

An aerial photograph of a park area with a winding river, surrounded by dense greenery and modern high-rise buildings in the background. The image has a warm, golden-brown color cast. A stylized logo consisting of three curved, leaf-like shapes is positioned to the left of the main text.

NA APARK

HIGHER LIVING

2017

ABOUT BSD CITY

The biggest township in Jabodetabek
Total Area 6,000 Ha



BSDCITY
BIG CITY, BIG OPPORTUNITY

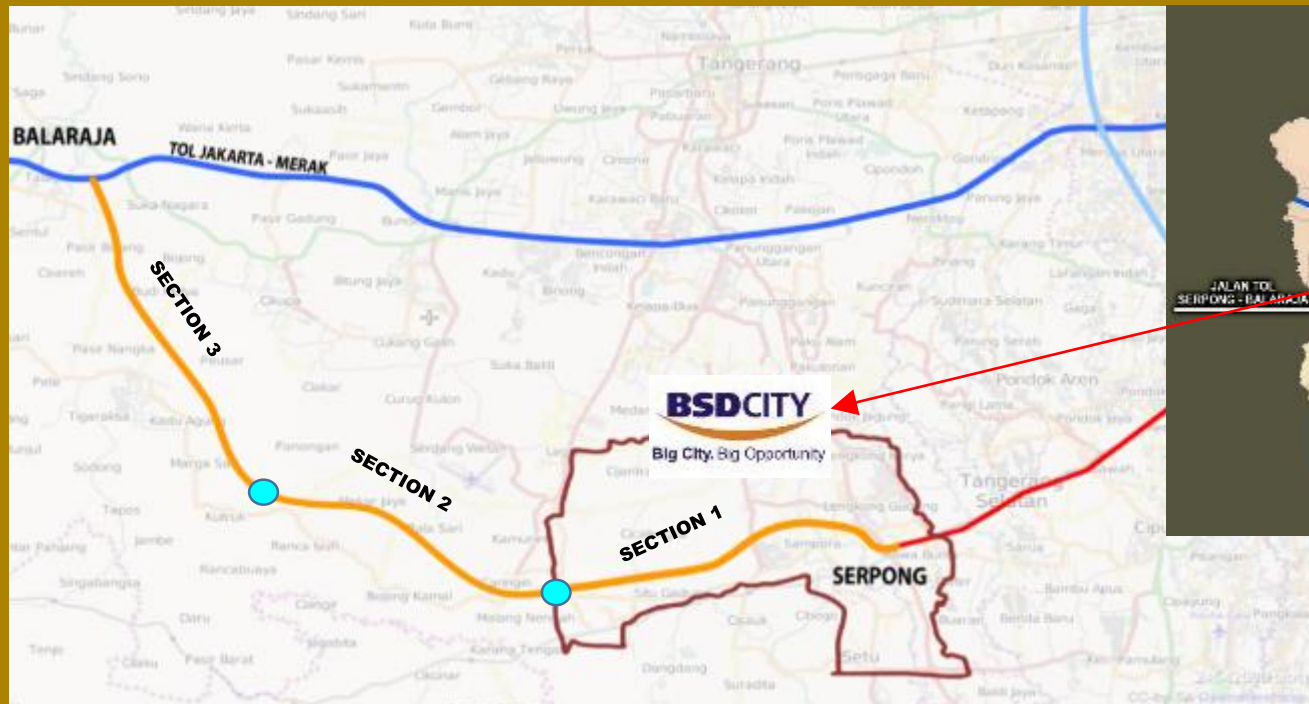
CURRENT ACCESSIBILITY



1. JORR Bintaro – Serpong (direct access at BSD City Toll gate)
2. Jakarta - Tangerang Toll (exit Serpong)
3. Kunciran – Soekarno Hatta Toll (under construction, target Operation 2019)

NEW INFRASTRUCTURE – TOL SERPONG BALARAJA

Direct Access Toll at BSD City, near AEON Mall



Investment value :
IDR 6,2 T

Serpong - Balaraja Toll Lane Alignment (Section 1-3)

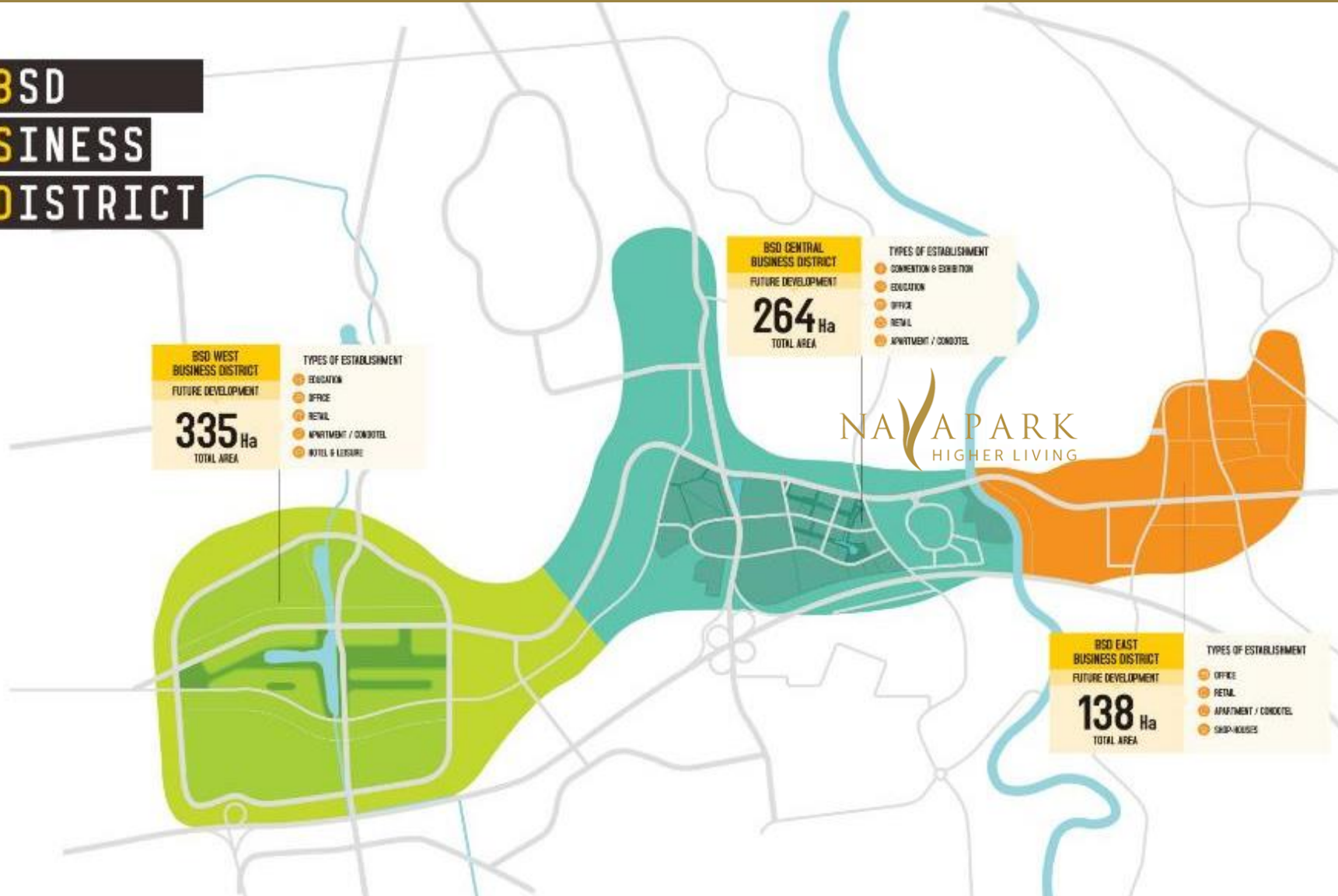
Jakarta Outer Ring Road - W2 Toll Lane

Existing Toll Lane (Jakarta – Serpong)

BSD Area

BSD BUSINESS DISTRICT 737 Ha

BSD BUSINESS DISTRICT



NAVAPARK
HIGHER LIVING

BSD CBD (CENTRAL BUSINESS DISTRICT)

BSD CENTRAL BUSINESS DISTRICT

CURRENT DEVELOPMENT

264 Ha

TOTAL AREA

39 Ha

OPEN SPACE

1.6 Ha

THEMATIC
PEDESTRIAN
EXPERIENCE

Q BIG MALL

ASTRA INTERNATIONAL

SHELL GAS STATION

GRAMEDIA BOOK STORE

OFFICE

ELECTRONIC CITY

ASURANSI SIMAS (BURSA MOBIL)

FROGGY EDUTOGRAPHY

OFFICE

HONDA

BCA

FBL SIGNATURE

FBL 2

FBL 1

NAVAPARK
HIGHER LIVING

Green Office Park
& The Breeze

- AEON MALL
- DEVELOPER OF UOB PLAZA – THAMRIN NINE
- MERCURE HOTEL
- OFFICES & SUPERBLOCS
- HOTELS



The Prestige
MARIGOLD
at NavaPark



Hongkong Land

Founded in 1889

A Leading property
Investment, Management and
Development Group in Asia

Owns and 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 and Most
Diversified Property Developer
In Indonesia

10,000 Hectares of Strategic
Landbank

Comprised of 2 Listed
Subsidiaries In Jakarta Stock
Exchange

Combined Market
Capitalization in Excess of
US\$2.5 Billion.



Sinar Mas Land Plaza
Jakarta, Indonesia



Sinar Mas Landed Houses in BSD City
Jakarta, Indonesia



Sinar Mas Land Plaza
BSD City, Indonesia



Sinar Mas Landed Houses in BSD City
Jakarta, Indonesia



Sinar Mas Landed Houses in BSD City
Jakarta, Indonesia

THE MASTER PLAN



**68 Ha,
Mixed Use Development**

- 10 Ha - Private Botanical Park
- 3,5 Ha - Serenity Lake & Lagoon
- 2,5 Ha - 5 Stars Country Club



NORTH GATE

SITE PLAN

WEST GATE

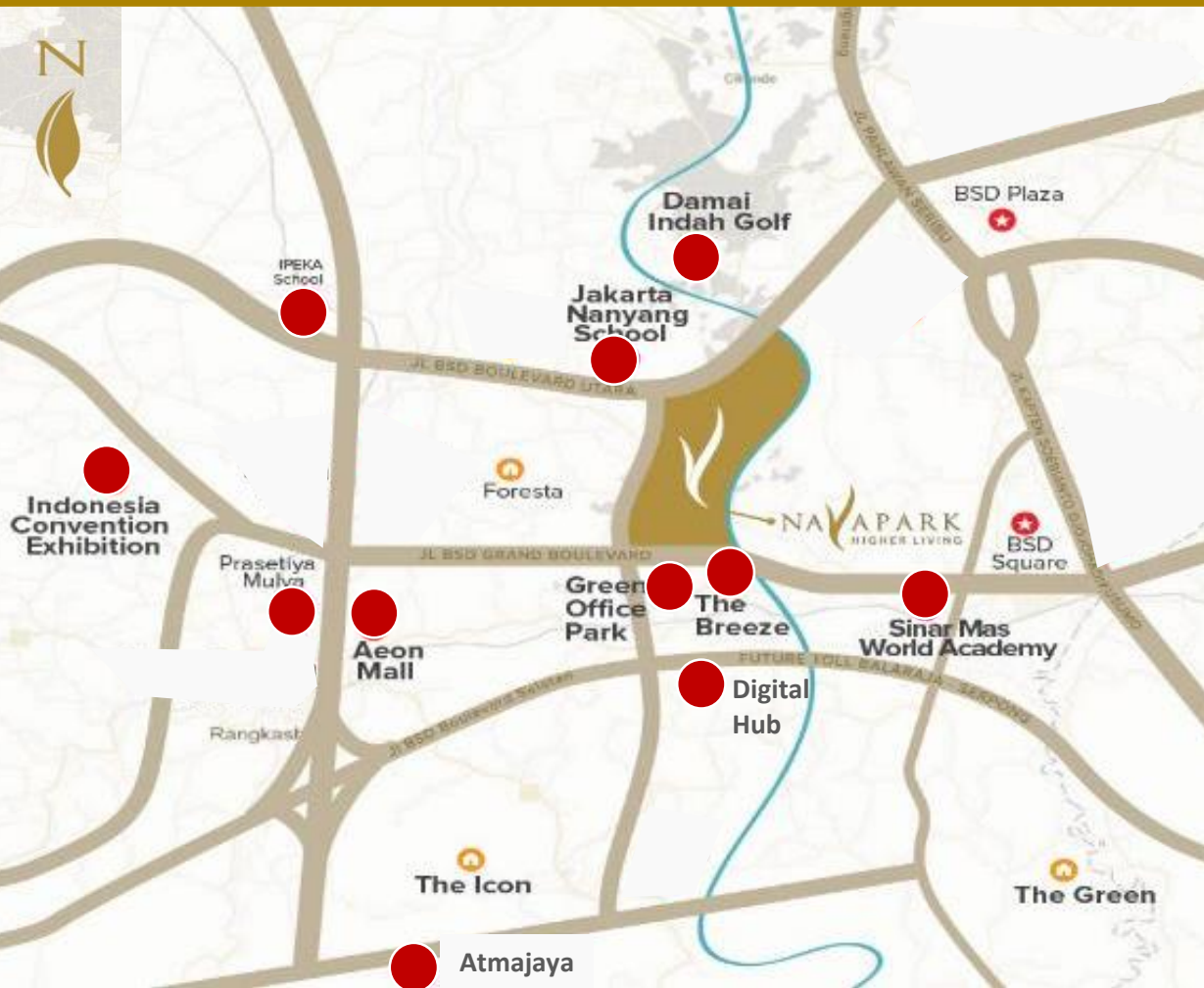
SOUTH GATE – Opening Feb 2018
Directly connected to Green Office Park

3 PRIME GATE ACCESS

- South Gate
- North Gate
- West Gate (current access)



12 in 1 - Iconic Facilities within 3km radius



Shopping & Lifestyle

1. AEON Mall
2. Q Big
3. ICE BSD
4. The Breeze
5. Damai Indah Golf

International Education

6. Jakarta Nanyang School
7. IPEKA School
8. Prasetiya Mulia
9. Sinar Mas World Academy
10. Univ Atmajaya

12ha Office & High-Tech

11. Green Office Park
12. Digital Hub & Silicon Valley

12 in 1 - Iconic Facilities within 3km radius

One of the biggest MICE destination in South East Asia



220,000 sqm land area
177,000 sqm floor area
10,000 people capacities

12 in 1 - Iconic Facilities within 3km radius



12 in 1 - Iconic Facilities within 3km radius



12 in 1 - Iconic Facilities within 3km radius



BSD GREEN OFFICE
P A R K
Intelligent Business District



- a 25 ha Green Office Park District located in the heart of BSD City
- The First Green District certified by BCA Green Mark
- 16 Ha of Green Landscape and Open space
- Fiber Optic Ready – High Speed Data Connectivity
- FIABCI Prix d'Excellence Award Gold Winner in Sustainable Development



Strong Economic Base

1. More than 1,400 National & Multinational companies from Industrial Estate in Tangerang - Banten

Kawasan Industri & Pergudangan Cikupamas	+/- 136
Millenium Industrial Estate	+/- 320
Taman Tekno BSD	+/- 664
Modern Cikande Industrial Estate	+/- 210
Krakatau Industrial Estate	+/- 90
Total	1,420 tenants

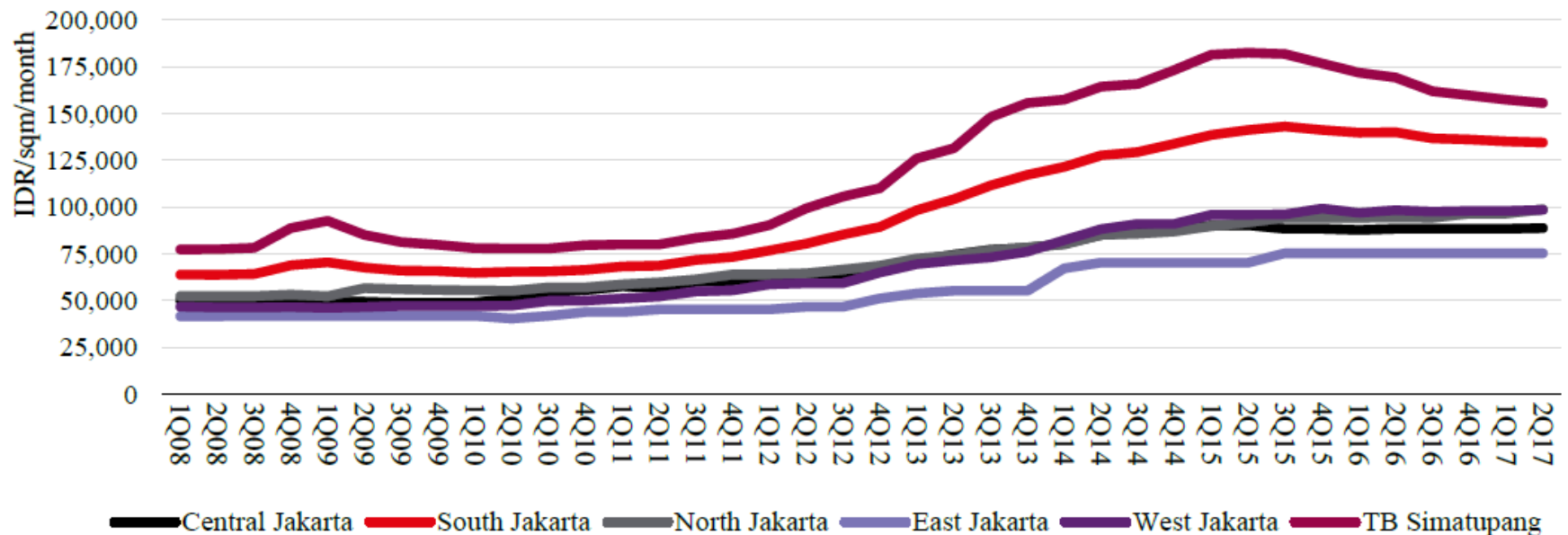
Source: BKPM website

Strong Economic Base

2. Office Corridor – TB Simatupang, South Jakarta

More than 49 Office Towers, with thousands of executives & expatriates (Only 30 minutes via JORR – direct access to BSD)

Net Achievable Rent



Source: JLL Research

Strong Economic Base

2. Office Corridor – TB Simatupang, South Jakarta

NEWLY OPERATED

- SOUTH QUARTER
- CIBIS TOWER

WELL ESTABLISHED OFFICE

- WISMA FEDEX
- MENARA CITIBANK
- GARDA OTO
- FIF TOWER
- LINTASARTA BUILDING
- GRAHA KANAAN
- GRAHA ELNUSA
- VENTURA BUILDING
- BATA BUILDING
- GRAHA SAPTA INDRA
- TALAVERA OFFICE PARK
- ALAMANDA TOWER
- SOVEREIGN PLAZA
- RATU PRABU 1 & 2
- PHE TOWER
- PERKANTORAN HIJAU ARKADIA
- GEDUNG ANTAM 1 & 2
- AAC BUILDING
- MUC BUILDING
- PLAZA PP
- PLAZA OLEOS
- PALMA TOWER
- MANHATTAN SQUARE
- GEDUNG ANTAM 1 & 2
- AAC BUILDING
- MUC BUILDING
- PLAZA PP
- PLAZA OLEOS
- PALMA TOWER
- MANHATTAN SQUARE



Via JORR
Direct to BSD

The New Economic Base

3. The Centre of High-Tech Industry BSD Digital Hub / Silicon Valley

- Characterised by skillfull & well educated employee, captive market for middle up residential

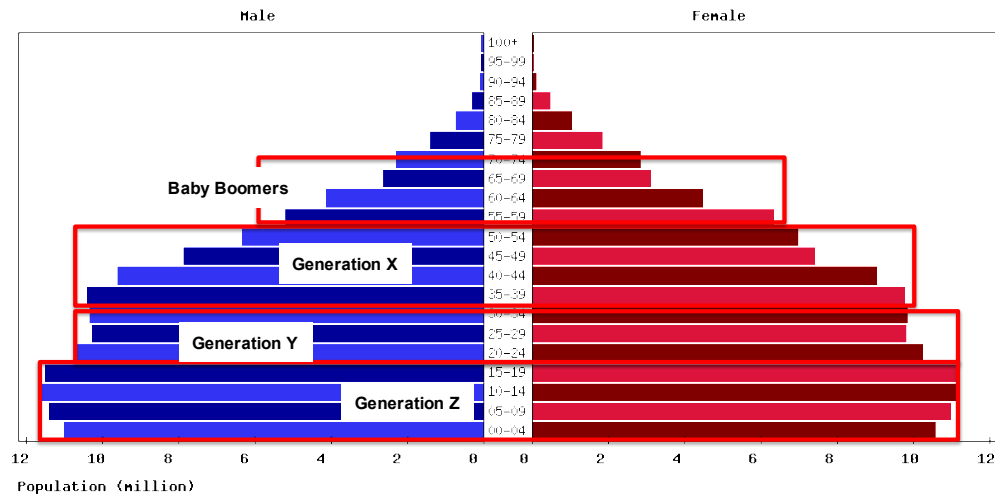


- 25 Ha site
- Home For Digital Communities
- Startup
- R & D Center
- Digital Creative Institution
- Hi-Tech Public Amenities
- Up to 100 Gbps Fiber Optic Infrastructure
- Well Established Infrastructure and Ecosystem

The New Economic Base

Why High-Tech Industry?

1. Indonesia's demographic is shifting to Gen X & Gen Y



2. Shifting customer behaviour



GRABTAXI

GO JEK



UBER

Why High-Tech Industry?

3. Readyness of infrastructures in BSD

a. Fiber Optic up to 100 Gbps

b. Supportive R & D

- Apple Headquarters & Research Centre
- Top Universities
- Manufacturing surrounding

Talent Development

Start-Up

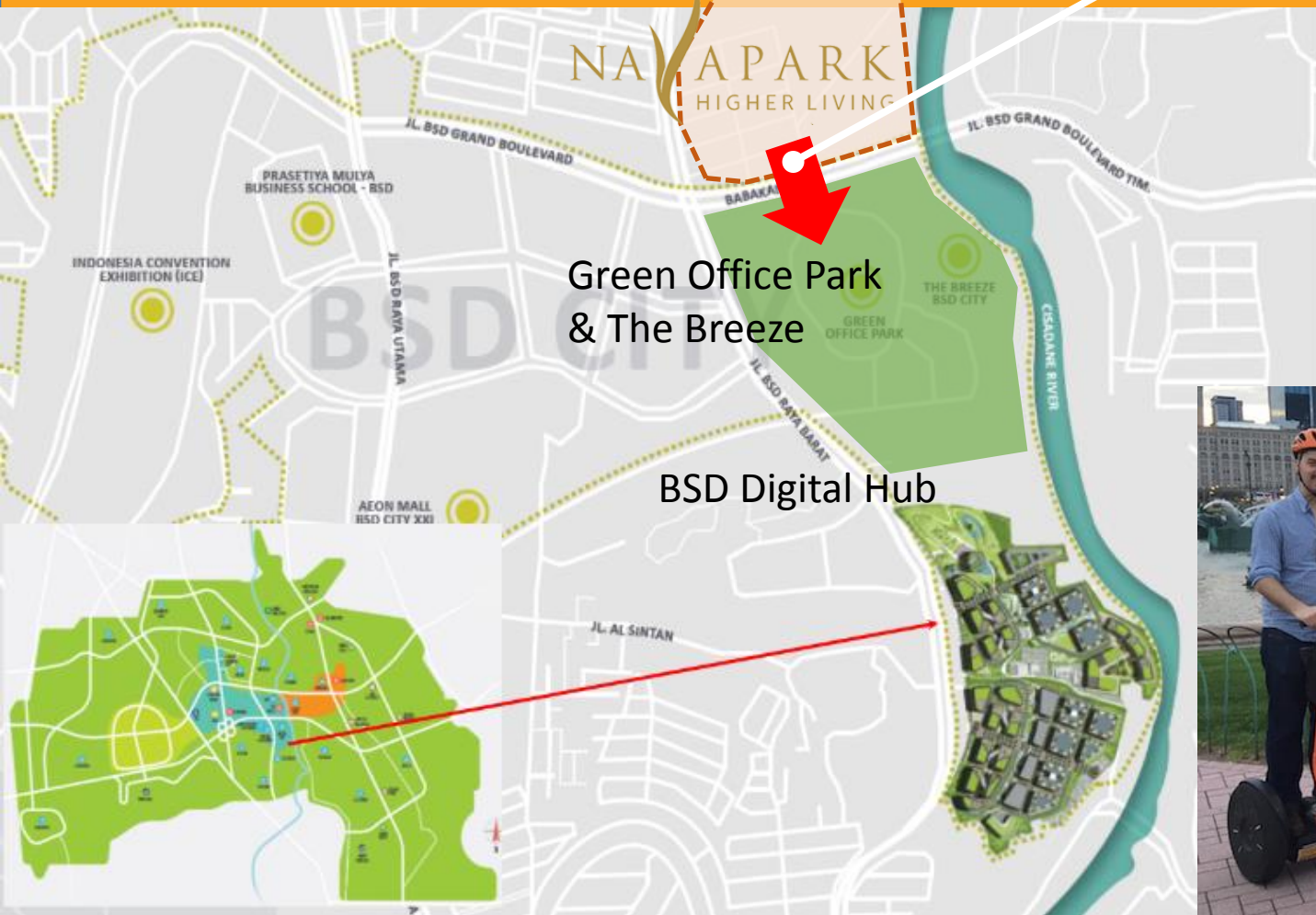
Enterprises

Big MNC



Directly connected to Navapark's South Gate

Future access plan From **South Gate** direct to Green Office Park & Digital Hub (via underbridge bicycle path)



Future mobility Inside around the Digital Hub

Why Marigold?

1. Prestigious location, at the heart of BSD – CBD
2. Developed by 2 internationally reputable developers
Hongkong Land & Sinarmas Land
3. The only Condo with panoramic view & direct access to
10ha Private Botanical Park - “Waterfront Lifestyle”
4. Exclusive & High privacy
Only 7 units per floor
5. Semi Furnished unit, using all Premium material

Why Marigold?

6. Best place for living & best investment opportunity
Early bird price for the new tower

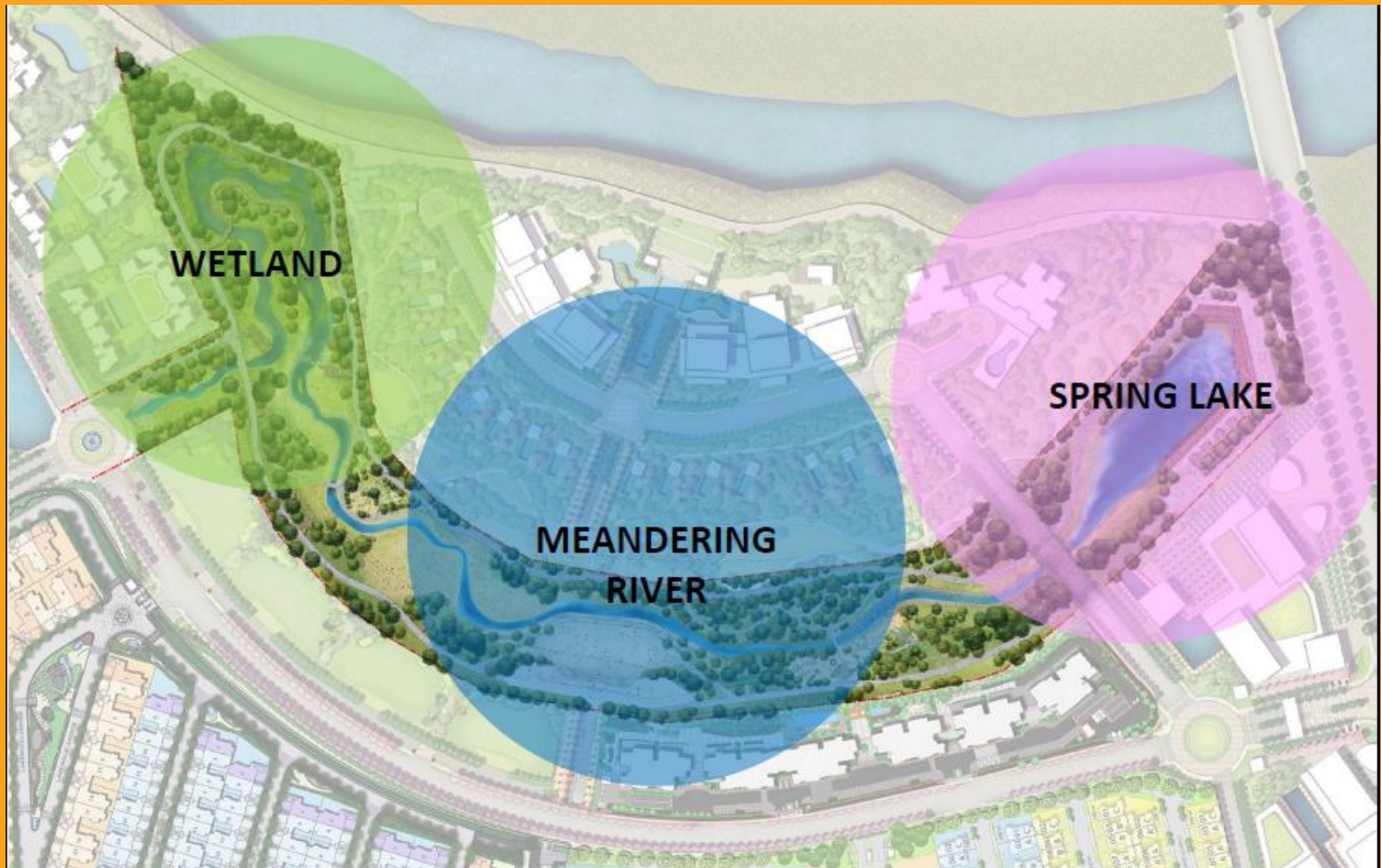
7. Direct captive market, Executives & expatriates from:
 - a. More than 1,420 companies
at industrial surrounding Tangerang – Banten
 - b. More than 49 office towers at Simatupang CBD
 - c. Local & MNC from future Digital Hub/ Silicon Valley

8. High capital gain (future value), due to:
 - a. Continuous development of 68ha integrated mixed use concept
 - b. New infrastructure, Toll Serpong – Balaraja
(exit near Aeon mall)

PANORAMIC VIEW & DIRECT ACCESS TO 10HA PRIVATE BOTANICAL PARK



THE LANDSCAPE CONCEPT



RAMBOLL STUDIODREISEITL

THE LANDSCAPE CONCEPT



3 IN 1

SPRING LAKE
PLACE FOR SERENITY



MEANDERING RIVER
CHAIN OF ACTIVE SPACE



WETLAND
BIRD SANCTUARY

RAMBOLL STUDIODREISEITL

THE LANDSCAPE CONCEPT



RAMBOLL STUDIODREISEITL

BIRD SANCTUARY



2,5 Ha - 5 STARS COUNTRY CLUB



- Alfresco Dining & Bar
- Outdoor Tennis Court
- Mini Putting Golf
- Library & Video Room
- Indoor Basket Ball & Badminton Court
- Gym & Spa
- Swimming Pool, Lap Pool & Relaxing Pool
- Kids Playground
- Games & Karaoke room

SITE PLAN



TOWER OVERVIEW

Number of Floors : 14 levels
Number of Units : 7 units per floor

Unit Type

1 Bedroom 50,25 sqm (semigross)
43,11 sqm (nett)

2 Bedroom 91,51 sqm (semigross)
80,55 sqm (nett)

2 Bedroom Superior 110,44 sqm (semigross)
95,03 sqm (nett)

3 Bedroom 131,01 sqm (semigross)
112,21 sqm (nett)

1 Bedroom

50,25 sqm (semigross)
43,11 sqm (nett)



- 1 Master bedroom
- 1 Bathroom
- Living
- Dining & pantry

2 Bedroom

91,51 sqm (semigross)
80,55 sqm (nett)



- 1 Master bedroom
- 1 2nd bedroom
- 2 Bathrooms
- Living
- Dining
- Pantry
- Maid room + bathroom

2 Bedroom Superior

110,44 sqm (semigross)
95,03 sqm (nett)



- 1 Master bedroom
- 1 Bedroom
- 1 Study room
- 2 Bathrooms
- Living
- Dining
- Kitchen
- Maid room + bathroom
- Service area
- Balcony

3 Bedroom

131,01 sqm (semigross)
112,21 sqm (nett)



- 1 Master bedroom
- 2 Bedrooms
- 2 Bathrooms
- Living
- Dining
- Kitchen
- Maid room + bathroom
- Service area
- Balcony

SPECIFICATION HIGHLIGHT

- ❖ Living & Dining : Marble floor
- ❖ Bedroom: Laminated flooring
- ❖ Sanitary : TOTO or equivalent
- ❖ Window : Aluminium frame (YKK)
- ❖ Door : Engineering wood
& Electronic doorlock
- ❖ Double layered wall
- ❖ Semi furnished Unit
 - AC (Daikin) provided in Living, dining & all bedrooms except maid's
 - Vanity cabinet & mirror in all bathrooms except maid's
 - Kitchen cabinet system with solid counter top
 - Cooking stove & Cooking hood (Franke)
- ❖ Parking ,1 unit : 1 lot
- ❖ Ceiling height 3,05m

DROP OFF LOBBY



PRIVATE INFINITY POOL



INTERNATIONAL DESIGN TEAM

Masterplan, designed by



Marigold & Country Club
designed by



Marigold's Landscape
& Country Club's Landscape
designed & oversee by



10Ha Private Botanical Park,
designed & oversee by



THANK YOU

The Prestige
MARIGOLD
at NavaPark