

# COMPANY INTRODUCTION

2022. 4Q



# INDEX

01

Company  
Overview

02

Market  
Analysis

03

Business  
Model

04

Core  
Competency

05

Our  
Portfolio

01

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# Company Overview





# Our mission

To combine unique and critical ideas from Korea with Vietnam's talented members.

Here are our main services

- Application development
- Publishing applications and services
- Game publishing
- Provide marketing solutions
- Blockchain development



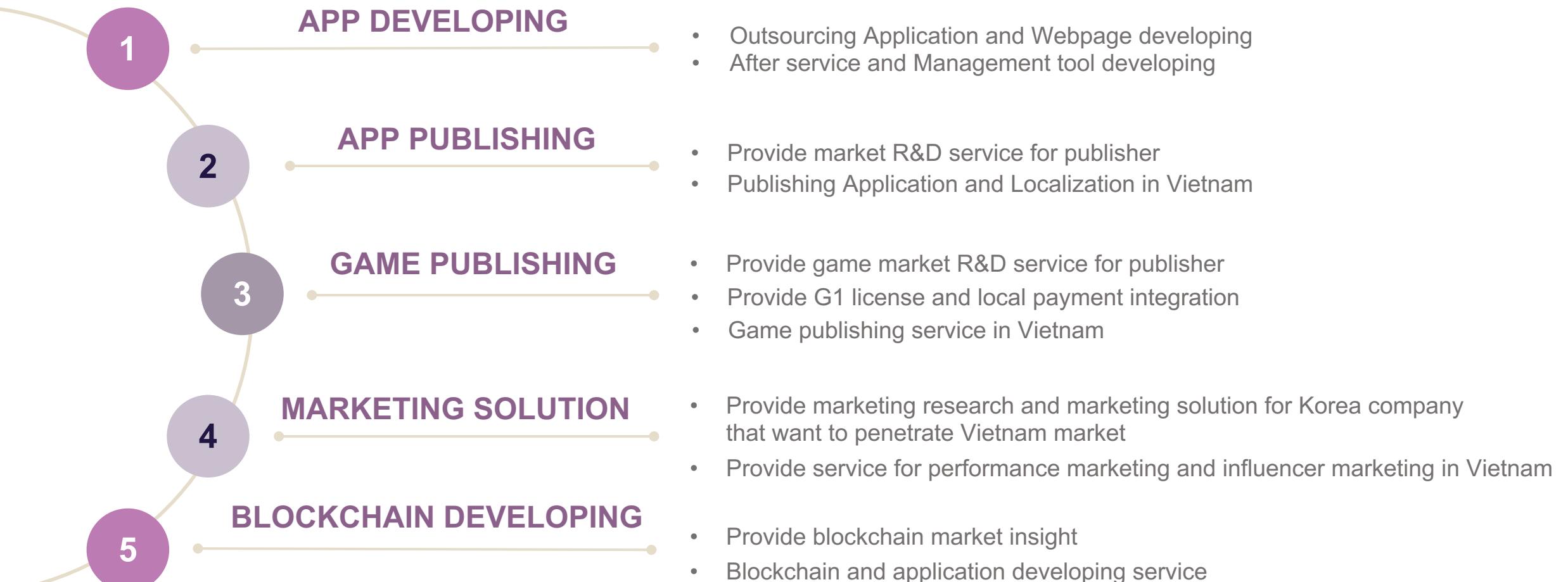


# Company profile

<b>Name</b>	Everstar Global
<b>Location</b>	2nd Floor, Green Pearl Building, 378 Minh Khai Str., Vinh Tuy Ward, Hai Ba Trung Dist., Hanoi
<b>Established</b>	October 6, 2022
<b>Business Area</b>	Software Developing and Publishing (App & Game), Marketing Service
<b>CEO</b>	Matthew Lee
<b>Employees</b>	23 (as of October 2022)

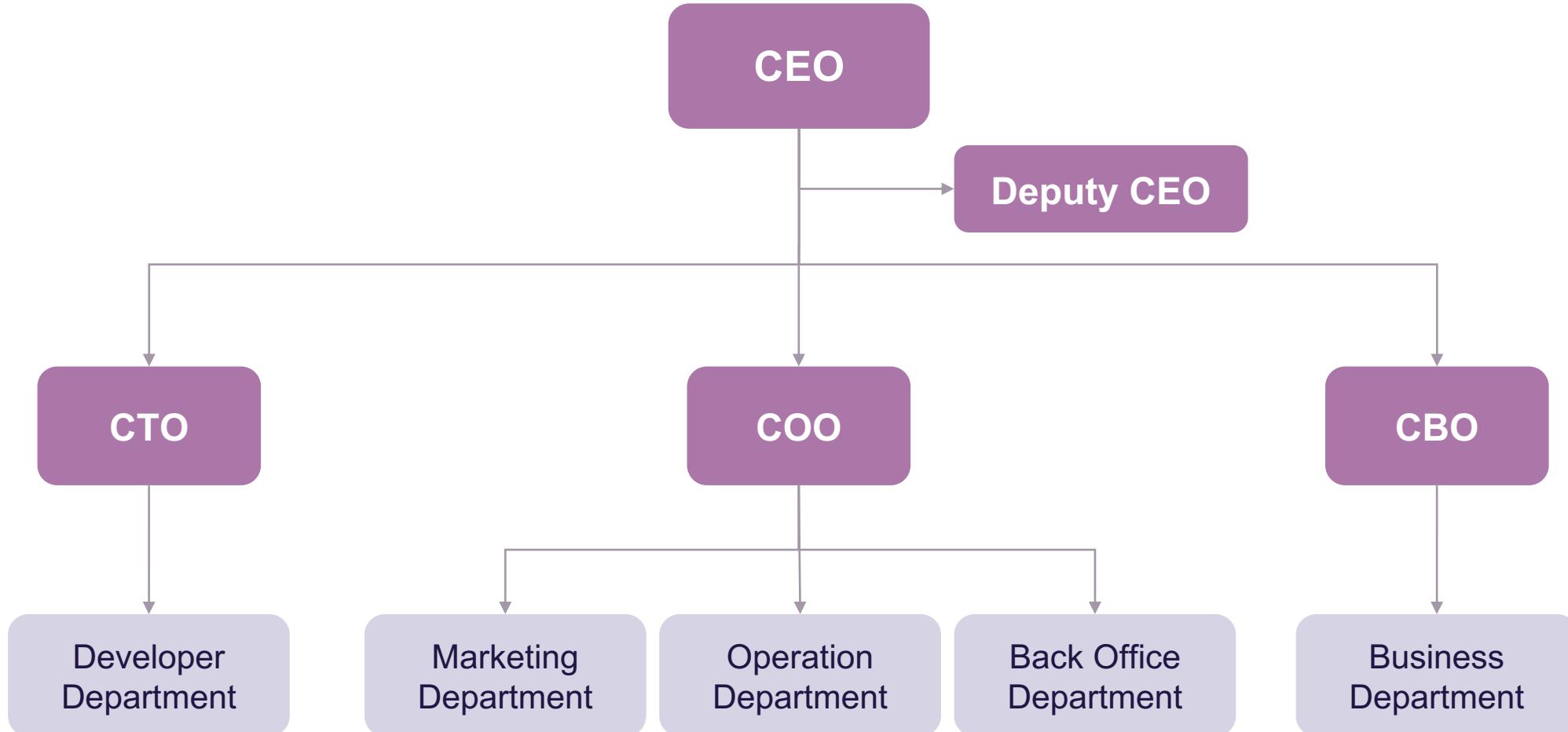


# Business area





# Organization chart





# Key personnel



**Matthew Lee**  
CEO

- 2 years as CELEBe Vietnam CEO
- 2.5 years as IP monster business director
- 3 years as Spolive business director
- 8 years of Official Fifa Agent



**Jim Yu**  
CBO

- 2 years as Gomi PM & Strategic Planning
- 6 years experience in Game Industry
  - COD Base Plan Designer
  - Cookie Wars Game Designer
  - Cookapps Game Team
  - CD Projekt RED KR LOC Team
  - Attomedia Game Operation team



**Pham Minh Duc**  
COO

- 2 years as COO at CELEBe Vietnam
- 8 years experience as Project owner at VTC Online
  - Fifa online 2
  - Lineage 2 Revolution
  - Warface
  - Crossfire



# Key personnel



**Van Nguyen**  
CTO

- 10 year as CTO at Thudo multimedia
- Full stack developer
- Noticeable project
- Sigma DRM
- VTVCab On
- Bida Online



**Sammie Nguyen**  
Head of Marketing

- 7-year experience as Marketing leader at top companies
- VTC Mobile
- VNTRIP
- Online Mobile Service



**Dio Nguyen**  
Head of Operation

- 4 year as project manager at VGG
- 4 year as operation manager at VTC online
- 2 year as partnership manager at Box Studio

02

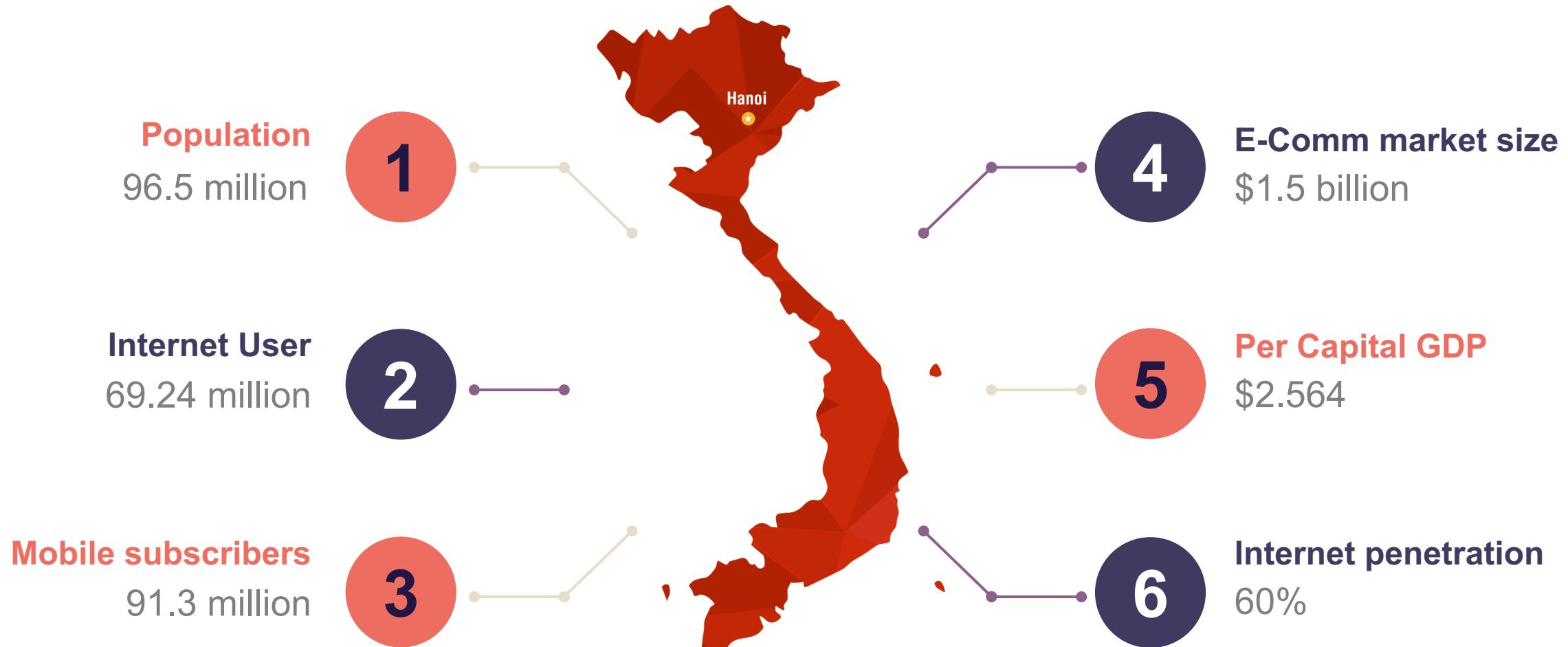
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# Market Analysis





## Vietnam market size

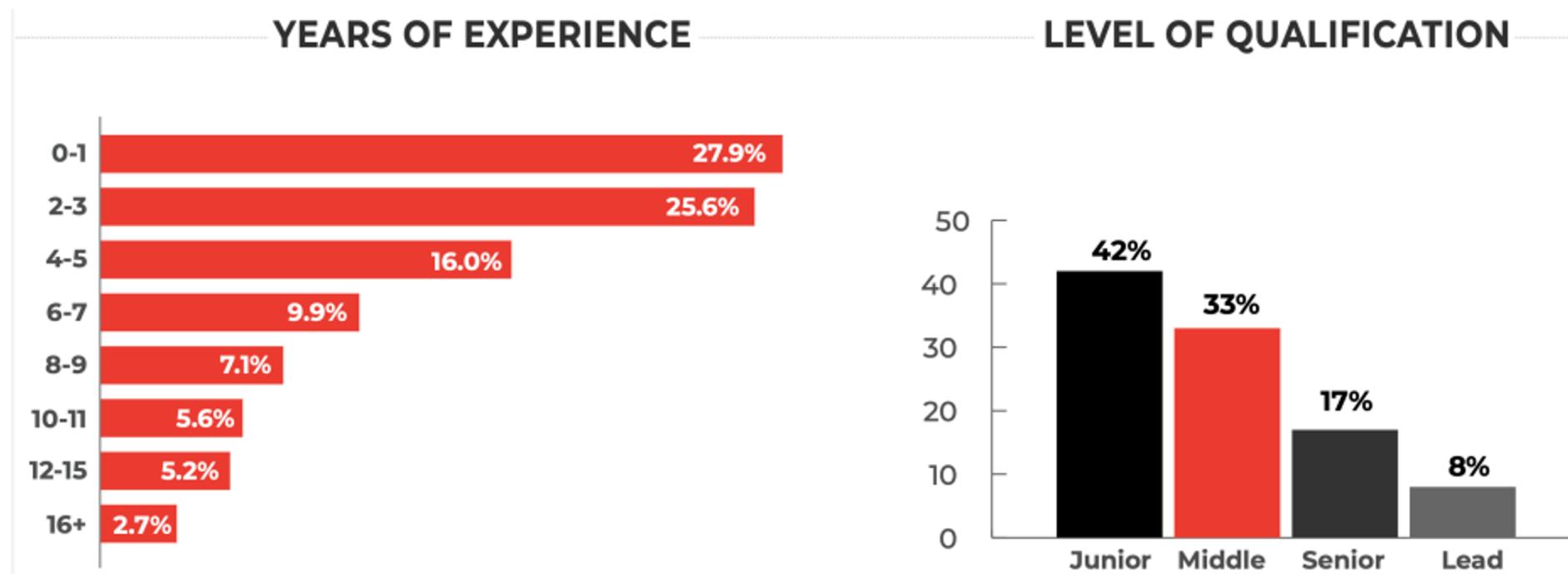


(Source: itviec)



## Vietnam developer market trends

- 400,000 IT Engineers, with 50,000 annual graduate from 154 IT institutions
- 90% located in Hanoi and Ho Chi Minh city
- 67% from the age of 20 to 34

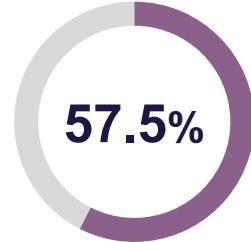




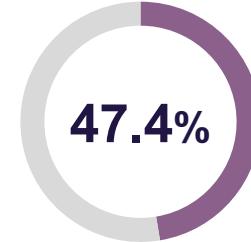
# Vietnam developer market trend

## Top 5 most popular programming job

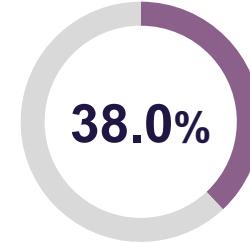
Back-end developer



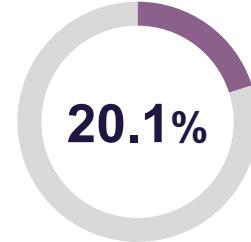
Full-stack developer



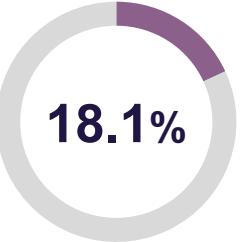
Front-end developer



Android developer



iOS developer



AVERAGE SALARY  
FOR TECHNOLOGY PLATFORMS  
(FOR POSITIONS FROM 1,5 TO 3 YEARS OF EXPERIENCE)



(Source: itviec)



## Vietnam influencer market trends

#	@Username	Country/Region	Topics	Followers	Engagement Rate
1	 Sơn Tùng M-TP 🎵 @sontungmtp	 Vietnam	Art Music Singer Modeling	6.7M	3.17%
2	 Ngoc Trinh @ngoctrinh89	 Vietnam	Fashion Pets Modeling	5.9M	0.53%
3	 Chi Pu @chipupu	 Vietnam	Art Celebrity Music Actors	5.4M	0.45%

(Source: starngage.com)

- Vietnam Influencer growth with rapid pace in both quality and quantity
- Top influencer in Vietnam are mega famous with millions follower on TikTok, Facebook and Instagram



## Vietnam Influencer Market Trends

- **70%** of teenage YouTube subscribers trust influencer opinions over traditional celebrities.
- **86%** of women turn to social networks before making a purchase.
- **32%** of influencers who currently work with brands cite Facebook as the best platform, followed by Instagram at **24%**.
- **71%** of consumers are more likely to make a purchase based on a social media reference.
- **86%** of the most-viewed beauty videos on YouTube were made by influencers, compared to 14% by beauty brands, themselves.
- **57%** of beauty and fashion companies use influencers as part of their marketing strategies.
- On average, businesses generate **\$6.50 for every \$1** invested in influencer marketing.

(Source: [starngage.com](http://starngage.com))



## Conclusion of Vietnam market

- Vietnam is a densely populated developing country with the fastest growing economies of the 21<sup>st</sup> century
- The developer market in Vietnam is perfect for tech company with high volume of quality developers and more competitive salary than China
- The Influencer market in Vietnam is growing with rapid rate on TikTok and Facebook, with very high engagement rate and high impact on user's behavior

**Based on these 3 points that Everstar Global develop the core business model:**

Develop by Vietnam developer to create high quality application at competitive

Publishing and operating services (App, Games) and localizing service for Vietnam

Market analysis and influencer marketing for companies to enter the Vietnam

03

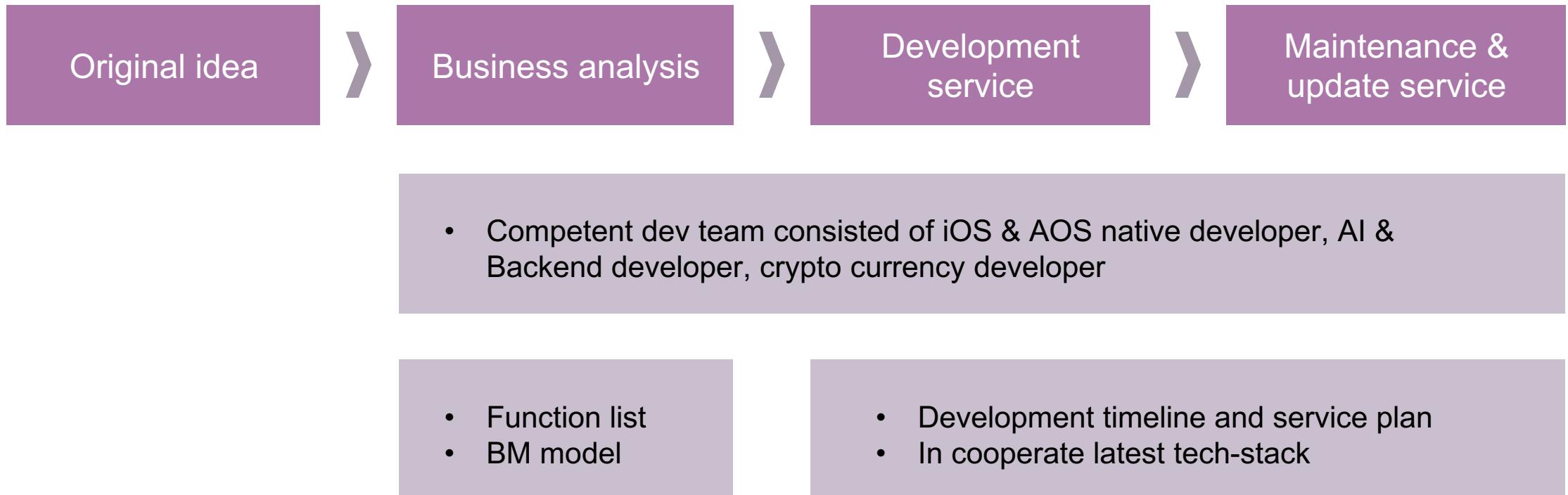
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# Business Model



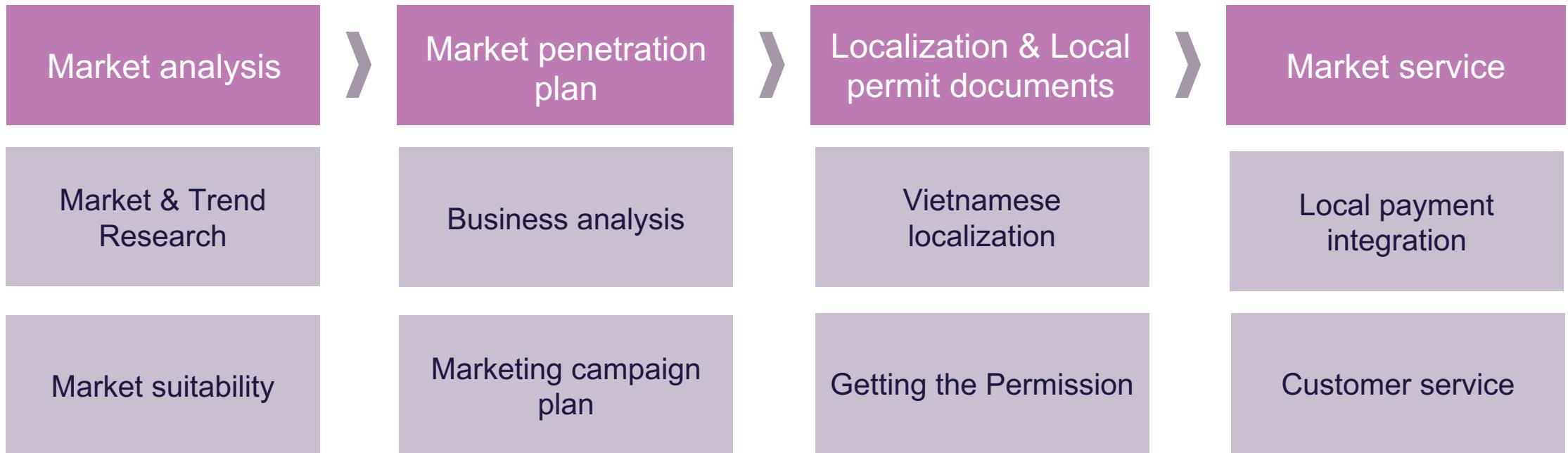


# Application developing





# Application publishing





# Game publishing

## Publishing

Provide G1 license to publishing game in Vietnam

Register for game publishing license in Vietnam

Localization service

Local payment intergration service

Customer service

## Game marketing

Performance game marketing campaign and game marketing analysis service

Research and suggest marketing campaign for Vietnam market

Operate marketing campaign for game launch, updates, ...

Create contents for game marketing campaign to suit the Vietnamese users

## R&D service

Provide insight information about Vietnam game market

Research the insight of Vietnam game market

Analyze game's suitability for launching in Vietnam market

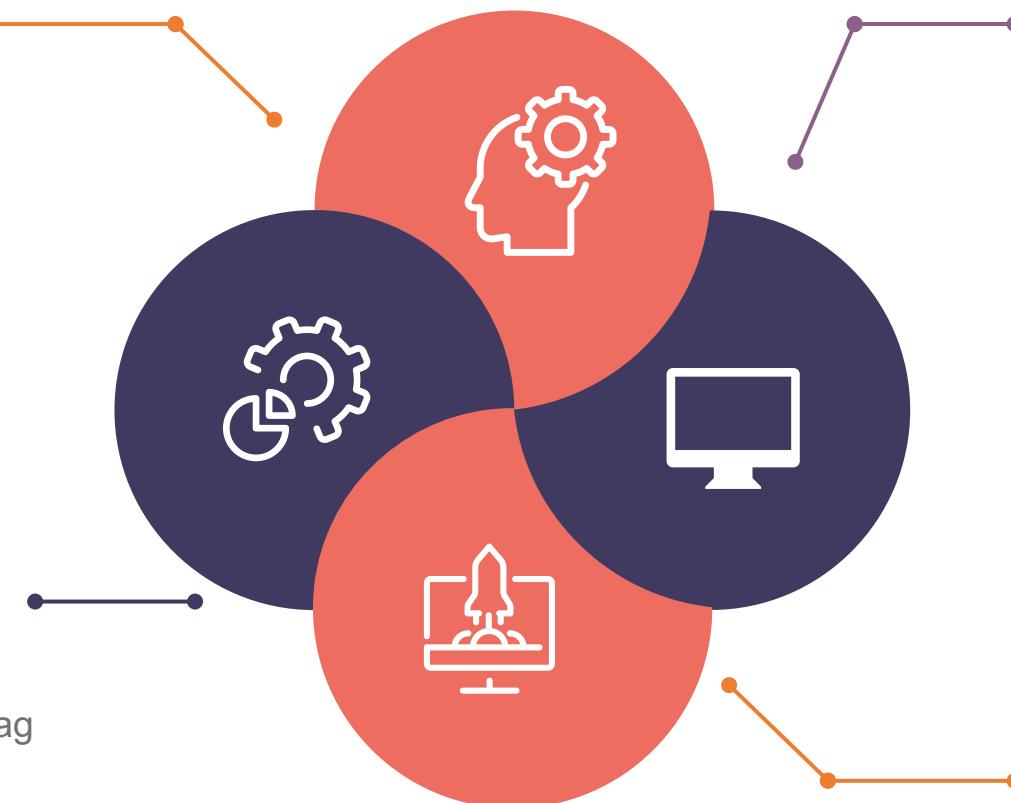


# Marketing solution

*Strategic planning, performance marketing, performance analysis*

## Strategy & Planning

- Digital / Online
- Platform network
- Organic



## Media & Platform

- Social & Video
- Ad network

## Performance optimize

- Data analysis
- Google analytic & Google tag
- Performance report

## Creative & Content

- Image & video content
- Content localization
- Content planning and booking
- Influencer marketing



# Blockchain application

## Business Design

Discuss and Designed the Business Model based on the client's requirement

## ICO Website

Customized website developing based on the customers business plan

## Coin Whitepaper

Issuing a white paper containing the motive, purpose, operation, and prospect of the coin

## Coin Wallet

Web, Android, iOS application developing for Coin Wallet

## Token Issuance

Token development using the latest blockchain technology

## Marketing

Marketing activities with the big communities and SNS channel

**04**

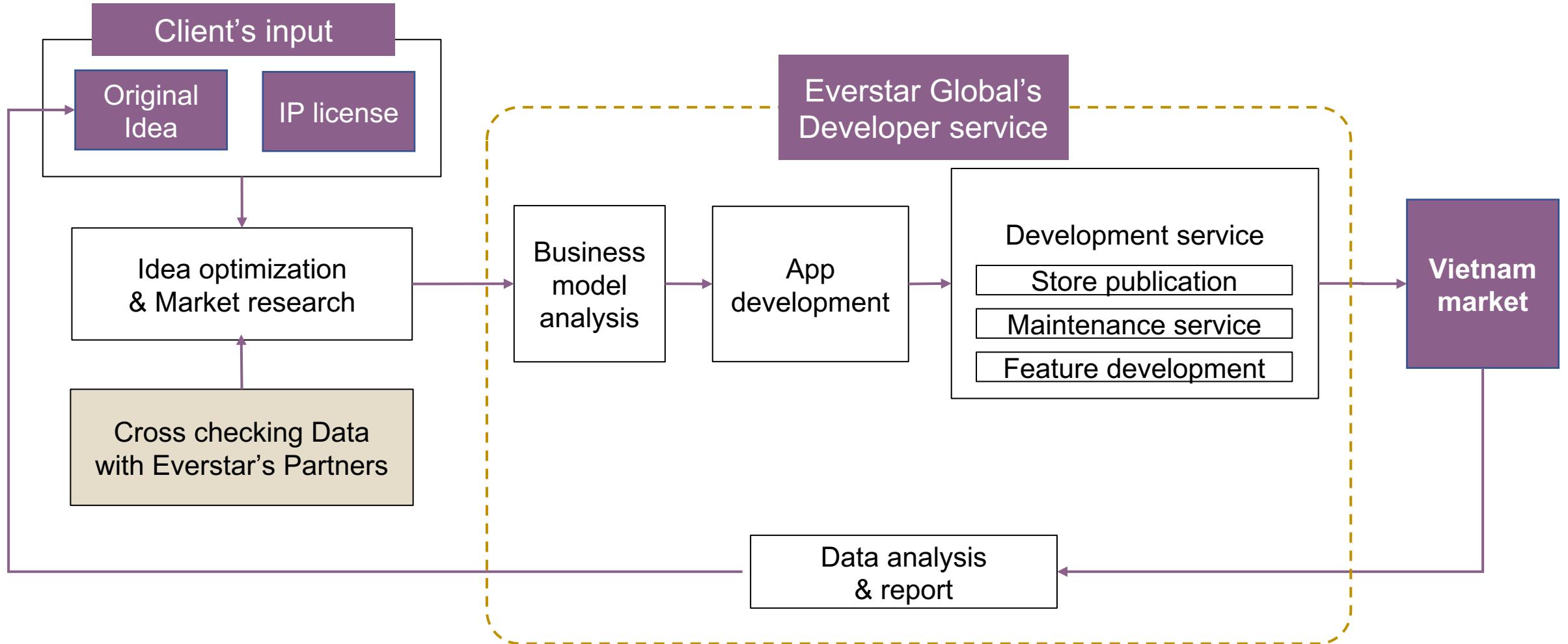
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# Core Competency



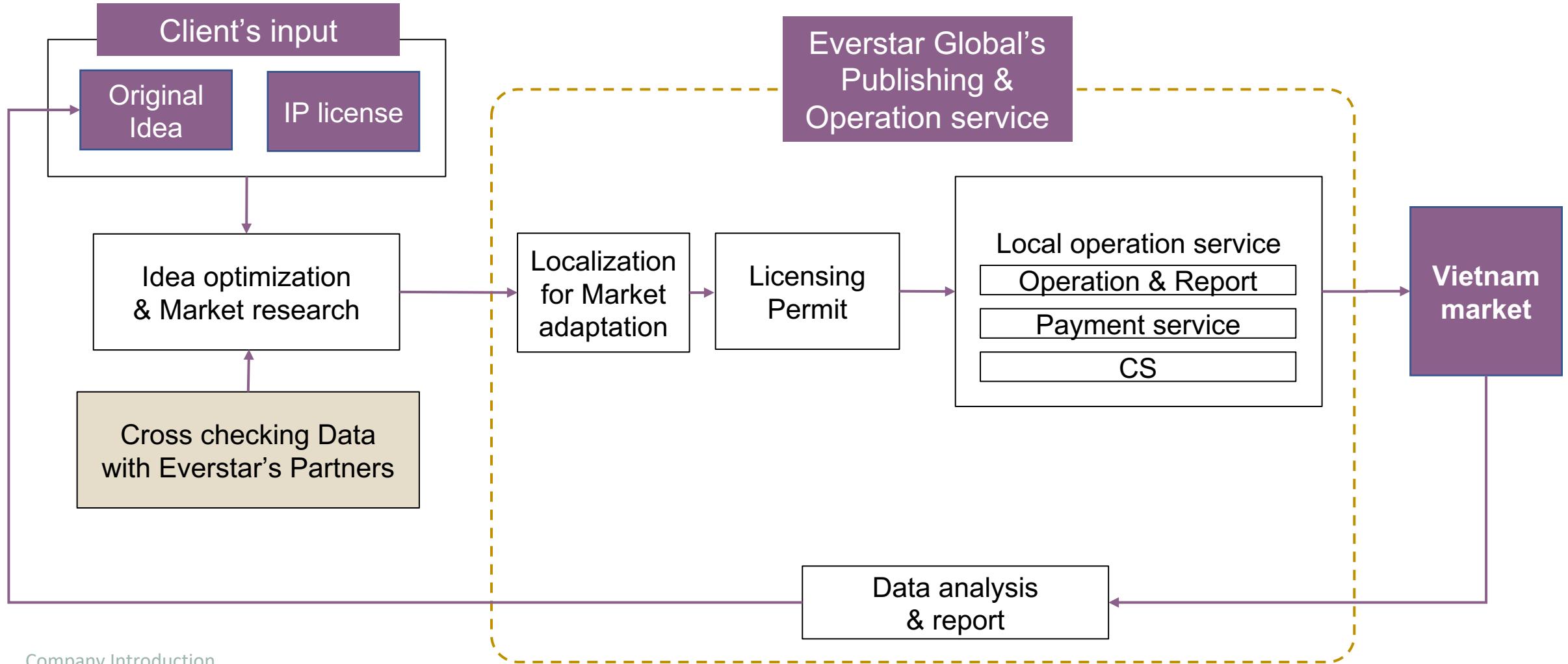


# One stop developing service on demand



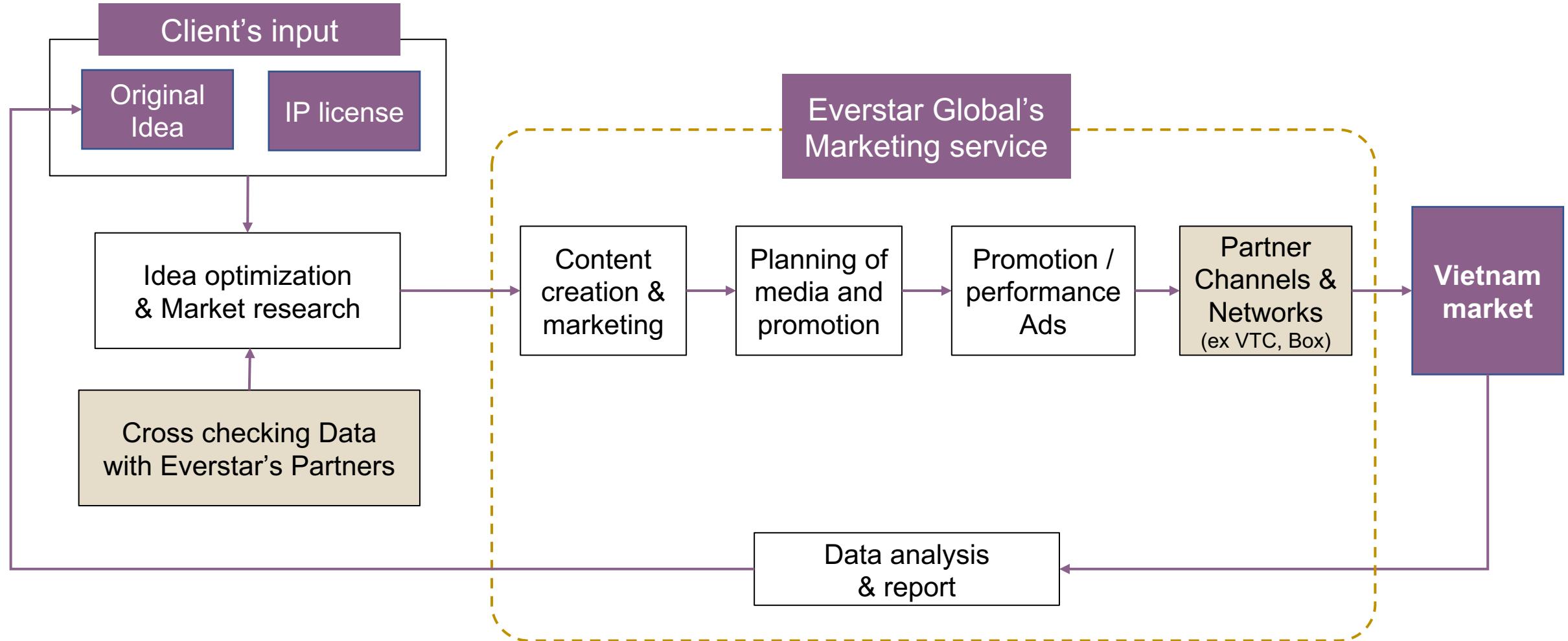


# Local market publishing & Operation service



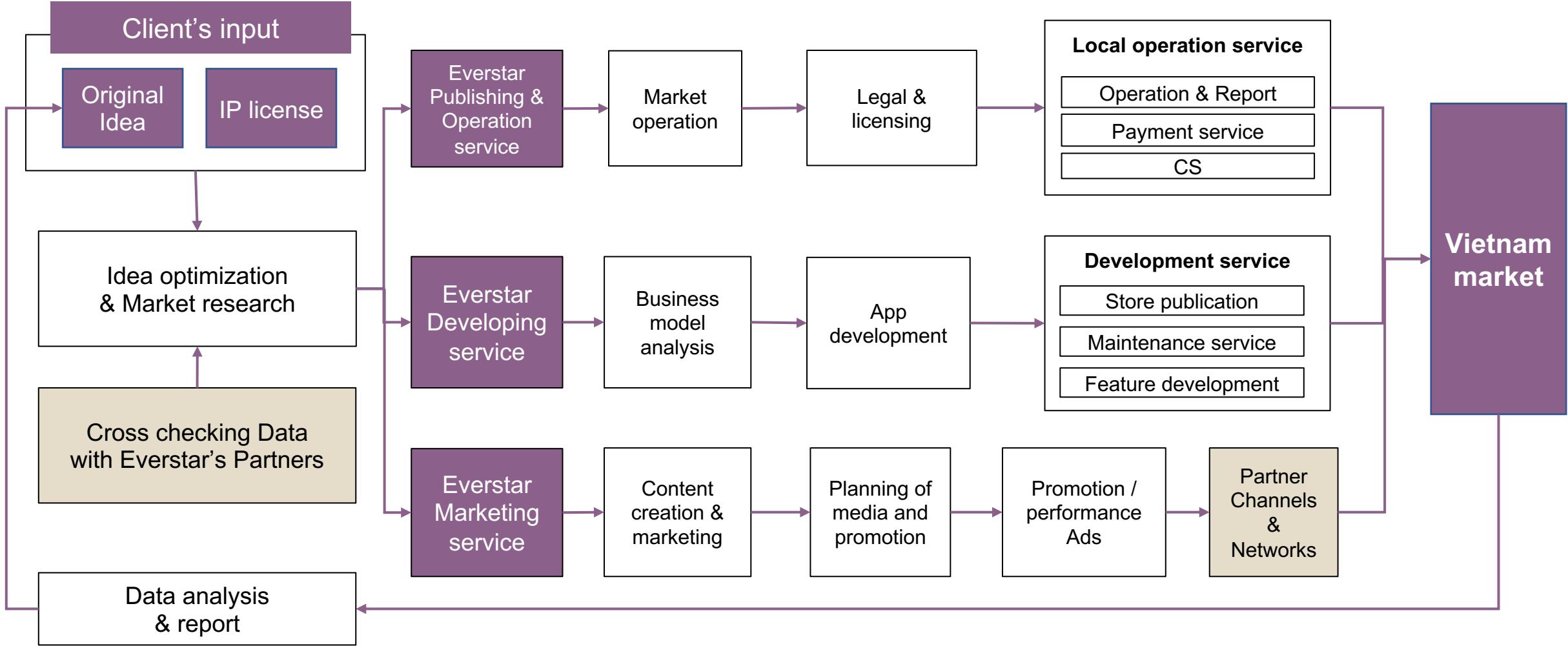


# Marketing planning & Local marketing service



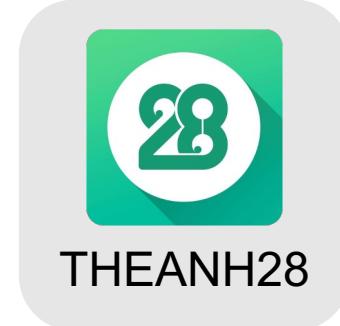
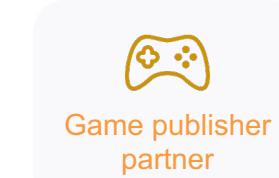


# All-in-one service: Developer - Marketing - Operation





## Our Vietnamese partners



**05**

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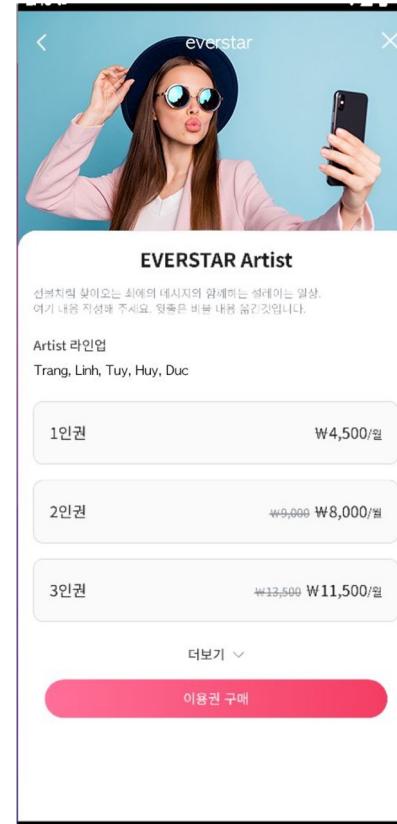
# Our Portfolio





# Everstar - In-house Application development app publication

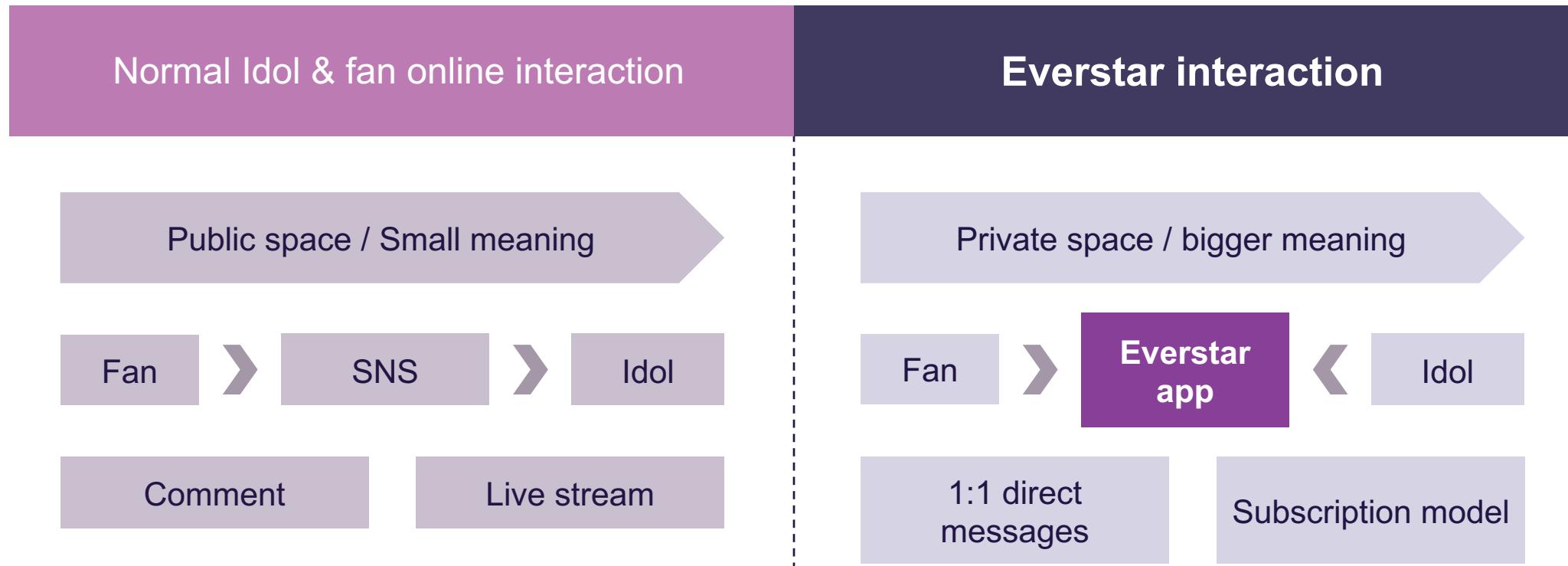
1:1 Chatting App with Idol or influencers





# Everstar - In-house Application development app publication

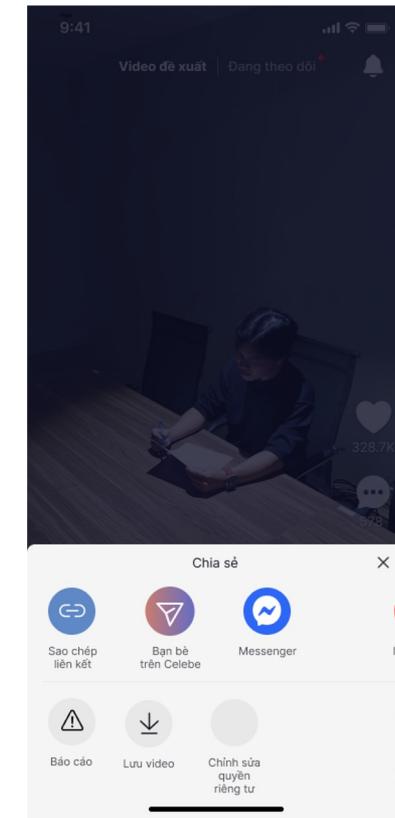
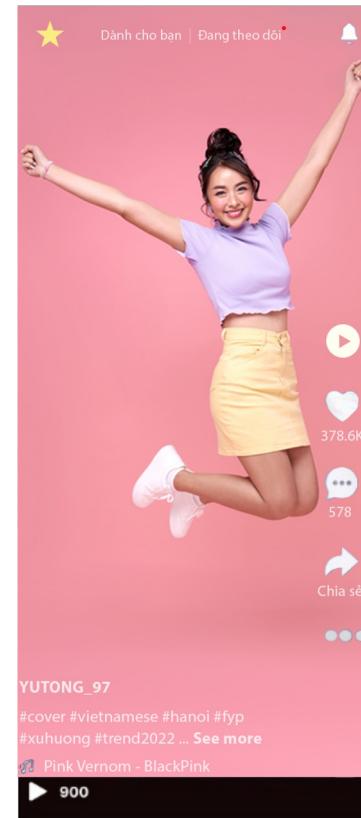
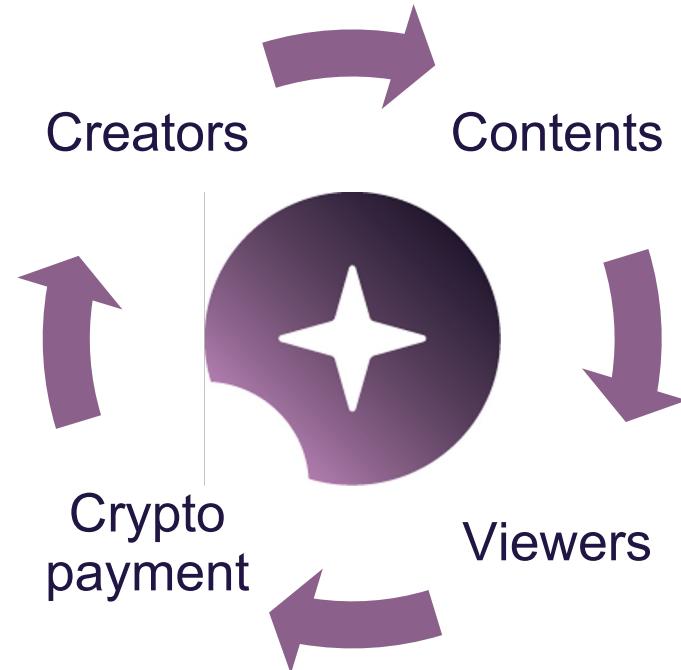
1:1 Chatting App with Idol or influencers





# Video app - In-house Application development app publication

Short video platform with crypto business model





Bridging Korea And Vietnam

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