



APPOTA GROUP PROFILE



WHO WE ARE?

Appota Group is a pioneer in the field of technology solutions and digital entertainment content in Vietnam. Our vision is to create a comprehensive entertainment ecosystem that uses technology to enhance daily life, providing valuable products and services to both businesses and individuals.



+450

Staff members



06

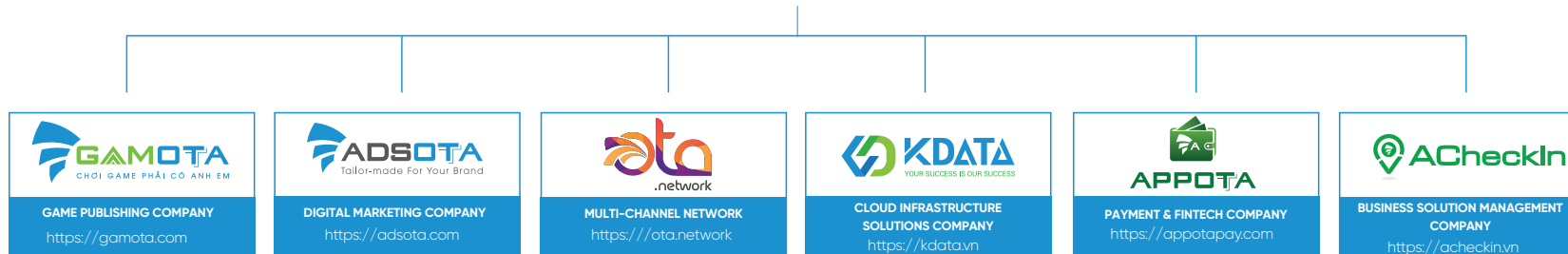
Member companies



+60M

users

MEMBER COMPANIES





CORE VALUE

At Appota, the development of a corporate culture centered on people and the creation of an ideal work environment are our main focus. Our "Appoters" are empowered through our 7 core values, enabling them to become the best versions of themselves.





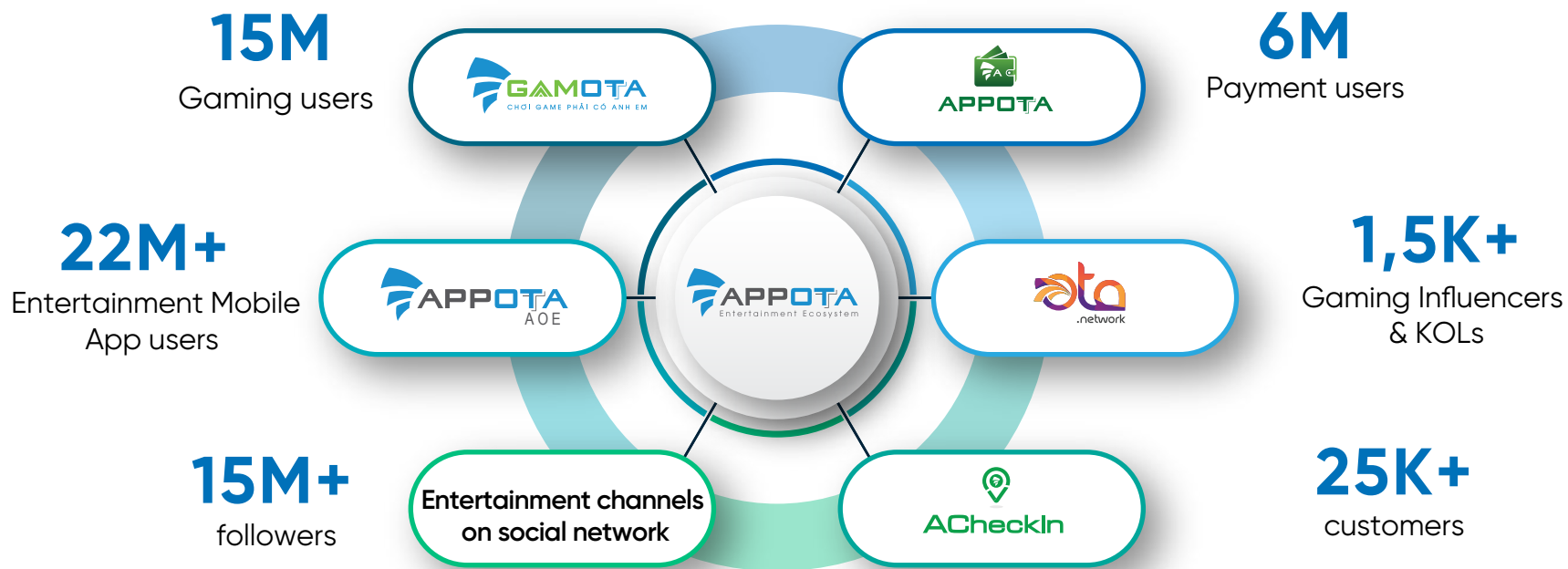
DEVELOPMENT MILESTONES



- ❖ Appota was established as a smartphone app distributor
- ❖ Awarded the "Most Innovative Enterprise" award by the Founder Institute in Silicon Valley (USA)
- ❖ Recognized as "Vietnam's Most Promising Startup"
- ❖ Established Gamota, the game publishing company
- ❖ Closed series A round, backed by GMO Venture Partners (Japan) and Golden Gate Ventures (Singapore)



APPOTA INVENTORY ECOSYSTEM





PARTNERS

GAME PUBLISHING



ADVERTISING



MULTI-CHANNEL NETWORK



DIGITAL PAYMENT



SAAS



CLOUD





OUR SERVICES

B2B2C SERVICES

01

GAMING

- ⌘ Game Publishing
- ⌘ Co-Publishing

02

MULTI-CHANNEL NETWORK

- ⌘ KOL Marketing cooperation (for brands)
- ⌘ Event & Esports Tournament organizing (for brands)
- ⌘ Social Commerce (for brands)
- ⌘ Exploit revenue from Facebook with Monetization Feature (for content creators/ providers)

03

DIGITAL CONTENT

- ⌘ Produces and distributes short content, books, and movies

B2B SERVICES

01

ADVERTISING

- ⌘ IMC campaign
- ⌘ Performance Marketing
- ⌘ Community Building
- ⌘ KOLs
- ⌘ Virtual Event production

02

DIGITAL PAYMENT

- ⌘ Payment gateway
- ⌘ Cash collection & payment
- ⌘ E-wallet
- ⌘ Payment Link
- ⌘ QRPay

03

CLOUD SERVICES

- ⌘ Cloud VPS, hosting, server
- ⌘ Business email
- ⌘ CDN

04

SAAS

- ⌘ Human Resources Management Solution
- ⌘ Gameteam Solution

05

DEVELOPMENT

- ⌘ Blockchain & AI

06

MARKET RESEARCH



Appota Group profile



Gamota is one of the leading mobile game publishers in the Vietnamese market, with over 15 million users, 10 years of experience, and more than 100 game titles released.

SERVICES

Publishing

Co-Publishing

Sub-Publishing

Web3 services

NOTABLE GAMES PUBLISHED/CO-PUBLISHED BY GAMOTA IN 2022



Thieu Nien Anh Hung

Release date: 2022

Developer: Yoozoo

Players: 440,156



Tho San Quy

Release date: 2022

Developer: Eskyfun

Players: 683,149



Lien Minh Nhan Gia

Release date: 2022

Developer: Qingmo

Players: 345,133



Rise of Kingdoms

Release date: 2021

Developer: Lilith Games

Players: 985,697

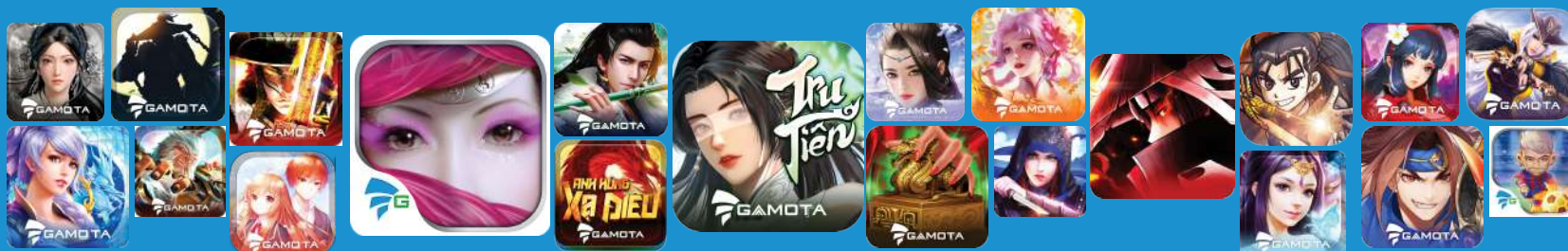


Tru Tien 3D

Release date: 2017

Developer: Perfect World

Players: 4,980,800

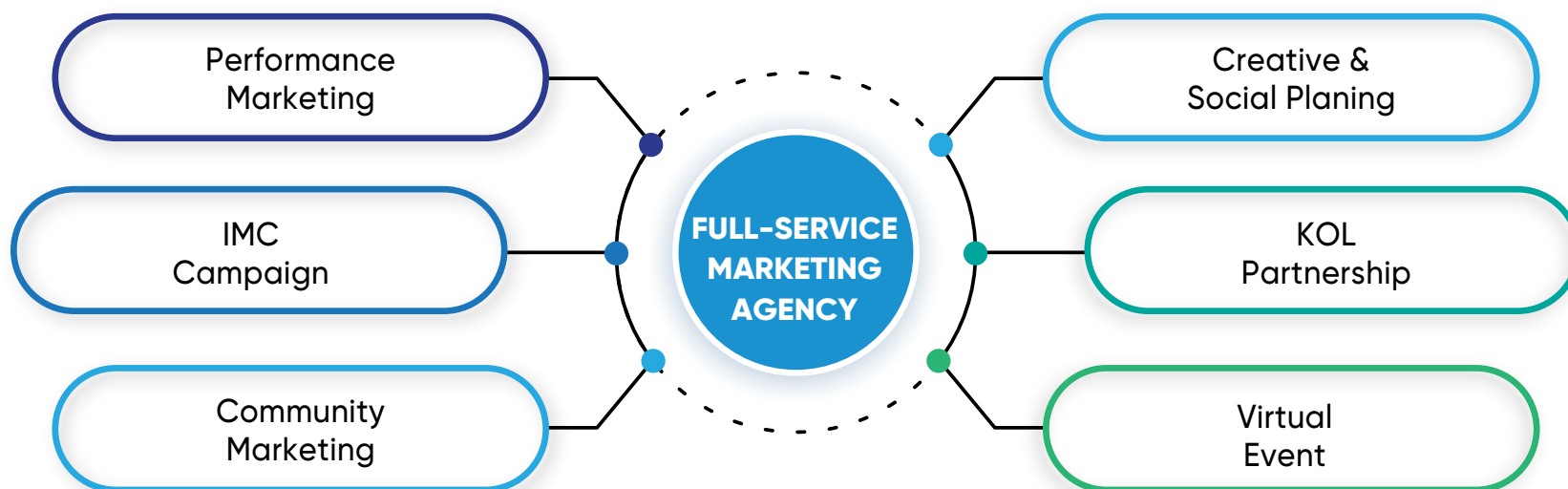




ADVERTISING SERVICE



Adsota combine technology and creativity to bring a comprehensive, tailor-made marketing solution for businesses, helping to optimize resources and increase brand awareness.





MULTI-CHANNEL NETWORK



OTA NETWORK is the leading multi-channel network with more than 1,000 partners and diverse types of contents including both game and entertainment.

As an official partner of Facebook Gaming and Tiktok, we have been a steady launcher for thousands of content providers and creators, including games and other entertaining contents.

01

FACEBOOK CHANNEL MONETIZATION



02

KOL/KOC MANAGEMENT & TRAINING

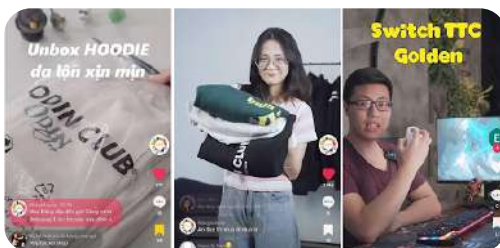
03

CONTENT PRODUCTION STUDIO



04

SOCIAL COMMERCE



05

EVENT/ ESPORT TOURNAMENT



06

INFLUENCER MARKETING SOLUTION





DIGITAL CONTENT



Appota produces and distributes short content, books, and movies on mobile and social media platforms.

Typical services



Followers

770,000



Followers

1,3M



Followers

600,000



Followers

4,9M



Followers

638,000



Followers

770,000



PAYMENT SERVICES

AppotaPay is one of the TOP 10 payment service providers in Vietnam. We are proud to bring the most flexible & optimal payment solutions, help reduce costs & create perfect services to millions of consumers.

DIGITAL PAYMENT



Payment Gateway: One gate to all payment methods that helps businesses drive revenue and approach international markets.



Cash collection & payment: assisting banks in cash collection and cash payment services for customers owning payment accounts, bank cards and making payment to the parties involved.

E-WALLET



Appota e-wallet: Top 1 entertainment E-wallet trusted by 6 million users with over 100 features such as bill payment, phone top-up, game top-up and other payment services.

OTHER SERVICE



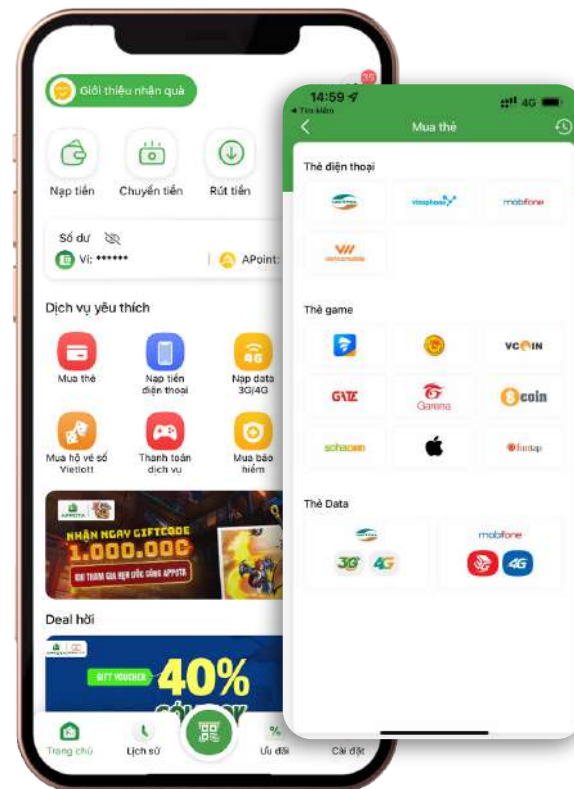
Appota Partner: Support AppotaPay Partners to manage business activities easily, conveniently, transparently and effectively.



Payment Link: Create payment links for online merchants.



QR Pay: Provide a time-saving payment method using QR code through mobile bank and E-wallet applications for customers.



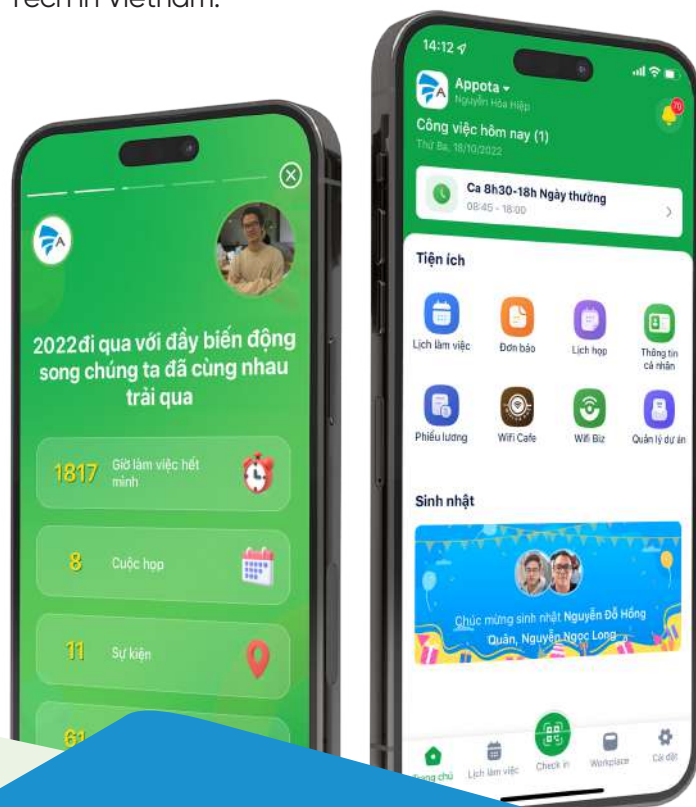
6,000,000
APPOTA E-WALLET USERS



HUMAN RESOURCE MANAGEMENT SOLUTIONS



Established in 2019, ACheckin is a software specializing in Human Resource Management with the desire to become a leader in HR Tech in Vietnam.



VARIOUS SCENARIOS

- ⌚ Provide 6 ways of reward system: by time, by product, 3P...
- ⌚ Provide 5 forms of timekeeping: smart, automatic
- ⌚ Provide 4 ways to arrange shifts: flexible, convenient
- ⌚ Support 3 smart-office management features: Project, Canteen, Door
- ⌚ Support 2 culture-nurturing features: Online Teambuilding and Internal Communication
- ⌚ Integrated all solutions in a 1 platform to optimize the experience

ENHANCE THE EXPERIENCE

- ⌚ Reduce 20-35% timekeeping and salary calculation
- ⌚ Employee engagement increased by 10-15%
- ⌚ HR department's performance is higher, more time for planning & innovation.

COST OPTIMIZATION

- ⌚ More than 25,000 businesses with a scale from 10 to 2000 employees have trusted ACheckin



HIGH-TECH TEAM BUILDING SOLUTION



GameTeam is a team-building solution for Industry 4.0 that merges the best of traditional team-building practices with cutting-edge technology. This results in new and exciting challenges in various formats, providing players with an unparalleled experience.

FEATURES



Location-based team-building activities easily accessible through your smartphone



A blend of classic team-building formats and 4.0 technology



Exclusive access to our exclusive and customizable team-building challenges



Real-time ranking charts updates



Automatic storage of activity media while playing.

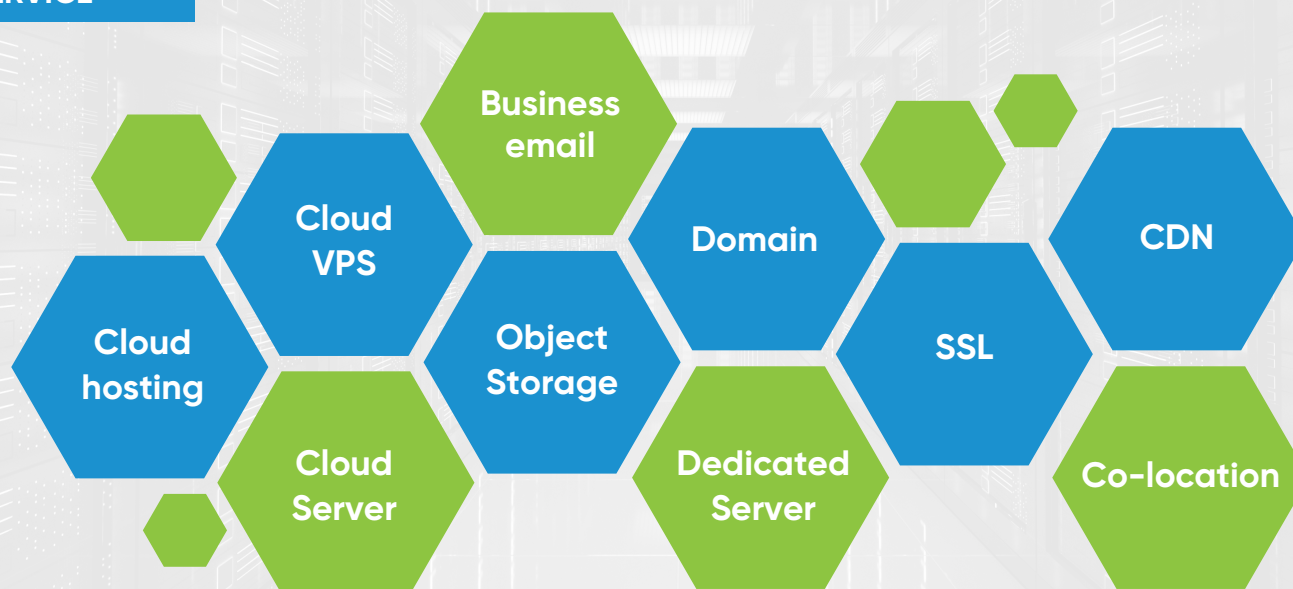




CLOUD



SERVICE



BUSINESS BENEFITS

With more than 10 years of experience in operating the infrastructure network, along with the understanding of mobile games, KDATA provides the highest quality, optimal and most effective service for all partners participating in the Vietnamese market.

- ☞ > 150GBps bandwidth (Bandwidth)
- ☞ 4 data centers (VNPT, FPT, Viettel, CMC Datacenter)
- ☞ 40 rack cabinets
- ☞ 960 physical servers
- ☞ Continuous monitoring
- ☞ Automatic protection
- ☞ Cost optimization



DEVELOPMENT

BLOCKCHAIN

Research and implement blockchain technology to build Appota blockchain ecosystem in the next 3 years.

AI

Research big data technology and AI for the Appota entertainment ecosystem.

Products

AceStarter
Not Just A Launchpad

 **CHAINVERSE**


Wallacy



MARKET RESEARCH

Appota specializes in providing market research reports on areas such as marketing, games, advertising, e-commerce, digital payments, esports, mobile, etc. These are useful documents for related agencies, the startup community, as well as foreign investors who want to do business in Vietnam.

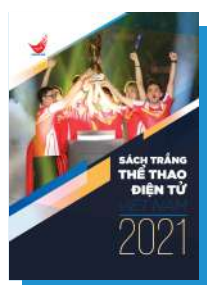
SOME REPRESENTATIVE REPORTS



REPOTA 2022
<https://bit.ly/3GDjkNQ>



The state of Gaming
Creators in Vietnam
<https://bit.ly/36QsQza>



Vietnam e-sports
whitebook 2021
<https://sachtrang.viresa.org.vn>



Vietnam Digital
Marketing Report 2021
<https://bit.ly/3h2pPhR>



Vietnam Digital
Advertising Report 2019
<http://bit.ly/30k7fby>



Vietnam Mobile
Marketing & Game 2019
<http://bit.ly/VMMAG2019>



Vietnam Esports
Guidebook 2019
<http://bit.ly/VEG2019full>

CONTACT US



Head office

A: LE Building, No. 11, Alley 71, Lang Ha Street, Thanh Cong Ward, Ba Dinh District, Hanoi City, Vietnam.

T: +84 2435 191 618



HCM Branch

A: 5F, Dien Bien Phu 408, Ward 12, Dist. 10, Ho Chi Minh City, Vietnam.

T: +84 2866 769 489



Singapore Branch

A: 1 Scotts Road, #24-10 Shaw Centre, Singapore 228208

T: +65 6303 0570



Email

biz@appota.com



Website

<https://appota.com>



Facebook

<https://www.facebook.com/Appota/>



LinkedIn

<https://www.linkedin.com/company/appota>