



NEO FLOOR JOINT STOCK COMPANY
The best floor is a NeoFloor



COMPANY PROFILE

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"A nice house with a bad floor is like wearing jeans to a cocktail party."



01

GENERAL OVERVIEW

MESSAGE

FROM THE CHAIRMAN



CHAIRMAN

MR. PHUONG THANH MAI

NEO FLOOR

The best floor is a NeoFloor

Dear Valued Partners and Customers,

NEO FLOOR was founded with a clear vision: to become a global leader in SPC flooring manufacturing and to build a sustainable product ecosystem. Today, with two modern factories and a combined capacity of 277 million square feet per year, we proudly hold the position as Vietnam's largest SPC flooring manufacturer and a trusted partner on the world stage.

Over 90% of our revenue comes from exports to developed markets, with the United States as our primary focus, followed by Europe and the Middle East. Our products are distributed through leading retail chains such as Home Depot, Lowe's, and Floor & Decor.

Looking ahead, NEO FLOOR is on track for rapid growth, with ambitious revenue targets of USD 150 million in 2025, USD 230 million in 2026, and USD 350 million in 2027. These milestones reflect our commitment to innovation, quality, and long-term partnerships.

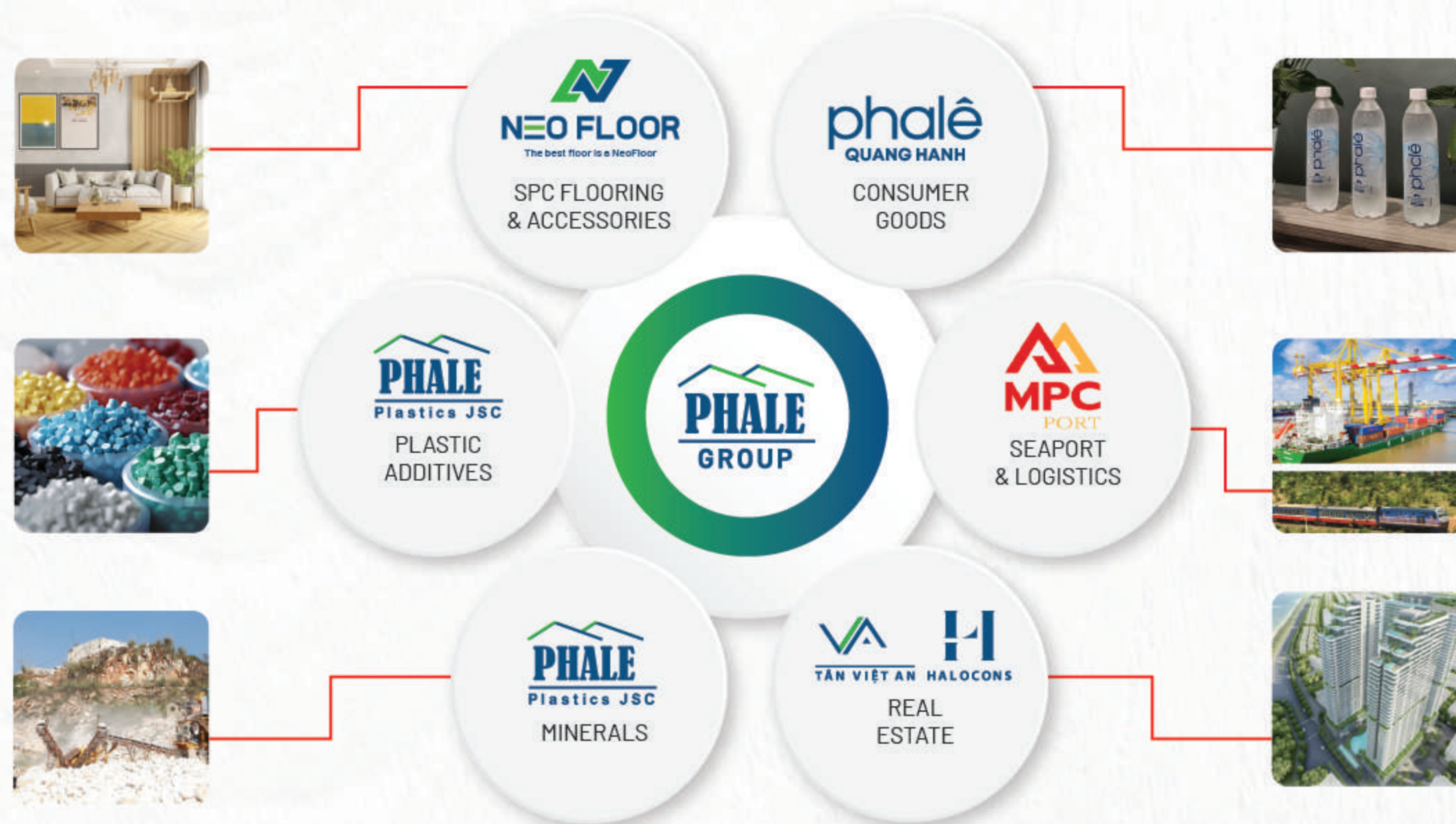
At NEO FLOOR, customer trust is the foundation of our success. It drives us to continuously improve, pioneer new product lines, and contribute to a better, more sustainable life. Guided by an entrepreneurial spirit of aspiration, action, and accountability, we are determined to create enduring value for our partners and communities worldwide.

We extend our sincere gratitude to our partners and customers for their trust and support. Together, we will continue to build not only world-class products but also a brighter, more sustainable future.

Sincerely,
PHUONG THANH MAI
Chairman of the Board
NEO FLOOR

ABOUT PHA LE GROUP – MOTHER COMPANY

COMPANY NAME	ESTABLISHED	PUBLICLY LISTED	INDUSTRY ECOSYSTEM	WEBSITE	NO. OF EMPLOYEES
PHA LE PLASTICS MANUFACTURING & TECHNOLOGY JSC	2008	Publicly listed on HOSE (Ho Chi Minh City Stock Exchange) market in 2017 (code PLP)	Mining (stone powder), Filler masterbatch, Flooring materials, Real estate investment. Natural mineral water investment.	phaleplastics.com.vn phalegroup.vn	> 1000 employees

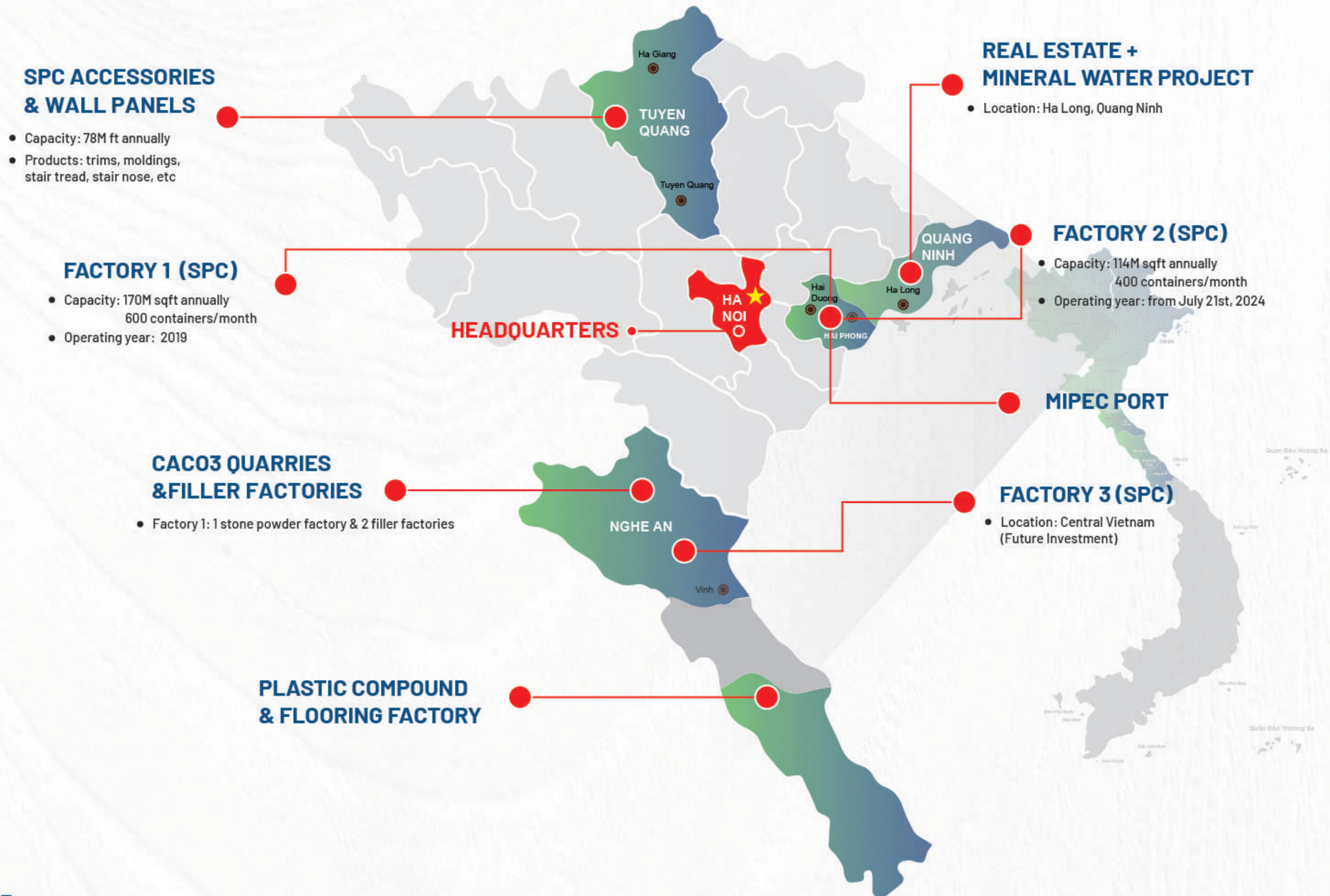


Enhance the value of Vietnam's resources

PRODUCTION & INVESTMENT SECTORS



The best floor is a NeoFloor



100% Vietnamese-owned SPC Manufacturer

Production capacity **of 284 million sqft (26 million sqm)**

NEO Floor is a certified factory for **Home Depot, Lowe's, Floor & Decor, Menards, and Ollie's** & proudly serving many **top 25** distributors.



RAW MATERIALS

The only manufacture to own stone quarry and powdering facility

100% virgin raw materials, 70% sourced locally in Vietnam

Texas, USA import virgin PVC



LOCATION & LOGISTICS

Only 5 minutes drive from Haiphong container port

Owning port facilities enable fast and efficient export logistics



TECHNOLOGY & QUALITY

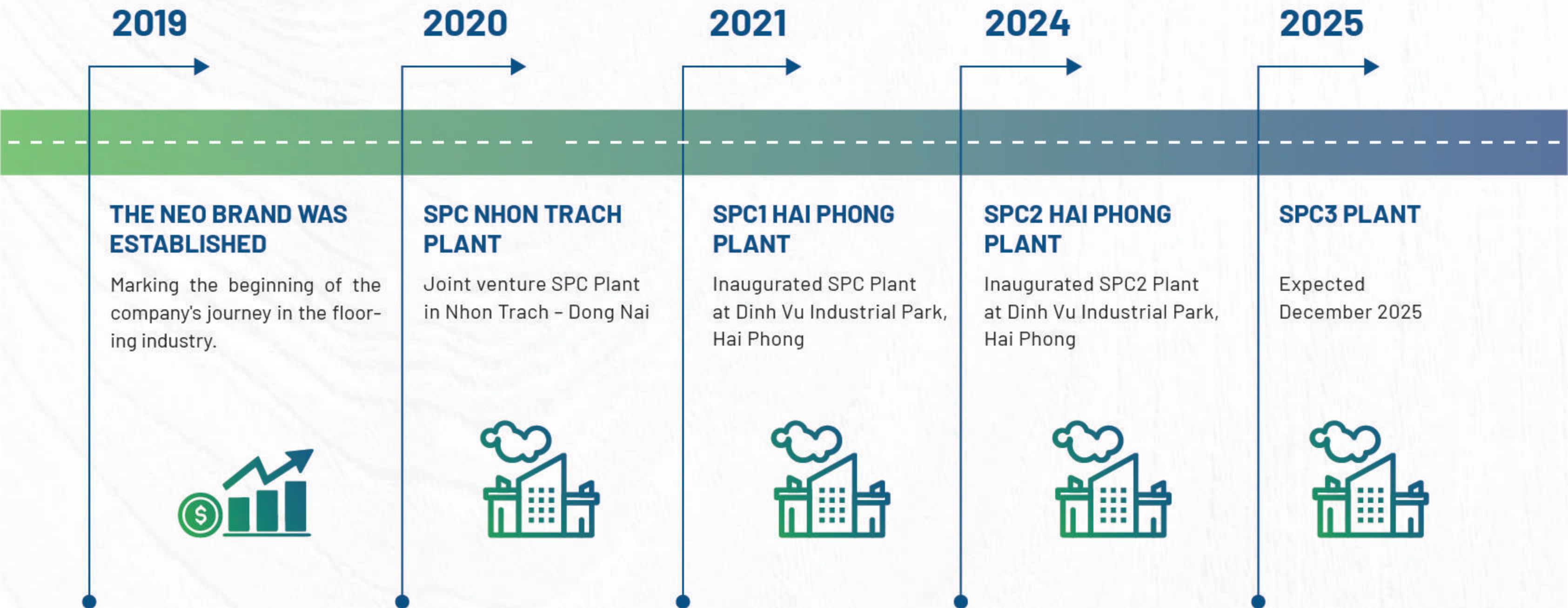
Pioneering in development of IAS accredited R&D center and quality control like QC+ package



VALUE DELIVERED

All-in freight forwarding solutions: ocean freight, customs clearance, inland trucking,..

Industry leading with responsive and 24/7 sales consulting service



COMPANY FORMATION AND DEVELOPMENT



VISION

SK 27945: to become an ESG manufacturer with a revenue of USD 350 million (**9** thousand billion VND) and a capacity of 484 million square feet (**45** million square meters) of flooring products annually by **2027**.



MISSION

NEO FLOOR's mission is to continuously generate additional values and services to shareholders, customers, and all employees.



CORE VALUES

QUALITY

Quality is reflected in every detail—from material sourcing to final production—ensuring our SPC flooring is reliable, long-lasting, and crafted to meet global expectations.

INNOVATION

From advanced manufacturing techniques to the latest material updates, our SPC flooring solutions are designed to deliver superior performance, durability, and sustainability, setting new standards in the market.

RESPONSIBILITY

To achieve sustainable, long-term growth, NEO FLOOR consistently upholds ESG responsibilities toward customers, partners, shareholders, employees, and the community. Every team member carries this commitment in all their actions.

BOARD OF DIRECTORS

DECISION MAKERS



MR. TRI XUAN PHAM

COO

C-Suite | Operation & Finance | 10+ years working in securities firm, private equity, specialized in IPO advisory.



MR. VU LAM MAI (VINCE)

VICE CHAIRMAN

Vice Chairman & VP | Sales & R&D | 10+ years in building materials manufacturing and exports.



MR. BINH ANH NGUYEN

CFO

C-Suite | Finance & Accounting | 30+ years of working in finance and accounting strategies for Global Fortune 500 companies and Vietnam's top 5 market cap company like Vingroup.



MR. PHONG HOAI TRAN

SALES DIRECTOR USA

Overseeing USA | Sales & Customer Relations | Seasoned deal closer in the company with 15+ years experience in putting smiles on customers' faces.



MR. BRUNO DESTOMBES

SALES DIRECTOR RoW

Rest of the World | Sales & Marketing | More than 20 years of experience in sales and marketing for global (Fortune 500) companies, alongside academic lecturing at universities.

NEO USA Corporation was established to further enhance NEO Floor's presence in the United States. Customer outreach and support are more than just a phone call away. We are committed to delivering industry-leading customer support—24/7, on-site, and in person—through this dedicated team of executives and experts.

**MR. SHAWN CHAIT****REGIONAL DIRECTOR**

West Coast office in Corona, CA | Sales & Customer Relations | Semper Fi - a decorated Marines Corps veteran with 20+ years in sales and marketing experience.

**MS. LINH NGUYEN (TIFFANY)****CEO**

Georgia & Mid-West office in Alpharetta, GA | Sales Management & Industry KOL | Working 15+ years as head of sales and sales training for Global Fortune 500

**MR. ANDY VU****MANAGING DIRECTOR**

East Coast office in Orlando, FL | Sales & Operations | 30+ years of experience as sales expert and an entrepreneur.



LỄ KÝ KẾT HỢP TÁC & CÔNG BỐ ĐẠI SỨ THƯƠNG HIỆU

Hải Phòng, ngày 03 tháng 07 năm 2025



X



Where EXCELLENCE
STANDS





Jim Thorpe

NEO FLOOR
GLOBAL BRAND
AMBASSADOR

JIM THORPE GOLF LEGEND AND GLOBAL INSPIRATION

Jim Thorpe is one of the greatest icons in American golf, known for his enduring career, exceptional technique, and relentless spirit of perseverance. Born into a family with a strong athletic tradition, Jim began playing golf at a young age and soon made his mark with over 13 PGA Tour and Champions Tour titles, becoming one of the most prominent African American golfers in the history of the sport.

With more than 40 years dedicated to golf, Jim Thorpe is not only a professional player but also a mentor, coach, and an enduring source of inspiration for generations of young athletes around the world.

JIM THORPE GOLF ACADEMY NURTURING EXCEPTIONAL TALENT

Founded by Jim Thorpe & Dr. Kim Nguyen - CEO of Jim Thorpe Golf Academy, the Jim Thorpe Golf Academy is one of the leading professional golf training institutions, coaching & funding junior golfer in the United States

The Connection Between

JIM THORPE AND NEO FLOOR

The partnership between Jim Thorpe and NEO Floor marks a strategic milestone in the brand's journey toward global expansion, reflecting our shared vision, values, and commitment to excellence.

As NEO Floor's Global Brand Ambassador, Jim Thorpe carries forward the message:

"Success is built upon a solid foundation – just as a high-quality floor creates lasting value for every living space."

Through this collaboration, NEO Floor and Jim Thorpe aim to connect the spirit of sportsmanship, sustainability, and exceptional quality in every product – affirming NEO Floor's position on the international stage.



ESG VISION AND STRATEGY SYSTEM

ESG FOR THE FUTURE, STRATEGIC DIRECTION
AND INNOVATION FOR CUSTOMERS

ENVIRONMENTAL

- Optimized logistics (factory close to ports, local sourcing)
- Bus for workers (Carpool)
- In-house recycling
- Aftermarket product recycling program in Vietnam
- Solar-powered energy solution for both factories
- ISO 14001:2015 – Environmental Management System

SOCIAL

- Provide fair wages and training for staff, as well as transportation and canteen.
- Donated approximately 150,000 USD to upgrade the Memorial of Revolutionary Martyrs.
- Sponsoring disadvantaged children's education until the age of 18 and providing job opportunities after graduation.
- ISO 45001:2018 – Occupational Health & Safety, audits by SMETA and AMFORI
- NEO Floor is recognized as a "Vietnam National Brand" in 2024

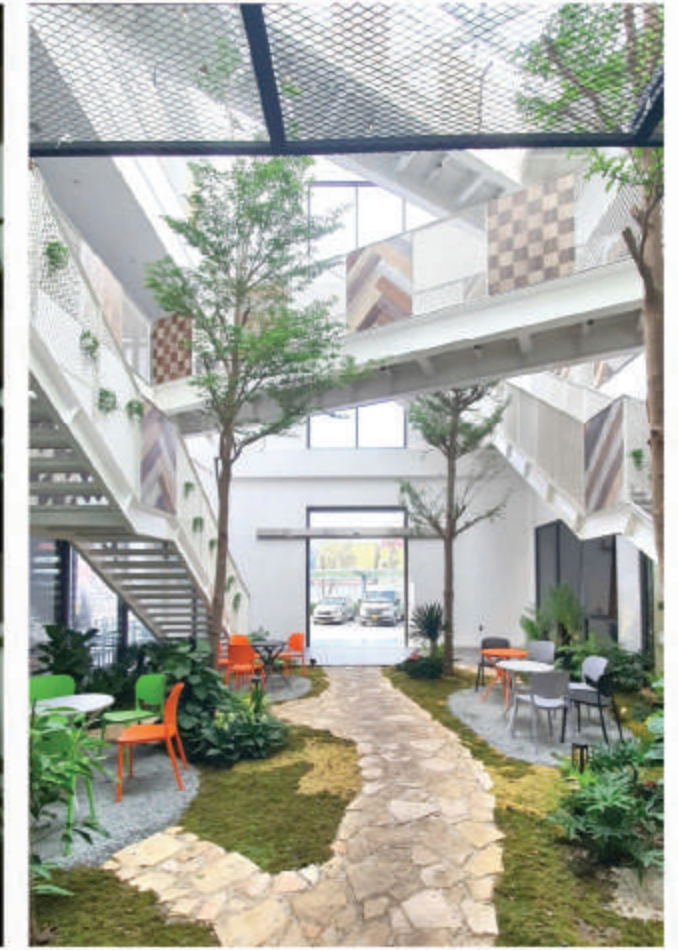
GOVERNANCE

- We are part of a publicly traded company (Pha Le Group), and thus are scrutinized both by governing bodies as well as by the public, ensuring anti-corruption measures and providing financial transparency
- NEO Floor accelerates its digital transformation by implementing advanced management systems such as SAP and CRM, which optimize operational processes, enhance data transparency, improve decision-making efficiency, and elevate the customer experience.



ESG

FOR THE FUTURE
IN NEO FLOOR



R&D TECHNOLOGY

- Super matte
- Anti-bacterial / Anti-slip finish
- Herringbone
- Pressed bevel
- Sound proof core
- Light-weight SPC
- Glue down LVT/ Dryback
- WPC





ISO 17025 Certified R&D Center



Knife sharpener



Small Chamber



Flexible Tester



Mini Pod



Standard Table

SUNLIGHT SIMULATOR



**UNILIN CLICK CONTROL
TECHNOLOGY**



WALK-IN CLIMATE CHAMBER



Bringing **THE BEST PRODUCTS**
TO CUSTOMERS

- **Sound Proof:** Product with a core layer that enhances sound absorption and impact resistance, improving quality of life.
- **Super Anti-Scratch:** SPC + Melamine: Product combining SPC core and melamine surface to improve scratch resistance.
- **Multi Foam:** Multi-layer product consisting of SPC + Foam + SPC, enhancing sound insulation performance.



ANTI-SLIP TESTING MACHINE

Anti-slip flooring systems for healthcare, childcare and elderly care facilities.



SOUND INSULATION TESTER

Equipment for developing soundproofing products

R&D INNOVATION CENTER



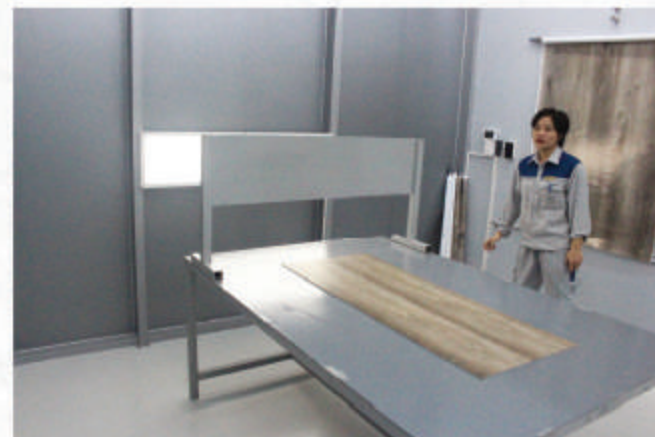
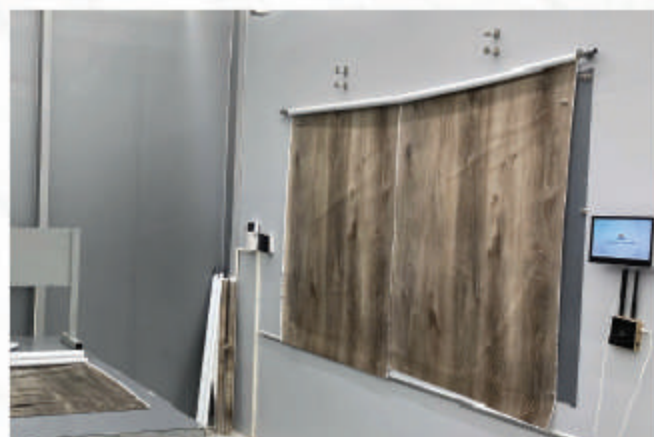
SUPER MATTE SURFACE

Aesthetic appearance similar to natural wood



PRESSED BEVEL

COLOR MATCHING ROOM



1. PRODUCT COLOR INSPECTION AND EVALUATION

2. STABLE AND STANDARDIZED LIGHTING ENVIRONMENT

3. ENSURING EXPORT QUALITY AND BRAND STANDARDS

4. SUPPORTING R&D AND DESIGN DEVELOPMENT

IN SUMMARY

The Color Matching Room at NEO FLOOR's manufacturing facility provides an internationally standardized environment for precise and consistent color inspection. It ensures every floorboard delivers accurate, stable, and uniform color quality across all batches and lighting conditions – serving as a vital part of the company's quality control (QC/QA) and R&D systems. Developed in Strategic Collaboration between Pha Le Group and the Institute of Materials Science, Vietnam Academy of Science and Technology.

QUALITY CONTROL LAB

IN HOUSE

OUR QC LAB PERFORMS THE TESTS:

- | | |
|-----------------------------|-----------------------------|
| 1. Dimensional stability | 8. Gloss level |
| 2. Castor chair | 9. Anti-corrosion ability |
| 3. Micro scratch resistance | 10. Static loading |
| 4. Scratch resistance | 11. Impact resistance |
| 5. Abrasion resistance | 12. Locking strength |
| 6. Residual indentation | 13. Other dimensional tests |
| 7. Peel resistance | |

CERTIFIED BY BOA

Program for Laboratory and Calibration Laboratory Accreditation
– Bureau of Accreditation (BoA) – Office for Quality Accreditation.

CERTIFIED BY INTERTEK

An internationally accredited satellite laboratory specializing in
building materials for Intertek in Vietnam.



END-TO-END QC PROCESS

Excellence at every steps

1

PRE-PRODUCTION QC

- All materials meet stringent quality standards, adhere to **UFLPA compliance**.
- **Internal ERP** to record product traceability origin documents .



2

CONTINUOUS IN-LINE QC

- QC staff at the end of each production line
- **Real-time inspections** to identify any issues promptly



3

INTERNAL LAB QC

- Random samples taken to the QC lab every **2-hour shift**
- **10+ test measures** to validate product performance



4

OUTPUT QC

Sampling according to AQL for 100% of the shipment for quality inspection.



5

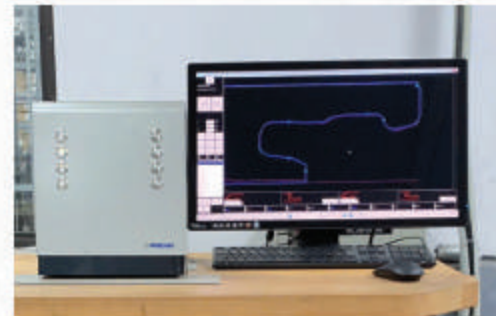
FINAL LOADING INSPECTION

- Strict packaging standards and warehouse storage conditions
- Ensure pallets' cleanliness, free from dust, insects, or contaminants.



✓ UNILIN CLICK CONTROL TECHNOLOGY

- The automated lock-profile inspection device provides high-precision, non-destructive measurement, with lock designs continuously updated by Belgian engineers to enhance efficiency and accuracy in quality control.



✓ WALK-IN CLIMATE CHAMBER

- An environmental chamber that simulates real weather conditions worldwide for flooring tests under various climates or thermal shock to assess durability and dimensional stability.
- Humidity control range: 20-95%
- Temperature control range: -20°C to 100°C



✓ MINIPOD

- Simulates environments with underfloor heating, where the product is installed on a moist subfloor exposed to high temperatures (50-60°C).



✓ COLOR MATCHING ROOM

- The color inspection room is equipped with a lighting system designed to ASTM D1729 standards, using D65 (6500 K) as the primary illuminant. Illuminance ranges from 540-1600 lux for materials with reflectance ≥ 0.3 , with uniformity at 0.82—above the required 0.8. The system provides illumination on horizontal, vertical, and inclined planes, supporting evaluations of pattern colors, visual gloss, and color consistency of finished products.



✓ VISUAL DEFECT DETECTION TECHNOLOGY

- Utilizes sensors and cameras for automated detection of surface defects, visual imperfections, and color inconsistencies during production, improving inspection accuracy and speed while eliminating human dependency.



02

FACTORIES



NEO FLOOR's current infrastructure is capable of growing up to 40+ extrusion lines for SPC, LVT, and WPC products, supporting 1000 containers per month for the United States as our primary focus, followed by Europe and the Middle East.



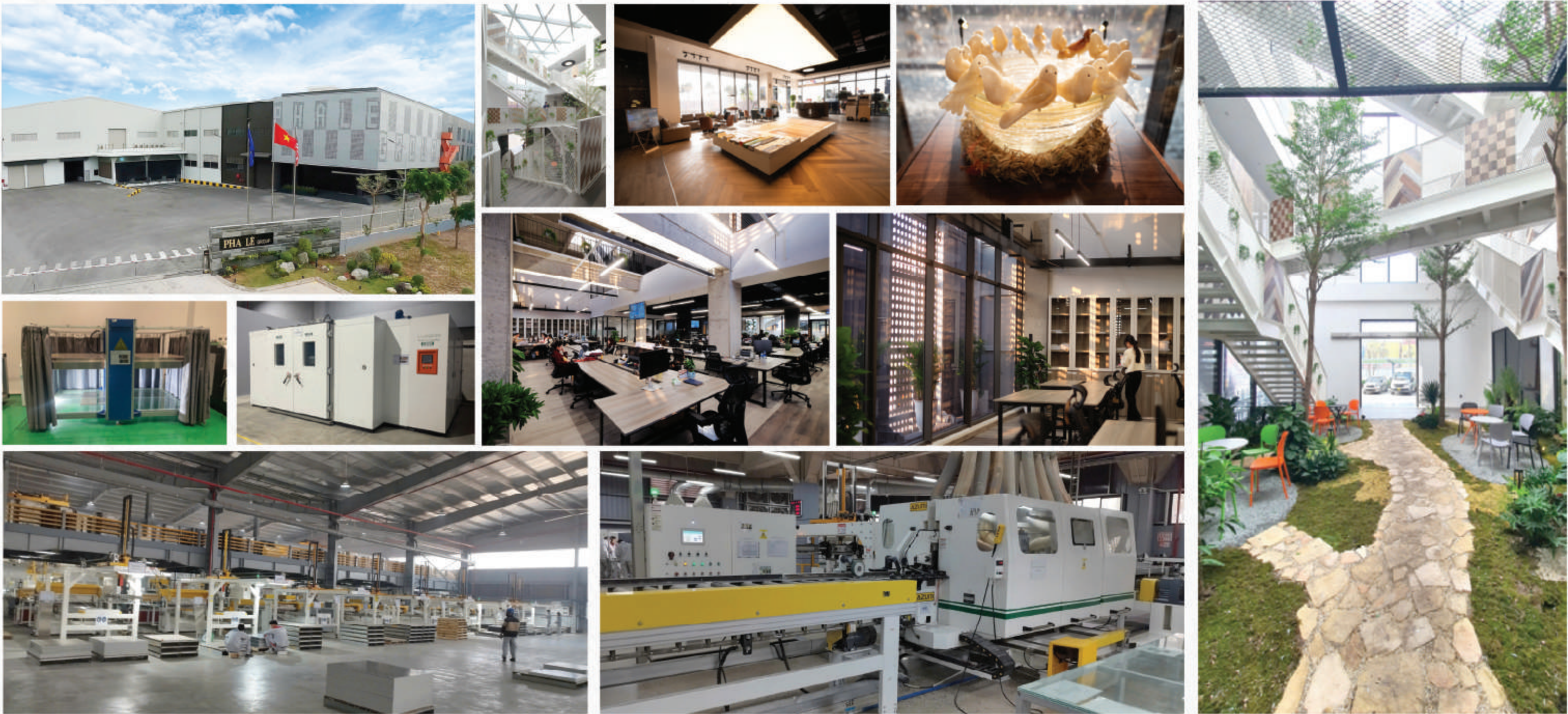
NEO FLOOR - TOTAL LAND AREA:

700,000 sqft

- **No. of Employees:** more than 1,000 employees.
- **Factory No.1 Area:** 215,278 sqft (20,000m²)
- **Factory No.2 Area:** 322,917 sqft (30,000m²)
- **Inventory Space:** 161,458 sqft (15,000m²)
- **Factory 1:** Design Center, SPC, LVT, L-SPC, WPC
- **Factory 2:** SPC, Showroom, R&D Center,...

FACTORY 1





FACTORY 2

RAW MATERIALS STORING AND FEEDING SYSTEM



EXTRUSION PROCESS

UV COATING EXCIMER



QC PLUS & PROFILING



PROFILING TOOLS WORKSHOP



Maintenance after every 30,000 m



At NEO FLOOR, we operate a dedicated in-house profiling tools workshop. Typically, profiling tools require regrinding after every 30,000 meter of production. While others outsource this process—taking 3 to 7 days—NEO FLOOR completes it in-house within just one day, ensuring uninterrupted production and minimized lead time. Moreover, our advanced capabilities allow us to match and customize various locking systems.

03

PRODUCTS

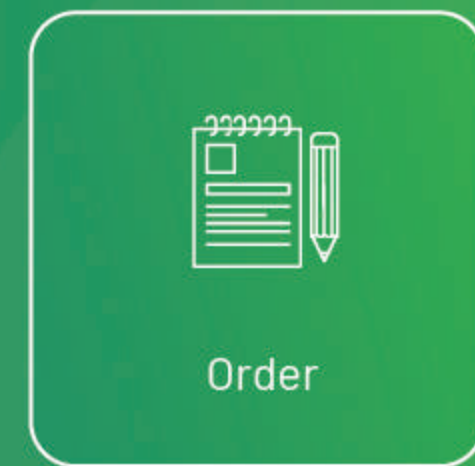
ORDERING PROCESS



- Standard SPC/ Multi-layers SPC/ Light SPC/ LVT/ WPC
- No bevel/ Micro bevel/ Painted bevel/ Pressed bevel
- EIR/ Deep embossed/ Low gloss surface/
Anti bacterial/ Anti-slip/ Standard embossed
- All locking systems by Unilin and i4F



- Matching color
- Matching product specification



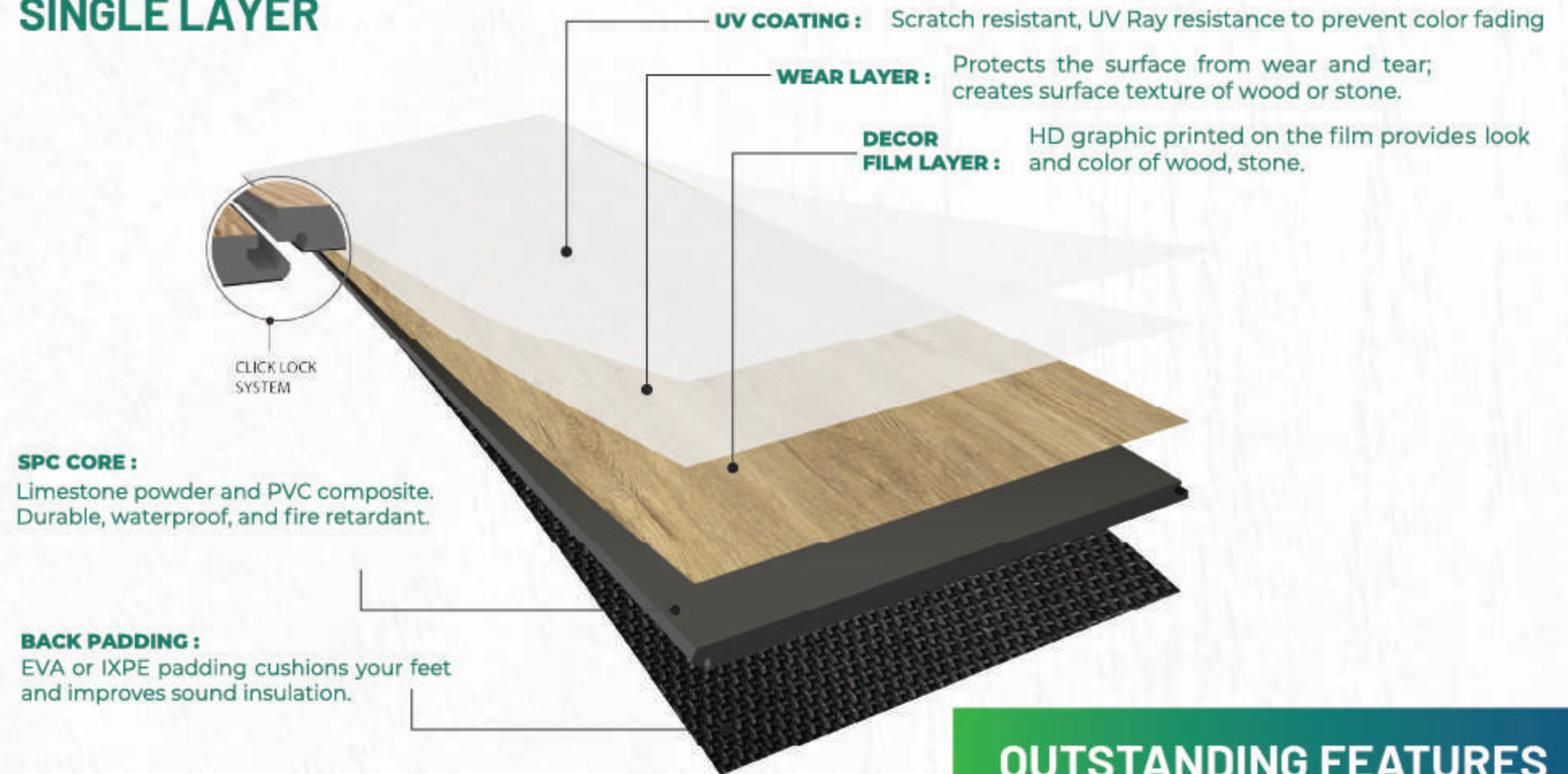
- Sales contract
- PO/SO
- POSM

LET'S GET DOWN TO BUSINESS!



SPC FLOORING PRODUCTS

SINGLE LAYER



OUTSTANDING FEATURES

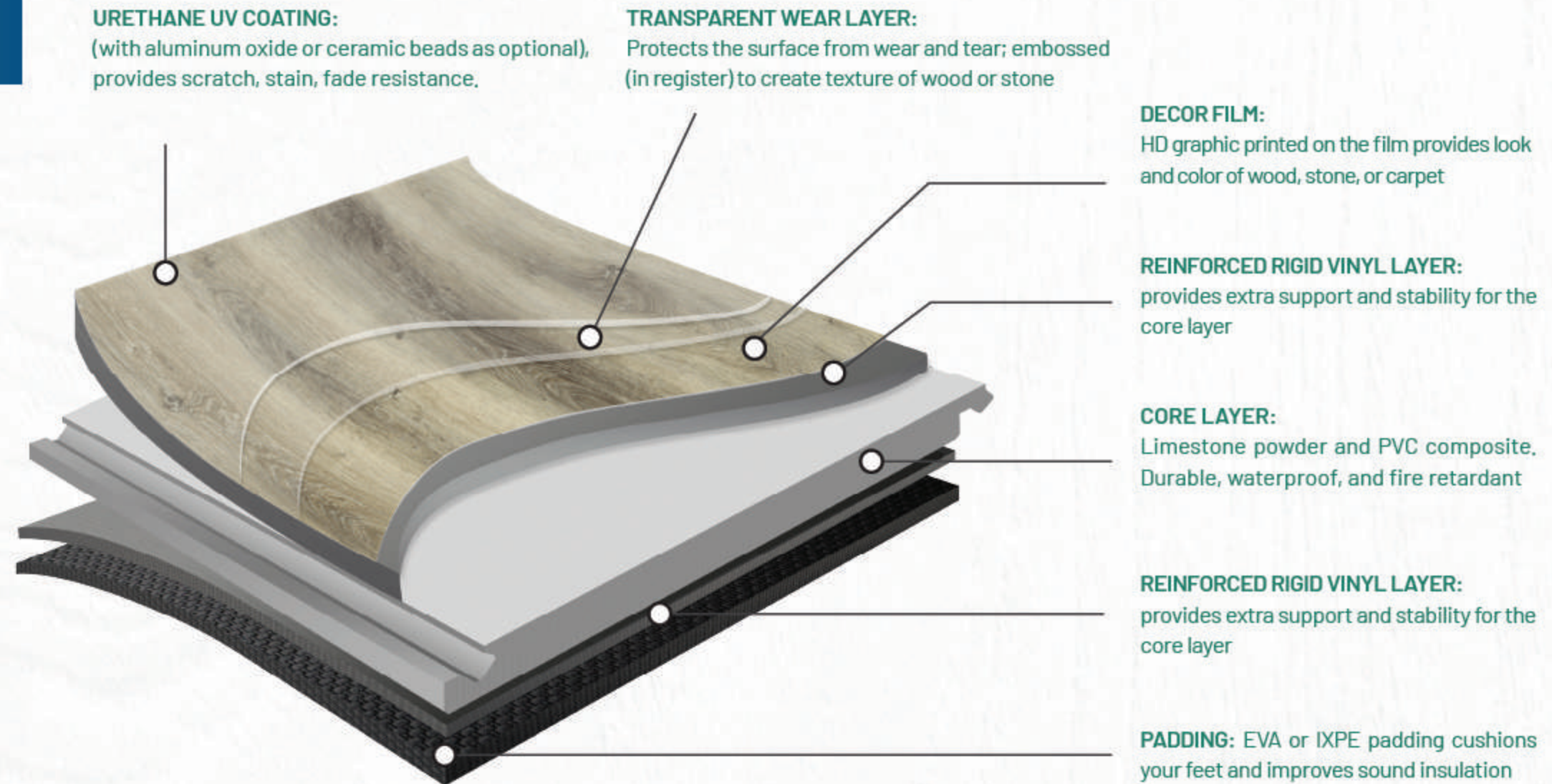
High Density for Superior Durability: The high-density core structure of SPC flooring enhances its surface strength and resistance to impact, pressure, and daily wear. This results in a more durable surface that maintains its appearance and performance over time.

100% Waterproof: SPC flooring is completely resistant to water, making it ideal for areas exposed to moisture such as kitchens, bathrooms, and basements. Its waterproof core prevents swelling, warping, or damage, ensuring long-lasting stability and easy maintenance.

Quick and Easy Installation: SPC flooring features a precision click-lock system that allows for fast, seamless installation without the need for glue or nails. It can be installed directly over most existing floors, saving time and labor costs.

SPC FLOORING PRODUCTS

MULTI-LAYER



OUTSTANDING FEATURES

Reinforced Rigid Vinyl Layer: Provides extra support and stability to the core layer, enhancing the overall strength and performance of the flooring structure.

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LSPC – LIGHT SPC

OUTSTANDING FEATURES

Optimized Density: With a density of 1.65 compared to 2.1 in regular SPC cores, LSPC is approximately 20% lighter while maintaining the same structural integrity and strength.

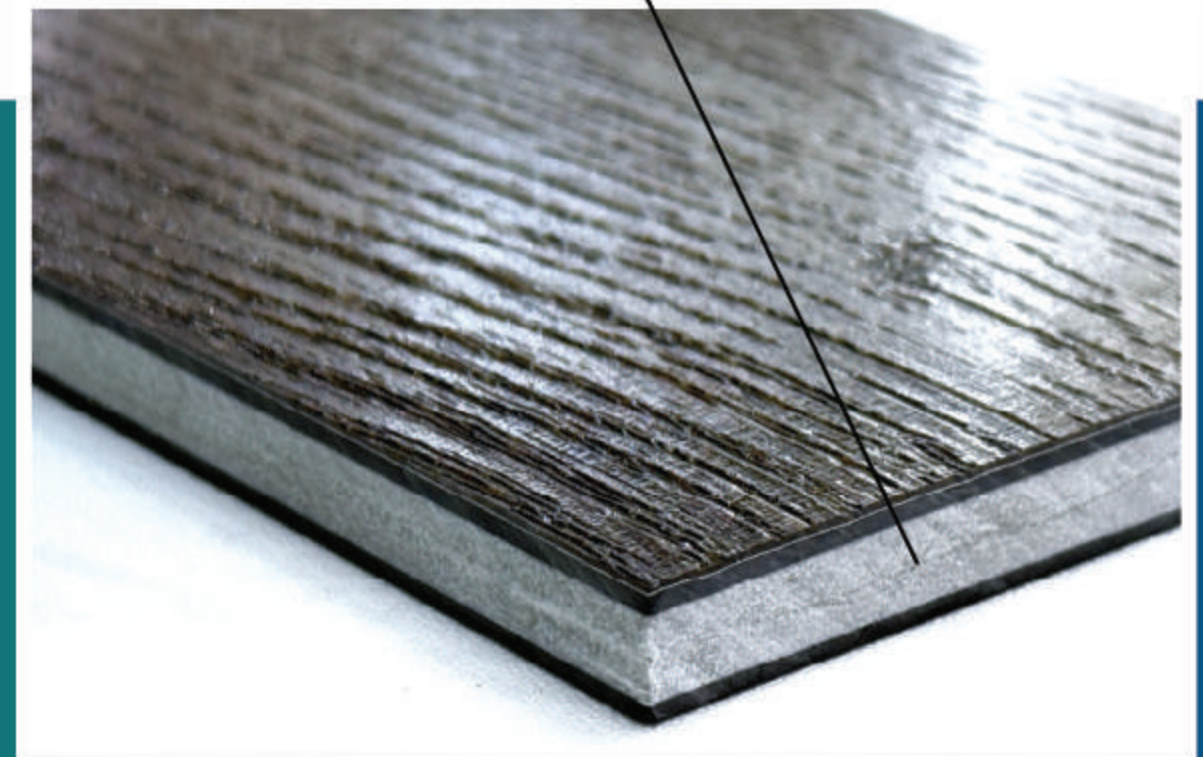
Superior Dimensional Stability: LSPC retains excellent dimensional stability, ensuring reliable performance even under temperature and humidity changes.

Exceptional Durability: Despite being lighter, LSPC offers strong dent and impact resistance, preserving its premium look and feel over time.

Consistent SPC Advantages: Everything customers value in traditional SPC flooring—durability, waterproof performance, and easy maintenance—remains fully preserved in LSPC.

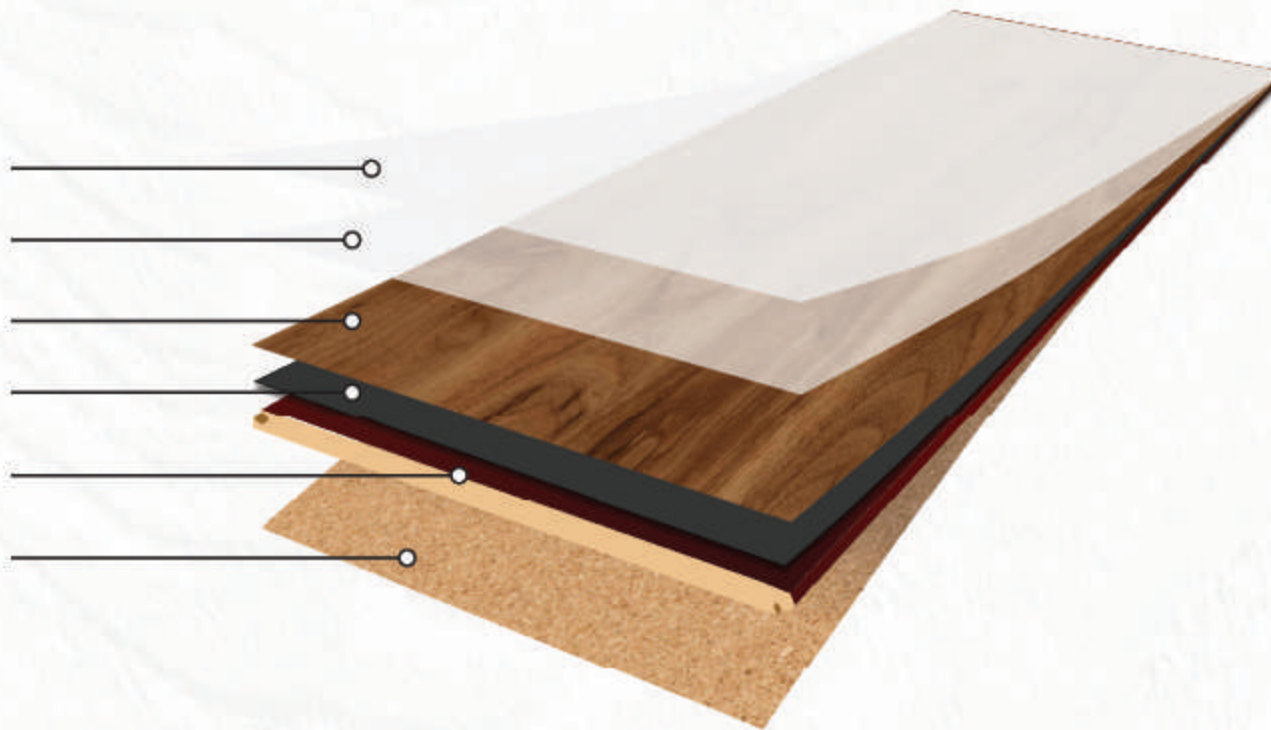
LIGHT SPC

Foam SPC core



WPC FLOORING STRUCTURE

1. UV Coating Layer
2. Anti-scratch Layer
3. Decor Film Layer
4. LVT Layer
5. WPC Core
6. Attached Pad

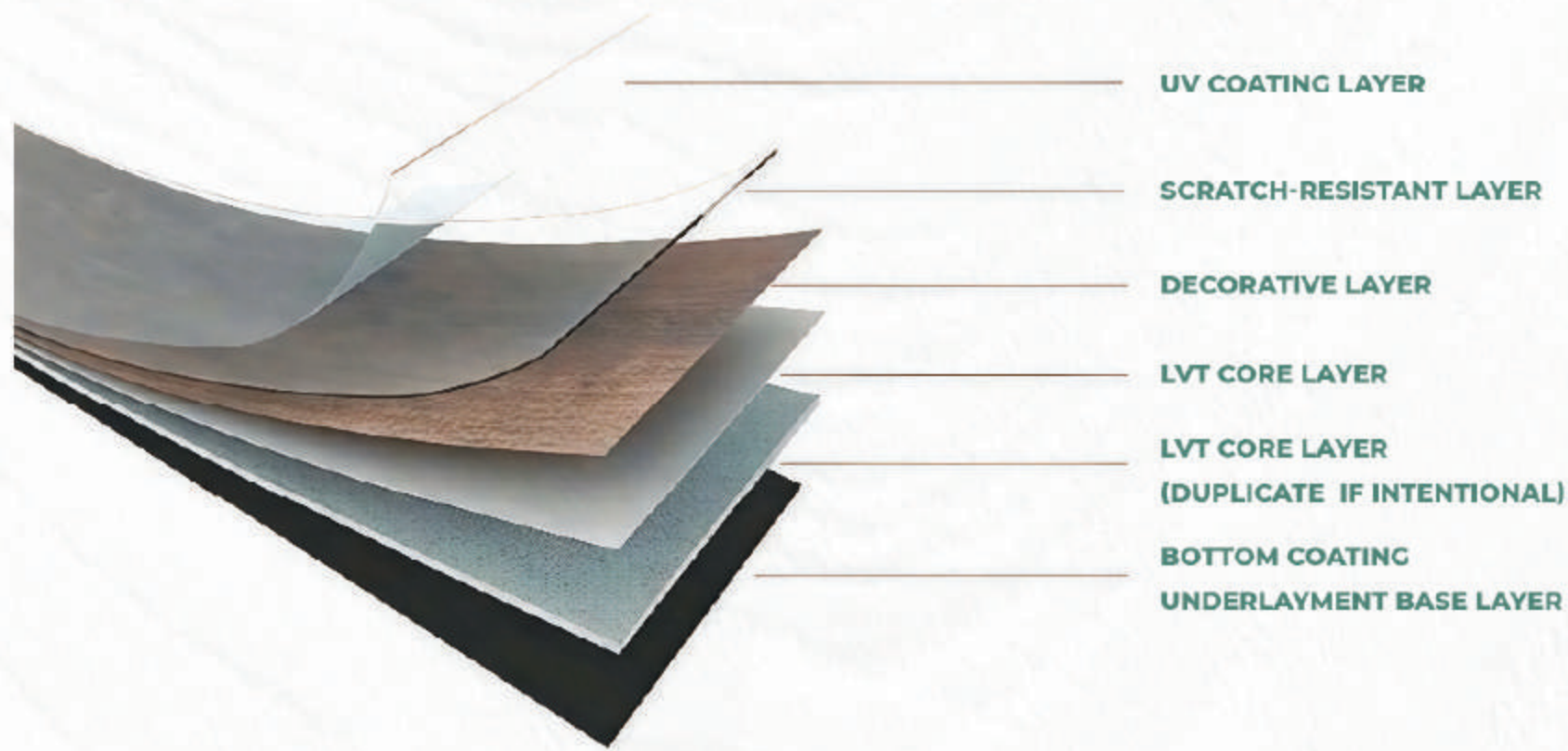


OUTSTANDING FEATURES

- Lighter, offering a softer and more comfortable feel compared to other types of flooring
- Good sound absorption, limiting noise when walking on the floor
- Aesthetic appearance similar to natural wood
- Offers the advantages of PVC flooring: 100% water resistance, fire resistance, easy to install



LVT FLOORING STRUCTURE



OUTSTANDING FEATURES

- **100% Water-Resistant:** Perfect for kitchens, bathrooms, and moisture-prone areas.
- **Easy to Clean:** Low-maintenance surface – just wipe with water and mild detergent.
- **Stylish Variety:** Available in a wide range of patterns, textures, and colors to match any interior design.
- **Fast & Flexible Installation:** Quick to install over various subfloors—minimal disruption, maximum impact.
- **Cost-Effective Alternative:** Get the premium look of wood or stone at a fraction of the price.

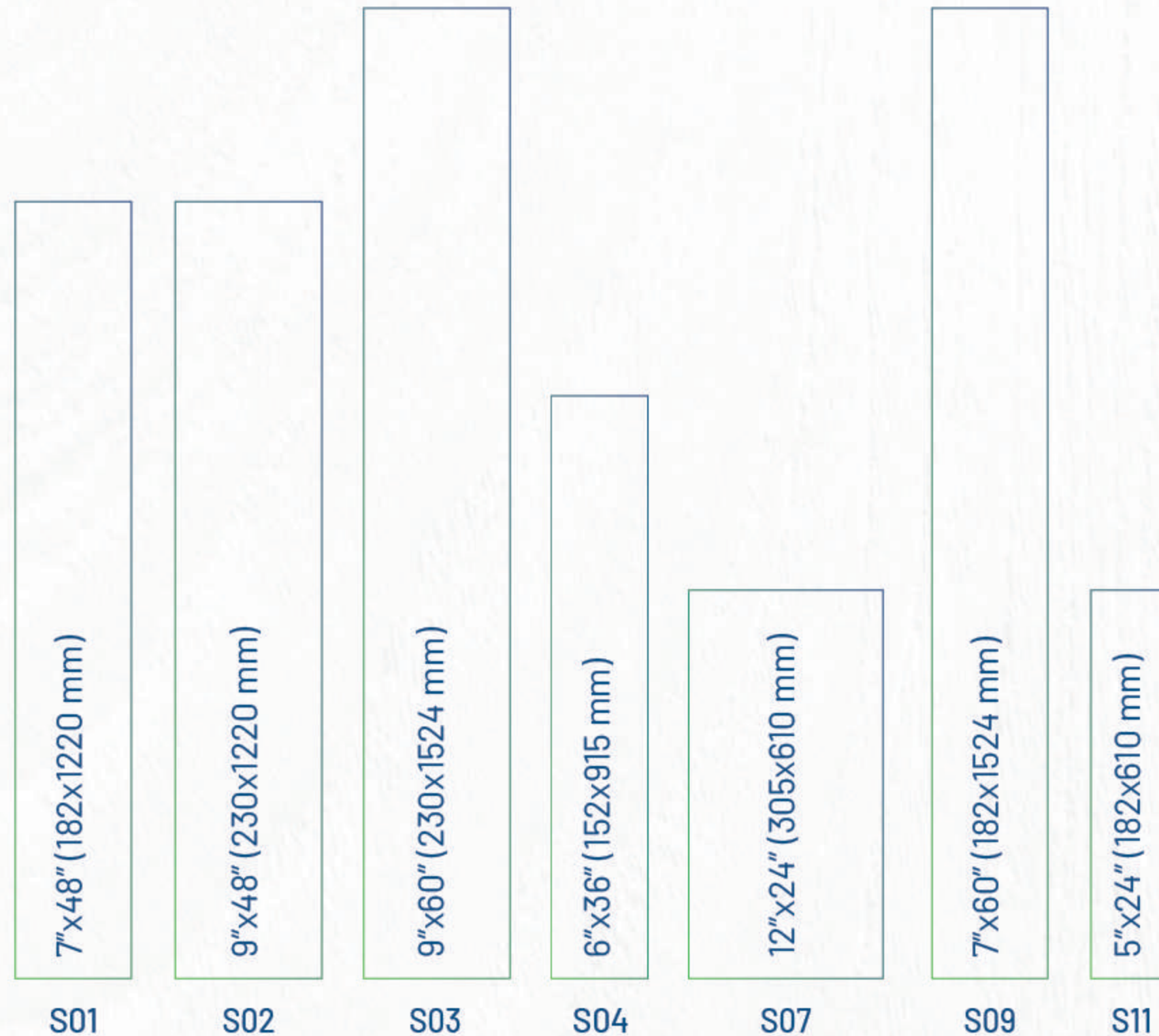
CURRENT PRODUCT LINES

SPECIFICATIONS	LVT	SPC (SINGLE/ MULTI-LAYERS)	LIGHT WEIGHT SPC	WPC
Structure	6 layers	5-7 layers	5 layers	6 layers
Density (tons/m ³)	1.9-2.0	2.1	1.65	1.0-1.1
Click-lock system	Mainly without	With	With	With
Installation method	Direct glue-down	Click-lock installation	Click-lock installation	Click-lock installation
Outstanding features	- Thin and flexible core layer. - Affordable price. - Suitable for customers who prefer budget-friendly options.	- High density surface durability. → better - Waterproof. - Quick installation.	- Lighter than SPC. - Reduced transportation and installation costs. - Better sound insulation.	- Lightweight and aesthetically pleasing - Low density → lower surface load-bearing capacity - Excellent sound insulation - Can compensate for subfloor imperfections - High durability - Quick installation

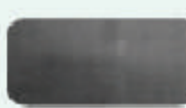
FLOORING FEATURES

SIZE VARIETY

S01	7"x48" (182x1220 mm)
S02	9"x48" (230x1220 mm)
S03	9"x60" (230x1524 mm)
S04	6"x36" (152x915 mm)
S07	12"x24" (305x610 mm)
S09	7"x60" (182x1524 mm)
S11	5"x24" (127x610 mm)

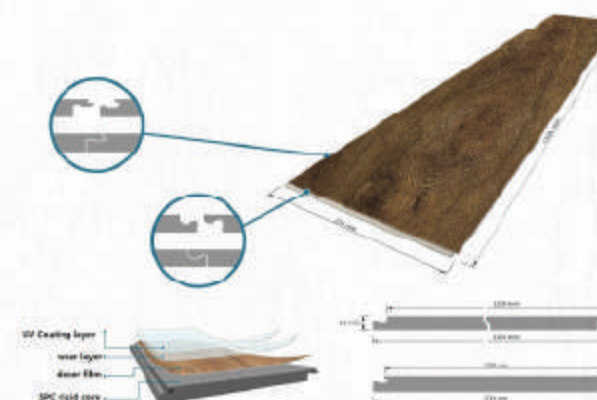


PADDING OPTIONS

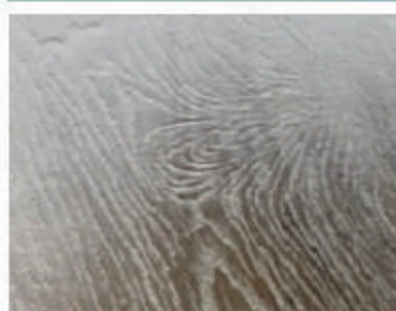
PADDING CLASSIFICATION	IXPE			CORK	EVA
THICKNESS	High Density	Medium Density	Low Density		
1.00 MM	●	●	●	●	●
1.50 MM		●	●	●	●
2.00 MM		●	●	●	●
PICTURES					

SPC FLOORING

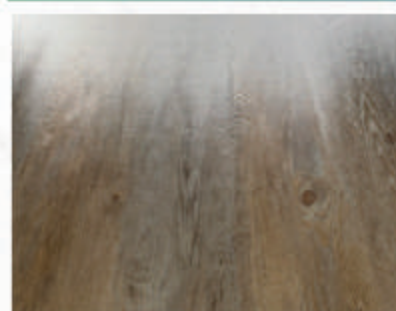
no glue required



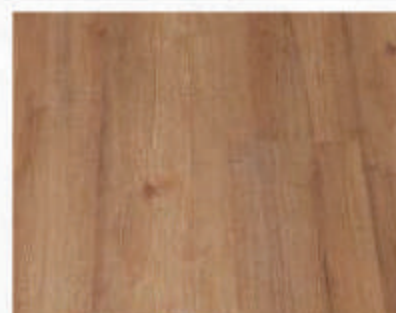
3D WOOD GRAIN SCULPTING (EIR)



NORMAL/ DEEP EMBOSSED



LOW GLOSS SURFACE



MATCHING ACCESSORIES



1. T - Molding
2. Quarter Round
3. End cap
4. Stair Nose
5. Reducer

TYPES OF BEVELS



SUPER MATTE FINISH

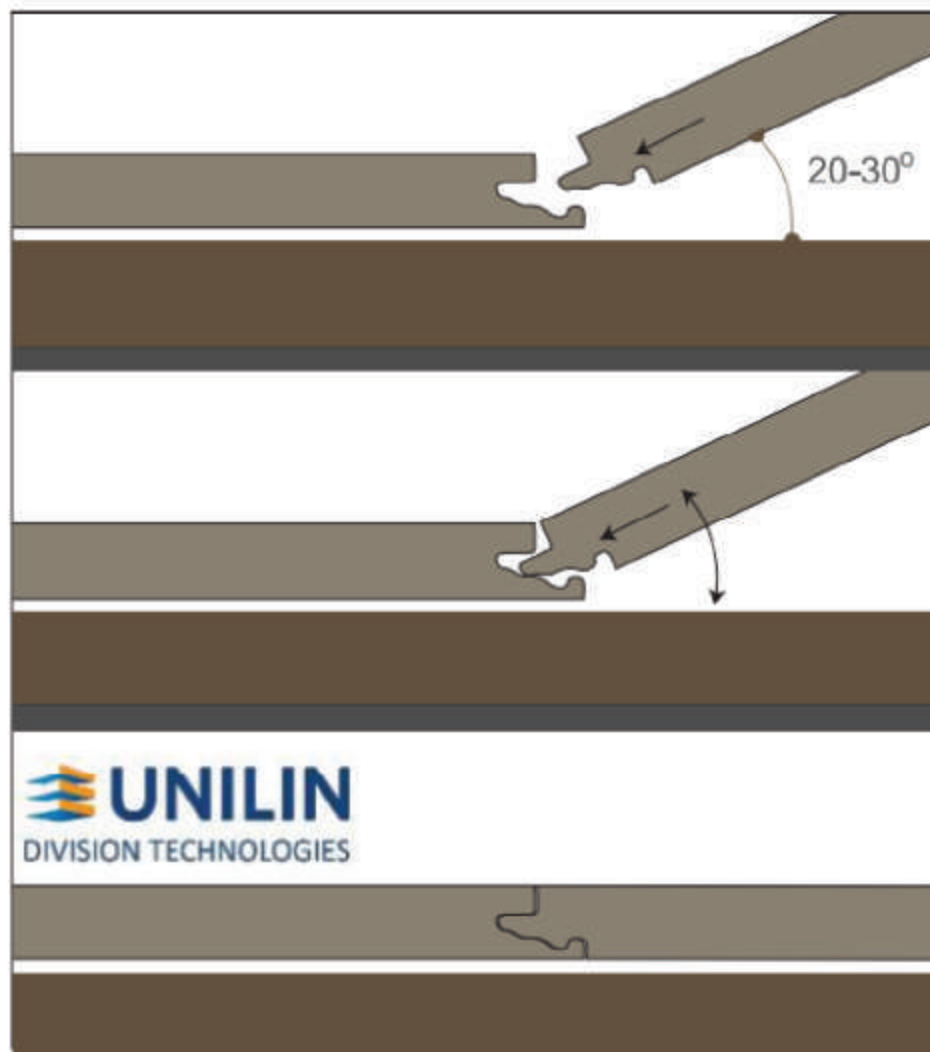
NEO FLOOR products can be designed to enhance your living space with a stunning Super Matte Finish (GU 2.0 - 3.5) that offers the perfect combination of style and practicality.



LOCKING SYSTEM UNILIN VS I4F

We use Belgium-originated patented locking systems provided by the top leading locking technology developers in the flooring industry - Unilin and I4F.

We stamp an exclusive label from Unilin & I4F to identify licensed products and make sure there's no copyright infringements



Visit this link: <https://l2clabels.com/> for more information about Unilin L2C Label Program

04

CERTIFICATES & AWARDS

PRODUCT CERTIFICATES



FLOORSCORE CERTIFICATE

is the most recognized indoor air quality (IAQ) certification standard for hard surface flooring materials, adhesives, and underlayment. FloorScore certification is considered a qualified proof in which clean in-house air and green living space are highly ensured.



GREENGUARD GOLD CERTIFICATE

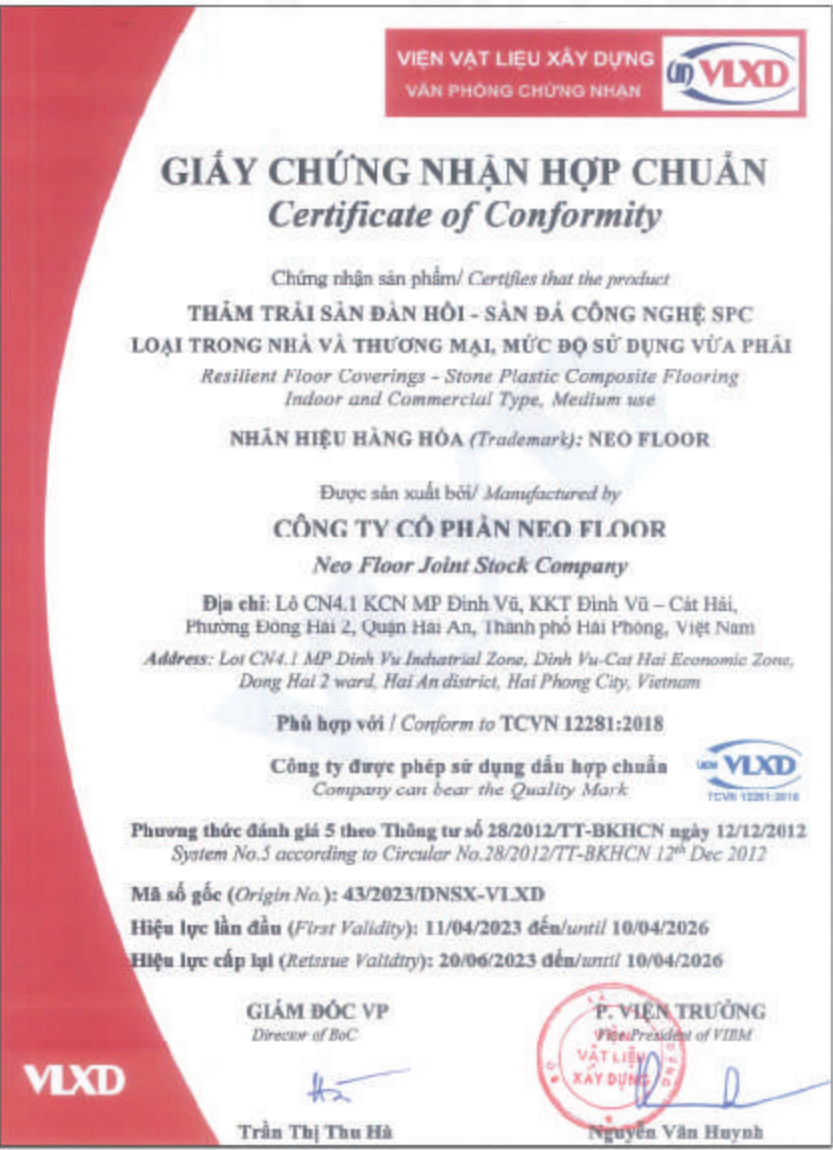
Greenguard Gold is a "powerful" green certificate for residential air quality, recognized and valid worldwide. Going through a strict, transparent testing process by the Greenguard Environmental Institute (GEI), NEO Floor's SPC flooring is granted the Greenguard Gold certificate.



CE CERTIFICATE



VIETNAM VALUE



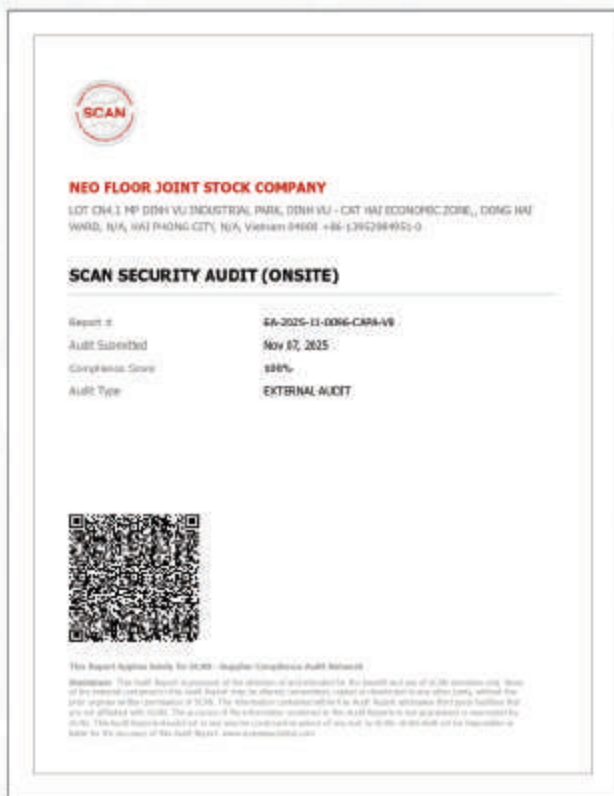
CERTIFICATE OF CONFORMITY



ISO 9001:2015 – Quality Management System
ISO 14001:2015 – Environmental Management System
Equivalent to ISO 45001:2018 Health and Safety Management Systems



SMETA AUDIT REPORT



SCAN AUDIT REPORT



AMFORI BSCI AUDIT



CTPAT CERTIFICATE

AWARDS



The best floor is a NeoFloor



VIETNAM VALUE

Vietnam national branding award



TOP 20 AMOUS BRAND

Promote new standard of living space



TOP 10 PRODUCTS WITH GOLDEN QUALITY IN 2022

Conquer and gain the trust and love of consumers



TOP 20 UNPARALLELED VIETNAMESE PRODUCTS - PERFECT SERVICE - WELL-KNOWN BRANDS IN 2022

Confirm the quality of products that have been recognized experts



VIETNAM VALUE AWARD 2024



- The first and only SPC flooring brand to receive this distinguished award.
- Proudly chosen from a competitive field of 1,000 candidates.

"A beautiful home deserves
better than bargain floors."

Say goodbye
to old floors

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- 📍 **Factory 1 & 2:** Land lot CN4.1 & Land lot CN4.3, MP Dinh Vu IP, Dinh Vu - Cat Hai EZ, Dong Hai Ward, Hai Phong, Vietnam
- 📍 **Office in Vietnam:** No. 4 - NO 9, Huynh Van Nghe Str., Sai Dong New Urban Area, Phuc Loi Ward, Hanoi, Vietnam
- 📍 **Office in America:** Spaces The Avalon Center, 8000 Avalon Blvd Suites 100 and 200, Alpharetta, GA 30009
- 📍 **Showroom:** No.1 - Alley 78, Hoang The Thien Str., Sai Dong New Urban Area, Phuc Loi Ward, Hanoi, Vietnam
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