

## **PRESS RELEASE**

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### **NHANVIET MANGEMENT GROUP OFFICIALLY ANNOUNCES THE ACQUISITION OF VIPDATABASE AND REBRAND IT INTO VIPSEARCH.**

HCMC – **NhanViet Management Group** (NhanViet) officially announces the acquisition of its subsidiary VIPdatabase and rebrands it into **VIPsearch** whose philosophy is “**Find Talents. Add Values.**”

Accordingly, **VIPsearch** functions as a division of **NhanViet** and is active in the executive search industry. **VIPsearch** industry practices embrace 5 spearhead industries including Consuming, Finance & Banking, Information & Communication Technology (ICT), Industrial and Services, which is cutting edge in comparison with other local executive search firms.

**VIPsearch** is also a member of **Glasford International**, a global collaboration of over 30 independent executive search firms throughout Europe, the Americas, Middle East, Far-East and Africa with a proven record of delivering practical long-term resourcing solutions to its clients.

With years of experiences in the local market, professional team of consultants, high profile candidate database, **VIPsearch** is committed to providing clients with effective and tailored recruitment solutions and well matched search placements who can meet the complex and sophisticated requirements of organizations operating in Vietnam or overseas.

To align with the rebrand, **NhanViet** launches a separate Corporate Identity and Philosophy of “Find Talents. Add Values.” for **VIPsearch**. The philosophy means that we are willing to support clients to achieve their business objectives through identifying and recruiting top executives.

#### **According to Mr. Huynh Minh Quan, General Director of NhanViet Management Group**

“The rebrand clearly defines our development strategy and vision to become a top executive search firm in Vietnam and Indochina through channeling our resources into the segment of top executive search and recruitment. Besides people, we are placing heavy investment in technology to better serve the needs of clients and exceed their expectations.”

For further information, please visit our website at [www.VIPsearch.com](http://www.VIPsearch.com).

#### **About NhanViet Management Group**

NhanViet Management Group has been operating in HR Consulting & Outsourcing industry since 2003.

In an ever changing business in Vietnam & Indochina, our services and solutions are client focused and built on the integrity of deep industry knowledge, technology and philosophy of becoming an integral business partner of organizations in Vietnam and Indochina to contribute to their growth and development. Our extensive market activities are mainly concentrated on 3 fields: HR Research, HR Outsourcing and HR Development.

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Fully adopt the philosophy of integral business partner or client's success is our success, all members of NVMGroup bear in mind the 3 values of Innovation, Professionalism and Contribution. These values define our service standards and commitment to client's success.

Our services and solutions are:

1. Executive Search & Selection
2. HR Consulting
3. HR Insights and Research
4. Payroll Outsourcing
5. HR Outsourcing and Interim Management

### **About former VIPdatabase:**

A member of Glasford International, a global collaboration of over 30 independent executive search firms throughout Europe, the Americas, Middle East, Far-East and Africa, VIPdatabase was known for its reputation in the top executive search and recruitment in Vietnam with many years of experiences handling top executive assignments for many large companies in Vietnam.

### **About our new logo VIPsearch:**



VIPsearch is entering a new level in its development. More focus on our niche market, more sophisticated methodologies, higher service delivery level, more professional customer service are creating a new image in the eyes of clients, suppliers, investors and the public. We have decided to support the new image with a new, dynamic, modern and sophisticated Corporate Identity, which we hope will double the positive attitude and preferences of clients and all stakeholders towards our brand name.

Our new identity reflects our new business strategy, our philosophy and our vision of becoming a leading executive search firm in Vietnam and Indochina. Our new identity will create a new wind among all of VIPsearch members and inspire them to be more involved in the revolution and streamlining the process to challenge the status quo.

### **The Logotype**

The logotype is our brand name VIPsearch which is a combination of VIP and search. VIP refers to our niche market which is senior and top executive recruitment and search refers to the industry we are active in, Executive Search.

### **The Symbol**

The symbol consists of four arrows converging to the center which implies a strong commitment and focus to our assignments by the clients. They also represent a multi-dimensional approach which employs different methodologies necessarily to get the assignments done; in which, the red arrow stands for our own insights and expertise. The commitment and approach will eventually result in higher service delivery level and customer satisfaction.

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Also, the converging of the four arrows forms a letter “X”, which stands for “Executive” or the “Excellence” factor which is the most treasured of a company’s asset – TALENT.

Each arrow responds to

- More focus on our niche market
- More sophisticated methodologies
- Higher service delivery level
- More professional customer service

### The Strap line

Our strap line is “Find Talents. Add Values.”. It is also the philosophy that directs our mission to support clients to identify and recruit the best fit. The philosophy is absorbed by every of our consultants and communicated through every touch points with clients to fertilize the image of one of the leading Executive Search firm in Vietnam and Indochina.

### The color

The themed color of our logo is red and grey. Red refers to our dedication and ambition to challenge the status quo to become the leader. While grey is a mixed color of black and white, the mixture implies that our services and solutions are a combination of world’s standard and local practice.

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