

Residential property sector – 3Q25 earnings forecast: Active sales launches; earnings expected to recover from a low base

- In 3Q25, numerous residential real estate projects were newly launched in both Hanoi and Ho Chi Minh City, with selling prices and absorption rates showing relatively positive results. Several anticipated legal reforms are expected to help real estate developers resolve existing project bottlenecks and create momentum for new project development.
- Listed real estate developers under our coverage are expected to report 3Q2025 earnings recovering from last year's low base, supported in some cases by financial income, as property handovers remain primarily concentrated in existing projects.

Hanoi and Ho Chi Minh City real estate market: Improving supply

According to the Ministry of Construction, in 9M25, transaction volume in the real estate market slightly increased 1% yoy. Meanwhile, average primary selling prices showed significant volatility in the two key markets, rising 33% yoy in Hanoi and 36% yoy in Ho Chi Minh City. This partly indicates that strong housing demand has been constrained by high selling prices. 3Q25 also marked the first quarter following the provincial merger, which may have triggered localized land price surges in certain areas. We note that such price increases are sustainable only when supported by real infrastructure and economic development. During 3Q25, housing supply continued to rise in both major markets as several large projects were launched, with a trend of shifting further from city centers. For property developers, a series of legal reforms have been introduced to support businesses and increase supply, notably: expanding permitted land use for projects (Resolution 171/2024/QH15), piloting special mechanisms for social housing development (Resolution 201/2025/QH15), and adjusting master plans in several sub-zones.

Robust new project sale launches with strong booking momentum in 3Q25

In 3Q25, numerous new residential projects were launched with positive booking activity, supported by strong sales incentive programs despite the typically weaker seasonal demand during the “ghost month”. In Hanoi, excluding VHM, most new launches came from unlisted developers, such as Sun Feliza Suites (Sun Group), The Matrix Premium (MIK Group), and Noble Crystal (Sunshine Group). In HCM City, notable projects introduced included The Opus One - Vinhomes Grand Park (VHM), The Privé (DXG), Gladia (KDH), The Gió Riverside (AGG), and Lumier Midtown (Masterise). In neighboring provinces, key launches included the Canaria subdivision - Izumi City project (Đồng Nai) and Solaria Rise - Southgate project (former Long An) developed by NLG. Booking volumes were strong at several developers under our coverage, notably DXG and KDH.

3Q25 results: Expected recovery from last year's low base

In 3Q2025, sales activities at listed real estate developers were generally positive; however, revenue recognition remained primarily driven by the handover of units from existing projects. Additionally, during the quarter, several project equity transfer transactions were completed or expected to take place, generating one-off financial gains for developers. Notable examples include NLG's completed divestment of a 15.1% stake in Izumi City project and PDR's planned stake transfer in Thuận An 1 project (pending completion at the time of this report). We estimate that the aggregate net profit of the listed real estate companies under our coverage grew 68.7% yoy in 3Q25, supported by a recovery from last year's low base and boosted by extraordinary financial income. New project launches during the quarter are expected to start contributing to earnings from 4Q2025 onward.

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Summary of 3Q25 and FY2025 earnings forecast

Figure 1: Earnings forecast for companies under coverage

No	Ticker	Industry	Forecast of net profit after tax & minority interest						Comments		
			3Q25 (VND bn)		% yoy		% qoq			2025 (VND bn)	
1	NLG	Residential property	210	📈	504%	📈	112%	753	📈	47%	In 3Q25, NLG is expected to derive earnings mainly from the continued handover of units at the Southgate and Nam Long Cần Thơ projects. In July 2025, NLG signed an agreement to transfer a 15.1% stake in the Izumi City project to its Japanese partner, Tokyu Corporation. We expect the gain from this transaction to be recognized as financial income in NLG's 3Q25 results. The transaction value has not been disclosed; however, we have estimated the profit contribution and incorporated it into our 3Q25 earnings forecast for the company.
2	PDR	Residential property	190	📈	273%	📈	192%	894	📈	477%	In 3Q25, we expect PDR to recognize earnings from the planned divestment of an 80% stake in the Thuận An 1 project. Earlier, in early September 2025, the company signaled progress on this transaction by announcing the establishment of Thuận An 1 High-Rise Real Estate Investment Co., Ltd., in which PDR holds a 99% ownership stake. During the same quarter, PDR also launched a new sales phase of the Bắc Hà Thanh - Quy Nhơn Iconic project, which is expected to provide a positive earnings contribution in 4Q25 and 2026.
3	KDH	Residential property	150	📈	114%	📉	-25%	980	📈	21%	In 3Q25, we do not expect significant handover activity from KDH, as the Gladia project cluster was only launched in early July 2025. Earnings for the quarter will likely be driven mainly by land portfolio restructuring, including the disposal of fragmented or underutilized land plots. We expect the Gladia project to start contributing to KDH's revenue and profit from 4Q25, thereby supporting the company in meeting its full-year plan.
4	DXG	Residential property	56	📈	87%	📉	-32%	286	📉	13%	In 3Q25, DXG reported very strong sales launching performance at The Privé, with high booking levels and selling prices reaching up to VND 120 mn/sqm, which is expected to support the company's presales momentum. However, as units at this project are unlikely to be handed over within the quarter, DXG's earnings will primarily come from the handover of units at its existing project, Gem Skyworld.
5	VHM	Residential property	12,948	📈	65%	📈	71%	39,192	📈	23%	In 3Q25, we expect VHM's net profit to surge, driven by the substantial unrecognized sales backlog of VND 138 trillion from the Royal Island, Wonder City, and OCP 2&3 projects recorded at the end of the previous quarter. We forecast that Vinhomes (VHM) will achieve around 60% of its full-year net profit target by 9M2025. New large-scale projects launched since early 2025 - including Wonder City, Golden City, and Green City - are expected to deliver significant profit contributions in 2H25.

Source: MBS Research's assumption and projection

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ADD	The stock can generate a profitability of 15% or more
HOLD	The stock can generate a profitability of between -15% and 15%
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HOLD	Industry stocks have Hold recommendations on a weighted market capitalization basis
NEGATIVE	Industry stocks have Reduce recommendations on a weighted market capitalization basis

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