

NEWSLETTER

NOVALAND

NEWSLETTER | QUARTER II/2019



**DEVELOPMENT STRATEGY 2019,
VISION, MISSION IN 2019-2023**



📍 Novaland Office
65 Nguyen Du, Ben Nghe Ward, Distric 1, HCMC
🌐 www.novaland.com.vn
☎ 1900 63 6666

2018 FINANCIAL REPORT



INDEX

AWARDS

Many Prestigious Awards commending Novaland's restless efforts

04 - 05

REAL ESTATE TENDENCY

Tourism real estate tendency 2019 from experts' standpoint

06 - 07

GROUP INFORMATION

Key points in financial report 2018 & Phase 2 Strategy
Strategic partnership signing

08 - 11

NEW PROJECTS

NovaWorld Phan Thiet - Perfect Destination
NovaHills Mui Ne attracts clients' attention
NovaBeach Cam Ranh - Impressive Lagoon Villas
Grand Manhattan contiously introduce new tower
Introduce Palm Marina - Clients' experience comments

12 - 19

PROJECT CONSTRUCTION PROGRESS

Construction and completion construction progress

20 - 21

CSR & HR

CSR
Recruitment - Middle-and-high-ranking

22 - 23

Dear Customers and Shareholders,

Novaland would like to announce Financial Report 2018 and an impressive business plan in phase 2 at the end of quarter I/2019.

Apart from its core business in housing real estate, Novaland Group has been step by step expanding Hospitality Real Estate in tourism cities with great potential such as Can Tho, Phan Thiet - Binh Thuan, Cam Ranh - Khanh Hoa. Novaland tries to create "Perfect destinations" for international and domestic tourists to make these cities become hospitality tourism - resort - leisure centers, contributing to Vietnam's hallmark on the world's tourism map.

The most remarkable point in quarter I/2019 is introducing of project NovaWorld Phan Thiet with area about 1,000 ha, a promising sea resort - leisure and sport center in Asia.

With mission "Developing Community - Creating Destination - Building Happiness", Novaland commits to responsible business and sustainable growth through its practical CSR activities.

Besides, the newsletter updates latest news about project construction progress as well as on going projects.

Novaland would like to thank precious supports of Customers and Shareholders.

We wish you all success and health!

Sincerely,

Editorial Board of Novaland

MANY PRÉSTIGIOUS AWARDS COMMENDING RESTLESS EFFORTS OF NOVALAND

1 NOVALAND WAS AWARDED "BEST VIETNAM EQUITY-LINKED DEAL"

With its successful execution of first parallel transaction structure in Vietnam, Novaland group was honorably awarded "Best Vietnam equity-linked deal" within the scope of "The Asset Triple A Country Awards 2018" by The Asset – Asia's leading financial magazine.

In 2018, the Group has newly stabilized USD520 millions including a loan of USD70 millions arranged by Credit Suisse and USD 60 millions by Standard Chartered Bank, USD240 millions of convertible bond and USD150 millions of private stock. This 5-year-term convertible bond has been listed on Singapore Exchange (SGX), helping kick off "equity-linked" stock issuance in Vietnam market, which had been quite for 6 years.



2 THE GRAND MANHATTAN WON BEST OF THE BEST, "CONDO DESIGN OF THE YEAR" CATEGORY

In early 2019, The Grand Manhattan (Dist 1, HCMC) became the only real estate project winning Best of the Best 2018, "Condo design of the year" category held by prestigious Robb Report Magazine.

Inspired by Manhattan, New York, with 5-star outstanding design, The Grand Manhattan quite persuaded the jury to win the best design reward of the year.



3 NOVAHILLS MUI NE AND THE GRAND MANHATTAN WERE HONORABLY NAMED AT THE GLORY EVENT FOR 36 LEADING PROJECTS SELECTED BY READERS OF INVESTMENT NEWSPAPER

The selection occurred from November 20th to December 20th, 2018 through tinnhanhchungkhoan.vn and baodautu.vn, attracting over 1.3 million readers "marking" projects.

As a result, many projects saw more than 100,000 marks.

The Grand Manhattan was awarded Green and intelligent project category. NovaHills Mui Ne was among Top high-ranking condotels.



4 TOP 2 MOST PRESTIGIOUS REAL ESTATE INVESTORS IN 2019

Within the framework of Top 10 prestigious companies in Real estate – construction – building material in 2019 co-held by Vietnam Report and VietnamNet – the Ministry of Information and Communications, Novaland Group was honorably named in **Top 2 Prestigious Real Estate Investors in 2019**.

The award honored well-experienced enterprises which did business effectively, gained a foothold in the industry, positively contributed to the whole development with trustworthy brand in Vietnam market in the period 2018-2019.



VIETNAM HOSPITALITY STILL HAS GREAT POTENTIAL AT VIETNAM TOURISM PROPERTY FORUM 2019



“HOSPITALITY TOURISM REAL ESTATE WILL BE AN ATTRACTIVE AND HIGHLY PROFITABLE INVESTMENT CHANNEL IF INVESTORS HAVE A RIGHT CHOICE AS WELL AS CREATE APPROPRIATE FORMS FOR NEW-GEN TOURISTS, ESPECIALLY IN INDUSTRY 4.0”. THIS WAS ONE OF IDEAS BY EXPERTS AT FORUM “HOSPITALITY TOURISM REAL ESTATE 2019: MARKET PROSPECT AND HUMAN RESOURCES CHALLENGE” HELD BY THE-LEADER IN THE MORNING OF 6TH APRIL, 2019.

Mr. Ha Van Sieu, Vice Director of Vietnam National Administration of Tourism: “Diversifying demands in order to serve a variety of clients”

Investment in hospitality tourism real estate is to create spaces connecting eating and drinking, cultural heritage to serve different clients from countries. Therefore, how long they stay with our projects does not depend on project scale, but services we offer. Nowadays, tourists would like to visit not only the sea but also other deserted places and unique terrains. Real estate investors have to consider this. Based on client’s needs, investors create special models, original and diversified ideas in culture and tourism environment.

As to Mr. Sieu, Vietnam is now an emerging destination for tourists. The presence of technology helps tourists gain more experiences and options. Tourist will stay a shorter time if they find experience of that destination through technology uninteresting. “Hospitality tourism real estate will be an attractive and highly profitable investment channel if investors have a right choice as well as create appropriate forms for new-gen tourists, especially in Industry 4.0,” says Mr. Sieu.



Mr. Ha Van Sieu - Vice Director of Vietnam National Administration of Tourism

Mr. Kai Marcus Schroter, CEO Hospitality Tourism Management: “Benefits of private investment has not yet balanced with public ones”

As to Mr. Kai Marcus Schroter, tourism in general and hospitality real estate in specific have difficulties in promoting brand marketing in Vietnam. Besides, inadequate general planning is a great obstacle in investment attraction. Inadequate construction standards lack difference and originality. Especially, the weakest point of Vietnam hospitality tourism real estate is public infrastructure and living environment protection.

“Vietnam needs a system to share public infrastructure investment cost with private investors. When being granted project license, investors must set up waste disposal system and share burdens of public infrastructure investment with the government. Doing so, they show their CSR and project the living environment”, he said.



Mr. Kai Marcus Schroter, CEO Hospitality Tourism Management



Mr. Nguyen Tran Nam, Former Vice Minister - Ministry of Construction

Former Vice Minister - Ministry of Construction Nguyen Tran Nam says, “Both quality and quantity of well-trained workforce lacks.”

As to Mr. Nam, hospitality tourism real estate is facing challenges of lacking rooms and well-trained workforce. One hotel room now has 1.5 – 2 persons, more exactly, lacking quantity of workforce and quality of training.

Regarding solutions, Mr. Nam says that enterprises should cooperate with high-ranking HR, step by step offering middle and long-term training of the state together with short-term one of enterprises. “Apart from training courses by Vietnam National Administration of Tourism, enterprises and associations should organize their own HR classes to get ready for hospitality tourism real estate market.”

Mr. Adam Bury, Vice Senior President JLL Hotel & Hospitality Group: “Visa is an obstacle to international tourists to Vietnam”

Vietnam has three big cities and at least 3 attractions such as Nha Trang, Phu Quoc and Danang but its tourist attraction speed is still inferior to that of Thailand. The greatest obstacle in Vietnam is visa. Many foreign tourists are unwilling to return to Vietnam because they spent much time to apply for a visa, not to mention 1 – 1.5 hours of waiting at the airport. It’s hard to persuade international tourists to come back, unintentionally affecting Vietnam hospitality tourism real estate and international investors to Vietnam real estate market.



Ông Adam Bury, Vice Senior President JLL Hotel & Hospitality Group

NOVALAND ANNOUNCES 2019 BUSINESS PLAN IN AND DEVELOPMENT STRATEGY IN PERIOD 2019 – 2023

In shareholders' meeting 2019, Novaland Group announced its business results in 2018 with gross revenue of VND15.290 trillion, up 31% against 2017. After-tax profit reached VND3.267 trillion, up 58% against 2017.

Also, the Group announced the plan 2019 with expected revenue of VND18 trillion, after-tax profit of VND3.3 trillion, up 17.7% and 0.7% respectively compared to the same period last year. Novaland also announced its plan to supplement industries related to hospitality tourism, leisure, art & culture and technological infrastructure investment.



AS AT MARCH 31ST, 2019, THE COMPANY RECOGNIZED POSITIVE ACCUMULATED NET REVENUES AND NET PROFIT AFTER TAX (NPAT). NET REVENUES REACHED VND 4,910 BILLION AND NET PROFIT AFTER TAX ACHIEVED VND 282 BILLION. TOTAL ASSETS AMOUNTED TO VND 69,661 BILLION, IN WHICH ACCUMULATED CASH AND CASH EQUIVALENTS AS AT THE END OF Q1/2019 WAS VND 8,616 BILLION.



Within the framework of the meeting, Novaland representative also presented development strategy in the period 2019 – 2023. Accordingly, Novaland continues to deploy development strategy phase 2, focusing on its key real estate industry in middle-high segment, including housing real estate, satellite urban area and leisure hospitality tourism super-urban area. Its current land fund of about 2,700 ha include about 25% of housing real estate group and around 75% of hospitality tourism real estate group. Therefore, Novaland may adjust and expand its business plan based on the current land fund and market demand.

With concentrated orientation, clear business strategy, stable land fund, strong money flow, strict risk management and law obedience, Novaland has been doing business effectively and sustainably. Since 2019, Novaland's vision aims at synchronic development and mutual support. "Novaland is a leading economic group in Real estate – Finance – Hospitality – Infrastructure development". In the near future, Novaland continues to foster real estate models as well as hospitality and infrastructure development with an aim to promote real estate industry. In the long run, Novaland will approach financial investment and develop financial models.

STRATEGIC PARTNERSHIP SIGNING Q1/2019

MARCH, 2019

On March 7, 2019, Novaland Group signed a strategic partnership with Hoa Sen University to train and supply its workforce, along with Hai Au Trading Investment Joint Stock Company for helicopter flying services (sightseeing, rescuing, transport...)



Novaland Group signed with Hoa Sen University in training and supplying workforce



Novaland Group signed strategic partnership with Hai Au Company in helicopter flying services

On March 20, Novaland Group signed another strategic partnership with Phan Thiet University on workforce training and supplying at the 10th anniversary ceremony of the university.

On this occasion, Novaland offered a scholarship package of VND1 billion to students with good academic results in the 2019-2020 school year and simultaneously committed to providing opportunities to new graduates to work at Novaland projects in Binh Thuan Province.



Representative of Novaland Group offered a scholarship package of VND1 billion to representative of Phan Thiet University

APRIL, 2019

SIGNING DEPLOYMENT OF "NUOC SACH HOC DUONG" PROGRAM— INITIATIVES BY FORMER PRESIDENT TRUONG TAN SANG

On the morning of April 1, the HCMC Sponsoring Association for Poor Patients and HCMC Polytechnic University signed a strategic partnership for a project called "Nước sạch học dưỡng". This is an initiative of Former President Mr. Trương Tân Sang and Mr. Phạm Phú Ngọc Trai. "Nước sạch học dưỡng" has been an effective community program with a strong societal influence.

In 2018, the program was deployed in three provinces: Long An, Ben Tre and Quang Nam. In August 2018, the program donated 346 water filtering machines to 27 schools of Tân Trụ District, Long An Province; and 347 water filtering machines and 334 water containers to 52 schools of Thanh Phú District, Ben Tre Province. Novaland Group sponsored over VND6.2 billion for this program.



NOVAWORLD PHAN THIET

A PERFECT DESTINATION

BRILLIANTLY APPEARING IN PHAN THIET, NOVAWORLD PHAN THIET IN TIEN THANH COMMUNE, PHAN THIET, BINH THUAN COVERS AN INCREDIBLE AREA OF ABOUT 1,000 HA AND MANY INTERNATIONAL-STANDARD LEISURE AND SPORT FACILITIES

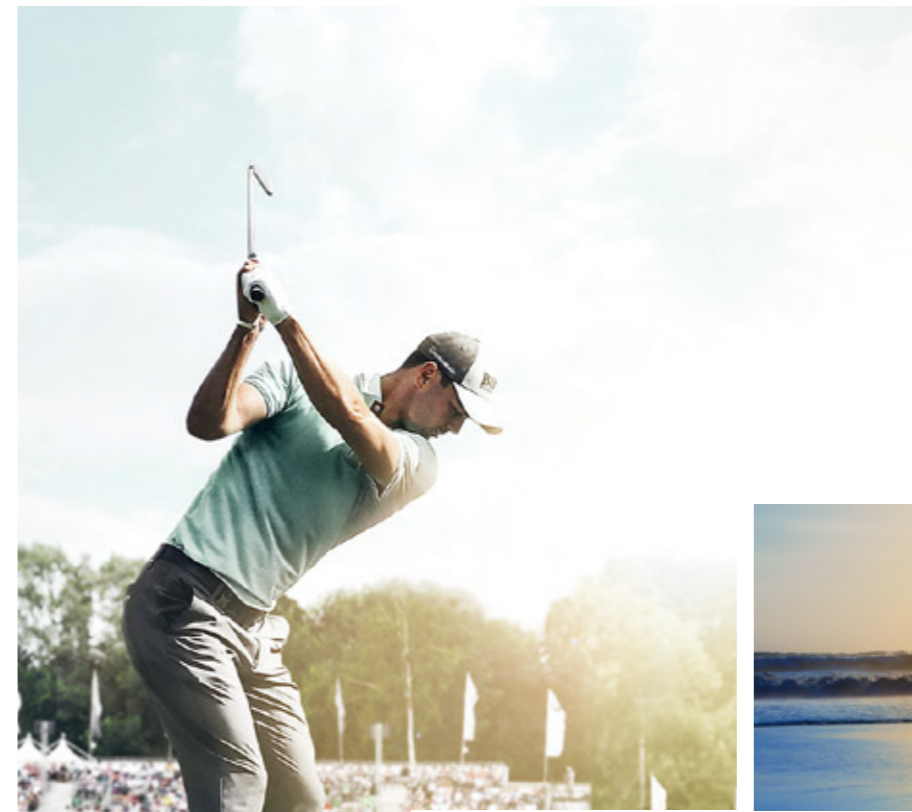
Remarkably, the project brings together a series of Top-notch leisure facilities for the first time in Phan Thiet, such as a 36-hole golf course, including a Professional Golfers' Association-standard course; a 220 ha international-standard sport training center; a 16 ha beach park; and a traditional product market.

NovaWorld Phan Thiet features a diverse range of investment opportunities, including townhouses, second homes and shophouses with a sea view. The project will also introduce The Florida – Ocean City, with an impressive American style. Villas and townhouses range from 100m² to 144m², with prices from VND3.3 billion.



The perspective of second home - NovaWorld Phan Thiet

Many experts believe that hospitality & leisure real estate in Phan Thiet will grow soon thanks to a series of infrastructure projects worth tens of trillions of VND, including an airport and highway, along with the potential of a hospitality tourism and leisure real estate boom thanks to the presence of many great enterprises and groups with sustainable long-term strategies. According to a representative of the Phan Thiet City People's Committee, in the near future, Phan Thiet will become a unique sea tourism urban area and international-level attraction thanks to its potential.



FOR MORE INFORMATION
Hotline: 0938 221 226



NOVABEACH CAM RANH

The perspective of NovaBeach Cam Ranh

IMPRESSIVE LAGOON VILLA

NOVALAND OFFICIALLY PARTICIPATES IN PROMISING HOSPITALITY AND RESORT REAL ESTATE MARKET IN CAM RANH, KHANH HOA WITH NOVABEACH CAM RANH RESORT & VILLAS PROJECT WITH A SCALE OF AROUND 23HA.



Impressive Lagoon Villas

Located on Nguyen Tat Thanh Street with a 350m-long private sea line in Bai Dai, only five minutes away from Cam Ranh International Airport, NovaBeach Cam Ranh Resort & Villas is a hospitality and resort complex including 182 villas and 26 bungalows, a 4-star hotel with about 330 rooms, and 3-star and 4-star condotels with around 1,700 rooms. The project will be operated by Minor Hotels Group with brands like AVANI, AVANI Residences and Oaks.

The resort has a Spanish Renaissance architectural style, together with lakes, Hills and beaches, creating unique beauty with villas near the lagoon, on hills and on the coast. In terms of amenities, these resort villas will include a

private swimming pool, one bed one key, two beds two keys, and three beds three keys with areas from 300 - 600m2. The key idea of NovaBeach Cam Ranh is to create a connected feeling with, and expand view of, Bai Dai – one of the world’s most beautiful beaches. NovaBeach Cam Ranh Resort & Villas has full international-standard resort facilities, including a sea-facing swimming pool, park complex, children’s leisure area, sport complex (tennis, yoga...), spa, club, and a kayak station, as well as F&B and service areas on the grounds, creating incredible experiences not only for tourists, but also for local people in the neighborhood.

FOR MORE INFORMATION

26 Mai Chi Tho, W. An Phu, Dist. 2, HCMC | **Hotline: 0903 69 4888**

ATTRACTION OF NOVAHILLS MUI NE

Ms. Thu Uyen was elated to select her perfect villas: “I have been Novaland’s frequent client for years, from apartments to shophouses and condotels, and now Novahills resort villas. My whole family loves the sea, and we selected some sea villas with different views. I highly appreciate this investment plan. The project will surely add value to tourism in Phan Thiet, attracting more and more international and domestic tourists”.

THERE WASN’T AN EMPTY SEAT AT THE SPECIAL EVENT WHICH INTRODUCED THE SEA-VIEW VILLAS OF NOVAHILLS MUI NE RESORT & VILLAS IN LATE MARCH 2019. MANY INVESTORS WERE VERY EXCITED TO SELECT THEIR IDEAL VILLA, WHILE OTHERS REGRETTED THAT THEY WERE TOO SLOW.



There is no empty space at NovaHills Mui Ne introduction event

Many clients felt regret about their late decision: “At first, I hesitated about the project. However, after joining a practical experience trip in Mui Ne, I recognized that this conveniently located project was in a bustling tourism area. I decided to own a villa here and luckily became one of the last customers”- Mr. Quoc Huy (Dist 7) said.

FOR MORE INFORMATION

26 Mai Chi Tho, An Phu Ward, Dist. 2, HCMC

Hotline: 0938 221 226

THE GRAND MANHATTAN CONTINUOUSLY INTRODUCING NEW TOWERS



IN Q1/2019, NEW APARTMENTS AT PARKVIEW TOWER IN THE LUXURIOUS THE GRAND MANHATTAN APARTMENT COMPLEX ON CO BAC & CO GIANG, DIST. 1, HCMC, CONTINUE TO BE LAUNCHED IN THE MARKET.

"With its 'diamond' position, The Grand Manhattan is the central point connecting financial axes, together with high-class service right in the center of the city. The project also inherits strong security, meeting every need of the community in the future," said a Novaland representative. The project is also near icons of Saigon such as Ben Thanh Market, Nha Rong Wharf, Nguyen Hue walking street, 5-star hotels, Class-A office towers and the green space of 23/9 Park.

Mr. Tran Quang Hay Long, a client who booked an apartment in The Grand Manhattan, said he selected the project thanks to its location right in District 1 with good views of the river, park or District 1. "The sample house's design is luxurious, with detailed outlines and airy space, while the natural light makes our family feel comfortable and happy. I'm also interested in the smarthome system of the apartment," said Mr. Long.



FOR MORE INFORMATION
Hotline: 0938 55 1919

PALM MARINA

RESORT-STYLE VILLA

PALM MARINA PROJECT LOCATES IN DISTRICT 9, HCMC WITH 3 SIDES BOUNDED BY THE RIVER, EMERGING AS A VERY GREEN AND PEACEFUL OASIS AMONG THE CITY WITH CONVENIENT TRANSPORTATION CONNECTION TO THE CITY CENTER BY BOTH WATERWAY AND LAND.



FOR MORE INFORMATION
Hotline: 0941 797979

Recently, "Practical experience" trip of the project has received lots of positive feedbacks from frequent clients:

"Here I feel very close to nature. Immense river and green trees dispel all of my stress and exhaustion. I feel comfortable." - Ms Le Thi Minh Huyen - Dist.1, HCMC.

"Today I experience Jetski right in my native land. I have never thought that there was such an attractive and peaceful place near Saigon." - Ms Ngo Thi Thuy Lieu - Phu Nhuan Dist., HCMC.

"This place has pure air and beautiful natural sight. I can take a good rest here. Besides, I think this is a good investment chance." - Ms Trinh Thi Quynh Chi - Dist.3, HCMC.

"I feel amazed with such a beautiful riverside project close to bustling Saigon. I decide to invest in this project because I recognize its potential after the experience trip" - Ms Nguyen Thi Thu Uyen - Dist.1, HCMC.



PROJECT CONSTRUCTION PROGRESS



LOCATION
Mai Chi Tho, An Phu Ward, Dist.2

STATUS
Hand-over SAV1 ÷ SAV8



LOCATION
Ben Van Don, Ward 12, Dist.4

STATUS
In progress of handing over



LOCATION
Dong Van Cong
Thanh My Loi Ward, Dist.2

STATUS
In progress execution



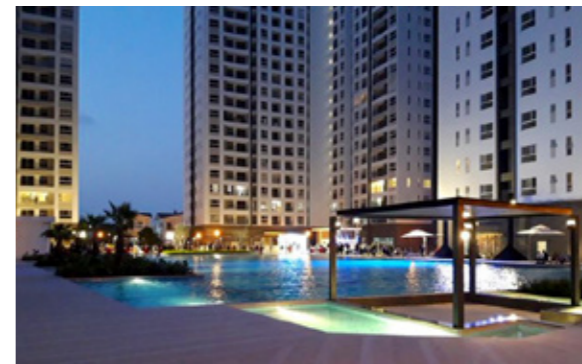
LOCATION
241, 278 Hoa Binh,
Hiep Tan Ward, Tan Phu Dist.

STATUS
In progress of handing over
Zone 1+ Zone 2



LOCATION
108-112B-114 Hong Ha,
Ward 2, Tan Binh Dist.

STATUS
In progress of handing over A Tower



LOCATION
Nguyen Huu Tho, Phuoc Kieng Ward,
Nha Be Dist.

STATUS
Hand-over G2



LOCATION
Nguyen Huu Thọ,
Tan Hung Ward, Dist.7

STATUS
In progress of handing over

RESPONSIBLE INVESTMENT

TOGETHER WITH SUSTAINABLE DEVELOPMENT ACTIVITIES



Frequently sponsoring the STF-Pham Phu Thu scholarship of Saigon Times, offering scholarships to studious pupils in Quang Nam Province (February 2019)



Novaland staff responds to "Olympic running day for the sake of residents' health 2019" in District 3 HCMC (March 2019)



Cooperate with the Fatherland Front Committee of Binh Thuan Province to hand over a great unity house to ethnic minority groups in Binh Thuan (March 2019)



On April 17, 2019, to coincide with the "Creative Idea Contest – CiC 2019" held by the National University HCMC with support from the Department of Science and Technology HCMC, Start-up Fund National University HCMC and QTSC, Novaland Group sponsored VND1 billion for the program. The ceremony to kick off CiC 2019 was held in the Software Technology zone at National University HCMC with an aim to attract over 200 ideas and projects from start-ups to encourage creative and innovative ideas in the community of students and lecturers in universities.