



**WELCOME TO PNJP**

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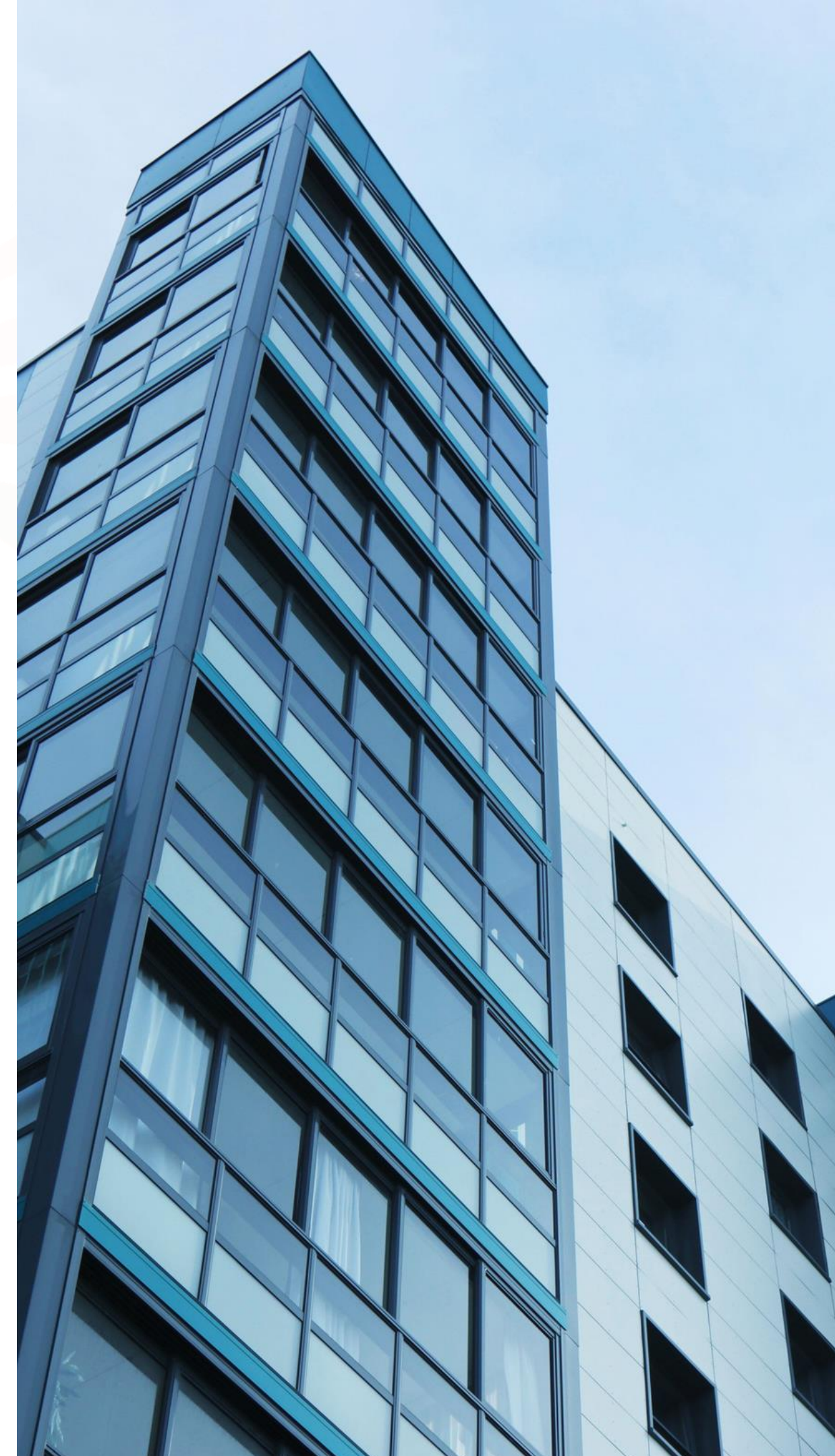
ABOUT US



WHAT WE PROVIDE



WHY CHOOSE US





# ABOUT US



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## COMPANY OVERVIEW

## GENERAL INFORMATION

Trading name: **CÔNG TY CỔ PHẦN VÀNG BẠC ĐÁ QUÝ PHÚ NHUẬN PNJ**

English name: **Phu Nhuan Jewelry Joint Stock Company**

Abbreviations: **PNJ**

Address: **170E Phan Dang Luu, Ward 3, Phu Nhuan District, HCM City**

Telephone: **(028) 3995 1703**

Fax: **(028) 3955 1702**

Website: **www.pnj.com.vn**

Business registration certificate: **0300521758**

Stock code: **PNJ**

Charter capital: **131.444.132 USD**

Shares outstanding: **334,729,180 shares**

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## MAIN BUSINESS INDUSTRIES

- Producing and trading jewelries, gold, silver, gems, fashion accessories, souvenirs
- Trading watches
- Inspection services of diamonds, gems, precious metals

# OUR PHILOSOPHY

## VISION



To become a leading jewelry manufacturer and retailer in Asia, to honor beauty, and reach the global market

## MISSION

PNJP constantly innovates to bring exquisite jewelry products with true value to honor beauty of people and life

## SUSTAINABLE DEVELOPMENT

Integrate the customer and society benefits into the company interests

# CORE VALUES

TO WORK WITH  
INTEGRITY TO LAST



BE CARING  
TO GROW TOGETHER



BE DEDICATED  
FOR CUSTOMERS



BE CONSTANT  
TO THE TARGET



BE PIONEERING  
TO MAKE DISTINCTIONS

# ABOUT PNJ



## The Milestones

Founded as a State-owned Business

**1988**

Changed company name to **Phu Nhuan Jewelry Company**

**1992**

Turned into a joint stock company with the official name **Phu Nhuan Jewelry JS. Co.**

**2004**



**2009**

Became the 1st listed jewelry company in Vietnam

**2018**

Sustainable Development Report won the first prize in Asia.

**2019-Present**

Continuously restructured for sustainable development

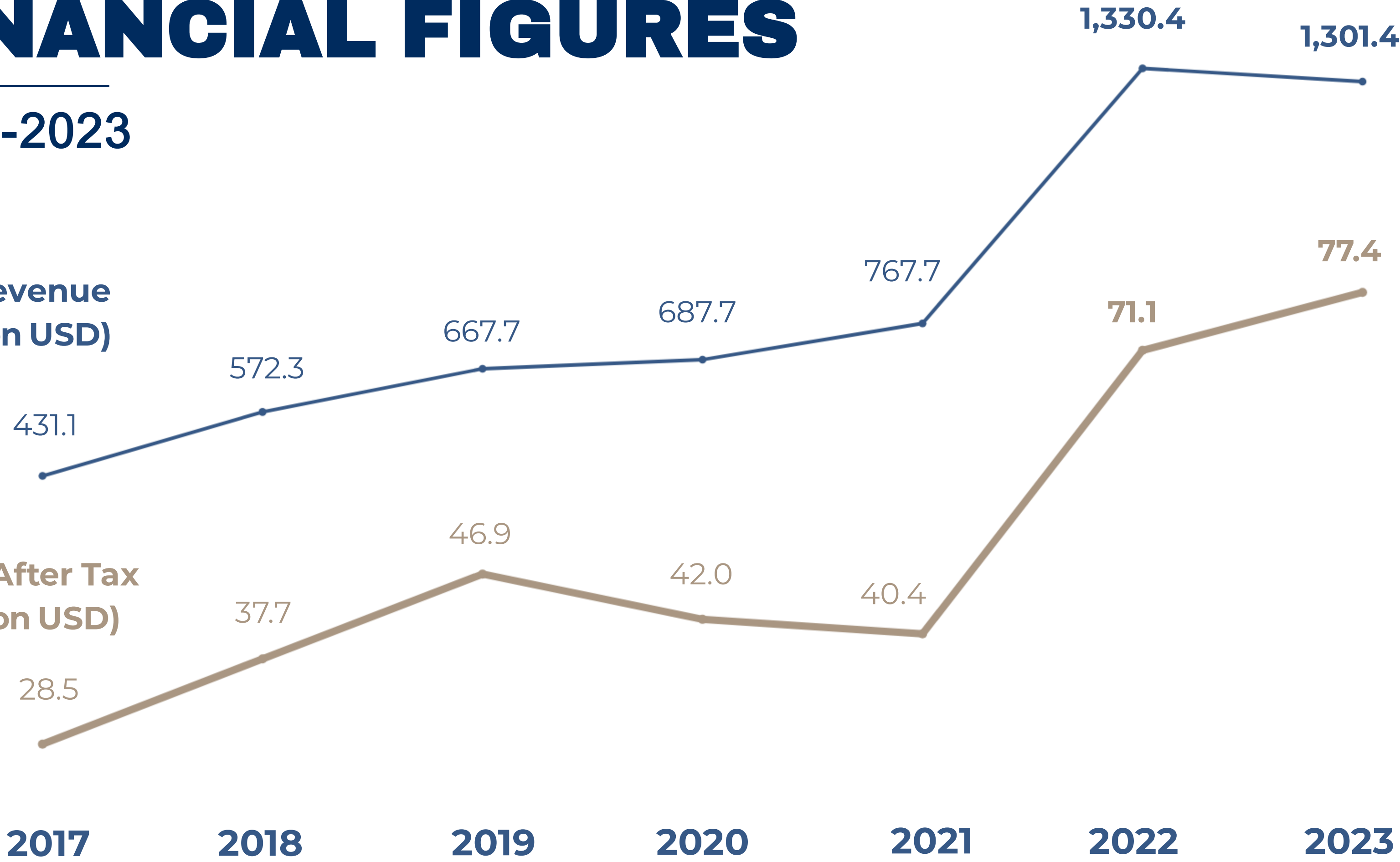
# FINANCIAL FIGURES



2017-2023

Net Revenue  
(million USD)

Profit After Tax  
(million USD)



# MEMBER COMPANIES of PNJ GROUP

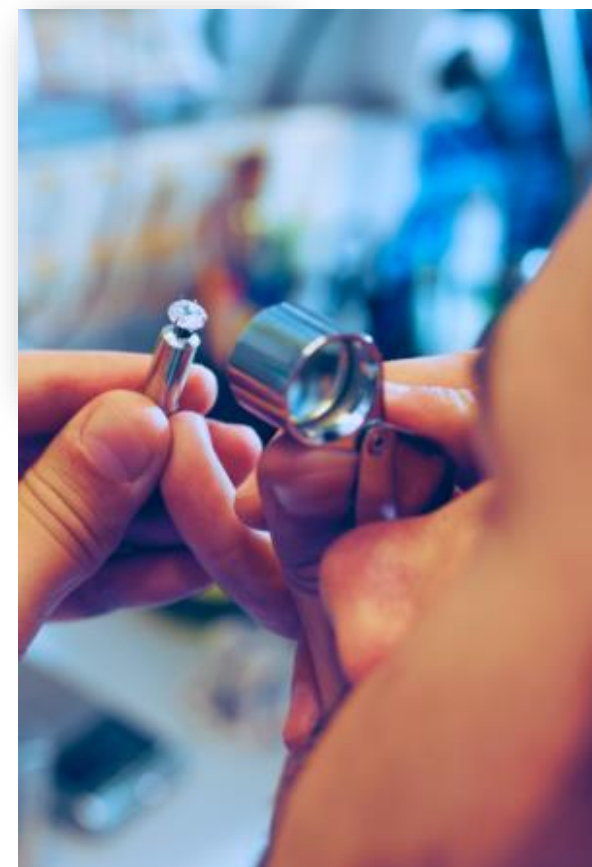


Vietnam's leading jewelry manufacturer

Markets: Domestic and International Markets

Certs: ISO, SMETA.

Outstanding achievement: 2021 JWA Manufacturer of the Year



Vietnam's leading natural diamond, gem, and precious metal inspection company

One of the few enterprises licensed by the General Department of Standards.

Certs: ISO/ IEC 17025.



High-end jewelry retail brand of PNJ.

Honor the craftsmanship talent of Vietnamese jewelers and the constant artistic creativity of contemporary young generation designers.



PNJ JEWELRY PRODUCTION & TRADING COMPANY LIMITED

# ABOUT COMPANY PNJP

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A member company of PNJ Group since 2018

A leading jewelry manufacturer in Vietnam

Domestic Wholesale and Export Channels

For the Export channel, the company has over 25 years of experience in dealing with B2B clients from different parts of the world.



PNJ

# MILESTONES AND ACHIEVEMENTS



Completed construction  
and operated as  
**a PNJ Factory**

**2012**



Officially became  
a separate company, named  
**PNJP Co., Ltd.**

**2018**



Awarded  
**JWA's Manufacturer  
of the Year**

**2021**



Restructuring for  
**sustainable  
development**

**2022-Present**



# PNJP FACT

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**1,900**  
Employees

**15,500**  
Factory area

**4.5m**  
Built Capacity

- 3.0m Retail
- 1.5m Wholesale (~157m USD)
- 0.1m Export

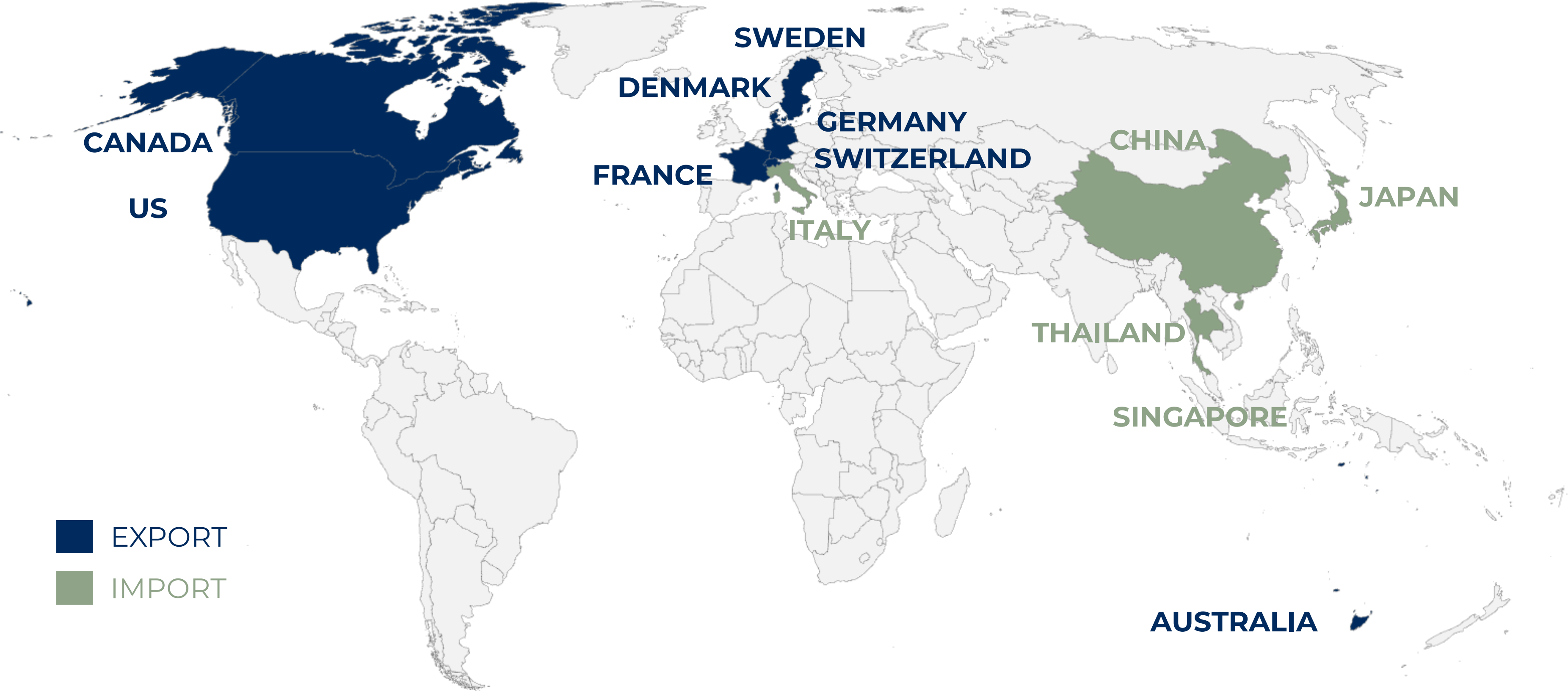


# MANUFACTURING FACILITIES

Machinery and technology are regularly updated and invested to serve domestic and international demands.



# EXPORT & IMPORT MAP





# WHAT WE PROVIDE

# PRODUCT LINES



## GOLD JEWELRY

**SOLID GOLD 9K-18K**  
**COLOR:** YELLOW, WHITE, ROSE



## HIGH-END SILVER JEWELRY

**PLATING METHOD**  
GOLD-PLATED/VERMEIL (YELLOW/WHITE),  
RHODIUM-PLATED



## DIAMOND JEWELRY

**NATURAL DIAMONDS**  
**COMMITTED TO KYC POLICIES**



## MACHINE-MADE CHAINS

**POPULAR CHAINS**  
CABLE, FIGARO, SNAKE, BOX, ROSARY BEADS,  
PAPERCLIP

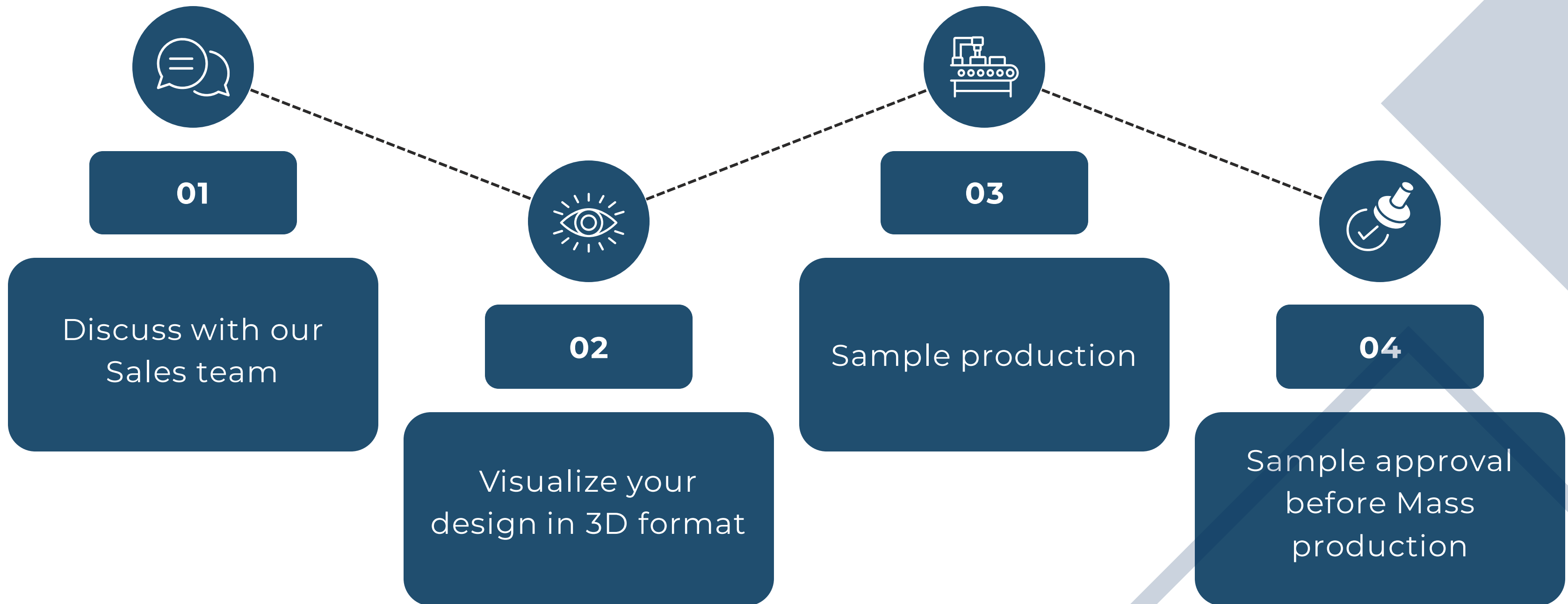
# SERVICES

## PRIVATE LABEL

Work on customer's ideas

Non-disclosure Commitment

Quality level diversification



# SERVICES

## OEM & ODM

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Work on PNJP and client's designs

Non-disclosure Commitment

+450 designs developed monthly

+17,000 SKU available on the B2C website



**Enchanting  
Collection**



**DNA  
Collection**



**Summer  
Collection**



# WHY CHOOSE US

# HIGHLIGHTS

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1

ONE-STOP SOURCING

2

CRAFTSMANSHIP & PRODUCTION

3

QUALITY ASSURANCE &  
CREDIBILITY

4

SUSTAINABLE DEVELOPMENT

# VERTICAL SET UP FACTORY



## FOR YOUR ONE-STOP SOURCING

- **TECHNICAL CONSULTANCY**

Experienced technicians provide Technical advice to achieve both the aesthetics and feasibility of each design.

- **DESIGN**

+50 creative 2D and 3D designers facilitate the design visualization from sketches or even ideas.

- **PRODUCTION**

+1,300 well-trained goldsmiths and modern machinery.

- **SALES**

Competent Sales team with high level of sensitivity to designs and customer insights stimulating design development process.

- **SUPPLY CHAIN**

Proactively managing the supply chain and monitoring performance to ensure efficient operations and superior customer satisfaction.



# CRAFTSMANSHIP & PRODUCTION

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- Advanced machinery and technology
- Highly skilled & continuously trained goldsmiths
- Home of elite jewelry artisans honored by the Government
- Strict quality control at every stage of the production process



# CERTIFICATE OF ANALYSIS



Product:  
 Total Weight:  
 Batch no:  
 Manufacturing date:  
 Origin:

PROPERTIES	SPECIFICATION						RESULT	TEST METHOD			
Purity	<b>Gold Content (%)</b>		<b>Deviation (%)</b>				(Actual)	TCVN 7055:2014 Machinery: Skyray EDX3000- 67A; Fisher			
	Below 80,00%		± 0,15%								
	From 80,00% Under Below 99,90%		± 0,1%								
	99.90%		± 0,05%								
	Above 99,9%		± 0,02%								
Plating Thickness	Plating order						(Actual)	TCVN 10310:2014 ISO 3497:2000 Machinery: (Skyray NX8089; Fischer (Model: XDV- SDD)			
	Gold	White Italy	Pd ≥ 0.05 μm	Rh ≥ 0.05 μm							
		White Normal	Pd ≥ 0.05 μm	Rh ≥ 0.1 μm							
	Silver	White	Pd ≥ 0.2 μm	Rh ≥ 0.05 μm							
		Pink	Pd ≥ 0.2 μm	AuCu ≥ 0.5 μm							
		Yellow	Pd ≥ 0.2 μm	Au ≥ 0.5 μm							
	Brass (Art)	White	Cu: 13 μm	Ni: 8 - 12 μm	Ag: 10 μm	Pd ≥ 0.2 μm			Rh ≥ 0.06 μm		
		Pink	Cu: 13 μm	Ni: 8 - 12 μm	Ag: 10 μm	Pd ≥ 0.2 μm			AuCu ≥ 0.8 μm		
		Yellow	Cu: 13 μm	Ni: 8 - 12 μm	Ag: 10 μm	Pd ≥ 0.2 μm			Au ≥ 0.2 μm		
	Brass (Jewelry)	White	Cu: 13 μm	Ag: 10 μm	Pd ≥ 0.2 μm	Rh ≥ 0.1 μm					
		Pink	Cu: 13 μm	Ag: 10 μm	Pd ≥ 0.2 μm	AuCu ≥ 0.8 μm					
		Yellow	Cu: 13 μm	Ag: 10 μm	Pd ≥ 0.2 μm	Au ≥ 0.8 μm					
	Metal color	Y01: Lemon yellow (slightly greenish)							(Actual)	Standard color sample provisions	
		Y02: Yellow with a slight lemon tint									
		Y09: Yellow with a white sheen									
Y10: Yellow with a white-pink sheen											
Y11: Yellow with a strong greenish tint											
Y14: Yellow											
Gemstone + Carat weight + Stone Quality							(Actual)				

# QUALITY ASSURANCE & CREDIBILITY

Ensure **authenticity** with gold purity and plating thickness details.

Crafted in collaboration with our QC Department for **accuracy**.

Elevate customer **trust** and **confidence** in our jewelry products.

**Guarantee** consistent product **quality** to meet customer standards.

Proactively **oversee** and **track** material **traceability** to address underlying issues.

# SUSTAINABLE DEVELOPMENT



*“PNJ acts responsibly to honor the beauty of people and life in a sustainable way”*

## ACHIEVEMENTS

2022-2023

Constructing  
& Standardizing

2024-2025

Making Impacts

2026-2027

Aiming for  
International Standards

TOP 50

Top 50 companies promoting **sustainable development** in 2022 hosted by The Business Review Magazine.

TOP 10

Top 10 companies in the trade & service sector.

TOP 5

Top 5 companies in Vietnam promoting **gender equality & women's rights** at the 2022 VN Sustainable Business Announcement Ceremony.

TOP 1

**Top 1 workplace** in Vietnam in 2022 in the wholesale, retail and trade industry at the 2022 Anphabe Awards.

# E

Reduce **GHG** & strive towards **Net Zero Emissions** and manage waste in compliance with **Environmental Laws**

# S

Supply chain practices aimed at preventing **harm** to **communities**, along with promoting **DEI&B** and welfare initiatives in the workplace.

# G

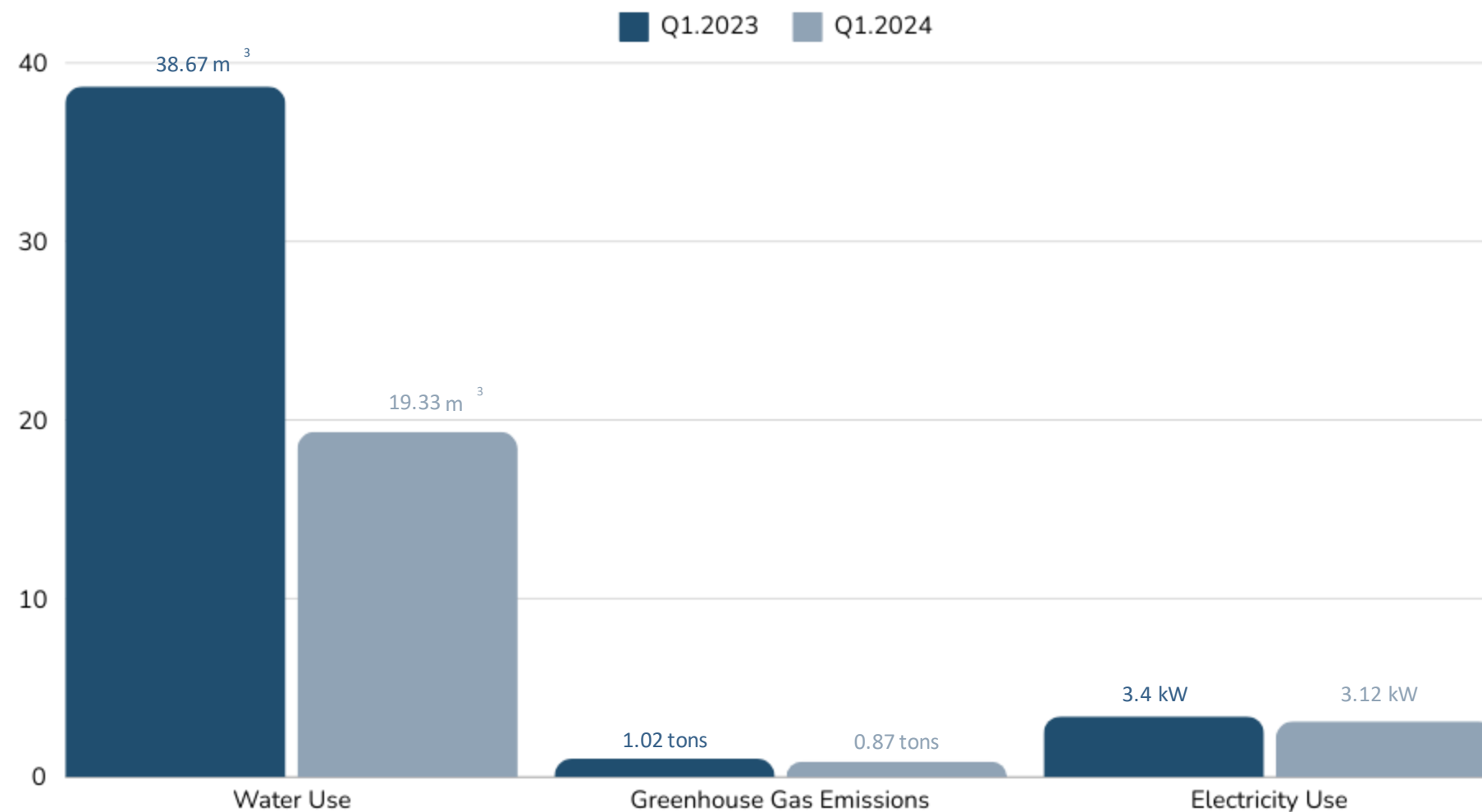
Fostering **long-term value** and inspiring employees towards **sustainable development**.

# ENVIRONMENTAL HIGHLIGHTS

## GREENHOUSE GAS EMISSIONS

**-14.7%**

The amount of Greenhouse Gas Emissions consumed per unit of the manufactured product decreased compared to the same period in 2023.



\*Each figure is calculated based on a unit of the manufactured product.

## WATER USE

**-50%**

The amount of water consumed per unit of the manufactured product decreased compared to the same period in 2023.

## ELECTRICITY USE

**-8.5%**

The amount of electricity consumed per unit of the manufactured product decreased compared to the same period in 2023.

## HARMFUL WASTE

**-56.5%**

The amount of harmful waste per unit of the manufactured product decreased compared to the same period in 2023.

SMETA

## Sedex Members Ethical Trade Audit Report

Version 6.1



# AUDIT ASSESSMENT

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We are committed to upholding all **4 pillars** of SMETA in our production processes and operations:

- **Labor**
- **Health & Safety**
- **Environment**
- **Ethics**

# LEARNING & DEVELOPMENT

## Diversity, Equity, Inclusion and Belonging

PNJP conducted a diverse array of training activities aimed at enhancing the skills of our staff members:

- **Training sessions for office teams.**
- **Talent competitions for workers.**
- **Educational workshops and clubs.**

*"We create a diverse, fair, and harmonious environment in the company by listening to and respecting differences, empowering responsibly, encouraging opportunities, and recognizing deserved contributions" - CHRO Director.*



# CERTIFICATES



ISO Certificates



Certificate of Honour: Manufacturer of the Year

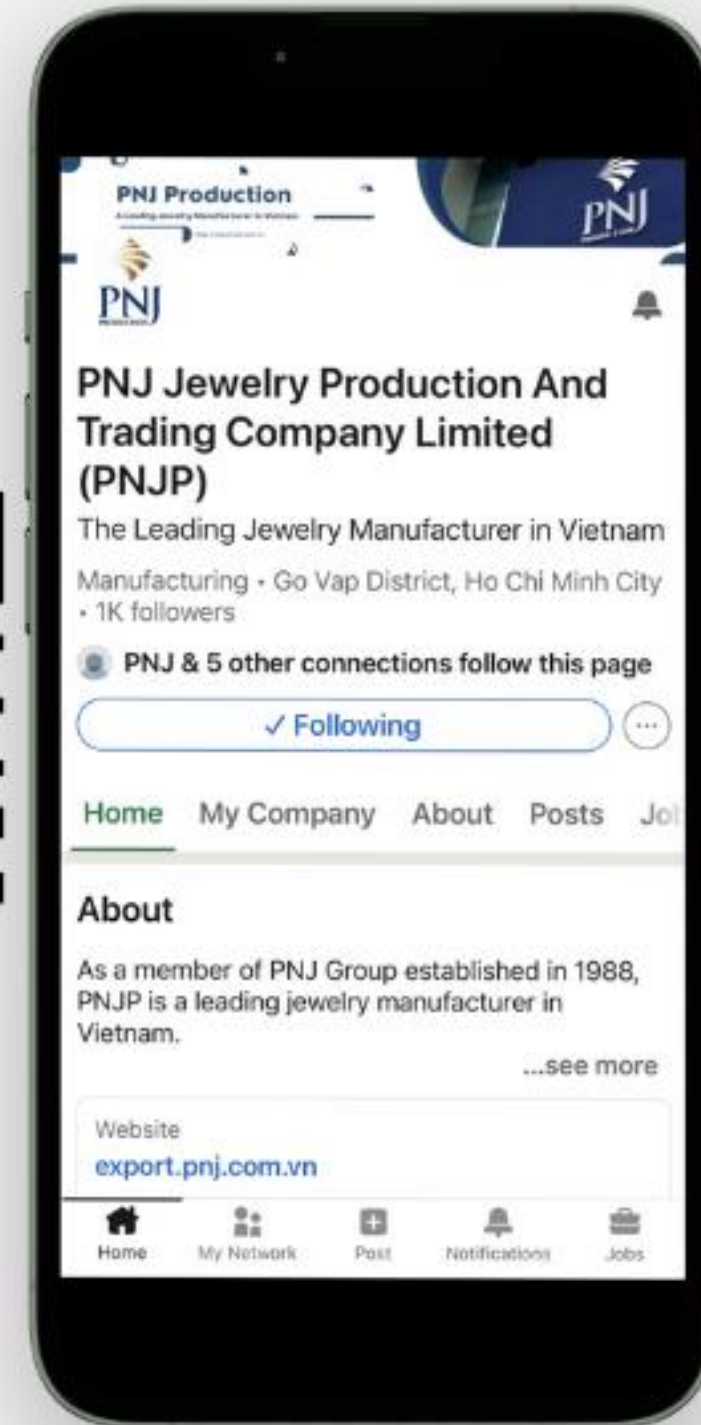
# PNJP ONLINE PRESENCE



LinkedIn



Alibaba



Website



**YOU VISUALIZE  
WE CREATE**

**THANK YOU**



# Q&A

