



NAMSON[®]

PASSION FOR INNOVATION
ISO 9001 CERTIFIED

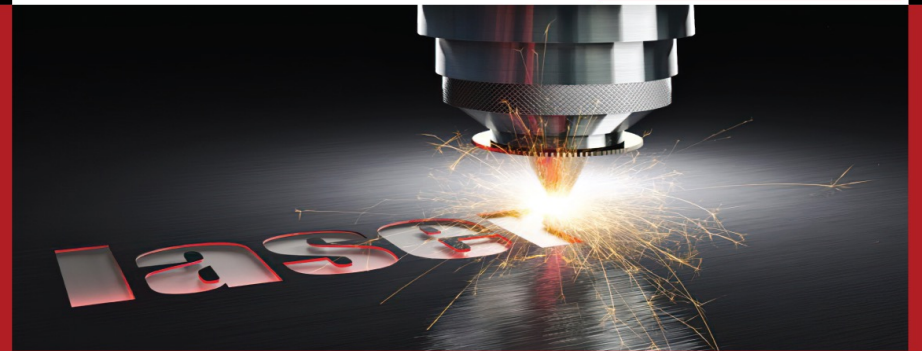
COMPANY PROFILE

www.namson.com.vn



- + 400 top companies are customers.*
- + 20 years experience for pioneering and achieving much success.*
- + 10 countries bussiness network coverage.*
- + 1000 laser system are comsumed all over the world.*

“TOP BRANDS IN LASER INDUSTRY IN THE WORLD ARE OFFICIAL BUSINESS PARTNERS”S



GENERAL INTRODUCTION

Established in 2002, NAMSON LASER is a distributor of laser technology products from the United States to the Vietnamese market. With over 10 years of experience in the laser technology field, in 2012, NAMSON LASER expanded its operations to research, develop, and manufacture its own line of laser machinery and solutions, becoming the first Vietnamese brand to provide leading integrated laser engraving and cutting solutions in Vietnam.

With extensive expertise in laser technology accumulated over the years, and a commitment to prioritizing product quality above all else, NAMSON LASER has gradually gained the trust of customers who believe in the value of Vietnamese craftsmanship, intellect, and strength.

Following the motto "Powerful yet affordable," NAMSON LASER creates a competitive advantage by efficiently meeting customer needs with cost-effective solutions.

TRẦN MẠNH HÙNG
Henry Tran
FOUNDER



ĐẶNG NGỌC QUÝ
Bryan Dang
CEO



MISSION

Our mission is to create excellent values through the inner strength of Vietnamese people, contributing to increasing the quality of life for the community and affirming trust in the national brand worldwide.

VISION



NAMSON LASER aims to become the leading brand providing Laser Technology Solutions in Vietnam and expanding its presence on a global scale

CORE VALUE

01

INTEGRITY

02

RESPECTFUL

03

CONSCIENTIOUS

04

EXCELLENT

05

CREATIVE

MILESTONES

Exclusion distributor of GCC LaserPro-Taiwan & Epilog - USA

Launched the first "Vietnamese brand" laser marker named PowerMARK

ISO
9001:2008

Certified exclusive designs Industry by Department Intellectual Property Vietnam

The first Vietnamese laser cutter - PowerCUT is manufactured by Namson

ISO
9001:2015

09/2002

2002 - 2003

05/2012

07/2012

10/2013

09/2014

11/2015

07/2016

08/2016

2017

2019

2020

2022

Established Namson Sculpture Decoration Co., Ltd

Exclusive distributor of SPI Laser - United Kingdom

Changed into Namson Technology Engineering Co.,Ltd

Exclusive distributor of Coherent - USA

Exclusive distributor of Kanematsu Corporation

Apply Quality Improvement -5S with the Support of Samsung experts

Member of Association SEMI Southeast Asia

COMPANY STRATEGY

BUSINESS STRATEGY

High-quality products at competitive prices: Nam Son positions its products in the middle-end and high-end segments, offering good product quality and incorporating the latest technologies while maintaining competitive pricing.

Quick support: In the industrial sector, prompt support in case of any issues is crucial. As a local laser equipment manufacturer, Nam Son provides fast and effective technical support, which is not possible for imported products due to long waiting times for spare parts.

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With the advantage of being a local manufacturer, Nam Son can deliver laser machinery equipment quickly, provide fast and efficient after-sales services, and offer high-quality products at competitive prices.

BUSINESS OBJECTIVES

- Becoming the leading company in industrial laser equipment products in Vietnam.*
- Targeting customers in the electronics-semiconductor and automotive industries (2022-2025).*
- Being listed in the Vendor list of major manufacturing companies in Vietnam, such as Samsung, Intel, and LG (2022).*
- Achieving revenue milestone of 100 billion (2025).*
- Exporting Nam Son's products to the US market (2023-2025).*

COMMERCIAL OBJECTIVES

Proudly being a high-tech equipment manufacturer, promoting the spirit of "MADE IN VIETNAM," leveraging the advantages of local manufacturing to compete with imported products and generate revenue and profits.

COMPANY STRATEGY



BUSINESS IDEA

The use of laser-based industrial equipment is becoming increasingly popular in the market. However, all of these products are imported, resulting in high costs for customers, long warranty periods, and limited integration with existing manufacturing systems in factories. Additionally, the research and application capabilities for the Vietnamese market are limited. To address these market issues, the idea is to establish a local manufacturing facility for these equipment, which would contribute to reducing costs, shortening warranty periods, and enhancing research and development for the Vietnamese market. Building upon this idea and leveraging years of experience in the laser product industry, Nam Son has decided to transition from a trading model to an in-house production model. Currently, the company's products have gained wide acceptance in the market, and the quantity and variety of equipment manufactured by the company continue to increase.

PRODUCTS

- Namson PowerMark C series, F series, and Useries: Laser engraving and marking machines.
- PCB laser cutting and marking system.
- PowerCLEAN laser cleaning machine.
- Namson PowerCut industrial laser cutting machine.
- Namson PowerWeld laser welding machine.
- Other products: Integrated automatic laser systems, imported laser machines, SmartID identification solutions.



COMPANY STRATEGY

COMPETITIVE ADVANTAGES



Compared to competitors in the market, Nam Son has the following competitive advantages:

- **Integration capability advantage:** As a technology company with a team of engineers and experts in laser, automation systems, robotics, and control systems, Nam Son has a significant advantage when selling to factories that require the integration of lasers into their existing production lines. Trading companies would need to invite experts from abroad to achieve this, leading to potential delays, increased costs, and higher operating and maintenance expenses.
- **Application development advantage:** With a specialized application team, Nam Son offers optimized laser capabilities for customer applications. The application experts from Nam Son identify the most suitable parameters for each type of material to meet customer requirements. This dedicated application team has contributed significantly to securing contracts against competitive rivals.
- **Technological advantage:** Pioneering and leading the laser technology field in Vietnam, Nam Son's engineers have a deep understanding of laser technology and continuously update their knowledge from Coherent, the world's largest laser company. Nam Son's products are always at the forefront of technology in the market, such as Fiber Laser, UV Laser, 3D marker, which contribute to building the company's reputation and gaining customer trust.

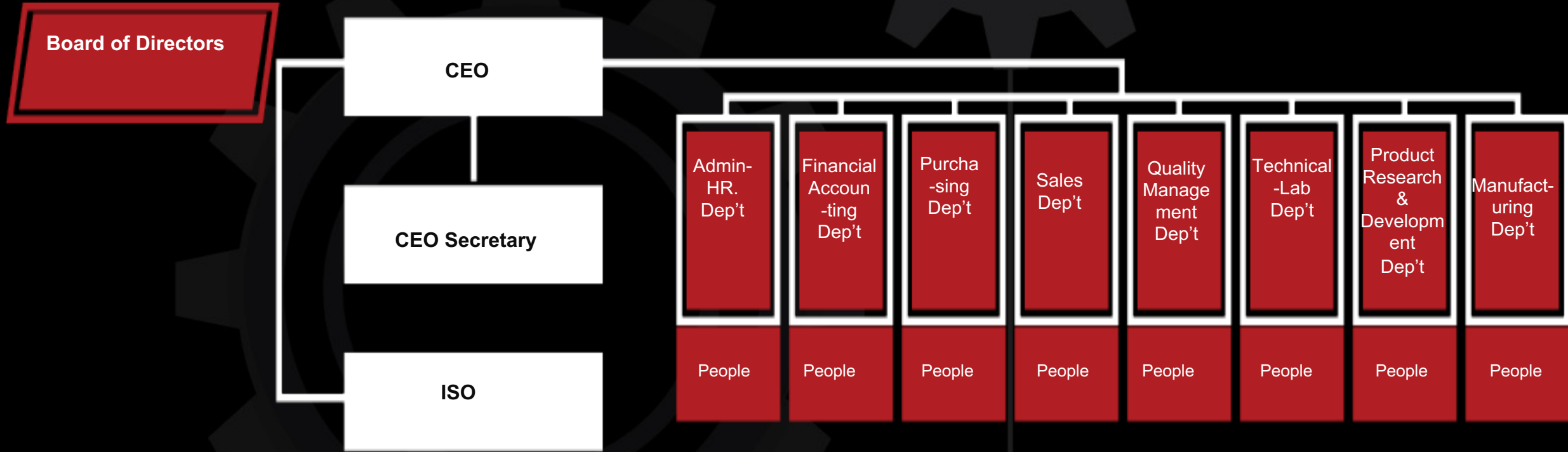
BUSINESS MODEL



Nam Son's business model is a manufacturing plant with a sales office that directly sells to end-users

- **Service advantage:** As a customer purchasing from Nam Son, they receive excellent technical support directly from the manufacturer. The familiarity and understanding of the equipment allow for quick technical support, readily available replacement components, and even the option of providing replacement machines to minimize repair downtime. This excellent service support is a significant selling point for the company.
- **Price advantage:** With local manufacturing in Vietnam, the company can reduce transportation costs, component costs, R&D expenses, and labor costs, resulting in competitive pricing that suits the Vietnamese market. The quality remains assured as the company uses key components imported from Europe and the United States.

ORGANIZATIONAL CHART



TEAMS



BOARD OF DIRECTORS STRUCTURE Source: ERC 0302802539 – Latest update: 11 Oct 2016

- Mr. Tran Manh Hung: 49.0% - Chairman of the Board - Mr. Hung is an electronics engineer, but his passion lies in laser technology and its industrial applications.
- Mrs. Ho Thi Khoa Trang: 44.0% - Chief Financial Officer. Formerly the networking director of the Global Business Networking organization BNI, Mrs. Trang is now the founder of the Global Vietnamese Business Network VBI in the United States.
- Mr. Dang Ngoc Quy: 7.0% - Chief Executive Officer - With 10 years of experience at Nam Son, Mr. Quy has held various positions ranging from technical roles to business and management. He shares a passion for laser technology and related fields such as automation and robotics.

BOARD OF DIRECTORS

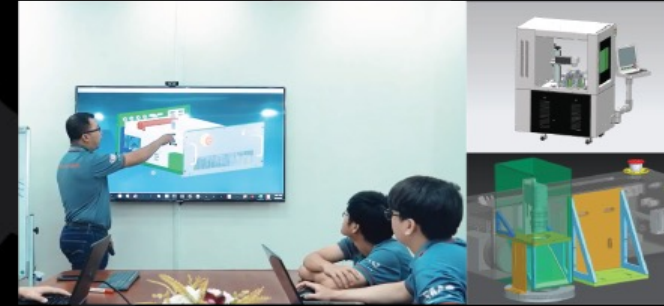
Mr. Dang Ngoc Quy: With a deep passion for laser technology and a strong desire to establish the Vietnamese Laser brand - Made in Vietnam, Mr. Quy inspires the entire team at Nam Son to work together in bringing Vietnamese Laser technology to the domestic market and exporting it to other countries



TEAM

With a democratic working environment that encourages innovation, creativity, and technological ownership, the work environment at Nam Son is fascinating and characteristic of a technology company. The team at Nam Son is highly progressive and possesses deep knowledge of laser technology, particularly within the R&D department. This is the company's greatest asset

TEAMS



BUSINESS TEAM

Sales Team: Experienced Namson Engineering sales team will consult you the most efficient laser solution which is suitable for customer's realistic production demand:

- + Producing and Supplying laser machines and integrated laser system solutions.
- + Instructing and showing the operation of machines directly to support the customers.
- + Sample testing bases on the customer's product and demand.

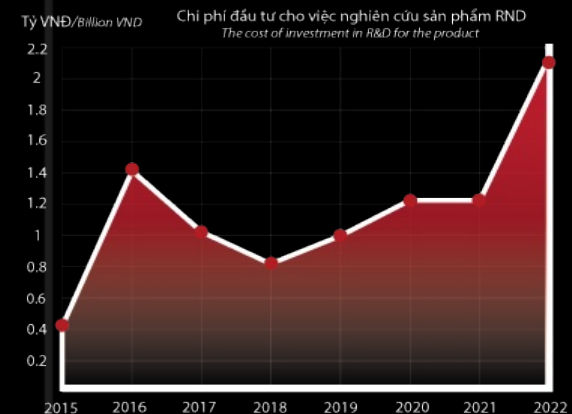
TECHNICAL TEAM

Service & Support team: Customer Support Service is highly emphasized at Namson Engineering. Our experienced and well-trained will serve your technical support demand or inquiries with all their best:

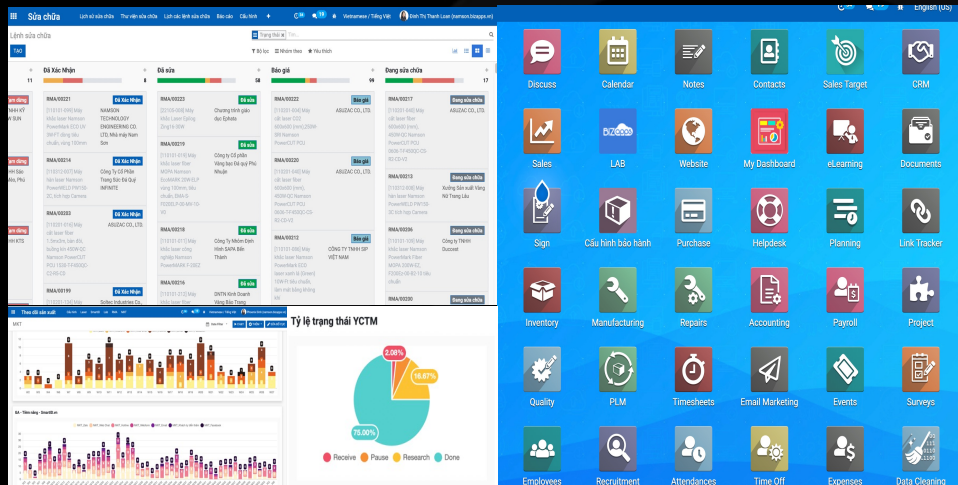
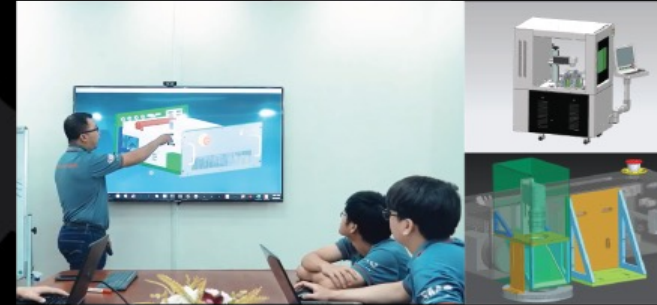
- + Laser hardware and software installation and trained in both languages, Vietnamese and English.
- + Direct technical support or remote consultancy.
- + Promptly dealing technical support inquiry response to technical support inquiry.
- + Backup replacement for customer during support process.

RND TEAM

With the slogan 'Passion For Innovation, Namson Laser has made significant investments in research and development (R&D) over the years. We are committed to delivering high-quality laser machines and pioneering solutions in the industry.



HIGH TECH MANAGEMENT SYSTEM



HUMAN RESOURCES

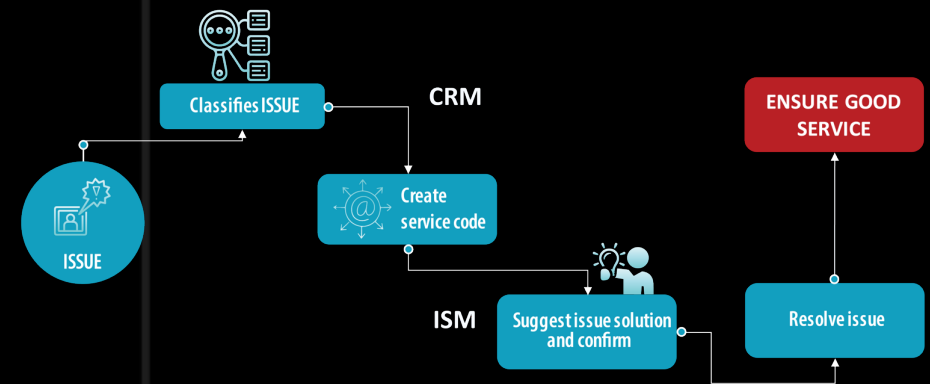
■ BUSINESS ■ ENGINEERING ■ PRODUCTION ■ OFFICE ■ Marketing



Detail number: FY23 (4/2022 – 3/2023) – 53 members

CEO 2 mem.	Sales 16 mem.	CS 2 mem.	Lab 3 mem.	Technical support 8 mem.	RND 5 mem.	Production 6 mem.	Human resource + Financial 11 mem.	MKT 1 mem.
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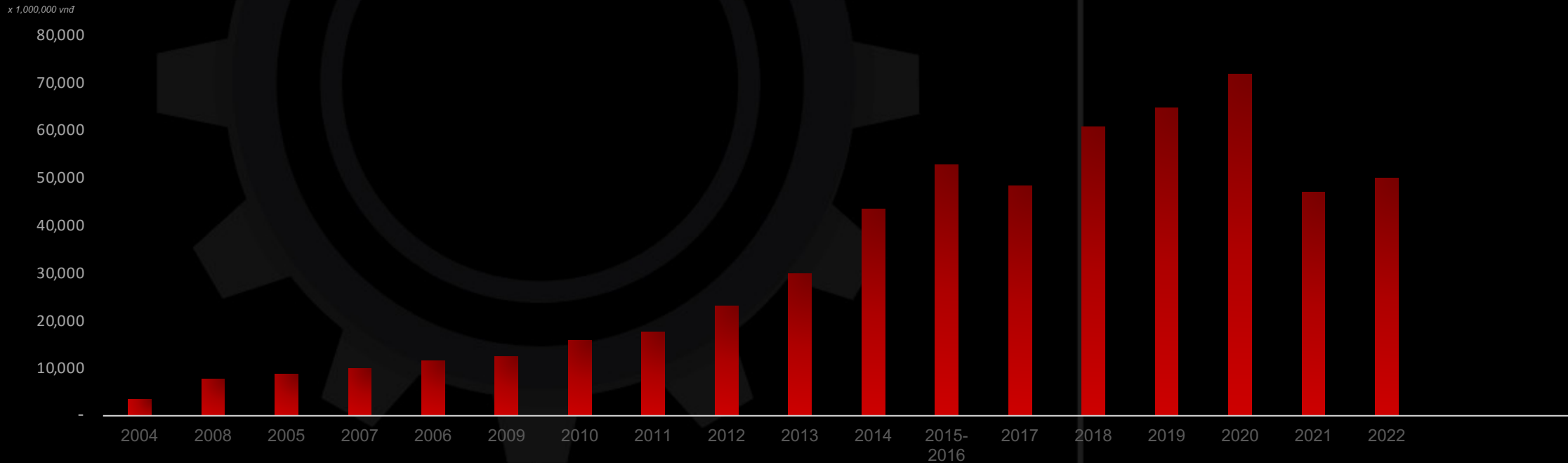
SUPPORT PROCESS



With the guideline of always applying advanced technology to optimize resources and improve personnel, towards professional management, Namson Laser soon chose to apply ERP operating systems including CRM, Incident MANAGEMENT, LAB, ...

CERTIFICATION - ACHIEVEMENT


More 20 years experience of research and development in laser technology, Namson Laser has undergone very challenging periods of time to gain such great achievements like it is today




CUSTOMERS



 Mạng lưới Khách hàng/*Customer Territories*

 Chi nhánh/*Branch*

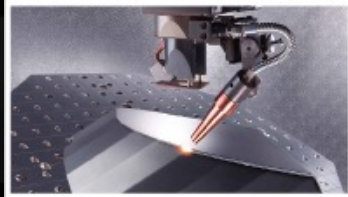
INDUSTRY - APPLICATION



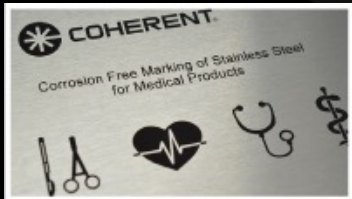
Electronics - Semiconductor



Automotive



Mechanical industry - Machining



Pharmaceutic - Cosmetic - Medical



Food & Beverage (F&B)



Jewelry



Watch - Gift



Leather - Shoes - Garment



Education

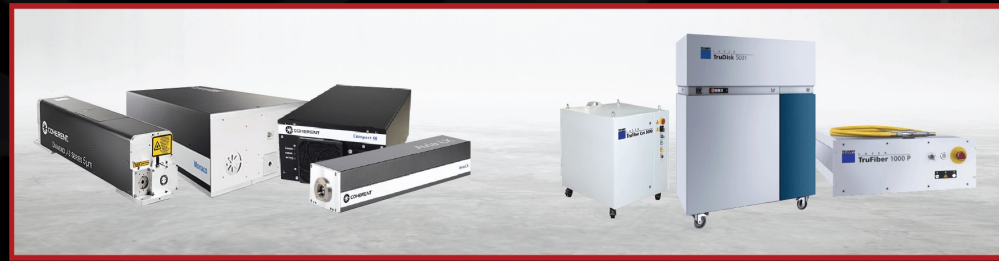
Industry	Applications
ELECTRONIC	Cutting PCB/FPCB
	Welding PCB
	Marking electronic chips
	Cutting - Depanling electronic chips
	Welding battery
	Marking PCB/FPCB
	Drilling PCB/FPCBs
	Scribing semiconductors
AUTOMOTIVE	Marking VIN numbers
	Cutting automotive frame
	Welding automotive frame
	Welding automotive battery
	Marking for bright and dark surfaces
FNB	Marking expiry date
	Marking the logo on the product
	Scribing packaging
	Marking QR code

NAMSON LASER

INTEGRATING SOLUTION - THE PRODUCTION PROCESS



LASER CUTTING – MARKING – WELDING - CLEANING - MACHINE



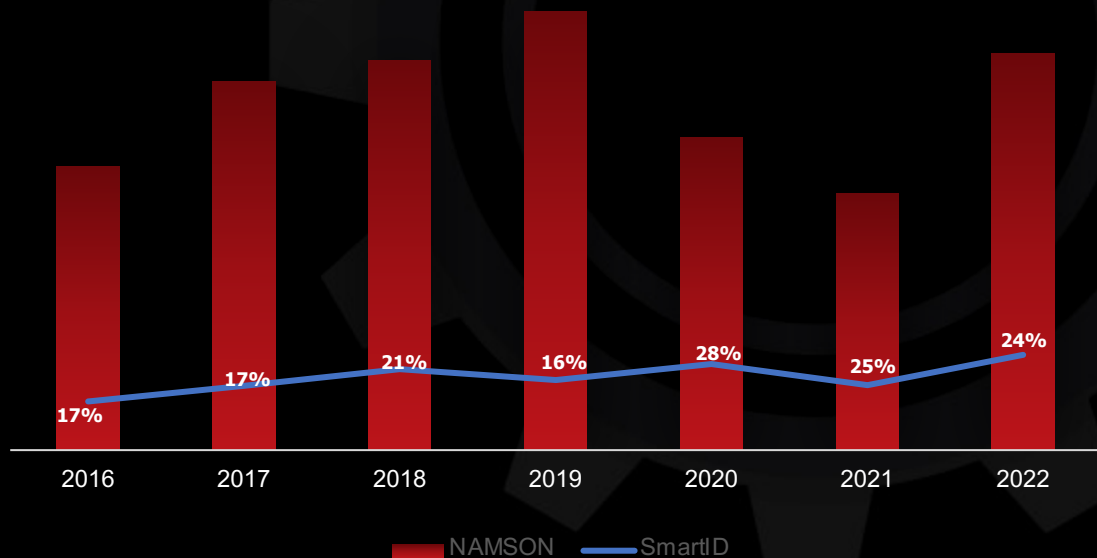
LASER COMPONENTS - SOURCE

SMARTID BUSINESS UNIT - IDENTIFICATION SOLUTION

Smartid – Namson (smartid.vn) officially operated in August 2007 with the original name IDCard (idcardvn.com) – soon launching position of the leading companies specializing in providing identified card printer products, barcode equipments and card solutions in the fields.



CARD PRINTER BUSINESS SHARE from 2016-2022



PARTNERS



NAMSON SMARTID BUSINESS UNIT - IDENTIFICATION SOLUTION



Bai Chay – Quang ninh BOT



Methadone system



North – Middle Airport Authority

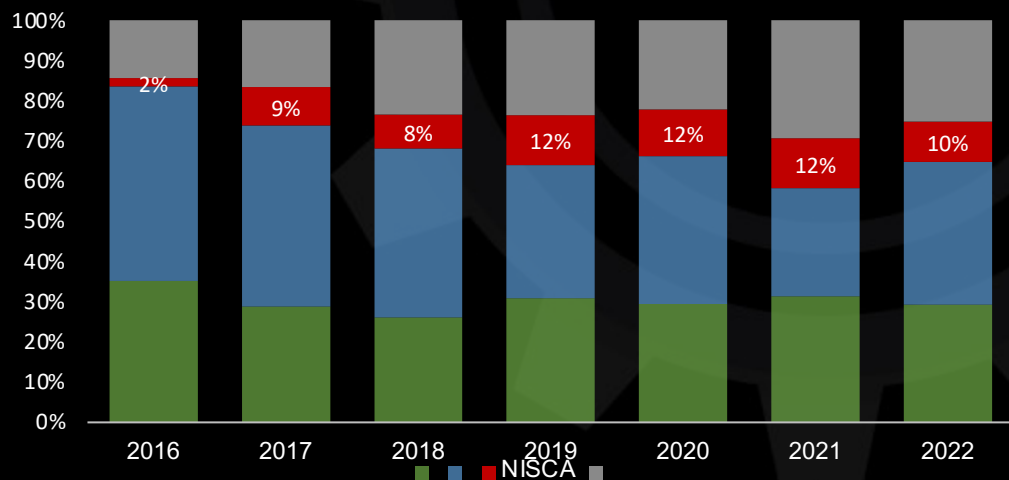


Le Thanh – Gia Lai custom Authority

Ứng Dụng/ APPLICATION

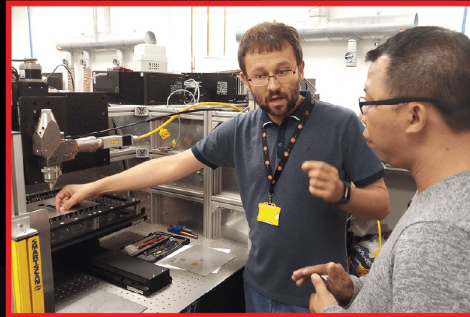
- Bệnh viện (Hospital)
- An ninh bảo mật (Security)
- Ngân hàng (Bank)
- Cơ quan chính phủ (Government)
- Thương mại (Trading)
- Giáo dục (Education)
- Sản xuất (Manufacturing)
- Trung tâm Thương mại (Shopping mall)
- Dịch vụ khách hàng (Customer service)
- Khách sạn (Hotel)
- Labo nha khoa (Dental labo)
- Nhà hàng (Restaurant)
- Vận tải (Tàu điện) (Transportation (Electric train))
- Công nghệ thông tin (Telecommunication)

TEAM NISCA HIGHLIGHTS (Corp. KANEMATSU)



During more than 13 years of operation, SmartID has contributed significantly to the market share of plastic cards in Vietnam with diverse fields, from national projects at border, customs, card projects at airports, domains, cards for BOT automatic toll-collecting trams, membership cards for the national Methadon drug distribution system; as parallel with many large enterprises to issue employee cards, membership cards, security cards, student cards such as Ajinomo, Petronas, Vietsov Petro, Robert Bosch, Jabil, AIS, BIS,...

ENTERPRISE ACTIVITIES



TRAINING

INSTALLATION - MACHINE DELIVERY



SOCIAL ACTIVITIES





THANK YOU!

CÔNG TY TNHH KỸ THUẬT CÔNG NGHỆ NAM SƠN

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