

4M2022

Business performance update

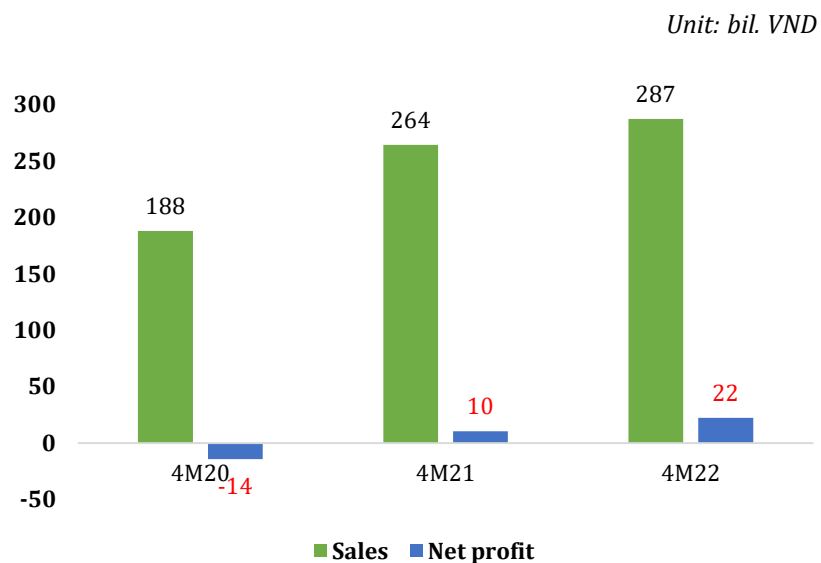


Everpia JSC | Planning team

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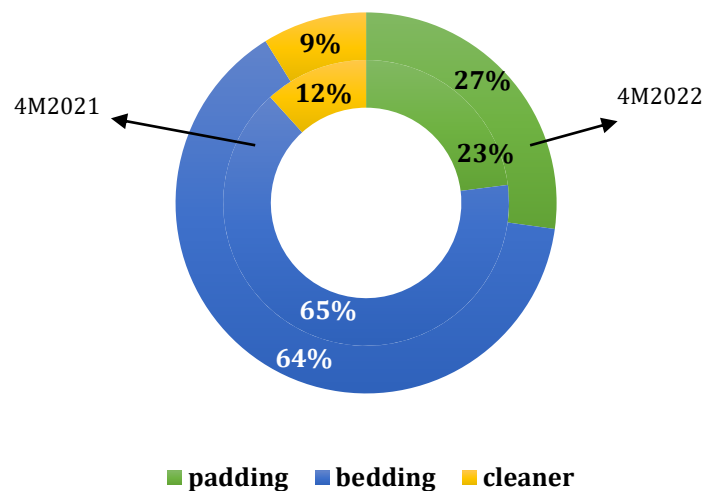
1. Sales performance in 4M2022
2. Highlight business plan in May and Jun
3. Activities related to shares and investment

❖ Profits improved strongly thanks to innovation activities



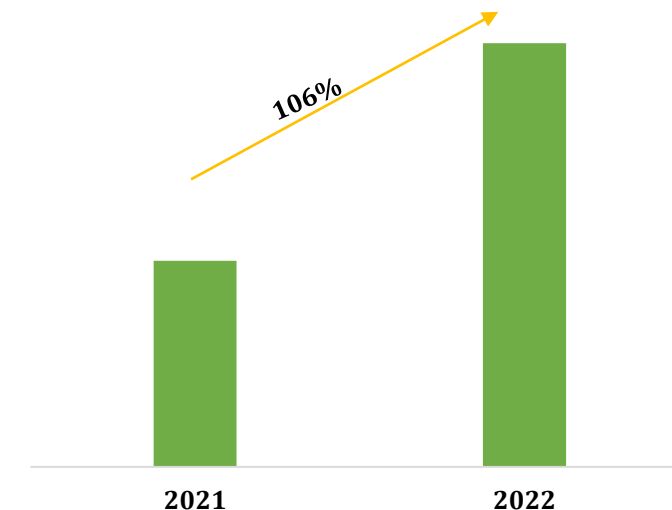
- Sales in April increased 23% over the same period.
- Accumulated sales for 4M2022 reached VND 287 bil., up 9% over the same period in 2021.
- Measures to balance production through the application of “3-Nos” and “7 unnecessary” make profit ratio significantly improved
- Sustainable products made of eco-friendly material such as SR ECO Ball, padding with NF resin interested and ordered by customers

❖ Sales structure



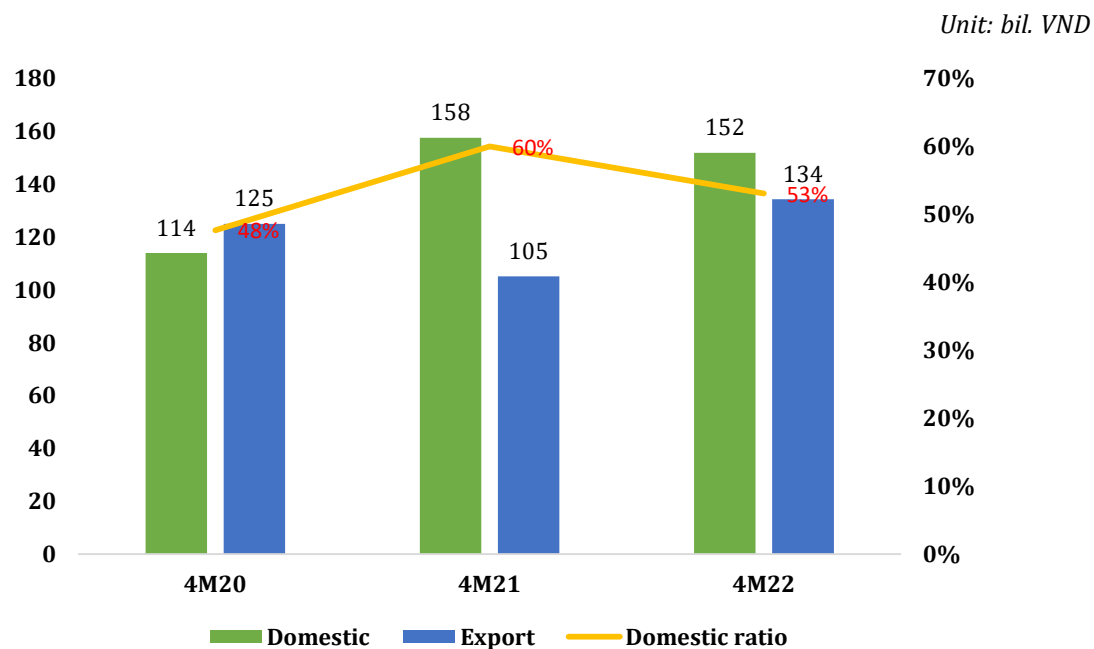
- The revenue structure by business did not experience major changes.
- Bedding still contributes to the biggest proportion of 65% of the total revenue.

❖ Export of beddings grew 106%



- Bedding export grows impressively over the previous year.
- The recovery of worldwide trades and outdoors activities led to the increase in export of Bedding in the first 4 months of 2022.

❖ Export sales increased by 40% over the same period



- Export rose significantly to 134 billion VND, accounting for 47% of total sales.
- Domestic customers still tighten their spending budget due to high consumption costs while the economy has not really recovered especially for non-essential goods. Besides, tourism activities just prospered in the last weeks of April. Hence, domestic sales achieved VND152bil., down 4 % over the same period.

❖ Focus on distribution system and customer service

- **10 new stores** are opened within 4 months, including
 - Showroom in District 9, Ho Chi Minh
 - 5 agents in the North
 - In Ha Noi: Hoa Binh 6, Minh Khai, Ha Noi
 - In province: Son La, Ha Tinh, Hung Yen, Quang Ninh
 - 4 agents in the South
 - In Ho Chi Minh: Go Vap and District 7
 - In province: Binh Duong and Vung Tau

| | North | South | Total |
|-----------|-------|-------|----------|
| Showrooms | 0 | 1 | 1 |
| Agents | 5 | 4 | 9 |

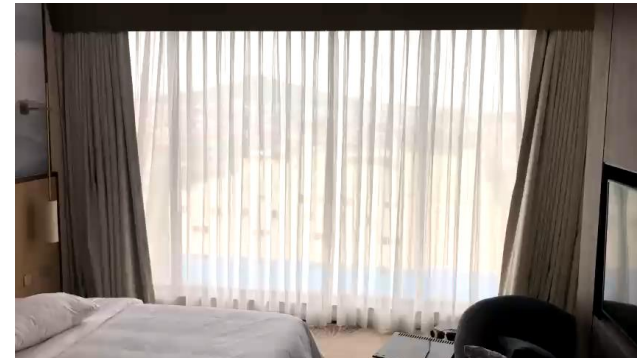
- **1.000** customer calls and **24** online discussions were made as a care service and improving the quality of products and services
- **Warranty for mattress** deploy at **customer house**.

❖ Exports sales continue to take the lead

- **Bedding export:** Sales in 1H2022 will increase at least 100% over the same period. Thanks to experience in traditional markets and stability in product quality, the company can easily offer and get orders from new customers.
- **Padding business:** Padding sales are expected to continue the growth rate of the first 4 months. Received orders bring Hanoi factory at full capacity until mid-July and Dong Nai factory at full capacity until the end of June. Besides, the increase in raw material price (fiber price) does not significantly affect profits, just simply shifts from costs to sales.
- **Cleaner business:** US, Germany, Netherland, France and South Korea continue to be the main markets. Focusing on R&D and finding new customers to partially offset the decline in orders of traditional customers is a priority in Cleaner business's activities in 2Q.2022

❖ B2B sales grow with the excitement of Hospitality Industry

- **Macro outlook:**
 - Vietnam officially re-opened its borders to tourists in mid-March. Tourism had an improved performance with 91,000 international arrivals in 1Q2022, increasing 89% YoY
 - Vietnam National Administration of Tourism expects the tourism industry to welcome over 5 million international visitors and serve 60 million domestic tourists with a total revenue of 400,000 billion VND.
- **Everpia's plan:**
 - Received orders with VND30bil. in sales will be produced in May and June
 - 5 stars hotels and above continue to be the priority customer group
 - KingKoil international standard spring mattress and Curtain products with high technology are the outstanding competitive advantage of Everpia



*Automatic curtains installed by Everpia at Crowne Hotel Vinh Phuc
Please click "play"*

New collection

- Number of new pattern: **39**
- Material: **100% nature** with cotton, modal, tencel and bamboo
- **Launching date:**
 - **North:** 26th & 27th May, 2022
 - **Da Nang:** 10th Jun, 2022
 - **South:** 27th May, 2022
- Main idea: **THE CONNECTION**
- Pre-order receipt time: mid-Jun
- Officially on the market: Sep. 2023

Customer service

- **Home warranty**
 - Deploy Warranty for mattress at customer house in the North
 - Set up team and deploy in Da Nang and in the South from 4Q.2022
- **Loyalty Program**
 - In process of integrating data between data sources
 - Deploy the pilot and evaluate the effectiveness of program to apply on the whole system

Re-branding

Goal: Towards a **new Everon brand** positioning that is different and attractive to **young customer** – especially the Millennial generation (1980-1995)

Step1 (May and Jun 2022): Brand audit and Brand measurement – Collaborating with a respected market research firm to assess **and identify Everon's market position** through 5 stages:

- Stage 1: Business & Category Observation
- Stage 2: Strategic & Creative Initialization
- Stage 3: Consumer Research & Study
- Stage 4: Strategic Remolding
- Stage 5: Creative development

Cash dividend 2021

- Payment ratio: **10%**/par value.
- **Closing date: Jun 8th, 2022.**
- Execution date: **Jun 17th, 2022.**

ESOP Issuance

- Total number of treasury shares expected to be used for selling to employees: **888.184 shares**
- Selling price: **10,000 VND/share**
- Transfer restriction: **1 year** from the finalization date of issuance
- Expected execution date: **Jun. 2022**

NEW FACTORY IN GIANG DIEN

Location : Lot 16, road 10 & 12, Giang Dien IP, Giang Dien commune, Trang Bom, Dong Nai

Land area : 28.956 m²

Investment capital : US\$ 10 mil (*equi. VND 230 bil.*)

Project period : 50 years since issuance of IRC

Project period : Implementation timeline: Expected to come into operation since Q2.2023

Goal and scale : Padding, Spring Mattress and Cleaner

Current progress : Got IRC and ERC, in the process of applying for a Building permit



Green building



Green financing



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