

# FE CREDIT

VAY TIÊU DÙNG TÍN CHẤP



**YEARS OF  
INNOVATION  
AND GROWTH**

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CONTENT & DESIGN BY  
*Marketing Center*

**FE CREDIT**  
VAY TIÊU DÙNG TÍN CHẤP

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# 8 YEARS OF INNOVATION AND GROWTH

2018 marks the 8<sup>th</sup> anniversary of FE CREDIT in our journey of sustainable innovation and development. Let's look back at our remarkable milestones of conquering and maintaining our leading position in the consumer finance market in Vietnam.



Founded as Consumer Finance Division of Vietnam Prosperity Joint-Stock Commercial Bank



Successfully Launched  
**Two Wheeler Loan**

## 2010

## 2012



Successfully Launched  
**Personal Loan**

★ Became the market leader in consumer finance in Vietnam

## 2015

New independent company: VPBank Finance Company Limited



The first finance company to launch



CREDIT CARD



Best Consumer Finance Company Vietnam 2015

Chartered capital increased

VND 1.900 BILLION → VND 2.790 BILLION

Obtained a USD 100 MILLION loan by CREDIT SUISSE

## 2016



Best Consumer Finance Company Vietnam 2016



Best Consumer Finance Brand Vietnam 2016



Top Brands Vietnam 2016



Best Consumer Finance Brand in Southeast Asia 2017



2 awards at the Cards and Electronic Payments International (CEPI) Asia Awards 2017

## 2017

Issued 500,000 Credit Cards

Chartered capital increased VND 4.474 BILLION

Obtained a USD 100 MILLION loan by Deutsche Bank

> 50% market share of consumer finance in Vietnam

Launched **\$NAP**, the first end-to-end digital lending platform in Vietnam

Chartered capital increased VND 7.328 BILLION

Obtained a USD 50 MILLION financing from **Lion Asia**

Issued 1 MILLION Credit Cards

## 2018



Most Innovative Consumer Finance Brand Asia 2018



Best Consumer Finance Company South East Asia 2018



3 awards at the Cards and Electronic Payments International (CEPI) Asia Awards 2018



Moody's assigned first-time B2 CFR



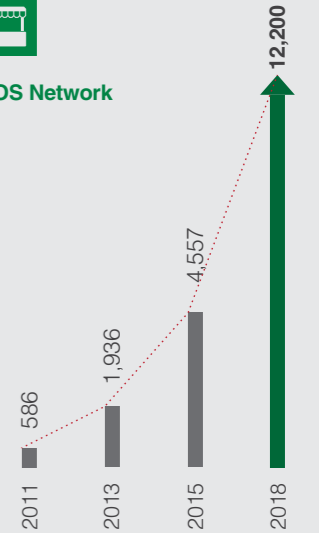
Top 11 Most Profitable Enterprises



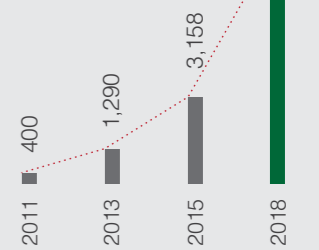
Top 10 Asia Pacific Outstanding Brand 2018



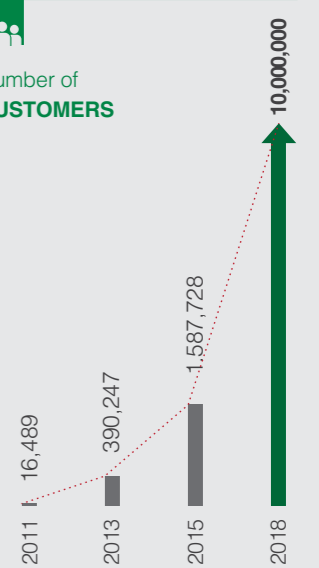
POS Network



Number of PARTNERS



Number of CUSTOMERS





*Year 2019 comes with many opportunities but also market challenges, I always believe that we can overcome all difficulties to accomplish our goals with outstanding results, improve our prestige, grow our brand and bring stability and prosperity to everyone in Vietnam.*

**LO BANG GIANG**  
CHAIRMAN OF BOARD  
OF DIRECTORS



## Message from **CHAIRMAN**

Dear FE CREDIT members,

I would like to wish all of you, your families and all your beloved ones a very happy 2019!

*We all ended the year 2018 with full on effort and pride. Last year, thanks to the tireless efforts and solidarity of you all, we have achieved many outstanding and remarkable achievements:*

- Overcame all challenges and maintained our leading position in Vietnam consumer finance market with more than 50% market share.
- Created a professional working environment for more than 17,500 employees, became one of Top 50 VIETNAM ORGANIZATIONS WITH ATTRACTIVE EMPLOYER BRAND

- Realized millions of people's dreams. We drove nearly 30% growth in number of new contracts, which contributes to citizens' better standard of living and fight against poverty.

- Successfully launched the first digital automated lending platform in Vietnam with nearly 2,000 downloads per day after 3 months of launching, which overcomes disadvantages of traditional lending process and enhances user experience.

- Changed the perception of consumer finance, repelled black credit and also contributed to national economy.

With above achievements, together with the brand reputation affirmed by many prestigious awards, FE CREDIT will continue to bring greater benefits to the community and society, improve the living standard of Vietnamese people.

*I would like to express my sincere thanks to all of you for your efforts to contribute to the success of FE CREDIT. With everyone's dedication to the development of FE CREDIT, we will continue to write the legend by conquering new tasks set out in 2019:*

- Diversify our products with higher quality, not only focus on organization & operation but also improving the effectiveness of our services.
- Apply innovative technology solutions to optimize operating costs, improve user experience and build long-term relationship with customers.
- Build up our own corporate culture and management model with international standards.

**> 17,500**  
EMPLOYEES

**> 50%**  
MARKET  
SHARE

**Top 50**  
VIETNAM ORGANIZATIONS  
WITH ATTRACTIVE  
EMPLOYER BRAND

**↑ 30%**  
NEW  
CONTRACTS

**\$NAP**

*the first automated  
lending platform  
in Vietnam*

nearly **2,000**  
DOWNLOADS PER DAY  
(after 3 months of launching)

# CEO'S MESSAGE

Dear Members of the FE CREDIT Team,

Many people may hold the view that 2018 was the most challenging year in the young life of FE CREDIT and hence it is particularly important to take pride in our achievements. It is important to realize the undying dedication of our team towards the cause of our business, the enormous talent of its human capital and the steely resolve of this champion team to deal with every adverse situation as well as seize every possible opportunity to move towards the top.

We had started the year with a sales burst but we soon witnessed the drop in Collections efficiency caused by a depletion in the capacity on the Collection front. We were the victims of a targeted canard in the media which were either untrue or invalid. However, we decided to take them in our stride, build capacity and streamline the collections policy and rapidly return to normal situation. Risk Management and Collections team were able to produce 3 successive months of stellar performance and renew our confidence.

We were able to launch digital and physical campaigns across Loans and Credit Cards that helped us reach the nearly impossible goal of increasing monthly disbursal by as much as 50% over the last 3 months in 2018.

It beats market trends where almost all of our competitors are witnessing a slow down. Such increase is a rare occurrence in a volume driven retail business consisting of small ticket loans like consumer finance and was possible only due to the talent, commitment and tireless efforts of all the members of the FE CREDIT team.

By introducing \$NAP, the first end-to-end digital lending platform in Vietnam, we have launched 4 white label campaigns with the leading FinTechs in the region and the country. We certainly believe that we have put FE CREDIT firmly on the path of a highly successful digital transformation.



“It is my privilege to continue to be a part of this champion team that has caught the imagination of not only the market in Vietnam but across the world and look forward to the New Year full of new possibilities and opportunities for growing this business further.”

**KALIDAS GHOSE**  
CEO AND VICE CHAIRMAN

IN 2019, WE HOPE TO CONTINUE THIS MOMENTUM AND BUILD UP ON THE SUCCESS IN THE AREAS OF:

- 1 **Cross Sell**  
Offer more innovative products and reach more customers earlier for better retention
- 2 **Credit Card**  
Drive customer's credit limit to utilize our balance sheet
- 3 **Collections**  
Maintain control and discipline as well as build organization and skills
- 4 **Digitalization**  
Improve operational efficiency and gain operating leverage by digitalized front-end and back-end processes
- 5 **Business Intelligence & Analytics**  
Establish highly sophisticated platform while completing our project for customer journeys on the world class platform Pega
- 6 **Marketing**  
Leverage cutting edge techniques in digital to reach more customers directly with highly personalized offers
- 7 **Service culture**  
Deliver to our customers a level of service that is comparable to if not better than the best in the world

I WISH A VERY HAPPY 2019 TO ALL OF YOU AND YOUR FAMILIES. MAY THE NEW YEAR BRING THE VERY BEST OF PROSPERITY, HAPPINESS AND GOOD HEALTH TO ALL!

# Assertion of BRAND POSITION

*FE CREDIT continues to affirm its leading position, brand value and brand trust by winning many noteworthy and respected national and international awards.*

## ▶ “MOST INNOVATIVE CONSUMER FINANCE BRAND, ASIA 2018” GRANTED BY GLOBAL BRANDS MAGAZINE

Global Brands Magazine (United Kingdom) awarded FE CREDIT with “Most Innovative Consumer Finance Brand in Asia 2018” to recognize its innovation in the application of financial technology and development of customer-centric infrastructure which were in line with the latest global trends.



## ▶ TOP 50 MOST PROFITABLE PRIVATE COMPANIES 2018

Thanks to impressive business performance, FE CREDIT was ranked 11 among The Top 50 Most Profitable Private Companies in Vietnam 2018 (Profit 500) by Vietnam Assessment Report Joint Stock Company (Vietnam Report) in collaboration with VietnamNet.

## ▶ TRIPLE AWARDS AT THE CEPI ASIA AWARDS 2018

FE CREDIT received three consecutive awards at the Cards and Electronic Payments International (CEPI) Asia Awards for its outstanding regional initiatives in recognition of outstanding credit card development initiatives in the region.



## ▶ TOP 10 ASIA PACIFIC OUTSTANDING 2018 AWARD

FE CREDIT was honored in the Top 10 Asia Pacific Outstanding 2018 based on the following criteria: quality of products and services, brand recognition, creativity and application of technology in business, stable growth, corporate social responsibility, as well as the position of the unit in the market.



## ▶ “BEST CONSUMER FINANCE COMPANY, SOUTHEAST ASIA 2018” BY GLOBAL BUSINESS OUTLOOK

FE CREDIT was highly evaluated based on a variety of criteria including innovative strategies and fintech applications in its business models to improve customer experience. This award demonstrated FE CREDIT's efforts to continually upgrade its product and service quality, impressive business performance and outstanding growth while creating positive impacts on the Southeast Asian financial community.

## ▶ TOP 50 VIETNAMESE ORGANIZATIONS WITH ATTRACTIVE EMPLOYER BRAND

This was the results of Vietnam Best Places to Work survey organized by Anphabe. This was a recognition of the endless efforts of FE CREDIT to attract the talents, develop elite human resources and create a fair, exciting working environment for the employees.

# Messages from **BOARD OF MANAGEMENT**

**HO THI NHU HA**

*Deputy General Director Cum  
Operations Division Director*

Operations Division always focus on enhancing operations work efficiency by applying automation, simplifying processes, optimising customer service and affirming Operations Division's role as a backbone of FE CREDIT on operating and supporting business growth. Moreover, orientating Collections Center to not only concentrate on collections performance but also comply with collections procedures and code of conduct stipulated by company to ensure maintaining the credibility of FE CREDIT.



**MAREK FORYSIAK**

*Deputy General Director*

The new economic era opened, led by new technologies, new digital solutions that change our consumer behavior in every second. We need to push ahead of this growing trend or we will become follower, instead of leader.



**NGUYEN HUU AI**

*Deputy General Director  
Cum Sales Division Director*

The number of nearly 10 million FE CREDIT customers today is not only the pride of the whole company in general, but also the result of the solid efforts and solidarity of the whole Sales Division. We always set more and more ambitious goals and have built solid foundation to make any ambition a reality.



**NGUYEN THANH PHUC**

*Deputy General Director Cum Treasury Center Director*

Over the year, we have constantly gained the trust of many domestic and international finance institutions, ensuring the capital and liquidity for all activities of the company. My inspiration from FE CREDIT is my team's commitment and high responsibility.



**BASKER RANGACHARI**

*Marketing Center Director*

Our single minded agenda is how we can engage deeper with our current and potential customers, and deliver a best-in-class "Brand experience" for them. We continuously strive to innovate new ways of understanding, communicating and connecting with our customers by leveraging all traditional and digital marketing assets, with the end goal of growing our business.



**NIMISH VINAYKANT DWIVEDI**

*Credit Card Business Center Director*

Thanks to each and every function that has contributed immensely in creating a card business of a million plus cardholders in less than three years, making us one of the largest card issuers in Vietnam. We have continued our focus on customer centric innovation and managed to create award winning propositions like the Limited Edition Tet Card, the Card Mobile App, the Mplus Digital Card and the EasyPay platform. I am confident that our unbeatable team spirit will lead us to even more milestones in terms of our financials as well as our franchise this year and in the years to come.



**TARAS MYKHALYSHYN**

*Business Development Center Director*

It's my pleasure to work at FE CREDIT, a company, which always aims for challenging goals, applies innovative approaches and technologies so that we can bring new amazing products to the market every year!



**MARCIN FIGLUS**

*Risk Management Division Director*

Risk management is the heart of consumer finance and I am extremely proud to be in the key team of building the stringent and sophisticated risk management framework. International standard blended with local insight are imprinted in our mind and day to day work. Let's gear to 2019 with no holding back!

**TISCHENDORF HERMAN**

*IT Division Director*

I am delighted by the agility and customer focus FE CREDIT is demonstrating to the market.

We will push ourselves even harder to become best in class in reliability, stability and sustain our leading position applying information technology in financial services.



**PHAN THANH HAI**

*Finance Division Director*

Our successful growth reflected by all the numbers that we have been achieving so far. Those are undeniable efforts of all business functions coordinating effectively to deliver strong and sustainable business performance.



**NGUYEN THIEN TAM**

*Innovation Center Director*

FE CREDIT leveraged the power of technology to reach out and provide customers with an exciting experience, while solving customer's pain points. The launching of \$NAP is our team's proud achievement in particular and also of the whole company in general, which shifts the company to a new level in the market.

**LY TUAN ANH**

*Security Center Director*

In order to forecast and prevent the risk of fraud and scam arising in credit operations, Security Center has actively coordinated with the authorities to investigate, arrest, handle and contribute to maintain the common security, especially security in the monetary field for many years.



**NGUYEN THI PHUONG HOA**

*HR Division Director*

At FE CREDIT, we always believe that people are the most valuable asset that contribute significantly to the strong development of the company in the last 8 years. We always focus on developing our resources and in parallel, building corporate culture towards sustainable development.



**PHAM HAI VAN**

*Legal & Compliance Center Director*

Our mission is to improve FE CREDIT legal framework to ensure the operation of company is safe and effective. In order to maintain sustainable development of FE CREDIT, each member needs to comply with the Law, the principles and internal regulations. In this way, we implement the company's common goals as a true team.



# FE CREDIT scores A “HAT-TRICK” OF SOLID GROWTH

*The overall consumer credit market slowdown in 2018 could have sent FE CREDIT in to slower growth but the consumer finance company expects to conclude the year with rather upbeat results, whilst preparing for a gentler pace (in percentage terms), but more sustainable growth in the years ahead.*

## ► A MATURING MARKET

Whilst its parent, VPbank's 2018 annual results has been officially released, the largest consumer finance firm in terms of market share in Vietnam has revealed a number of indicators showing its constructive performance for the year. FE CREDIT, accordingly, has been able to maintain its thrust in credit disbursements over the course of the year on the same pace recorded in prior years.

The company disbursed an average of VND 4.5 trillion (\$195 million) in credit per month till September

The figure has then grown by double digits per month during the last

quarter, with the month of December seeing a record high of 50 per cent hike in credit disbursements.

In the first nine months through September, FE CREDIT scored almost 30 per-cent increase in accounts and 23 per cent swell in new customers year-on-year (YoY). During the first 9 months, its revenue reportedly advanced by 15 per cent on-year while expenses was down by 18.5 per cent compared to the set target. Risk cost, however, added up to VND5.5 trillion (\$239 million), an up of VND1.1 trillion (\$48 million) and VND900 billion (\$39 million) on top of the original target of VND4.4 trillion

(\$191 million) planned for 2018 and the 2017's risk cost, respectively.

To explain for FE CREDIT's softer momentum in the first half, Ghose said that due to an inopportune drop in its collections efficiency, the firm had gone into slower growth, despite witnessing a sales burst at the beginning of the year.

The industry has also seen a stagnation of demand in general this year and all players have accordingly faced a challenge in terms of growth, which can be evident in their published financial results.

The demand stagnation, meanwhile, was firmly addressed with FE CREDIT's own strengths to help turn the situation around in the second half of 2018. With its tremendous product knowledge, deep domain expertise, a large customer base and necessary analytics with data platform to mine customers' needs or to identify opportunities, together with a very large distribution network that is capable of retailing the firm's newly-designed products to a large base of customers, the firm has achieved significant results for the whole year. Full year results for 2018 are expected to be up in the 20-30 per cent range on-year, driven by a strong growth in accounts and ENR balances and a NPL ratio that has been kept steadily at 6 per cent, despite the low credit disbursement in first half 2018.

*The company disbursed an average of VND4.5 trillion (\$195 million) in credit per month till September*

### Jan to Sep 2019

↗ **30%** in accounts

↗ **23%** in new customers

↗ **15%** in Revenue

↘ **18.5%** in Expenses

## ► SUSTAINABLE FUTURE GROWTH

The consumer finance sector in Vietnam has witnessed an upswing since 2014, yet aggressive growth would not last forever for all players in the game. As the market leader, FE CREDIT was able to well predict the market slowdown in 2018 and is now prepare ahead.

A 18-20 per-cent annual growth rate for the next five years or so, is more sensible and achievable, even as the company increases its exposure on its existing customers

and gets a reasonable share of new customers who are coming into the market, given the rising income levels and capabilities to serve customers efficiently.

This strategy has not been employed equally well by the company's competitors, and this has created a competitive edge for the company to take advantage of the market and adjust itself to the changing need of the customers.

# Pioneer IN INNOVATION

*Since the Fourth Industrial Revolution started, FE CREDIT, in a leadership role, is always ready for all challenges, constantly investing in digital technology to maintain its pioneering position in the consumer finance industry.*

## ► INNOVATION IS OUR FUTURE

Our company has once again been in the forefront of such initiatives and assumed a pioneering role in innovation by being among the first, if not the very first, local business in Vietnam to successfully pilot Robotic Process Automation (RPA) in transforming its processes for providing better service to customers and higher returns to shareholders.

FE CREDIT expects RPA to be an important factor to help relieve administrative burden of high volume, repetitive tasks, thus save human efforts and expenses; and in the front office, it helps improve delivery of services to customers.

## ► THE FUTURE IS NOW

Technology is just purely technological if there are no practical innovations by humans in applying technology.

Recognizing this, FE CREDIT has constantly researched and selected the most appropriate technology solutions to deepen the efficiency to optimize the user experience and increase the efficiency of employees while improving services and enhancing control.

At FE CREDIT, you'll be proud of the company's day-to-day transformation with practical technology applications into your daily workflows that you may not even realize.

# BIG DATA



### Robotic Process Automation (RPA)

FE CREDIT has taken its initiative to incorporate robotic technology into its processes that ultimately helps the company cut costs, while improving services. RPA acts as a virtual workforce to quickly and inexpensively develop customized automation for FE CREDIT's administrative support and business processes.

On record worldwide, traceable RPA benefits have included delighting customers, empowering the workforce and enabling speed to market.

### Big Data

Big Data is becoming the basis of the company's business and operating models, and FE CREDIT is utilizing Big Data to approach customers in a more effective way.

FE CREDIT has succeeded in using Big Data for credit decisions, debt collections, product pricing, interest rate determination and customer services.



### Biometrics: Digital Transformation

FE CREDIT has researched the biometric data digitization technology to enrich the customer data warehouse as well as increase the accuracy in underwriting and risk minimization, reduce the processing time.

For example, if a customer uses two IDs to register for a loan, during the verification process, this new technology will help identify the customer face from the ID card to analyze and prevent the risk if any. It also helps to reduce the pressure on the assessment team as well as improve the quality of assessment.

### Artificial Intelligence (A.I)

From the optimized biometric data inventory, FE CREDIT will implement additional automatic identification functions. Artificial Intelligence will help match and identify customers based on samples collected from customers as well as available data warehouses. At present, FE CREDIT is introducing Face Detection Technology to identify customers quickly and accurately.

- With face recognition technology, FE CREDIT can easily support the field sales team, to ensure accuracy as well as reduce human error. Customers will now be able to receive disbursed money at VNPost simply by recognizing faces without the need for a security code.
- With image quality testing technology, sales team will no longer have to wait for underwriting, which now can quickly get results as well as complete registration procedures accurately.

### Intelligence Character Recognition (ICR) & Optical Character Recognition (OCR)

This technology automates the registration process and saves time by automatically retrieving the information from the documents provided by the customer. The system then automatically enters this information into the corresponding information fields in the customer application. A.I helps to remember and identify characters quickly and accurately, minimize human error and save time.

# FE CREDIT's effort to disrupt its own business model is **STARTING TO PAY OFF**

## ► CALL OF THE FUTURE

While a number of its competitors have been quite comfortable launching their mobile apps in recent years to respond to the digitization era, FE CREDIT has gone the extra mile in employing cutting-edge technologies to transform its entire operations, from not only its front-end with products and services for customers, but also to the back-end where lending processes and administration works are all automated.

Such digital transformation, is the firm's very responsive action to the sector that is maturing, as at the end of the day it will help the firm gain market share.



Today, customers can experience FE CREDIT's fully automated lending platforms including \$NAP, which launched last year allowing customers to apply for a consumer loan via the convenience of their smart devices



The newly launched SHIELD app that enables customers to purchase their insurance online or FE Card Mobile app that can act as virtual credit cards helping cardholders to spend at retail stores or withdraw money in areas where no ATM is available.

These front-end products are seamlessly supported by the firm's digitised back-end which includes robotic process automation (RPA) to robotise repetitive routine tasks. In addition, Big Data is also utilised to make better data drilling and therefore better and faster credit decision for FE CREDIT while its Face Recognition technology will smooth customer identification process and enhance risk management.

Meanwhile, being a fairly large consumer finance company itself in the ASEAN region that processes around 25,000 loan applications on a daily basis, it would be highly disruptive for FE CREDIT to completely get digitized in one go. The digital platform has thus been created in a laboratory environment, tested and put into practice in a phased manner, alongside the company's traditional platform, with the complete transformation and migration to be completed within the next 12 months.

*Disrupting one's own business model can be rather forward-looking for many businesses around the world and in Vietnam, yet it is exactly what FE CREDIT has done to both its front office and back office operations by deploying advanced technologies, to well prepare for the future.*



## ► REGAINING THE CROWN

Getting ahead of the slower growth and entry of new rivals by investing in disruptive technologies seem to be a right strategy that pays due rewards for FE CREDIT.

After getting all business aspects digitized as aforementioned, together with simplified processes that now make use of e-contract and e-signature, and even digital marketing campaigns that are capable of offering customized products for existing customers or approaching customers for feedback, FE CREDIT has been able to reach out to "almost triple" the number of customers that it used to be able to reach via traditional physical channels like direct sales or tele sales.

On the customer end, what they will get out of FE CREDIT's automated lending

products and services at the end of the day is a frictionless customer experience, with faster turnaround time on personal loans, saved travel cost to the physical branches and possibly cheaper loans thanks to the lower operation costs that the company is able to save through its automated processes.

For its automated lending products and platform, the company was also named among the Best FinTech Solutions at the Singapore FinTech Festival 2018. The ASEAN Financial Innovation Network (AFIN), an initiative of the International Finance Corporation (IFC), also found FE CREDIT's platform to be a ready-to-use, highly suitable demand-side use case, replicable across markets by partner financial institutions to complement their supply-side platform, according to Ghose.



Metasearch engine for financial products GoBear, for instance, has partnered with FE CREDIT in a white label partnership to exploit the latter's automated lending platform – a move which allows the former to streamline its user journey and provide millions of local residents, easier access to loans.



It is also worthwhile to note that FE CREDIT has integrated Vymo, a sales productivity solution that uses artificial intelligence and process automation, with its core systems, in order to improve sales productivity, drive higher conversions among sales teams, reduce loan disbursement time and improve collections.

*Transforming its business model would not simply help FE CREDIT bolster its sales and revenue but prepare for it to reach out to provinces that are remote or segments that have not been tapped in*

# \$NAP

The first fully automated lending platform in Vietnam



On August 2018, FE CREDIT introduced its new business breakthrough, a fully automated lending platform on mobile called "\$NAP"

The emergence of new technologies allows us to on-board new customers within minutes, verify customers quickly and accurately, underwrite customers automatically with available data and approve in 15 minutes. \$NAP is seen as a revolution in consumer lending and consolidating FE CREDIT's market dominance.

### Benefits for FE CREDIT after launching \$NAP:

#### Efficiency

Increase operational efficiency and lower customer acquisition cost.

#### Customer satisfaction improvement

Customer can approach our products & services faster, simpler and more easily through 24/7 loan application process and customer service supports.

#### Time reduction

Turnaround time reduces from 1-3 working days to 15 minutes for loan approval and disbursement in 24 hours.

#### Profit increase by taking advantages of digital

To reach more potential customers and enhance the ability to cross sell various lending products to existing customers by digital platform and online marketing, convert better and reduce drop offs significantly.

#### Market leader position secured

Help the company to stay ahead in the competition.

# \$NAP

**AUTOMATED LENDING PLATFORM  
INSTANT APPROVAL**



By simply installing the \$NAP mobile app on the smartphone, customers can self-apply for cash loan digitally anytime, anywhere and get the approval within 15 minutes



# \$NAP

To install the app, open App Store or Google Plays and search "\$NAP" or scan the QR code below:



# FE CREDIT – Success in APPLICATION OF FINTECH


**The Singapore FinTech Festival 2018**  
 – The World's largest FinTech events –

**12  
16  
NOV  
2018**

**SINGAPORE  
FINTECH  
FESTIVAL**

FE CREDIT's digital lending app is honoured to be acknowledged as Best of the Best financial solutions, thanks to its effective use of HyperVerge's AI platform for 99%+ accuracy Face Recognition, Fraud Detection and eKYC engines.

**1**

  
**>40.000**  
 Attendees

  
**3**  
 days

**2**

FE CREDIT is also the only Vietnam-based consumer finance company featured in the keynote speech of Deputy Prime Minister of Singapore, Tharman Shanmugaratnam and Prime Minister of India, Narendra Modi as a case study of successful application of FinTech at the launch of APIX, an online Global FinTech Marketplace.




**3**

**DATA SCIENCE  
& ANALYTICS  
IN DIGITAL AGE**



**On November 15<sup>th</sup> 2018, Data Science & Analytics in Digital Age event organized by FE CREDIT and TopDev.vn that attracted hundreds of participants.**

  
**15 / 11**  
 2018

  
**Dreamplex**

**50,000**  
 Target Audience  
 Receiving promotion email  
 with open rate of 15%

**427**  
 Registrations  
**182**  
 Attendees

 **235,450** Reach

## FE CREDIT sponsors event “VIETNAM’S 50 BEST PERFORMING COMPANIES”

*FE CREDIT is honored to co-operate with Nhip Cau Dau Tu magazine to organize the event appreciating of “Vietnam’s 50 Best-performing Companies” (TOP 50) on July 06<sup>th</sup> 2018 at the GEM Center (HCMC)*

The event attracted the participation of 300 business leaders of financial institutions in the country, international and senior economic officials and representatives of TOP 50.

TOP 50 is an annual prestigious ranking developed by Nhip Cau Dau Tu Magazine in tandem with Thien Viet Securities to honor the most effective companies on Vietnam stock exchange.

The three-section program run smoothly with the participation of many representatives and guests. Particularly, in the discussion “CEO Dialogue - Leadership Style” the leaders of the Vietnamese business community such as Cao Thi Dung (Chairman of PNJ Company), Mr. Luu Duc Khanh (CEO of Vietjet Air), had shared many meaningful experiences, under the coordination of Dominic Scriven (President of Dragon Capital).



## FE CREDIT CEO joins Forbes Vietnam BUSINESS FORUM 2018



*Recently, Mr. Kalidas Ghose, Vice Chairman and CEO of FE CREDIT has impressed the audiences at Business Forum 2018 held by Forbes Vietnam*

At the forum, Mr. Kalidas shared candidly and convincingly during the third panel discussing around the topic of “Building a Future for Sustainable Growth in the Service Sector” through the real story from FE CREDIT in consumer finance market.

Sharing in the third panel related to the service sector, our CEO started by analyzing the factors that make Vietnam one of the most attractive markets for developing consumer finance. These factors are also the driving force in FE CREDIT’s research and development of consumer products and financial services to meet the growing lending demand of the consumers.

In addition, Mr. Kalidas emphasized the essential role of FE CREDIT and consumer finance companies in providing flexible and affordable financial solutions for the unbanked customers due to the fact that they don’t have collaterals or credit history.

Mr. Kalidas also shared another interesting factors he has prioritized over the past seven years that helped him maintain the success of FE CREDIT, which is the adoption of technology, such as “Mobile app can serve 90% of locals in a convenient way by reducing traditional financing processes.” He also said that the application of technology might bring phenomenal success when it improves customers’ satisfaction substantially.

“By smartly adopting technology, businesses can streamline and enable better customer service so that customers will be able to manage their finances optimally.”



# MOODY'S CREDIT RATING

## for FE CREDIT



In September 2018 FE CREDIT proudly announced a corporate credit rating (CFR - Credit rating is based on correlation with members of the same group) of B2 from Moody's. This matches the ratings of several leading domestic and foreign financial institutions in Vietnam.

The B2 CFR partly reflects that FE CREDIT has been playing an important role in VP Bank's retail strategy.

Moody's also expects FE CREDIT to maintain its stable credit fundamentals over the next 12-18 months and rated profitability as a key strength of FE CREDIT due to the combination of high net interest margin and good operational cost management.



# Media training about CONSUMER FINANCE in The Era 4.0

*FE CREDIT had cooperated with Vietnam Bankers Association to organize a training course on consumer finance market for correspondents and editors from more than 50 press units in Hanoi (15/09/2018) and Vung Tau (05/10/2018)*

In addition to the purpose of providing more knowledge about consumer finance to journalists, the course also emphasized the impact on the consumer finance industry during the Revolutionary Era 4.0 in Vietnam.

Mr. Nguyen Thien Tam, Director of FE CREDIT's Innovation Center shared in the training session: *"Investing in technology helps finance companies to reach and bring exciting experiences to customers. In the age of industrial revolution 4.0, advanced technology is a necessary strategy for business to break through and secure their position in the future."*

**ACCORDINGLY, MR. TAM ALSO OUTLINED OUTSTANDING TECHNOLOGIES THAT FE CREDIT HAS BEEN USING:**

1. Big Data to manage data warehouse
2. Biometrics: Digital Transformation
3. Artificial Intelligence (A.I) application
4. Intelligent character recognition (ICR)
5. Optical character recognition (OCR), ...

Help minimize or eliminate human errors and enhance the efficiency of lending system, reduce interest rates for borrowers, optimize operating costs.

# Corporate social RESPONSIBILITIES

This TET, FE CREDIT cooperated with HCMC Public Security Newspaper to organize a charity program to give bus tickets to hundreds of disadvantaged people living in Ho Chi Minh City to return to their hometowns to celebrate Tet with their family.

During 2018, many people suffered heavy losses and faced financial risk after natural disasters, and had to give up on their chance of reuniting with their family during TET holiday, in order to save money for their family. Sympathizing with their situation, FE CREDIT decided to sponsor this meaningful event, in order to spread hope and help them reunite with their family during Tet.

Beside providing vehicles, FE CREDIT also held a charity event to give presents to disadvantaged people in Ho Chi Minh City.

## 1 FE CREDIT GIVES TET BUS TICKET TO DISADVANTAGED WORKERS



## 2 FE CREDIT ACCOMPANIES WITH "EMPATHETIC HEARTS 10TH ANNIVERSARY" CHARITY ACTIVITY

The program is an annual social welfare activity of the Ministry of Labor, Invalids and Social Affairs, Family and Children Magazine and National Assembly Television to help poor children and disadvantaged people. Beneficiaries are children with cerebral palsy, orphans, family of war victims affected by Agent Orange.

Through the event, the Organization given more than 100 saving books (each worth VND 5 million) to children suffering from serious diseases, victims of Agent Orange; donated 30 scholarships (VND 5 million each), donated five bicycles (VND 2 million each) to disadvantaged students and supported the construction of 2,500 martyrs of Regiment 27 in Trieu Long, Trieu Phong, Quang Tri with a total donation of more than VND 5 billion.

# 3

## “GIVE LOVE – GIVE LIFE” WITH FE CREDIT IN BLOOD DONATION DAY

As an annual activity of the company among the series of activities for the community FE CREDIT’s Blood Donation Day with the message “Give love – Give life” demonstrated the corporate social responsibility of FE CREDIT as well as encouraged all FE CREDIT staffs to join hands to contribute to Vietnam blood bank. The event received enthusiastic support from over 450 volunteers, and 540 units of blood had been donated by FE CREDIT members.






# Introduction to FE CREDIT'S BANCASSURANCE PRODUCTS

FE CREDIT's Bancassurance Unit has cooperated with leading insurance companies (Liberty, Bao Minh, Phu Hung) to provide comprehensive insurances packages at special premium starting from VND 1,096/day, to help more people have chances to protect themselves with the insurances.

Moreover, the team has launched the automated Insurance Application named SHIELD with breakthrough features to deliver premium, fast and convenient experience to customers.



## FE CREDIT'S BANCASSURANCE PRODUCTS

	 COMPREHENSIVE HEALTH Insurance	 CRITICAL ILLNESS Insurance	 CANCER Insurance
Main benefits	Cover treatment costs, allowances support, life insurance... in case of accidents or unexpected illness	Protect from 10 serious diseases especially cancer, heart attack or kidney failure	Protect from all kinds of cancer at all stages
Sum insured	50.000.000 VND/year	Up to <b>1 BILLION</b> VND Depend on age and gender	Option 1 <b>250.000.000</b> VND Option 2 <b>500.000.000</b> VND Option 3 <b>750.000.000</b> VND
Premium	400.000 VND/year	Option 1 <b>500.000</b> VND/year Option 2 <b>1.000.000</b> VND/year	From <b>200.000</b> VND/year Depend on age and gender
Advantages	Premium is already discounted up to <b>40%</b>	Low premium for customer <b>&gt; 30</b> years old	Reduce <b>20%</b> of original premium Pay 100% sum insured as soon as diagnosis is completed

Hotline: (028) 3868 9968

Bancassurance Unit: hotrobaohiem@fecredit.com.vn

# Seasonal video series **CHASE WORRIES AWAY**

▶ GET THROUGH RAINY SEASON WITH FE CREDIT

**“RAINY SEASON”**



On October 02<sup>nd</sup> 2018, FE CREDIT released a video clip titled “How to get through rainy season” which reached nearly 450,000 organic views on Facebook after 3 weeks!

Featuring hot celebrities including Mr. Control and New Era Saigon Bingo band with a style of music widely adored by blue collar workers, together with humorous script, this funny yet meaningful video has caught the attention of the netizens when reflecting the difficulties of the street vendors under bad weather conditions.

Video clip mentioned about the advantages of products and services that FE CREDIT provides through the numbers referred in the bingo song.

No. **2** Two types of document including **ID card + Household book**

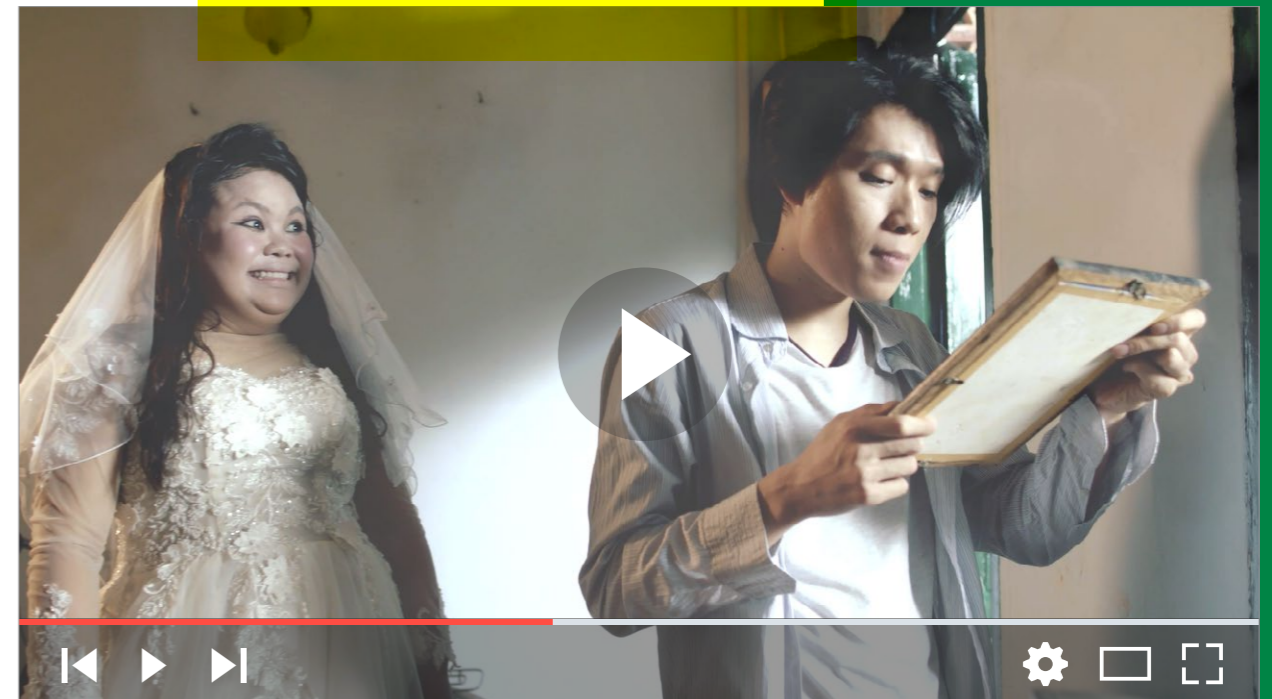
No. **3** Income from **VND 3 million**

No. **70** Loan amount up to **VND 70 million**

**f** **450,000** views | **3** weeks

▶ CHASE AWAY  
“WEDDING NIGHTMARE” WITH FE CREDIT

# “WEDDING NIGHTMARE”



On December 12<sup>th</sup> 2018, FE CREDIT released a viral clip titled “Wedding Nightmare” which reached nearly 100,000 organic views on Facebook within 24 hours!

This comedy with a touch-of-horror video participated by young rising stars Quang Trung & Ngoc Hoa helped to chase away the anxiety about the wedding of young couples and bring laughers during the wedding season.

**f** **100,000** views

**24** hours

# Highlighted PROMOTIONS

**Vay là có thưởng năm Hợi bổ hưởng**

**SOẠN TET GỬI 8083**

Điều kiện và điều khoản áp dụng, xem chi tiết trên [www.fecredit.com.vn](http://www.fecredit.com.vn)

**FE CREDIT**  
VAY TIÊU DÙNG TÍN CHẤP

200 ĐT OPPO A3S

16.000 LOA BLUETOOTH MINI XIAOMI

HOÀN TIỀN ĐẾN 800.000Đ

► THE BIGGEST PROMOTION IN THE YEAR OF LUCKY PIG

FE CREDIT launched the biggest and exclusive TET Promotion “**GUARANTEE 100% CHANCE TO WIN REWARD IN THE YEAR OF LUCKY PIG**” with total prizes worth up to VND 15,9 billion including 24,450 refunds up to VND 800,000 and 16,000 Xiaomi mini bluetooth speakers and 200 OPPO A3S 32GB smartphones. The chance to win is 100% applying to all customers who apply for Cash Loan, Two Wheeler Loan or FE CREDIT card during promotion time.

► SUPPORTING VIETNAM'S FIRST ELECTRIC SCOOTER VINFAST KLARA

To celebrate the launch of the first Vietnamese-branded electric scooter VinFast Klara, from 20/11/2018 to 20/01/2019, FE CREDIT launched promotion for Two Wheeler Loan with a interest rate of only 0.99%/month and down payment only 30% of the product value to own either a new high-class Klara-A1 version using Lithium battery Bosch (Germany) or version Klara-A2 using lead acid batteries.

**CÓ XE MÁY VAY NGAY ĐƯỢC TIỀN**

HOÀN TIỀN 500K

► HAVING MOTORCYCLE EQUALS ABLE TO GET CASH LOAN

From 04/11/2018 to 05/01/2019, FE CREDIT launched attractive promotion for Personal Loan customers nationwide.

By having a motorbike, customers can borrow up to VND 70 million in cash and have a chance to win valuable rewards such as gold bar worth VND 38 million, iPhone 8 64GB worth VND 18 million and many shopping vouchers.

**XE ĐIỆN TÂN TIẾN**  
Trả góp lấy liền

LAI SUẤT CHỈ TỪ 0.99%/THÁNG\*

VINFAST KLARA

# Build up **ONE STRONG TEAM**

## ► TOWNHALL & B.O.M TEAM BUILDING 2018

Board of management shared the business performance of the first half 2018, elaborated action plans and key performance targets for upcoming months. Accordingly, in order to meet the ambitious targets set and anticipate the market challenges, we need to take action on refining the operation process and focusing on the application of technological innovations to improve the lending process and enhance the customer experience.

Throughout the teambuilding, members engaged in many challenging indoor & outdoor activities under The Avengers theme. Each member played a hero who united together in the spirit of "Together Forward" to realize the common goal and create a true Avenger team within FE CREDIT.



2018

## ► TEAM BUILDING FOR ALL EMPLOYEES

*In order to enhance the spirit of solidarity and commitment of each individual within the team, FE CREDIT team building was widely conducted. Each department selected the schedule and destination as well as the content of the team building program in accordance with the criterias set by the organizers, consistent with the character and interest of the majority of the team.*



*People are the most valuable asset at FE CREDIT*

# 8 Years of INNOVATION AND GROWTH

On the occasion of FE CREDIT's 8<sup>th</sup> birthday, Marketing Center organized an activation to show gratitude to all those who have contributed to the growth of the company and brought all members of the family together in this meaningful event.

**3**.400 COMMENTS

**21**.000 LIKES on FB



In 2 days, November 01<sup>st</sup> and 02<sup>nd</sup> 2018, Marketing Center set up 3 birthday booths made entirely by balloons with more than 2,000 birthday gifts to all members of FE CREDIT who had joined the activity "Let's go green" at 3 buildings REE, Cong Hoa & Cong Hoa Garden.

The green color of FE CREDIT has created exciting atmosphere during the event day.

**3** Booths

**2**.000 BIRTHDAY GIFTS





