



**VEII**  
号通联盟

# **VEII Corporate Presentation**



Jul 2024

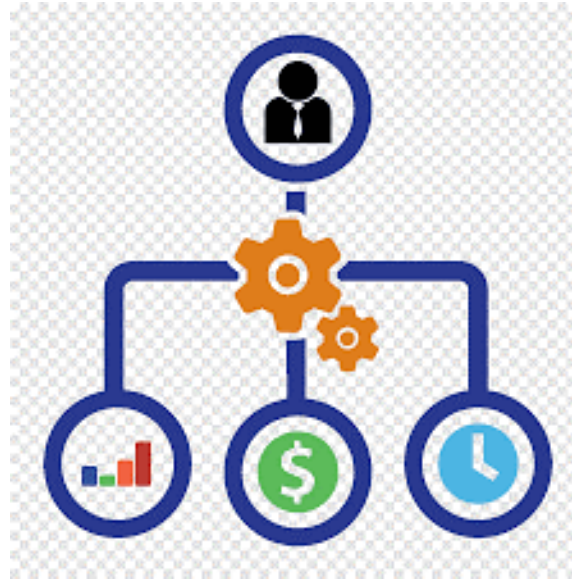
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## DIGITAL TRANSFORMATION IN THE RETAIL INDUSTRY



To be the leading solutions and services provider for Digital Transformation in the Retail Industry, setting the standards for innovation and success.



Our mission is to achieve excellence in execution by delivering comprehensive and cutting-edge information services and solutions to our retail clients. We strive to empower their digital transformation journey, enabling them to stay ahead in the competitive market.

## Industry Expertise and Best-in-Class Technology

We possess in-depth knowledge and understanding of the retail industry, allowing us to bring the **best-of-breed technology** solutions to our clients. Through **continuous research and expertise**, we ensure that our clients have access to the most advanced and effective tools to drive their success.

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## Attention to Detail and Methodological Approach

We are committed to working diligently on every aspect of our projects, **paying meticulous attention to detail**. By developing a refined methodology, we constantly seek ways to improve efficiency and effectiveness. Our systematic approach ensures that we deliver optimized solutions that meet and exceed our clients' expectations.

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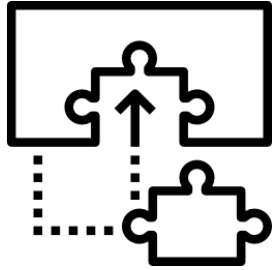
## Peace of Mind and Business Goal Achievement

Our ultimate goal is to provide our clients with **peace of mind** in achieving their business objectives. By leveraging our technology and services, we enable them to streamline operations, enhance customer experiences, and drive growth. **We take pride in being a trusted partner**, delivering solutions that support our clients' success.

Through our vision, mission, and values, we are dedicated to becoming the go-to partner for retail clients seeking digital transformation.

We are driven by excellence, innovation, and a commitment to helping our clients thrive in an ever-evolving industry.





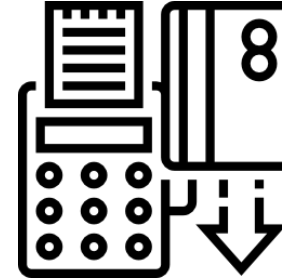
## Solutions

Our solutions runs in **20,000+** POS terminals region-wide (Covering **15-20%** of Hong Kong and Philippines retail markets)



## Staff

More than **300 headcounts** in Hong Kong, Shenzhen, Guangzhou, Shantou, Shanghai, Beijing, Changsha, Manila, Singapore, Kuala Lumpur, Bangkok, London & Vancouver



## Technology

Around **20 R&D staffs** who specialize in state-of-the-art **Retail Solutions** developments (E.g., IOT, Robotics, AI, etc.,)

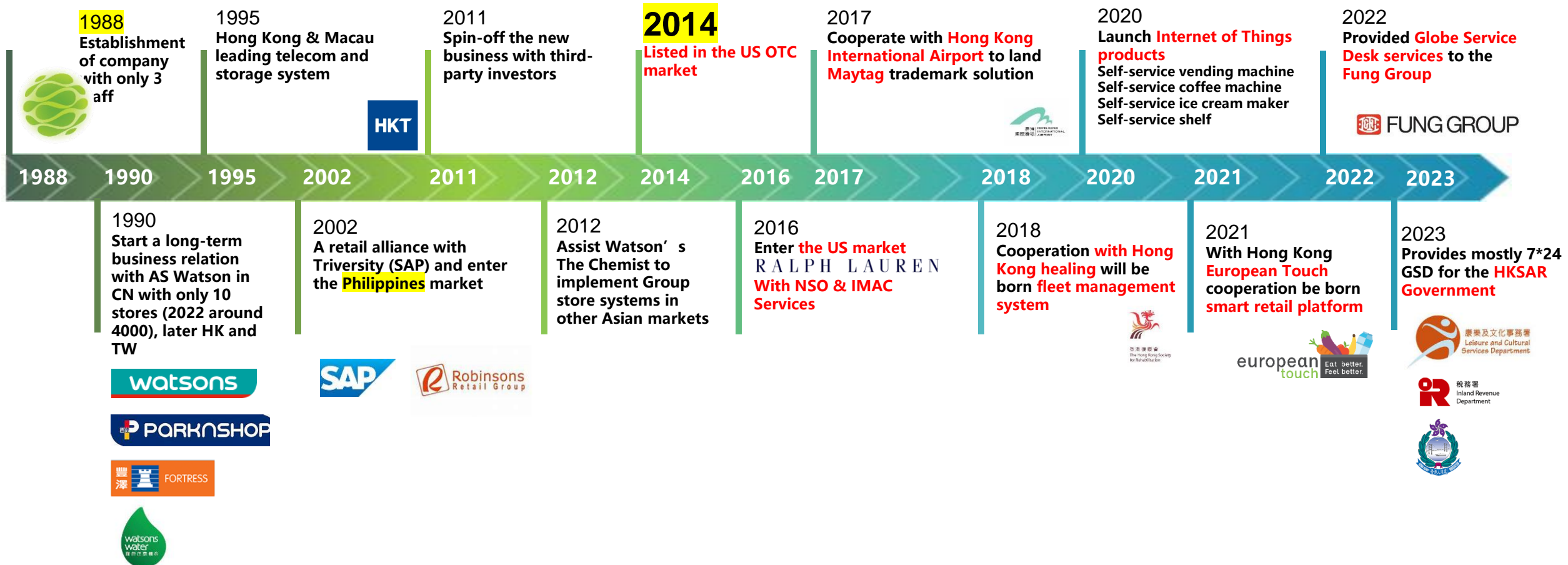


## Services

**200+ Helpdesk Staffs** provide **7x24** Global Service Desk supports to clients

Multi-language support: **English, Mandarin, and Cantonese**

# Key Milestones

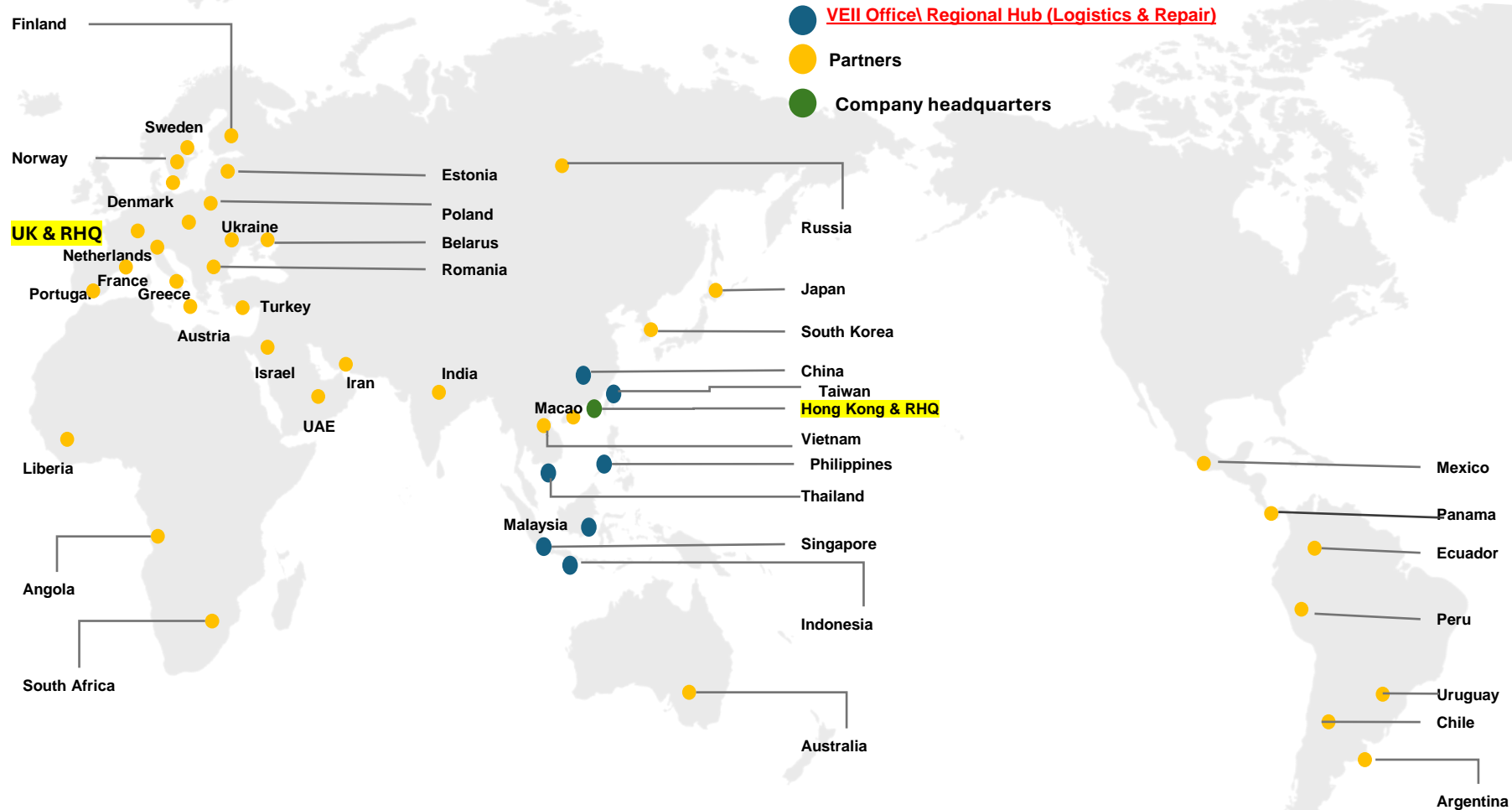




# Global Products and Services



Leveraging 4 Regional Service Centers in China, Hong Kong, Malaysia and Philippines, and 9 offices and partners around the world, we deliver solutions in more than 43 countries.



## Countries we serve

**Americas**  
United States, Canada, Mexico, Panama, Ecuador, Peru, Chile, Uruguay, Argentina

**Africa**  
Liberia, Angola, South Africa

**European**  
UK, Germany, France, Norway, Finland, Sweden, Estonia, Poland, Netherlands, Ukraine, Belarus, Austria, Romania, Greece, Portugal, etc.,

**Asia**  
China, Hong Kong, Macao, Taiwan, Russia, India, Japan, South Korea, Vietnam, Malaysia, Philippines, Thailand, Singapore, etc.,

**Middle East**  
Turkey, Israel, the UAE, Iran

**Australia**  
Australia

# International Clients & Partners



<p><b>100,000</b> Stores World Largest Health &amp; Beauty Group</p>	<p><b>100</b> Stores One of the Largest Electronic Store in Hong Kong</p>	<p><b>260</b> Stores One of the Leading Supermarket in Hong Kong</p>			

Disclaimer: The logos displayed here may represent companies operating exclusively in Greater China, Southeast Asia, or on a global scale.

# Our Services and Solutions



Retail Payment Solutions



24/7 Service Hotline



Self Checkout



Retail Inspection Robot



Electronic Shelf Label



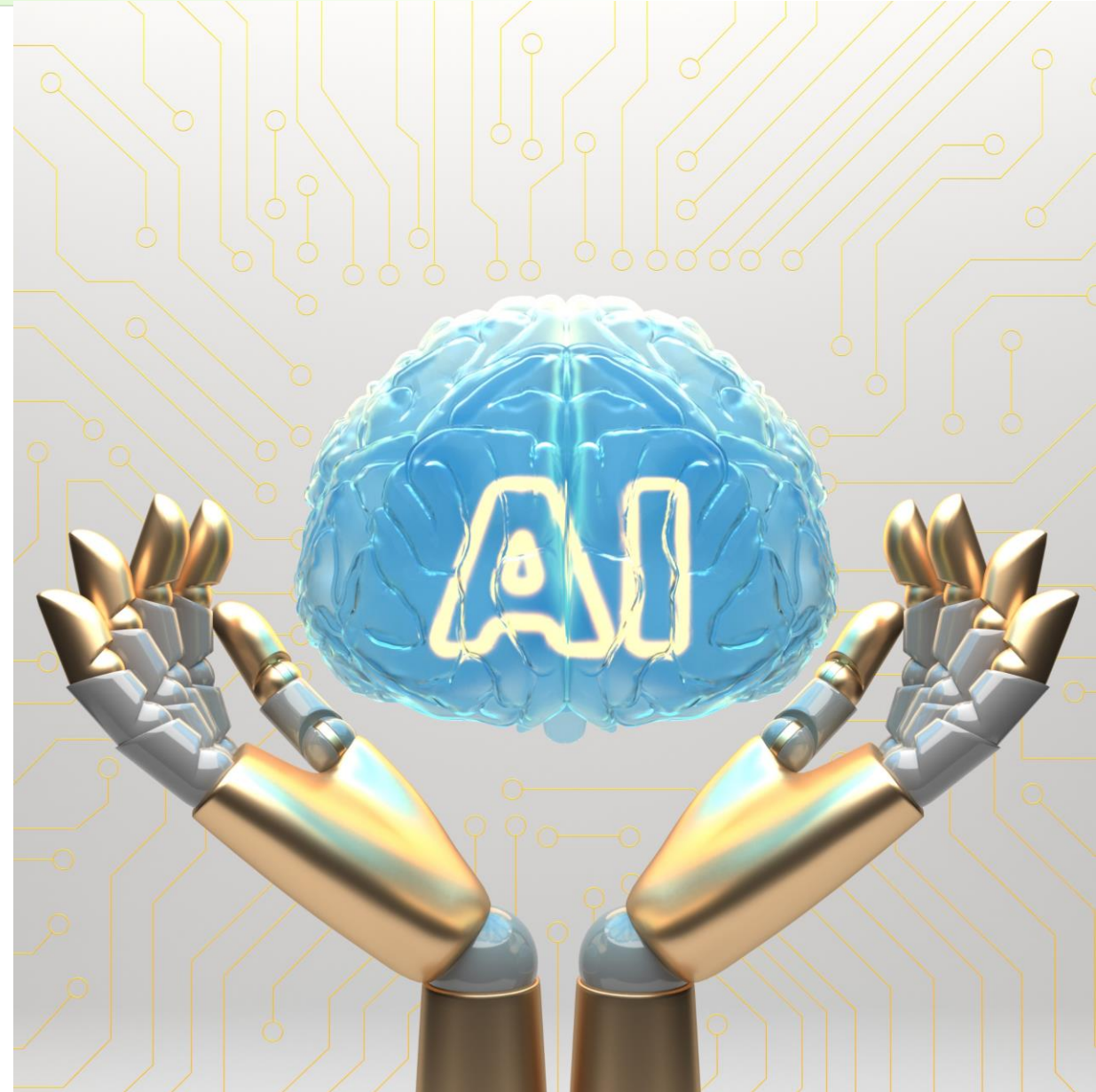
Augmented Reality Mobile Apps

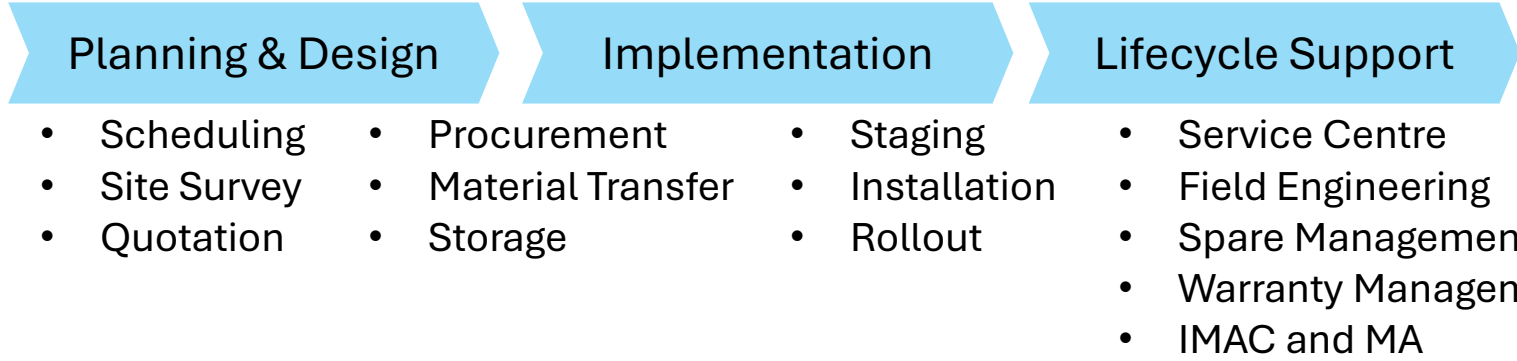
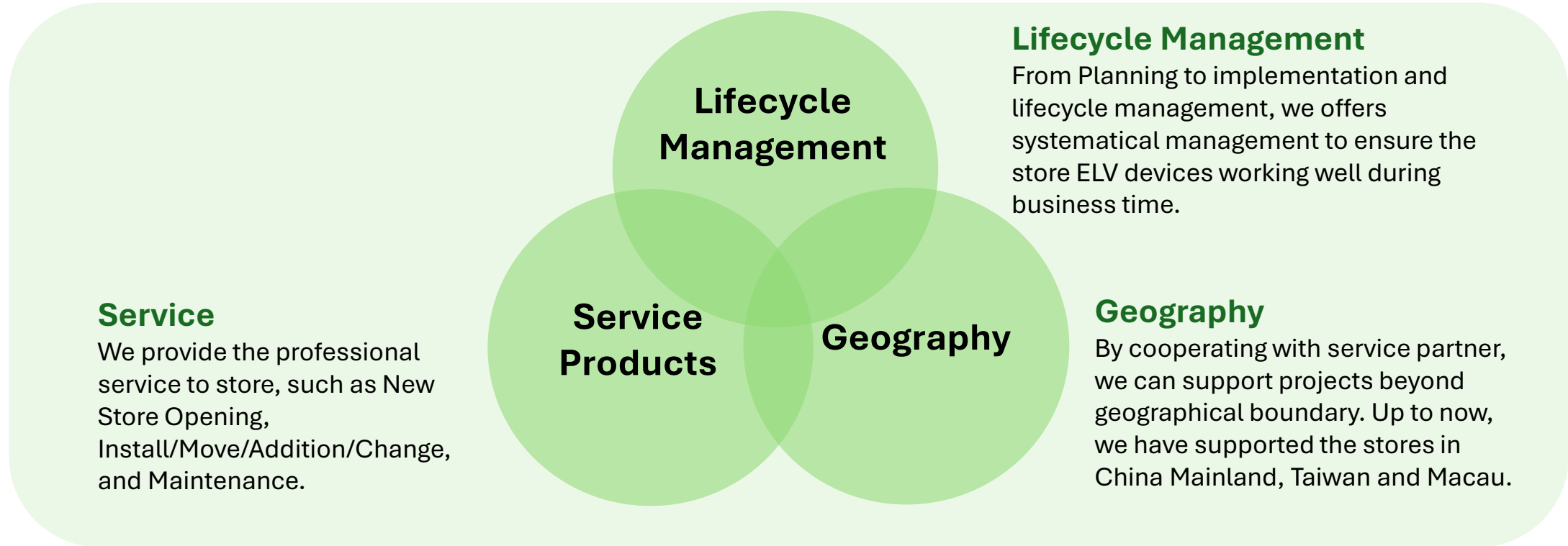
- **Managed Service**

- Help Desk
- Maintenance and Support

- **Professional Services and Solutions**

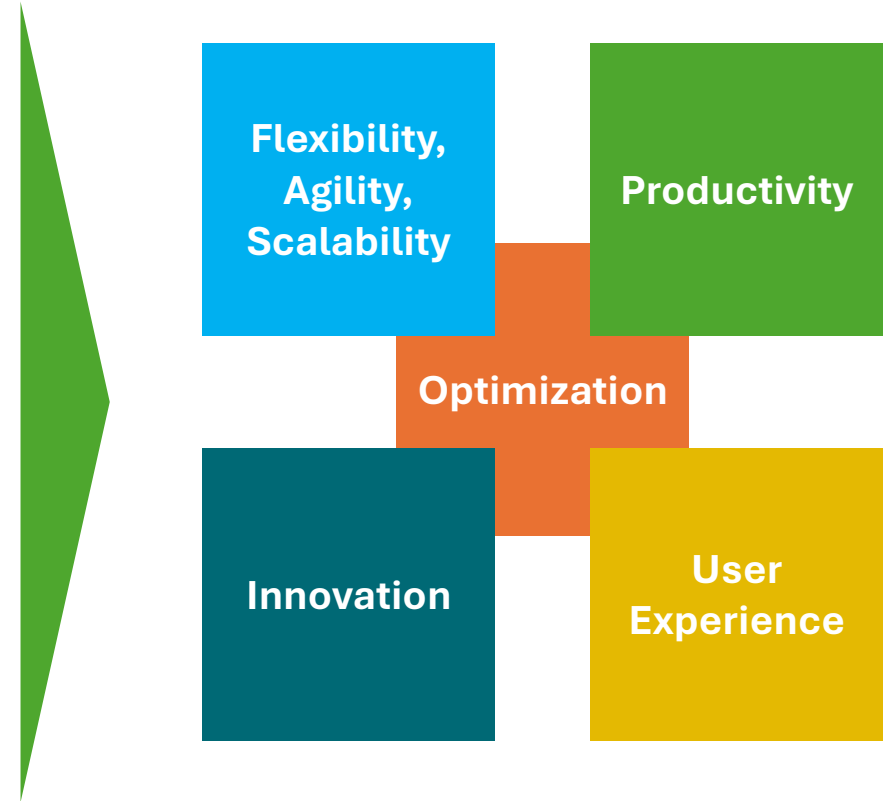
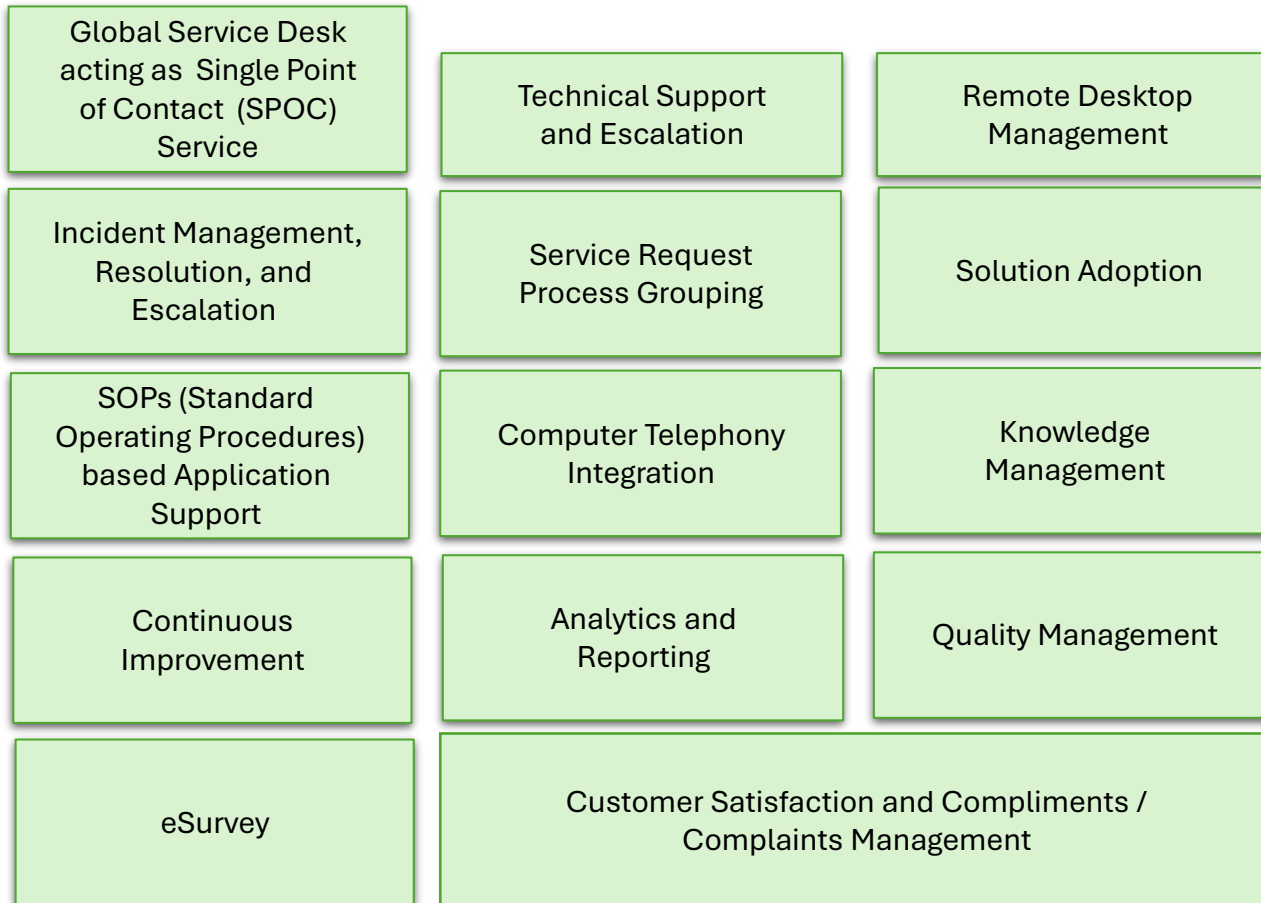
- Electronics Sales Label
- Self Check out and Loss Prevention
- Know your customer Traffic Analytics
- Smart Trolley
- Store Robotics



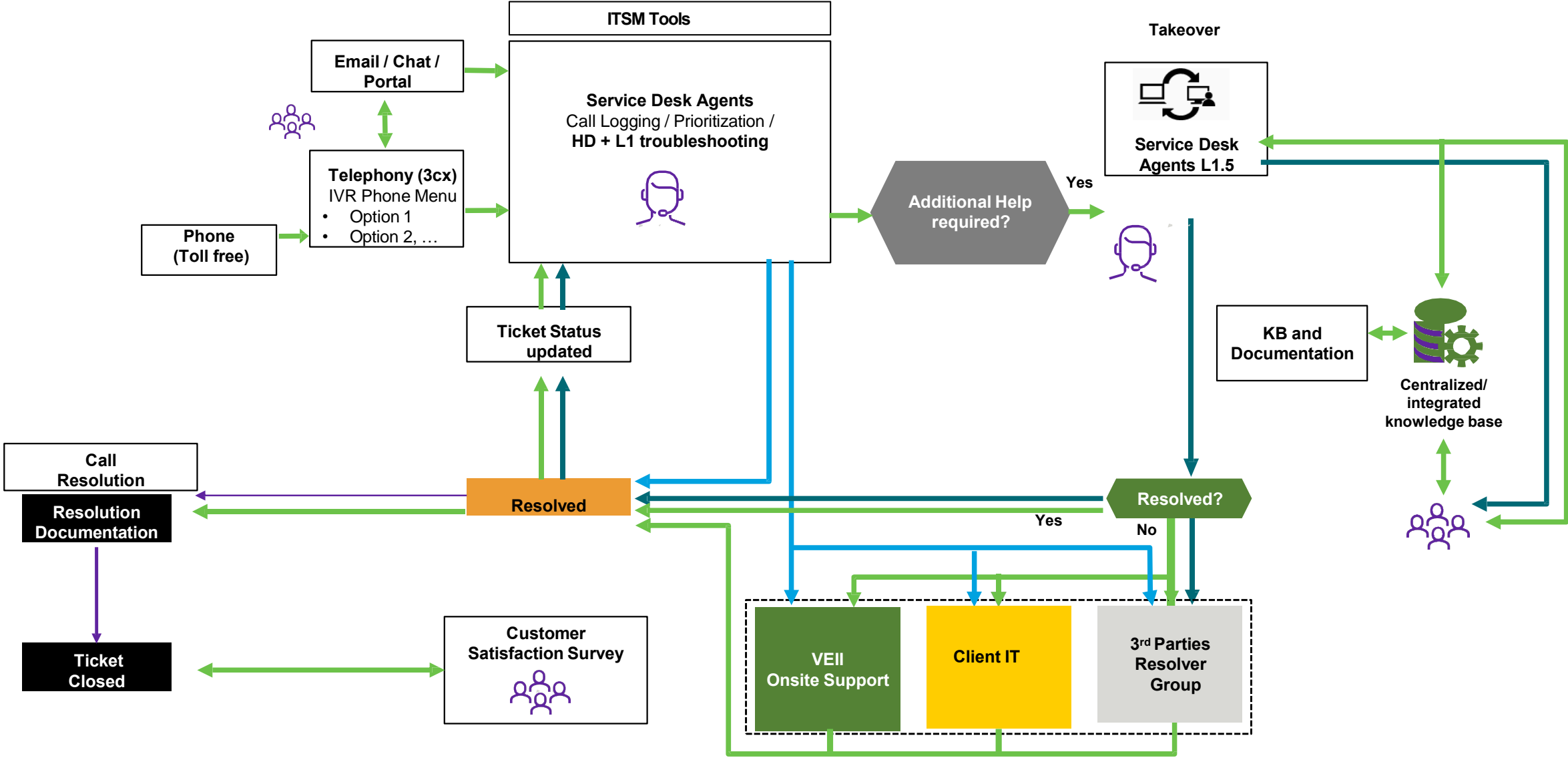


## VEII Global Service & Help Desk Features - The central place for all workplace services

### Features



# Service Management Process



## Retail / Supermarket

1. Dynamic Centralized Pricing
2. Better Visual Effects
  - QR Code/Loyalty Campaigns
  - Product Comparison Details
3. Stock Inventory Details
4. Save Time
5. Efficient, Accurate And Cost Effective





## Valley Series

- New Ultra-thin Design
- Max. 13.3" Effective Display
- Dot Matrix EPD
- True Cloud Architecture
- Black / White / Red (Yellow)
- NFC
- LED
- Replaceable Battery
- Bluetooth Low Energy
- Multi-page Switching
- 5 Years



# ESL- VEII Advantage



- Fast price update  
According to the manufacturer's test report, 1AP can update 18,000 ESL within 1 hour.
- AP resilience in pricing update  
Adjacent AP without binding relationships can help update ESL.
- Removeable battery  
Using ESLs with replaceable batteries can enable faster battery replacement, reducing downtime and improving work efficiency.
- Ad hoc price update  
PDA and android phone support ad hoc price modification for emergencies case.
- Support 2-in-1 display in 2.9" ESL  
Cost saving solution.
- Bluetooth 5.0 connection is used between ESL and AP  
More stable and energy saving while keeping high speed rate connection  
High speed: 2.4-2.484G (1.37Mps high transmission rate)  
Low Power: 2.9uA low standby current
- Excellent durability  
Can withstand 1.5 meters drop test.
- Light indication setting in ESL  
8 Color available (red / green/ blue/ yellow/ brown/ light blue/ purple/ white)  
Different status setting such as out of stock in white light / ESL battery low in red light
- Non-reflective screen  
It can reduce or eliminate the visual disturbance caused by screen reflections, enhancing display performance and viewing experience.



# AI Know Your Customer (KYC) Solution



**Gathering Data, Business Analytics While Protecting Privacy**

# End-to-end Data Collection and Analytics

- 1 Environment Analytics**
- Big Data modeling
  - Commerce data point
  - Product selection analytics
  - Customer traffic analytics

- 2 Entrance Analytics**
- Traffic analytics walk-in vs passerby
  - Filtering of non-related traffic counts
  - Identify staff traffic
  - Irrelevant traffic removal
  - Customer demographics analysis

- 3 Shoppers Analytics**
- Shopper track
  - Shopper duration
  - Relationship mapping
  - Cross zone analytics



- 4 Shop Surveillance**
- Remote Monitoring
  - Intelligent patrol

- 6 Visitors to Buyer Conversion**
- Customer Service interaction
  - Data correlation with POS

- 5 Shopper Experience**
- Duration tracking for product engagement
  - Shopper and staff interaction

## ✓ Location Analysis

### Store Finding

Big data site finder

Competitive Analysis

Traffic Analysis

Target Customer  
Projection

Big Data  
Cloud

## ✓ Business Intelligence

### In Store Analytics

COLLECTION > ANALYSIS > CONVERSION

Shop  
Entrance  
Traffic  
Monitoring

In Store  
Traffic

Weighing

Data Consistency

Filtering

Precision Analytics...

Identifying  
Customer Type

Understanding  
customer ...

Customer vs  
staff

Filtering unnecessary  
Data

Targeting

Target Promotion...

Heatmapping

Display Positioning...

Tracking

Route Design ...

Traffic behavior  
AI Analysis Engine

## ✓ Operation Effectiveness

### Operation

Shop Virtual Patrol

Surveillance

AI Remote Monitoring

Incident Tracking

Intelligent  
Surveillance

## TRAFFIC BEHAVIOR



**Shopper to Buyer funnel**

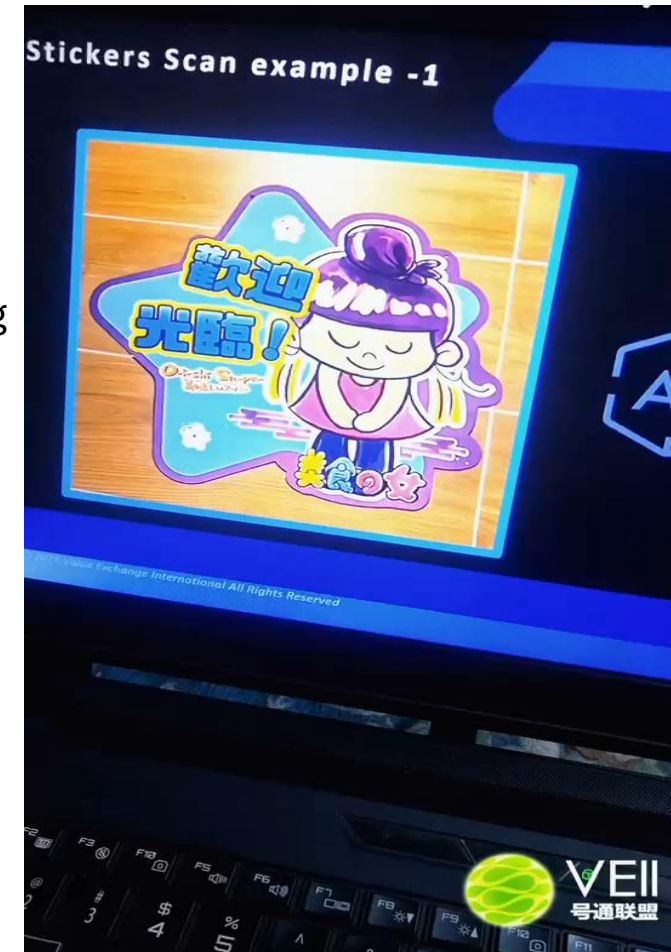
## VISITORS ANALYTICS

<b>Walk in</b>	Frequency, Counts
	Customer/ staff/ service providers
<b>Visitor</b>	Age Group Analytics
	Gender
	Customer Type/ Classification
	Shopping Pattern

# AI Content Management Solution



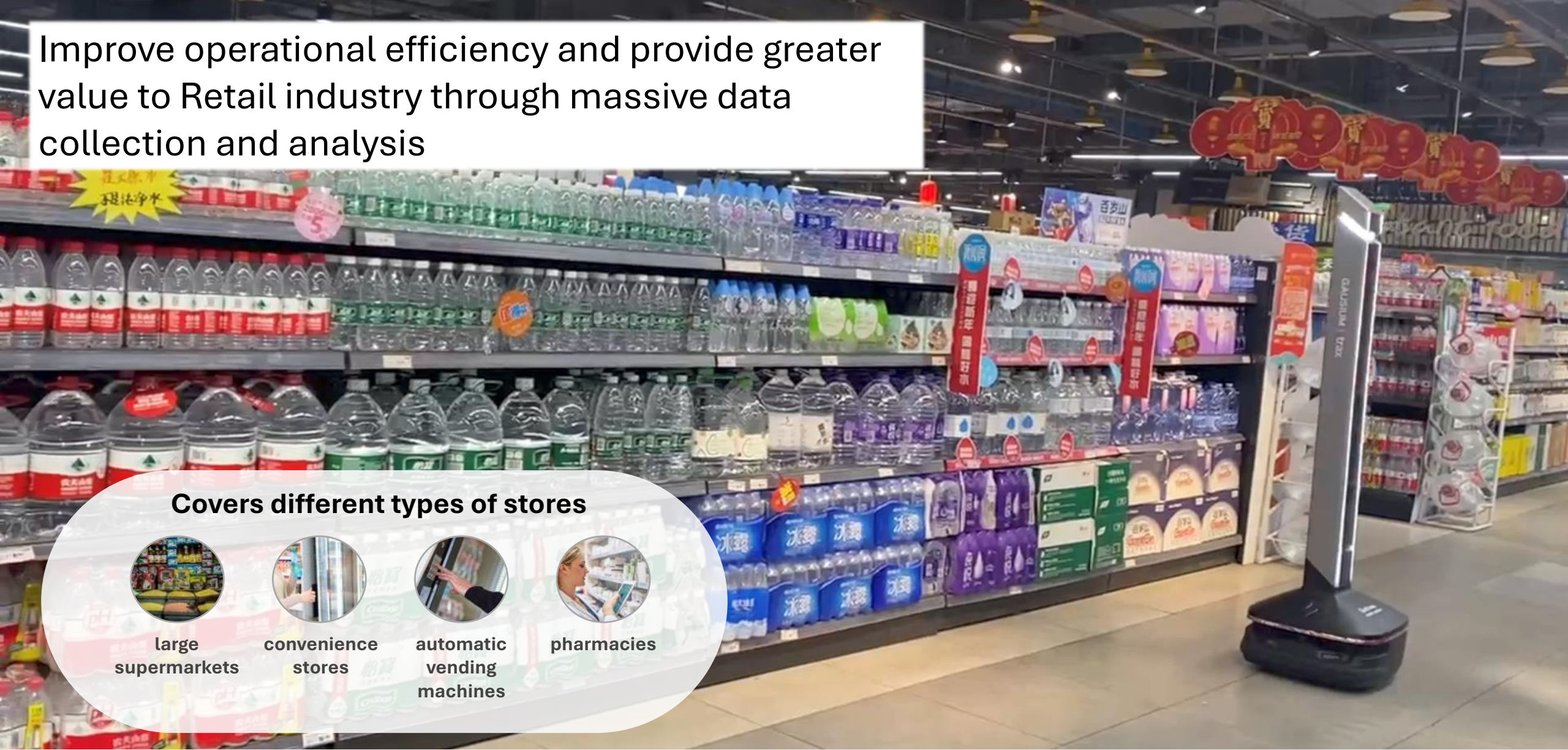
After Scanning  
The QR Code  
or Mascot



Scan the QR code in ESL or Mascot and show different effect or information  
(Typical Use Case: Treasure Hunt)

# Retail Inspection Robot

Improve operational efficiency and provide greater value to Retail industry through massive data collection and analysis



## Covers different types of stores



large  
supermarkets



convenience  
stores



automatic  
vending  
machines



pharmacies



## Geographical Expansion

### Leveraging Successful Global Client engagement from Greater China Region and the Philippines

- Experience High Growth Potential in ASEAN Region (2024 – 2025)
- Set up European and US Service Business (2025 – 2026)

## Build on VEII's service delivery team

- Expand Philippines Call Centre to serve Global Clients with Multilingual capability
- Focus on China Call Centre to serve Chinese Community globally
- Improve Efficiency and controlling operational expenses with the use of Artificial Intelligence in Customer Service, Call Centre and Project Management
- Develop strategic relationships with technology partners for global deployment

# Thank you



[www.valueexch.com](http://www.valueexch.com)

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