

THE ESSENTIAL - Daru



Affordable Housing



Banten



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ABOUT ETHIS INDONESIA

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CROWD



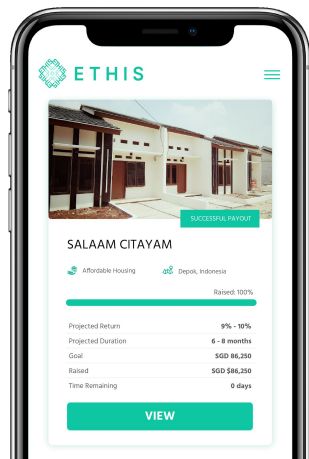
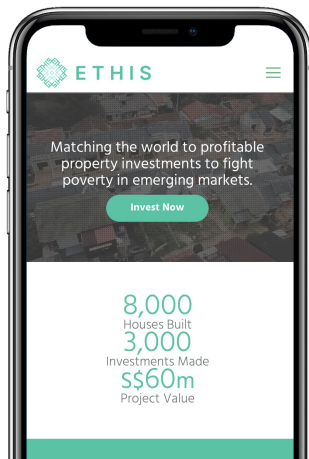
PLATFORM



PROPERTY

We match you to invest in property developments in Indonesia.

INVEST NOW!



3 REASONS TO INVEST



ASSET-BACKED

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



PROFITABLE

Share in property development profits. Campaigns have realised a return of 12-16% p.a.



SOCIAL IMPACT

Our social ROI calculator helps you understand the impact of your investment on low-income families in Indonesia.

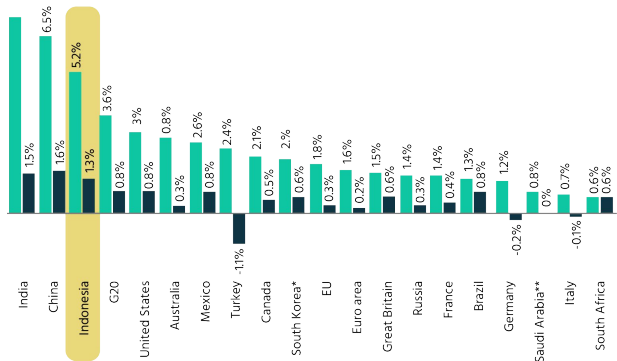


INTRODUCTION TO INDONESIA

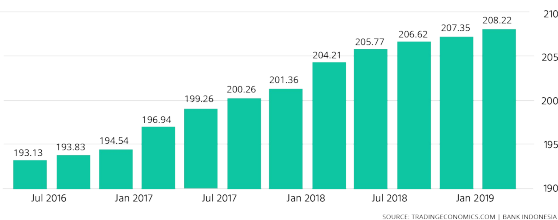
INDONESIA IS A TOP EMERGING MARKET OPPORTUNITY FOR GLOBAL INVESTORS.

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 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 HOMES PROGRAM

In 2018, the Indonesian government successfully supported the development of 1 million houses, to reduce the shortage of housing. For 2019, the target increased to 1.25 million units. The directorate general of house financing for the Ministry of Public Works and Public Housing stated that the government will provide increased support to the stakeholders for this program including banks, regulators, and property developer associations.



The government estimates that there is still a shortage of 11 million houses, and has pledged to provide increased support and funds to address this..

AFFORDABLE HOUSING ECOSYSTEM

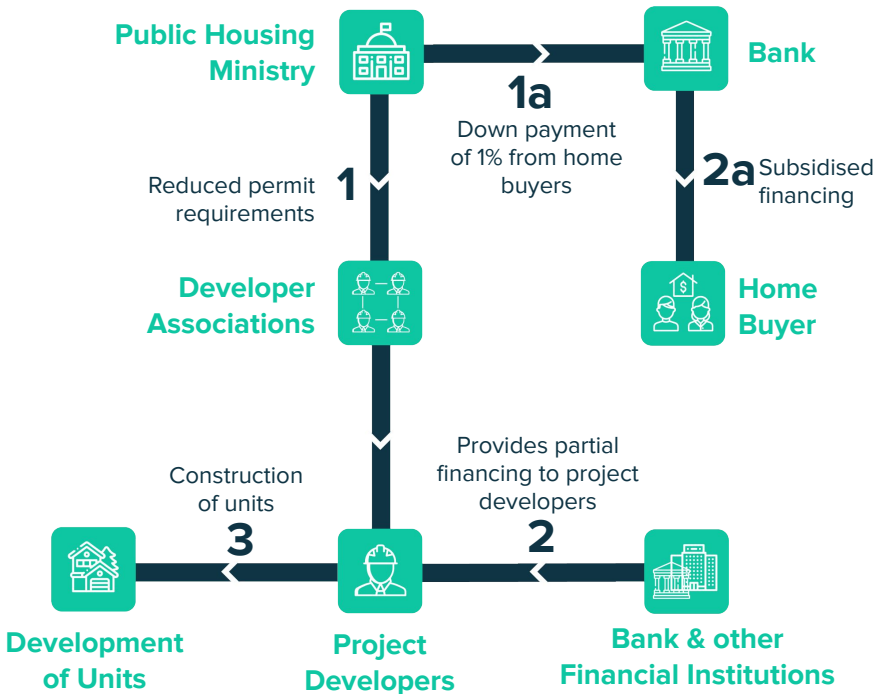
Our platform matches you to the government's highly successful '1-million homes' program to solve the large housing shortage.

The government incentivizes developers with easier and faster permit approvals.

Banks are given funds and targets to provide low-income families with subsidised home financing.

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

Upon the successful completion and sale of housing units, developers receive the full payment from banks, providing revenue and profits for crowd-investors.





ABOUT THE PROJECT

THE ESSENTIAL - Daru



THE ESSENTIAL - Daru has a simple and modern concept that is designed to provide accommodation suited to the lifestyle of the workers in the capital city, Jakarta.

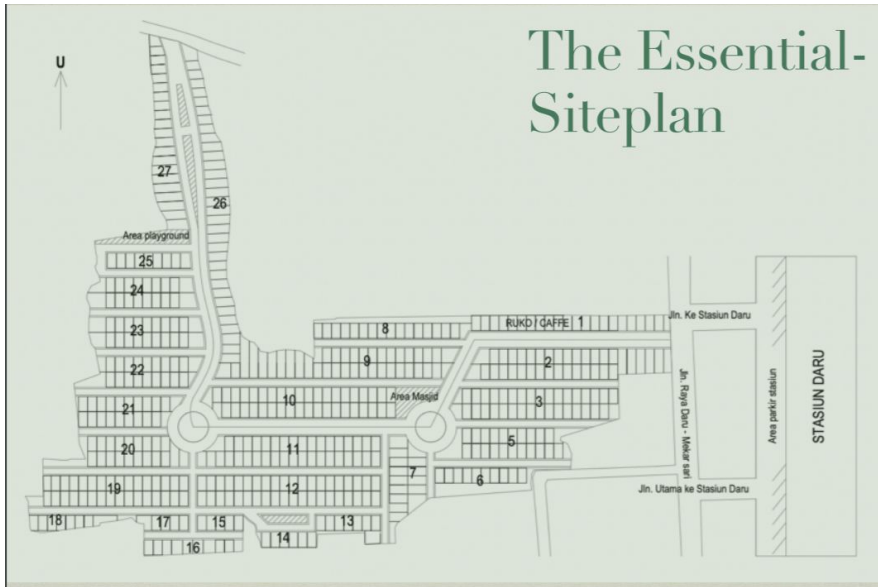
The location of the project is very strategic as the main train station to the capital city is just 100 meters away.

This housing plan consists of 520 affordable housing units with a total land area of 5.6 hectares.

PT Esensi Prima Cipta is offering investors to participate in funding the first phase of the project development for land acquisition, licensing, and infrastructure development.

THE PROJECT

THE ESSENTIAL - Daru



THE ESSENTIAL - Daru housing project is a unique and innovative concept that matches the quality of design of high-end property projects.

The project is located in Daru, Tangerang Regency, Banten Province and will have 520 housing units. These units will be available for low-income families in Jakarta and the surrounding areas.

For residents of Greater Jakarta, owning a house in Tangerang, is one of the best means to increase their mobility to Jakarta as the housing location is adjacent to the Daru Station, a major selling point for buyers.

Ethis investors will fund the initial stages of this project. Currently, project developers require funding for land acquisition, licensing and infrastructure necessities.

PT. Esensi Prima Cipta (EPC) is a joint company comprising of the developers of this campaign, PT. IndividWa Refah Kreasi (IRK) and PT. Sentosa Membangun Bangsa (SMB).

Further information on both developers can be found further below.

THE ESSENTIAL - Daru

Units carry a tropical concept that is in line with Daru's natural landscape. PT. Esensi Prima Cipta (EPC) integrates this with modern architecture for the comfort of residents.

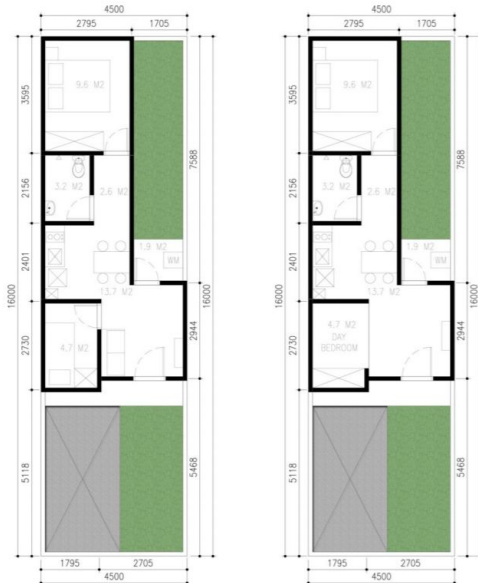
The estimated selling price is up to Rp. 285,000,000 (SGD 28,000) per unit with the following key selling points:

- The project location falls within Transit Oriented Development (TOD)* which is over 100m away from the Daru KRL Station (KA Commuter Line Tanah Abang–Rangkasbitung).
- Around 1,000 Stand-by buyers who are Tanah Abang traders and employees and have submitted a letter of intent to buying a home.
- The houses are categorized as Quality Affordable Housing which are low-cost housing concepts that prioritizes quality.



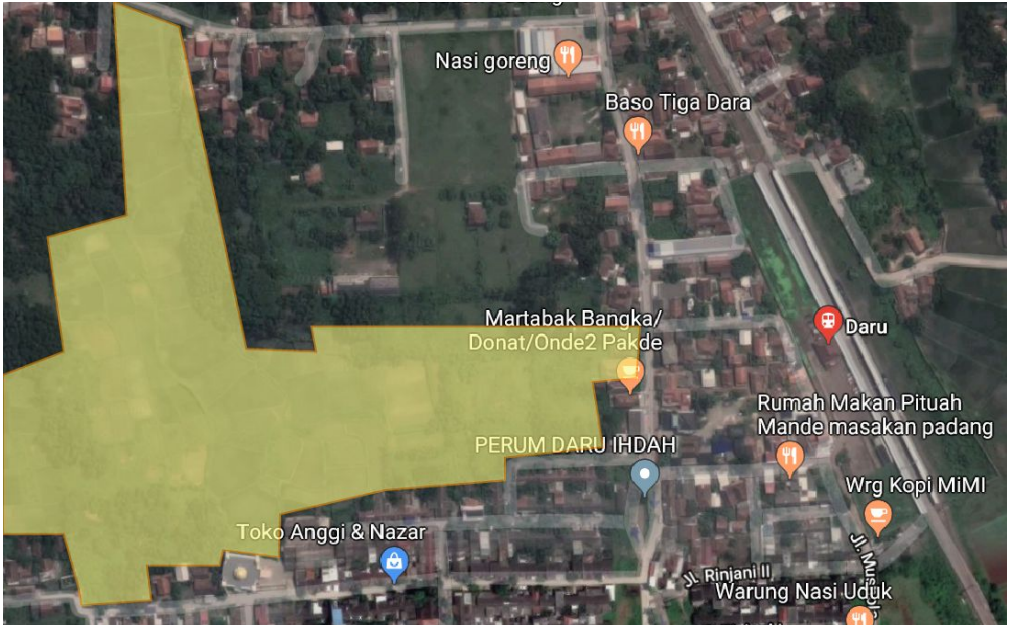
***Transit Oriented Development** "is the exciting fast growing trend in creating vibrant, livable, sustainable communities. Also known as TOD, it's the creation of compact, walkable, pedestrian-oriented, mixed-use communities centered around high quality train systems." Transit Oriented Development Institute (n.d)

Project concept images



Location

Banten



- Daru is an area in Tangerang Regency (Banten) with a population of close to 150,000.
- Daru is strategically located within the KRL-Commuter line area (Line Tanah Abang–Rangkasbitung) and other public facilities:
 - 71 health centres.
 - 25 kindergartens.
 - 482 elementary schools.
 - 282 junior & senior high schools.

REPUTABLE AND CREDIBLE PROJECT PARTNER

PT Esensi Prima Cipta (PT EPC)

PT EPC is established through a Joint Operation Agreement between PT Sentosa Membangun Bangsa (PT. SMB) and PT Individwa Refah Kreaasi (PT. IRK). This joint operation company will act as campaign developer and execute the full scope of the project.

Track Record of Representatives:

- **PT Sentosa Membangun Bangsa Representative**



Husni M Badjamal
Director

Mr. Husni has experience in various property companies in the UAE, CBM - LLC and EEVA General Trading LLC, Abu Dhabi. He was responsible for PT. SMB in strategic partnerships since the start of PT. SMB.

- **PT Individwa Representative**



Aliva Abdullah
Director

Mrs. Allva has 15 years of experience in property development including housing, tourism resorts and several apartments development. She is also the cofounder of several companies including, PT Asiana Group and PT dwamitra group.

DEVELOPER PORTFOLIO

INDIVIDWA

Individwa Property (PT. IndividWa Refah Kreasi)

Individwa Property (PT. IRK) is a boutique property developer focused on unique and innovative concepts.

This developer has a track record in developing houses, apartments, restaurants, offices, and villas in various regions in Indonesia.

In this project, PT. IRK has a cooperation contract with DYNAMIX (Holcim Indonesia) as the contractor.

Here are highlights of PT IRK's track record:



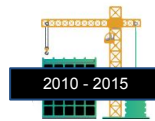
Project: Rumah Bangka, Kemang, Cira, and Lembah Kemang.

Apartment & Office: Nirvana Residences, Soho Ampera.



Project: Rumah Lembah Ampera, Alea, Cassea, Ulu 72, Kemang Seka.

Apartment & Office: Senopati Suite I, DMHQ.
Villa: Paya Paya Villa, Taum Bali Condotel.

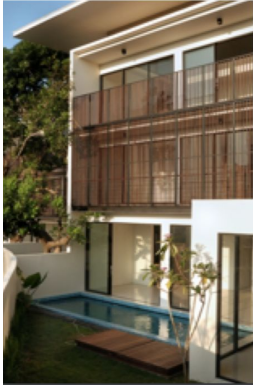


Project: Rumah Bangka 2, Pieva, Kemang Seka.
Venue & Resto: Walking Drums PatiUnus.



Project: Half Venue & Dining, Walking Drums TSM, Walking Drums Margonda.

DEVELOPER PORTFOLIO



LEMBAH KEMANG



SOHO AMPERA



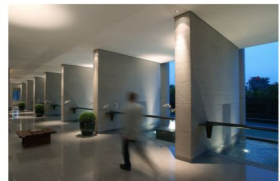
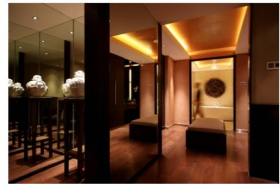
WALKING DRUMS



PAYA-PAYA BALI



NIRVANA RESIDENCES



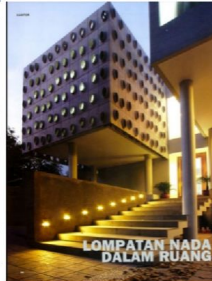
DEVELOPER PORTFOLIO

Awards:

The Individwa Property work has been acknowledged for its uniqueness and innovation with its modern concepts which received several awards and was featured in local and international architectural design magazines.



DMHQ in
ARCHITECTURE
@ 09.BCIASIA
CONSTRUCTION
INF 2008



DMHQ in DEWI
MAGAZINE 2009



ВИЛЛА «ПАЙ-ПАЙ»
Али Индра
Бали, Индонезия
Объем 42 м³

В этой вилле Бассио затеяли проект не просто, а с целью создать уникальную атмосферу. Для этого в интерьере использованы материалы, которые не только эстетичны, но и экологичны. Вилла не только красива, но и функциональна. Вилла не только красива, но и функциональна. Вилла не только красива, но и функциональна.

DEVELOPER PORTFOLIO



PT. Sentosa Membangun Bangsa (SMB) (Co- Developer)

PT SMB is a registered real estate development company in Indonesia. In this project, PT. SMB is responsible for all aspects of development work such as licensing, land maturation, construction and sales.

In addition, PT. SMB ensures that all stakeholders work according to development standards and requirements. The company also has good alliances with contractors and sales partners to complete this project efficiently.

WHY INVEST IN THIS PROJECT?



HOMES FOR THE NEEDY

This project will provide 520 families with houses that 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 Banten, Indonesia.



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 valued at 200% of investors' capital.



PROFITABLE

This project provides the investors with healthy returns of up to 28% - 30% in 2 years.

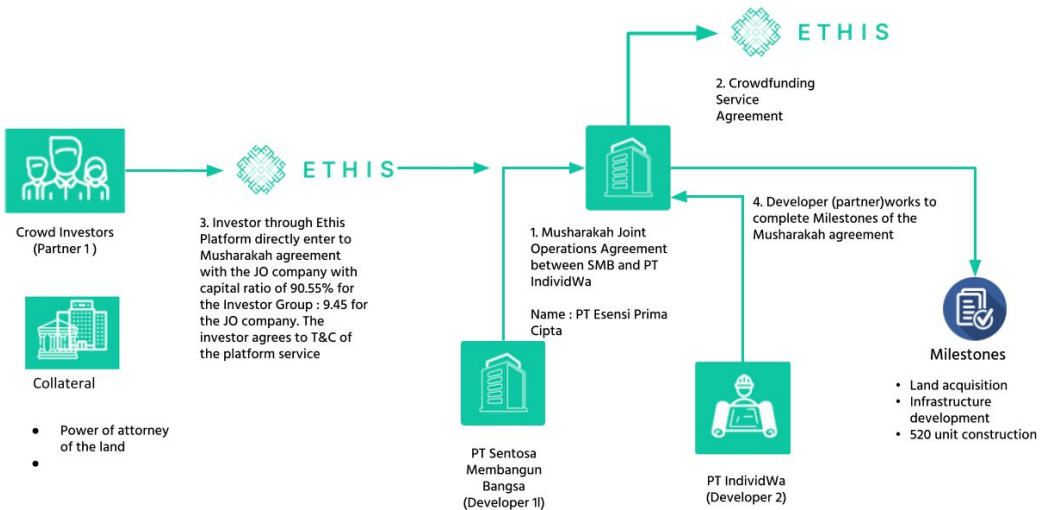
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23
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2



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.

INVESTMENT STRUCTURE

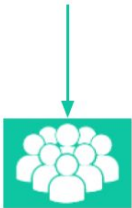
EXIT STRATEGY



JO company (PT
Esensi Prima Cipta)
(Project Developer)



1. End Buyer will purchase the units via cash or bank financing



Crowd
Investors

2. JO company will share the profit according to PSR or JO Company will purchase back Ethis's investors share upon maturity of the investment period and disburse the payout proceed back to the crowd at a market rate or the rate agreed upon by both parties at the time of the shares purchase.

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23
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9
2



RISK PROFILE

INVESTMENT RISKS

Sales of Unit

Units will be sold at Rp. 285,000,000. The project is classified as low-cost commercial housing which is in accordance with government regulations that aim to provide home ownerships for low-income households that are first-time buyers. **The main risk is potential delays in processing sales**, due to challenges in obtaining documents from home buyers. PT IRK (co-developer) has a good track record and experience in the sales of housing units.

Mitigation

PT IRK has secured a captive market of 1,000 ready buyers from Tanah Abang, the largest textile wholesale centre in Indonesia, through a letter of intent of purchase from the centre management. The sale of units is expected to be fast due to the location of the project and its attractive concept. The exit for investors will be from the sale of the first 300 units.

Currency 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. The projected ROI for this project is based on projections at current exchange rates. Realised profits may be higher or from currency fluctuations.

Mitigation

The project developers (PT SMB and PT IRK) have committed to cover a depreciation of up to 5% of the Indonesian Rupiah (IDR) relative to the Singapore Dollar (SGD) over the duration of the project.



INVESTMENT RISKS

Land Acquisition Risk

Land Acquisition is within the scope of the campaign. Currently, the developer has engaged the representative of the landowners and is in the process of finalizing the sale through the public notary in Indonesia. At this particular time, PT SMB and PT IRK have got the final price from the land owner and are waiting for the down payment process. However, the risk of revising the price is still in place due to possible market fluctuations or counterparty risk.

Mitigation: PT SMB and PT IRK (developers) will not be making any payment to the landowners representative until the required documents necessary to finalize the price are completed in front of the public notary. Investors' money will remain in place in case of any significant changes made in the deal between the landowner representative and the developer on the land acquisition price.

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 SAFEGUARDS

The main developer has provided these to the co-developer PT SMB:

- Power of Attorney (POA) over the land.
- Control of the financial management of PT Esensi Prima Cipta (the Joint-venture company).

The land certificate will be held by PT. SMB on behalf of investors until all housing units are sold to end buyers, and full payouts to investors are completed.

Important Disclosure:

PT SMB is a company with majority shares held by Ronald Wijaya, the co-founder and director of Ethis. His direct representation in the project is important to secure and protect investors' interests in any event of poor performance or failure of the main developer.

INVESTMENT OFFER

**SGD 426,000
(USD 312,228)**


Total Investment Required

22-24 Months

Projected Duration


RETAIL CROWD INVESTORS

 **SGD 1,000**
Minimum Investment

 **28%**
Gross Projected
Returns (ROI)

SILVER INVESTORS

 **SGD 20,000**
Minimum Investment

 **29%**
Gross Projected
Returns (ROI)

**For Larger Investors in the Gold and Platinum level, please
contact us for projected returns of up to 30%.**

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.



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