



kpa

PRESENTS

LAKE SIDE

A RESIDENTIAL DEVELOPMENT
IN HANOI, VIETNAM

NOVEMBER 2016

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SCHEME OVERVIEW

"THIS IS GOOD NEWS FOR REAL ESTATE INVESTORS AS...INVESTMENT HAS PROVED TO YIELD BETTER RETURNS THAN OTHER TYPES OF INVESTMENTS SUCH AS CURRENCY, GOLD, OIL, OR GOVERNMENT BONDS, IN RECENT YEARS."

ON RESIDENTIAL INVESTMENT IN VIETNAM ^{CBRE}

KPA IS SEEKING A LEAD DEVELOPMENT TEAM TO PARTICIPATE IN THE DELIVERY OF A RESIDENTIAL MIXED-USE DEVELOPMENT IN HANOI, VIETNAM.

OPPORTUNITY

A 50 ACRE MIXED-USE RESIDENTIAL DEVELOPMENT WEST OF CENTRAL HANOI

Lakeside is 50 acre mixed-use residential development in the greater metropolitan area of Hanoi. Conveniently located along major freeways, Lakeside consists of residential towers and villas in a beautifully manicured landscape with a natural lake, promenade, and plenty of green spaces. Retail, hospitality, education and an office complex round out a comprehensive master plan.

CURRENT STATUS

CONCEPT DESIGN OF MASTER PLAN & ARCHITECTURE

KPA has developed an initial master plan of the development along with programming and architectural concept sketches. In the following pages, we provide an overview of the city in regards to urban development, information about the location, a site plan and sketches, as well as market research, a budget and case studies of similar projects.

PARTNERSHIP

A JOINT VENTURE BETWEEN KPA & YOU

KPA is currently seeking a lead development team to join us in the delivery of a residential mixed-use development in the western Hanoi.

50 ACRES

4,000 RESIDENTIAL UNITS

7

HIGH RISE TOWERS

500

DUPLEX / TOWNHOMES

VIETNAM THE MACRO VIEW

FROM THE WORLD BANK:

01. Vietnam's development record over the past 25 years is remarkable. Economic and political reforms under Đổi Mới, launched in 1986, have spurred rapid economic growth and development and transformed Vietnam from one of the world's poorest to a lower middle-income country.

02. Vietnam has enjoyed strong economic growth. Since 1990, Vietnam's GDP per capita growth has been among the fastest in the world, averaging 6.4 percent a year in the 2000s. Vietnam's economy continued to strengthen in 2015, with an estimated GDP growth rate of 6.7 percent. Vietnam's economic activity moderated in the first half of 2016, with GDP expanding by 5.5 percent, compared to 6.3 percent over the same period in 2015. This slow-down is considered a result of severe drought--affecting agricultural production--and slower industrial growth.

03. Growth has been equitable—with a dramatic reduction in poverty—and social outcomes have improved significantly. Per capita income in Vietnam has gone from around \$100 in the 1980s to about \$2,100 in 2015. Using the 2011 Purchasing Power Parity (PPP) line of \$1.90, the number of people living in extreme poverty has dropped from about 50 percent in the early 1990s to 3 percent in 2012.

VIETNAM IN 2015

6.68%
GDP GROWTH RATE

• FOR A TOTAL GDP OF •

193.6
BILLION

22.8
BILLION IN FDI

• OR •

12.5%
INCREASE Y-O-Y

REAL ESTATE
RECEIVED

2.4
BILLION IN FDI

• OR •

10.5%
OF TOTAL FDI

HANOI CITY OF LAKES



Clockwise from top right:

01. Old Quarter
02. Keangnam Landmark 72 Tower
03. Hoan Kiem Lake
04. West Lake
05. Hanoi Cityscape

HANOI CITY OF LAKES

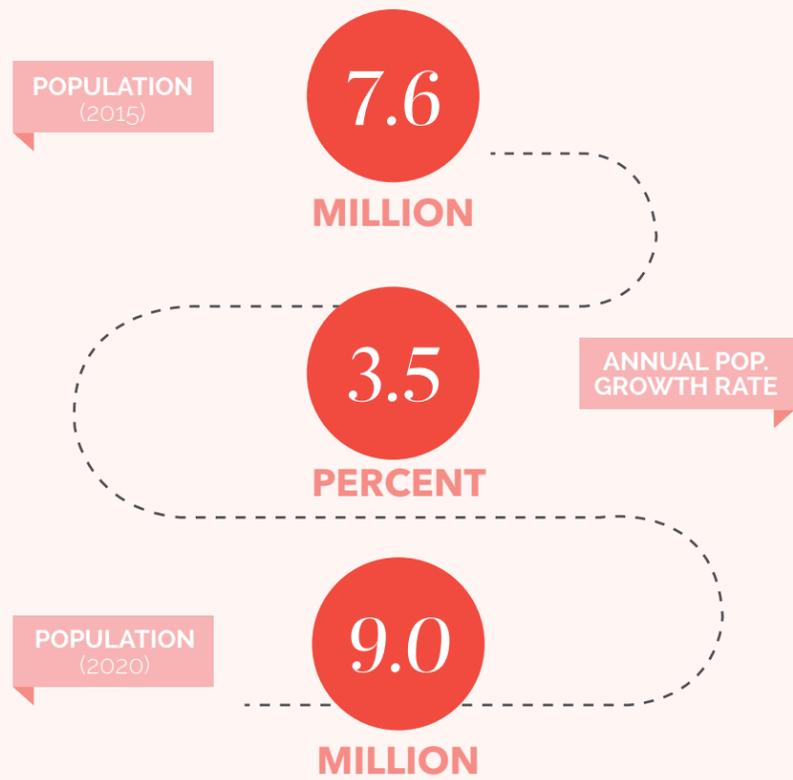
The capital of Vietnam and the country's second largest city, Hanoi is located along the banks of the Red River. With more than a thousand years of history, Hanoi has been an important cultural, political and economic nucleus, through centuries of Chinese and decades of French rule.

In 1976, Hanoi once again became the capital of a newly reunified Vietnam. The economic liberalization reforms of 1986 and the normalization of relations with the US in 1997 spurred a period of rapid economic growth and macro-stability, as well as a steady and continual rural-to-urban migration. The reforms have produced a dramatic transformation of the city's urban fabric. In Hanoi's Old Quarter,

picturesque streets lined with charming residences and businesses meander, frequently coming up against cultural landmarks, tranquil lakes and greenery. A relentless stream of honking motor bikes bring the city to life while tourists and pedestrians weave through the traffic. Further out, a wave of urban development has transformed swaths of land that were fields and rice paddies mere years ago. Towering skyscrapers have transformed the cityspace beyond the Old Quarter, while the confluence of foreign investment, rising household incomes, a steady population growth and subsequent demand for housing have produced a series of new residential developments throughout the metropolitan area.

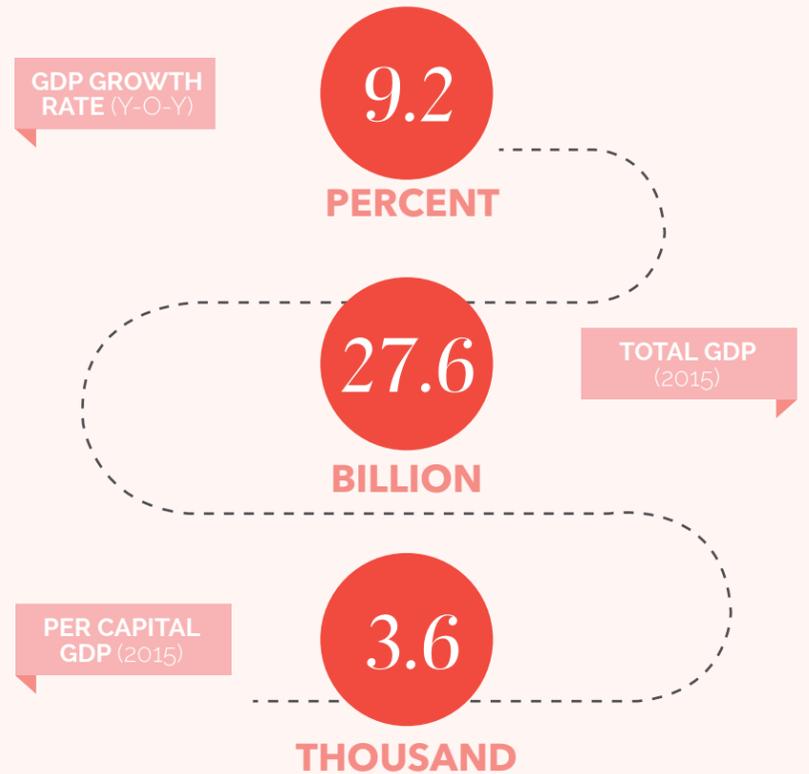
01 / RURAL TO URBAN MIGRATION

Hanoi's current population growth can be traced back to the economic reforms implemented in 1986. Known collectively as Đổi Mới, the move towards a market economy and increased economic security led to a massive rural-to-urban migration. From the 1980s onwards, Hanoi's population grew around 3%, reaching 3 million by 1990. The growth rate has remained consistent and as of 2015, the population of the greater metropolitan area weighed in at 7.6 million.



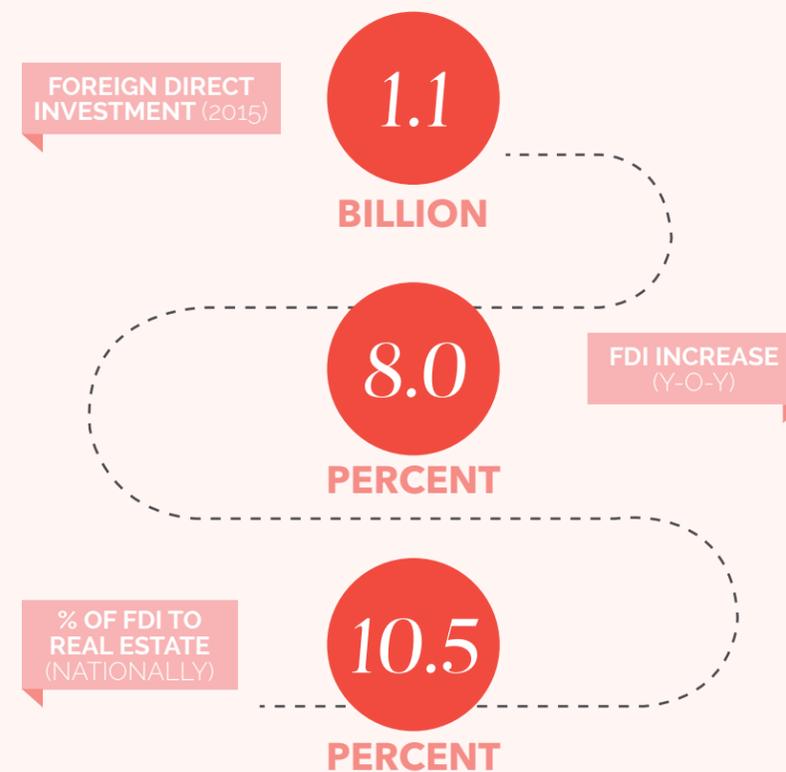
02 / EXPLOSIVE ECONOMIC GROWTH

The reforms of 1986 brought forth decades of rapid economic growth marked by average yearly GDP growth rates of nearly 7%, a dramatic reduction in extreme poverty and an ever growing middle class. In 1995, the normalization of relations with the United States and membership into ASEAN further accelerated the country's (and especially Hanoi's) economic growth. In 2015, Hanoi's GDP increased 9.2% year-over-year, reaching a total of \$27.6 billion. This amounts to a per capita GDP of \$3,600.



03 / A CONSTRUCTION & REAL ESTATE BOOM

The combination of large scale migration and rapid economic growth has meant a continual demand for housing. Fueled by a low mortgage rate and the availability of housing credit, Hanoi's growing middle class is increasingly looking towards modern high rise apartments with accompanying infrastructure. As such, the construction and real estate industry has boomed, with consistent increases y-o-y in FDI. Nationally, the real estate sector received 10.5% of all FDI in 2015.



A MAP OF HANOI

LAKESIDE



- CASE STUDY
- POINTS OF INTEREST
- LANDMARK

ARCHITECT'S VISION

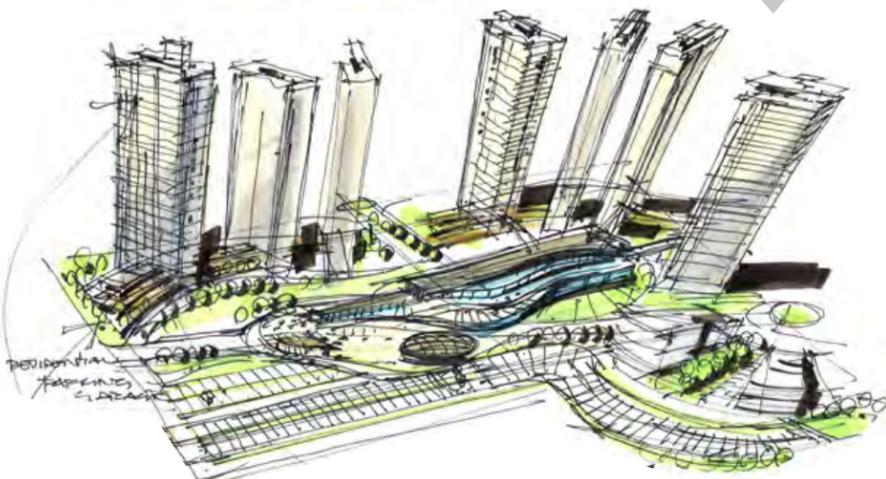
DISTINCTIVELY HANOI
INSPIRED BY THE
CITY OF LAKES



STREET VIEW & TOWNHOUSES



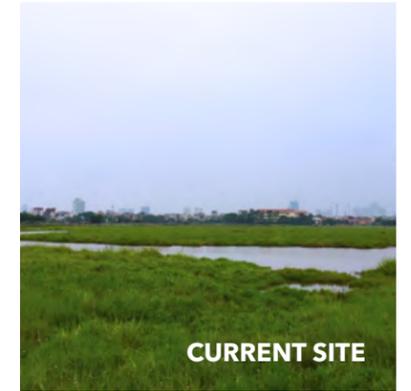
TOWERS & AERIAL VIEW



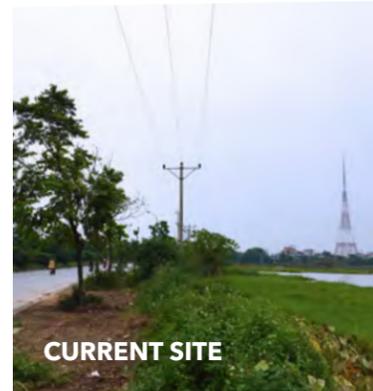
LAKESIDE FEATURES:

- 01. Landscaping & Water Features
- 02. Jogging Path & Promenade
- 03. Outdoor Sports Facilities, Pool & Club House
- 04. Shops, Cafes & Markets
- 05. Residential Towers with Adjoining Lobbies
- 06. Duplex / Townhomes
- 07. Office & Clinic
- 08. School & Playground

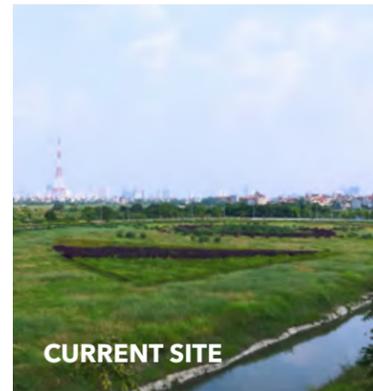
A SITE OF POTENTIAL



CURRENT SITE



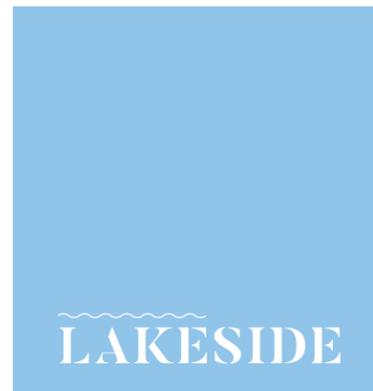
CURRENT SITE



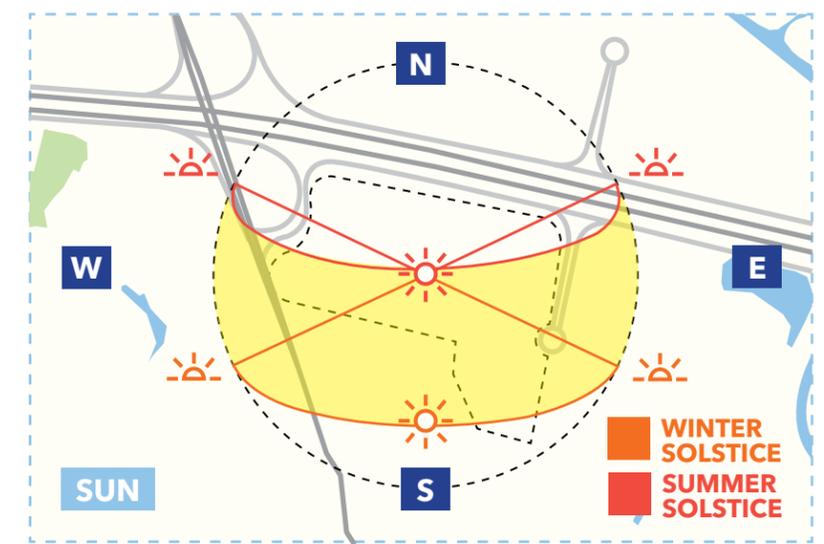
CURRENT SITE



AERIAL VIEW OF LAKESIDE



CURRENTLY AN EMPTY FIELD, KPA IS PROPOSING TO DEVELOP THE SITE INTO A RESIDENTIAL COMPLEX OF CONDO TOWERS, DUPLEXES & TOWNHOMES, WITH WORLD-CLASS AMENITIES FOR RESIDENTS.



LAKESIDE

TOWER CONDOS

42 TO 45 STORIES
AVG 500 UNITS/TOWER
TOTAL 3500 UNITS

DUPLEX / TOWNHOMES

500 UNITS

RETAIL & RESTAURANTS

100,000 SF

OFFICE & CLINIC

100,000 SF

SCHOOL

75,000 SF



1 RESIDENTIAL TOWERS

2 ADJOINING LOBBY,
THEATER, INDOOR
RECREATIONAL AREA

3 SWIMMING POOL
& SUN DECK

4 OUTDOOR SPORTS
FACILITIES

5 CLUBHOUSE &
RETAIL SHOP

6 DUPLEX TOWNHOMES
WITH FRONT, SIDE &
REAR YARDS

7 MULTI-TENANT
RETAIL, CAFE, MARKET

8 SCHOOL

9 PLAYGROUND

10 OFFICE & CLINIC

11 VEHICLE & PEDESTRIAN
BRIDGE

12 JOGGING TRAIL

13 WATER FEATURE

14 FOUNTAIN

AERIAL VIEW





LAKESIDE

TOWER CONDOS

42 TO 45 STORIES
AVG 500 UNITS/TOWER
TOTAL 3500 UNITS



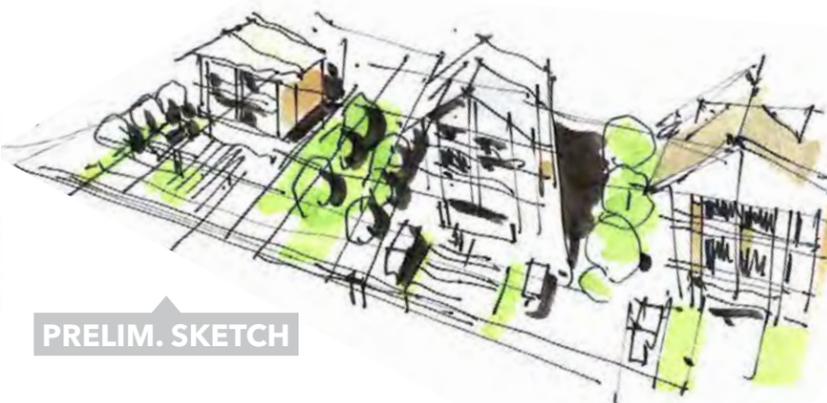
STREET VIEW OF RESIDENTIAL TOWERS



LAKESIDE

DUPLEX /
TOWNHOMES

500 UNITS



DUPLEXES & TOWNHOMES



LAKESIDE

RETAIL & RESTAURANTS

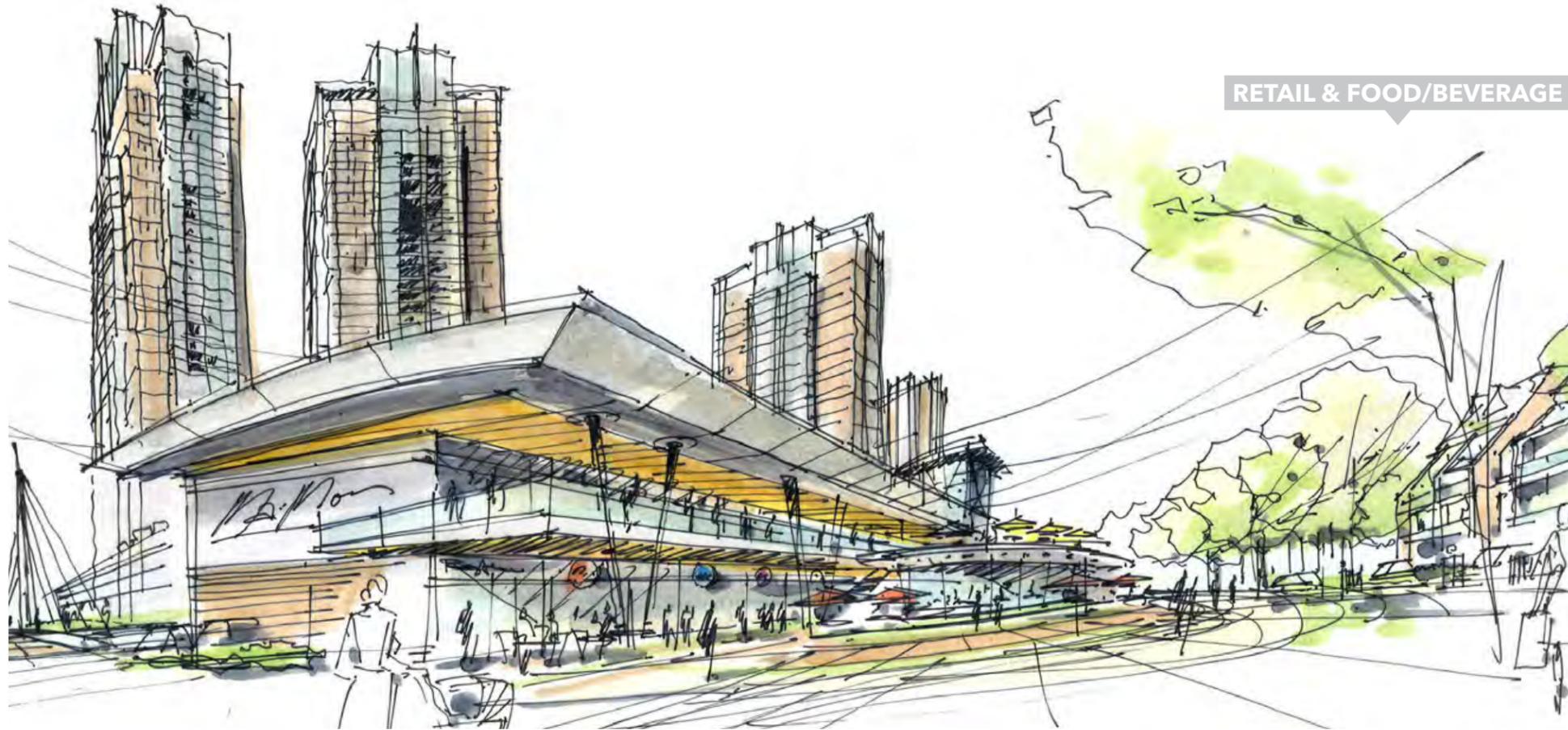
100,000 SF

OFFICE & CLINIC

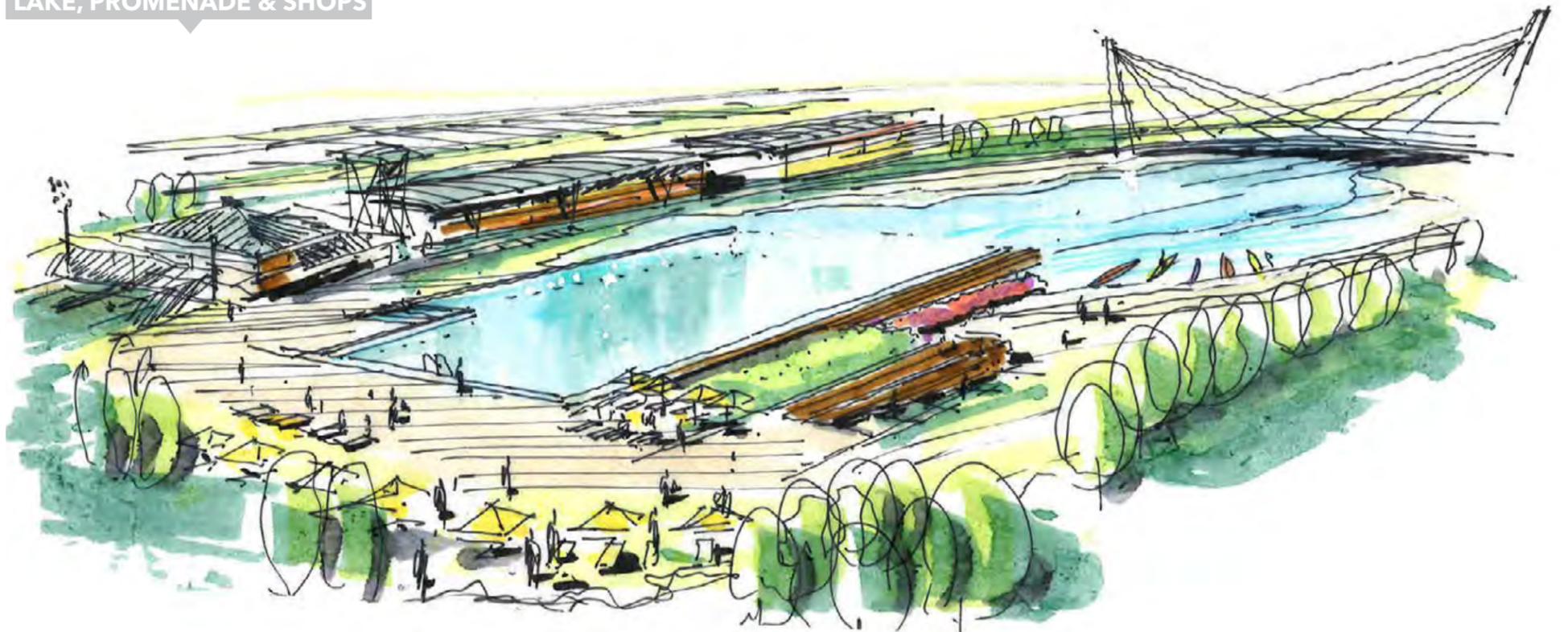
100,000 SF

SCHOOL

75,000 SF



LAKE, PROMENADE & SHOPS



RESIDENTIAL MARKET OVERVIEW

2015

VILLA & TOWNHOUSE

1,246

NEW HOMES

• FROM •

9

NEW PROJECTS

5-10%

PRICE INCREASE Y-O-Y

PERFORMANCE

Prices increased 3%-5% y-o-y and high-end apartments made a comeback in terms of shares of new launched units and sales volume. Certain high-end projects recorded increases of 5%-7% in pricing.

SUPPLY

2015 saw a total of 28,300 new units, up 70% from 2014. Of that amount, 23,200 were newly constructed units reported at year end and 28% were in the high end or luxury segment.

DEMAND

Demand is an at all time high, with an estimated 21,100 transactions over 2015. High-end and luxury apartments accounted for 32% of all sales.

OUTLOOK

An estimated 20,000+ units are projected for 2016, of which 85% have already been sold. Much of the new supply will be concentrated in W & SW Hanoi, which is rapidly becoming the new CBD of the city. Demand will also remain strong, due to continued investor interest, availability of housing credit, low interest rates, rising household income & high marriage rates, with continual positive trends for sales performance.

PERFORMANCE

Prices for newly completed projects with significant, comprehensive infrastructure grew 5%-10%.

SUPPLY

2015 saw a total of 1,246 newly launched villas and townhomes in a total of 9 different projects, double that of the previous year.

DEMAND

Strong demand exists for homes with comprehensive infrastructure and amenities, prime location and convenient access to inner Hanoi. Demand is strongest at year end.

OUTLOOK

Prices for villas and townhouses are expected to remain steady, with landed properties that feature attractive landscaping, amenities, infrastructure and convenient locations continuing to dominate the market in terms of both supply and demand.

CONDOMINIUM

28,300

NEW UNITS

• INCREASING THE TOTAL STOCK •

70%

Y-O-Y

3-5%

PRICE INCREASE Y-O-Y

32%

LUXURY MARKET SHARE

PROFORMA

DEVELOPMENT COST

ITEM	COST (USD)
Land Acquisition	\$80 M
Pre-Development (Soft Costs)	\$13 M
Site Work & Infrastructure	\$6 M
General Construction:	
Towers (340,000 m ² x \$725/m ²)	\$246 M
Duplexes/Townhomes (96,000 m ² x \$400/m ²)	\$38 M
Retail	\$6 M
Community & Sports Facilities	\$5 M
Pre-K to Elementary School (600 students)	\$3 M
Clinic & Outpatient Ambulatory Care Service	\$1 M
Landscape & Hardscape	\$10 M
FF&E	\$5 M
Marketing, Promotion & Commissions	\$20 M
TOTAL	\$433 M

REVENUE PROJECTION

ITEM	COST (USD)
Towers (340,000 m ² x \$1,400/m ²)	\$476M
Duplexes/Townhomes (96,000 m ² x \$1,600/m ²)	\$153 M
Retail	\$25 M
Community & Sports Facilities	None
Pre-K to Elementary School (600 students)	\$8 M
Clinic & Outpatient Ambulatory Care Service	\$3 M
TOTAL	\$665 M

CASE STUDIES

VINHOMES' TIME CITY

\$1,928 / SM
 Clockwise from top left:
 01. Aerial View
 02. VinSchool
 03. Vinmec International General Hospital
 04. Vin Mega Mall Entrance



&



VINHOMES' D'CAPITALE

\$2,855 / SM
 Clockwise from top right:
 01. Street View
 02. Aerial View
 03. Landscaping
 04. Vincom Center at D'Capitale



LAKESIDE

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