



BSQUARE

The Total Home Solution

BSQUARE JSC

ONE STOP SOLUTION TO REAL ESTATE BUSINESS

The total home solution — from first plan to final handover, across hotels, high-end apartments and industrial parks.

STRATEGIC PARTNERSHIP PRESENTATION 2026

EXECUTIVE SUMMARY

One accountable platform – from plan to handover



BSQUARE unifies design, products, construction and furnishing in one seamless platform—giving real estate groups a single point of accountability from master planning to final handover.



“We don’t just supply products. We deliver finished, guaranteed outcomes.”

70+

Years of design expertise

TADI heritage since 1952



150+

**companies in
shareholder group**

Northern International Group



50M

global orders

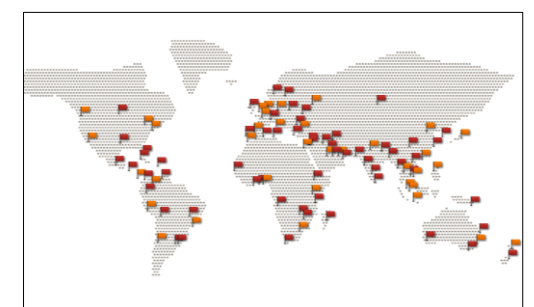
Oppein customer base



20,000

global projects delivered

cumulative track record



CONTENTS



How BSQUARE Delivers Value

01 The Era & Industry Transformation

02 Who We Are: Platform Positioning

03 Core Competitive Advantages

04 Solutions for Three Business Segments

05 Vietnam Portfolio

06 Cooperation Model & Value

07 Future Outlook

SECTION

01

The Era & Industry Transformation

Why the winners of the next cycle compete on integrated systems — not single products, services or price.

From price wars to system competition

TRADITIONAL COMPETITION

Single product · single service · price war

Design

Products

Construction

Furniture

Project Mgmt

Fragmented · misaligned · buck-passing



NEW-ERA COMPETITION

Winning through one integrated system



ONE unified value chain,
coordinated end-to-end —
resources integrated into a single
accountable outcome.

Our positioning: promoter & leader of industry
transformation.

The shift from “product competition” to “system competition” is how enterprises integrate resources, rebuild the value chain and win the future.

SECTION

02

Who We Are: Platform Positioning

Not a traditional design firm, but a "One-Stop Solution Platform"

We are a one-stop solution platform



FOUNDATION

Sino-Vietnamese Joint Venture

Backed by state-owned enterprise strength and integrated with deep local Vietnamese experience.



SERVICE

True One-Stop Delivery

Planning, design, products, construction and implementation — worry-free through every stage.



ADVANTAGE

Top Resource Integration

Leading partners from China and the world, assembled into the optimal solution.

A strong alliance with rare integration power



CHINESE SHAREHOLDER

Northern International Group



Large state-owned enterprise

Stakes in 150+ companies.



Financial & policy strength

Strong capital & gov-level resources.



Global operations

Active in markets worldwide.



VIETNAMESE SHAREHOLDER

MOLUTION — Materials Solution



Leading E&C enterprise

Among Vietnam's top E&C firms.



Deep local experience

Rich local projects & market access.



Engineering excellence

Outstanding project management.



SINO-VIETNAMESE JV SIGNING CEREMONY



Together, the two shareholders give BSQUARE resource-integration capability few competitors can match.

Core partner network: Best-in-class expertise



天津市建筑设计院

DESIGN

**Tianjin
Architecture
Design Institute**

7,000

designers

Est. 1952 · full-process design from master planning to interiors.

OPPEIN

PRODUCTS

Oppein

50M

global orders

World's No.1 custom-home brand; China's largest production base.
50M global orders, 20,000 global projects

安居集團有限公司
Anju Group Co., Ltd.

CONSTRUCTION

Tianjin Anju Group

150+

companies in
shareholder group

Government-backed developer; dual guarantee of quality & reputation.

FI 富利來
FULILAI

HOTEL FURNITURE

FULilai

5,000+

4-5★ hotels

Professional hotel furniture; customised for star-rated hotels.

SECTION

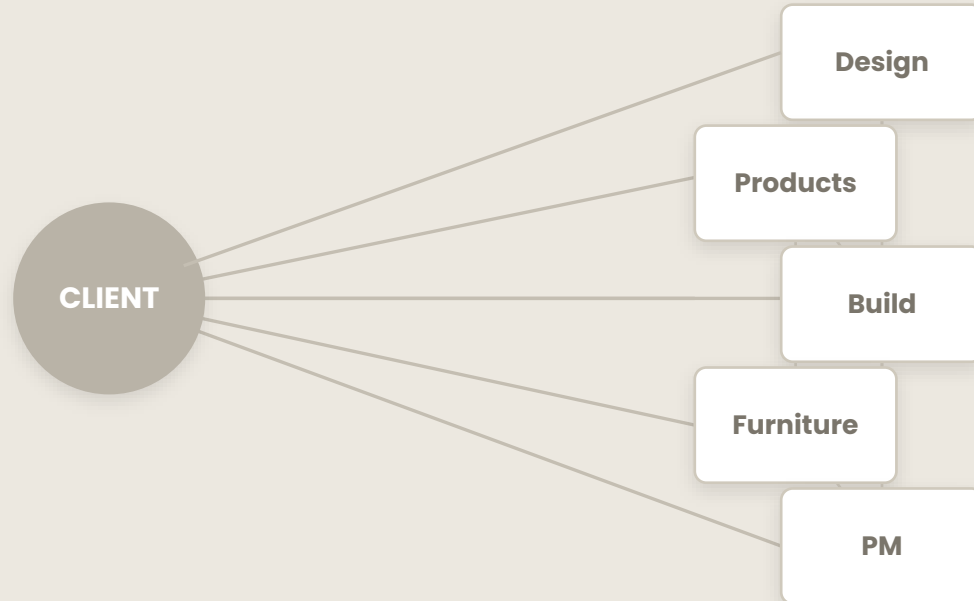
03

Core Competitive Advantages

Full-chain integration and best-in-class strength in every segment — the moat single-scope vendors cannot cross.

One interface instead of five

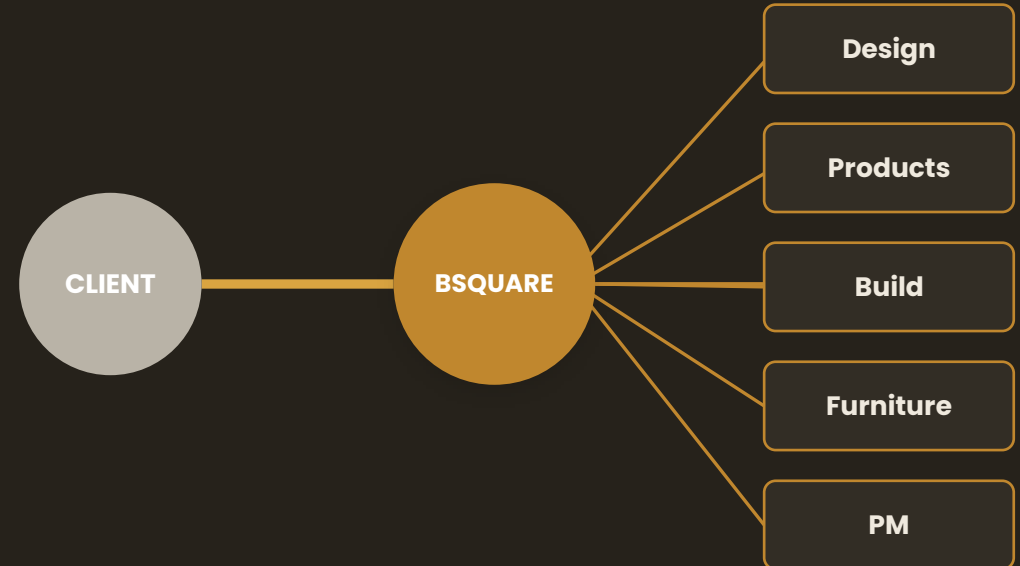
WITHOUT A PLATFORM



Client coordinates 4–5 firms · info asymmetry · buck-passing



WITH BSQUARE



One line · one partner · one outcome

Six stages, one accountable partner



STEP 01

Plan

Master planning and feasibility



STEP 02

Design

Concept to working drawings



STEP 03

Products

Engineered and manufactured



STEP 04

Construct

Built to schedule and standard



STEP 05

Furnish

Fitted out, styled, ready



STEP 06

Handover

Snagged, certified, keys in hand



Every stage owned, coordinated and guaranteed by BSQUARE. One contract. One finished outcome.

Why developers choose BSQUARE



01



One Contract

A single accountable partner from first plan to final handover.

02



Lower Risk

A single point of accountability replaces the gaps between separate vendors.

03



Faster Delivery

An integrated workflow shortens the build-and-fit-out cycle.

04



Better Finishing

A delivery standard that sits above the market norm.

05



Stronger Sales

A finished product that lifts absorption and leasing appeal.

One partner carries the complexity — so your team ships a better building, faster, with less risk.

SECTION

04

Solutions for Three Business Segments

Tailored systems for hotels, high-end apartments and industrial parks — each engineered for its market.

Smart Luxury

Design, build and furnish a signature hotel — under one roof.

BSQUARE INTEGRATED SYSTEM



Planning & Design

Distinctive style and spatial experience by a pro hotel team.



Product Configuration

Dual-brand Oppein + FULilai for public areas and guest rooms.



Construction

Tianjin Anju Group engineering safeguards quality and schedule.



Cost Control

Platform-scale procurement lowers build and operating cost.

Quality Living

Personalised, high-spec homes delivered at scale.

BSQUARE INTEGRATED SYSTEM



Humanized Planning & Design

Residents' living habits shape comfortable, convenient space.



Whole-House Custom

Oppein personalised solutions for varied buyer needs.



High-Quality Finishing

A delivery standard that exceeds industry norms.



Large-Scale Capacity

Rapid, efficient construction shortens the cycle.

Industrial Ecosystem

Function, aesthetics and cost — planned as one ecosystem.

BSQUARE INTEGRATED SYSTEM



Planning First

Trend research drives scientific park planning.



Function + Aesthetics

Production needs met; environment elevated.



Cost Optimization

Optimised design & procurement cut build cost.



Rapid Construction

Scale capacity brings the park online fast.

SECTION

05

Vietnam Portfolio

The global standard, delivered locally.

The Privé — Bluemarq Group



A rare 3-riverfront luxury compound in Thu Đức City, offering resort-grade living in the heart of HCMC's East. OPPEIN supplied the kitchen, wardrobe and vanity solution for this landmark residence.



DEVELOPER
Bluemarq Group



PROJECT SCALE
6.7ha, 12 towers (33–35 floors), ~3,175 units

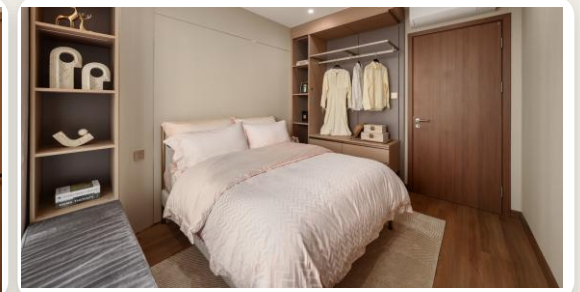


LOCATION
An Phú, HCMC



PRODUCTS
Kitchen, Wardrobe, Vanity

Atera Central — Atera Holding



A large-scale integrated township in Phố Mới, Hưng Yên, where residential, commercial and industrial-park living converge into one connected ecosystem. Designed for the next generation of professionals and families in Vietnam's growing industrial corridor.



DEVELOPER
Atera Holding



PROJECT SCALE
4.56 ha, mixed apartments
+ low-rise products



LOCATION
Pho Noi, Hung Yen



PRODUCTS
Full interior fit-out

Waterpoint — Nam Long



Nam Long's 355 ha riverside township in Long An, one of the largest satellite-city developments near HCMC. A signature riverside villa community built for a life surrounded by water, greenery and modern connectivity.



DEVELOPER
Nam Long Group



PROJECT SCALE
355ha township, designed for 30,000+ residents



LOCATION
Ben Luc, Long An



PRODUCTS
Full interior fit-out

Ava Center — Ava Group



A modern mixed-use residential tower in Thuận An, Bình Dương, combining apartments, officetel and commercial space. OPPEIN supplied and installed built-in furniture in one elegant style.



DEVELOPER
Ava Group



PROJECT SCALE
7,343 m² site (845-unit tower,
6-storey commercial block)



LOCATION
Thuan An, Binh Duong



PRODUCTS
Kitchen, Shoe Cabinet,
Wardrobe, Vanity

Blanca City — Sun Group



Sun Group's 96.6 ha coastal mega-development in Vũng Tàu, home to villas, condotels and a signature water park. OPPEIN delivered the interior fit-out inspired by the project's 'Elite Voyage' design spirit.



DEVELOPER
Sun Group



PROJECT SCALE
96.6 ha, ~USD 1.45B investment



LOCATION
Vung Tau City



PRODUCTS
Full interior fit-out

Lumiere Evergreen — Masterise Homes



A premium apartment collection inside Vinhomes Smart City, Hanoi, spanning 3 towers and nearly 2,300 homes. A refined, gallery-grade living experience at the heart of one of Hanoi's most dynamic urban destinations.



DEVELOPER
Masterise Homes



PROJECT SCALE
1.7 ha, ~2,294 units



LOCATION
Nam Tu Liem, Hanoi

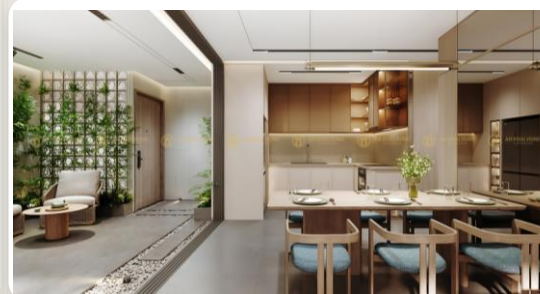


PRODUCTS
Loose Furniture

Iki Village — An Khai Hung Group



Iki Village is HCMC's first garden-apartment concept, set on 5.1 ha along the Tắc River with 100% private green gardens across 424 units. It marks a new wellness-living benchmark for the Eastern gateway of the city.



DEVELOPER
An Khai Hung Group



PROJECT SCALE
5.1 ha, 424 homes

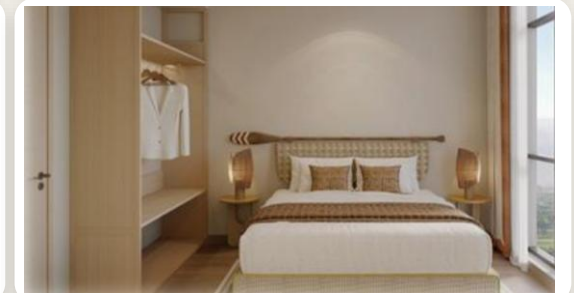
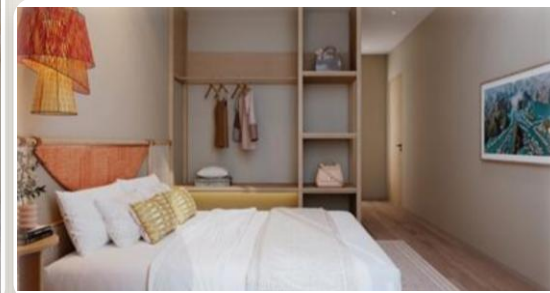
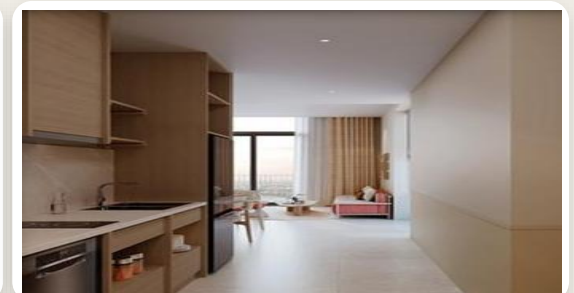


LOCATION
Thu Duc City, HCMC



PRODUCTS
Full interior fit-out

Xanh Island Cat Ba — Sun Group



Xanh Island is Sun Group's zero-carbon eco-smart resort island in Cát Bà, Hải Phòng, spanning nearly 50 hectares with over 2,700 residential and hospitality units. It represents one of Vietnam's most ambitious integrated coastal developments.



DEVELOPER
Sun Group



PROJECT SCALE
50 ha, 2,742 units



LOCATION
Cat Ba, Hai Phong



PRODUCTS
Full interior fit-out

Hotel 58 Ly Thai To — T&T Group



A heritage hotel redesign in central Hanoi. OPPEIN designed three public-area floors, the 27-room hotel concept, a mock-up guest room and corridor for T&T Group.



DEVELOPER
T & T Group



PROJECT SCALE
Hotel Design (27 Rooms) +
Mock-up & corridor



LOCATION
Hoan Kiem, Hanoi



PRODUCTS
Overall hotel design

Active Projects Across Vietnam



Grand Manhattan

Novaland · HCMC



Opal Parkview

Đất Xanh Group · Bình Dương



Iki Village

An Khai Hung · HCMC



Habana Island

Novaland · Bà Rịa-Vũng Tàu



Gem Skyworld

Đất Xanh Group · Đồng Nai



Hotel 58 Ly Thai To

T&T Group · Ha Noi



Solina Vũng Tàu

C-Holdings · Vũng Tàu



Xanh Island

Sun Group · Hai Phong



Cao Xanh

Neo Cao Xanh · Quảng Ninh

SECTION

06

Cooperation Model & Value

Flexible ways to engage — and measurable value created for your real estate group.

Flexible models, one trusted partner



Strategic Framework

A long-term relationship exploring opportunities.



Project-Based

Customised solutions for a specific project.



Regional In-Depth

In-depth cooperation across a defined region.

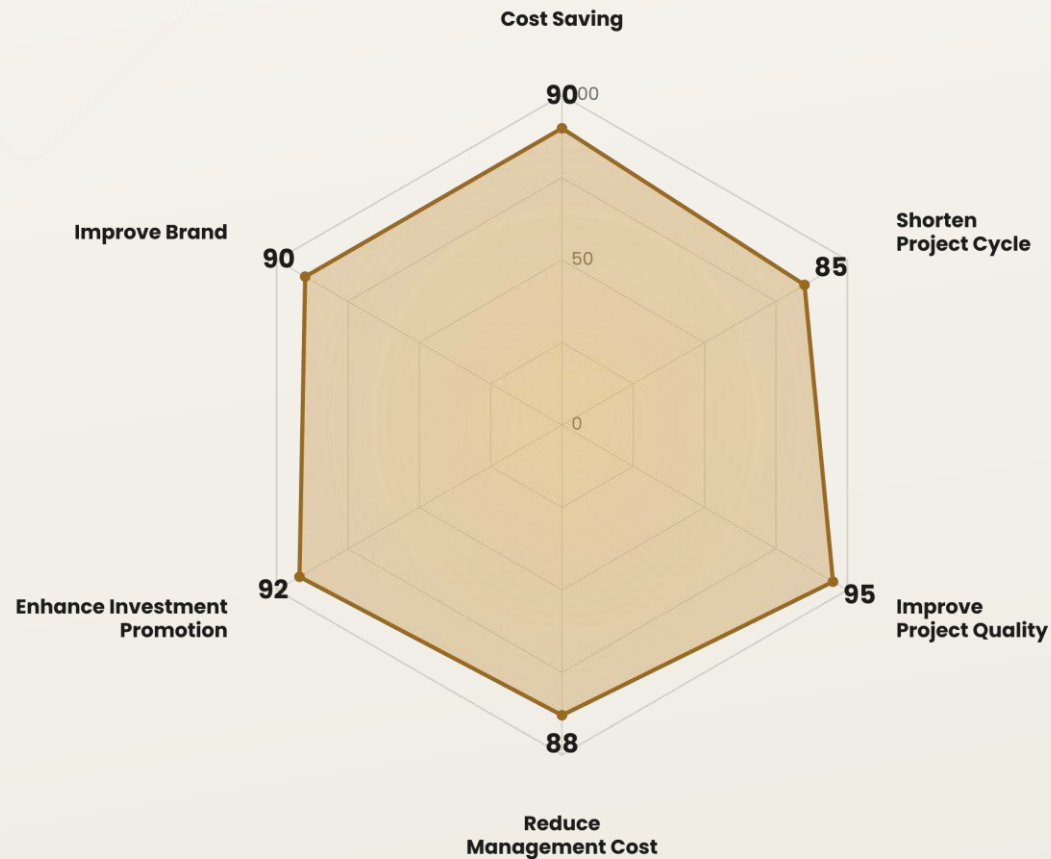


Customized Service

Exclusive service plans built around your needs.

Framework agreement, single project or full regional programme — the goal is the same: to become your most trusted long-term partner.

Your ROI: The BSQUARE Impact



BSQUARE Impact Index (0–100) across six value drivers

95

Improve project quality

92

Enhance investment promotion

90

Cost saving & brand uplift

88

Reduce management cost

Composite index across six value drivers — indicative, tailored per project.

Multiple guarantees for your peace of mind



SOE-Backed Strength

A state-owned shareholder secures the project's financial safety.



Full-Chain Quality

Strict standards at every link, design through construction.



Integrated After-Sales

Comprehensive after-sales service long after handover.



We Carry the Risk

As the platform party, BSQUARE assumes the project's main risks.

Safeguards at every level — so cooperation stays worry-free, long after handover.

Building benchmark projects, together



Long-Term Strategic Relationship

A long-term, stable and mutually trusting partnership with your group.



Create Industry Benchmarks

Deliver landmark projects with real industry influence, together.



Mutual Benefit, Shared Growth

Deep cooperation for common development and win-win results.



Combining expertise for turn-key solutions

From vision to keys in hand — one platform, fully accountable.



BSQUARE

The Total Home Solution

LET'S BUILD THE NEXT BENCHMARK TOGETHER

Thank You

Let's map out your next project pipeline.

YOUR NEXT STEPS

01 Project Discovery
Workshop

02 Preliminary Solution

03 Cost & Timeline Proposal

Kevin Ha

kevin@bsquare.vn (+84) 98 674 9999

Bruce Zhang

bruce@bsquare.vn (+86) 1326 446 4911 (+84) 333 033 4911

WEBSITE www.bsquare.vn

SHOWROOM 1A Phu Thuan Street, Phu Thuan Ward, Ho Chi Minh City