

# Public Notice on the Supply and Development of the DMC Landmark Sites (F1 and F2)

The Seoul Metropolitan Government ("SMG") hereby invites qualified applicants to participate in a public offering for the supply and development of the DMC Landmark Sites (F1 and F2), located within the Sangam Housing Site Development District. The project aims to create a landmark mixed-use destination that will elevate Seoul's future industry ecosystem while integrating office, residential, cultural, and leisure functions.

July 10, 2026

**Mayor of Seoul**

## 1. Title of Notice

Public Notice on the Supply and Development of the DMC Landmark Sites (F1 and F2)

## 2. Sites to Be Supplied

- **Location:** 1645 and 1646 Sangam-dong, Mapo-gu, Seoul, Republic of Korea
- **Site Details**

| Lot    | Area (m <sup>2</sup> ) | Unit Price (KRW/m <sup>2</sup> ) | Reserve Price (KRW) | Permitted Uses                                   | Zoning                      | Remarks |
|--------|------------------------|----------------------------------|---------------------|--------------------------------------------------|-----------------------------|---------|
| F1, F2 | 37,262.3               | 24,800,000                       | 924,105,040,000     | General Inducement Uses (Accommodation & Office) | Central Commercial District |         |

\* Applicants must submit a proposal covering both F1 and F2, which shall be developed as a single integrated project (Consolidation of Lots).

\* The proposed purchase price must be equal to or higher than the Reserve Price (established through official land appraisal).

### 3. Applicant Eligibility and Application Method

#### • Applicant Eligibility

Applications may be submitted either individually or as a consortium by domestic or foreign individuals, corporations, or prospective equity investors in a corporation to be established.

Applicants whose eligibility to participate is restricted under applicable laws, regulations, or relevant administrative measures are not eligible to apply.

#### • Application Method

Applications shall be submitted as follows:

- For an existing corporation: in the name of its legal representative;
- For a corporation to be established: in the name of the representative of the largest prospective equity investor; or
- For a consortium: in the name of the representative of the largest equity participant.

\* Detailed eligibility requirements are provided in Section 2.5.3 “Applicant Eligibility and Application Method” of the Supply Guidelines.

### 4. Selection of the Successful Applicant

- Applicants will be evaluated based on the submitted Business Plan, Bid Price, and other submitted materials in accordance with the evaluation criteria set forth in the Supply Guidelines. The Preferred Negotiation Partner will be selected following evaluation by the DMC Working Committee and review by the DMC Planning Committee.

\* The evaluation process and detailed assessment results shall remain strictly confidential.

- Upon completion of negotiations regarding the terms and conditions of the transaction, a Land Sale Agreement will be executed with the Preferred Negotiation Partner.

### 5. Application Schedule and Venue

| Item                                             | Schedule                            | Location / Method                                                                                                                                                                         | Remarks                        |
|--------------------------------------------------|-------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------|
| Publication of Public Notice & Supply Guidelines | July 10, 2026 (Fri)                 | Daily newspapers and the SMG Website (Notices and Public Announcements section):<br><a href="https://www.seoul.go.kr/news/news_notice.do">https://www.seoul.go.kr/news/news_notice.do</a> | Supply Guidelines to be posted |
| Submission of Letter of Intent (LOI)             | July 13 (Mon) – July 31 (Fri), 2026 | Via email to the officer in charge:<br><a href="mailto:clearxx@seoul.go.kr">clearxx@seoul.go.kr</a>                                                                                       | -                              |
| Project Briefing Session                         | July 16, 2026 (Thu) 15:00 KST       | Seminar Room, 7F, DMC Advanced Industry Center (1580 Sangam-dong, Mapo-gu, Seoul)                                                                                                         | -                              |

|                                               |                                                                               |                                                                                                                                                                              |                                         |
|-----------------------------------------------|-------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------|
| Submission of Questions                       | July 20 (Mon) – July 22 (Wed), 2026                                           | SMG Webhard:<br><a href="https://seoulwebhard.eseoul.go.kr">https://seoulwebhard.eseoul.go.kr</a><br>ID: landmark2026_up@seoul.go.kr<br>PW: landmark2026_up                  | -                                       |
| Publication of Responses to Questions         | Within 7 days from the day following the deadline for submission of questions | SMG Webhard:<br><a href="https://seoulwebhard.eseoul.go.kr">https://seoulwebhard.eseoul.go.kr</a>                                                                            | Responses will be provided collectively |
| Submission of Application and Business Plan   | December 10, 2026 (Thu) 09:00 – 18:00 KST                                     | Urban Vitality Planning Team, Urban Vitality Division, Seoul Metropolitan Government<br>(9F, Press Center, 124 Sejong-daero, Jung-gu, Seoul)                                 | Bid Bond Required                       |
| Announcement of Preferred Negotiation Partner | Scheduled for December 2026                                                   | SMG Gazette and website (Notices and Public Announcements section):<br><a href="https://www.seoul.go.kr/news/news_notice.do">https://www.seoul.go.kr/news/news_notice.do</a> | -                                       |

\* Submission of a Letter of Intent (LOI) is NOT mandatory and shall not be a prerequisite for participating in this public offering. Applicants may submit an application regardless of whether they have submitted an LOI.

\* The above schedule is subject to change depending on administrative circumstances.

## 6. Other Information

- Preparation of the Land Purchase Application, Business Plan, and all other related documents shall comply with the "DMC Landmark Sites (F1 and F2) Supply Guidelines" available on the SMG website: [https://www.seoul.go.kr/news/news\\_notice.do](https://www.seoul.go.kr/news/news_notice.do)

All costs incurred in preparing and submitting the application, including the Business Plan and any supporting documentation, shall be borne solely by the applicant.

- In the event of any discrepancy or inconsistency between the Korean and English versions of this Public Notice, the Korean version shall prevail.
- **Contact:** Urban Vitality Planning Team, Urban Vitality Division, Seoul Metropolitan Government (Tel. +82-2-2133-0402)