



VINCOM RETAIL

**PARTNERSHIP IN GROWTH
WITH VINCOM RETAIL**



01 About Vincom Retail

VINCOM RETAIL

Vincom Retail is recognized as the leading brand in Vietnam's retail real estate market. Alongside our retail partners, Vincom is dedicated to cultivating a modern, yet authentically vibrant lifestyle - a place where inspiration flourishes, trends connect, unforgettable moments are created, joy echoes, and happiness is ever-present.

As a trendsetter in consumer behavior, Vincom continues to solidify our standing as a professional retail real estate developer with four diverse product lines. In every location we enter, Vincom becomes the epitome of trends and convenience.



VINCOM RETAIL

A premier shopping destination across the nation

87

shopping malls

47 cities & provinces

nationwide

Hanoi & HCMC

~60% of total GFA

~1.83 million

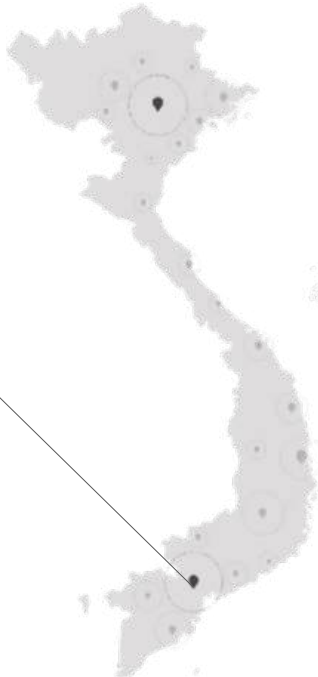
Retail GFA (m2)

~174 million

Visitors per year

HANOI **12**
 Vincom Center 5
 Vincom Mega Mall 4
 Vincom Plaza 3

HO CHI MINH CITY **14**
 Vincom Center 2
 Vincom Mega Mall 2
 Vincom Plaza 7
 Vincom+ 3



NORTH VIETNAM (except Hanoi) **22**
 Vincom Plaza 19
 Vincom+ 3

Miền Trung **20**
 Vincom Plaza 13
 Vincom+ 7

SOUTH VIETNAM (Except HCMC) **19**
 Vincom Plaza 16
 Vincom+ 3

4 diverse products lines

Vincom Center (15% of total GFA)



Location • Central business districts (CBDs)
 GFA • 40,000 – 60,000 m2
 No. of malls • 7

Vincom Mega Mall (31% of total GFA)



Location • Within mega urban projects
 GFA • 45,000 – 150,000+ m2
 No. of malls • 6

Vincom Plaza (50% of total GFA)



Location • High-density residential areas in various provinces
 GFA • 10,000 – 40,000 m2
 No. of malls • 58

Vincom+ (4% of total GFA)



Location • Average residential areas in various provinces
 GFA • 3,000 – 5,000 m2
 No. of malls • 15

Awards Received



- Inspirational Brand at Asia Pacific Enterprise Awards (APEA 2022)
- Best Retail Project in Vietnam for VMM Smart City at Asia Pacific Property Awards 2023
- Shopping Mall of the Year in Vietnam for VMM Ocean Park at Retail Asia Awards 2023

VINCOM RETAIL

A connecting hub for renowned local and international brands

Strategically positioned, Vincom shopping malls attract leading tenants...

First stores in Hanoi for



First stores in Vietnam for



First store in a shopping mall for



We meticulously choose tenants with high-quality offerings to align with our long-term goals, partnering in growth with Vincom Retail.

... and foster the most valuable tenant relationships, ...

Fashion & Beauty



F&B, Entertainment, etc.





02

Upcoming New Shopping Mall Projects

VINCOM MEGA MALL

1. VINCOM MEGA MALL OCEAN CITY
2. VINCOM MEGA MALL VU YEN – HAI PHONG
3. VINCOM MEGA MALL CO LOA – DONG ANH



VINCOM PLAZA

4. VINCOM PLAZA DONG HA – QUANG TRI
5. VINCOM PLAZA VINH – NGHE AN
6. VINCOM PLAZA DAN PHUONG - HANOI



VINCOM MEGA MALL OCEAN CITY

THE NEW BUSINESS HUB
IN THE MOST DESIRABLE PLACE TO LIVE ON THE PLANET



FACING THE GRAND WORLD COMPLEX

A DESTINATION OF MULTICULTURAL CONNECTIONS AND DIVERSE EXPERIENCES IN OCEAN CITY

VINWONDERS
WATER PARK

THE VENICE

K-TOWN

LITTLE
HONG KONG

VINWONDERS
WAVE PARK

VINCOM MEGA MALL
OCEAN CITY





PROJECT OVERVIEW

Total Area **69,600** m²

01 premier large-scale theater and convention center

02
basements

03
floors

03
elevators

3,656
motorbike
parking spaces

1,179
car parking
spaces

05
entrances

VIETNAMESE & INTERNATIONAL CULTURAL INTERWAVE ARCHITECTURE



VINCOM MEGA MALL

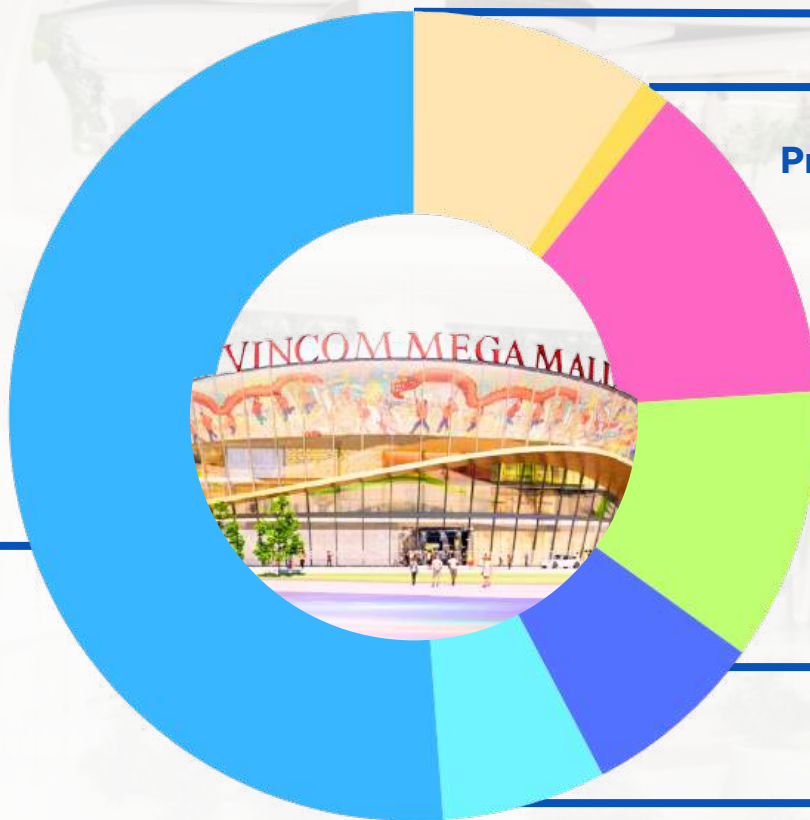


TENANT MIX



**CONVENTION
CENTER -
THEATRE &
SERVICES:**

51.2%



Fashion: 9.6%

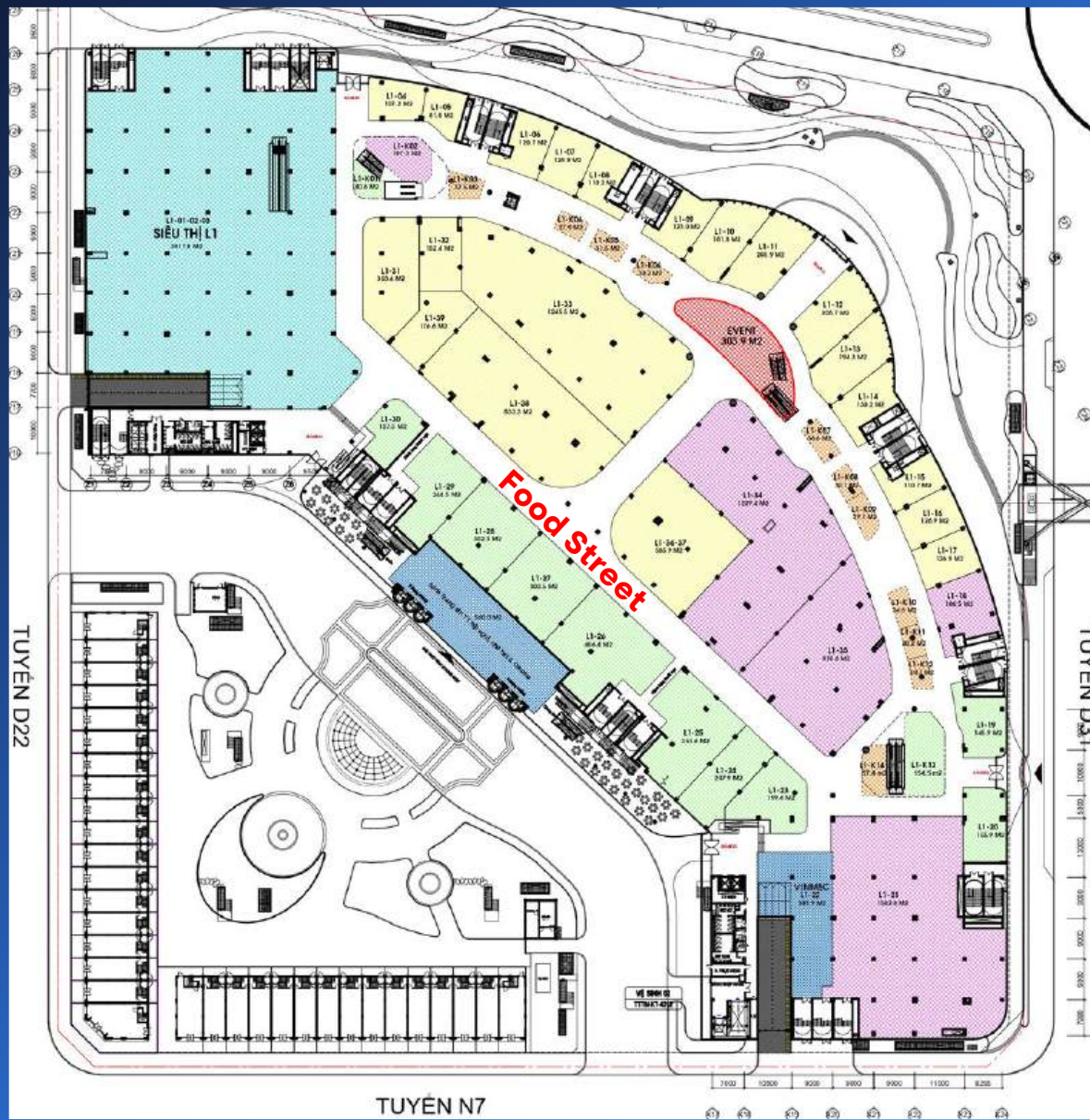
**Cosmetics/Perfumes/Beauty Care
Products/Jewelry and Personal Accessories: 1.2%**

**Furniture/Household Appliances/Mother & Baby
Products/Children's Products/Stationery/Gifts: 13.2%**

Food Court: 10.9%

Entertainment: 7.4%

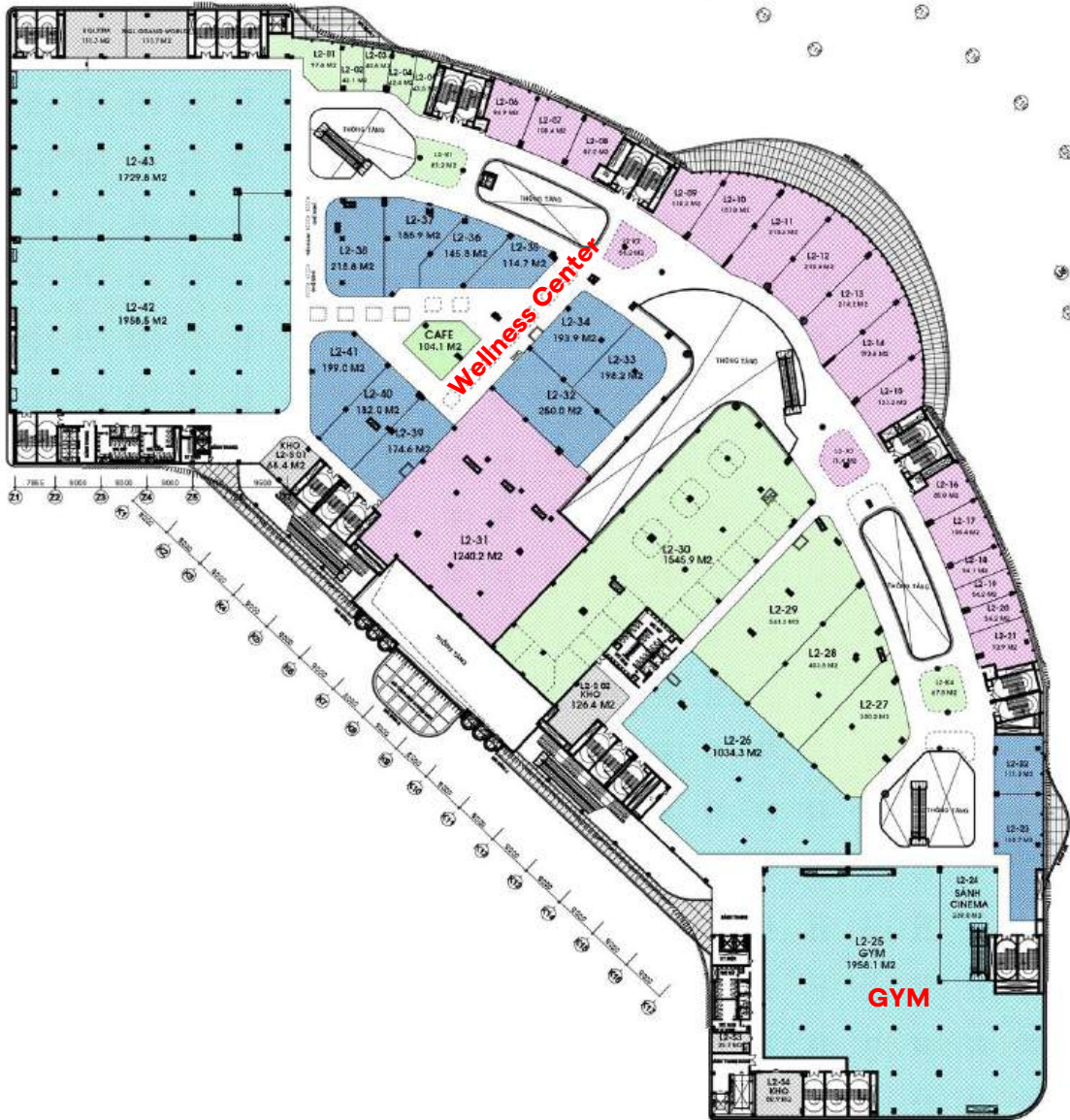
Consumer Supermarket 6.5%



1ST FLOOR

- Supermarket
- Local & International Fashion
- Fashion Accessories
- Cosmetics
- Food Street on 1st Floor





2ND FLOOR

- Entertainment
- Household Appliances
- Book Street
- First-ever Services and Products in a Shopping Mall: Gym, Wellness Center, Educational Spaces, etc.

3RD FLOOR. A NEW CULTURAL ICON



THE LARGEST AND MOST MODERN CONVENTION
CENTER & THEATRE

Total capacity of 4,100 seats

VINCOM MEGA MALL VU YEN

A SYMBOL OF PROSPERITY – A TESTAMENT TO EXCELLENCE
THE DIAMOND AT THE HEART OF BILLIONAIRE’S ISLAND



*... vận hành khu đô thị theo quy định của Ban Quản lý tại từng thời điểm.
... nh chỉ được thực hiện trong phạm vi đất đai được sử dụng của Chủ sở hữu nhà/công trình và tuân thủ các quy định của Ban Quản lý tại từng thời điểm.*

HAI PHONG

Vietnam's **3rd** largest city

- Located to the west of the Gulf of Tonkin
- 100 km from Hanoi and 200 km from the Vietnam-China border
- The center of the urban corridor chain

Population: **2.105 million**

Labor force aged 15 and above: **1,042.9 thousand**

Average urban population: **960.64 thousand**

By 2040, Hai Phong's population is projected to increase to approximately:

3.9 to 4.7 million people.



ECONOMIC CENTER OF THE NORTHERN COASTAL REGION

GRDP

~265,000 billion VND

Total State Budget revenue

~102,615 billion VND

Record FDI attraction estimated at

3.5 billion USD

Total retail sales of goods & services

198,787 billion VND

COMPREHENSIVE INFRASTRUCTURE SYSTEM

5 modes of transportation

8,000 km of roads

145 bridges



VINHOMES ROYAL ISLAND

Vu Yen Island, Thuy Trieu, Thuy Nguyen, Hai Phong

Total area: **869.53 ha**

Total investment: **55,870 bil.**

- **277 ha:** Green parks and ecological forests.
- **160 ha:** Southeast Asia's premier 36-hole golf course.
- **60 ha:** Luxurious eco-villas.

The residence of Hai Phong's
most successful **billionaires**

100,000
elite residents



DETAILED INFORMATION

GFA	47,000m2
Number of booths	134
Parking basement	01
Commercial floors	04 floors 01 basement
Elevators	03 escalators 04 passenger elevators 01 freight elevators
Entrances	03
Supermarket area	Basement B1 2,672 m2





VINCOM MEGA MALL CO LOA

A NEW DESTINATION
CONNECTING A NEW WORLD

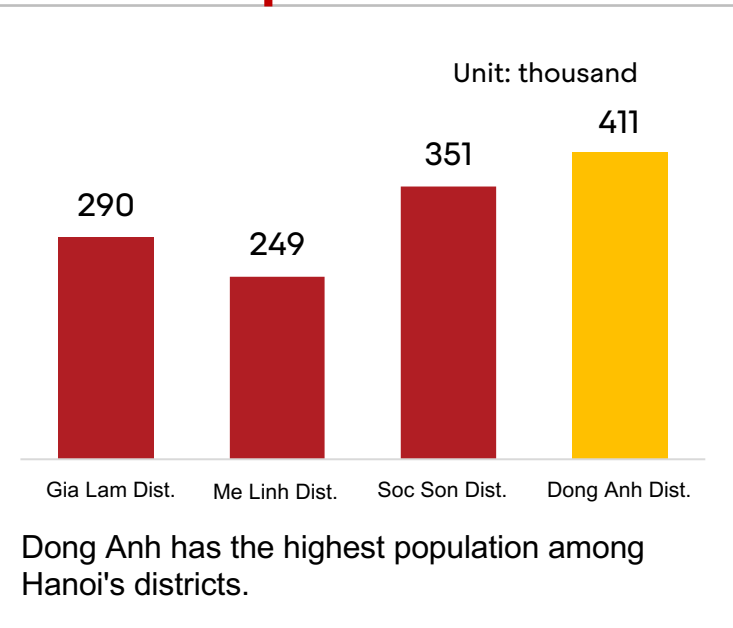
MARKET POTENTIAL

Location & Administration

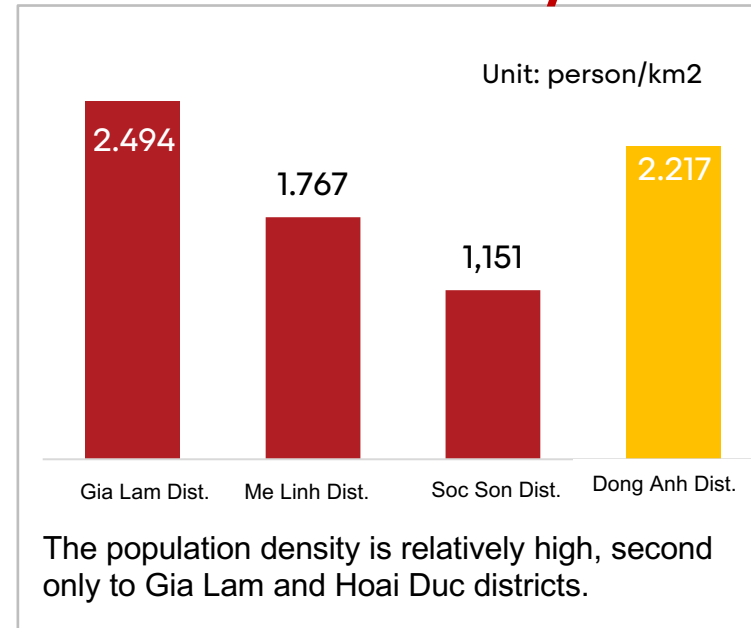
- Dong Anh District is situated in the north of Hanoi, 15 km from the city center. The district is easily accessible from inner districts of Hanoi such as Bac Tu Liem, Tay Ho, and Long Bien via Thang Long, Nhat Tan, and Dong Tru bridges.
- Major roads in the area include National Highway 23 leading to Noi Bai Airport, National Highway 3 connecting to northern provinces, and two railway lines linking Hanoi to Thai Nguyen and Lao Cai.
- Dong Anh is included in the urban development plan along the Red River and is expected to become an inner district of Hanoi by 2025.



Population



Density



Income

In 2021, the district's per capita income reached: **60 mil. VND/Person/year.** (Acc. to Hanoi City People's Committee), doubling since 2010

The economic growth rate (2016-2020) is estimated to exceed 12.5%. Industry accounts for 66.5%, and trade and services constitute 26% of GDP. Major industrial zones like Thang Long and Dong Anh Industrial Park drive the district's development.

The retail market has significant potential for growth, with new shopping mall models easily attracting local residents.

CONNECTIVITY POTENTIAL

Potential to connect up to **1.5 mil. people** within a 20-30 minute drive



~30,000

monthly visitors to events and exhibitions



~616,000

target customers within a 30-minute drive



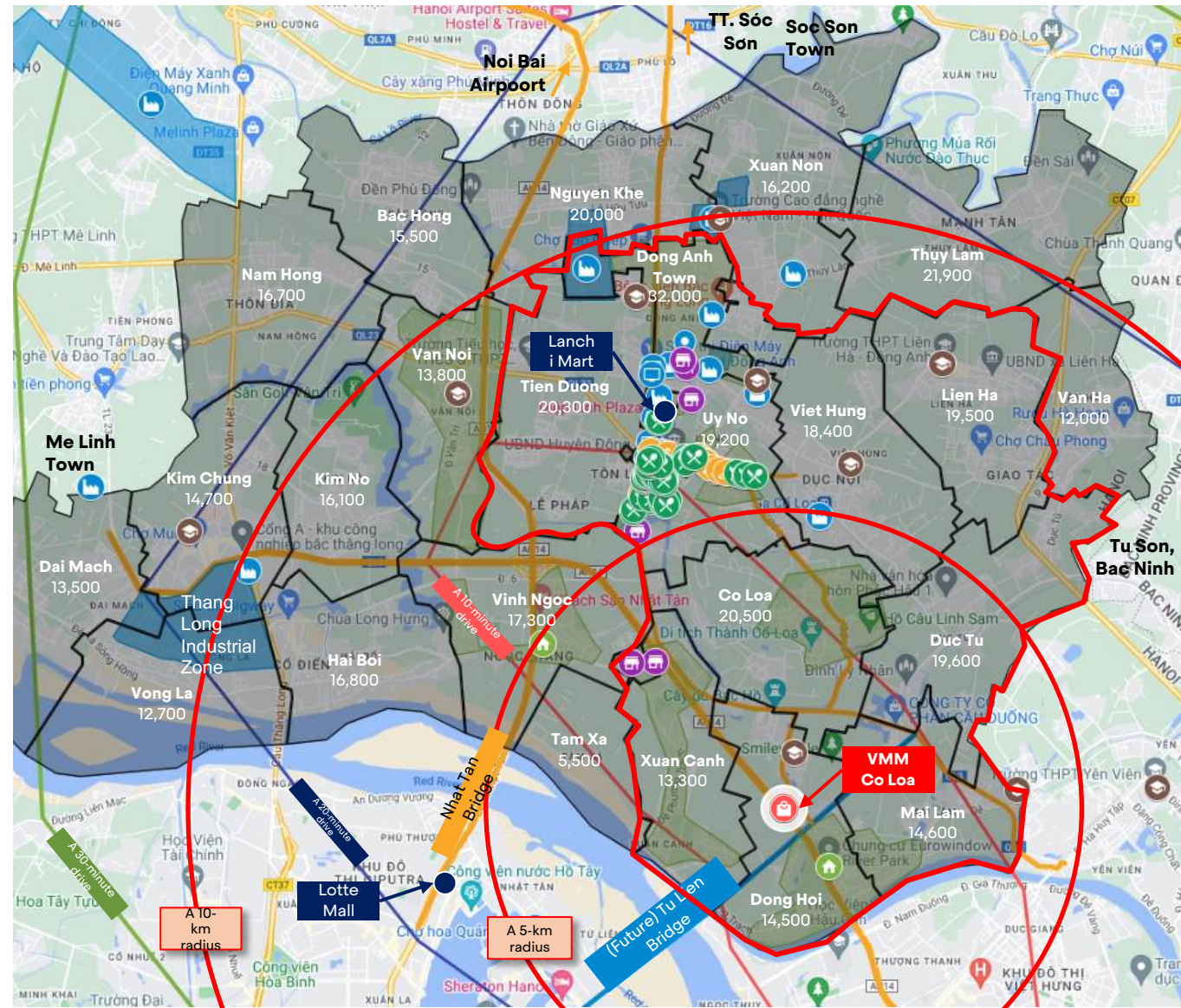
~ 50,000

Vinhomes Co Loa residents



410,000

Dong Anh district residents



- School (college, university, high school)
- Electronic store
- Fashion, cosmetics, and accessories
- Industrial zones, factories
- Urban area, residential area
- Others, convenience store
- Food Court
- Existing route
- Future route

Sources: (1) Statistical Yearbook; (2) [Dong Anh Public Security](#); (3) [Google Maps](#), (4) Field Survey

PROJECT OVERVIEW



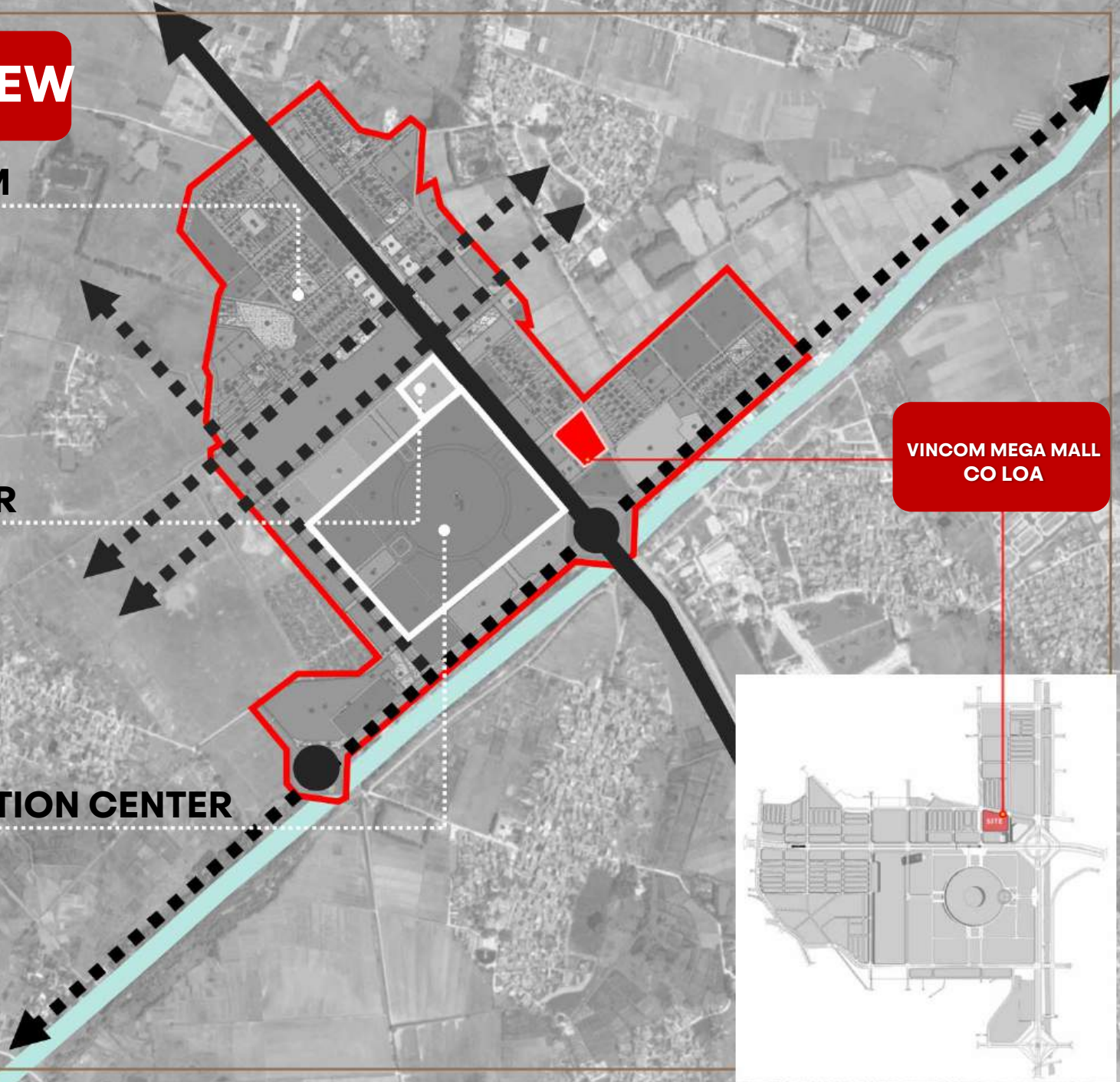
INTERNAL PARK SYSTEM



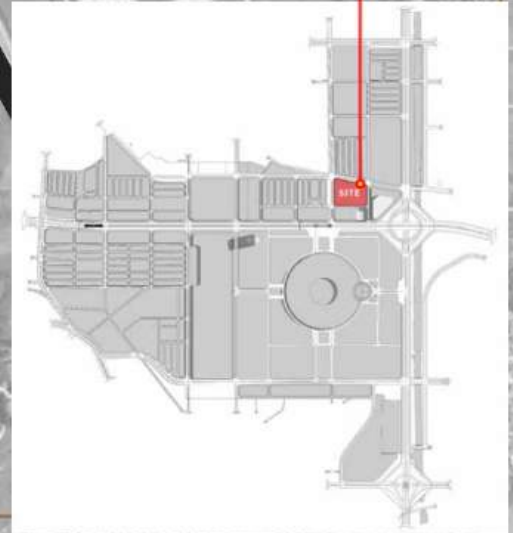
**CLASS-A OFFICE TOWER
& 5-STAR HOTEL**



INTERNATIONAL EXHIBITION CENTER



**VINCOM MEGA MALL
CO LOA**



VINCOM PLAZA DONG HA

THE PREMIER SHOPPING DESTINATION IN QUANG TRI



MARKET POTENTIAL

QUANG TRI - A VITAL TRADE HUB IN CENTRAL VIETNAM



654,198

POPULATION

425,000

PEOPLE IN THE WORKING
AGE

214,252

PEOPLE WITH
SUBSTANTIAL SPENDING
CAPACITY

1,155

PEOPLE/KM2

33%

HIGH URBANIZATION RATE

62,830,000

ANNUAL INCOME

- A key gateway between the North and South.
- Fully integrated transportation infrastructure: Quang Tri Airport, My Thuy Deepwater Port, and the expanded Cam Lo - La Son Expressway.
- The starting point of the East-West Economic Corridor, connecting Vietnam with Laos, Thailand, and Myanmar
- Home to two major international border gates: Lao Bao - Dansavan and La Lay, along with four auxiliary border crossings: Ta Rung, Cheng, Thanh, and Cooc.

Sân bay
Quảng Trị

La Lay Border Gate

Cửa khẩu
La Lay

STRONG ECONOMIC BREAKTHROUGH

40,900 BIL.

GRDP

35,213 BIL.

LOCALLY RAISED
FUNDING

>2,000 BIL.

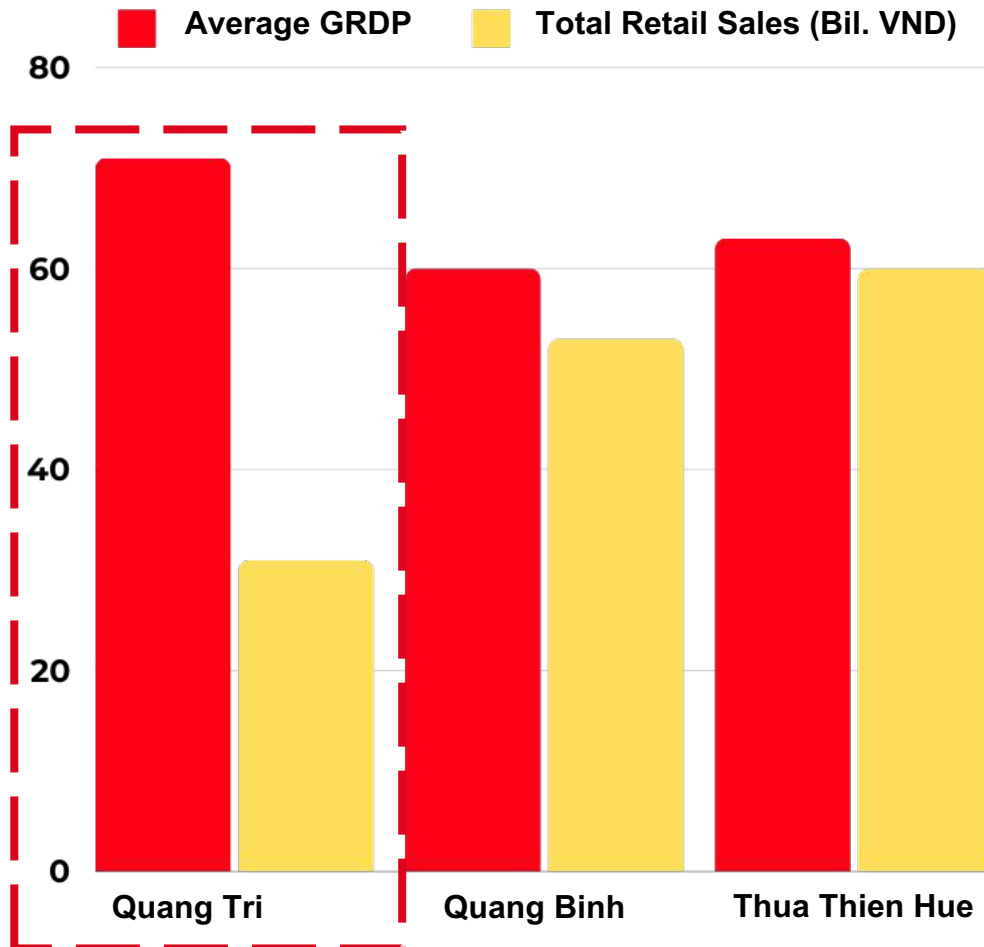
PUBLIC INVESTMENT
DISBURSEMENT

30,534.70 BIL.

TOTAL RETAIL SALES

Quang Tri boasts the highest gross regional domestic product (GRDP) in the region, yet its retail sales remain low.

The retail market is still largely untapped, with a shortage of shopping malls and entertainment venues. This makes it an exceptionally promising market for retail investors in Central Vietnam.



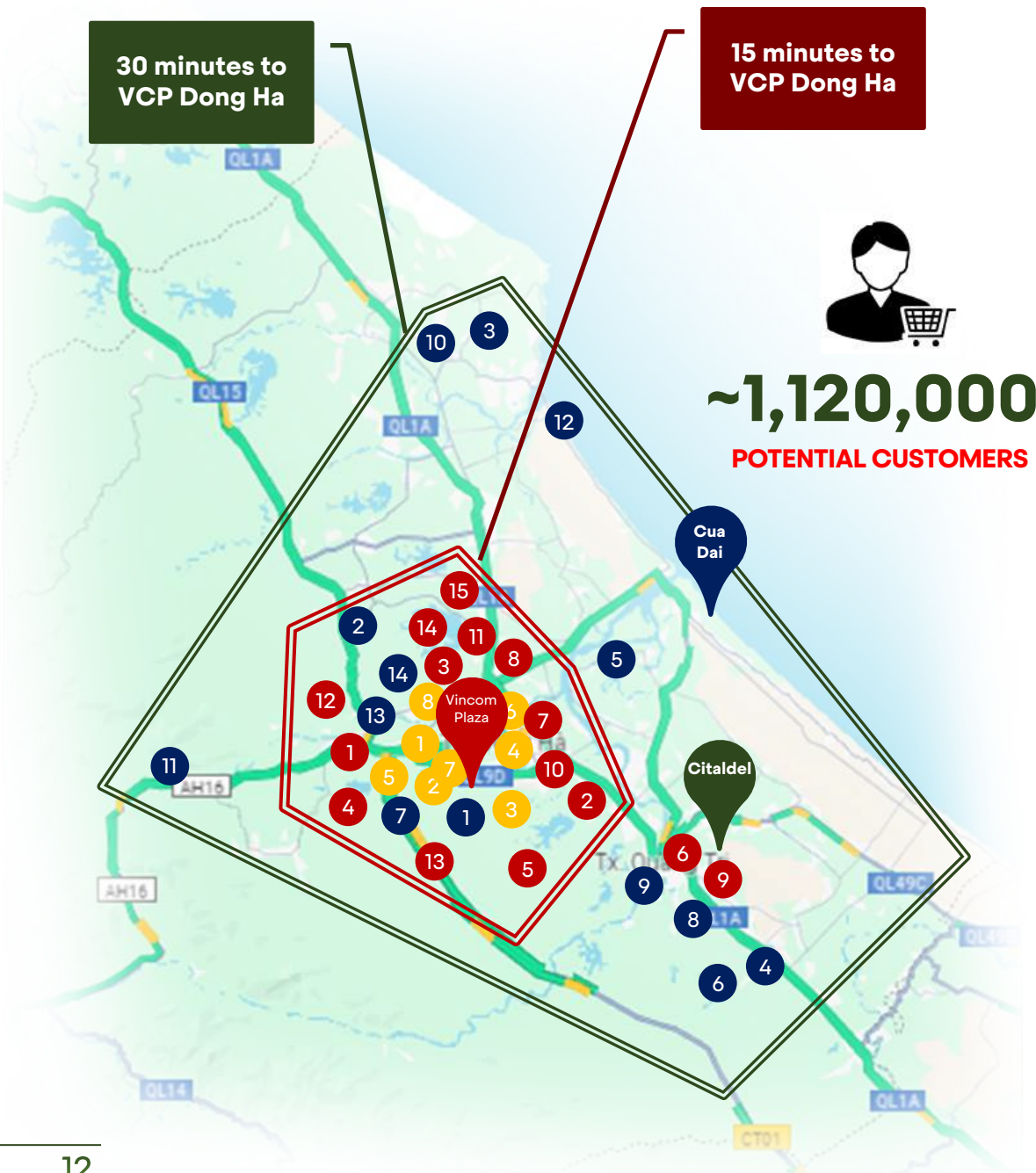
PROJECT LOCATION



VINCOM PLAZA DONG HA is strategically positioned at the core of the economic, cultural, and political hub, where major thoroughfares - Hung Vuong Street, Dien Bien Phu Street, and National Highway 1A - converge.

~ 500,000 PEOPLE
WITHIN A 15-MINUTE DRIVE RADIUS

ACCESSIBILITY



1. Quang Tri Vocational School
2. Quang Tri College of Education
3. Hue University in Quang Tri
4. Dong Ha High School

5. Le Quy Don High School for the Gifted
6. Dong Ha City Semi-Public High School
7. Le Loi High School
8. Phan Chu Trinh High School

1. South Dong Ha Industrial Zone
2. Quan Ngang Industrial Zone
3. Amber Northwest Ho Xa Industrial Zone
4. Quang Tri Industrial Zone
5. Trieu Phu Industrial Zone
6. Diem Sanh Industrial Cluster
7. Dong Le Industrial Cluster
8. Cau Lon Industrial Cluster
9. Ai Tu Industrial Cluster
10. Tan Dinh Industrial Cluster
11. Huong Tan Industrial Cluster
12. Cua Tung Industrial Cluster
13. Ward 4 Industrial Cluster
14. Dong Da Industrial Cluster

1. North Nguyen Hue Residential Area
2. Nguyen Hoang Residential Area
3. Con Soi Residential Area
4. Tran Binh Trong Residential Area
5. Dong Luong Residential Area
6. Park River Side Residential Area
7. Truong Chinh Residential Area
8. Ly Thuong Kiet Residential Area
9. Citadel Residential Area
10. Vinh Phuoc Residential Area
11. North Hieu River Residential Area
12. Veteran Residential Area
13. Dang Dung Residential Area
14. Tran Nguyen Han Residential Area
15. Dai Co Viet Residential Area

3 STREET
FRONTAGES

9,983 M2
NLA

4 COMMERCIAL
FLOORS

55+

PREMIUM
BRANDS

2 PASSENGER
ELEVATORS

1 FREIGHT
ELEVATOR

1,120,000

POTENTIAL
CUSTOMERS

1 PARKING
BASEMENT

DETAILED INFORMATION VINCOM PLAZA DONG HA



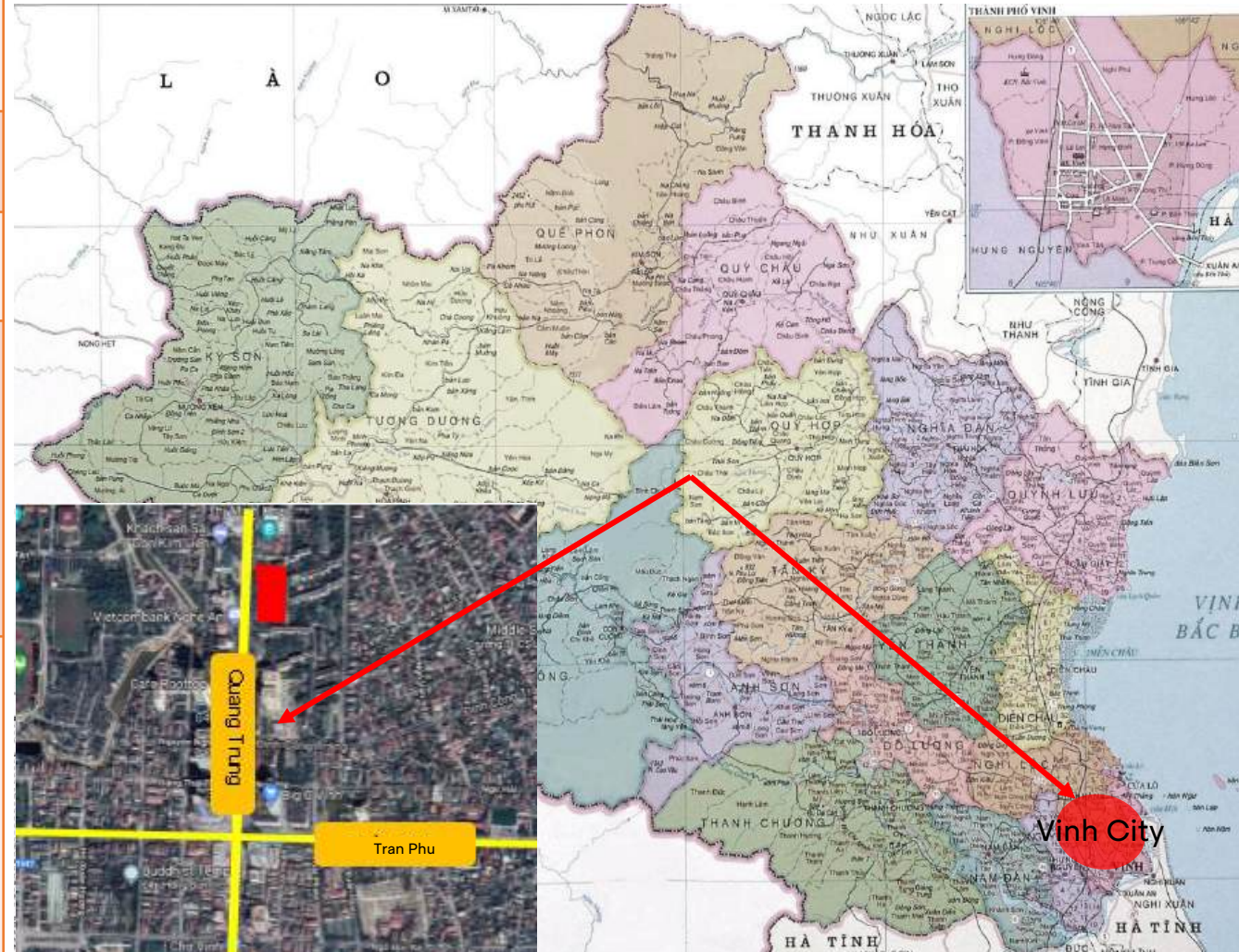
VINCOM PLAZA VINH

SYMBOL OF PROSPERITY – EPICENTER OF VINH CITY



MARKET POTENTIAL

<p>Population</p>	<p>With over 344,000 residents (2020), Vinh City is the most populous in Nghe An Province and is classified as a grade-I urban area.</p>
<p>Population density</p>	<p>3,281 people/km² (2020), the highest in Nghe An Province.</p>
<p>GDP Per Capita</p>	<p>High compared to the Central region, reaching 105.4 million VND/person/year (2020).</p>
<p>Economy</p>	<ul style="list-style-type: none"> • Positioned as the central urban hub of the North Central region, Vinh City consistently demonstrates sustainable economic growth. • The city's development prioritizes clean industries, with 7 industrial zones and clusters, alongside robust sectors in commerce, services, and banking.
<p>Retail market</p>	<ul style="list-style-type: none"> • The retail market is thriving, with numerous brands concentrated along major central streets, including Nguyen Van Vu, Nguyen Thi Minh Khai, and Quang Trung. • The city hosts supermarkets like BigC and Mega Market, fashion outlets such as Pantio, Anta, Efora, Adidas, and Owen, along with a variety of dining and entertainment options.



PROJECT OVERVIEW

**KHÁCH SẠN
SHERATON VINH**

SHERATON
HOTEL, VINH
CITY

**TTTM
VINCOM PLAZA**

VINCOM PLAZA

**VINH LOTUS
RESIDENCE**

**VINCOM SHOPHOUSE
DIAMOND LEGACY**



Model

Shopping mall
Shophouses, 5-star Sheraton
Hotel

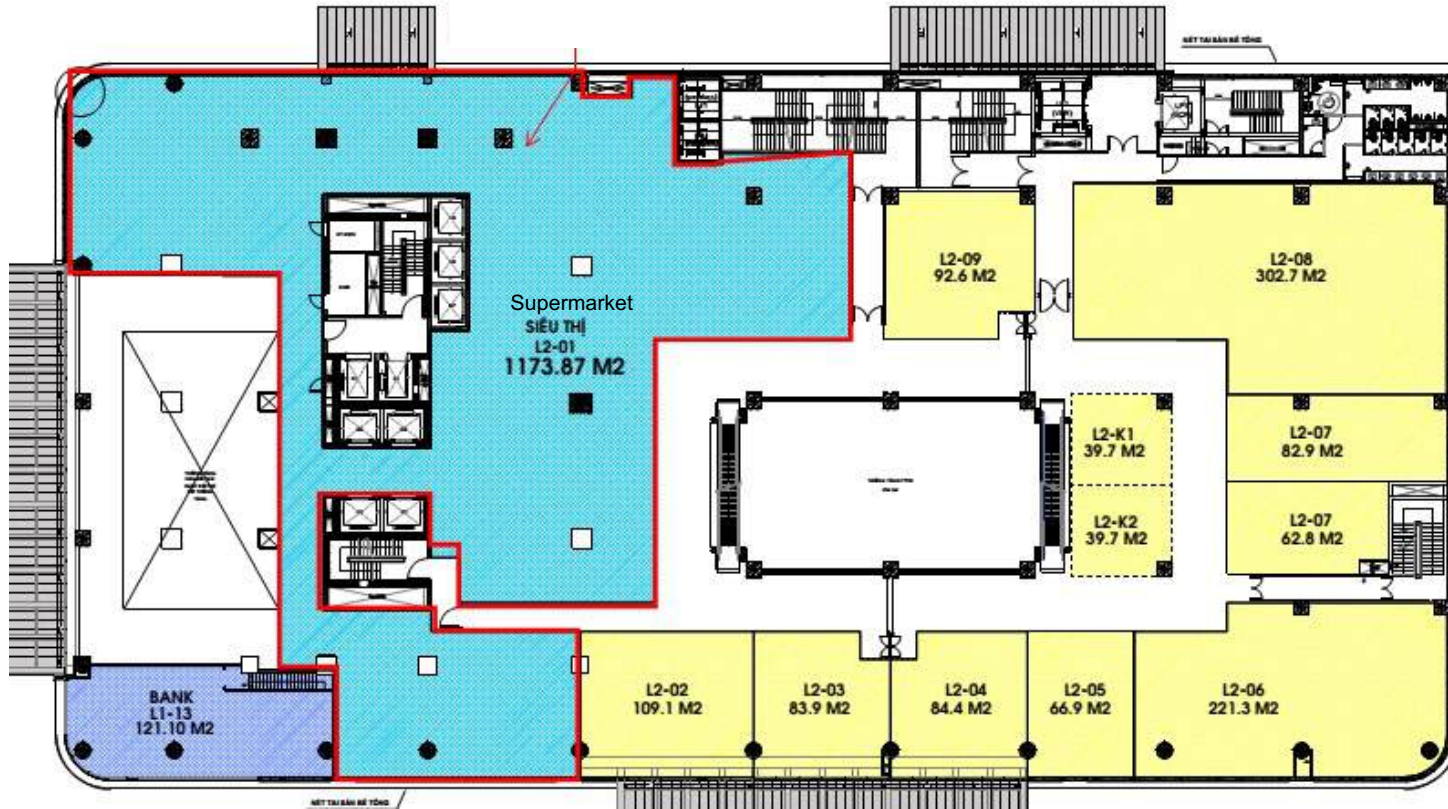
Area

3.7ha

Scale

A 6-floor shopping mall
Actual leasing area: 18,743 m²
A total of 61 shophouses and a 5-
star Sheraton Hotel

DETAILED INFORMATION



GFA	18.461 m2
No. of booths	72
Parking basements	02
Commercial floors	05
Motorbike parking	650 spaces
Car parking	106 spaces
Entrances	02
Supermarket area	Level L2 1173.9 m2

VINCOM PLAZA DAN PHUONG

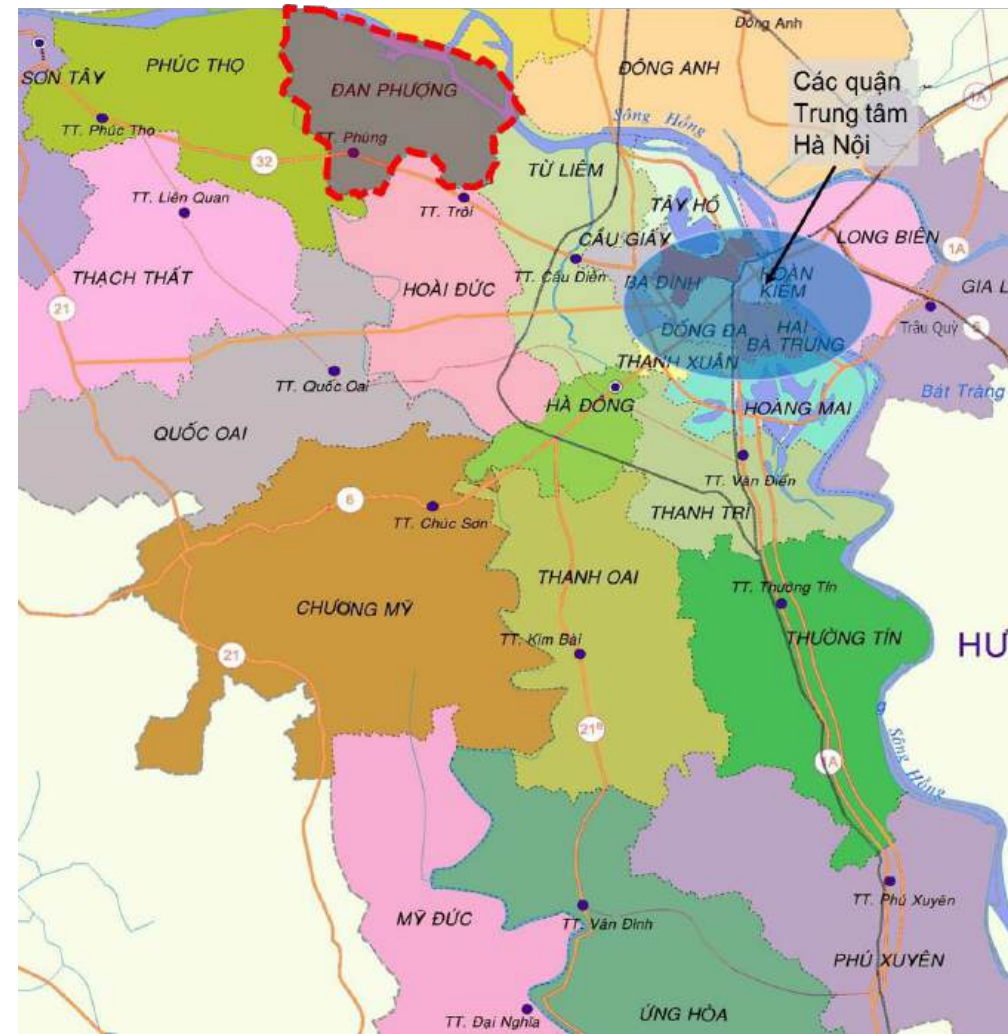
A NEW SHOPPING AND ENTERTAINMENT DESTINATION
IN THE NORTHWEST OF HANOI



**Illustration*

PROJECT OVERVIEW

Location	<ul style="list-style-type: none"> Approximately 21 km from central Hanoi, 13 km from My Dinh Coach Station, 15 km from Thang Long Bridge, and 19 km from Nhat Tan Bridge. Borders Hoai Duc, Phuc Tho, Bac Tu Liem, and Dong Anh Districts.
Population	179.2 thousand people
Population density	2,302 people/km ²
Central area	Phung Town, Tan Hoi and Tan Lap Communes
Retail market	<p>Primarily concentrated in Phung Town, along National Highway 32 (upcoming Nhon – Hanoi Station metro line).</p> <p>Supermarkets: LanChi Mart (supermarket, games), Winmart, Mediamart, Dien May Xanh, and several domestic brands (Aristino, GenViet, Hanvico, Forever, etc.).</p>



PROJECT LOCATION



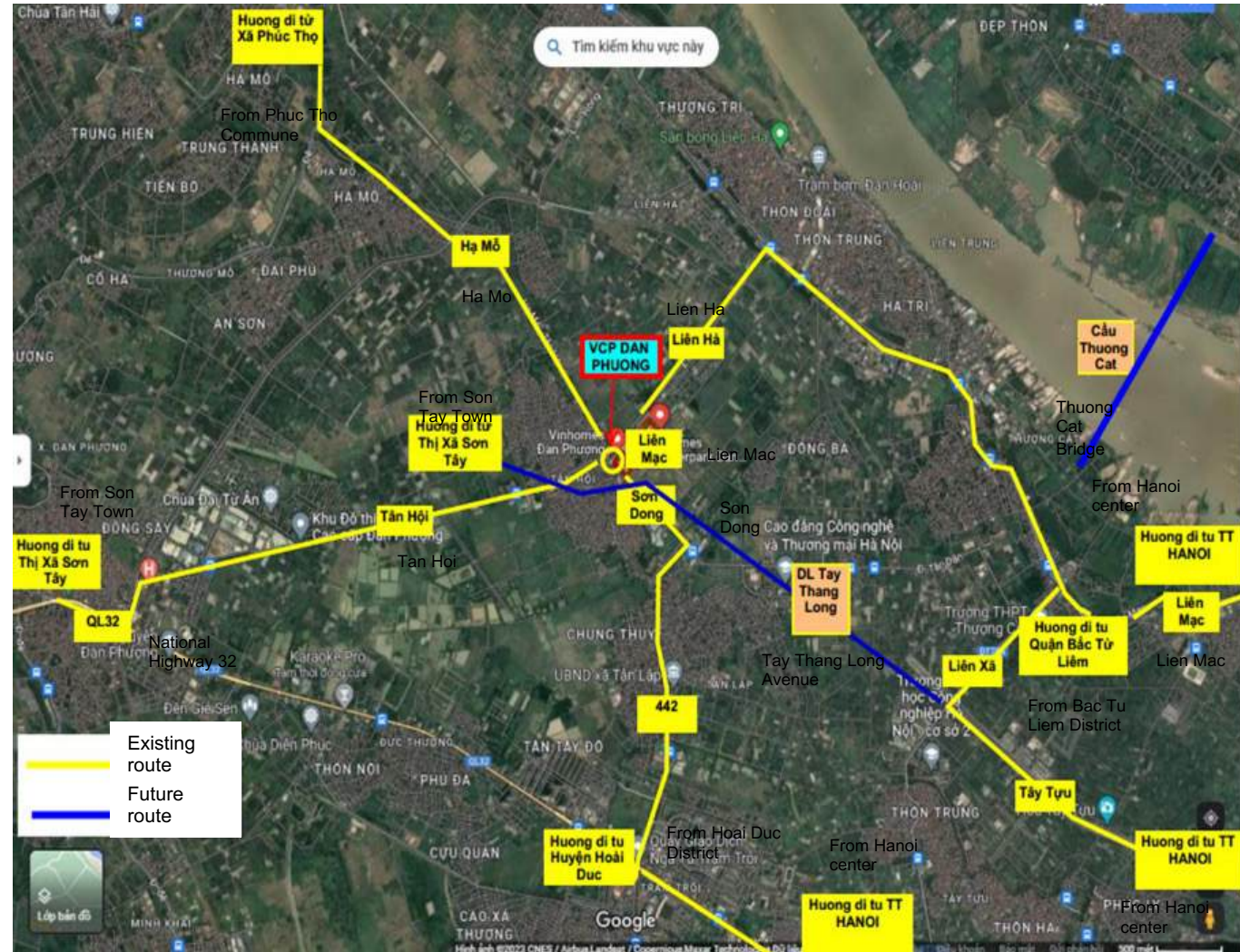
Location

- VCP Dan Phuong is situated in the Times zone of the Vinhomes Dan Phuong Urban Area in the northwest of Hanoi.



Accessibility and Recognition

- **Existing:** Convenient road connections from central Hanoi via Vo Chi Cong – Lien Mac – Branch 422, or from Hoai Duc and Tu Liem Districts via Lien Lac and Lien Ha roads...
- **Future transportation:**
 - **Tay Thang Long Avenue**
 - **Monorail** running through Vinhomes Dan Phuong connecting Dan Phuong and Hoai Duc Districts
 - **Metro lines No. 3** (Nhon – Hanoi Station – Hoang Mai) and **No. 4** (Me Linh – Sai Dong – Lien Ha)
 - **Thuong Cat Bridge:** 4.5 km long, 60 m wide, planned for 2022-2026, enhancing access to Dong Anh District



DETAILED INFORMATION

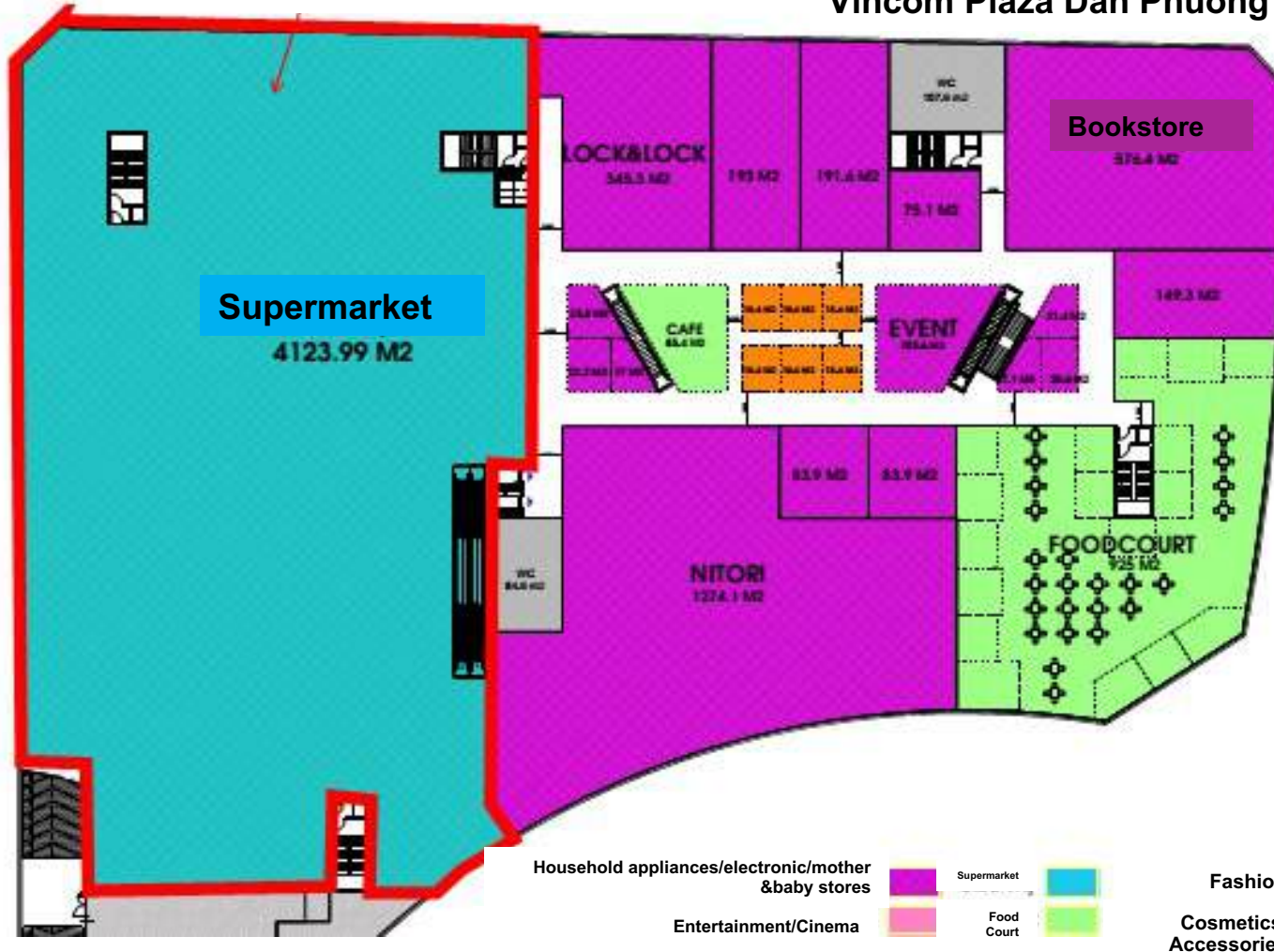
Leveraging both the internal population of the project and residents from surrounding districts along Tay Thang Long street, Vincom Plaza Dan Phuong will be the first modern shopping mall in the western suburbs of Hanoi.

Model	<ul style="list-style-type: none">• Shopping mall• Apartments, Villas, Shophouses
Area	133 ha
Scale	<ul style="list-style-type: none">• A 4-floor shopping mall• Leasing area: 16,000 m²• Over 2,000 shophouses and semi-detached houses, along with a synchronized system of amenities and services



DETAILED INFORMATION

Vincom Plaza Dan Phuong



SHOPPING MALL INFORMATION

GFA	26.000 m2
No. of booths	82
Parking basement	01
Commercial floors	04 floors 01 basement
Elevators	01 escalator 02 passenger elevators 01 freight elevator
Entrances	03
Supermarket area	Level B1 4123.99 m2



VINCOM RETAIL

THANK YOU!