

# FILMORE Life

BY FILMORE DEVELOPMENT

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Perspective



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Dear friends,

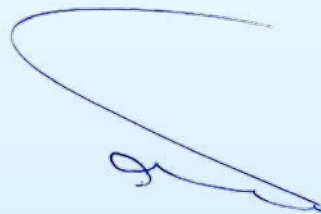
2022 was a challenging yet exciting year for Filmore Development as we successfully launched The Filmore Da Nang and gained positive response from the market. That affirms our constant efforts to bring homeowners true living values.

The year 2023 marks the 5<sup>th</sup> anniversary of Filmore Development. This is a special milestone for us to look back on our journey, acknowledge the accomplishments we have achieved and paving the way for the future endeavors, with a focus on completing The Filmore Da Nang project and putting it into operation. At the same time, we are continuously working to complete the design and legal frameworks for upcoming projects. I would like to take this opportunity to express my appreciation to homebuyers, customers, business partners, and employees for supporting Filmore Development.

Vietnam's real estate environment may remain challenging in the next few years, but we are still confident of its long-term development potential. We focus on our core values, which are outstanding designs, smart technology applications, quality handover conditions, as distinctive factors that reinforce our position in the upcoming journey. We commit to developing projects of enduring value for our residents and the community.

Through our newsletter, we hope to keep you up-to-date on these activities of Filmore Development as well as the progress of our projects, and become a connection between Filmore Development and you. We look forward to receiving your valuable feedback and continued support.

Yours sincerely,



**Mr. Andy HAN Suk Jung**

CEO  
Filmore Development





## I Filmore Development marks 5 years of journey

*5 years may not seem like a long time in the real estate industry, but for Filmore Development, it has been a route filled with many memories, pride, honors, successes, as well as challenges and difficulties. These 5 years mark a journey that, although not long, has provided sufficient time to foster employee engagement, witness growth and continuous development.*

The Board of Directors and every member of Filmore Development have been dedicated to delivering practical and effective values to our customers and partners over the past 5 years. Despite the constantly changing business environment and the global economic impact caused by the Covid-19 pandemic, which has greatly affected the real estate market in Vietnam, we have remained flexible and adapted to the evolving economic and financial conditions.



In October 2020, The Filmore Da Nang had its groundbreaking ceremony. In June 2022, the project received recognition at the esteemed Asia Pacific Property Awards 2022. Following that, in October 2022, The Filmore Da Nang was successfully launched in the market and had its topping-out ceremony in December 2022. In early 2023, Filmore Development signed a Memorandum of

Understanding with POSCO E&C to collaborate on a residential project in Ho Chi Minh City, as well as establish frameworks for future projects. Despite the recent fluctuations in the real estate market, we remain committed to ensure the on-track construction progress and the quality handover of The Filmore Da Nang by the end of this year.



Continuously growing up, Filmore Development aims to be a **recognized leader** in Vietnam's real estate market to create innovative and **sensational living spaces** that bring **sustainable values** to customers and the community. Therefore, we need relentless innovation and a powerful, forward-thinking team to set new standards.

Mr. Andy Han affirmed at the Gala Dinner



The 5th anniversary of Filmore Development took place at the Grand Mercure Danang Hotel on 1 July, 2023. The Board of Directors and all members celebrated the joy of its achievements and encouraged each other to continue to conquer new heights. Sharing at the ceremony, Mr. Andy Han - CEO of Filmore Development emphasized the mission, vision, core values, and business goals until 2025.

Recognized as a young player with a distinctive approach in the real estate market, Filmore Development is constantly striving

and collaborating with international partners to prepare for the next chapter. We are committed to implementing advanced technology in construction and developing luxury residential projects that add values to both residents and the community. In addition, we also strengthen our policies to retain and attract talents, provide training to improve work capabilities, promote a strong corporate culture, and embrace digitalization.

The celebration was held in conjunction with the company's

annual trip taking place in Da Nang city. With a meaningful theme of **"Be a Game Changer"**, everyone participated in thrilling and purposeful activities, including teambuilding games on the beach, Gala Dinner, music performances, sitetour of The Filmore Da Nang project and visits to tourist attractions in Da Nang. This has brought all Filmoreans together, fostering a shared sense of enthusiasm and marking an unforgettable milestone in the company's journey of growth ■

FILMORE x POSCO E&C

# MOU signing with POSCO E&C for prospective cooperation in Vietnam



Representatives from Filmore Development & POSCO E&C at the signing event.

Filmore Development and POSCO E&C (Korea) had announced the signing of a Memorandum of Understanding (MOU) for a major cooperation between the two parties in March 2023. The main goal of this cooperation is to enable the possibilities of prospective

development of the residential project in HCMC, smart city projects, and other development opportunities in Vietnam.

Being recognized by international partners for the business potential is an important milestone marking the sustainable development of Filmore

Development. Both Filmore Development and POSCO E&C possess outstanding capabilities and advantages to be able to create innovative products with high technology that meet the new standards for urban development and modern lifestyle ■

FILMORE x VIETCETERA

# Launching a new podcast



In July 2023, Filmore Development and Vietcetera collaborated to launch a new podcast for Gen Z, helping them better understand the real estate industry and provide deep insights in terms of property investment.

Home & Beyond - the name of the podcast, is participated by Mr. Andy Han - CEO of Filmore Development in the lead role with the involvement of leading industry experts to share basic knowledge, explain terminologies, and provide professional advice for audiences. The podcast is created with new concepts, content, and interactive forms to attract more attention from Gen Z.

A new episode of the podcast will be aired every 2 weeks on YouTube, and then shared across communication channels of Filmore Development and Vietcetera ■



Scan to watch the podcast on YouTube

BUILDING THE CULTURE



# Aiming for The best place to work

In May 2023, Filmore Development partnered with Newing Coaching and Consulting to conduct a comprehensive Corporate Culture Health Check survey. The purpose of the survey was to listen to employee opinions and evaluate their current level of satisfaction within the company, aiming to transform Filmore Development into one of the most sought-after working environments in Vietnam’s real estate industry.

To achieve this goal, Filmore Development invested in various human resources aspects. This included implementing welfare

policies to attract top talents, enhancing internal training and bonding activities. We are also building a dynamic work environment that promotes communication, teamwork, and embracing digitalization. Additionally, we encourage our employees to actively engage in sports activities to enhance both physical and mental health.

During the transformation of Filmore Development, every Filmorean is a Game Changer to embrace every positive change to the company ■

INTERNAL TRAINING

# ESOP Training

Following the implementation of the plan since 2021, in May 2023, Filmore Development continued to hold the internal training on ESOP (Employee Stock Ownership Plan) - a preference shares reward and offering program for company employees.

Accordingly, employees who meet certain criteria will be rewarded or provided with opportunities to purchase company shares at a favorable price compared to the market. Share ownership helps to motivate employees, increase their trust and commitment to the company. Additionally, employees have the opportunity to enjoy attractive profits when the company’s stock price increases, as a reward for their efforts and commitment.

The ESOP program not only brings benefits to employees but also creates an engaging work environment that enhances Filmore Development’s reputation in the market, while attracting talents and potential investors to engage with the company ■



# PROJECT'S MILESTONES

GROUNDBREAKING CEREMONY



OCTOBER 2020

PROJECT LAUNCHING IN HONGKONG



NOVEMBER 2021

SALES GALLERY OPENING CEREMONY



APRIL 2022

LAUNCHING CEREMONY IN DA NANG



OCTOBER 2022

TOPPING OUT CEREMONY



DECEMBER 2022

KICK-OFF EVENT IN HCMC



MARCH 2023

UNVEILING 3 MOCK-UP UNITS



MAY 2023



# The Filmore Da Nang - Redefined truly luxury living

With its pioneering values of Exclusivity, Safety, and Privacy, The Filmore Da Nang is widely recognized by customers and investors as a project that sets new standards for the luxury real estate market in Da Nang. It elevates the taste and lifestyles of the elite homeowners, providing them with truly luxury living experiences.

## The Filmore Da Nang stands out in the luxury segment

The Filmore Da Nang obtains the beauty, elegance, and sophistication of contemporary architecture, creating an optimal harmony between aesthetics and functionality. Additionally, the project achieves a remarkable advantage by perfectly satisfying the three leading aspects: nature connection, art, and convenience. This is the result of the synergy between project development capabilities, architecture, and smart-living technology.

## The condo offers the panoramic view toward Han River

The living spaces within the condos at The Filmore Da Nang offer a tranquil experience, thanks to their tasteful



Perspective

With a prime location, modern design and Wellness by Well-tech facilities, The Filmore Da Nang promises to be the optimal choice for those who are looking for a perfect life in Da Nang.

and elegant use of colors, materials, and interior decor. What makes the project stand out is its spacious and open architecture, featuring cantilevered balconies - a symbol of excellence that sets it apart from other competing projects. This architectural design, combined with the full-height glass walls, creates a perfect combination of relaxation, romance, while providing homeowners with the much-desired natural energy that urban residents crave.

## Wellness by Well-tech facilities at the rooftop

Another remarkable attraction of The Filmore Da Nang is the application of Smart Home and the Wellness by Well-tech facilities. The developer has leveraged technology to enhance the residents' quality of life. Absolute safety and privacy are ensured by a multi-layered security system. Homeowners

can also enjoy luxury facilities akin to those found in 5-star hotels and resorts.

At the Filmore Da Nang, homeowners have access to modern health care and fitness facilities, along with the diverse privileges that meets the vibrant lifestyles of the elites, including library, BBQ area, and banquet room with full equipment and services. These spaces provide residents with the opportunity to indulge themselves, spend quality time with family, or host guests in the most luxurious manner possible.

With only 206 condos, The Filmore Da Nang has become a place worth living most sought-after for the elites. Being a part of this prosperous community is a privilege reserved for those seeking a residence and opportunities for growth in Da Nang ■



Perspective



At the Asia Pacific Property Awards 2022 taking place in the UK, The Filmore Da Nang was named in 3 main categories:

- Best Apartment-Condominium - Vietnam
- Residential High-Rise Development - Vietnam
- Residential High-Rise Architecture - Vietnam

For more information about The Filmore Da Nang, please visit: [thefilmoredanang.com.vn](http://thefilmoredanang.com.vn)

For booking an appointment, please contact us at: **0937 883 888**



2 BEDROOM MOCK-UP UNIT

Living room & Dining room

Filmore Development has unveiled 3 mock-up units of The Filmore Da Nang. This is a chance for customers to directly experience the high-touch living space with breathtaking views from the spacious balcony, full-height glass design and luxury interior fittings in the condominium.

Smart technology features integrated at The Filmore Da Nang enables management and control of various fittings and electrics such as door lock, lightings, ACs, living room's curtains... The spacious living space design, combined with the harmony of colors and furnishings, creates a relaxing atmosphere to welcome homeowners after a busy day of work.



Reading room





Bathroom

Spacious, well-equipped, and harmoniously connected with the living room, the kitchen area features selected fittings and fixtures from leading brands such as Bosch cooktops and hoods, Höfele stainless steel faucets and sinks, and moisture-proof MDF kitchen cabinets with a melamine finish that are fire-proof and scratch-resistant.

The bathroom area is meticulously finished with luxurious marble porcelain tile floors, equipped with full sanitary fittings from Kohler.



Kitchen & Dining room



Bedroom



1 BEDROOM MOCK-UP UNIT

Living room & Dining room

All wardrobes, shoe cabinets, and kitchen cabinets... are equipped with soft-closing features. This not only limits noise within the living space but also helps prevent any possible damages.

Samsung air-conditioners with “Wind free” features help to reduce noise and diffuse air harmoniously, which maintains a stable temperature in living rooms and bedrooms.

The bedrooms feature imported wood floors that are anti-mold, water-resistant, and highly adapted to such Da Nang’s weather.



Bedroom



Bathroom

# The Filmore Da Nang equipped with smart technology

## SMART HOME EQUIPPED IN EVERY CONDO

Driven by high-tech, The Filmore Da Nang meets customers' needs for convenience, safety, and privacy. It creates a harmonious smart-living environment that extends from the entire property to each individual condo unit.

Instead of a magnetic card to enter the condo, homeowners at The Filmore Da Nang can enjoy using touch-free system powered by Face ID or QR code. OTIS elevator - a US brand, ensures safety during its operation with hazard warning and achieves high environmental efficiency when minimizing heat generation.

The entrance door of the condo is equipped with Yale smart locks - the world's leading door lock brand. This can be integrated with Schneider's Smart Home app to enable remote control of the door and receiving alerts when the door lock is opened. By voice or click on the app, homeowners can also remotely control household electrics such as lights, air conditioners, televisions, living room's curtains... in a way that's both convenient and energy-saving.



Smart Home equipped in every condo provides senses of safety, privacy, and exclusivity to homeowners.

## EASY ACCESS TO WELLNESS BY WELL-TECH FACILITIES



In addition to the Smart Home, homeowners at The Filmore Da Nang can use the exclusive Resident app to connect to the Wellness by Well-tech facilities. The app allows them to check vacancies and secure slots of high-tech health care and fitness facilities on the rooftop such as: InBody, TechnoGym, sunlighten infrared sauna, heated infinity pool, NuCalm...

The all-round smart technology in and outside the home positions The Filmore Da Nang among the best places to live in Da Nang - "the city worth living" ■



# I The Filmore Da Nang News

The kick-off 2023 of The Filmore Da Nang successfully took place on 15 March, 2023 with more than 200 participants from 4 reputable Sales Agents: DKRA Realty, ERA Vietnam, Indochine, and CBRE.

At the event, Mr. Andy Han - CEO of Filmore Development, shared inspirational messages for the sales team and affirmed to develop The Filmore Da Nang as a luxury living in Da Nang. Therefore, the developer actively manages and controls during the project development including design, construction, and operation to ensure the project meets the developer's standards as well as the homeowners' expectations.



Filmore Development unveiled 3 mock-up units at the site to allow homeowners to directly experience the units and the handover conditions, as well as have ideas to design their future living spaces. The developer also collaborates with sales agents to better serve our customers by organizing weekly tours of the mock-up units.



To introduce The Filmore Da Nang to the expat community in Da Nang, Filmore Development collaborated with AmCham to organize a "Connect and Cocktails" event at the project's Sales Gallery on 23 June, 2023. The event was attended by more than 60 invited guests from businesses affiliated to AmCham. Having the opportunity to view the project facade and visit the mock-up units, they were impressed by the design as well as the on-going finishings.



The Filmore Da Nang is one of the rare projects that receives a strong response from the market because of its prime location, unique design, and finishings from renowned international brands. Homeowners can also enjoy exclusive services such as free airport pickup/sending, basic housekeeping + linen services within 1 year, and free usage of smart box ■

# I Strategic partnership – Sales agents



For the convenience of customers, Filmore Development has cooperated with sales agents to widely promote The Filmore Da Nang in Da Nang, Hanoi, and Ho Chi Minh City. Customers can easily reach to the nearest agents to get consulted on The Filmore Da Nang.

The sales agents are all experienced and reputable partners on the market, with professional salesmen who are knowledgeable about the project to help customers make decisions quickly. You can reach to DKRA Realty, ERA, CVR, CBRE, Reti, Indochine... or feel free to contact our hotline at **0937 883 888** for more information ■



# PLAY

# WORK



**BOM meeting**



**BOD trip to Korea**



**IT Training**



**ESOP Training**





**Women's day  
8/3**



**BBQ Party**



**Happy  
Birthday  
Filmorean**



**Marathon**



**Children's day  
1/6**



**Outdoor  
Activities**

# My Filmore

*Having been with the company for nearly 5 years, this journey has brought me incredible experiences and a wide range of emotions. There have been challenges, difficulties, a sense of achievement, pride, and sometimes even an overwhelming burst of boundless happiness.*

*At the beginning there were a sense of VUCA. The Covid-19, economic fluctuations, and ever-shifting market trends have been forcing every Filmorean to be more flexible and ready to adjust. And now, looking back on the journey, it has been a great adventure in which I am inspired by fresh ideas and have the opportunity to contribute to the company's development. Each small success in the process of building the company serves as great motivation to strive for bigger goals.*

**LE THI HONG NHUNG**  
Chief of Office of the Board of Director



*The working environment at Filmore is dynamic, creative, and fair. The company's Board of Directors consistently takes care of the well-being and professional development of Filmoreans. Filmore Development does not focus on building individual brands but rather focuses on building a team and a shared brand. Hence, all Filmoreans work hand in hand to co-create and share added values to one another.*

**NGUYEN PHUONG BANG**  
Chief Construction Officer

*Filmore is a young, energetic, and innovative company. Our willingness to embrace new challenges and overcome difficulties together has shaped a distinct culture within Filmore. Here, we have chances to participate in projects alongside international partners, which provides us with opportunities for learning and personal growth while fostering long-term commitment to the company.*

**BUI NGOC PHUONG**  
Architectural Team Leader



*Working at Filmore is an incredibly positive experience. The company creates a dynamic and friendly working environment where every member is listened to and encouraged to contribute their ideas. Filmore's management team has a strategic vision, always supports employees, and cultivates the culture of innovation.*

**NGUYEN NGOC XUAN QUYNH**  
Legal Counsel





**THE FILMORE**  
DANANG

## BREATHTAKING VIEWS PLUS EXCLUSIVE PRIVILEGES AWAIT YOU HERE

Located in the most beautiful of Bach Dang Street, along Han River, The Filmore Da Nang enjoys the perfect landscape with the riverside's harmony and the vibrancy of the city center which offers both privacy and convenience. Aiming to redefine a truly luxury living in Da Nang, The Filmore Da Nang's condos are designed as the most luxurious and desirable exclusive residential community.

Homeowners can also enjoy the exclusive privileged services such as 12 times free airport pickup/sending, 12 times free basic housekeeping and linen services, and also free usage of smart box.

Join us now to explore more privileged sales programs\* such as discount on successful purchasing, discount on upfront payments, and 0% interest rate which will be subsidized by the developer and more.



**0937 883 888**  
**TheFilmoreDanang.com.vn**

Visit our mock-up units at:

**Bach Dang Street, Binh Thuan Ward,  
Hai Chau District, Da Nang City**

\* Terms and conditions applied and may change monthly.  
Please contact our hotline to get the most updates.

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**FILMORE**



Perspective



## Headquarter

### FILMORE DEVELOPMENT

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Ho Chi Minh City

## Project

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