



Golden Sunrise

The Operations Platform for Senior Care in Vietnam

Rebuilding how Vietnam ages

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 goldensunriseseniorlife.com



The healthcare system was ***NEVER designed for longevity***

Hospitals



Designed for acute illness,
not long-term aging

Nursing homes



Focus on end-of-life,
not quality of life

Family-based eldercare



Weaken by urbanization
and smaller families

85% seniors want independence
but have NO viable option

When senior care is reactive, *everyone pays - eventually*

Seniors

- Longer life, less independence
- Reactive “sick care”
- Isolation & loss of dignity

Families

- Emotional guilt
- Financial strain
- No viable alternatives

Healthcare systems

- Hospital overload
- Late-stage cost explosion



Vietnam, top 3 fastest-aging countries in Asia,
is aging faster than its systems can adapt

14+ Million

Seniors

82.9%

Need healthcare

76%

Lack adequate support

but...

Only 7

Geriatric hospital nationwide

<100

Eldercare centers

~2,500

Caregivers

\$4.79B

Vietnam senior care market

\$410M

Premium Senior Care Market

\$12M

~1,000 customers
expected to be
acquired in HCMC

TAM



***An \$410M untapped
market, starting in HCMC***

Senior care landscape

A highly fragmented market with limited standardization

Active competitors



- Mostly small, single-site operators
- Some have expanded without standardization
- Price-led competition
- Living & end-of-life care focused
- Almost no medical integration, no prevention

Premium projects



- Largely pre-operational or early-stage rollouts
- Mostly facility oriented, not living and service
- Differentiation by real estate and amenities
- Limited standardized care or clinical systems
- Limited medical integration and prevention

Market gap

International standards

Professional senior care operator

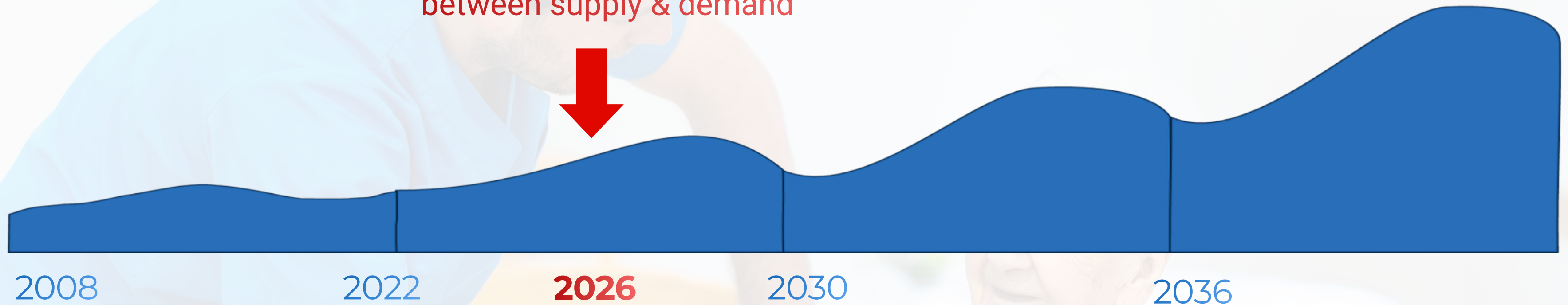
Integration across living, care, and prevention

Catching the first major wave of senior care

After that, the market will be crowded - and the standards already set



2026 - the early major disconnect
between supply & demand



Too Early to Build

- Young population
- Low income
- Confucius beliefs
- Minimal government incentives

The Golden Window

- High aging speed
- Rise of wealth
- Real estate oversupply
- International taste
- Government push
- First in branding advantage

The Window Is Closing

- Sustain high ageing speed
- Standards start to solidify
- Competition crowds in
- Policy & regulation tighten
- Talent shortages emerge

The Market Is Set

- Ageing population
- Price competition intensifies
- Standards are locked
- Margins compress under higher labor & healthcare cost

Golden Sunrise

An integrated senior living and healthcare ecosystem

Seniors



Stay independent longer

Health care



Becomes predictive, not reactive

Living spaces



Communities, not facilities

Costs



Manageable, not catastrophic

Families



Gain peace of mind

**Empowering seniors to live
*longer, healthier, and happier lives***

The Golden Sunrise ecosystem..

Designed for longevity



Senior residences



Nurse stations
& telehealth



Wellness & longevity
services

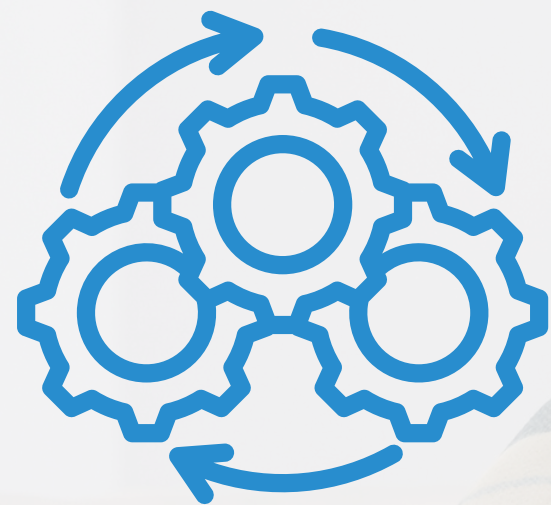


Medical partnerships



Community &
lifestyle programs

We're building the operating system for aging



We operate

- Flagship senior living communities

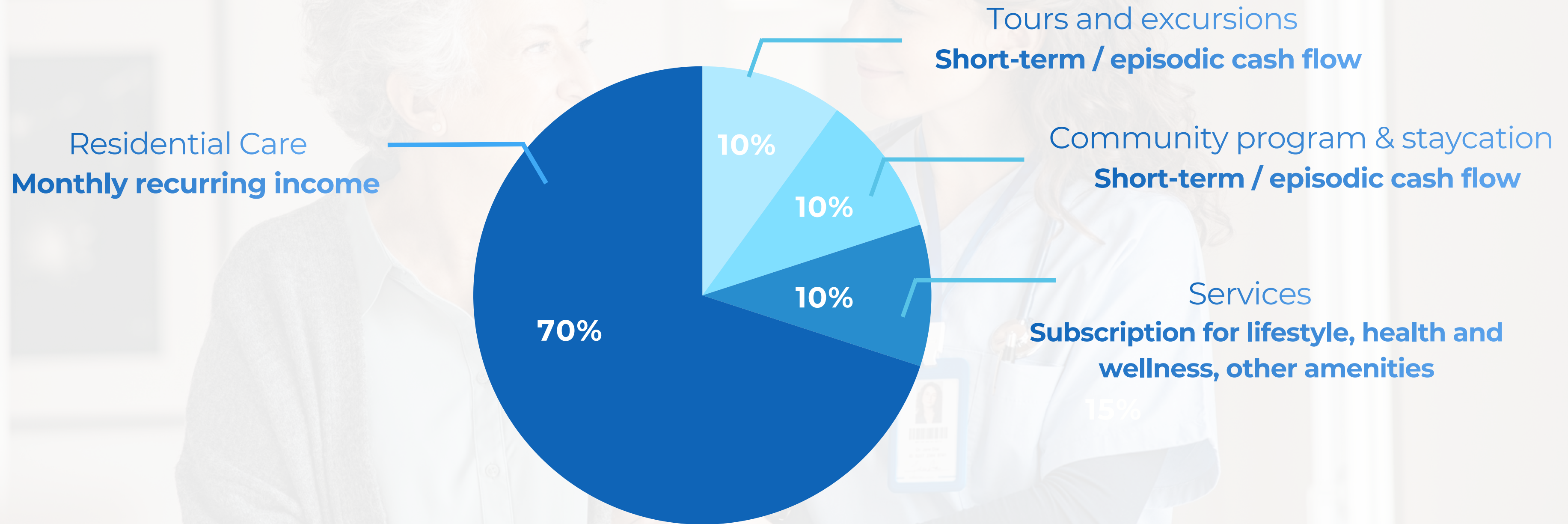
We standardize

- Operation protocols
- Care delivery workflows
- Quality, safety & compliance standards

We scale

- Management & operating platform
- Partnerships with real estate owners
- Asset-light expansion across Vietnam

Multi-stream revenue business model



Projected revenue structure

Road map



2. Build the Care Operating System

- Standardize care & workflows
- Train caregivers to global standards
- Deploy monitoring & prevention tools

4. Scale Asset-Light

- Partner with real estate owners
- Operate multiple sites, no asset ownership
- Generate recurring operating revenues

1. Prove the Model

- Launch flagship community
- Validate care model & pricing
- Build family & partner trust

3. Package & Replicate

- Codify operations & standards
- Ensure quality & safety consistency
- Prepare asset-light partners

Leadership combining deep healthcare experience with high-execution, next-generation talents



Dr. Mason Cobb

Chairman



Kevin Voi

Chief operating officer

- 15+ years leading public & private healthcare operations, including USAID & U.S. CDC programs
- Expert in preventive & geriatric care with strong execution across clinics and health systems
- Proven leader managing large teams, multi-million-dollar budgets, and compliant scale-up

- 40+ years healthcare leadership; built academic divisions and profitable U.S. practices
- Established the first international clinic in HCMC post-war
- 28+ years operating healthcare in Vietnam
- Founder, President & Chairman – Victoria Healthcare International Clinics
- Founder, AmCham HCMC Healthcare Committee
- Cenegenics-certified in Age Management Medicine, certified in Senior exercise
- Pioneer in wellness, longevity & senior-focused healthcare



John Dinh

Executive Manager

- Bachelor of Applied Finance, Western Sydney University
- Founder & CEO of Rocket Rental Car
- Simultaneous interpreter for high-level international events
- Strong background in financial management and operations
- Focused on building sustainable, high-quality international service in the tourism industry

Our partners



Medical partners



HELENCARE
Your Health - Your Wealth

Real estate partner



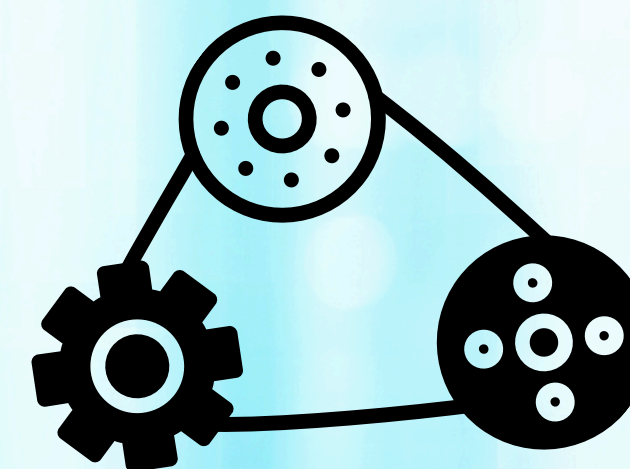
Join us in *rebuilding how Vietnam ages*



Invest in a senior care
cost-effective platform



Enter a **\$4.79B** market as
a **leader** in the field



Back the missing **operating layer**
between **real estate and care**