

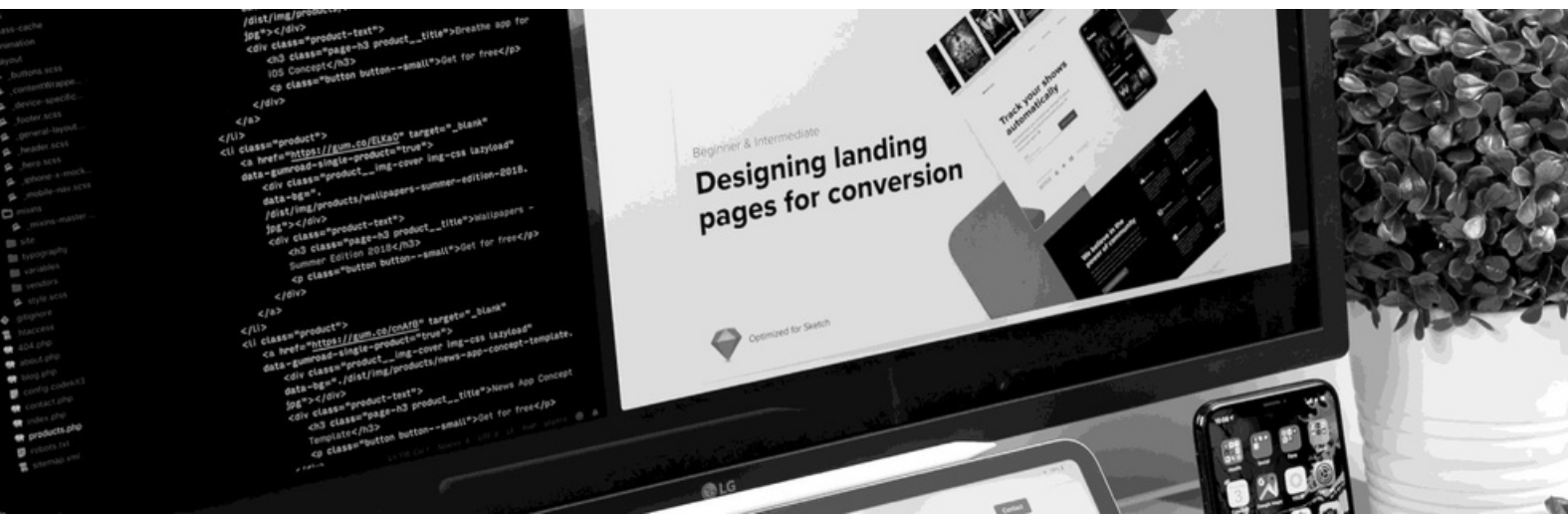
COMPANY PROFILE

Part 1

General Information

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eLightUp is a company operating in website design & development, providing technology solutions for websites and business management software.

With more than 10 years of experience in the technology, we have been working with many domestic and international partners, including large and prestigious companies and organizations such as UNESCO, FPT, Viettel, Ministry of Health, MB Securities,... or small and medium-sized enterprises such as VNLife, Sapo, Teko, Karavan, Duoc Vuong, Bao Lam Watch, TF1 Auto,...

Along with a cohort of professional personnel with long experience and regularly updated with new technology, we are committed to providing customers with: quality products and perfect services.

Please contact and cooperate with us!

ELIGHTUP COMPANY LIMITED

Company Information

▶ English name	ELIGHTUP COMPANY LIMITED
▶ Abbreviation	ELIGHTUP CO., LTD.
▶ Tax ID	0107515347
▶ Website	elightup.com

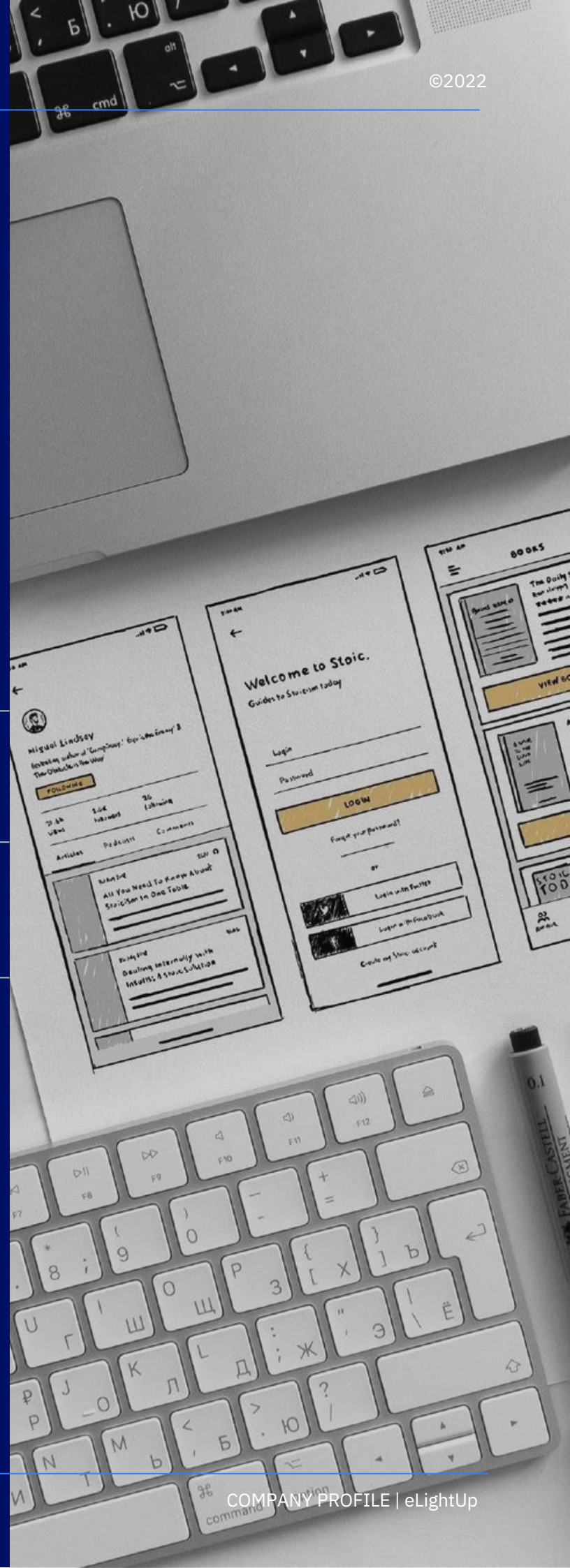


2nd Floor, Trung Yen 1 Building,
 Trung Yen Urban Area, Trung Hoa
 Ward, Cau Giay District, Hanoi,
 Vietnam

Part 2

Products

Services



Meta Box

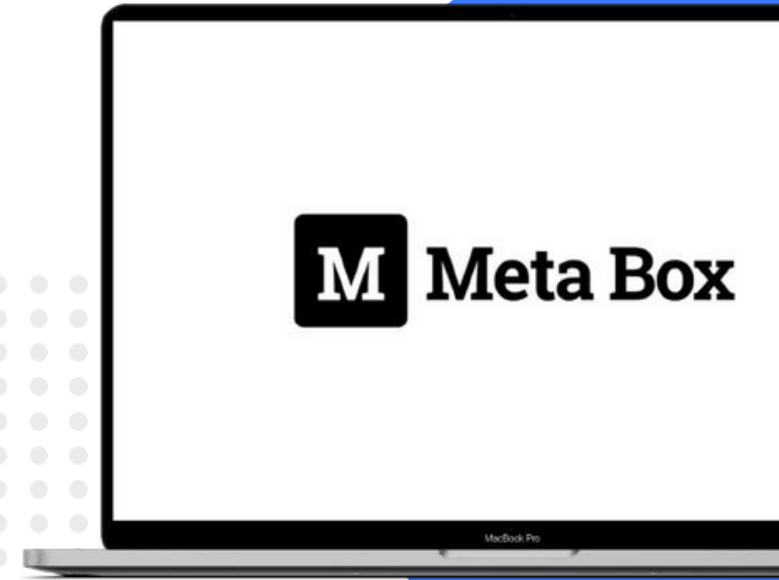
Is a toolkit for developers, web designers and all users who want to build and develop websites quickly and easily.

Meta Box was created and developed since 2010.



700.000+
Websites

Globally used 4.9/5 ★



Prominent features:

- ▶ Easy to use with intuitive user interface, users don't even need to use coding
- ▶ Supporting almost any type of data users need
- ▶ Including more than 30 extensions, meeting all data management needs for website developers.

The superiority and difference of Meta Box:

- ▶ Friendly to all types of users
- ▶ Great customization ability, meeting all customer needs
- ▶ Highly integrated, can be easily combined with other website building tools
- ▶ Takes up little space, does not affect website speed

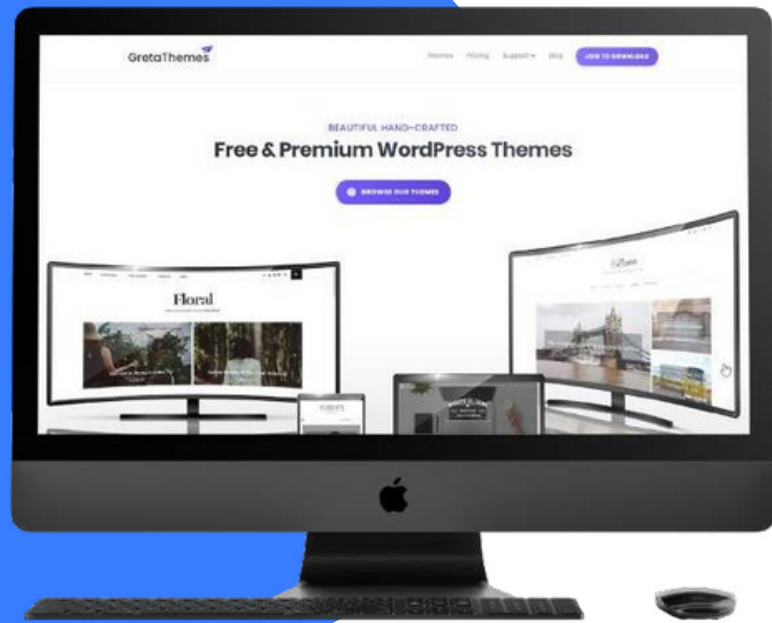
Our customers:

- ▶ Developers
- ▶ Website designers
- ▶ People who want to create a website
- ▶ Website owners operate in all fields (business, e-commerce, blog, ...)

GretaThemes

It is a ready-made website interface with a sophisticated, modern, and easy-to-use style for those who want to create a website.

These designs are regularly updated and applied the latest trends in the field of website design.



12.000+
Trusted Customers

Target customers

- + Enterprises and individuals who need to build a website/blog...
- + Developers

Prominent features:

- ▶ Various designs, many themes
- ▶ All interfaces are in accordance with international standards of design and engineering
- ▶ Standard SEO: The pre-designed interfaces are all optimized according to SEO standards so that the website has the best SEO score
- ▶ Light, fast
- ▶ Easy to install, easy to use, easy to customize, making it easy for users to create a website, saving both time and money
- ▶ Beautiful display on all types of screens and devices (responsive)

Slim SEO

Effective SEO Toolkit For WordPress



10.000+
Trusted Customers

Slim SEO is a toolkit to help you solve all SEO tasks for your website in the easiest way. This toolkit simplifies all highly technical SEO tasks by automating them and preconfiguring settings to meet SEO requirements.

Slim SEO is very suitable for users who prefer simplicity, neatness, automation, or do not have too much knowledge about SEO.

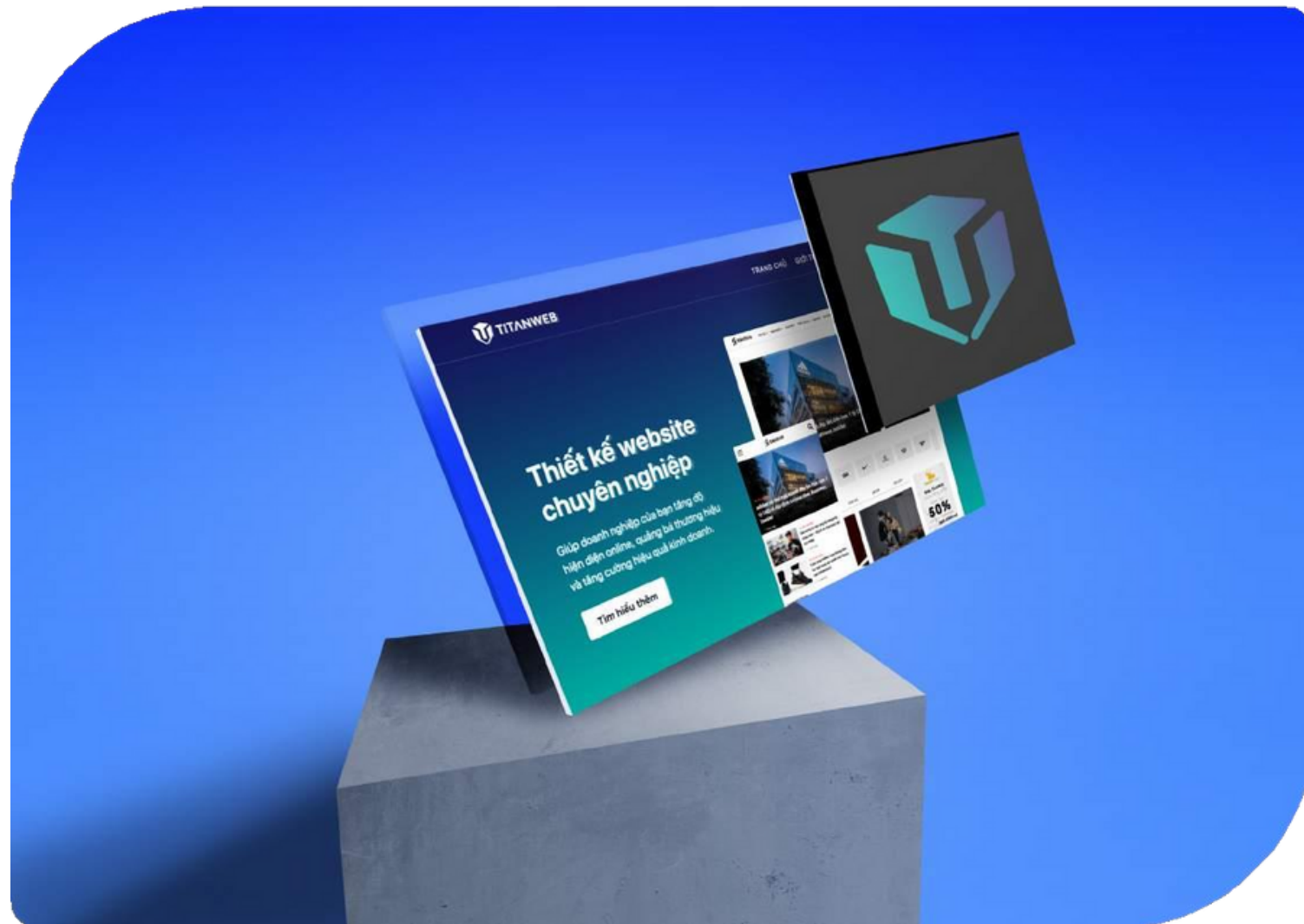
Prominent features:

- ▶ Easy to use: Just install and use right away. All SEO optimization work is done automatically without any extra operations
- ▶ Super light, super fast and full of essential SEO features such as: optimize meta tags, automatically generate schema, automatically generate sitemap,...

Target customers:

- + Website Administrators
- + Website owners and business owners
- + Developers





TitanWeb

TitanWeb provides platforms and solutions to help small and medium-sized businesses in Vietnam take advantage of online tools to promote brands and products, approach as well as manage and care for customers more easily.



CRM software

01.

Is a software and also an optimal solution to help manage and take care of customers more effectively, helping to optimize the operation and business of enterprises.





Prominent features:



Customer Information Management:

Managing and storing personal or business customer information easily.

Segmenting by customer source to measure the effectiveness of marketing channels.



Order Status Management:

Tracking order information and order progress in detail in each stage. Summarizing the revenue and report by person in charge of orders.



Smart Filter:

Filtering customer information, orders by source, time, status, ... making tracking information quick and easy.



Statistical report:

Tracking the number of customers, orders by month, year.

Monitoring the revenue, the effectiveness of marketing channels and the performance of sales staff



Authorization:

Dividing customers and orders for each staff member.

Preparing statistical reports, evaluate the performance of each person.



Notification system:

Notifying management when order status is updated. Reminding staff when it is due to perform the work of each order.



Why do customers choose eLightup's CRM?

Easy to use, easy to understand, neat and logical operation: no need to train staff on how to use the CRM system, no need to read documents and no mess when using.

Regular feature updates: the software is constantly updated with features that are suitable and match the business of each enterprise.

Affordability: Without having to spend tens of millions of dong just to buy a CRM and then give it up, CRM provides you with packages that suit your needs and are not wasted.

Our customers are companies operating in the following fields:

- ▶ Construction
- ▶ Architecture
- ▶ Interior design
- ▶ Insurance agent Oriental
- ▶ medicine clinic Spa
- ▶ Recruitment
- ▶ Translation
- ▶ Law...

Typical customers:





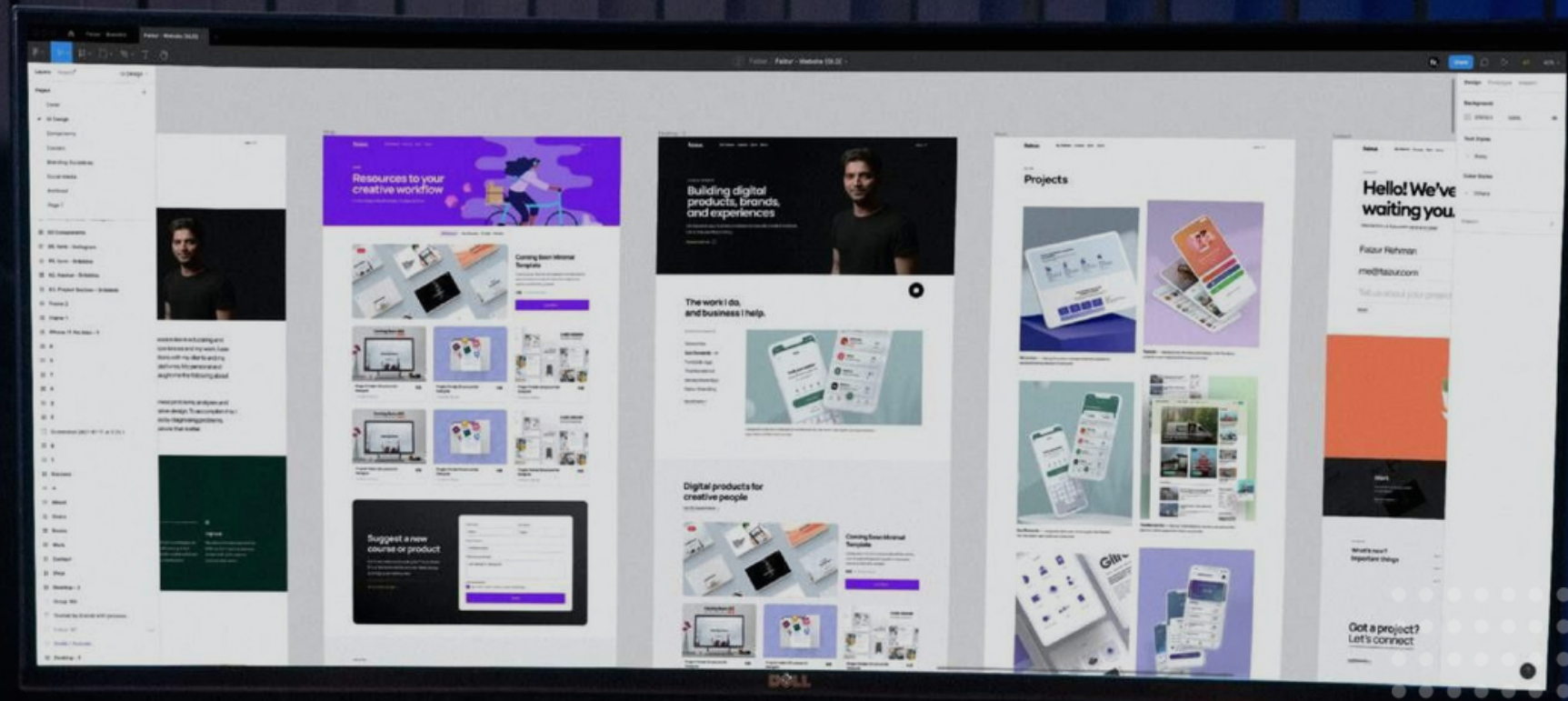
Website Design Service

eLightUp provides website design and construction services that suit the personality and usage needs of each brand and business.

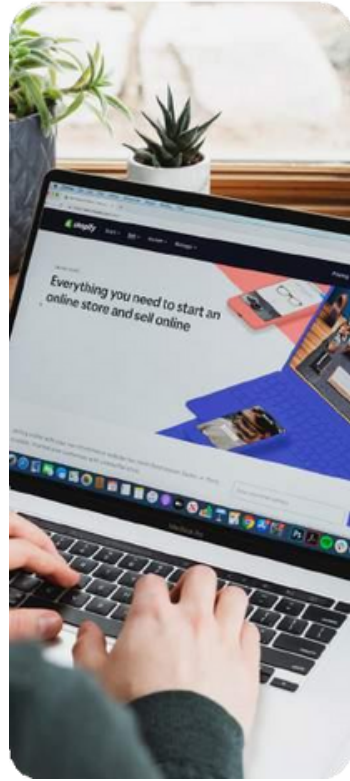
► **Featured products:**

- Website to introduce company, products and services • Landing page
- News site, portal
- E-commerce website
- Educational website

02.



Prominent Features



For E-commerce Websites:

- ▶ Managing and posting products with information, images, and videos
- ▶ Managing and posting products with information, images, videos Online shopping features such as shopping cart, payment
- ▶ Integrating payment gateways such as VNPay, Payoo, and Momo e-wallet to allow customers to buy products through Paypal, credit card or bank account
- ▶ Managing customer accounts
- ▶ Agent and collaborator management system; offering them preferential prices, discounts and discount codes
- ▶ Affiliate system for collaborators to receive commissions for referring other members
- ▶ Reward points system for customers
- ▶ Customer management, evaluation and classification system; integration with other CRM systems
- ▶ Integrating with warehouse management software, ERP
- ▶ Importing and Exporting Excel Data

For Education Websites:

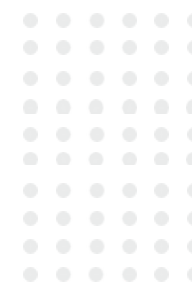
- ▶ Introducing study programs, courses, classes with full information such as tuition fees, training time, training content, ...
- ▶ The feature to get information of parents, students and connecting to CRM systems to take care of them through telesale systems in a better way
- ▶ Online registration system, making it easy for students to register Online quizzes and mock tests
- ▶ Creating contests, online voting and lucky mini games; Connect contests, mini games with Facebook to spread through social networks
- ▶ Tool to build landing page, serving marketing campaigns from time to time



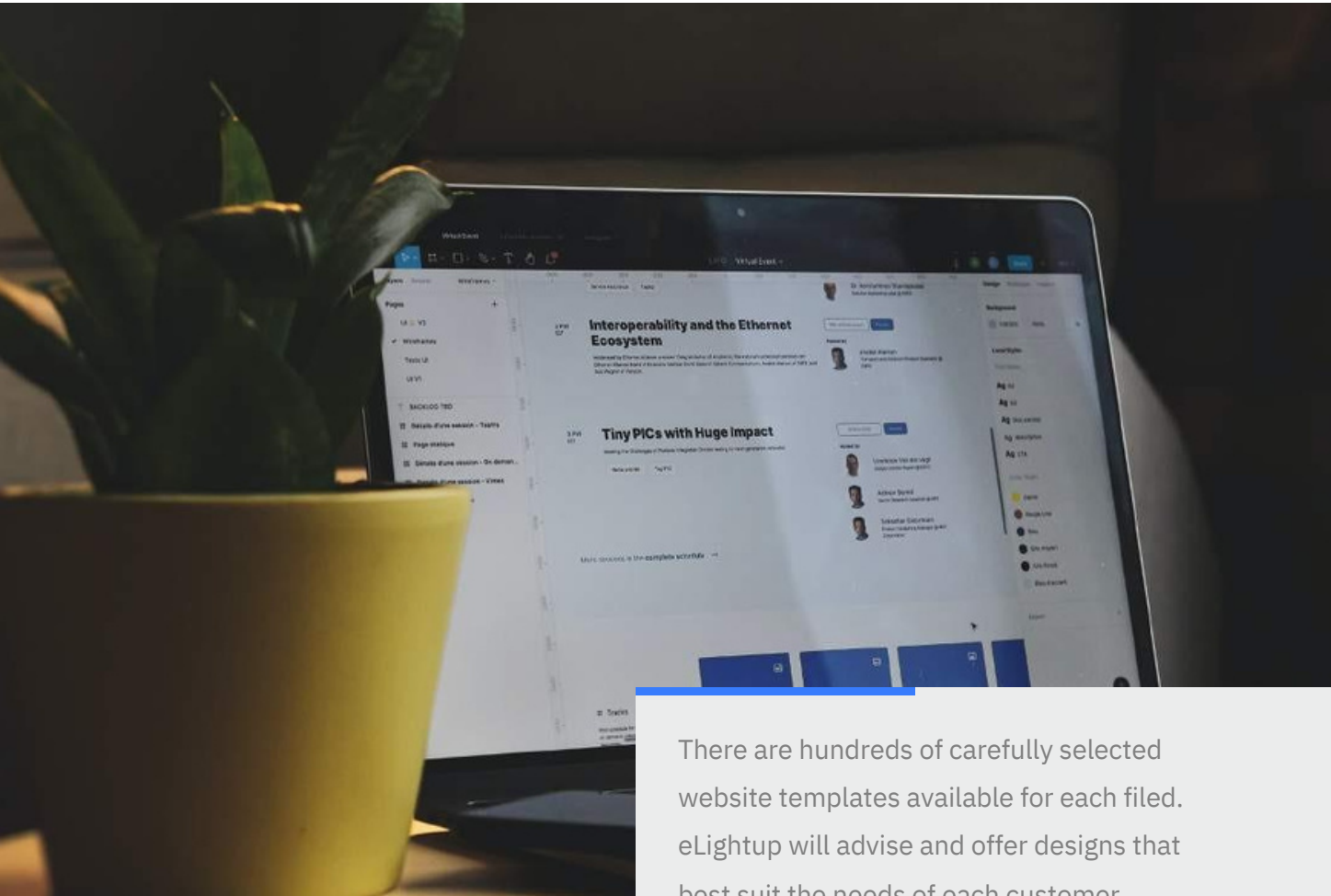
Why do customers choose eLightup?

Design suitable for industries, ideas, strategies and stick to the brand identity of the business. Products meet international standards of design and engineering:

- ▶ Friendly interface, suitable layout, easy administration
- ▶ SEO standard website
- ▶ High security
- ▶ Fast page loading speed, easy navigation
- ▶ Optimizing user experience and running smoothly on mobile
- ▶ Professional technical team
- ▶ Enthusiastic and dedicated support



Website design packages



Website design templates

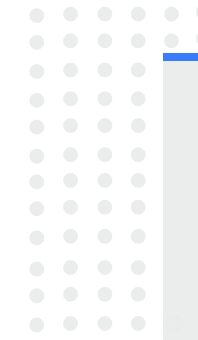
There are hundreds of carefully selected website templates available for each field. eLightup will advise and offer designs that best suit the needs of each customer.

Advantages: low cost and fast implementation time.

Disadvantages: a restriction on interface customization.



Suitable for customers with limited budget and not too complicated needs.



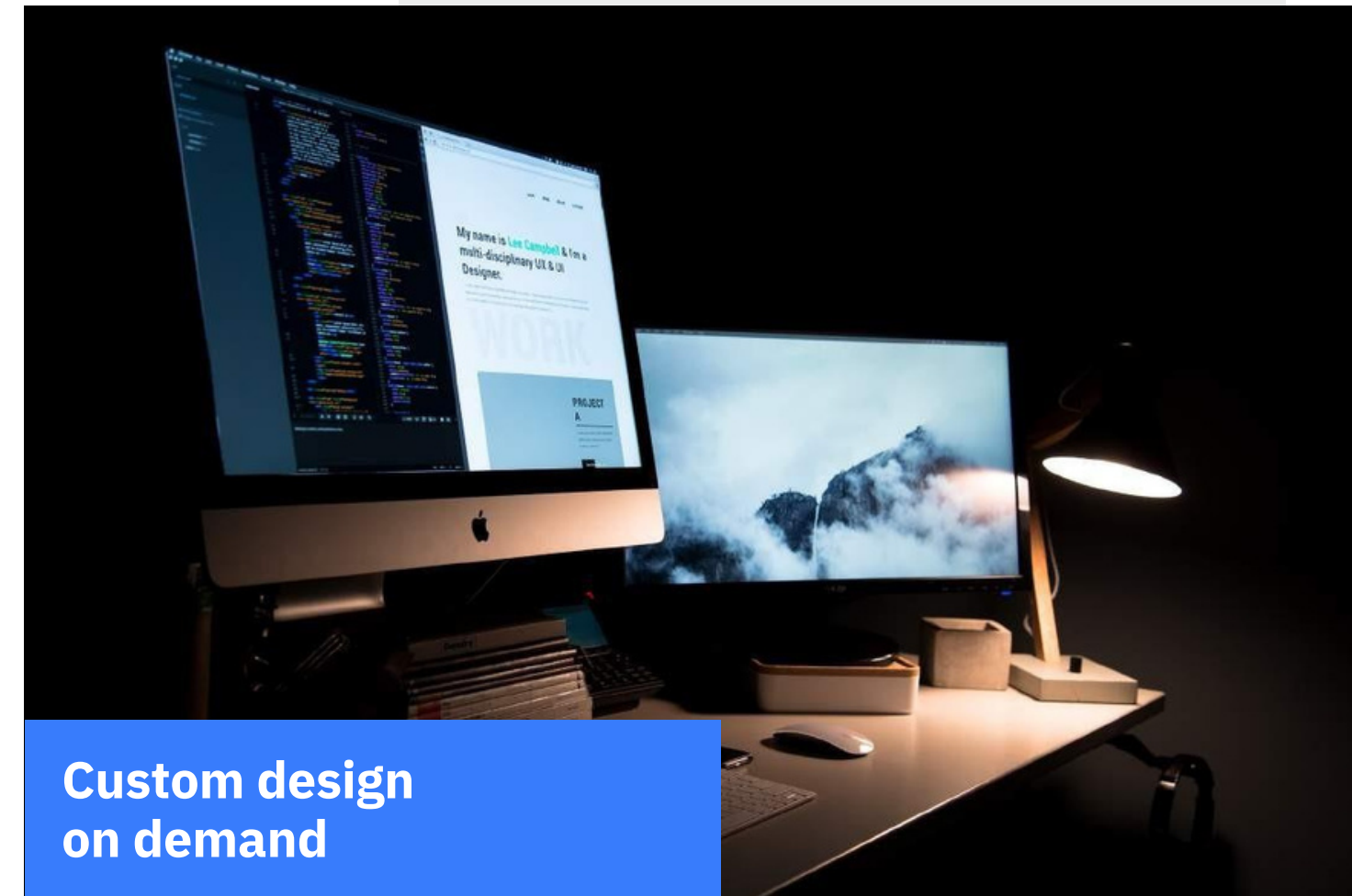
For customers having a desire to design a website that is unique and not duplicated with other websites available on the market, eLightUp offers a website design package on request, ensuring the aesthetics as well as the unique experiences and features and properly expressing their brand personality.

Advantages: beautiful design, following the requirements and brand style; Optimizing every little detail for the best experience.

Disadvantages: higher cost and longer implementation time than Website design according to available templates option.



Suitable for customers with special requirements for website design or features.



Custom design on demand

Target customer groups

Our customers are companies and organizations operating in the following fields:

E-commerce:

- ▶ Pharmaceutical distribution
- ▶ Distribution of household goods
- ▶ Retail of drugs, functional foods, oriental medicine
- ▶ Distribution and retail of products and services Retail of
- ▶ Imported cars



Education:

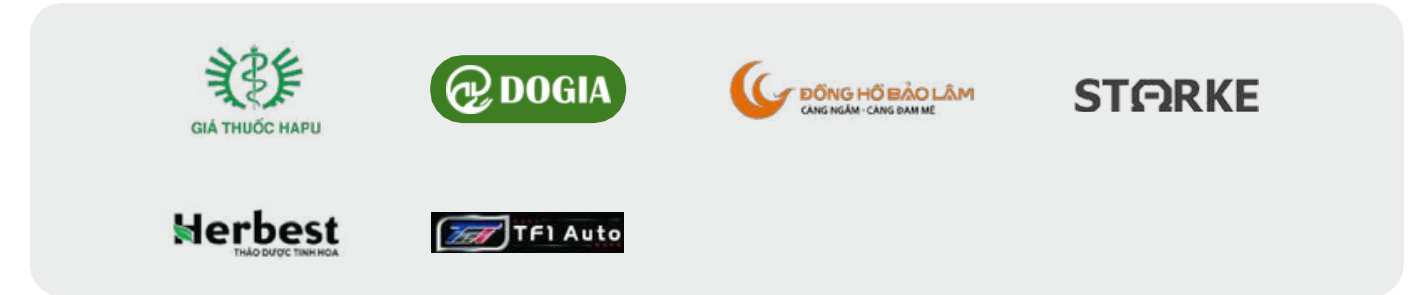
- ▶ Private schools, international schools (grade 1-2-3)
- ▶ Education systems of FPT
- ▶ Universities, colleges, vocational schools
- ▶ English training centers

Other industry groups:

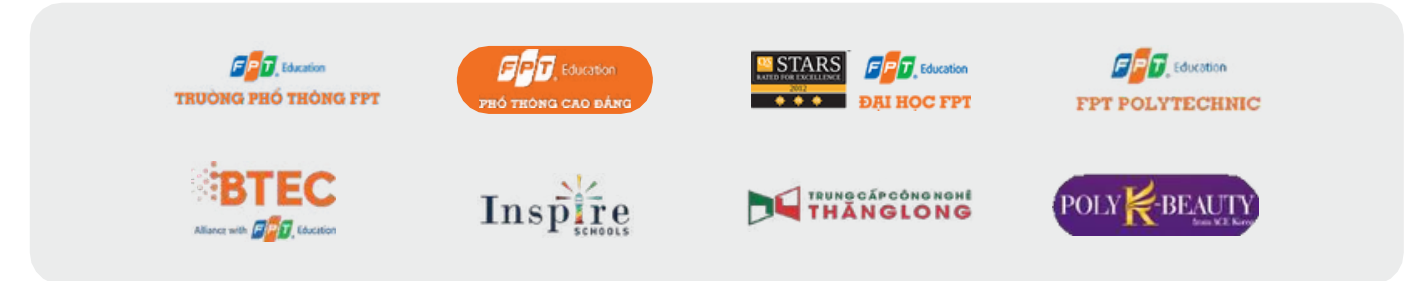
- ▶ Architectural design
- ▶ Law
- ▶ Oriental/Western medicine clinic
- ▶ Industrial fields (electromechanical, environmental, ...)
- ▶ Technology company
- ▶ Communication, marketing
- ▶ Import and Export

Typical customers

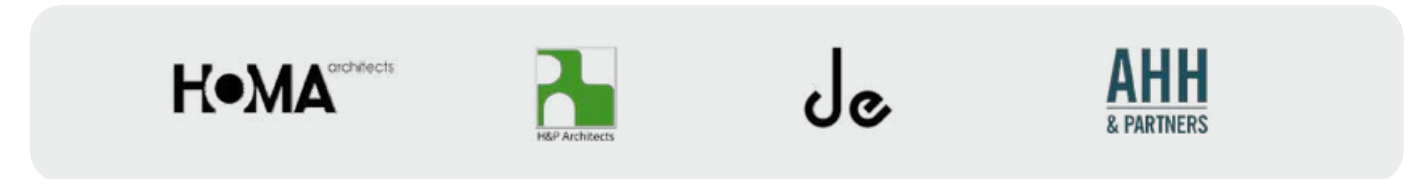
E-commerce



Education



Architecture



State enterprises



Other enterprises

