

The West of

HANOI

WORKSHOP

CBRE Vietnam
Residential Project Marketing

April 2023



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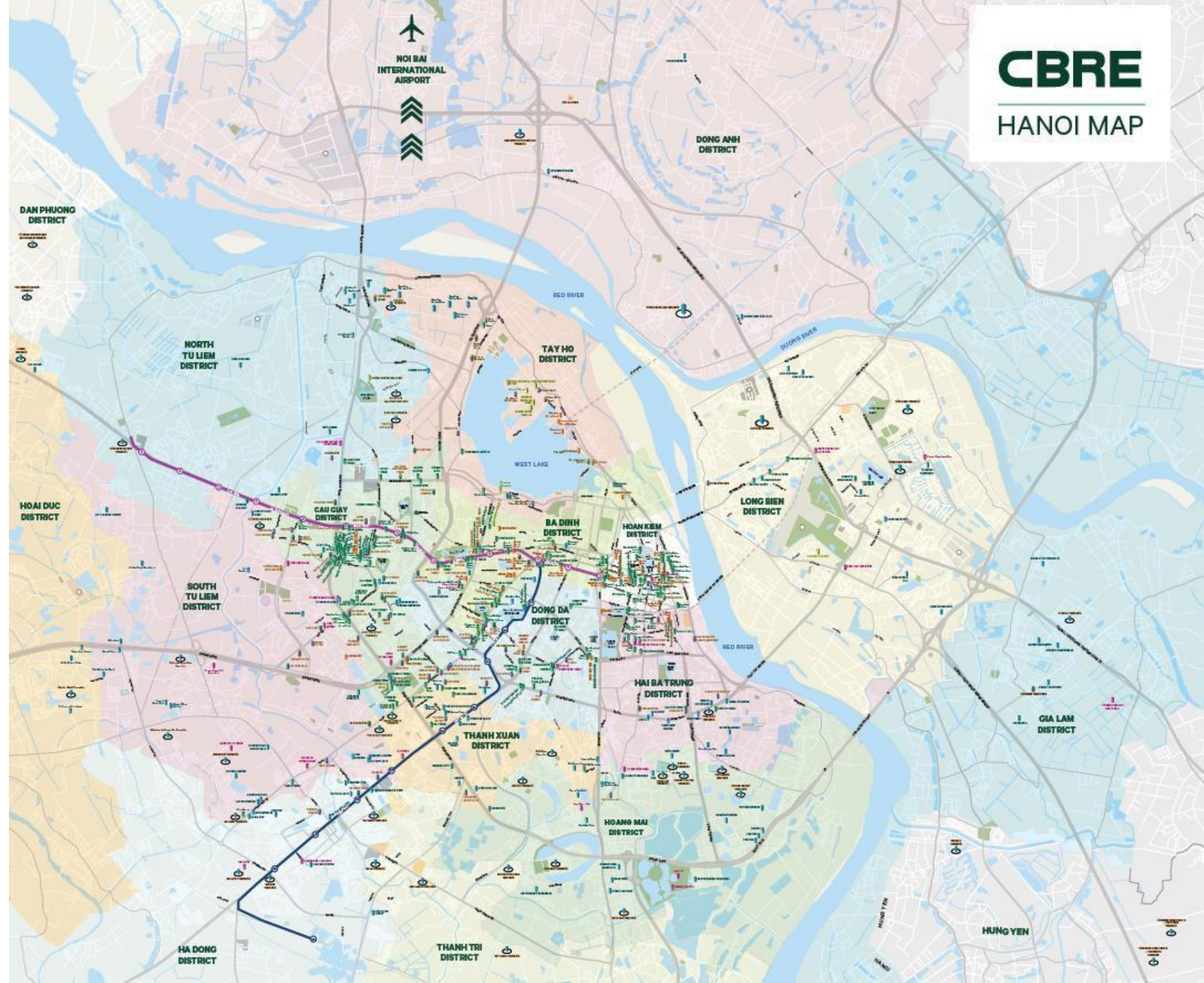
Hanoi

Hanoi In General

Location

Hanoi- The Capital continued to benefit from Vietnam status as a **China-plus One destination.**

The City enjoys its **unique location** which connects easily to all industrial provinces around and Northern developed Countries: China, Korea, Japan, etc.



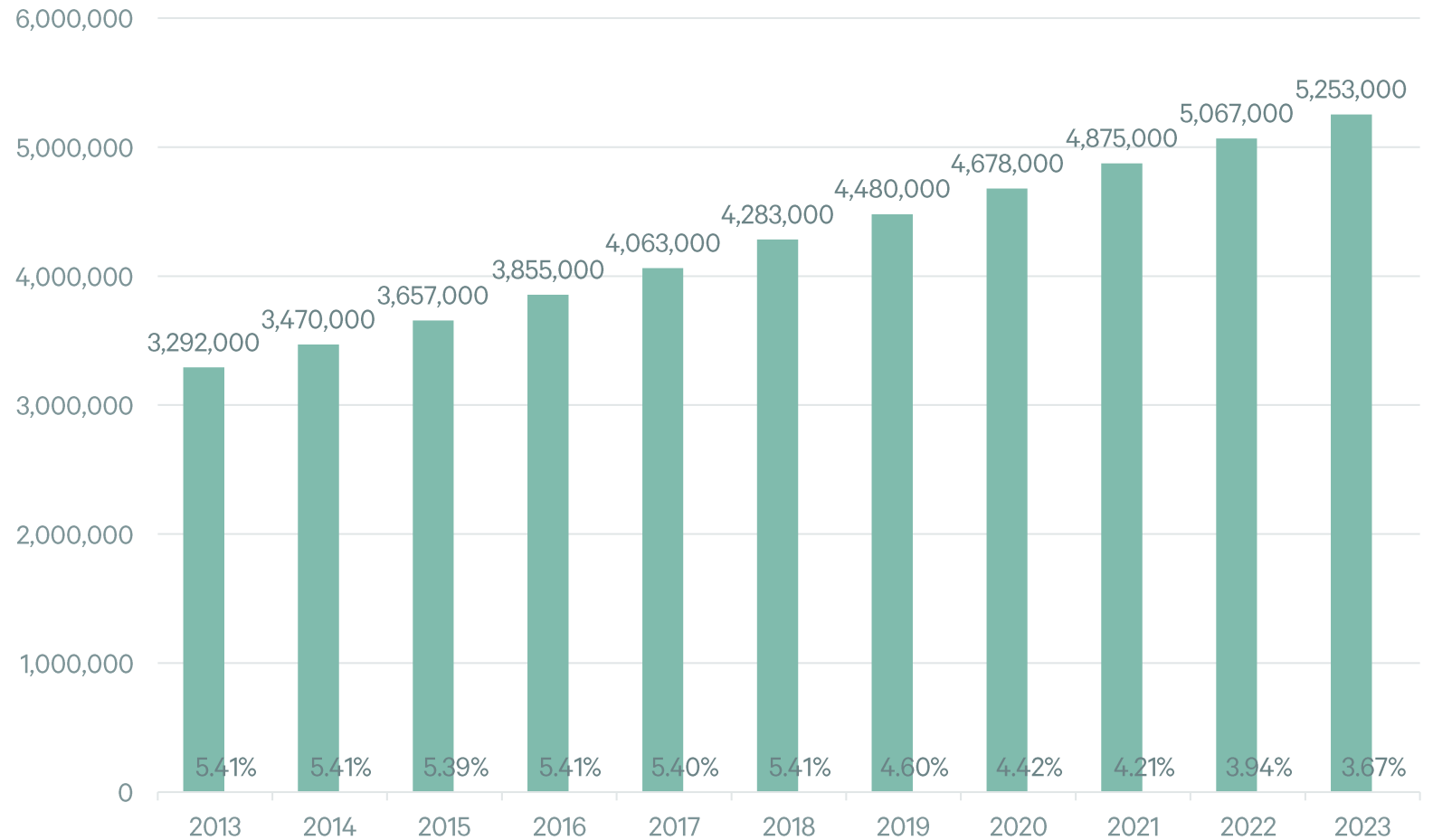
Population

Hanoi population growth leads to rising demand for housing.

The current metro area population of Hanoi in 2023 is **5,253,000**, a 3.67% increase from 2022.

Being one of the cities having received **most FDI** in Vietnam, Hanoi is facing pressure from housing demand due to **rapid population growth** (From local people, immigrants, expats, etc.)

Hanoi Population Growth in 10 years



Sources: Data from Macrotrends.

■ Population ■ Growth Rate

Hanoi

Development

Hanoi's economy has grown 8.89% in 2022



Hanoi recorded year-on-year growth of **8.89%** in gross regional domestic product (GRDP) in 2022, higher than the target of 7 -7.5%, according to the municipal Statistics Office.



The press conference to unveil statistics about Hanoi's socio-economic indexes on December 28. (Photo: hanoimoi.com.vn)

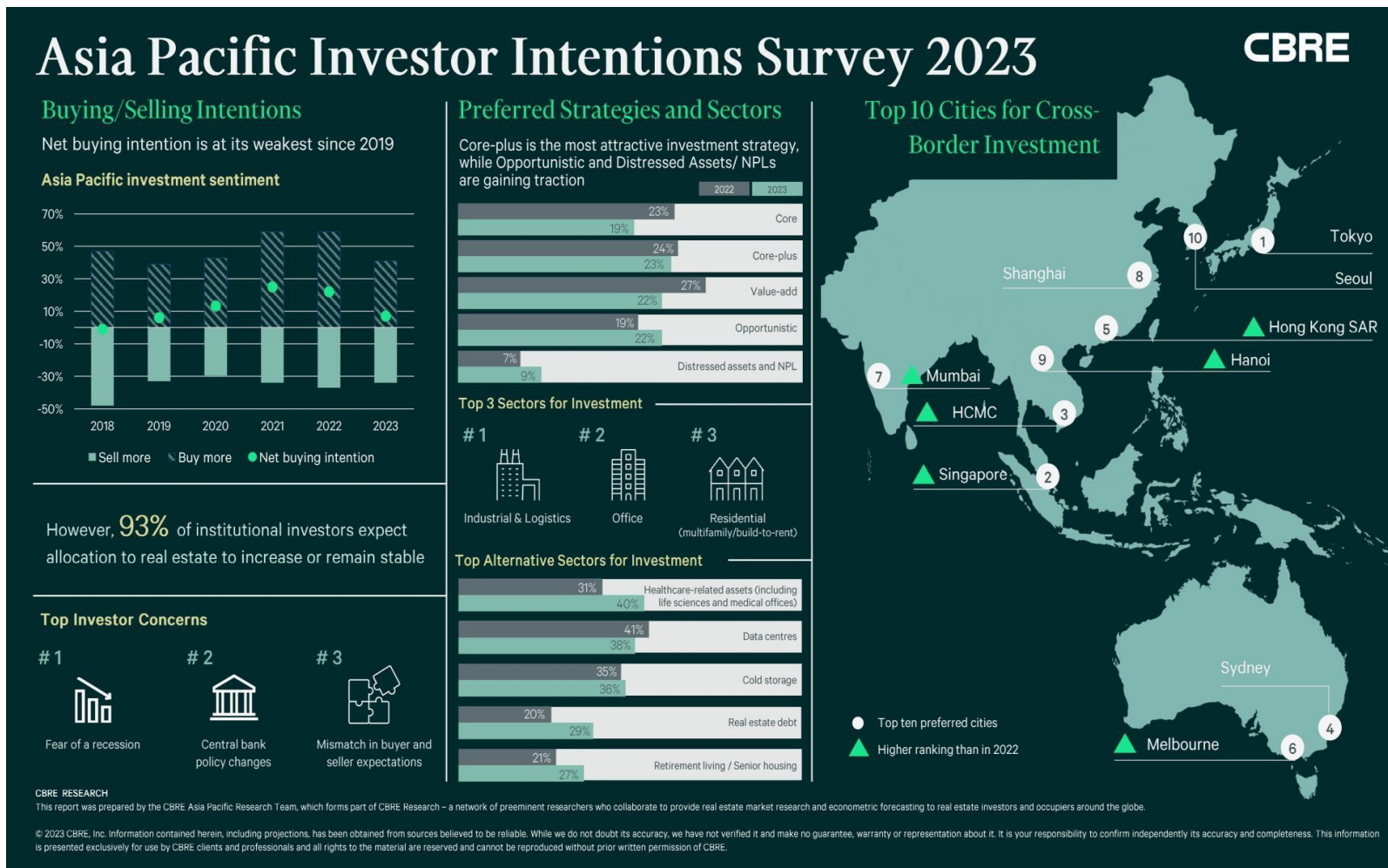


During the year, Hanoi has attracted more than **1.69 billion USD** in foreign investment, rising **10.3%**.

Hanoi made it to Top 9 Cities for Cross-Border Investment

“End-users, developers and opportunistic investors are **all eyeing** opportunities in this market”.

Logistics/Industrial, Office and Residential Real Estate topped the **preferred** sectors for investment in 2023.



Source: 2023 Asia Pacific, Investor Intentions Survey, CBRE Research, January 2023

Modern Infrastructure Projects Supporting the Overall Development of the City

Being the Capital of Vietnam, **infrastructure development** has always been Hanoi's top priority.

Source: Tuoi Tre, Vietnamnet, Dan Viet.

Elevated Ring Road 3



Thanglong Boulevard



Nguyen Van Linh Boulevard



Metro line

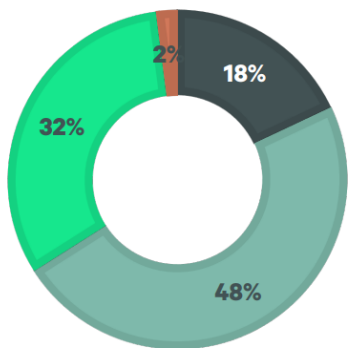


Hanoi

Real Estate

Office Market

Hanoi, Enquiries by Area



■ CBD ■ West ■ Midtown ■ Others

Top 3 Favoured Areas in Hanoi

Areas with the highest leasing enquiries in 2022

1. West
2. Midtown
3. CBD

Note: Number of enquiries as recorded for both Office and Retail services of CBRE Vietnam in 2022.

Source: CBRE Research, Q4 2022.

West Hanoi remains **Top 1** Favored Areas with the highest leasing enquiries: **48%** (Both Office and Retail services at CBRE Vietnam 2022)

The West still sustains hosting the largest supply in the city



West Of West Lake Hanoi: Booming Supply Over The Next Few Years

Between 2023 and 2025, a total of **212,500 sqm NLA** is expected to come online in the West of Westlake.



Existing Office supply: 0 sqm
2025F: 212,500 sqm

Retail Market

Supply

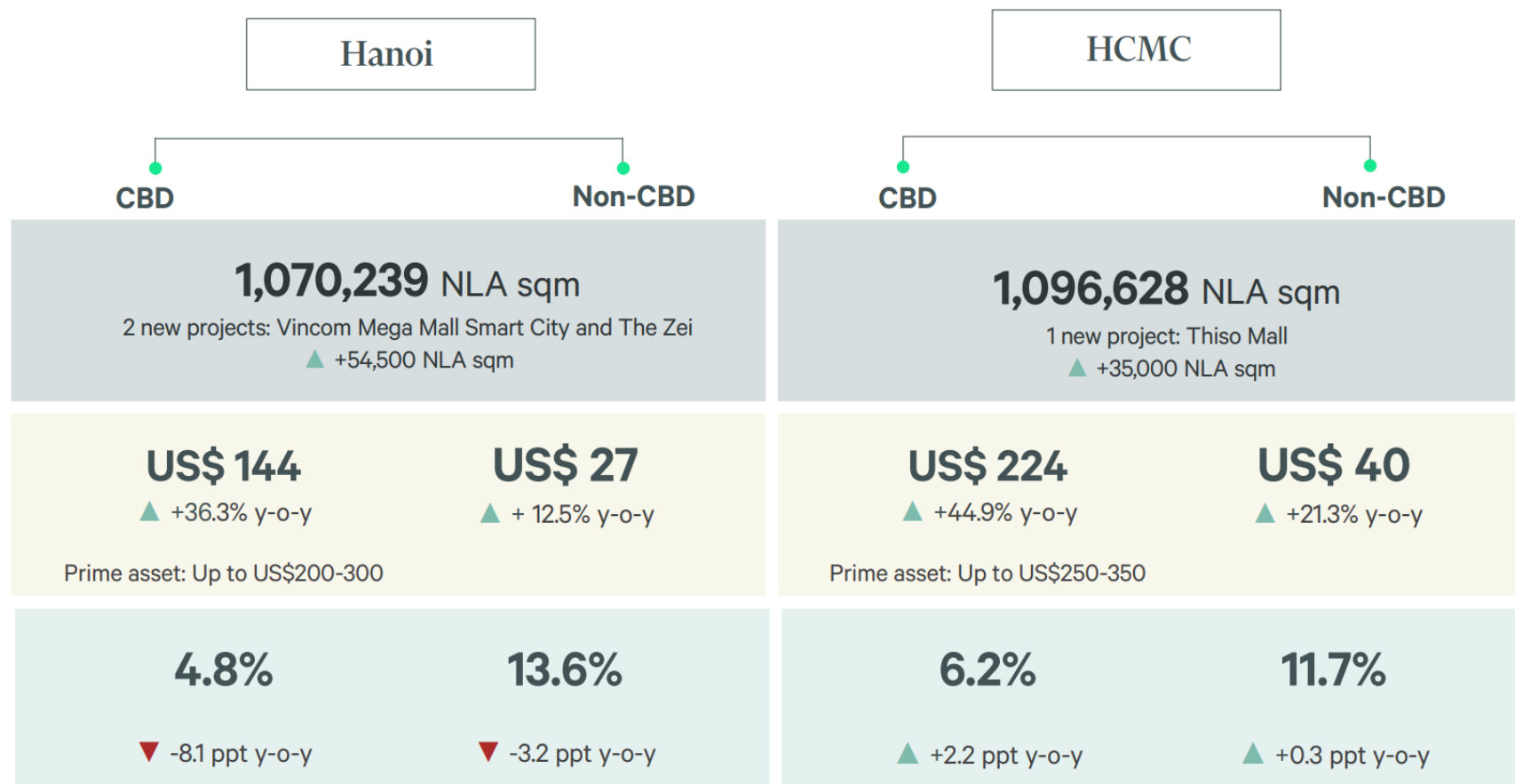
NLA (sqm)

Asking Rent

(*) US\$/sqm/month

Vacancy Rate

(%)



Note: Asking rent is calculated for ground floor and first floor, excluding VAT and service charge

Sources: CBRE Research, Q3 2022

Industrial Market

Continued Interest from Global Manufacturers

Electronics Manufacturers continued to diversify its production to Vietnam

And also, other global manufacturers



Exclusive: Apple supplier BOE plans new factories in Vietnam *January 11, 2023*



Quanta reportedly to set up plant in Northern Vietnam *December 28, 2022*



Samsung, LG plan multi-billion-dollar additional investment in Vietnam *December 6, 2022*



LEGO starts construction of 1-billion-USD factory in Vietnam *November 3, 2022*



Work starts on Coca-Cola's largest factory in Vietnam *October 14, 2022*



Clothing chain Uniqlo plans 2 stores, factory in Binh Duong *November 8, 2022*



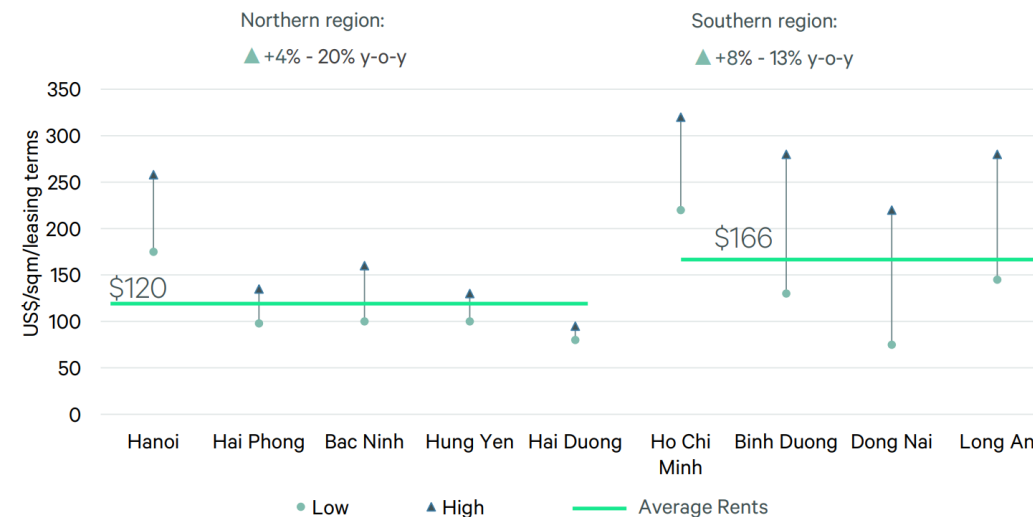
Hyundai inaugurates 100,000-car plant in Vietnam *November 16, 2022*

Source: Archived from respective newspapers, Feb 2023.

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Industrial land Rents continued to grow in both regions

Asking Rents, Industrial Land, 2022



Source: CBRE Research, Q4 2022.



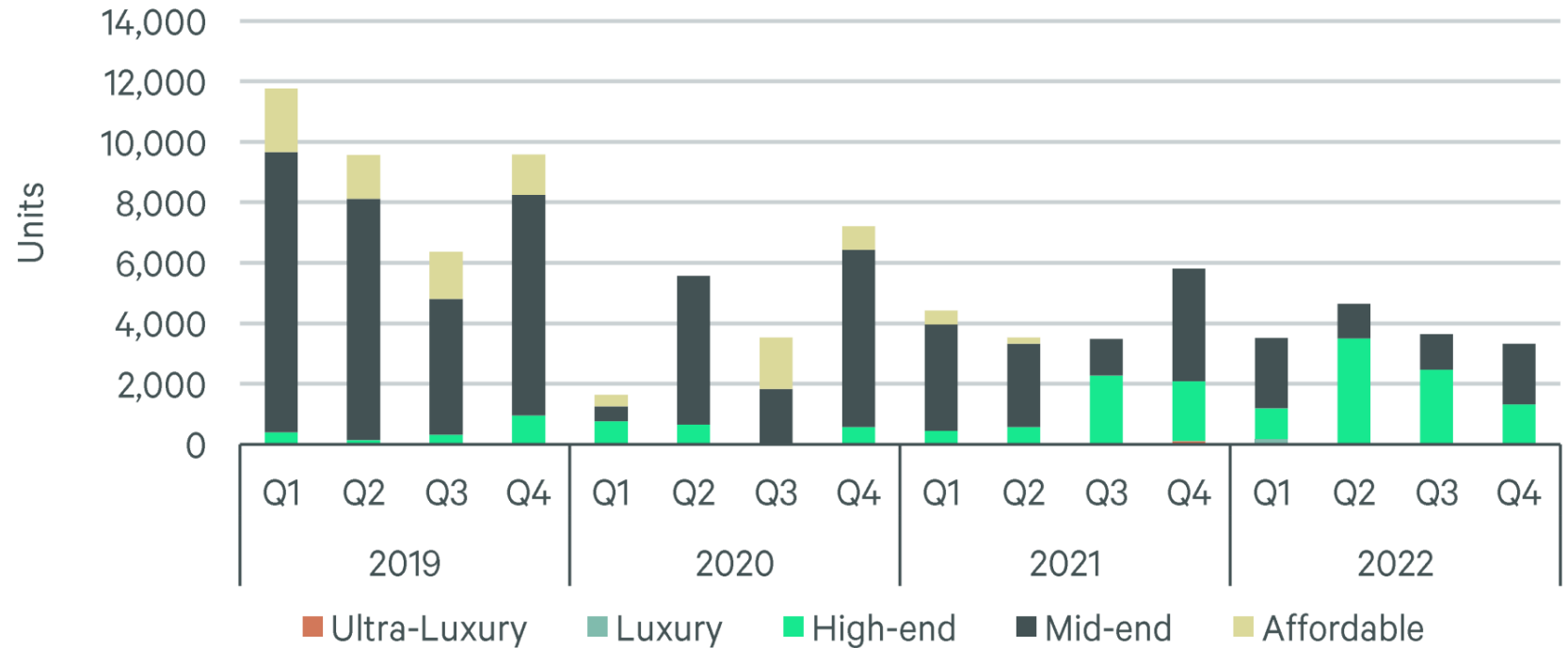
Residential Market

Hanoi Condominium Supply

Hanoi Condominium New Supply

During the year 2022, the **high-end products** covered **55%** of total launched supply, followed by mid-end segment (44%).

New supply, Condominium, Hanoi

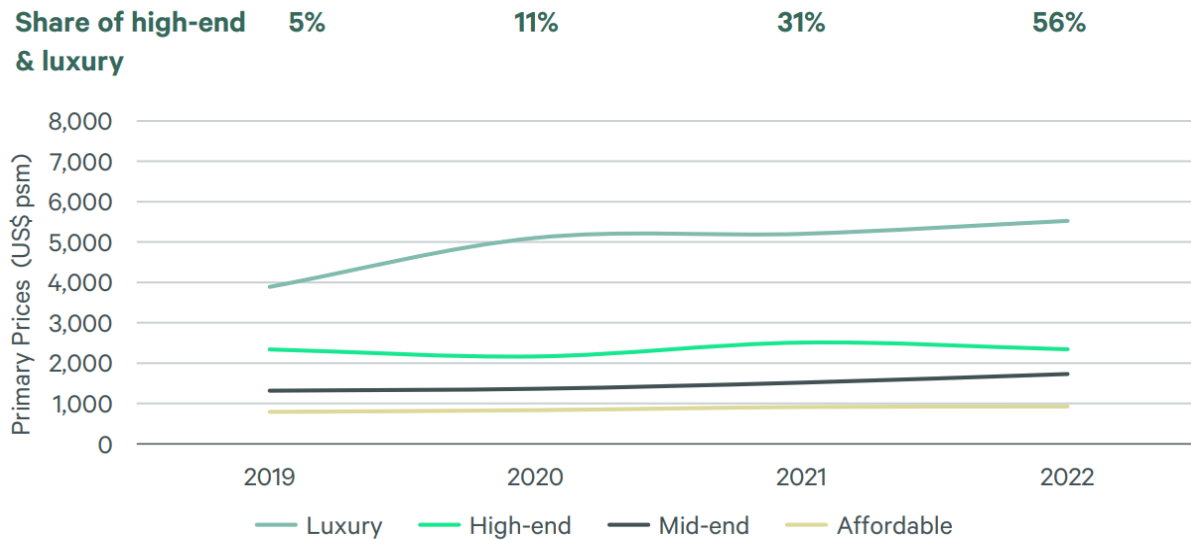


Source: CBRE Research & Consulting, Q4 2022

Primary price

Hanoi condominium price continued to **increase (+21.2% y-o-y)** due to a higher share from the **high-end segment**

Hanoi Condominium, Primary prices, 2019 – 2022

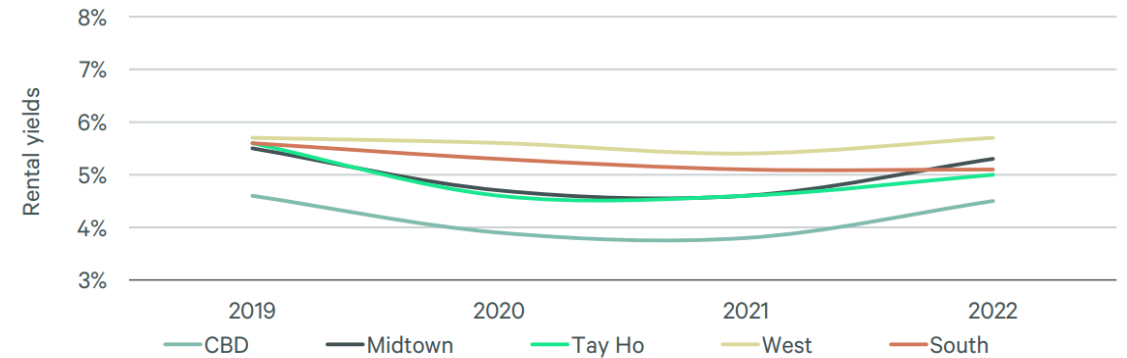


Hanoi Average Primary Price: US\$1,934psm ▲ +21.2% y-o-y

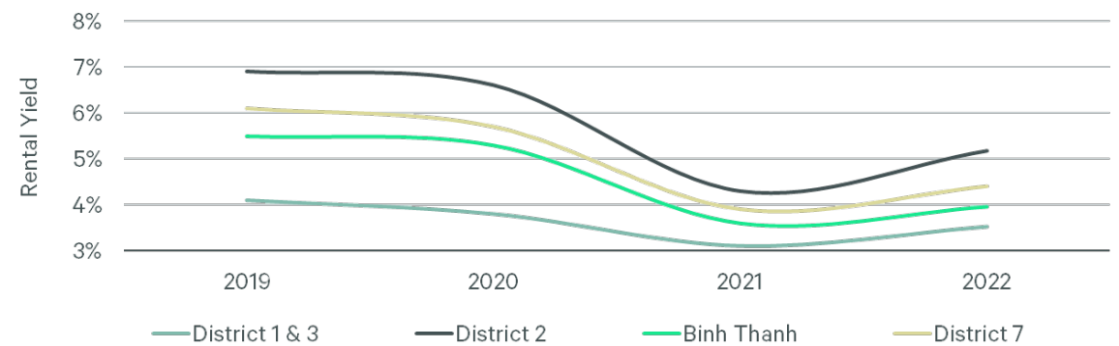
Rental yield

Hanoi and HCMC's residential rental yield **recover** to pre-Covid level.

Hanoi: Rental yields improve across locations – The West to recover to pre-Covid level



HCMC: Rental yields improve across locations – The East witnessed highest growth



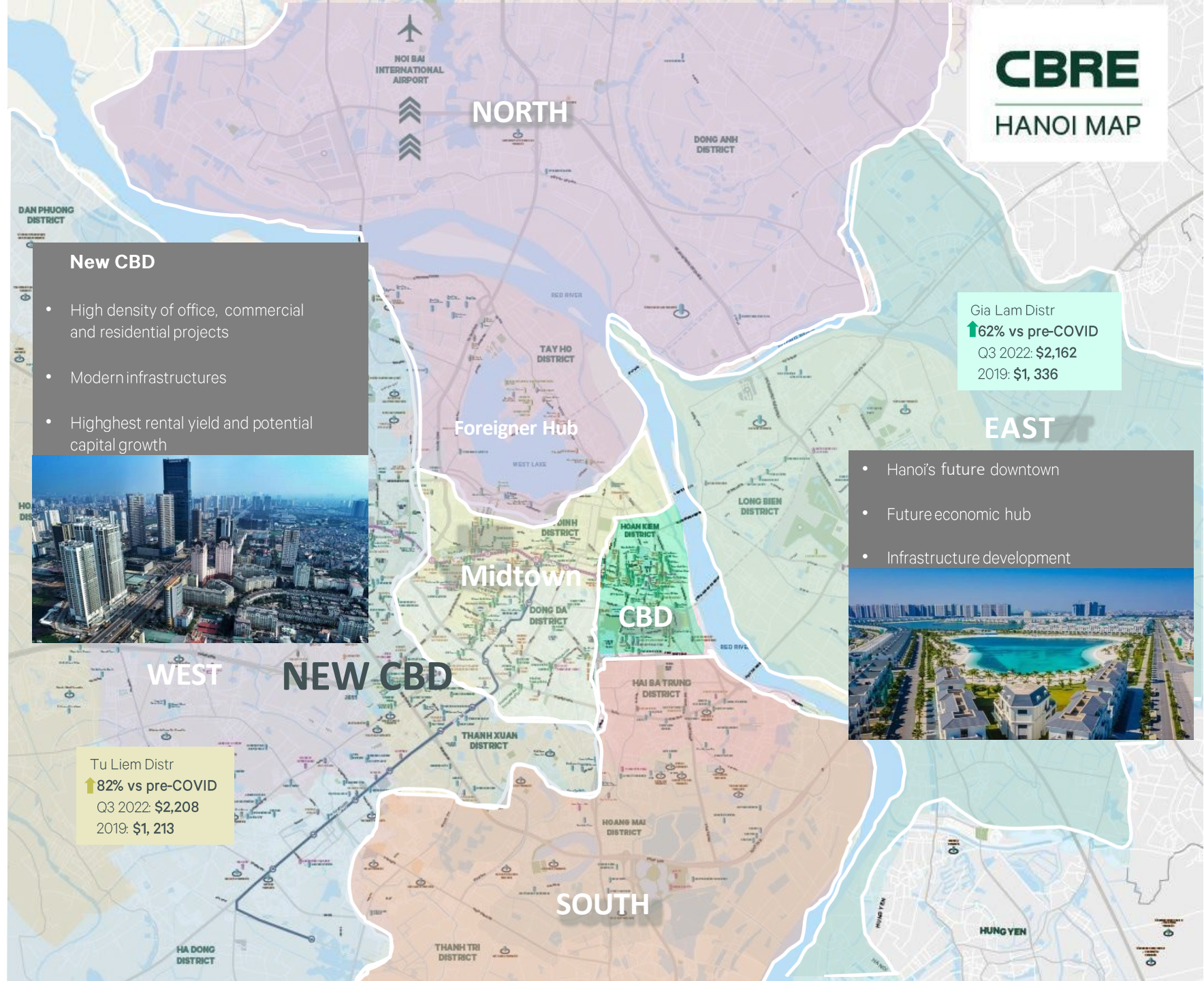
Hanoi Residential Areas

Condominium Primary Prices move toward **Higher-end Segment** across locations in Hanoi, especially for the **West**.

WEST: \$2,500-\$3,500/sqm

EAST: \$2,000-\$2,800/sqm

SOUTH: \$2,000-\$2,500/sqm



West Hanoi

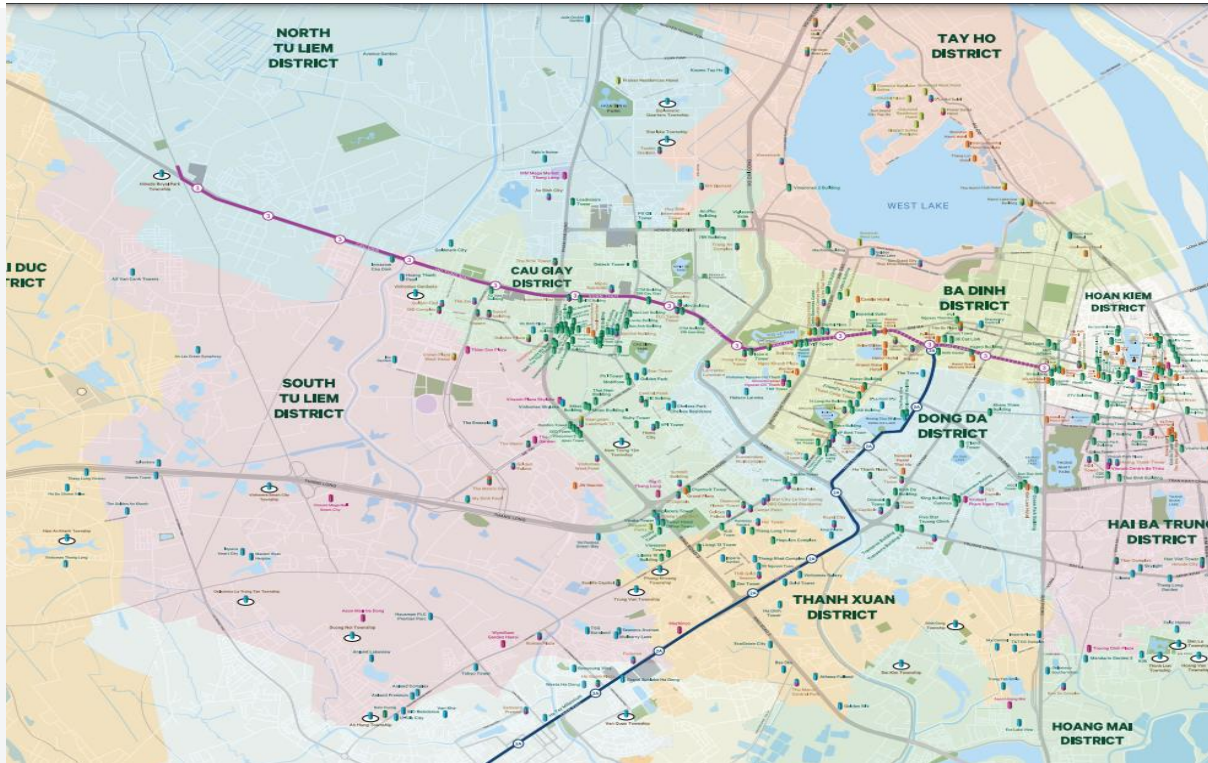
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The New CBD of Hanoi

6 Districts of the West:

- Cau Giay (Recommend)
- South Tu Liem (Recommend)
- North Tu Liem (Recommend)
- Dong Da
- Ha Dong
- Thanh Xuan



Population

1.9M+

The West of Hanoi

Development Plan

Development Plan from 2020-2030

General plan of Hanoi from 2020 to 2030, vision to 2050 with the orientation of developing the Western area into **a new international financial and administrative center.**



The West of Hanoi

The new CBD

Infrastructure is the key



Ring Road 2



Ring Road 3



Ring Road 3.5



Le Van Luong Tunnel



Metro line 2A



Thang Long Boulevard



Ring Road 4 (upcoming)

Thousands of Utilities



My Dinh National Stadium



JW Marriot Hotel



Keangnam Landmark 72



Foreign Trade University



Bach Mai Hospital



Amsterdam High School

The Administrative Centers



Ministry of Public Securities



Ministry of Domestic Affairs



Embassy of Republic of Korea



Embassy of Russia



New US Embassy Groundbreaking ceremony Cau Giay District

High-end Grade-A office buildings are in the pipeline

Lancaster Luminaire



Doji Tower



Success Tower



53% of Grade-A Office

Buildings are located in the West of Hanoi.



Keangnam Landmark 72



TNR Tower



Indochina Plaza

Booming Condominium Supply

In 2022, within total **15,132 units** launched on the market, **West area** hosted the largest portion of **65%** market share.



Hình ảnh minh họa. Việc vận hành khu đô thị theo quy định của Ban Quản lý tại từng thời điểm.
Các hoạt động kinh doanh chỉ được thực hiện trong phạm vi ranh giới đất được sự đồng ý của Chủ sở hữu nhà/bổ trợ và tuân thủ các quy định của Ban Quản lý tại từng thời điểm.

The West of Hanoi

Top Core Districts

“

The development prospects of the West have been formed in the past 5 years, especially when the 3 districts of South Tu Liem, North Tu Liem and Cau Giay are providing nearly half of the primary market share.

”

Source: Statistics from the Vietnam Association of Realtors

CAU GIAY DISTRICT

CBRE



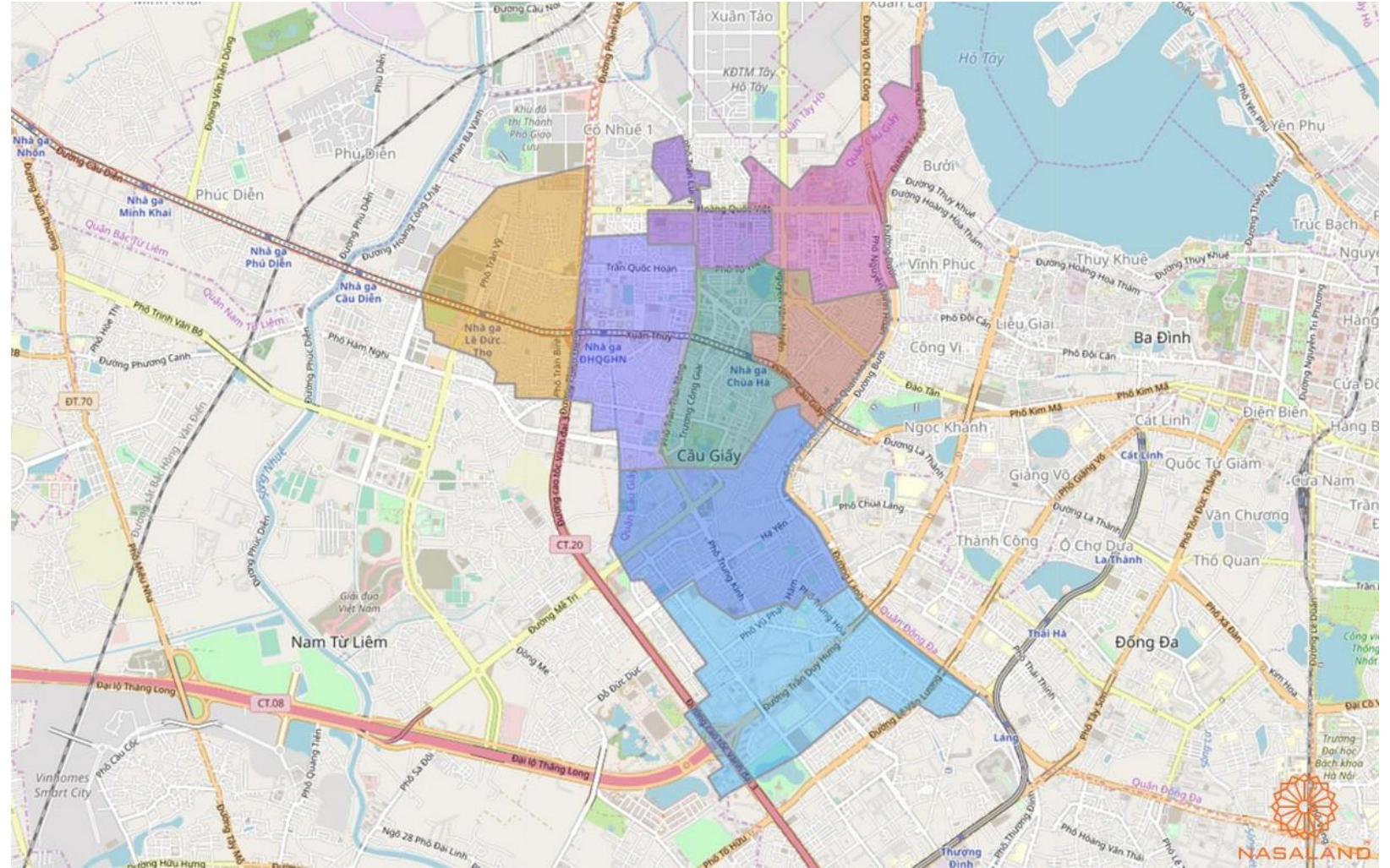
Cau Giay-The Fintech and Education Centre

Cau Giay is also **the only** district in Hanoi with a centralized IT park. Now it is developed to be the Hi-tech and Education center.

Price range: \$2500-\$3900

Rental yield: 5-6.5%

Capital growth: 15-20%/year



Leading Modern Facilities

Metro Line 3



Metro Line 3 - Nhon – Ha Noi Railway Station - will be one of the busiest lines of the upcoming mass transit system.

High-tech zone



The headquarters of Vietnam’s largest telecommunications provider is presented as a sloping disc-like building that gently rises from the ground.

The Centre of Education



Cau Giay District is widely known as a centre of education with nationally reputed schools & universities such as Hanoi National University, Hanoi - Amsterdam High School

Famous landmarks



Many landmarks in the district include Indochina Plaza Hanoi, Keangnam Hanoi Landmark Tower, the Museum of Ethnology and the Vietnam National Convention Center

NORTH TU LIEM DISTRICT

CBRE



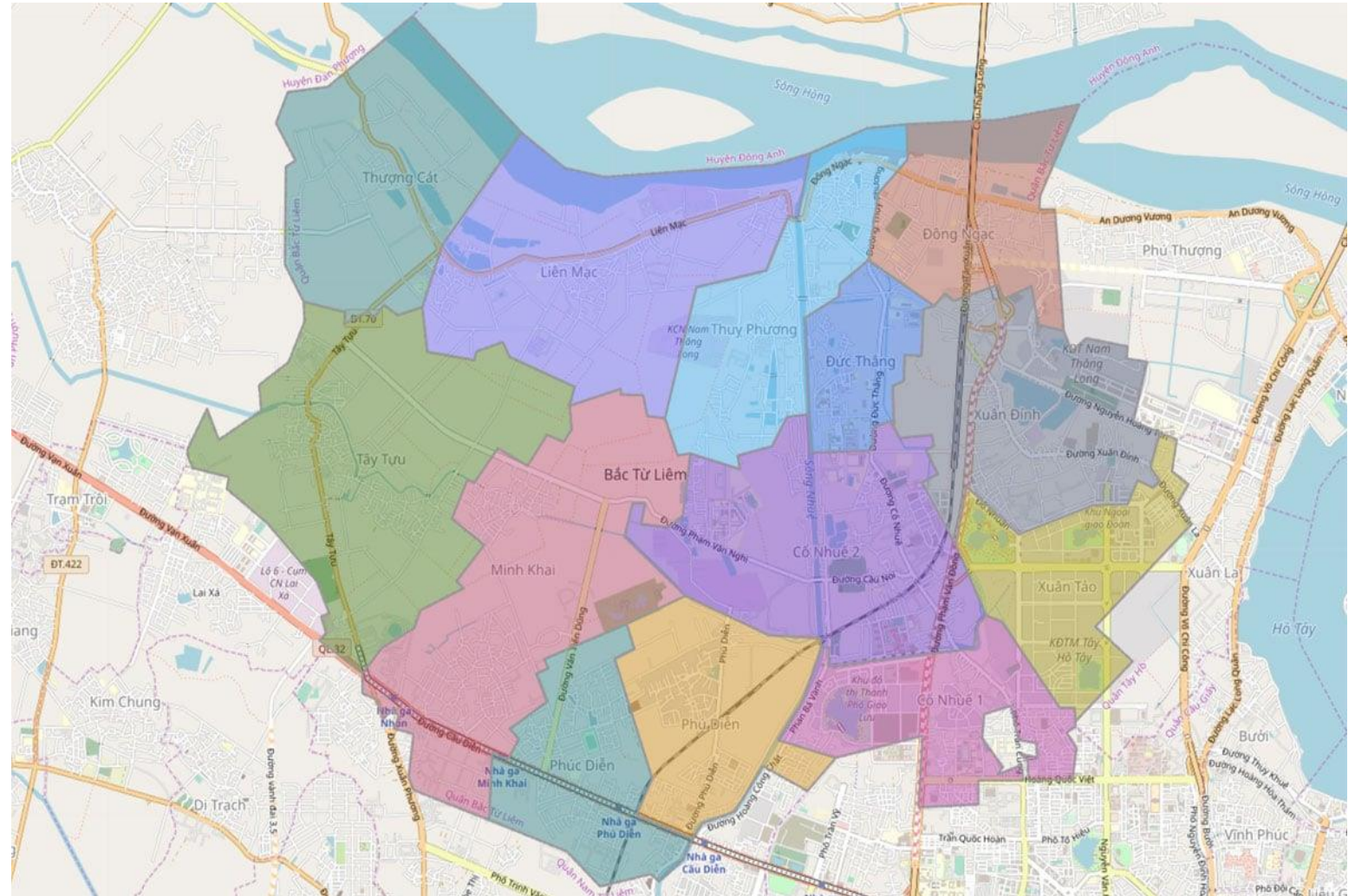
North Tu Liem – The Administrative Zone

This place is the traffic gateway to the North - Northwest of Hanoi city.

Price range: \$2000-\$3000

Rental yield: 4.5-5%

Capital growth: 10-15%/year



A Future Korean Town in Hanoi

The new Embassy of Republic of Korea moved to Bac Tu Liem in 2022. Samsung Research and Development Center – the biggest Samsung center in South-East Asia is in operation. Other South Korean companies like CJ, E-mart and Korea Real Estate Investment and Trust will relocate their Vietnamese headquarters into the new buildings. Other occupants include Vietnamese duty-free firm Taseco and Japanese manufacturing company Toshin.



SOUTH TU LIEM DISTRICT

CBRE



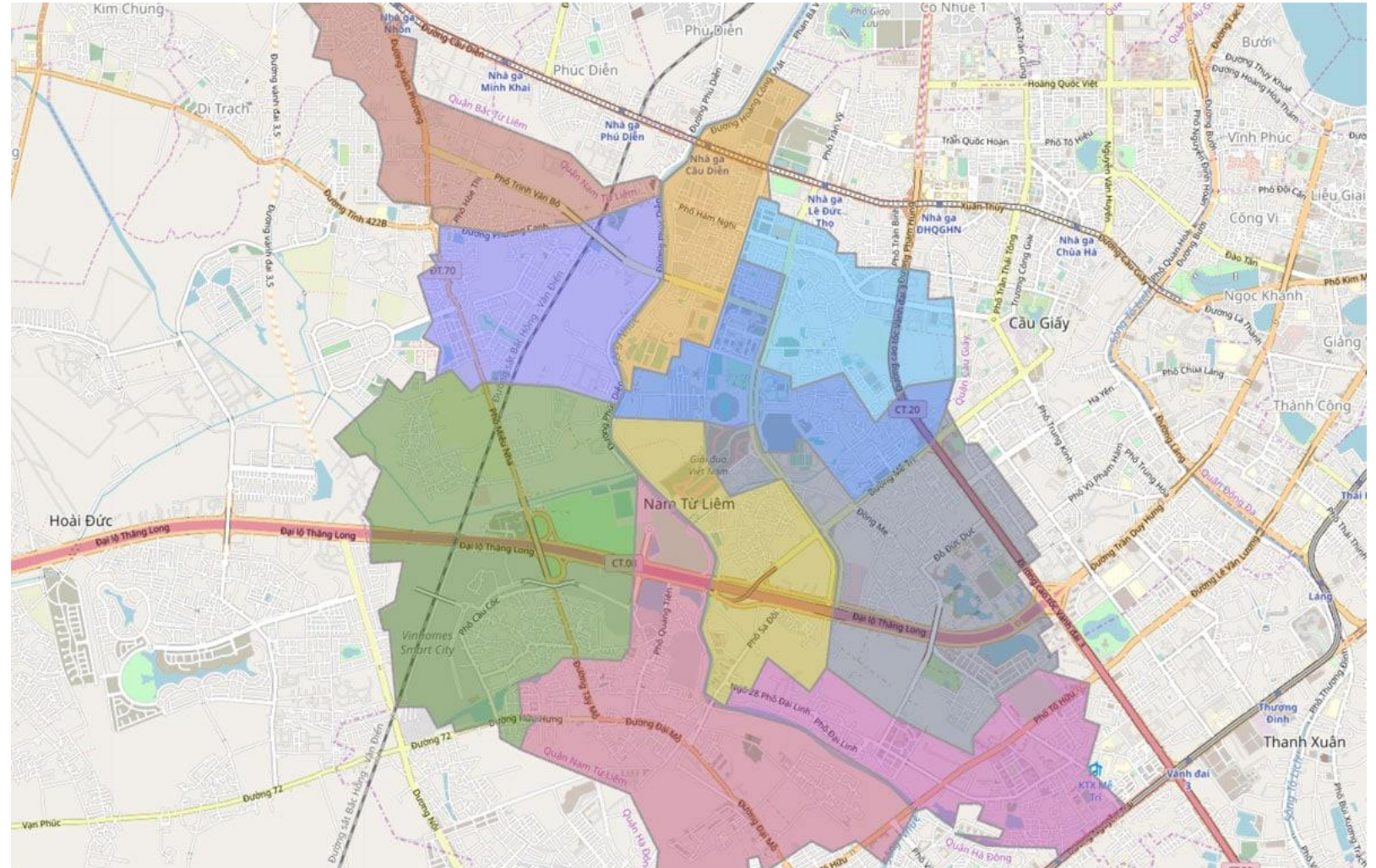
South Tu Liem – The New Urban and Commercial Zone

The Government promotes Nam Tu Liem to be **a core center** of commercial and liveable urban area.

Price range: \$2200-\$2700

Rental yield: 5.5-6%

Capital growth: 10-15%/year



The District of Urban Compounds

Being top 1 about the number of urban compounds in Hanoi, both local people and foreigners tend to live in big compounds with full facilities such as Vinhomes Smart City



“

The West of Hanoi

Top Recommendations

EPIC TOWER

CBRE



HANOI OUTLOOK – THE WEST OF HANOI

LOCATION





EPIC TOWER

(exclusive 92 units for foreigners)



- **Location** 19 Duy Tan, Cau Giay District, Hanoi
- **Developer** EcoLand
- **Project Type** High-end complex building
- **Finish time** 2023
- **Scale** Residential Tower (308 condominium)
Office Tower (in operation)
- **Type of units** 2 – 3BR
70 – 120 sqm
- **Management** tbc
- **Launching price psm (Primary price)** US\$ 3,600- \$3,900

Something about Epic Tower: Epic Tower’s location is in Cau Giay District which is considered as Wall Street of Hanoi. West area is the new developing center of Hanoi, in which, Cau Giay is the most active and developed infrastructures in West area and the district is gathering most of office buildings and big technology companies like Viettel, FPT, Nash Tech.... Korean and foreigners compounds also based in Cau Giay Epic Tower is one of the first projects in Hanoi with high-end standard. This segment is on trend and having big demand now in Hanoi. Epic is the settle down place for elite residents.

What's around? Keangnam Hanoi Landmark Tower, Indochina Plaza, Lotte Mart, Korean town,...

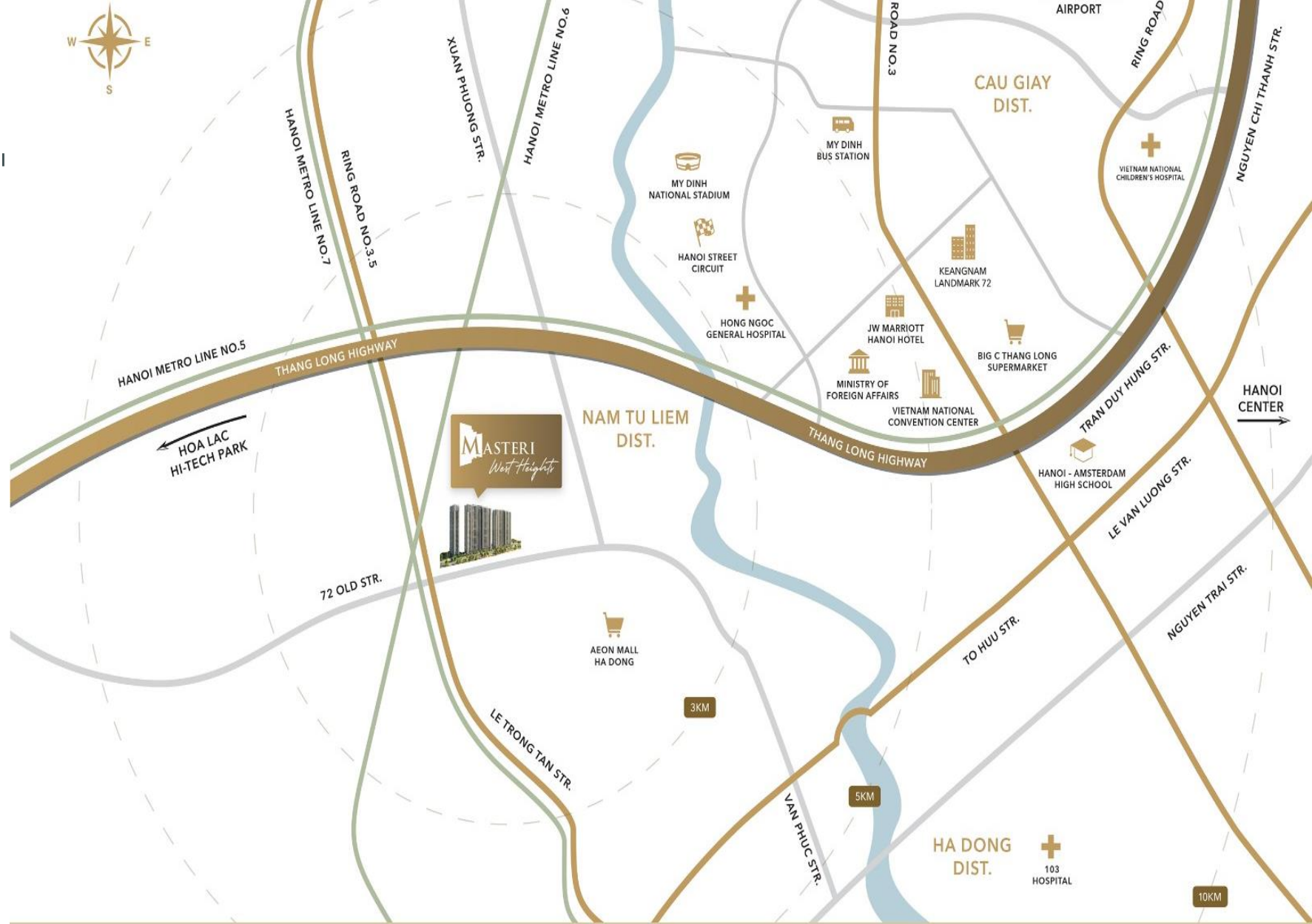
MASTERI WEST HEIGHTS

CBRE



LOCATION

HANOI OUTLOOK – THE WEST OF HANOI



THE OPTIMAL CONNECTION

- 1 MIN**
- AMENITIES OF VINHOMES SMART CITY
- 2 MINS**
- AEON MALL HA DONG
 - THANG LONG HIGHWAY AND

- 5 MINS**
- MINISTRY OF FOREIGN AFFAIRS
 - VIETNAM NATIONAL CONVENTION CENTER
 - VIETNAM NATIONAL STADIUM
 - HONG NGOC GENERAL HOSPITAL

- 7 MINS**
- BIG C THANG LONG SUPERMARKET
 - MY DINH BUS STATION
 - HANOI - AMSTERDAM HIGH SCHOOL
 - KEANGNAM LANDMARK 72

- 10 MINS**
- 103 HOSPITAL
 - VIETNAM NATIONAL CHILDREN'S HOSPITAL
- 20 MINS**
- THE CENTER OF HANOI - HOAN KIEM LAKE



MASTERI WEST HEIGHTS



- **Location** Vinhomes Smart City, Tay Mo - Dai Mo, Nam Tu Liem District
- **Developer** Masterise Homes
- **Project Type** High-end project
- **Finish time** Q2/2023
- **Scale** 4 Towers. Tower West C – West D have 35 floors. Tower West A – West B have 39 floors
- **Type of units** Shophouse
Studio, 1-2-3BR, Duplex
- **Management** TBC
- **Launching price psm (Primary price)** US\$ 2700 – US\$ 2900

***Something about Masteri West Heights:** Located in Tay Mo, Hanoi. the center of Smart City or a new hub of Hanoi, offers international living space in a stylish, as well as premium facilities of the best worldwide standards. The combination of a modern style design with an abundance of beautifully landscaped areas and a stunning panoramic view creates the ideal living place for any family.*

***What's around?** AeonMall Ha Dong, Keangnam Landmark 72, My Dinh National Stadium, Big C Thang Long,...*

WHY THE WEST AREA?



The new CBD



Key infrastructures



The future?