

VINCOM MEGA MALL
ROYAL CITY

SHOPPING - ENTERTAINMENT - ART
IN CONTEMPORARY DESIGN SPACE
THE LARGEST UNDERGROUND SHOPPING MALL IN SOUTHEAST ASIA



CONTENT

1. OVERVIEW OF HANOI
RETAIL MARKET

2. VINCOM MEGA MALL ROYAL CITY
5 REASONS TO CHOOSE BUSINESS

3. DETAILED LAYOUT

1. MARKET INFORMATION



1.1.

HANOI RETAIL MARKET 2024

TOTAL RETAIL SALES OF GOODS AND CONSUMER SERVICES REVENUE

853,3

trillion dong

10,8%

compared to 2023

RETAIL SALES OF GOODS

559.5

thousand
accounting for 63.2% of the total

11%

compared to last year

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

6.55

million
international visitors

34,4%

compared to 2023

Hanoi affirms to be an **ATTRACTIVE DESTINATION**, attracting the leading **TOURISM & RETAIL** in the region

1.2. RETAIL MARKET FORECAST IN 2025

CONSUMER TRENDS

Increased number of shoppers

- ◆ On the first day of 2025, the number of shoppers at supermarkets and TITM Hanoi increased about 30-40% compared to normal days, for see strong consumer demand.

HANOI'S RETAIL MARKET IN 2025 HAS POSITIVE DEVELOPMENT POTENTIAL, WITH AN INCREASE IN CONSUMER INCOME AND EXPANDING COMMERCIAL INFRASTRUCTURE

ECONOMIC GROWTH AND INCOME

GRDP growth

* Expected growth 6.5% in 2025

Average income per capita

* Expected GDP to reach 172.4 million/person/year



RETAIL GROWTH GOAL

Total retail sales of goods and service revenue + Hanoi Department of Industry and Trade sets target to increase 9% or more/year 2025

VINCOM MEGA MALL ROYAL CITY

2.

5 REASONS TO CHOOSE BUSINESS

2.1. Project location

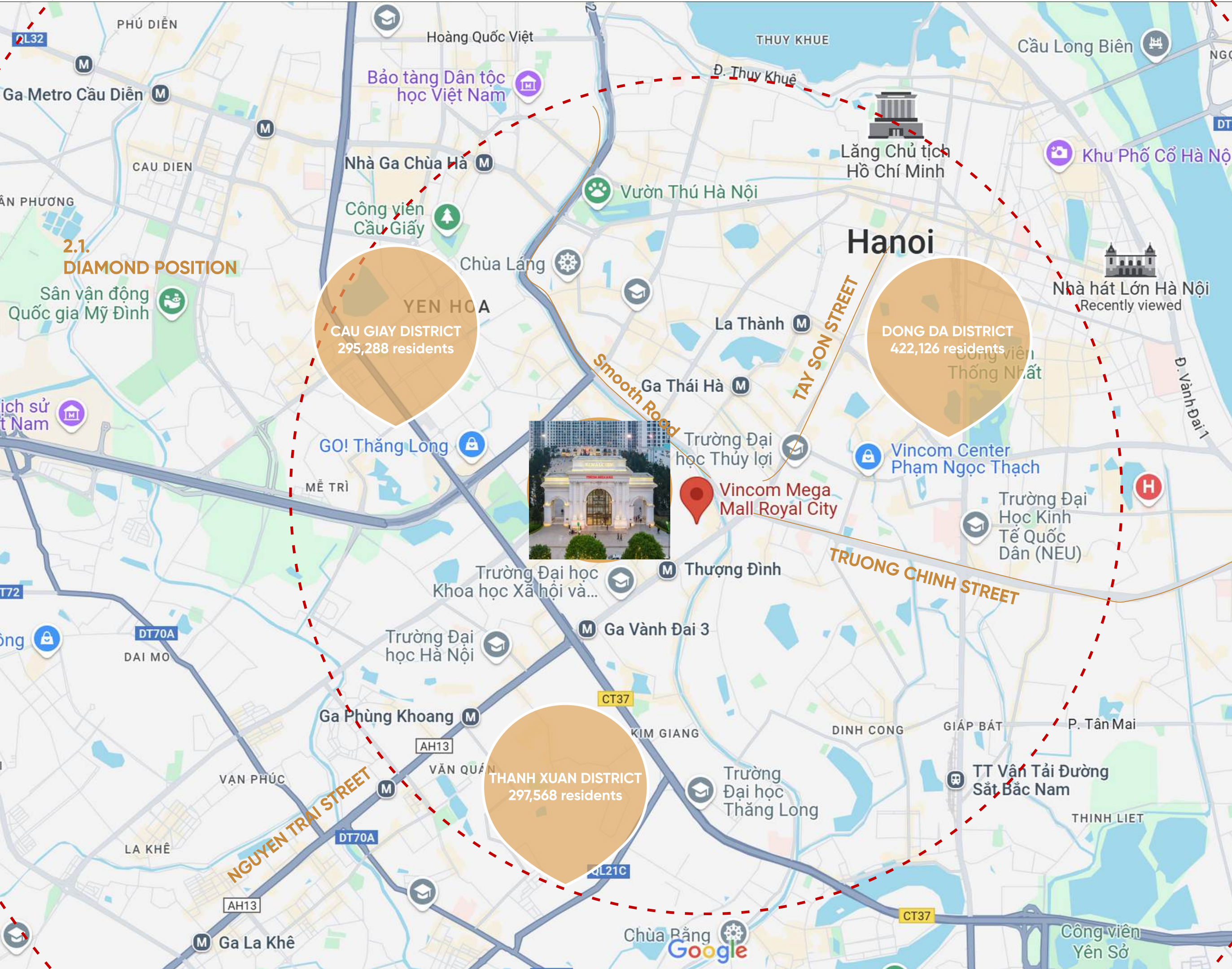
2.2. Unique architecture, welcoming a new look

2.3. Planning attractive product lines, enhancing experiences

2.4. One-Stop Shopertainment Experience Journey

2.5. Retail operations & Marketing experience from VCR.





2.1. DIAMOND POSITION

Distance from Hanoi Center **5** minute drive

Distance from Hanoi Railway Station **10** minute drive

From Noi Bai Airport **30** minute drive

Southwest Gateway on Ring Road 2

Thanh Xuan District Residential Core - the most populous center of Hanoi

The focal point connecting 3 major districts: Thanh Xuan, Dong Da, Cau Giay

Intersection of 4 major roads: Nguyen Trai, Duong Lang, Truong Chinh, Tay Son

REACH A HUGE COUNTRY OF CUSTOMERS WITHIN A 1 HOUR DRIVE

8.5 million Hanoi residents

27 million number of visitors travel to Hanoi every year

300.000 Foreign residents living in Hanoi

REACHING MILLIONS OF VISITORS PER YEAR

Royal City Residents

17.840

At 06 high-end buildings
Vinhomes Royal City

Residents within 5km radius

2.580.000

Central districts:
Thanh Xuan, Cau Giay, Dong Da

Office guests

40.000

Class A, B, C buildings
within 1km radius

Students, young

people
75.000

Major universities
around the project



◆ Weekday traffic

45.650

◆ Weekend traffic

60.230

◆ Holiday visitors

80.220

- 1 Main gate of the Commercial Center on Nguyen Trai Street Entrance from building R6, closest access from Thuong Dinh Station Entrance from building R3, the central building of the project, welcoming a large number of visitors from the Square **And each tower has an entrance to the shopping mall.**
- 2
- 3



CUSTOMER PORTRAIT

CLEAR



LOCATION

Elite residents of Hanoi city center



AGE

Main focus: 21 – 40 years old Family 48% - Youth 30%



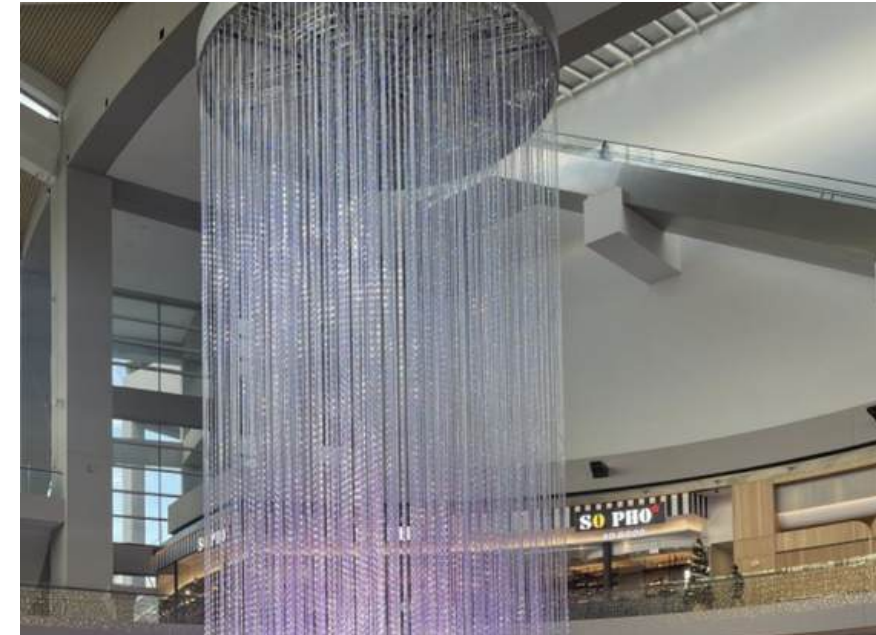
CONSUMER BEHAVIOR

1. Office workers & businessmen:
Shop smart, engage with brands, enjoy VIP privileges
2. Youth - Gen Z & stylish 9x Millennials:
Shop according to trends, influenced by KOLs, like to check-in & hunt for flash sales
3. Households with good income:
Shop with a plan, prioritize convenience, love family deals.



2.2. UNIQUE ARCHITECTURE, WAITING FOR A NEW LOOK

THE LARGEST UNDERGROUND SHOPPING - ENTERTAINMENT - FOOD PARADISE IN SOUTHEAST ASIA



*Illustrative image

ATTRACTIVE PRODUCT INDUSTRY

2.3. PLANNING, ENHANCED EXPERIENCE



PROJECT FACTSHEET

Total area:
205.841m²



153.500m²
NFA

02 COMMERCIAL
FLOOR

12
ENTRANCE

03 BASEMENT
PARKING

300 STORE

07 entrances from
ground floor
05 entrances from
the parking garage



INDUSTRY PLANNING WITH LUXURY BRANDS

Floor B1	Highend: Tommy Hilfiger, Lacoste, Charles & Keith, Pedro, Chrisbella, Clarks, Kenneth,....	UNIQLO 1847.6m2	H&M 2034m2	MUJI 2301.3m2	High-end sports fashion: Adidas, Nike, Levi's, Puma, Erke, Wilson,...	DECATHLON 4327.8m2	ANTA SUPERSTORE	Accessories & Cosmetics: Origani, Crocs, Harnn & Cath Kidston, Shiseido,	
	Home shopping: KKV, Mr.DIY, Typo,...	KOHNAN JAPAN	WHO IS HOME? 3422.8m2	M-COMPLEX DUPLEX High-end interior complex, creating perfect space Nearly 8,000m2					
	Relaxing Coffee: Universal Tea, Showtime, Karong, Koi Thé,	FUNNY KID A vibrant and colorful world of entertainment			VCCA - Vincom Center for Contemporary Art A classy creative space, where the quintessence of domestic and international contemporary art converges				
	Health care services, beauty spa: Menard, Lebon Spa,	30 SHINE	CREATOR HOUSE BY TIKTOK The first shared home dedicated to the content creation community in Vietnam		COWORKING BHOME				
Floor B2	Leading youth fashion trends: Chelle, IVY moda, Pierre Cardin Shoes, Pucini, Pantio, Leka, Elise, Sixdo, Boo, Canifa, Xtep, Cheo Fashion, Meganne Prince, Giordano, Aristino,...			M2 FASHION	Cosmetics, perfumes & fashion accessories: Himalaya, Lemio, Perfume World, ATZ, Sammi Shop, Matsumoto, Kbeauty, Opatra,				
	Youth & family shopping: Mattress King, Dunloppillo, Namat-Lizd, Hobiverse, My Kingdom, Kore, Katana, LocknLock, Bala bala, MamanBébé, Miniso,...	TAN VIET BOOK	Interior world: Kims Full House, SD Home, Interior Biz, Grandbois		BECAUSE 3.300m2	MY LIGHT	Technology world: Sony, Oppo, Kangaroo, Tefal, Digiworld,...	WINMART	
	Asian-European restaurants: Wallace, Mikado, Cheong Hak Gol, Meimei, The Pizza Company, Lemonde Steak, Tran Nguyen Fish Cake, Don Chicken, Lotteria, KFC, Roll House, Pizza Hut, Net Hue, Kombo, Yakihokube, Sushi Kei,			Hot pot and grill world: Manwah, Dookki, Gogi House, King BBQ, Thai Express, Gangnam box, Gri & Gri, Yakimono, Kichi Kichi, Shogun, Long Wang,			POSEIDON	Coffee & Milk Tea: Highlands, Breadtalk, Chago, Phuc Long, Dairy Queen,	
	Diverse entertainment: Aimbox, Max Patin, Star Art, Dance Box, Razzle Dazzle, Wonderland, 7D Movies,		WOLFOO	HERO WORLD 2981.7m2	AEON FANTASY 1778.6m2	LEGEND HEROES SPORT	CGV CINEMA 5000m2	VINCOM ICE RINK	VINFAST

	Fashion/Cosmetics/Fashion Accessories		Cuisine
	Shopping		Other services
	Entertainment		



B3 – B5.
Basement parking



B1 & B2. HIGH-CLASS COSMETICS



B1. HIGHEND INTERNATIONAL FASHION



B1. ACTIVE SPORTS



B2. NEW TRENDS YOUTH FASHION



B1. HEALTH CARE SERVICES



JOURNEY OF EXPERIENCE 2.4. ALL - IN - ONE WITH UNIQUE, IMPRESSIVE TOUCHES



B1 & B2. HIGH QUALITY SUPERMARKET



B1 & B2. ATTRACTIVE FOOD



B1. ART & CREATIVITY



B1 & B2. DIVERSE ENTERTAINMENT



B1 & B2. CONVENIENT FURNITURE SUPERMARKET



DISCOVER THE WORLD OF FASHION

MODERN - MULTI-STYLE

ADIDAS

THE FIRST AND LARGEST HOMECOURT STORE IN THE NORTH

DECATHLON

DECATHLON'S FIRST STORE IN VIETNAM

UNIQLO

FLAGSHIP STORE WITH FULL JAPANESE FASHION COLLECTION

H&M

FIRST H&M STORE IN HANOI

MUJI

NEW MODERN SHOPPING SPACE OVER 2,000M2

NEW OPENING 2025

ANTA SUPERSTORE

THE FIRST ANTA SUPERSTORE IN VIETNAM

WILSON

THE FIRST CLASS SPORTS STORE IN HANOI

IEF FASHION

FAMOUS WOMEN'S FASHION BRAND APPEARS FOR THE FIRST TIME AT VINCOM



CONVENIENT SHOPPING SUPERMARKET & FURNITURE HIGH QUALITY

NEW OPENING 2025

M – COMPLEX DUPLEX

COMPLEX INTERIOR SOLUTION CENTER SCALE 12,000M2
CLASSY ONE-STOP SHOP INTERIOR AND EXTERIOR COMPLEX

NITORI

ONE OF THE FIRST & LARGEST STORES IN THE NORTH

KOHNAN JAPAN

THE LARGEST JAPANESE SUPERMARKET IN THE NORTH
UP TO 2,000M2

SME

SOUTHEAST ASIA'S LEADING LIFESTYLE SHOPPING SPACE

MR.DIY

LARGEST RETAIL SHOPPING BRAND FROM MALAYSIA

WHO IS HOME?

TOP FURNITURE STORE WITH A SCALE OF NEARLY 4,000M2





ENTERTAINMENT EXCITING - ATTRACTIVE

CGV CINEMA

INTERNATIONAL STANDARD CINEMA COMPLEX 5,000M²

LEGEND HEROES

THE FIRST ENTERTAINMENT SPORTS PARK IN VIETNAM

BABY ELEPHANT ANIMAL PARK

THE FIRST INDOOR ZOO MODEL IN VIETNAM

STARRY SKY ART MUSEUM

LIGHT ART EXHIBITION - A FEVER THAT ATTRACTS THOUSANDS OF YOUNG PEOPLE

HERO WORLD

LARGE SCALE ENTERTAINMENT COMPLEX OF NEARLY 3,000M²

LARGEST INDOOR ICE RINK IN THE NORTH

VINCOM ICE RINK

With an area of 3,000m², Vincom Ice Rink uses 100% natural ice, providing a world-class ice skating experience. It is suitable for all ages, from beginners to professional athletes, with skate rental services, instructors and ice event organization.

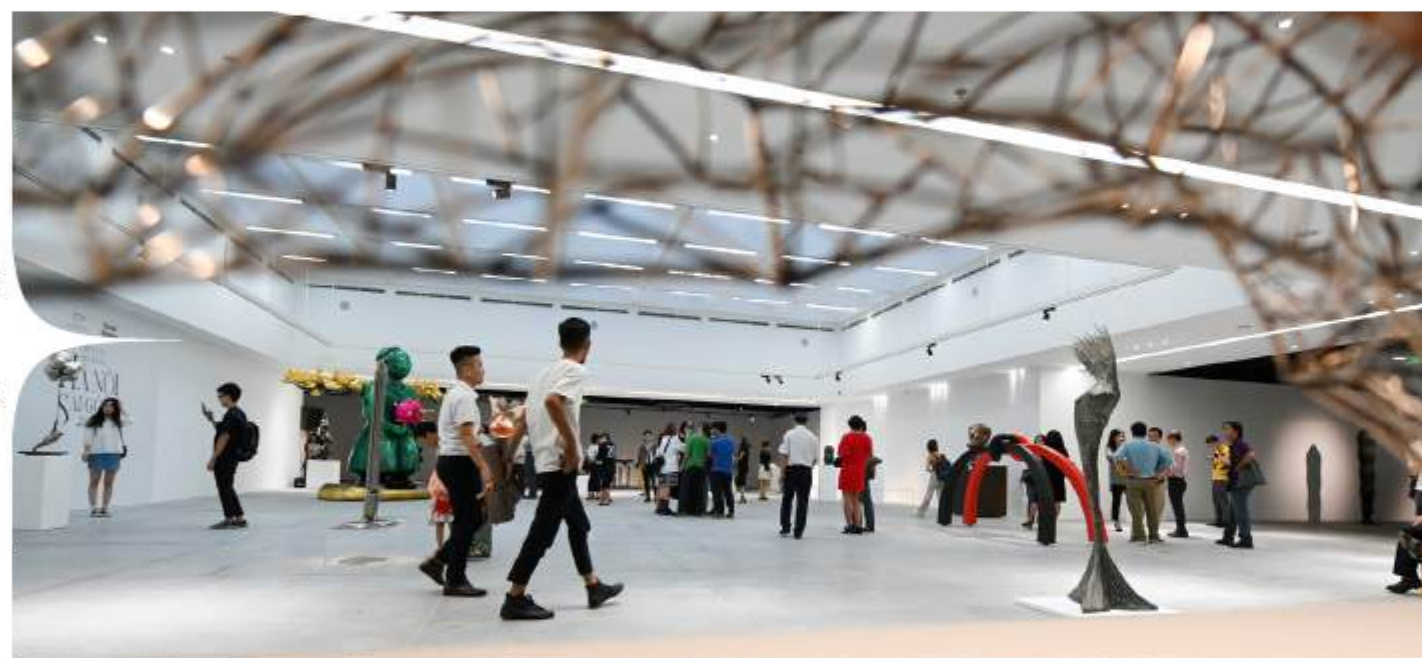


VINCOM CONTEMPORARY ART CENTER – VCCA

VINCOM CENTER FOR CONTEMPORARY ART

With a total area of nearly 4,000m² at Vincom Mega Mall Royal City, VCCA is not only the largest in scale but also the most unique art center with an underground exhibition space filled with natural light.

VCCA is a bridge to bring art closer to the public, inspire, and participate in building a vibrant artistic environment to contribute to improving the cultural and spiritual life in the country.



VINCOM ICE RINK
THE LARGEST INDOOR NATURAL ICE RINK IN VIETNAM



CONVENIENT SERVICES BRAND NEW

FIRST TIME AT THE SHOPPING CENTER



SHOWTIME COFFEE
FLORIST STYLE APPEARS FOR THE
FIRST TIME AT VINCOM



30 SHINE
THE FIRST 30 SHINE STORE IN THE SHOPPING
MALL EXPERIENCE THE PRIVACY OF A
GENTLEMEN



TIKTOK CREATOR HOUSE
THE FIRST COMMUNITY FOR THE CREATIVE
CONTENT COMMUNITY IN VIETNAM

THE FIRST CONTENT CREATION HOUSE IN VIETNAM

CREATOR HOUSE BY TIKTOK

Vincom Mega Mall Royal City – a new cultural destination for Hanoi youth – is proud to be chosen as the "common home" of Creator House by TikTok, the first creative space in Vietnam. This is a community project, with the goal of providing an open space where content creators can freely meet, interact and create content with millions of views.



2.5 RETAIL OPERATIONS EXPERIENCE & MARKETING TU VINCOM RETAIL

Vincom Retail with experience in developing and operating 88 shopping malls and 5 shopping malls nationwide provides comprehensive support from operational management, business strategy consulting to accompanying marketing campaigns.

Large-scale events and promotional programs are continuously held to attract potential customers, ensure business efficiency optimal business for partners.

2024

SHOPPING MALL

8,707 Trade MKT activities

180 million visitors

Up 4% from 2023

COMMERCIAL AREA

OCEAN CITY: 55 events, 12.5 million visitors

VU YEN: 26 events, 2.5 million visitors

CONSECUTIVE
RECORD
BREAKING
VISITORS

7 TIMES
ONTOP

TRENDING





3.

DETAILED LAYOUT



OPPORTUNITY TO EXPAND CHAIN STORE SYSTEM AT VINCOM SHOPPING MALLS NATIONWIDE

LARGE SCALE

System of 88 centers
Vincom commercial
nationwide
international, ensuring
access to diverse
customers

STABLE CUSTOMER CROWD

Attracting hundreds of millions
of visitors
goods every year in prime
locations

OPTIMAL SUPPORT

Providing marketing
solutions,
space design, and
management
professional operation

MODERN TRENDS

Retail and entertainment
model
One-stop Shoppertainment,
cuisine, creating a diverse
experience
form and increase sales

SUSTAINABLE GROWTH

Anticipate the growing retail
market
12-15%/year, opportunity to
expand scale
easy

