

SONKIMLAND

Designing a brighter future

NEWSLETTER
Q1/ 2018 - ENG VERSION

Designing a brighter future

CHAIRMAN'S MESSAGE



Dear Valued SonKim Land stakeholders,

As an industry leader in Vietnam's luxury real estate segment, SonKim Land has a finger to the pulse of the local market, with projects that represent the apex of quality, innovation and sophistication in the luxury property market. Amid strong growth and development, we are pleased to share SonKim Land's philosophy and our role to bring a luxury lifestyle to Vietnam's upper class.

As we continue our expansion, SonKim Land has grown in three separate areas in order to elevate the quality of our projects: Corporate and Services, Residential, and Commercial and Hospitality. By targeting our efforts, SonKim Land aims to further

the company's development while continuing to ensure our high standards in each endeavour.

Beyond our own firm, SonKim Land is also committed to fostering connections with other global industry leaders. These strategic partnerships combine SonKim Land's expertise and established position in the local property market, helping to bring more world-class products and services to Vietnam.

We are delighted to introduce Mr. Andy Han Suk Jung as our new CEO. Andy has worked as COO and Managing Director over recent years in fulfilling his substantial roles in SonKim Land, and we are very pleased to have him assume this even greater role in the Company. His expertise in construction, development, and hospitality, as well as his extensive knowledge of the Company's business gained from highly successful years in the field, make him an outstanding choice for Chief Executive Officer.

SonKim Land wishes you an opening of the year of 2018 successfully with the first edition of our quarterly newsletter. We hope to share with you our vision for luxury real estate development and to announce more exciting projects in the future.

Yours sincerely,

NGUYEN HOANG TUAN
Chairman

NEW CEO'S MESSAGE



Dear Valued Customers and Partners,

I am very excited about the amazing opportunity to serve as CEO of SonKim Land after serving as COO for 3 years. It has been a wonderful journey so far from the very first launch of Gateway Thao Dien, The Nassim, and Serenity Sky Villas until now. We have been preparing to launch two more stunning residential projects in the year 2018 which will be in much bigger scale compared to our previous projects.

As Vietnam economy has maintained a solid growth and opened up the property investment opportunities to foreign buyers, real estate market has remained strong in

2017 and looking very bright in 2018 also. Rapid urbanization, growing middle class, stronger demand from foreign investors have generated healthy demand for quality homes in Vietnam, and as a result SonKim Land was able to have good performance in the residential sector.

To capitalize on the rising demand for office and retail spaces in HCM, we will also have expansions in our commercial and retail businesses, launching several office buildings, hotels, resorts, convenient stores, casual and fine dining restaurants in HCM adding more of our names on the city map in 2018.

As we continue to launch exciting products to the market that delight our customers and make our employees incredibly proud of what they do, we will also be carrying out our various corporate social responsibilities to support local communities. Under the strong support from all the members of our Board, visionary Chairman, and incredible management and amazing staffs, I am confident that together we will continue to make SonKim Land, a one of a kind luxury premium developer in Vietnam, and continue our growth trajectory.

Yours sincerely,

ANDY HAN
CEO

CONTENTS

RESIDENTIAL PORTFOLIOS

- Gateway Thao Dien – Infinite Experience within finite spaces
- The Nassim – Experience the exception
- Serenity Sky Villas – The new definition of luxury lifestyle
- The Albany– Construction updates
- The Metropole Thu Thiem – Mixed-use development project

COMMERCIAL & HOSPITALITY PORTFOLIOS

- Commercial & Hospitality Highlights
- The Berkley – Construction updates
- Indochine Park Tower
- Meet Mr. Miquel A.P. Martorell, GM of Oakwood
- New Marketing Manager for Pourcel Indochine
- GS25 Opening new stores

SONKIM LAND INTERNAL ACTIVITIES



GATEWAY THAO DIEN

INFINITE EXPERIENCE WITHIN FINITE SPACES

Every luxurious detail of Gateway Thao Dien is now being completed and getting ready to handover to our customers. Offering a fashionable design and resort inspired living environment to future residents, Gateway Thao Dien also cares about other factors related to our residents' experience; in particular fire fighting & prevention. All of our valued and special residents are able to enjoy the combination of cutting-edge design, luxury amenities and a spacious, green environment of Gateway Thao Dien.



WHERE LUXURY MEETS SAFETY

Not just providing a luxurious, contemporary and spacious design, Gateway Thao Dien is tailored and planned to maximize the safety of our beloved residents. With regards to the fire, we have designed to International standards/local codes which have been reviewed and approved by the Fire Authority. Spacious Gym with the latest equipment by TechnoGym will help residents to stay in healthy shape all the time.

FIRE SAFETY AND PREVENTION

We have ensured that Gateway Thao Dien fire fighting and prevention systems meet international and local Government Standards. Not only the design complies, but all the equipment and materials used for the project are high standards that have passed the required test results. Our property management is Savills, a professional international partner with skillful and well-trained staff that will manage the apartment carefully to ensure the efficiency of these systems.



RESORT STYLED LIVING

Many variety of trees and plants have been prepared to make Gateway Thao Dien feel like a resort. Every single tree has been carefully selected to ensure healthy and nice forms. Tall trees, refined planting and use of reined materials such as stone paving and balanced walls offer a state of repose from the clutter and congestions of HCMC streets.

THE HAND-OVER TEAM

In order to provide maximum satisfaction for residents during hand-over and upon move-in, the team at Gateway Thao Dien will provide 24/7 support. Our dedicated team will support residents with any requests before, during and after the handover period. In addition, our team will provide information about special offers from our strategic partners, only for Gateway Thao Dien residents.



CUSTOMER SERVICE TEAM

Our dedicated team will provide quality and efficient customer service to all residents through daily communications. They welcome the chance to assist residents in any way they can. Please feel free to contact them on the below number.

HOTLINE: (84) 935927979

INTERIOR DESIGN ADVISOR

Gateway Thao Dien understands that the interior design of your new apartment is an integral component of purchasing a new apartment in order to really make it your home. We are happy to provide the consultancy services by our professional interior designer to offer design and design/build packages.

PLEASE CONTACT TO OUR CUSTOMER SERVICE TEAM



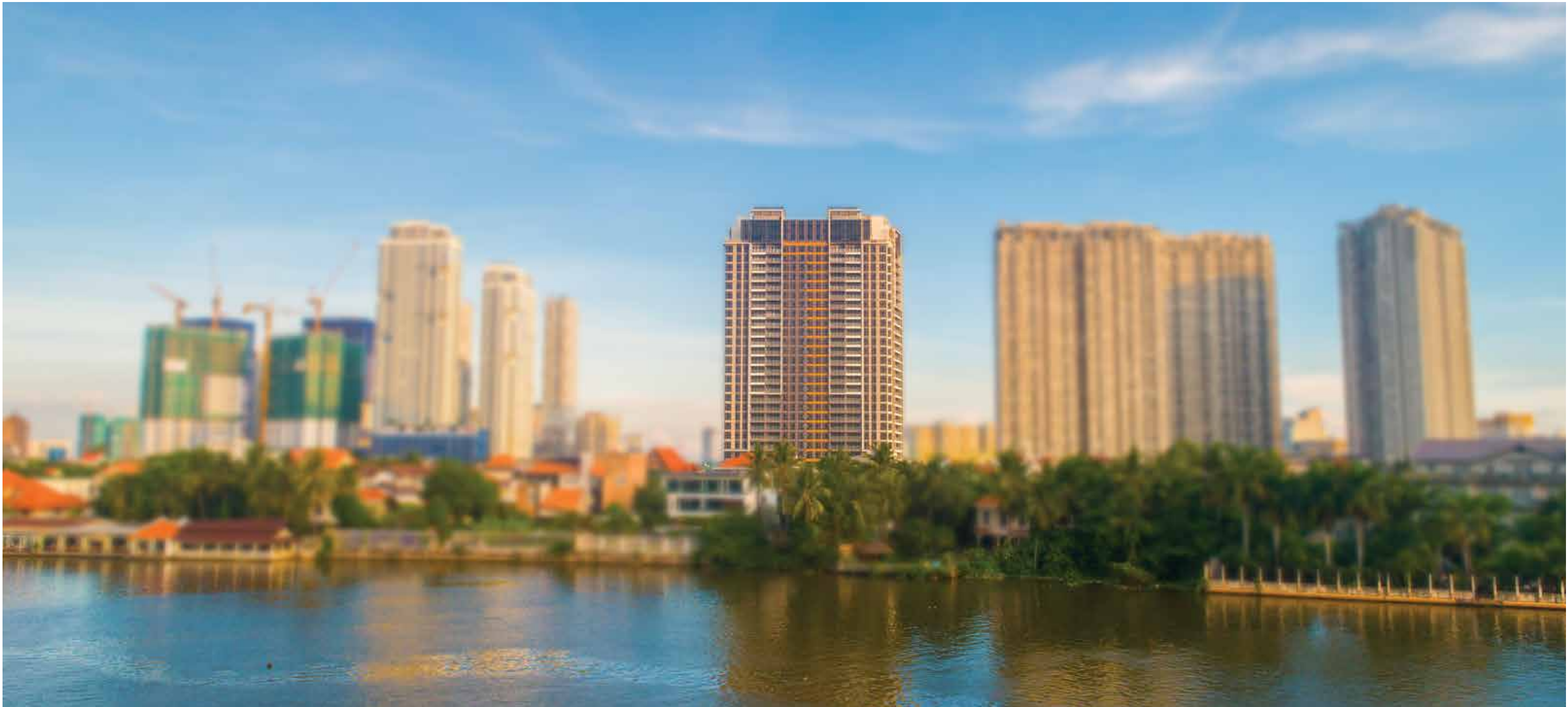
SPECIAL OFFER ONLY FOR HOMEOWNERS

SonKim Land has partnered with many high-end brands to offer more benefits to all of our customers. Some of the high-end brands we have partnered is electronic brand Samsung.

LEASING TEAM

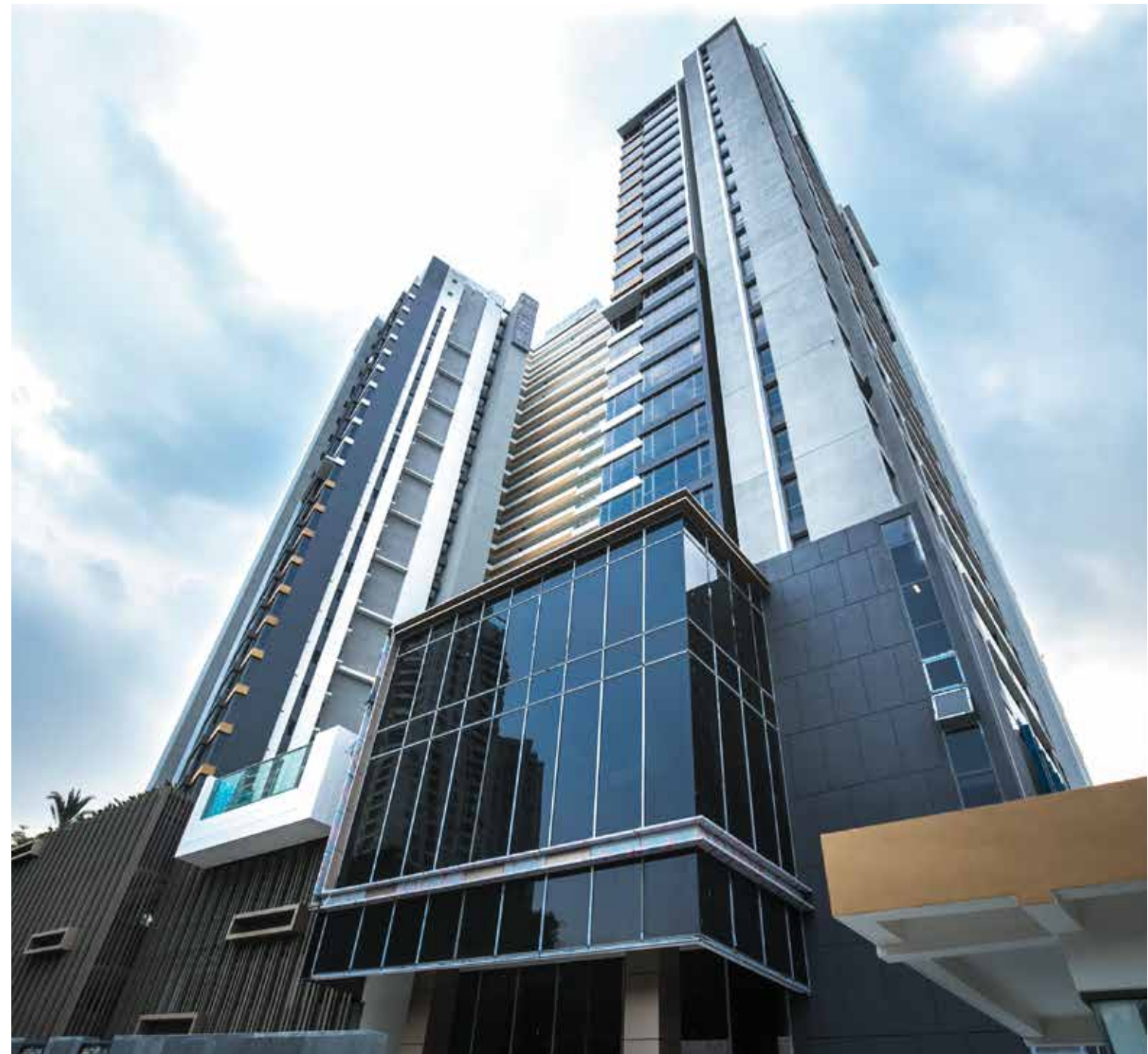
Our team will provide quality and efficient customer service to all residents through daily communication and check-ins. They are solely dedicated to handle only SonKim Land projects and take personal pride in providing residents with the high standard of customer service. From assisting in fit-outs to helping with move-in dates, the leasing team is happy to provide support anyway they can.

CONTACT: (84) 93 667 75 96



THE NASSIM EXPERIENCE THE EXCEPTION

As the new symbol of luxury living in Vietnam, The Nassim promises to offer residents the high-end lifestyle with a private lift and unique outward-facing apartment design. The beautiful and luxurious touches of the project are revealed not only from outside but also in the small details, to be uncovered and discovered throughout the sumptuous living experience.



EXPERIENCE THE BEAUTY WITHIN BESPOKE DETAILS

Besides the privacy with luxurious decoration, residents at The Nassim will enjoy the unblocked Saigon river view, full-sized windows, European kitchen and bathroom equipment, Italian marble floorings, wet and dry kitchen, and high ceiling height. From the moment of entering the property, resident will be able to feel the bespoke details all the way to their apartment.

FIRE FIGHTING AND PREVENTION

We have ensured that The Nassim fire fighting and prevention systems meet international and local Government Standards. Not only the design complies, but all the equipment and materials used for the project are high standards that have passed the required test results. Our property management is Savills, a professional international partner with skillful and well-trained staff, that will manage the apartment carefully to ensure the efficiency of these systems.



FINAL PIECE OF THE PUZZLE IS COMPLETED

All the luxurious finishing works for whole project have now been tested and finalized. The tiniest details have been checked to ensure that everything is completed to the highest quality and that residents comfortably move in with peace of mind.

HAND-OVER TEAM

Our team at The Nassim has been receiving in-depth training to provide maximum satisfaction for residents during hand-over and upon move-in. The team will be determined to support residents with any requests before, during and after the handover period. In addition, special offers from our strategic partners will be provided only for The Nassim residents.



CUSTOMER SEVICE TEAM

Our dedicated team will provide quality and efficient customer service to all residents through daily communications. They welcome the chance to assist residents in any way they can. Please feel free to contact them on the below number.

HOTLINE: (84) 901 59 99 79

DESIGN YOUR DREAM HOME WITH OUR EXPERTS

For those customers who are in need of interior design consultancy to make a dream home, we would be pleased to offer the consultancy services by our professional interior designer to provide design and design/build packages.

CONTACT OUR CUSTOMER SERVICE TEAM



SPECIAL OFFER FOR HOMEOWNERS

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LEASING TEAM

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SERENITY SKY VILLAS THE NEW DEFINITION OF LUXURY LIFESTYLE

Serenity Sky Villas are a unique development where prime location, limited high-class community, luxury amenities, and breathing space converge.

This exclusive project offers a rare opportunity to enjoy the high luxury life experienced by elite members of society in other developed countries in our sky villas, the greatest combination between traditional villa with a luxurious contemporary apartment.

With a private lush green space on your terrace and views over the thriving city center, Serenity Sky Villas create their own way of living.



CONTRACTOR TALKS ABOUT SERENITY SKY VILLAS

Mr. Ho Duy Bao – Project Manager

"It is a honor as well as a challenge for Hoa Binh to undertake Serenity Sky Villas project, the first ever sky villas apartment in Vietnam, having 17 levels of floors with swimming pools for each unit. The developer requested specific requirements from the contractor for structure, design and finished details to deliver the most luxury and sophisticated living environment to residents. Hoa Binh has provided its most professional and skilled people for this challenging task. Utilizing our over 30 years of experience in construction of many big and luxury projects, we are confident to meet the requests on time while maintaining quality set by the client"



GESSI – BATHROOM EQUIPMENT PARTNER TALK ABOUT SERENITY SKY VILLAS

Mr Fabio Minicozzi – Gessi Sales Manager "As SonKim Land is well-known as a developer who pays a lot of attention on high quality, unique design and luxury lifestyle, both GESSI and our exclusive VIETCERAMICS partner are happy to work with SonKim Land for this Serenity Sky Villas. The Developer has put their heart in this project with the purpose to provide the first sky villas concepts to Vietnamese residents which will offer the best living experience and the most luxury living environment. For this reason, the requirements of developer in design, quality and eco-friendly to partners are very strict. With our extensive experience showcased in The Sensational Chiltern Place in London, Zaha Hadid in Milan and the Crystal Suite in Italy, we are confident we can deliver the ideal design for Serenity Sky Villas Customers."



DUDOFF LONDON TALKS ABOUT SERENITY SKY VILLAS

Dudoff London is famous for their handwork products with unique design just for the upper class. In Vietnam, the company is proud to be a partner with some 5-Star-living projects such as Panorama Nha Trang, The Arena Cam Ranh, etc

Mr. Le Viet Trung– CEO Dudoff Vietnam, shared: “With Serenity Sky Villas, it is the chance as well as the challenge for us to meet the very high standard of quality and design from SonKim Land. However, with our dedication in every detail and professional service, we confident to satisfy every customers and fulfill the grandeur of the project.”

SERENITY SKY VILLAS EVENT IN HONGKONG

An exclusive event showcasing Serenity Sky Villas was recently held in HongKong. The event provided residents of the Asian metropolis with an overview of the luxurious sky villas as well as the benefits of purchasing property in Vietnam. The event attracted the attention of numerous prospective buyers and offered them information about how to purchase Sky Villas.



THE ALBANY

The Albany is another project that features both privacy and luxury. A true luxury project only for 22 customers that appreciates spacious layout with private lift to each unit. Penthouses with their own swimming pool at the roof of the building overlooking at the Saigon river will certainly offer a sweet home with a state of repose.

CONSTRUCTION UPDATE OF MARCH 2018

Construction work is currently in its final stages. As planned, the whole building will be completed in the 3rd quarter 2018.



ACTUAL VIEW OVERLOOKING DISTRICT 1
TAKEN FROM THE METROPOLE THU THIEM SITE



THE METROPOLE THU THIEM - MIXED-USE DEVELOPMENT PROJECT

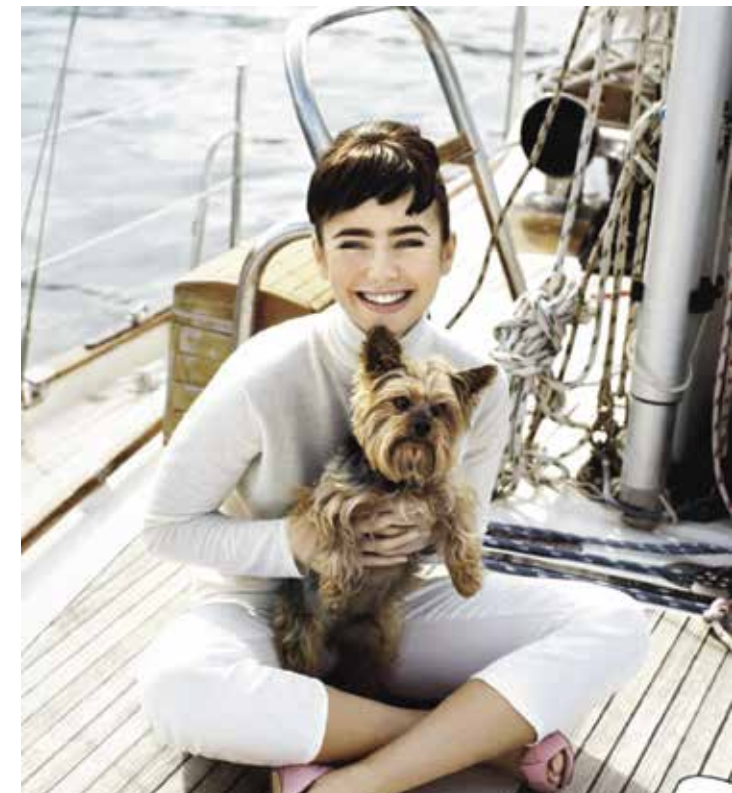
- AT A GLANCE
- Developer: SonKim Land
 - Project components: 2 plots of residential and 2 plots of commercial
 - Land area: 75,965 sqm
 - Total GFA: 415,000 sqm

- THE GALLERIA RESIDENCES
- Land area: 14,968 sqm
 - Total GFA: 60,000 sqm
 - Total units: est. 456 units



THE LANDED PROPERTY PROJECT IN THU THIEM

The very last land parcel exclusively dedicated to waterfront landed villas right at the future centre of Ho Chi Minh City and home to an elegant Marina lifestyle at Vietnam's world-class waterfront address.



PRIVATE MARINA LIFESTYLE

Reserved for the fortunate few, these limited edition landed residences are the city's only pure waterfront haven with a true luxury marina lifestyle.



COMMERCIAL & HOSPITALITY HIGHLIGHTS

The first quarter of 2018 marks the grand opening of Jardin des Sens restaurant on January 12, SonKim Land's debut to F&B industry. Starting with this gastronomic restaurant, SonKim Land is planning to introduce various restaurant concepts with its French partner in Vietnam. Apart from the F&B business, SonKim Land has grand opened its 1st convenience store named "GS25" in January, and has successfully opened 5 stores. Both restaurant and convenience store businesses are expected to create synergy effects to SonKim Land's real estate developments.

Photo: Grand Opening of GS25 Nguyen Huu Canh and GS25 Viettel/ Jarden des Sens Interior



THE BERKLEY

CONSTRUCTION UPDATE OF MARCH 2018

Construction work is currently in its final stages. As planned, the whole building will be completed in the 3rd quarter 2018.



INDOCHINE PARK TOWER

Mr. David Jackson – a Tenant at Indochine Park Tower
 “We have been here since September 2011. We found the apartment through friends who informed us they knew of the best place to stay in Saigon. We showed up unannounced, without an appointment to take a look around, a staff member immediately welcomed us to the property, and we instantly knew we were home.”

Indochine Park Tower offers guests various facilities and services. Guests who book directly through the website will be offered a discount starting from 15% depending on the length of stay. We are also pleased to announce that guests will also be offered discount vouchers for dining at Jardin des Sens.



MEET MR. MIQUEL A.P MARTORELL, GM OF OAKWOOD

Mr. Miquel Angel Perez Martorell is an Catalan experienced hotelier who lives in Asia since 1997. With nearly 20 years in Vietnam, Mr. Miquel adds five-star standard value to Oakwood Apartments Ho Chi Minh City.

The property offers a Saigonese atmosphere close to CBD but in an exclusive quiet condominium in district 3. We are proud to have received a 2017 Booking.com award rating 9.2 over 10 on customer satisfaction. Oakwood experiences high occupancies during year round, mixing long term customers with short term visitors. The launch of the new 18Lounge in April 2018 represents a new destination to sample to the local flavors combined with an authentic coffee shop.



NEW MARKETING MANAGER FOR POURCEL INDOCHINE

Mr. Constantin Huby, comes on board after managing L’Usine for two years and Au Parc for one year. He has strong experience in F&B, Marketing and Project Management. Leadership and Vision are his Key assets for his new challenge with Pourcel Indochine. His mission is to create new Brands and Lifestyle Concepts of Restaurant with the Famous Michelin Starred Chef Jacques and Laurent Pourcel.

NEWS & EVENTS

We had the privilege to be featured in Gourmet Vietnam, inducing an Unique Interview of Jacques and Laurent Pourcel. Saigoneer, wrote an article regarding the concept of Jardin Des Sens and the philosophy of Twins Pourcel. Chef Paul Petini participated in the event Nosh 2018 with the Battle of the Nations, France vs USA, 4 Chefs, 2 Chefs per country. Paul Petini cooked a delicious meal and successfully represented Jardin Des Sens.



GS25 OPENING NEW STORE

GS25 open her first convenience store in Empress Tower Hai Ba Trung marking her inaugural venture out of Korea. This was quickly followed by stores in M Plaza, Truong Dinh, Viettel and Nguyen Huu Canh.



STORE OPENING UPDATE

- GS25 Empress Tower, 128-142 Hai Ba Trung, Dist1, HCM
- GS25 M Plaza, 39 Le Duan, Dist1, HCM
- GS25 Truong Dinh, 24 Truong Dinh Dist 3, HCM
- GS25 Viettel, 285 Cach Mang Thang Tam, Dist10, HCM
- GS25 Nguyen Huu Canh, 135/57 and 135/59 Nguyen Huu Canh, Binh Thanh Dist, HCM

2017 YEAR END GALA DINNER

As we close out 2017 and start 2018, SonKim Land Corporation organized Year End Gala Dinner in January 2018. The success of our company is built on the efforts of our employees and in this past year, we have enjoyed many successes. We've come through a year that was filled with both challenges and victories.



INTERNATIONAL WOMAN'S DAY

SonKim Land celebrated all of our fabulous woman employees during International Women's Day. The day celebrated everything our amazing female colleagues do for the company!



PHOTO OF SKL 2017 YEAR END GALA DINNER

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