YEAH1 GROUP CORPORATION

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SOCIALIST REPUBLIC OF VIETNAM

Independence – Freedom – Happiness

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No: 03/2019/YEG/BC-ĐHĐCĐ

Ho Chi Minh City, April 22nd, 2019

REPORT ON 2019 BUSINESS PLAN OF THE BOARD OF DIRECTORS OF YEAH1 GROUP CORPORATION

I. Orientation strategy and 2019 business plan

1. Main objectives of 2019 are as follows::

- Improve the capacity and efficiency of the Group's operation management, focus on developing human resources;
- Become the leading company in media advertising in Vietnam and Asia; and
- Invest in sustainable development and improve financial efficiency.

2. **Improving the capacity of human resources:**

- Restructure human resource of the Group to ensure the effectiveness of human resource management, create motivation for staff development and attract more talents;
- Continue to promote training to help employees meet new KPI frameworks; and
- Build the Group to become a professional working environment, attract and retain creative personnel, and enhance the Group's competitiveness.

3. Strengthen inspection and supervision to ensure compliance and sustainable development:

- Establish specialized departments in charge of inspection and supervision of the Group's compliance including the Internal Audit Department and Quality Control Department;
- Audit committee and related departments review all of the Group's processes to improve and promulgate standard procedures to ensure compliance; and
- Conduct an assessment and measure the risks that the Group may challenge, providing measures to prevent and limit risks.

4. Improving financial efficiency:

This is an important objective, highlighting the Group's overall performance by specific numbers:

- Increase business scale:
  - Net revenue is expected to increase 19% compared to 2018, in which, the Group will continue to promote the development of Digital segment and at the same time invest in developing quality digital content to ensure sustainable development of the Group.
- Gross profit ratio:
  - Ensure the gross profit margin for each business segment to balance between increasing revenue and ensuring financial efficiency
  - Operating costs increase corresponding to the investment in network development and communication promotion and brand promotion
  - Strengthen control of financial targets and take measures to promptly adjust when necessary.

Recipients:
- As mention above;
- Archived at the Company;

ON BEHALF OF THE BOD

CHAIRMAN

(signed)

NGUYEN ANH NHUONG TONG