VIENTIANE CENTER
ວຽງຈັນເຊັ້ນເຕີ
ບໍລິສັດ ວຽງຈັນເຊັ້ນເຕີ ລາວ ມະຫາຊົນ
VIENTIANE CENTER LAO PUBLIC COMPANY
ຖະໜົນຄຸວຽງ, ບ້ານໜອງຈັນ, ເມືອງ ສີສັດຕະນາກ, ນະຄອນຫຼວງວຽງຈັນ, ໂທ ແລະ ແຟັກ: (+856) 21 228299
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Vientiane Center Lao Public Company

Business Plan for the year 2026

1. 2026 Operating Targets

The company will continue to entrust North Nongchan Complex Development Company with the investment promotion and operation of VCL's assets, making full use of North Nongchan Complex Development Company's existing management team to reduce the company's management costs. Furthermore, this arrangement will help the management team better coordinate the assets of both VCL and North Nongchan Complex Development Company, creating synergies and generating greater benefits for both companies.

According to the 2026 Asset Operation Management Agreement signed between North Nongchan Complex Development Company and VCL, VCL's total annual revenue shall be no less than 22.41 billion kip, and the profit target after deducting operating management fees and income tax shall be no less than 7.95 billion kip. VCL will pay operating management service fees to North Nongchan Complex Development Company on a quarterly basis, with the final service fee determined based on the annual performance assessment. The annual service fee shall not exceed 4.95 billion kip per year (including tax).

2. Key Work Measures for 2026

The management team plans to focus on the following key tasks in 2026:

2.2.1 With the goal of creating a headquarters cluster, intensify investment promotion efforts to attract high-quality Chinese state-owned enterprises, large multinational corporations, etc., to move into the office building, and bring in well-known, high-quality brands to the shopping mall.

2.2.2 Continue to enrich the services and facilities of the office building. By providing shared canteens, shared meeting rooms, and other service facilities, as well as soft services such as employee meal discounts, movie ticket discounts, and corporate networking events, increase customer stickiness, and further consolidate and enhance the reputation, influence, and occupancy rate of the Vientiane Center office building.

2.2.3 Continue to deeply explore market gaps and consumption triggers in Laos, planning to introduce specialty stores by taking entire floors or contiguous areas as units.

2.2.4 Continuously enhance the quality and influence of the mall's themed events. By holding a variety of science, education, cultural, sports, and commercial activities in the mall's atrium, continuously consolidate and enhance the influence of the Vientiane Center commercial brand.

2.2.5 Optimize the cinema's marketing strategy by launching group booking services targeting Chinese enterprises, local government and institutional units, schools, and other customer groups, thereby expanding the cinema's influence.

2.2.6 Upgrade and renovate the exterior brand signage of key mall tenants to improve the overall exterior image of the mall and increase customer satisfaction and stickiness.

2.2.7 Continue to strengthen safety management and property upgrades, improve and enhance service facilities and the overall image, and create a safe, hygienic, and tidy business environment.

2.2.8 Utilize idle funds to continuously purchase high-quality property assets from North Nongchan Complex Development Company, thereby expanding the company's asset scale and optimizing its asset allocation.

Vientiane Center Lao Public Company
Director/CEO



Wang Wei Kun