yo	Male	Female
Pet training/ behaviourist	8%	14%	15%	20%	17%	11%
Groomer	43%	30%	37%	16%	31%	35%
Pet Massage/ spa	19%	16%	19%	12%	11%	22%
Veterinarian	45%	62%	66%	60%	59%	58%
Pet sitter/ walker	10%	8%	7%	8%	8%	8%
Pet dietitian	12%	15%	26%	8%	12%	19%
Pet hotel	10%	8%	6%	0%	9%	4%
None of the above	28%	19%	19%	31%	22%	23%

Source: Pety & TGM Global Pet Care survey

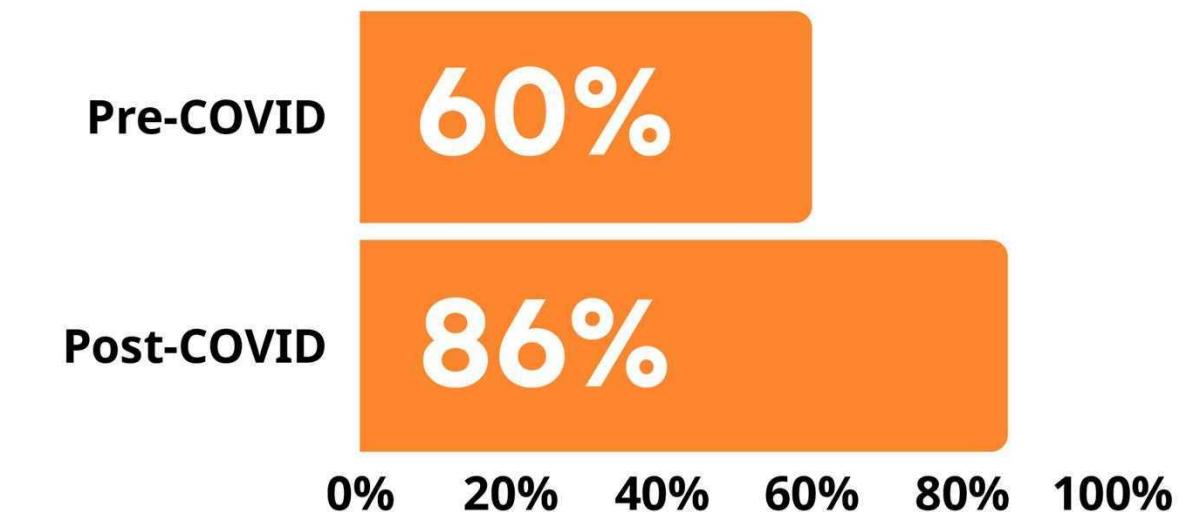
Online shopping definitely becomes a trend and plays a major role for pet owners in lives in the coming year.

Market Outlook

We asked pet owners about evolving technology transforming pet purchasing.



The percentage of pet owners who shopped online

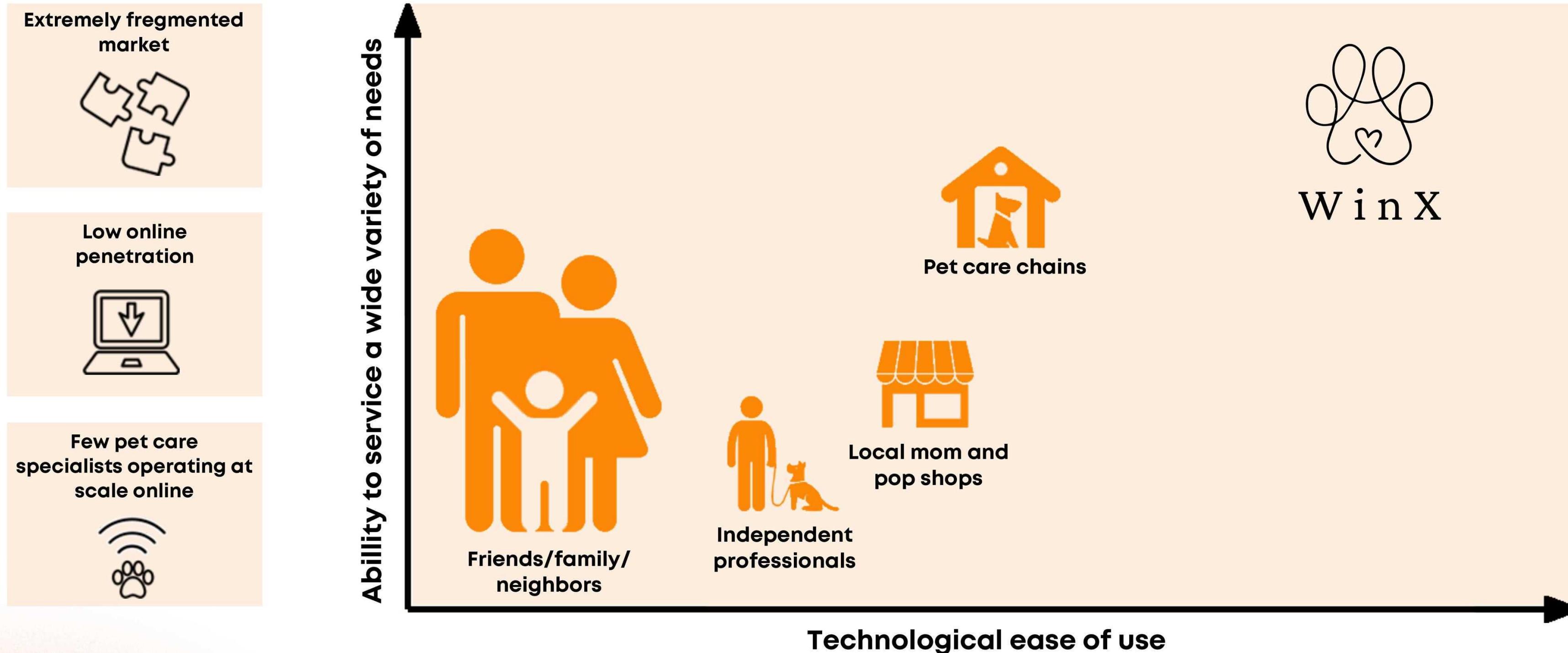


30,1% of all pet product sales come from Ecommerce



WinX better aligns with consumer preferences than alternatives

The majority of pet care is done by family, friends, and neighbors and lacks the scale and tech integration that pet parents desire



Business Roadmap



Phase 1
Attract and delight customers in existing geographies and within existing services



Phase 2
Increase revenue from advertising and retail offerings



Phase 3
Expand service offerings and pets types covered



Phase 4
Expand strategic partnerships

Revenue projection & Forcasting

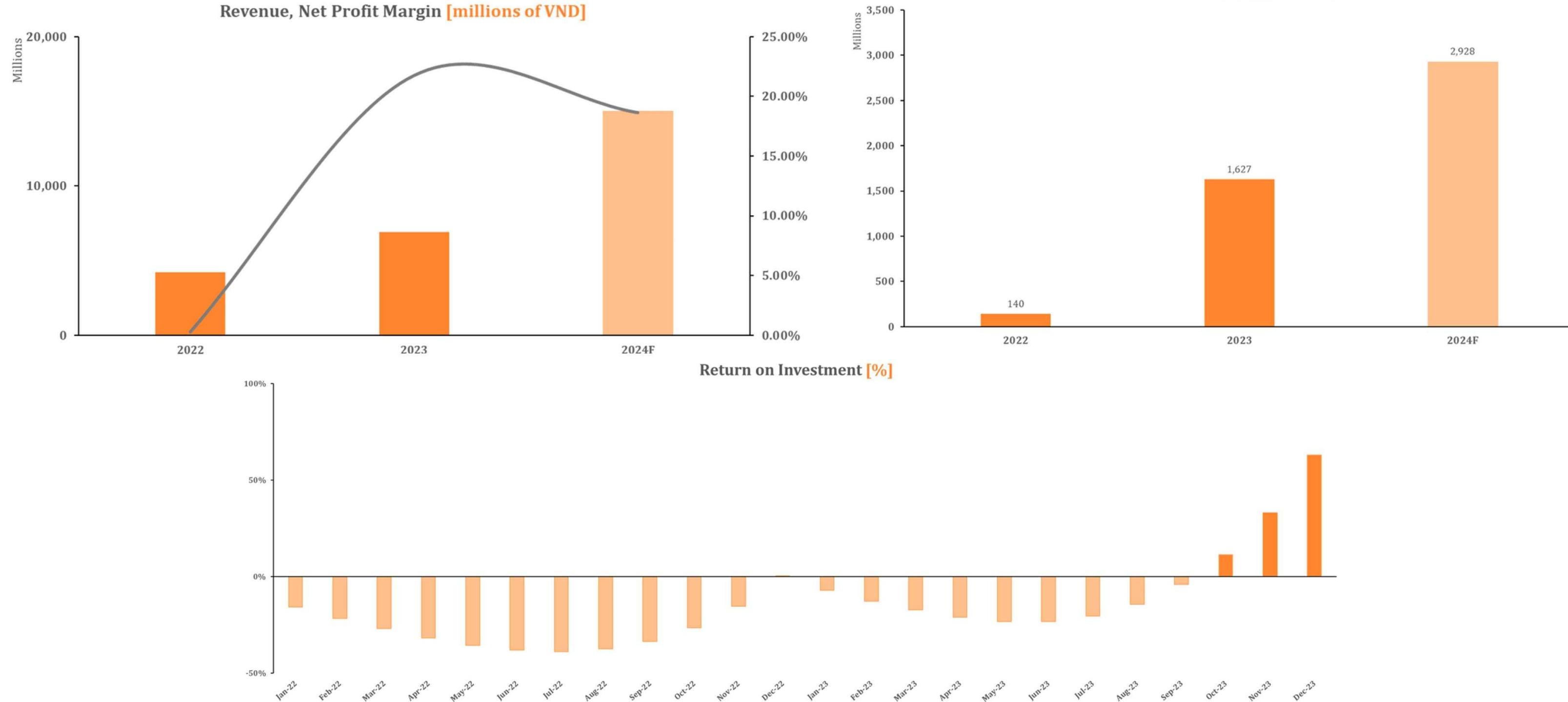
Business model and forecasting by expenditure assuming in the pet industry.

	2022	2023	2024F
Download	779,465	857,412	943,153
Number of transaction	77,947	128,612	282,946
Average expenditure	350,000	350,000	350,000
Commision fee	4,092,191,391	6,752,115,795	14,854,654,749
Ads view	7,795	7,947	9,432
Price per view	20,000	20,000	20,000
In-app advertising	123,143,005	135,457,306	159,590,536
Total sales	4,215,334,396	8,592,383,045	15,014,245,286

Source: Team Analysis and Research

Financial Performance & Forecasting

Our business became profitable in operating, cash flow generation, and can recover capital in the second year.



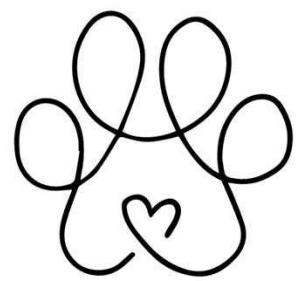
Raising Capital & Exit Plan

Using Times-Revenue Method we offer around 1.7b VND for 22.22%.

EV/REVENUE		
WAG! (Nasdaq)	Chewy (NYSE)	Trupanion (Nasdaq)
0.92	0.74	1.02
Average	0.893	
Revenue (2023)	6,887,573,101	
Enterprise Value	6,152,898,637	
Offering Price	1,708,200,300 đ	
Offering Share	25%	

EXIT PLAN	
Earnings in 2023	1,498,728,646
Dividend	374,682,162
% of Invested Capital	21.93%
Worst Case (Loss)	78.07%

Source: Team Analysis and Yahoo! Finance



W i n X

1,708,200,300 VND

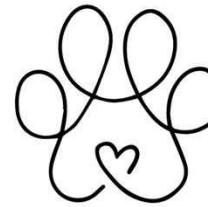
for

25%

IM02

THANK YOU

Group 1



W i n X



Khánh Nguyên



Phước Trọng



Minh Quang



Thiên Trang



Phước Anh