



HASEKO Corporation

~ NO.1 apartments construction company in JAPAN

We make differences. We can supply authentic apartments for all customers ~

**To contribute to society by
creating an optimal
environment
for cities and people**





1. PROFILE OF HASEKO CORPORATION

NO.1 apartments construction company in JAPAN

Profile of Haseko

- ▶ Established in 1946.
- ▶ All businesses related to condominiums.
- ▶ The core company of the Group, is a construction company specialized in building condominium.
- ▶ Each of the Group companies engages in
Condominium-related businesses.
Design, Construction, Sales, Property management,
Renovation and Rental management.



Corporate Information Profile • Financial Highlights

Name: **HASEKO Corporation**

Founded: February 1937

Established: August 1946

Paid-in capital: \$535million(12.3trillion VND)
As of 31/3/2020

Employees :2,475 (As of 31/3/2020)

Haseko Group's Employees :7,321
(As of 31/3/2020)

Stock exchange listing :
Tokyo Stock Exchange 1st section

Haseko Corporation and its Consolidated Subsidiaries

(Years ended March 31, 2018, 2019 and 2020)

	Thousands of U.S. Dollars		
	2018	2019	2020
For the Year:			
Net sales	\$7,563,247	\$8,285,883	\$7,867,572
Ordinary income	\$934,595	\$933,405	\$793,267
Net income attributable to owners of parent	\$672,268	\$812,713	\$557,054
At Year-end:			
Total assets	\$6,395,480	\$7,191,398	\$7,433,274
Net assets	\$2,760,485	\$3,422,775	\$3,605,505

Note: The exchange rate ¥107.53 = U.S.\$1.00, (March, 2020).

Record in Vietnam:

2012: Established Hanoi Representative Office

From 2012 Survey the housing market, the culture Vietnam and customer needs

→with the construction Japan quality will bring the authentic living spaces.

2015: Start of Construction 「The Authentic」 Service Apartment

2017: Completed 「The Authentic」 Service Apartment

2020 : Invest in ECOBA

2020~: Start of Construction 「CT2 apartment PJ in Long Bien」 (construction management)

Track Record of Condominium Construction by HASEKO

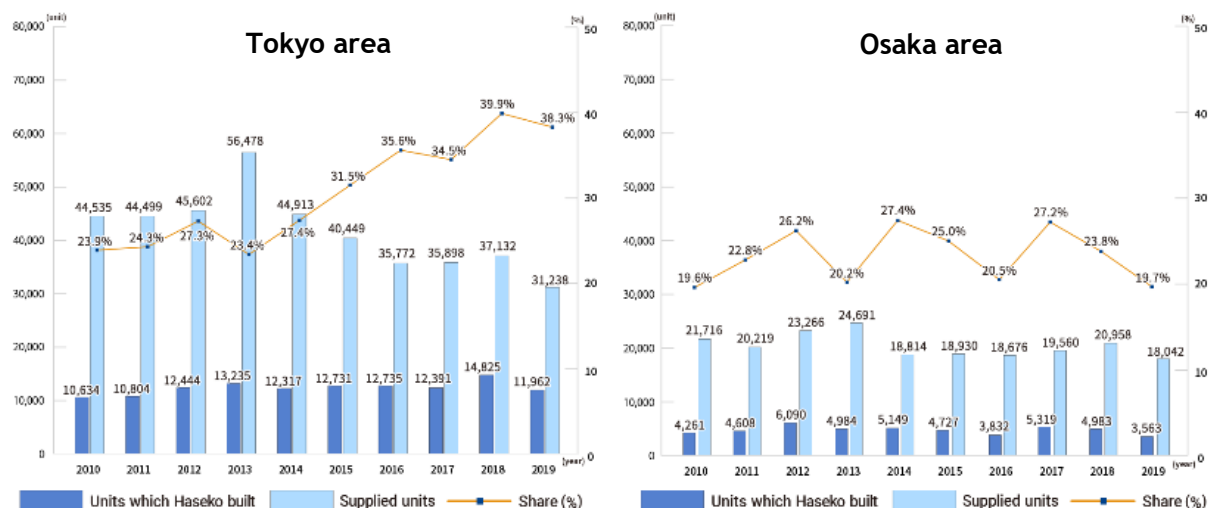
Accumulated condominium units constructed by Haseko

- ◆ Accumulated condominium constructions surpassing **653,279 units**, the most in Japan (total number of condominium units in stock nationwide: 6,547,000 units)
- ~ Approximately one out of every 10 condominium units throughout Japan ~

Market share for condominium constructions (Tokyo and Osaka areas)

- ◆ In 2019, HASEKO constructed new condominium for sale 15,525 units in Japan, and they account for **31.5%** share of Tokyo and Osaka market.

History of condominium units supplied



Source:Haseko Research Institute (As of the end of December 2019)

Ranking of Condominium Construction Companies

Ranking of Condominium Construction Companies 2019

Tokyo Area

	Construction Company	Number of units
1	HASEKO Corporation	10,808
2	S1 Construction	1,256
3	T Corporation	945
4	K1 Ltd	937
5	M Corporation	834
6	K Construction	787
7	S Corporation	609
8	K4 Ltd	598
9	D Corporation	529
10	K2 Construction	493

Osaka Area

	Construction Company	Number of units
1	HASEKO Corporation	3,539
2	S5 Construction	1,380
3	T3 Corporation	927
4	D1 Corporation	700
5	K3 Corporation	671
6	M2 Ltd	535
7	S2 Construction	532
8	O Ltd	495
9	T4 Corporation	434
10	F2 Construction	369

Source: Haseko Research Institute

Corporate Information Profile (Major Haseko Group Subsidiaries)

◆ Haseko is not only construction company but also real estate developer for condominium.

Haseko Real Estate Development Holding

Haseko Real Estate, Inc



Business Activities:

- Condominium Investment

Established:

June 1986

Paid-in capital:

\$0.93M(40 B VND)

Net Sales:

\$126M(2,890 B VND)

Employees:

100 (As of 4/1/2020)

Sohgoh Real Estate, Inc



Business Activities:

- Condominium Investment

Established:

June 1977

Paid-in capital:

\$0.93M(40 B VND)

Net Sales:

\$346M(7,958 B VND)

Employees:

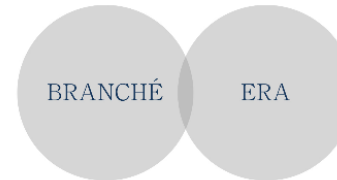
62 (As of 4/1/2020)

Joint Property, Inc



Brand Name

BRANCHERA



Renai

Brand



Corporate Information Profile (Major Haseko Group Subsidiaries)

HASEKO Urbest, Inc.

Business Activities:

- Condominium sales

Established:

June 1983

Paid-in capital:

\$9.3M(216 B VND)

Net Sales:

\$80M(1,862 B VND)

Employees:

472 (As of 3/31/2020)

Sold units:6,804(in 2019)

388,304 ((As of 3/31/2020))



HASEKO Community, Inc.

Business Activities:

- Building Property management

Established:

September 1978

Paid-in capital:

\$26.4M(614 B VND)

Net Sales:

\$392M(9,122 B VND)

Employees:

532 (As of 3/31/2020)

Managed units:366,793 ((As of 3/31/2020))

Ranked:No3 in Japan



HASEKO Reform, Inc.

Business Activities:

- Extensive Refurbishment
- Interior improvement

Established:

April 2009

Paid-in capital:

\$2.7M(63 B VND)

Net Sales:

\$324M(7,540 B VND)

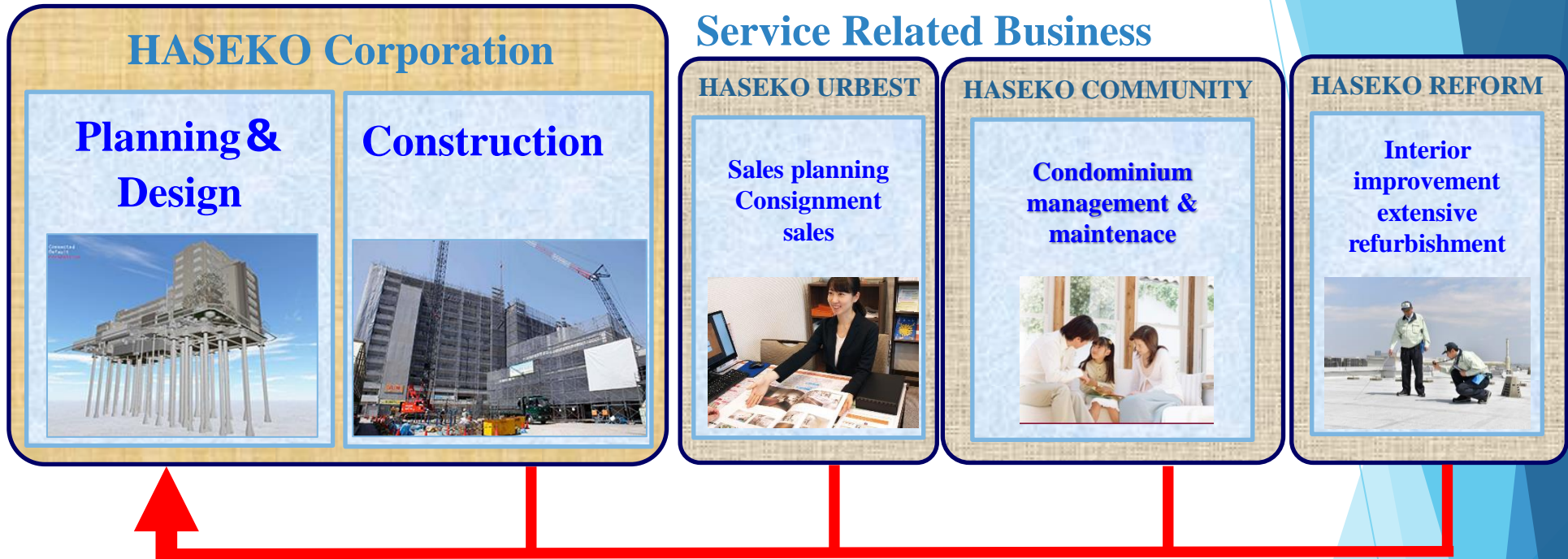
Employees:

454 (As of 3/31/2020)



Strength of HASEKO's Business Structure

◆ We always Update knowledge about Market trends by feed back.



Getting feed back each department, we can do below.

- Product planning ability that captures diversifying end user needs
- High construction quality
- Cost reductions achieved through integrated design - construction

◆ Haseko responds flexibly to all customers(developers and end users) needs.



2. HASEKO'S PROJECT IN VIETNAM

HASEKO'S GOOD QUALITY

JAPAN STANDARD QUALITY

Project in Vietnam (Hanoi)

THE AUTHENTIC



HASEKO realizes "Japan Quality" also in Vietnam. With The AUTHENTIC, HASEKO offers safe, secure and comfort living environment.

- Type: Serviced Apartment
- Location: Long Bien District, Hanoi
- Land area: 1,626m²
- Total floor area: 11,761m²
- Structure and stories: RC/ 18F•B1F
- Number of units: 110 units
- Facilities: Restaurant and café bar, Fitness center, and mini-shop
- Project owner: HASEKO Corporation
Him Lam BC Investment JVC
- Construction Contractor: HASEKO Corporation
- Product Planning & Designing: HASEKO Corporation
- Date of Completion: March 1st 2017

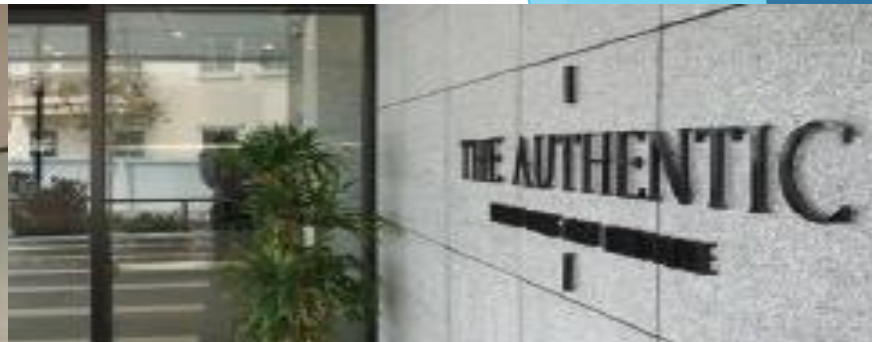


Emphasize 3point in THE AUTHENTIC

Waterproof Sound Protection Heat Protection

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THE AUTHENTIC/PHOTOS



THE AUTHENTIC/PHOTOS

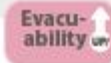


Asphalt sheet waterproofing

Waterproof

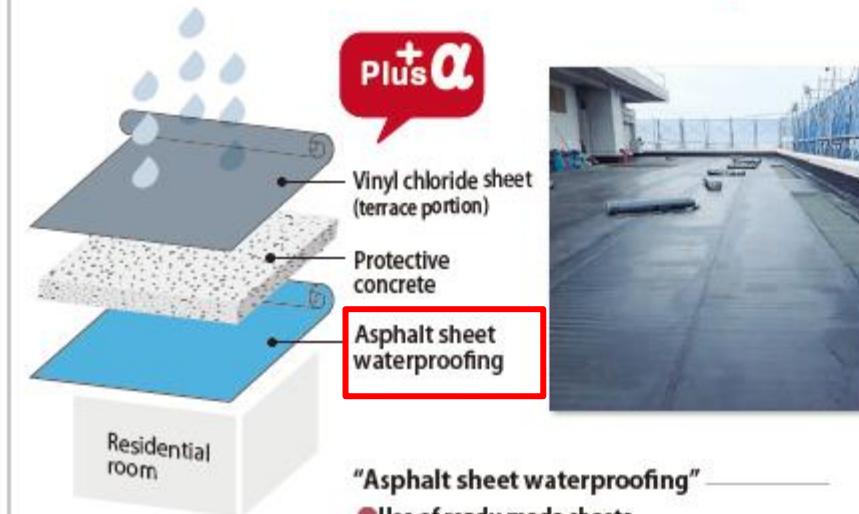
The Japanese Quality Guide Book

Roof : Adoption of asphalt sheet waterproofing and measures against deterioration



- Prevention of quality fluctuation by adopting **ready-made frame sheets** and assurance of **true waterproofing performance**

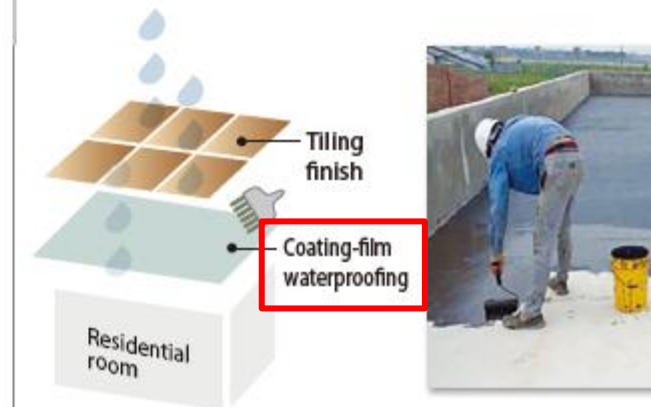
The AUTHENTIC
HASEKO LONG BIEN RESIDENCE



"Asphalt sheet waterproofing"

- Use of ready-made sheets
- Less quality fluctuation owing to worker's skill

Average apartment
units in Vietnam



"Coating-film waterproofing"

- Coating by means of brush
- Unfinished or remaining application, coating thickness fluctuation, etc. due to insufficient worker's skill

Prefabricated waterproofing sheet is used for roof waterproofing for THE AUTHENTIC. **Quality fluctuations owing to worker's skill** is decreased in comparison with conventional coating-film waterproofing.

In addition, considerations are made such as **protective concrete** + adoption of **vinyl chloride non-slip sheet** effective also for fall prevention.

About THE AUTHENTIC

Waterproof around sash

The Japanese Quality Guide Book

Waterproof

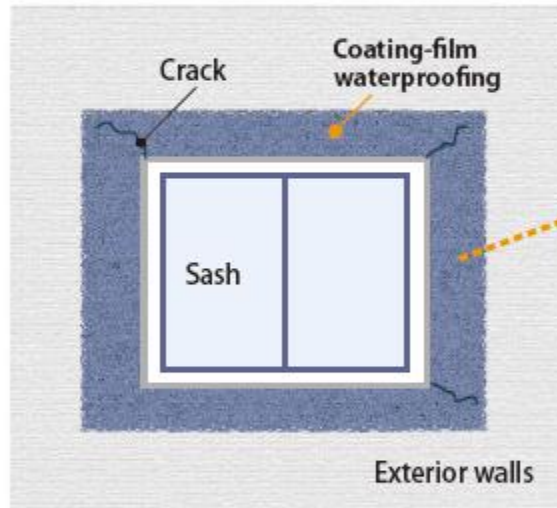
Measures against water leakage around sash and strict quality management



- **Coating with waterproofing materials** and implementation of **watering test** around sash frame openings with the risk of waterleakage from cracks



The AUTHENTIC
HASEKO LONG BEN RESIDENCE



Coating-film waterproofing



Cracks on exterior walls arise most often around sash frame openings, etc., which may cause water leakage.

HASEKO coats waterproofing materials around the exterior wall sashes for THE AUTHENTIC to inhibit water leakage from possible cracks. In addition, **watering test is implemented** in the sense of strict quality management.

About THE AUTHENTIC

Sound protection flooring

Sound Protection

The Japanese Quality Guide Book

Consideration to Sound ① Adoption of flooring materials with superior sound insulation properties



- Adoption of **cushioned flooring material** and performance check by **sound insulation measurement**

The AUTHENTIC
HASEKO LONG BIEN RESIDENCE

Sound insulation UP

■ Evaluation standard for vertical impact noise

Light weight floor impact noise (LL)	Sound insulation class (actual feeling)	Measured value
Almost inaudible	L-40 (can live without bothering)	THE AUTHENTIC LL-35
Sandal steps audible	L-45 (very little bothering)	Measured value
Knife's dropping sound audible	L-50 (little bothering)	
Even slipper steps audible	L-55 (bothering)	
Chopstick's dropping sound audible	L-60 (have to withstand each other)	Average condominium unit in Vietnam: LL-65 Measured value

Prepared on the basis of "Sound Insulation Performance and Design Guidance" of the Architectural Institute of Japan

HASEKO adopts flooring material with high sound insulation property for THE AUTHENTIC and **actually conducts floor impact sound measurement**. THE AUTHENTIC **ensures high sound insulation properties** of LL-35 in comparison with the measured value of LL-65 for tiled floor which is often found in average apartments in Vietnam.

※Light-weight floor impact sound
Light-weight floor impact sound means a "lighter, treble sound" such as click of a dropped spoon or pit-a-pat of slippers.

※Measured values may vary from building to building.

About THE AUTHENTIC

Consideration to sound

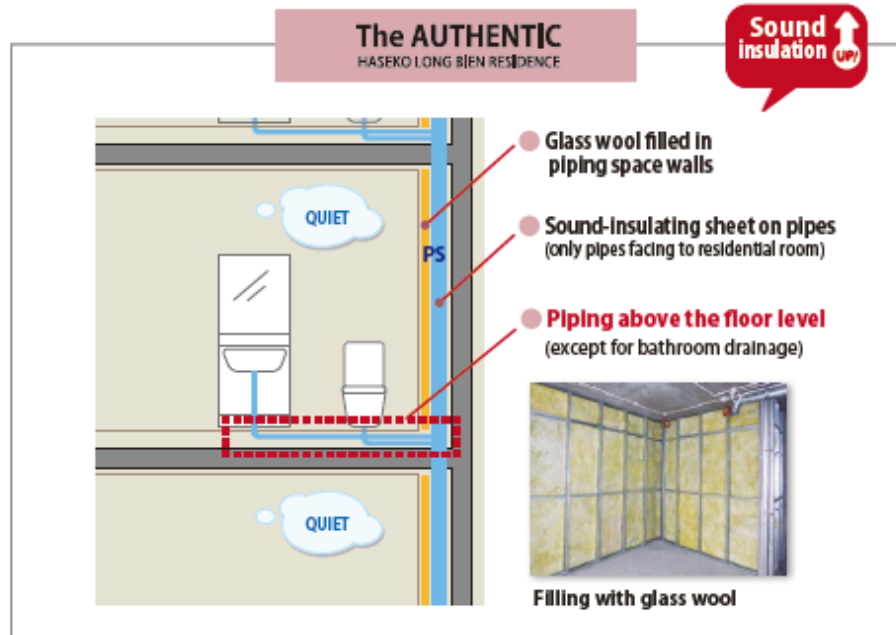
Sound Protection

The Japanese Quality Guide Book

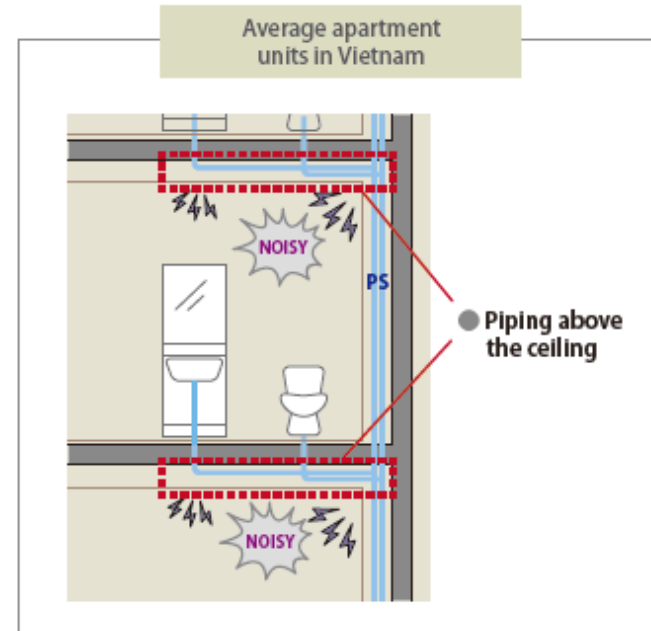
Consideration to Sound ④ Measures against drainage noise



- Drainage noise reduction by filling glass wool into piping space walls and adoption of drain pipe above floor



● Measured value for insulated PS (WC) : **36dB**



● Measured value for insulated PS (WC) 41dB : **louder**

Drainage noise is **reduced significantly** by these measures. Influences on residences on the floor below are lowered by paying attention also to eventual water leakage.

■ Indexes

OK	0 ~ 24dB : Inaudible
	25 ~ 29dB : Slightly audible
	30 ~ 34dB : Sounds softly
	35 ~ 39dB : Audible
NG	40dB ~ : Sounds loudly

※Measured values may differ from building to building.

About THE AUTHENTIC

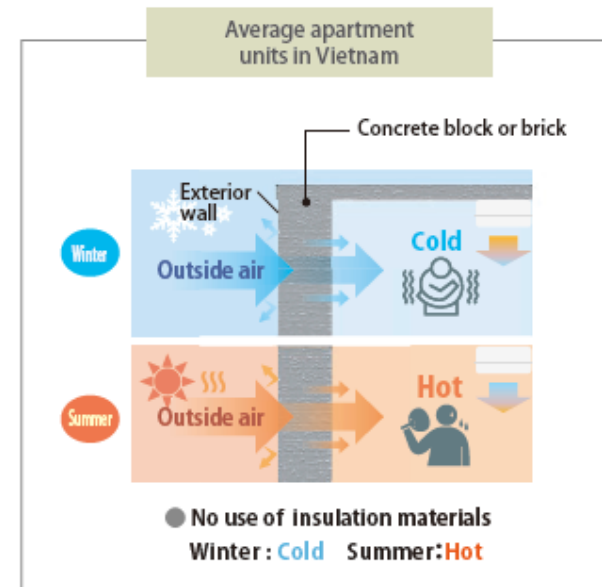
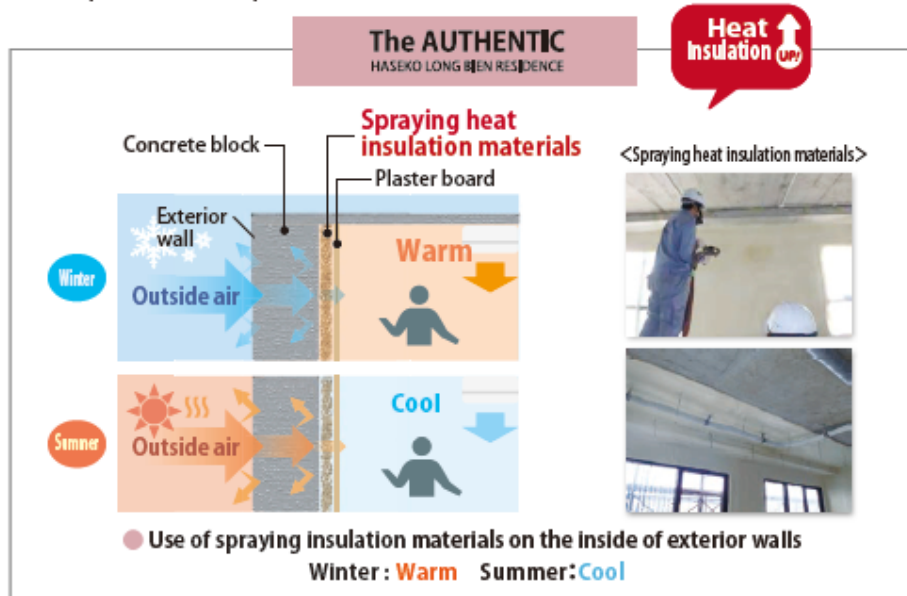
Heat protection

Heat Protection

Use of heat - insulation materials for exterior walls of each condominium unit

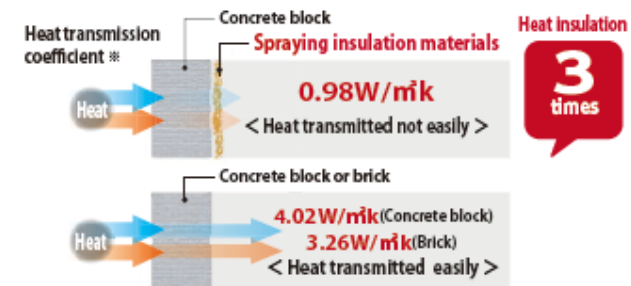


■ **Stable room air environment** by use of **spraying heat insulation materials** on the inside of walls of each apartment unit exposed to outside air



HASEKO adopts for THE AUTHENTIC **spraying insulation materials** on the inside of walls of each apartment unit exposed to outside air to minimize the influences of outside air upon the inner space.

Energy saving effects incl. **lower running cost of air conditioners** are also expectable by this because warmth in winter and higher effect of air conditioners in summer are ensured.



※ Heat transmission coefficient shows how easy the heat is transmitted between separated materials having a temperature difference. The smaller this coefficient, the more difficult the heat is transmitted or the higher the heat insulation performance.

● ES2 ●

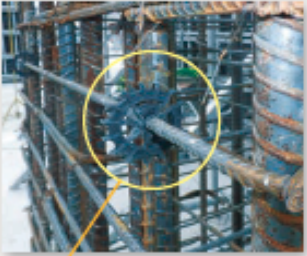
About THE AUTHENTIC

To Ensure the Quality Standard of Haseko ①

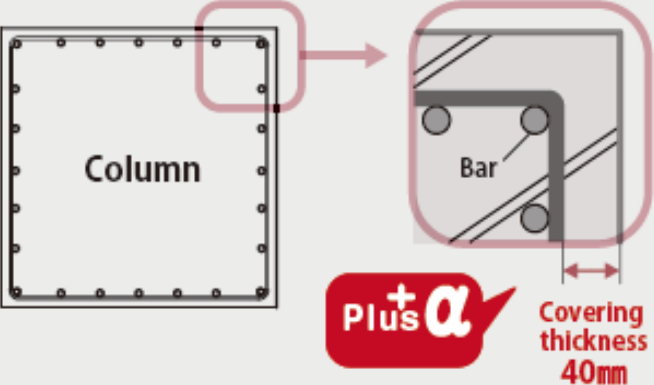
- ◆ We managed THE AUTHENTIC like below.
We ensured the correct covering thickness of rebar.

The AUTHENTIC
HASEKO LONG BIEN RESIDENCE

● Use of donut-shaped spacers for columns and walls



Donut-shaped spacer
Proper covering thickness leads to more durable building skeleton.

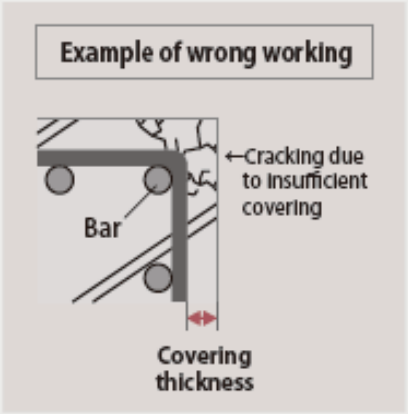


Column

Bar

plus⁺α

Covering thickness 40mm



Example of wrong working

Cracking due to insufficient covering

Bar

Covering thickness

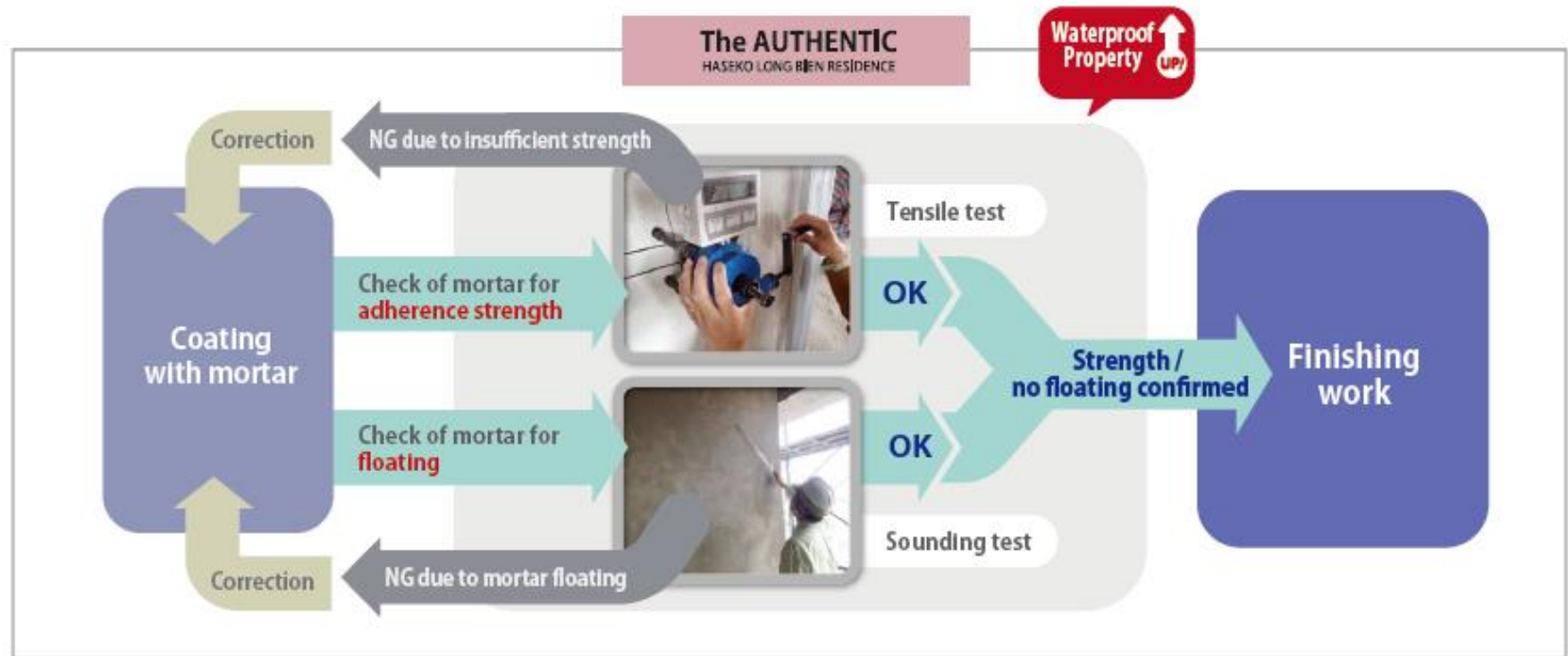


Vietnam's method

About THE AUTHENTIC

To Ensure the Quality Standard of Haseko②

- ◆ We checked all area so that the mortar plastered on the exterior wall will not peel off in the future



* These are examples of our management method

3. STRATEGY of HASEKO in Vietnam

HASEKO would like to find good partner in Vietnam

so that supply GOOD QUALITY APARTMET to all customers.

Key for Future

▶ Sustainability... Life Cycle Cost

Keep the Value of Housing

and Stay There for Long & Long Time

-Good Quality of Apartment

-Good maintenance

-Good Community

... Haseko Can Make Some Contribution



Haseko's Strategy for Vietnam Market

▶ *Make Difference*

-Planning & Marketing:

» *Provide the best plan for each location*



-Construction:

» *Japanese Standard Quality*

» *Punctual schedule management*



Haseko can propose the best solution for each location in Vietnam①

Project Location Determination

Project Proposal of Through the Marketing and Customer Research

Haseko has already performed a marketing research in Vietnam. Haseko carries out the customer hearing, sales project research, location research if Haseko has potential site. We can make the same proposal as in Japan.

Proposal of Project Planning and Concept Design

Haseko carries out product suggestion based on experience in Japan and a market research.

Construction



Sales Promotion

Sales planning
Advertisement planning
Making of sales tools
Setting of sales gallery

Sales schedule

A screenshot of a sales schedule table with multiple columns and rows, containing various data points and dates. The table is titled 'DE GENERAL - SALES SCHEDULE'.

In Haseko Corp, a market research, planning, construction, sale promotion are possible in Vietnam.

Haseko can propose the best solution for each location in Vietnam②

Project Proposal of Through the Marketing and Customer Research①

~We conduct customer interview around the potential site to get their demands. We can make target image~



III CUSTOMER ANALYSIS ~CUSTOMER NEEDS~FROM [THE AUTHENTIC] Feed Back

Như nội dung viết ở trong trước trong nhân thức đối với chất lượng tòa nhà,nhìn vào các hạng mục coi trong chất lượng tòa nhà chi tiết thì thấy chiều hướng coi trong những phần cơ bản đối với căn hộ như "Việc rò nước", "Chống ồn", "Cách nhiệt"... Vì vậy trong dự án này đối với chất lượng của tòa nhà thì những hạng mục này cũng cần thiết.

[THE AUTHENTIC]
Service apartment
Number of Unit 1110P
COMPLETION HASEKO CORPORATION
Complete:2/2017

LOGAL REALSTATE EMPLOYEES HEARING (N=20) 2017.05.15/1.2018

Q.Assessment of quality in Authentic

Item	0%	50%	100%
Đánh giá pháp luật về năng lượng xanh (環境省認定省庁認定省庁)	77%	23%	0%
Thiết kế không gian sống (住居空間設計)	67%	33%	0%
Vị trí và môi trường xung quanh (立地環境)	67%	22%	11%
Công nghệ và tiện ích (設備)	65%	29%	6%
Đánh giá pháp luật về kiến trúc (建築士法)	64%	37%	0%
Thiết kế không gian sống (住居空間設計)	56%	39%	5%
Thiết kế và môi trường xung quanh (立地環境)	56%	31%	13%
Trang thiết bị và năng lượng xanh (環境省認定省庁認定省庁)	56%	44%	0%
Lập kế hoạch và năng lượng xanh (環境省認定省庁認定省庁)	44%	56%	0%
Vị trí và môi trường xung quanh (立地環境)	44%	56%	0%
Lưu ý đến môi trường xung quanh (立地環境)	39%	56%	5%
Thiết kế và môi trường xung quanh (立地環境)	35%	42%	23%
Lập kế hoạch và năng lượng xanh (環境省認定省庁認定省庁)	29%	64%	7%
Thiết kế và môi trường xung quanh (立地環境)	28%	64%	8%
Thiết kế và môi trường xung quanh (立地環境)	24%	41%	35%

Q.Assessment of quality in Authentic (point)

Item	Score
Trang thiết bị và năng lượng xanh (環境省認定省庁認定省庁)	38
Đánh giá pháp luật về kiến trúc (建築士法)	30
Công nghệ và tiện ích (設備)	18
Đánh giá pháp luật về năng lượng xanh (環境省認定省庁認定省庁)	17
Vị trí và môi trường xung quanh (立地環境)	14
Thiết kế và môi trường xung quanh (立地環境)	8
Vị trí và môi trường xung quanh (立地環境)	6
Thiết kế và môi trường xung quanh (立地環境)	3
Thiết kế và môi trường xung quanh (立地環境)	3
Thiết kế và môi trường xung quanh (立地環境)	3
Thiết kế và môi trường xung quanh (立地環境)	1
Thiết kế và môi trường xung quanh (立地環境)	1

(CUSTOMER VOICE)

- § Sử dụng vật liệu mới nhất an toàn cho sức khỏe đầu vào người VN nhận được và vật này hoàn toàn không có vấn đề như được hiểu trước đây về người nước ngoài.
- § Phòng tắm có bồn, vòi rửa tự động theo kiểu Nhật, đầu vòi nước. VN không có bồn rửa chén không có chậu chống ồn.
- § Áp dụng biện pháp cách nhiệt bên trong như ở Việt Nam như toilet là minh chứng rõ ràng hơn nữa ở các chung cư khác bên ngoài không có hạng mục này trên các căn hộ mới.
- § Áp dụng những thước cao cách âm chống ồn, ở chung cư của VN việc cách âm giữa các căn hộ không có, nên chú ý đến vấn đề này.
- § Nội thất: Kệ và tủ của cửa nhôm kính, cửa kính chống ồn, kính cường lực, cửa kính chống ồn.

IV PROJECT SUMMARY ~TARGET IMAGE~

(Chính): Chủ yếu là các cấp, tầng lớp gia đình ở lứa tuổi 30.
(Phụ):Quảng bá rộng rãi tới mọi tầng lớp lứa tuổi với tư cách là mục tiêu phụ đối với tầng lớp thay đổi chỗ ở của người dân quận Long Biên.
Từ khóa: tình tài sản, chất lượng, diện tích, quản lý, tình thay đổi

[Case1] Cấp độ lứa tuổi 20

- Gia đình ■ 2 người
- Tuổi ■ Chồng 28 tuổi, vợ 25 tuổi
- Nghề nghiệp ■ 2 vợ chồng: nhân viên công ty
- Diện tích số phòng mong muốn: 70~80m² 2BR
- Dự toán ■ \$100,000~150,000
- Nơi ở ■ Hoàn Kiếm Dist
- Loại nhà ■ Thue căn hộ
- Process ■ Xem xét mua nhà lực kết hôn. Xem xét ở CBD nhưng dự toán là quan trọng nên bắt đầu xem xét ở quận Long Biên. Trước lại sẽ sinh con nên mong muốn loại 2LDK. Ngoài ra xem xét tới cả việc bán lại trong tương lai nên muốn xem xét mua căn hộ có giá trị cao. Hạng mục coi trọng: Thuận tiện cho việc đi làm dự toán

TargetResidence:
→70~80m² 2BR

[Case2] Gia đình 30~40 tuổi

- Gia đình ■ 3 người
- Tuổi ■ Chồng 32, Vợ:30 Con 1 tuổi
- Nghề nghiệp ■ 2 vợ chồng: nhân viên công ty
- Diện tích số phòng mong muốn ■ 80~90m² 2~3BR
- Dự toán ■ \$159,000~200,000
- Nơi ở ■ Long Biên Dist
- Loại nhà ■ Sống cùng bố mẹ
- Process ■ Con cái sẽ lên nên cần phòng rộng hơn để bắt đầu xem xét việc mua nhà. Cần trong môi trường nào đó tốt cho con xem xét ở quận Long Biên vì gần với nhà bố mẹ để. Trong tương lai sẽ sinh thêm 1 bé nên nên xem xét cả hoặc có thể thay đổi của loại 2~3LDK. Nguyên vọng chất lượng có thể sống ổn định. Hạng mục coi trọng: Căn nhà bố mẹ để dự toán số phòng chất lượng tốt, trường sống tốt.

TargetResidence:
→80~90m² 2~3BR

[Case3] Cấp độ 50 tuổi trở lên

- Gia đình ■ 2 người
- Tuổi ■ Chồng 55, vợ 50
- Nghề nghiệp ■ Chồng: công viên chức nhà nước
- Dự toán ■ \$100,000
- Nơi ở ■ Long Biên Dist
- Loại nhà ■ Villa
- Process ■ Hiện tại đang sống ở Villa nhưng suy nghĩ tới sự thoải mái và tình an toàn nên xem xét chuyển sang chung cư. Vì thời gian ở nhà cũng nhiều nên mong muốn chung cư được quản lý tốt. Vì nhiều đồ đạc nên coi trọng sự rộng rãi ở mức nào đó. Hạng mục coi trọng: Dự toán Giá trị tài sản

TargetResidence:
→100m² 3BR

[Case4] Investor

- Gia đình ■
- Tuổi ■ Lứa tuổi 40~50
- Nghề nghiệp ■
- Dự toán ■
- Nơi ở ■
- Loại nhà ■
- Process ■ Xem xét mua nhà với mục đích đầu tư và cho thuê. Số vốn trung tâm thì giá cả hợp lý. Hiện muốn xem xét sống ở khu vực Long Biên có thể kỳ vọng vào sự phát triển từ nay trở về sau. Sự yên tâm cả việc bán lại thì có nguyên vọng ở căn từ 70~80m².

TargetResidence:
→70m² 2BR

➔

Making Target Image

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HASEKO Corporation

Haseko can propose the best solution for each location in Vietnam③

Project Proposal of Through the Marketing and Customer Research②

(Macro Market)

We can research the macro market price and forecast market trend in the future.

(Micro Market)

We can research the competitive projects around the potential site to get sales condition.

➔To judge project price.

【II】 MARKET of APARTMENTS in HANOI

Triển khai bán hàng từ tháng 12/2016, đã bán được 160 căn. Ở khu vực trung tâm của Long Biên và tương đối gần với khu vực CBD nên được đánh giá cao. Tòa nhà tạo các tiện ích đảm bảo được việc thông gió và tận dụng ánh sáng tự nhiên. Thiết bị như bếp phòng vệ sinh thì ở hạng cao cấp của trong phòng được lựa chọn áp dụng cả hệ thống đóng mở tự động rèm.

Tự nhiên cần diện tích bề cơ tầng giá tiền ít hơn sẽ bán chạy hơn như 77m²(2BR+DEN) \$100,000~120,000, 85m²(2BR+DEN) \$110,000~120,000.

Feature

INVESTOR: IDB Vietnam ESC
CONSTRUCT: Vietnaca
Design: WFR Vietnam Asia, Cen Group
Location: Box 19, 200 Ngoc Lam, Long Bien
Site Area: 4.000m²
Launch: 12/2016
Complete: Q2/2018
Building: 1
Number of Units: 220
SQM: 76.5~114.1m²
Price: 28~32m (m²) \$1,300~1,500/m²
Equipment: Kitchen, Washbasin
Facilities: Pool, Gym, Clubhouse, Garden, Pool, Shuttle, Aircon, Nook, Terrace
Rèm cửa mở tự động
Facilities: Smart control, Beauty Salon, Spa, Sauna, Gym, Kids Garden
CCTV Door, BBQ Garden, Laundry service
Parking: 100%

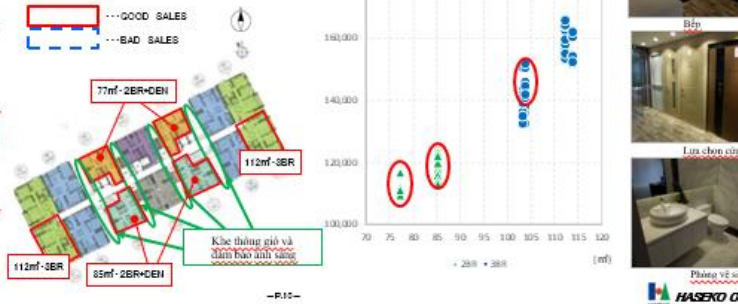


【SALES CONDITION】

Triển khai bán hàng từ tháng 12/2016.
Đến thời điểm tháng 1/2018 bán được 160 căn.
Tương đương phân khúc ở tòa nhà giá cao.
Ở khu vực trung tâm của Long Biên và tương đối gần với khu vực CBD nên được đánh giá cao và bán chạy.
Tận dụng ánh sáng tự nhiên.
Thiết bị như bếp phòng vệ sinh thì ở hạng cao cấp của trong phòng được lựa chọn áp dụng cả hệ thống đóng mở tự động rèm.

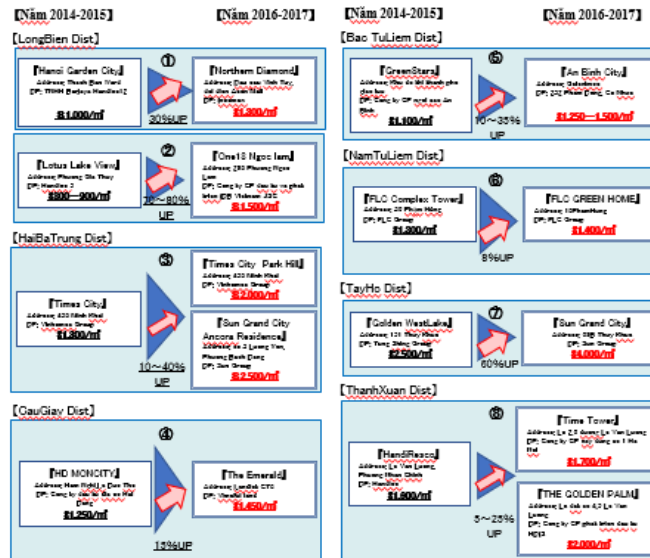
【GOOD SALES】

Cần mua đôi để mua sớm (tiền thấp) bán chạy
77m² 2BR+DEN \$100,000~120,000
85m² 2BR+DEN \$110,000~130,000
112m² 3BR \$140,000~160,000



【II】 MARKET of APARTMENTS in HANOI ~Compare Price from 2014-2015 to 2016-2017~

Trong sự thay đổi khu vực cung cấp, so sánh giá bán tiêu chuẩn giữa năm 2014-2015 với gần đây (năm 2016-2017) thì thấy rằng ngay cả các chung cư ở cùng khu vực và vị trí nhỏ đều tăng giá như nhau. Đặc biệt là những dự án có vị trí và điều kiện tốt thì giá tăng lên rất nhiều.



Haseko can propose the best solution for each location in Vietnam④

Proposal of Project Planning and Concept Design

~Planning of Concept design

~Planning of Unit design

Product Concept 商品コンセプト

<Target>
High income family.

<Keyword>

**High area efficiency
高効率**

- High area-efficient "high profitability" planning which have no wasted space.
- The rooms all face outside window, though limited external wall.

**Comfort
快適性**

- Safe and reliable housing.
- Achieve "Rank up lifestyle" by adding Japanese style on Vietnamese housing.

Policy of outline of proposal 建物概要について

- We plan the building as 18 floor and each floor height are lower than other general project. Because of the building height is limited by zoning.
- We design a suitable service plan. Business, EV, the mechanical vertical system are located in the center of building.
- EV: EV for slope, 2 EV for residence, and 1 EV for garbage and cleaning.
- EV: 住居用1基、物入れ用1基、ゴミ収集および清掃用1基で計画。
- We plan the communal area at 1st floor and 2nd floor. At 1st floor we propose retail shop and cafe with open terrace. All residential storage pipe space is needed above the riding space in 1st floor. 1Fは店舗併設で計画。住居には1F、2Fにオープン、エントランス、カフェ/オープンテラスを提案。
- We plan the pool on 1st floor. The machine room of the pool is planned on the underground B1. 1Fにプール、プールの機械室は地下B1に計画。
- We plan the amenity room on 1st floor. The amenity room is realized as an Extreme lobby. 1Fに風呂場を計画。エントランスロビーに専用利用の提案。
- The mechanical room, mechanical room and water tank operate on the basement floor. 地下に機械室、水タンク設置を計画。
- Parking is planned as 8 basement in enough request. 駐車場の確保は8フロアは確保を計画。
- Housing area is 2=100sq (100sq×2)with-spreadhouse structure structure, usable floor ratio of typical plan is 80%, the average area of dwelling unit is planned at about 80sqm. 住居は2F=100㎡×2戸=100㎡×2戸の2階建て構造で計画。標準層のフロア率は80%、平均的住居面積は80㎡程度で計画。

Planning of concept design

06 type S: 1/80

06	83.66 m ²
Alcove	4.63 m ²
TOTAL	88.29 m ²

Typical floor plan

Planning of Unit design

Haseko can propose the best solution for each location in Vietnam⑤

【Suggestion of new product in Vietnam by experience in JAPAN】

Haseko has a lot of experience in Japan.

So we can suggest a NEW IDEA.

(Example)

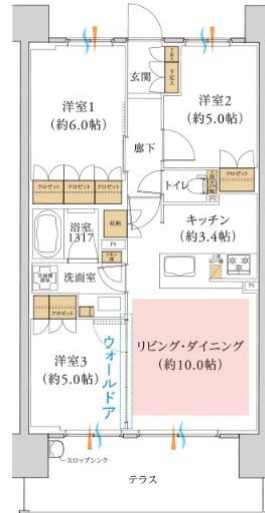
Compact Residence

Japanese Design

Universal Design of apartment



Japanese Design



Compact Room Plan
63m² · 3BR



Universal Design of apartment

【Support of Sales Activities by experience in JAPAN】

We can not only see the show room but also provide the dream to live in apartment.

(Example)

Advertisement of Japanese Style

Making Japanese Sales Gallery.



【Construction Work】

Providing safe, secure, and comfortable home.

And always keep clean sites for safety, quality, workers and all customers.



Closing

*We are NO.1 apartments construction
company in JAPAN*

*~We can supply authentic
apartments for all customers ~*

▶ *To achieve our strategy, we would like
to cooperate with good partners who
have the same philosophy as Haseko.*

▶ *Thank you very much!*

