



**MUDAYA LAND**

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**01**

**INTRODUCTION**



# OVERVIEW

**MUDAYA LAND** is a fledgling real estate development company founded in the year of 2020 that focuses on developing residential clusters in the Jabodetabek area in Indonesia, and mainly caters towards the emerging affluent millennial generation of Indonesians seeking to purchase their first home within the capital city and/or its immediate surrounding satellite cities.

Our strategy is to partner with landowners that seek to monetize their plots of land without the requirement of participating in funding or the operations of the development, by providing the capital and team required to manage the end to end development to sales process for the landowners, without being required to purchase the land upfront.



# TRENDS IN INDONESIA'S RESIDENTIAL PROPERTY MARKET



## OVERUSED MASS- PRODUCED DESIGN WITH LOW SPECS

Younger home buyers are becoming more sophisticated in taste preferences, as they place additional values on façade design, and pay attention to the type of building materials used in the construction of their new homes.



## A WIDE GAP IN DEMAND OUTSIZING SUPPLY

There is between 700 and 800 thousand new families per year in Indonesia, with most of them looking for new homes, accumulating more than a housing backlog of 12 Million houses according to Indonesia's President Joko Widodo.



## >90% OF NEW HOME BUYERS SEARCH FOR HOUSES & APARTMENTS

More than 90% of home buyers are searching for landed houses as opposed to apartments, which is expected to continue due to several factors such as land ownership and the country's improving infrastructure which enables residence further away from the city center.

# UNDERSTANDING OUR TARGET MARKET



Millennials from the ages of 30 – 40, who are looking for their first homes, either self financed, or financed by parents living in the area and looking to co-finance for their children's home purchase to allow them to have some independence, but incentivize them to live close by their family.



Families with one or more children that have outgrown their current living environment and looking for an upgrade that will give them more space and privacy, and prefer living in the suburbs of Jakarta, to



Targeting emerging affluent business owners and/or managerial level executives with a combined household income above 25 Million per month, that seek to find a home within 20 – 30 minutes from their workplace and/or that have the luxury of having flexible working hours.







**What our target  
market is looking  
for in their next  
home purchase?**

**01**

## **Safe & Serene**

Our development projects provide a one gate system with 24/7 security surveillance to ensure the safety and serenity of the community that our home buyers buy into.

**02**

## **Strategic**

Selecting a strategic location for our development is a must, as we believe that location will sell itself above and beyond all else.

**03**

## **Stunning yet Sensible**

Design that is timeless, elegant, and luxurious but is very sensibly priced, to ensure that we are well known to provide stunning homes at affordable Prices.

# Core Design Themes



## MODERN CLASSIC EUROPEAN

Incorporating elegant and timeless design elements from Western European architectural inspirations and packaging it as an affordable luxury



## NATURAL TEXTURES

Utilizing natural textures in our designs to provide a sense of artistic elements that comes from the beauty of nature itself



## AESTHETIC GEOMETRY

Applying the use of geometric patterns that are visually easily recognizable to ensure that we provide an immaculate design amidst our artistry



# PRODUCT OVERVIEW

Classic European Façade Design



One Gate System



Communal Park



Modern Contemporary Living Area



Luxurious Bedroom Design

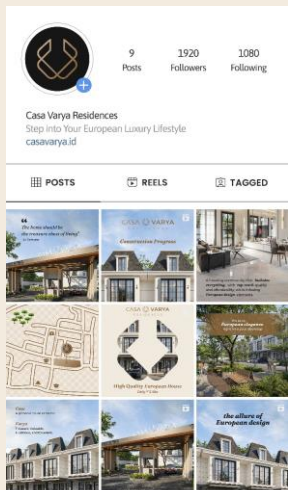


# SALES & MARKETING STRATEGY HIGHLIGHTS

ONLINE

OFFLINE

SALES



LEAD SALES AGENT (HQ LEVEL)


 **RayWhite**

SUB AGENTS (FRANCHISE LEVEL)

**RE/MAX**



**Century 21**

 **LJ Hooker**



 **99.co**

# OUR MANAGEMENT



**Stanley Winaryo**  
*Architecture & Design*

**Doubling as the founder and CEO of his own architect and interior design firm**

Seasoned architect and interior designer for residential and commercial properties, with proven successful track record in pre-sale performance.



SA+U  
architecture | interior | construction



**M. Kukuh Pratama**  
*Investor Relations & Sales*

**Various financial advisory and capital market experience**

Led a string of successful capital market activities, namely initial public offerings and issuance of publicly traded debt.



**Christopher D Wijaya**  
*Construction & Project Management*

**Co-founded and operates his own construction company**

Former equity analyst turned Googler and co-founded his own construction company thereafter, which has completed a handful of successful large landed residential development projects.



**Albert Putihrai**  
*Deal Structuring & Corporate Finance*

**Private equity and real estate development experience**

Actively managed portfolio company investments, doubling as its head of finance, legal, and corporate development, while performing investment and M&A transactions in his previous roles. Now, concurrently serving as a director in Tamara Group.



**Jeff Sugi**  
*Tax Planning & Financial Management*

**Doubling as the founder and CEO of his own architect and interior design firm**

Exceptional tax consultant with expertise in strategic tax planning, that has proven his track record in solving multi-million-dollar tax cases for his clients.





# RELEVANT REAL ESTATE SECTOR EXPERIENCES



Stanley Winaryo



S&H  
SINERJIS & HIMPUNAN

Chief Designer & Owner

Various Luxury  
Landed Properties



Appointed Architect



Appointed Architect



Appointed Architect



Albert Puthra



TAMARA GROUP

Director Corp Finance



Property Developer



Property Developer



Christopher W.



MARA CONSTRUCTION

Director & Owner



Appointed  
Construction  
Contractor



Appointed  
Construction  
Contractor



Appointed  
Construction  
Contractor



**02**

## **PROJECT HIGHLIGHTS**



# MASTERPLAN



# TYPES



1<sup>st</sup> Floor



1<sup>st</sup> Floor



1<sup>st</sup> Floor



1<sup>st</sup> Floor



2<sup>nd</sup> Floor



2<sup>nd</sup> Floor



2<sup>nd</sup> Floor



2<sup>nd</sup> Floor

## BASIC TYPE

LB 140m<sup>2</sup> LT 105m<sup>2</sup>



### 1<sup>st</sup> Floor

- 1 Carport
- 2 Living Room
- 3 Dining Room
- 4 Kitchen
- 5 Bathroom 1
- 6 Terrace
- 7 Garden

### 2<sup>nd</sup> Floor

- 8 Master Bedroom
- 9 Master Bathroom
- 10 Bathroom 2
- 11 Corridor
- 12 Bedroom 2
- 13 Balcony

## DYNASTY TYPE

LB 153m<sup>2</sup> LT 105 m<sup>2</sup>



### 1<sup>st</sup> Floor

- 1 Carport
- 2 Living Room
- 3 Dining Room
- 4 Kitchen
- 5 Bathroom 1
- 6 Bedroom 1
- 7 Terrace
- 8 Garden

### 2<sup>nd</sup> Floor

- 9 Master Bedroom
- 10 Master Bathroom
- 11 Bathroom 2
- 12 Corridor
- 13 Bedroom 3
- 14 Bedroom 4
- 15 Balcony

## EXECUTIVE TYPE

LB 153m<sup>2</sup> LT 105 m<sup>2</sup>



### 1<sup>st</sup> Floor

- 1 Carport
- 2 Living Room
- 3 Dining Room
- 4 Kitchen
- 5 Bathroom 1
- 6 Multifunction Room
- 7 Terrace
- 8 Garden

### 2<sup>nd</sup> Floor

- 9 Master Bedroom
- 10 Master Bathroom
- 11 Bathroom 2
- 12 Corridor
- 13 Bedroom 2
- 14 Bedroom 3
- 15 Balcony

## LUXURY TYPE

LB 161m<sup>2</sup> LT 105m<sup>2</sup>



### 1<sup>st</sup> Floor

- 1 Carport
- 2 Living Room
- 3 Dining Room
- 4 Kitchen
- 5 Bathroom 1
- 6 Terrace
- 7 Service Bedroom
- 8 Service Bathroom
- 9 Service Area

### 2<sup>nd</sup> Floor

- 10 Master Bedroom
- 11 Master Bathroom
- 12 Bathroom 2
- 13 Corridor
- 14 Bedroom 2
- 15 Bedroom 3
- 16 Balcony

# LOCATION



- <1,500 meters to Tolls/Highway
- <1,800 meters to nearest District Police
- <300 meters to nearest Church
- <20 minutes to Jakarta Int'l Airport
- <200 meters to nearest ATM/Bank
- <300 meters to nearest Mosque
- <60 minutes to SCBD/City Center
- <1,700 meters to nearest Hospital
- <750 meters to Convenience Store
- <600 meters to School
- <350 meters to Kids Friendly Park

**26 Minutes**  
to RSPI Puri Indah

**27 Minutes**  
to Puri Indah Mall

**50 Minutes**  
to SCBD

# PAYMENT TYPES



Tunai Keras



Cicilan ke Developer 12x



KPR Express  
DP 10%



KPR Cicil DP 6x  
DP 10%

# PROMOTIONS



1

## Free Bank Fees

1. Biaya SKMHT
2. Biaya Provisi
3. Biaya Administrasi
4. Biaya Validasi & Pengecekan Sertifikat



2

## Free Signing Fees

1. Biaya PPJB
2. Biaya AJB



3

## Free Ownership Certs.

1. Sertifikat Hak Guna Bangunan
2. Perizinan Bangun Gedung (PBG)



4

## Free Smart Home

1. 1 Outdoor CCTCV
2. 1 Smart Door Lock



5

## Free Electronics

1. 1 AC 1PK (*including installation*)
2. All Outdoor and Indoor Mounted Lamps



6

## Free Utility Installation

1. Connection to water treatment plant
2. Water Filter
3. Electricity of 2.200kWh (*upgrade-able by request at buyer's own cost*)





**03**

**SELLING POINTS**

# 1. FIRST CLASS PRODUCT DESIGN

Classic European Façade Design



One Gate System



Communal Park



Modern Contemporary Living Area



Luxurious Bedroom Design



## 2. SHORT HANDOVER TIME

### HARD CASH & INSTALMENT TO DEVELOPER



### BANK FINANCING (KPR)



# 3. MOST COMPETITIVE PRICING

Project Name	Price Range	Land Size	Build Size	Price m2/Average
Virya Semanan	Rp. 2,7 - 4,5 Billion	120 - 140 m2	136 - 166 m2	Rp. 16,6 Million / m2
Angel Residence	Rp. 1,8 - 14 Billion	64 - 482 m2	53 - 317 m2	Rp. 24 Million / m2
Citra Garden City 8: Aeromansion	Rp. 2,2 - 3,2 Billion	75 - 105 m2	73 - 128 m2	Rp. 24,5 Million / m2
Metland Puri – Oxalis	Rp. 1,3 - 1,9 Billion	50 - 66 m2	53 - 67 m2	Rp. 20,7 Million / m2
Casa Jardin Residence	Rp. 2,3 - 4,3 Billion	60 - 126 m2	96 - 138 m2	Rp. 30,3 Million / m2
<b>CASA &amp; VARYA RESIDENCES</b>	<b>Rp. 2,2 Billion</b>	<b>105 m2</b>	<b>140 - 161 m2</b>	<b>Rp. 14,2 Million / m2</b>

Based on an assumed uniform build cost of 5 Million / m2

## 4. CLEAR LEGALITY & OWNERSHIP STATUS



All Certificates have  
been subdivided



# 5. EXCELLENT INFRASTRUCTURE



## 6. LOWEST SERVICE CHARGE RATES



**Rp. 350.000 /  
month**



**Rp. 200.000 /  
month**

## 7. OUR KPR BANKING PARTNERS





**MUDAYA LAND**