

SONKIMLAND

Designing a brighter future

NEWSLETTER
Q4/ 2017 - ENG VERSION

Designing a brighter future



GREETINGS

Dear Valued SonKim Land stakeholders,

As we are now a few days into the new year, it's the time for us to reflect on 2017 and prepare ourselves for 2018. 2017 was quite a meaningful year for all of us at SonKim Land. We've experienced many advances in all projects and progressed on a variety of developments.

In the Residential Group, we have created a clear strategic roadmap to reach the Luxury Boutique Home approach. This strategy provides us a unique position in the competitive housing market. Within the Commercial Group, we have gained strong support from international partners to expand our business into the F&B, retail and serviced apartments sectors. All of these important transformations and advances have been firmly positioned SonKim Land as the most recognizable brand name in luxury property development within Vietnam.

In 2018, we will experience many new projects and developments together. Let us now celebrate the new year with our friends and families.

On behalf of SonKim Land, I would like to send my sincere thanks to all our customers, investors, partners and staff for your trust, strong support, great contributions and tremendous work undertaken by all.

Happy New Year to you all!

Yours sincerely,

NGUYEN HOANG TUAN
Chairman



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RESIDENTIAL PORTFOLIOS

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- Serenity Sky Villas
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- The new landed property project in Thu Thiem

COMMERCIAL PROPERTIES

- Commercial Development Strategy
- Oakwood Apartment
- Indochine Park Tower
- Jardin des Sens Restaurant
- GS25 Convenient Store

SKL ACTIVITIES





“SonKim Land does not follow a “mass production” model, as this does not provide the exclusivity and quality that we want to give our customers.”

ANDY HAN,
Managing Director of SonKim Land Residential Group



22 CENTRAL PARK SOUTH, MANHATTAN, NY
7 UNITS, FROM USD 17 MIL/UNIT



SOORI HIGH LINE, MANHATTAN, NY
42 UNITS, FROM USD 6.3 MIL/UNIT



THE MARQ, SINGAPORE
87 UNITS, FROM USD 11 MIL/UNIT



BANDRA OHM, INDIA
100 UNITS, FROM USD 15 MIL/UNIT

LUXURY BOUTIQUE HOME STRATEGY

According to the Wealth report 2017 undertaken by Knight Frank, it is estimated the number of super-rich individuals in Vietnam will increase 170% over the next decade; one of the highest growth rates in the world. These increases provide golden opportunity for property developers but can also be very challenging. While the HCMC market is very familiar with giant developers and mass high-end projects, SonKim Land chose to pursue a unique path with the “Luxury Boutique Home” model. This model targets buyers who possess not only financial strengths but desire an abode with refined aesthetic and artistic finishes.

LIMITED EDITION RESIDENCES IN THE WORLD

Luxury Boutique Home Projects, also known as “Limited Edition Residences” require three key factors. The first key element is the exclusivity with a selective scale. The second is the location; the project must be situated on a prime and highly desirable site. The third factor is a unique and extremely sophisticated design, which features both innovative high-tech appliances and the finest amenities. In order to meet the key requirements outlined above, developers must be not only financially strong but also have extensive experience in development, construction, finishing and servicing. At SonKim Land, we ensure that we have the perfect combination of both local and international experts in order to produce the highest quality Luxury Boutique Home Projects. In addition, we have intensively studied other successful Luxury Boutique projects worldwide to meet and exceed the expectations of our valued customers.



GATEWAY THAO DIEN
436 UNITS



THE NASSIM
238 UNITS



SERENITY SKY VILLAS
45 UNITS



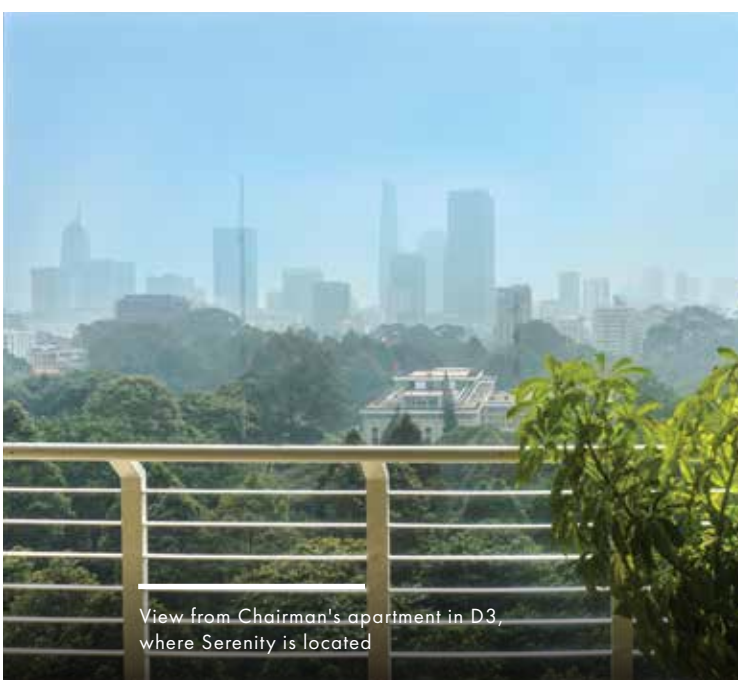
Visit to Posco E&C Project Site in Songdo, Korea



Visit to RitzCarlton Residence Bangkok, Thailand



View from MD's apartment to Gateway Thao Dien and The Nassim sites



View from Chairman's apartment in D3, where Serenity is located

A CLEAR ROADMAP CHARTED VIA 3 PROJECTS

Since the launch of our first housing project in 2015, SonKim Land has plotted a clear roadmap to bring the Luxury Boutique Home model to Vietnam. From Gateway Thao Dien with 436 apartments, to The Nassim with 238 units and Serenity Sky Villas with 45 sky villas; the scale of our developments is always highly-selective. Gateway Thao Dien and The Nassim are located in the international enclave of Thao Dien, while Serenity Sky Villas can be found in an exclusive section of District 3.

DEDICATION PHILOSOPHY

True value is not something that can be realized in a short amount of time. At SonKim Land, we pride ourselves on consistently creating sustainable values for all our customers. Our primary focuses are on brand credibility, customer confidence and living experience. Although many of SonKim Land's senior staff members own landed houses, in order to experience condominium-style living, we temporarily reside in condominium to experience condo living and gain a greater understanding into what exactly our customers wish for within a condominium project. Every year, we embark on study tours to successful projects in the U.S, Hong Kong, Singapore, Thailand, Korea and other countries to understand and incorporate the latest global trends into our projects within Vietnam.



GATEWAY
THAO DIEN

PROPERTY REPORT
PRESENTS
VIETNAM
PROPERTY AWARDS
2015

WINNER

Best Luxury Condo Development
(Ho Chi Minh City)

Gateway Thao Dien by
SonKim Land and Hamon Developments

PROPERTY REPORT
PRESENTS
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PROPERTY AWARDS
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Best Condo Development
(Vietnam)

Gateway Thao Dien by
SonKim Land and Hamon Developments

GATEWAY THAO DIEN – RESORT INSPIRED LIVING

Located right in the heart of Thao Dien international community, Gateway Thao Dien brings in a resort inspired living environment to its residents. In the calm of the well-designed landscapes and leisure areas, you can find a place to seclude yourself and your family from the rest of the world with a saltwater swimming pool, lush gardens, a barbecue area, gym and fitness center, supermarket, children’s playground and a kindergarten.



LUXURY IN EVERY DETAIL

Every detail inside the units has been well designed, constructed and finished with the best selected materials. The mock-up unit not only provides a sample of high quality finishing's, but also delivers inspiration into a modern and contemporary style of décor. The 2-bedroom unit provides a mixture of contemporary design with touches of vintage stylings; whilst the studio unit reflects a truly cosmopolitan style of living.

SUSTAINABLE QUALITY

To ensure the highest quality products and true luxury; the construction, planning and amendments for Gate-way Thao Dien has been monitored to provide residents with a true luxury resort-style living environment. SonKim Land strives to provide sustainable quality to all our customers.



HÄFELE TALKS ABOUT GATEWAY THAO DIEN

"It has been Häfele's honor and pleasure to partner with SonKim Land in their wonderful Gateway Thao Dien Project. What we offered there were more than just home appliances, sanitary accessories, and architectural hardware of European quality and advanced technologies. Thanks to 95 years of global experience, 20 years of local expertise and insights as well as top-notch professional services, we have been able to meet SonKim Land's strict quality requirements while providing end-users with the best experience of hi-class lifestyle", Dominik Fruth, General Director of Häfele Vietnam, Malaysia & Singapore

CONSTRUCTION UPDATE OF DEC 2017

All the finishing works for The Madison are well underway. The brickwork from level 5 to 36 has been completed. Both internal and external plastering is finished from level 6 through to level 36. Floor tiling has completed up to level 14 while ceiling work is up to level 25. For The Aspen, brick work, internal and external plastering has been completed up to the roof floor. Floor tiling from level 6 to level 16 has been completed while ceiling work has reached level 19. The superstructure for Block C of the Berkly has been completed up until level 22 while brick work has been up to level 17.

The Nassim



THE NASSIM – LUXURY IS PRIVACY

Known for exclusivity, The Nassim has redefined the definition of luxury to Vietnamese elite. The development introduces the private lift concept into the Vietnamese property market. With no more than three residences on each floor, unique outward-facing apartment design and private lift lobbies, residents can enjoy absolute privacy amidst the leafy and quiet streets of Thao Dien.



128 YEARS OF EXPERIENCE

From its founding in 1889, Hongkong Land has expanded beyond its original base in Hong Kong to establish a major presence in the life and commerce of major cities across Asia. The Nassim is the company's first residential project in Vietnam, and demonstrates Hongkong Land's ongoing commitment to the Ho Chi Minh City property market. The project, which won the Best Condo Development and Best Luxury Condo at the 2016 Vietnam Property Awards, is truly unparalleled and represents a step forward for the sector in Vietnam.



TAN WEE HSIEN
Head of Residential, Hongkong Land.

HONGKONG LAND TALKS ABOUT THE NASSIM

"The Nassim has set the standard for luxury residential developments in Vietnam, bringing new levels of sophistication and quality to the market. The project will offer residents an inspiring and luxurious urban lifestyle in one of the most vibrant and fast-growing cities in Asia. The success of The Nassim can be attributed to the combination of Hongkong Land's experience at developing world-class projects across Asia, and SonKim Land's unrivalled local knowledge in the Vietnam market. We are extremely grateful that SonKim Land chose to partner with Hongkong Land on this project." Tan Wee Hsien, Head of Residential, Hongkong Land.

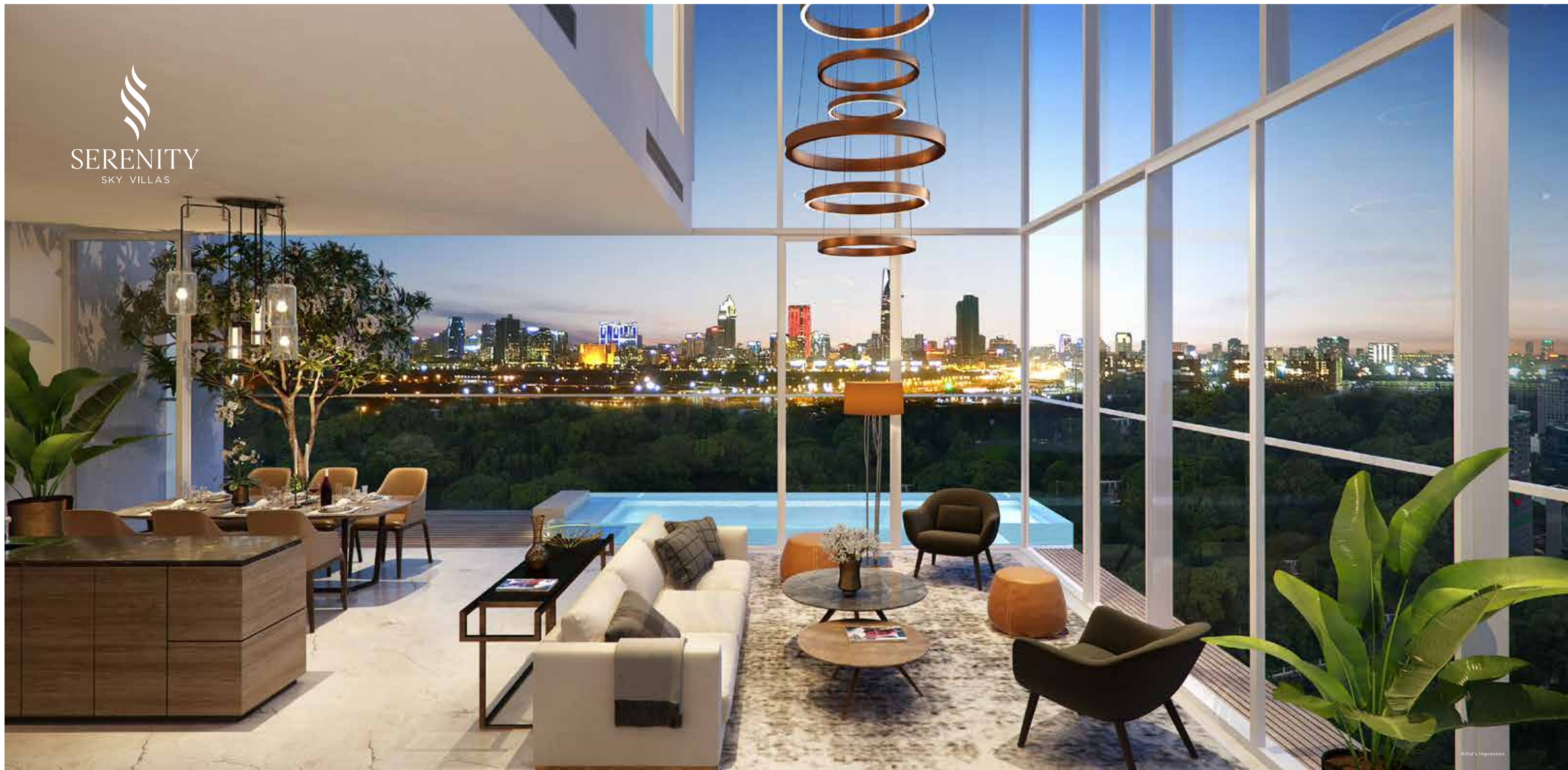


QUALITY ALWAYS COMES FIRST

Our development philosophy focuses on quality rather than quantity. Every detail of The Nassim, from the material, construction and finishing, were completed to the highest standards to ensure the greatest quality. As in all products jointly developed by Hongkong Land and SonKim Land, quality is always the first priority.

CONSTRUCTION UPDATE OF DEC 2017

As of December 2017, ceiling work has been completed for 29 levels. The aluminum and glazing works are complete and Podium alu-fin is currently in progress. Marble floor and tiling works have been completed to level 28 and 29, respectively. Laminate flooring and carpentry works have been completed to level 22 and 16 respectively. Apartment MEP work is currently in progress to level 27.



SERENITY SKY VILLAS – LIMITED EDITION RESIDENCE

Over the first two years, SonKim Land devoted efforts solely to the design of Serenity Sky Villas, perfecting every nuance of this luxury living space. Located in District 3's prestigious Ward 7, Serenity Sky Villas occupy an area famous for spacious tree-lined streets and charming French villas. Serenity Sky Villas offer residents an innovative product that provides the grandeur of a traditional villa to every level of a modern high-rise building. Throughout 17 levels, the 45 exclusive sky villas provide discerning homebuyers with an outstanding combination of a traditional villa with a luxurious contemporary twist.



"THE NOBLE DISTRICT" OF SAIGON

"Eat in District 5, stay in District 3, entertain in District 1 ..."
District 3 holds a special place in the heart of Saigon due to its historical architectural and cultural heritage. Within Ho Chi Minh City, District 2 and District 7 are known as areas for young people and international residents. However, District 3 is regarded as only location for the intellectual class of Saigon.



A CENTRAL LOCATION WITH A MAJESTIC OUTLOOK

Steeped in history, the prestigious location offers Serenity Sky Villas a majestic vista towards the historical monuments of Saigon. The central location surrounds residents with tree-lined streets, such as Notre Dame, Independence Palace (previously known as Norodom Palace), Ho Chi Minh Museum (previously known as Gia Long Palace) and the beautiful Tao Dan Park.



CBD PLANNING RESTRICTIONS

According to Decision no. 6708/QD-UBND dated 29 Dec 2012, District 1 and a part of District 3 are planned for only low-rise buildings, due to the abundance of heritage French villas. As a result, there are limited high-rise buildings allowed in the area. The only way high-rise buildings are allowed in these districts is if they are designed to match with overall colonial architecture. Serenity Sky Villas is located right in the heart of the area, giving them a highly unique position within the market.

CONSTRUCTION UPDATE OF DEC 2017

As of December 2017, construction on the super-structure is currently underway. The shear walls and columns of the ground floor has been completed. The shear walls and 2nd floor slab on level 2 has been completed. Whilst on level 3 the shear walls and 3rd floor slab are in progress. While construction progress is well managed as planned, we have had some good news from sales also. In December, the first penthouse of Serenity has already had its owner. Thus, there are only 2 penthouse units left in the balance stock.



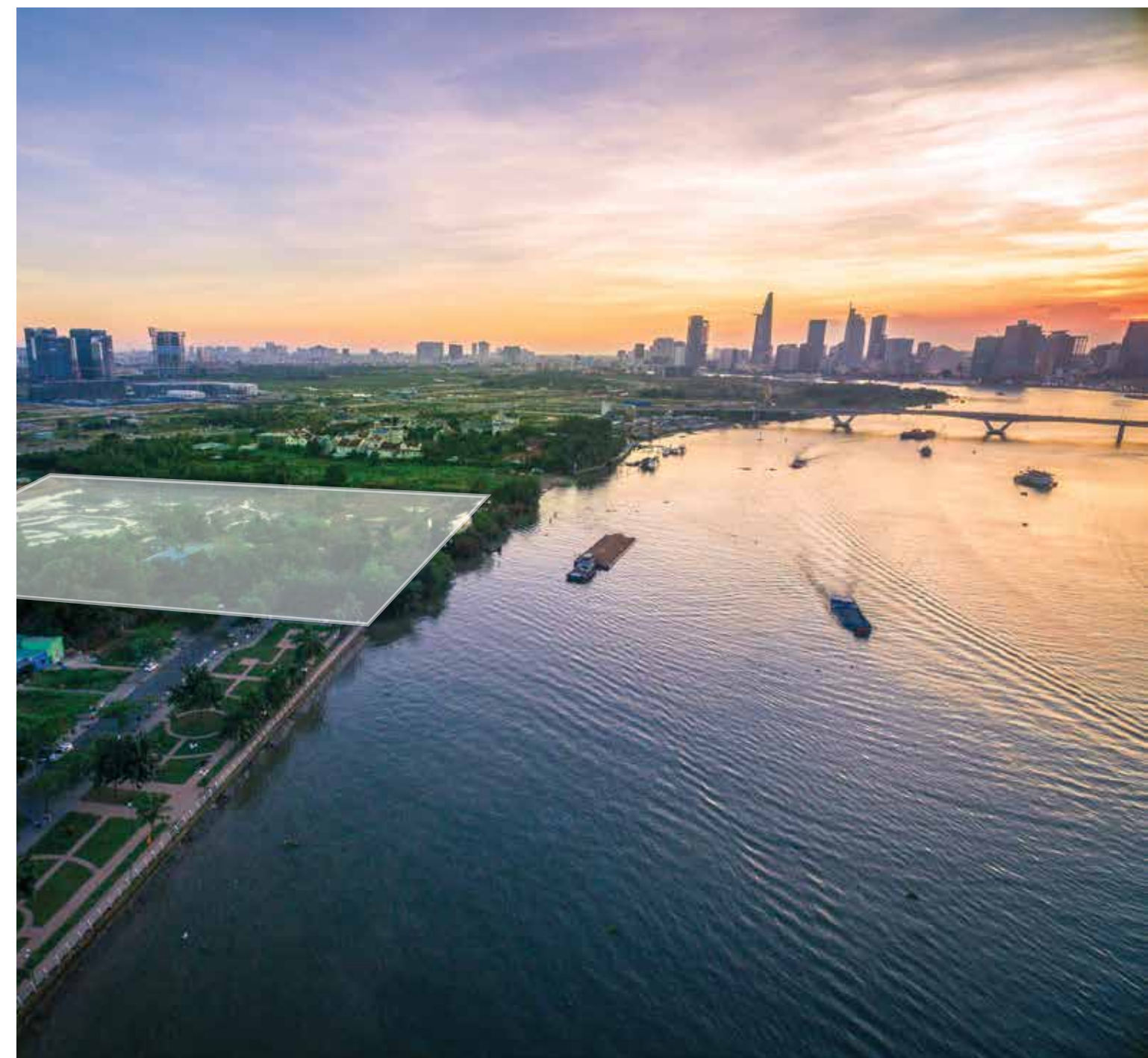
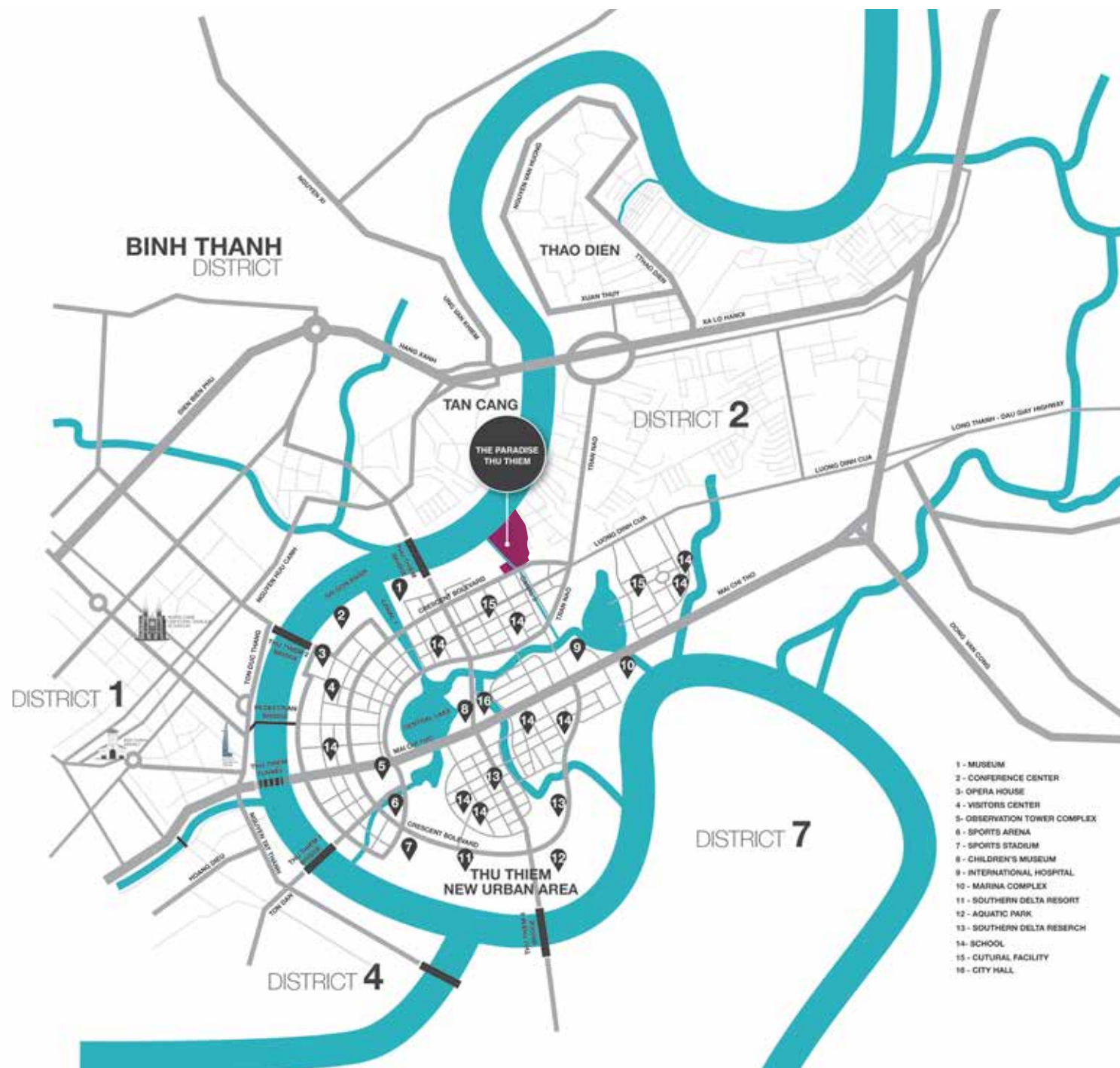
THE ALBANY

Known as the most sought after apartment block in Thao Dien, The Albany will provide prospective purchasers the chance to own an apartment in the most exclusive area of Thao Dien. Show units and sales are tentatively planned to begin in March 2018.



CONSTRUCTION UPDATE OF DEC 2017

Construction work is currently in its final stages. As planned, the whole building will be completed by May 2018.



THE LANDED PROPERTY PROJECT IN THU THIEM

Located on the waterfront of District 2's Thu Thiem peninsula, this landed property project is designed for young families in mind. Providing residents with an area of extreme beauty and a peaceful lifestyle, it would be the final villa compound built on the exclusive Thu Thiem peninsula. The project is expected to be launched in Q2/2018.



THU THIEM – THE PROMISED LAND

Thu Thiem is a New Urban Area located in the East of Ho Chi Minh City. One tunnel and five bridges connect Thu Thiem with District 1, District 4, District 7 and Binh Thanh. The internal transportation within the peninsula is thoughtfully planned, which will ensure accessibility from all residential areas in any direction. Thu Thiem is considered an up-and-coming area within Ho Chi Minh City for residents who wish to experience a new standard in living.



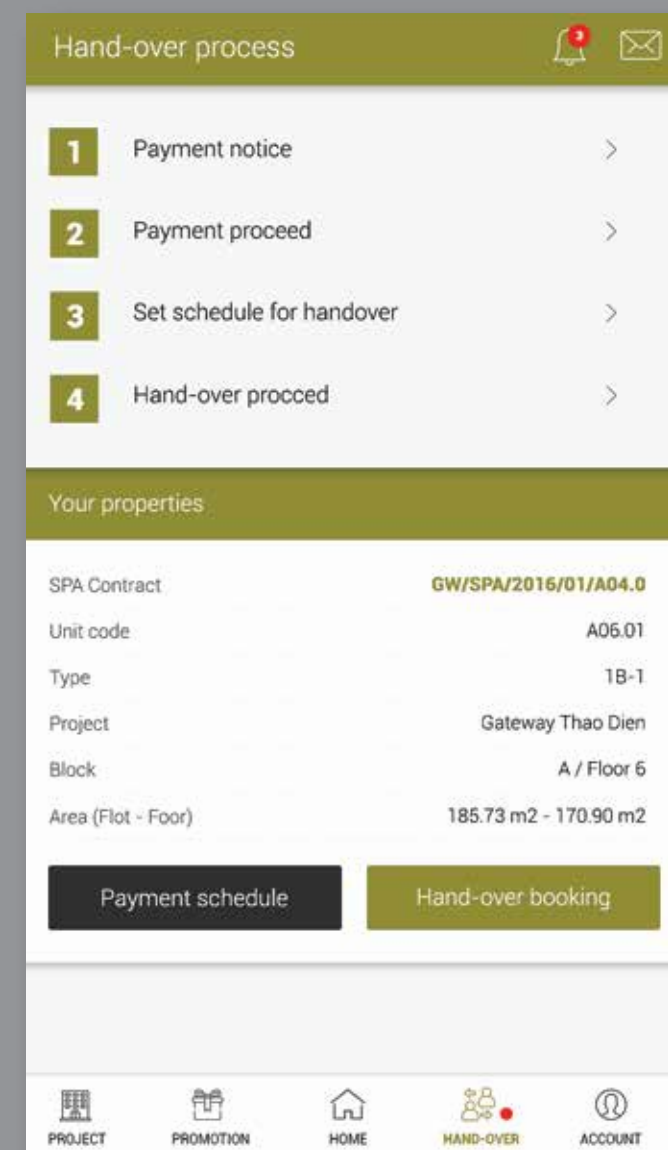
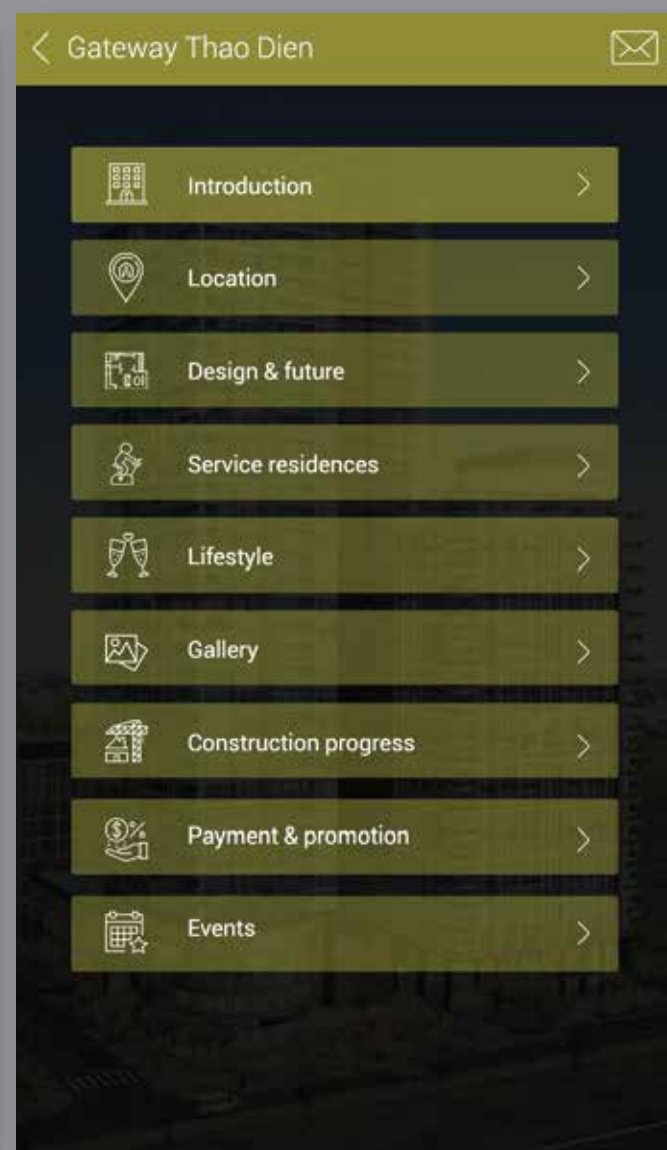
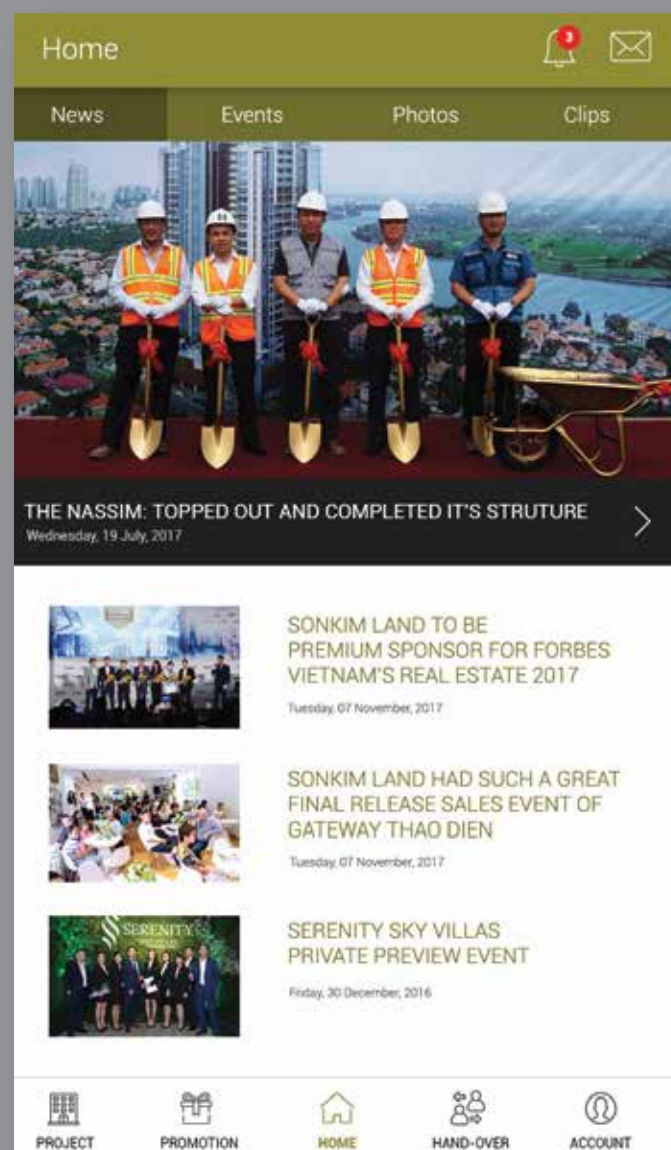


ADDED VALUE FOR SONKIM LAND CUSTOMERS

SonKim Land collaborates with SonKim Fashion to provide fashionable curtain line to all SonKim homeowners after the handover. We provide well-designed, color-trend and Korean-fabric curtains at reasonable price while maintaining the best quality to satisfy SonKim customers whose standards are luxury and expectation is very high.

DESIGN & DECORATION SERVICES

Our show units are not only for sale, but also provide an inspiration for the interior design and decoration for customers. Upon request, we can cooperate with our contractor and supplier to provide our home buyers design and decoration packages at a very competitive price.



DUE DATE	DESCRIPTION	DUE AMOUNT
23/01/2017	01st Installment Amount (20% of Total Price)	583,657,517 VND
23/01/2017	02 Installment Amount (4% of Total Price)	116,731,504 VND
15/02/2017	03 Installment Amount (4% of Total Price)	116,731,504 VND
15/03/2017	04 Installment Amount (4% of Total Price)	116,731,504 VND
15/04/2017	05 Installment Amount (4% of Total Price)	116,731,504 VND
15/05/2017	06 Installment Amount (4% of Total Price)	116,731,504 VND
15/06/2017	07 Installment Amount (4% of Total Price)	116,731,504 VND
15/07/2017	08 Installment Amount (4% of Total Price)	116,731,504 VND
15/08/2017	09 Installment Amount (4% of Total Price)	116,731,504 VND
15/09/2017	10 Installment Amount (4% of Total Price)	116,731,504 VND
15/10/2017	11 Installment Amount (4% of Total Price)	116,731,504 VND
15/11/2017	12 Installment Amount (4% of Total Price)	116,731,504 VND
15/12/2017	13 Installment Amount (6% of Total Price)	175,097,255 VND
		Total amount: 2,042,801,316 VND

MOBILE APP FOR CUSTOMER SERVICE

SonKim Land will launch a mobile app to facilitate the Handover process for both Gateway Thao Dien and The Nassim by middle of March 2018. This app will be an information hub where customers can check about their payment schedule, book for a Handover appointment or read some news about all projects.



HOW SEN TAN,
Managing Director of SonKim Land Commercial Group

PACIFIC PLACE, HK

ICC / KOWLOON STATION, HK

COMMERCIAL PROPERTY DEVELOPMENT STRATEGY

The Commercial and Hospitality Group’s philosophy is simply to break from the ordinary and creatively integrate and enhance values. We seek to create sustainable spaces that meet the demands of our customers. We have the responsibility and opportunity to create the right balance between environmental and economic outcomes for our customers and investors. We carefully select our international partners which would be consistent with our brand and heritage.

INTERNATIONAL DEVELOPMENT MODELS

The future of SonKim Land going forward is challengingly exciting and bright. SonKim Land adopts an international outlook to design, planning and development, constantly looking for the latest trends and demands. We carefully analyse developments overseas whose concepts could be introduced to Vietnam but adapted to meet Vietnamese conditions. We undertake overseas study trips to research and gain knowledge on potential projects and partners.



DEVELOPMENT DIRECTION FOR 2018

Several new projects will occur in 2018, which ensures a very exciting year for the Commercial and Hospitality Group. We will celebrate the inauguration of Jardin des Sens, a French gastronomy restaurant and the first GS25 convenience store in HCMC. In addition, the first of our innovative co-working concept spaces will enter the Vietnamese market.

COLLABORATION WITH INT'L PARTNERS

SonKim Land has been busy with joint venture agreements with international partners and bringing them to the Vietnamese market. Within the F&B sector, we will partner with Pourcel Chateau Group from Montpellier and the Convenience Store with GS25 from South Korea. On the Hospitality front, we will be teaming up with Alila for a resort in Tien Thanh and a boutique hotel in HCMC. We also mark the grand opening of Oakwood serviced apartments in HCMC.



FACTS AT A GLANCE

- Project Name: Oakwood Do Thanh
- Developer: SonKim Land Corporation (SonKim Land)
- Project address: Cu Xa Do Thanh, District 3, HCMC
- Total number of units: 68 units ranging from studios to 2 bedrooms
- Rental: Studio type - VND 1.8 to 2 mil per night
2 bedroom type - VND 3 mil per night
Above rate is inclusive of breakfast



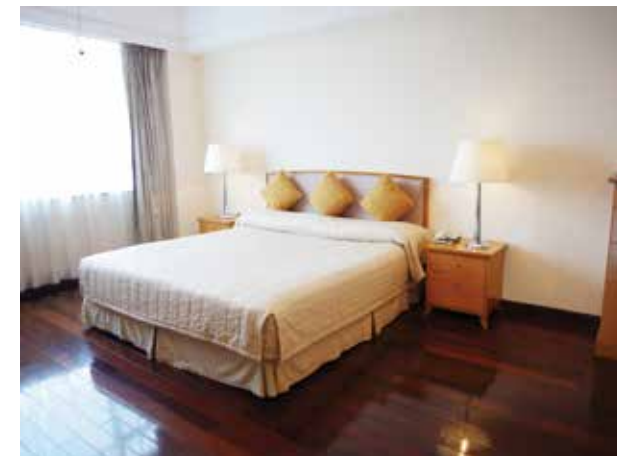
OAKWOOD APARTMENT

Oakwood Do Thanh is conveniently located in District 3 within close proximity to District 1 and District 5. It's been completely refurbished to the international standards of Oakwood with a modern and warm décor. Oakwood is the pioneer of the serviced apartment concept and shares a similar heritage as SonKim Land in being innovative and original.



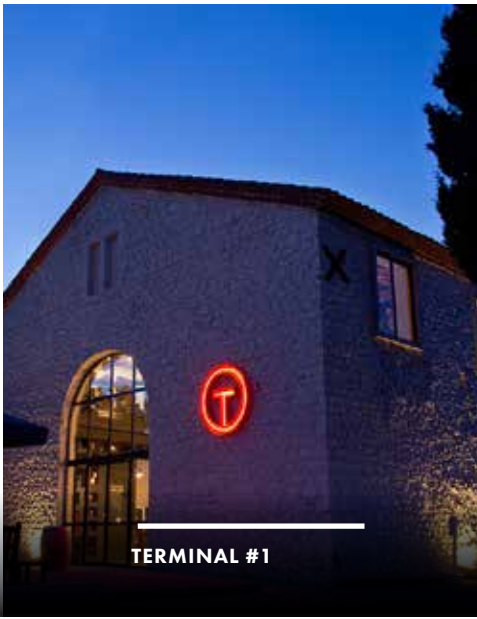
FACTS AT A GLANCE

- Location: 1 Le Quy Don, District 3, HCMC
- Total number of Units: 55 apartments of 3 bedrooms [from 128 to 249m2]
- Amenities: 24hr security, indoor swimming pool, gymnasium, sauna, meeting rooms, kids play area, guest lounge



INDOCHINE PARK TOWER SERVICED APARTMENT

This is a luxurious serviced apartment overlooking the lush landscaped grounds of the reunification palace and also a short walk from War Remnants Museum. It is also in close proximity to all the major amenities such established restaurants, top local attractions and major shopping malls and banks. All the units are spacious 3 bedroom fully furnished luxurious apartments.



POURCEL CHATEAU GROUP

The Pourcel name is synonymous with innovative French fine dining from the South of France with strong influence from the Mediterranean. The twins opened their prestigious Le Jardin des Sens in Montpellier in 1988 and were awarded three Michelin stars in 1998. Since then, the Pourcel twins have very much become the veritable ambassadors of world cuisine. Their entry to Vietnam in partnership with SonKim Land is no co-incidence as they saw a great opportunity in blending French cuisine with Vietnamese ingredients.

PCG CONCEPTS

SonKim Land and PCG through their JV company Pourcel Indochine Limited, will be introducing various restaurant concepts to Vietnam gradually. The confidence in the growth of the F&B business in Vietnam and the region, allows the partners to enter into a strategic agreement to cover Cambodia, Laos and Myanmar. Some of the concepts to be introduced are café Francais, Terminal and Carre Mer.



JARDIN des SENS RESTAURANT

The setting is a French colonial villa, perfect for the gastronomy restaurant. The interiors were carefully updated and refurbished to reinstate and recreate the classic opulent French romantic style. Modern additions were also introduced to the interiors, but these were designed to complement and enhance the dinners experience.

RENOVATION UPDATE OF DEC 2017

Unsympathetic interior decorations which were inappropriately added were carefully removed to restore the original villa and its interior to reflect its former glory.



GS25 & SONKIM LAND TO OPEN A CHAIN OF CONVENIENT STORE

Following the cooperation contract signed in Q3/2017, SonKim Land and GS 25 will together open a chain of convenient store in Vietnam. The first store in HCMC will take Vietnam by storm upon its opening like K-pop culture. Its Korean authentic style will provide Vietnamese people with a range of Korean products and services, giving consumers more options and remaining in-line with SonKim Land philosophy of a break from the normal. GS25 and SonKim Land will set new standards in convenience store shopping experience.

STORE OPENING UPDATE

Vietnam will be GS25 Retail's first foreign market outside South Korea in its 27 year history. Two of the stores to open shortly are located on the ground floor of Empress Tower in Hai Ba Trung and the other at M Plaza also in Hai Ba Trung with a further two more to be opened soon after.



FACTS AT A GLANCE

- Project Name: Gateway Berkley Serviced Apartment
- Developer: SonKim Land Corporation (SonKim Land)
- Project address: Gateway Thao Dien, Thao Dien, District 2, HCMC
- Total number of units: 85 units
- Total GFA: 15,500 sqm
- Amenities & services: 24/7 security, swimming pool, gym, retail, guest lounge.

GATEWAY BERKLEY SERVICED APARTMENT

A luxurious accommodation to satisfy the most discerning guest, this Grade A serviced apartment is located in the heart of District 2. It will be fully furnished to the highest standard to ensure a very satisfying experience of a home away from home. An international Interior Designer with a strong reputation was appointed to undertake all design and decorations, with an emphasis on comfort and ideally suited for the business executives and families alike.



SONKIM LAND PARTICIPATED IN TERRY FOX RUN 2017

Community support has become an integral value of SonKim Land globally. SonKim Land sponsored and participated in the Terry Fox Run 2017, a major annual charity event that raises money for cancer research.

This sponsorship reflects SonKim Land continuous commitment to contribute to a better and healthy community in which we live and work. The yearly event was organized by the Canadian Chamber of Commerce in Vietnam.



SONKIM LAND CHRISTMAS PARTY 2017



SONKIM LAND PREMIUM SPONSOR FOR FORBES VIET- NAM'S REAL ESTATE 2017

Forbes Vietnam's Real Estate 2017 gathered leading institutional and private investors, developers and experts in the real estate industry. The conference provided participants with market reviews and insights into the capital flows including foreign capital. Participants were able to learn about outstanding segments and investment projects, latest trends and impacts on infrastructure landscapes of modern cities.

SonKim Land was a Premium Sponsor of the event. Mr. Eric Solberg, a leading board member of SonKim Land and the Chairman & CEO EXS Capital Group, was one of main panel speakers of the event.



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.



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