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Shirley Tan, CEO

LIVES AND SPACES ARE TRANSFORMED AT THE HEART OF RAJAWALI'S PREMIUM INVESTMENTS

Everyone has a favourite hotel – the one people return to time and again, the one travellers dream about long after they're home. Imagine delighting in a hotel with these scenes: walking through captivating art pieces that showcase a rich heritage; wall-to-wall windows that envelop a dramatic chandelier made of delicate glass palm leaves; spacious suites that exude a nostalgic vibe; and timeless hotel interiors that offer relaxed glamour. These are spaces that leave a mark. These are experiences that get etched in memory, and these are the very images that embody Rajawali Property Group's core developments.

Indonesia's leading real estate investment and asset management

company welcomes guests to behold first-rate hospitality at any of its prestigious hotels and residences, but more importantly, it seeks to leave a meaningful legacy.

Partnering with globally renowned luxury hotel brands such as St. Regis and Four Seasons, Rajawali upholds integrity, responsible stewardship, and an endless drive for innovation to transform lives and spaces that foster thriving communities.

"People today go to hotels seeking for new experiences, so ambience is important," says CEO Shirley Tan. "We develop properties that create distinct and memorable experiences, but we also elevate people, so we partner with good brands to provide better offerings that highlight luxury consumer trends and technology."

has become the centrepiece of the award-winning Capital Place development along Jalan Jenderal Gatot Subroto. The hotel marks the return of the Four Seasons brand to the Indonesian capital and its opening was highly anticipated within the tourism and business spaces. Designed by New York-based interior designer and Interior Design Hall of Fame inductee Alexandra Champalimaud, the 125-suite hotel is a testament to the strong partnership between Rajawali and the Four Seasons group.

"Our core will continue to be luxury properties, but on the growth space, we have a bit more room to focus on next-generation retail, hotels and apartments," Tan says.

Rajawali is upbeat about growth as it taps on Southeast Asia's \$650 million-strong yet fragmented millennial market. The company is keen on bearing the role of a synergist as it provides the venue where new hospitality services and innovations can thrive.

"We want to bring investors and the best operators together in one platform, and set up premium economy next-generation hotels that will incorporate technology, social media and other essential benefits that the 30-year-old-and-below travellers look for," Tan says.

Business and economic cycle navigator

As an established investor and leading owner and developer of premium hotels and resorts in Asia-Pacific, Rajawali has built a reputation for building quality hotel developments in prime locations. With 25 years of experience in the hospitality investment business, Rajawali has efficiently and successfully navigated many geographical and contractual barriers to securing prime sites and assets. Thanks to strategic partnerships with internationally recognised brands and unparalleled access to global networks, the company is able to serve a strong recurring stream of domestic and international travellers and investors.

Apart from working with Starwood and Four Seasons, Rajawali also collaborates with premium hotel operators AccorHotels and Marriott International. With seven flourishing joint ventures under its belt, Rajawali welcomes more partners who can leverage its skill sets, share its values and replicate its growth.

"We are savvy with international investors," Tan says. "We see the wave of foreign investors arriving in the country, and we want to be the channel that they use to access the market. We can help investors navigate the Indonesian market seamlessly in terms of deal structuring, financial modelling, or joint ventures. We are an excellent gateway to reach the Indonesian market."

International investment strategy

Rajawali continues to grow from strength to strength, broadening its investment portfolio to include Europe. As part of its global strategy for Europe, Rajawali has made its first foray in Lake Como, Italy, and will continue to look for more value-enhancing projects in the near future.

Rajawali's expert management team encompasses an in-house investment division, a development and project management unit, and a highly active and experienced asset management team. The company's integrated business model allows it to leverage the collective experience of the team, which ranges across multiple asset classes.

Moreover, its deep experience in turnkey developments and capital solutions keep it connected to land owners, financial investors and strategic partners – all of whom play a critical role in Rajawali's success. These capabilities enable Rajawali to reach the market faster, and to offer innovative products that cater to specific market demands. The operations know-how also provides the group with flexibility to control the timing of capital expenditures at different periods of market cycles while monitoring quality and costs.

With a highly dedicated management team comprised of executives who have worked in leadership roles within world-renowned hospitality brands such as Starwood and Banyan Tree Hotels and Resorts, Rajawali ensures high-quality and international standards are consistently implemented in all its hospitality assets in the region. In particular, due diligence is applied at every stage of the business – from employment, investment and development to project development and operational monitoring.

"In everything we do, we try to be a catalyst in improving the welfare of people by building spaces and providing good jobs," Tan says. "More than developing property and employing people, we also want to empower them to change their communities. Rajawali exists to leave a meaningful legacy by transforming lives, buildings, destinations and communities."



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Best-in-class assets in Southeast Asia's gateway

With highly respectable business tycoon Peter Sondakh backing Rajawali as its biggest investor, the company also serves as a vehicle to support Indonesia's economic growth. As an early mover within Asia's tourism space, Rajawali sealed a joint venture with Starwood Hotels and Resorts Worldwide, and set up the Sheraton brand in the country more than a decade ago. Since then, Rajawali has been showcasing Indonesia's charm and dreamscapes to travellers and investors around the world.

Rajawali manages a diversified real estate portfolio comprised of luxury assets in key cities and destinations for the elite, along with boutique and upscale developments within emerging havens for the fast-growing middle-class market.

"We develop the best brands, the best-in-class assets in key gateway cities in Southeast Asia and tourism destinations such as Langkawi, Jakarta and Bali," Tan says. "We are good partners with great brands, and we push the frontier of hospitality and tourism, so our hotels win awards worldwide."

At the heart of Jakarta's international commerce, entertainment and financial district, Rajawali built the Four Seasons Hotel Jakarta in 2016. The 20-storey tower

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