

2025

COMPANY  
CREDENTIAL





**About us**

**Services**

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# 1. About us

Founded in 2022, Bandina is the first and only Vietnamese company to venture into K-pop album distribution and expand its reach to international markets. With a strong presence in major markets like South Korea, China, and Japan, we have established a solid reputation in the K-pop distribution industry.

Bandina is more than just a bridge between artists and fans; we have pioneered an innovative service ecosystem that connects artists and fans in Vietnam. Our mission is to provide unique fandom experiences, offering exclusive activities such as interactive fan events, fansigns, fanmeetings, and fanconcerts. We also create opportunities for collaboration between artists, top brands, and music programs.

After years of successfully collaborating with leading entertainment companies and K-pop artists, Bandina has returned to Vietnam with a dedicated focus on supporting the next generation of Gen Z artists. From designing to producing albums and merchandise to international standards, we leverage our global distribution network to bring the best services to the artists' fandoms, ensuring unforgettable experiences for all involved.





# V I S I O N

The Pioneer of Vietnam's Fandom Ecosystem, Expanding Across Asia.

# M I S S I O N

We are committed to maximizing the value of your fandom.



# Our Unique Selling Point

*“Pioneering the best experiences and values for Vietnamese fans”*

## **Pioneer in Kpop album distribution in Vietnam**

Bandina proudly stands as the first company in Vietnam to distribute Kpop event albums, with hundreds of thousands of copies sold globally, solidifying our leading position in the industry.

## **Professional sales system and global distribution network**

With an optimized e-commerce website and an extensive network of partners, Bandina ensures that products reach fans quickly and conveniently.

## **Deep understanding of fandom insights**

Bandina goes beyond business by truly understanding the psychology, needs, and passions of fandom communities, fostering genuine and lasting connections.

## **Production of albums, lightsticks, and merchandise meeting international standards**

Leveraging professional production expertise, Bandina delivers high-quality products that meet global standards, satisfying even the most discerning fans.

## **Organizing premium Fansign, Fanmeeting, and Fanconcert events**

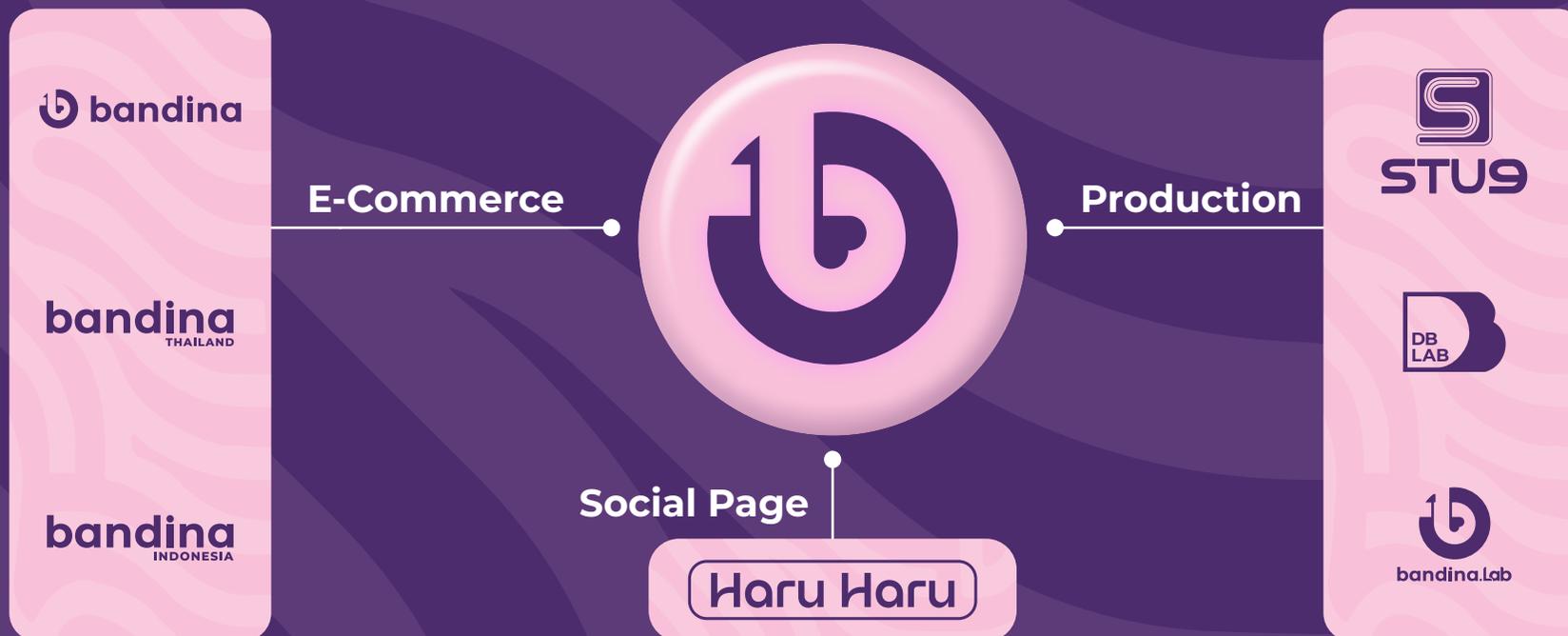
Bandina is the pioneer in organizing interactive events between fans and artists, such as Fansigns, Fanmeetings, and Fanconcerts, welcoming top Korean artists and creating unforgettable experiences for fans.

## **Strong relationships with leading Korean entertainment companies**

Thanks to a reputable network of partners, Bandina serves as a trusted bridge between Korean artists and fan communities in Vietnam and worldwide.



# Our Brands



Bandina originated from the e-commerce website [www.bandina.vn](http://www.bandina.vn), where K-pop fans can purchase albums and participate in exclusive events tailored specifically for the **Vietnamese market**. After experiencing robust growth in major markets with an extensive distribution network, we expanded to **Bandina Thailand** and **Bandina Indonesia** to deliver unique events suited to local markets. Beyond distribution, **Bandina** heavily invests in production through **Bandina Lab**, supporting promising independent artists in producing albums and MDs (merchandise) from start to finish. Additionally, we partnered with Dao Entertainment to establish **DB Lab**, enabling collaborative artist projects within the shared ecosystem of both entities. Notably, **STU9** stands out as a leading brand organizing fan meetings and fan concerts of diverse scales, catering to a broad spectrum of fan communities.

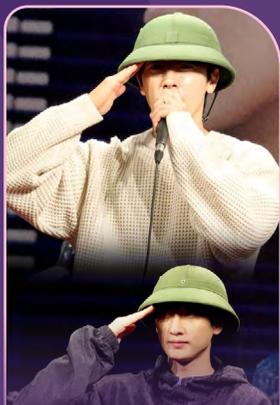


**We officially launch DB Lab** - a new brand with 200% passion, providing artists and labels with comprehensive music services. Established by a strategic partnership between Bandina and DAO Music Entertainment to bring many opportunities and musical values to artists. DB Lab's mission is to become a solid bridge between artists and fans, committed to bringing new and unique music experiences to the Vietnamese market through the following services:

- Production and release of physical CDs/Albums, merchandise,...
- Fan services (Photocard event, fan-call/fansign event,...)
- Marketing & Promotion services for music products and events.



**STU9, a proud brand of Bandina,** is dedicated to creating exceptional Fanmeetings and Fanconcerts in Vietnam. With a mission to connect fans with their idols in the most meaningful and memorable ways, we work closely with leading entertainment companies in Korea to deliver top-tier experiences that resonate deeply with Vietnamese audiences. In 2024, STU9 successfully organized Park Bom's Fanconcert and Park Jihoon's Fanmeeting, showcasing our commitment to quality and innovation. These achievements have firmly established STU9 as a trailblazer in providing premium fan services and unforgettable moments for the fan community in Vietnam.







# Our Partners

We are extremely greaful to have them as our partners.



# 2. Services

PRODUCTION

E-COMMERCE

SERVICES



# Production

## Fan Event:

- Promoter, Event Organizer, Co-organizer, and Production Services

## Fansign

## Fanmeeting

## Fanconcert

## Physical Album/Merch/Lightstick:

- Planning and Creative Development
- Production
- IP Character Development
- Managing Promotion Events: *Video Call Event, Lucky Draw Event, Fansign Event,...*

# E-commerce

- E-commerce on Bandina's website
- White-label sales and operations for clients

# Agency services

- Promotion
- Brand Endorsement
- Sponsorship Arrangement
- Music Collaboration



# Our Market



Main warehouses in Vietnam, China, South Korea, and Japan

**200+**

Countries and territories available for shipping

**65+**

Countries with served customers

**150+**

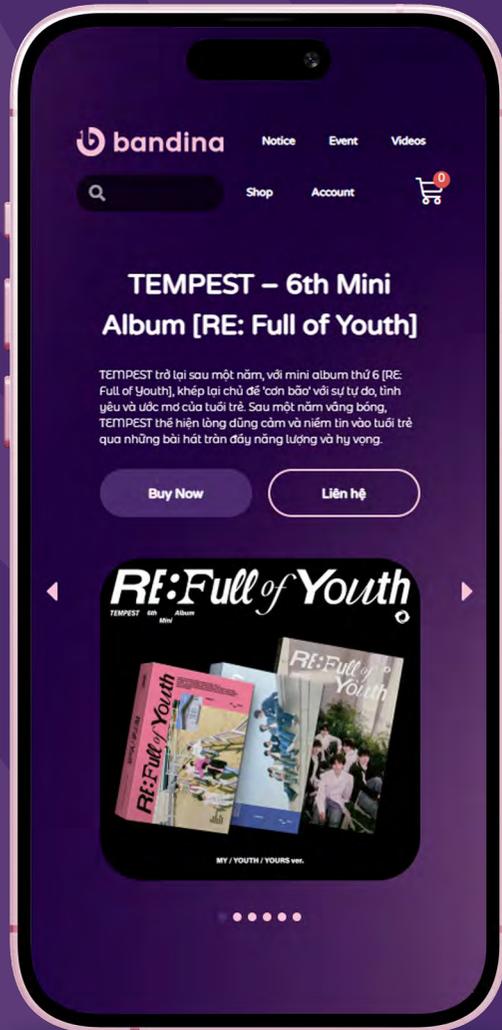
Partner agents and stores worldwide

**680,000+**

Order transactions with global customers



# Our Platform



## KEY ADVANTAGES OF BANDINA'S WEBSITE

### User-Friendly Interface & Easy Payment

A seamless, intuitive website design that ensures a smooth browsing and payment experience.

### Flat Shipping Fee Nationwide

Fixed shipping rates applied across all regions in Vietnam, making cost estimation simple for customers.

### Real-Time Order Tracking

Customers can track their shipments directly via the website and email for instant updates.

### Automated Daily Revenue Reports

Artists and companies receive daily automated revenue reports via email for efficient financial tracking.

### Competitive Order Processing & Sales Fees

Cost-effective and competitive commission rates for order processing and sales.

### Bulk Tracking Number Generation

Supports creating tracking numbers in bulk with multiple shipping carriers, ensuring optimized order processing and saving valuable time. Customers receive instant email notifications with tracking details as soon as their orders are handed over to the carrier.

# 3. Case Study

FAN EVENT

PHYSICAL ALBUM & MD

AGENCY SERVICES

# FAN EVENT

We specialize in organizing and managing fan events through a comprehensive approach that integrates promotion, stage production, hospitality, backstage operations, and professional staffing and interpretation, ensuring unforgettable experiences for fans.

2024 PARK BOM SPECIAL FAN CONCERT IN VIETNAM

# PARK BOM

## 2NE1

Client: Bandina    Format: Fan Concert    Workscope: Local Promoter  
 Hospitality Management    Stage Production    Backstage Operation    Staffing & Interpreter Agency



### PARK BOM

## NHÀ HÁT HOÀ BÌNH

22 | 09 | 2024



PARK JIHOON WINTER FANMEETING IN VIETNAM

# OPENING

BEN THANH THEATER, HO CHI MINH 2024.12.20 FRI 7:30PM

**WANNA·ONE**

Client: Bandina    Format: Fanmeeting    Workscope: Local Promoter  
Hospitality Management    Stage Production    Backstage Operation    Staffing & Interpreter Agency



**PARK JIHOON**

**NHÀ HÁT  
BẾN THÀNH**

20 | 12 | 2024



2025 ONEWE WORLD TOUR IN VIETNAM

# O! NEW E! *volution* IV

**Client:** Hy Live  
Hospitality Management

**Format:** Show-con  
Stage Production

**Workscope:** Local Promoter  
Backstage Operation

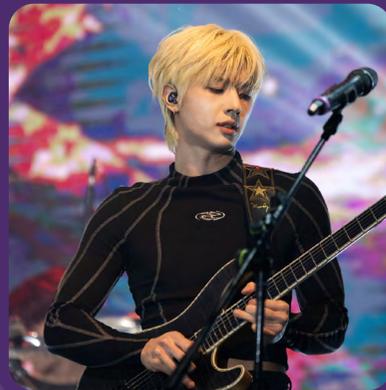
Staffing & Interpreter Agency



ONEWE

LAVELA  
SAIGON

21 | 03 | 2025



# BANG YeDAM

The 1st SHOW-CON in VIETNAM

**Client:** Hy Live  
Hospitality Management

**Format:** Show-con  
Stage Production

**Workscope:** Local Promoter  
Backstage Operation

Staffing & Interpreter Agency



BANG YeDAM

LAVELA  
SAIGON

23 | 03 | 2025



# INVITABLE

## FANSIGN EVENT IN HANOI

Client: InterAsia  
Hospitality Management

Format: Fansign  
Staffing & Interpreter Agency

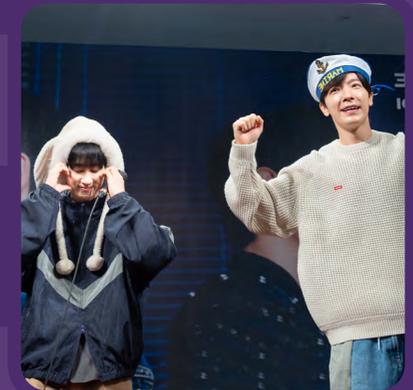
Workscope: Local Promoter  
Staffing & Interpreter Agency



**SUPER JUNIOR D&E**

**GRAND  
PLAZA HOTEL**

15 | 11 | 2024



# P H Y S I C A L   A L B U M &   M E R C H A N D I S E

Participation in the planning, production, and distribution of various products such as physical albums, merchandise, and lightsticks for Vietnamese artists through a ONE-STOP SOLUTION that integrates <Planning - Design - Production - Distribution> into a single process.



# Physical Album

Vietnamese Artists

DA LAB



HOÀNG YẾN CHIBI



MỸ ANH



TRANG PHAP



BUITRUONGLINH



CONGB



HANSARA



TÙNG





# Physical Album

Exclusive distribution for Kpop artists in Vietnam



aespa

**The 3rd Mini Album** [MY WORLD]

Online Luckydraw Event with Vietnamese Photocard



**The 7th Album** [EXIST]

Pre-order Event with Vietnamese Photocard





Stray Kids

**The 3rd Album [5-STAR]**  
Pre-order Event with  
Vietnamese Photocard

net dream

**The 3rd Mini Album [ISTJ]**  
Pre-order Event with  
Vietnamese Photocard



i-dle\*

**5th Mini Album [I LOVE]** Pre-order Event  
with Vietnamese Photocard  
**6th Mini Album [I feel]** Pre-order Event  
with Vietnamese Photocard





**3rd SINGLE ALBUM** [After Like]  
Pre-order Event with Photocard

itzy

**5th Mini Album** [CHECKMATE]  
Pre-order Event with Vietnamese Photocard  
**6th Mini Album** [CHESHIRE]  
Pre-order Event with Vietnamese Photocard



NMIXX

**1st Mini Album** [expérgo] Pre-order Event  
with Vietnamese Photocard

# TEMPEST



- 1st Mini Album** [It's ME, It's WE]  
Pre-order Event with Vietnamese Photocard
- 2nd Mini Album** [SHINING UP]  
Pre-order Event with Vietnamese Photocard & Video Call Event
- 4th Mini Album** [THE EVE OF A STORM]  
Pre-order Event with Vietnamese Photocard
- 5th Mini Album** [TEMPEST Voyage]  
Pre-order Event with Vietnamese Photocard & Offline Fansign in Ho Chi Minh City

# BI

**1st Mini Album** [Love or Loved Part. 1]  
Video Call Event with Vietnamese Photocard





# Merchandise

KPOP Artists

You might be surprised to learn that some merchandise for top K-pop artists is currently being manufactured right here in Vietnam. With our extensive network and industry expertise, we are proud to be part of the production chain for **'Made in Vietnam'** merchandise — created for leading K-pop stars such as **BLACKPINK, SEVENTEEN, Rosé, LE SSERAFIM**,... - and officially exported and distributed to fans worldwide.

BLACKPINK

## BORN PINK WORLD TOUR OFFICIAL MERCH

### [BPTOUR] BLACKPINK CHARACTER PLUSH DOLL

[Size]  
SOOYA: 130 x 220 x 110 mm / 151g  
GOMDEUKI: 135 x 220 x 110 mm / 152g  
ROSIE: 140 x 220 x 180 mm / 171g  
PPEU: 130 x 220 x 120 mm / 180g

[Material]  
100% Polyester

[Country of Manufacture]  
VIETNAM



### [BPTOUR] BLACKPINK CHARACTER MINI KEYRING

[Size]  
SOOYA: 70 x 110 x 55 mm / 28g  
GOMDEUKI: 70 x 110 x 55 mm / 28g  
ROSIE: 70 x 110 x 95 mm / 29g  
PPEU: 70 x 110 x 70 mm / 27g

[Material]  
100% Polyester

[Country of Manufacture]  
VIETNAM





### [H&R] CHARACTER PLUSH DOLL\_ROSIE

[Size]  
140 x 220 x 180 mm / 171g

[Material]  
100% Polyester

[Country of Manufacture]  
VIETNAM



### [H&R] CHARACTER MINI KEYRING\_ROSIE

[Size]  
70 x 110 x 95 mm / 29g

[Material]  
100% Polyester

[Country of Manufacture]  
VIETNAM



# MINI TEEN



## SEVENTEEN - MINITEEN OFFICIAL MD FACE CUSHION

[Size]  
 CHOITCHERRY: 35x45x10cm  
 JJONGTORAM: 35x44x10cm  
 SHUASUMI: 35x37x10cm  
 O.C.L.: 56x15x8cm  
 TAMTAM: 35x32x10cm  
 FOXDUNGEE: 37x37x10cm  
 PPYOPULI: 37x28x10cm

THEpalee: 35x30x10cm  
 KIMJA: 33x35x10cm  
 DOA: 35x28x10cm  
 BBOOGYULI: 33x28x10cm  
 NONVER: 35x32x10cm  
 CHANDALEE: 35x30x10cm

[Material]  
 SHELL: 100% POLYESTER, FILLING: POLYESTER

[Country of Manufacture]  
 VIETNAM



## SEVENTEEN - MINITEEN OFFICIAL MD MAGNET PLUSH KEYRING

[Size]  
 CHOITCHERRY: 10cm (Length)  
 JJONGTORAM: 9cm (Length)  
 SHUASUMI: 9.5cm (Length)  
 O.C.L.: 12cm (Length)  
 TAMTAM: 9cm (Length)  
 FOXDUNGEE: 10cm (Length)  
 PPYOPULI: 8.5cm (Length)  
 THEpalee: 9cm (Length)

KIMJA: 10cm (Length)  
 DOA: 9cm (Length)  
 BBOOGYULI: 10cm (Length)  
 NONVER: 10.5cm (Length)  
 CHANDALEE: 10.5cm (Length)  
 \* the length to the head

[Material]  
 SHELL: 100% POLYESTER, FILLING: POLYESTER

[Country of Manufacture]  
 VIETNAM



## SEVENTEEN - MINITEEN OFFICIAL MD COIN POUCH

[Size]  
 CHOITCHERRY: 10x9x3cm  
 JJONGTORAM: 10x8x3cm  
 SHUASUMI: 10x8.5x3cm  
 O.C.L.: 8x17x3cm  
 TAMTAM: 10x8.5x3cm  
 FOXDUNGEE: 10.5x8.5x3cm  
 PPYOPULI: 10x7x3cm

THEpalee: 11x7x3cm  
 KIMJA: 10x11.5x3cm  
 DOA: 10x8.5x3cm  
 BBOOGYULI: 11x9x3cm  
 NONVER: 10.5x9x3cm  
 CHANDALEE: 10.5x8x3cm  
 \* the length to the head

[Material]  
 SHELL: 100% POLYESTER, FILLING: POLYESTER

[Country of Manufacture]  
 VIETNAM



## SEVENTEEN - MINITEEN OFFICIAL MD OFFICIAL LIGHT STICK COVER

[Size]  
 CHOITCHERRY: 11 x 6 x 6cm  
 JJONGTORAM: 11 x 6 x 6cm  
 SHUASUMI: 11 x 6 x 6cm  
 O.C.L.: 11 x 6 x 12cm  
 TAMTAM: 11 x 6 x 6cm  
 FOXDUNGEE: 11 x 6 x 6cm  
 PPYOPULI: 11 x 6 x 6cm

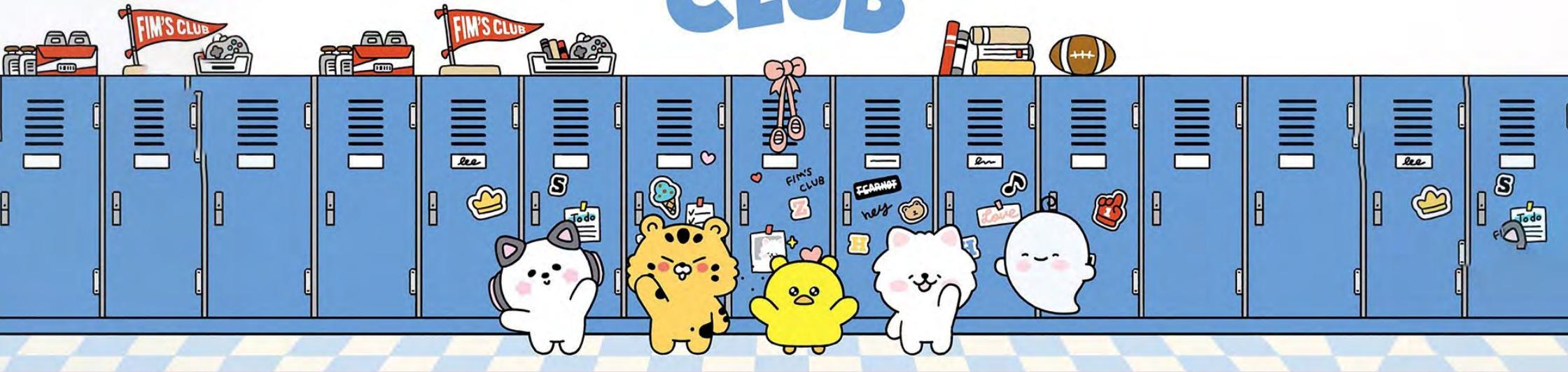
THEpalee: 11 x 6 x 6cm  
 KIMJA: 11 x 6 x 5.5cm  
 DOA: 11 x 6 x 6cm  
 BBOOGYULI: 11 x 6 x 6cm  
 NONVER: 11 x 6 x 6cm  
 CHANDALEE: 11 x 6 x 6cm

[Material]  
 SHELL: 100% POLYESTER, FILLING: POLYESTER, POLYURETHANEV

[Country of Manufacture]  
 VIETNAM



# FIM'S CLUB



## LE SSERAFIM - FIM'S CLUB Official MD PLUSH KEYRING

[Size]  
KIMACHI 12 x 9.6  
SAKKUKKU 11.4 x 10.5  
HEURIMONG 10.5 x 9.3  
ZUHARONG 11.5 x 10.5  
HONGPIPIPI 10.7 x 9.7

[Material]  
Shell : 100% Polyester  
Filling : 100% Polyester  
Exclusive of decoration

[Country of Manufacture]  
VIETNAM



## LE SSERAFIM - FIM'S CLUB Official MD CUSHION

[Size]  
KIMACHI 12 x 9.6  
SAKKUKKU 11.4 x 10.5  
HEURIMONG 10.5 x 9.3  
ZUHARONG 11.5 x 10.5  
HONGPIPIPI 10.7 x 9.7

[Material]  
Shell : 100% Polyester  
Filling : 100% Polyester  
Exclusive of decoration

[Country of Manufacture]  
VIETNAM





# Merchandise

Vietnamese Artists

With our experience in collaborating with top K-pop IPs, we are gradually professionalizing the merchandise business — from creating exclusive character designs to developing effective production and distribution plans for **fan meeting merchandise, tailored for Vietnamese artists.**



OFFICIAL MERCHANDISE  
**TRAM DUNG**  
**GAP GỎ**



**CAPTAIN  
BOY**



# 2024 Fan Meeting

TO CELEBRATE 24TH BIRTHDAY

SPECIAL MERCH BUNDLE (LIMITED EDITION)



# 2024 Fan Meeting

# A G E N C Y S E R V I C E S

We provide professional artist booking services, establishing strong and impactful connections between international artists and brands for events, advertising campaigns, and editorial projects. Our services are designed to ensure that the right talent is paired with the right opportunity, helping brands enhance their visibility, engage their audiences, and create memorable experiences. With our extensive network of artists, we help bridge the gap between global talent and local markets, driving successful collaborations and elevating brand presence.





# ZLAB x KPOP ARTIST

(Park Jihoon, Bang Yedam, ONEWE,...)

Promotion

Bandina serves as a key partner in connecting **ZLAB** with Korean artists, facilitating meaningful collaborations that bring these international talents closer to Vietnamese audiences. Through a variety of creative and impactful promotional activities, we help ZLAB amplify the presence of Korean artists in Vietnam, contributing to the vibrant growth of the Hallyu wave in the region. As a trusted intermediary, Bandina ensures seamless communication and execution, enabling ZLAB to create memorable experiences and inspire fans through its diverse projects.





# Let's Work TOGETHER

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 +84 - 3738 65324

 [bandina.vn](http://bandina.vn)

 [Bandina](https://www.facebook.com/Bandina)

 [bandinacompany](https://twitter.com/bandinacompany)