

# Pesona Prima Cikahuripan - Phase 2



Affordable  
Housing



Bogor,  
Indonesia

Listed by:



KREASI PRIMA LAND



PESONA PRIMA  
CIKAHURIPAN 6

Supported by:

**APSI**

ASOSIASI PROPERTI SYARIAH INDONESIA

CAMPAIGN FACTS

# CONTENT

- 03** About Ethis.co
- 06** Executive Summary
- 08** Introduction to Indonesia
- 10** Market Overview
- 13** About the Project
- 21** Investment Structure and Exit Strategy
- 23** Risk Profile
- 26** Investment Offer



ABOUT  
ETHIS.CO

# ABOUT ETHIS.CO



CROWD



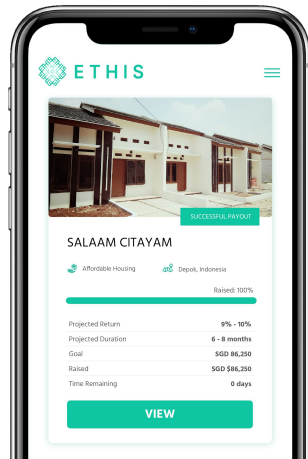
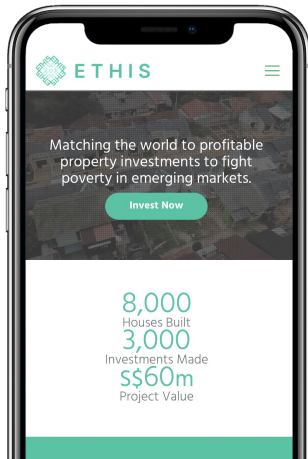
PLATFORM



PROPERTY

We match your investment to property developers in Indonesia.

**INVEST NOW!**



# 3 REASONS TO INVEST



## ASSET-BACKED

Campaigns listed on Ethis.co are all asset-backed to protect your capital.



## PROFITABLE

Share in property development profits. Ethis.co has maintained a consistent return of 12-16% p.a. to the investors in the campaigns listed on the platform.



## SOCIAL IMPACT

Provide homes for low-income families. Check out our social return calculator to quantify the impact your investment has on low-income families in Indonesia



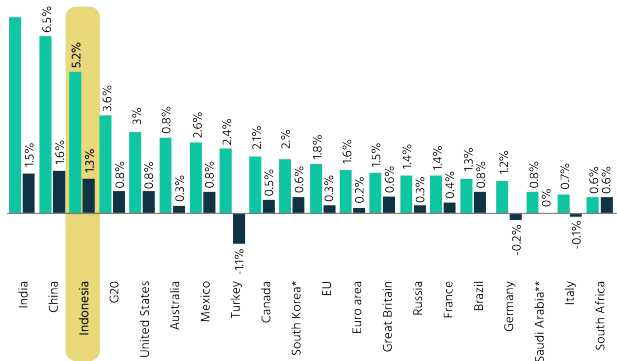


# INTRODUCTION TO INDONESIA

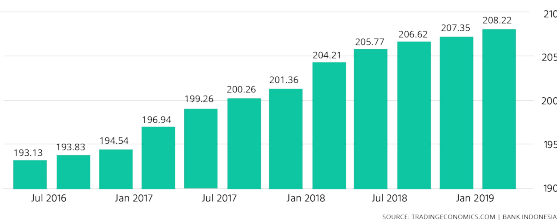
# INDONESIA IS A TOP EMERGING MARKET OPPORTUNITY FOR GLOBAL INVESTORS.

## Growth of real gross domestic product (GDP) in the G20 in 3rd quarter 2018

The growth in GDP is followed by growth in various sectors, including property development. The soaring residential property index indicates high demand with low supply.



## Indonesia Housing Price Index



The index increased to 208.22 points in the first quarter of 2019 from 207.35 points in the fourth quarter of 2018. It averaged 160.87 index points from 2006 to 2019, reaching an all-time high of 208.22 points in the first quarter of 2019.

For more information on Why Indonesia, please [Click Here.](#)

# MARKET OVERVIEW



# 1 MILLION HOME PROGRAM

In 2018, the Indonesian government successfully implemented the program of 1 million houses development to solve the backlog in houses supply. The government claims that in 2019, the target of house development has hit 1.25 million units. The directorate general of house financing for the Ministry of Public Works and Public Housing stated that the government will consolidate further the stakeholders for this program which consist of Banks, regulators, and property developer associations.



Indonesia runs one of the most successful home-ownership programs in the emerging world, with a three-pronged approach:

- Strict buyer eligibility, price-cap and minimum quality
- Government subsidies to end-buyers via banks.
- Development fast-tracking with permit concessions

The property sector successfully completed more than 1-Million houses in 2018 for low-income families. Authorities estimate that there is still a shortage of 11 million houses.

# AFFORDABLE HOUSING ECOSYSTEM

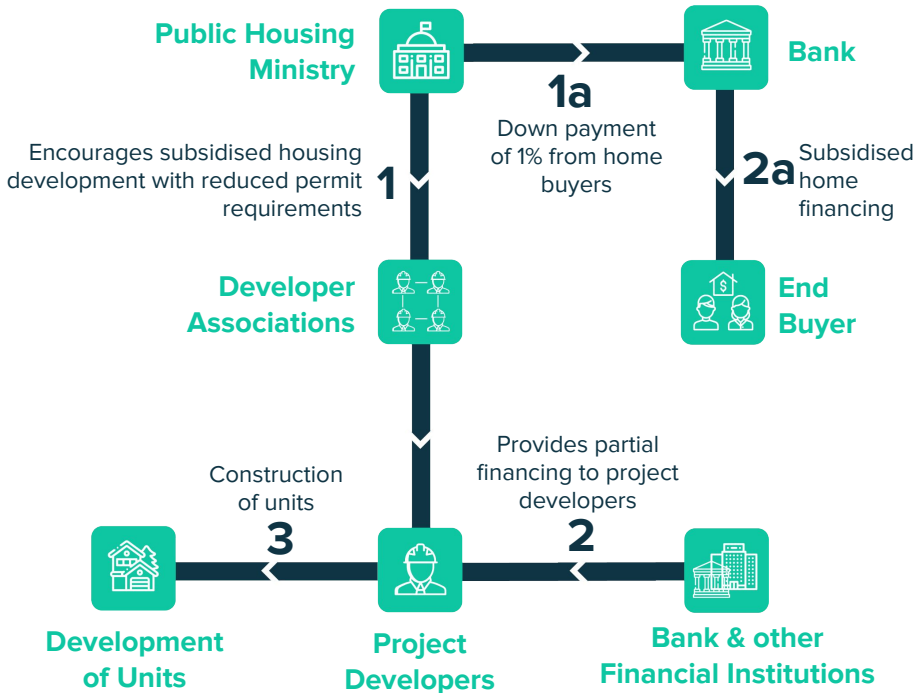
Our platform matches you to the government's highly successful '1-million homes' program to solve the large housing shortage.

Project developers are given easier and faster permit approvals as an incentive.

Banks are given subsidies and targets to provide low-income families with home financing for subsidized housing.

Your investment provides working capital for the development of land and the construction of houses.

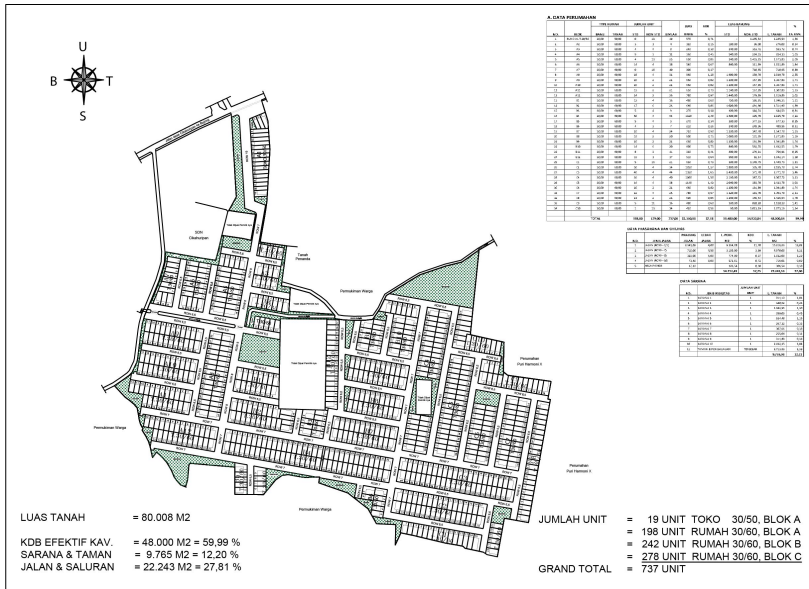
Upon successful completion and sale of the housing units, property developers receive the full payment from the bank, from which the investors in the project are paid out.





# ABOUT THE PROJECT

# THE PROJECT - Pesona Prima Cikahuripan



PT. Kreasi Prima Nusantara (KPN) sixth development project is located in Cikahuripan, Klapanunggal, Bogor.

The project consists of 737 small sized affordable and subsidized houses in a remarkably accessible location. Ethis investors will take part in the early development of Pesona Prima Cikahuripan (PPC) Phase 6.

Ethis investors financed the first phase of this project earlier this year. The project developer is currently seeking financing to continue the development of the project. Ethis project management team has been reporting on a consistent basis to the investors in Phase 1 of the project. The progress has been positive.

These housing units are built for low-income families and workers who commute to Greater Jakarta.

The crowdfunded amount will be used to finance the infrastructure development of the project which includes; Land compaction, Sewage development, Irrigation development, and Land splitting.

# THE PROJECT - Pesona Prima Cikahuripan

The targeted price of the houses per unit is set at the minimum of IDR 158 million equivalent to SGD 15K. There will be no price cap for these housing units, hence the price is open to increase according to the market demand. PT Kreasi Prima Nusantara (KPN) plans to build this residential project with two different types of houses with different size ratios and building area/ land area to cater to both the affordable and subsidized housing demand.





# Project images



Main entrance gate



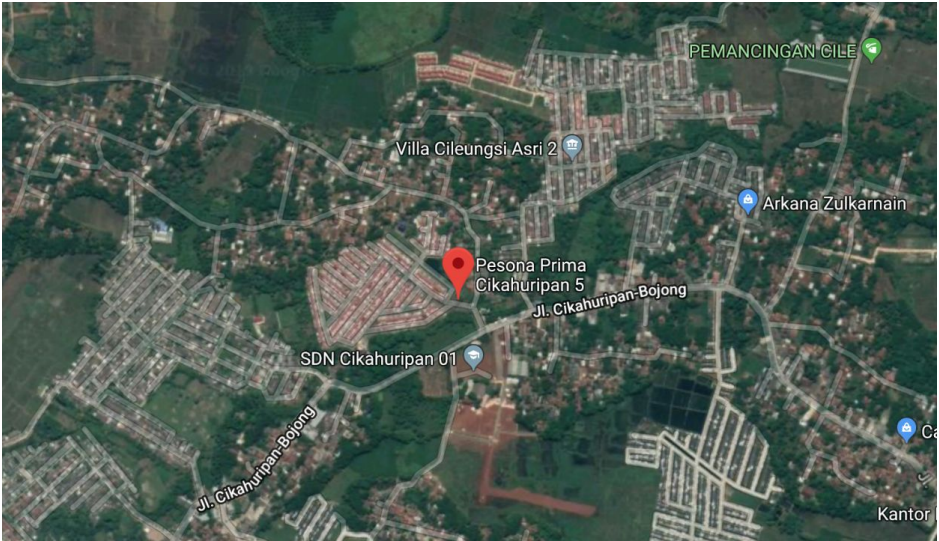
Aerial view of the project site

# Project images



# PROJECT LOCATION

Bogor, West Java



- The population is close to 120,000.
- Bogor is a very vibrant city in West Java with the following amenities:
  - 117 health centers
  - 27 kindergartens
  - 33 elementary schools
  - 14 junior & senior schools
- The city is located 51 KM away from Jakarta, the capital city of Indonesia.



# REPUTABLE AND CREDIBLE PROJECT PARTNER



## PT. Kreasi Prima Nusantara (PT KPN)

PT KPN's focus has been on the development of affordable and subsidized housing estates. Since their inception in 2008, the regions of Bogor and Bandung have been their main areas of operation. This gives the company the experience needed to carry out projects in these two areas with complete familiarity leading to greater efficiency. Please refer to the project developer's track record below.

### Development track record:



Pesona Prima  
Karangan,  
Bogor 346  
units Houses



Pesona Prima  
Pataruman 1,  
Bandung 106  
Units Houses



Pesona Prima  
Pataruman 2,  
Bandung 260  
Units Houses



Pesona Prima  
Citapen,  
Bandung, 279  
Houses



Pesona Prima  
Cikahuripan 5  
485 Houses



Pesona Prima  
Cikahuripan 6

# REPUTABLE AND CREDIBLE PROJECT PARTNER



PT Kreasi Prima Nusantara (PT KPN) is led by CEO and founder Mr. Hadiana. The team is comprised of experienced engineers and architects. The company is well known in the Bogor region for their continuous development project.



# WHY SHOULD YOU INVEST IN THIS PROJECT?



## HOMES FOR THE NEEDY

This project will provide 175 families with houses which they will fully own at the end of the project.



## STRATEGIC LOCATION

A strategic location which is set in one of the fastest growing areas in Bogor, West Java.



## REPUTABLE PROJECT DEVELOPER

A reputable project developer owning the land and the equipment, and ensuring the project performs efficiently.



## ASSET-BACKED

The investment is backed by assets worth 150% above the crowdfunding amount. This will protect the investor's principal.



## PROFITABLE

This project provides the investors with returns higher than the market reaching up to 11% - 13% in 11- 12 months time.

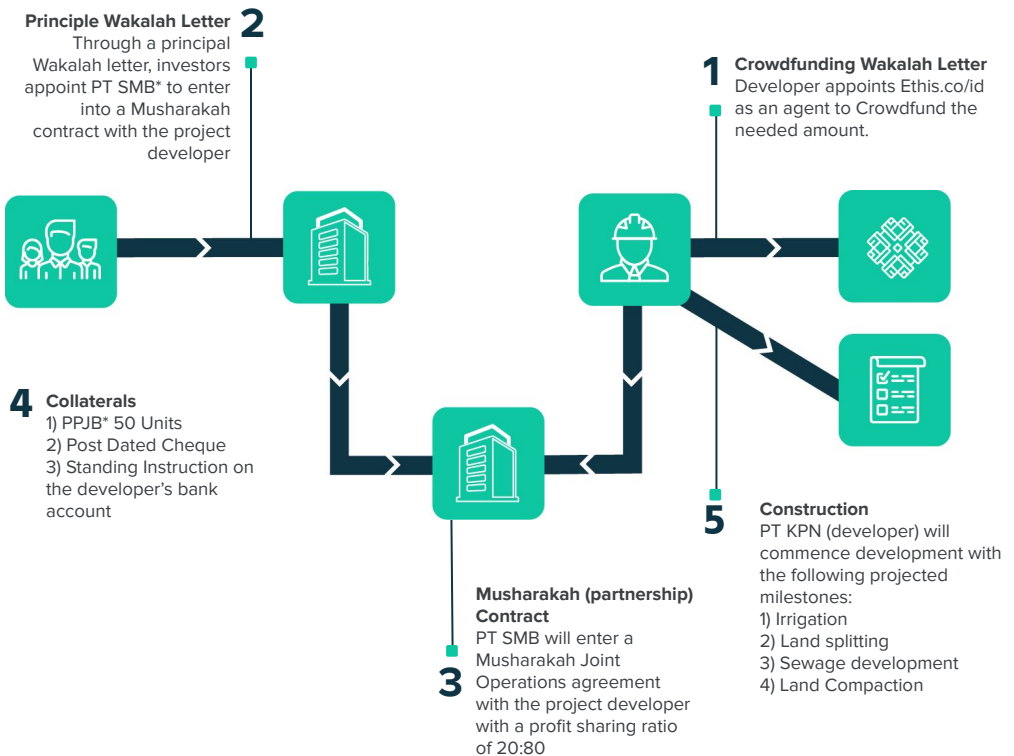
30  
23  
16  
9  
2



# INVESTMENT STRUCTURE AND EXIT STRATEGY

# INVESTMENT STRUCTURE

## MUSHARAKAH (PARTNERSHIP) AGREEMENT

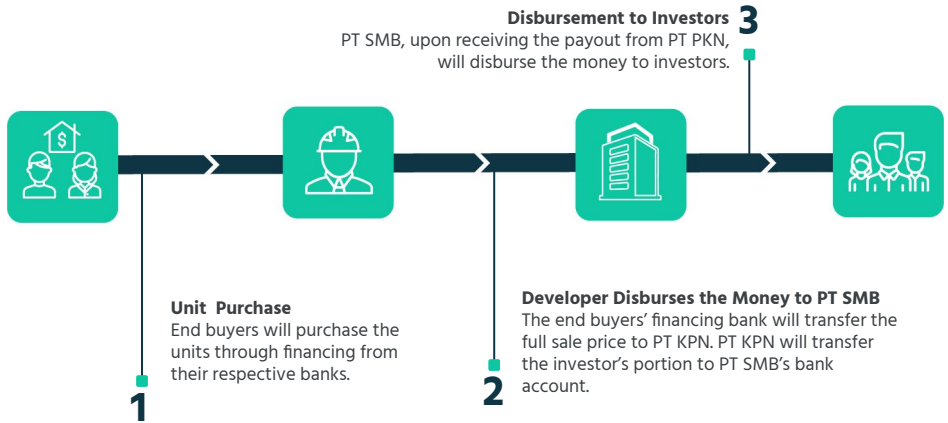


**PT. SMB** is a company, based in Indonesia, engaged in supplying contractors with construction tools, electrical equipment, tools, material, safety Equipment, and Passenger Hoist spare parts.

**PPJB - Perjanjian Pengikatan Jual Beli** is a sale-purchase agreement between the seller and the buyer where the status is still limited to an agreement and there has been no transfer of ownership rights to land/ house by law. Thus, the certificate is still in the seller's name, until the agreed clauses are fulfilled. PPJB or general contract of sale and purchase is done so that the property is not bought by another party.

# INVESTMENT STRUCTURE

## EXIT STRATEGY



30  
23  
16  
9  
2

A hand holding a pen points to a line graph on a newspaper. The newspaper is titled "Trading Graph" and features the headline "y of the n Union". Below the headline, it says "Monday Jun 14, 2016" and "#CityDailyNews". The graph shows a fluctuating line with an overall upward trend. In the background, there is a laptop and a white coffee cup on a wooden desk.

# RISK PROFILE



# RISK OF INVESTMENT

## Sale of Units Project

The units will be sold at IDR 158 Mil (approximately SGD 15,084). The units in the project are classified as affordable and subsidized housing, therefore they are part of the government housing program. The price of the housing units is fixed by the government in order to achieve the target of providing ownership to low-income first time home buyers. **The main risk of this project is delays in the sales of units to these end-buyers.** PT KPN has a good track record of selling units timely in its earlier phases.

### Mitigation

PT KPN has secured buyers for 280 units (out of 700) with down payment in the project. Given the development location, the project developer is optimistic about the sale of the remaining units.

Accordingly, the exit strategy of Ethis investors will be from the sale of the first 50 units.

## Exchange risk

Investors may invest in their respective currencies, which will then, be converted to Singapore Dollar (SGD). The SGD amount received will be reflected in the investment contract. We have provided the projected ROI for this project based on our projections for the profits from the project and the current exchange rates. The actual profit you will receive may be slightly higher or lower due to currency fluctuations.

### Mitigation

The project developer has committed to cover a depreciation of up to 5% of the Indonesian Rupiah (IDR) in relation to the Singaporean Dollar (SGD) over the duration of the project.



# RISK OF INVESTMENT

## Other Risk

Unavoidable circumstances such as recession, political instability, or natural disasters may affect all of us. Indonesia has experienced socio-political stability for more than a decade, and this is expected to continue. There are also regulatory risks that may affect the housing sector, such as stricter conditions imposed on home ownerships or changes in the financial regulations for bank disbursement policies. This is however, highly unlikely, since in recent years the focus has been for the government to relax regulations and facilitate home ownership.

# PROJECT COLLATERAL

**The project developer has provided the following as collateral:**

- PPJB - Conditional Sale and Purchase certificate of the 50 housing units
- A post-dated cheque higher than the total value of the crowdfunded amount
- Standing Instruction on the project developer's bank account to ensure the proceeds are transferred to Ethis investors.

Before the disbursement of the crowdfunded amount to the project developer, the ownership of the units in Pesona Prima Cikahuripan will be transferred to PT SMB (Sentosa Membangun Bangsa standing as the agent of the investors in the project) using "PPJB" (Perjanjian Pengikatan Jual Beli - translated as Conditional Sale and Purchase Agreement). PT SMB will hold on to the PPJB certificates on behalf of Ethis investors until the units are sold to end buyers and the investors are paid their capital plus the projected profit.

# INVESTMENT OFFER

**SGD 218,542  
(USD 160,781)**


Total Investment Required

**11-12 months**

Projected Duration


## RETAIL CROWD INVESTORS

 **SGD 1,000**  
Minimum Investment

 **11%**  
Gross Projected  
Returns (ROI)

## SILVER INVESTORS

 **SGD 20,000**  
Minimum Investment

 **12%**  
Gross Projected  
Returns (ROI)

**For our High Net Worth Investors in the Gold and Platinum level,  
please contact us for returns up to 13% on your investment**

**INVEST NOW**

Ethis will charge 12.5% of the gross projected returns as a Wakalah Fee (Agency Fee). For further details, please refer to the Principal Wakalah Agreement.

# DISCLAIMER

This campaign facts and the content herein do not constitute as any financial advice, or solicitation for the purposes of making financial investments or real estate transactions in Indonesia or other territories. Ethis.co is a platform specialising in the match-making of opportunities to those who register themselves as members on the Ethis platform. With regards to these opportunities, the need and onus to do due diligence lies squarely with our members as we do not profess to advise on the same. All dealings and transactions are directly with the businesses, project owners or authorised agents we refer to our members.

In relation to real estate transactions, we state that we are not and do not carry out the business of estate agencies nor do we act as estate agents for our members. Where necessary and relevant, we may match our members to estate agents and professionals in the relevant jurisdiction where there may be potentially good returns. This is part of the services provided by Ethis members in our role as introducers and business matching specialists.



 [mughees@ethis.co](mailto:mughees@ethis.co)

 [ethis.co/id](http://ethis.co/id)

 +6582502854

     @ethis.co