

CORPORATE CAPABILITIES

360-DEGREE SERVICE FOR PROJECT



Distribution Strategy, Sales Consultant



Site Identification, Feasibility Analysis, Market Research & Evaluation, Review of Plans and Permits



Trauvan

Branding, Marketing, Communication

The strategic model of "Market Research

— Project and Product Development

Consulting — Communication and Marketing

— Distribution Services", creating competitive
advantages and a solid foundation for
outstanding development





BDSPLUS – PROJECT GRADING SYSTEM

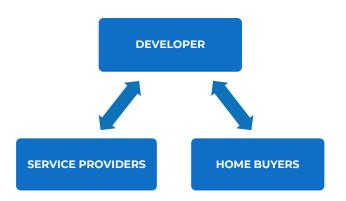
STRIVE TO BE THE COUNTRY-LEADING REAL ESTATE PLATFORM

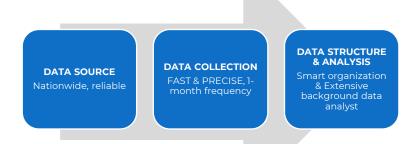
- THE FIRST DATA-BASED REAL ESTATE PLATFORM IN VIETNAM
- DEVELOPED BY A STRONG, EXPERIENCED, DEDICATED, AND PASSIONATE TEAM IN BOTH ITS SOLUTION AND REAL ESTATE EXPERTISE
- PROVIDES INNOVATIVE TOOLS TO ALL PARTICIPANTS OF THE MARKET

TARGET & SERVE ALL PARTICIPANTS OF THE REAL ESTATE MARKET

LEVERAGE STRONG MARKET NETWORK & SMART DATA STRATEGY

SOPHISTICATED, INNOVATIVE DATA AI GORITHM



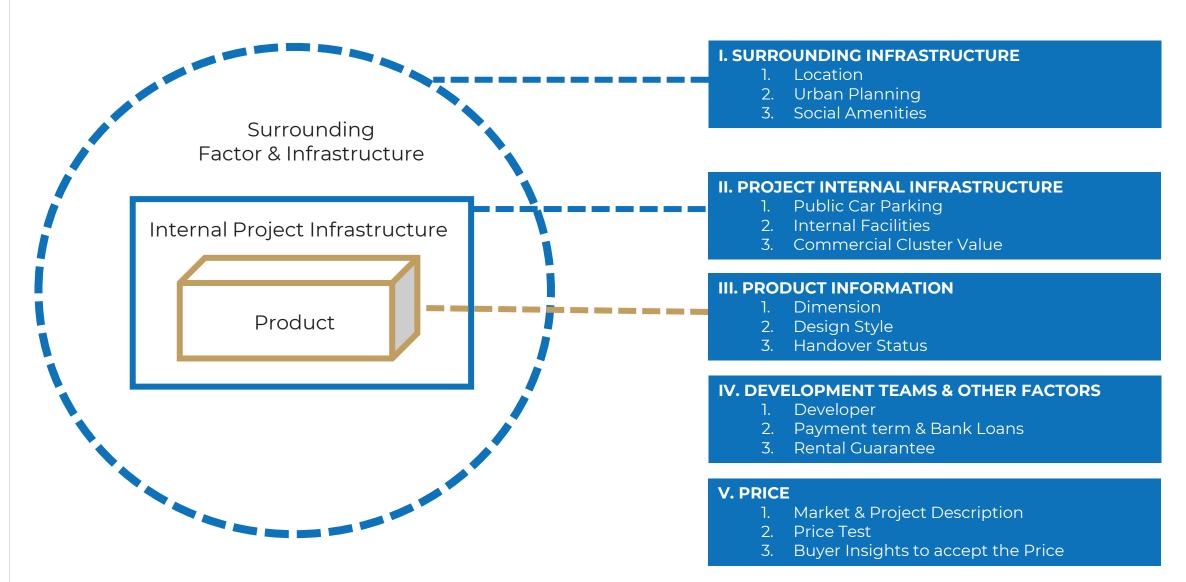




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BDSPLUS – PROJECT GRADING SYSTEM

STRIVE TO BE THE COUNTRY-LEADING REAL ESTATE PLATFORM



BDSPLUS – MARKET STUDY

PRODUCT INFORMATION:

- Location, connectivity
- External facilities: school, hospital, park, shopping mall, ...
- Project infrastructure: master layout, construction density, handover condition, elevator, floor design, number of bed/bath room,...
- Internal facilities: swimming pool, kid garden, BBQ, garden, convenience store, kindergarten,...
- Others: development team, Sale polices/ promotional program/ payment schemes
- Rent & rental yield,...
- Price/sqm and unit price
- Sale performance
- Absorption rate & selling speed
- Target buyers & buyer's profile
- Unique selling's points and Project positioning

FUTURE OUTLOOK
FUTURE SUPPLY

















BDSPLUS – CUSTOMER SURVEY

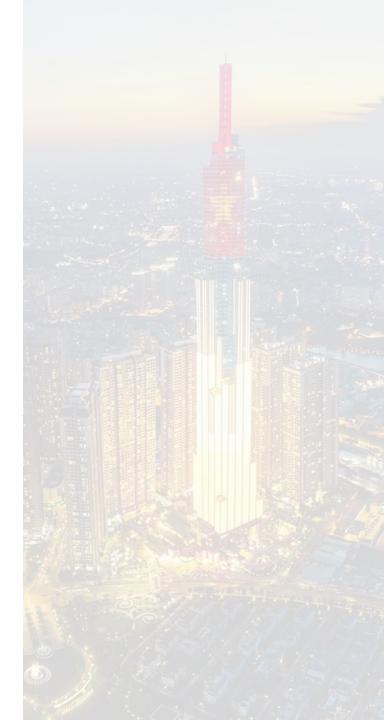
CUSTOMER PROFILE

Location

- Age, gender, marital status
- Current housing situation
- Education
- Average income/month
- Household size
- Household income/ month
- Occupation and position in work
- Buying purpose
- Hobbies
- Means of transportation

PURCHASE SELECTION CRITERIA

- Location, connectivity
- External facilities
- Project infrastructure:
- Internal facilities
- Price: unit price and total value
- Other: Investor, developer, constructor, payment method, rental yield, borrowing bank



BDSPLUS – REFERENCES FOR CONSULTANCY



DEVELOPMENT ADVISORY:

- Project analysis, Master plan
- SOWT & Project positioning
- Unit Selling points
- Marketing concept
- Development plan
- Sale strategy



MARKET STUDY:

- Show trend and market information
- Key highlight in market



PRICING:

- Grading
- Average price & Unit price



- Customer survey
- Survey for layout & master plan of project

- Sale Network & Commission fee
- Developer study

TRAUVAN

"Establish real estate **Demand** & **Desire**"



Brand Development and Storytelling

Comprehensive solution in marketing and communication

TRAUVAN SERVICES



INNOVATION

- Visualizing
- Website & landing page
- 3D rendering
- Video Clip

PART 4.1: HIGH TURNOVER STRATEGY | MARKETING STRATEGY | COMMUNICATION CONCEPT



COMMUNICATION & MARKETING

- Public Relationship
- Media Booking
- Email Automation
- Lead Generation
- Events & Activation

PART 4.1: HIGH TURNOVER STRATEGY | MARKETING STRATEGY | OVERVIEW



CONSULTANCY

- Positioning
- Branding

Create a French theme village and "tone on tone" lifestyle.

ACVERTIENC

Communicate on all aspects to cover the market in HCMC &: Hanoi, and target area in Can

- Billboard 04 in HCMC 02 in
- Frame Media & LCD: Grade
- Radie: in HN at high traffic
- Print Ad & PR. top 10 business & Mestyle.

EVENTS/ACTIVITIES.

- Sales Gallery
- A buildings in HCMC is HN
- publications
- Digital: focus on FB, GDN. Ad-Micro, Banner Ads, etc.

- Daily oustomer visit to
- Weekday event at Sales Office: 01 event/week Weekend event at Sales Gallery 02 events/week
- Pre-Launch event in HCMC with warm and private at French style restaurant/café.
- Grand launch event at. Sales Gallery in HCMC and fistar hotel in Hanoi
- . Light opening control in

SALES OFFICE/GALLERY

of belater ad at aftig witt fill. - Sales Galley/site netroth France, to create a full set of France story, · Sales Office in HCMC

- Opportunity to win big prior by at the end sales (2) a French Cac 8 x France
 - refresh info panels
 - Open Sales Office in Hanol and Can Tho

visual of hounding





















GREAT NEWS

REALPLUS
IN ASSOCIATION WITH
SAVILLS

CONGRATULATIONS ON THE ACQUISITION BY UK-BASED GLOBAL PROPERTY CONSULTANCY SAVILLS OF A 30% SHAREHOLDING IN HCMC-BASED REALPLUS JSC.

AUGUST, 2021



KEY INTERNATIONAL & LOCAL DEVELOPERS































BOS

MID TO HIGH-END PROPERTY CLASSES

RESIDENCE



























MID TO HIGH-END PROPERTY CLASSES

VACATION















SWANBAY



Dai Phuoc Island, Dai Phuoc Commune, Nhon Trach

Complex

465.0 ha

CFLD

Market Research; Product Development; Masterplan Development;

Marketing Strategy & Lead Sales Distribution

SWANPARK



Dai Phuoc Island, Dai Phuoc Commune, Nhon Trach

Complex

942.0 ha

CFLD

Market Research; Product Development; Masterplan Development;

Marketing Strategy & Lead Sales Distribution

WATERPOINT NAM LONG



DT824, An Thanh Commune, Ben Luc District, Long An

Complex

355.0 ha

Nam Long Group

Market Research & Consultancy; Strategic Sales Distribution

PARAGON 45HA DAI PHUOC



Dai Phuoc Island, Dai Phuoc Commune, Nhon Trach

Villas/Townhouse

45.0 ha

Nam Long Group

Market Research & Consultancy; Product Concept Development; In-Depth

Customer Survey

IZUMI CITY



Dai Phuoc Island, Dai Phuoc Commune, Nhon Trach

Complex

170.0 ha

Nam Long Group

Market Research & Consultancy; Strategic Sales Distribution

FLORA MIZUKI PARK



Nguyen Van Linh, Binh Hung Commune, Binh Chanh, HCMC

Complex

37.0 ha

Nam Long Group; Nishi Nippon Railroad & Hankyu Realty

Market Research & Consultancy; Pricing Advisory; Marketing Concept

Advisory; Strategic Sales Distribution

LARGEST TOWNSHIP DEVELOPMENT, THUAN AN CITY, BINH DUONG PROVINCE



Thuan Giao Commune, Thuan An City, Binh Duong

Complex

53.0 ha

Local Developer

Market Research; Project Positioning
Masterplan Development; Zoning and
Phasing Development; Marketing & Sales
Strategy Advisory

LUXURY RESIDENTIAL PROJECTS

ECO SMART CITY



Thu Thiem NUA, Thu Duc District, HCMC

Complex

11.0 h

International developer

Market Research & Consultancy; Product Concept Development

KINGCROWN VILLAS



191 Nguyen Van Huong, Thao Dien Ward, HCMC

Mixed-use Boutique Development (17 luxurious US\$ Million – Villas, highrise component)

1.0 h

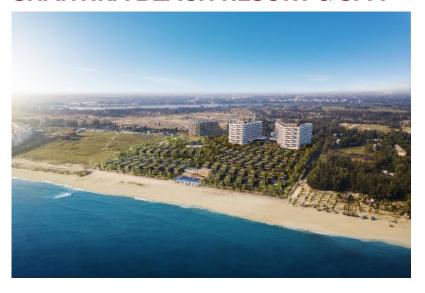
Bamboo Capital Group

Market Research, Product Concept Development; Masterplan

Development; Marketing Strategy Advisory; Exclusive Sales Distribution

VACATION HOME PROJECTS

SHANTIRA BEACH RESORT & SPA



488 Hai Ba Trung, Cam Son, Hoi An, Quang Nam

Condotel/Villa

8.6 ha

Royal Capital Group

Market Research & Consultancy; Marketing Strategy Advisory & Execution; Exclusive Sales Distribution

SIM ISLAND PHU QUOC



X22C+C47, Bai Truong, Phu Quoc, Kien Giang

Condotel/Villa/Shophouse

34.0 ha

Hoang Hai House Corp

Market Research & Consultancy; Product Concept Development; Masterplan Development; Brand Identity Establishment; Marketing Strategy Advisory & Execution

HIGH-RISE DEVELOPMENT PROJECTS

FLORA NOVIA



Kha Van Can Street, Linh Tay Ward, Thu Duc District, HCMC

Apartment

0.8 ha

Nam Long Group

Market Research & Consultancy; Product Concept Development; Pricing recommendation.

AKARI CITY



Vo Van Kiet Street, An Lac Ward, Binh Tan District, HCMC

Apartment

8.5 ha

Nam Long Group

Market Research & Consultancy; Pricing strategy advisory; Strategic Sales Distribution

LANDED DEVELOPMENT PROJECTS

COMMERCIAL VILLAS/ TOWNHOUSE



Vo Thi Sau, Bien Hoa, Dong Nai

Villas/Townhouse

6.0 ha

Well-known Foreign developer

Market Research & Consultancy; Customer Survey; Pricing advisory

NHON DUC PROJECT



Nhon Duc Commune, Nha Be District, HCMC

Complex

17.0 ha

Well-known Foreign developer

Market Research & Consultancy; Product Concept Development; Pricing Strategy Recommendation

MIXED-USE DEVELOPMENT PROJECTS

HIGH-END COMPLEX DEVELOPMENT, THU DUC CITY, HO CHI MINH



Pham Van Dong Street, Linh Tay Ward, Thu Duc District

Apartment/Shophouse

4.0 ha

International developer

Market Research & Consultancy; Product
Development Review; Pricing & Sales
Strategy Advisory

