

NORTH POINT
at NAVAPARK

EXPANDING BUSINESS OPPORTUNITY



Are You READY For

**NEW & The BEST
BUSINESS
POINT ?**

About Developers



Founded in 1889

A Leading Property Investment, Management
& Development Group in Asia

Own & Manages Almost 800,000 m² in Key Asian Cities
Residential Projects in Cities Across Greater China
& Southeast Asia

Standard Listing in The London Stock Exchange

A Member of Jardine Matheson Group



The Largest & Most Diversified Property Developer
in Indonesia

10,000 Ha of Strategic Landbank

Comprised of 2 Listed Subsidiaries in Jakarta Stock
Exchange

Combined Market Capitalization in Excess of US\$ 2,5
Billion



NAVAPARK

BSD CITY

- The Biggest Area in Jabodetabek
- Total Area 6.000 Ha

Developed by  Hongkong Land  sinarmas land

NORTH POINT



NEW BUSINESS POINT

NORTH POINT

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NORTH POINT



BSD North Boulevard

Developed by  Hongkong Land  sinarmas land

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FLEX BIZ COLLABORATION

More than just a space, North Point is a commitment to foster a positive environment for your business. Through its **Flexible Business** concept, each business in every floor work side-by-side to achieve mutually beneficial and fruitful relationships to achieve **SUCCESS.**



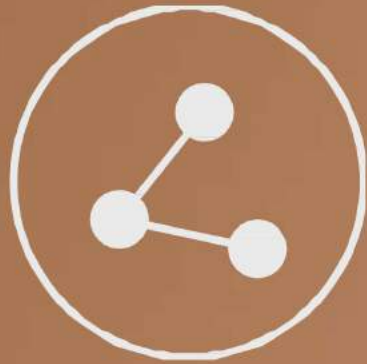
Connect



Community



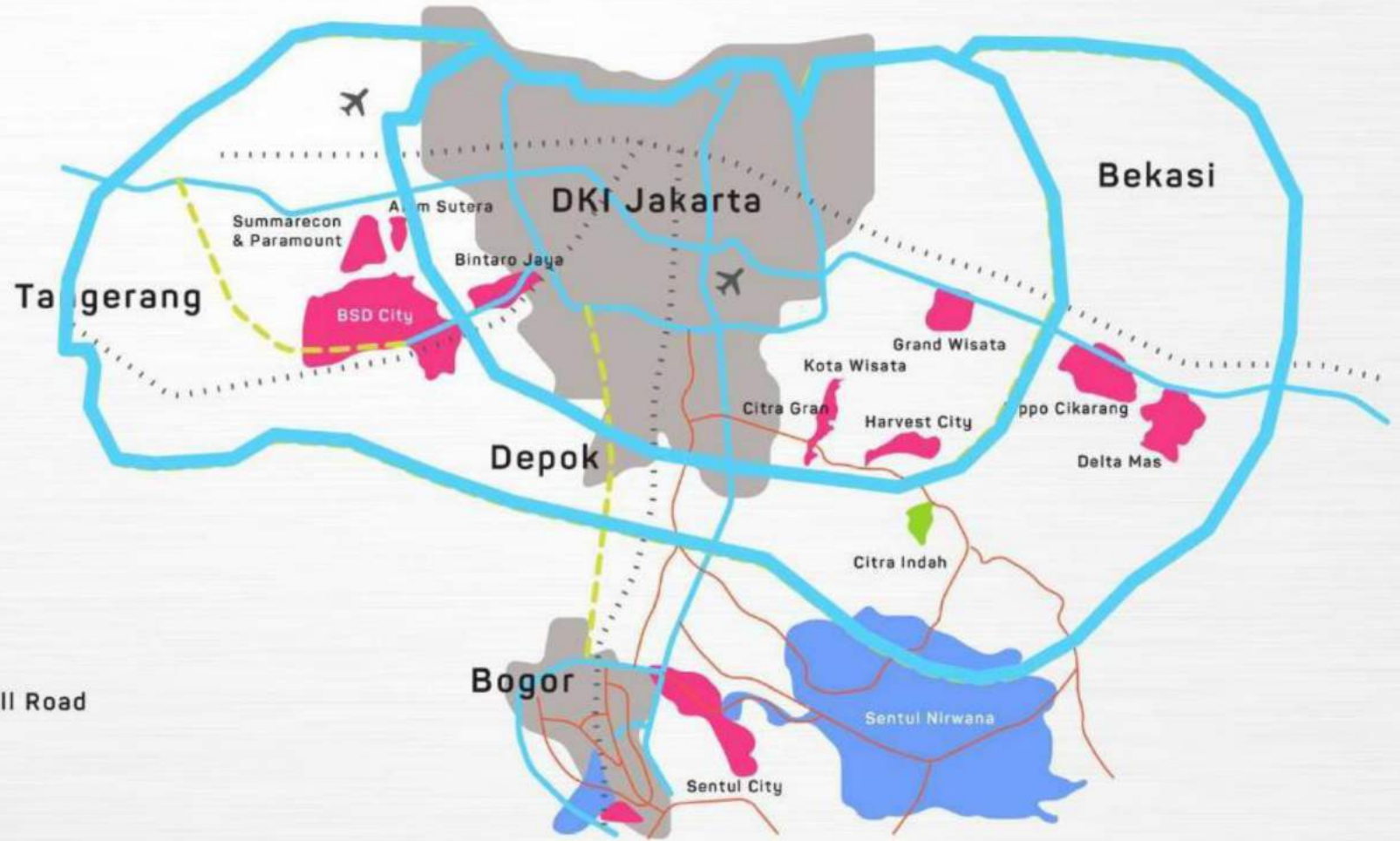
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CONNECT

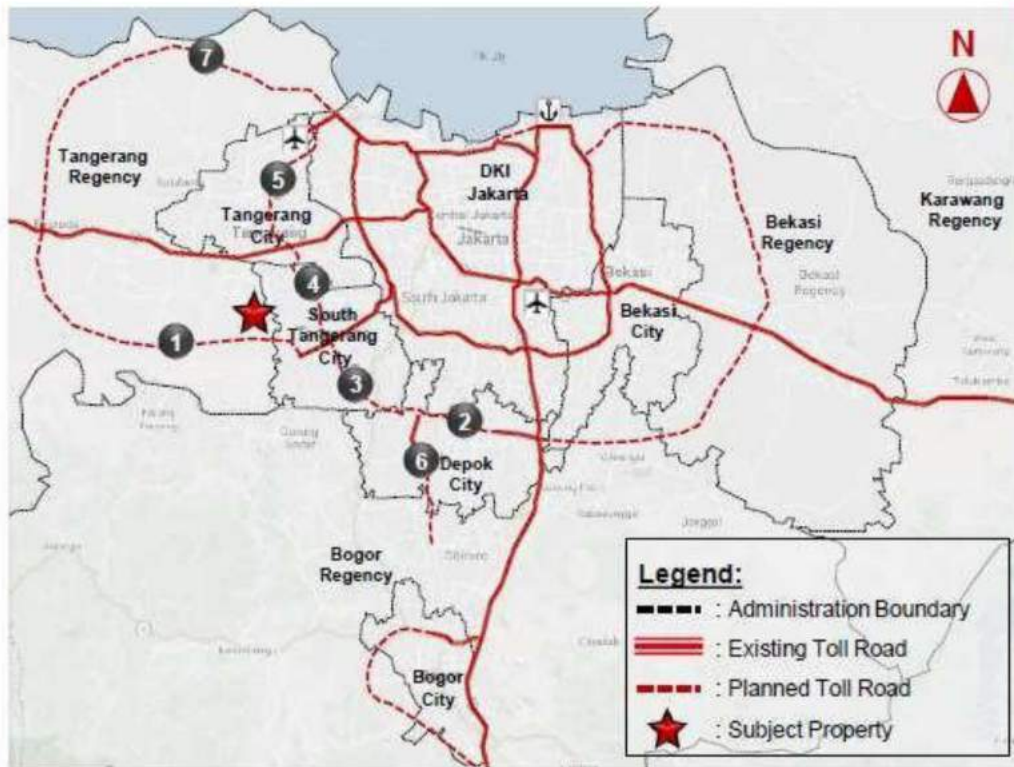


CONNECT



- Toll Road
- Proposed New Toll Road
- Province Road
- Railway

Infrastructure Development – Toll Network



No	Toll Road Network	Length (km)	Construction Progress	Operational Target
1	Serpong - Balaraja	39.8	Section 1 (BSD-Legok) Land acquisition: 81% Construction: 0%	2019*
2	JORR 2 (Cinere - Jagorawi)	14.7	Land acquisition: 65.2% Construction: 61.2%	1Q 2019 (Section 2) 4Q 2019 (Section 3)
3	JORR 2 (Serpong - Cinere)	10.1	Land acquisition: 43.8% Construction: 29.8%	2Q 2019
4	JORR 2 (Kunciran - Serpong)	11.1	Land acquisition: 97.3% Construction: 79.6%	4Q 2019
5	JORR 2 (Cengkareng - Batu Ceper - Kunciran)	14.2	Land acquisition: 59.4% Construction: 32.8%	4Q 2019
6	Depok - Antasari	21.6	Land acquisition: 36.8% Construction: 34.5%	3Q 2019 (Section 2) 4Q 2019 (Section 3)
7	Balaraja - Cengkareng	TBA	TBA	TBA

**) Construction of the 1st section (BSD-Legok) is expected to start in early 2019

- The completion of Serpong – Balaraja and JORR 2 Toll Corridors will improve reachability of the subject property towards other regions in Jabodetabek.
- Currently, there is a plan for Balaraja- Cengkareng Toll Corridor but its completion cannot be yet determined.

Source: Google Maps, 2019

Source: BPJT PU, Nov 2018

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CONNECT

In the centre of 3 business spots

1st Business Spot

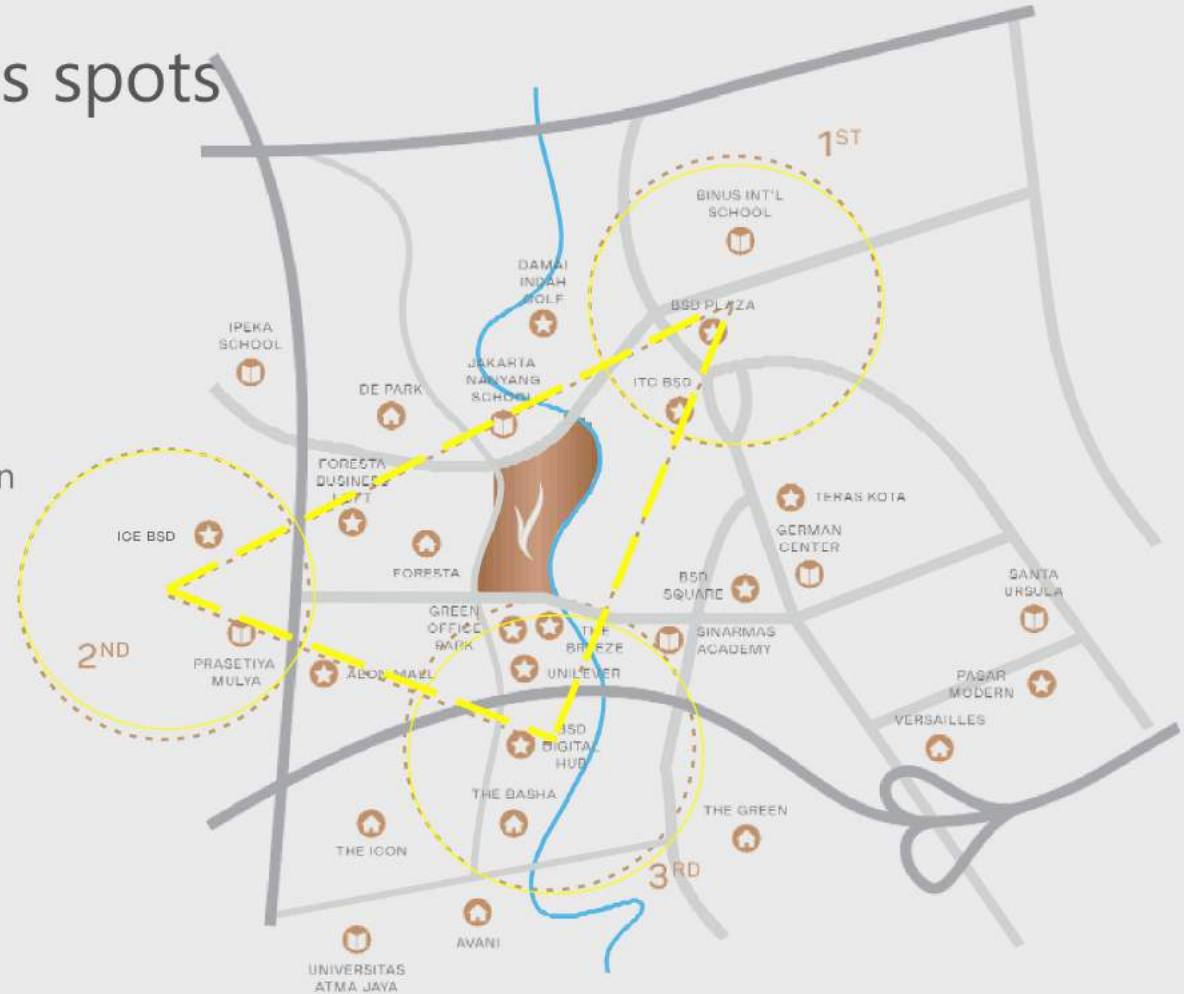
- BSD Plaza
- ITC BSD
- Teras Kota
- Golden Boulevard
- Damai Indah Golf
- Ocean Park

2nd Business Spot

- AstraBIZ Centre
- Q-BIG
- Gramedia World
- BCA Tower (Future Development)
- International Convention Exhibition (ICE)
- Education Centre

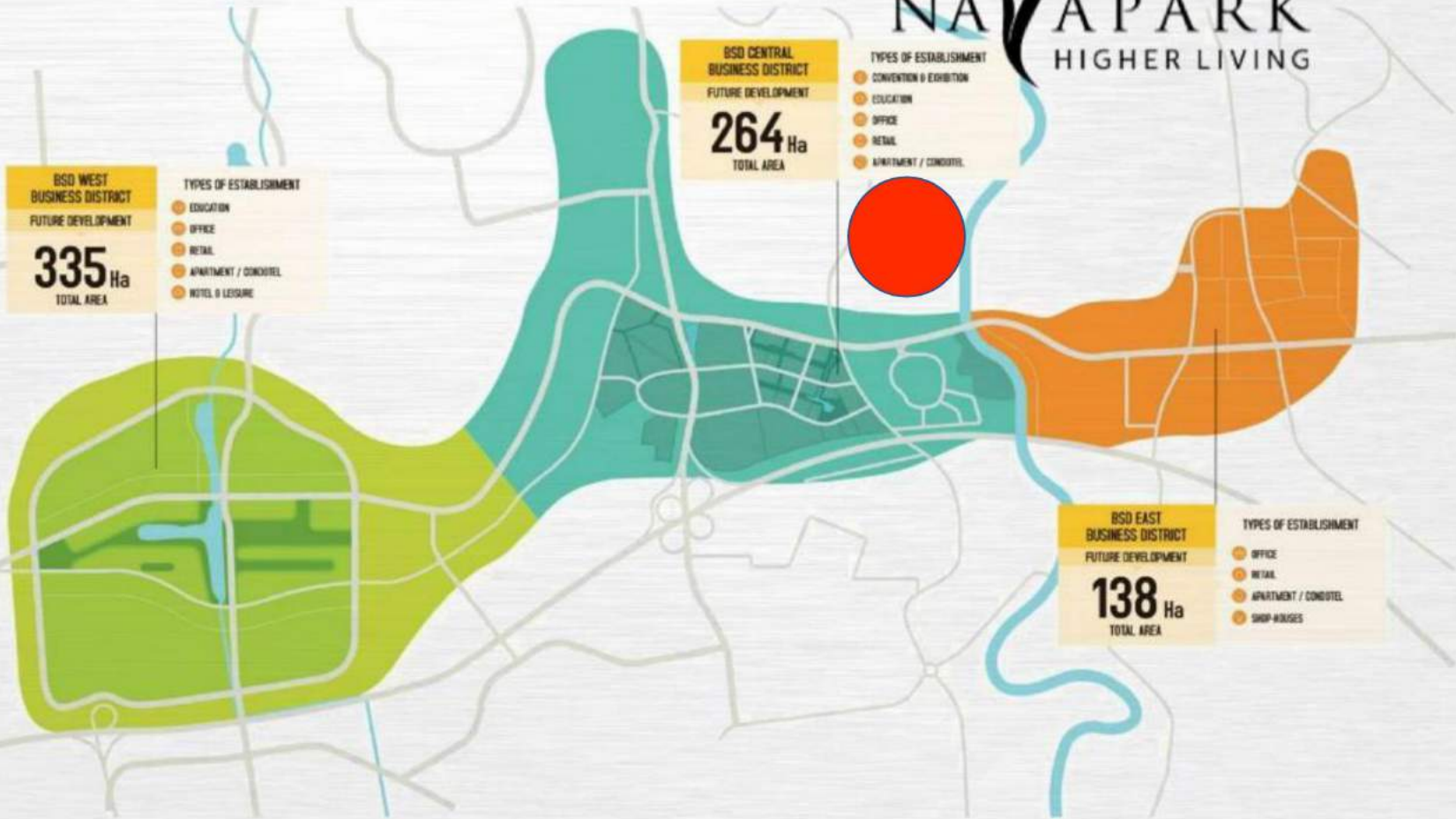
3rd Business Spot

- Green Office Park
- The BREEZE
- Digital Hub
- Unilever Head Office
- Prasetiya Mulya

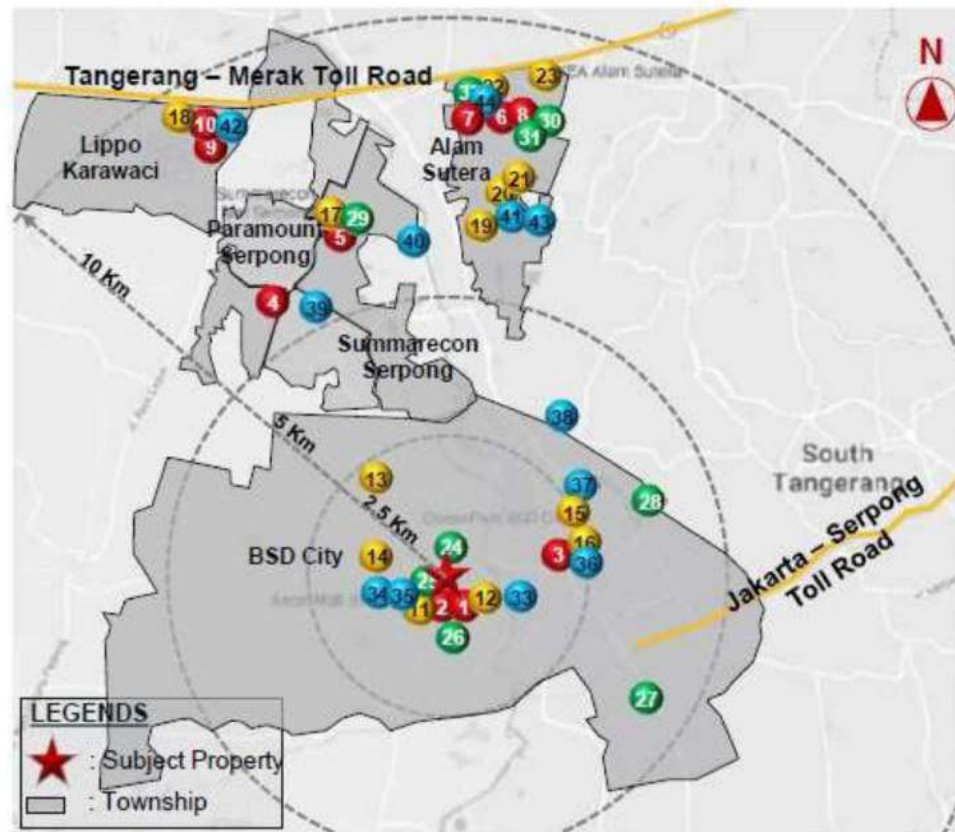


CONNECT

NAVA PARK HIGHER LIVING



Developments within Surrounding Area



No	Name	No	Name
Office			
1	Green Office Park	6	Prominence Tower
2	GRHA Unilever	7	Synergy Building
3	Wisma BCA BSD	8	Alfa Tower
4	Scientia Business Park	9	Menara Matahari
5	Plaza Summarecon	10	Menara Asia
Commercial			
11	AEON Mall	18	Supermal Karawaci
12	The Breeze	19	Mercure Serpong
13	Q-Big	20	Flavor Bliss
14	Hotel Santika Premiere	21	Pasar 8
15	Grand Zuri BSD City	22	Mal @ Alam Sutera
16	Teras Kota	23	IKEA
17	Summarecon Mall Serpong		
Condominium			
24	Marigold @ Nava Park	29	Serpong M-Town Signature
25	Branz BSD	30	The Smith
26	Casa De Parco	31	Crown Sky
27	The Ayoma	32	The Lana
28	Akasa Pure Living		
Public Facilities			
33	Sinarmas World Academy	39	Rumah Sakit Bethsaida
34	ICE BSD	40	Rumah Sakit St. Carolus
35	Universitas Prasetya Mulya	41	OMNI Hospital Alam Sutera
36	Eka Hospital BSD	42	Universitas Pelita Harapan
37	Rumah Sakit Medika BSD	43	Alam Sutera Sports Cte
38	BINUS International School	44	Universitas Binus
39	Rumah Sakit Bethsaida		

- Subject Property is located within BSD City, which has a complete range of facilities such retail center, hotel, hospital and convention center to accommodate the residents staying in the surrounding area.
- Within BSD City itself, there are significant number of established retail centre and condominium projects which might pose as competitions to the subject property.

Source: Google Map, 2019

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CONNECT

Tunnel Cycling Track

From Navapark's Botanical Park, Direct Access to The Breeze & Office Park



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COMMUNITY



COMMUNITY

Masterplan



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NORTH POINT

COMMUNITY



- A Lancewood (Landed House)
- B Lakewood (Landed House)
- C Marigold (Condominium)
- D **North Point (Commercial Area)**
- E Country Club
- F Botanical Park
- G West Gate
- H North Gate
- I South Gate

Demand Assessment

Captive Market – Nava Park Residents & Office Workers



Captive Market – Nava Park Residents	2019	2023	2026
Estimated Units	526	947	1,262
Estimated Occupancy	70%	80%	80%
Physical Household	368	757	1,010
Potential Captive Market Portion	100%	100%	100%
Frequency of Visit per Month	12	12	12
Paycheck per Household (IDR)*	175,000	229,389	281,012
Total Expenditure per Month (IDR)	773,220,000	2,084,983,593	3,405,592,740

*) Estimated Growth: 7% per annum

- Captive market for the proposed retail development includes potential demand from Nava Park Residents and office workers in Green Office Park Complex.
- The estimated number of unit is based on historical development performance of Nava Park. In 2019, the number of unit is estimated at 526 units, which is projected to be 947 and 1,262 units in 2023 and 2026, respectively.
- With an estimated stabilized occupancy rate of 80%, the total target market of household within the Nava Park Complex will be 757 in 2023 and 1,010 in 2026.
- The target market from office workers is estimated around 50% of the total number of employees in GOP Complex. In 2019, the estimated target market is around 5,253 people, which is expected to increase up to 6,836 and 7,132 people in 2023 and 2026, respectively.
- Frequency of visits per month is estimated at 12 visits for residents and 6 visits for office workers.
- Average paycheck per visit is around IDR 175,000 per household and IDR 75,000 per person.

Office Captive Market	Est. SGA sqm	Est. Occ. Rate			Est. Occupied Area			Est. Target Market*		
		2019	2023	2026	2019	2023	2026	2019	2023	2026
GOP 6	18,389	95%	95%	95%	17,470	17,470	17,470	1,747	1,747	1,747
GOP 9	21,224	80%	90%	90%	16,979	19,102	19,102	1,698	1,910	1,910
Sinarmas Land Plaza	21,258	90%	90%	90%	19,132	19,132	19,132	1,913	1,913	1,913
Grha Unilever	37,500	90%	90%	90%	33,750	33,750	33,750	3,375	3,375	3,375
GOP 1 (Future) - 2019	59,089	30%	80%	90%	17,727	47,271	53,180	1,773	4,727	5,318
Total Population								10,506	13,672	14,263
Potential Captive Market Portion								50%	50%	50%
Frequency of Visit per Month								6	6	6
Paycheck per Visit per Person								75,000	98,000	120,000
Total Expenditure per Month								2,363,797,125	4,019,701,770	5,134,804,200

*) Ratio: 1:10 (1 person per 10 sqm occupied area)

Year	Paycheck per Person*
2019	75,000
2023	98,000
2026	120,000

*) Estimated Growth: 7% per annum

Demand Assessment

Additional Demand – University Student

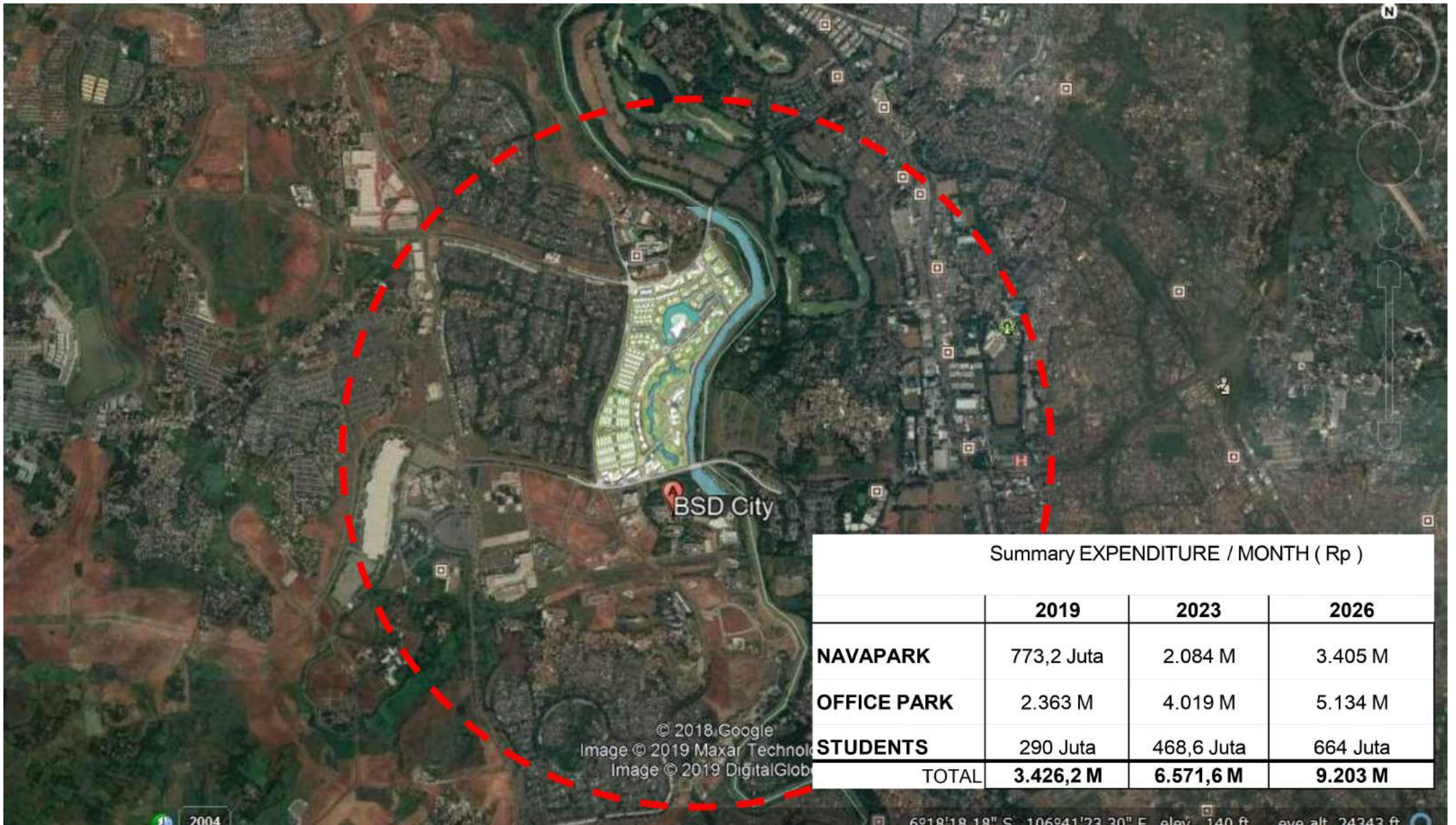


University Students	2019	2023	2026
Total Student	5,800	7,100	8,300
Potential Captive Market Portion	25%	25%	25%
Frequency of Visit per Month	4	4	4
Paycheck per Student	50,000	66,000	80,000
Total Expenditure per Month (IDR)	290,000,000	468,600,000	664,000,000

- Potential demand from student is expected to come from Prasetya Mulya and Atma Jaya University.
- The estimated number of students is estimated at 7,100 students and 8,300 students in 2023 and 2026, respectively.
- Frequency of visits per month is estimated at 4 visits with average paycheck per visit of IDR 50,000 per person.

Year	Paycheck per Person*
2019	50.000
2023	66.000
2026	80.000

*) Estimated Growth: 7% per annum



Summary EXPENDITURE / MONTH (Rp)

	2019	2023	2026
NAVAPARK	773,2 Juta	2.084 M	3.405 M
OFFICE PARK	2.363 M	4.019 M	5.134 M
STUDENTS	290 Juta	468,6 Juta	664 Juta
TOTAL	3.426,2 M	6.571,6 M	9.203 M

COMMUNITY

High End Residence

Direct Target Market from Navapark Residence

Population

- Lancewood & Lakewood
- Marigold Tower 1 - 7
- Country Club Member

Future Population

- 3rd Cluster of Landed House
- Marigold Phase 2 & Future Highrise
- Villas Residence

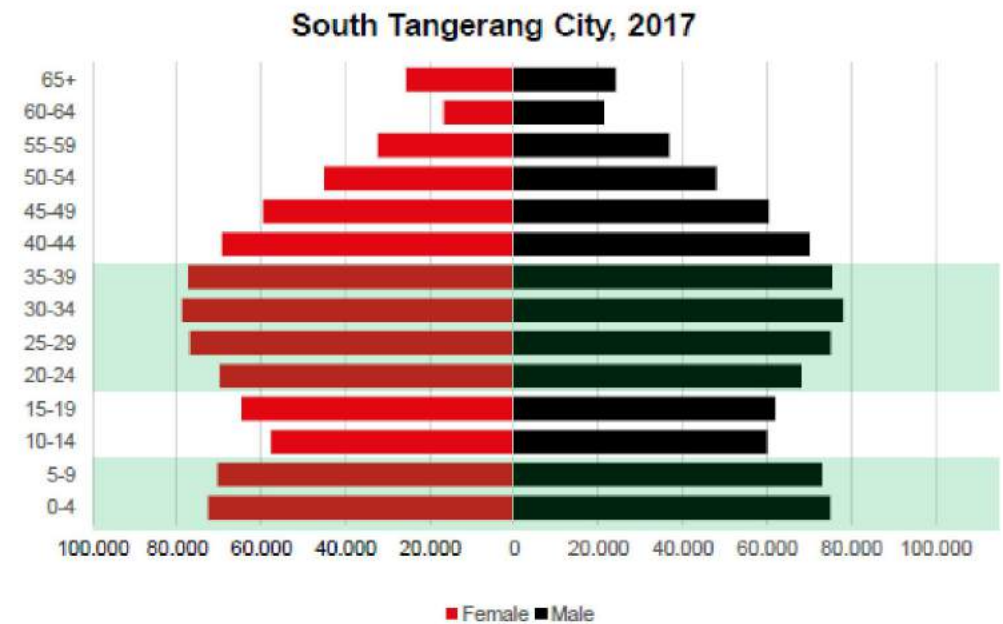
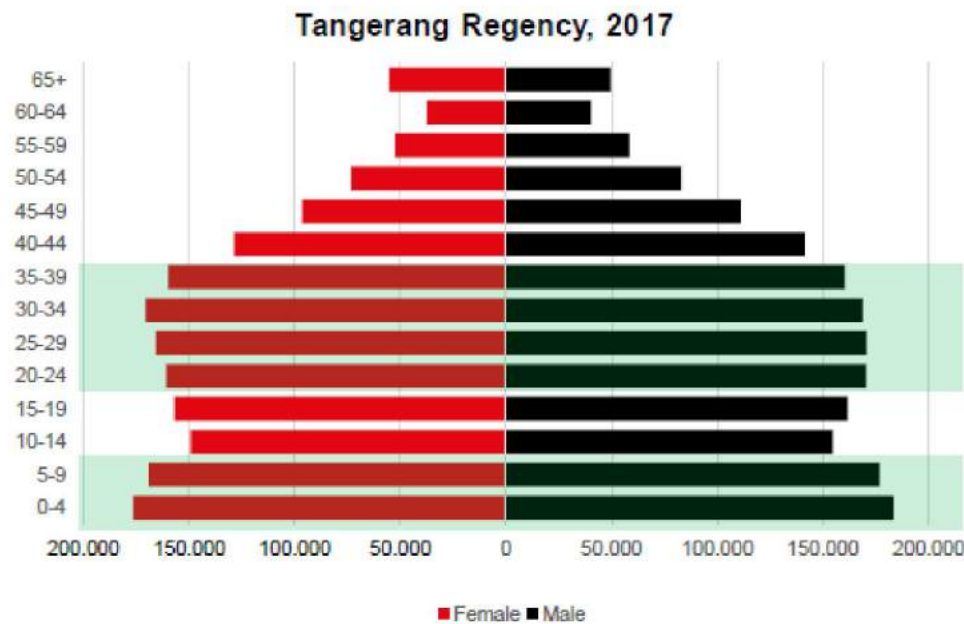


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Population Pyramid



- According to the charts above, majority of the population in Tangerang Regency and South Tangerang City is aged between 20 and 39.
- Based on that data, the most potential buyers of residential and retail visitors in Tangerang Regency and its surroundings would be millennials and young family with small kids.

COMMUNITY

Shopping & Entertainment

AEON MALL

BIG BSD CITY
BIG STORES - BIG SHOPPING

ITC
REJO

TERASKOTA
LIFE MALL

breoze BSD CITY
BEST WITHOUT A/B/C

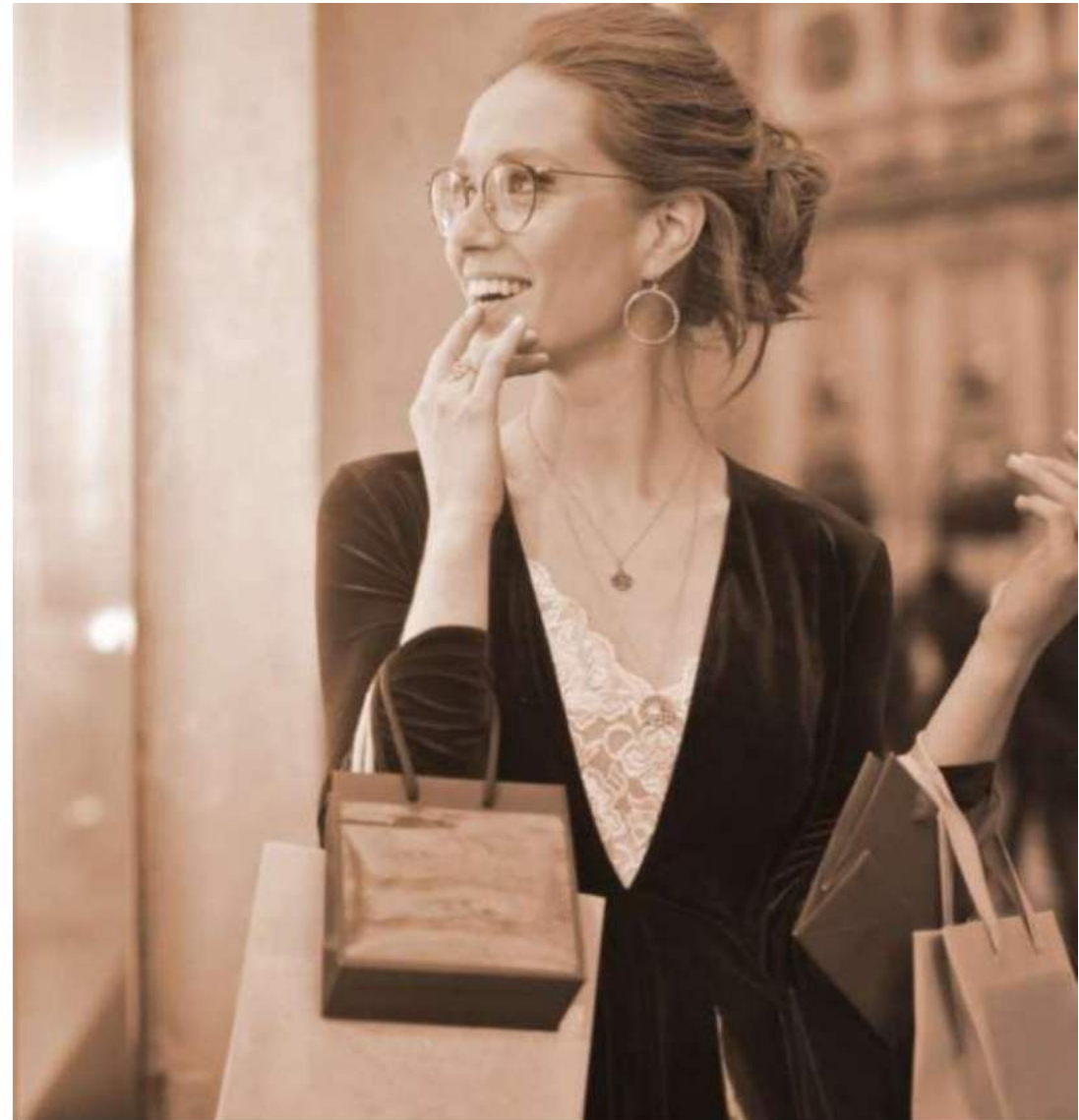
LuLu
LIFESTYLE & ENTERTAINMENT CENTER

ASTRA
Biz
CENTER

ACE
Hardware

Mitra10
BAGAS MATERIALS & HOME APPLIANCE

RANCH MARKET
it's a balanced life



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COMMUNITY Education

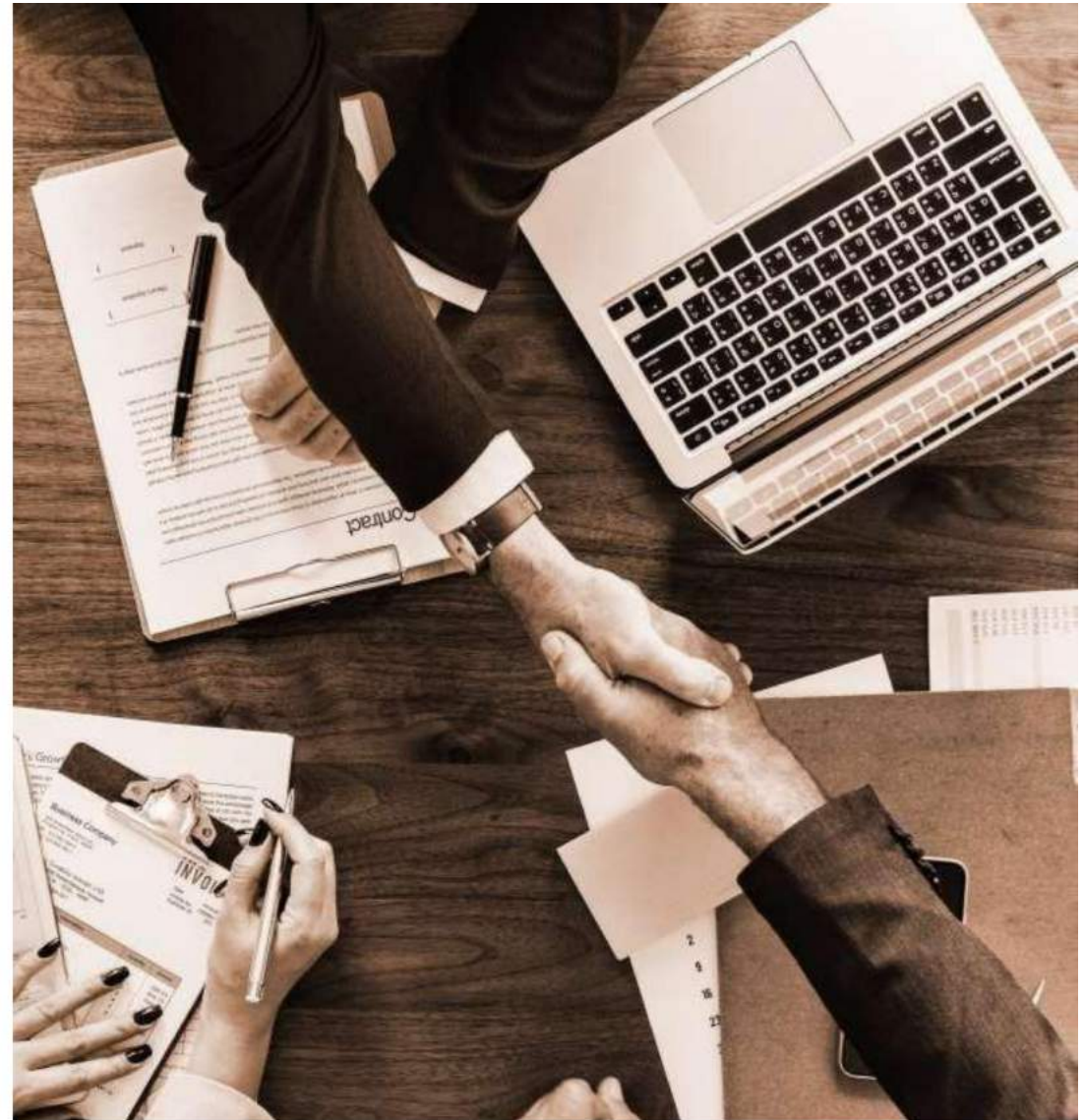
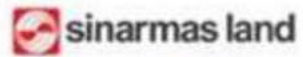


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COMMUNITY

Surrounding Companies



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COMMUNITY

Potential Market

Schools & Universities

·Medium Up Residences

·High End Residences

·BSD Residence Future Planning Development

·A lot of Strong Business Attraction
at BSD City which will bring a new target
market from West & North Jakarta Residence





CORe



CORe



CORe

Co - Commerce

A new concept of business flexibility where each floor can be rented by different tenants with individual access.

CORe



Office

Beauty Salon

Book Store

Café

Business Center

...and a lot of other business opportunities

FAÇADE TYPE



Type 1A Type 1B

Grand Corner
(5 + 1 Floor)



Type 1B

Grand Centre
(5 + 1 Floor)



Type 2

Premium A
(4 + 1 Floor)



Type 3

Premium B
(4 + 1 Floor)

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NORTH POINT

FAÇADE TYPE



Tipe 1A Tipe 1B

Grand Corner
(5 + 1 Floor)

Tipe 1B

Grand Centre
(5 + 1 Floor)

Tipe 2

Premium A
(4 + 1 Floor)

Tipe 3

Premium B
(4 + 1 Floor)

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NORTH POINT





4 m

3 m

3 m

3 m

4 m

2.7 m

FLOOR PLAN

Basement



- Private Parking Lot up to 6 cars
- Corridor Access to Lift
- Lift Lobby
- Toilet
- Storage



Type 1B
Basement

FLOOR PLAN

Ground Floor



- Corridor Access to Lift
- Lift Lobby
- 2 Access entrance
- Ceiling Height 4 meter
- 2 Toilets
- Pantry
- AC Ledge



Type 1B
Ground Floor

FLOOR PLAN

1st Floor



- Lift Lobby
- Ceiling Height 3 meter
- 2 Toilets
- Pantry
- AC Ledge



Type 1B
1st Floor

FLOOR PLAN

2nd & 3rd Floor



- Lift Lobby
- 2nd Floor Ceiling Height: 3 m
- 3rd Floor Ceiling Height for 4+1 unit: 4 m
- 2 Toilets
- Pantry
- AC Ledge



FLOOR PLAN

5th Floor



- Lift Lobby
- Ceiling Height 4 meter
- 2 Toilets
- Pantry
- AC Ledge



Type 1B
4th Floor

Separate Vertical Access



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Abundant Parking Lots

Up to collectively 1a lot parking lots for each unit on ground level and the basement.

- Frontage Parking
3 to 4 lots/unit
- Basement Parking
3 to 4 lots/unit
- Private Parking
6 lots/unit

CORe



Convenient Access by
Direct Lift & Stairs



Flexibile for Each Floor
to be operated
Independently



Spacious Layout & Efficient
Arrangement for Each Floor

BUSINESS OPPORTUNITIES

- Salon
- Co Working Space
- Café & Resto
- Courses
- IT Centre
- Game Station
- Bridal House
- Furniture & Interior
- Optic
- Bank & ATM
- Music Store
- Photo Studio
- Health Centre
- Skin Care
- Office
- Doctor
- Dental Care
- Florist
- Property Agent
- Hobby Shop
- Book Store
- Mini Market
- Tour & Travel
- Electronic





Drop Off Zone

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Near to Navapark North Gate

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Navapark INTERSECTION

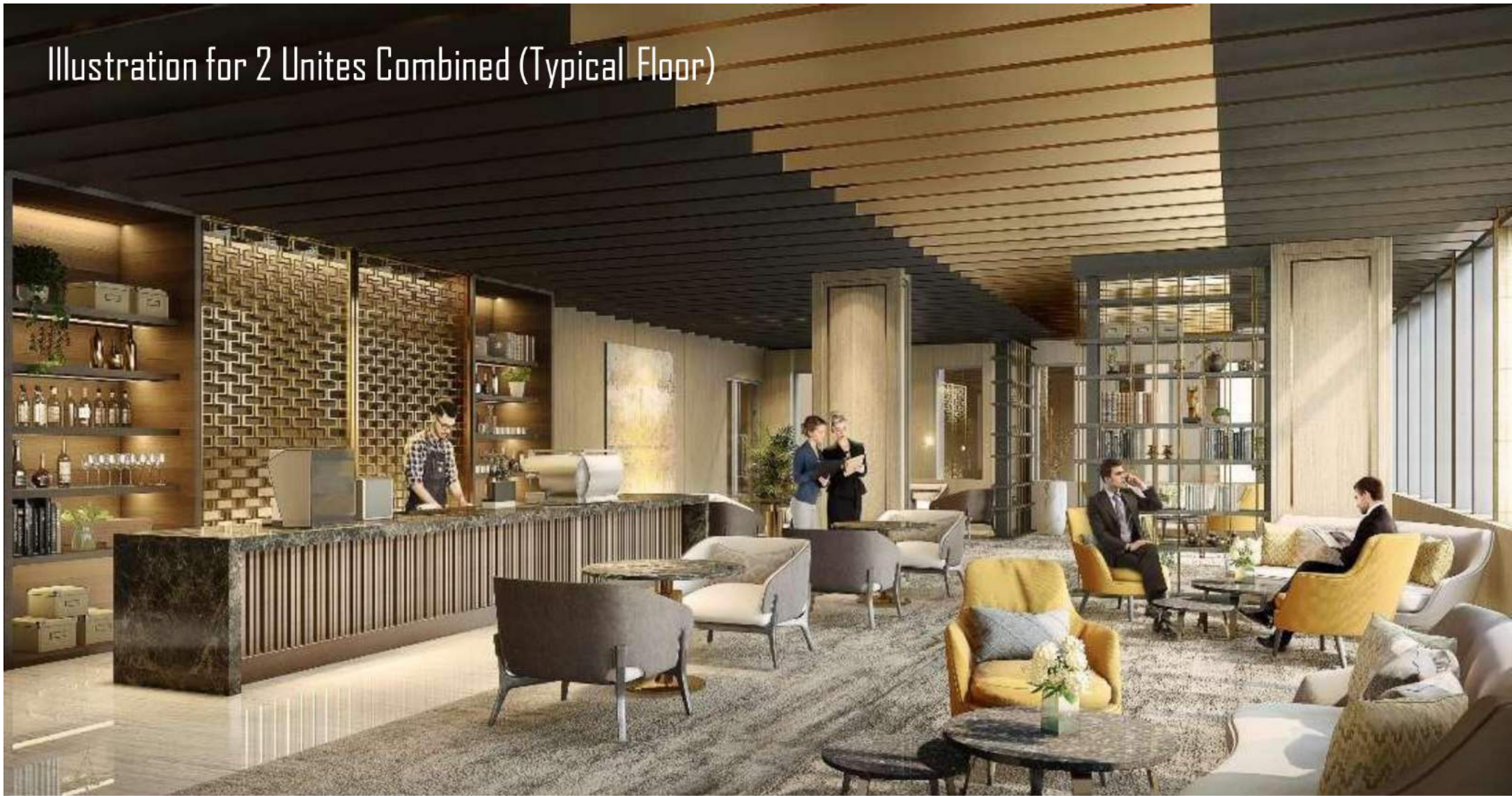
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NORTH POINT

Illustration for 2 Unites Combined (Ground Floor)



Illustration for 2 Unites Combined (Typical Floor)



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NORTH POINT

Illustration for 2 Unites Combined (Typical Floor)

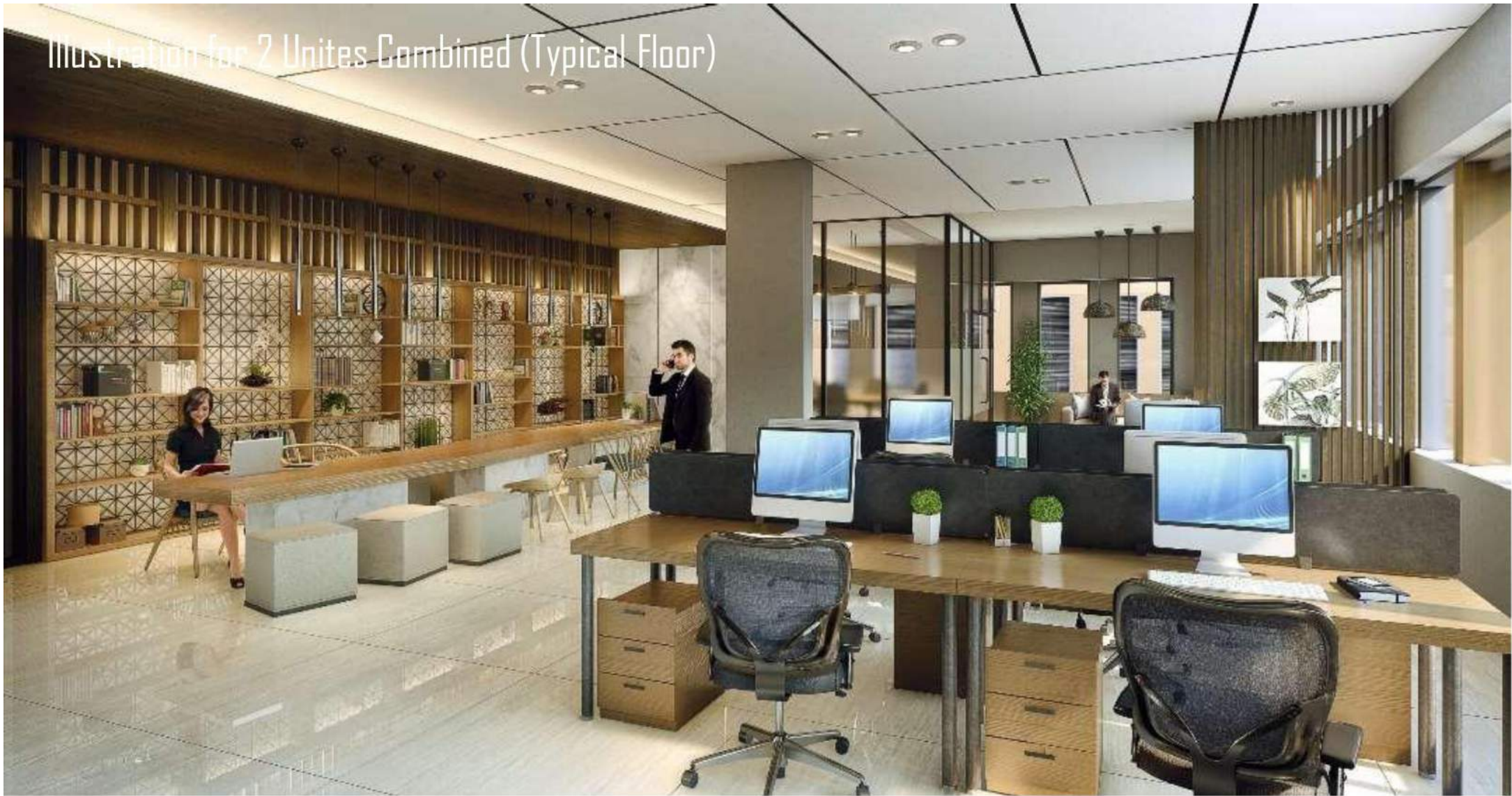
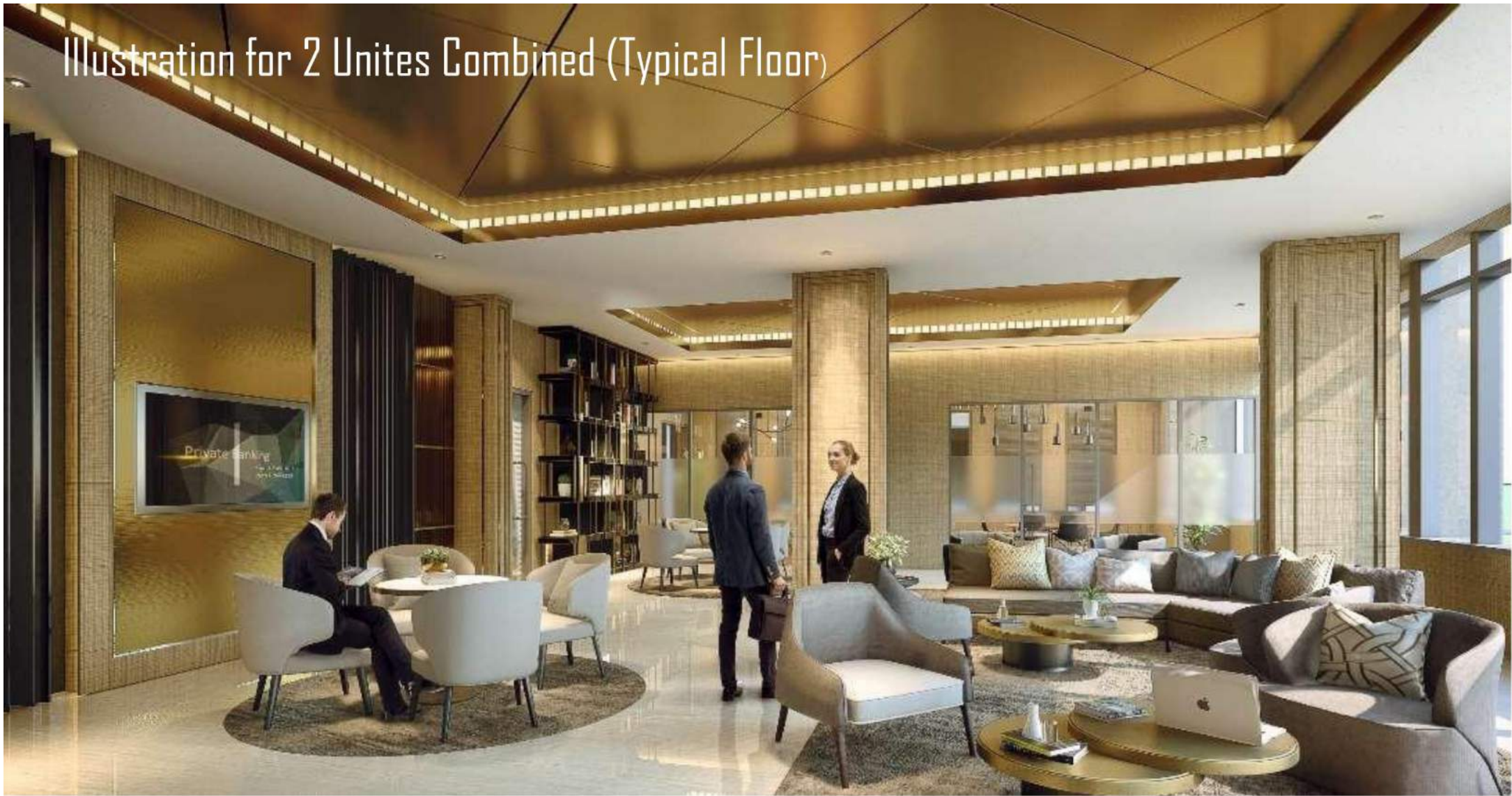


Illustration for 2 Unites Combined (Typical Floor)



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PRODUCTS

	NORTH POINT
STATUS PROGRESS	ON PROGRESS estimasi HO: Mar 2023
CARA BAYAR & DISCOUNT (promo 1 Oct -31 Dec 2020)	Cash Keras → disc 5% KPR Express* → disc 5% Cash 24 bln → disc 0% KPR DP 20%- 12x → disc 0%
BONUS (promo 1 Oct -31 Dec 2020)	<ul style="list-style-type: none">• VOUCHER MAYSTAR 5 JUTA

PROMO BUNGA BANK BCA

BUNGA TAHUN 1 : 3.88%

BUNGA TAHUN 2 & 3 : 5.88%

Free Biaya KPR:

- Biaya Admin
- Biaya Provisi

Syarat:

- Aplikasi masuk max 31 Oct 2020
- Akad kredit max 31 Dec 2020



NORTH POINT

at NAVAPARK

EXPANDING BUSINESS OPPORTUNITY

More Info please contact:
Your Trusted Agent