

OKXE

COMPANY PROFILE

SUPPORTING
YOUR DRIVING LIFE





ABOUT OKXE

WHAT IS OKXE?

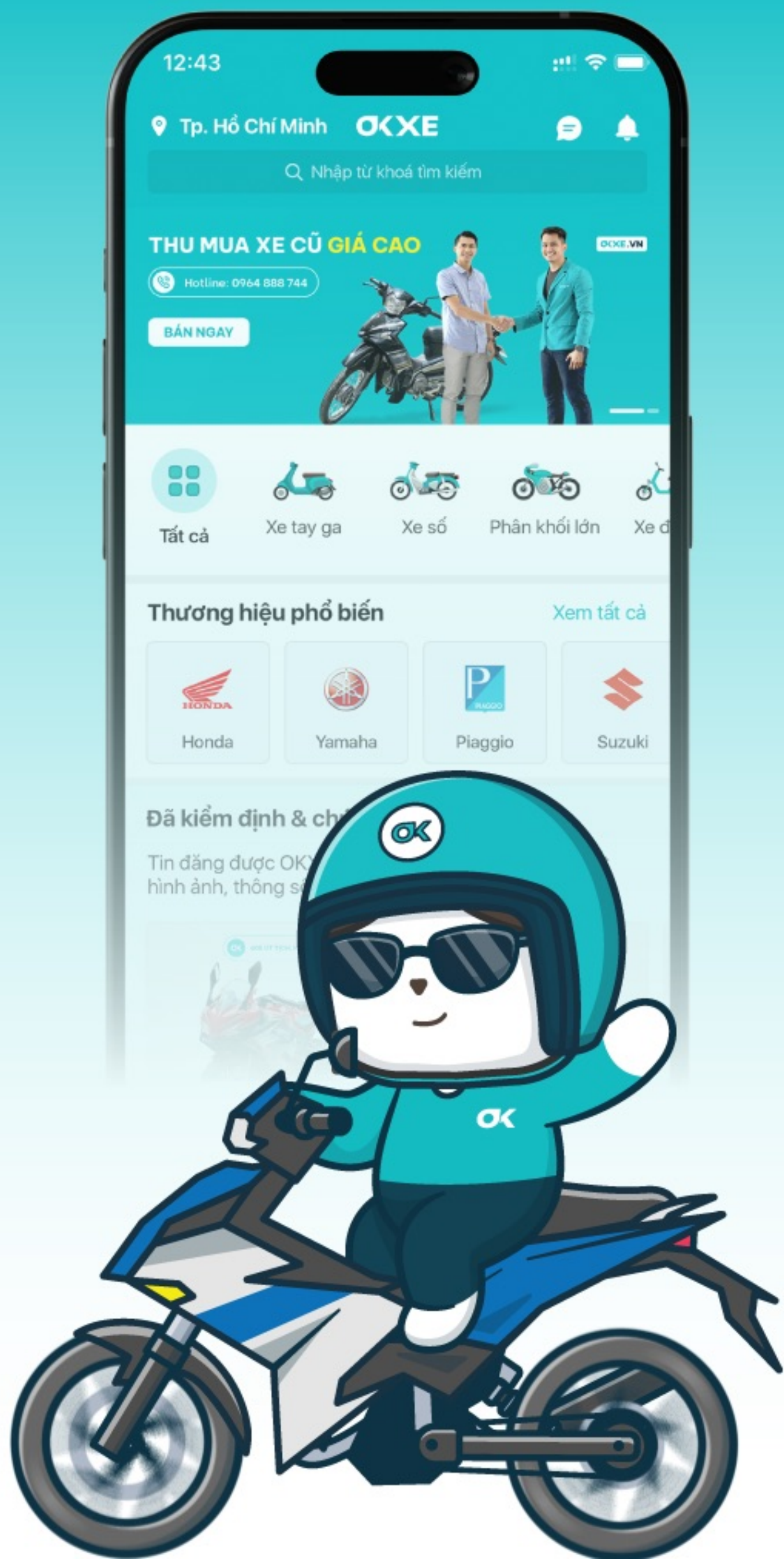
Launched in 2018, OKXE is an e-commerce platform specializing in used motorbikes, leveraging AI and Big Data technologies to efficiently connect buyers and sellers, offering a transparent and convenient vehicle trading experience.

In May 2022, OKXE officially entered the used motorbike business by launching its first OKXE Service Station in Ho Chi Minh City. By August 2023, the first OKXE Station in Hanoi was also introduced.

In January 2025, OKXE expanded into the electric motorbike market, providing a full suite of services including sales, service, and spare parts – supporting the growth of green mobility in Vietnam.



OKXE Service Stations operate under an **Online Merge Offline (OMO)** model, integrating a smart application platform with on-site services to deliver maximum convenience to customers.



VISION



**SUPPORTING
YOUR DRIVING LIFE**

**EVERY BIKE YOU'RE LOOKING FOR
IS AT OKXE**

MISSION



Innovate the traditional used
motorbike market



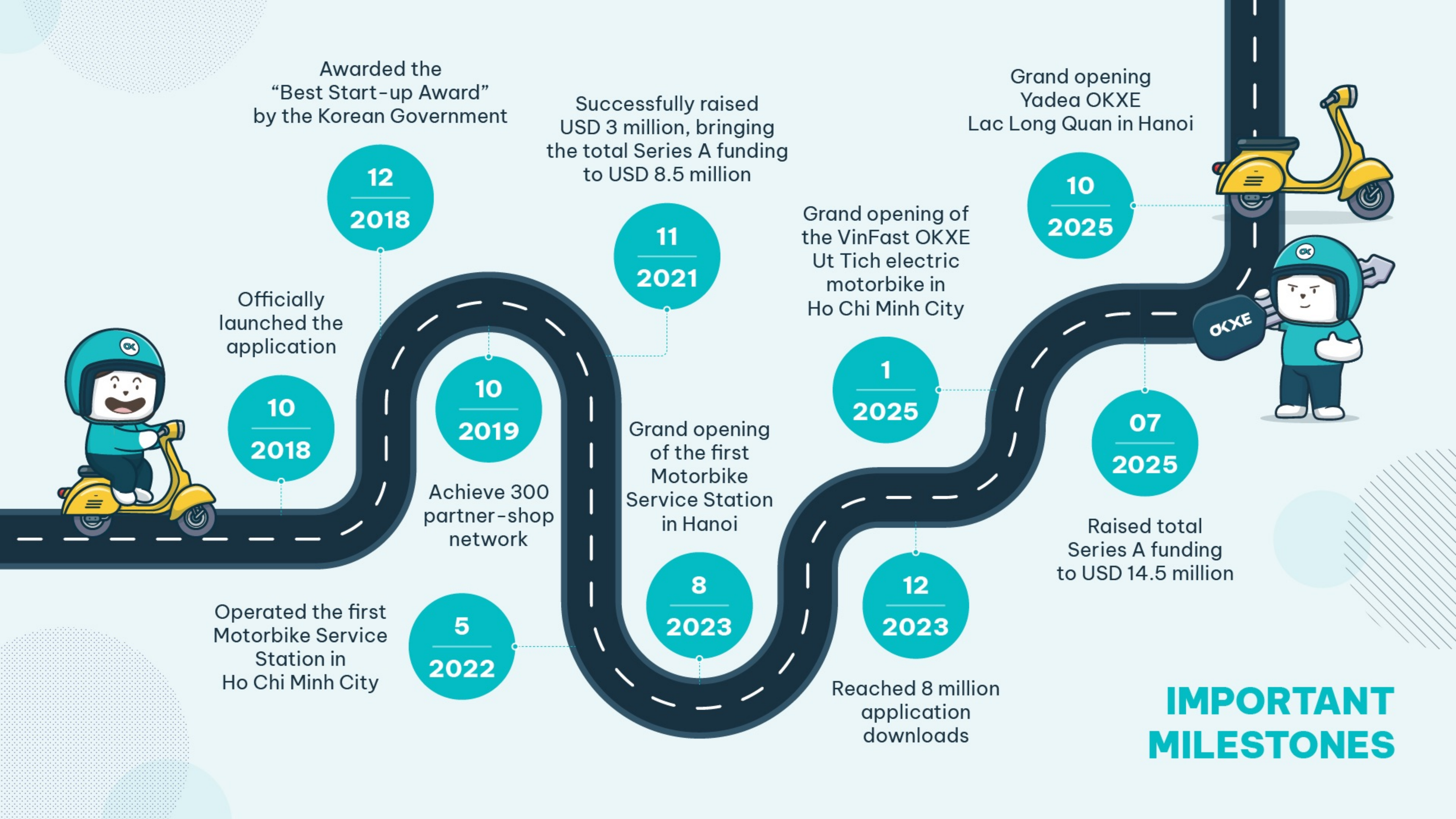
Strengthen trust in the used
vehicle marketplace



Enhance the quality of
vehicle transactions
through the OKXE app
and OKXE Stations



Realize profitable
business models tailored to
customer needs



1st OMO Biz TRUSTFUL AND SECURED

MARKET SHARE 17.6%

**secured in 4 years after launch*

DATA POINTS 7M+

**from platform 2024*

PARTNER SHOP 2,133

**Accumulated unto 01/2025*

APP DOWNLOAD

8.2M+

**Accumulated unto 1H 2025*

US\$ 37B VN MOTORBIKE MARKET

**market size 2024*

2.5B US\$ PER YEAR

**Item listing size reached in Dec 2024*

200K+

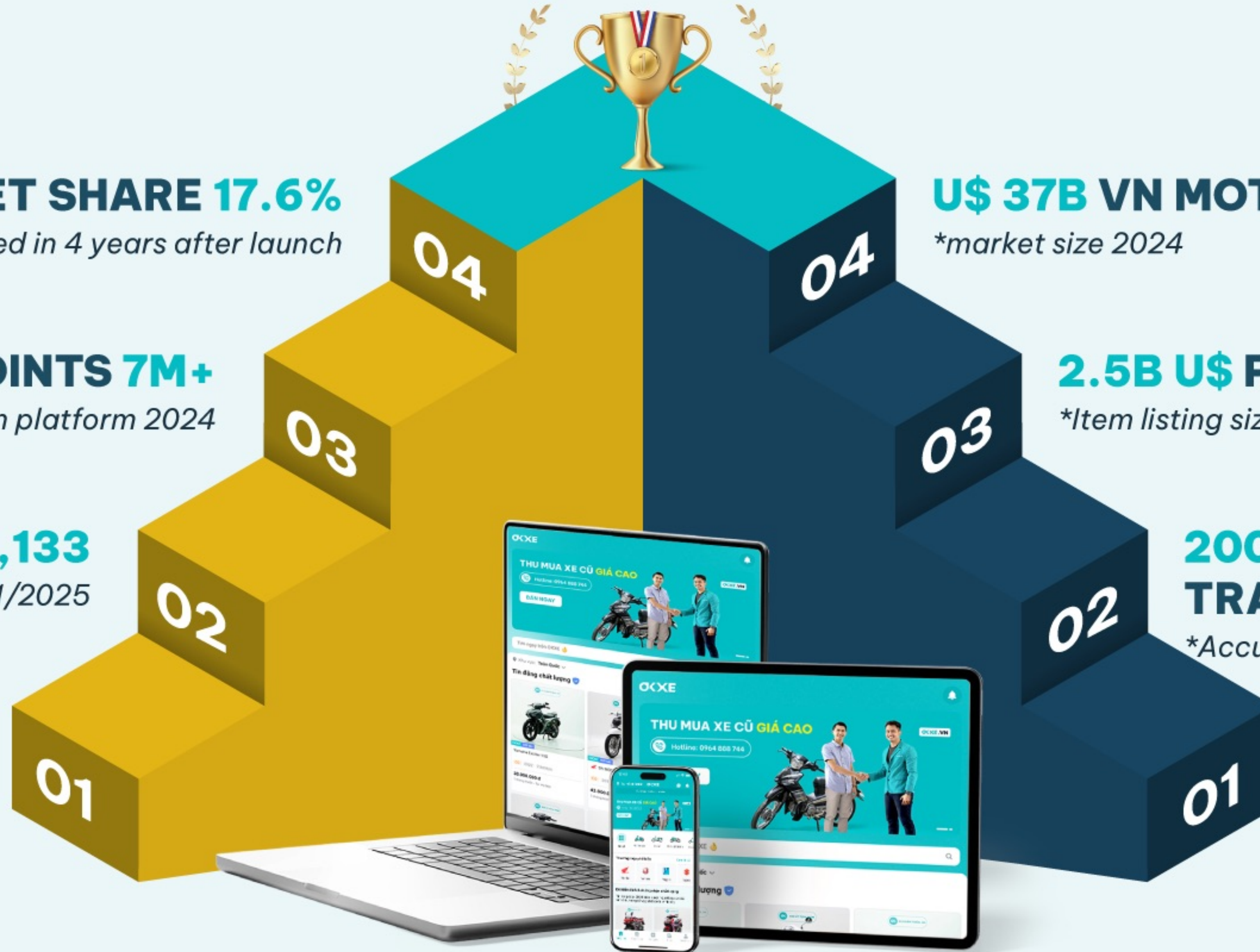
TRAFFIC BY MONTH

**Accumulated unto 01/2025*

1.5M+

ACTIVE USER

**Accumulated unto Jan 2025*



WE HAVE 3 STATION



92 Kham Thien, Hanoi



679 Lac Long Quan, Hanoi



40E Ut Tich, HCMC

And plan to open 4 offline business locations with many other Satellite points this year.
OKXE Offline business will focus on two electric vehicle brands **VinFast (Top 1 in Vietnam)** and **Yadea (Top 1 in China)**.



VINFAST



YADEA



SOCIAL CHANNEL



**OKXE
VIET NAM**

138,900+
followers

**UT TICH
STATION**

5,200+
followers

**KHAM THIEN
STATION**

2,000+
followers

**VINFAST OKXE
UT TICH**

1.000+
followers

**YADEA OKXE
LAC LONG QUAN**

1.000+
followers



OKXE.VN /BLOG

5,7M+ organic traffic



OKXE.VN

31,200+ followers

OKXE STATION

5,300+ followers



OKXE VIET NAM

5,800+ subscribes

PARTNER Extensive Partner Ecosystem

We are connected with **2,000+ gasoline vehicle partners** across the country. Supporting customers in **trading in or selling old gasoline vehicles** quickly, efficiently, and transparently.

WIDE BRAND DIVERSITY

OKXE gathers a wide range of reputable vehicle brands on one platform. This allows customers to **easily compare, select, and collaborate** without needing to contact individual dealers.

SERVICE QUALITY

OKXE operates a comprehensive service system, powered by a well-trained and professional team. We are committed to delivering service standards on par with leading brands, consistently meeting customer expectations.

PLATFORM SERVICES

OKXE offers a modern digital platform that enables: Easy **bike registration**, Seamless system connectivity, quick access to a variety of **value-added services**.

MARKETING SUPPORT

Our in-house marketing team is always ready to assist partners with communication and promotional campaigns – whenever needed.



WHY DO CUSTOMERS CHOOSE OKXE?
(Unique Selling Points – USP)

SERVICE EXPERIENCE

Online transaction ON THE APP

- Search
- Matching
- Financing
- E-contract
- Payment
- Delivery
- Maintenance schedule tracking



“Wow” Experience AT OKXE STATION

- Hands-on experience
- On-site inspection
- Test ride
- Make purchase decision
- Observe the entire care and warranty process



Reliability WITH THE SYSTEM

- Transparent information
- Warranty service
- Maintenance and care
- Other after-sales services



SUPPORTING EXCHANGE BIKE

SUPPORT PROVIDED

- Consulting & buying used IC bikes
- Transparent appraisal & valuation
- Assistance with new EV purchase

CUSTOMER BENEFITS

- Quick process
- Clear steps
- Time-saving

USED
IC



NEW
EV

SWAP YOUR GAS MOTORBIKE

FOR AN ELECTRIC RIDE



OKXE

=

ALL-IN-ONE, TRANSPARENT &
CONVENIENT EXCHANGE SOLUTION

OKXE CARE PACKAGE GIFTS FOR CUSTOMER

OKXE always has gifts for customers who buy vehicles at OKXE Station, depending on the program at each time, there will be other gifts.



OKXE CARE PACKAGE - GIFTS FOR CUSTOMER

FREE DELIVERY

- Door-to-door
- Inner city:
Hanoi & HCMC

RESCUE SERVICE

- Change Used IC -> New EV
- Support for breakdowns
- Hotline available

CUSTOMER VALUE

- Convenient
- Reliable
- All-in-one experience

OKXE not only sells bikes - we also provide comprehensive services and long-term companionship



PARTNERS

2000+ Partner Shops supporting quick exchange & sales of used IC bikes

Flexible installment plans, easily accessible for customers

Comprehensive & reliable ecosystem





OKXE VIETNAM CO., LTD.



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Van Mieu – Quoc Tu Giam Ward,
Hanoi

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No.40E Ut Tich St,
Tan Son Nhat Ward, HCMC

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