

UNG SNAPSHOT



Q1
2025



Overall

The VNG Snapshot Q1 2025 provides a concise overview of VNG's and its products' operational, financial, and strategic performance through March 31, 2025.

This report highlights VNG's financial outcomes, core business performance, AI implementations, and contributions to Vietnam's digital transformation initiatives.



Key metrics

	Net revenue	VND 2,232 billion stable YoY performance
	Adjusted operating profit	VND 185 billion (Q1/2024: VND 1 billion)
	Net loss after tax	VND 15 billion (improved 52% YoY)
	Contribution to the state budget	VND 391.5 billion

“Over the past 20 years, VNG has continuously innovated to serve our users with the goal of creating lasting value. We believe that new growth drivers—game globalization, the Zalo as a platform, AI solutions, and fintech—will shape the next decade of our journey. By balancing sustainable growth in core businesses with a strong innovation mindset, we are building VNG into a technology leader that will help drive Vietnam’s digital transformation in the years ahead.”

Le Hong Minh
Founder and Chairman of VNG

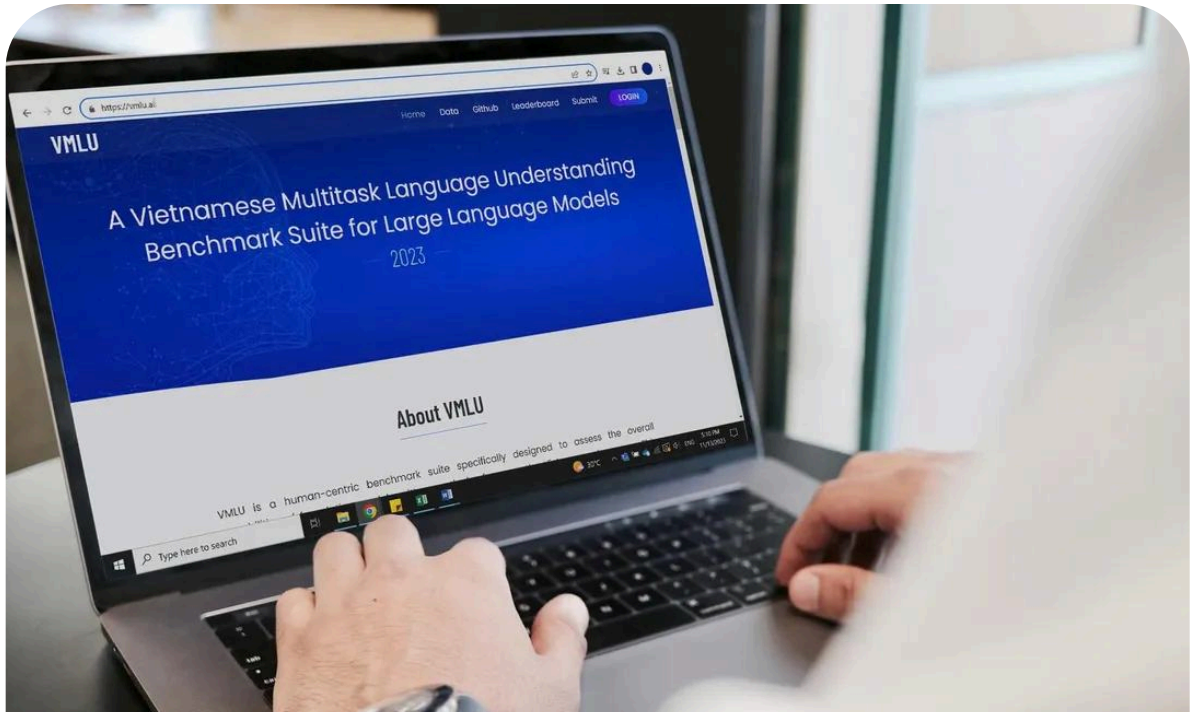
Breakthroughs in AI



Infrastructure

GreenNode partnered with NVIDIA to host a series of AI seminars (in Hanoi and HCMC) for the finance and banking sector, signaling a robust market appetite for practical AI deployment.

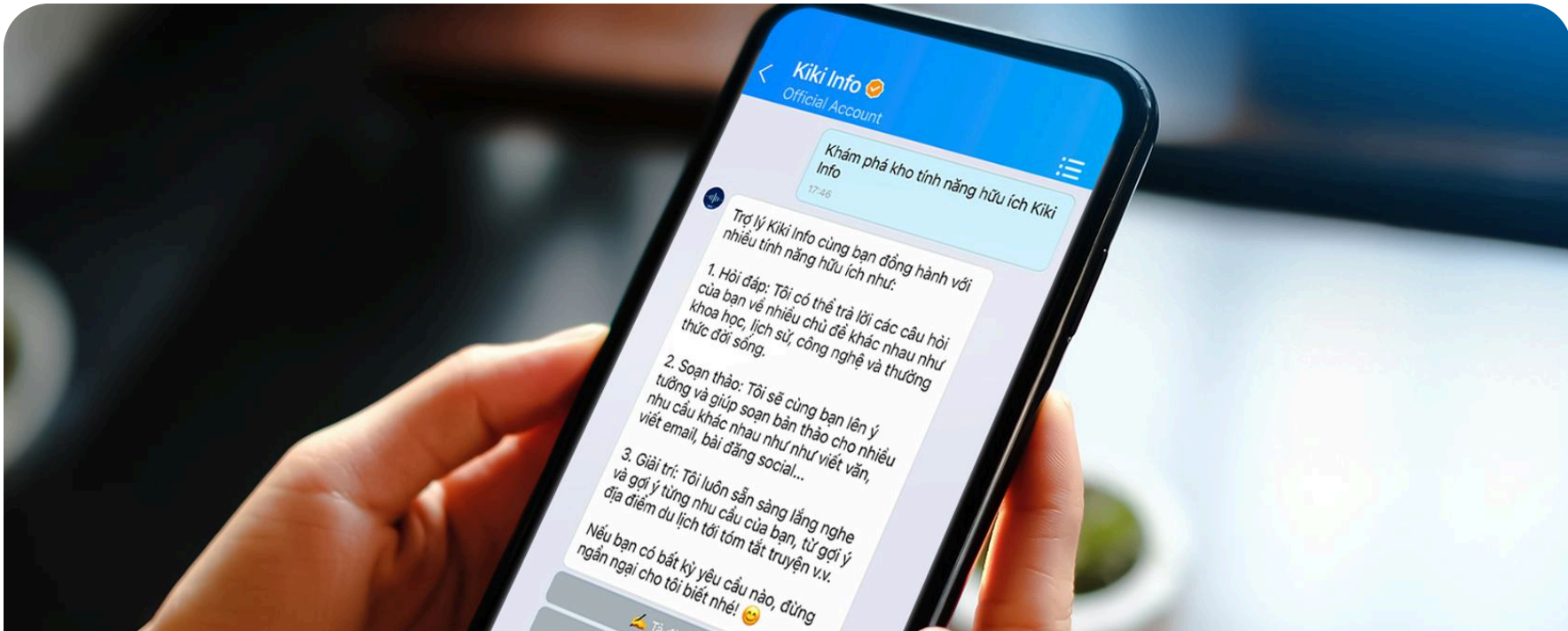
GreenNode AI Lab introduced GN-TRVN, the **first Vietnamese-language dataset designed** to help AI systems extract information from tables—laying the groundwork for scalable, “Made in Vietnam” AI applications.



Platform

Zalo AI successfully trained a large language model (LLM) with performance comparable to GPT-4, **making Vietnam one of only three Southeast Asian nations with its LLM.**

Zalo’s KiLM-13b-v24.7.1 model scored 66.07 ranking second only to Meta’s Llama-3-70B (According to the 2024 Vietnamese LLM Report released by Zalo AI).



Application

AI is now deeply embedded across Zalo’s product experience: Text-to-speech, Speech-to-text, Voice-to-text, and Dictation—making technology more accessible for users of all ages.

 **20%** of Zalo’s user base actively uses AI features monthly.

 Kiki Info - chatbot powered by Zalo’s LLM, received nearly **500,000** queries within just a few days of launch.

Driving the Digital Economy



 Published **4** new titles in Q1/2025.

 **1,666** billion VND total bookings, **20%** from international markets.

Global market:

 The Play of Genesis marked a breakthrough for VNGGames in the tactical RPG genre, becoming its most-discussed title in the TW-HK market with standout engagement and retention.

Vietnam market:

 Partnered with VTVcab and ON Live Esports to broadcast the League of Legends Vietnam Championship Series (VCS).

 MU Lục Địa VNG **100,000** active users were recorded on the first day of launch.

 PUBG Mobile VN Revenue increased **71%** YoY. **500** million social platform interactions, up 114% (YoY).

Next up:

 VNGGames, through NCV Joint Ventures, will launch the hit Lineage 2M in Q2 in SEA, fueling its next growth phase.

Zalo

Zalo maintained its lead as Vietnam’s #1 communication platform:

 Nearly **78 million** monthly active users.

 Approximately **2 billion** messages sent daily (increased 5% YoY).

 **5,532** Mini App for businesses were active on Zalo (increase 302% YoY).

Zalopay

 **60%** YoY surge in total payment volume.  Up **152%** growth in financial services revenue (YoY).

- Introduce "Global QR Scanning" in Singapore, allowing users to pay at over 120,000 payment acceptance points.
- Support payments via VNPAY-QR codes, enabling users to earn points on every transaction and redeem them for vouchers or gifts.

Supporting Vietnam's National Digital Transformation

VNG

joined **Executive Committee of Vietnam National Data Association**, helping to shape national data governance. VNG also deepened collaborations with global leaders like ST Telemedia and NVIDIA to build world-class digital infrastructure for Vietnam.

Zalo

is a critical digital infrastructure for public services, healthcare, and welfare



The Ministry of Public Security launched its official Zalo OA, offering real-time public security and citizen engagement updates.



In Hanoi, the Traffic Police's OA received nearly **8,000** public reports.



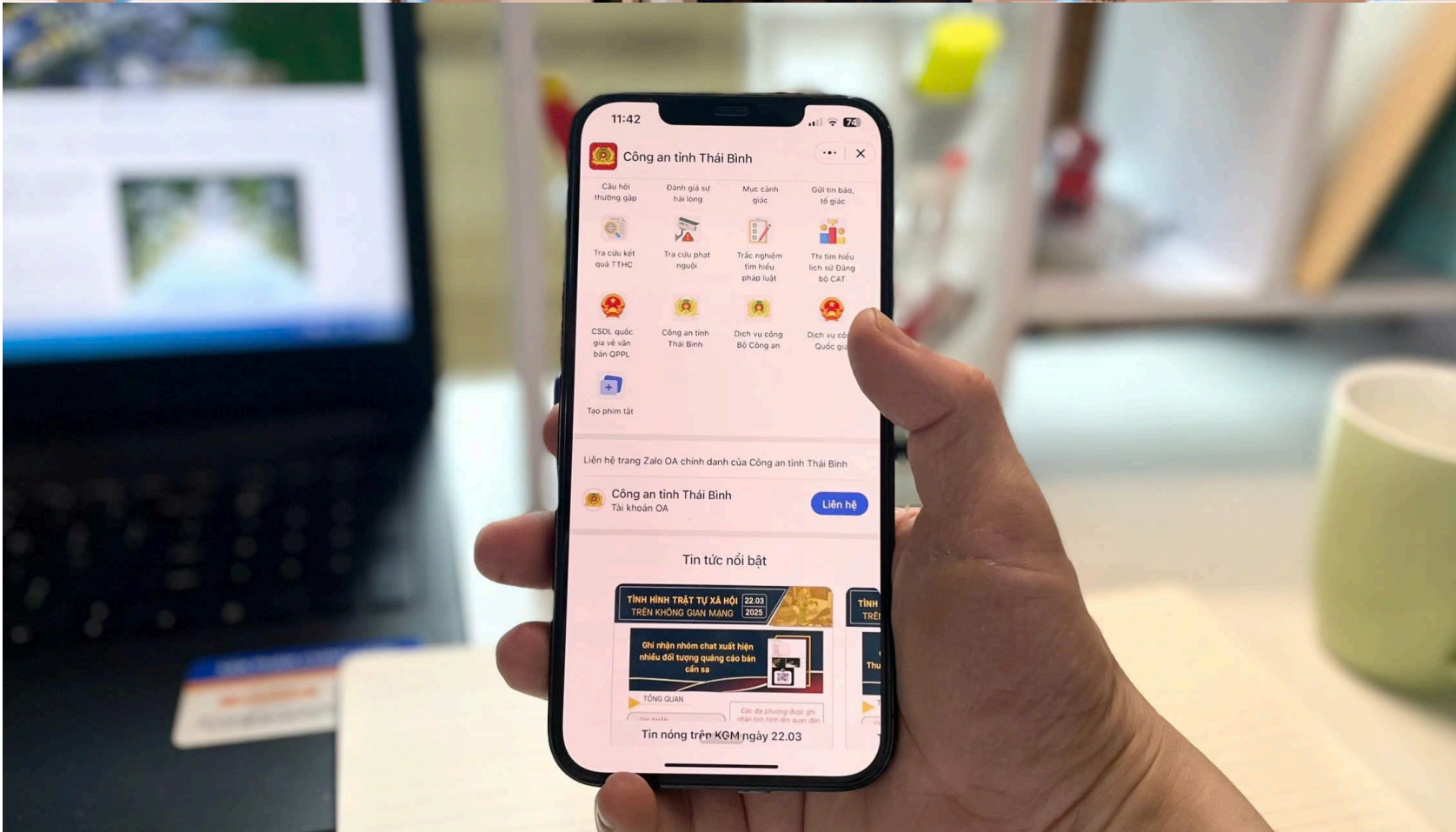
The newly launched Mini App of Thai Binh Provincial Police attracted **10,000** visits within its first month.

Zalopay

promotes digital payments



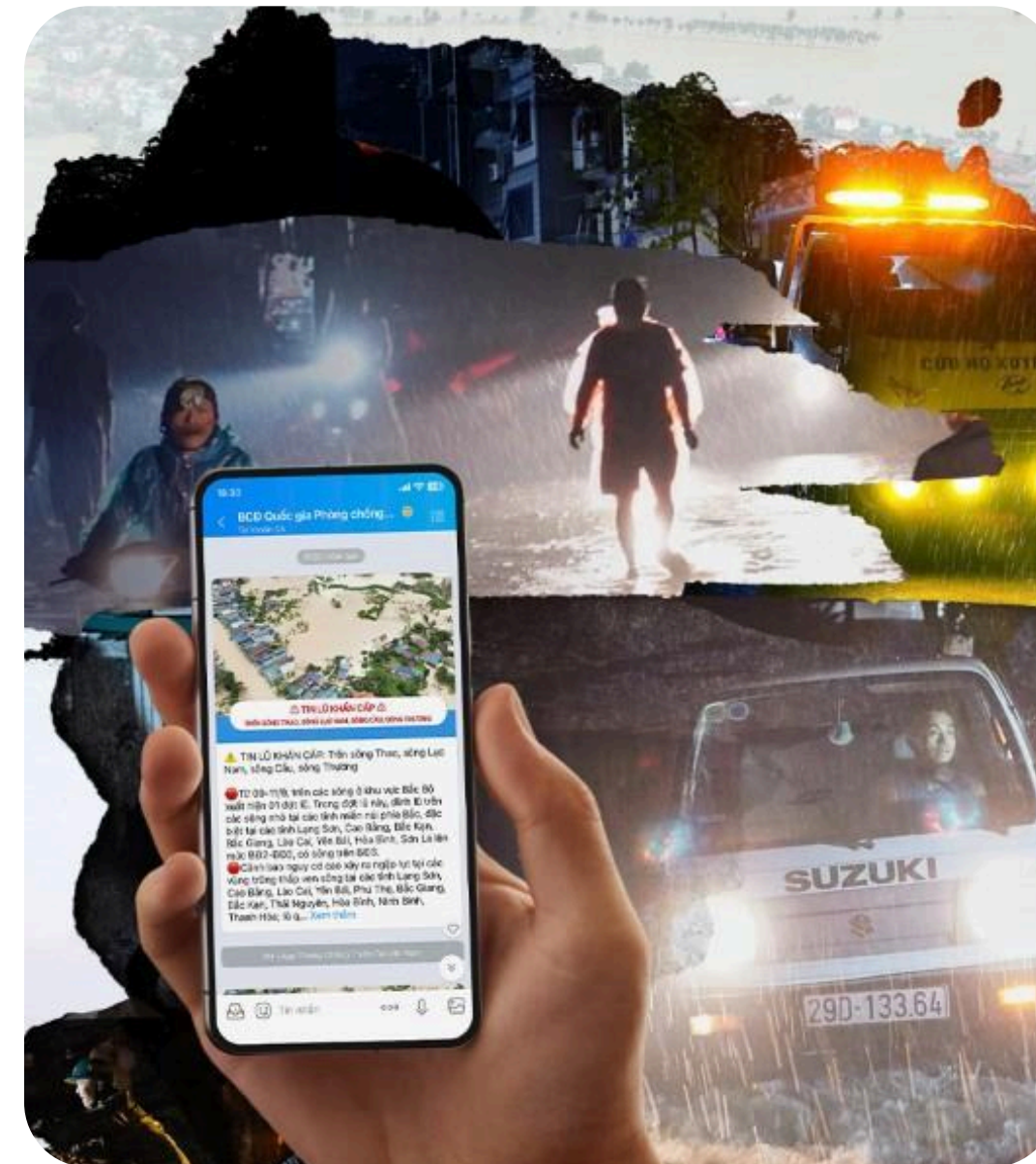
Partnered with the RAR Center (Research and Application Center for Resident Data) under the Ministry of Public Security to integrate identity authentication and explore integrated payment services into the VNeID platform.



Commitment to Social Responsibility



Zalo's "Proud of Vietnam" theme, launched for Vietnam's 50th Reunification Day gained **1 million** users in 24 hours.



Zalo partnered with the disaster committee to deliver **35 million** cold-weather alerts to Northern Vietnam communities.



In healthcare, an increasing number of hospitals adopted Zalo Official Accounts and Mini Apps to improve operational efficiency and patient service quality.



Dream Maker Foundation helped fund the construction of new classrooms, sanitation facilities, and teaching resources for Kindergarten No. 2 in Sa Tong commune, Dien Bien province.

UNG

Thank you