

# Press Release



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## DANANG REAL ESTATE MARKET REPORT

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### I. COMMERCIAL: Rent and occupancy all increased QoQ

#### 1. RETAIL

In Q3/2015, total retail stock was 167,000 m<sup>2</sup>, stable quarter-on-quarter (QoQ).

The average rent increased 7% QoQ due to higher rents being achieved in Vincom Ngo Quyen and Indochina Riverside Tower. The occupancy in Hoang Anh Gia Lai Lake View and Nguyen Kim Da Nang Supermarket increased. Average occupancy increased by 1 pts QoQ.

Total retail sales for the first nine months of 2015 were approximately VND 55,070 billion, up 16.8% year on year (YOY). In 2016, the Hilton Da Nang is expected to enter the market and provide 3,500 m<sup>2</sup> of retail space.

**Figure 1: Retail market performance**



Source: Savills Research & Consultancy

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Savills Vietnam is the largest and most experienced real estate practice with offices in Hanoi and Ho Chi Minh City. The company provides comprehensive property services such as: Residential Sales, Commercial Leasing, Residential Leasing, Research & Consultancy, Valuation & Feasibility Study, Banking & Corporate Services, Investment Brokerage & Advisory, Retail Consultancy & Leasing, Property & Asset Management, Tenant Advisory & Representation, Industrial Consultancy & Leasing, Marketing & Creative services. Savills Vietnam has won the Asia Pacific Property Awards 2015 - 2016 for **“Best Real Estate Agency in Vietnam”**, and **“Best Property Consultancy in Vietnam”**. 2015 is also a milestone for Savills Vietnam when the company celebrates its 20 years of operations and growth with the Vietnam market. Currently, Savills Vietnam consists of over 1,000 experienced and professional staff nationwide.

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## 2. OFFICE

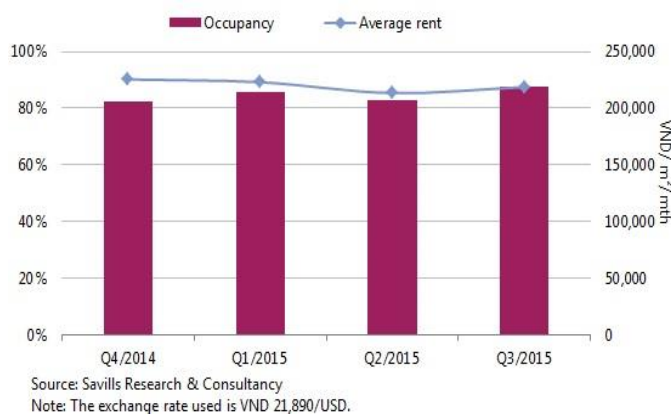
Danang total office stock was approximately 85,000 m<sup>2</sup> decreasing -2% (QoQ) as Trung Ky Plaza closed for renovation.

The average rent was up 2% QoQ. Grade A average rent increased 7% QoQ and Grade B was up 4% QoQ while Grade C saw a -2% decrease.

The average occupancy was 87%, up 5 pts QoQ. Grade A's occupancy was stable QoQ, whilst Grade B and C increased 1ppts and 9 ppts respectively QoQ.

The total leased area was approximately 74,300 m<sup>2</sup>, up 4% QoQ. According to the People's Committee of Da Nang, in the first nine months of 2015, there were 2,393 new businesses, up 38% YoY, with a registered capital of over VND8,648 billion.

**Figure 2: Office market performance**



## 3. HOTEL

Stock increased by 7% quarter on quarter (QoQ, due to the official ranking of four hotels: three 4-star hotels and one 3-star hotel.

The average occupancy was up 3 ppt QoQ to 77 percent. The average room rate (ARR) increased 8% YoY; whilst RevPAR grew 13% YoY, ARR and RevPAR increased across all grades QoQ and YoY.

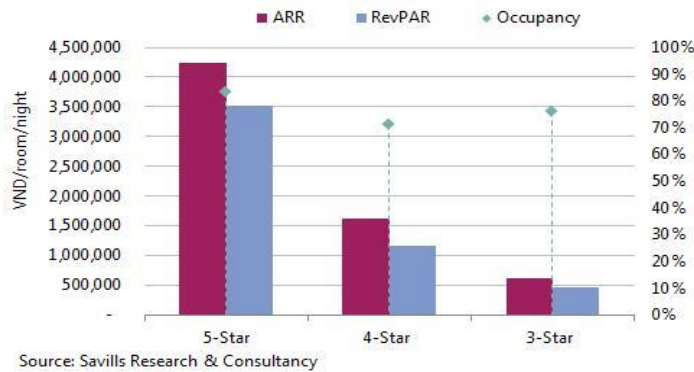
According to the National Administration of Tourism, there were 1.5 million arrivals to Da Nang in Q3/2015, up 24% YoY.

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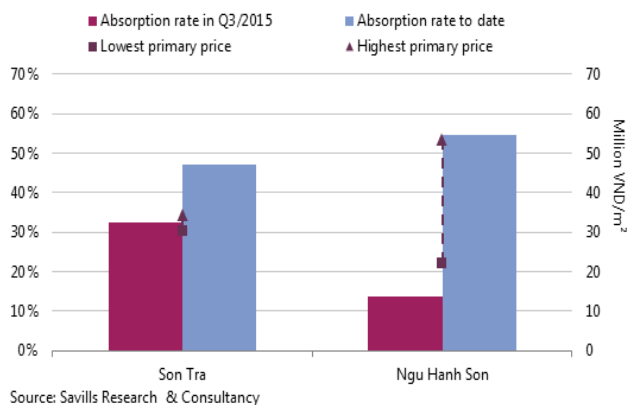
**Figure 3: Hotel performance**



## II. RESIDENTIAL: Improved sales performance

In Q3/2015, Vinpearl Danang launched the second phase with 150 dwellings. Villa stock increased to 1,200 units from 17 projects following additional 146 units from Euro Village. Primary stock was up by 50% QoQ to 725 dwellings from 11 projects; while secondary stock was up by 50 units to 474 from 16 projects. There was no new launch in apartment market. Primary stock was down -16% QoQ to 600 units; while secondary stock was up 5% to 2,519 units.

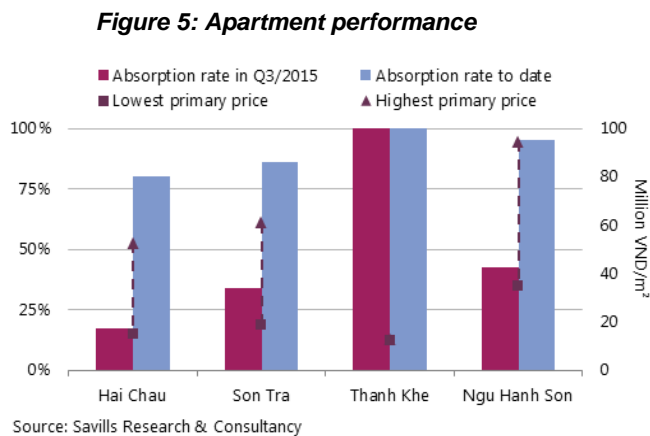
**Figure 4: Villa performance**



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Developer and management reputation, proximity to beach and city centre were key contributors to good sales this quarter. People from Hanoi, overseas Vietnamese and foreigners remained the key buyers. In addition, attractive sales policies such as guaranteed minimum annual % return from rental pool program helped drive sales forward.



Hai Chau district remains the top future apartment supplier with 75% market share. Most future villa and apartment projects are in planning or pending and do not have clear construction schedules; however, with recent positive market sentiment, it is expected that various projects will launch by end of 2015 and 1H/2016.

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