

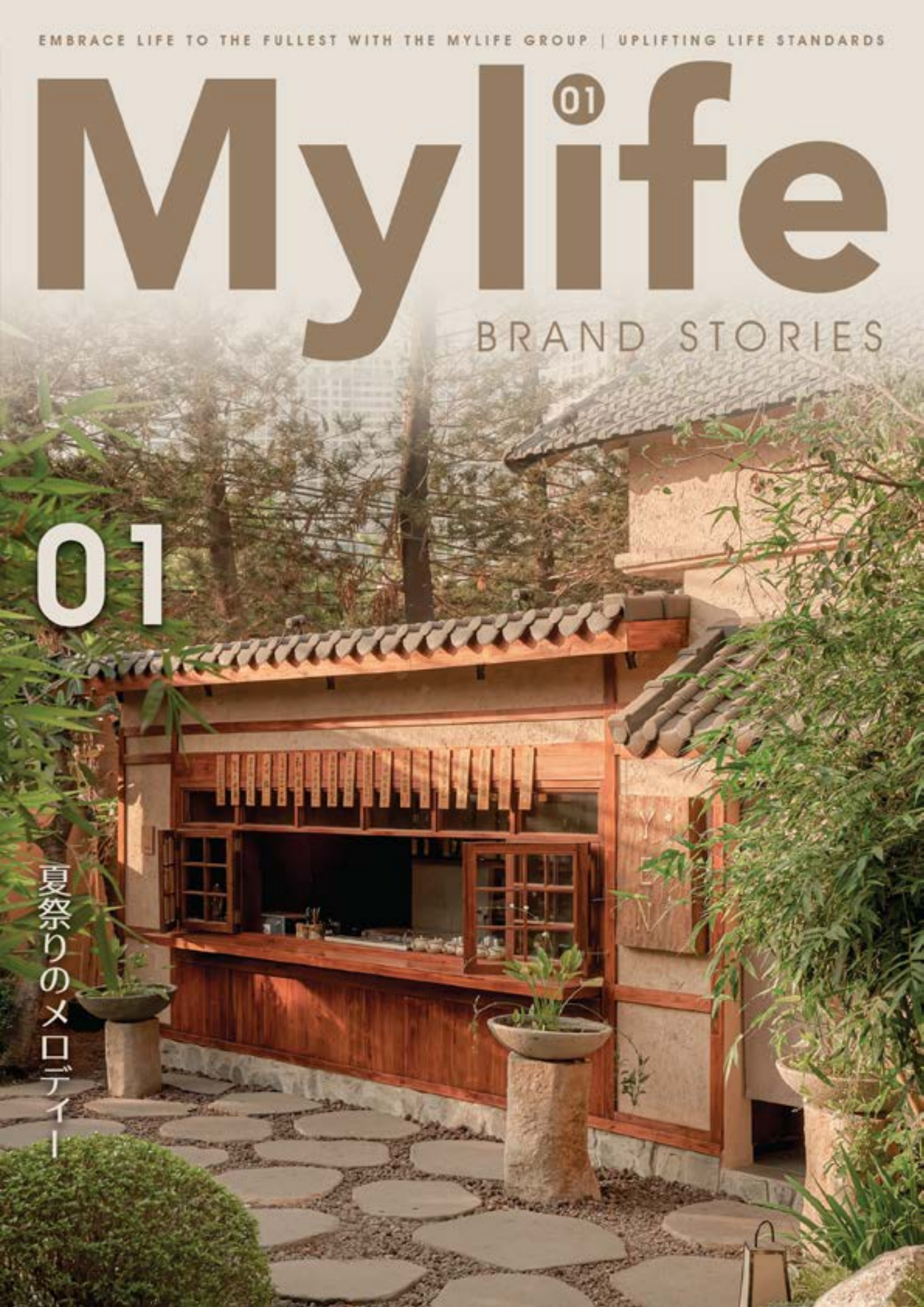
EMBRACE LIFE TO THE FULLEST WITH THE MYLIFE GROUP | UPLIFTING LIFE STANDARDS

# My<sup>01</sup>life

BRAND STORIES

01

夏祭りのメロデー



# GENERAL INTRODUCTION

Established on August 20th, 2008, the MyLife group was born with the mission of bringing the Japanese dedication to the art of quality cuisine to Vietnam. After more than ten years of constant effort, the Mylife Group has developed and expanded with more than eight food & beverage brands, a Japanese-standard supermarket with products imported directly from Japan, and two reputable interior design and construction companies. The MyLife Group lives for creativity, aesthetics, and class.

**MISSION**

To provide comprehensive solutions for a quality modern life.

**VISION**

The Mylife Group always dignifies the value of giving. Our goal is to bring people to life and to live in a truly meaningful way.

**CORE VALUES**

Professionalism, Innovation, and Sophistication.



**EMBRACE LIFE TO THE FULLEST WITH MYLIFE GROUP | UPLIFTING LIFE STANDARDS**

With a mission to celebrate the deeper values of life, the MyLife Group has diligently refined its service ecosystem to contribute to every customer's complete, happy life. The group's motto is to serve with the spirit of Omotenashi - dedicated, attentive, and always aiming for the highest quality. MyLife ensures every customer receives a fitting experience in all aspects, from enjoying delicious food and relishing beautiful living spaces to comprehensive care for both physical and mental health.

The relentless progress of modern life has created many favorable conditions for people to move far beyond the simple desires of eating well and dressing warmly, where within the modern day we may now aspire to more sincerely embrace ourselves, confidently asserting our styles, and securely enjoying a rich and fulfilling life. Accompanying customers for over 15 years, the Mylife Group has successfully developed and built nine brands in the fields of cuisine, retail, living spaces, and beauty, receiving customers' acceptance and trust for consistently adhering to a consistent set of principles:

PROFESSIONALISM - INNOVATION - SOPHISTICATION

“ In the Mylife Group, there exists a towering tree of life, its roots delving deep into the fertile soil of our customers' needs and desires: **harmony, health, success, rejuvenation, joy, love, and luck.** These needs drive every endeavor, and each branch of this majestic tree represents a different facet of our enterprise: from the delicious delights of our restaurants and the fresh abundance of our food markets, to the artful touch of our interior design companies. As the branches stretch skyward, each one finds its strength and purpose in the nurturing embrace of the roots, endlessly intertwining to create an ecosystem of fulfillment. With every new branch, we innovate, we adapt, and we strive to meet the evolving needs of our customers, for in the flourishing canopy of our tree lies the essence of our commitment—to serve, to inspire, and to thrive together. ”

# THE GATEWAY TO AUTHENTICITY

(from right to left)

## Ms. YEN MAI LINH | Founder & President

Ms. Yen Mai Linh is a dedicated entrepreneur and the founder and chairwoman of the Mylife Group. With a strong background in food chemistry and an MBA from Maastricht University, she brings her expertise to the forefront of the business. She oversees all five sectors of the Mylife Group and consistently commits to managing the delivery of top-notch products, services, and experiences for consumers.

## Mr. MASAHIRO UCHIYAMA | Senior Advisor

Mr. Masahiro Uchiyama is the owner of Mugen Company – One of the major companies in the F&B industry with a chain of restaurants with many different models. He has managed 16 restaurants in Tokyo, Yokohama, and Nagoya. He is a senior advisor who has inspired the Mylife group's high-end restaurant brands.

## Ms. SAKAMOTO KEIKO | Lead Advisor

Ms. Sakamoto Keiko is the director of the Tsukinoi liquor brand. She is the 7th generation successor of Tsukinoi Liquor Company – a famous wine company of over 150 years in Japan. Up to now, she has been a strategic advisor and a supplier of premium wines for the Mylife Group.



## YEN SUSHI PREMIUM

Food & Beverage



# FOOD & BEVERAGE



## ELEVATING THE ESSENCE OF JAPANESE CUISINE

Yen Sushi Premium is the epitome of tranquility in mind and the celebration of excellence in culinary indulgence is reflected in its logo with a serene circular motif.

Beyond the rustic brown wooden gate adorned with aged tiles lies an original garden with ancient cedar trees, recreating the serene ambiance of traditional Japanese Ryotei architecture, seamlessly blending the old with the new, where traditional culture coexists with the contemporary; a haven where the essence of Japanese gastronomy is elevated through the traditional art of Kaiseki and the creative Omakase by Chef Hirohito Sato, awakening all senses and providing guests with a complete and enriching experience.

## HARMONIZING NATURE, CULTURE, AND CULINARY EXCELLENCE

Modeled after a traditional Japanese house, Yen Sushi Premium features idyllic gardens, koi ponds, an ancient 100-year-old tree, stone-covered paths and wooden accents, culminating in an immersive experience. What makes this place exceptional is its exclusive space, spanning two floors with customizable VIP rooms for intimate dining experiences. Beyond the delectable cuisine, our restaurant offers an all-encompassing experience that invigorates the senses of every diner.

In Japanese culture, the round red mark symbolizes the sun, representing wholeness, unity, and inner peace. The spirit of Yen Sushi Premium aims to convey to our esteemed guests—an immersive experience of traditional Japanese culture alongside exquisite culinary flavors.

Yen Sushi Premium meticulously recreates a refined and contemplative ambiance inspired by traditional Ryotei architecture. Here, the harmony between tradition and modernity intertwines, blending elements of the past with the vibrant rhythm of contemporary life.

In addition, Yen Sushi Premium offers a selection of VIP rooms, making it an ideal destination for intimate family gatherings, group celebrations, or business meetings.

Step into a tranquil environment where the vibrant green tones of nature seamlessly merge with distinctive Japanese architecture imbued with cultural richness—resulting in a remarkable fusion with the natural world and a memorable culinary adventure.

Decorated in the traditional Japanese style, the space at Yen Sushi Premium creates an enchanting atmosphere, setting the stage for intimate gatherings with your family or friends. We're truly delighted that you chose us as the venue for your special occasions and we look forward to providing you and your guests with exceptional cuisine and impeccable service!



**Mr. HIROHITO SATO**  
Chef

Without fail, Chef Hirohito Sato creates something special for diners. He takes advantage of more than 31 years of working at high-class restaurants in Japan to create culinary masterpieces at Yen Sushi Premium. The flavors that he brings ultimately convince even the most demanding of diners.



Featuring freshly caught seafood like Madai ear fish, Anago Japanese eel, Amaebi shrimp, and Sakura pink shrimp, as well as premium ingredients like Zuwai Kani snow crab, Hitachi A5 beef, caviar, and side garnishes such as truffle salt and pickled sakura leaves, each item is expertly crafted with a dedication to becoming a masterpiece of flavor.

## OMAKASE

In traditional Japanese cuisine, Kaiseki entails intricate preparation regarding ingredients, flavors, and processing techniques. This premise sits well with discerning gourmets looking for an authentic and distinctive dining place.



## IWA JAPANESE YAKINIKU

Food & Beverage



# FROM STONE TO GEM



Beneath layer upon layer of earth, minerals absorb energy from the land and sky over millions of years, eventually transforming into precious gems, with each different kind connecting to a person's Zodiac sign. At IWA Japanese Yakiniku, we celebrate the journey and formation of exquisite cuisine and design in much the same way.

At IWA, Master Chef Kobayashi Takamasa presents delectable dishes from select ingredients, like chilled Wagyu beef and seafood from Toyosu Fish Market, creating edible excellence from premium sources.

The refined flavors are offered here with the Omotenashi spirit, embracing each guest with genuine, wholehearted hospitality.

### Mr. KOBAYASHI TAKAMASA

Chef

Chef Kobayashi Takamasa, with more than 25 years of experience working at high-class restaurants worldwide, weaves a unique experience for diners that come and enjoy chilled Wagyu at IWA Yakiniku. With impeccable skills and a deep knowledge of our ingredients imported directly from Japan, Chef Kobayashi Takamasa unerringly creates beautiful dishes that dazzle diners.





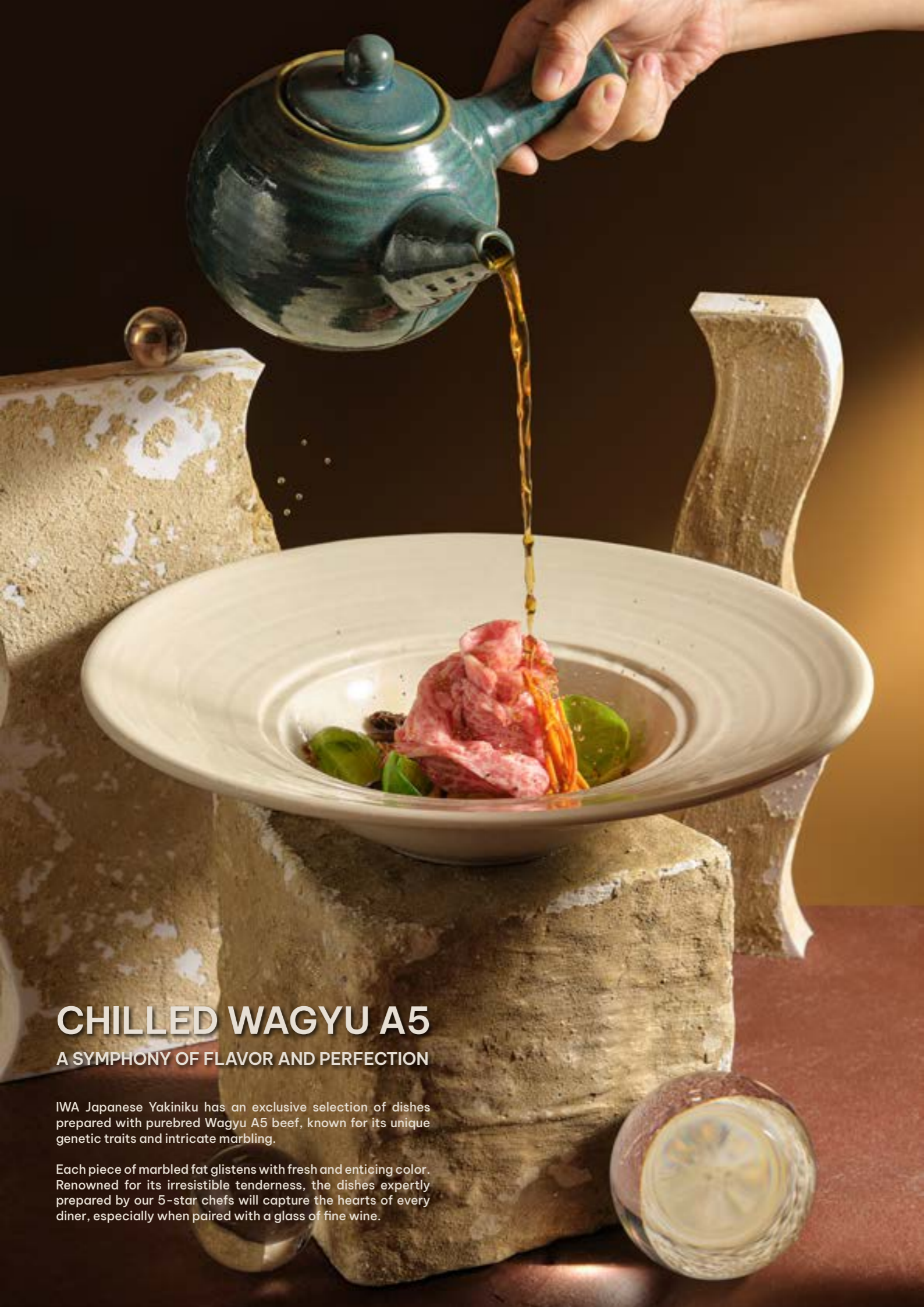
Let IWA become your happy place. Upon entering, we pledge to relieve you of stress, to help you feel the attentiveness of the service, and to ensure that you enjoy the cozy atmosphere as though the busy city and its associated stresses never even existed.

## IWA: THE JADE OF EMPATHY

Utilizing smokeless grilling technology alongside a delicate kitchen system, IWA aims to give diners a feeling of great comfort when grilling. IWA is also the place to put your health and taste first, with premium ingredients 100% sourced from Japan.

With every intricate detail carefully attended to, IWA Japanese Yakiniku gives the impression of a luxury resort, while remaining true to its essence as a restaurant.





## CHILLED WAGYU A5

A SYMPHONY OF FLAVOR AND PERFECTION

IWA Japanese Yakiniku has an exclusive selection of dishes prepared with purebred Wagyu A5 beef, known for its unique genetic traits and intricate marbling.

Each piece of marbled fat glistens with fresh and enticing color. Renowned for its irresistible tenderness, the dishes expertly prepared by our 5-star chefs will capture the hearts of every diner, especially when paired with a glass of fine wine.



### WHERE EVERY INGREDIENT BECOMES A PRECIOUS GEM

Drawing inspiration from the transformation of simple rocks into precious gemstones, every step at IWA is like a gentle cut into the stone, revealing the beauty within. The finest ingredients, including premium Wagyu beef, are thoughtfully selected to infuse exclusive flavors into our offerings, catering to guests seeking the best dining experiences for any occasion.







At IWA Lounge, guests can enjoy unique signature cocktails themed after Zodiac gemstones, as well as exceptional finger food in a Moroccan-style Lounge beside a beautiful pool area. Come and experience the uniqueness of IWA Lounge, which will always be the perfect choice for guests to unwind after a hard working day.

Try Garnet, one of our fascinating signature cocktails, representing the zodiac sign of Capricorn. Refreshing from the first sip to the last, Garnet demands your attention until the very end, instilling a profound sense of harmony with its delightful ruby color.



**YEN SUSHI & SAKE PUB**  
Food & Beverage



## THE HARMONY OF JAPANESE CUISINE AND THE WORLD

Yen Sushi & Sake Pub is a pioneering Japanese restaurant chain embracing a fusion style that harmonizes the essence of Japanese cuisine with contemporary global flavors. In a modern setting complemented by familiar chillout music, skilled chefs ingeniously blend diverse culinary inspirations, transcending boundaries to deliver fresh and sophisticated experiences to guests.

It is exactly this kind of enticing innovation that speaks directly to the spirits of the soaring and free.





Yen Sushi & Sake Pub respects your privacy and wants to bring you the happiest experiences, and thus our spaces are crafted and empowered with comfort and peace in mind.





**Ms. TA THI THU TRANG**  
Head Chef

Chef Trang is renowned for bringing Japanese cuisine to the tastebuds of Vietnam. Once you've fallen in love with Yen Sushi & Sake Pub, this becomes clear. She has two decades of experience in the culinary profession, half of which she has dedicated to the MyLife Group.

# FUSION

Yen Sushi & Sake Pub uses fresh ingredients imported from Japan to prepare gourmet dishes for guests. When visiting Yen Sushi & Sake Pub, do not miss the opportunity to indulge in our carefully crafted sashimi, one of the restaurant's signature dishes, which is guaranteed to tantalize your taste buds at every turn.







Japanese culture insists on making every dish from premium, natural, and pure ingredients. Each season has a different ingredient, and Yen Sushi & Sake Pub always delivers the very best to your table.

A refreshing addition to the lively talk is the sizzling sound of grilled dishes made with the freshest ingredients at Yen Sushi & Sake Pub. Succulent meat cuts retain their natural sweetness from the ocean, while achieving a delicate flavor after being lightly grilled on the charcoal stove.

SHAMOJI ROBATA YAKI  
Food & Beverage



Amid the sounds of drums and cheerful shouts, tantalizing straw-grilled fish and a plethora of fresh, flavorful grilled dishes from the distinctive glowing charcoal grill are served on unique Shamoji wooden spoons shaped like oars.


We seek fishermen to add life and warmth to our bustling village. And you - are you searching for a place where joy converges to recharge for a new day? Let's make a date for an unforgettable, time-traveling feast at the ancient fishing village of Shamoji Robata Yaki!

You'll become a real fisherman in a Japanese fishing village as soon as you walk through the door. Come and enjoy an extraordinary experience at Shamoji.

A JAPANESE TIME  
TRAVELING FEAST

If life outside relentlessly sweeps you along with its endless deadlines and hurried plans, behind that rustic wooden door, stained over time, awaits a world of ceaseless joy ready to welcome you. Step into the creative and striking space of Shamoji Robata Yaki, a perfect recreation of an ancient Japanese fishing village from a thousand years ago. Diners are warmly welcomed like fishermen returning home after a long voyage.





Shamoji Robata Yaki offers a variety of table options for your drinking pleasure, including tatami tables, open kitchen counter tables, and couple tables for those who enjoy a drink together. The interior design transmits vibes of the 'Phu Tang Land,' creating a uniquely captivating and fascinating traditional ambiance. The open kitchen with charcoal-grilled meat and fish, white smoke, various lanterns, tea cups, and curious decorations provide a natural and intimate touch. The energetic atmosphere, laughter, clinking glasses, and pulsing drumbeats create a vibrant ambiance.

Tatami seating (sitting style) brings intimacy and comfort and is suitable for groups of friends to chat and share.

With a space rich in the traditional charm of 'Phu Tang,' Shamoji Robata Yaki brings diners face to face with unique and fascinating ancient Japanese features.

The long counter table facing the open kitchen lets you get close to the 'fishermen of the fishing village' and have delicious food delivered directly from a giant Shamoji spoon. It's a lively area, and whether you're dining alone or with a partner, thanks to our friendly fishermen, loneliness is never served.

# EXPLORING JAPANESE CUISINE



From the grand drum welcoming you at the entrance to the friendly Japanese chants led by our chefs, the warm atmosphere at Shamoji Robata Yaki guarantees relaxation and comfort.

Come to Shamoji Robata Yaki to enjoy a Japanese-style charcoal grill hot pot restaurant and bar offering fresh, high-quality cuisine. The service is fast and friendly, and the atmosphere is simply fantastic. Come for the sake, and stay for the unbeatable experience. Allow us to provide a fantastic place to gather and spend time together, and tantalize your taste buds with various painstakingly presented mouthwatering dishes. Shamoji's chefs pour their hearts into each dish, and it is this painstaking dedication to their art that enables us to deliver unforgettable experiences directly to your table.

Shamoji always dedicates its full passion to every dish, from selecting the finest, freshest ingredients to meticulous preparation; even the presentation requires skill and craftsmanship. All this is to provide the best possible experience when enjoying every dish. With the open kitchen, you don't just feast your eyes as you comfortably watch the ingredients and the cooking process, but you also get to admire the artistic performances of the Japanese chefs. The fishermen use a giant wooden spoon - Shamoji, to transfer the hot and fresh dishes from the kitchen to the customers.

## いち、に、さん、乾杯！

Enjoying a variety of appetizers and sharing a glass just like two real pals, you can tell each other how your day went and whether anything fun happened. Or perhaps admire the skilled "captains" showcasing their culinary artistry right before you. The atmosphere is buzzing with the exciting kanpai cheers, which feel like a recharge of energy after a tiring day at work. Shamoji is delighted that you've chosen it as your gathering place of choice, where we encourage the sharing of day-to-day life and carefree smiles.



Camaraderie is a key ingredient for the perfect drinking session, and it is Shamoji Robata Yaki's faithful companions that create the perfect environment for genuine intoxication.

Shamoji's menu is extensive and diverse, prepared from fresh ingredients sourced early in the morning. A table full of delicious food, paired with a warm cup of sake or a cold beer, will give you a drinking session to help you forget the way home.



Enjoy an Authentic Japanese Set Lunch with Your Colleagues at Shamoji Robata Yaki!

No need to ponder over "What's for lunch today?" because Shamoji is ready to serve you enticing, diverse, and nutritionally balanced set lunches. The Shamoji kitchen team has cleverly combined fresh and quality ingredients to craft sets with authentic Japanese flavors.

Visit Shamoji now to savor your lunch in a cozy, authentically Japanese atmosphere. Share stories and camaraderie with your colleagues while enjoying a delicious meal!






Step into the world of Shamoji and embark on a culinary journey through the heart of Japan. At Shamoji, we extend a heartfelt welcome to our esteemed Japanese guests. Here, we celebrate the rich Izakaya culture - it's not just about dining; it's about exploring. Every bite is an adventure, from the sizzling robata grills to the freshest sashimi! Our skilled chefs and blend of flavors ensure that each visit is memorable.

Indulge in the authentic flavors of Japan at Shamoji Robata Yaki. Our menu pays homage to tradition, offering you a slice of Japan in every dish. The warmth of our cozy ambiance welcomes you to a peaceful retreat where you can savor the true essence of Japanese cuisine.

Join us for an unforgettable experience that transcends dining - an exploration of culture, a journey of flavors, and a celebration of tranquility. Arigatou gozaimasu for choosing Shamoji. We look forward to serving you!





**GENSHI YAKI**

Food & Beverage

## SAND - GRILLING & SAVORING AUTHENTIC FLAVORS

At Genshi Yaki, we embrace a philosophy of harmony with nature and the traditional Japanese style of sand grilling, offering a pure taste of fresh, delectable ingredients. Amidst the hustle and bustle of the outside world, our Genshi garden is a tranquil haven adorned with lush greenery and infused with traditional Japanese design and a warm, serene ambiance. This setting allows our guests to calm their hearts and relax, savoring rustic, authentic dishes cooked over glowing charcoal on white sand, a practice dating back thousands of years.

## INTO THE GARDEN

Both Genshi Yaki's interior and green garden are adorned in an attractive Japanese style. The artistic combination of visual and edible instills sublime emotions when you enjoy delicious food from the red kitchen.

Genshi Yaki delivers fantastic tastes - especially so if you enjoy eating fresh seafood. The seafood is kept in a meticulously maintained glass tank, ensuring its freshness and quality. You can choose from a wide variety of seafood and cooking methods, and we'll prepare it in a matter of minutes so you can enjoy an excellent meal right away.

Genshi Yaki recreates Japan in a miniature style. Like an oasis of peace in a busy, noisy city, we make you feel at ease and relaxed. Enjoy a picnic in Saigon with wooden tables among natural green bamboo rows or even allow us to organize a fantastic barbecue for you.





# genshi yaki

THE JAPANESE BBQ

原始  
焼き

If you're grilling, you'll want meat with a healthy color, tenderness, and marbling. Genshi's preparation involves mixed spices and grilling over charcoal to keep the meat tender and sweet.

As Japan is famous for being a country with beautiful intersections between modernity and tradition, understanding that unique culture has created a concept that genuinely simulates the land of cherry blossoms with nostalgia and contemporary features.

Coming here, diners can experience an original grilling restaurant atmosphere, with unique flavors, and more than just sharing various dishes, diners can also discover the intriguing characteristics of long-standing Japanese culture.



## GENSHI YAKI'S SIGNATURE GRILLING STYLE

Genshi Yaki does not have an authentic style - Genshi Yaki is authentic. Bringing diners to a true-to-life, traditional Japanese space with a unique cooking technique - sand-grilling - Genshi Yaki's dishes are sincere to their origin, full of value and the most rustic, natural flavors.

Enjoy delicious dishes with Genshi Yaki and find your roots through this unique grilling style.

## PERFECT PIECES THAT MAKE GENSHI YAKI

With the spirit of "omotenashi" including "omote" and "hashi" which serves you with single-minded devotion, we endeavor to bring beautiful experiences, not only with the quality of our food, but also with the thoughtfulness of our service.





Premium Wagyu beef is love at first sight with glistening marble veins and an even ratio of white fat to red meat, making it the perfect premium beef. The fat is polyunsaturated, and rich in omega 3 and omega 6, allowing you to enjoy without getting fed up or gaining weight. At Genshi, Wagyu beef is imported directly from Japan and distributed by Yen Market, which retains its freshness with great care, for the best taste.

Meat is a topic that should be solved when discussing grilled foods. Genshi offers many mouthwatering dishes made with fresh Australian beef that introduce an array of new tastes. Throwing a party at home? Purchase fresh, delicious ingredients direct from Yen Market.



## MYLIFE BISTRO

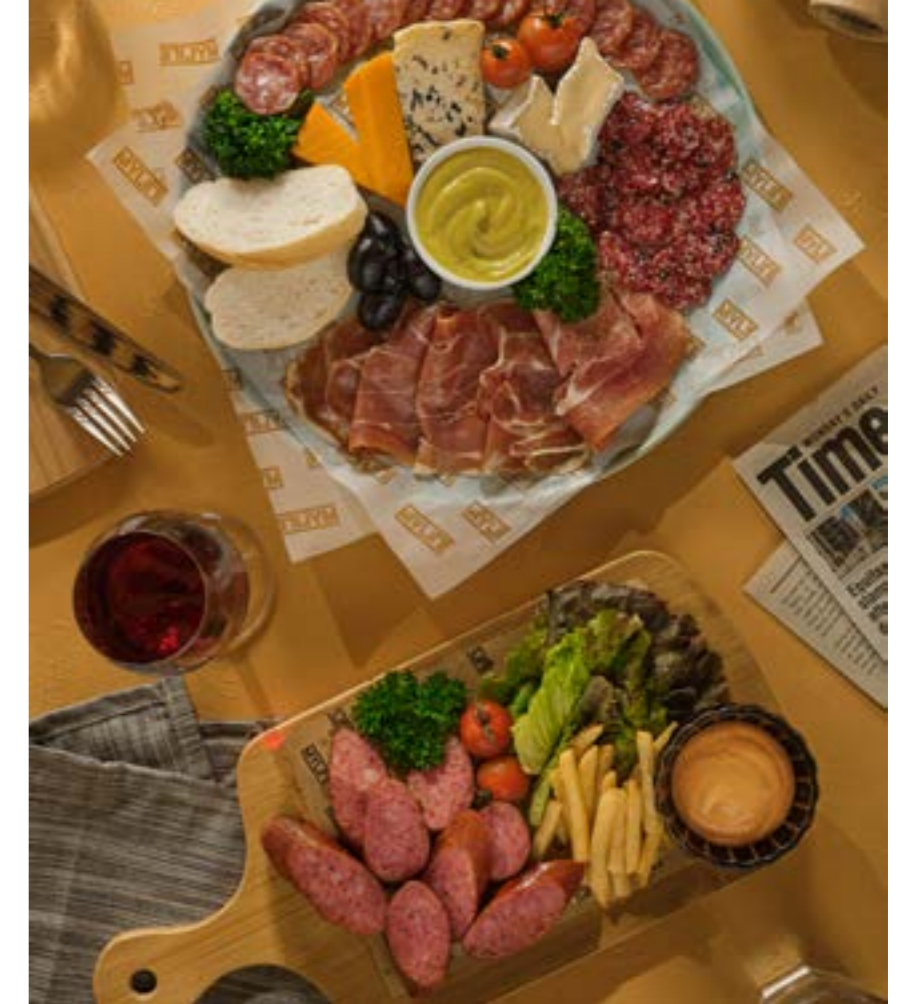
Food & Beverage

## CHARGING STATION OF INSPIRATION

Sip on our fragrant Arabica coffee to ignite a vibrant, stimulating mood for the day. Indulge in a cozy dinner with family to wrap up a long day. Immerse yourself with your loved ones in the rustic tones of acoustic melodies, deepening bonds of affection. Everyone has a reason to visit Mylife Bistro - the renowned cafe restaurant chain with an industrial, nostalgic style and an enticing menu. Because Mylife Bistro is the energizing station for whenever your heart needs a boost!

Bringing exciting flavors to your meal at Mylife Bistro, our chefs have developed various items in our menu with many options waiting for you to try.

With an inspired fusion style, the food menu at Mylife Bistro will bring you the best experiences for lunch with your partners. The interior design with industrial vibes serves significantly in designating this restaurant as somewhere special.



What is Mylife Bistro's secret? It's quite simple. High-quality ingredients, and a talented culinary team. With these as our cornerstone, we have developed an incredibly diverse and appealing lunch menu. Alongside this, the completely new and elegant setting of the Tran Hung Dao branch will enable and facilitate fantastic experiences for business meetings or lunch gatherings with colleagues.





## MYLIFE COFFEE

Food & Beverage

## MY LIFE - MY SAIGON

MyLife Coffee is a restaurant and coffee system with a cozy, modern, and inspirational space. As always, making the quality of our products and services the brand's signature, MyLife Coffee has sprung upon the Vietnamese coffee market.



**KOHI COFFEE**  
Food & Beverage

**A CUP OF LOVE**  
**A CHILL CORNER**

You can't buy happiness, but you can buy something akin to it at KOHI – because our coffee is built on joy.

You can't buy peace, but you can visit KOHI – where we offer a warm, relaxing space to unwind.

You can't purchase a ticket to childhood, but you can taste KOHI's magnificent flavors – combined and crafted with stories and memories.

You can't buy style, but you can have a KOHI cup in your hand, complimenting your style with our unique KOHI vibe.

*Choose a chill corner, order a delicious KOHI, take a beautiful photo, and post it to let the whole world know you are truly happy!*





With a cozy Japanese wood-tone design, KOHI Coffee is an ideal place to relax and enjoy peace amid the hustle and bustle of life. Sitting on the small wooden table and chairs in front of the small order counter, the rich scent of coffee gently washes over you from the inside.

Have you tried cycling around and stopping by KOHI Coffee for a cup of happiness? Don't let your weekend be boring! KOHI coffee guarantees to brighten your day.

See you at our lovely counter!  
With an open space and rustic wooden interior, which is common among traditional Japanese cafes, KOHI brings a sense of simplicity, closeness, and dynamism—an our outstanding wooden ordering counter is always the choice for check-in photos when coming to KOHI Coffee.





Sincerity is the bond that binds strangers even when meeting for the first time.

Not fussy or flashy, the warm, welcoming attitude of the service staff at KOHI leaves an unforgettable impression in the hearts of our guests. We welcome customers excitedly, say goodbye with gratitude, and show great appreciation to our loyal customers who love KOHI every day.



## YEN MARKET

Import & Retail



# IMPORT & RETAIL

## YEN MARKET - JAPANESE IMPORT SUPERMARKET

Yen Market, an import supermarket from Japan, supplies high-quality food products to premium culinary brands under the MyLife Group, including Yen Sushi & Sake Pub, Yen Sushi Premium, Shamoji, and IWA.

Not only is Yen Market dedicated to ensuring stringent standards for all culinary experiences within the group's ecosystem, but it also commits to the highest quality, transparency, and convenience for all its customers.

### Clear Japanese Standards & Origins:

Yen Market reliably provides quality imported products from leading fish markets and farms in Japan and Vietnam, while employing advanced Japanese technology. We ensure that every product at Yen Market meets exceptional standards and that detailed information about their origin is transparently displayed.



# from FARM to HOME



**Attentive Service:** With diverse and innovative shopping features such as restaurant-standard supermarket sets and shopping experiences on 4.0 platforms, Yen Market continuously improves the shopping experience for every family, connecting farms and fish markets to every dining table. Yen Market delights in bringing diverse food sources and exceptional products from the land of cherry blossoms to every Vietnamese home. At Yen Market, we provide you with 100% directly imported, fresh ingredients every day. Try some of our favorite imports, such as:

- Beef, goose liver, and goose breast
- Sashimi, clams, snails, fish eggs, Japanese grilled rice and seafood mixed with spices
- Seaweed and Japanese vegetables pickled in salt, vegetables and fruit
- Japanese sweets, cakes, and candies
- Chef made: Ready-to-cook and ready-to-eat products
- Japanese Sake, beer, and wine
- Japanese tea & coffee



## YEN MARKET - THE ART OF ENJOYING THE CUISINE OF THE LAND OF THE RISING SUN

The origin and quality of food are always of concern and focus among Vietnamese people. Yen Market is vital in improving the quality of meals in each Vietnamese family's household and to the Vietnamese food industry as a whole. Yen Market is part of the well-known and popular reputation that the Mylife Group has garnered in the Vietnamese market. Yen Sushi & Sake Pub, Yen Sushi Premium, Shamoji and Mylife Coffee, to name but a few, have always made a strong impression on consumers thanks to delivering the highest quality food and service to diners who love Japanese cuisine.



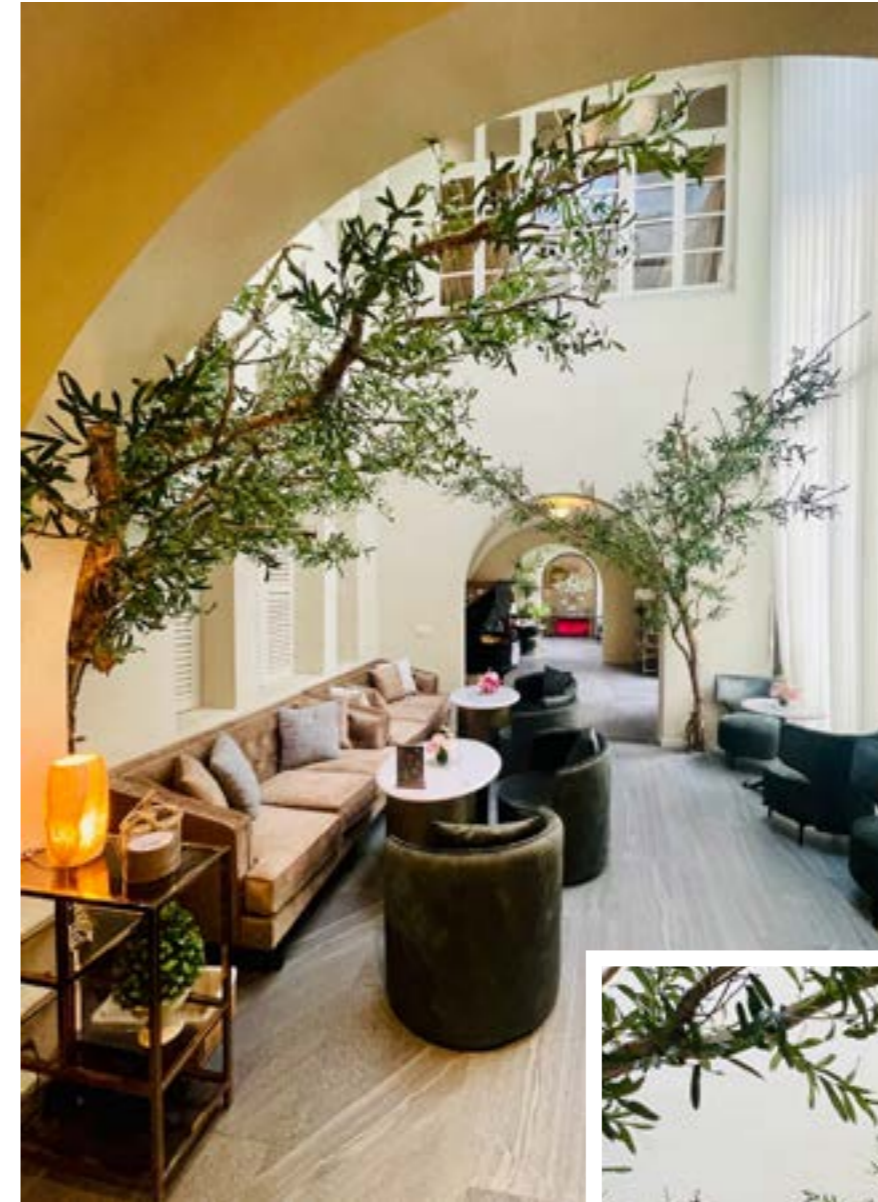




# THE ART TEA LOUNGE

## Food & Beverage

Experience elegance and indulgence at The Art Tea Lounge, Vietnam's first-ever tea lounge in an interior showroom. Immerse yourself in aesthetic brilliance as you sip our carefully brewed tea and savor mouthwatering culinary delights. Let your senses wander through our captivating showcase of stunning designs - The Art Tea Lounge is a haven for design enthusiasts and admirers of beauty alike.





## SAVOR TEA WITH STYLE

The beverages and pastries at The Art Tea Lounge are painstakingly crafted from premium ingredients, undergoing a transparent and standardized process. The products selected by the brand are first-rate and visually captivating, while subtly evoking passion.

The Art Tea Lounge has become a familiar meeting place for friends, customers, and business partners. Here, people can gather, chat, and share. It's also a hub for art, music, and culture enthusiasts, creating a unique space for them to express their personalities and lifestyles freely.

Amidst the hectic city of Saigon, what could be more wonderful than a cup of tea and a plate of fragrant pastries within our peaceful pasture, looking out at the city center? All pressures and worries are momentarily set aside, allowing you a moment of respite where life feels worth living.

# the Art & Interiors





# THE ART & INTERIORS

## Interiors Design

The Art & Interiors is a well-known furniture and home furnishings retailer offering many brands worldwide.

At The Art & Interiors, we provide interior design services and aim to offer the optimal solution for furniture and decoration ranging from tiles, bathroom interiors, kitchen cabinets, kitchen equipment, indoor & outdoor furniture, lighting equipment, and other décor accessories.

We will be the bridge to an evocative and inspirational living space, from the conceptual to the actual.





# GALAXY ID

## Design & Build

Founded in 2019, Galaxy ID is proud to be a professional interior design and general construction company. Achieving high-art technology while optimizing customer time and investment costs, Galaxy ID has successfully built and designed over 300 amazing projects.

Galaxy ID aims to be your best choice, expressed through our professionalism, prestige, and creativity.



## HIGHLIGHT PROJECT

### I. SALES GALLERY

- 2 Bis NovaLand Gallery\* - Novaland
- Van Phuc Gallery - Van Phuc Group
- Aqua City Gallery - Novaland Dong Nai
- Phat Dat Gallery - Phat Dat Corporation
- Khang Dien Gallery - Khang Dien Group
- Nha Le Tan Long Hai - Kim Oanh Group

### II. OFFICE BUILDING

- Galaxy ID Office\* - Mylife Group
- Phat Dat Office - Phat Dat Corporation
- Nova College Office - NovaGroup
- Sacombank Office - Sacombank

### III. VILLA

- PGA Golf Villa - NovaWorld Phan Thiet\*
- Florida Villa - NovaWorld Phan Thiet
- Lagoon Villa - NovaWorld Ho Tram
- Tropicana Villa - NovaWorld Ho Tram
- Morito Villa - NovaWorld Ho Tram
- Habana Villa - NovaWorld Ho Tram\*
- Ocean Villa - NovaWorld Ho Tram
- Modern Phoenix Villa - Aqua City
- King Crown Villa - Bamboo Capital

### IV. APARTMENT

- The Grand Manhattan - NovaLand\*
- The Ascent Thao Dien - Tien Phat Group
- The Ascent Plaza - Tien Phat Group
- The Ascent Lakeside - Tien Phat Group

### V. CLUBHOUSE - WELCOME CENTER

- Florida Clubhouse - NovaWorld Phan Thiet\*
- Miami Clubhouse - NovaWorld Phan Thiet
- Beach Club - NovaWorld Phan Thiet
- Welcome Center - NovaWorld Ho Tram\*
- Ocean Pool Club - NovaWorld Ho Tram

### VI. SERVICES

- Dr.Skin Clinic - Mylife Group
- Glamer Spa & Clinic - Glamer Clinic Co Ltd
- IWA Japanese Yakimiku - Mylife Group\*
- Yen Sushi Premium - Mylife Group\*
- Yen Sushi and Sake Pub - Mylife Group
- Shamoji Robata Yaki - Mylife Group
- Kohi Coffee - Mylife Group
- Hoang Yen Restaurant - Hoang Yen Group
- Saigon Casa Coffee - NovaWorld Phan Thiet

### VII. HOTEL & RESORT

- Boutique Hotel - NovaWorld Phan Thiet\*
- Anantara Resort - Mui Ne
- Mansion Daron Villa - NovaLand

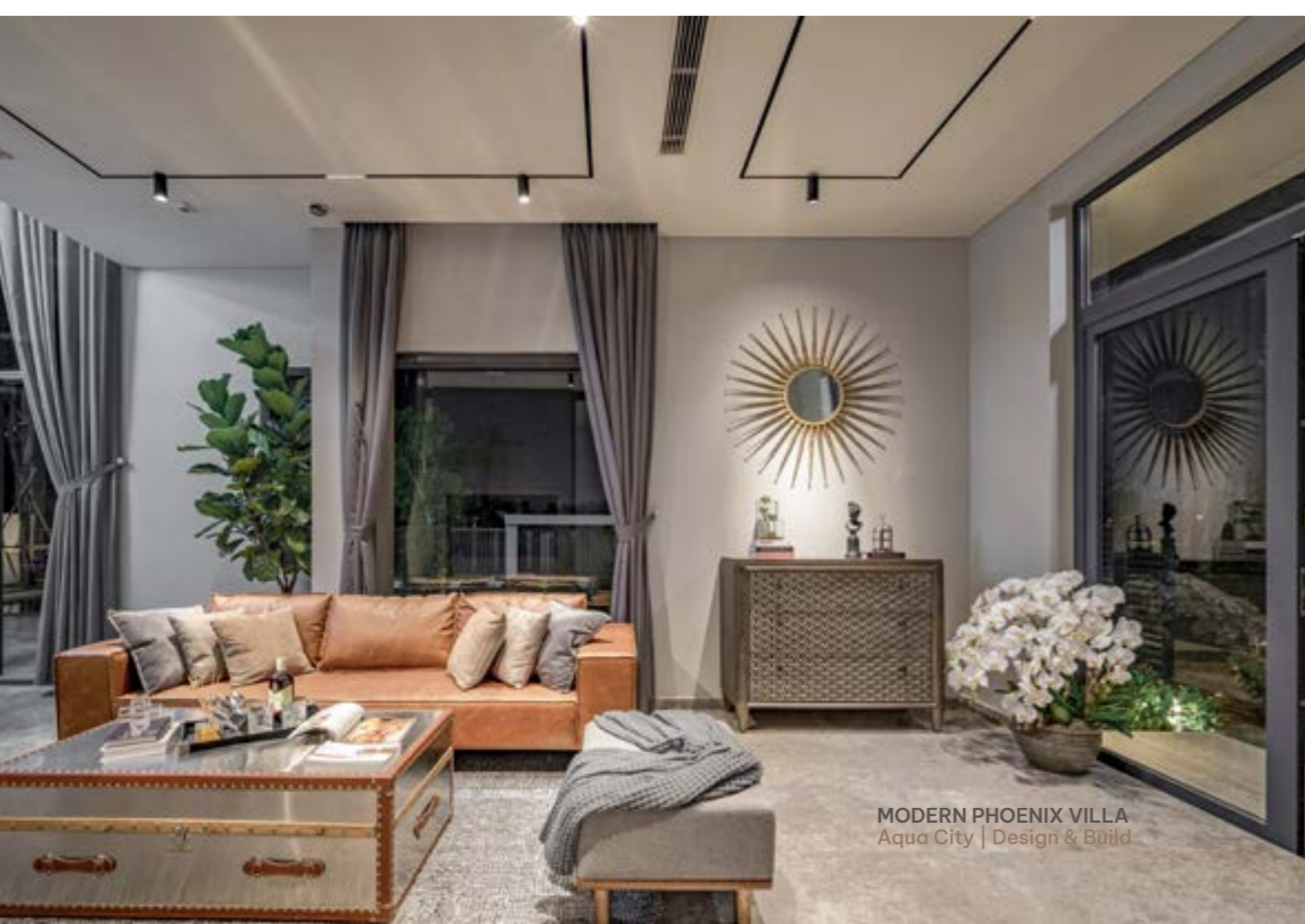




PGA GOLF VILLA  
NovaWorld Phan Thiet | Design & Build



HABANA VILLA I - NOVAWORLD HỒ TRÀM  
NovaLand Group | Design & Build



MODERN PHOENIX VILLA  
Aqua City | Design & Build



THE GRAND MANHATTAN  
NovaLandland | Design & Build



# NEWS AND EVENTS



VEN JAPAN TAKENOKU  
4 HAND DINNER  
WAGYU FROST FUSION



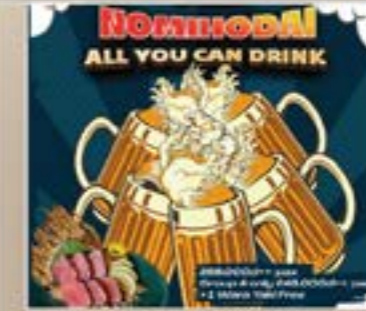
VEN SUKSI PREMIUM  
FLORAL AND  
CANDLELIGHT WORKSHOP



VEN SUKSI PREMIUM  
SAVOUR  
YOUR LUNCHEON



SHIMOKI SOBATA YAKI  
TUNA CUTTING SHOW



SHIMOKI SOBATA YAKI  
NOMIHODAI  
ALL YOU CAN DRINK



SHIMOKI YAKI  
YAKIMONO MATSURI  
BBQ PARTY



VEN SUKSI PREMIUM  
UNVEIL THE  
SEASONAL DELIGHTS



VEN SUKSI & SAKURAI  
LIVE ACOUSTIC



VEN SUKSI & SAKURAI  
KID CHEF SUMMER SUHI



SHIMOKI YAKI  
ACOUSTIC LIVE



MY LIFE BISTRO  
LIVE MUSIC  
FESTIVE MELODIES



MY LIFE BISTRO  
DEAL OF THE DAY



VEN SUKSI & SAKURAI  
"BEP NHA YEN"  
BAKERY WORKSHOP



VEN SUKSI & SAKURAI  
VIOLIN SHOW



VEN SUKSI & SAKURAI  
NEW BRANCH REVEAL



KOHI COFFEE  
KID'S BARISTA



KOHI COFFEE  
A CUP OF LOVE



THE ART TEA LOUNGE  
THE ART THE LOUNGE

# SOCIAL SUPPORT

## YEN'S KITCHEN FUND - SUPPORT DURING COVID-19

Starting within the Covid pandemic in 2021, Yen's Kitchen worked with passion to support people in overcoming living difficulties during the challenging epidemic situation.

With a mission of spirit, confrontation, and courage, the warriors of the kitchen are veteran staff of Mylife Group, joining hands to create a useful and truly meaningful difference.

Yen's Kitchen Fund has implemented a wide variety of programs, such as donating ambulances, camp-beds, and oxygen concentration meters to hospitals; donating vegetables to charity kitchens, and donating nutritious meals to hospitals with a total value of more than 700 million VND.

Above all, what Yen's Kitchen brought was brave spirits, mutual support, and help at a time when the whole country was struggling against the epidemic.

When the pandemic was over, Yen's Kitchen still cherished a bigger plan, which was to bring delicious and nutritious meals to disadvantaged people. Each meal we bring to homeless children, to the disadvantaged elderly, and to hard-working people who nonetheless struggle is one more step toward the creation of a more flourishing community.



## BEAUTY CONTESTS SPONSOR

As a sponsor for major beauty contests such as Miss World Vietnam 2021 & Miss Grand Vietnam 2022, the Mylife Group demonstrates its mission and responsibility through meaningful volunteer activities.

Each quality meal, each delicious drink, and each warm party is carefully prepared by the Mylife Group to support the contestants during the competition. It is a great source of motivation for the beautiful ladies, providing much-needed energy and nutrition to help them continue on the path to conquering the crown, while fulfilling a duty of responsibility to the community.

### MISS VIETNAM 2022



### MISS WORLD 2022



# Mylife GROUP



## Moblle app

Loyalty program: over 78.000 members



## Web delivery







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Facebook @yen.sushi.premium

Instagram @yen.sushi.premium

Website www.yensushipremium.vn

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Instagram @shamoji.robatayaki

Website www.shamoji.vn

Address - 68 Le Loi, District 1, HCMC  
- 29 Le Thi Rieng, District 1, HCMC  
- 135 Nguyen Duc Canh, District 7, HCMC  
- 59 Xuan Thuy, Thu Duc City, HCMC  
  
- 118 Trung Hoa, Cau Giay District, Hanoi  
- 25 Tong Dan, Hoan Kiem District, Hanoi



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Hotline 1900 066 890

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Website www.genshiyaki.vn

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- 15-15A Le Quy Don, District 3, HCMC  
- 185 Nguyen Duc Canh, District 7, HCMC  
- 30 Truong Son, Tan Binh District, HCMC  
- 55 Xuan Thuy, Thu Duc City, HCMC



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Facebook @mylifebistro

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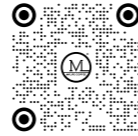
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**Instagram** @yen\_market2021  
**Website** www.yenmarket.vn  
**Address** - 92 Nguyen Trong Tuyen, Phu Nhuan District, HCMC



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**Address** - 179 Ly Chinh Thang, District 3, HCMC





**Mylife**  
GROUP

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## CONTACT

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