

VINCOM MEGA MALL
OCEAN CITY

the Heart *of* Ocean City

VINCOM MEGA MALL



VINCOM

CONTENT



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HANOI'S RETAIL MARKET

2 ♦ VINCOM MEGA MALL
OCEAN CITY
5 REASONS TO CHOOSE FOR BUSINESS

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01 OVERVIEW OF RETAIL MARKET



1.1.

HANOI'S RETAIL MARKET 2024

TOTAL RETAIL SALES OF GOODS
AND CONSUMER SERVICE REVENUE

◆
853,3
trillion VND

↗ **10,8%**
compared to 2023

REVENUE FROM RETAIL SALES OF GOODS

◆
539,5 trillion
VND
accounting for
63.2% of the total

↗ **11%**
compared to 2023

TOTAL NUMBER OF TOURISTS

27,86 million
number of visitors in 2024

↗ **12,7%**
compared to 2023

21,51 million
domestic visitors

↗ **7,5%**
compared to 2023

◆
6,35 million
international visitors

↗ **34,4%**
compared to 2023



HaNoi affirms itself as **TOP DESTINATION**,
attracting leading **TOURISM & RETAIL** in the region

1.2.

RETAIL MARKET FORECAST 2025

HANOI'S RETAIL MARKET IN 2025 HOLDS STRONG GROWTH POTENTIAL, DRIVEN BY RISING CONSUMER INCOME AND EXPANDING COMMERCIAL INFRASTRUCTURE.



CONSUMER TRENDS

Increase in shopping customers

- ◆ On the first day of 2025, the number of shoppers at supermarkets and shopping malls in Hanoi increased by approximately **30-40%** compared to regular days, indicating **strong consumer demand**.

ECONOMIC GROWTH AND INCOME

GRDP growth

- ◆ The growth rate is expected to reach **6.5%** in 2025.

Per capita income

- ◆ GDP per capita is expected to reach **172.4 million VND** per year.



RETAIL GROWTH TARGET

Total retail sales of goods and service revenue

- ◆ The Hanoi Department of Industry and Trade aims for a growth rate of at least **9%** in 2025.

1.3.

OCEAN CITY THE RETAIL TOURISM HUB OF EASTERN HANOI

TOP
TRENDING
DESTINATION

A Series of World-Class Events

Concert Anh Trại Vượt Ngàn Chông Gai	Grand Music Festival Vincor 20	Korea Travel Festa
140.000 Visitors per Day	20.000 Audience	30.000 Audience

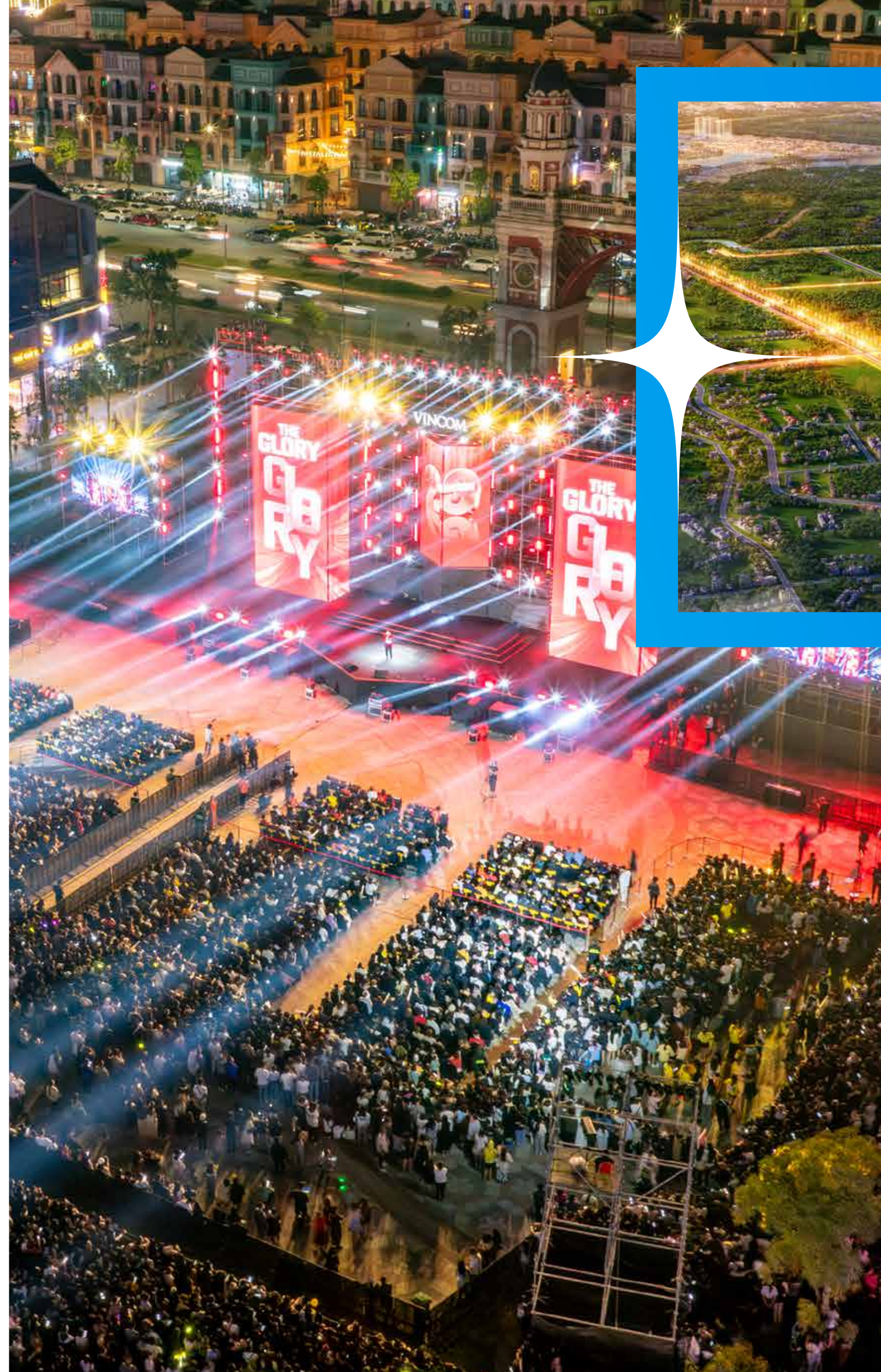
Spring Festival & Lantern Festival

THE LARGEST IN VIETNAM

4
COMMERCIAL
STREETS

A Convergence of World Cultures in
One Destination: The Venice, K-Town,
Little Hong Kong, Sake Village

More than 500 Retail Stores



THE MOST
LIVEABLE
NEW CITIES
ON EARTH

A place where ideal living values
converge, offering an
unprecedented cultural,
entertainment, and shopping
destination – creating an
unforgettable journey for every
resident and visitor.

A fusion of global cultural essences, highlighted by
unique destinations such as K-Town, Little Hong
Kong, The Venice, and Sake Village.

More than
12 million
visitors
in 2024

Record of
160.000
visitors/day

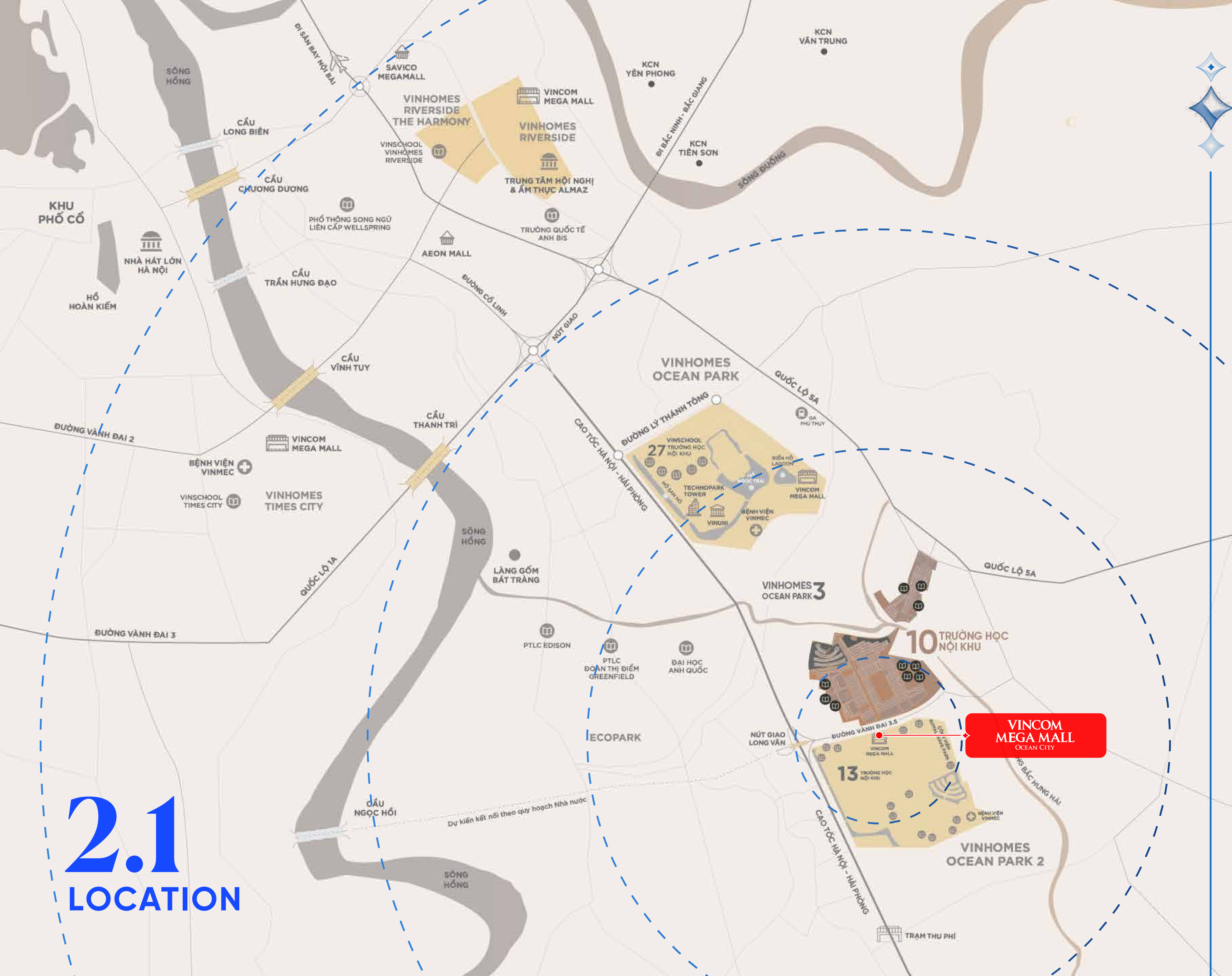
02 VINCOM MEGA MALL OCEAN CITY

5 REASONS TO CHOOSE FOR BUSINESS

- 2.1. Location
- 2.2. The Central hub connecting a vast ecosystem
- 2.3. Attractive retail & business zoning, enhancing experience

- 2.4. One-Stop Shoppertainment experience journey
- 2.5. Expertise in retail operations & marketing from Vincom Retail





2.1 LOCATION

Distance from Long Bien District **15 minutes drive**

Distance from Hoan Kiem District & Hai Ba Trung District **20 minutes drive**

Distance from Noi Bai International Airport **30 minutes drive**

Prime corner lot with 3 frontages, adjacent to ring road 3.5

The convergence hub of Ocean Park 2 & 3

GATEWAY TO THE HANOI - HAI PHONG EXPRESSWAY

ACCESS TO A MASSIVE CUSTOMER BASE WITHIN A 1 HOUR DRIVE

8,5 million Ha Noi residents

10 million residents
Provinces/Cities: Hai Duong, Bac Ninh, Nam Dinh, Hai Phong, Quang Ninh

27 million tourists
visiting Ha Noi annually

**2024 Published Data*

2.2 VINCOM MEGA MALL OCEAN CITY THE CENTRAL HUB CONNECTING A VAST ECOSYSTEM



ABILITY TO REACH
MILLIONS OF VISITORS ANNUALLY

More than
100
apartment building

Nearly
300.000
luxury apartments

More than
20.000
low rise apartments

Existing residents
70.000
people

VINCOM MEGA MALL
OCEAN CITY

VINSCHOOL OCEAN PARK 2
4.000 STUDENTS / DAY

30-FLOOR OFFICE TOWER
8.000 - 10.000
EMPLOYEES

GRAND WORLD, LITTLE HONG KONG
1 MILLIONS OF VISITORS
/ MONTH

VINWONDERS WAVE PARK
& WATER PARK
120.000 VISITORS / MONTH

43 HAPPY HOMES
10.000 RESIDENTS



A CLEAR CUSTOMER PROFILE



LOCATION

Elite Ocean City Residents,
Ha Noi Residents, and Neighboring Provinces



AGE RANGE

Primarily focused on **18 - 35** years old
Family **48%** - Young generation **30%**



INCOME LEVEL:
MIDDLE TO HIGH
15 - 25 million/month



2.3

ATTRACTIVE RETAIL & BUSINESS ZONING, ENHANCING EXPERIENCE



FACTSHEET VINCOM MEGA MALL

Total area
69.600m²



02
Basement

3.656
Motorbike parking

01 THEATER & CONVENTION CENTER COMPLEX

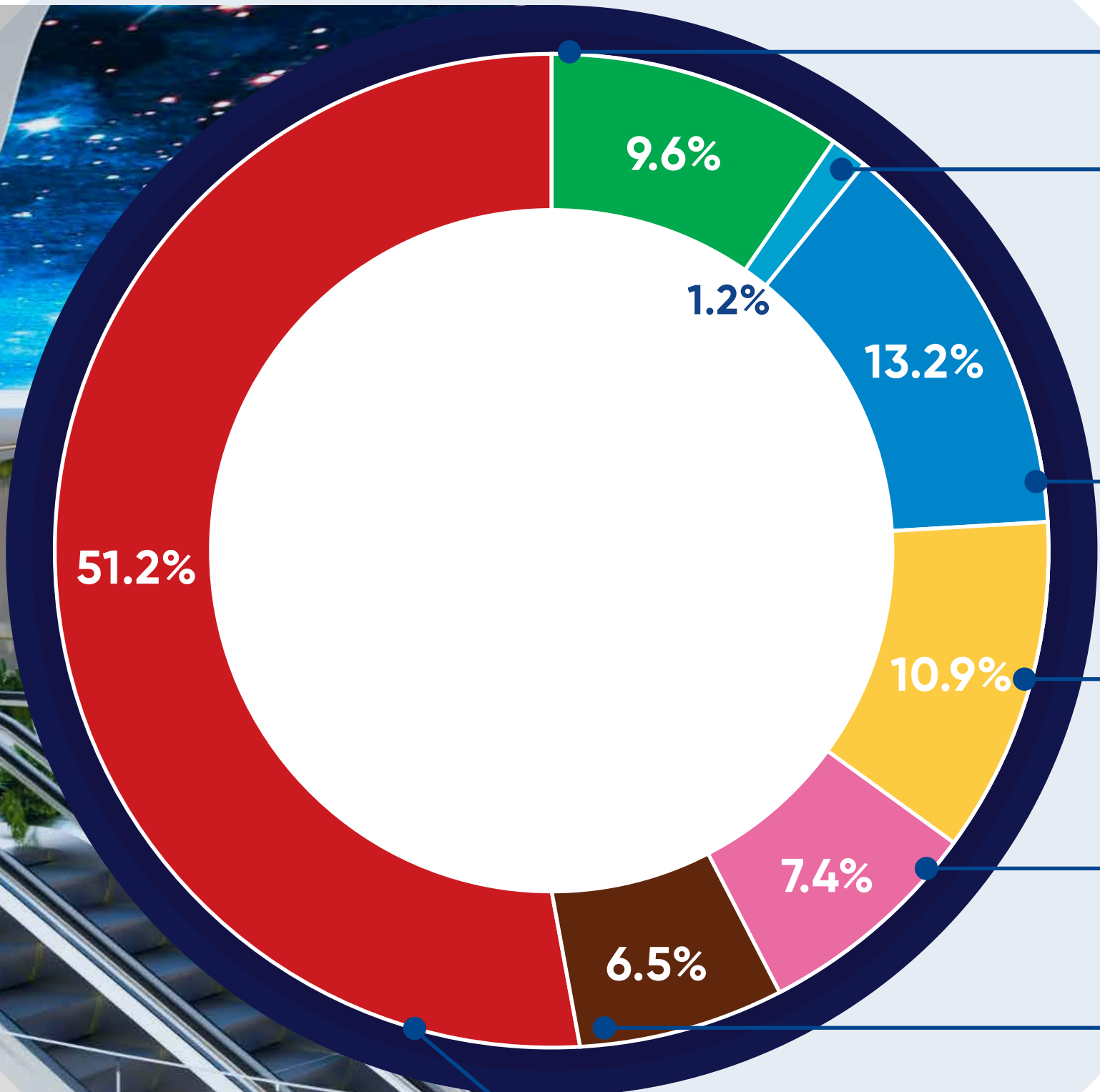
03
Floors

1.179
Car parking

03
Elevator

05
Entrance gate

RETAIL SECTOR DISTRIBUTION RATIO



- Fashion
- Cosmetics / Perfumes / Beauty Care Products / Jewelry & Personal Accessories
- Furniture / Household Items / Mom & Baby / Kids / Stationery / Gifts
- Food & Beverage
- Entertainment
- Supermarket
- Convention Center & Theater

2.4

ONE-STOP SHOPPERTAINMENT EXPERIENCE JOURNEY



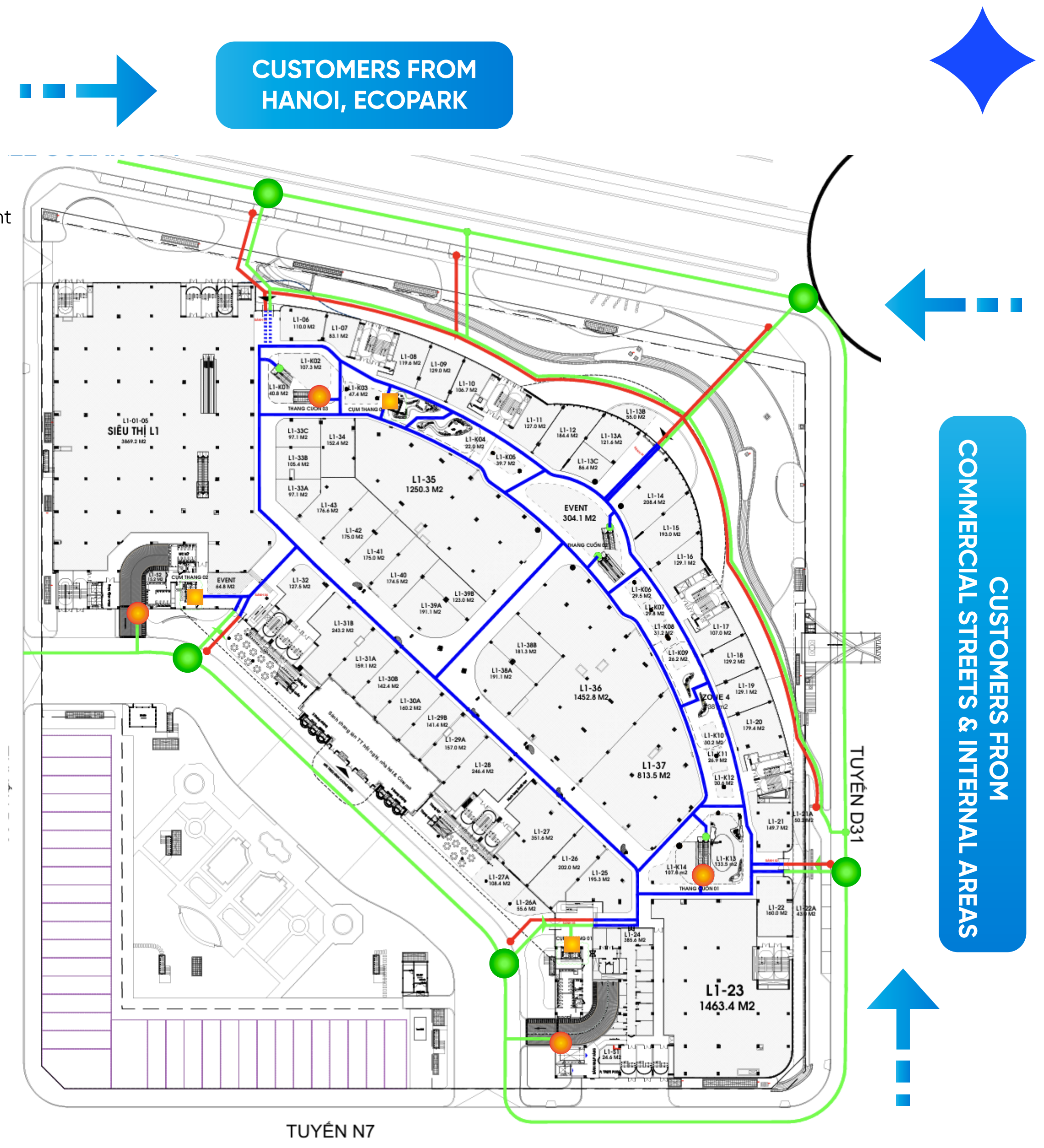
LANDSCAPE &
INTERIOR DESIGN

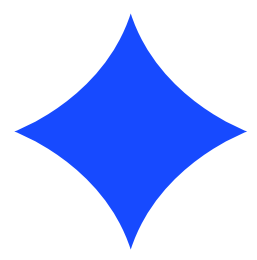
A SYMPHONY OF WATER, LIGHT, COLORS
& SUSTAINABLE GREEN LIVING TRENDS

CONVENIENT SHOPPING JOURNEY



- Elevator
- Ramp to/from the parking basement
- Entrance gate
- Internal passage
- Private car - family visitors
- Ride-hailing and taxi visitors





TẦNG 1. GRAND PIANO ATRIUM

Inspired by the piano and ocean waves, the first-floor space exudes elegance and luxury with a grand overhead decor featuring shimmering LED musical notes and reflective effects. Notably, the piano key landscape and music-themed seating offer a unique interactive experience.

TẦNG 2. SERENADE COVE

Inspired by the deep tones of the cello, the second-floor space evokes a warm, serene atmosphere, harmonizing with the rhythm of the ocean. The refined design, with soft lighting and luxurious materials, creates an enchanting shopping and relaxation experience.

TẦNG 3. OCEAN SYMPHONY HALL

With melodic, soothing tunes resonating through the luxurious, modern space, the third floor is a gathering place for a world-class theater and conference center. It offers a premier experience of art and events amidst the heart of the ocean.



GOURMET AVENUE

Gourmet Avenue at Vincom Mega Mall Ocean City:
A Culinary Journey Like No Other

For the first time at Vincom Mega Mall Ocean City, a miniature food street emerges on the second floor of the shopping center, offering a unique and immersive gastronomic experience. This vibrant avenue tantalizes the senses with an enticing blend of aromas, lively ambiance, and a complete journey of flavors.

Embark on a culinary adventure across Asia, starting with the rich and authentic tastes of Vietnam—where pho, bun, com tam, and other traditional delicacies are masterfully recreated. Indulge in the ultimate hotpot and barbecue paradise, where diners can savor the finest culinary treasures from across the continent.



FIRST-TIME EVER APPEARANCE

3RD FLOOR

THE LARGEST & MOST MODERN
CONVENTION, EVENT &
THEATER CENTER



Mega Complex **4.100**
Seating



LIVE PERFORMANCE SHOWS BRINGING VIETNAMESE CULTURE TO THE WORLD

WEEKLY REGULAR INTERVALS

Million-dollar masterpieces with grand investments, featuring the latest performance technologies.
For the **FIRST TIME** in Vietnam, promising an unprecedented visual experience!



KDISCOVER THE BRANDS MAKING THEIR DEBUT AT OCEAN CITY

SHOPPING

- ◆ The large two-story AEON Supermarket from Japan makes its debut in the Vincom system.
- ◆ The leading Japanese furniture brand, Nitori, renowned for its minimalist design and high quality, is making its first appearance in the North.
- ◆ The top lifestyle brand, Mr.DIY, is making its first entry into the Northern region.

CUISINE

- ◆ A diverse international cuisine scene with unique restaurants, popular fast food chains, dining restaurants, and renowned hot pot brands, all organized on one floor to create a perfect experience.

ENTERTAINMENT

- ◆ A children's play area, CGV cinema with special screening rooms, and a virtual reality gaming zone.
- ◆ The indoor pet park, Little Elephant - Kidzone Aeon Fantasy (Kidzoonia).

SERVICES

- ◆ Premium Sfitness & Yoga gym.
- ◆ The first Korean-standard health care complex, Aquafield, in a shopping mall in Vietnam.
- ◆ Phương Nam Bookcity.



A LUXURY SPA & WELLNESS SPACE - AQUAFIELD 5-STAR KOREAN-STYLE SAUNA EXPERIENCE.

Aquafield is a premium spa & wellness complex offering a 5-star relaxation experience with a modern Korean sauna system, relaxing swimming pools, and advanced therapeutic treatments right within the shopping mall. With its luxurious space, top-tier services, and cutting-edge health care technology, Aquafield is the ideal destination for rejuvenating energy and fully enjoying ultimate relaxation.



2.5 EXPERTISE IN RETAIL OPERATIONS & MARKETING FROM VINCOM RETAIL

With extensive experience in developing and operating 88 shopping malls and 5 commercial streets nationwide, Vincom Retail provides comprehensive support—from operations management and business strategy consulting to collaborative marketing campaigns.

Large-scale events and continuous promotional programs are regularly organized to attract potential customers, ensuring optimal business performance for partners.

2024

SHOPPING MALL

8.707 trade Marketing activities
180 millions of visitors
Increased by **4%** compared with 2023

COMMERCIAL STREET

OCEAN CITY: 55 activities, **12,5** millions of visitors
VŨ YÊN: 26 activities, **2,5** millions of visitors

CONTINUOUSLY
SETTING
RECORDS FOR
VISITOR

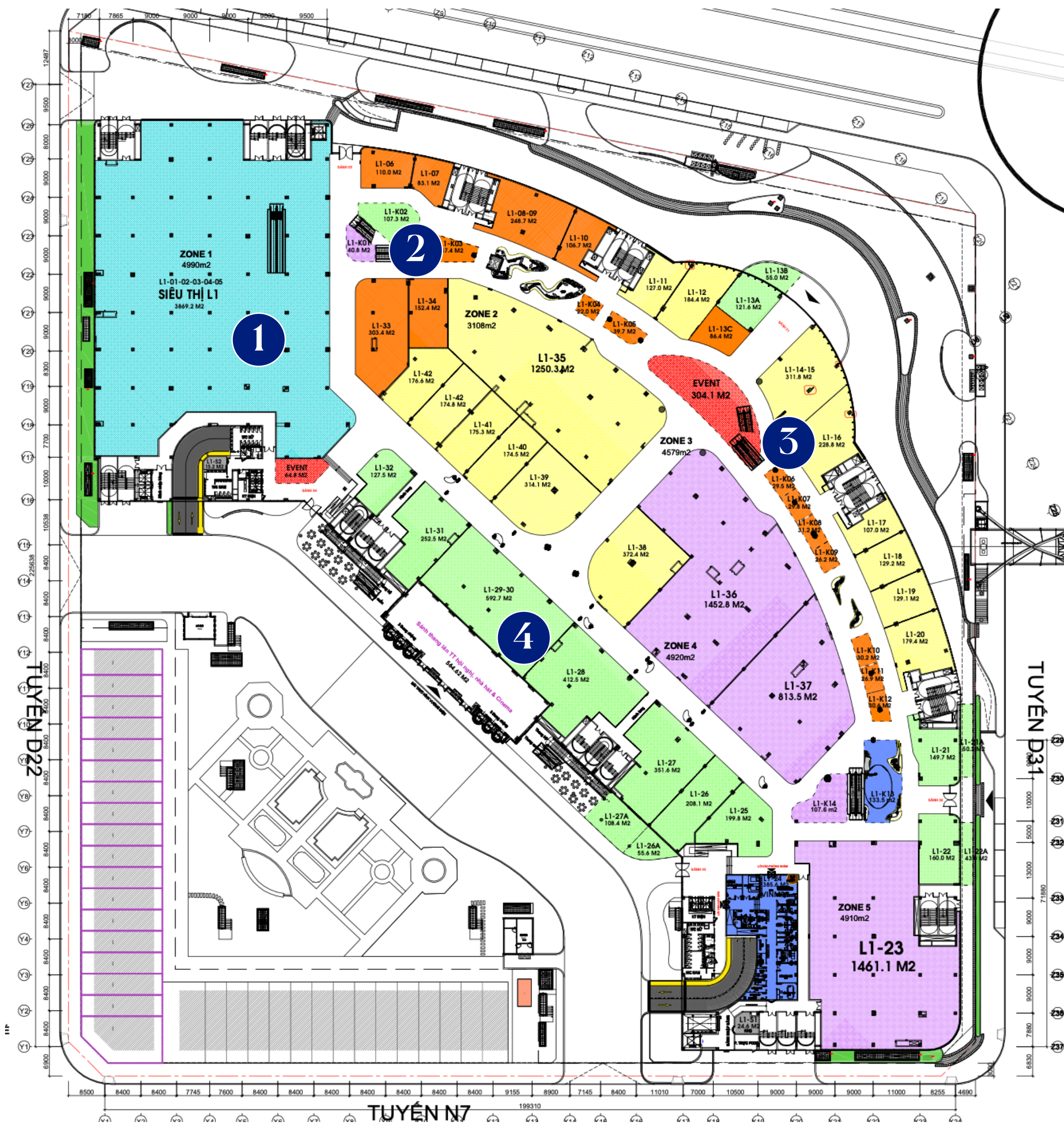
7 TIMES
ONTOP
TRENDING



03. DETAIL LAYOUT



1ST FLOOR RIVER OF DREAM



SYMBOLS / NOTATIONS

- Cuisine
- Fashion
- Jewelry & Accessories
- Home & Living / Kids & Moms
- Entertainment & Cinema
- Services
- Stairway to Basement
- Supermarket

GFA	24.601,1 m ²
NFA	17.107,2 m ²
Net/ Gross	69.54 %

1. AEON Supermarket

A shopping space debuting for the first time, featuring a duplex layout that offers an inspiring experience.

2. Glow Beauty

Bringing together top beauty and wellness brands, offering radiant beauty and complete relaxation.

3. Fashion District

A premium space featuring young designer fashion, sportswear, and high-end accessories, keeping up with the latest trends.

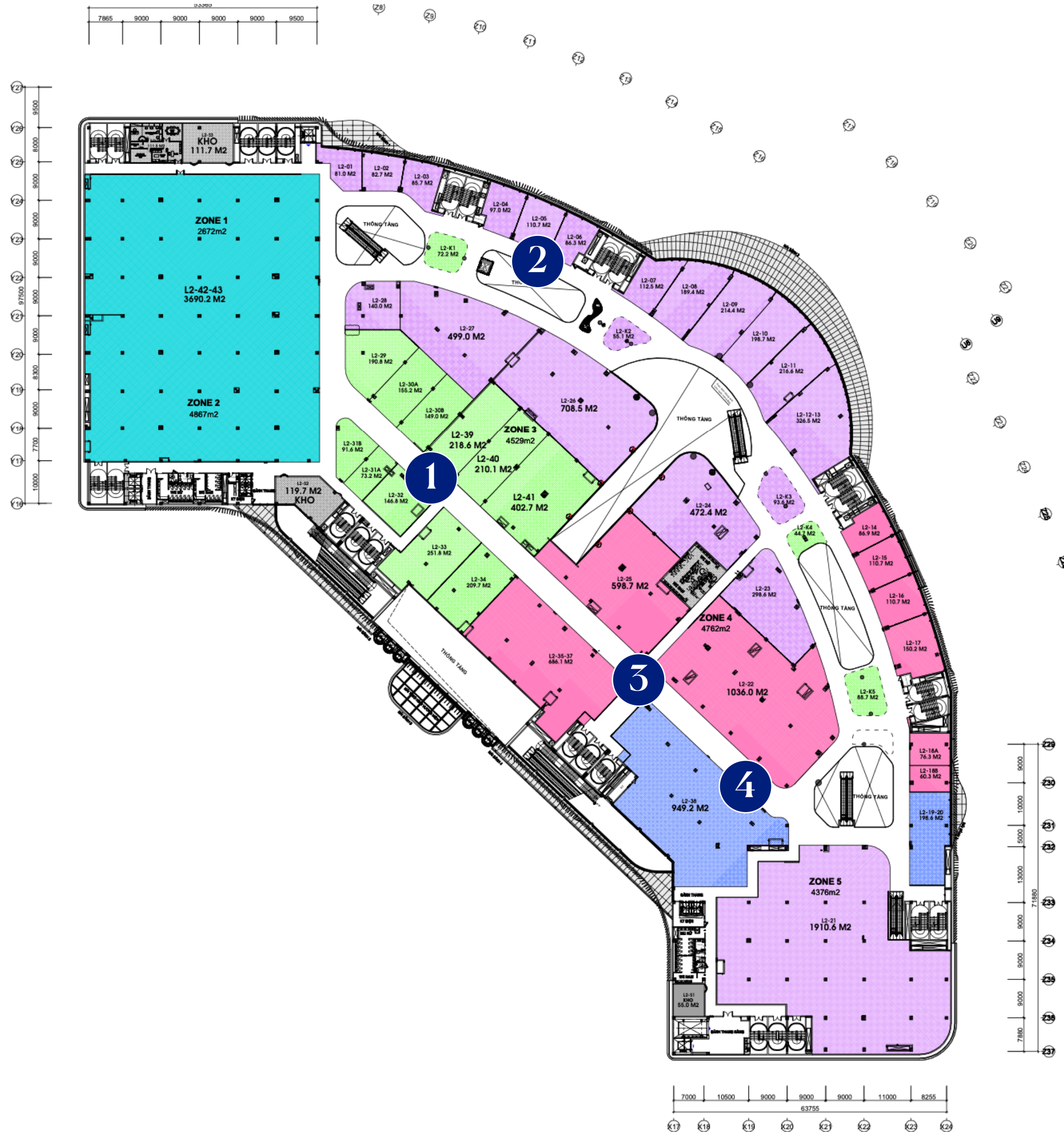
4. Gourmet Haven

A vibrant culinary paradise, featuring everything from fine dining restaurants to popular fast-food chains, bringing exquisite flavors from around the world.



*Illustrative image

2ND FLOOR VALLEY OF LIGHT



SYMBOLS / NOTATIONS

- Cuisine
- Fashion
- Jewelry & Accessories
- Home & Living / Kids & Moms
- Entertainment & Cinema
- Services
- Stairway to Basement
- Supermarket

GFA	24.707,3 m ²
NFA	16.324,8 m ²
Net/Gross	66,07 %

1. Flavor Avenue

A culinary journey across continents, from exquisite European dishes to the finest Asian delicacies.

2. Harmony Living

A family paradise with leading home appliance, interior design, and decor brands, elevating living spaces.

3. Playtopia

An innovative entertainment zone for all ages, featuring the first-ever indoor pet park—a haven for nurturing the bond between humans and animals.

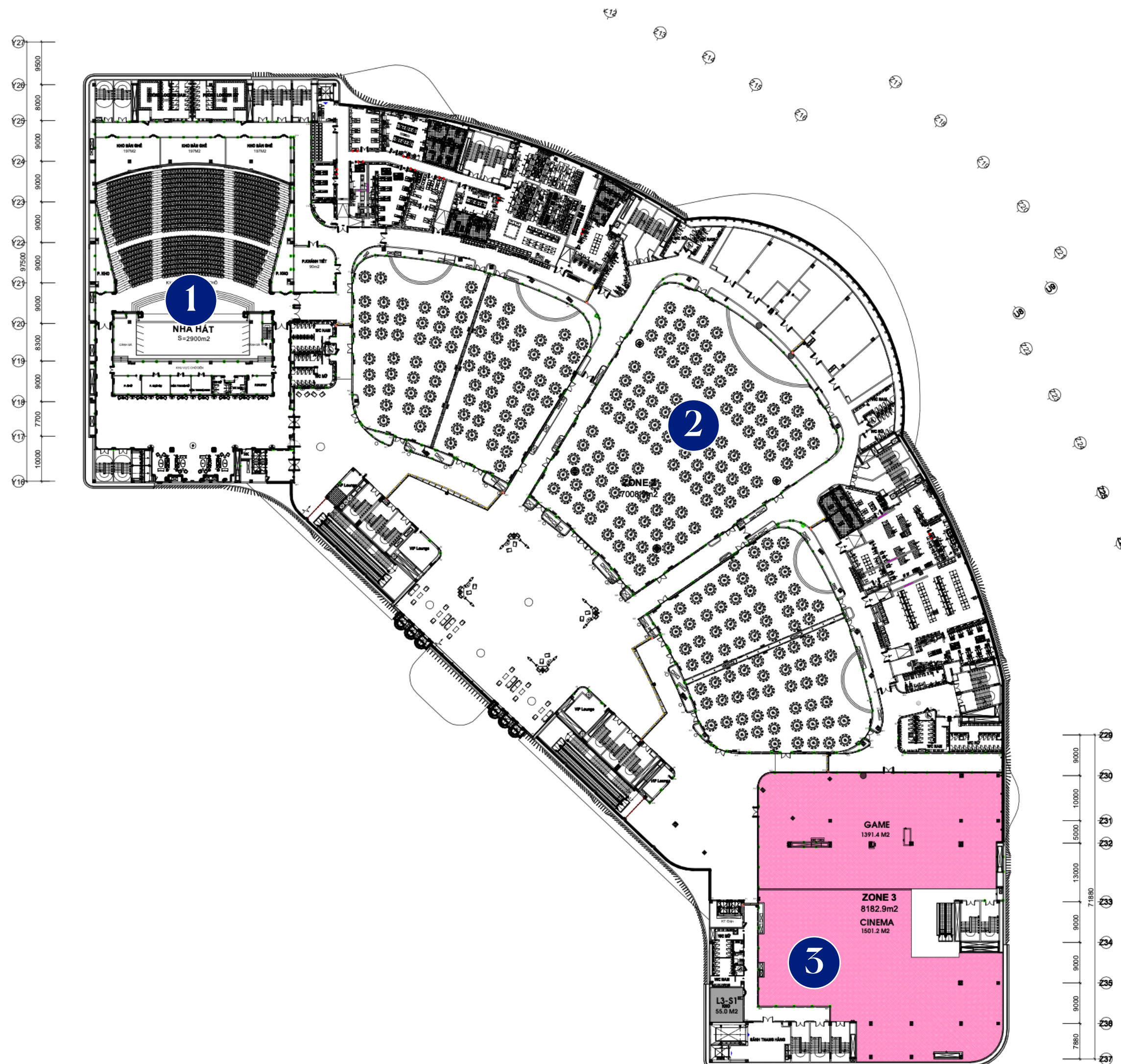
4. Sfitness Hub

A dedicated sports space with modern amenities—from gym and yoga to interactive sports zones—inspiring a healthy and active lifestyle.



*Illustrative image

3RD FLOOR FANTASY GROVE



1. Grand Theatre

Experience exquisite artistry in a world-class theater, where captivating performances transport you into a unique and vibrant cultural space.

2. Lumina Banquet

A perfect venue for grand celebrations, where dazzling lights and an elegant ambiance create unforgettable, sophisticated, and captivating events.

3. Ocean Cineplex

A premium cinema space offering an exceptional movie experience, seamlessly blending entertainment and luxury.



SYMBOLS / NOTATIONS

- Cuisine
- Fashion
- Jewelry & Accessories
- Home & Living / Kids & Moms
- Entertainment & Cinema
- Services
- Stairway to Basement
- Supermarket

GFA	3.888,21 m ²
NFA	2.947,60 m ²
Net/Gross	75.81 %

AN OPPORTUNITY TO EXPAND YOUR STORE CHAIN ACROSS VINCOM SHOPPING MALLS NATIONWIDE

LARGE SCALE

The network of 88 Vincom shopping malls nationwide ensures diverse customer reach.

STABLE CUSTOMER

TRAFFIC

Attracting hundreds of millions of visitors annually at prime locations.

OPTIMAL SUPPORT

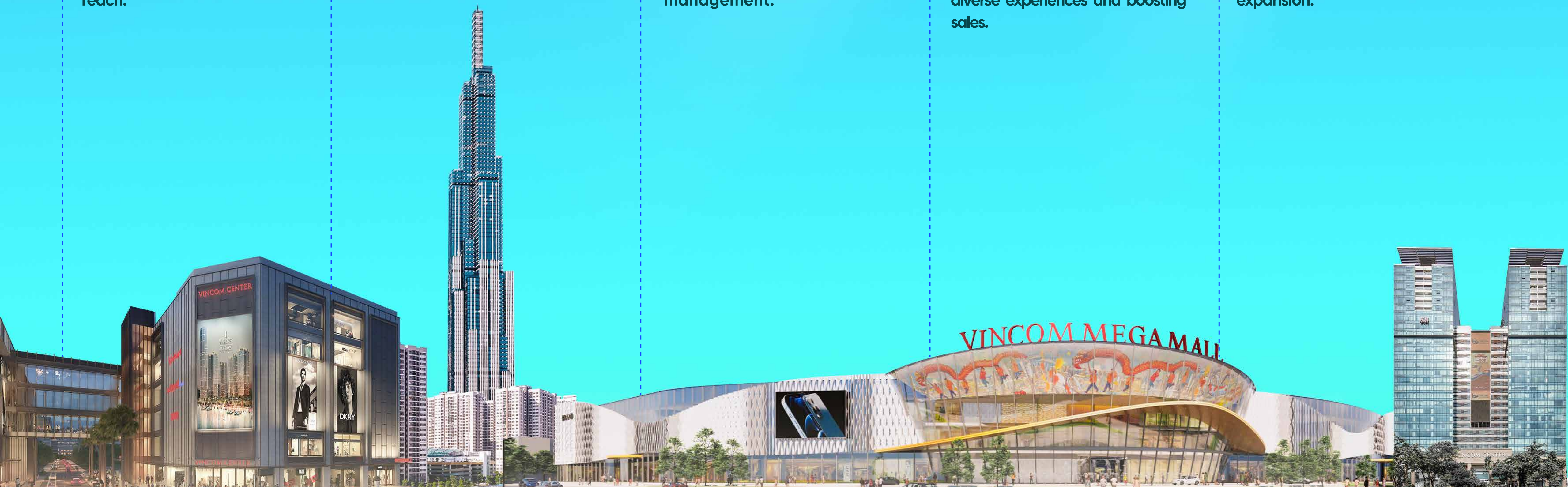
Providing marketing solutions, space design, and professional operation management.

MODERN TRENDS

The One-stop Shoppertainment retail model integrates shopping, entertainment, and dining, offering diverse experiences and boosting sales.

SUSTAINABLE GROWTH

Leading the retail market with a 12-15% annual growth rate, providing opportunities for seamless expansion.



THANK YOU!

LEASING
HOTLINE

094.755.6886

