



Company Profile 2022

Creative
Youth
Enthusiasm
Responsibility

AMELA
NEXT INNOVATION



AMELA VIETNAM TECHNOLOGY JOINT STOCK COMPANY

||| GET IN TOUCH

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NEVER STOP CREATING ON EVERY PRODUCT

| | |
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OPEN LETTER

Dear our valued customers,

First words, on behalf of AMELA I would like to send respectful greetings and deep gratitude to you-our trusted companions.

In the present age, we are familiar with the phrase "digital transformation". Along with the 4th industrial revolution, digital transformation is an inevitable trend, a vital issue for businesses, organizations and countries around the world in order to improve production and business efficiency, competitiveness and successfully implement the strategy of building digital government, digital economy and advanced society.

Grasping that trend, in January 2019, AMELA was born and started entering the Japanese market with less than 10 members. We focus on services providing software solutions and information technology for businesses. Not only provide products, but we also give customers a companion and an understanding partner. We listen to your business story and dedicate our enthusiasm to it as if it were our own.

Up to now, AMELA has had more than 3 years of rapid development with more than 300 high-quality employees, aiming to become a company with a strong position in the field of Information Technology.

Specifically, the proud growth rate is a testament to the capacity as well as the relentless dedication of AMELA engineers team and staff. The trust and recognition from our customers will be the driving force and strength for us to constantly develop.

Every step of AMELA is always towards the goal of creating outstanding and sustainable value for customers, contributing to the development of Vietnam's IT industry, affirming the country's position in the region and the world. Although there will be many challenges ahead, we believe that with the companionship of you-our valued customers, strategic partners, our goals will surely be achieved.

RESPECTFULLY.

ADVANCED MEDIA LABORATORY

100+
CUSTOMERS

200+
PROJECTS

300+
DEDICATED PERSONNEL

||| BOARD OF DIRECTORS

AMELA's board of director are young people, but have many working experience and strategic vision.



Vu Duy Loc
The Chairman of Amela

- The Bachelor of from Hanoi University of Science and Technology.
- 2009: Tokyo Institute of Technology (full scholarship from MEXT).
- The first prize at the contest ACM/ ICPC, the second prize at the contest Robocon at Tokyo University of Technology.
- 2014 – 2019: Engineer at MICROSOFT Japan and GOLDMAN SACHS Japan.
- 2019: Cofounder AMELA.



Duong Minh Khoa
CEO AMELA Vietnam

- The Bachelor of from HEDSPI program, Hanoi University of Science and Technology.
- Took part in Robocon Vietnam as a main programmer.
- 2012: Engineer at ONE OF THEM and SYSTEMA JAPAN.
- 2015: Co-founder and COO of HBLab Company.
- 2019: Cofounder AMELA.



Tran Van Tan
COO AMELA Vietnam

- The Bachelor of from Hanoi University of Science and Technology.
- Graduated Executive-MBA of National Economic University.
- 2009 – 2016: Worked at Murakumo and FPT Japan.
- 2016 – 2021: Worked as the head of the software production center and the head of the Da Nang branch at SUN*INC (Framgia).
- 2022: COO at AMELA Vietnam.

||| OPERATING PHILOSOPHY



Vision

Become a leading technology in Vietnam and contribute to the digitalization of society

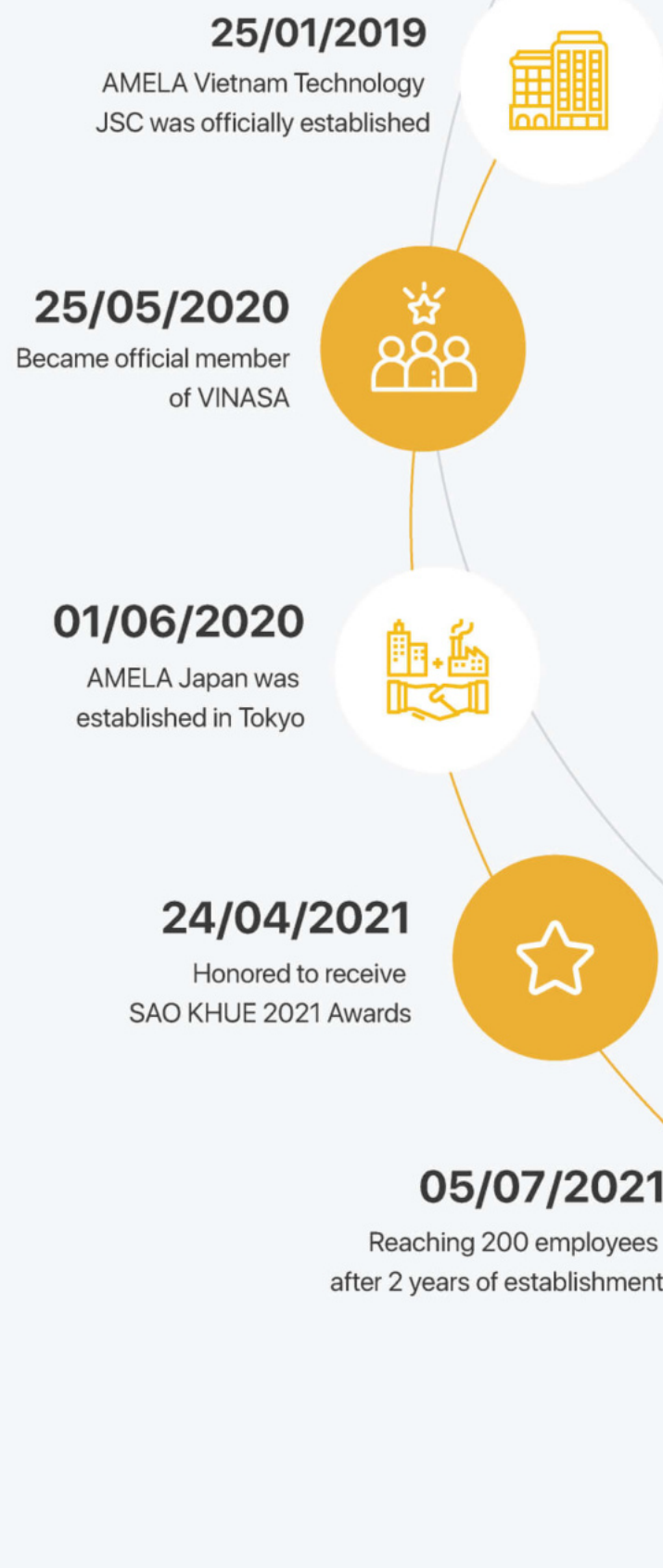


Mission

Maximize the potential of technology to solve the problems of customers and society

||| MILESTONE

Looking back on AMELA's impressive 3-year journey of development



||| INTERNATIONAL OFFICES IN



VIETNAM

- Headquarter: 5 Floor, A Tower, Keangnam building, New urban areas Cau Giay, Me Tri, Nam Tu Liem, Hanoi
- Branch: 20 Floor, B Tower, Song Da building, 18 Pham Hung, Me Tri, Nam Tu Liem, Hanoi



JAPAN

- Representative office: 302, 5-chome-36-2, Kameido, Koto-ku, Tokyo, Japan

||| TECHNOLOGY

AMELA's current capacity can confidently meet most new technologies on the market

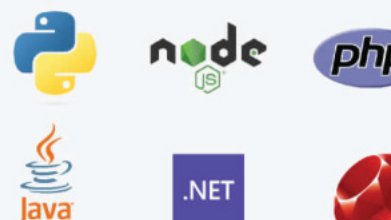
Front- end



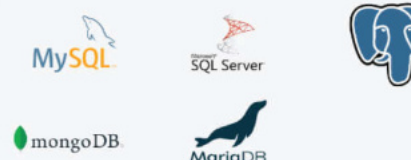
Mobile



Back - End



Database



Cloud



Operating systems



Devops



Biz -Tool



ORGANIZATIONAL STRUCTURE

With the spirit of building a learning organization, AMELA staff is always eager to learn, acquire knowledge, improve their professional qualifications and skills to improve the quality of work

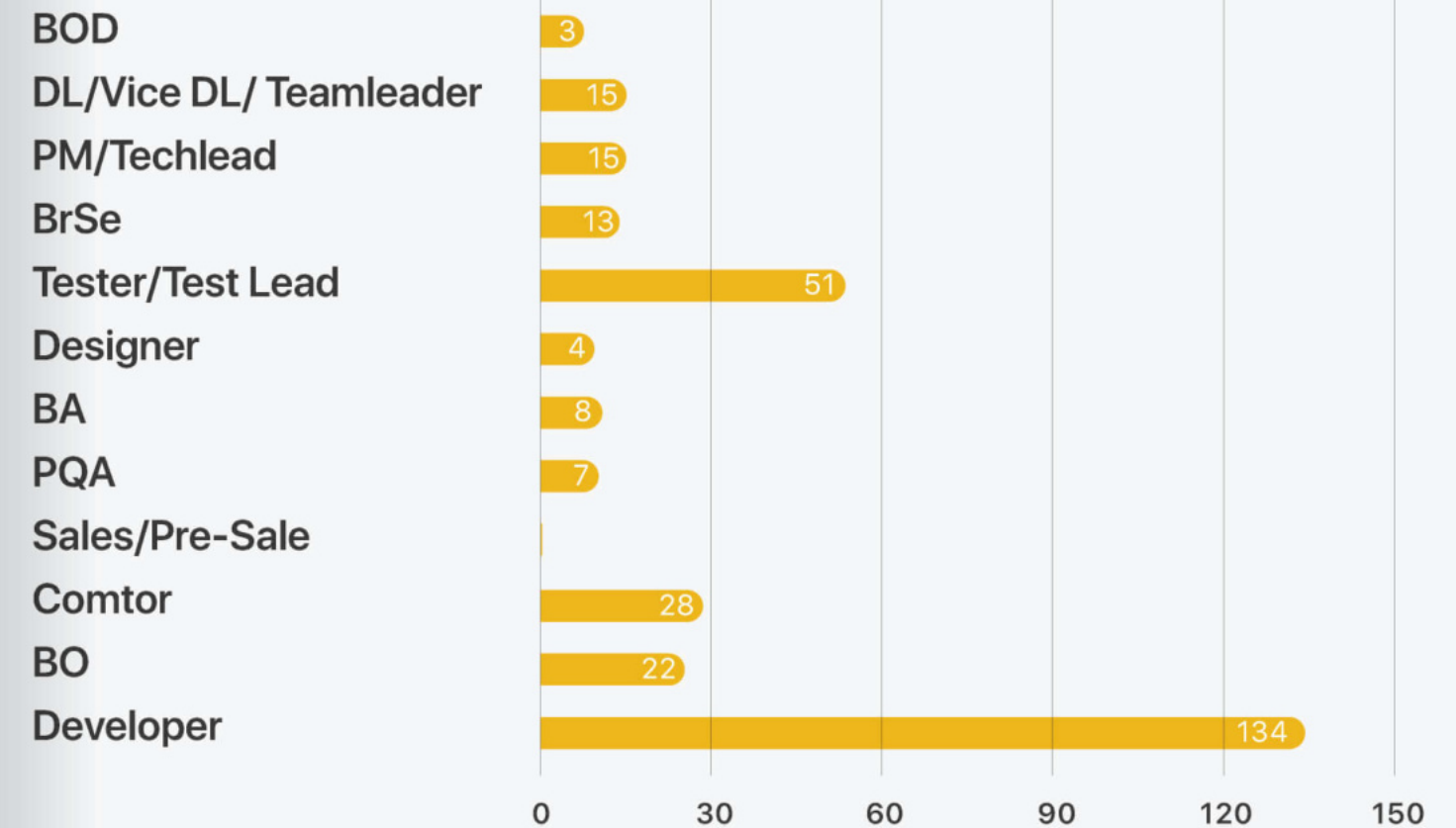
AMELA VIETNAM



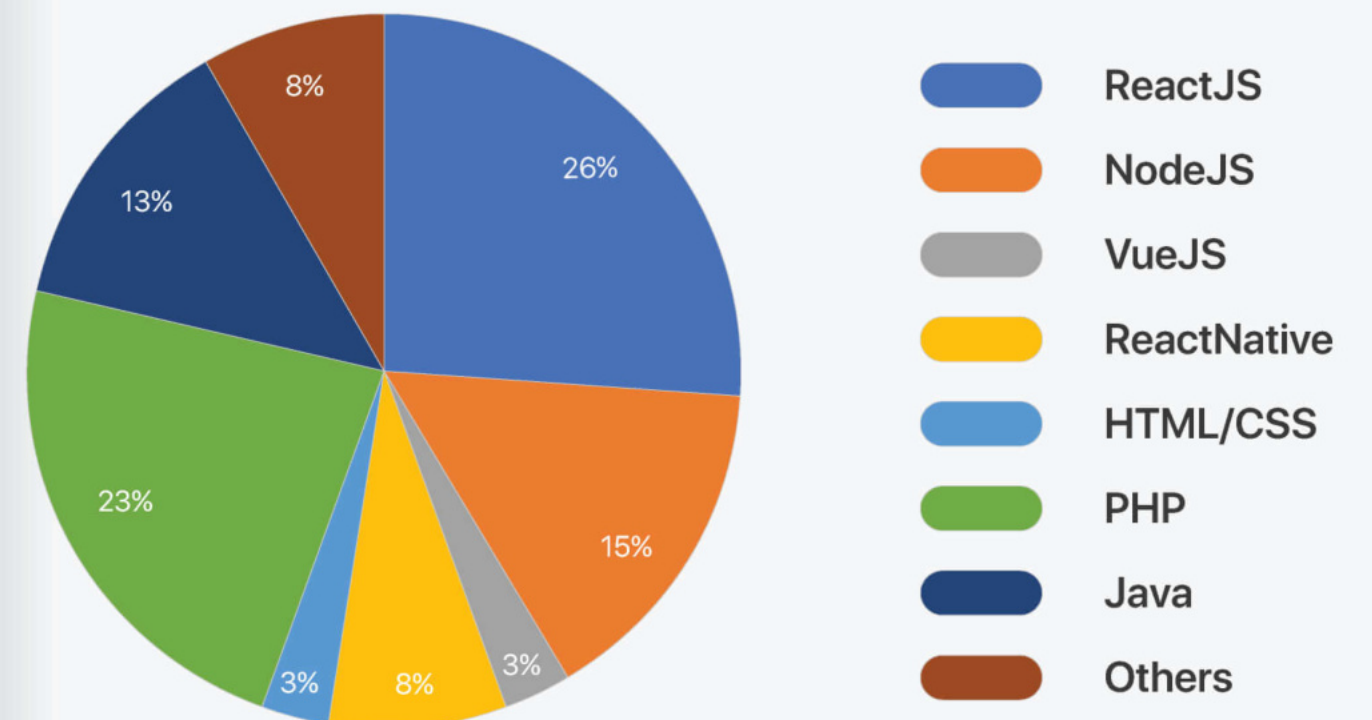
AMELA JAPAN



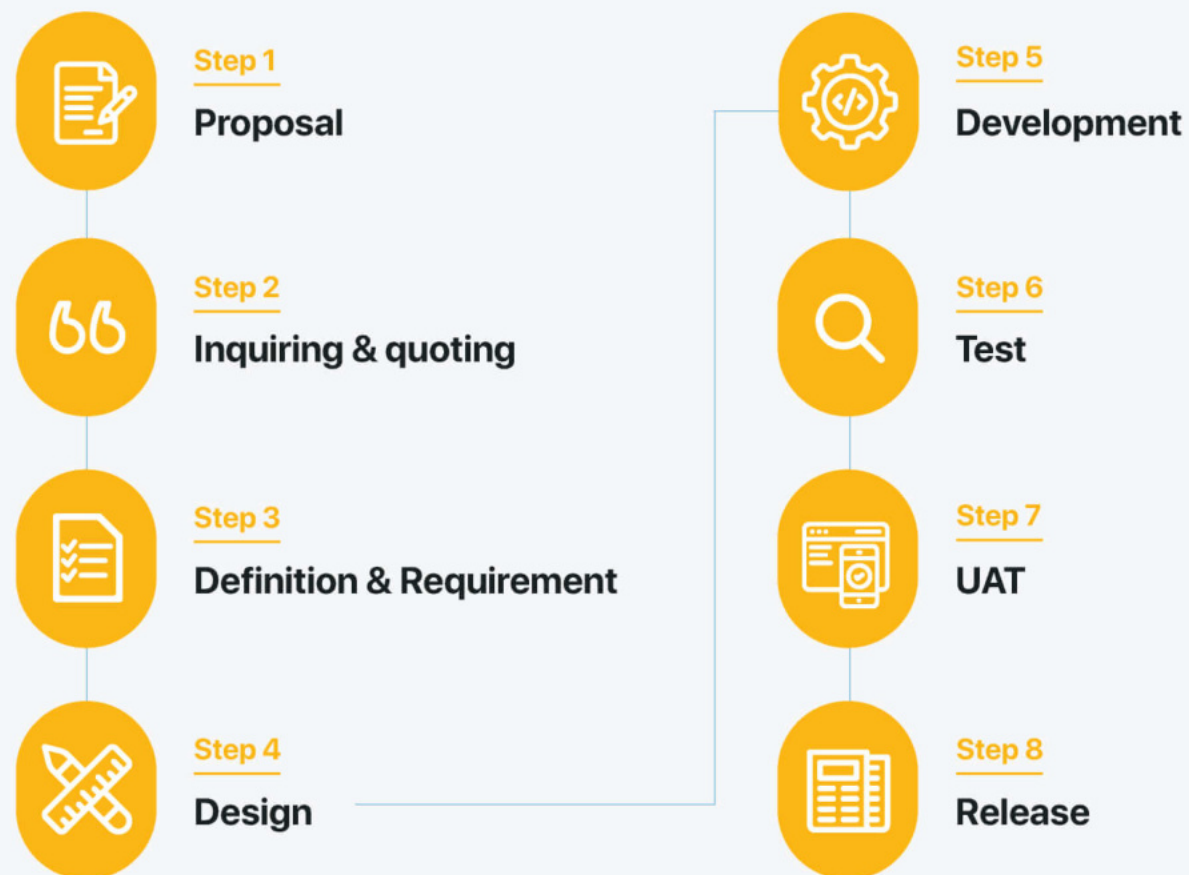
300 ALLOCATED PERSONEL



DETAILED STATISTICS



WORKING PROCESS



AWARDS AND CERTIFICATES

AMELA guarantees a full range of certificates of quality and information security so that customers can rest assured when choosing us as a partner.

Quality Certifications



Awards



Information Security Certifications



“

Despite being a young enterprise, with the leading growth rate in Vietnam's IT industry in 2021, AMELA holds enough resources and experience to be ready to develop with all businesses in all industries, as well as contribute to socio-economic development.

SERVICES

With the aim of building a learning organization, AMELA staffs are always eager to learn, acquire knowledge, improve their professional qualifications and skills to improve the quality of work.

ADVANCED CREATIVE ENGINEER

AMELA prioritizes providing one-stop service to help bring customers the most perfect service experience.



EMERGING TECHNOLOGY

Emerging technologies play a vital role in the modernization of industries. New technologies help in transforming enterprises into a digital world. In that context, it is challenging for all businesses to find powerful and effective solutions to achieve their business goals, AMELA is confident to offer the best services and solutions for the newest technology.



Blockchain

- NFT Marketplace Development
- App Development
- Smart Contract
- DEX/CEX Wallet
- Market Building



IoT

- IoT Manufacturing
- Machine
- E-commerce Solution



AI

- AI application development
- AI consulting
- NLP
- Machine Learning



ADVANCED TALENT DEVELOPMENT

Human resources are the most important factor for any business. At AMELA, in addition to focusing on product development, we also provide the service of receiving and training human resources in Vietnam to introduce to international businesses.



Human resource training

AMELA conducts personnel training according to business requirements with diverse training technology.

- Enterprise standard training program.
- Experienced mentors
- Participate in real projects to increase realism.



Human resource introduction

AMELA provides human resource introduction services, especially IT engineers to international companies. Our difference is that we not only introduce human resource but also conduct pre-training in the skill needed to enable them to take on an active role in future business.



Engineer dispatching

AMELA also provides engineers dispatching service, for customers who need immediate human resources, or human resources with special requirements, for example, who can analyze systems, develop products, technical handling,... Another outstanding point of our dispatching service is security.

ADVANCED BUSINESS DEVELOPMENT

Starting a business from zero is an extremely difficult process, in which the main causes of failure include: lack of capital, inappropriate business plan or lack of execution ability. With planning ability, execution and wide-ranging relationships, AMELA aspires to be a companion for young companies as well as startups.



Business consulting

AMELA's business innovation department has top notch UI/UX designers and manufacturers in Vietnam. We will plan the business and design the product completely from customer's idea.



Outsourcing (BPO)

- Product development service
- Operation service
- Back-office operations
- Technology/software solutions.



Start-up supporting

Comprehensive start-up support service (Incubator)

- Finance support
- Investment fund research
- Business planning
- System solution consulting

In case the business and AMELA come to a lot of common ground, we can also consider the investment





|| DELIVERY MODELS



Fixed-price

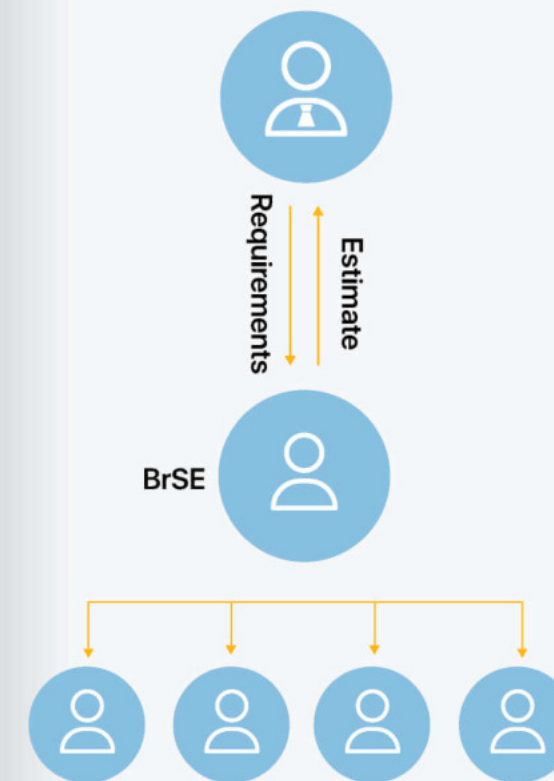
- Completed solution under a fixed budget
- Well-defined goals, vision, workflows, and results
- Unlikely to change for the course of development.



Labo contract

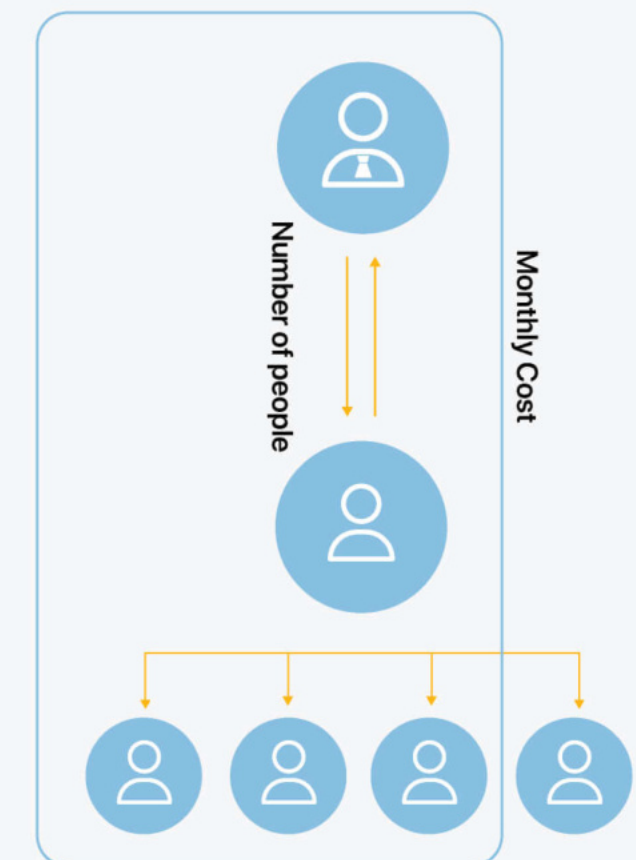
- The price will depend on the time and effort spent on the project
- You can flexibility to modify your requirements and to vary workload.

| | Fixed-Price | Labo/T&M |
|-----------------------|-------------|----------------|
| Scope | Small | Medium & Large |
| Requirement | Defined | Evolving |
| Budget and time frame | Fixed | Flexible |
| Client's control | Little | Significant |



Fixed-Price

Cost estimation bases on the reciprocal scope and project requirement



Labo/T&M

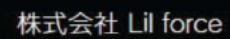
Hire a project team and pay monthly
Monthly cost = number of people x unit price

THE MAIN PARTNERS

Telecommunications information



Advertisement Mass media

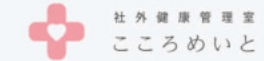
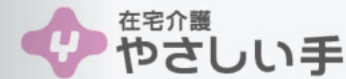


Garvernment



Transport

Cosmetology/ Medical/ Welfare



Entertainment Game — Restaurant — Education



Agriculture and fishery — Real estate



Construction/ Site



Manufacturing

Human Resources



Ecommerce



SOLUTION & PORTFOLIO

With the aim of building a learning organization, AMELA staffs are always eager to learn, acquire knowledge, improve their professional qualifications and skills to improve the quality of work.

Domain:

||| E-COMMERCE

An online shopping platform for people around the globe through livestream programs and short film series, as well as a bridge to help businesses bring their products and goods to consumers in many places countries in the world.

Project:

- Allows partner brands to post and sell products
- Sort and display products by category
- Distributing products via live stream, creating a professional community of KOLs, KOCs, live streamers
- Team size: 12
- Duration: on-going

Platform:

- Web & Mobile App

Technology:

- Cloud: AWS
- Programming Language: PHP, Javascript
- Framework/Library: Laravel, NextJs, ReactJS, NodeJs

Scope of work:

- Requirement
- Design
- Coding
- Testing
- Infra



Domain:

HEALTH CARE

Health checkup solutions for individuals and businesses

Project:

- Businesses can update and track employee health records
- Perform stress checks to give individual advice
- Team size: 9
- Duration: 5 months

Platform:

- Web & Mobile App

Technology:

- Cloud: AWS
- Programming Language: Javascript
- Framework/Library: NestJS, ReactJS

Scope of work:

- Requirement
- Design
- Coding
- Testing



Domain:

BOOKING

App for ordering food before going to the store. As a result, customers can save waiting time. Store owners will also manage orders more easily

Project:

- Create a QR code to order what you want to eat before coming to the restaurant
- Get coupons for order
- When coming to the shop, customers will scan the Qr code to complete

- Team size: 10
- Duration: 7 months

Platform:

- Mobile App

Technology:

- Cloud: AWS
- Programming Language: Javascript
- Framework/Library: React Native, NodeJs

Scope of work:

- Requirement
- Design
- Coding
- Testing



Domain:

SOCIAL NETWORK SYSTEM

Social network for runners and sports lovers

Project:

- Providing training program and exercise guide for users
- User can post running achievements, create campaigns,...
- Add friends and practice together, expand network
- Team size: 8
- Duration: on-going

Platform:

- Web & Mobile App

Technology:

- Cloud: Linux
- Programming Language: Javascript, TypeScript
- Framework/Library: Node.js, React.js, React.native

Scope of work:

- Develop
- Design
- Test
- Requirement



Domain:

||| MATCHING

Matching system between repairman and building material shop

Project:

- Register shop on map
- Typical product registration
- User can search store, coupon, chat

- Team size: 8
- Duration: 9 months

Platform:

- Web & Mobile App

Technology:

- **Cloud:** Linux
- **Programming Language:** Javascript, TypeScript
- **Framework/Library:** Node.js, React.-js, React native

Scope of work:

- Develop
- Design
- Test
- Requirement



Domain:

ENTERPRISE RESOURCE PLANNING

Worker and job management system for companies operating in the field of construction

Project:

- Create construction sites, create and manage jobs, timekeeping, payroll, create documents, calculate expenses.
- Roles: Admin, Manager, Staff, Customer, Vendor

- Team size: 6
- Duration: on-going

Platform:

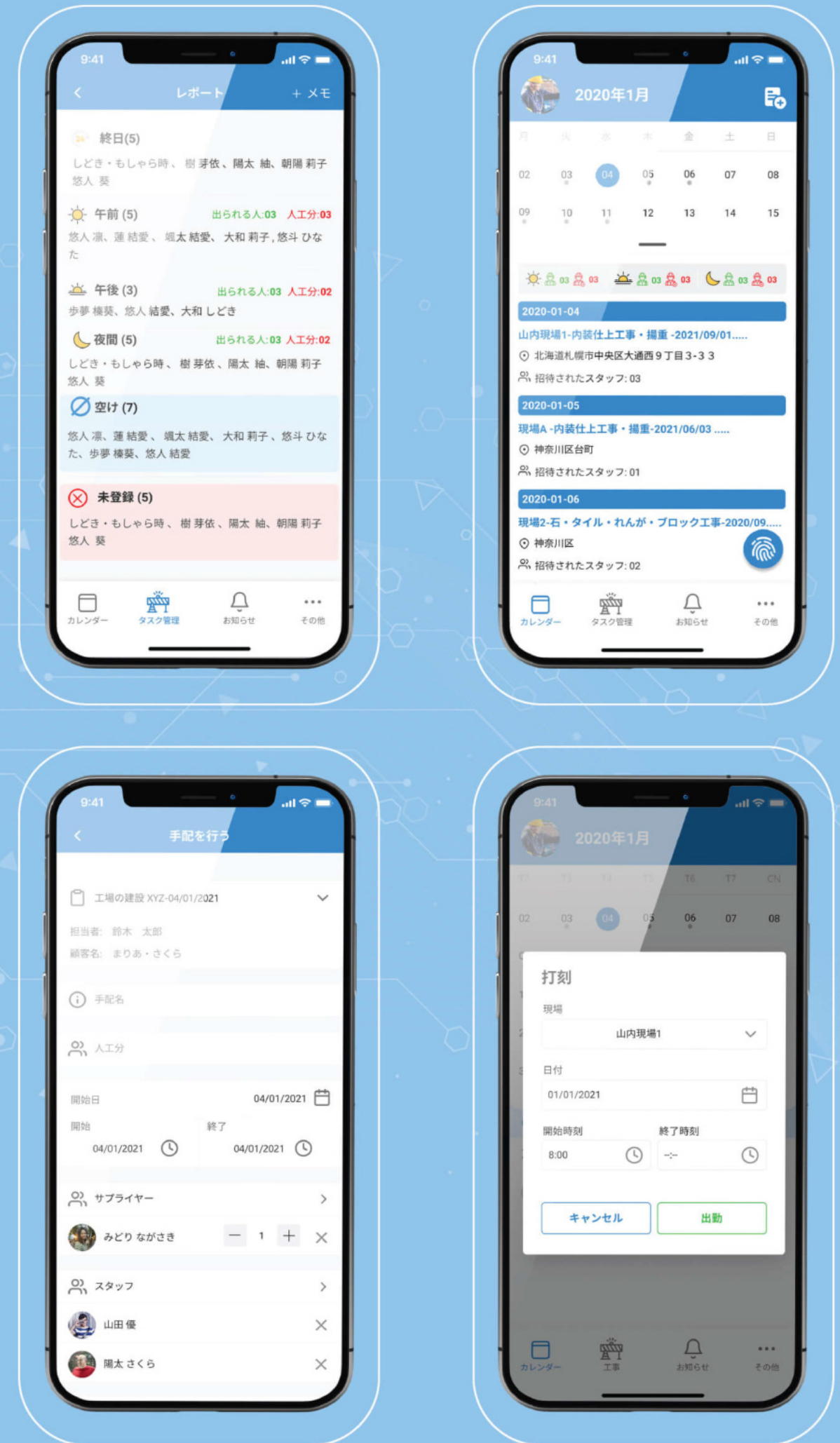
- Web & Mobile App

Technology:

- **Cloud:** Linux
- **Programming Language:** Javascript, TypeScript
- **Framework/Library:** Node.js, React.-js, React native

Scope of work:

- Develop
- Design
- Test
- Requirement



Domain:

||| E-LEARNING

An online Japanese learning system where teachers and students can actively choose the class schedule

Project:

- Roles: Admin, Teachers, Users
- Upload video lectures
- Design your class/teaching schedule
- Teachers can create their lessons
- Can perform tasks such as managing teachers and students, managing calendars and managing payments,...
- Team size: 7
- Duration: 6 months

Platform:

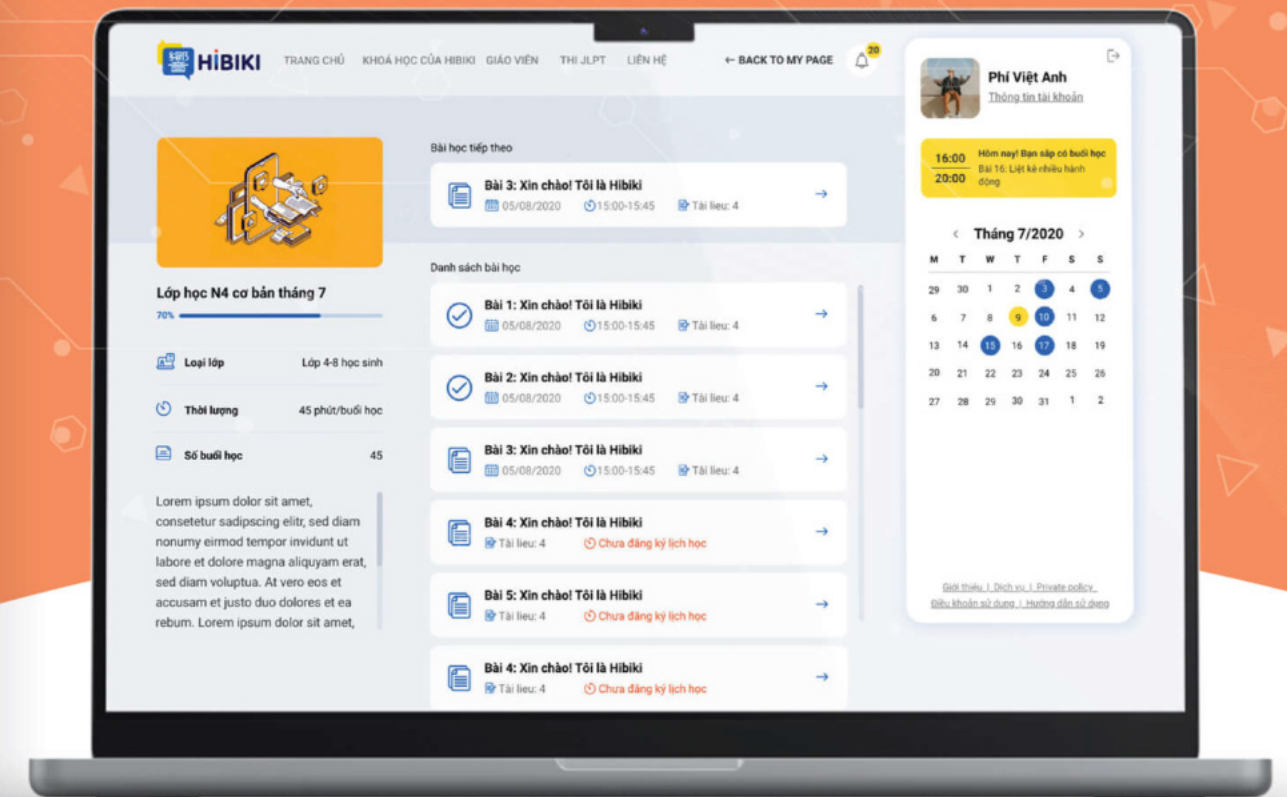
- Web

Technology:

- Cloud: Ubuntu 18
- Programming Language: NodeJS
ReactJS
- Framework/Library: AntDesign

Scope of work:

- Requirement
- Design
- Coding
- Testing
-



Domain:

LIVESTREAM

Live stream app for pets and connect animal lovers

Project:

- Livestream pets with 2D mask filter
- Users who watching the livestream can give gifts
- Can make purchases on the app, with integrated stripe payment features

- Team size: 10
- Duration: 12 months

Platform:

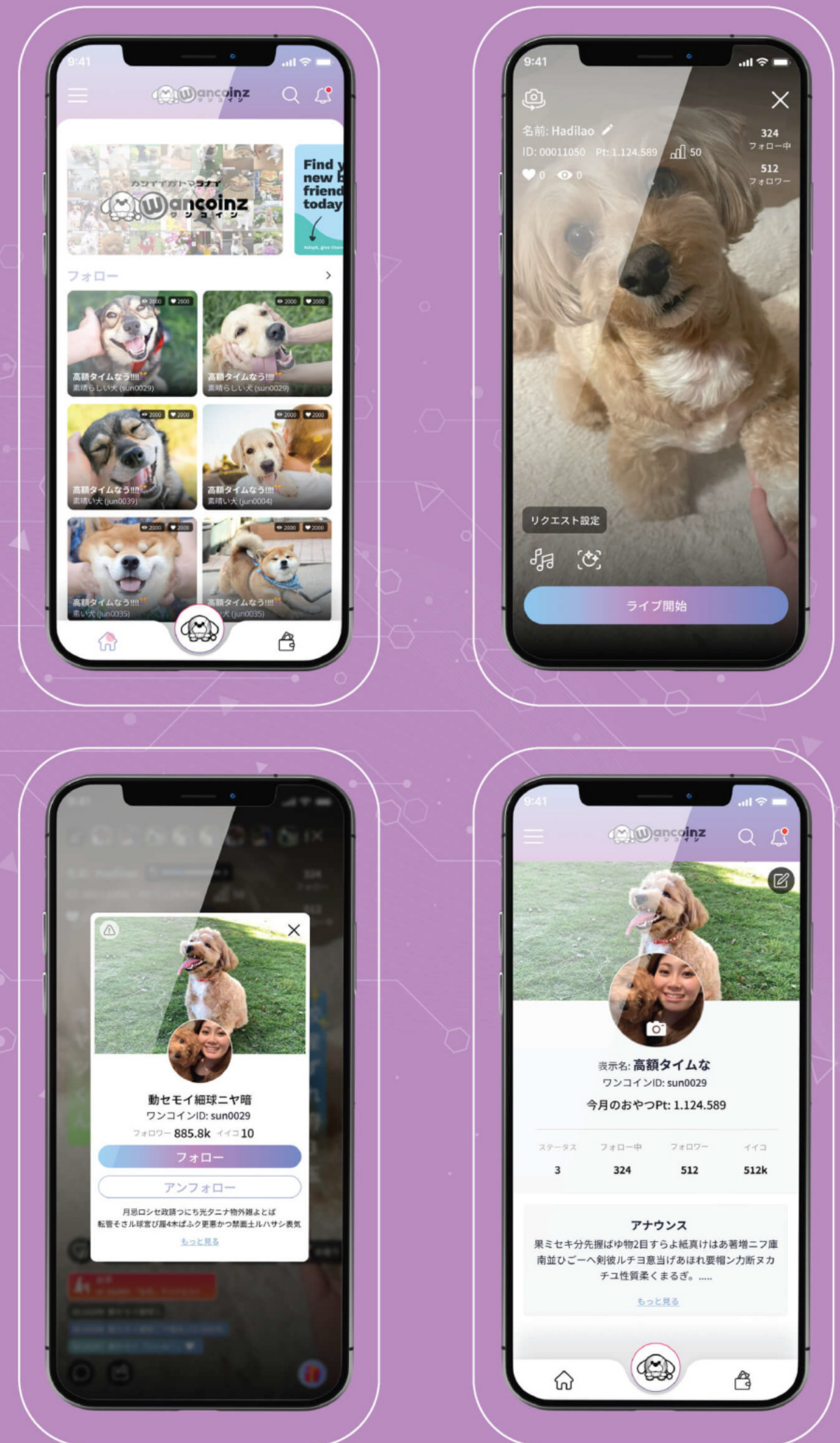
- Mobile App

Technology:

- Cloud: AWS
- Programming Language: Javascript, Swift
- Framework/Library: Vuejs

Scope of work:

- Develop
- Design
- Test
- Requirement





AMELA aims to become a leading company in technology, brings the best products to customers, a happy working environment for employees and contributes to the digitalization of society. With a culture of empowerment and responsibility, AMELA always promotes the initiative and creativity to each department and each member of the Company. AMELA strives to become a learning organization, constantly learn, improve and always maintain the enthusiastic and dynamic spirit of entrepreneurs.

We would like to thank customers who have chosen to use AMELA's services, always support, cooperate and accompany with us. We are also committed to doing our best to improve the quality of our products and services, completing ourselves, for the sake of our valued customers.

Mr. Duong Minh Khoa
CEO AMELA



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Creative
Youth
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