



Mobility Business Update

May 2021



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VinFast: a state-of-the-art mobility solutions platform, created in record time

PHASE 1

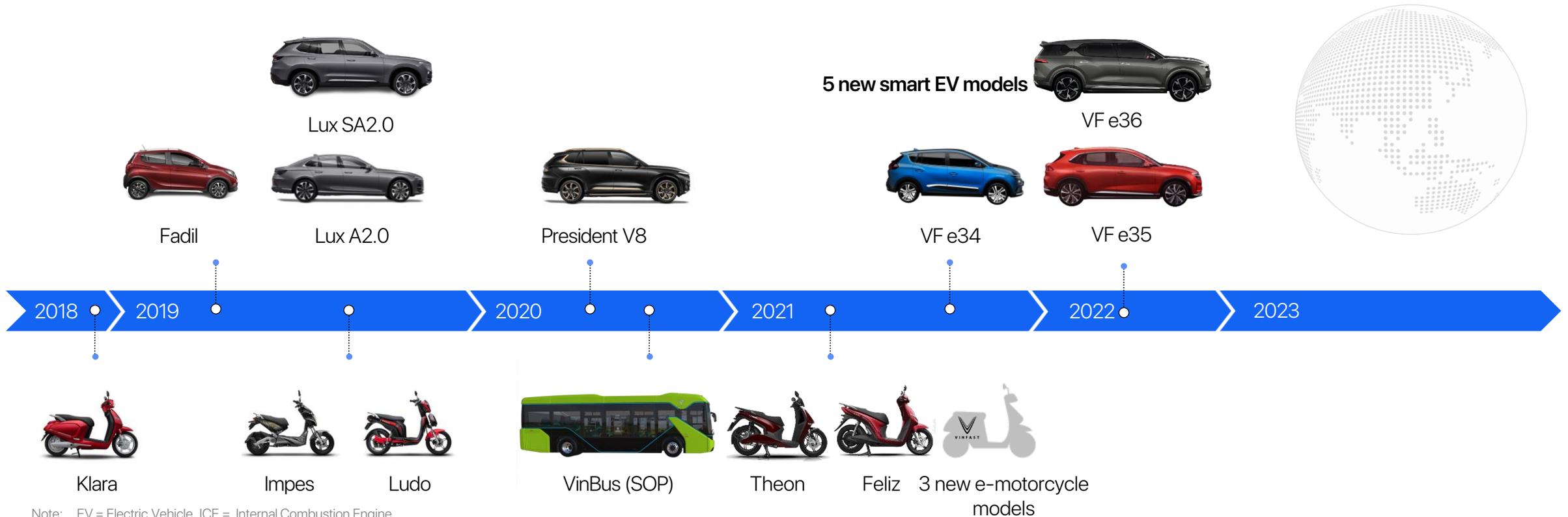
Foundation (2017–2019) >>> Establishment of Manufacturing & Commercial Infrastructure

PHASE 2

Acceleration (2020–2021) >>> Smart Technology & Electrification

PHASE 3

Go Global (2022+) >>> Global EV Rollout



Note: EV = Electric Vehicle, ICE = Internal Combustion Engine



Proven go-to-market track record in capturing #1 market share in Vietnam across various segments

Execution is Vingroup's trademark



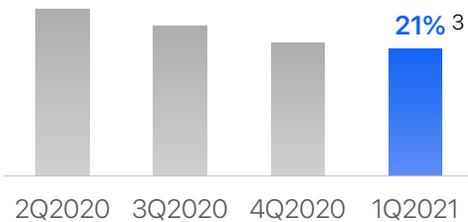
E-Motorcycle



E-motorcycle segment



15 months to reach #1 position



E-Motorcycle



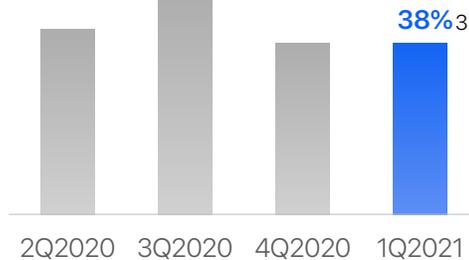
A-segment



A-segment hatchbacks



18 months to reach #1 position



A-segment



ASEAN NCAP level 4



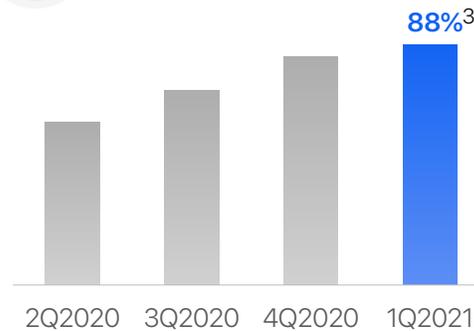
E-segment Sedan



E-segment sedans¹



18 months to reach #1 position



E-segment Sedans



ASEAN NCAP level 5



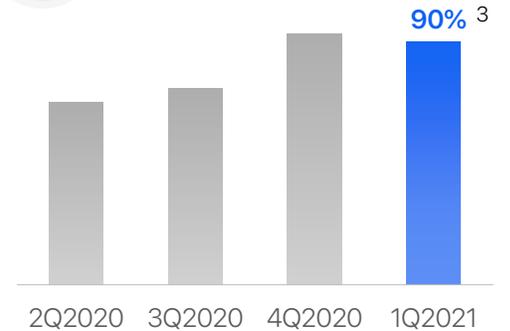
E-segment SUV



E-segment SUVs²



18 months to reach #1 position



E-segment SUVs



ASEAN NCAP level 5

Source: Based on VAMA and Company information as of 31 March 2021.

Note: 1. E-segment sedans include VinFast Lux A, Mercedes E-Class, BMW Series-5, Volvo S90, Audi A6, Jaguar XF. 2. E-segment SUVs include VinFast Lux SA, Porsche Cayenne, Mercedes-Benz GLE, Volvo X90, Audi Q5, BMW X5, BMW X6, Range Rover Velar, Range Rover Sport, Land Rover Discovery, Lexus GX, Jaguar F-Pace, Volkswagen Touareg. 3. Quarterly market share as of 1Q2021



Fast speed-to-market with established platforms for future models

- State-of-the-art Manufacturing Complex

12 MONTHS¹

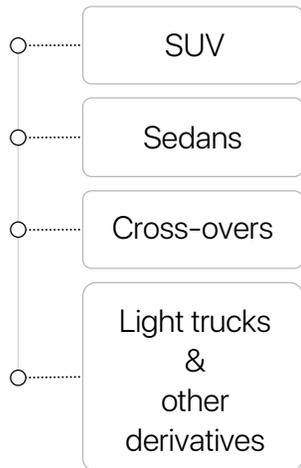
- 3 car models

18 MONTHS²

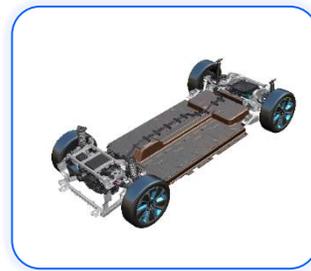
- Record time to gain #1 market share in Vietnam

15-18 MONTHS³

Collaborate with leading global engineering firms to develop a variety of platforms, allowing for quick roll out of new models



C-segment
VF e34



D-segment
VF e35



E-segment
VF e36

Target to introduce at least one new model every year

Flat organization structure with start-up mindset and innovation culture, allows for quick decision-making process and strong execution capabilities and paves the way for an international rollout from 2022



Note: 1. from ground-breaking to construction completion, 2. from construction completion to SOP of VinFast SA and VinFast Lux SA, 3. from commercial launch to reaching #1 market share



VinFast – Fully charged



Technology

- **1,900¹** R&D / engineering staff
- **Proprietary technology** across modules including smart infotainment, ADAS, powertrain and battery
- **Advanced** autonomous driving features
- **AI-powered** smart infotainment and connectivity



Market access

- Achieved **#1** positions in Vietnam in **15 – 18** months with between 38-93% quarterly market share²
- Entering **US, Canada and Europe** by summer 2022 with teams & partners in place
- **Disruptive** business model to penetrate international markets
- **O2O** (online-to-offline and offline-to-online) sales & distribution strategy, support by unparalleled execution track record
- **Potential for better margin** thanks to battery leasing model and **more reliable costs** given experience

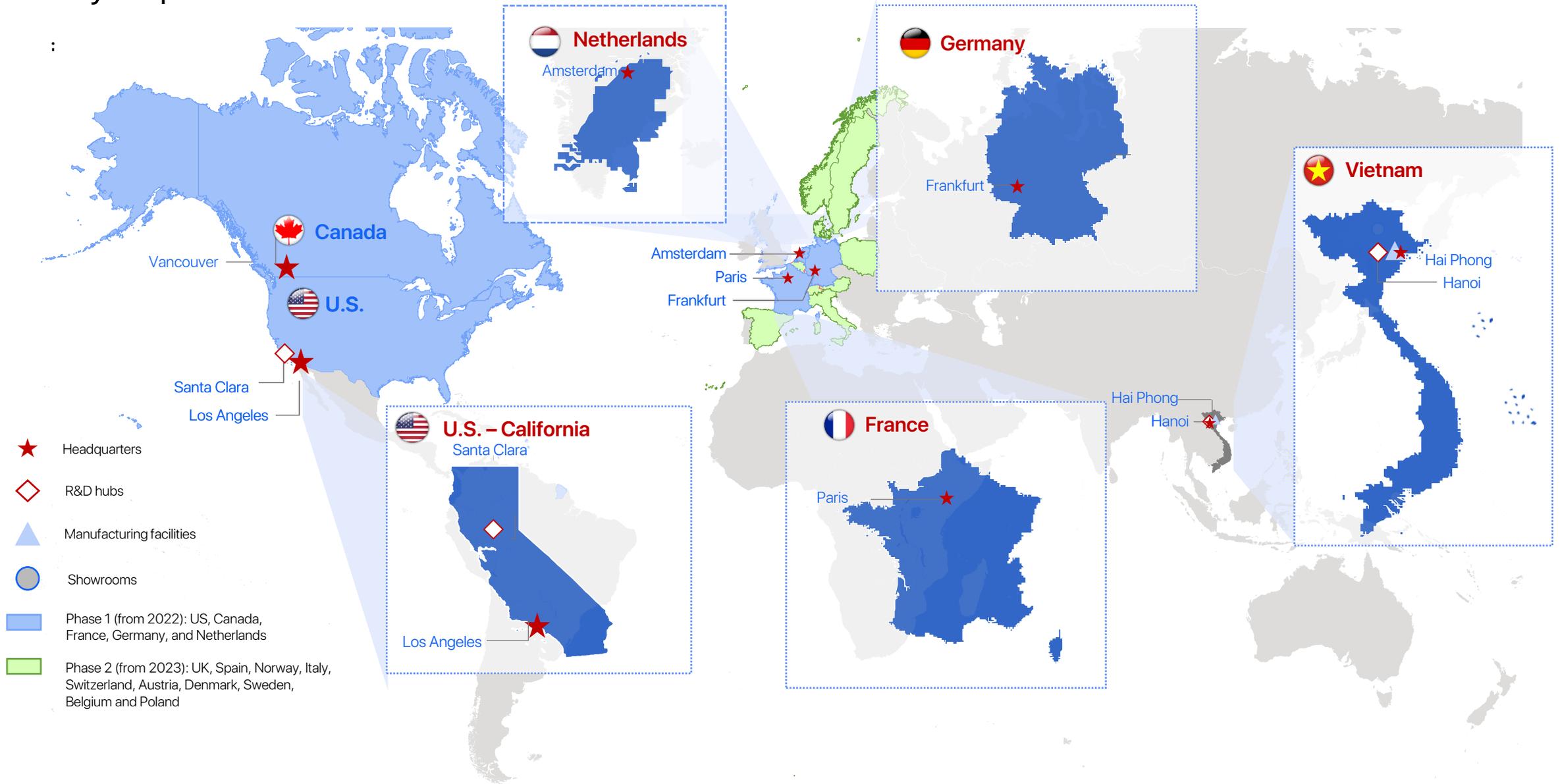


Manufacturing

- **335ha** state-of-the-art manufacturing facility constructed **in 12 months**
- Most ready compared to peers at the point of listing, having invested **\$4.4bn³** to date
- **250,000 cars/annum** production capacity
- **>90%** automated production
- Ability to quickly ramp up capacity to meet demand.



Ready to penetrate international markets





VF e35

Advanced autonomous driving

Range
Up to 500km (310 miles)

Safety¹
5-star NHTSA /
5-star EURO N-CAP

Maximum power / torque
300kW / 640Nm (Premium)



Taking orders from Q3 2021 and hitting roads globally in summer 2022



VF e36

Advanced autonomous driving

Range
Up to 550km (340 miles)

Safety¹
5-star NHTSA /
5-star EURO N-CAP

Maximum power / torque
300kW / 640Nm

Note: Features of VF e35 and VF e36 are designed features targeted at launch. 1. Targeted safety levels



VinFast – a unique brand

Brand Traits

- **Inclusive:** Open and approachable
- **Progressive:** Push convention to promote sustainable mobility
- **Connected:** Practical technology to provide convenience and foster collaboration

Brand Audience Opportunity: **the Ascenders**

- **Tech-forward**
- **Eco-friendly**
- **Diverse and collaborative**
- **Tangible quality and comfort** over glitz and glam
- **Pragmatic and independent**





Extensive global marketing campaigns developed by leading marketing consulting firms

Leading names in the Communications and Creative Industry

Engaged Top 1 creative agency by Gartner's Magic Quadrant to develop global marketing strategies

Our Global Brand Playbook provides the foundation for the localized go-to-market plan at each market



Harmonized global marketing timeline to connect massively with global audience

Mega campaign 1: AWARENESS Launching Vingroup & VinFast brand globally

Objective: Build awareness of global Vingroup and VinFast brand across all channels

Tactics: Earned media, brand association with innovation, progressive, tech, EV, validated by experts

Mega campaign 2: TRUST Introducing VinFast EV Family

Objective: Product-focused, deep-dive into vehicles' features and reviews

Tactics: Collect EV experts' review & build community to build user-generated content

Mega campaign 3: BUY Launching of Pre-order VF e35 and VF e36 globally

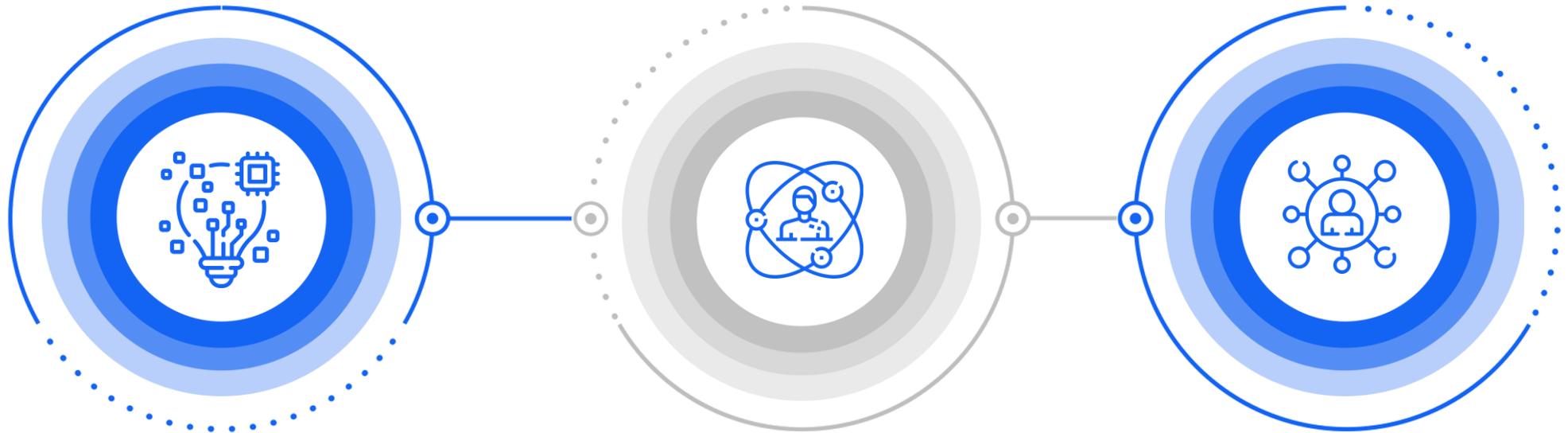
Objective: Generate pre-orders and raise customer engagement and interest

Tactics: Performance marketing for lead generation, AR/VR capabilities to accompany customers' decision making journey

- ✓ Coordinated and Well-planned Global Marketing initiatives with **3 mega-campaigns** running harmoniously and strategically
- ✓ **Total Global Awareness and Brand Marketing initiatives** with additional focus marketing at each markets on trade/ promotion/ activations and targeted paid media, in order to increase pre-order volumes
- ✓ Well-planned, data-driven marketing campaigns validated by leading global agency focus groups to ensure the best cultural approach and budget efficiency



User-centric approach to technology development



Technology for **Life**

Designed specifically for user experience, and redefine user lifestyle

Personalized experience

Powered by advanced artificial intelligence, machine learning and big data

Connect your **personal lifestyle** to your car

Connected and seamless experience between the car and other daily environments



Smart in-car operating system



VVA¹ – AI Personal Voice Assistant

AI voice assistant enabling users to interact directly with the VinFast vehicle, all functions are voice activated



Natural conversational interface



Online and offline support



Cognitive adaptive assistant



Connected Lifestyle

- Full lifestyle integration for optimal experience inside and outside of the car
- Mobile payments
- Smart home control features



Note: 1. VinFast Voice Assistant



VinFast Auto Pilot (VAP) - Superior autonomous driving stack to transform driving experience

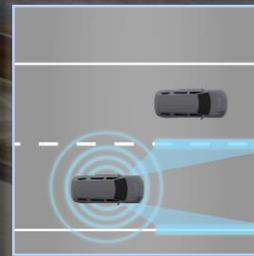


- New models¹ equipped with advanced autonomous driving features

- AI models continue to improve via machine learning from real world driving data
- Progressive software update via FOTA

Note: 1. VF e35 & VF e36

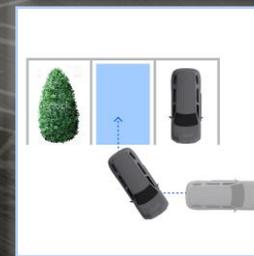
Advanced Autonomous Driving Features



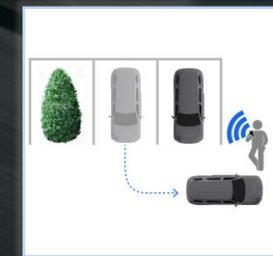
1 Highway pilot



2 Traffic jam pilot



3 Autonomous parking

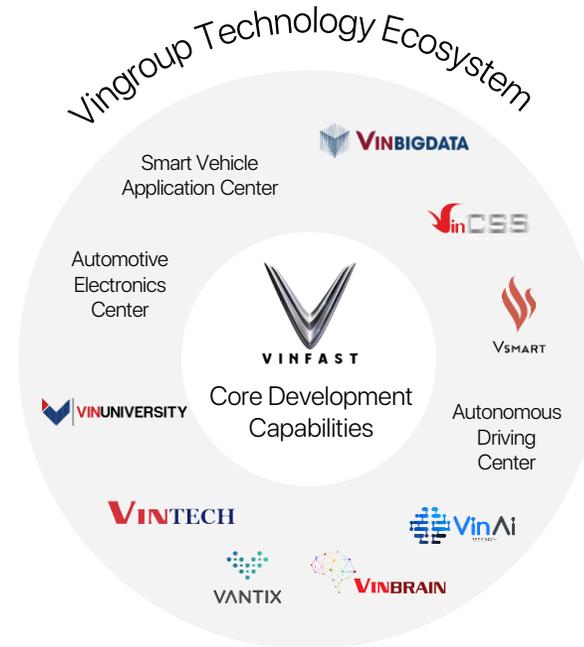
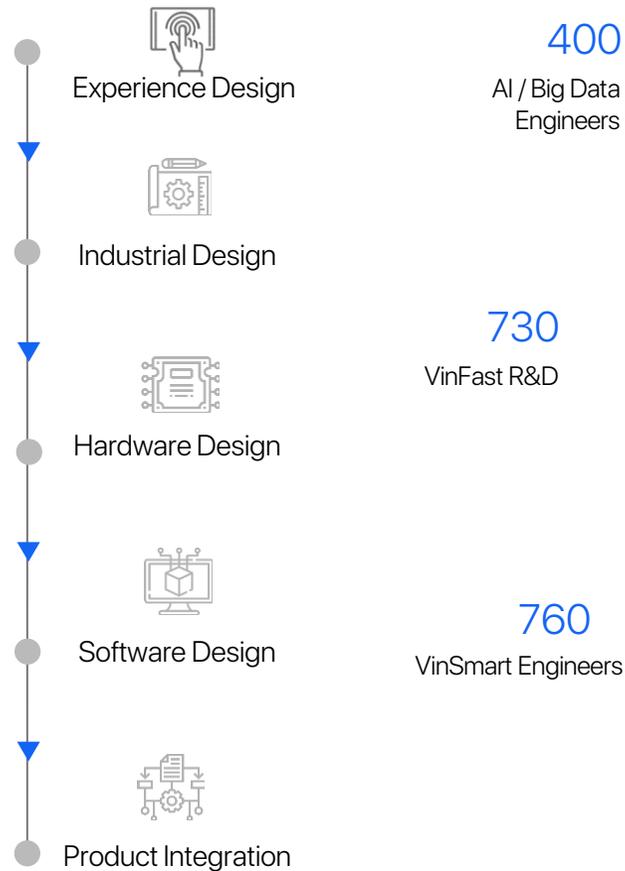


4 Summon mode



Leading in-house product development capabilities powered by Vingroup's integrated technology platform

Integrated In-house product development capability



Our approach to R&D: Connect Intelligence Globally



Fully utilized the smart device research and manufacturing capability in the ecosystem



World-class automated manufacturing facilities to meet fast growing smart EV demands

The most modern factory in Vietnam and the newest, biggest automated manufacturing facility in ASEAN

250,000¹

Cars / annum

12 months

Construction time

335 ha

Total area

500,000

E-motorcycles / annum

1,200

Robots

98%

Automated body shop



90%

Automated engine shop



World-class, fully accredited manufacturing facility



- Relative to global EV peers, VinFast has **the largest production capacity**, both present and future
- **All new models can be manufactured from the existing manufacturing facility**, providing ample production upside
- After 250,000 cars, the factory can be scaled up to **facilitate higher production volume of up to 750,000 cars/annum**
- Sizeable land area of **700 ha**, capable of further manufacturing plant expansion

Note: 1. Capacity of 38 jobs per hour or up to 250,000 cars/annum.



Integrated supplier park ecosystem driving operational efficiency, leveraging Vietnam as the most competitive manufacturing hubs globally

Integrated supplier park system lowers sourcing and inventory costs

Phase 1

70 hectares

100% occupied

Highest local content in Vietnam
Reaching economies of scale, driving manufacturing optimization and reducing costs



Tenants

Lithium battery

Suspension, Gear box

Interior & Exterior Assembly

Seat

Interior Parts

Steering Column

Interior & Exterior Manufacturing

Battery, e-motor, mechanical, aluminum casting, interior, seat assembly

Leveraging local partnerships to unlock cost savings for key components



- Strategic plan to increase rate of localization from c.33% to >60%, to further drive cost competitiveness
- Further vertical integration with manufacturing of electric motor and battery pack



Reduced supply chain and order to delivery time



Less exposure to obsolescence and volume related expenses



Quicker response to market demand and product changes

Strong momentum of global manufacturers flocking to Vietnam, one of the most competitive manufacturing hubs globally



Note: 1. Company estimate



Entrepreneurial leadership with the culture of innovation



Chairman
Pham Nhat Vuong

Personally behind Vingroup's push into Technology and Mobility



Le Thi Thu Thuy

Vice Chairwoman of Vingroup
International Relations & Investment

LEHMAN BROTHERS



Thai Thi Thanh Hai

Vice Chairwoman of Vingroup
CEO of VinFast



James B. Deluca

Senior Advisor of Vingroup



Roy Flecknell

Dy CEO, Product Quality & International Aftersales, VinFast



Nguyen Minh Viet, PhD

Dy CEO, Smart Infotainment and Connection, VinFast



Bui Hai Hung, PhD

Dy CEO, Autopilot, VinFast cum Head of VinAI



Shaun Calvert

Dy CEO, Manufacturing, VinFast



Jeremy Snyder

Chief Growth Officer – Sales, Marketing and Distribution, VinFast USA



David Quang Lang

Director of Strategy, VinFast



David Mansfield

Dy CEO, Finance & Investment, VinFast





VF e35





VF e35 exterior

Modern Proportions

Big wheels, long wheelbase, short front overhang, sleek roofline

Strong VinFast front and rear end identity

Signature lighting & all lines radiate from the V logo

Highly detailed front end and lighting for a luxurious impression

"Dynamic Balance" styling theme:

All lines are in motion, but create a balanced composition





VF e35 interior



Wide, symmetric instrument panel features a 15" touchscreen and a heads-up display



Interior soft trim is cut and sewn for a tailored craftsmanship



Spacious interior



Integrated AI Personal Voice Assistant allows for effortless communication with the car. The in-vehicle technology seamlessly connects with the driver's phone, and offers in-car infotainment and smart car features for a personalized experience¹

Note: VF e 35 and VF e36 technology features are similar



VF e36





VF e36 exterior

Strong VinFast front and rear end identity Signature lighting & all lines radiate from the V-logo

Several optimize aerodynamics features, enabling better EV range

A unique combination of masculine and sleek, on-road EV characters





VF e36 interior



Spacious interior



The winning VinFast UI interface continues in the VF e36



Interior soft trim is cut and sewn with quilted leather, brushed aluminum, and open pore wood



Integrated AI Personal Voice Assistant allows for effortless communication with the car. The in-vehicle technology seamlessly connects with the driver's phone, and offers in-car infotainment and smart car features for a personalized experience¹

Note: VF e 35 and VF e36 technology features are similar



VF e34 interior



8" digital gauges and 12.3" touchscreen



More leg room for the back-seats than most C-segment cars



Interior soft trim is cut and sewn for tailored craftsmanship



Advanced in-car infotainment and smart car features for a personalized experience and helps make the drive safer



Boundless Together

