YEAH1 GROUP CORPORATION	SOCIALIST REPUBLIC OF VIETNAM
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No: 01/2019/YEG/BC-ĐHĐCĐ

Ho Chi Minh City, April 22nd, 2019

BOARD OF MANAGEMENT REPORT ON 2018 BUSINESS RESULTS OF YEAH1 GROUP CORPORATION AND ITS SUBSIDIARIES ("GROUP")

I. EVALUATION OF BOARD OF MANAGEMENT ("BOM") ON BUSINESS RESULTS OF THE GROUP IN 2018:

Core business results of Yeah1 Group generally reached 2018 guidance. Core earnings continued to grow, and net profit margin had improvement compared to 2017. The strong business performance was resulted from continuous effort of the BOM and all Group's employees in implementation of the business plan to meet projected targets.

1. Review of Business Results:

In 2018, the Group successfully boosted business growth and international expansion. Consequently, key business indicators such as actual revenue and core profit all achieved 2018 goal. Details of some key targets are as follows:

- In 2018, revenue grew nearly doubled compared to 2017 to VND1,676 billion, in which revenue growth of digital media and traditional media was 93.0% and 103%, respectively.
- Consolidated profit after tax reached VND163.1 billion, a year-on-year increase of 98.2%. Without making provision for finance investment at SPRINGme Pte. Ltd and due diligence fees for ScaleLab LLC, Group's profit after tax would be VND182.2 billion, up 121.4% from the year 2017.

2. Strategic Performance Results:

a. Creating an unified foundation for sustainable development:

- **Human Resources Quality Assurance:**
  - In addition to developing a Key Performance Indicator (KPI) assessment framework which each individual KPIs is linked with their department KPIs, Yeah1 Group also thoroughly reviewed the capacity of senior positions to assist them to see the overall picture and enhance their management capacity. Besides, training activities played an important role in quality improvement of human resources.
  - In general, recruitment activities met the requirements under the new organizational structure. Many qualified personnel were newly added and contributed to huge success of the Group in 2018, especially senior management positions: Chief Strategic Officer, Chief Operating Officer, Internal Audit Director and other important positions.
- **Assessment, measurement and process improvement:**
  - Process improvement measurement and evaluation were strongly focused, helping to improve the business performance of each department and the whole Group. Such activities were maintained regularly throughout the operation of the Group.

- Quality management system was gradually being promoted to increase the ability to control and ensure compliance with laws and partner's policies throughout the Group.

b. Forming outstanding advantages in investment and technology development:

In 2018, the Group frequently invested in the information technology system to meet current requirements and ensure future growth in media tech. In addition, the Group also self-developed its digital management system (digital booking) to optimize inventory, manage customer relationship system and monitor business performance.

c. Business performance improvement:

As mentioned above, the Group's core business results experienced a strong growth in 2018. Gross profit margin reached 34.0%, an increase of 5.2 percentage points compared to 2017. Adjusted net profit margin also improved remarkably to 10.9%, up 1.1 percentage points from the year 2017.

Below is business performance details:

Unit: VND Million

No.	Items	Actual 2017	2018		+/- (%) Actual 2017/ Actual 2018	+/- (%) Actual 2017/ Planned 2018
			Planned	Actual		
1	**Revenue**	**840,350**	**1,600,000**	**1,676,580**	**99.5%**	**4.8%**
2	**Gross profit from sales of goods and rendering services**	**242,389**	**480,000**	**569,516**	**135.0%**	**18.6%**
	Gross profit margin	*28.8%*	*30.0%*	*34.0%*		
3	Financial income	9,628	10,000	24,180	151.1%	141.8%
4	Financial expenses	21,006	20,000	25,489	21.3%	27.4%
5	Selling expenses	52,735	100,000	232,675	341.2%	132.7%
6	General and administration expenses	81,019	150,000	127,399	57.2%	-15.1%
7	**Net operating profit**	**97,258**	**220,000**	**208,133**	**114.0%**	**-5.4%**
8	Profit before tax	96,165	215,000	215,344	123.9%	0.2%
9	**Profit after tax**	**82,279**	**172,000**	**163,104**	**98.2%**	**-5.2%**
10	**Profit after tax (adjusted)**	**82,279**	**172,000**	**182,201**	**121.4%**	**5.9%**
	Net profit margin (Adjusted)	*9.8%*	*10.8%*	*10.9%*		

(Source: Audited Annual Financial Statements 2018)

II. Conclusions:

With the efforts of the Board of Management and staffs, the Group reached 2018 core business objectives approved by the Annual General Meeting of Shareholders ("AGM"). The achievement created a strong foundation for future strong development of the Group.

Recipient:
- AGM
- Office for record.

ON BEHALF OF THE BOARD OF MANAGEMENT
CEO
(signed)

DAO PHUC TRI

Disclaimer: The English version is a translation of the original in Vietnamese for information purposes only. In case of a discrepancy, the Vietnamese original will prevail.