

TOPICA



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2016 STARTUP DEALS VIETNAM

Compiled by Topica Founder Institute



Photo taken at TFI 5th Anniversary - Mafia Night

VIETNAM STARTUP DEALS 2016: DEAL VALUE UP AT **\$205M**; WHILE DEAL COUNT DECREASED; ACQUISITIONS AND FINTECH PEAKED

Larger, but more concentrated deals:

- New record in startup deal value: **\$205M, up 46%** Year-on-Year from \$137M
- Deal count: 50*, down 25% Year-on-Year from 67
- Big money: **7 deals** in excess of \$10M

The year of acquisitions and Fintech:

- Acquisition deal value peaked at **\$110 million**
- Fintech led the market with **\$129m** deal value
- Seed and Series A remain dominant, **70% deal count**
- Foreign investors **outperformed** local investors in deal value
- Vietnam startup ecosystem moves to a new level



Value

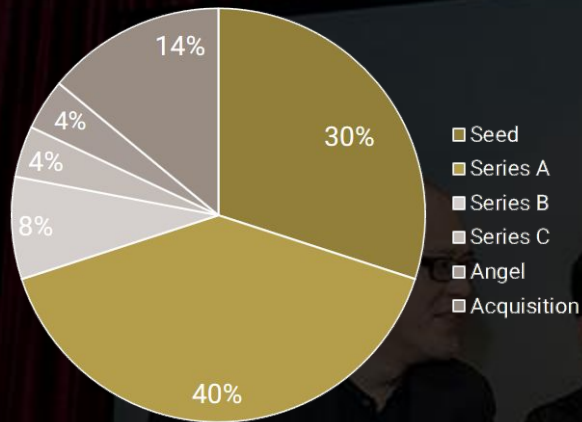


Deal count

*50 deals found through data gathered from information with trusted sources, both announced and un-disclosed. There could possibly be more due to the remaining numbers of undisclosed transactions

ACQUISITION DEAL VALUE PEAKED AT \$110M OVER 50% OF ENTIRE STARTUP DEAL VALUE

Vietnam Startup Deals by Type



Two most significant deals:

- NTT Data acquisition of Payoo, a payment services portal, detailed deal size was undisclosed
- E-pay 62.5% stake acquisition by Korea-based UTC Investment for approx. \$34 millions, sources said.

VNG returned to local e-commerce by acquiring 38% stake in Tiki for \$17M, valuing it at \$45M

Central Group took over Zalora, strengthening its online presence along with its retail acquisition of Nguyen Kim and Big C.

Singapore-based PropertyGuru took majority shareholding for an undisclosed amount in Batdongsan, largest local real estate platform. CyberAgent exited on this deal.

Significant acquisition deals

Investee	Investor	Estimated size
Payoo	NTT Data	Undisclosed
VNPT E-pay	UTC Investments	\$33.8M
Tiki	VNG	\$17M
Zalora VN	Central Group	\$10M
Batdongsan	PropertyGuru	Undisclosed

SEED AND SERIES-A DEALFLOW REMAIN **DOMINANT** 70% DEAL COUNT

SERIES A

MEKONG
CAPITAL

>\$10M

F88

TÀI CHÍNH CÁ NHÂN

F88 commercializes pawn services

SERIES A

C>PRICORN
INVESTMENT GROUP

\$9.1M

got it!

GotIt! helps slacking teenager with their homework.

SERIES B

Standard
Chartered

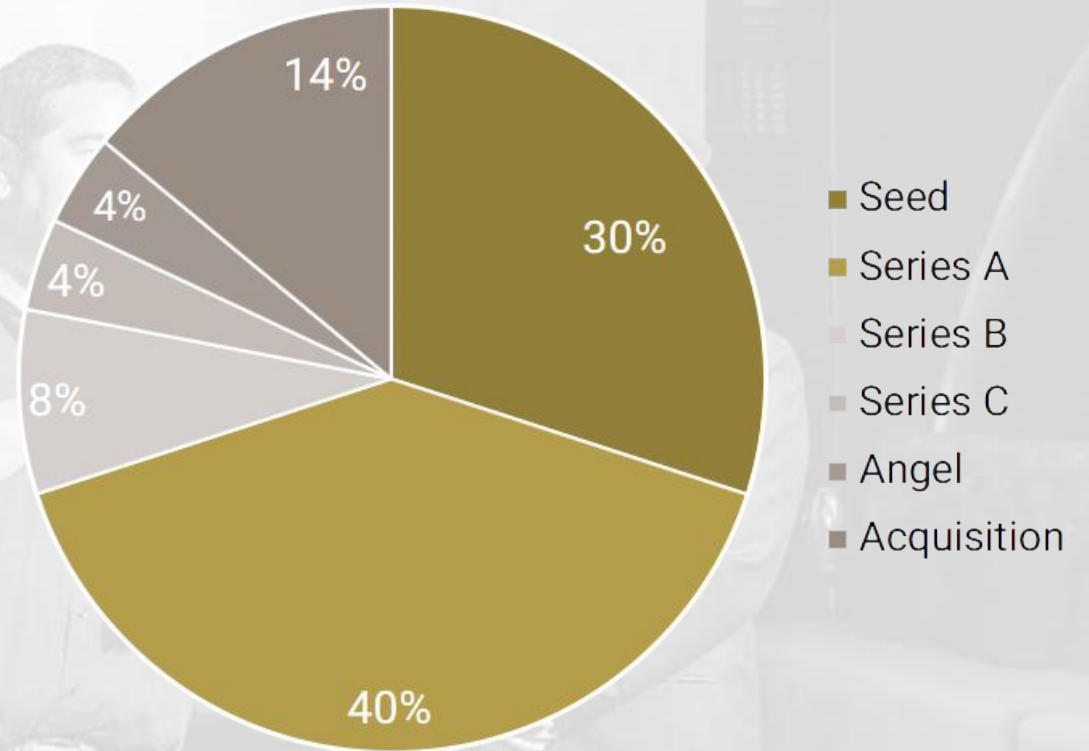
\$28M

mo mo
mobile money

Goldman
Sachs

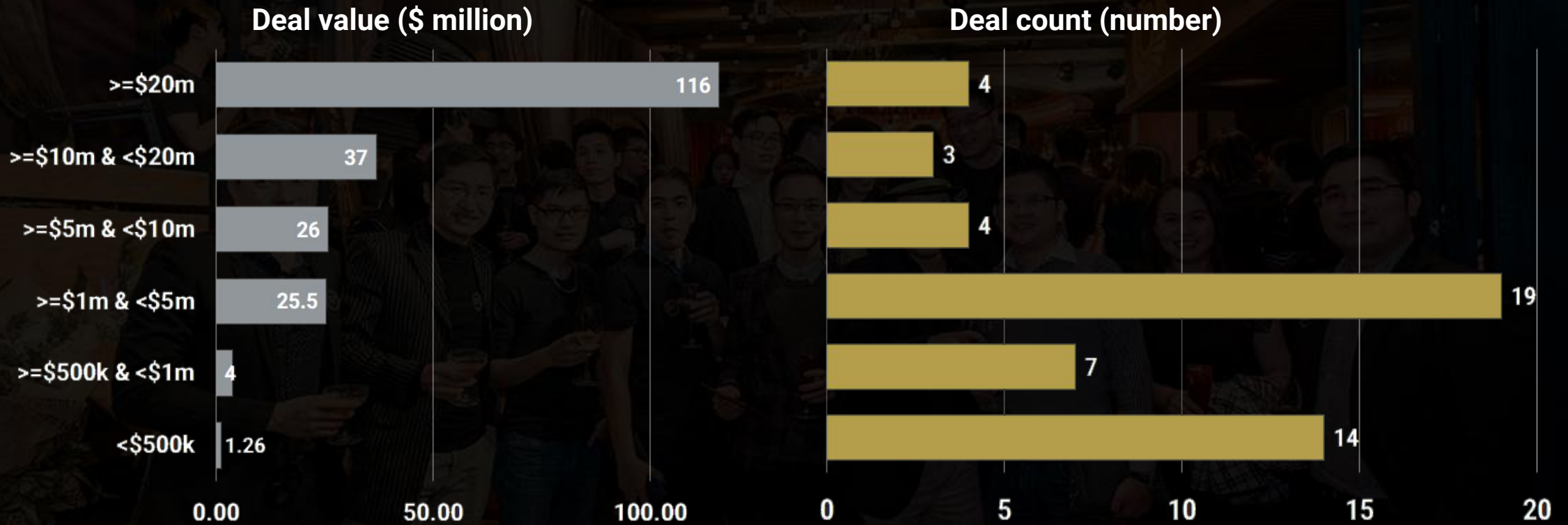
A mobile e-wallet services

Vietnam Startup Deals by Type



* GotIt! founded by Hung Tran as Tutor Universe in 2011, headquartered in CA, USA. Most of its product and engineering team based in Hanoi, Vietnam

2016 DEAL SIZE COMPARISON



Small deals (<\$5 million) continued to represent a significant portion of overall deals.

Large deals (>\$5 million) remained unchanged from 2015 in terms of count (11 vs.10) but grew 60% in terms of value (\$ 63 million vs. \$100 million).

FINTECH LED THE MARKET WITH \$129M DEAL VALUE

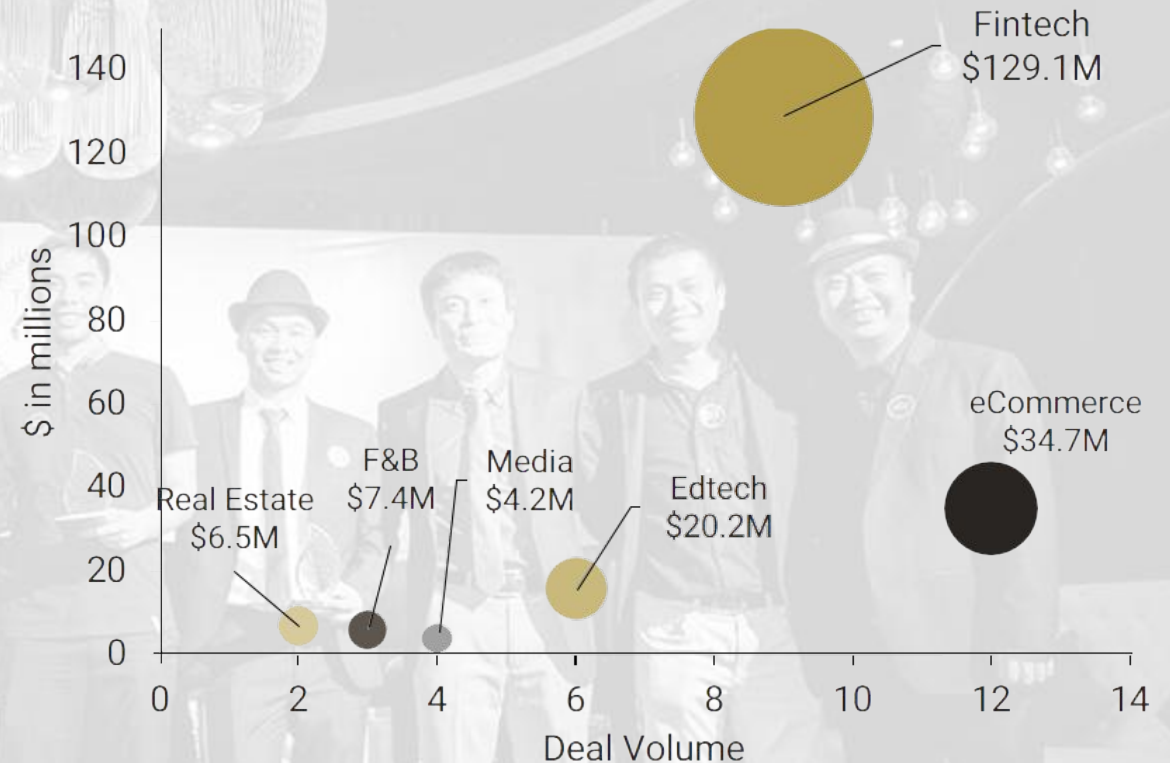
Fintech shot up drastically at \$129 million, greater than combined value of all other sectors. Payoo, VNPT E-pay, Momo, and F88, to name a few, led the HOT sector in deal values.

E-commerce was still the most active sector with 12 deals closed in 2016. However, entire e-commerce deals combined value was only \$34.7 million, or one fourth of Fintech.

Edtech witnessed strong growth in 2016, accounting for 6 deals and over \$20 million being invested, making it the second fastest growing sector after Fintech.

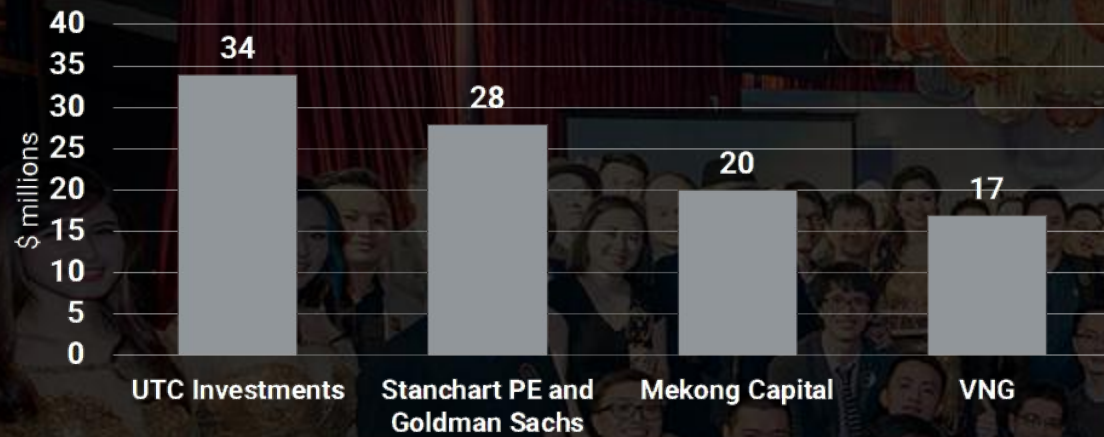
Mediatech suffered a slow-down with only 4 deals and \$4 million in total, reduced significantly from 15 deals and \$15 million in 2015. Notable was Big Cat, an online video network, bought by Asia Innovations Group to scale out of Vietnam.

Deals by top 6 industries



FOREIGN INVESTOR OUTPERFORMED IN DEAL VALUE

Top investors by deals size



Foreign fund outperformed local fund in terms of deal value. UTC Investments, Stanchart PE, Goldman Sachs, and NTT Data, are tops in 2016. This trend opens up a promising horizon for megabucks outbound deals in 2017.

CyberAgent and Mekong Capital were the most active dealmakers in 2016 with 3 investments each.

Top investors by deals volume



CyberAgent continued to strengthen its presence as leading early stage investor with 2 seed and 1 Series A investment in ViCare, Jupviec, and Kyna, respectively.

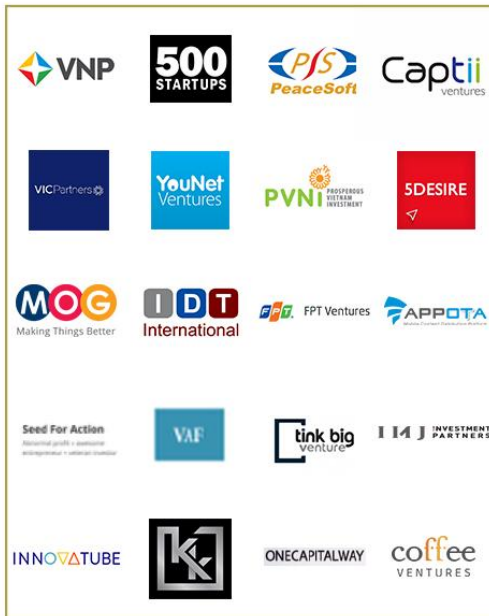
Mekong Capital invested into 3 growth-stage companies, F88, Wrap & Roll, & ABA Cool-trans, with a combined investments of \$21 million.

VIETNAM STARTUP ECOSYSTEM MOVES TO A NEW LEVEL

Accelerators



Pre Seed/Seed



Series A and Series B



Government



Coworking Space



Community & Media



Events



Corporate Investors



ABOUT TOPICA FOUNDER INSTITUTE

FACTS

Since
2011

60
Startup
Graduates

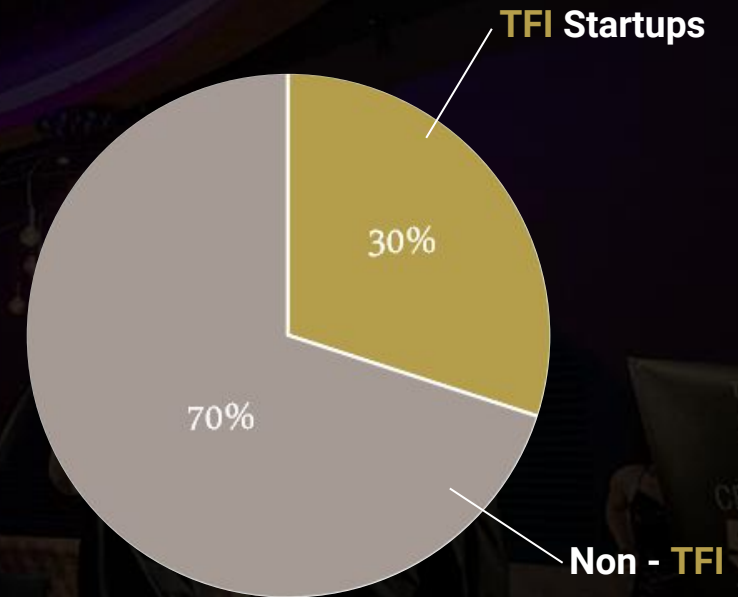
\$20m
Funding
Raised

\$100m
Combined
Valuation

Topica Founder Institute (TFI) has the mission of building real startups, with real products, real revenues, and real funding. In 2016, 9 TFI graduates got funded, accounting for ~30% of all early stage funding deals in Vietnam (Seed, Series A).

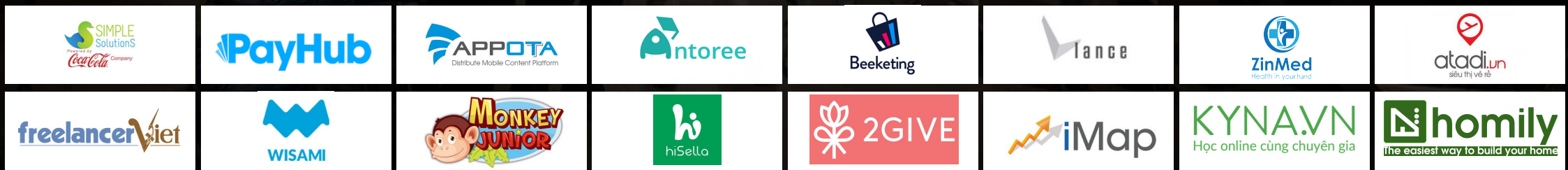
“TFI Mafia” consists of hundreds of startups, investors, mentors promoting a “Pay-It-Forward” culture in building the startup ecosystem.

Highlighted graduates



Seed and Series A deals in Vietnam, 2016

Batch 2017 opening in April
For details of 2016 Vietnam Startup Deals:
ivy.topica.asia/tfi



DISCLAIMER

Data contains both disclosed and undisclosed (non-exhaustive) investment deals that took place in 2016. We do not guarantee accuracy of the information for undisclosed deals, please use the information with discretion.

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