savills

savills Place.

SAVILLS PLACE

CAPABILITY STATEMENT

ABOUT US

70+
Countries

600+
Offices & Associates Worldwide

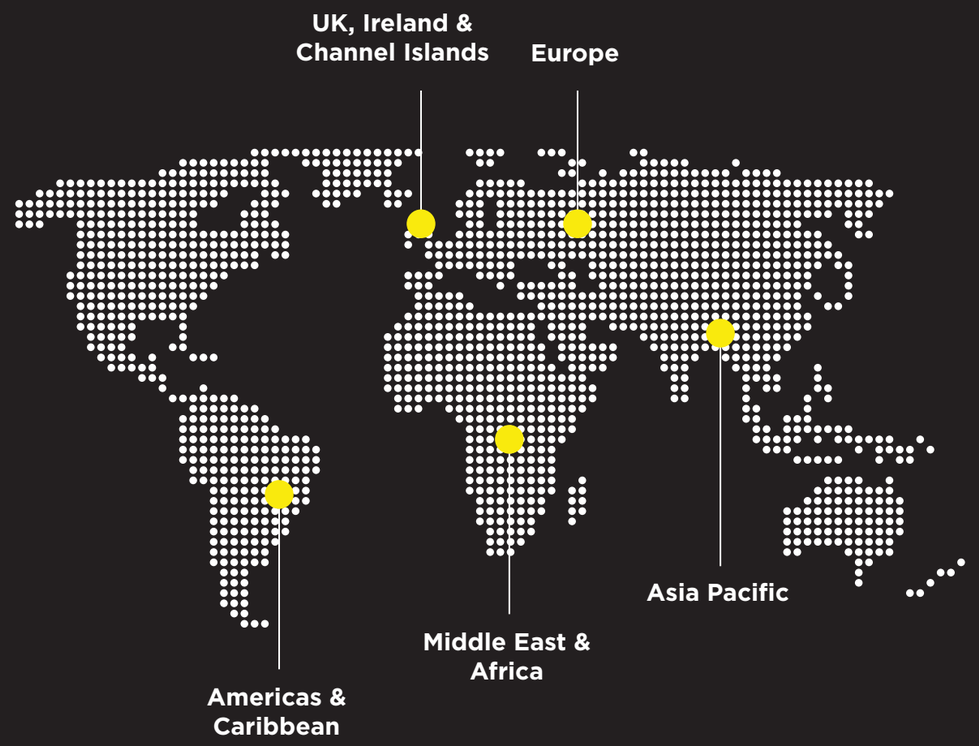
39,000+
Employees

200+
Expert Researchers

GLOBAL NETWORK

SAVILLS

Over 160+ Years of Expertise Worldwide
Over 25+ Years of Expertise in Viet Nam



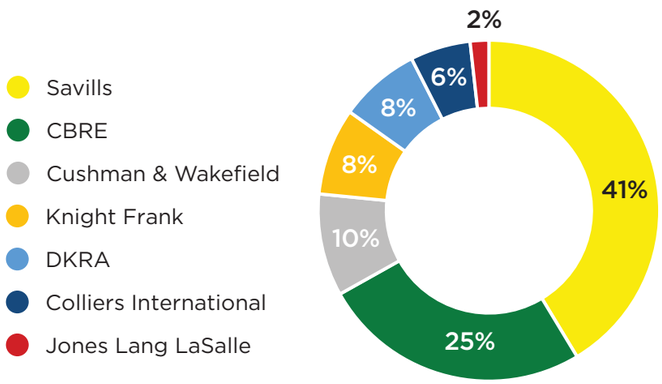
Think Real Estate,
Think Savills.

ABOUT US

3,200+
Employees

MEDIA PERFORMANCE

"Savills Vietnam receives the largest total exposure on major and high commercial value channels, including CaféF, VNExpress, VTV1, VTV8, etc."



Source: CommSights – Media Report, October 2022

SAVILLS VIETNAM

ADVISORY SERVICES
Conceptual Development Recommendations . Market Research . Economic & Demographic Studies . Feasibility Studies . Highest and Best Use Valuation . Development Review

PROPERTY MANAGEMENT
Pre-Operations Management Consultancy . Property and Asset Management . Facility Management . Residential - Commercial – Industrial . Property Management Training

SAVILLS PLACE
Branding . Marketing . Placemaking

HOTEL & LEISURE
Operator Selection . Management Agreement

AGENCY
Retail . Office . Industrial . Residential

INVESTMENT
Stakeholder Engagement Structuring . Strategic Project Positioning . Acquisition & Sales

RESIDENTIAL & INTERNATIONAL SALES
Project Sales and Marketing Strategy . International Sales . Residential Sales . Landlord Representative

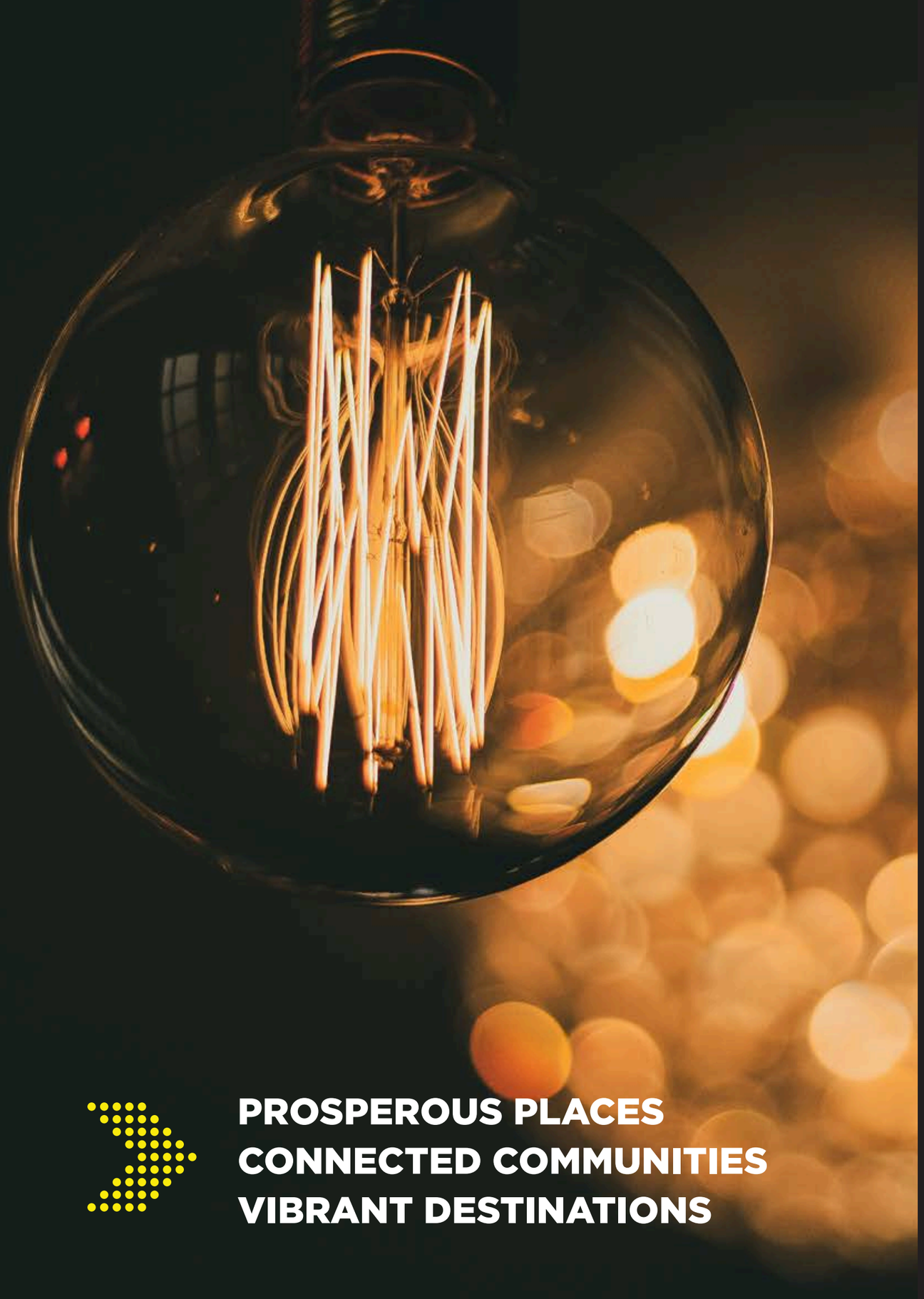
PROVIDES BRANDING, MARKETING AND PLACEMAKING SERVICES TO THE REAL ESTATE INDUSTRY.

With our branding and marketing experience combined with deep understanding of the real estate market and consumer behaviour, we deliver tangible commercial benefits to your development.

Think Real Estate Marketing,
Think Savills Place.

WHO WE ARE!





PROSPEROUS PLACES
CONNECTED COMMUNITIES
VIBRANT DESTINATIONS

OUR VALUES
OUR VISION.

- OFFER A FULL SUITE OF TAILORED MARKETING SERVICES TO CREATIVELY ENCAPSULATE AND REPRESENT OUR CLIENTS' BRAND PROMISE
- LEVERAGE ON SAVILLS 25+ YEARS WORTH OF EXPERTISE IN VIET NAM'S REAL ESTATE INDUSTRY TO AID CLIENTS TOWARDS BUSINESS GROWTH AND TRANSFORMATION
- CREATE DISTINCTIVE, ENGAGING, AND ENDURING PLACES, EACH CAPABLE OF BRINGING EXTRAORDINARY EXPERIENCES

ORGANISATIONS

REAL ESTATE DEVELOPERS
REAL ESTATE AGENCIES
INVESTMENT FUNDS
ASSET MANAGERS
ARCHITECTS & CONSTRUCTION
HOSPITALITY OPERATORS
CITIES & PROVINCES
RETAIL AND MALL OPERATORS

SECTORS

OFFICE & RETAIL
MIXED-USE PROJECTS
SERVICED APARTMENTS
RESIDENTIAL, BRANDED RESIDENCES
LUXURY HOMES
INDUSTRIAL & DATA CENTRES
WAREHOUSING & LOGISTICS
TOWNSHIPS & INTEGRATED RESORTS
HOTELS & HOSPITALITY
LUXURY RESORTS AND GOLF COURSES

WHO WE WORK WITH
WHAT WE WORK ON.





CAPABILITY OVERVIEW

OUR FULL RANGE OF PLACEMAKING, BRANDING AND MARKETING SERVICES ACROSS REAL ESTATE SECTORS UTILISES SAVILLS VIETNAM'S 25+ YEARS OF EXPERTISE WITHIN THE VIETNAMESE MARKET.



01 BRANDING

02 CREATIVE

03 DIGITAL

04 PRODUCTION

05 EVENTS & EXPERIENTIAL

06 SALE CENTRES & SHOW UNITS

07 PR, MEDIA & AWARDS

08 PLACEMAKING

OUR SERVICE LINE!



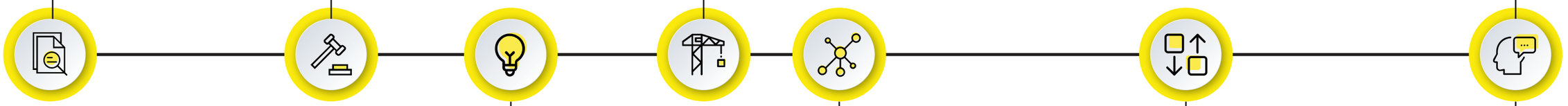
Savills Place provides **SUSTAINED MARKETING** with service lines fit for each phase of development. From inception to refresh / rebrand.

1 Research
CDR
Feasibility Studies &
Financial Analysis

2 Architecture Concept
Interior Design
Legal Process

4 Construction
Stage

7 5-10 Years
Milestone
Refresh or
Rebrand



PLACEMAKING

3 CONCEPT STAGE

Branding Package
Brand Audit
Brand Strategy
Brand Application
Creative Production

Creative
Videos, Photography
3D Rendering / CGI
Printing Management

PR & Communication for Brand Introduction / Awareness

Event Management
Brand Launching Events
Groundbreaking Events
Roadshows
Micro Lead Generation Events

5 SALES / LEASING STAGE

Leasing Marketing Assets
Leasing Brochures
Leasing Factsheets / Flyers
Creative Hoardings
Leasing Signage / Signboards

Website Development

Video & Photography Creation
Matterport Virtual Tour
Creative Product Showcase Videos & Photos

Integrated Marketing Content & Communication
360 Marketing Tactics & Strategy
Social Media Development
PR Thought Leadership
PR Strategic Plans

Event Management
Sales Launches
Press Conferences
Tenant Events
Webinars, Roadshows
Exhibitions
Sales Centres / Show Units
Content

6 OPERATION STAGE

RETAINER:

Destination Marketing Strategy
Annual Marketing Strategy
Seasonal / Promotion Videos
Flyers / Leaflets
Tenant Engagement

Creative
Concept
Design & Production of Sustaining Marketing Collaterals

Marketing, PR & Communication
Social Media Management
Websites / SEO / Paid Media / Funnel Marketing / Apps Management
PR Thought Leadership through Savills Network

Event Management
Grand Opening
Tenant / Customer Engagement Events
Monthly Seasonal / Promotion Events

REFRESH / REBRAND

REFRESH / REBRAND

RE PROJECT LIFE CYCLE

BRANDING

We build and manage all brand aspects from creative design to implementation. We uphold the guidelines for the brand and its tone of voice.

DISCOVERY WORKSHOP

BRAND AUDIT

BRAND POSITIONING & NAMING

BRAND STORY & IDENTITY

BRAND VISUALS

BRAND APPLICATIONS

01

CREATIVE

We provide bold and engaging artworks, advertisements, and imagery for places and destinations.

VISUAL IDENTITY ADVERTISING

CREATIVE CONTENT AND COPY

MARKETING MATERIALS

02

DIGITAL

We actively encourage a digital-first approach, with data-led insights, real-time campaign analytics, and practical deliverables. This ensures sustainable efficiency.

WEBSITE DEVELOPMENT

SOCIAL MEDIA MANAGEMENT

EMAIL MARKETING

APP DEVELOPMENT

VIRTUAL TOURS

3D RENDERING & ANIMATIONS

03

PRODUCTION

We provide tailor-made commercial photography and videography services.

VIDEOGRAPHY

PHOTOGRAPHY

PLACEMENT

PRINT MANAGEMENT

04

EVENTS & EXPERIENTIAL

We host and manage a wide range of events & interactive activities, including grand openings, sales launches, private sales, and media tours.

LAUNCH EVENTS

PRESS CONFERENCES

SALES EVENTS

EXHIBITIONS

ACTIVATIONS

ONLINE EVENTS

05

SALE CENTRES & SHOW UNITS

We support our clients establish sales centres and show units. We work with them on concept, customer journey, technology as well as staging and operations.

CONCEPT DESIGN & CONSULTANCY

CUSTOMER JOURNEY

TECHNOLOGY

STAGING

OPERATIONS

06

PR, MEDIA & AWARDS

We offer a well-rounded PR consultancy and execution package. We also assist developers in registering and participating in prestigious real estate awards.

CONTENT MANAGEMENT

CONTENT CURATION

PRESS RELEASE

MEDIA MANAGEMENT

AWARDS

ANNUAL REPORTS

07

PLACEMAKING

DISCOVERY & STRATEGY
We carry out site inspections and competitor audits to understand properties' dynamics and identify their unique edges, allowing us to unlock stakeholders' vision and develop their distinctive proposition.

DESTINATION MARKETING
Annual Campaigns

Masterplan

Management Strategy

Organisational Delivery

Destination Marketing Positioning

Operational Execution

PLACE ACTIVATION

08

WHAT IS PLACEMAKING?

PLACEMAKING IS THE PEOPLE-CENTRED APPROACH WHICH

TRANSFORMS GENERIC SPACES INTO MEANINGFUL PLACES

BY DEVELOPING THEIR CULTURAL AND SOCIAL IDENTITIES.

PLACEMAKING DISTINGUISHES THE WORLD'S MOST SUCCESSFUL PROJECTS BY PROVIDING THE EDGE THAT ALLOWS DEVELOPERS TO

OUTSELL, OUTLEASE AND OUTPERFORM

THEIR COMPETITORS WITH CONFIDENCE.



THE PHYSICAL.

LOCATION
DESIGN
ARCHITECTURE
STRUCTURE
MARKETING

THE SOCIAL.

CONNECTIVITY
ENLIVENMENT
LEADERSHIP
PERCEPTION
SUSTAINABILITY

WHAT MAKES A PLACE?

Besides physical aspects, consumers nowadays pay particular attention to **EXPERIENCE** - the cultural and social identities of a place, sociability, activities, comfort and accessibility.

They demand places that strengthen the **CONNECTIONS** between people and destinations via cultural activities, creative programs, events, art installations, unique F&B, and more.

- Faster sales and leasing objectives
- Higher rental and sales revenue
- Quality tenancy mix
- Higher market share for longer
- Stronger project and developer reputation
- Higher assets value and exit strategy options

THE IMPORTANCE OF PLACEMAKING.

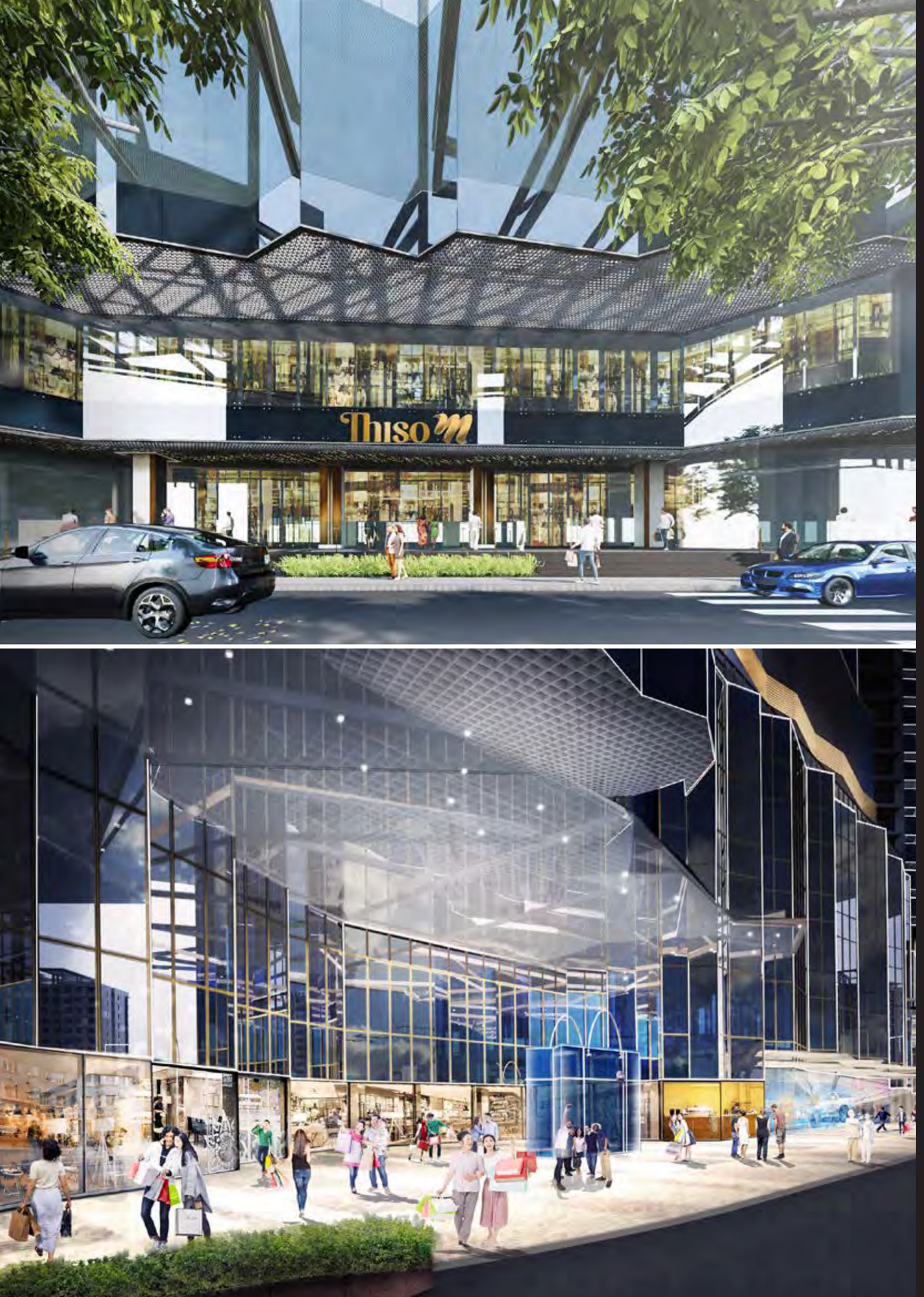




OUR WORKS !

THROUGH OUR EXPERIENCE OF WORKING WITH VARIOUS RETAIL CATEGORIES, WE HAVE DEVELOPED A DEEP UNDERSTANDING AND EXPERTISE ON BRANDING, MARKETING, PLACEMAKING TO ACHIEVE CLIENTS' COMMERCIAL OBJECTIVES AND CREATE ADDED-VALUE FOR PROJECTS.





THISO MALL

- **Developer:** Dai Quang Minh Corp
- **Location:** Thu Thiem, Ho Chi Minh City
- **Industry:** Retail
- **Timeline:** 2022 - 2023
- **Project Focus:** To create a branding package and strategy to push tenancy and help the mall reach its commercial targets.

PLACE SERVICES

FULL BRANDING PACKAGE

Brand Audit, Brand Identity and Visual Development, Brand Guidelines and Application Development

LEASING MARKETING PACKAGE

Leasing Kit

Leasing Brochure

Leasing Video

Leasing Signage

Sale Presentation

MARKETING COLLATERALS

MARKETING CONSULTANCY


Thisom
SALA THU THIEM


Thisom
SALA THU THIEM


Thisom
SALA THU THIEM

Robert Smith
HR Manager
0912 345 678
RSmith@thisomall.com

10 Mai Chi Tho Street
Thu Thiem Urban Area
Thu Duc City
Ho Chi Minh City
Vietnam

www.thisomall.com

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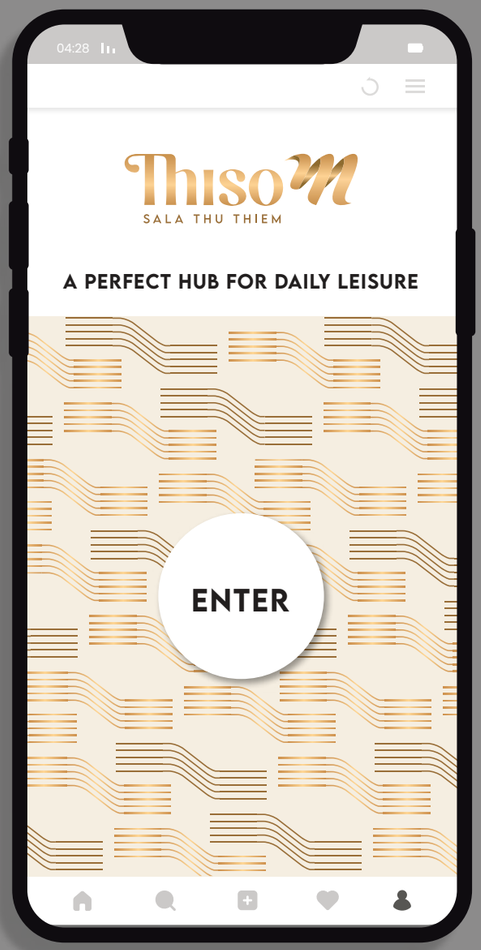

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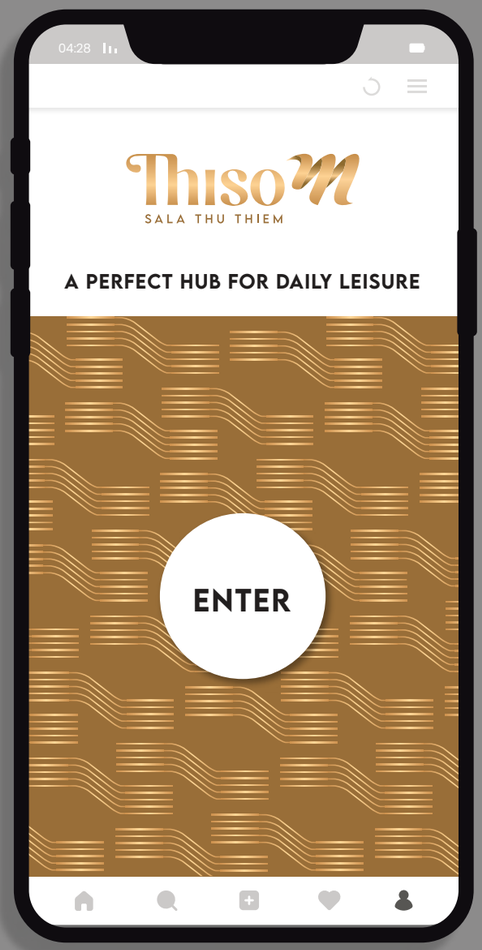

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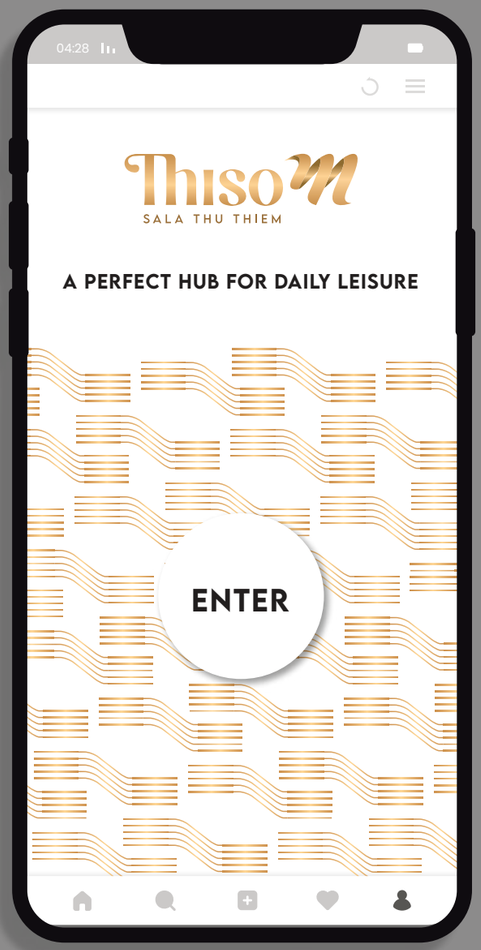

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A PERFECT HUB FOR DAILY LEISURE
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4

MEN

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ENTRANCE

EXIT

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CAR
PARKING

ENTRANCE

EXIT

THISO THU THIEM





GREEN PARK VINH PHUC

- **Developer:** YSL Group
- **Location:** Vinh Phuc, Viet Nam
- **Industry:** Industrial
- **Timeline:** 2021 - 2022
- **Project Focus:** To build a strong and connected brand asset and set a strong foundation for commercial leasing activities.

PLACE SERVICES

FULL BRANDING PACKAGE

Brand Audit, Brand Identity and Visual Development, Brand Guidelines and Application Development

LEASING MARKETING PACKAGE

Leasing Kit

Leasing Brochure

Leasing Video

Leasing Website

MARKETING COLLATERALS

MARKETING CONSULTANCY

GREENPARK
VINH PHUC

GREENPARK
VINH PHUC

GREENPARK
VINH PHUC


GREENPARK
LOREM IPSUM
DOLOR SIT AMET
www.greenparkvinhphuc.com


GREENPARK
LOREM IPSUM
DOLOR SIT AMET
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www.greenparkvinhphuc.com


GREENPARK
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www.greenparkvinhphuc.com


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WHY TO INVEST IN VIETNAM?
NATIONAL MACRO INDICATORS
4 US$ Billion
116,800
1,500,000
31.2 US$ Bil
VIETNAM'S ECONOMIC GROWTH
EXECUTION PLAN
PHASE 1A
PHASE 1B
SMART GREEN INDUSTRIAL PARK
GREENPARK
INFRASTRUCTURE OVERVIEW
INFRASTRUCTURE
SMART INFRASTRUCTURE

LOREM **A**

LOREM **B**

5
LEVEL

COMPANY
NAME

WC

WC

GREEN PARK
VINH PHUC

LOREM **A**

LOREM **B**

www.greenparkvinhphuc.com

LOREM **A**

LOREM **B**

www.greenparkvinhphuc.com

LOREM **A**

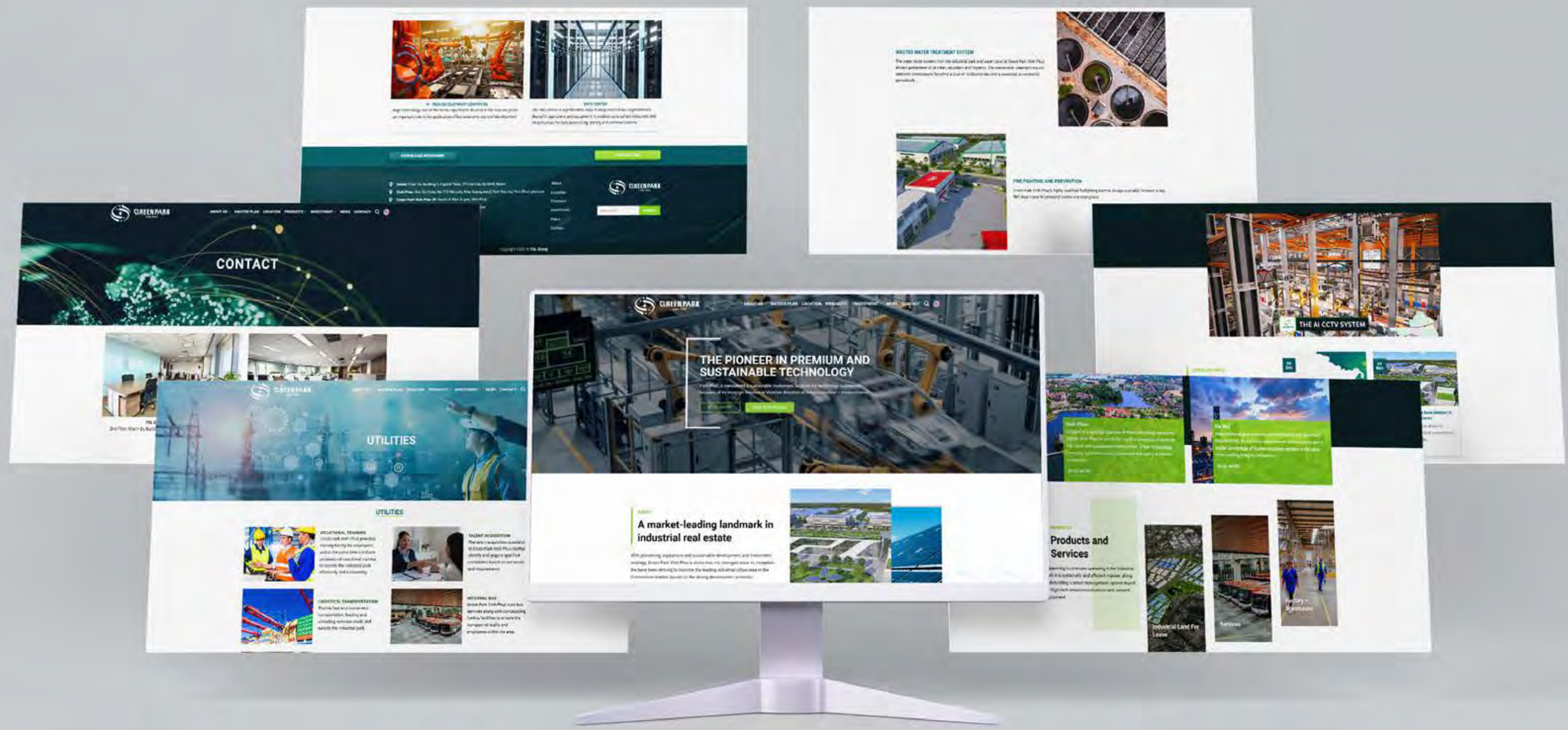
LEVEL 3

LOREM **A**

LOREM **B**

WC

WC


CONTACT
UTILITIES
THE PIONEER IN PREMIUM AND SUSTAINABLE TECHNOLOGY
A market-leading landmark in industrial real estate
THE AI CCTV SYSTEM
Products and Services







TECHCOMBANK TOWER
6 QUANG TRUNG

- **Developer:** Masterise Homes & Techcombank
- **Location:** Ha Noi, Viet Nam
- **Industry:** Office and Retail
- **Timeline:** 2022 - 2023
- **Project Focus:** To develop exquisite brand assets (story, identities, marketing collaterals) and a multi-channel marketing & communications plan to reach out and attract reputable global tenants.

PLACE SERVICES

FULL BRANDING PACKAGE
Brand Audit, Brand Identity and Visual Development,
Brand Guidelines and Application Development

LEASING MARKETING PACKAGE
Leasing Flyer
Leasing Brochure
Leasing Video
Leasing Signage / Leasing Signboard
Leasing Website
Matterport Virtual Tour
LinkedIn Marketing

EVENT MANAGEMENT
Media Briefing Event
Sales Launch Event

PR CONSULTANCY
Press Release
PR Development and Booking
Thought Leadership Articles

TECHCOMBANK

TECHCOMBANK TOWER

6 QUANG TRUNG

savills

PROPERTY MANAGER
LEAD LEASING AND MARKETING AGENT
+84 948 000 468 | Leasing.Hanoi@savills.com.vn

Column-free Floor

Floor plate designed to maximize usable floor area.

Maximizing floor area to adapt and meet the new global trends of agile working environment.

Enabling creativity, innovation, integration & connectivity.

34

35

TYPICAL FLOORPLAN | RETAIL FLOOR PLAN |

| LEVEL 21 |

NET FLOOR AREA

Contact for more information

- VIETNAMESE RESTAURANT
- JAPANESE RESTAURANT
- CHINESE RESTAURANT

LEVEL 21

TYPICAL FLOORPLAN | RETAIL FLOOR PLAN |

| LEVEL 22 |

NET FLOOR AREA

Contact for more information

- SKY BAR

LEVEL 22

15

KEY FEATURES

- FACADE WITH HIGH TECHNOLOGY
- EXCLUSIVE HIGH-SPEED LIFTS
- SUSTAINABILITY WITH LEED GOLD STANDARD
- LUXURIOUS ENTRANCE LOBBY
- ELEGANT TOILET DESIGN
- COLUMN-FREE FLOOR DESIGN
- ADVANVED AIR-FILTER SYSTEM
- PREMIUM SERVICE LEVELS FROM SAVILLS MANAGEMENT TEAM

16

17

TECHCOMBANK

TECHCOMBANK TOWER - 6 QUANG TRUNG -

A GLOBAL BUSINESS ICON IN HOAN KIEM, HA NOI

savills

PROPERTY MANAGER
SING AND MARKETING AGENT

TECHCOMBANK

HOAN KIEM'S PREMIER OFFICE DEVELOPMENT

Construction and management standards that meet international Grade A requirements.

- LEED Gold Standards
- 5-star standards from exterior to interior
- Future-proof agile workplace
- The latest PropTech systems



TECHCOMBANK

TECHCOMBANK TOWER - 6 QUANG TRUNG -

A GLOBAL BUSINESS


Techcombank Tower - 6 Quang Trung
Masterpiece
Location
Leasing
Community
News
Contact
Vibrant community with
dynamic neighborhood


News


Optimal energy consumption




Office
Restaurant
Hotel


Hochoi restaurant creates premium experiences
Old Quarters covered with ancient beauty




OVERVIEW
LOBBY PERSPECTIVE


DEVELOPER
TECHCOMBANK
Techcombank is one of the leading commercial bank in Vietnam with a sustainable financial foundation and outstanding product – service portfolio.
VISION
Change banking, change lives.
Foster + Partners
NQH ARCHITECTS
In collaboration
mace
aurecon
savills










HANOI OFFICE MARKET
TRENDS & FORECASTS











36 CAT LINH

- **Developer:** Thanh Hoa Construction Corporation
- **Location:** Ha Noi, Viet Nam
- **Industry:** Office & Retail
- **Timeline:** 2022 - 2023
- **Project Focus:** To create a professional brand name, logo and develop a full leasing marketing package strictly following brand elements to support the Leasing team in approaching big-name clients.

PLACE SERVICES

BRANDING PACKAGE
Logo and Brand Guidelines

LEASING MARKETING PACKAGE
Leasing Flyer
Leasing Brochure
Leasing Hoarding
Leasing Website
Matterport Virtual Tour

EVENT MANAGEMENT
Sales Launch Event
Grand Opening Event

PR CONSULTANCY
PR Development and Booking
Thought Leadership Articles


36CÁTLINH


36CÁTLINH
36CÁTLINH


BUILDING PERSPECTIVE


LOCATION MAP


TYPICAL FLOOR PLAN


36CÁTLINH
LEASING KIT
Renderings · Area schedule · Features · Floor plan
savills
Exclusive Marketing & Leasing Agent





SEMBCORP INDUSTRIES

- **Developer:** Sembcorp Infra and Services Quang Ngai
- **Location:** Quang Ngai, Viet Nam
- **Industry:** Industrial
- **Timeline:** 2022 - 2023
- **Project Focus:** To enhance brand identity, public awareness, and help attract potential customers via creative marketing collaterals and thorough event, media management.

PLACE SERVICES

LEASING MARKETING PACKAGE

Leasing Factsheet
Leasing Brochure
Leasing Video
Corporate Video
Matterport Virtual Tour

EVENT MANAGEMENT

Media Briefing Event
Groundbreaking Event

PR, COMMUNICATIONS & MEDIA

Content Concept
PR Development, Distribution, and Booking
Media Management
Exclusive Interviews


sembcorp
Sembcorp Logistics Parks
Vietnam
Sembcorp Logistics Parks
Vietnam


sembcorp
2
Sembcorp Industries


Sembcorp Logistics Park
Bac Ninh


Core Capabilities in
Urban Sustainable Development








Sembcorp Logistics Park Bac Ninh
Sembcorp Logistics Park Nghi An
Sembcorp Logistics Park Hai Phong


GROUNDBREAKING CEREMONY - SEMBCORP LOGISTICS PARK QUANG NGAI
LỄ ĐỘNG THỔ SEMBCORP LOGISTICS PARK QUẢNG NGÃI

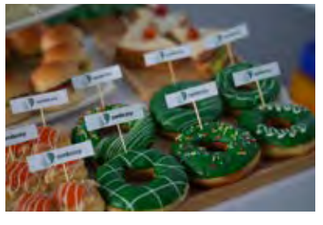

Sembcorp Industries
Leading Energy and Urban Solutions Provider
Sustainability is Our Business
Sembcorp Logistics Parks in Vietnam
2016
2017
2019
2021
2022

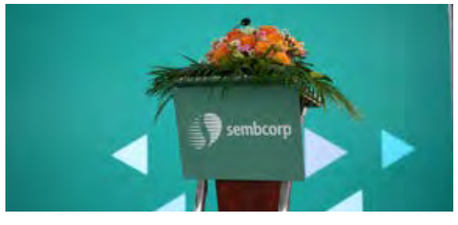

GROUNDBREAKING CEREMONY
SEMBCORP LOGISTICS PARK QUANG NGAI
LỄ ĐỘNG THỔ SEMBCORP LOGISTICS PARK QUẢNG NGÃI
sembcorp


GROUNDBREAKING CEREMONY
SEMBCORP LOGISTICS PARK QUANG NGAI
LỄ ĐỘNG THỔ SEMBCORP LOGISTICS PARK QUẢNG NGÃI
2 December 2022 | Quảng Ngãi, Việt Nam
GROUNDBREAKING CEREMONY - SEMBCORP LOGISTICS
LỄ ĐỘNG THỔ SEMBCORP LOGISTICS PARK QUẢNG NGÃI


MOU SIGNING CEREMONY
LỄ KÝ KẾT BIÊN BẢN GHI NHỚ HỢP TÁC GIỮA
Sembcorp Infra Services Quang Ngai
and
Singapore Smart Energy Solutions Joint Stock Company (V
vsses


ROUNDBREAKING CEREMONY - SEMBCORP LOGISTICS P
ĐỘNG THỔ SEMBCORP LOGISTICS PARK QUẢNG NGÃI




sembcorp




sembcorp
MEDIA BRIEFING | GẶP GỠ BÁO CHÍ
GROUNDBREAKING CEREMONY OF SEMBCORP LOGISTICS PARK QUANG NGAI
LỄ ĐỘNG THỔ TRUNG TÂM KHO VẬN SEMBCORP QUẢNG NGÃI
24.11.2022 | Savills Hanoi Office
Sustainability is Our Business




sembcorp
MEDIA BRIEFING | GẶP GỠ BÁO CHÍ
GROUNDBREAKING CEREMONY OF SEMBCORP LOGISTICS PARK QUANG NGAI
LỄ ĐỘNG THỔ TRUNG TÂM KHO VẬN SEMBCORP QUẢNG NGÃI
24.11.2022 | Savills Hanoi Office







THANH CONG MOTOR SERVICES (TCMS)

- **Developer:** TC Motor Services
- **Location:** Ha Noi, Viet Nam
- **Industry:** Industrial
- **Timeline:** 2022 - 2023
- **Project Focus:** To develop comprehensive marketing collaterals that reflect its brand identity and foster long-term business growth.

PLACE SERVICES

LEASING MARKETING PACKAGE

Leasing Brochure

Leasing Website

Matterport Virtual Tour






TC MOTOR
Services
TRUNG TÂM LOGISTICS QUỐC TẾ TCMS
TRUNG TÂM LOGISTICS QUỐC TẾ TCMS

TRUNG TÂM DỊCH VỤ LOGISTICS
HÀNG ĐẦU VIỆT NAM

CMS

THANH CONG MOTOR SERVICES

HỆ SINH THÁI DỊCH VỤ KHÉP KÍN

TC MOTOR
Services

DỊCH VỤ CUNG CẤP

DỊCH VỤ PHỤC VỤ SẢN XUẤT

Với bề dày kinh nghiệm chuyên môn và mối quan hệ bền vững của tập đoàn Thành Công với các đối tác quan, các bộ ban ngành, Chính phủ, TCMS tự hào cung cấp các dịch vụ mang ưu thế cạnh tranh về hệ thống kho ngoại quan tại nhà máy, dịch vụ hoàn thuế, dịch vụ đăng ký đăng kiểm, các dịch vụ phục vụ sản xuất bao gồm: dịch vụ xuất, nhập khẩu, dịch vụ vận tải, kho linh kiện CKD, dịch vụ cấp chuyền.

DỊCH VỤ KỸ THUẬT HẠ TẦNG

TCMS cung cấp dịch vụ logistics trọn gói và khép kín, bên cạnh đó phát triển dịch vụ kỹ thuật hạ tầng nhằm hoàn thiện hệ sinh thái logistics bao gồm về sinh công nghiệp, xử lý chất thải, quản lý dưỡng thủ, trạm kiểm định với chất tương đương đào và được thực hiện bởi các chuyên viên dày dạn kinh nghiệm.

DỊCH VỤ SẢN XUẤT LẮP RÁP

TCMS triển khai dịch vụ sản xuất lắp ráp với quy trình khép kín được quản lý nghiêm ngặt, với các dịch vụ cho thuê hạ tầng, phương tiện, nhân lực, vv Bên cạnh đó, TCMS còn cung cấp dịch vụ lắp ráp Avin, thiết bị giải trí trên xe, cụm linh kiện với chất tương đạt chuẩn quốc tế.

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