

27 May 2008  
For immediate release

**Press release:**

**DFJ VinaCapital invests in teen media company Yeah1**

DFJ VinaCapital L.P. (DFJV), a venture capital fund that invests in ITC companies, is pleased to announce its investment in **Yeah1**, the number one brand in teen media and entertainment production in Vietnam.

Yeah1 is the trade name of Super Star Communication Entertainment joint stock company, founded in 2006 by a group of media industry veterans. Yeah1 produces feature and documentary films, television programmes, music concerts and trade events, and a popular web portal for teens.

Yeah1.com, launched in 2006, is now one of Vietnam's most popular teen websites with over 20,000 visitors daily. It is a complete teen web portal with sections on music, videos, e-magazines, games, and a 150,000 member forum.

The company is now preparing to launch a full set of teen related media and entertainments products in June 2008:

After producing successful television shows including Teen Viet World and the famous talk show Chat With A Star, the company will launch in June the *Yeah1 TV* teen television channel in cooperation with the Ho Chi Minh City branch of Vietnam Television (VTV).

Yeah1 will also launch on 15 June 2008 the nation's first entertainment venue for teens and young adults at the Dong Da Entertainment Centre in Ho Chi Minh City. The Yeah1 Teen Club Zone, managed in cooperation with the cinema chain operator Saigon Media, will feature a cinema, gaming area, coffee shop and food court.

June 2008 will also see the company launch the printed monthly *Yeah1 Magazine*.

"By bringing a complete family of Yeah1 media and entertainment products to market at the same time, we hope to create a strong brand name that teens and young adults can identify with," says Yeah1 CEO Nguyen Anh Nhung Tong.

"Yeah1 will continue to produce feature films, offline events and online products all focused on providing teens with healthy and socially-engaging entertainment options," Tong says.

DFJV is impressed with the comprehensive approach taken by the Yeah1 team:

"DFJV and Yeah1 will work to tie their branded products together, for example with the Yeah1 member card that will be accepted by a network of service providers and companies with teen-focused products," says DFJV Managing Director and VinaCapital Head of Investment Mr. Andy Ho.

"The idea of creating an entire community of teen-centred integrated products is a new model for Vietnam. We think it will help ensure the acceptance and spread of the Yeah1 brand name," says Andy. "Forty percent of Vietnam's 85 million people are teenagers and young adults, so meeting the need for a positive social environment that teens can help shape themselves is very important. It's a challenge we look forward to."

**More about DFJ VinaCapital:**

DFJ VinaCapital L.P. (DFJV) is a USD 35 million venture capital fund jointly managed by Draper Fisher Jurvetson (DFJ) and VinaCapital. The principal objective of DFJV is to achieve capital appreciation by investing in Vietnam's emerging technology companies, including start-ups and equitising state-owned enterprises. DFJV contributes significantly to the success of portfolio companies by offering managerial and operational support, and assistance with financing and business strategy refinement. DFJV portfolio companies also benefit from VinaCapital's and DFJ's

extensive network of potential customers, partners, venture firms, investment banks, and other sources of capital.

**More about VinaCapital:**

VinaCapital Group is one of the largest fund managers in Vietnam. The Group combines its deep market experience and networks to generate strategic investment and financing products, alongside merger and acquisition activities. VinaCapital manages total assets valued at approximately USD 2 billion under its four funds:

- Vietnam Opportunity Fund (VOF) is VinaCapital's flagship fund. Established in 2003 with initial capital of USD 10 million, it now has a net asset value of USD 870 million (at 31 March 2008).
- VinaLand Limited (VNL) is a real estate fund established in March 2006 which now has net assets of USD 735 million (at 31 March 2008).
- Vietnam Infrastructure Limited (VNI) was established in July 2007 and now has a net asset value of USD 360 million (at 31 March 2008).
- DFJ VinaCapital L.P. (details above)

VinaCapital currently employs over 180 investment personnel in its offices in Ho Chi Minh City, Hanoi, Danang, Nha Trang and Hong Kong. More information on the Group can be found at [www.vinacapital.com](http://www.vinacapital.com).

For further details, please contact:

Nguyen Duc Huong  
PR and Marketing Manager  
VinaCapital  
Sun Wah Tower 17<sup>th</sup> floor  
115 Nguyen Hue, District 1 HCM City  
T 84-8-821-9930  
[huong.nguyen@vinacapital.com](mailto:huong.nguyen@vinacapital.com)