EDUCATION SERVICES AND INVESTMENT JOINT STOCK COMPANY

HOCMAI.VN

ONLINE LEARNING PLATFORM

Traditional Education Systems

Big gap in education quality between regions; Pupil-Teacher ratio is high

**LEARNING PATH MODELS**

TRADITIONAL LEARNING PATH

VS

ADAPTIVE LEARNING PATH

In traditional classes, all students must learn at the same pace

Salient features

- Having lessons integrated with smart games and impressive visual effects

- Personalizing students' learning paths by using cutting-edge technology such as digital knowledge maps, learning machines, chatbots and so on

- Hocmai.vn integrated with multichannel learning community implements learning activities such as studying with teachers and friends via livestreams; team learning on Facebook groups and HOCMAI Online Forum
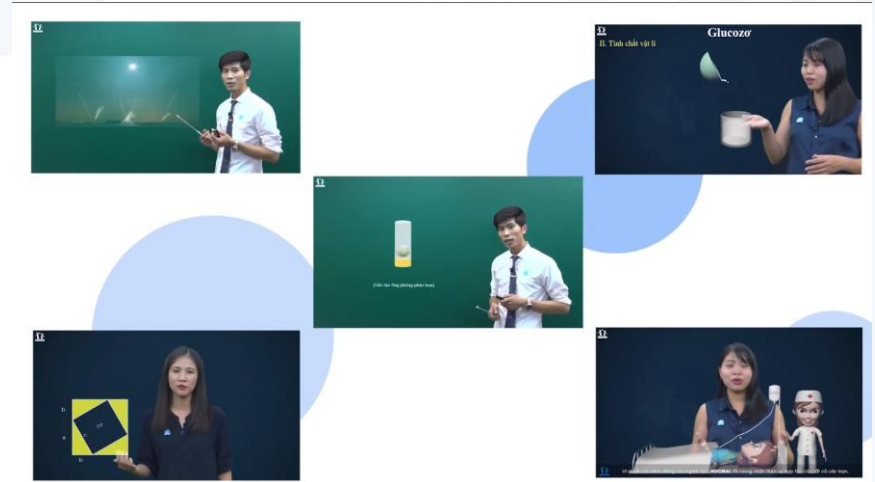
Find out more about
Hocmai.vn salient features

Creativity and uniqueness

Product growth

- Suitable for all types of students/ regions/ethnic groups/genders

- 100 learning programs for class 1-12

  - 500 courses/all school subjects

  - 200,000 items in online question bank

  - On-boarding; student support services

Student perception of the affordability of Hocmai.vn fee for courses

- Too high
- High
- Affordable
- Low

15% (15.0%)

82% (82.0%)
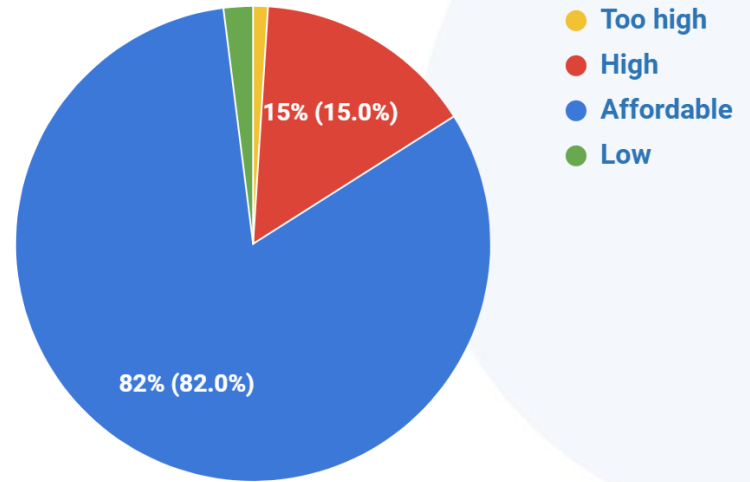
(Source: HOCMAI Social Impact Report, Moving Worlds Institute, 2019)

Market Share

12 years

3.8 million students

5% Vietnamese students

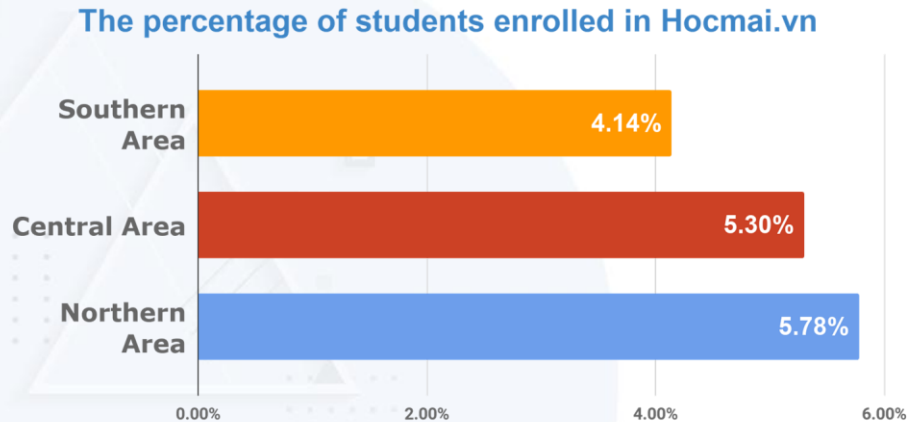No.1 Online learning in Vietnam

No.176 in Education Category

(Source: SimilarWeb &Alexa 2018)

Market Share

5% Vietnamese students

The percentage of students enrolled in Hocmai.vn

Area	Percentage
Southern Area	4.14%
Central Area	5.30%
Northern Area	5.78%

Number of ASEAN students

Country	Students
Vietnam	17 million
Indonesia	53.7 million
Philippines	23 million
Malaysia	11.2 million
Thailand	11.1 million

(Source: Vietnam GSO & WB, 2018)
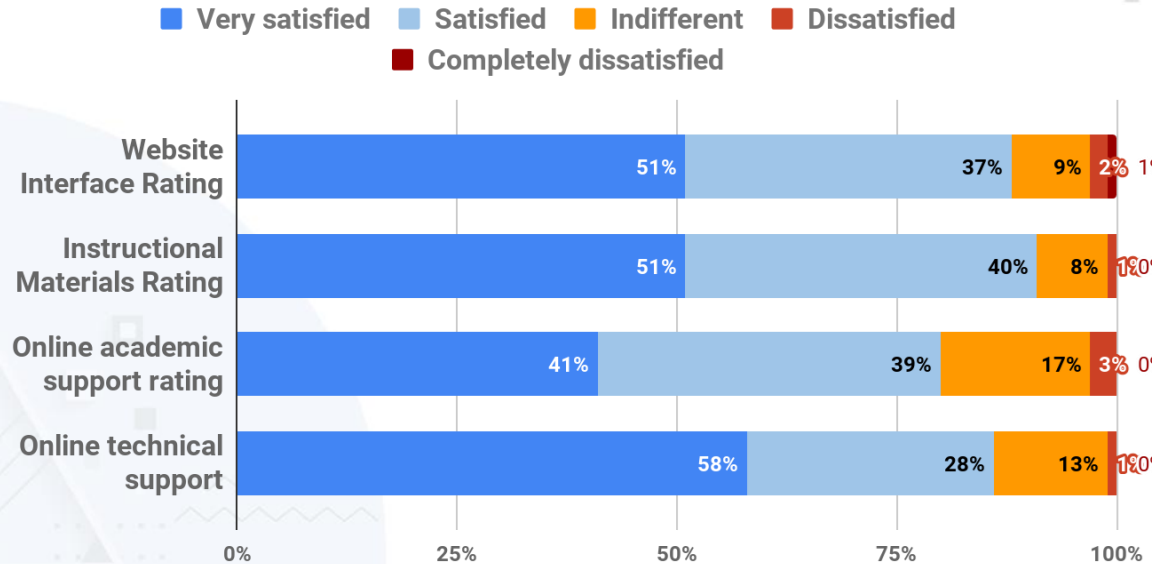
No barriers for regions

The number of users per region
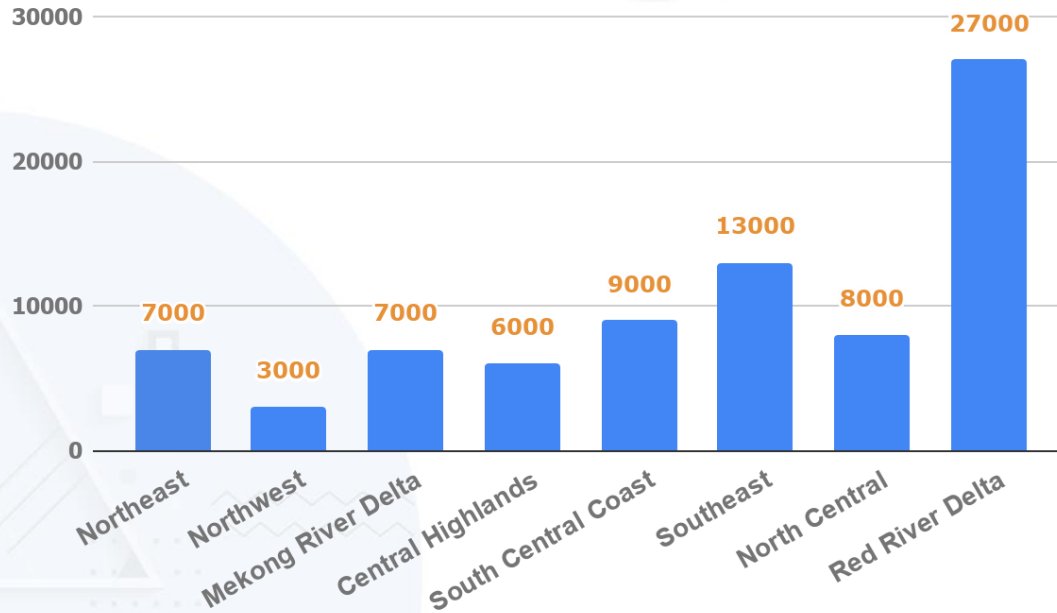
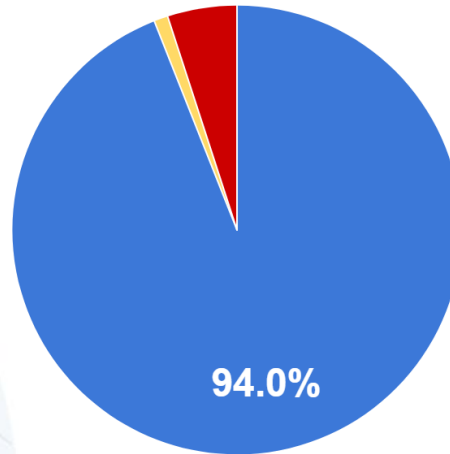(*Source: HOCMAI Social Impact Report, Moving Worlds Institute, 2019*)

Efficiency

Satisfaction Ratings for Hocmai.vn

Legend: ■ Very satisfied ■ Satisfied ■ Indifferent ■ Dissatisfied ■ Completely dissatisfied

Category	Very satisfied	Satisfied	Indifferent	Dissatisfied	Completely dissatisfied
Website Interface Rating	51%	37%	9%	2%	1%
Instructional Materials Rating	51%	40%	8%	1%	0%
Online academic support rating	41%	39%	17%	3%	0%
Online technical support	58%	28%	13%	1%	0%

(Source: HOCMAI Social Impact Report, Moving Worlds Institute, 2019)

Efficiency

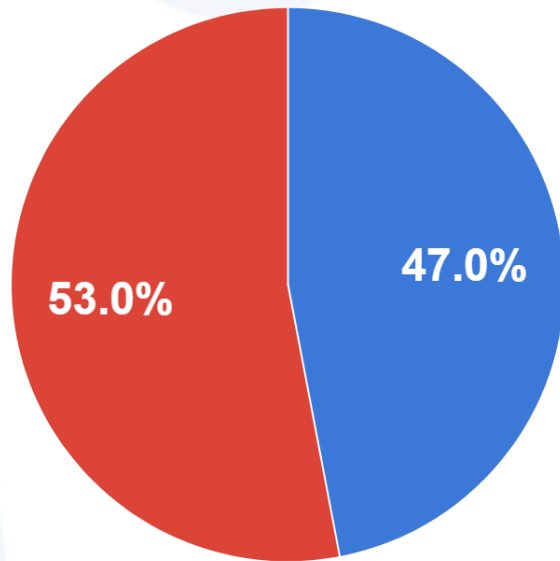**Proportion of HOCMAI students passing the national high school graduation examination**

94.0%

● Passed ● Not passed ● Not yet taken the exam

(Source: HOCMAI Social Impact Report, Moving Worlds Institute, 2019)

Efficiency

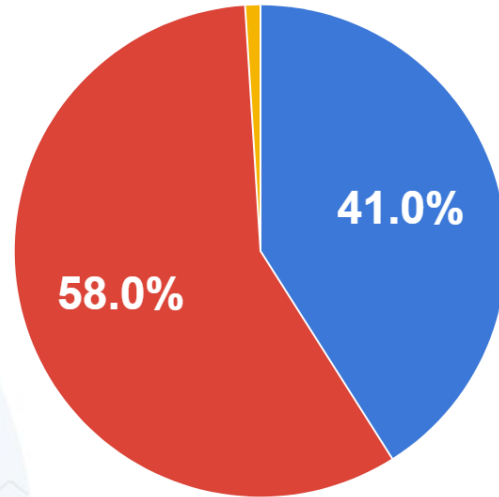**The relevance of Hocmai.vn to the students' learning goals**

47.0%

53.0%

● Relevant ● Very relevant

● Not relevant

(Source: HOCMAI Social Impact Report, Moving Worlds Institute, 2019)

Efficiency

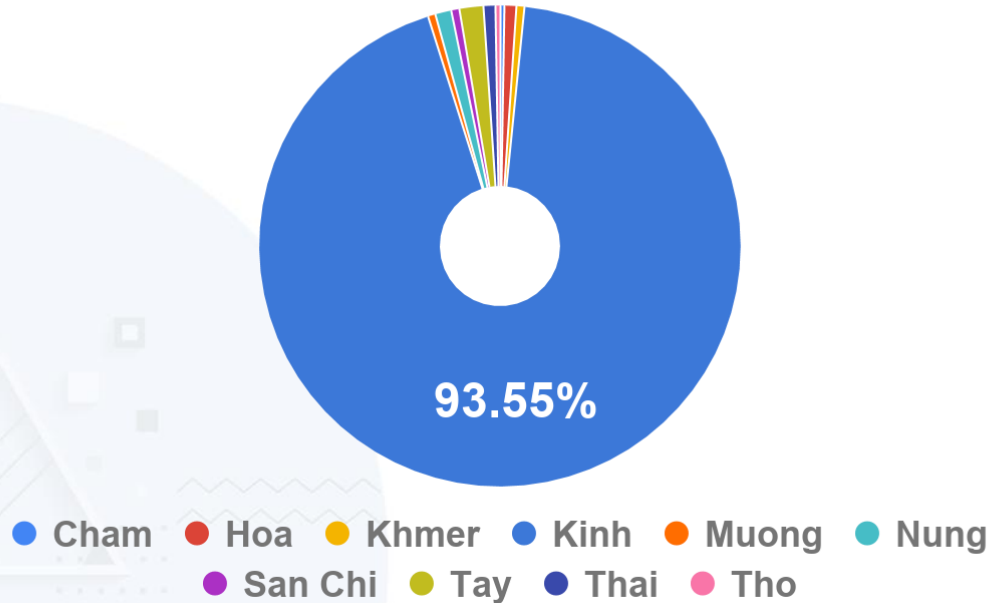**Hocmai.vn's helpfulness for your exam success**

41.0%

58.0%

● Helpful   ● Very helpful   ● Not helpful

(Source: HOCMAI Social Impact Report, Moving Worlds Institute, 2019)
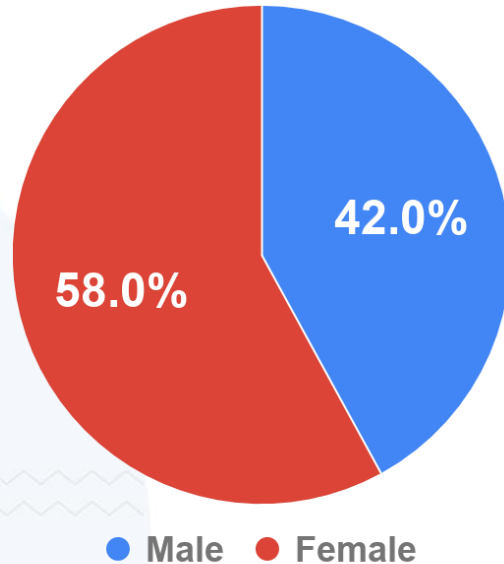
No barriers for ethnic groups

Proportion of students by ethnicity

93.55%

● Cham ● Hoa ● Khmer ● Kinh ● Muong ● Nung
● San Chi ● Tay ● Thai ● Tho

(Source: HOCMAI Social Impact Report, Moving Worlds Institute, 2019)

No barriers for genders

Proportion of male/female users

- Male: 42.0%
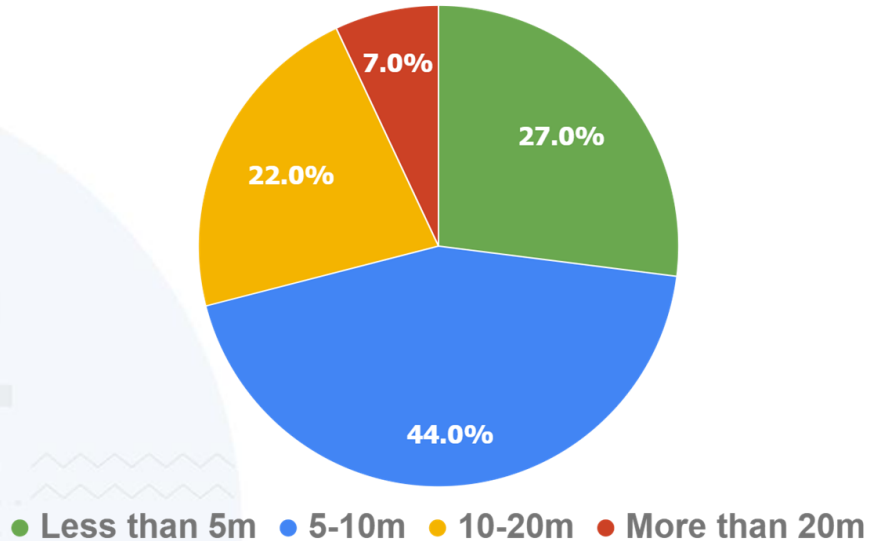- Female: 58.0%

(Source: HOCMAI Social Impact Report, Moving Worlds Institute, 2019)

No barriers for incomes

Proportion of students
by monthly family income (VND)

- Less than 5m
- 5-10m
- 10-20m
- More than 20m

27.0%
44.0%
22.0%
7.0%

(Source: HOCMAI Social Impact Report, Moving Worlds Institute, 2019)

No barriers for types of schools

## Proportion of students by types of schools

92.5%

● Other ● Semi-Public School ● Public School
● Independent School ● Home Schooled
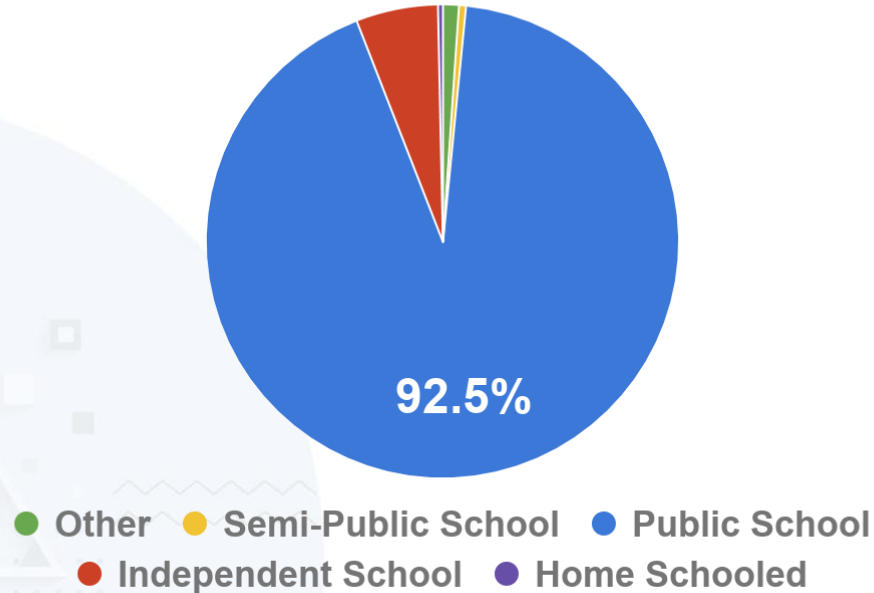
(Source: HOCMAI Social Impact Report, Moving Worlds Institute, 2019)

Revenue and Users Growth

Legend: **Revenue** (blue), **Users** (red)

Year	Revenue	Users
2016 - 2017	45.70%	32.80%
2017 - 2018	50.20%	46.70%
2018 - 2019	40.80%	58.50%
2019 - 2020 (E)	53.00%	61.00%
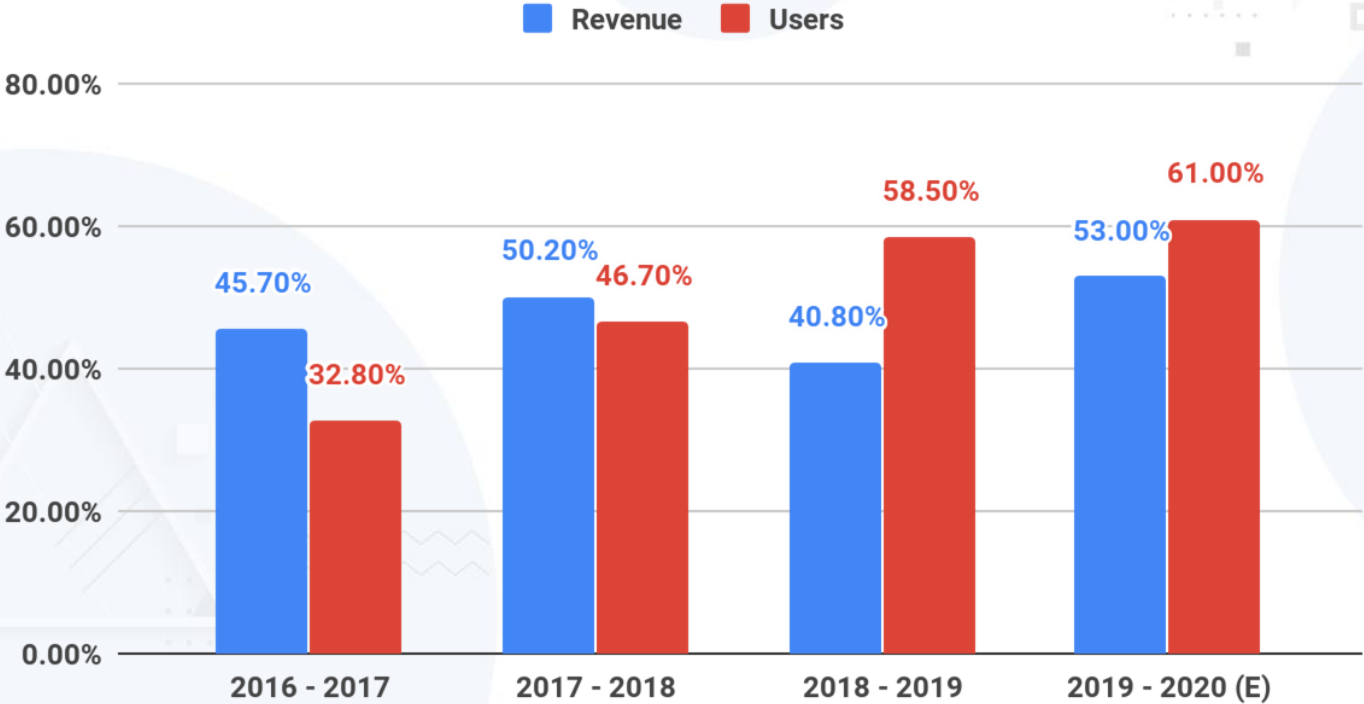
System performance

Browser	Acquisition	
	Users ⬇	New Users
	5,372,440 % of Total: 100.00% (5,372,440)	5,277,999 % of Total: 100.04% (5,276,128)
1. Chrome	1,734,719 (32.37%)	1,694,849 (32.11%)
2. Android Webview	1,350,348 (25.19%)	1,356,914 (25.71%)
3. Coc Coc	978,918 (18.26%)	935,428 (17.72%)
4. Safari (in-app)	596,078 (11.12%)	599,631 (11.36%)
5. Safari	427,732 (7.98%)	424,297 (8.04%)
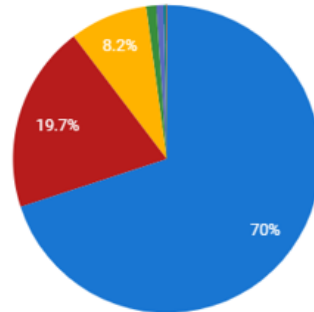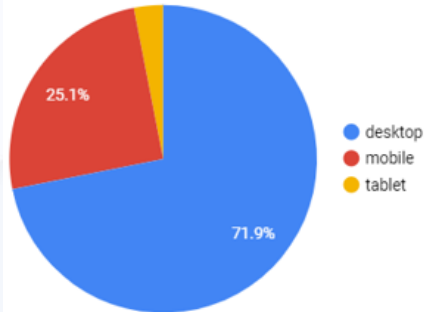
System performance

Uptime rate	99.99%
Concurrent user	1000 - 10,000
Total traffic	140.045.541 (2018 - 2019)
Request per second	300/s
Error rate	0.3%
Peak response time	500ms
Average response time	250ms

Awards and recognition

- Vietnam Digital Technology Award 2018

- Certificate of Merit of Hanoi People's Committee for outstanding achievements in education in 2017

- Certificate of Merit by the Vietnamese Association for Promoting Education in 2017

- Ranking chart of "Start-up opportunities in Southeast Asia" at the Startup AddVenture 2015 Tour

f **Hocmai.vn Online** ✓

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THANK YOU!