



FPT ONLINE SERVICE JOINT STOCK COMPANY

ANNUAL REPORT 2024

**EVERY TOUCHPOINT IS
AN OPPORTUNITY**



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COMPANY INTRODUCTION

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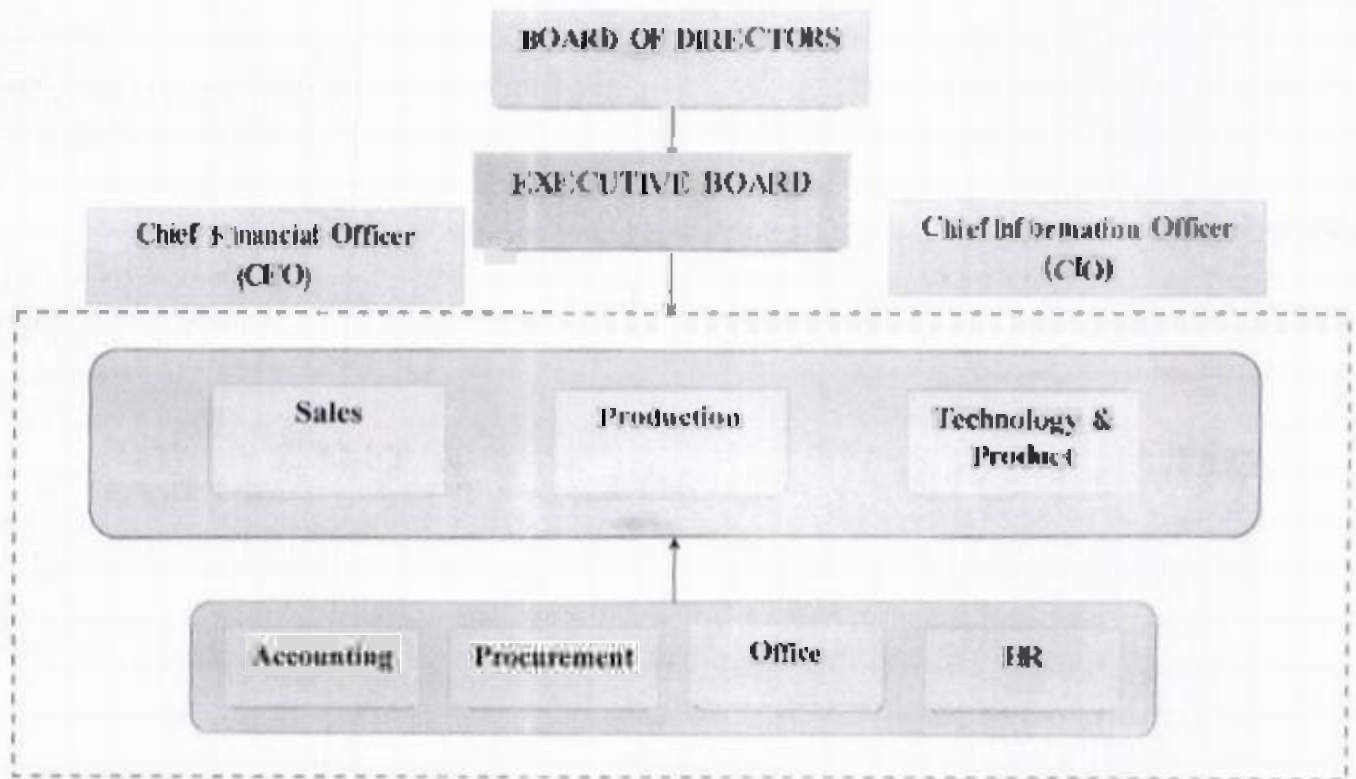
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OVERALL INTRODUCTION

Company name	FPT ONLINE SERVICE JOINT STOCK COMPANY
Trade name	FPT Online Joint Stock Company
Abbreviated name	FPT Online JSC
Chartercapital	184.712.750.000 VND
Enterprise Registration Certificate	Ho Chi Minh City Department of Planning and Investment first issued on June 21, 2007 and 16 th change on November 6, 2023
Tax code	0305045911
Head office	6 th Floor, Exchange Tower, No. 1 Nam Ky Khoi Nghia Street, Nguyen Thai Binh Ward, District 1, Ho Chi Minh City
Branch	10 th Floor, Building C, FPT Tower, No. 10 Pham Van Bach, Dich Vong Ward, Cau Giay District, Hanoi City
Tel.	+848 7300 9999
Fax	+848 7300 9998
Business activities	Telecommunication service agency. Internet access service agency. Value-added services on the Internet. Value-added services on Telecommunications Networks. Data access, data processing, and network information services, data exchange services. Online information provision services

ORGANIZATION STRUCTURE



THE BOARD OF DIRECTORS MEMBERS



Mrs. NGUYEN THI HAI . Chairwoman of the Board of

Mrs. Nguyen Thi Hai, born in 1976, holds a Bachelor's degree in Journalism. She joined FPT in 2000.

On June 12, 2018, she was appointed as Deputy General Director in charge of Business at FPT Online Services Joint Stock Company.

Since March 2021, she has been serving as Chairwoman of the Board of Directors of FPT Online Services Joint Stock Company.



Mrs. CHU THI THANH HA . Members of the Board of Directors

Ms. Chu Thi Thanh Ha, born in 1974, joined FPT in 1995 and has held various key positions at FPT Corporation and its subsidiaries, including: Chairman of the Board of Directors and CEO of FPT Telecom Technology Joint Stock Company (FPT Telecom), Chairwoman of FPT Digital Retail Joint Stock Company (FPT Retail), and Deputy CEO of FPT Corporation.

In March 2020, she was appointed as the Chairwoman of FPT Software Co., Ltd (FPT Software).

Since March 2009, Mrs. Ha has been a Board Member of FPT Online Services Joint Stock Company.



Mr. NGUYEN THE PHUONG . Members of the Board of Directors

Mr. Nguyen The Phuong, born in 1977, joined FPT in August 2000. He has made significant contributions to developing FPT's financial and accounting systems in accordance with international standards and promoting financial investment activities.

He was appointed Deputy CEO of FPT Corporation on November 1, 2010. Since August 2020, he has also served as the Chairman of FPT Smart Cloud Co., Ltd.

Since April 2016, Mr. Phuong has been a Board Member of FPT Online Services Joint Stock Company.

EXECUTIVE BOARD MEMBERS



Mr. NGÔ MANH CUONG . Chief Executive Officer (CEO)

Mr. Ngo Manh Cuong, born in 1982, holds a Bachelor's degree from the Foreign Trade University.

Joining FPT Online in 2005, he has extensive experience in managing and executing the company's advertising business operations.

Since August 20, 2020, Mr. Cuong has been appointed as the Chief Executive Officer of FPT Online Services Joint Stock Company.



Mrs. LA THI THANH HANG . Chief Financial Officer (CFO)

Mrs. La Thi Thanh Hang, born in 1978, holds a Bachelor's degree in Accounting.

Since joining FPT in 2001, she has held various positions, including Chief Accountant of FPT Online Services Joint Stock Company and Chief Accountant of the Hanoi Branch.

On June 12, 2015, Mrs. Hang was appointed as the Chief Financial Officer of FPT



Mr. NGUYEN LOC VU . Chief Information Officer

Mr. Nguyen Loc Vu, born in 1979, holds a Bachelor's degree in Information Technology.

Since joining FPT in 2010, he has held various positions at FPT Online Services Joint Stock Company, including Head of Product Development (HCM), Deputy Director of the Technical Center (HCM), Director of Technical Center 2, Deputy Director of the Technical Division cum Director of the Digital Content Technical Center, and Director of the Technical Center.

On March 4, 2015, Mr. Vu was appointed as the Chief Information Officer

SUPERVISORY BOARD MEMBERS

Mr. NGUYỄN ĐÌNH HUNG . Head of the Supervisory Board



Mr. Nguyễn Đình Hưng, born in 1975, obtained his Bachelor's degree (1997), Master's degree (2004), and Doctorate (2010) in Accounting from the University of Economics Ho Chi Minh City.

He joined FPT in August 2008 and has held various key positions in accounting and finance. He was appointed Deputy Director of FPT Ho Chi Minh City on July 1, 2015, while concurrently serving as Chief Accountant of FPT HCM.

Since April 2016, Mr. Hưng has been the Head of the Supervisory Board of FPT Online Services Joint Stock Company

Mrs. NGUYEN THI HONG HA . Supervisory Board Member



Mrs. Nguyễn Thị Hồng Hà, born in 1968, graduated from the University of Economics and the University of Law in Ho Chi Minh City. She also holds an MBA in Strategic Management.

Joining FPT in June 2002, she has made significant contributions to upgrading the quality management system to ISO 9001 standards, transforming it into FPT's comprehensive management system based on various advanced governance standards and international industry management practices.

Since April 2016, Mrs. Hà has been a member of the Supervisory Board of FPT Online Services Joint Stock Company.

Mrs. NGUYEN THI KIM PHUONG . Supervisory Board Member



Mrs. Nguyễn Thị Kim Phương, born in 1977, graduated from the National Economics University in Hanoi.

She joined FPT in 1999 and has held various positions, including Head of Quality Assurance, Deputy Head of Quality Assurance at FPT, and Head of Quality Assurance (2015). In 2019, she was appointed as FPT's Quality Director. Since July 2021, she has served as Deputy Director of the FPT College Training Division.

In March 2021, Ms. Phương became a member of the Supervisory Board of FPT Online Services Joint Stock Company.

BUSINESS ACTIVITIES

PRODUCTS AND SERVICES

GOVERNANCE AND HUMAN RESOURCES

CORPORATE CULTURE

PRODUCTS AND SERVICES

In 2024, despite persistent global economic uncertainties and a landscape marked by more challenges than advantages, the domestic economy has positive signs and strong growth, creating both opportunities and challenges for FPT Online.

In addition to actively seeking opportunities in sectors with sustainable growth potential, FPT Online continues to develop new products and services, leveraging its core strengths in technology and user engagement.

SMARTADS

SmartAds is FPT Online's automated advertising platform, evolved from the eClick system. Designed to integrate both branding (Branding) and performance optimization (performance), SmartAds enables businesses to reach their target audiences more effectively.

With over 50 million users and 1.5 billion impressions per month, SmartAds offers high-quality advertising solutions that optimize budgets and support sustainable brand growth.

Aiming to become the leading choice in Vietnam's native advertising market, SmartAds empowers advertisers with flexible campaign management, allowing real-time adjustments to budgets and timelines for maximum conversion efficiency. Beyond display advertising, the platform aspires to create a balanced ecosystem that maintains a seamless user experience while maximizing revenue for publishers.

Currently, SmartAds collaborates with Vietnam's top publishers, including VnExpress, Dan tri, Tuoi tre, and Thanh nien, achieving ad performance three times higher than conventional formats.

In 2025, FPT Online will further invest in AI-powered technologies for SmartAds, expand its publisher network, and develop innovative advertising formats.

VNEXPRESS MARATHON

VnExpress Marathon (VM) is currently the largest sporting event system in Vietnam, operated and owned by VnExpress Newspaper and FPT Online Joint Stock Company (FPT Online).

The year 2024 marks the five-year journey of VnExpress Marathon since its inception in Quy Nhon in 2019. To date, the event has expanded to eight major tourist cities—Ho Chi Minh City, Hue, Da Nang, Quy Nhon, Nha Trang, Ha Long, Ha Noi, and Hal Phong—attracting over 200,000 runners. These events not only promote sports but also contribute to the sports-tourism trend, generating hundreds of thousands of visitors for local economies.

Beyond the marathon series, in December 2024, VnExpress Marathon will further extend its footprint in the multisport domain by organizing the Aquaman Vietnam event, a swimming and running competition in Ho Tram, Ba Ria - Vung Tau, with 1,500 participants. Previously, the event was successfully held in Tra Co (Quang Ninh) and Phan Thiet (Binh Thuan).

At VnExpress Marathon, three key pillars safety, professionalism, and engagement are prioritized. To continuously enhance the event quality, FPT Online integrates technology throughout all operational stages, from pre-race preparations to race-day execution and post-event management. Key innovations include the VnExpress Marathon app, which connects all organizing teams on race day, enabling real-time incident reporting, crew tracking, and volunteer coordination. Additionally, the MOS system streamlines the recruitment and management of event personnel. These solutions, developed in-house by FPT Online's engineering team, underscore the company's commitment to technological leadership in race management.

Each VnExpress Marathon event serves as a bridge to make running more accessible to the Vietnamese public, fostering a nationwide sports culture, promoting an active and healthy lifestyle, and positioning Vietnam as a dynamic and energetic nation on the global stage.

VRACE

In 2024, vRace recorded a threefold growth compared to 2023, with significant contributions from user revenue. In December 2024, vRace reached the No. 1 position on the App Store's health and fitness app rankings, competing with platforms such as Strava, Garmin Connect, Mi Fitness, and Huawei Health. Being ranked at the top of the App Store's health and fitness category demonstrates vRace's strong download growth, high rating ratio, and ability to retain frequent users.

The number of registered users surpassed 1 million. The Monthly Active Users (MAU) rate saw significant growth, with millions of activities recorded annually, attracting various groups of runners from amateur to professional levels. Events such as Mighty Vietnam, Vietnam Journey, and Dragon Snake Up to the Clouds 2025 continued to expand in scale, attracting tens of thousands of paid participants.

Additionally, vRace organized major tournaments for corporate clients such as MBBank, S-Race, Samsung, PVI, EVN, and FPT, with the largest event reaching over 200,000 participants nationwide. vRace also implemented an AI-Powered Anti-Cheating System and AI-driven Performance Analytics to enhance user experience and ensure fairness in competitions.

Alongside organizing running events, the app provides various useful features for the community, such as tracking running, walking, and cycling activities, calculating calories burned, enabling charitable donations for community projects, gamification elements, and digital collectibles, etc.

FORUMS – EVENTS

In 2024, a series of programs, forums, and other activities were organized in collaboration with government ministries, local authorities, and partners. These initiatives significantly enhanced FPT Online's reputation and credibility in the field of professional event organization.

- ***Vietnam Artificial Intelligence Day– AI4VN***

AI4VN is an annual event directed by the Ministry of Science and Technology and organized by VnExpress since 2018. The 2024 edition, themed "Unlock the Power of Generative AI," took place on August 23 at the National Convention Center in Hanoi.

The program featured multiple activities, including AI Workshop, AI Summit, AI Expo, and, for the first time, the AI Awards - a dedicated recognition for AI innovations. The event attracted over 2,700 attendees, nearly 30 industry experts and speakers, 75 competition entries with 24,000 votes, and 30,000 livestream views on VnExpress.

- ***65th Anniversary of the Ministry of Science and Technology***

The event celebrating Vietnam Science and Technology Day (May 18) and the 65th anniversary of the Ministry of Science and Technology featured the Ta Quang Buu Awards Ceremony, organized by VnExpress under the direction of the Ministry of Science and Technology. Held on May 15-16, 2024, in Hanoi, the event was honored to welcome Prime Minister Pham Minh Chinh, Deputy Prime Minister Tran Luu Quang, along with senior leaders from various government bodies, diplomatic representatives, international organizations, research institutes, universities, and 400 scientists from Vietnam and abroad.

- ***Creative Science Contest & Young Scientist Summit***

The Creative Science Contest (CSC) is an annual competition organized by VnExpress, providing a platform for science and technology enthusiasts to present innovative ideas and products with real-world applications. In 2024, CSC received 135 applications, with 124 qualifying projects and nearly 25,000 votes on the contest's landing page.

The 2024 CSC Awards Ceremony took place on May 16 at the headquarters of the Ministry of Science and Technology, attracting 300 delegates. The event was held alongside the Young Scientist Summit, themed "Young Scientists and Innovative Startups", establishing itself as a highly anticipated gathering for the technology community.

- ***Tech Awards***

Outstanding Technology Products – Tech Awards 2024 is an annual program recognizing outstanding technology products and brands across various categories. Marking its 12th edition, the event, themed "Simplif.AI – Refined intelligence, Simplified Life", introduced new activities, reinforcing its position as a prestigious and professional platform for tech enthusiasts.

Held on January 10, 2025, in Ho Chi Minh City, Tech Awards 2024 featured Tech Show, KOL Tech Review, and the Gala Tech Awards 2024, attracting over 2,000 attendees, 1.5 million page views, 3.85 million impressions on social media, and 900,000 votes on the official website. These figures reaffirm the award's influence and significance in the technology sector. For the

first time, Tech Awards 2024 introduced a special category honoring tech KOLs, in addition to its traditional product-focused awards.

- ***Car Awards***

Car Awards is Vietnam's first professional automotive awards program, launched in 2021 to recognize and honor outstanding vehicles. Held annually, the program serves as a trusted and systematic reference for consumers, based on evaluations from top industry experts and experienced users.

In 2024, the program expanded its activities, attracting a large number of automotive enthusiasts with engaging content and innovative formats such as Car Test, Driving Skills, and Car Talks. The highlight of the event was the Vietnam Sustainable Mobility Show 2024, which took place on December 7-8, 2024, at Yen So Park (Hanoi). The event drew 15,500 attendees, featuring 8 car manufacturers, 6 accessory brands, 30 display models, and 40 test-drive vehicles.

- ***Star of the Year***

Star of the Year is an annual voting event organized by Ngoi Sao, a specialized entertainment section of VnExpress. In 2024, under the theme "Symbiosis", the event combined a Gala celebrating the 20th anniversary of Ngoi Sao with the Star of the Year 2024 awards ceremony on December 18. It brought together 400 top stars and artists, 2,000 live attendees, and attracted over 47,700 live viewers across social media platforms. With a record-breaking 9 million votes - 11 times higher than in 2023 - the event became the most-discussed entertainment program on social media at the end of 2024 and the beginning of 2025.

- ***Vietnam GameVerse***

With its impressive scale and explosive activities, Vietnam GameVerse 2024 reaffirmed its position as a leading and pioneering event in Vietnam's gaming industry. Organized under the direction of the Ministry of Information and Communications, in collaboration with the Department of Broadcasting, Television and Electronic Information, VnExpress, the Vietnam Game Alliance, and FPT Online, the event took place on May 11-12 in Ho Chi Minh City. Featuring a variety of exciting activities for the gaming community, including forums, awards, exhibitions, cosplay, and more, the event attracted over 40,000 attendees.

A highlight of this year's edition was the Game Hub, a brand-new feature that garnered significant interest from both domestic and international gaming communities.

Vietnam GameVerse has solidified its position as the premier event representing Vietnam's gaming industry.

- ***UEC University Esports Championship – MLBB & National Championship & Mekong Regional Qualifiers for MLBB***

The Esports tournaments organized and operated by the Vietnam Recreational and Electronic Sports Association (VIRESA) in collaboration with FPT Online marked a strong comeback and reinforced FPT's growing influence in Vietnam's Esports scene.

The National Championship & Mekong Regional Qualifiers for MLBB was a national and international-level Esports competition, signifying the return of the Online Mobile Legends: Bang Bang tournament in Vietnam. The event took place from September 3 to October 22, featuring nearly 40 teams competing for the championship.

Meanwhile, the UEC Student Esports Championship ran from August 12 to September 8, bringing together 32 teams from 30 universities nationwide, further expanding the reach and engagement of Esports among young players in Vietnam.

- ***VnExpress Cup Ziaja - Youth Basketball Ziaja Cup***

The 2024 Youth Basketball Tournament - Ziaja Cup was the first basketball competition organized by VnExpress - FPT Online. Taking place from September 29 to October 24, the tournament featured 16 boys' teams and 8 girls' teams from high schools across Hanoi. The event received strong recognition and support from the Hanoi high school basketball community, laying the groundwork for future tournaments in Ho Chi Minh City, Da Nang, and beyond.

The tournament's success marked the beginning of VnExpress - FPT Online's expansion into other sports events, following the triumph of the VnExpress Marathon series.

- ***Ho Chi Minh City International Travel Expo (ITE HCMC)***

The Ho Chi Minh City International Travel Expo (ITE HCMC) is Vietnam's largest and most prestigious annual international tourism trade event, attracting thousands of domestic and international buyers and playing a key role in shaping Vietnam's tourism development.

Following the successful content production and forum organization at ITE 2023, FPT Online was once again selected by Ho Chi Minh City as the official content organizer and producer for ITE 2024. This further solidifies FPT Online's dominant position in Vietnam's dynamic event industry.

FPT Online's products and services have been positively received by customers while also making significant contributions to community development. With strong commitment and dedication from the entire team, FPT Online will continue to innovate, grow, and deliver the highest quality products and services to meet the increasing demands of customers and society.

GOVERNANCE AND HUMAN RESOURCES

1. Corporate Governance Capabilities

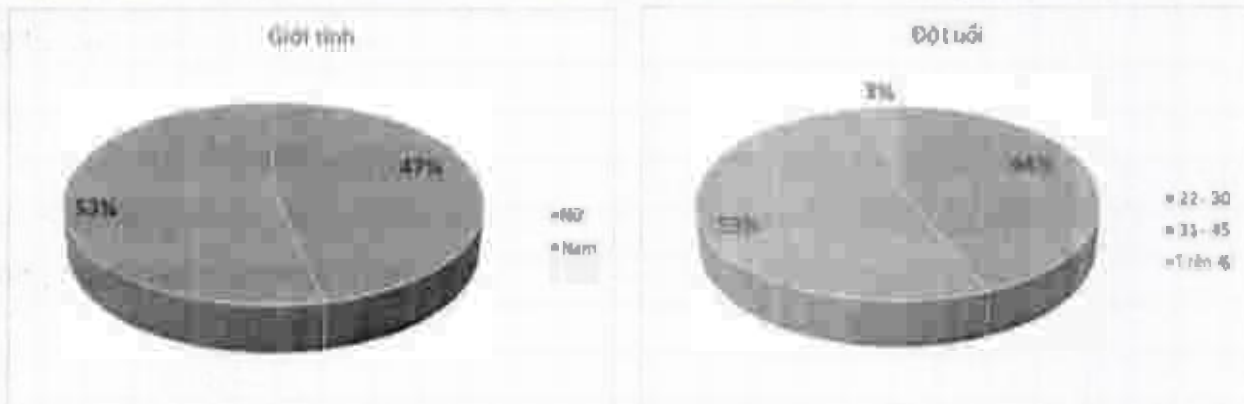
FPT Online has implemented OKRs – a widely adopted management method used by major technology companies worldwide. The goal is to align the organization, departments, and

individuals to ensure all employees follow the established direction while fostering a culture of enthusiasm, continuous innovation, and creativity.

2. Human Resource Development

As of December 31, 2024, FPT Online had a total of 277 employees, with a dynamic workforce where 44% are under 30 years old and 38% are technology experts. This ensures strong resources for research and development (R&D) projects.

FPT Online has contributed to developing a unified evaluation and ranking system for technology personnel across the FPT Corporation. This includes structuring technology job titles, creating standardized job descriptions, maintaining a database of technology personnel, proposing compensation policies, establishing management and utilization processes, and participating in the implementation of the ranking system for technology personnel.



3. Employee policies

a. Compensation and benefits

FPT Online places great emphasis on its compensation and career advancement policies, which are built on key principles: aligning with work performance and contributions to the company, encouraging productivity and work quality, ensuring fairness and transparency. These policies are designed to motivate and directly inspire each individual.

Compensation and benefits system:

- Salary: Business-oriented salary structure, encouraging employees to expand and diversify their customer base (12 months).
- Bonuses on Company Anniversary
- 13th-month salary awarded at the end of the year.

- Performance-based bonuses linked to business results, project execution, and individual achievements.
- Welfare policies including lunch allowance, fuel and transportation support, work attire, phone bill reimbursement, and financial support for purchasing work equipment (laptops, cameras, camcorders, etc.).
- Social benefits: Social/health/unemployment insurance, annual health check-ups, FPT Care insurance, vacation policies, and other benefits.

b. Promotion policies

FPT Online always implements policies that create opportunities, an enabling environment, and appropriate benefits for high-potential employees. A series of policies have been issued to support employee promotion, such as the Planning policy for source personnel (key personnel); the policy to reduce and eventually eliminate multiple-role assignments for leadership positions to create opportunities for junior employees; the leadership rotation policy, and the fair and transparent appointment and dismissal policy. Additionally, the company consistently implements policies to identify, attract, nurture, retain, and fairly compensate talented individuals.

c. Training policy

The company encourages and provides the best possible conditions for all employees to develop comprehensively in both professional expertise and soft skills, not only through their work but also through training and knowledge exchange. This is demonstrated by the company's continuous organization of training programs led by domestic and international experts, as well as internal training initiatives. In 2024, FPT Online conducted 72 training courses with the participation of 2,715 employees.

Key training programs at FPT Online

- Onboarding training: 100% of new employees participate in an orientation course to familiarize themselves with their roles and gain a deeper understanding of the company's core values.
- Technology leadership training: Regular seminars are held to update employees on the latest technology trends.

- Professional skill development: Employees receive advanced training in specialized knowledge and professional skills to meet job requirements.
- Succession planning training: Resources are prioritized to train key personnel, preparing them for future leadership and management roles to support FPT Corporation's long-term development.

CORPORATE CULTURE

Corporate culture is a crucial element that lays the foundation for sustainable development in any enterprise. Throughout its history of formation and growth, FPT Online has consistently focused on building a strong corporate culture, particularly through cultural and social activities. In 2024, FPT Online continued to witness an explosion of cultural and social activities that were innovatively refreshed and significantly invested in. With diverse and creative formats and content, these initiatives attracted enthusiastic and widespread participation from employees.

- ***FPT Community Day (March 13):***

Since 2010, March 13 has been designated as "FPT Community Day," a time for every employee to contribute to society through concrete actions. Various programs are organized to support underprivileged communities, raise awareness, and foster compassion among

employees. Activities include donating a day's salary to the Hope Foundation, contributing to the construction of digital libraries in remote schools, and more.

In 2024, 100% of FPT Online employees donated one day's salary to the Hope Foundation. Numerous charitable initiatives targeting disadvantaged communities were carried out with strong participation from employees. Additionally, timely support was provided to FPT Online employees affected by Typhoon Yagi, helping them stabilize their lives and continue their work with peace of mind.

- ***FPT Founding Day (September 13):***

To celebrate FPT's 36th anniversary, various sports events were organized, including futsal tournaments, internal and corporate marathons, and cultural performances. These activities contributed to preserving and promoting FPT's corporate culture and values.

The year 2024 marked FPT Online's most outstanding achievements in FPT Group-wide sports competitions, securing titles such as Champion of the FPT Chess Tournament, Champion of the FPT Women's Football Tournament, Runner-up in the HCM Men's Futsal Tournament, and Runner-up in the FPT Esports Arena of Valor Championship.

- ***FPT Village Festival***

The FPT Village Festival is organized with the goal of recreating a traditional Vietnamese festive space and providing an opportunity for employees to come together after a year of hard work. On this special day, outstanding participants of the FPT Champion competition are honored in the Honoring the First Champion ceremony, alongside traditional events such as the Heaven and Earth Worship Ceremony and the Countryside Market Fair.

- ***Annual celebrations (International Women's Day, International Children's Day, Men's Day, Vietnamese Women's Day – October 20, etc.):***

FPT Online continuously innovates and diversifies its celebrations, introducing unique and engaging activities. These include quarterly personalized birthday gifts, wellness programs for employees, beauty care sessions, and other creative initiatives to enhance employee engagement and well-being.

- ***Internal Running Tournament***

Following the success of FPT Corporation's Happy Run, FPT Online continued to organize its internal running competition in 2024 to promote a culture of physical fitness. The event, after a successful first year, achieved significant milestones, such as ranking in the top three FPT subsidiaries with the highest participation rate and leading the corporation in the percentage of employees completing the 5km KPI.

Through creative and engaging initiatives, FPT Online's Internal Communications team has cultivated a dynamic and interactive cultural space. Employees receive mental and emotional support, foster stronger bonds across departments, receive timely recognition for achievements, and stay informed about corporate strategies, core values, and upcoming cultural and sports activities.

Besides, FPT Online also prioritizes infrastructure development to create a welcoming work environment, making the company a true second home for employees. FPT Online continues to develop open and eco-friendly office spaces, fostering a creative work environment that enables employees to maximize their potential and perform at their best.

The company's labor union actively supports employees and their families in times of hardship and continues the initiative of donating one day's salary to the Hope Foundation, helping underprivileged children overcome challenges and transform their lives.

With its technological expertise, a vast knowledge base, and a creative working environment, FPT Online is committed to nurturing young talent, advancing technology for the community, and spreading compassion across society through tangible actions.

REPORT OF THE BOARD OF DIRECTORS AND THE SUPERVISORY BOARD

REPORT OF THE BOARD OF DIRECTORS

REPORT OF THE SUPERVISORY BOARD

REPORT OF THE BOARD OF DIRECTORS

Dear Esteemed Shareholders,

The Board of Directors of FPT Online Services Joint Stock Company (FPT Online) is pleased to present to the General Meeting of Shareholders the 2024 Business Performance Report and 2025 Business Development Strategy.

FPT ONLINE'S BUSINESS PERFORMANCE IN 2024

Vietnam's GOP grew by 7.09% over the past year, with more than 230,000 newly established and returning businesses (marking a 7.1% increase compared to 2023). The global advertising

and media industry experienced a strong shift from print and traditional television channels to digital platforms, benefiting FPT Online from this trend.

According to the audited consolidated financial report for 2024, the company recorded a net revenue of over VND 704.5 billion, reflecting a 13.64% growth compared to 2023. Profit increased by 10.2%.

Notably, international market revenue surged by 30%, with over 30 global partners from the United States, Australia, Japan, and Europe.

The company's leadership focused on three key strategic actions: Continuous content innovation; flexible customer engagement strategy, integrating cutting-edge AI technology; timely adaptation to shifts in consumer behavior and global trends.

1. Creative content and more flexible public engagement

Over the past year, our user community has continued to grow, reaching over 60 million users and generating more than 2 billion touchpoints per month across domestic and international digital platforms. This success is driven by the company's focus on high-quality content development and optimized product presentation, especially on mobile and app platforms. Our product development team leverages Data Analytics to analyze and predict user demands, tailoring storytelling approaches, whether through text, images, voice, or video, to fit different platforms effectively.

Consumer preferences have shifted towards positive, in-depth, and inspiring content that offers actionable insights while moving away from negative news. In response, alongside real-time news coverage, we have expanded into in-depth content formats (spotlight, visual stories, dataspeak), multimedia storytelling (podcasts, short videos, streaming), and interactive experiences on mobile and apps (games, quizzes) to enhance user engagement, retain loyal users, and attract new audiences.

Advertising solutions are continuously improved and upgraded to enhance user experience and gain the trust of leading advertisers. Accordingly, we focus on engaging and compelling storytelling solutions for businesses, brands, and products, presented in various suitable formats, reaching hundreds of thousands of users daily. Premium display ads are designed with high quality and multiple formats (native, video, interactive, podcast...) and are shown to high-quality user segments for major brands.

To meet the growing demand for performance advertising, FPT Online has optimized ad placements to enhance the user experience and increase campaign effectiveness. As a result, CTR rates have significantly improved, particularly on mobile and app versions. All advertising

campaigns are analyzed, tracked, and reported transparently, allowing real-time adjustments to maximize success and customer satisfaction.

Additionally, FPT Online has partnered with Google to leverage data-driven ad distribution technology, boosting performance marketing for domestic brands. Some Vietnamese advertisers in travel, real estate, and healthcare have begun testing their campaigns on FPT Online's international channels in markets like the U.S. and Australia.

2. Developing high-quality communities

As the demand for B2G, B2B, and B2C connections among advertisers continues to grow, FPT Online remains committed to investing in the development of influential social communities, including policymakers, financial investors, technology leaders, real estate experts, automobile enthusiasts, and artists.

The Artificial Intelligence Summit AI4VN 2024 once again brought together hundreds of domestic and international enterprises interested in applying AI in production, business, and social life.

Mekong Connect 2024, under the theme "Enhancing Economic, Trade, and Technological Cooperation between the Mekong Delta, Ho Chi Minh City, and the Nation for Sustainable Development in a New Competitive Landscape," attracted hundreds of economic experts, entrepreneurs, and policymakers to contribute ideas and foster partnerships in production and sales.

The Car Awards event series received hundreds of thousands of online votes and in-person attendees, who experienced and engaged in transactions for the most popular cars of the year.

The inaugural Vietnam Content Award honored the digital creative industry, drawing over 400,000 votes and 1.5 million views on the program's website.

The Star of the Year event welcomed over 200 renowned artists from across the country, with millions of views and votes from the audience.

Sports and Health Community continues to be a key focus for FPT Online.

The VnExpress Marathon series celebrated its 5-year anniversary (2019-2024) by launching a new race, VM Da Nang, increasing the total number of VM races to eight per year. In 2024, VnExpress Marathon set a new record with 82,000 participants. To date, the company has organized 25 VM races, 3 Aquaman events, and nearly 40 custom races for clients and partners, solidifying its position as Vietnam's leading marathon organizer. Beyond generating

revenue for FPT Online, the marathon series has contributed hundreds of billions of VND in revenue to host cities.

In the online space, vRace has cemented its position as Vietnam's leading virtual sports platform for swimming, cycling, and running, attracting over 1.1 million athletes. In 2024, the platform achieved several milestones, including 124 hosted races, each attracting 70,000 to 200,000 participants. It also introduced merchandise sales such as medals and jerseys. Notably, vRace has climbed to the #1 sports app on both the App Store and Google Play Store.

Established in 2021, the Healthcare community, staffed by experienced professionals, has successfully attracted investments from strategic healthcare partners, leading to an increase of 3 to 5.5 million pageviews, with 37% growth. By closely collaborating with Vietnam's top hospitals and medical experts, Healthcare provides continuously updated disease consultation guides, offering valuable healthcare information and services for users of all ages across the country.

Last year, eBox recorded an impressive 300% growth, driven by engaging topics such as scientific weight loss, safe running, livestreaming tips, and photography techniques, attracting over 20,000 paid registrations.

FPT Online has also partnered with multiple organizations to develop two new playgrounds for young audiences as Esports and Basketball.

Esports has been identified as a key strategic direction for the company's future. Several large-scale projects have been launched, including the Vietnam GameVerse 2024 and the Mobile Legends Bang Bang tournament series. The return of Vietnam GameVerse for its second season marks its transformation into an annual event, becoming the most anticipated gathering for gaming enthusiasts and industry professionals. The second season of Vietnam GameVerse marked a milestone as GameVerse officially became an annual event, the most anticipated gathering of gaming enthusiasts and developers. The second edition broke all records from the first year. The number of attendees reached 40,000 – an increase of 10,000 compared to 2023. The number of businesses participating and sponsoring the event also tripled. Notably, GameVerse has become a global destination, with the number of international companies increasing fivefold.

The Young Basketball 2024 tournament, held for the first time, attracted 16 male teams and 8 female teams from 20 high schools in Hanoi to compete. The tournament has begun to receive significant attention from major youth-focused consumer brands.

In 2024, the company's Economic & Entertainment Events segment recorded revenue of over VND 59.8 billion, achieving a growth rate of more than 28% compared to 2023.

3. Integrating AI into Multimedia Communication Platforms and Digital Advertising

Over the past year, FPT Online has successfully integrated artificial intelligence (AI) into multimedia content production, multi-channel publishing, advertising, and marketing solutions, achieving remarkable results.

The technology team has applied AI to help the newsroom analyze user content preferences, streamline information processing, generate content, automatically translate videos and podcasts, and publish simultaneously across multiple channels and platforms. AI-powered publishing systems also predict user needs and abandonment points, recommending relevant content. As a result, content volume and quality have improved, production time has been reduced by 30%, and high-quality user engagement has significantly increased.

AI has also been widely applied to outdoor sports events organized by FPT Online, particularly in marathon series, through the FPT smart camera system. This technology enhances racecourse safety and enables more accurate athlete recognition and result verification.

Additionally, AI enhances the SmartAds platform by optimizing ad placements across the company's digital platforms, automatically generating creative content, and personalizing advertisements based on user preferences. SmartAds enables advertisers to precisely target specific audience groups in relevant contexts, such as displaying financial ads within economic articles or real estate ads alongside housing investment and mortgage-related content. This advanced targeting has significantly improved ad engagement and boosted sales for over 600 businesses.

BUSINESS PLAN IN 2025

In 2025, Vietnam's economy is projected to sustain strong growth, with the government raising its GDP growth target to at least 8%. The domestic digital media and advertising industry is expected to expand as businesses increasingly invest in digital communication solutions and personalized user experiences.

FPT Online remains committed to its strategy of investing in high-quality content, strengthening its content production capabilities to ensure accuracy and usefulness, thereby continuously enhancing engagement with premium audiences.

The company aims to increase its user base by 10%, boost visit frequency and session duration across multiple channels and platforms, and expand its reach among international users and younger audiences.

AI-powered data analytics systems will enable the product team to enhance content quality daily. The AI-driven smart publishing system will analyze, forecast, and deliver content in real-time, catering to the content preferences of specific audience segments or individuals across multiple platforms and channels (web, mobile, app, email, social media).

Beyond real-time news, FPT Online will continue investing in in-depth content through specialized industry forums, both online and offline, to build high-quality user communities tailored to the needs of key sponsors in Technology, Consumer Goods, Real Estate, Finance, Healthcare, Tourism, and Sports.

The Economic & Technology Forums, including Tech Awards, Car Awards, Star of the Year, and GameVerse, will continue to see major innovations, promising participation from Government leaders, ministries, industry experts, businesses, and millions of audience members.

The online (vRace) and offline (VnExpress Marathon, Aquaman, Kun Kid) marathon series will be aggressively promoted across multiple local and international locations. The goal is to maintain its position as the leading marathon series, attracting hundreds of thousands of visitors and making a significant economic, cultural, and sports contribution to provinces and cities.

FPT Online remains a trusted partner, effectively connecting brands with audiences, helping businesses from all industries bring their products and services "closer" to the public.

Advertising and sponsorship packages will build upon the successes of 2024, introducing more diverse and effective formats: from public surveys and audience insights to strategic content planning, brands will be able to tell compelling stories about their products and services through text, visuals, videos, and podcasts.

Display advertising will undergo major enhancements, while multi-channel mega livestream services will be expanded across media platforms and social networks, providing brands with broader and deeper audience engagement.

FPT Online's SmartAds platform will leverage AI-driven technology to help businesses, especially small and medium-sized enterprises (SMEs), deliver their marketing campaigns in real-time across multiple channels, ensuring precise targeting of high-quality user segments.

The company will continue to expand partnerships with reputable domestic and international advertising and media organizations to license content, broaden advertising inventory, and explore new revenue opportunities through subscriptions.

In particular, FPT Online will collaborate with renowned partners to organize exciting, world-class platforms for young audiences, including Esports and School Sports, driving revenue growth from both the public and sponsors.

To realize these strategic initiatives, the company will continue to heavily invest in top talent across content, product development, technology, and marketing & sales. With AI-driven advancements, FPT Online will focus on three key pillars: Developing data-driven products and services to analyze user demand; Optimizing business operations and management; Ensuring a stable and flexible technology infrastructure.

FPT Online is confident in its strong growth momentum in 2025, continuing to uphold its position as a leading provider of Media, Advertising & Marketing Solutions.

We sincerely thank our valued shareholders, partners, clients, reader community, leadership team, and all employees for their trust and support to FPT Online.

We are committed to seizing opportunities, overcoming challenges, and achieving new milestones to deliver sustainable value and benefits for all.

ON BEHALF OF THE BOARD OF DIRECTORS

CHAIRWOMAN

NGUYEN THI HAI

REPORT OF THE SUPERVISORY BOARD

The Supervisory Board of FPT Online Services Joint Stock Company hereby reports to the General Meeting of Shareholders on the activities of the Supervisory Board in 2024 as follows:

1. Information on Supervisory Board Members

In 2024, the Supervisory Board consisted of the following members:

No.	Members	Positions	Date of appointment	Meeting Attendance Rate	Remuneration and other benefits
01	Mr. Nguyen Dinh Hung	Head	April 2016	100%	None
02	Mrs. Nguyen Thi Hong Ha	Member	April 2016	100%	None
03	Mrs. Nguyen Thi Kim Phuong	Member	March 2021	100%	None

2. Summary of the Activities of the Supervisory Board in 2024

a. Oversight of the Implementation of the 2024 AGM Resolutions

- The Company has fully achieved the key objectives approved in the 2024 Annual General Meeting of Shareholders (AGM) resolution, with business targets growing as committed in the plan.
- The Company has also completed the allocation of statutory funds, ensured full compliance with tax obligations to the State Budget throughout the year, and paid dividends to shareholders as approved in the 2024 AGM resolution.

b. Oversight of the Board of Directors, Executive Board, and Management personnel

- The Supervisory Board attended all Board of Directors' meetings during the period and provided input relevant to its expertise. In 2024, the Supervisory Board did not identify any irregularities in the activities of the Board of Directors, the Executive Board members, or the Company's management personnel.
- c. *Assessment of coordination between the Supervisory Board, the Board of Directors, and the Executive Board***
- The Supervisory Board acknowledges the effective coordination between the Board of Directors and the Executive Board. Information exchange between the Supervisory Board, the Board of Directors, and the Executive Board has been maintained consistently through direct discussions and email communication, ensuring swift and efficient decision-making.
- d. *Oversight of financial activities and reporting***
- In 2024, the Supervisory Board did not identify any irregularities in the Company's financial activities. All operational procedures complied with the internal governance requirements. The internal financial control system and reporting mechanisms functioned effectively, promptly identifying issues and proposing appropriate recommendations and solutions.
 - The Supervisory Board contributed to discussions aimed at enhancing the transparency and accuracy of the financial reporting system, ensuring that internal financial controls and reporting procedures operate efficiently and detect risks in a timely manner to implement appropriate solutions.
- e. *Other activities of the Supervisory Board***
- The Supervisory Board participated in organizing, vote counting, and reporting the results of the 2024 Annual General Meeting of Shareholders, ensuring that the process was conducted seriously, accurately, and in compliance with legal regulations.
 - In addition to recommending the selection of an independent auditing firm, the Supervisory Board actively reviewed and assessed the reports from the independent auditors. It provided feedback on issues raised by the auditors based on its professional expertise.
 - The Supervisory Board monitored and ensured that the company operated in compliance with the Enterprise Law and adhered to regulations related to accounting, taxation, insurance, and other relevant legal requirements.
- f. *Supervisory Board's work plan for 2025***

- The primary focus of the Supervisory Board in 2025 is to oversee the implementation of the resolutions passed at the 2025 Annual General Meeting of Shareholders to ensure optimal benefits for shareholders.
- Additionally, the Supervisory Board will continue to perform its duties in accordance with legal regulations and the Company's Charter.

Respectfully, we express our sincere appreciation to our esteemed shareholders.

On behalf of the Supervisory Board



Nguyen Dinh Hung

