

BRADWELL

BRING A BRIGHTER WORLD

Company Profile 2026

Bradwell brings international technology brands to Vietnamese consumers through a nationwide retail network. Exclusive distributor of JMGO projectors, official distributor of XGIMI and authorised Marshall speaker dealer.

Bradwell Joint Stock Company MST 2301032915 www.bradwell.vn

ABOUT BRADWELL

Technology – Solutions – Growth

Bradwell Joint Stock Company specialises in distributing genuine technology devices in Vietnam — the bridge between international brands and domestic retailers.

We cover the full value chain: import, channel development, marketing and after-sales. Bradwell is the exclusive distributor of JMGO, the official national distributor of XGIMI and an authorised Marshall dealer in Vietnam.

03	07	30	2018
International brands distributed	Nationwide retail partners	Dedicated staff	Founded

COMPANY PROFILE

Company name	**Bradwell Joint Stock Company**
International name	**BRADWELL JOINT STOCK COMPANY (BRADWELL., JSC)**
Tax code	**2301032915**
Founded	**26 June 2018**
Business	**Distribution of genuine technology devices**
Brands distributed	**JMGO (exclusive) · XGIMI (official national) · Marshall (authorised dealer)**
Head office	**99 Luy Lau Street, Bac Ninh City**
Showroom	**99 Luy Lau Street, Bac Ninh City**
Staff	**30 people**
Representative	**Mr. Luong Ba Linh — Chairman**

MILESTONES

2018
Bradwell Joint Stock Company founded in Bac Ninh

2023
Began distributing JMGO and XGIMI in Vietnam (authorisations renewed annually) and became an authorised Marshall dealer

2025
JMGO Vietnam presented 20 projectors to the national team, 2024 Southeast Asian champions; sales reached 2,400+ units

Today
Exclusive distributor of JMGO, official national distributor of XGIMI, present in 7 retail chains

BUSINESS RESULTS

Growth year after year

30+
Points of sale

8
Provinces and cities

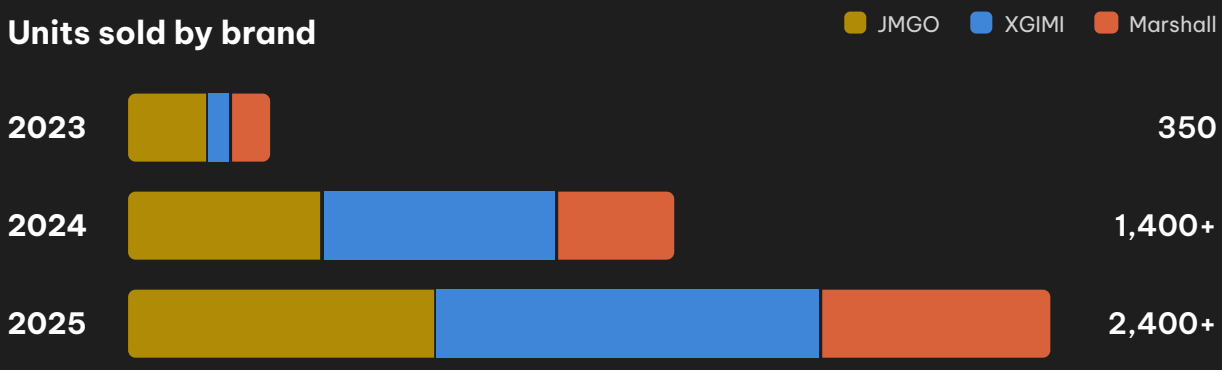
2,400+
Units sold in 2025

×1.7
Unit growth, 2025 vs 2024

4,150+
Units sold, 2023–2025

1,000+
XGIMI projectors sold in 2025

Units sold by brand



"+" marks minimum figures. Totals and growth are calculated from these minimums.

BRAND PORTFOLIO

Brands distributed by Bradwell

JMGO

EXCLUSIVE DISTRIBUTION

A pioneer in laser projection, known for refined design, high brightness and triple-colour laser imaging for a true home-cinema experience.

XGIMI

OFFICIAL NATIONAL DISTRIBUTOR

A global smart-projector brand, known for 4K home projectors and compact portable models with a built-in smart OS.

Marshall

AUTHORISED DEALER

The legendary British audio brand, born from guitar amplifiers in 1962 — today a range of speakers and headphones with its signature classic design.

DISTRIBUTION CAPABILITIES

Turnkey distribution

Import & supply chain

Official import, regulatory certification, warehousing and nationwide delivery.

Channel development

Listing products with major retail chains, e-commerce platforms and dealers.

Marketing & product launch

Brand localisation, launch events, merchandising and sales-staff training.

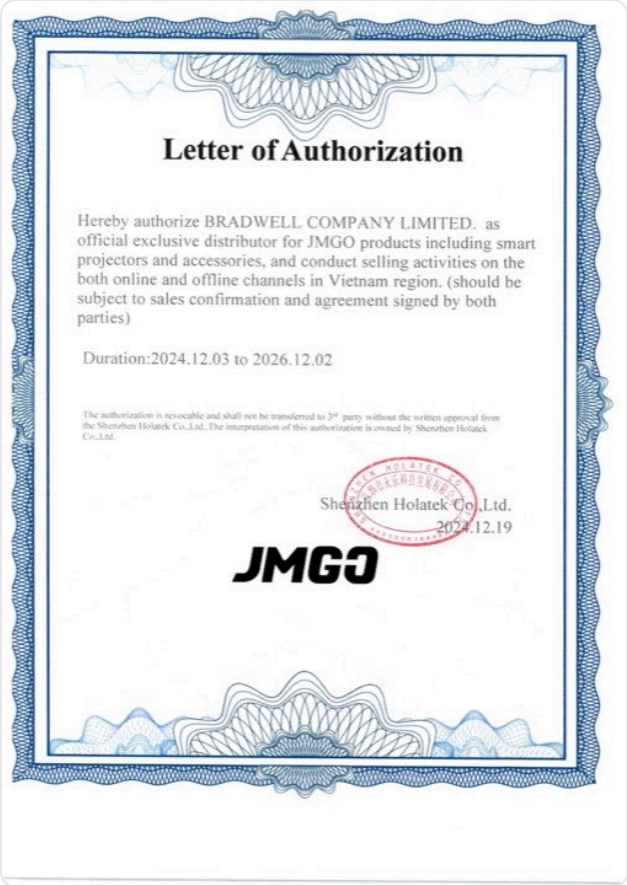
Warranty & after-sales

Official warranty centre and technical support for users and dealers.

AUTHORISATIONS

Officially authorised by the brands

Bradwell distributes under letters of authorisation issued directly by the manufacturers and renewed every year. Shown below are the current documents; click an image to view it in full.



Letter of Authorization

Hereby authorize BRADWELL COMPANY LIMITED. as official exclusive distributor for JMGO products including smart projectors and accessories, and conduct selling activities on the both online and offline channels in Vietnam region. (should be subject to sales confirmation and agreement signed by both parties)

Duration:2024.12.03 to 2026.12.02

The authorization is revocable and shall not be transferred to 3rd party without the written approval from the Shenzhen Holatek Co.,Ltd. The interpretation of this authorization is owned by Shenzhen Holatek Co.,Ltd.

Shenzhen Holatek Co.,Ltd.
2024.12.19

JMGO

JMGO –
Exclusive distributor in Vietnam
Shenzhen Holatek Co., Ltd.
Current term
: 03/12/2024 – 02/12/2026



XGIMI SMART PROJECTORS

AUTHORIZATION

This is to authorize that
BRADWELL COMPANY LIMITED

is the official national distributor of
XGIMI brand to purchase, resell,
and distribute in the territory of Vietnam
Vietnam

20251104-20261231
Authorization code:
XGIMIAPACVN20260001A

HONGKONG XGIMI INNOVATION TECHNOLOGY COMPANY LIMITED

REIMAGINING
HOME
ENTERTAINMENT

XGIMI –
Official national distributor
HongKong XGIMI Innovation Technology Co., Ltd.
Current term
: 04/11/2025 – 31/12/2026 ·
XGIMIAPACVN20260001A

COVERAGE

Present in Vietnam's key cities



From our head office in Bac Ninh, products distributed by Bradwell are sold at 30+ points of sale in 8 provinces and cities across all three regions, through our retail partner network.

NORTH

Bac Ninh (Head office & showroom) · Hanoi · Hai Phong

CENTRAL

Da Nang

SOUTH

Ho Chi Minh City

DISTRIBUTION PARTNERS

thegioididong.com

FPT Shop.com.vn

CellphoneS

HD RADIO
AUDIO - HOME CINEMA - KARAOKE

SIÊU THỊ ĐIỆN MÁY - NỘI THẤT CHỢ LỚN

AUN

KY NGUYEN HITECH
Máy chiếu thông minh - Công nghệ dẫn đầu

AT THE POINT OF SALE

JMGO & XGIMI in store



JMGO Home Cinema store



JMGO Home Cinema – holiday season campaign



XGIMI laser TV experience zone



XGIMI display counter



XGIMI shelf in an electronics superstore

EXHIBITIONS & EVENTS

Present at Vietnam's leading industry exhibitions

Bradwell brings JMGO and XGIMI closer to consumers through major exhibitions and events in Vietnam, such as PHE Show (Personal & Home Entertainment) and Vietbuild.



The Bradwell team at the JMGO booth



XGIMI experience event



JMGO booth at the Vietbuild exhibition



JMGO product display at an event



XGIMI booth at PHE Show



XGIMI demo stage at PHE Show

COMMUNITY

Standing with Vietnamese football



JMGO Vietnam — the brand exclusively distributed by Bradwell — proudly presented 20 projectors to the Vietnam National Team to celebrate winning the 2024 Southeast Asian Football Championship.

20
JMGO projectors donated

300
m VND

DISTRIBUTION CAPABILITIES



Professional warehousing

A standards-based warehouse keeps JMGO and XGIMI ranges in stock — ensuring stable supply and fast delivery to the entire dealer network.

BRADWELL

PARTNER WITH US

Partner with Bradwell

Hotline

094 252 2226

Email

kinhdoanh@bradwell.vn

Website

www.bradwell.vn

Zalo · WeChat

094 252 2226 · mrluongbalinh

Head office

99 Luy Lau Street, Bac Ninh City

Showroom

99 Luy Lau Street, Bac Ninh City

Thank you for your interest in Bradwell.