

HOLLAND VILLAGE,
WHERE LIFE IS LIVED

5 TRILLIUN RUPIAH
MODERN MIXED USE
DEVELOPMENT



GRAND SALES BRIEFING – 13 MAY 2013

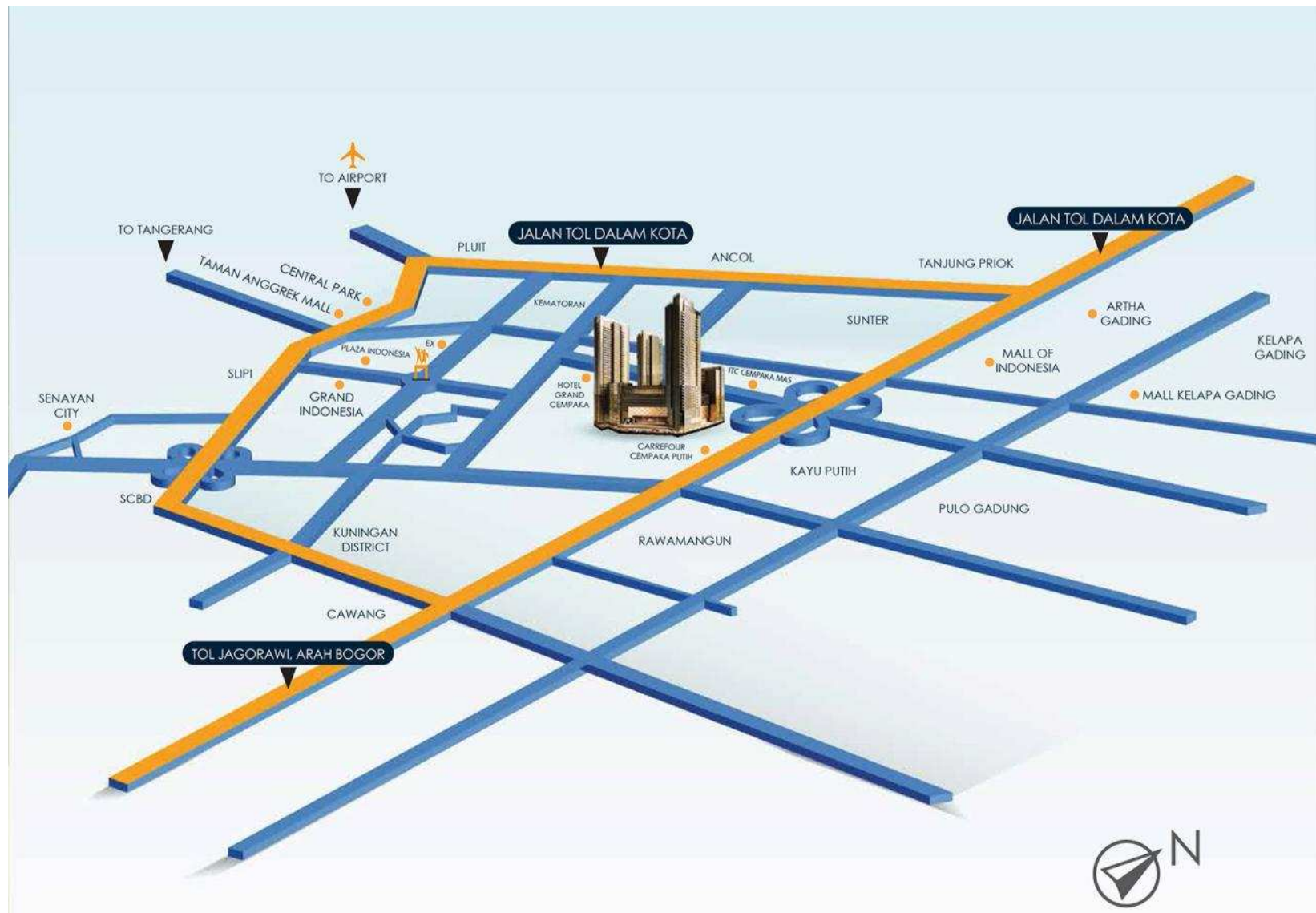
Holland Village
Urban Central Living



LIVING
AT THE HEART OF
URBAN CENTRAL

Urban Living is a characterization of a modern city life. It's a life that is not bound within the confines of walls and ceilings but a living experience full of social interaction, dynamism and energy. Holland Village provides complete facilities to compliment your urban way of life at Central Jakarta.

LOCATION



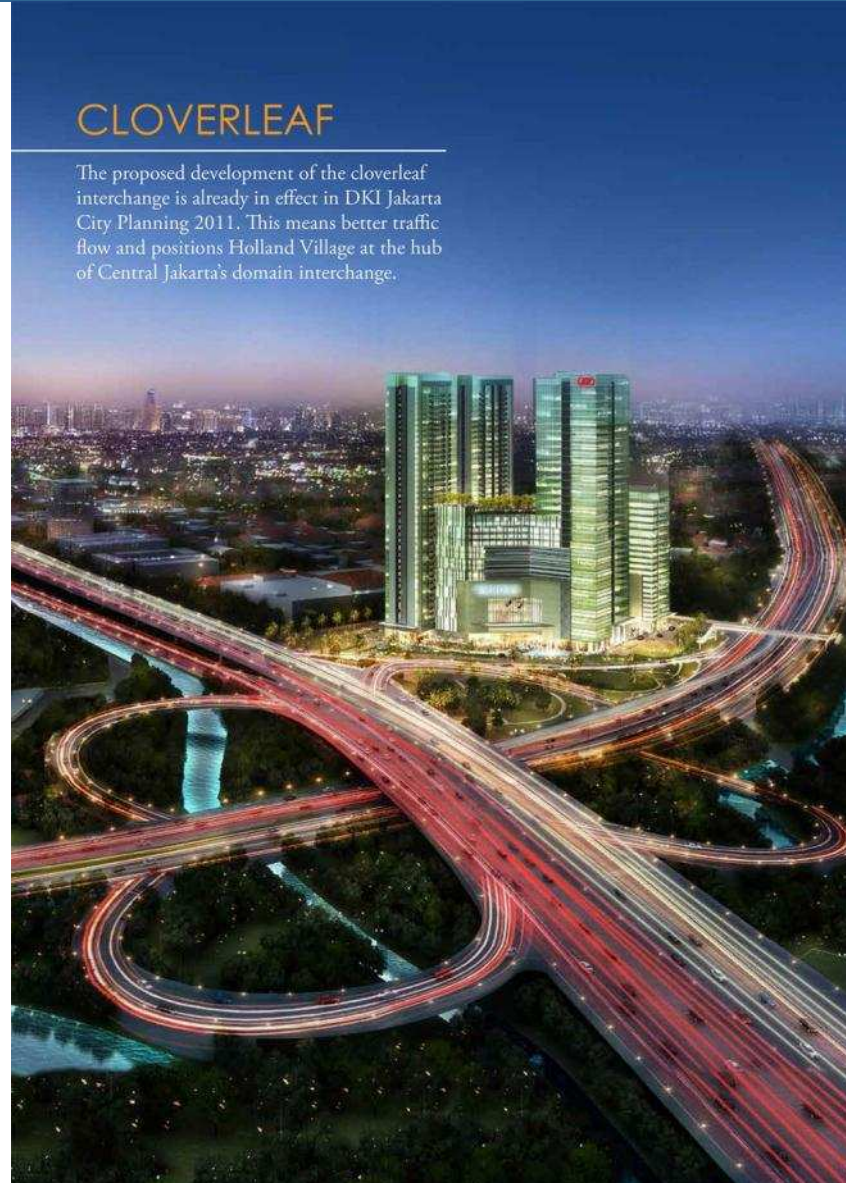
LOCATION - CENTRAL



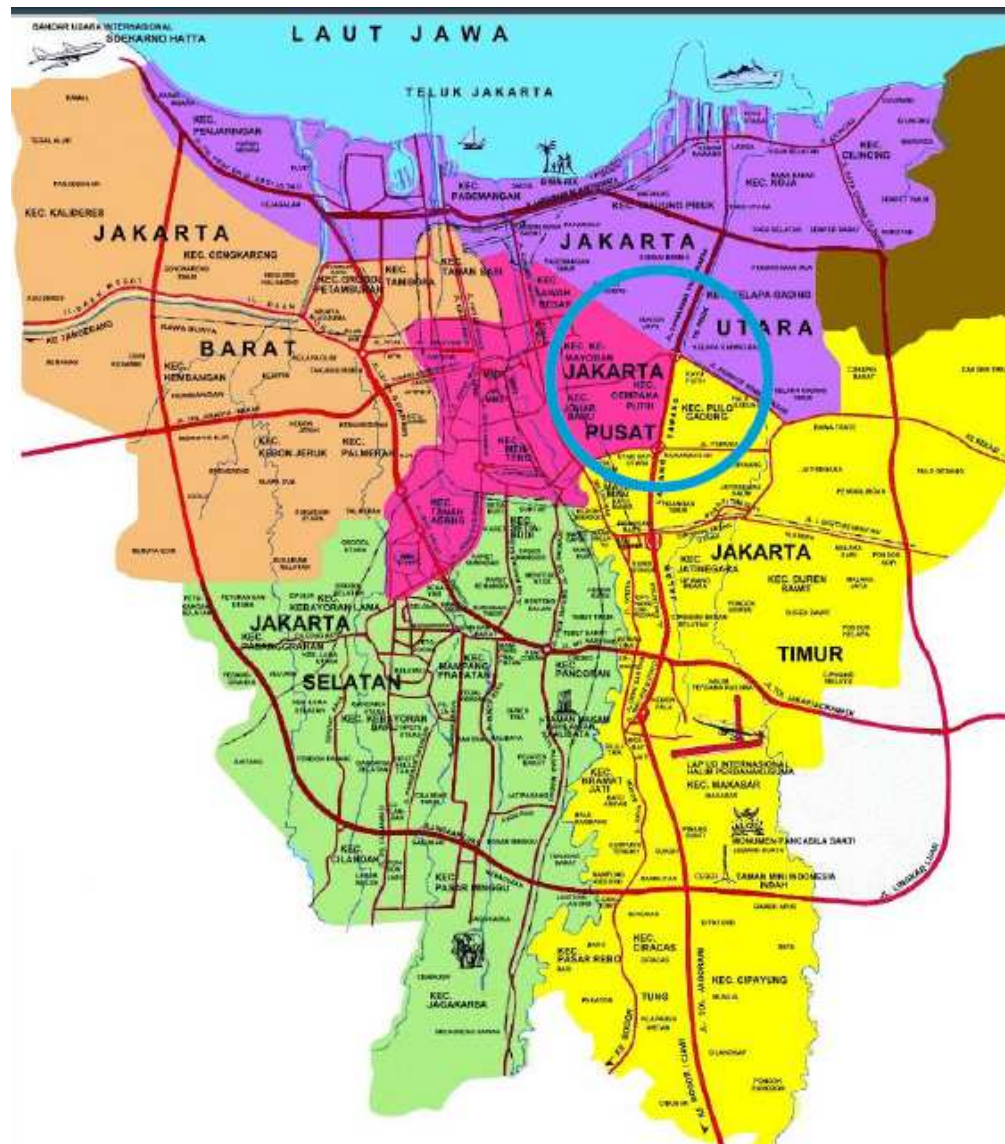
CLOVERLEAF

CLOVERLEAF

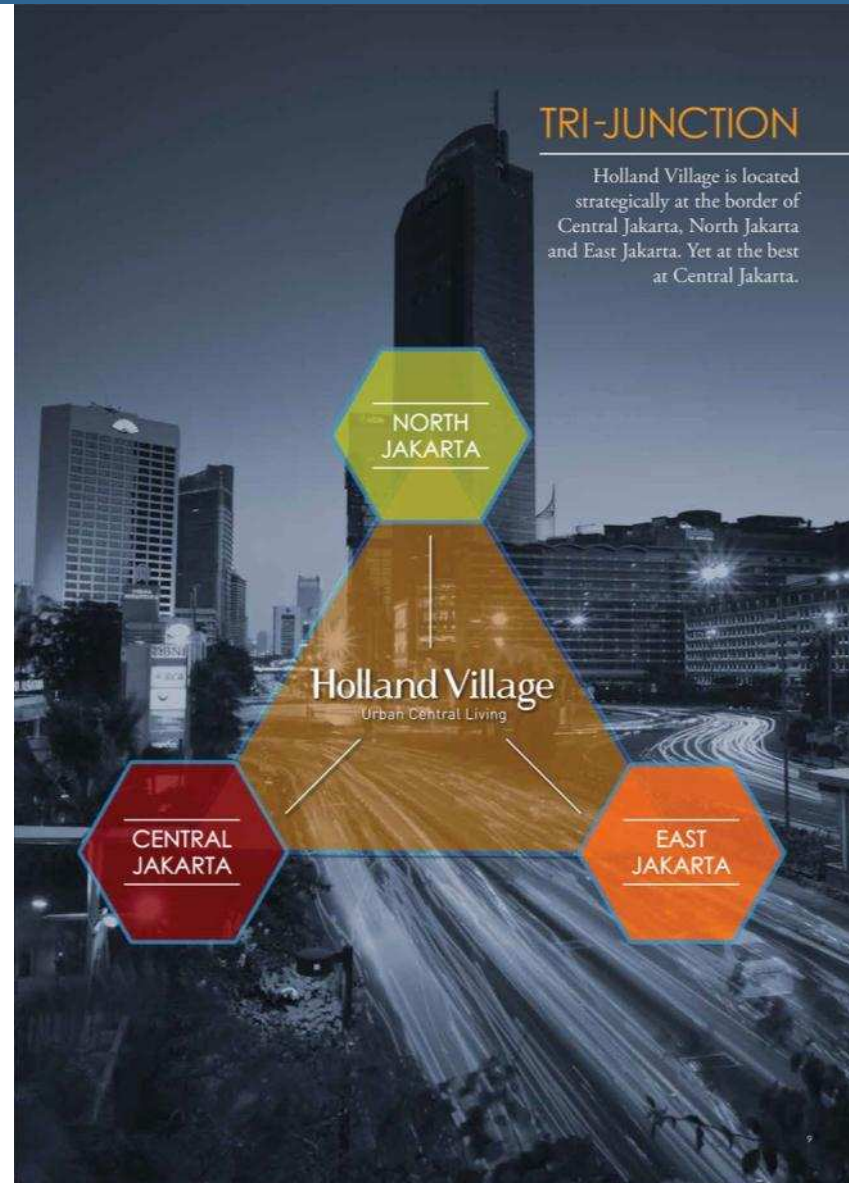
The proposed development of the cloverleaf interchange is already in effect in DKI Jakarta City Planning 2011. This means better traffic flow and positions Holland Village at the hub of Central Jakarta's domain interchange.



TRI-JUNCTION

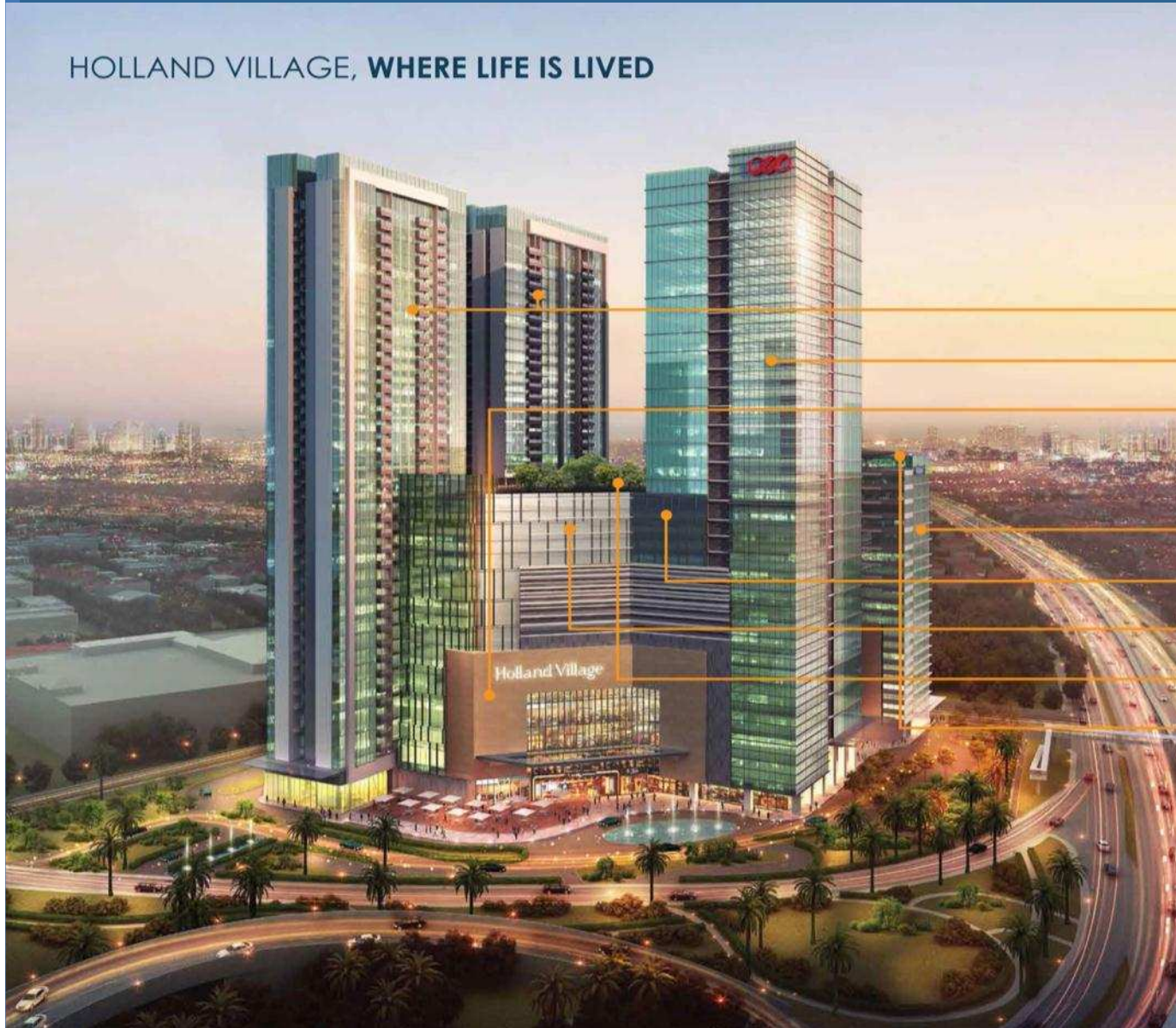


TRI-JUNCTION



9 IN 1 INTEGRATED CONCEPT

HOLLAND VILLAGE, WHERE LIFE IS LIVED



9 IN 1 INTEGRATED CONCEPT

1. LUXURIOUS APARTMENT
2. PREMIUM OFFICE
3. FASHIONABLE SHOPPING,
DINING & ENTERTAINMENT
4. NATIONAL PLUS SCHOOL*
5. WORLD-CLASS HEALTHCARE
6. WORLD-CLASS HOTEL
7. GRAND BALLROOM
8. GREEN LUSH GARDEN
9. TRAVEL IN STYLE IN A HELICOPTER

*Future Development

1. APARTMENT – LIVE LARGE



#1

LUXURIOUS
APARTMENT
RESIDENCES

LIVE LARGE. Designed for your comfort and lifestyle, the residences offer luxurious living spaces for your peace of mind and relaxation.

2. PREMIUM OFFICE – LIVE FOR SUCCESS



LIVE FOR SUCCESS. Work in a thriving environment and technology-ready office spaces.

#2
PREMIUM
OFFICE

3. SHOPPING MALL – LIVE IN STYLE



#3

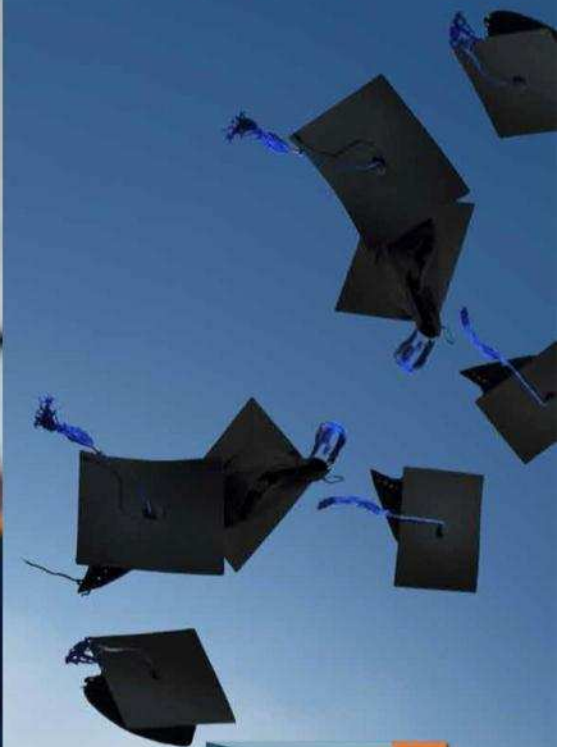
FASHIONABLE
SHOPPING,
DINING &
ENTERTAINMENT

LIVE IN STYLE. Enjoy the finer things in life in a vibrant dining, shopping and entertainment milieu, steps from your home.

4. SCHOOL – LIVE TO ACHIEVE



LIVE TO ACHIEVE. Secure your children's bright future with an international standard of education in one of the country's most prestigious school.



#4
NATIONAL PLUS
SCHOOL BY
PELITA
HARAPAN
FOUNDATION

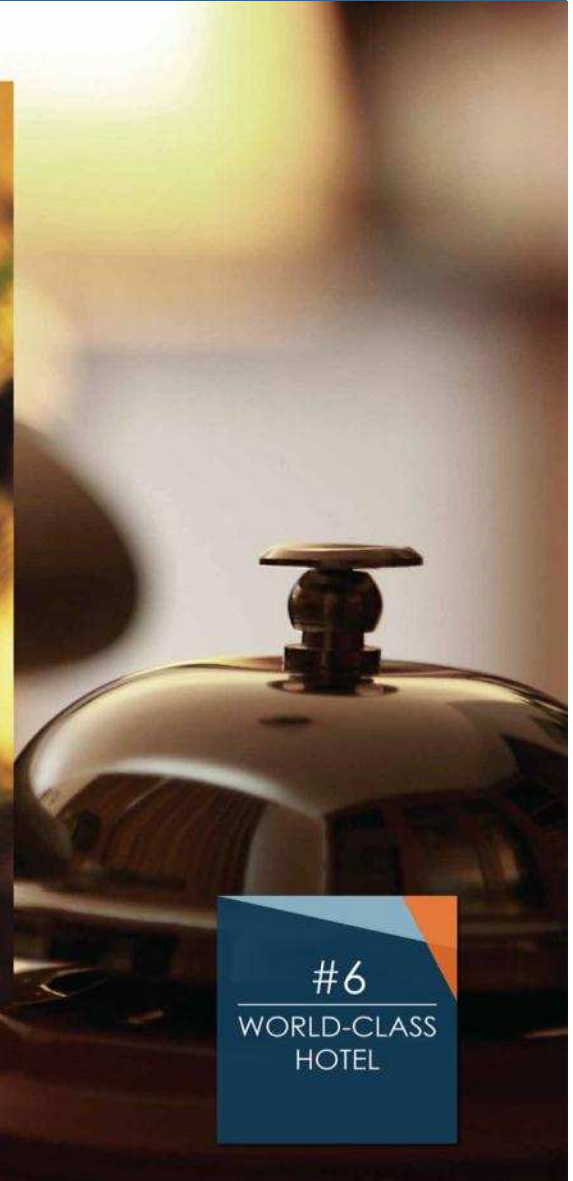
5. HOSPITAL – LIVE WELL



#5
WORLD-CLASS
HEALTHCARE
PROVIDER BY
SILOAM
HOSPITALS

LIVE WELL. Get the best medical care with the most advanced and leading healthcare institution, Siloam Hospitals.

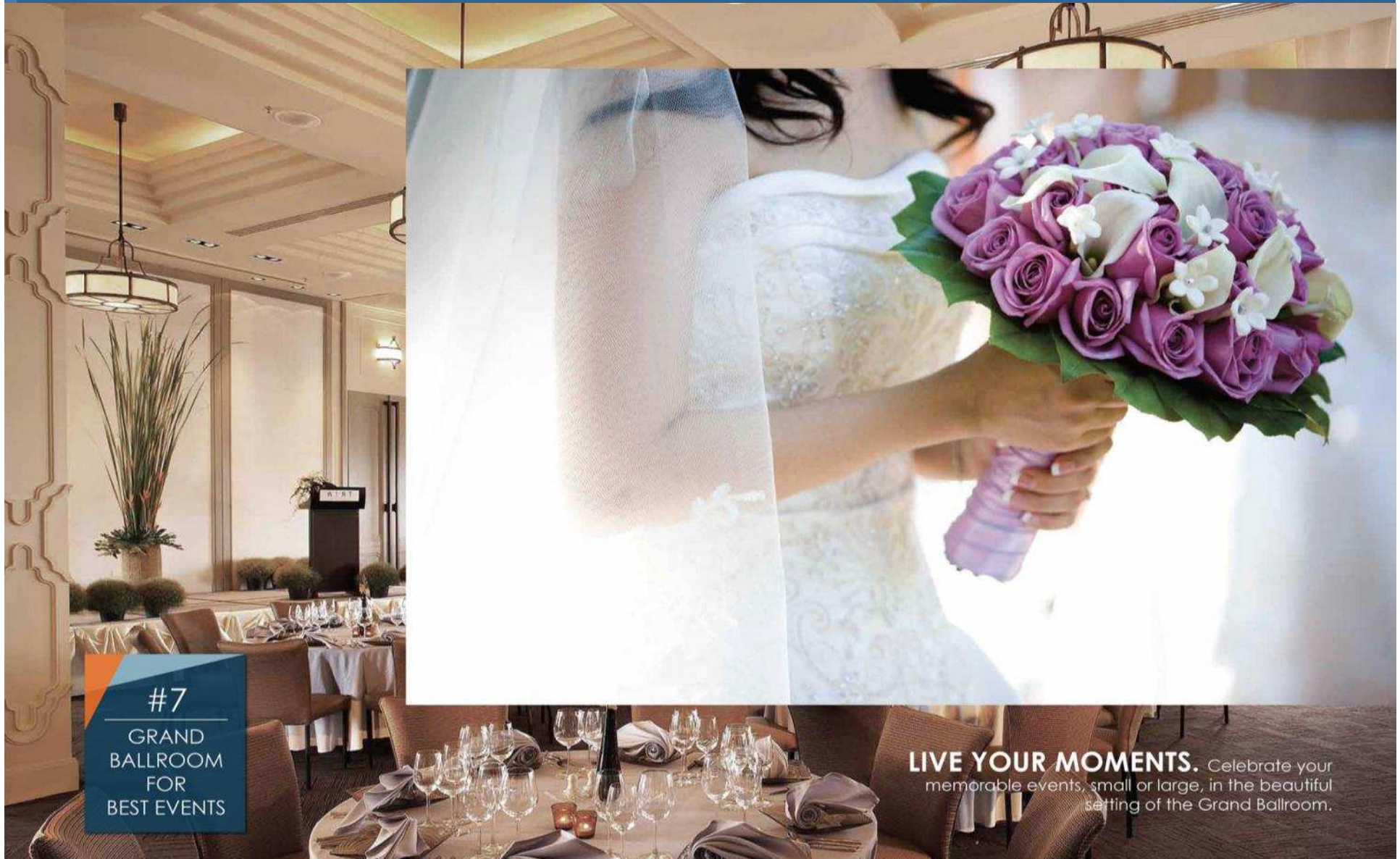
6. LUXURY HOTEL – LIVE TO ENJOY



LIVE TO ENJOY. For the best time in your life, make it all happen at the luxurious hotel right at your doorstep.

#6
WORLD-CLASS
HOTEL

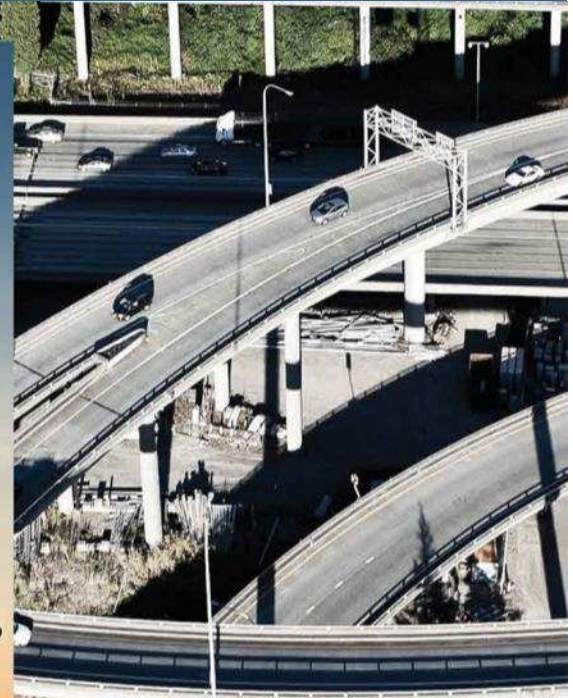
7. GRAND BALLROOM – LIVE YOUR MOMENTS



#7
GRAND
BALLROOM
FOR
BEST EVENTS

LIVE YOUR MOMENTS. Celebrate your memorable events, small or large, in the beautiful setting of the Grand Ballroom.

8. HELIPAD – LIVE EASY



LIVE EASY. First class helicopter services at your convenience and call for those important meetings:

#8
TRAVEL
IN STYLE
IN HELICOPTER

9. GARDEN – LIVE GREEN



#9

GREEN LUSH
GARDEN

LIVE GREEN. Love the naturally green and tropical feel of your surroundings.

SITE PLAN

9 IN 1 INTEGRATED CONCEPTS

- 1 Holland ONE Apartment
- 2 Holland TWO Apartment
- 3 Premium Office Tower
- 4 Shopping Mall
- 5 World-Class Hotel
- 6 World-Class Hospital
- 7 Helipad
- 8 Grand Ballroom
- 9 Lush Garden

PRIVATE LOBBY

- A Apartment Lobby
- B Office Lobby
- C Mall Lobby
- D Hotel Lobby
- E Hospital Lobby

FACILITIES

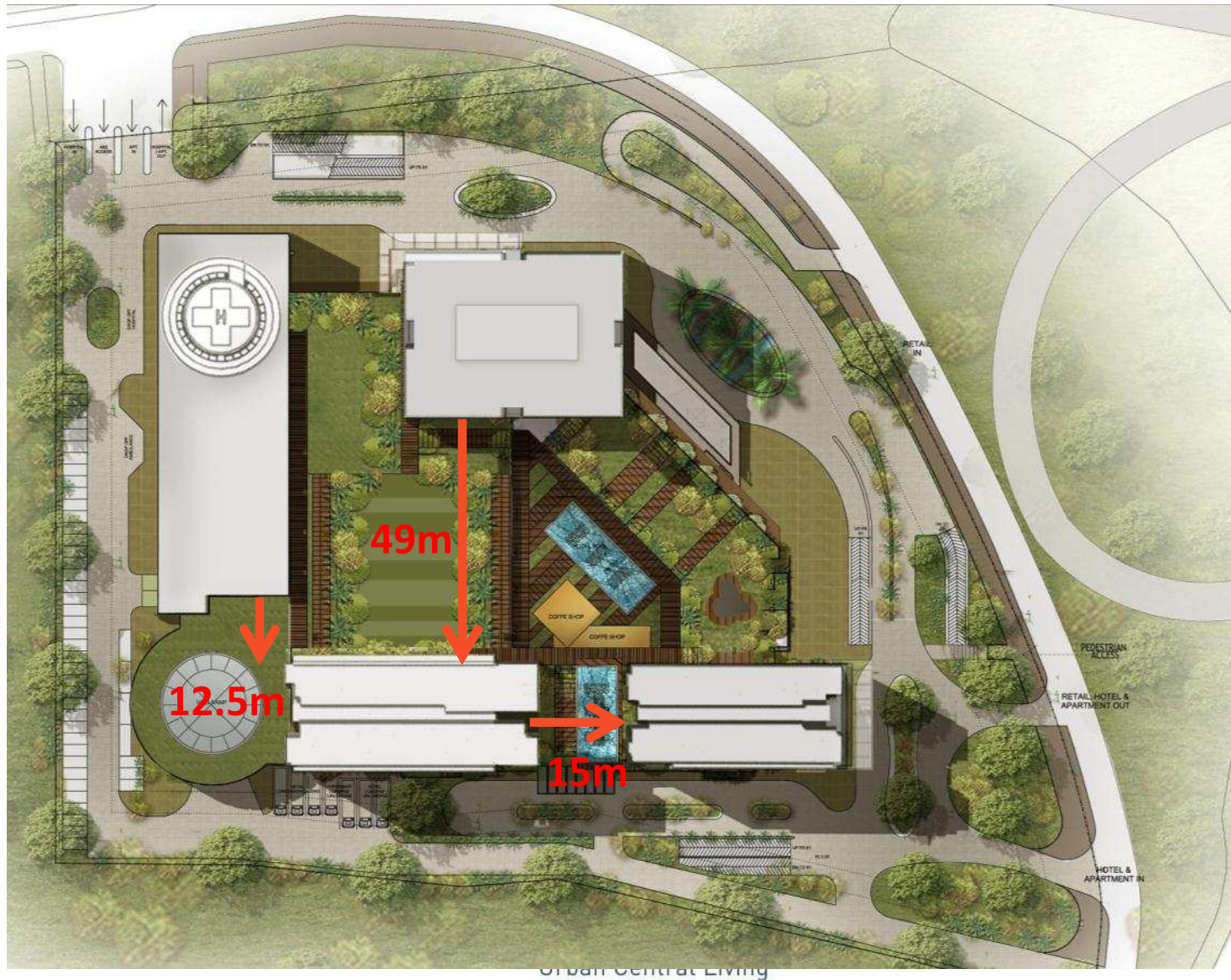
- I Apartment Facilities
- II Hotel Facilities

LAND SIZE (APPROXIMATELY)

- Phase 1 : 4 Hectares
- Phase 2 : 3 Hectares



BUILDING DISTANCE



Urban Central Living

LOBBY – STAND ALONE DROP OFF



SOPHISTICATION STARTS FROM THE MOMENT YOU GLANCE AND RELAX

Step into the sophistication and modern, 24-hour attended lobby and you will know you have arrived. Amidst a wide array of lavishly designed amenities. Leading to your exclusive facilities with sweeping city views. You have arrived in a truly *'Urban Central Living'*.

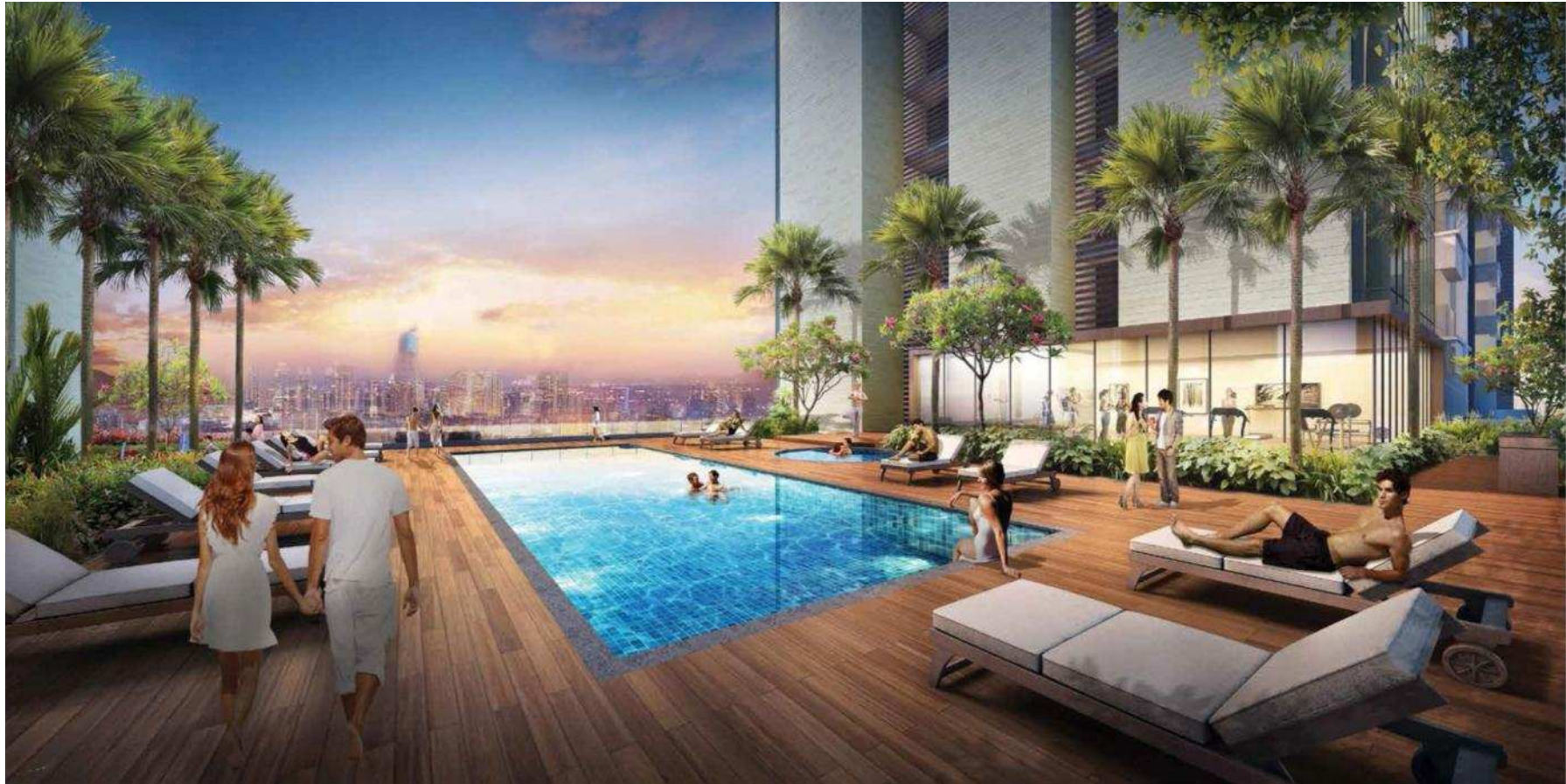
SPLENDID GRAND LOBBY



SPLENDID GRAND LOBBY

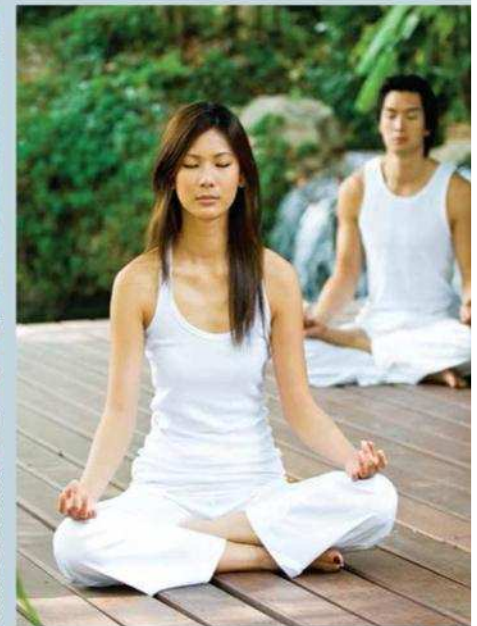
Step into the spacious luxury lobby with an abundant amount of natural light filtering in through its windows. Feel the warm and relaxing atmosphere perfectly blending with a stylish and alluring interior.

FACILITIES – SWIMMING POOL



Holland Village
Urban Central Living

OTHER FACILITIES



Swimming Pool
Children Pool
Children Playground
BBQ Pit
Gym
Function Room
Yoga Deck

RELAX, REJUVENATE AND REVITALISE

Holland Village offers a winning combination of comprehensive recreational facilities to meet your every need in lush environments. You can choose to soothe away the stress of everyday life and relax at the inviting pool, bask in the sun at the poolside deck lounge, or enjoy a workout at the gymnasium. The lounge or BBQ corner next to the pool is an ideal place to serve up a hearty feast for your friends.

FACILITY SIZE

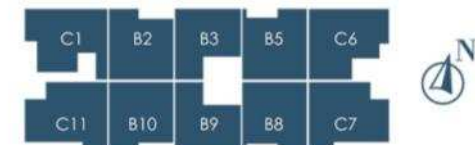
- Swimming Pool : 18m X 7m (126m²)
- Fitness Center : 93 m²
- Function Room : 41 m²

HOLLAND ONE

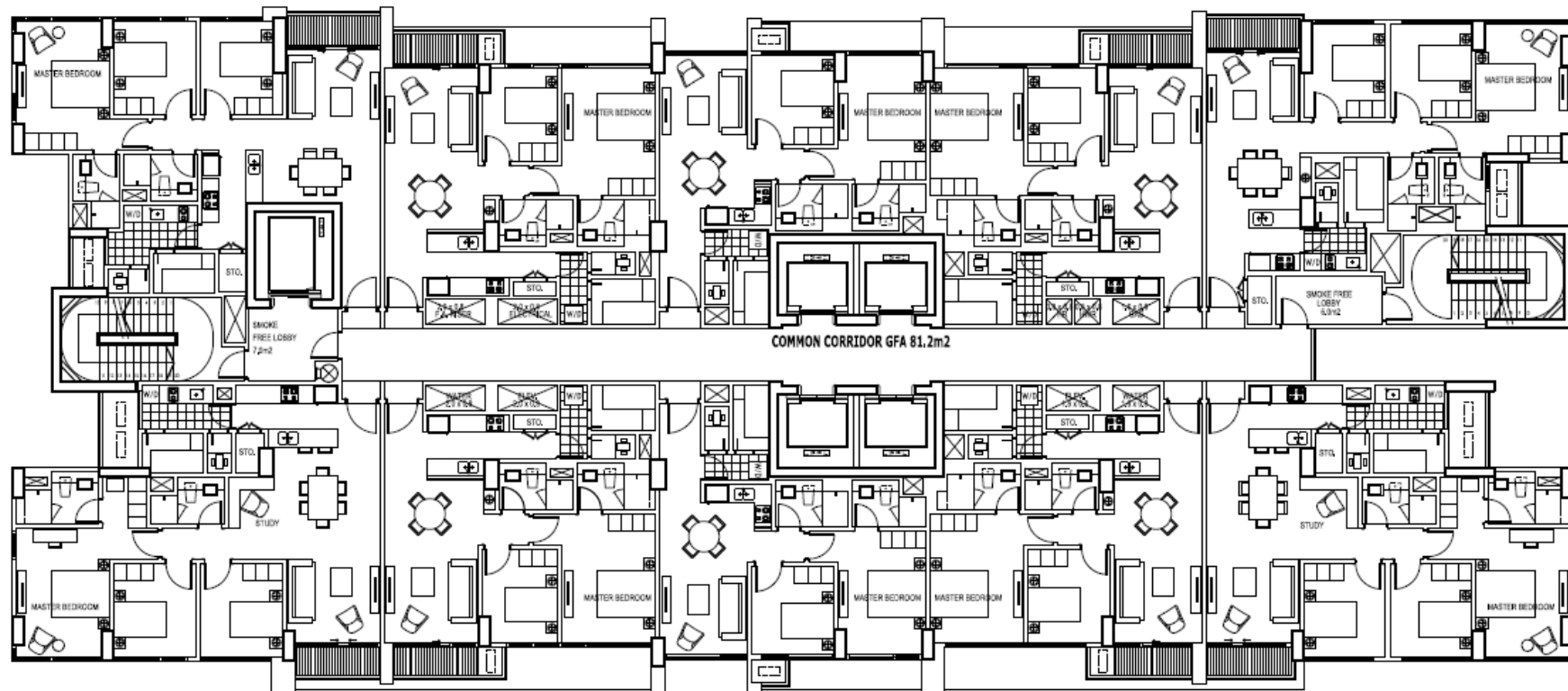


HOLLAND ONE – DIAGRAMMATIC

Super Penthouse										
FUTURE DEVELOPMENT										
Level	C1	B2	B3	B5	C6	C7	B8	B9	B10	C11
	107m2	91m2	79m2	89m2	104m2	119m2	89m2	79m2	91m2	119m2
35 th	3501	3502	3503	3505	3506	3507	3508	3509	3510	3511
33 rd	3301	3302	3303	3305	3306	3307	3308	3309	3310	3311
32 nd	3201	3202	3203	3205	3206	3207	3208	3209	3210	3211
31 st	3101	3102	3103	3105	3106	3107	3108	3109	3110	3111
30 th	3001	3002	3003	3005	3006	3007	3008	3009	3010	3011
29 th	2901	2902	2903	2905	2906	2907	2908	2909	2910	2911
28 th	2801	2802	2803	2805	2806	2807	2808	2809	2810	2811
27 th	2701	2702	2703	2705	2706	2707	2708	2709	2710	2711
26 th	2601	2602	2603	2605	2606	2607	2608	2609	2610	2611
25 th	2501	2502	2503	2505	2506	2507	2508	2509	2510	2511
23 rd	2301	2302	2303	2305	2306	2307	2308	2309	2310	2311
22 nd	2201	2202	2203	2205	2206	2207	2208	2209	2210	2211
21 st	2101	2102	2103	2105	2106	2107	2108	2109	2110	2111
20 th	2001			Facility		2007	2008	2009	2010	2011
19 th	HOTEL					1907	1908	1909	1910	1911
18 th	HOTEL					1807	1808	1809	1810	1811
17 th	HOTEL					1707	1708	1709	1710	1711
16 th	HOTEL					1607	1608	1609	1610	1611
15 th	CARPARK					FUTURE DEVELOPMENT				
12 th	CARPARK									
11 th	CARPARK									
10 th	CARPARK									
9 th	CARPARK									
8 th	CARPARK									
7 th	CARPARK									
6 th	MALL									
5 th	MALL									
3 rd	MALL									
2 nd	MALL									
Lobby	Apartment Lobby									
B1	BASEMENT									
B2	BASEMENT									
B3	BASEMENT									

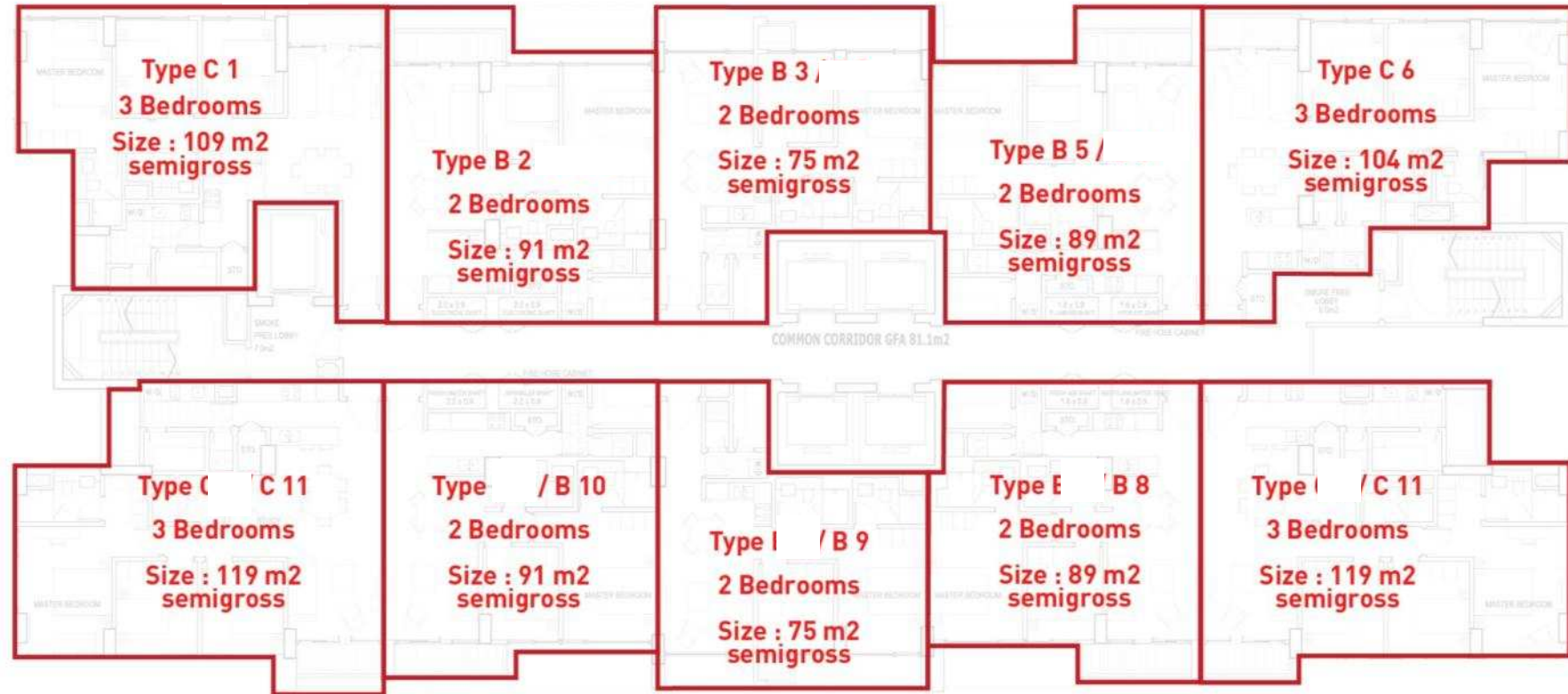


HOLLAND ONE- FLOOR PLATE LAYOUT



Holland Village
Urban Central Living

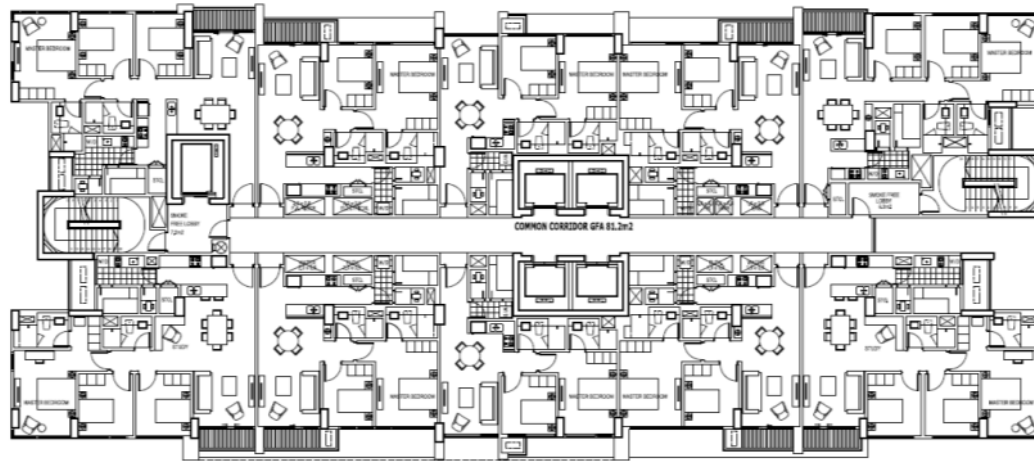
HOLLAND ONE – FLOOR PLATE LAYOUT



HOLLAND ONE- VIEW

NORTH :
Ancol / Sea View
Garden Facility

WEST:
CBD Sudirman
Building Skyline



EAST :
Kelapa Gading
Pulo Mas
Cloverleaf
HOLLAND TWO

SOUTH :
Inner Ring Road Highway
Cawang



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HOLLAND ONE – LIVING ROOM



HOLLAND ONE – BEDROOM

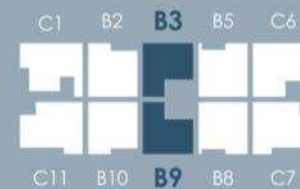


HOLLAND ONE – B3 / B9 – 75 M2



TYPE
B3 / B9
75 m²
semigross

2 Bedrooms
2 Bathrooms
Dry Kitchen
Maid

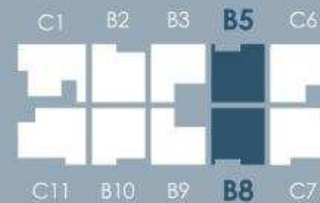


HOLLAND ONE – B5 / B8 – 89M2



TYPE
B5 / B8
89 m²
semigross

2 Bedrooms
2 Bathrooms
Dry Kitchen
Maid
Balcony
Storage

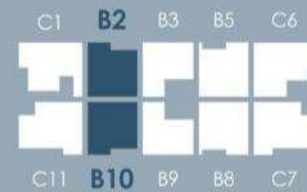


HOLLAND ONE – B2 / B10 – 91M2



TYPE
B2 / B10
91 m²
semigross

2 Bedrooms
2 Bathrooms
Balcony
Dry Kitchen
Maid
Storage



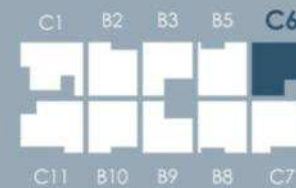
HOLLAND ONE – C6 – 104M2



TYPE
C6

104 m²
semigross

3 Bedrooms
2 Bathrooms
Balcony
Dry Kitchen
Wet Kitchen
Maid
Storage



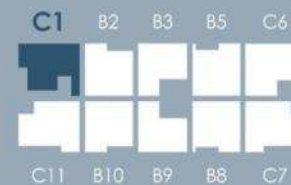
HOLLAND ONE – C1 – 109M2



TYPE
C1

109 m²
semigross

3 Bedrooms
2 Bathrooms
Balcony
Dry Kitchen
Wet Kitchen
Maid
Storage

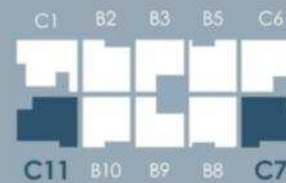


HOLLAND ONE – C7 / C11 – 119M2



TYPE
C7 / C11
119 m²
semigross

3 Bedrooms
2 Bathrooms
Balcony
Dry Kitchen
Wet Kitchen
Study Corner
Maid
Storage



HOLLAND ONE – SPECIFICATIONS

GENERAL SPECIFICATION

Main Entrance Door	Secure solid timber
Walls	Light weight painted plaster in bedrooms, living, dining, family and study rooms (where applicable).
Wares & Fittings	Contemporary sanitary wares & fittings in bathrooms / powder room (where applicable).
Asian Kitchen & Service Yard	Provided with washer & dryer tap.
Hot Water Supply	Provided at gourmet kitchen, bathrooms / powder room (where applicable).
Communication & Tech Setup	Telephone, cable TV, broadband high speed internet points at living room and master bedroom.
Electricity	4,400 watt for 2 BR; 7,700 - 11,000 watt for 3 BR; 11,000-16,500 watt for 4 bedrooms.
Parking	2 & 3 bedrooms : 1 space; 4 bedrooms : 2 spaces.

HOLLAND ONE – SPECIFICATIONS

FINISHED MATERIAL

	Floor	Walls	Ceiling
Living Room & Dining Room	Luxury Laminated Parquet	Smooth Painted	Gypsum-board with Painted Finishing
Master Suite Bedroom	Luxury Laminated Parquet	Smooth Painted	Gypsum-board with Painted Finishing
Deluxe Suite Bedrooms	Luxury Laminated Parquet	Smooth Painted	Gypsum-board with Painted Finishing
Master Suite Bathroom	Marble	Marble	Water-Resistant Gypsum-board with Painted Finishing
Deluxe Suite Bathrooms	Marble	Marble	Water-Resistant Gypsum-board with Painted Finishing
Study Corner	Luxury Laminated Parquet	Smooth Painted	Gypsum-board with Painted Finishing
Dry Kitchen	Luxury Ceramic Tiles Luxury Marble Counter Top	Luxury Mozaic Ceramic Tiles	Gypsum-board with Painted Finishing
Wet Kitchen	Luxury Ceramic Tiles	Luxury Ceramic Tiles	Gypsum-board with Painted Finishing
Courtyard Terraces	Luxury Ceramic Tiles	Steel Railing	Gypsum-board with Painted Finishing
Storage Room	Luxury Ceramic Tiles	Smooth Painted	Gypsum-board with Painted Finishing
Yard, Servant & Service Area	Luxury Ceramic Tiles	Smooth Painted	Water-Resistant Gypsum-board with Painted Finishing

HOLLAND ONE – SPECIFICATIONS

Window Frame

Floor to Ceiling Tinted Glass Window

**Master Suite Bathroom and
Deluxe Suite Bathroom**

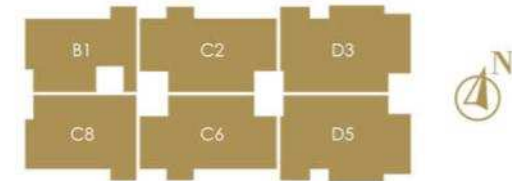
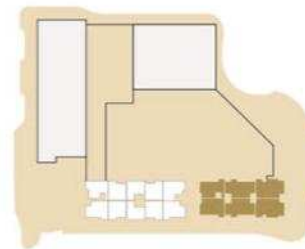
3 Fixtures with Contemporary Sanitary Wares and Fittings (Shower Set; Monobloc Closet; Wash Basin)

HOLLAND TWO



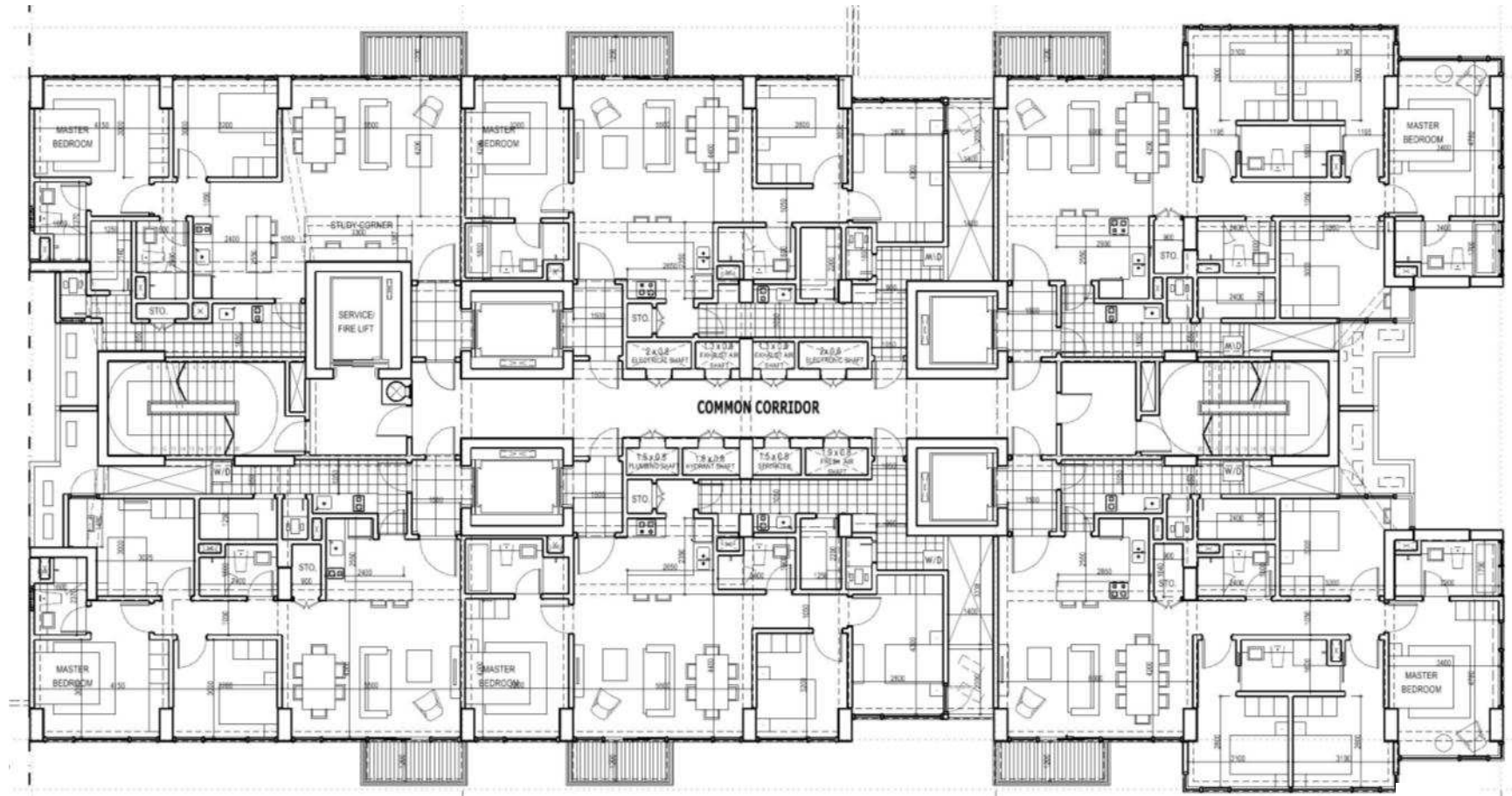
HOLLAND TWO - DIAGRAMMATIC

Super Penthouse						
FUTURE DEVELOPMENT						
Level	B1	C2	D3	D5	C6	C8
	115m ²	126m ²	149m ²	149m ²	124m ²	121m ²
35 th	3501	3502	3503	3505	3506	3508
33 rd	3301	3302	3303	3305	3306	3308
32 nd	3201	3202	3203	3205	3206	3208
31 st	3101	3102	3103	3105	3106	3108
30 th	3001	3002	3003	3005	3006	3008
29 th	2901	2902	2903	2905	2906	2908
28 th	2801	2802	2803	2805	2806	2808
27 th	2701	2702	2703	2705	2706	2708
26 th	2601	2602	2603	2605	2606	2608
25 th	2501	2502	2503	2505	2506	2508
23 rd	2301	2302	2303	2305	2306	2308
22 nd	2201	2202	2203	2205	2206	2208
21 st	2101	2102	2103	2105	2106	2108
20 th	Facility	2002	2003	2005	2006	2008
19 th	HOTEL					
18 th	HOTEL					
17 th	HOTEL					
16 th	HOTEL					
15 th	CARPARK					
12 th	CARPARK					
11 th	CARPARK					
10 th	CARPARK					
9 th	CARPARK					
8 th	CARPARK					
7 th	CARPARK					
6 th	MALL					
5 th	MALL					
3 rd	MALL					
2 nd	MALL					
Lobby	Apartment Lobby					
B1	BASEMENT					
B2	BASEMENT					
B3	BASEMENT					



Holland Village
Urban Central Living

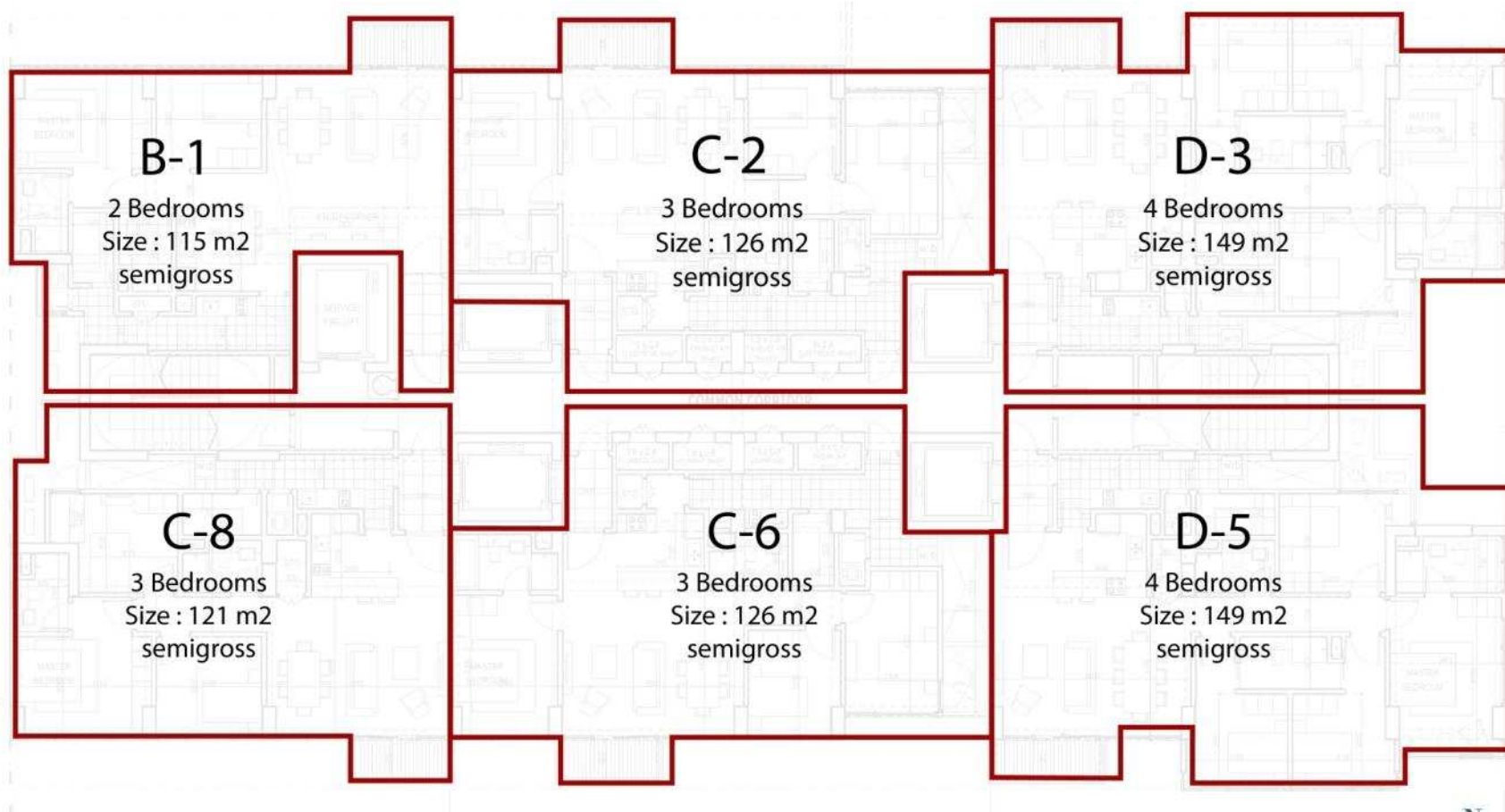
HOLLAND TWO – FLOOR PLATE LAYOUT



Holland Village
Urban Central Living



HOLLAND TWO – FLOOR PLATE LAYOUT



HOLLAND TWO - VIEW

NORTH :
Ancol / Sea View
Garden Facility

WEST:
CBD Sudirman
Building Skyline
HOLLAND ONE



EAST :
Kelapa Gading
Pulo Mas
Cloverleaf

SOUTH :
Inner Ring Road Highway
Cawang



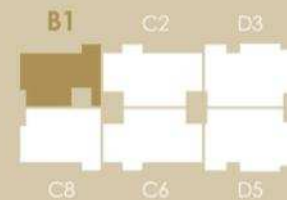
Holland Village
Urban Central Living

HOLLAND TWO – B1 – 115M2



Type B1
115 m²
semigross

Private Lift
2 Bedrooms
2 Bathrooms
Balcony
Dry Kitchen
Island Kitchen
Wet Kitchen
Study Corner

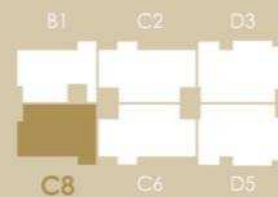


HOLLAND TWO- C8 – 121M2



Type C8
121 m²
semigross

Private Lift
3 Bedrooms
2 Bathrooms
Balcony
Dry Kitchen
Bar Kitchen
Wet Kitchen
Maid
Storage

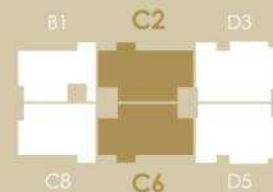


HOLLAND TWO – C2 / C6 – 126M2



Type C2 / C6
126m²
semigross

Private Lift
3 Bedrooms
2 Bathrooms
Balcony
Dry Kitchen
Bar Kitchen
Wet Kitchen
Maid
Storage

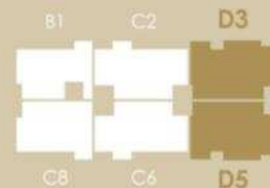


HOLLAND TWO – D3 / D5 – 149M2



Type D3 / D5
149 m²
semigross

Private Lift
4 Bedrooms
3 Bathrooms
Balcony
Dry Kitchen
Bar Kitchen
Wet Kitchen
Maid
Storage



HOLLAND TWO - SPECIFICATIONS

GENERAL SPECIFICATION

Main Entrance Door	Secure solid timber
Walls	Light weight painted plaster in bedrooms, living, dining, family and study rooms (where applicable).
Wares & Fittings	Contemporary sanitary wares & fittings in bathrooms / powder room (where applicable).
Asian Kitchen & Service Yard	Provided with washer & dryer tap.
Hot Water Supply	Provided at gourmet kitchen, bathrooms / powder room (where applicable).
Communication & Tech Setup	Telephone, cable TV, broadband high speed internet points at living room and master bedroom.
Electricity	4,400 watt for 2 BR; 7,700 - 11,000 watt for 3 BR; 11,000-16,500 watt for 4 bedrooms.
Parking	2 & 3 bedrooms : 1 space; 4 bedrooms : 2 spaces.

HOLLAND TWO - SPECIFICATIONS

FINISHED MATERIAL

	Floor	Walls	Ceiling
Living Room & Dining Room	Marble	Smooth Painted	Gypsum-board with Painted Finishing
Master Suite Bedroom	Luxury Laminated Parquet	Smooth Painted	Gypsum-board with Painted Finishing
Deluxe Suite Bedrooms	Luxury Laminated Parquet	Smooth Painted	Gypsum-board with Painted Finishing
Master Suite Bathroom	Marble	Marble	Water-Resistant Gypsum-board with Painted Finishing
Deluxe Suite Bathrooms	Marble	Marble	Water-Resistant Gypsum-board with Painted Finishing
Study Corner	Marble	Smooth Painted	Gypsum-board with Painted Finishing
Dry Kitchen	Marble Luxury Marble Counter Top	Luxury Mozaic Ceramic Tiles	Gypsum-board with Painted Finishing
Wet Kitchen	Luxury Ceramic Tiles	Luxury Ceramic Tiles	Gypsum-board with Painted Finishing
Courtyard Terraces	Luxury Ceramic Tiles	Glass Railing	Gypsum-board with Painted Finishing
Storage Room	Luxury Ceramic Tiles	Smooth Painted	Gypsum-board with Painted Finishing
Yard, Servant & Service Area	Luxury Ceramic Tiles	Smooth Painted	Water-Resistant Gypsum-board with Painted Finishing

HOLLAND TWO - SPECIFICATIONS

Window Frame

Floor to Ceiling Tinted Glass Window

**Master Suite Bathroom and
Deluxe Suite Bathroom**

3 Fixtures with Contemporary Sanitary Wares and Fittings (Shower Set; Monobloc Closet; Wash Basin)

**Master Suite Bathroom (Applicable
only for type C2, D3, D5 & C6)**

4 Fixtures with Contemporary Sanitary Wares and Fittings (Bath Tub, Shower Set; Monobloc Closet; Wash Basin)

HOLLAND ONE – KEY SELLING POINT

- Units at most affordable price.
- Units at smallest size, economical size (75m).
- Some units facing to CBD Sudirman Skyline.
- Sharing the same lobby with Holland TWO
- Parquet Flooring at Living, Dining and Bedrooms.
- Marbles at all Bathrooms.
- Units with Corner view.

HOLLAND TWO— KEY SELLING POINT

- Private Lift
- More luxurious concept
- Units at largest size, more spacious.
- More number of bedrooms (up to 4 bedrooms)
- Unblocking view to East.
- Will have special dedicated facility at the roof top.
- Marbles at Living, Dining and all Bathrooms.
- Parquet Flooring at all Bedrooms.
- Units with Corner view.

HANDOVER

3 years + 6 months grace period

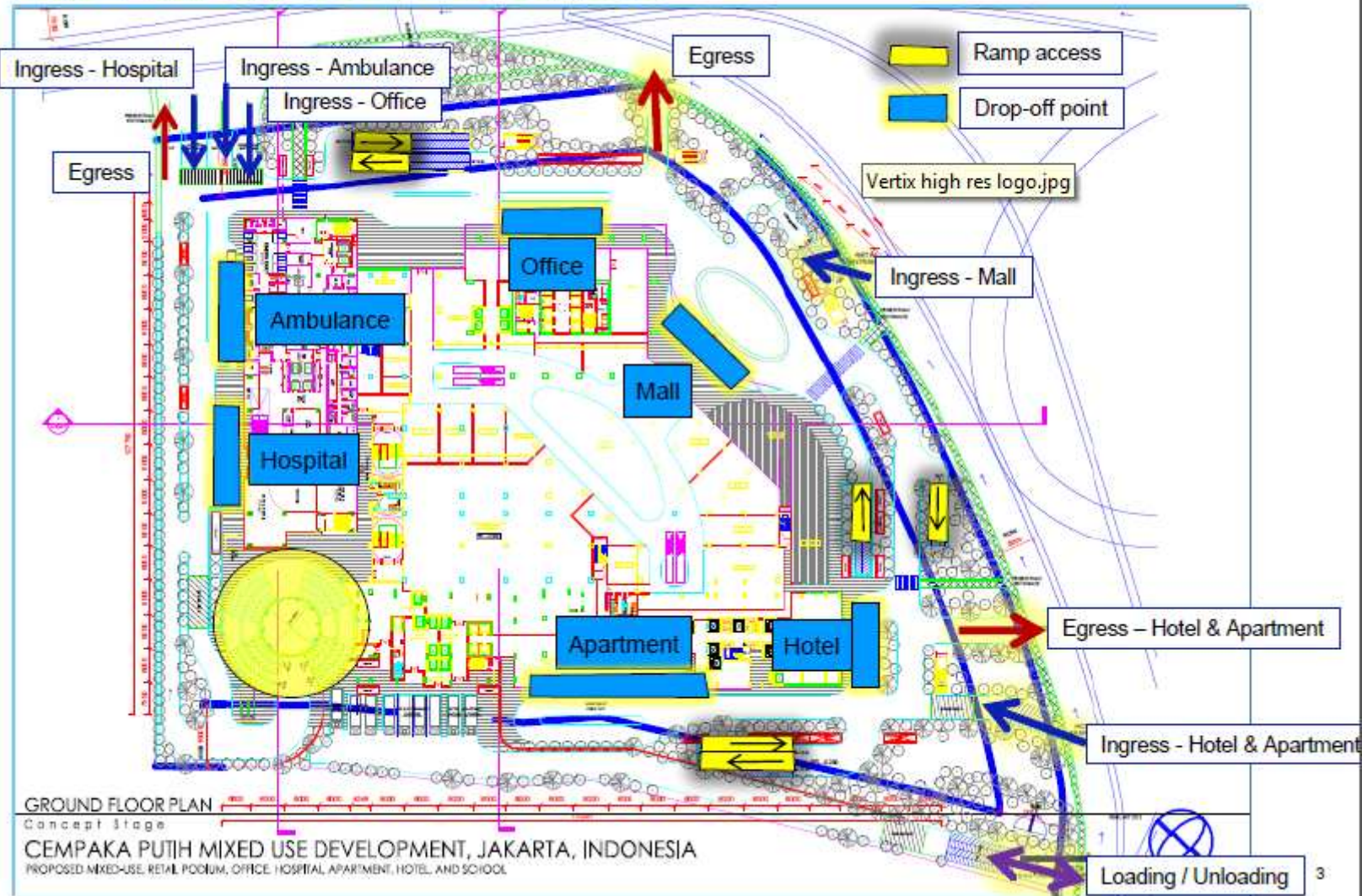
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translated to

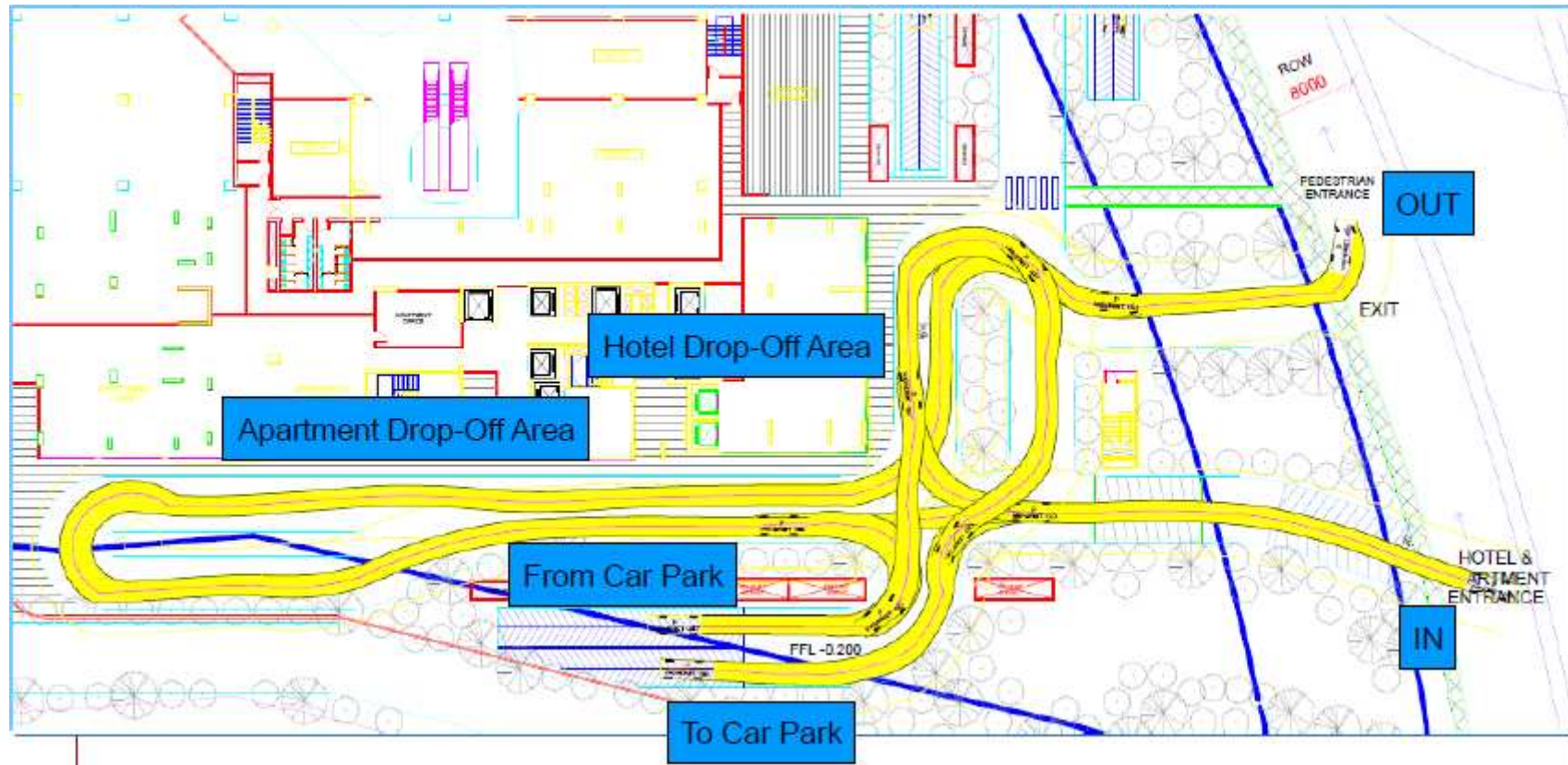
18 November 2016

SUUPERBLOCK ACCESS

Site Plan & Access Locations



APARTMENT ACCESS



Holland Village
Urban Central Living

PARKING LOT

- 2 & 3 bedrooms : 1 parking lot
- 4 bedrooms : 2 parking lots

Note : Any additional parking lot shall be requested to operating building management later on.

CHALLENGE

SECURITY :

- Cultivate with local security officers.
- Adding security personnel at the surrounding.
- More lightings will be installed to give a new and brighter environment.

CHALLENGE



Senin, 29 April 2013 14:53 WIB

Kapolres Jakarta Pusat Jamin Keamanan di Cempaka Putih

Foto: Edwin Firdaus/Tribunnews.com

TRIBUNNEWS.COM, JAKARTA - Kapolres Jakarta Pusat Kombes Pol AR Yoyol menjamin keamanan di seluruh wilayah hukumnya. Pengamanan di setiap wilayah, seperti Cempaka Putih Jakarta Pusat, terus ditingkatkan walaupun belakangan tidak ada gangguan keamanan berarti.

"Khusus Cempaka Putih, mulai dari perempatan Coca-Cola sampai Jalan DI Panjaitan, petugas kami yang berpakaian preman terus memantau lokasi tersebut. Itu sudah menjadi komitmen kami untuk menjaga keamanan dan ketertiban wilayah," kata Yoyol dalam keterangan persnya, Senin (29/4/2013).

Yoyol menyatakan, laporan masyarakat atas tindakan kriminal di kawasan Cempaka Putih dari tahun ke tahun terus menurun. Jenis tindak kriminal, kata Yoyol, juga tidak terlalu berat, sama halnya seperti di wilayah lain.

"Kawasan itu sudah kondusif. Laporan masyarakat akan gangguan keamanan di wilayah itu juga sudah jarang," ucapnya.

Sedangkan pengamat perkotaan, Nirwono Joga, menuturkan perkembangan suatu kawasan akan berubah seiring dengan peningkatan perekonomian. Kawasan Cempaka Putih, ujarnya, kini telah berubah menjadi pusat ekonomi Jakarta yang baru.

"Itu terlihat dari munculnya mal dan apartemen di kawasan Cempaka Putih. Juga perkantoran dan kampus di sekitar perempatan Coca-Cola," tuturnya.

Adapun komentar warga seperti Mulyana (45), seorang pengendara yang biasa melewati Jalan Yos Sudarso hingga DI Panjaitan, mengaku nyaman melewati jalur tersebut. "Perekonomian di kawasan Cempaka Putih ini sudah semakin menggeliat. Dulu sepi sekali sekarang sudah ramai," ujar Mulyana.

Holland Village
Urban Central Living

CHALLENGE

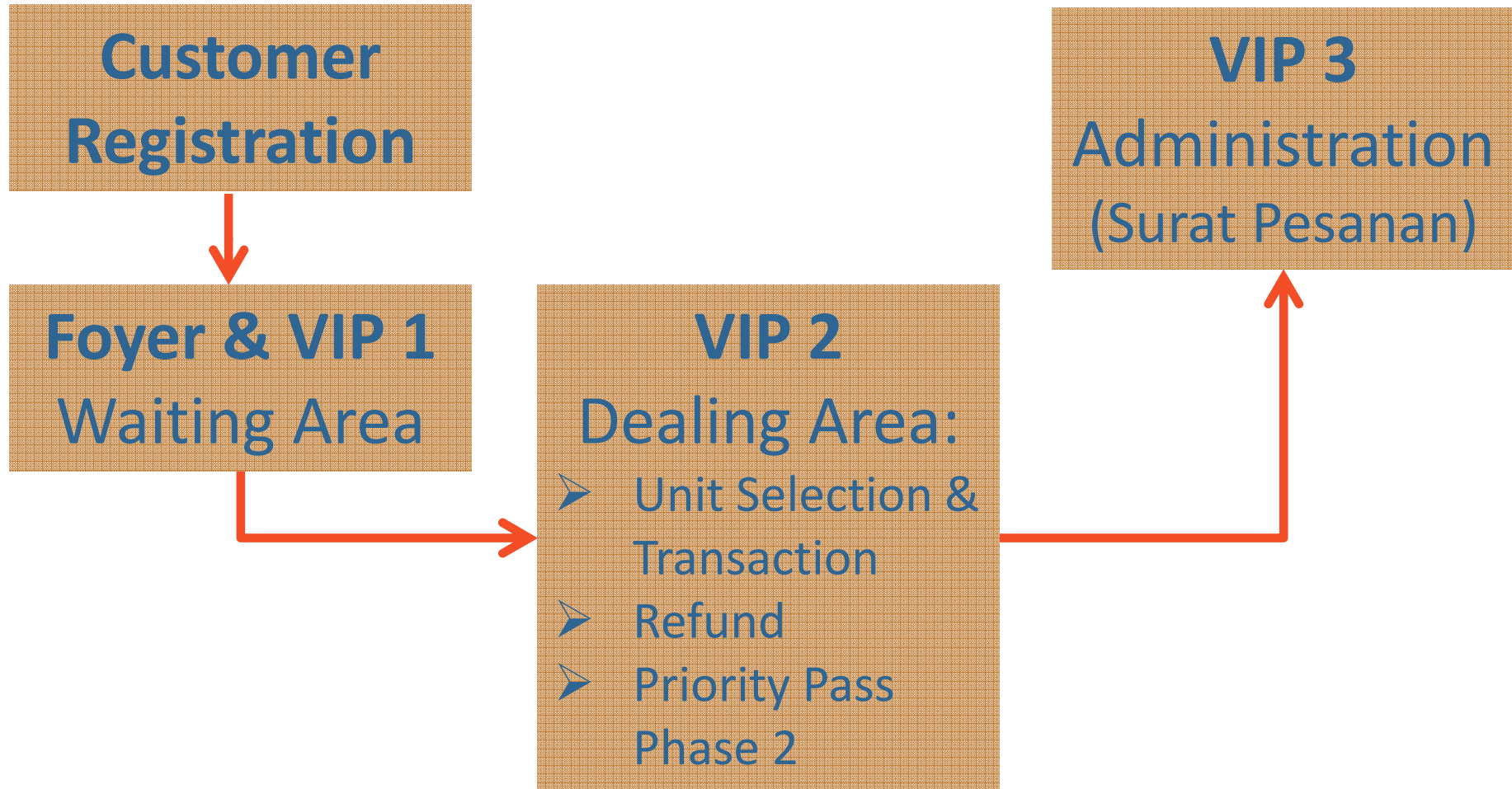
FLOOD:

- We are engaging an infrastructure consultant, who will provide their expertise and skill in water management system.

ACCESSIBILITY :

- Proposing new “U-Turn” access at Jalan Perintis Kemerdekaan

EVENT FLOW



UNIT SELECTION FORM

UNIT SELECTION

Holland Village
Urban Central Living

Nama Pemesan :

Nomor Priority Pass :

Tower : Holland ONE
 Holland TWO

Opsi Pilihan Unit : 1. 4.
2. 5.
3. 6.

Tanggal : 18 Mei 2013

Nama Pemesan

Sales Officer

Closing Officer

Master Controller

(nama lengkap)

(nama lengkap)

(nama lengkap)

(nama lengkap)

PRIORITY PASS CODING SYSTEM

The sequence of Priority Pass Coding System :

- CJ
- MV
- WF
- BI
- NN
- GP
- OE
- VH

RULES OF GAME

- Every Priority Pass only able to purchase up to 2 units.
- Every Priority Pass holder able to convert / buy Priority Pass Phase 2 with ratio 1 to 1.
Customers who have purchased Phase 1, still has the right to purchase Priority Pass Phase 2.
- Change of name is permitted when down payment 30% is already paid. 1x free.

TERMS OF PAYMENTS

- Cash Express – Disc
- KPA – Disc
- Installment Developer 24x – Disc
- Installment Developer 36x – Disc

SUMMARY OF KPA

PRICE LIST

- Sales Discount - 20%
- Terms of Payment Discount
- Special Launching Discount – 8%

PRICE LIST - DUMMY

SALES FOCUS STRATEGY



PHASE 1 SELLING STRATEGY

- ✓ Much cheaper price.
- ✓ Bigger discount.
- ✓ Better terms of payment.
- ✓ Phase 1 price increment will follow Phase 2 HIGH price.
- ✓ 720 people queuing to purchase Phase 1.
- ✓ Very high demand.
- ✓ Higher investment profit gain.

PHASE 2 SELLING STRATEGY

- ✓ Better & Higher view.
- ✓ Bigger Unit sizes.
- ✓ Another up level of luxury.
- ✓ Higher grade of finishing specification and sanitair.

ADDITIONAL NOTES

- ✓ For any special request will only be accepted and processed on Monday, 20 May 2013.

CONSULTANT & PERMITS

PRINCIPAL ARCHITECT DP ARCHITECTS (OVERSEAS)

DPA is a home-grown architectural practice evolving in tandem with the building of nationhood since the independence of Singapore. Founded with a deep concern for the built environment and the desire to create architecture of excellence, DPA aims to enrich the human experience and spirit through its planning and architectural works.

DPA's selected portfolio:

Singapore:

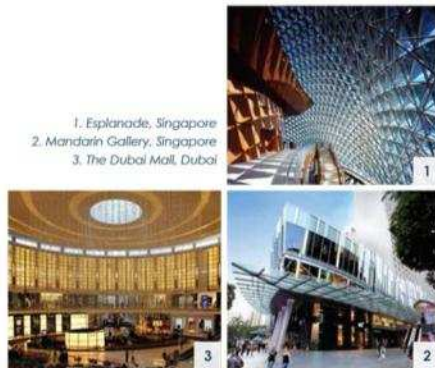
Esplanade, Mandarin Gallery, Resorts World Sentosa, Wisma Atria.

Indonesia:

The St. Moritz Penthouses & Residences, Kemang Village.

Others:

The Dubai Mall.



1. Esplanade, Singapore
2. Mandarin Gallery, Singapore
3. The Dubai Mall, Dubai

INTERIOR GENIUS LOCI (OVERSEAS)

Genius Loci is an interior architecture and design company which has executed many high profile projects all around Asia which include Singapore, Malaysia, Shanghai, Beijing, Cambodia and Indonesia. Driven by the passion and the desire to excite the sensory experience of the human emotion, which inevitably leads to the birth of Genius Loci Private Limited. Unique to this philosophy, the meaning of design stretches far beyond than just providing the ultimate design solution, but also to embrace the factor of experience within each space.

Genius Loci's selected portfolio:

The St. Moritz Penthouses & Residences, Kemang Village, Le Jardine Villa, Bali, Regent Hotel, Bali and many more.



1. Le Jardine Villa, Bali

2. The St. Moritz Penthouses & Residences, Presidential Suite Tower, Jakarta

LANDSCAPE BELT COLLINS (OVERSEAS)

For more than 55 years, the name Belt Collins has been associated with design excellence. With project more than 16,000 hotel, resort, residential, golf, civic design and infrastructure projects that have successfully completed in over 70 countries worldwide. Belt Collins have provided Landscape Architectural, Master Planning & Urban Design services for many of the world's premier hotel, resort, residential, commercial, recreational and infrastructure developments, in a diverse range of environments.

Belt Collins's selected portfolio:

Singapore:

The Fullerton Hotel, Capella Hotel, Grand Hyatt, The Sail

Indonesia:

Conrad Bali, Four seasons Jakarta, Banyan Tree Bintan



1. The Sail @ Marina Bay Sands, Singapore

TRAFFIC - VERTIX ASIA-PACIFIC PTE LTD (OVERSEAS)

MEP - PT. GRADIAN MITRAKARSA (LOCAL)

STRUCTURE - PT. SATU REKAYASA OPTIMA (LOCAL)

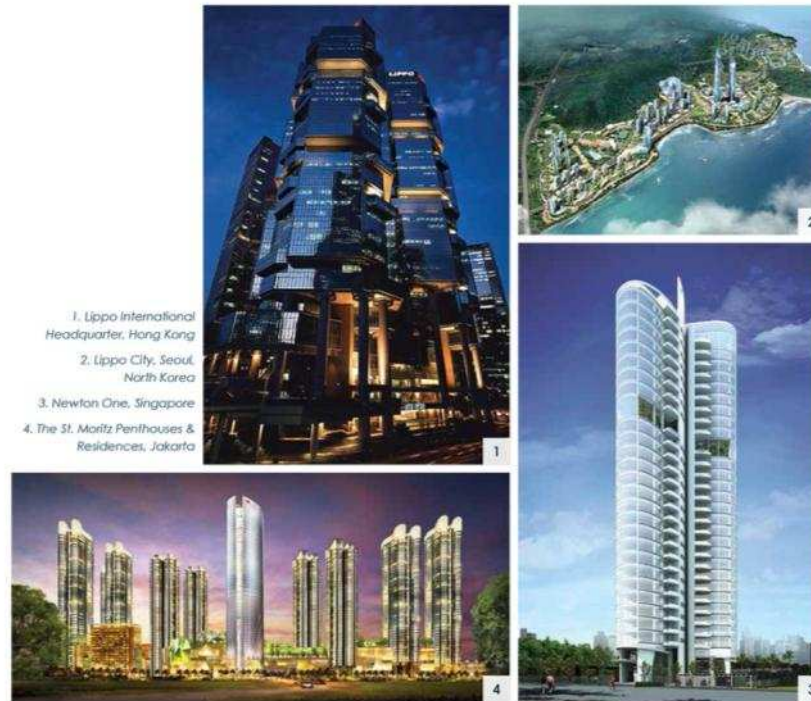
INFRASTRUCTURE - ARAMSA INFRAYASA (LOCAL)



No. TPAK : 159/Sekret/tpak/x/2012

No. SIPPT : 352/-1.711.534. (19 Maret 2012)

LIPPO GROUP



1. Lippo International Headquarter, Hong Kong
2. Lippo City, Seoul, North Korea
3. Newton One, Singapore
4. The St. Moritz Penthouses & Residences, Jakarta

Lippo Group is the largest and best developer in Indonesia, winning sixth time as “The Best Developer in Indonesia” 2005, 2007, 2008, 2009, 2011, 2012 by the highly acclaimed and respected *Euro Money Awards*, a European based organization and ranked in the ‘**Top 10 Developers in Asia**’, *South East Asia Property Award* - Best Developer in Indonesia 2012 (second time since 2011), *FIABCI Prix d’Excellence Award* 2012 for Master Plan Category, *Indonesia Sustainable Business Award* 2012 as Industry Champion Building and Property, etc. Its business presence stretches globally to China, Hong Kong, South Korea, The Phillipines, Singapore, among PT. Lippo Karawaci, Tbk is a publicly listed integrated property corporation in the Indonesian Stock Exchange. With assets valued almost US\$ 2.6 billion and 2012 revenues at US\$ 635 million, Lippo Karawaci is Indonesia’s largest broad based property corporation in term of total assets, revenues, market capitalization dan product varieties.

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**LIPPO
HOMES**
Your Future Homes

MARKETING GALLERY



Holland Village
Urban Central Living

MARKETING GALLERY



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MARKETING GALLERY



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SALES TEAM – CHECK LIST 1

- ✓ Have you received the Launching invitation?
 - ✓ Customer attending the Launching event?
 - YES. Please remind customer to bring Priority Pass & be ON TIME. (First come first served system)
 - NO. Please prepare “Surat Kuasa”
- Customer attending the Launching event?

SALES TEAM – CHECK LIST

- ✓ Understand the differentiation of HollandONE & HollandTWO
- ✓ Understand the Floor Plans
- ✓ Understand the NEW price list
- ✓ Understand the terms of payment
- ✓ Understand the KPA program
- ✓ Prepare several team to handle several clients

RE-BRIEFING SESSION

Saturday, 18 May 2013

Hotel Aryaduta Tugu Tani

Room : Monas 1 &2 (Mezzanine Floor)

8 AM (Morning On Time)

Note : Price List will be distributed at this session.

THANK YOU

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