



## CORPORATE BROCHURE

November, 2024





# NOVALAND'S OVERVIEW

**Novaland** is a leading prestigious brand in Vietnam, currently developing three main product lines including Residential Real Estate, Hospitality and Industrial Real Estate. After 32-year of development from 1992, Novaland now processes a portfolio of more than 50 real estate projects. These projects have left a significant mark with pioneering constructions and products, positively impacting the process of urban development and tourism in the provinces located in the Southern and South Central regions.

The hospitality real estate products are being concentrated upon, gradually refined, and have already contributed to marking the locality on the map of Vietnam's tourism and the world, playing a role in driving sustainable tourism development.

50+ RESIDENTIAL REAL ESTATE PROJECTS (\*)  
IN PRIME LOCATIONS OF HCMC

5+ HOSPITALITY - RESIDENTIAL  
REAL ESTATE PROJECTS

1+ SATELLITE TOWNSHIP  
PROJECT

~75,000 COMPLETED AND  
UNDER DEVELOPMENT UNITS

350,000+ CUSTOMERS

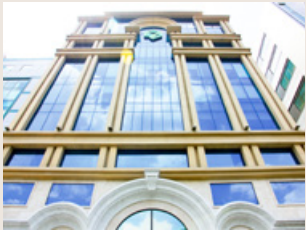


NovaWorld Phan Thiet  
(Phan Thiet, Binh Thuan)

(\*) Land bank included



# ESTABLISHMENT & DEVELOPMENT HISTORY



## 1992

**Incorporated Thanh Nhon Commercial Company Limited**

## 2007

**Restructured into 2 Groups**

**Established Novaland**  
Operating in the real estate industry

**Established ANOVA Group**  
Operating in animal husbandry, animal feed, veterinary medicine, vaccines and establishing value chain providing high quality, safe and nutritious food sources

## 2009

**Launched Sunrise City project**

## 2012

**Launched**  
Tropic Garden Residence  
The Prince Residence



## 2014

**Launched 09 new projects in HCMC**  
Galaxy 9 Residence  
Icon 56  
Rivergate Residence  
The Tresor Residence  
Lexington Residence  
Lucky Dragon Residence  
Lucky Palace  
GardenGate Residence  
Orchard Garden

## 2015

**Launched 11 new projects in HCMC**  
The Sun Avenue Residence  
Golf Park Residence  
Wilton Tower  
Sunrise Cityview  
Sunrise Riverside  
Golden Mansion  
Kingston Residence  
Orchard Parkview  
The Botanica  
Richstar  
The Park Avenue(\*)

## 2016

**Launched 05 new projects in HCMC**  
Saigon Royal Residence  
Madison(\*)  
Lakeview City  
Newton Residence  
Botanica Premier



**Launched Initial public offering on HOSE**



## 2018

**Launched Azerai Can Tho Resort**



**Introduced projects in HCMC**  
The Grand Manhattan  
Victoria Village

**Hospitality Real Estate**  
NovaHills Mui Ne  
Resort & Villas  
(Phan Thiet, Binh Thuan)

NovaBeach Cam Ranh  
Resort & Villas  
(Cam Ranh, Khanh Hoa)

**Total Assets:**  
VND 69,122 billion

**Charter Capital:**  
VND 9,373 billion

## 2019

**Launched 04 new projects**

**Residential Real Estate**  
Palm Marina

**Satellite townships**  
Aqua City – Satellite City  
(Dong Nai)

**Hospitality Real Estate**

**Launched Phase 01**  
NovaWorld Phan Thiet  
(Binh Thuan)

NovaWorld Ho Tram  
launched: The Tropicana

**Total Assets:**  
VND 89,979 billion

**Charter Capital:**  
VND 9,695 billion

## 2020

**Introduced new subdivision**  
Aqua City (Dong Nai)  
launched Phoenix Island

**Hospitality Real Estate**  
NovaWorld Ho Tram  
launched: Wonderland,  
Habana Island

**Total Assets:**  
VND 144,536 billion

**Charter Capital:**  
VND 9,863 billion

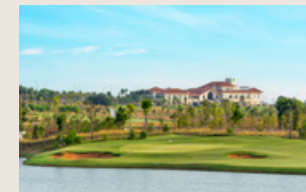
## 2021

**Satellite townships**  
Aqua City (Dong Nai)  
launched Sun Harbor 1,  
Aqua Marina – Square  
& international standard  
marina

**Hospitality Real Estate**  
NovaWorld Phan Thiet  
launched: 36-hole exclusive  
PGA courses

NovaWorld Ho Tram  
launched: Morito, Binh Chau  
Onsen and operated Phase  
1 of The Tropicana

Launched Centara Mirage  
Resort Mui Ne



**Total Assets:**  
VND 201,833 billion

**Charter Capital:**  
VND 19,304 billion  
(Dec 31, 2021)

## 2022

**Hospitality Real Estate**  
NovaWorld Ho Tram  
launched Long Island

**Handed over 1st phase at**  
NovaWorld Phan Thiet

Aqua City

NovaWorld Ho Tram -  
The Tropicana

**Handed over**  
NovaWorld Ho Tram -  
Wonderland

Palm City

## 2023

**NovaWorld Phan Thiet**  
Grand opening of the  
Wonderland Water Park.

Commencement of  
operations for K-Town  
Resort Phan Thiet,  
Wonderland Resort  
Phan Thiet, Safari Cafe,  
Dino Park...

**NovaWorld Ho Tram**  
Continued handover  
products of Wonderland  
and The Tropicana

**Aqua City**  
Continued handover of  
products from  
Sun Harbor 2,  
Sun Harbor 3,  
and Ever Green 1 phases

## 2024

**NovaWorld Phan Thiet**  
Continued handover of  
products from Florida  
and Golf Villas phases

Commencement of  
operations for Wonder Hill  
and a series of seaside  
restaurants: Pinky Garden,  
Com Nieu Vietnam House,  
Phan Thiet Specialty  
Restaurant...

**Aqua City**  
Continued handover  
products of River Park 2  
phase.



(\*) Co-developed project

# AWARDS & CERTIFICATES

## 2022



Vietnam National Brand  
2022



Top 50 Companies with  
Sustainable development  
in 2022



Best Sustainable Developer  
2022 - Dot Property



Special recognition awards for  
CSR 2022 - Dot Property



Top 10 Property Developers  
2022



Aqua City -  
Best Public Infrastructure  
2022



Top 500  
Most Profitable companies  
in Vietnam 2022



The most favorite Employers  
2022

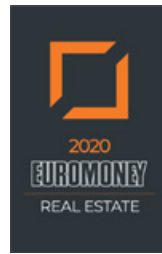
## 2020



Real Estate Developer  
of the Year  
(Vietnam Dot Property Awards)



Top 50 Vietnam's Best  
Performing Companies  
(Forbes Vietnam)



Vietnam Developers Overall,  
Innovation & Sustainability  
Sector (Euromoney)



Top 10 Most Reputable  
Property Developers 2020  
(VNREPORT)

## 2021



Best Companies To Work  
For In Asia



Vietnam Developers Overall  
2021



Top 10 Sustainable Business  
2021 in Trade & Service Sector  
(CSI 100)



Top 10 Best Annual Report  
(DNNY)



Best Luxury Real Estate  
Developer in Vietnam  
(Luxury Lifestyle Awards 2021)



Top 10 Most Reputable  
Property Developers 2021  
(VNREPORT)



Top 3 Listed Company With  
The Best Performance  
(IR Awards 2021)



The Billion Dollar Company  
2021 (NCDT)



Top 50 Vietnam's Best  
Performing Companies  
2020-2021



Top 50 Best Vietnam Listed  
Company 2021  
(Forbes Vietnam)



Vietnam Best Property  
Developer and Investor 2021  
(NCDT)



Top 100 Vietnam Best Place  
To Work 2021  
(Anphabe)





Aqua Marina Complex at Aqua City (Dong Nai)



## VISION

NOVALAND IS THE LEADING PROPERTY DEVELOPER IN VIETNAM, WITH KEY FOCUSES ON:  
RESIDENTIAL & COMMERCIAL - HOSPITALITY - INDUSTRIAL

## MISSION

DEVELOPING COMMUNITY - CREATING DESTINATION - CULTIVATING HAPPINESS

## CORE VALUE

EFFICIENCY - INTEGRITY - PROFESSIONALISM



## RESIDENTIAL & COMMERCIAL IN HCMC

Sunrise City (Dist.7, HCMC)



### BUSTLING AND ATTRACTIVE HO CHI MINH CITY

Vietnam is on a stable and well-integrated economic path. The majority of the population is of working age, with the middle class growing in particular, and the number of foreign experts increasing. These set the premises for long-term and steady growth for the real estate market. Driven by its rapid urbanization speed, HCMC real estate market has become appealing to both local and international investors as an established and cultural trade and financial hub for Vietnam in particular and Southeast Asia in general.



### NOVALAND - A LEADING PRESTIGIOUS PROPERTY DEVELOPER

Novaland targets middle and high-end residential segments, with properties situated in crucial locations of HCMC. Each residential property converges all 05 essential conditions: good connectivity with adequate utilities; reasonable price; proper planning and architecture; strict construction quality control and safety standards progress; high liquidity and profitability.



### IMPRESSIVE PROJECTS WITH A DIVERSE PRODUCTS PORTFOLIO

Novaland has accumulated a portfolio of 50+ residential properties<sup>(\*)</sup> throughout the course of its 32-year history, including high-rise residential and buildings (apartment, officetel, commercial lot townhouse) and urban projects (low-rise, high-rise and commercial projects, etc.). We have not only added over 30,000 units to HCMC's residential supply, but also improved the city's quality of life and aesthetics.

<sup>(\*)</sup> Land bank included



Completed Projects



Under development projects





## Under development projects

### THE GRAND MANHATTAN

#### DISTRICT 1

Co Giang Ward, District 1, HCMC

Products: Condo complex - Hotel



### THE PARK AVENUE

#### DISTRICT 11

Ward 15, District 11, HCMC

Products: Apartments - Offices - Shophouses





Under development projects

**VICTORIA VILLAGE**  
**THU DUC CITY**  
Thanh My Loi Ward, Thu Duc City, HCMC  
Products: Apartments - Villas



**PALM CITY**  
**THU DUC CITY**  
Long Truong Ward, Thu Duc City, HCMC  
Products: Townhouses - Villas





Overall area

1000 HA

Riverside

32 KM

Water surface area

385 HA

The land area for green space,  
transportation infrastructure  
z& internal facilities

70%

22 Educational Facilities

25 HA

05 Medical Facilities

03 HA

23 Commercial &  
Services Facilities

18 HA

09 Public construction &  
Other Facilities

06 HA



Perspective of Aqua City (Bien Hoa, Dong Nai)

## SATELLITE TOWNSHIP REAL ESTATE

# AquaCity

**SMART ECOLOGY SATELLITE TOWNSHIP**  
IN THE EAST OF HO CHI MINH CITY

Aqua City is the satellite city situated in the East of Ho Chi Minh City developed by Vietnam's leading real estate developer – Novaland Group. The project has been developed according to the smart ecological model, which is planned on a total area of 1,000 hectares with more than

70% of the land set aside for green space, infrastructure, complete and enriched with various modern amenities and transportation, enabling its citizens to have a quality green lifestyle.



Modern style villas and townhouses



Aqua Marina Square with Italian style – Aqua City (Bien Hoa, Dong Nai)





## NovaWORLD HO TRAM

NovaWorld Ho Tram is a tourism township with the large-scale of nearly 1,000 hectares, stretching along the 30 km coastal line from Loc An to Binh Chau, only taking 90 minutes from Ho Chi Minh City and 60 minutes from Long Thanh International Airport. **NovaWorld Ho Tram** is divided into ten divisions that take advantage of the pristine natural beauty and nearby forest terrain, creating favorable conditions for the development of valuable resort products and high-class utility chains, bringing international experience to the tropical city of Ho Tram.

### STRATEGIC LOCATION - THE FOCAL POINT OF FLOURISHING

- 05 minutes from Casino, classy Golf Course
- 10 minutes from Minera Hot Springs Binh Chau
- 60 minutes from Long Thanh International Airport
- 90 minutes from HCMC through Long Thanh – Dau Giay highway



Clubhouse of fairy-tale color in Wonderland



The Avenue of shophouses in NovaWorld Ho Tram - The Tropicana



Lagoon Villas in The Tropicana - NovaWorld Ho Tram





The coastal economic tourism and entertainment metropolis NovaWorld Phan Thiet (Binh Thuan)

## NovaWORLD PHAN THIET

Known as a multifunctional complex, combining urban, tourism, entertainment, sports, and comprehensive healthcare facilities, **NovaWorld Phan Thiet** aims for sustainable development, contributing to the economic growth of the region. Simultaneously, with dedication and continuous improvement, NovaWorld Phan Thiet accompanies the breakthrough and expansion of Binh Thuan, not only domestically but also internationally.

### PRIME LOCATION UNVEILS THOUSANDS OF OPPORTUNITIES

- Just 1 hour and 30 minutes away from Ho Chi Minh City via the Dau Giay - Phan Thiet expressway
- 15 minutes from Phan Thiet City
- 55 minutes from Long Thanh Airport

### UNIQUE AND NEW FACILITIES

- **Entertainment:** vibrant both day and night.
- **Culinary delights and shopping:** diverse and fully catered to all needs.
- **Accommodation:** a wide range of choices with modern amenities and styles.



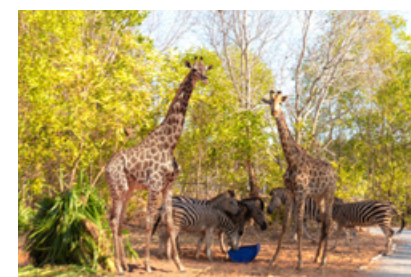
An exclusive 36-hole PGA golf course cluster (Binh Thuan)



K-Town Resort Phan Thiet at NovaWorld Phan Thiet (Binh Thuan)



Wonderland Resort Phan Thiet at NovaWorld Phan Thiet (Binh Thuan)



Safari Cafe at NovaWorld Phan Thiet (Binh Thuan)



Dino Park at NovaWorld Phan Thiet (Binh Thuan)



Wonder Hill at NovaWorld Phan Thiet (Binh Thuan)





Perspective of NovaWorld Mui Ne  
(Phan Thiet, Binh Thuan)

**NovaWORLD**  
MUI NE

Located in the center of Mui Ne, one of the world's top 10 most beautiful beaches, **NovaWorld Mui Ne** is favored by nature to possess the unparalleled all-in-one terrain with Forest - Hills - Mountains - Bays - Sea inside the project.

Covering an area of 680ha including 80ha of the international-standard 5-star marina (capacity of 1,000 yachts), 3ha of unique Crystal Lagoon artificial lake, 15 ha of Red Canyon natural wonder, 4.5ha of Texas Old Town film studio and 14ha of Troy theme park, etc.,

**NovaWorld Mui Ne** will proudly create a City of Yachts - a magnificent international destination, an honored gathering place of elites who always aspire to a new level of life.



## INDUSTRIAL PARK

Focusing on researching and developing industrial zones in such provinces as Ba Ria - Vung Tau, Dong Nai, Long An, Tay Ninh, etc.





## BUSINESS PARTNERSHIP

The multi-channel cooperation with prestigious consultants and organizations domestically and internationally develops comprehensive eco-system and utility service in residential areas.



Ceremony of signing a collaboration agreement for the promotion of tourism and trade between Novaland and Korean Associations and Businesses.



Signing ceremony of cooperation agreement for charter flight and evacuation air services by private jet and business class jet between Novaland and Vietstar Airlines.



The United Nations 2045 RoundtableA distinguished city to honor the United Nations' First Century.



Announcement ceremony of cooperation in providing elevator and escalator systems at projects between Novaland and Schindler.



Signing ceremony of cooperation agreement in consulting of high-quality standards in travel services in NovaWorld between Novaland and DEG.



Signing ceremony of strategic cooperation agreement between enterprises, investments and international operations.



## SUSTAINABLE DEVELOPMENT

**1,060<sup>+</sup>**  
**BILLION VND**  
**FOR CSR ACTIVITIES**

Pioneering sustainable development activities with the community and promoting corporate social responsibility has been a cultural beauty enlightened since the early days of the Novaland's establishment. Novaland's social programs focus on four main areas: Education, Health, Social Security, and Community Development.





## LOYAL CUSTOMER JOURNEY

NOVASERVICE  
**LOYALTY**

# TÍCH ĐIỂM NHIỀU QUYỀN LỢI CAO



**TÍCH ĐIỂM TRÊN MỖI  
GIAO DỊCH TẠI GLOBAL X**

Tích điểm hưởng  
chiết khấu hấp dẫn



**ĐỔI ĐIỂM  
LẤY QUÀ**

Là các voucher  
âm thực, vui chơi  
giải trí, nghỉ dưỡng



**LÊN HẠNG  
TĂNG ĐẶC QUYỀN**

Tích điểm tăng hạng,  
trải nghiệm các dịch vụ  
VIP độc nhất.



**TÀI APP HÔM NAY,  
NHẬN NGAY QUÀ TẶNG**



MỘT SẢN PHẨM CỦA

**NOVA  
SERVICE**



# NOVALAND'S REAL ESTATE CENTER NETWORK

Ho Chi Minh City

## **NOVALAND OFFICE BUILDING**

65 Nguyen Du, Ben Nghe Ward, District 1, HCMC

## **NOVA GALLERY**

2Bis Nguyen Thi Minh Khai, Da Kao Ward, District 1, HCMC

Dong Nai Province

## **AQUA CITY GALLERY**

Aqua City, Long Hung Commune, Bien Hoa City, Dong Nai Province

Binh Thuan Province

## **NOVAWORLD GALLERY**

NovaWorld Phan Thiet, Tien Thanh Commune, Phan Thiet City, Binh Thuan Province

Ha Noi City

## **NOVA GALLERY**

25 Ngoc Khanh Street, Giang Vo Ward, Ba Dinh District, Hanoi

**HOTLINE: 1900 63 6666**







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