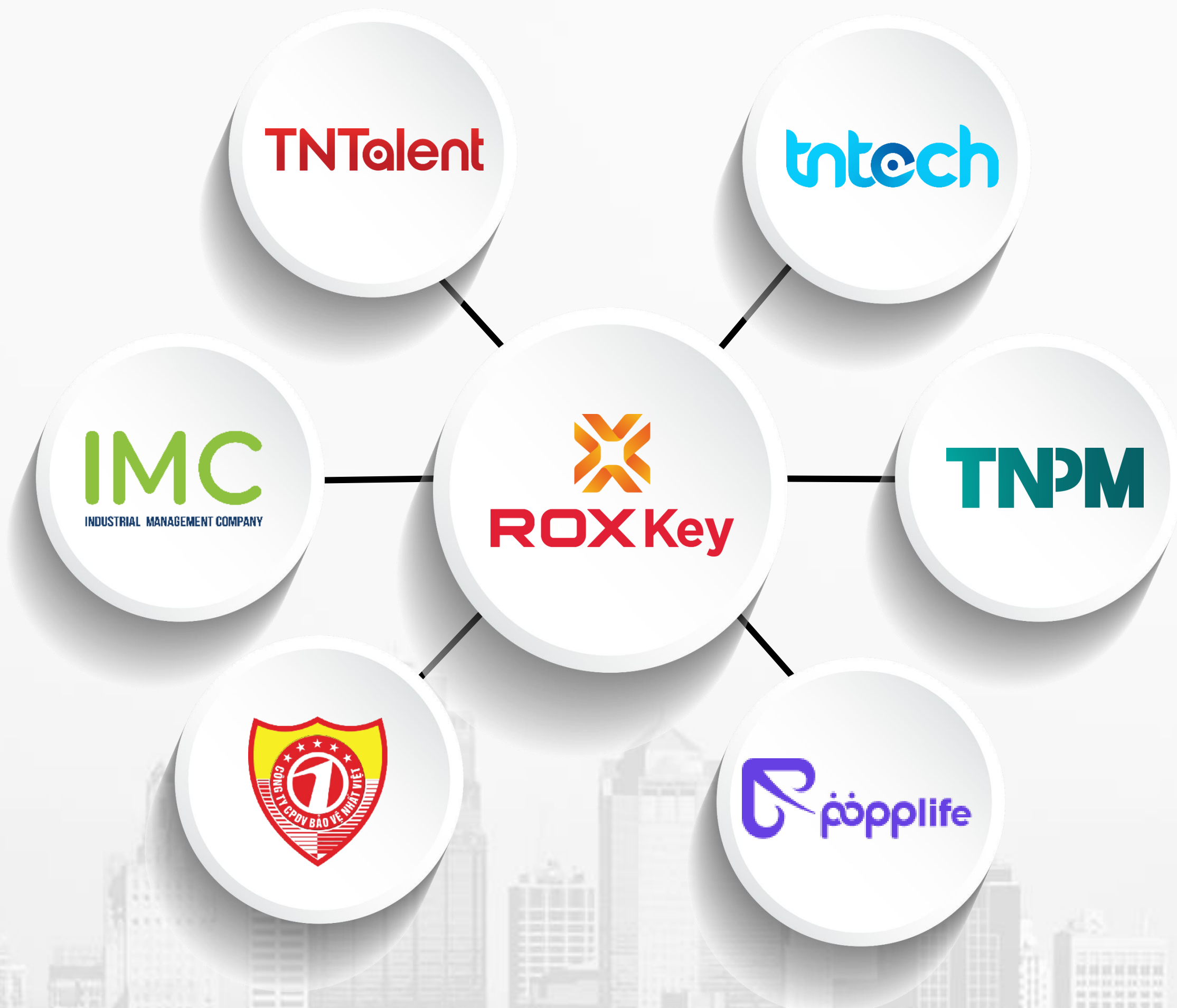




KEY SERVICES

 **ROX Key**
CREATE A MORE CONVENIENT LIFE



ROX Key is a comprehensive solution provider, a pioneer in the fields of technology, human resources, property management, integrated marketing communications through exceptional operational capabilities, willing to render convenient services for mid-and high-end customers.

MISSION

CREATING CONVENIENT AND PRACTICAL VALUES FOR LIFE

VISION

The Best Customer Solution Provider in Vietnam by 2030

ROX Key constantly applies new technology, continuously provides training for professional staff, improves service quality, and is committed to bringing customers and partners the most specialized and optimal experiences.

CORE VALUES



SELF - INTEGRITY



PROACTIVE
RESPONSIBILITY



EFFICIENCY
AT ITS
UTMOST





SCALE OF OPERATIONS

13

YEARS OF OPERATION

~ 600 BILLION VND

CHARTER CAPITAL

~ 3000

TOTAL EMPLOYEES

NATIONWIDE NETWORK

HANOI, HO CHI MINH CITY,
DA NANG, HAI PHONG, QUANG NINH,...

TNPM



>500 ha

Total operational area

Intech



>80 projects

IT Solutions

TNTalent



>150 experts

Human resource development and management

IMC



>2500 ha

Area of industrial parks in operation



>200

Active customers and projects

popplife



~300 billion

Service-based revenue/year

OUR PARTNERS



OUTSTANDING AWARDS



**MOST PROFITABLE COMPANIES
2020 - 2025**



**BEST CORPORATE GOVERNANCE
ENTERPRISE 2023
(SMALL CAPITAL GROUP)**



VIETNAM VALUE 2022 - 2024



**FASTEST GROWING ENTERPRISES
2021**



SAO VANG DAT VIET 2021 - 2024



**VIETNAM EXEMPLARY
ENTERPRISE 2021**



SME100 AWARDS 2024



**TFM - 5 Star Ranking ☆
CPRODUCT**



PROPTech 2024



**SMART INDUSTRIAL PARK
SOLUTIONS**



T.SIE SMART INDUSTRIAL PARK



FX TRADING



**GOLD PRODUCTS, GOLD SERVICES
2022**



SMART HOTEL



**ASIA - PACIFIC
EXCELLENT BRAND
2025**



**TOP 10 PROPERTY
SERVICES REPUTATION
AWARD 2025**



**DOT PROPERTY VIETNAM
AWARDS 2022**



**ASEAN TOP BRAND
AWARDS 2023, 2024**



**OUTSTANDING
ENTERPRISE OF DAT
VIET 2022**



**SUSTAINABLE
DEVELOPMENT
ENTERPRISES 2025**

PROPERTY MANAGEMENT AND OPERATIONS

TNPM

TNPM (a member of ROX Key) provides professional property management and operation services to meet the highest quality standards, bringing full amenities with the best value.

KEY SERVICES

ASSET & PROPERTY MANAGEMENT AND OPERATIONS
PROPERTY UTILITY EXPLOITATION AND BUSINESS
CONSULTING & DEVELOPING OPERATION PLANS
TRAINING ON TRANSFER OF MANAGEMENT AND OPERATION PROCESS

Comprehensive property **management and operations**

Personnel of highly experienced and specialized **experts**

Diverse **ecosystem**

Standard operations **process**

Applying management and operations **technology**

12+
YEARS OF EXPERIENCE

2.000+
PROFESSIONAL STAFF

42+
PROJECTS

10.000+
CUSTOMERS

500+
HA AREA OF MANAGEMENT



TYPICAL PROJECTS



HIGH-RISE & RESIDENTIAL AREAS

Total Area: >600 Ha

Projects: 32



Goldmark City
(Ha Noi)



La Casta – Ha Dong
(Ha Noi)



KNO STARS Dien Chau
(Nghe An)

TYPICAL PROJECTS



SHOPPING CENTER & OFFICE BUILDING

Total Area : >200.000 M2

Projects: 10



Goldseason Plaza
(Ha Noi)



The GoldView Plaza
(HCM)



ROX Tower
(Ha Noi)

INFORMATION TECHNOLOGY



TNTech (a member of ROX Key) provides comprehensive IT solutions designed to support digital transformation, helping businesses enhance efficiency and achieve their operational goals.

KEY SERVICES

CONSULTING AND SOLUTION

A team of **leading experts**

Agile in embracing **the latest technology trends**

Invested in research and deep customer insight to create **a superior competitive edge**

20+

YEARS OF EXPERIENCE

100+

EXPERTS

80+

SUCCESSFUL PROJECTS

61,1B

CHARTER CAPITAL



STRATEGIC PRODUCTS



FINANCE – BANKING

T.Scoring - Internal Credit Rating System
FX Trading Solutions
T-Collate - Collateral Valuation And Management System
T.Credit – Credit Card Issuance Guarantee System
AML - Anti Money Laundering Solution



REAL ESTATE

FM - Facilities Management Solutions
T-Connect - Smart Resident Solution
Smart Building Và Smart City System
sRMS - Smart hotel room management and control system
T.SIE - Smart Industrial Park Solutions



SERVICE

Asset Management
Smart Hotel Solutions
FaceID
C.Product

TYPICAL PROJECTS



Providing Anti-Money Laundering Software
VietA Bank



Kondor System Upgrade - MSB



Deploy Manage Engine - TP Bank, SHB



Mobile App software design and programming - TNH



FM Asset Management Project - ROX Group



Providing collection solutions via Virtual Account
ABBank

HUMAN RESOURCE MANAGEMENT

TNTalent

TNTalent (a member of ROX Key) provides best-in-class human resource management solutions and services, helping businesses build a solid HR foundation while creating and delivering success opportunities for employees.

KEY SERVICES



- TALENT ACQUISITION AND ATTRACTION
- TRAINING AND DEVELOPMENT
- PAYROLL AND EMPLOYEE BENEFITS MANAGEMENT
- PERSONAL INCOME TAX DECLARATION AND FINALIZATION
- HR STRATEGY CONSULTING
- HUMAN RESOURCE MANAGEMENT
- STAFFING & LABOR OUTSOURCING
- HR DIGITALIZATION CONSULTING AND SOLUTIONS

Top experts with years of experience

Fast and highly efficient operational process

Optimized cost

Extensive experience and a wide-reaching network

25+

PARTNERS AND CLIENTS

2.000+

PERSONNEL FOR LEASE

150+

CONSULTING EXPERTS



INDUSTRIAL PARK MANAGEMENT AND OPERATIONS



IMC (a member unit of ROX Key) is a professional service provider specializing in industrial park management and operations. With over 300 skilled personnel, IMC serves more than 500 clients, including over 200 FDI investors and 300 domestic enterprises.

KEY SERVICES

- INDUSTRIAL PARK SYSTEM MANAGEMENT & OPERATION
- WASTEWATER TREATMENT PLANT OPERATION
- INDUSTRIAL PARK OPERATIONS MANAGEMENT CONSULTING



- **Experienced** personnel
- Application of modern **technology platforms**
- **Comprehensive** support services
- Modern **infrastructure** and diverse **facilities**

500+
CLIENTS

300+
STAFF

11+
INDUSTRIAL PARKS

1.900
HA FOR LEASE

2.500
HA UNDER MANAGEMENT



TYPICAL PROJECTS



SECURITY SERVICES



Nhat Viet (a member of ROX Key) is the only entity currently providing security services for the entire system, headquarters, branches, transaction offices, vaults, asset storages of the Bank as well as industrial parks, high-end apartment buildings, large shopping centers in Hanoi and Ho Chi Minh City.

KEY SERVICES

SECURITY SERVICES FOR BUILDINGS, INDUSTRIAL PARKS, SHOPPING CENTERS, AND OFFICES
EVENT SECURITY SERVICES
SECURITY SERVICES FOR VIPS

- Clear and transparent **legality**
 - A team of honest and well-trained **professionals**
 - Modern **equipment and tools**
-

18+

YEARS OF EXPERIENCE

2,000+

PROFESSIONAL EMPLOYEES

200+

CUSTOMERS



MARKETING COMMUNICATION & LOYALTY



Popplife (a member unit of ROX Key) provides innovative solutions in communication, marketing, branding, and customer engagement; helping businesses achieve sustainable growth and enhance brand value through a team of experienced experts and outstanding technological capabilities.

KEY SERVICES

- LOYALTY
- BRANDING
- MARKETING COMMUNICATION
- CORPORATE CULTURE

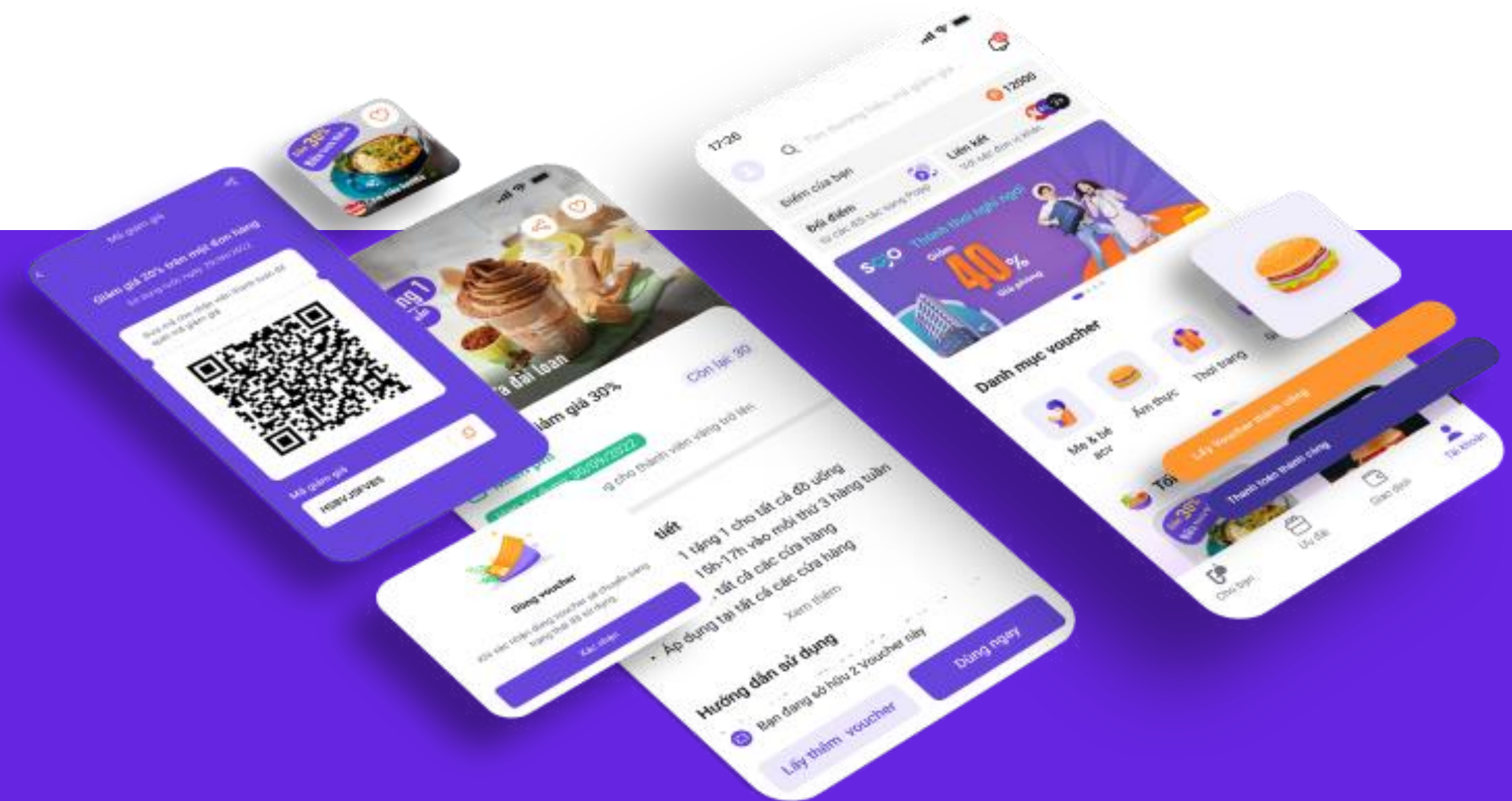


- **Experienced** team with deep market knowledge across various fields
- **Innovative and trend-driven**, delivering optimal marketing solutions
- **Comprehensive and diverse** services meeting all needs in marketing communication and loyalty programs

1.000+
PARTNERS

100+
PROJECTS

3.000+
VOUCHER



TYPICAL PROJECTS



MSB Mastercard mDigi Card Launch Campaign



MSB Mastercard World Elite Card Launch Campaign



"Tài chính Easy, Sẵn quà tiền tỷ" Promotion Program



Rebranding ROX GROUP



Organizing the Cultural Event ROX Group Traditional Festival



THANK YOU

ROX Key Holdings Joint Stock Company

A: 24th Floor, ROX Tower, 54A Nguyen Chi Thanh, Lang, Hanoi

E: marketing@roxkey.vn

W: roxkey.vn