BSQUARE®

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

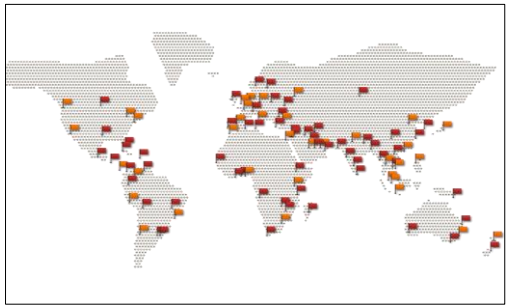
Oppein customer base



20,000

global projects delivered

cumulative track record



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How BSQUARE Delivers Value

01 The Era & Industry Transformation

02 Who We Are: Platform Positioning

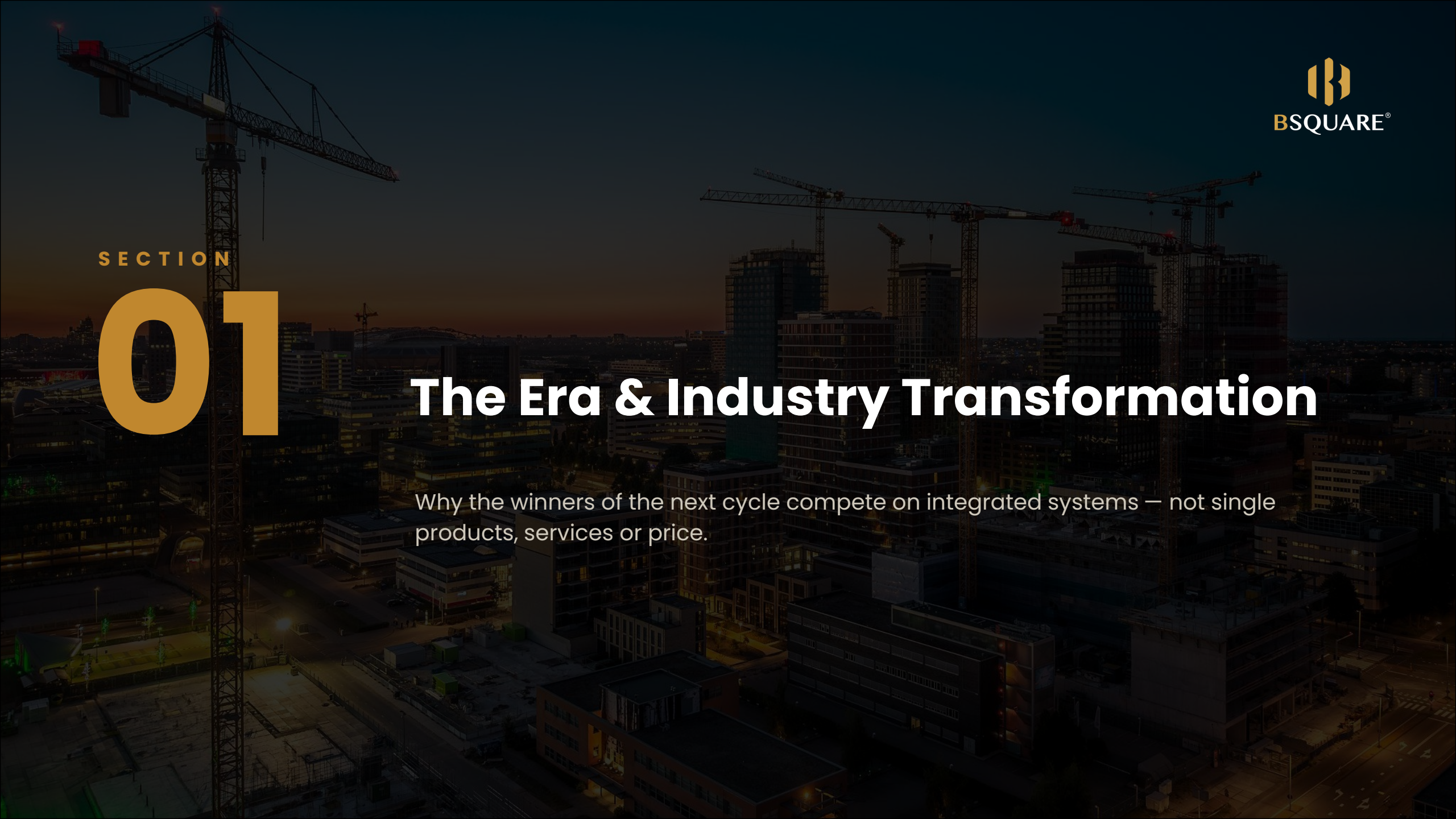
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BSQUARE®

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

BSQUARE®

TRADITIONAL COMPETITION

Single product · single service · price war



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.

BSQUARE®

SECTION

02

Who We Are: Platform Positioning

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

02 · POSITIONING

We are a one-stop solution platform

BSQUARE®

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

BSQUARE®

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

BSQUARE®

DESIGN

Tianjin Architecture Design Institute

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

7,000

designers

PRODUCTS

Oppein

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

50M

global orders

CONSTRUCTION

Tianjin Anju Group

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

150+

companies in shareholder group

HOTEL FURNITURE

FULilai

Professional hotel furniture; customised for star-rated hotels.

5,000+

4–5★ hotels

BSQUARE®

SECTION

03

Core Competitive Advantages

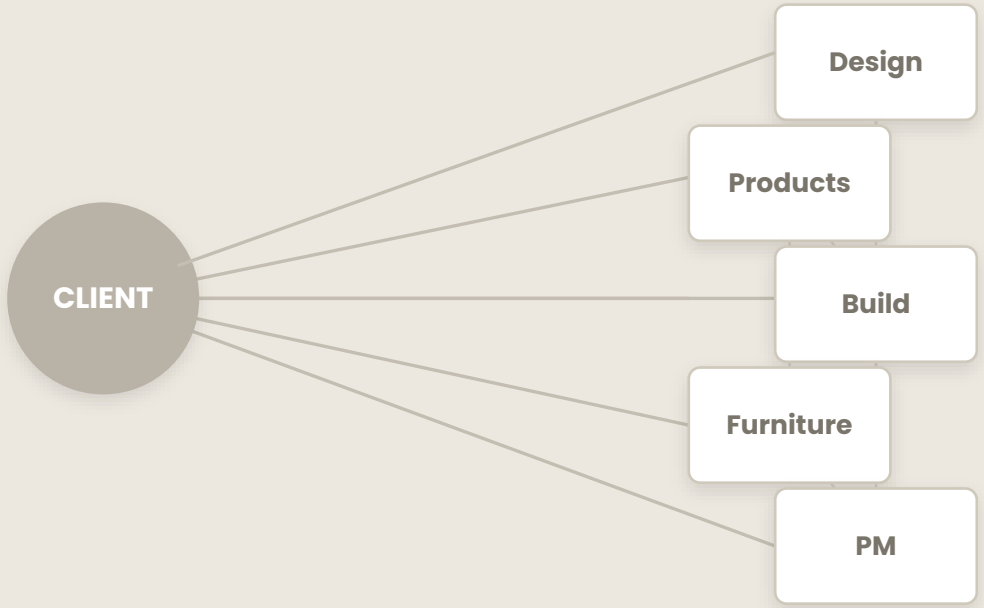
Full-chain integration and best-in-class strength in every segment — the moat single-scope vendors cannot cross.

03 · FULL-CHAIN INTEGRATION

One interface instead of five

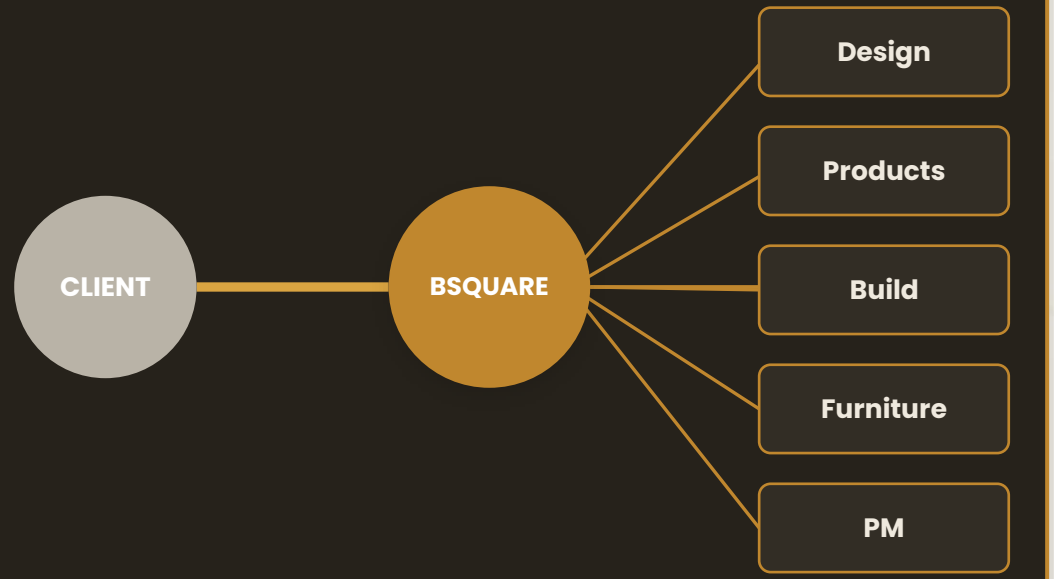
BSQUARE®

WITHOUT A PLATFORM



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

WITH BSQUARE



One line · one partner · one outcome

03 · THE ONE-STOP JOURNEY

Six stages, one accountable partner

BSQUARE®



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

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.

BSQUARE®

SECTION

04

Solutions for Three Business Segments

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

BSQUARE®

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

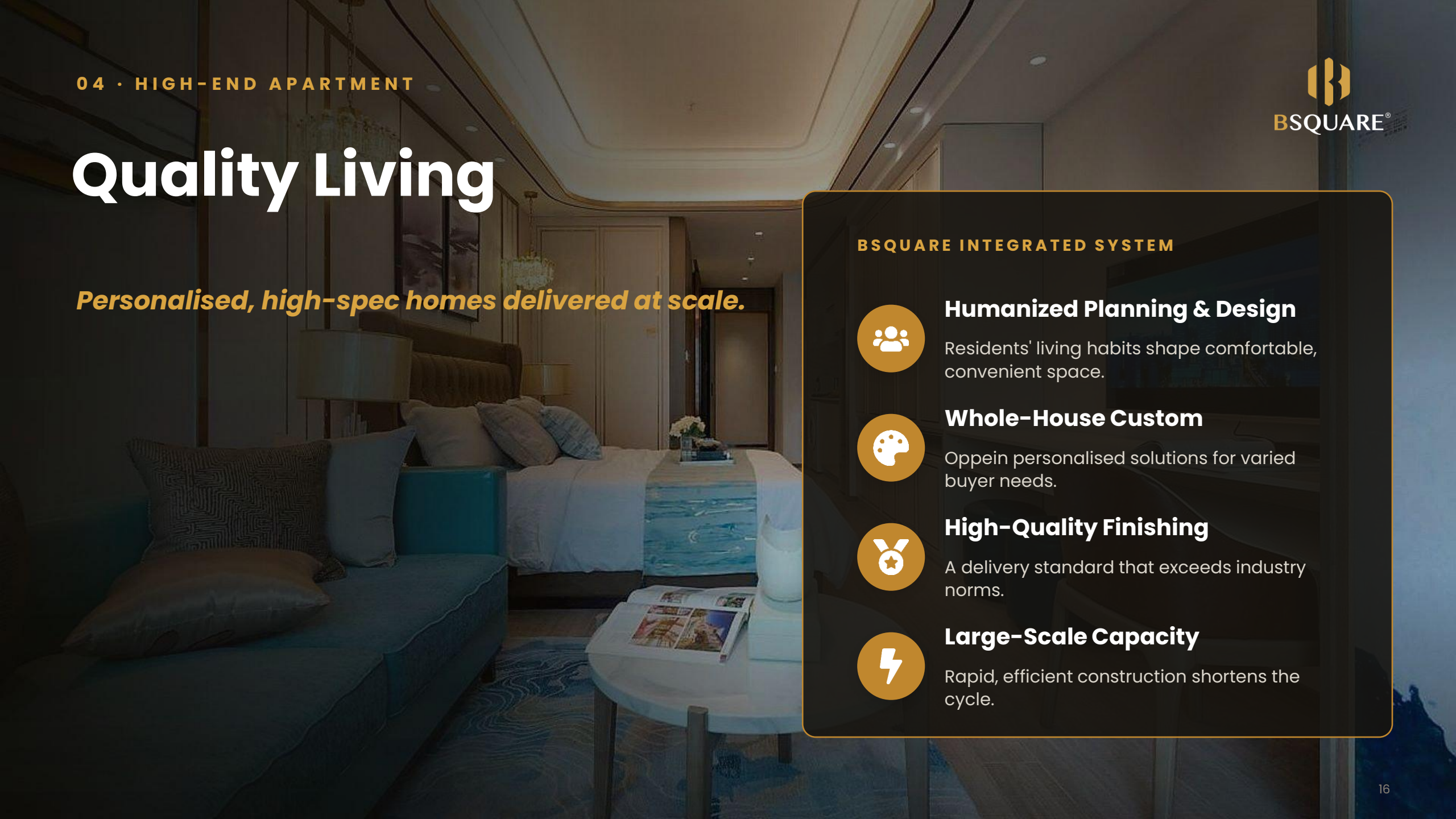
Dual-brand Oppein + FULilai for public areas and guest rooms.

Construction

Tianjin Anju Group engineering safeguards quality and schedule.

Cost Control

Platform-scale procurement lowers build and operating cost.



04 · HIGH-END APARTMENT

Quality Living

Personalised, high-spec homes delivered at scale.

BSQUARE®

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.

BSQUARE®

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.



BSQUARE®

SECTION

05 Vietnam Portfolio

The global standard, delivered locally.

BSQUARE®

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

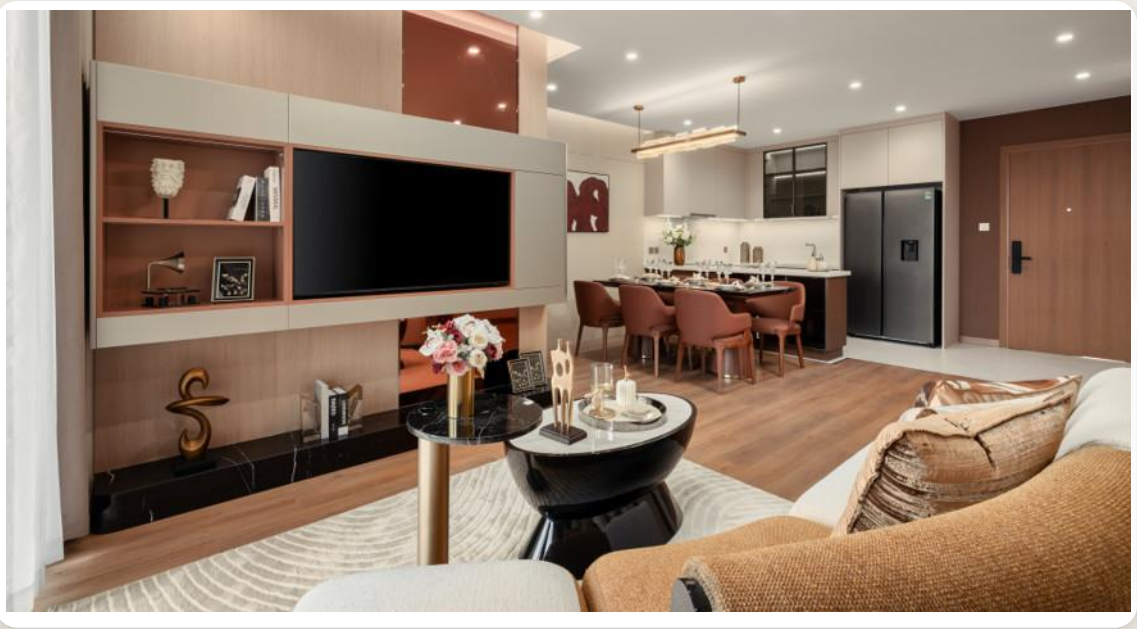
PROJECT SCALE
6.7ha, 12 towers (33–35 floors), ~3,175 units

LOCATION
An Phú, HCMC

PRODUCTS
Kitchen, Wardrobe, Vanity

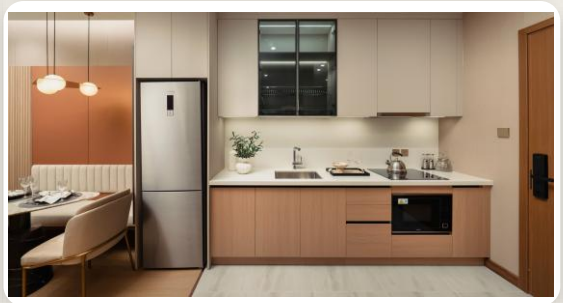
BSQUARE®

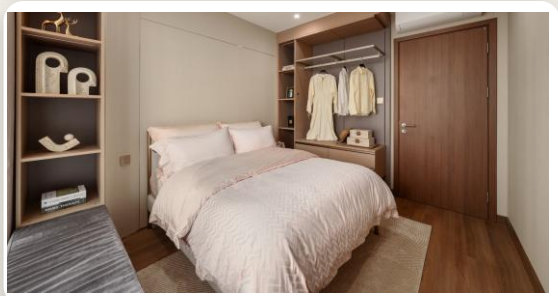
Atera Central — Atera Holding











A large-scale integrated township in Phố Nối, 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

BSQUARE®

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

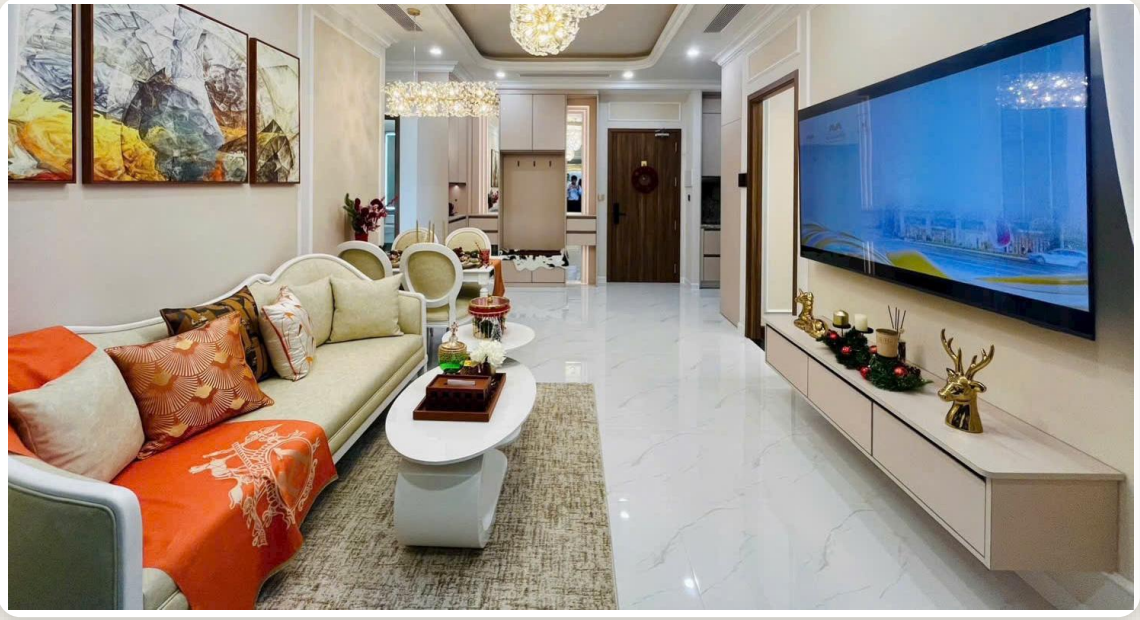
PROJECT SCALE
355ha township, designed for 30,000+ residents

LOCATION
Ben Luc, Long An

PRODUCTS
Full interior fit-out

BSQUARE®

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

BSQUARE®

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

BSQUARE®

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

BSQUARE®

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

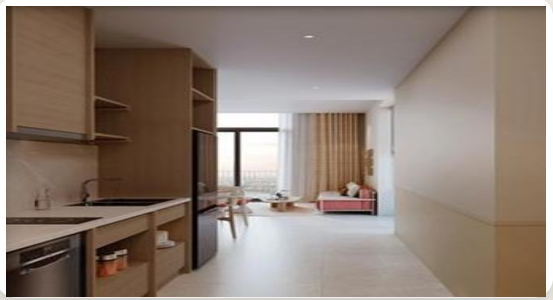
PRODUCTS
Full interior fit-out

BSQUARE®

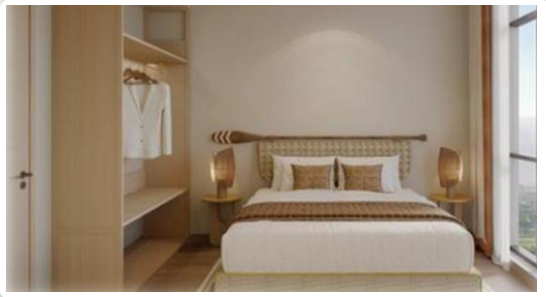
Xanh Island Cat Ba — Sun Group











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

BSQUARE®

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

BSQUARE®

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



Aqua City

Novaland · Dong Nai



Solina Vũng Tàu

C-Holdings · Vũng Tàu



Xanh Island

Sun Group · Hai Phong



Cao Xanh

Neo Cao Xanh · Quảng Ninh

BSQUARE®

SECTION

06

Cooperation Model & Value

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



Flexible models, one trusted partner

BSQUARE®



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.

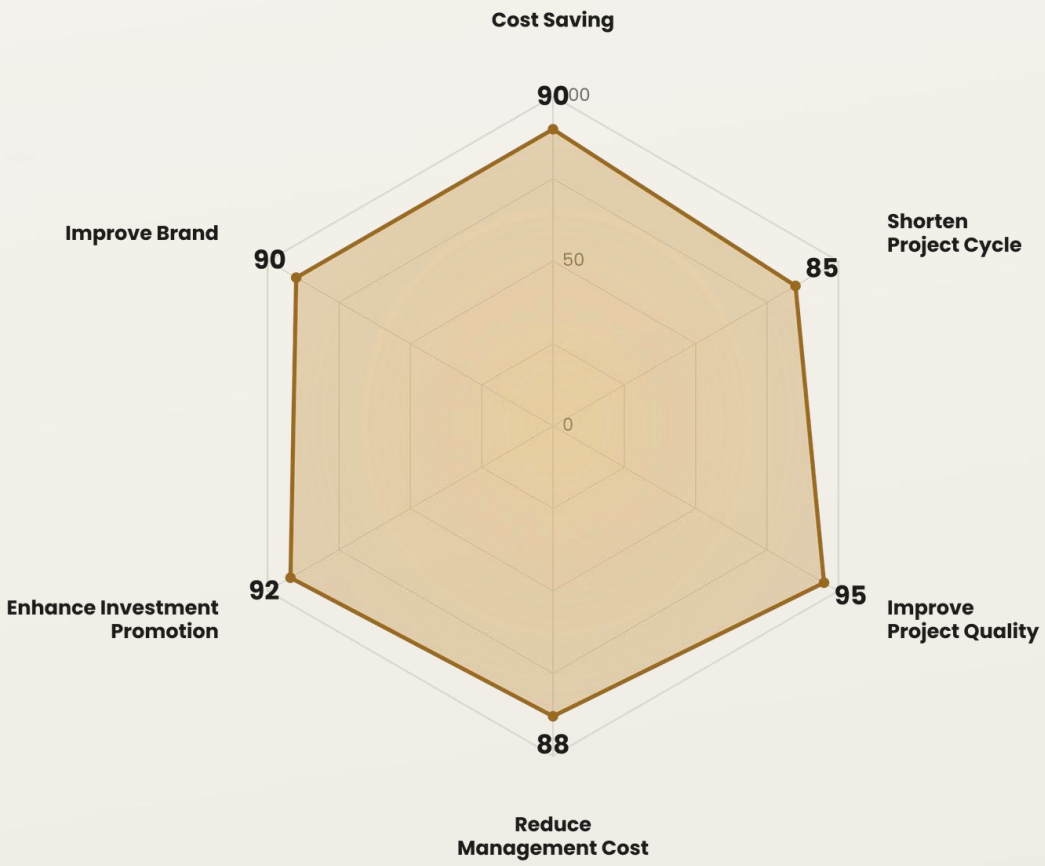


Customized Service

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.

06 · RISK CONTROL & GUARANTEE

Multiple guarantees for your peace of mind

BSQUARE®

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.*

07 · FUTURE OUTLOOK

Building benchmark projects, together

BSQUARE®

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®

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