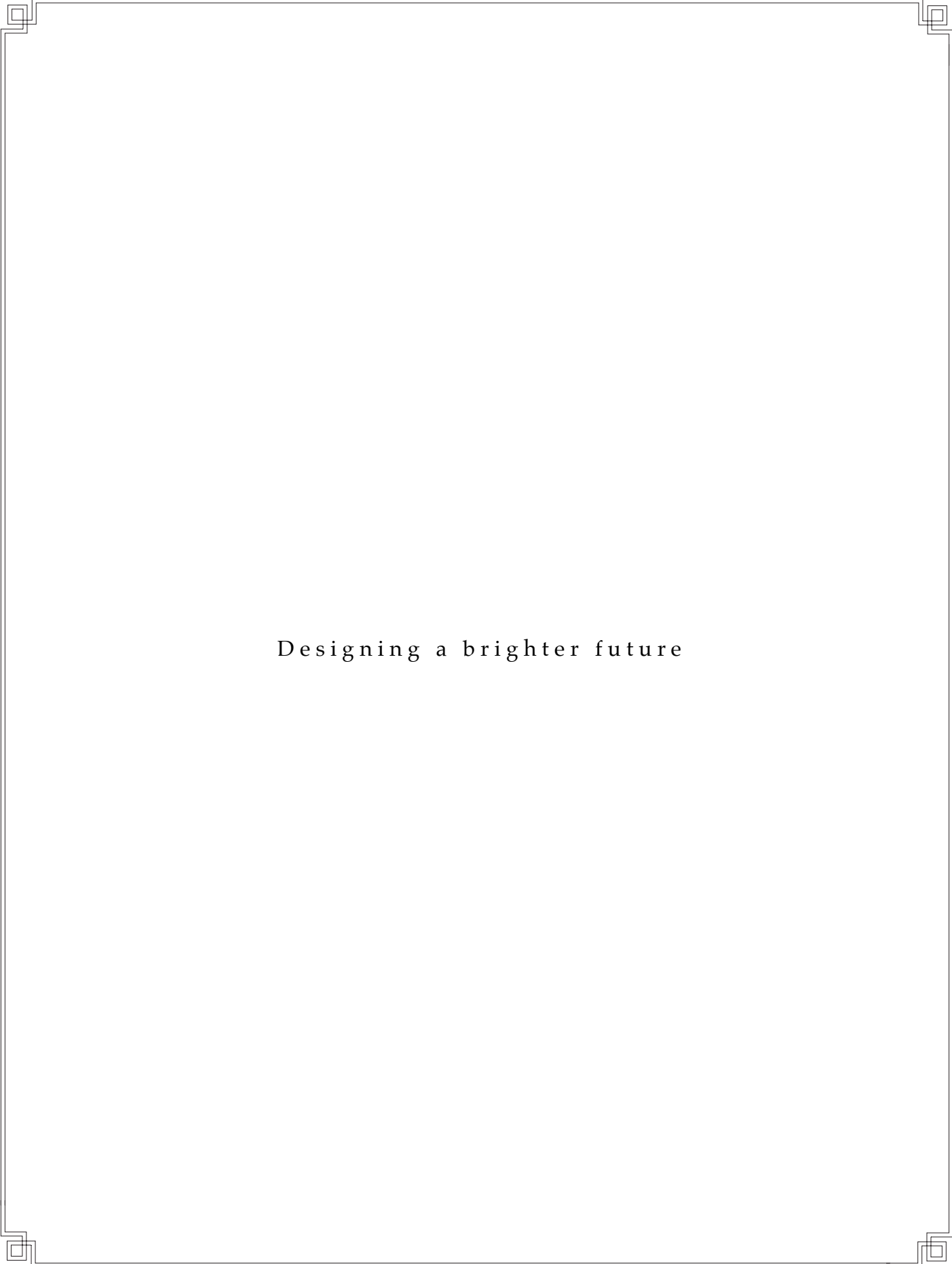


# SONKIMLAND

NEWSLETTER

LUXURY ISSUE - VOL. Q 2 / 2 0 1 8





Designing a brighter future



## CEO MESSAGE

Dear Valued Customers and Partners,

We have had a very exciting, successful first half of 2018, with many more activities and projects on the way for the rest of the year.

As always, we constantly, consistently strive to develop all of our projects through the “Luxury Boutique Home” model. This allows us to maintain our strong foothold in the highly competitive local market, and ensures that we remain true to our mission.

In the residential sector, we are extremely proud to present this unique model through two stunning, recently completed developments – Gateway Thao Dien and The Nassim. These new complexes, both located in Ho Chi Minh City’s fast-growing District 2, introduce a new standard of luxury living to the city, one that only SonKim Land can deliver. Elsewhere in town, Serenity Sky Villas is proceeding smoothly, and a sample unit is available so that interested customers can get a taste of the experience which this project will deliver once it is completed. Future residents can expect a lifestyle fusing the best of both traditional villas and high-rise luxury apartments in the heart of fascinating District 3.

Over the last six months we have also been preparing for our next major project launch, this time in the Thu Thiem New Urban Area in District 2, directly across the river from central District 1. This is expected to be the future center of Ho Chi Minh City, and we will be at its heart through The Metropole Thu Thiem. We celebrated the signing ceremony which confirmed SonKim Land as the official developer, while through the rest of 2018 we are planning to finalize the design and start marketing activities for The Metropole Thu Thiem before launching construction work by the end of the year. This exciting commercial and residential complex will be connected to all of the city’s future landmarks, as well as other districts, via highly convenient transportation and retail links.

On the commercial side, we have enjoyed strong performance from our commercial and retail businesses. There are now 10 GS25 convenience stores around the city, a successful expansion since the initial grand opening. We have also successfully introduced Michelin-star chef restaurants to the Ho Chi Minh City market, and we will continue to open more F&B outlets through the remainder of this year. We can’t wait to share these concepts with the people of our great city.

Thank you for continuing to be a part of the SonKim Land journey, and we are very excited to see what awaits over the next few months.

Yours sincerely,

A handwritten signature in black ink, appearing to read 'Andy HAN Suk Jung'. The signature is fluid and cursive, with a long horizontal stroke at the end.

**Andy HAN Suk Jung**  
CEO

# **CONTENT**

## **SONKIM LAND THE BEST LUXURY BOUTIQUE DEVELOPER IN VIETNAM**

### **RESIDENTIAL PORTFOLIOS**

- Gateway Thao Dien – Your adventure starts here | 10
- The Nassim – The luxury you deserve | 16
- Serenity Sky Villas – Elite privilege in the city center | 20
- The Metropole Thu Thiem – New metropolis of Saigon | 24
- The Galleria Residences – Your living masterpiece | 34
- The landed property in Thu Thiem | 36

### **COMMERCIAL & HOSPITALITY PORTFOLIOS**

- Jardin Des Sens | 40
- Mamasens | 46
- GS25 | 48

### **SONKIM LAND INTERNAL ACTIVITIES**

- Mr. Andy HAN Suk Jung – CEO – participated in the CBRE CEO Forum on July 11th | 54
- SonKim Land helped build a new house for people in need | 55
- SonKim Land employees take part in blood donation day | 56

BEST BOUTIQUE DEVELOPER

SonKim Land Corporation





## **SONKIM LAND THE BEST LUXURY BOUTIQUE DEVELOPER IN VIETNAM**

Through its deep understanding of, and experience in, Vietnam's high-end real estate development market, SonKim Land has pursued its Luxury Boutique Strategy while targeting buyers who possess both robust financial strength and refined aesthetic and artistic tastes. By winning the "Best Boutique Developer" award at the Vietnam Property Awards 2018's gala night, we received strong recognition of our concept.



# CORE ELEMENTS OF SONKIM LAND LUXURY BOUTIQUE PROJECTS

The core elements of our Luxury Boutique Strategy are maintaining fundamentals without compromising; a devotion to unique, high-quality designs; and providing a wonderful living experience for residents. All of SonKim Land's projects are located in a prime location with a selective scale and unique design. Examples include Gateway Thao Dien, with 436 apartments, and The Nassim, with 238 apartments, both located in Thao Dien; Serenity Sky Villas, with 45 villas in District 3; and other upcoming projects in Thu Thiem.





## EXPERIENCE AUTHENTIC LUXURY

Luxury is authenticity.  
With two completed projects, our residents can really experience the true value of luxury, which SonKim Land confidently delivers.  
Let's explore these properties further in the next chapters.

An aerial photograph of a swimming pool area. The pool is rectangular with rounded corners, filled with clear blue water. To the right of the pool is a wooden deck with several white lounge chairs and large white umbrellas. There are several green trees and bushes around the pool area. The overall scene is a tropical resort-style setting.

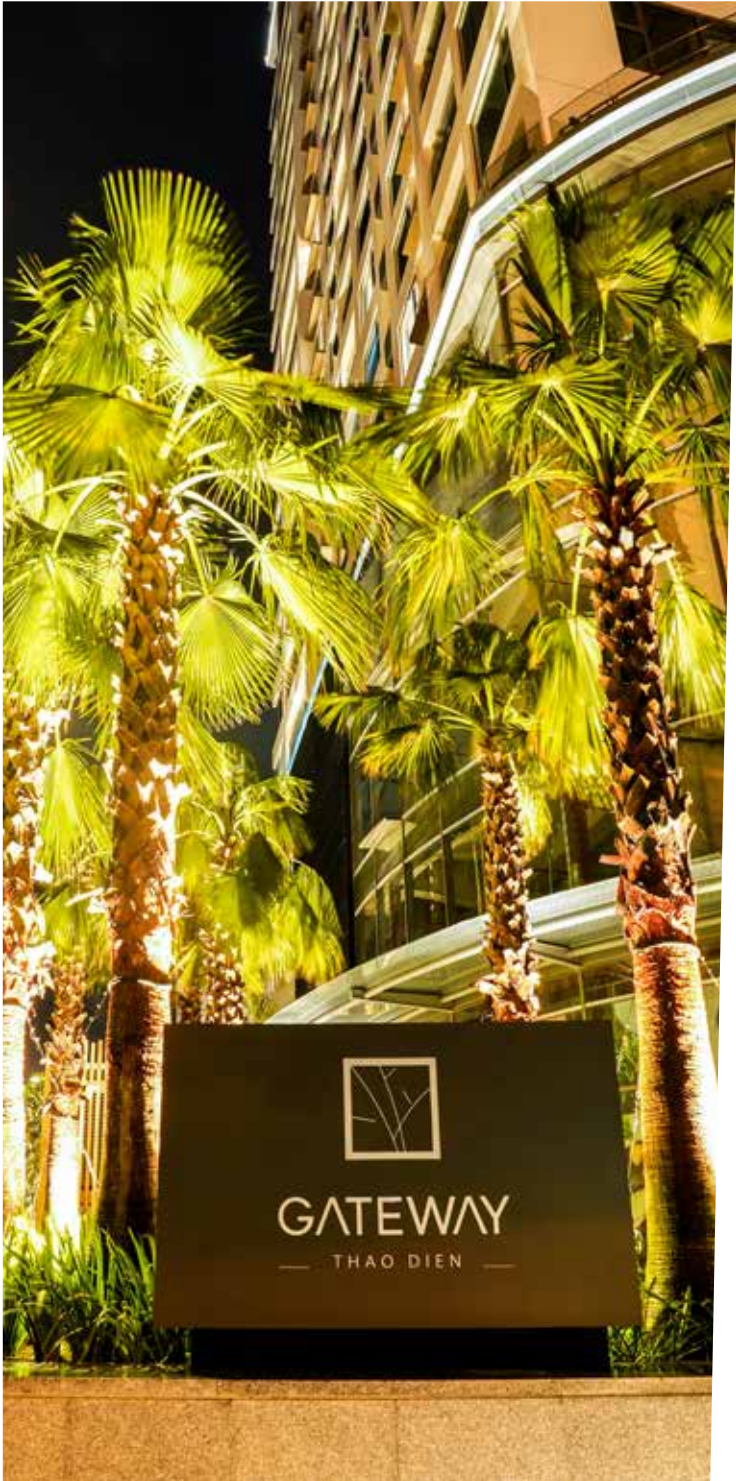
## GATEWAY THAO DIEN YOUR ADVENTURE STARTS HERE

Escape to a tropical paradise in the city at Gateway Thao Dien, a sophisticated resort-inspired home surrounded by, but also separated from, the bustle of Thao Dien's commercial center. This unique development offers multiple residential layout options and premium services in a stylish environment where residents can indulge in fresh air and enjoy luxury in every details. Experience first-hand the elegant simplicity of a refined design, featuring discreet, highly attentive service. Gateway Thao Dien provides timeless value that defines luxury living.



# WELCOME HOME

Step away from the hustle and bustle of the city and into Gateway Thao Dien. An elegant welcome arch, along with attentive receptionists, greets you as you come home. In order to foster convenience and warmth when residents return after a long day, every detail has been carefully selected, from the decorative pool to the guest arrival area. This creates a fusion that immediately embraces residents.





## INFUSE YOUR LIFE WITH COLORS

Purity is the first word that springs to mind at Gateway Thao Dien. From superb views of Thao Dien and the city center to the scent of flowers along the pathways as the wind blows through trees, residents will feel as if they are in a resort. The green living environment features an elaborate playground perfect for hanging out with friends, where you can watch your little angels enjoy nature and their childhood. These elements add exciting colors to your life.



# EVERY SUNRISE IS AN INVITATION TO BRIGHTEN YOUR DAY

Residents can observe the beauty of the city through large windows in every apartment, which also draw in fresh breezes and ample natural light. Combining natural elements with the finest materials creates a seamless, faultless level of luxury that offers a truly cosmopolitan lifestyle. A luxury gym allows residents to maintain their health and fitness at will. You will live in peace while still enjoying full access to the cosmopolitan metropolis.



# WE PROTECT YOU AND YOUR LOVED ONES



24/7 security services and international standard fire safety equipment allow you to live at constant ease. An attentive customer service team is at the ready to support you during hand-over and upon move-in, providing full satisfaction from your first moment in Gateway Thao Dien.

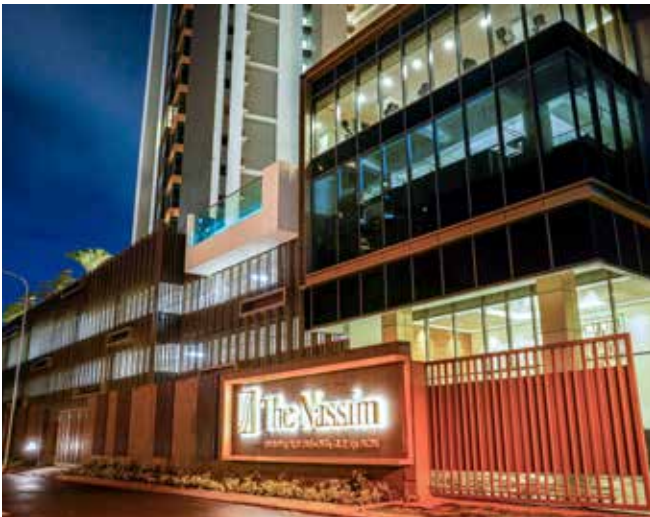






## **THE NASSIM THE LUXURY YOU DESERVE**

This is SonKim Land's second "Luxury Boutique" project. Highlighting privacy as the essence of luxury living, The Nassim is the first project in Ho Chi Minh City designed with no more than three residences on each floor and private lift lobbies. The Nassim is ready for residents to discover a sublime daily rhythm amid the timeless luxury that SonKim Land delivers to its valued customers.



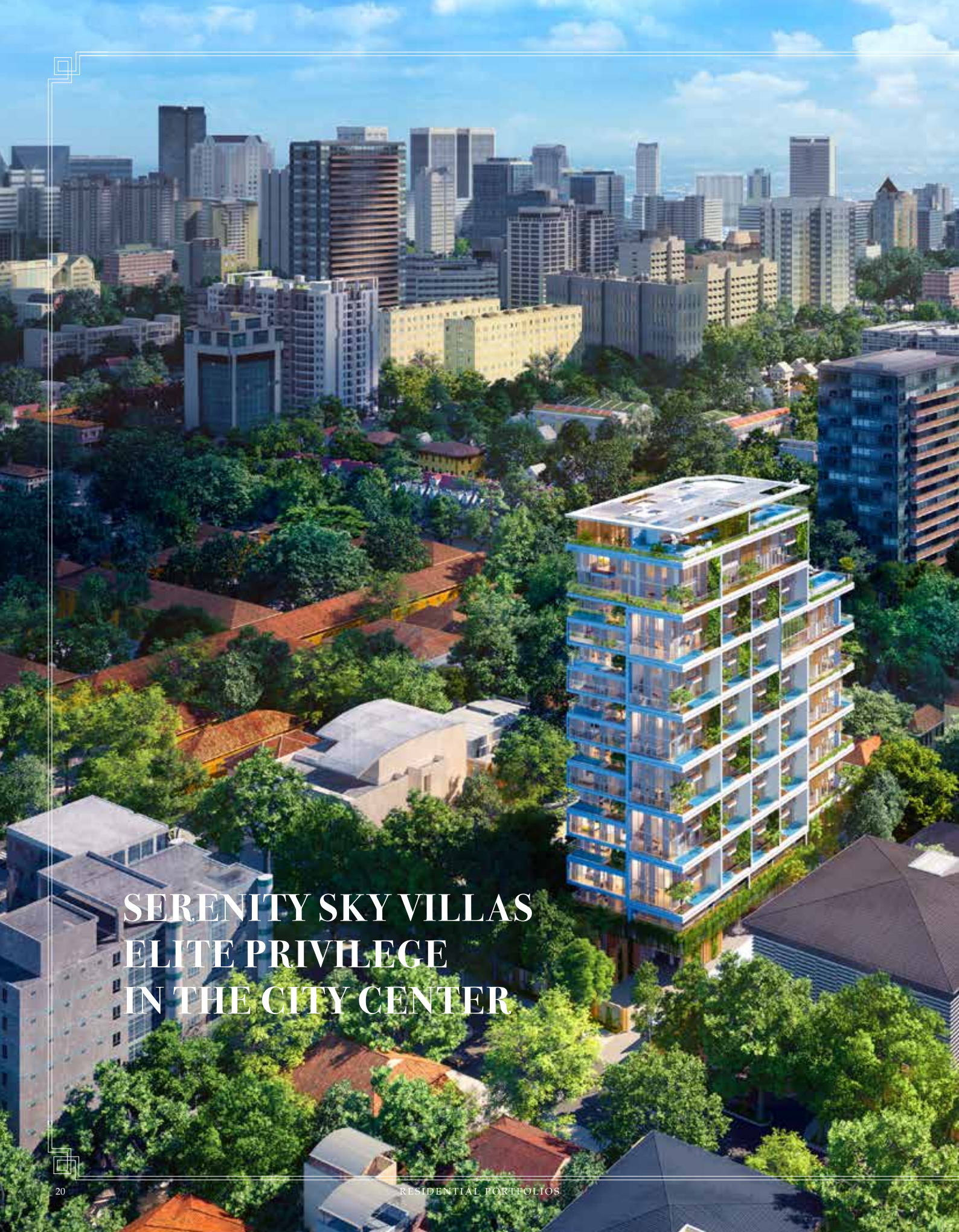
## A STATEMENT OF PRIDE FOR EACH RESIDENT

Residents and their valued guests will be welcomed to The Nassim through a one-of-a-kind, environmentally friendly parking lot. You will be proud of your home from the moment you step into the lobby, creating the perfect location to invite your friends over to visit.

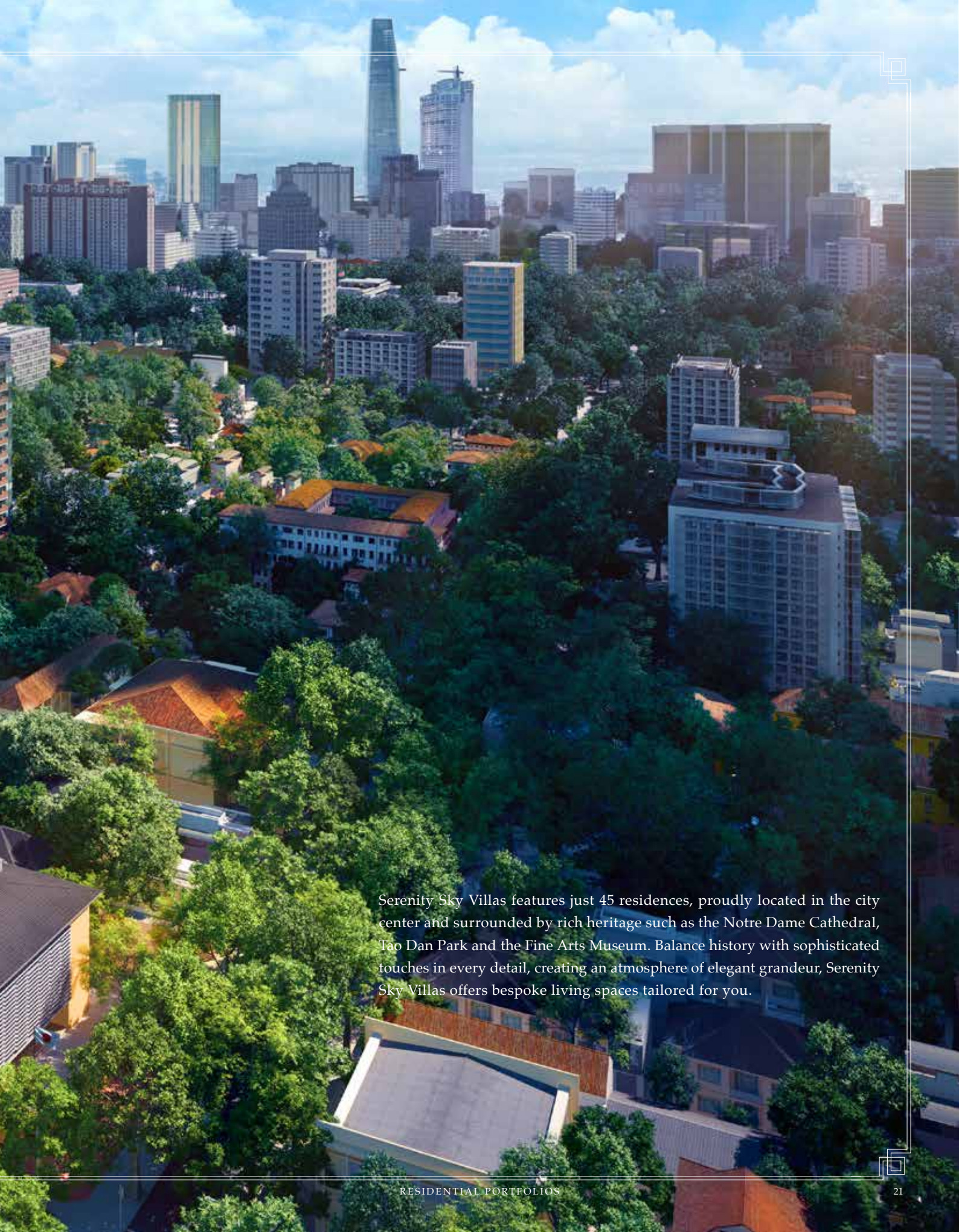


## EMBRACED BY JOY

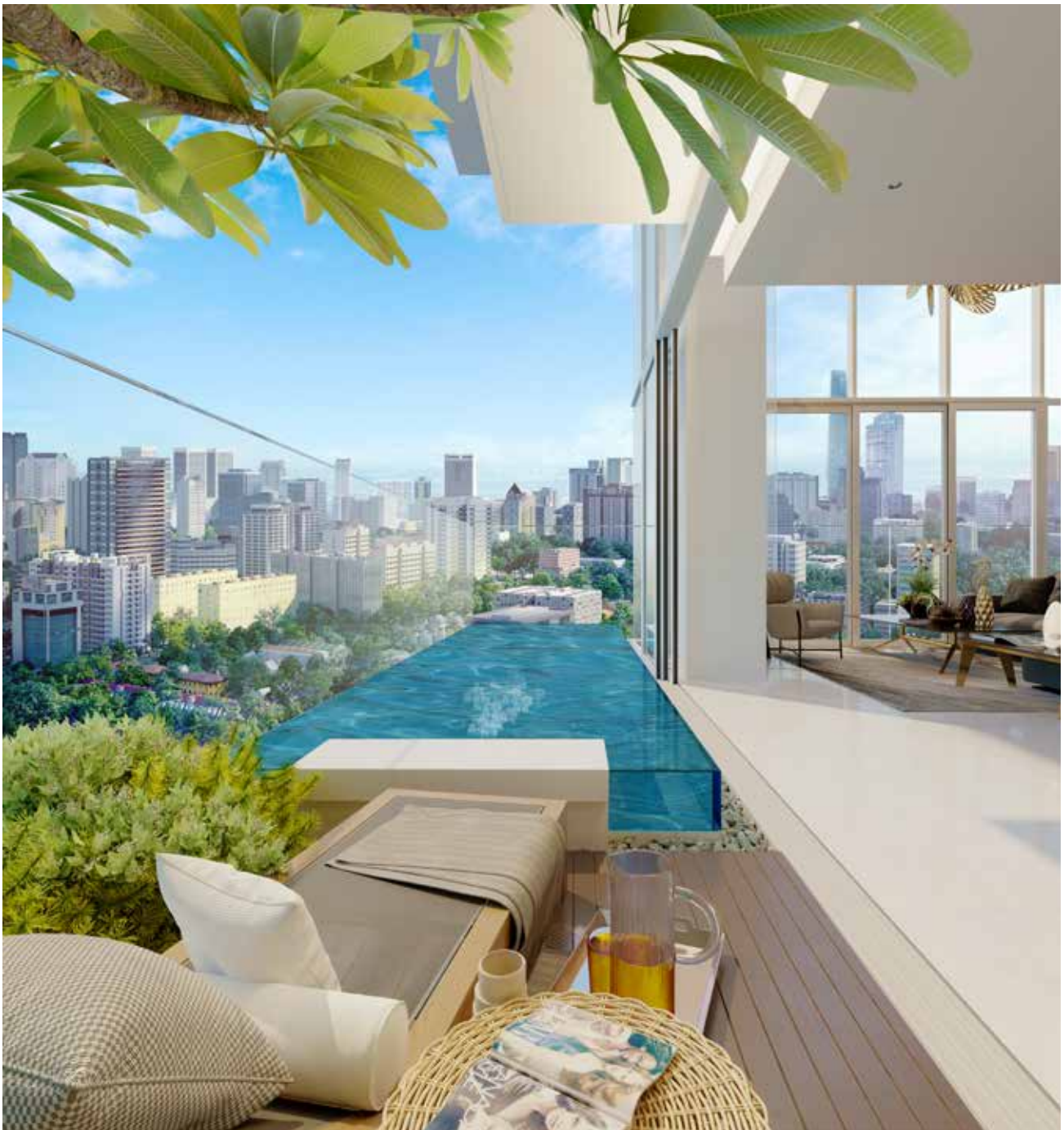
The Nassim provide a life of comfort and opulence to residents through a full suite of luxury amenities. Release your stress through private yoga classes and a state-of-the-art gymnasium, or indulge in the shaded 25-metre pool and Jacuzzi.



**SERENITY SKY VILLAS  
ELITE PRIVILEGE  
IN THE CITY CENTER**



Serenity Sky Villas features just 45 residences, proudly located in the city center and surrounded by rich heritage such as the Notre Dame Cathedral, Tao Dan Park and the Fine Arts Museum. Balance history with sophisticated touches in every detail, creating an atmosphere of elegant grandeur, Serenity Sky Villas offers bespoke living spaces tailored for you.



## **PRIVATE POOL & GARDEN TERRACE**

Serenity Sky Villas offers the same private, luxurious amenities as traditional villas, such as a private pool and garden, with the added advantages of a modern urban apartment, namely a prime location and sweeping views from atop the city. These elements combine to create an ideal experience that neither traditional villas nor apartments can offer.

With its golden location and the advantage of altitude, Serenity Sky Villas offers a million-dollar view of prominent Indochinese architectural symbols of Saigon such as Notre Dame Cathedral, the Reunification Palace and the City Opera House. All Serenity villas are walled by full glass. No matter where they are, the bedroom, the sofa, the bathtub or the kitchen, Serenity residents can take in stunning views of the city center.

## UNLIMITED VIEWS OF THE CITY







In May 2018, SonKim Land has recently won awards in three key categories at the reputable Asia Pacific Property Awards 2018 for Serenity Sky Villas project. The categories were “Apartment,” “Residential High-rise Development,” and “Architecture Multiple Residence.”

These awards are the great recognition of SonKim Land efforts with the Serenity Sky Villas project.




# THE METROPOLE THU THIEM NEW METROPOLIS OF SAIGON

A new development right next to central District 1, offering a golden chance for its global citizens. A great transformation of an empty land to a unique luxury development, like Pudong, Raffles City and Darling Harbour. The home of every iconic new building, and the destination for new cultural, artistic and technological trends. The Metropole Thu Thiem is a new metropolis in Saigon, creating a wellness metropolitan lifestyle curated perfectly for you.



An aerial view of a modern city with a river and skyscrapers. The image shows a dense urban landscape with various high-rise buildings, a prominent cable-stayed bridge crossing a wide river, and a mix of architectural styles. The sky is clear and blue, and the overall scene conveys a sense of a vibrant, developed urban environment.

# **YOUR PLACE IN THE MOST DESIRABLE DESTINATION**

An aerial architectural rendering of a modern city development. In the foreground, a large, vibrant blue body of water is visible. The city features a mix of high-rise buildings with various facades, including glass and textured panels. A prominent feature is a large, circular, multi-colored structure in the middle ground, possibly a stadium or a large public square. The city is surrounded by green spaces and trees. In the background, a large, light blue lake or bay is visible, with a cityscape extending to the horizon under a clear sky.

Take advantage of its strategic location, as The Metropole Thu Thiem provides ideal accessibility to all the busy neighborhoods of HCMC: central District 1, District 4, District 7 and Binh Thanh District. A pedestrian bridge connects the shopping complex, underground retail link and central plaza with the commercial center of District 1, including Nguyen Hue, Dong Khoi and Ton Duc Thang street, creating the first-ever giant public area in Vietnam.



A nighttime photograph of a city skyline across a river. The sky is a deep blue with some clouds. The city lights are reflected in the water. In the foreground, a white barge is visible with the text "NO ANCHORING" and "SLOW SPEED" on its side. The buildings in the background are illuminated with various colors, including yellow, orange, and blue.

# EMBRACED BY A PICTUREQUE CITY

Enjoy sweeping, 180-degree views toward District 1's growing skyline, as well as shimmering sunsets over the Saigon River.



## THE DESTINATION FOR THOSE WITH A DELICATE AESTHETIC

Balance heritage with the next chapter of the city's development while living between old city landmarks, such as the Saigon Post Office and City Hall, and the new, such as the neighboring Convention Center and modern Opera House.



# SHAPING A NEW WELLNESS METROPOLITAN LIFESTYLE

Car-free spaces and a strong walking culture are an integral part of the lifestyle offered by The Metropole Thu Thiem, where pedestrians will be able to find peace and quiet not found elsewhere in town.



## A COMMUNITY OF OPEN-MINDED GENERATIONS



Inspired by famous global metropolises such as Darling Harbour and London, which leverage a connection with society, The Metropole Thu Thiem is designed with luxury amenities at the forefront: a shopping street, upscale restaurants and green parks that fill your days with lively color and activities.



## **BE TRENDY. BE A LEADER**

Besides the grand designs, The Metropole Thu Thiem suits the delicate aesthetics of the elite who are not only wealthy, but also highly sophisticated. Lead the latest trends in fashion, design, cuisine and art.

# THE GALLERIA RESIDENCES YOUR LIVING MASTERPIECE

Behold the grand debut residence of The Metropole Thu Thiem. An artful setting tailored to your distinguished personal lifestyle and unmatched taste for trends. Every details of The Galleria is fashioned from the finest, most sophisticated elements, giving birth to a stunning masterpiece in the heart of The Metropole Thu Thiem.





# THE LANDED PROPERTY PROJECT

MARINA  
COMPLEX

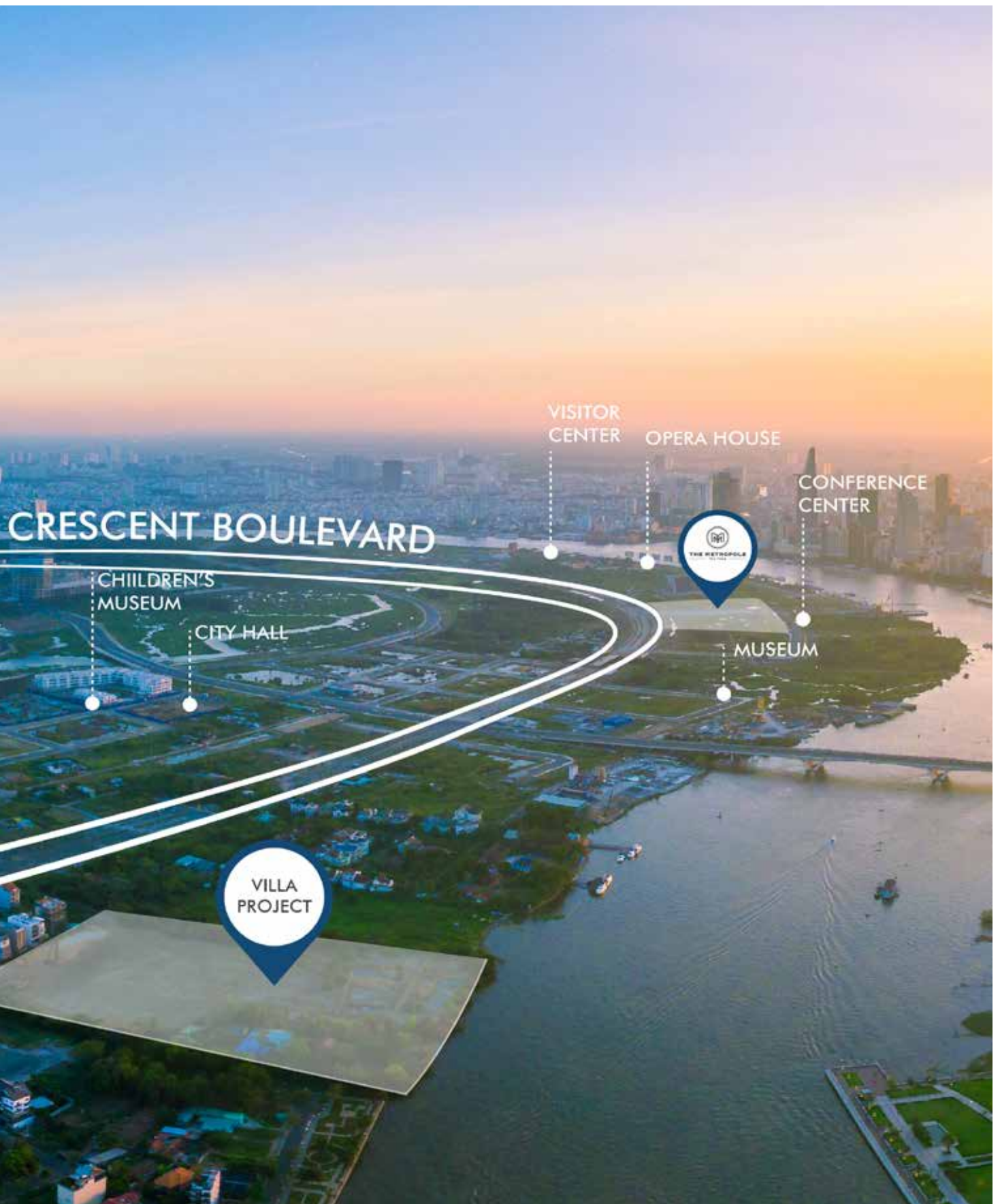
AQUATIC  
PARK

SPORT  
STADIUM

SPORT  
ARENA

SOUTHERN DELTA  
RESEARCH

INTERNATIONAL  
HOSPITAL



# CRESCENT BOULEVARD

CHILDREN'S MUSEUM

CITY HALL

VISITOR CENTER

OPERA HOUSE

CONFERENCE CENTER



MUSEUM



VILLA PROJECT



## JARDIN DES SENS

Jardin des Sens is a fine dining restaurant, it epitomises everything that is special about French gastronomy. Located in a 100 year-old French colonial house, true relic from the past with elegant staircase and expensive veranda, Jardin Des Sens is the new jewel of the twins "Pourcel".

The concept is this: delicate, seasonal, homemade fare served in an elegant, exclusive setting; with flavours inspired by the Mediterranean influences of the south of France, the birthplace of founders Jacques and Laurent Pourcel.





Guests dining in this restaurant will experience exceptional French food completed with the perfect French setting. The restaurant offer 38 seats including a private dining area for 12 persons. Jardin Des Sens opened in January 2018 is now one of the most well known restaurant in Saigon to enjoy an unique gastronomic dining experience.





# JARDIN DES SENS

FRENCH GASTRONOMY - SAIGON

BY POURCEL

## THE FANTASTIC THREE

JUNE 13<sup>TH</sup> & 14<sup>TH</sup> - 6PM

8-COURSE MENU



Jeremy Gillon 🌸

Jacques Pourcel 🌸🌸🌸

Richard Toix 🌸

RESERVATION 028 3930 3394



We were delighted to have Jeremy Gillon, Michelin starred Chef from Singapore, and Jacques Pourcel for three spectacular dinners.

It was a huge success, as every dinner was fully booked.



Warm welcome to Richard Toix, our new Corporate Chef, whom is here to lead the Pourcel's vision and expansion. He earned his First Michelin Star in 2008 with his restaurant Passions et Gourmandises.



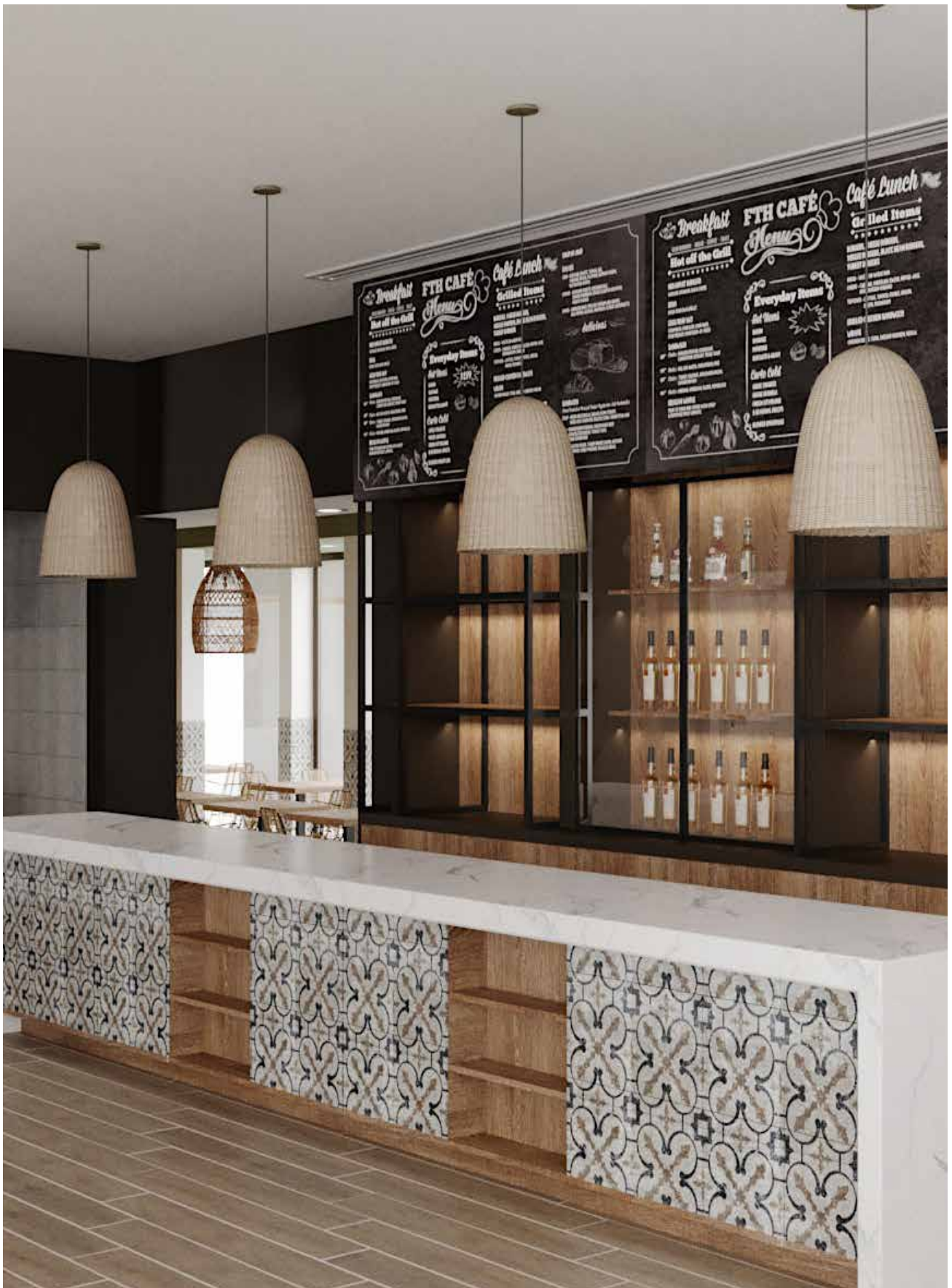
New Menu prepared by Richard Toix and Paul Pettini marrying the best of the French Gastronomy with local flavors. We only use premium products to give an unique dining experience to the guests.



We had the privilege to welcome the French Ambassador Mr. Bertrand Lortholary and the French Consulate General Mr. Vincent Floreani.



The restaurant have been privatized for a fantastic dinner with La Chaîne des Rôtisseurs - Bailliage National du Vietnam. All the guests were amazed by the cooking style of the restaurant.



# MAMASENS

This is a new concept to be introduced to Ho Chi Minh City, a lifestyle Mediterranean restaurant with a gourmet shop which serve the simple and refined homemade cuisine with Mediterranean flavors.

It is modern and contemporary but boutique in nature due to it's small scale.



It is set in very modern building, reminiscent of Le Corbusier's seminal modernist Villa Savoye in Poissy, on the outskirts of Paris. MamaSens will provide homemade Mediterranean comfort food with pizza, fresh pasta, salads, pastries, sandwiches and desserts. There will also be unique products from the "Pourcel brothers".





## GS25

Launched in 1990 as the first independent brand in South Korea, GS25 stands proud as the representative of CVS in the country. In January 2018, GS25 launched its first store in Vietnam with a joint venture between GS Retail Korea and SonKim Land with a plan in 10 years to open a system of 2,500 stores nationwide. Conveying a message “Bring you to Korea”, GS25 Vietnam commits consumers to product quality and experience space as living in Korea.



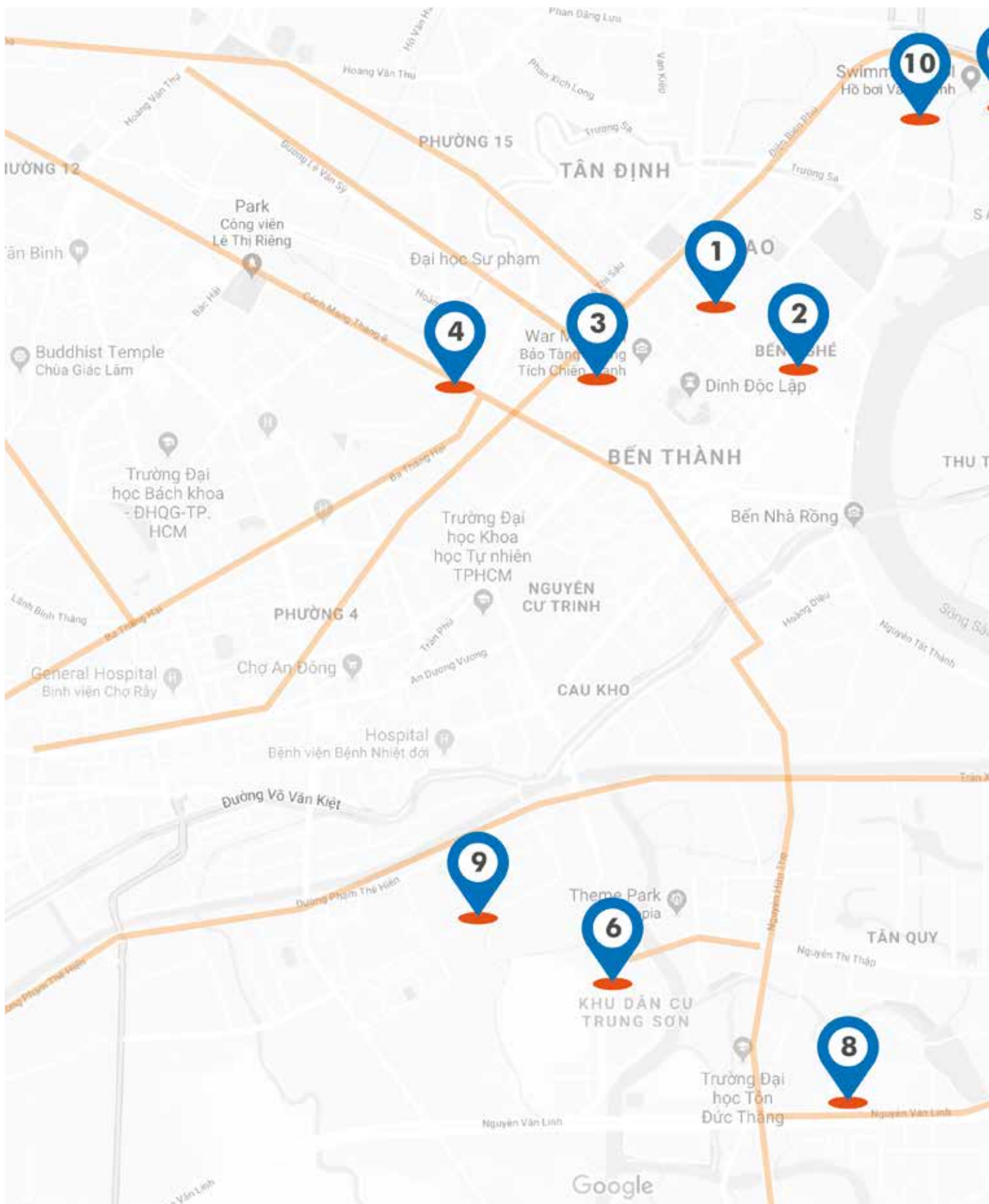


Not only supplying the branded products that YouUs directly imported from Korea, but also those produced closed chain in Vietnam, GS25 also focuses on developing new products in line with Vietnamese culture in order to reach and satisfy the demand of domestic consumers.

In addition to bringing Korean products to Vietnamese consumers, GS25 also introduces Vietnamese products to Korea market, in the case of beef noodle Vifon. This is a Vietnamese brand that has created the fever in Korea in April and lasted until now, pho Vifon news has been in many channels, blogs and news updated. The GS25 convenience store chain in Korea has sold 200,000 pho Vifon within 10 days.

This shows that Vietnamese products of good quality and standard have the opportunity to export to the international market. GS25 Vietnam will play an important role in promoting the development of domestic enterprises through the export and expansion of domestic and foreign market.







Currently, GS25 stores are located in areas that are most convenient for office workers and apartment residents.

- 1 GS25 EMPRESS: 138 Hai Ba Trung, District 1
- 2 GS25 MPLAZA: 39 Le Duan, District 1
- 3 GS25 TRUONG DINH: 24C Truong Dinh, District 3
- 4 GS25 VIETTEL: 1st Floor, 285 Cach Mang Thang 8, District 10
- 5 GS25 NGUYEN HUU CANH: 135/57 and 135/59 Nguyen Huu Canh, ward 22, Binh Thanh District
- 6 GS25 TRUNG SON: No. 53 Street 9A, Trung Son Resident area, Binh Hung commune, Binh Chanh District
- 7 GS25 HAPPY RESIDENCE: No.39, Street 19, Tan Phu ward, District 7
- 8 GS25 SKY GARDEN: No. SB12-2, Nguyen Van Linh Street, Sky Garden 1, District 7
- 9 GS25 CAO LO: 194-196 Cao Lo, Ward 4, District 8
- 10 GS25 MY DUC: 220/64 & 220/66 Xo Viet Nghe Tinh, Binh Thanh District



GS25 with the criteria “Friendly - Fresh - Fun” is committed to providing the best quality products and services, creating a modern, convenient and friendly shopping environment for Vietnamese consumers. “Friendly” is the first thing GS25 brings to its customers through the friendliness, professionalism of our staff, the warm welcome and the thoughtful approach to customer service when it comes to shopping. “Fresh” - GS25 stores

always provide fresh, standard, quality and attractive taste to bring to customers. And equally important is “Fun” with beautifully designed store space, scientific merchandising arrangements, more convenient services to create convenience and excitement for customers; eating place is equipped with many tables and chairs with spacious, comfortable space and many facilities for customers to self-serve.



June 2018 marked several important events for GS25, including Strategic Partner's Day 2018, organized in April to connect Vietnamese companies to the Korean market. This was attended by Mr. Jong Su Kim – Vice Director of GS Retail. In other news, GS Group Chairman Mr. Chang Soo Huh undertook a business trip to GS Vietnam in June.



# SONKIM LAND HELPED BUILDING NEW HOUSE FOR PEOPLE IN NEED

On Saturday, June 23rd, SonKim Land, along with Habitat for Humanity Vietnam, worked to build new houses for people in need in Tien Giang Province. Mr. Andy HAN Suk Jung, our CEO, and 20 energetic, generous volunteers from SonKim Land Corporation helped to deliver sand to the construction site, build walls, mix cement and clean up the site.

# SONKIM LAND EMPLOYEES TAKE PART IN BLOOD DONATION DAY

On June 29th, more than 60 SonKim Land employees participated in this event, which was organized to encourage staff to be responsible members of the community by engaging in social activities that help those in need. The annual event forms part of the company's corporate social responsibility (CSR) program, which includes a wide range of health awareness programs and support for health organizations in Vietnam.



## **MR. ANDY HAN SUK JUNG, CEO, PARTICIPATED IN THE CBRE CEO FORUM ON JULY 11TH**

The CBRE Forum 2018 is being held in 13 cities across the Asia-Pacific region to discuss key topics in the commercial real estate market from an occupier, developer and investor perspective.





# **SONKIM LAND NEWSLETTER**

## **EDITORIAL BOARD**

*Managing Editor* : **Anna Trang Tran**  
*Editor* : **Le Thi Bao Chau**  
*Creative Design* : **Nguyen Huong Thu Minh**  
**Trinh Cong Hung**

*Production & Distribution management* : **Le Thi Hong Nhung**

Whilst every care has been taken to ensure accuracy in the preparation of the information contained herein, no warranties whatsoever are given or legal representations provided in respect thereon. Visual representations including sketches or photographs are for illustrative purposes only and not to be taken as representations of fact or law. Interested parties should rely on the formal sale documents. The information or features relating to the units are subject to change as may be approved or required by the relevant authorities.



**SONKIM LAND**

53-55 Nguyen Dinh Chieu Street, Ward 6, District 3, Ho Chi Minh City, Viet Nam

Tel: +84 8 3823 1564 - Fax: +84 8 3823 1574

[www.sonkimland.vn](http://www.sonkimland.vn)