ASIA'S POWER BUSINESSWOMEN 2019: HOW VIETJET'S NGUYEN THI PHUONG THAO MADE HISTORY BY STARTING AND RUNNING HER OWN AIRLINE

While women have long participated in the 116-year-old aviation industry as pilots and even airline CEOs, Vietnam's Nguyen Thi Phuong Thao has made history in this traditionally male-dominated business: she is the only woman to have started and run her own major commercial airline, Vietjet Aviation. As such, she epitomizes the values of the Power Businesswomen in this issue—entrepreneurs who defy stereotypes and break down barriers.

Her success with Vietjet has also made her very wealthy. She is Vietnam's first self-made woman billionaire, with a net worth of $2.5 billion, and the wealthiest self-made woman in Southeast Asia.

Thao has already proven she can overcome barriers. Her airline, founded in 2007, is now bigger than flag carrier Vietnam Airlines as measured by passengers carried. She grew in part through audacious service, by dressing flight attendants in bikinis for flights to beach-holiday destinations. The stunt resulted in a fine from the government, but garnered worldwide free publicity for Vietjet and, most importantly, sold tickets.

From just a handful of domestic routes when it launched, Vietjet has slowly expanded to 80 aircraft servicing 120 destinations. "Our strategy is to expand to any regional market within a radius of 2,500 kilometers," she says, "so we can create bases that cover half of the world population."

In 2017, Vietjet debuted on the Ho Chi Minh City Stock Exchange with a market capitalization of $1.4 billion. The next year, Vietjet transported 23 million passengers, accounting for 46% of Vietnam's passenger market. While that's about half of the 44 million passengers AirAsia, Asia's leading budget carrier, carried last year, Vietjet has been growing faster than the Malaysian budget carrier.

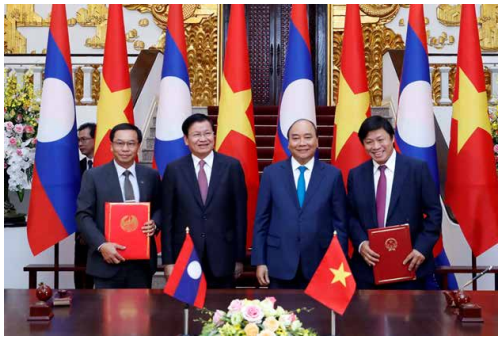
The key to Vietjet's success is keeping costs low by packing more passengers into its planes. Vietjet operates at a unit cost of 2.3 U.S. cents per available seat kilometer (ASK), the industry's measure of efficiency. That figure makes AirAsia's 3.1 cents per ASK look flabby (U.S. full-service carriers average about 7 cents). Vietjet aims to squeeze even more people into its new, narrow-body Airbus A321neo airplanes.

When the first A321neo arrives in November, it will have 240 seats. Most airlines outfit the A321neo with no more than 180—giving Vietjet a third more passengers per aircraft.

In addition to packing passengers more densely, she's been able to boost profits by buying planes cheaply in bulk using low-interest loans, then reselling them to leasing companies. Thao's goal is to make history a second time by turning Vietjet into the first global airline from Vietnam. "If we establish an airline in Europe, we can fly to every country there," Thao says. "With our competitiveness in services, airplanes, management capacity, cost and ability to provide new services, I am completely confident that we can compete in others' markets, Europe or the U.S." Having made history once, she has earned the right to be confident

EVENTS - NEWS

VIETJET AND LAOTIAN MINISTRY OF TRANSPORT AND PUBLIC WORKS SIGNED A COOPERATION AGREEMENT



In the afternoon of October 1st, Vietnamese Prime Minister Nguyen Xuan Phuc and Laotian Prime Minister Thongloun Sisoulith witnessed the signing of 8 cooperation agreements in the fields of economics, investment, education, finance, banking, energy and aviation.

In particular, Vietjet and the Ministry of Transport and Public Works of Laos have signed an agreement on cooperation in the development of civil aviation, whereby the two sides strengthen the cooperation and development relationship, promote aviation growth between the two nations. Through Vietjet's support to units in Lao Civil Aviation industry in terms of improving quality - safety, supporting staff training, standardizing technical systems, improving infrastructure systems, etc. according to international standards, the Minister of Transport and Public Works of Laos believes that with this cooperation, Laos Aviation will soon improve its capacity and achieve breakthrough steps in the coming time.

UK MINISTER OF STATE VISITED VIETJET AVIATION ACADEMY

On October 3, in his first trip in Vietnam, Conor Burns MP, the Minister of State, Department of International Trade of the United Kingdom paid a visit to Vietjet Aviation Academy in Ho Chi Minh

INVESTOR RELATIONS

VIETJET IS THE ONLY VIETNAMESE REPRESENTATIVE IN GIC INSIGHTS 2019

On September 19, the National Investment Fund of Singapore GIC held the annual GIC Insights conference themed 'Finding the middle ground' in Singapore. The conference brought together more than 60 senior leaders of investment funds, banks, large corporations and the world's leading prestigious businesses. Vietjet is the only Vietnamese enterprise attending the conference.

Attending the conference, Founding President of Sovico Group and Vice Chairman Nguyen Thanh Hung and Vice President Ho Ngoc Yen Phuong strengthened the cooperation with GIC Group which is currently Vietjet's largest foreign investor and also the largest investor in Vietnam in many fields such as finance - banking, real estate, retail, technology, energy and aviation. The delegation introduced the potential of cooperating with Vietjet as well as enterprises of Sovico Group and seeking investment cooperation opportunities with technology partners for future digital transformation projects.

Vietjet Vice Chairman Nguyen Thanh Hung (the third from the left) and GIC CEO Lim Chow Kiat (the second from the left) and delegations

At the conference, Mr. Lim Chow Kiat said that the technology continues to rapidly advance and disrupt, but increasingly, externalizes alongside the possibilities need to be assessed, as well as the investor's transforming the portfolio of less risky assets. Recently, GIC shared intention to shift investment into sustainable markets such as Vietnam, which benefits from supply chain, in order to mitigate the impact of the US - China trade war, along with other political instability.

GIC is a Singaporean government investment fund with rank 8th largest fund in the world, with more than 1,400 employees and manages approximately 440 billion USD in assets spanning a wide range of industries, from real estate to natural resources. GIC is Vietjet's largest foreign shareholder and also HDBank's shareholder. Currently, Vietnam is an important investment market for GIC, because of its political stability as well as little influence from the US-China trade war.

VIETJETAIR: ONE OF THE ENTERPRISES WITH THE BEST FINANCIAL AND MANAGEMENT CAPACITY ON VIETNAMESE STOCK EXCHANGES

The awarding ceremony for the enterprises with the best management and financial capacity of Vietnam Stock Exchange was organized in Hanoi by Vietnam Chamber of Commerce and Industry (VCCI), Business Forum newspaper, Institute for Business Research and Development (INBUS), the Vietnam Accountants and Auditors Association (VAA).

Vietjet has been honored for the second time with the best financial capacity in the transport industry and the Top 10 enterprises with the best governance capacity in Vietnam Stock Exchange. Since its listing on the Ho Chi Minh Stock Exchange in February 2017, Vietjet has quickly attracted the attention of domestic and foreign investors as one of the best stocks on the Ho Chi Minh Stock Exchange, got into the VN30 in the first year of listing.

City. Vice President Luong The Phuc, VJAA Director Tran Huu Quoc welcomed the delegation and introduced the facility.

Vietjet Aviation Academy is a training facility for research and application of modern aviation technology with European standards, built and operated by Vietjet and Airbus. The precursor of the Academy is Vietjet's Training Center approved by CAAV since 2014. By November 2018, Vietjet Aviation Academy officially opened and inherited the achievements of the perious years.

As of June 30, VJAA operated 3,178 hours of training in the full flight simulator for 2,809 trainees and teachers. Vietjet's training activities were also impressive with 827 pilot training courses, including simulator training for 9,987 trainees, 592 training courses for 9,339 cabin crew trainees, 134 courses for 1,553 dispatcher trainees, 485 courses for technical staff with 11,801 of highly qualified engineers and mechanics.

Minister of State Conor Burns, British Consul General Ian Gibbons and the delegation shared that the cooperation between Vietjet and UK businesses is one of the models for the cooperation between the UK and Vietnam.

The visit to Vietjet Aviation Academy was highly appreciated by the Minsiter of State Conor Burns: "Vietjet has cooperated with UK businesses in many fields from providing training and technical equipment. engines, insurance, etc. I expect more Vietnamese businesses like Vietjet to work with UK businesses to develop the relationship between the two countries, bringing mutual benefits to both countries. "

A DELEGATION OF AMBASSADORS AND CONSULATES GENERAL OF VIETNAM PAID A WORKING VISIT TO VIETJET

A delegation of ambassadors and consulates general of Vietnam for the term 2019 - 2022 visited and worked with Vietjet and Sovico Group's member companies. Vice Chairman Nguyen Thanh Hung and representatives of the group welcomed the delegation at HDBank's headquarters, Ho Chi Minh City.

Mr. Pham Sao Mai - Assistant of Minister of Foreign Affairs, Ambassador to China on behalf of the delegation, shared about investment opportunities for Sovico Group in other countries. He believes that the potential of the Group's member companies will continue to be an important factor connecting the economy and trade between Vietnam and the world.

To date, with a market capitalization of more than 3 billion USD, Vietjet is one of the best billion-dollar revenue enterprises in Asia Pacific, according to Forbes magazine. The prestigious aviation finance magazine AirFinance Journal also named Vietjet 22nd in the top 50 airlines with the world's best operating and financial health index. Vietjet shares were put into the list of VNSI index by the Ho Chi Minh Stock Exchange from August 5th 2019 to July 31st 2020 among the top 20 companies listed on HOSE with the best sustainable development.

TWO FOREIGN ETFS BUY 6 MILLION VJC SHARES

ETF MV Index Solutions (MVIS) officially announced its QIII/2019 review of MVIS Vietnam Index - the benchmark of VanEck Vectors Vietnam ETF (V.N.M ETF).

V.N.M ETF has just added VJC shares to its portfolio at the rate of 4.43%. Accordingly, this fund buys about 3.4 million VJC shares, worth VND490 billion.

Earlier in the FTSE Vietnam Index review of QIII/2019, VJC shares are listed in the basket by FTSE Rusell. FTSE Vietnam ETF purchases about USD14.2 million, equivalent to 2.53 million VJC shares. According to securities companies, VJC will account for 4.88% of FTSE Vietnam Swap UCITS ETF's porfolio.

Totally, two ETFs buy around 6 million VJC shares with total value of about VND890 billion.

COMMERCICAL BUSINESS PERFORMANCE

VIETJET OPERATES THE FIRST A321NEO ACF AIRCRAFT WITH 240 SEATS IN THE WORLD

On September 25, Vietjet welcomed the new generation A321neo ACF (Airbus Cabin Flex), the first 240-seat in the world. Vice President Nguyen Duc Thinh welcomed and congratulated the crew at Tan Son Nhat Airport.

A321neo ACF has an improved cabin structure, ensuring the size and distance standard between seats, providing the best flight experience for customers.

The model helps reduce fuel consumption by a minimum of 16%, reduce noise by up to 75% and emissions to the environment by 50%. Vietjet currently owns the world's leading new and modern fleet of aircraft, with an average age of only 2.7 years with optimal operating costs, which bring more opportunities of economic flight for passengers.

ORGANIZED THE AGENT CONFERENCE 2019 IN TOKYO AND OSAKA,

SUSTAINABLE DEVELOPMENT

ACCOMPANIED WITH THE JOURNEY "I LOVE MY FATHERLAND"

On October 6, Vietjet and the Central Vietnam Youth Union organized a kick-off ceremony of the "I love my Fatherland" program at the National Historic Site Hung King Temple, Phu Tho Province. The ceremony was opened by Mr. Le Quoc Phong - President of Vietnam Youth Union, Mr. Duong Hoai Nam - Director of Northern Office and 100 youth representatives nationwide and 1,000 young people of Phú Thọ province.

The journey "I love my Fatherland" is part of a series of activities to welcome the 8th National Congress of the Vietnam Youth Union for the term 2019 - 2024; realizing the movement "I love my Fatherland" with practical and creative activities of the youth at home and abroad; encourage the creative and volunteer spirit of Vietnamese youth in socio-economic development and national defense; increase awareness and pride in historical, cultural and educational values, love for the homeland the in younger generation.

The journey will be held in 63 provinces and cities

AUSTRALIAN LINFOX GROUP AND AVALON AIRPORT URGE VIETJET TO SOON OPEN FLIGHT ROUTE TO AUSTRALIA

Sovico, Vietjet, Linfox Group and Avalon International Airport of Australia signed an agreement to enhance cooperation among the parties. The agreement focuses on air transport and the opening of direct flights to Australia and other investment areas of Sovico and Linfox Group.
Billionaire Lindsay Fox highly appreciated the development potential of Vietjet as well as Sovico Group. He believed that the cooperation between the parties would make an important contribution to trade promotion between the two countries.

AICHI PREFECTURE (JAPAN) WISHES TO COOPERATE WITH VIETJET

The Aichi Perfecture Delegation (Japan) led by Governor Hideaki Ohmura paid a working visit to Vietjet Northern Office. Vice Chairman Nguyen Thanh Hung, Vice President Nguyen Duc Tam, Director of Northern Office Duong Hoai Nam and representatives of HDBank and HDSaison welcomed the delegation.
At the meeting, the two sides discussed the possibility of strengthening cooperation and trade promotion between Vietnam and Japan through the potential of a connecting air route between Vietnam and Aichi Prefecture, as well as investment cooperation with Sovico Group. Governor Hideaki Ohmura on behalf of the leader of Aichi Prefecture pledged to support cooperation between the two sides to soon realize the plan.
Aichi Prefecture is located in south-central Japan and has the 4th largest population after Tokyo,

JAPAN

Vietjet's General Sales Agency in Japan (GSA) organized the 2019 Agency Meeting in Tokyo and Osaka, Japan with the participation of more than 100 agents here.
At the Conference, Mr. Hayato Negoro – representatives of GSA introduced products and services and thanked the participating agents. Besides, the largest booking and ticketing platform provider in Japan - Axess coordinated and instructed agents about ticket booking and policies for Vietjet products.

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VIETJET IS HONORED ON VIETNAM'S TOP 50 MOST VALUABLE BRANDS IN 2019

On September 24, the ceremony to announce and honor the Top 50 most valuable brands in Vietnam in 2019 organized by Brand Finance and Mibrand Vietnam took place in Hanoi. This is the 5th year the award is organized by Brand Finance - the world's leading brand valuation company. North Office Director Duong Hoai Nam attended and received the certificate.
Vietnam's Top 50 most valuable brands are evaluated by Brand Finance based on the criteria of national brand value and brand health index in Vietnam market. This is the only ranking now with a brand valuation method that meets the ISO 10668 valuation standards.

across the country with the participation of 6,300 young people. Each province and city will select 100 people representing the forces of youth, celebrities and socially influential people to participate in activities.
With 129 routes to domestic and international destinations, including ones of significant culture and history, Vietjet will accompany the journey "I Love My Fatherland" with many meaningful activities. In particular, a Vietjet aircraft will carry a symbol "I love my Fatherland" in the journey. This will also be an aircraft that accompanies many other activities of young people throughout the country in 2019 and the following years to spread the sense of responsibility for the community, the love of the homeland in every young citizen in particular and all people in general.

CONTINUED TO ACCOMPANY THE PROGRAM "JOIN HANDS FOR A COMMUNITY WITHOUT PLASTIC WASTE"

On September 28, President of Youth Union at Vietjet - Director of the Northern Office Duong Hoai Nam attended and had a presentation at the launching ceremony for a program "Clean up the sea" and conference "Join hands to fight plastic waste: Responsibilities of Managers - Enterprises - Communications". The program was attended by Mr. Vo Tuan Nhan - Deputy Minister of Natural Resources and Environment, Mr. Hoang Van Thuc - Deputy General Director of Vietnam Environment Administration, Ms. Pham Thu Hang - Deputy General Director of Vietnam Administration for Sea and Islands, members of the Against Plastic Waste Union by Prime Minister Nguyen Xuan Phuc, including Vietjet.
At the seminar, Vietjet as the leading private enterprise in Vietnam continued to commit to accompany the program through practical activities and specific proposals in response to the 2019 campaign "Make the world cleaner".

IMPROVING CULTURAL VALUES AND ENVIRONMENTAL PROTECTION, VIETJET CONTINUES TO ACCOMPANY THE VIETNAM HERITAGE

Osaka and Kanagawa. Nagoya International Airport is a first-class airport and is the main international airport of Japan's Chubu region.

ATTENDED VIETNAM PRODUCT WEEK IN THAILAND

Từ ngày 18/9 - 22/9 tại Bangkok - Thái Lan, Vietjet tham gia tài trợ và mang nhiều hoạt động đặc sắc, thú vị đến Tuần hàng Việt Nam tại Thái Lan 2019. Chương trình do Bộ Công Thương phối hợp cùng Tập đoàn Central Group tổ chức thu hút 45 doanh nghiệp Việt Nam tham gia quảng bá sản phẩm.

From September 18th - 22nd in Bangkok - Thailand, Vietjet sponsored and brought many special and interesting activities to Vietnam Product Week in Thailand 2019. The program co-organized by the Ministry of Industry and Trade and Central Group attracted 45 Vietnamese enterprises to promote products.
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ATTENDED AMBASSADOR MEETING OF MIDDLE EAST - AFRICA COUNTRIES IN 2019

On September 9, in Hanoi, Vice President Do Xuan Quang attended the Meeting of Ambassadors of Middle East - Africa Countries in 2019, which was attended by Deputy Prime Minister and Foreign Minister Pham Binh Minh and nearly 500 heads of diplomatic missions and honorary consulates of Middle East - African countries in Vietnam; representatives of development partners; leaders of Vietnam's ministries, branches and enterprises from both sides ... At the conference, Vice President Do Xuan Quang delivered a speech about the topic "Enhancing the trade efficiency between the Middle East and North Africa markets" by improving the role of Air Transport and solutions for logistics supply chain; Plans to build cargo fleets for Middle Eastern and African markets.

ATTENDED THE INDUSTRY 4.0 SUMMIT 2019

ORGANIZED A LARGE-SCALE CABIN CREW RECRUITMENT DAY IN TOKYO, JAPAN

On August 31, after Hanoi and Ho Chi Minh City, Vietjet's large-scale cabin crew recruitment day arrived in Tokyo, Japan - the city of the rising sun. With the goal of expanding its flight network all over the world and developing into a global airline in the near future, Vietjet offers unlimited promotion opportunities, competitive remuneration and study opportunities at advanced aviation training facility with the world's leading experts in aviation.
Currently, Vietjet is operating four routes connecting Vietnam - Japan and will open the fifth route (from Da Nang to Tokyo) in October this year. Besides, Vietjet is also the only LCC in the world to join the Japan Economic Federation - Keidanren.

PARTICIPATED IN KOREA'S LARGEST STREET ART FESTIVAL

From October 3 to 6, Vietjer participated in the Seoul Street Art Festival for the second time. This is the city's symbolic festival, attracting hundreds of thousands of visitors.
At the event, Vietjet offers many unique activities such as performing body painting with the images of Vietjet's destinations, such as Ben Thanh Market, Hoan Kiem Lake, beautiful beaches in Nha Trang and Phu Quoc, Golden Bridge, island as well as destinations in South Korea, offering many gifts, free tickets and interesting games.
Vietjet currently operates nine regular direct routes, including Seoul - Ho Chi Minh City / Hanoi / Hai Phong / Nha Trang / Phu Quoc, Busan - Hanoi / Nha Trang and Daegu - Da Nang.

PHOTO CONTEST

Vietnam Heritage Photo Awards have entered the 8th season, aiming to celebrate the 74th anniversary of President Ho Chi Minh's signing of Decree 65 - the first decree of Vietnam on the preservation of national cultural heritages in 1945.
As an air transport sponsor of the Vietnam Heritage Photo Contest, Vietjet communicates to the community about the discovery, preservation and conservation of the country's cultural heritages. The new generation airline also brings many attractive prizes, encouraging domestic and foreign photographers to participate in promoting the cultural value and spirit of Vietnamese identity.
In the 7th year of accompanying with the Contest, Vietjet awarded a special award "SKY Prize" - a year of free flight throughout Vietnam - for outstanding work on nature, culture and tourism with images of Vietjet. The sponsor of air transportation also offers free air tickets to potential authors honored in the Vietnam Heritage Junior Photo Awards category to create more opportunities for young photographers to experience.

"LIGHT UP THE DREAMS" SCHOLARSHIP 2019 CONCLUDES

On September 9 in Hanoi, "Light up the dreams" scholarship held to summarize the 6th year of program implementation. The event was attended by Ms. Truong Thi Mai, Politburo Member, Head of Public Affairs Central Commission; Ms. Nguyen Thi Thanh Hoa, Former Member of the Party Central Committee, President of Vietnam Association for the Protection of Children's Rights; representatives of businesses, sponsors and hundreds of disadvantaged students nationwide. Director of Northern Office Duong Hoai Nam attended and awarded scholarships at the program. In its sixth year, "Light up the dreams" under the theme "Light up the dreams for children of ethnic minorities and disadvantaged areas" as the main sponsor of Vietjet donated charity houses, 1,000 scholarships, 3,000 meaningful and valuable gifts for children in Thai Nguyen, Lang Son, Cao Bang, Tuyen Quang and Lai Chau.

From October 2nd - 3rd, in Hanoi, the Central Economic Committee chaired and coordinated with ministries and sectors to organize the high-level forum and international exhibition on Industry 4.0 - Industry 4.0 Summit 2019. The event saw the participation of more than 3,000 delegates from the government, ministries, and businesses, large local and foreign corporations. Vice Chairman Nguyen Thanh Hung attended seminars and introduced technology applications at Vietjet booth.

Vietjet is pioneering in Industry 4.0 in the market applying the highest digitization and automation technology in business activities, including commerce, services, safety and operation management, etc. Vietjet also invests in a modern fleet with the latest technology trends to ensure safe and accurate operation while providing a comfortable and interesting flying experience for passengers.

In the first half of 2019, Vietjet also introduced new version of Vietjet Air apps which integrated Vietjet SkyClub membership program with many incentives and utilities including buying air tickets quickly on smartphones, hunting VND0 tickets every Friday, free payment fees...

SPONSORED FOR THE FUTSAL HDBANK NATIONAL CHAMPIONSHIP 2019

Vietjet continues to be the sponsor of air transport for the Futsal HDBank National Championship 2019 and the Ho Chi Minh City Student Futsal HDBank Tournament 2019. At the closing ceremony on September 19, Vice President Do Xuan Quang attended and awarded the outstanding teams and players at the tournament.

In addition to the prize for the champion Thai Son Nam, Vietjet also gave out free tickets for lucky fans winning lucky draw in each match.