



## THE NASSIM

### THE NEW FORMULA FOR LUXURY LIFESTYLE BROUGHT TO VIETNAM BY SONKIM LAND AND HONGKONG LAND

***Ho Chi Minh City, 7<sup>th</sup> September 2015*** – SonKim Land and Hongkong Land today jointly announced the name “The Nassim” for their premium joint-venture condominium project located in the heart of Thao Dien in Ho Chi Minh City’s District 2. The project will comprise of 238 residential units ranging from one to four bedroom condominiums and penthouses, offering premier location and exclusivity unparalleled in the market.

The Nassim will introduce a unique formula of true luxury living in Vietnam, with design and construction that will set new standards for sophistication. The development is fringed by an exclusive enclave of low-rise, single-storey private residences, and it enjoys magnificent panoramic views of Saigon River, providing residents with an inspiring, luxurious, sustainable urban lifestyle in one of Asia’s most vibrant, fast-growing cities. Private viewing of this highly anticipated, rare offering is expected to commence in the last quarter of 2015.

Mr Trinh Bao Quoc, CEO of SonKim Land, said, “SonKim Land primarily caters to the high-end segment, and The Nassim is our second residential project of its kind. With The Nassim, we are offering true luxury condominiums that align with the target clientele’s sophisticated expectations. We expect that when The Nassim officially launches, it will set a new standard for luxury lifestyle that has not been seen in Vietnam before.”

Mr Robert Wong, Executive Director of Hongkong Land, said, “Vietnam’s real estate market has been growing, especially in the high-end segment of the condominium market. After years of conducting extensive research, we decided to intensify our presence and business here by collaborating with SonKim Land, a reputable and well regarded local developer in Vietnam. The Nassim is a true luxury project that will be a welcome addition to Hongkong Land’s regional residential portfolio, and a great example of successful strategic partnerships with local developers.”

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### **About SonKim Land**

SonKim Land is a leading real estate investment and development company based in Ho Chi Minh City, Vietnam. The company's strategy is to focus on the luxury and high-end residential developments, creating a difference by building high-end lifestyle through our real estate projects. Our previous and current projects include: Gateway Thao Dien (HCMC), The Nassim (HCMC) Indochine Park Tower (HCMC), Empress Tower (HCMC), Sentinel Place (Hanoi), Blue Ocean Resort (Phan Thiet), among others. For additional information about SonKim Land, please visit [www.sonkimland.vn](http://www.sonkimland.vn)

### **About Hongkong Land**

Hongkong Land is a listed leading property investment, management and development group. The Group owns and manages almost 800,000 sq. m. of prime office and luxury retail property in key Asian cities, principally in Hong Kong and Singapore. Its Hong Kong Central portfolio represents some 450,000 sq. m. of prime property. It has a further 165,000 sq. m. of prestigious office space in Singapore mainly held through joint ventures, and a 50% interest in a leading office complex in Central Jakarta. The Group also has a number of residential and mixed-use projects under development in cities across Greater China and Southeast Asia, including a luxury retail centre at Wangfujing in Beijing. In Singapore, its subsidiary, MCL Land, is a well-established residential developer. Hongkong Land Holdings Limited is incorporated in Bermuda and has a standard listing on the London Stock Exchange as its primary listing, with secondary listings in Bermuda and Singapore. The Group's assets and investments are managed from Hong Kong by Hongkong Land Limited. Hongkong Land is a member of the Jardine Matheson Group.

For more information about Hongkong Land, please visit [www.hkland.com](http://www.hkland.com)

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