

## NETWORK

## ♠ Group of Publishing House

SBOOKS currently collaborates with most of the central publishers in Vietnam (Hanoi and Ho Chi Minh City), including notable names like Literature Dung Nguyen), Open-mindedness: Publishing House, Dân Trí Publishina House, and Break free and let your creativity soar Thế Giới Publishing House, etc.

### Media channels

SBOOKS is currently connected with: The press group, including Thanh Niên

Newspaper, ZingNews, and Lao Động Newspaper, The magazine group, featuring prominent publications like Doanh Nhân Magazine and the Southern Startup Advisory and Support Council Magazine.

The television group, including key organizations like Ho Chi Minh City Television (HTV) and Vietnam Television (VTV).

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Collaborating closely with major e-commerce platforms such as Shopee, TikTok, Lazada, & Tiki,

## Transportation channel

In addition to the in-house logistics of e-commerce platforms, SBOOKS has also forged a strategic partnership with Viettel Post



## OUR COLLECTIONS

## MINDFULNESS COLLECTION

The most important collection that is warmly welcomed by the market. For this collection, SBOOKS is currently focusing on exploring the following key topics:

## - Psychology

Titles: The Crowd: A Study of the Popular Mind (Gustave Le Bon), The secret of behavior: Decode and interpret anyone (Anh Dung Nguyen),

### - Soft skills

Titles: The Art of Public Speaking (Dale Carnegie), The power of discipline (Anh Dung Nguyen), The power of questioning (Anh Dung Nauyen), Mastering Speech, Gaining the World (My Thuan), etc...

### - Leadership

Titles: Compassionate leadership (Prof, PhD Quana Vinh Nauyen), Business philosophy (Anh Duna Nauven), Reverse thinkina: Understand vourself and have breakthrough mindset (Anh (Anh Dung Nguyen), Positive think for success (Ap-Ra-Ham), Awakening your life's mission (Ap-Ra-Ham), etc. ...

### - The Art of Entrepreneurship

Titles: Practical Entrepreneurship: Hacking Your Way to Starting Up with Pennies (Dinh Duy Pham), Overcoming Adversity (Thanh Van Huynh), etc. ...

## - The Art of Inner Reflection

Titles: Women's Dignity - The Art of Women's Wisdom (PhD Bich Naoc Vu). Women's Dignity - The Art of Women's Wisdom (PhD Bich Naoc Vu), Women's Dianity - Love thoughtfully (PhD Bich Naoc Vu)

## SOULFUL COLLECTION

A curated collection of books addressing the contemporary mental health crisis, providing advice and guidance.

Titles: A silent contemplation of existence - A spiritual renewal (Tich Tam. Dam), A silent contemplation of existence - Philosophical musinas on human existence (Tich Tam Dam), Time Life's treasures - Dare to commit, dare to do (SBOOKS), The Journey to Inner Peace (Fan Viêt), etc.

## PHILOSOPHY COLLECTION

A treasure trove of knowledge and theories from both Eastern and Western traditions, compiled from the areatest sages, wise men, and philosophers of all time.

Titles: Annals of the Warring States (Liu Xiang - Mac An translate), The Sage's Art of Perception (Mac Am)

Strategist - Political Strategist (Thu Ai Duona). The Book of Sages: Governing the state - Seeking Knowledge Cultivating Oneself (Mac Am), etc.

## CLASSIC COLLECTION

part of SBOOKS' 2025 development strategy, gathers the finest works of all time, both domestic and international. These books are meticulously crafted in form and carefully curated in content.

Titles: Three Kingdoms

(Luo Guanzhong), Tieu Son heroic warriors (Khai Hung), The Unification Chronicles of the Hoana Le (Nao Gia literary group), Ruism (Tran Trong Kim), Vietnam Literary Anthology (Tran Trong Kim), etc.

## EDUCATION COLLECTION

traveling letters (Dream Post Office), In addition to the adult books. SBOOKS takes the initiative to specially emphasize on children's books and parenting books, aiming to develop essential skills for children from an early age while contributing to building modern, happy families that strenathen the bond between parents and children. Currently, SBOOKS holds the copyrights of 150 children's book titles.

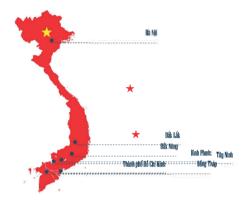
> Titles: Disciplining Without Yelling (PhD. Vu Bich Ngoc), Don't Make Your Child Behave (PhD. Vu Bich Ngoc), **Metham Collection of Nursery Rhymes** (for children aged 3-5), etc.

The important book collection.

# 3.1. The journey

Publishing is not just about bringing books to those who need them but also an activity with meaninaful impact—spreading intellect, awakening the purpose of life, and inspiring every reader across the country. This is the journey we have undertaken—to expand the reach of SBOOKS and to promote the spirit of reading, bringing books to every school library

PIIRLISHING CAPARILITY



- Book stores at Ho Chi Minh City's Book Street (District 1), Thu Duc City's Book Street (book cafe) and Buon Me Thuot City's Book Street
- Building a reading culture among elementary students through exhibitions and curated book collections. linking various campuses and stimulating intellectual arowth.



### 3.2. Our achievements

### - Retails

- Consistently ranks #1 on the TikTok Shop e-commerce platform among book brands.
- A top-performing retailer on other e-commerce platforms such as Tiki, Lazada, and Shopee for books.
- Averages 4,000 orders per day with a peak of 7,000 orders in a sinale day.
- A pioneer in using livestreams to reach readers, achieving the highest sales and reaching up to 3 million viewers per livestream.

### - Wholesale:

- A trusted partner, supplying popular titles to major Vietnamese distributors such as Fahasa, Phuong Nam Bookstore, and Tien Tho Bookstore.
- Published 1.5 million copies of various books in the first six months of 2024.







## TARGET

Firstly. SBOOKS is altruistic.

**Secondly,** cultivates talents through reading habits, Thirdly, leads to achievement,

The nation's culture and knowledge is renowned forever.

### • Short-term target:

To build and spread a reading culture, actively participate in Vietnam's publishing environment, become a prominent member of the Publishing Association, and a notable brand for Vietnamese readers.

## • Lona-term target:

To elevate SBOOKS into a cultural icon across Vietnam, relentlessly spreading and igniting the flame of intellect within every individual.

## CORE VALUES

- Customers are the inspiration behind every endeavor in a business and the ultimate outcome of its efforts.
- Businesses belong to their customers, are built by their customers, and exist for their customers. Products serve as the most effective means of expressing this commitment.
- What customers care about is what products and goods offer them in terms of solutions.
- Businesses start from the needs and changes of customers, and then continuously improve to meet their new demands and desires.

## COMPANY'S 4 PILLARS

1. PRODUCTS FLOW CHANNELS: The Four-Link Network Model: physical stores (offline sales). digital marketplaces (e-commerce), word-of-mouth (customer referrals), and affiliate marketing (partner promotions).

2. OPERATION SYSTEMS: A streamlined organizational structure: Core Team, where leaders are responsible for specific areas under the direction of the CEO, coordinating to refine each process, including Financial Accounting - Human Resource

Management - Content Strategy - Sales Operations.

3. HUMAN RESOURCES: Human resources are the foundation of the business. Therefore, employees need

Connected with each other's - Compliance with work processes - Unified in data management & storage -Live with the company's spirit.

4. RESPONSIBILITY: SBOOKS is engaged in a specialized business tied to cultural thought—publishing and books. Therefore, spirit and responsibility are the guiding principles for SBOOKS to operate at its best. Accordingly, it emphasizes the spirit of serving society with the responsibility to "Spread intellect".



## Additional information

Mission: ambassador of wisdom dissemination

Message: Awaken vour life's purpose

Core Values: Live wisely – Live stylishly – Live authentically and sufficiently **Vision:** Strive to become the first-place mass-market book company in Vietnam



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## GENERAL INFORMATION

SBOOKS Joint Stock Company (abbreviated as SBOOKS) is a publishing and book distribution business with various formats (including paper books and audiobooks), headquartered in Ho Chi Minh City, Vietnam.

SBOOKS was founded in 2018, originated from the idea and aspiration to "Build a reading culture" of the voung entrepreneur Nauven Anh Dung.

## FOUNDER — CHAIRMAN ANH DUNG NGUYEN

- Member of the Southern Startup Advisory Council
- Member of the Vietnam Publishers Association
- President and Founder of SBOOKS Joint Stock Company, BOOKAS Publishing Company, and TRUM MEDIA Digital Media Solutions Company
- Book Publishing Consultant Expert
- Personal Development Advisor
- Author with over 500,000 books published in the market over the past year
- Business Strategy Advisor
- Personal motto: "For me, business is not just about buving and selling, but about serving society,"



Anh Dung Nguyen

Founder - Chairman of Sbooks