



Sampoerna Strategic
Square

Presentation of Sampoerna
Strategic Square Existing
And New Tower Mixed Use
Development for UAE



PT. Sampoerna Land – 17th March 2023



Objective of the Presentation

1

To introduce Existing & New
Mixed Use Development of
Sampoerna Strategic Square to
UAE

2

To invite UAE companies to become
Strategic Partner / Joint Venture of
Sampoerna Land to own and develop
Sampoerna Strategic Square together .



AGENDA

- 1 Sampoerna Strategic Square
Property Location & General Data
- 2 Sampoerna Strategic Square
Existing Office Tower
- 3 Sampoerna Strategic Square
New Tower Development Mixed –
Use Development
- 4 Sampoerna Strategic Square
Summary of New Tower
Construction & Development cost



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1. Property Location & General Data



General Data

Land Area: 34,735 m²

Location : at the Intersection of Sudirman & Satrio road

Land Certificate : PT. Sampoerna Land

- Right to build -1 certificate
- Strata Title – 94 Certificates

Validity period : 30 October 2044

Floor Area Ratio (FAR) : 9

Site Coverage Ratio : 40%

Zoning : Commercial (Office, Apartment, Hotel & Supporting Retail)



AGENDA

2. Sampoerna Strategic Square – Existing Office Towers

2.1 Building Consultants & Areas

2.2 Building & Facilities Photographs



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2. Sampoerna Strategic Square

Building Consultants



Building Consultants Data:

Building was originally completed in 1996

The Architect : Pei , Freed & Cobb – New York City

Structural Consultant : Wiratman & Associate

Contractor : Shimizu Contractor – Japan

Renovated by Sampoerna in 2007 and opened in 2009

The Architect : Wimberly, Allison Tong & Goo - USA

Structural Consultant : Gistama

MEP Consultant : Beca Carter New Zealand

Landscape Consultant : Belt Collins

Contractor : PP Contractor

The Building has been designed to withstand
Earthquake as high as 8.5 on the Richter Scale
(Tested & Certified)



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2.1 Sampoerna Strategic Square

Existing Towers Office – Building Areas



Building Areas North & South Towers – Grade A Office Buildings

Gross Floor Area (GFA) - 32 floors	: 99,520 M2
Basement Area (GFA) – 3 floors	: 70,965 M2
Lettable Area / SGA	: 86,012 M2
Floor Plate	: 3 - 6 floor : 1,640 m2 : 7 - 32 floor : 1,206 m2
Current number of Tenant	: 52

Anchor Tenants :

- Manulife [16,720 m2 – 22%]
- Sampoerna Strategic Group [13,130 m2 – 15%]
- Co Working [7,499 m2 – 9 %]
- Grant Thornton [2,152 m2 – 2.8%]
- Others [19,081 m2 – 25%]

Total Occupancy rate : 79.3%

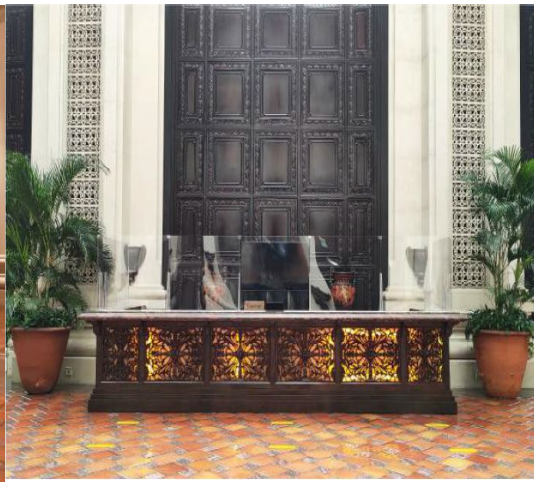


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2.1 Sampoerna Strategic Square Existing office Tower Building Photographs



Main Entrance



Main Lobby



Main Lobby area



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2.2 Sampoerna Strategic Square Existing Office Tower Facilities Photographs



The Forum – Entrance to Main Ballroom



Main Ballroom – The Atrium



Function Room



**Swimming
Pool**



**Tennis
Court**



**MRT Benhil
Entrance**



AGENDA

3. New Tower Mixed-Use Development

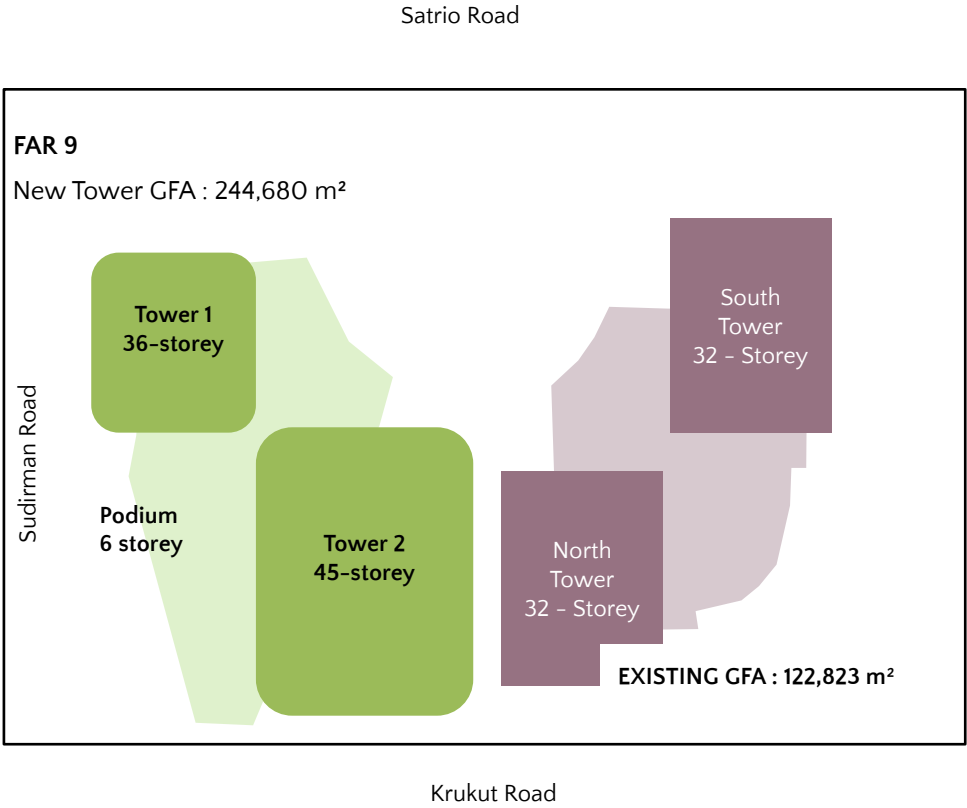
- 3.1 New Tower Mixed Use Design Parameter & Composition
- 3.2 New Tower Design Concept
- 3.3 MRT Bendungan Hilir Typical public entrance
- 3.4 Sampoerna Public Executive Club
- 3.5 Sampoerna Tower Hotel & Apartment
- 3.6 Helipad Location on top of Tower 1
- 3.7 Tenancy Mix Podium Tower



3.1 New Tower Mixed-Use Development Parameter

GENERAL DATA	
Gross Land	32,667 m2
Existing FAR	7
Height Limitation	65 Floors
Site Coverage Ratio	40%
Certificate	30 October 2044
Zoning	Commercial
Land Area	21,508 m2
DEVELOPMENT PARAMETERS (FAR 9)	
New Plot Ratio	9
Maximum Total GFA	367,504 m2
Existing GFA	122,823 m2
Maximum Remaining Allowable GFA for New Tower	244,680 m2
Penalty to increase FAR from 7 to 9	USD 46.65 million

Note : Exchange Rate : 1 USD = Rp. IDR 15,500





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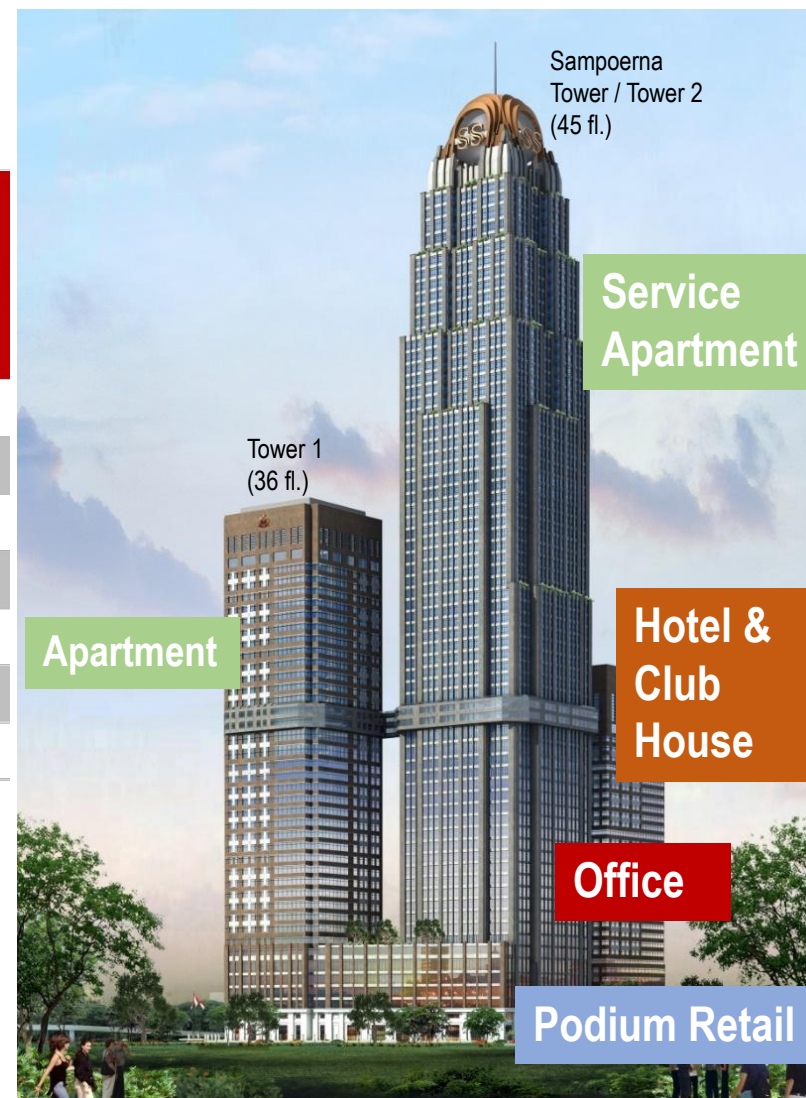
3.1 New Tower Mixed Use Composition

Mixed Use Composition :

Rental Office, Hotel, Club House & Strata Apartment and Supporting Retail

Sector	Semi Gross Area (SGA) m2	Gross Floor Area (GFA) m2	Composition	Efficiency
Rental Office	73,000	85,882	38%	85%
Strata Apartment	98,313	122,892	51%	85%
Hotel (80 rooms)	7,480	8,800	4%	80%
Club House	4,167	4,902	2%	85%
Supporting Retail	11,310	22,204	6%	45%
Sub Total	194,270	244,680	100%	81%
Basement (6 floors)		61,320		
Total (GFA & Basement)		306,000	m2	
Parking Capacity	1,752	lots		
Basement ME	11,653	m2		

Source : Knight Frank Highest and Best Use Study



3.2 New Tower Mixed – Use Development Design Concept

An Iconic Mixed- Use Integrated Urban Development that blends multiples uses of Residential, Office, Retail & Hotel within a walkable area for a Green and Healthy lifestyle.

Statement of Distinction

RSP Architects

*Developing Environmentally
Sustainable designs*

**Winner of CTBUH Best Tall Building Awards
2015 in Asia and Australasia (Capita Green
Tower)**

Standing amongst an array of world-class corporate neighbors, we proudly present two new additions to the Sampoerna Strategic Square;

the striking East Tower and Sampoerna Tower that will house an impressive business community made up of leading local and multinational companies.



Building View from Satrio Road

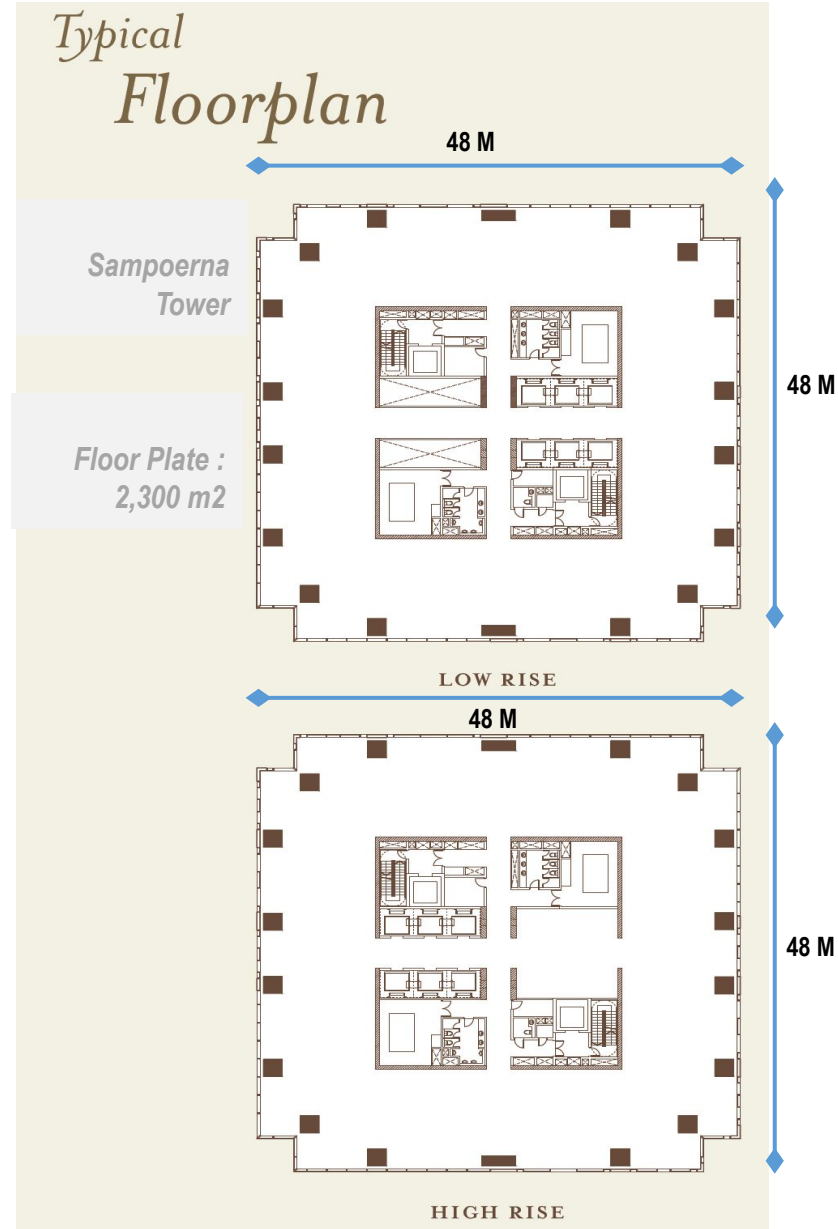
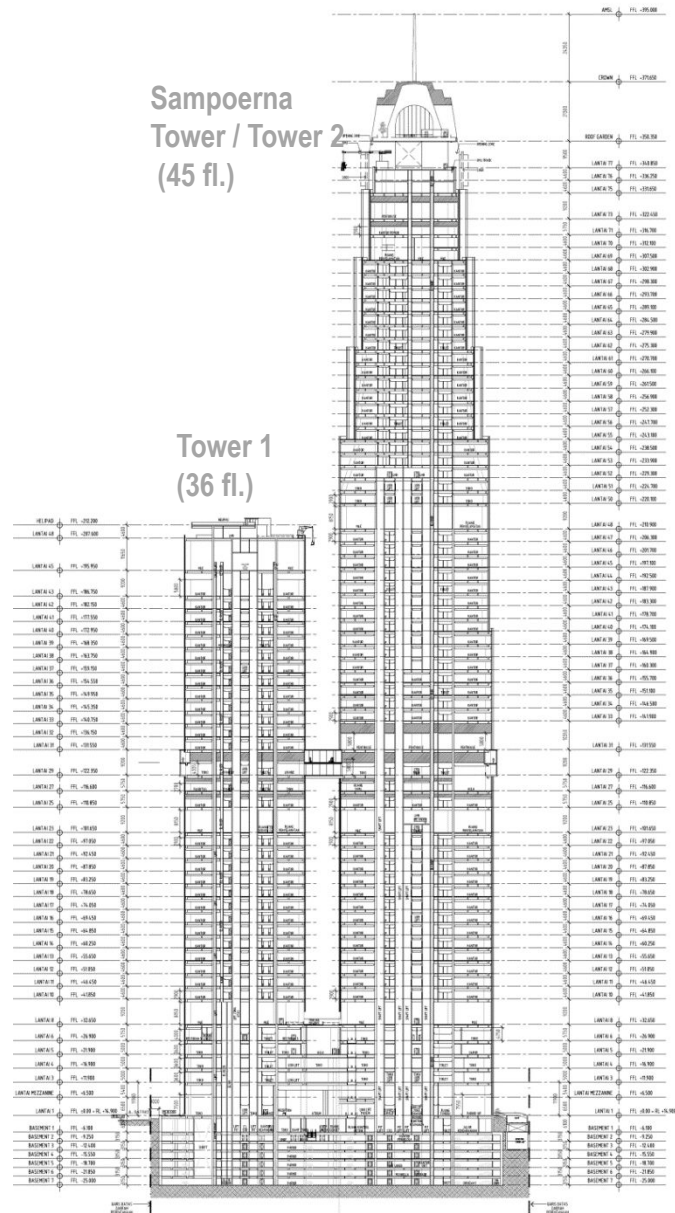


If it's **Sampoerna**, you know it's **sempurna**



Sampoerna Strategic Square

3.2 Building Elevation & Typical Floor Plan



Parking Capacity : 1,752 Lots

3.3 MRT Bendungan Hilir typical public entrance in front of Tower 1

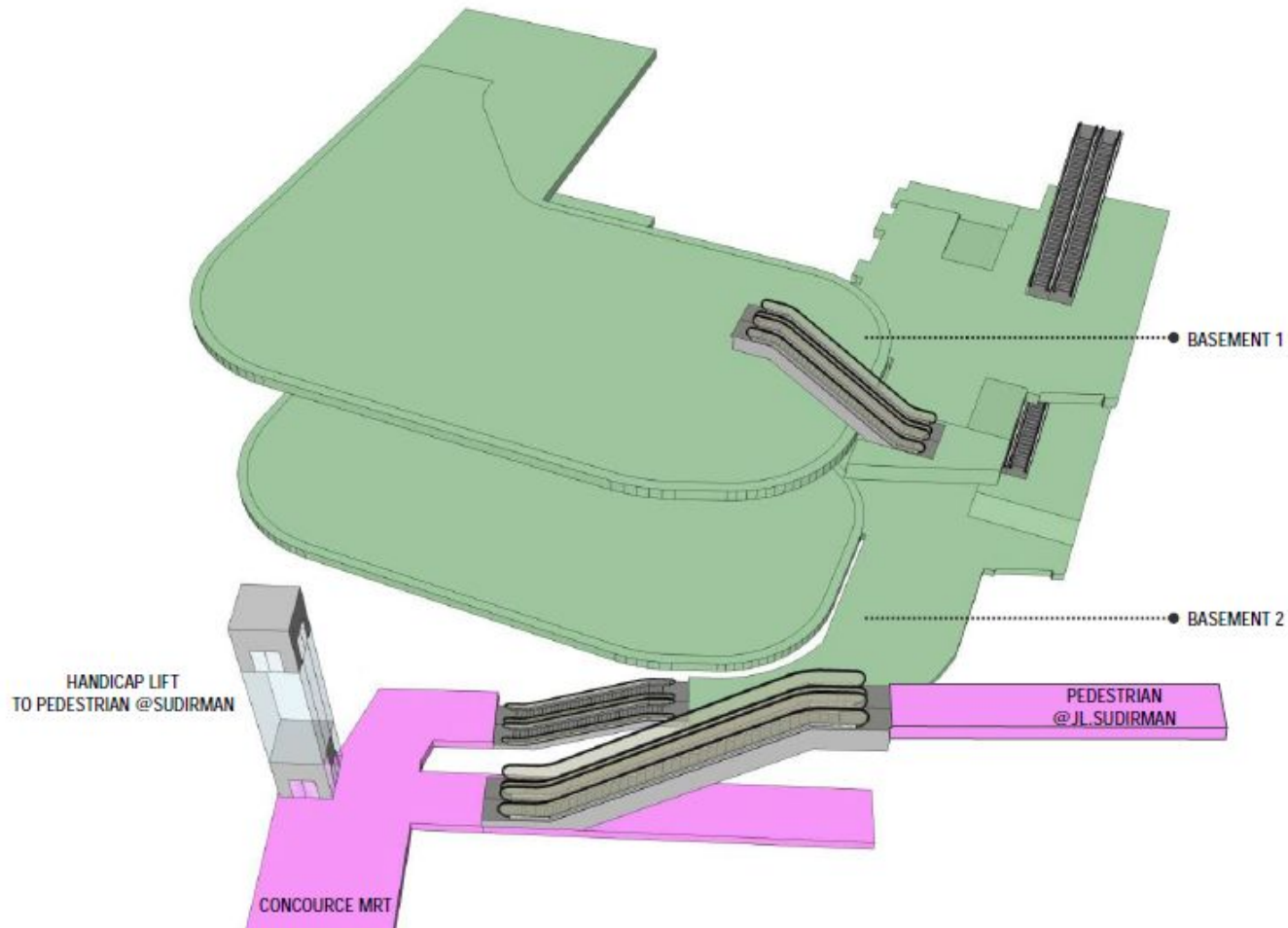


MRT Bendungan Hilir



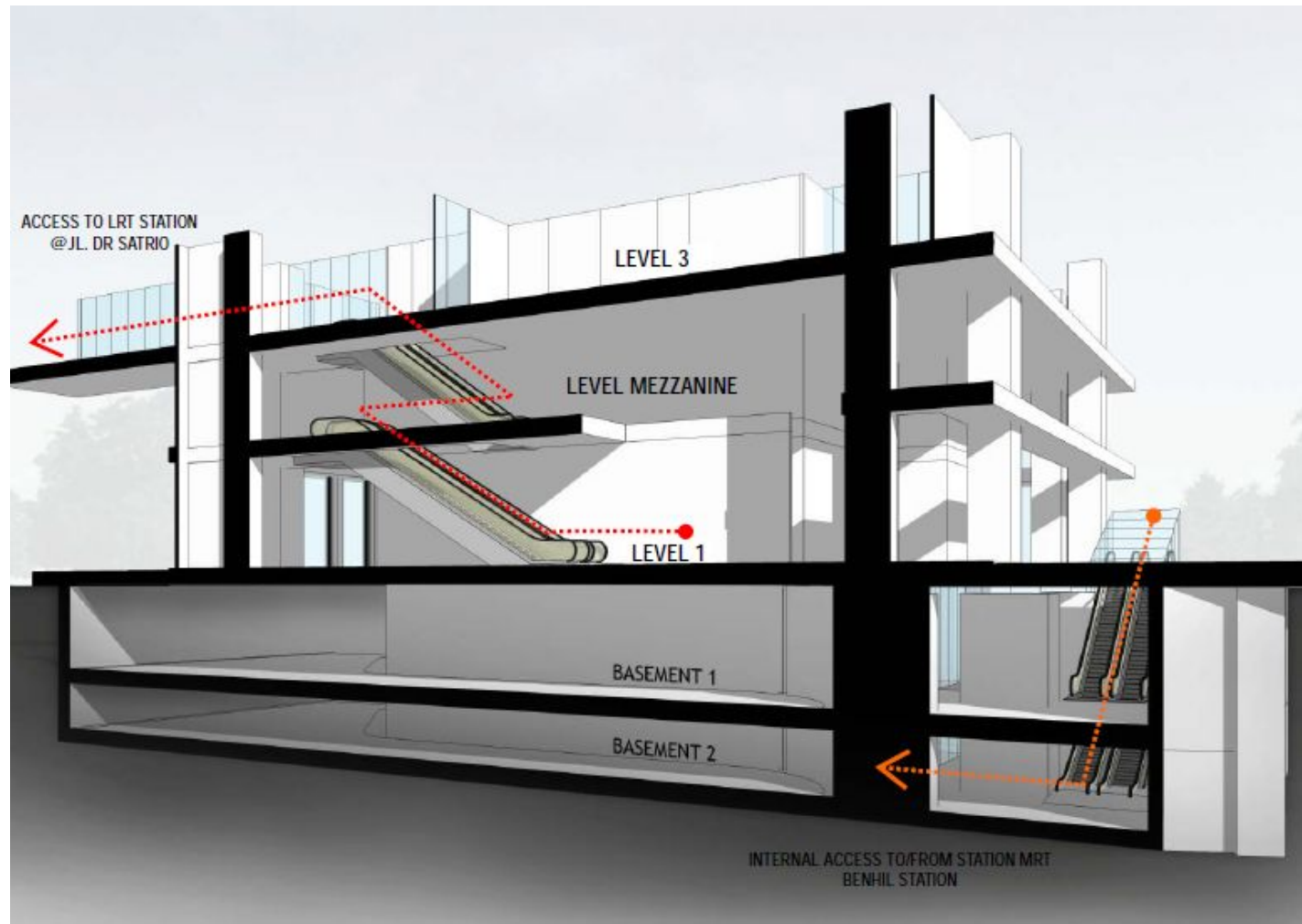
Concourse Area

3.3 MRT Bendungan Hilir public external & internal Connections to Tower 1



MRT Station transfer to Sampoerna (SSS)
Site @ Basement 2&1

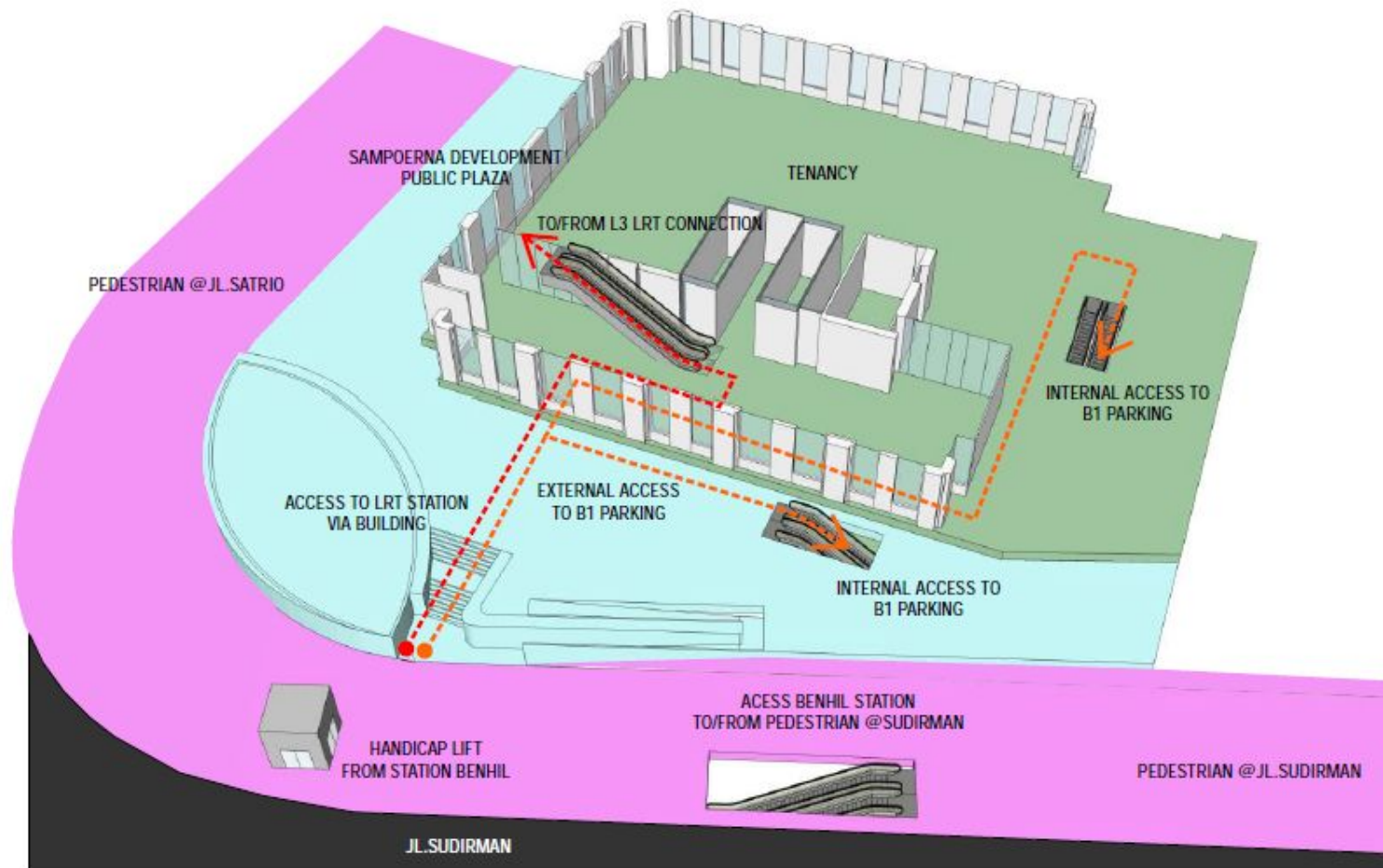
3.3 MRT Bendungan Hilir public external & internal Connections to Tower 1



Connection above ground

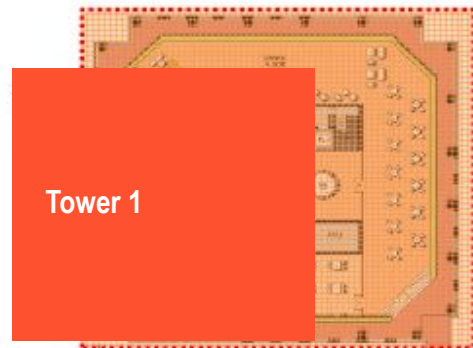


3.3 MRT Bendungan Hilir public external & internal Connections to Tower 1

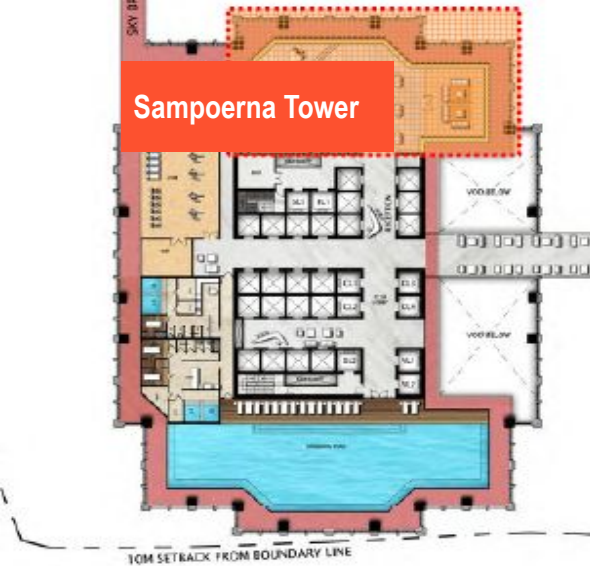


Level 1

3.4 Sampoerna Public Executive Club (28th & 29th Floor of Sampoerna Tower) – 5,000 m2



Sampoerna Tower

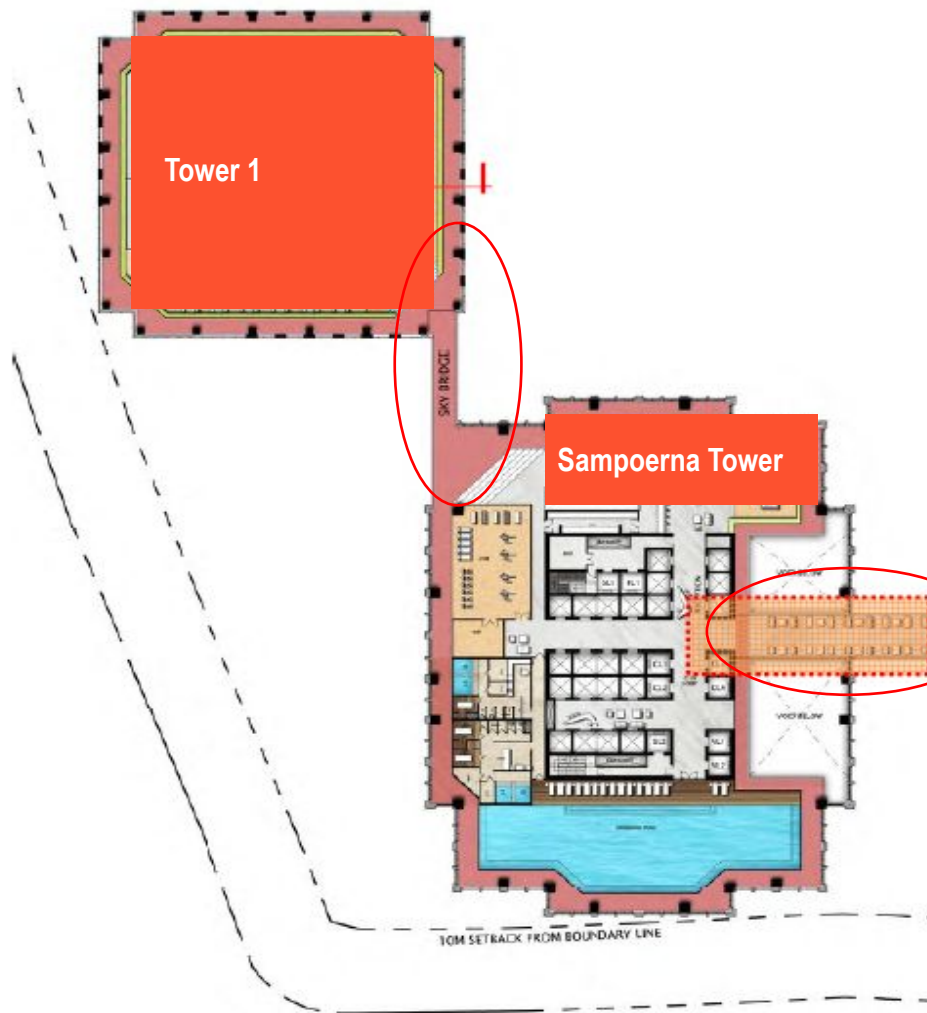


CLUB

BAR / DINING / PRIVATE ROOM / DANCEHALL 29TH FLOOR



Sky Bridge Connection of Sampoerna Public Executive Club (28th & 29th Floor of Sampoerna Tower) to Tower 1 (29th Floor of Tower 1) & 30th Floor North Tower



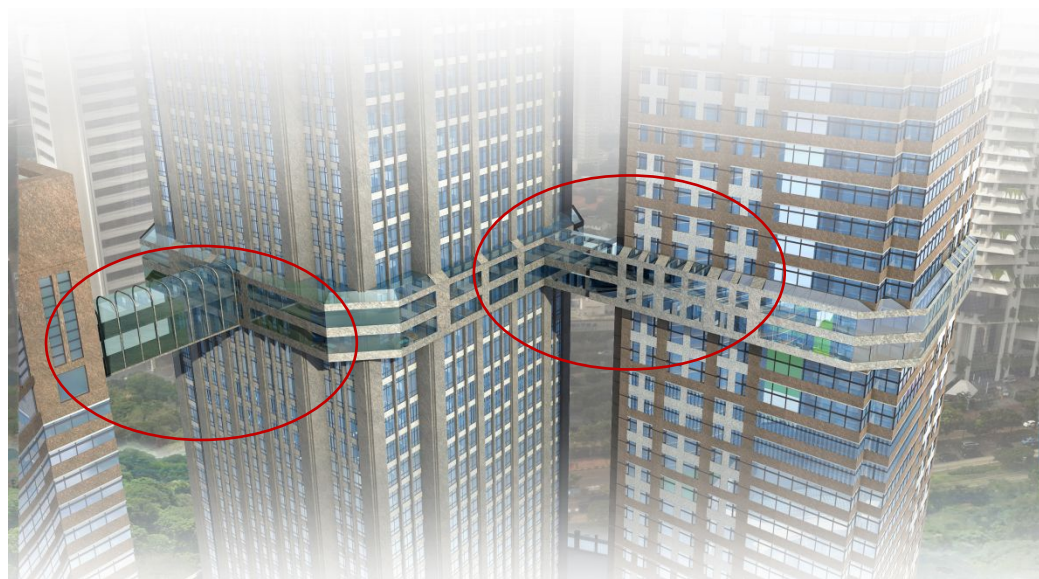
CLUB
SKY BRIDGE 29TH FLOOR



Sky Bridge Connection of Sampoerna Public Executive Club (28th & 29th Floor of Sampoerna Tower) to Tower 1 (29th Floor of Tower 1) & Existing North Tower Club House

Sampoerna Tower
(Tower 2)

29th Floor Tower



Sampoerna Tower
(Tower 2)

29th Floor Tower 1



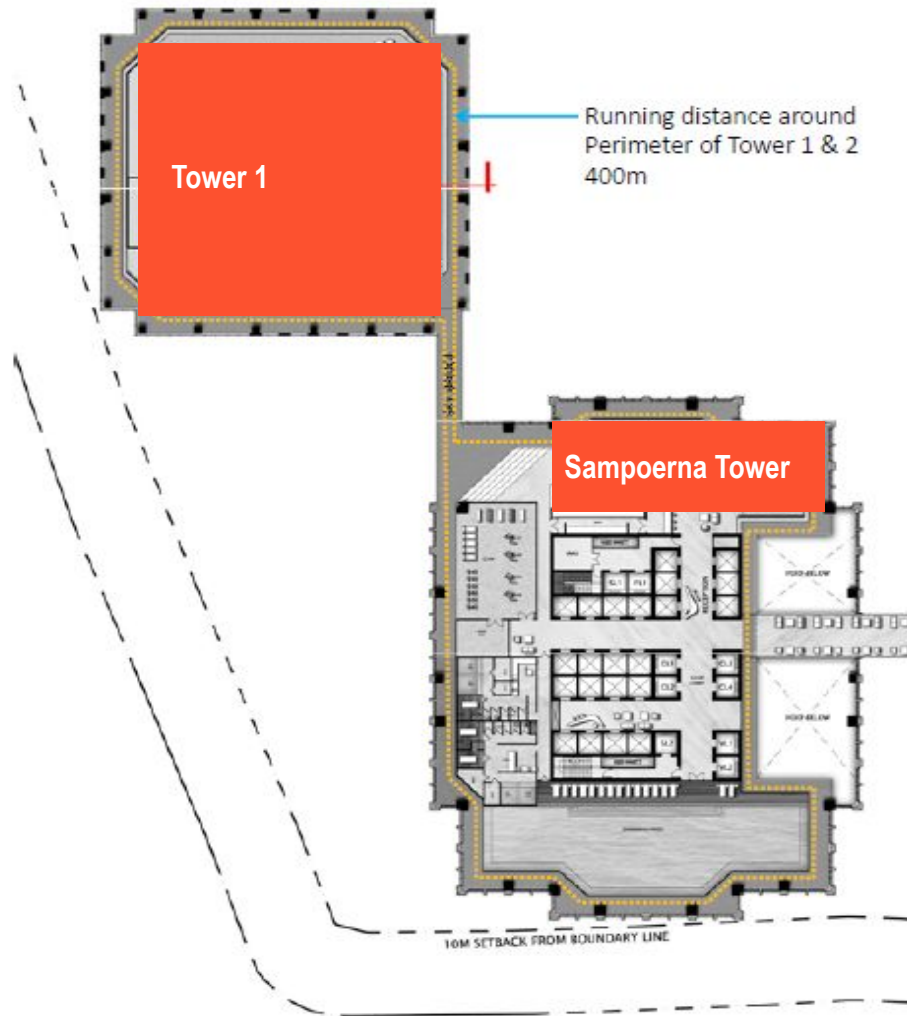
Connection to Tower 1 on 29th Floor



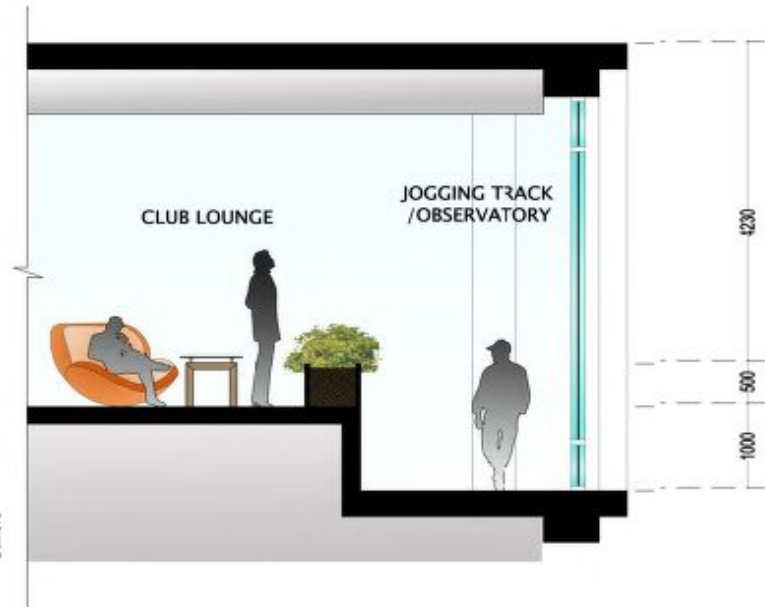
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Sampoerna Public Executive Club (28th & 29th Floor of Sampoerna Tower)

400 m Jogging Track Facility equipped with Oxygen supply



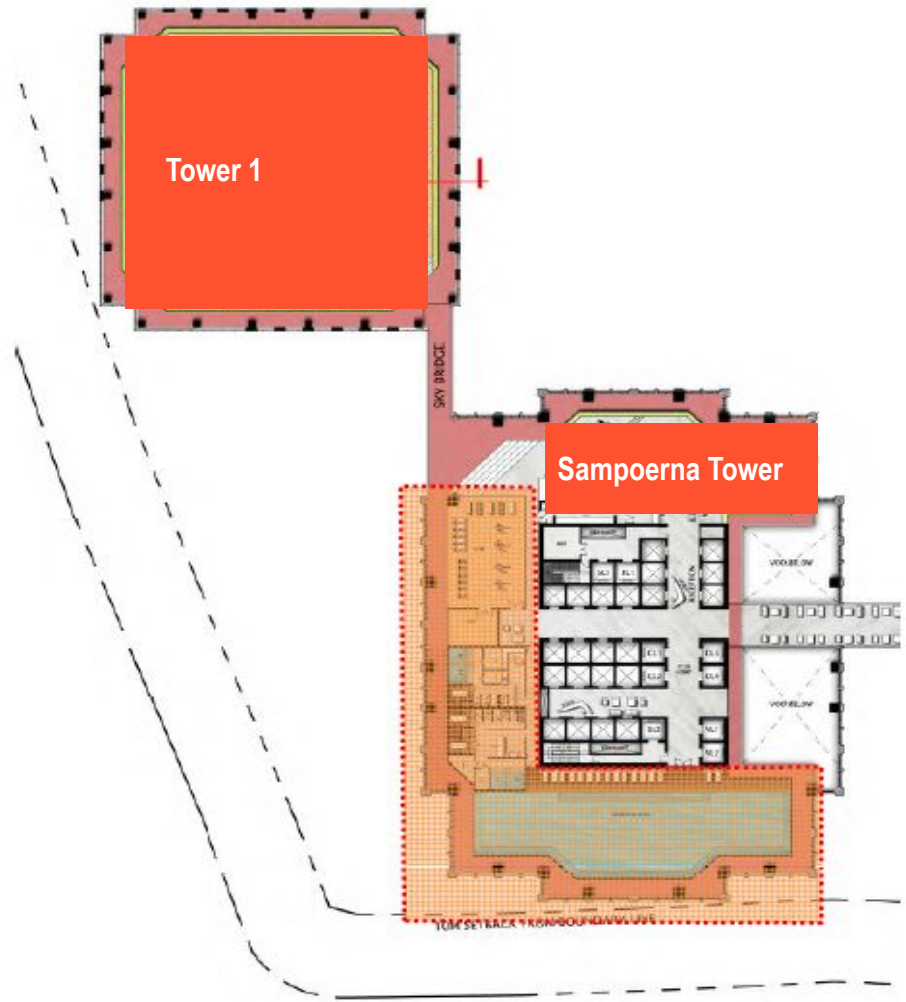
CLUB JOGGING TRACK / OBSERVATORY 29TH FLOOR





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Sampoerna Public Executive Club (28th & 29th Floor of Sampoerna Tower) other Facilities



CLUB
GYM / POOL / SAUNA 29TH FLOOR

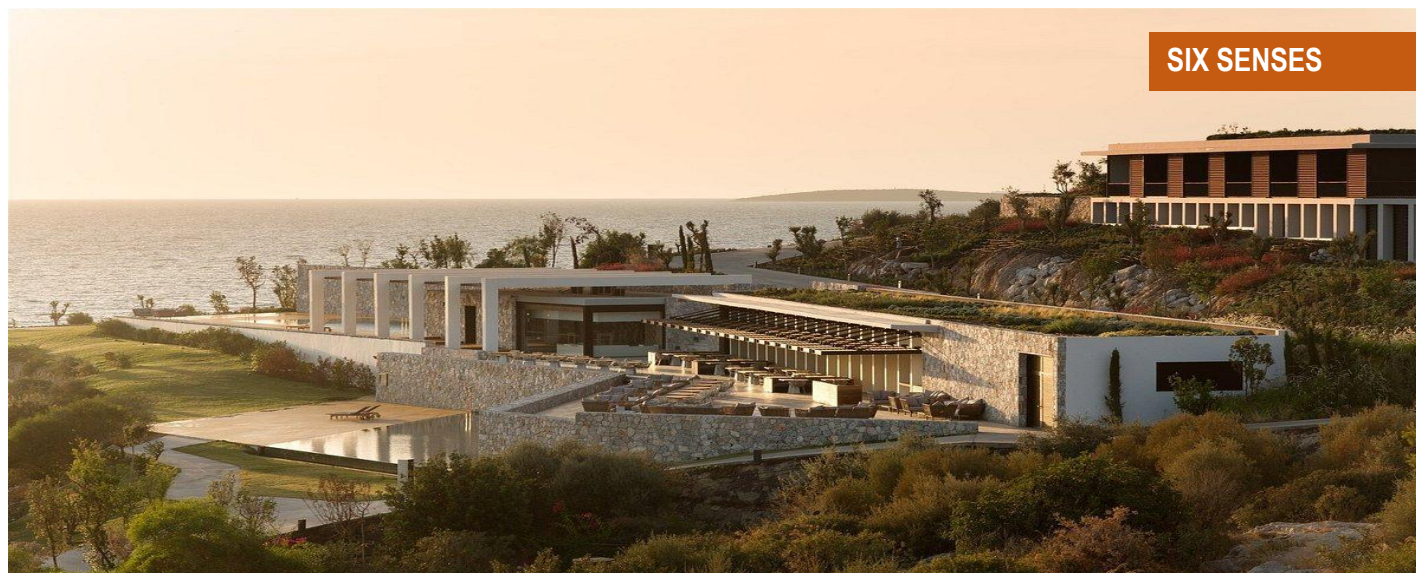




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Sampoerna Public Executive Club (28th & 29th Floor of Sampoerna Tower)

CLUB HOUSE MANAGEMENT





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3.5 Sampoerna Tower Hotel



Emirates Palace – Abu Dhabi



**Burj Al
Arab –
Dubai**

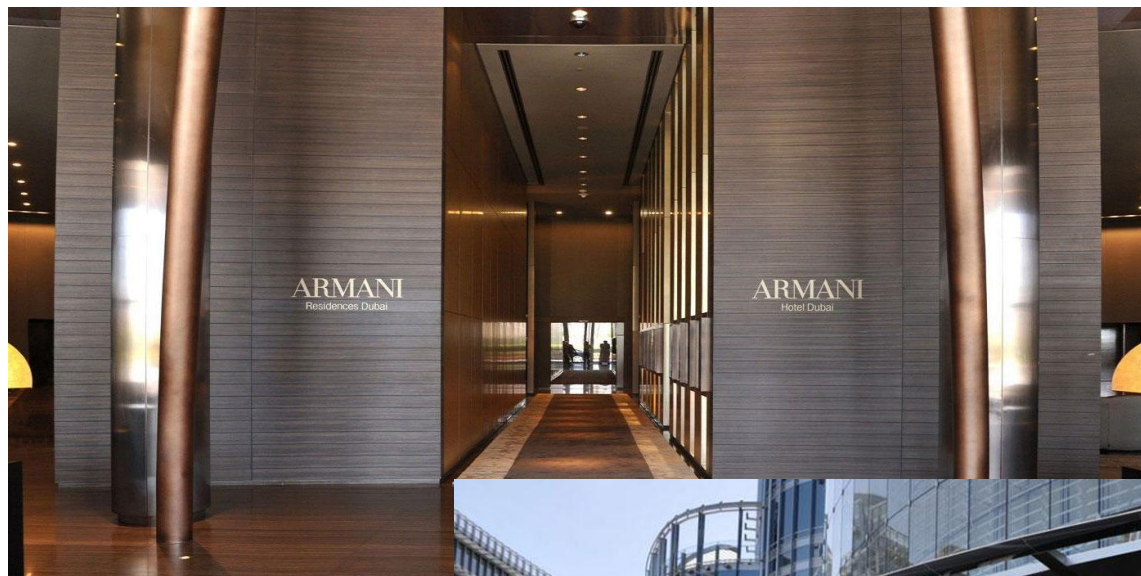
**Hilton
International
Hotel**



**JW Marriott
International
Hotel**



3.5 Apartment Tower 1 – Sampoerna Strategic Square



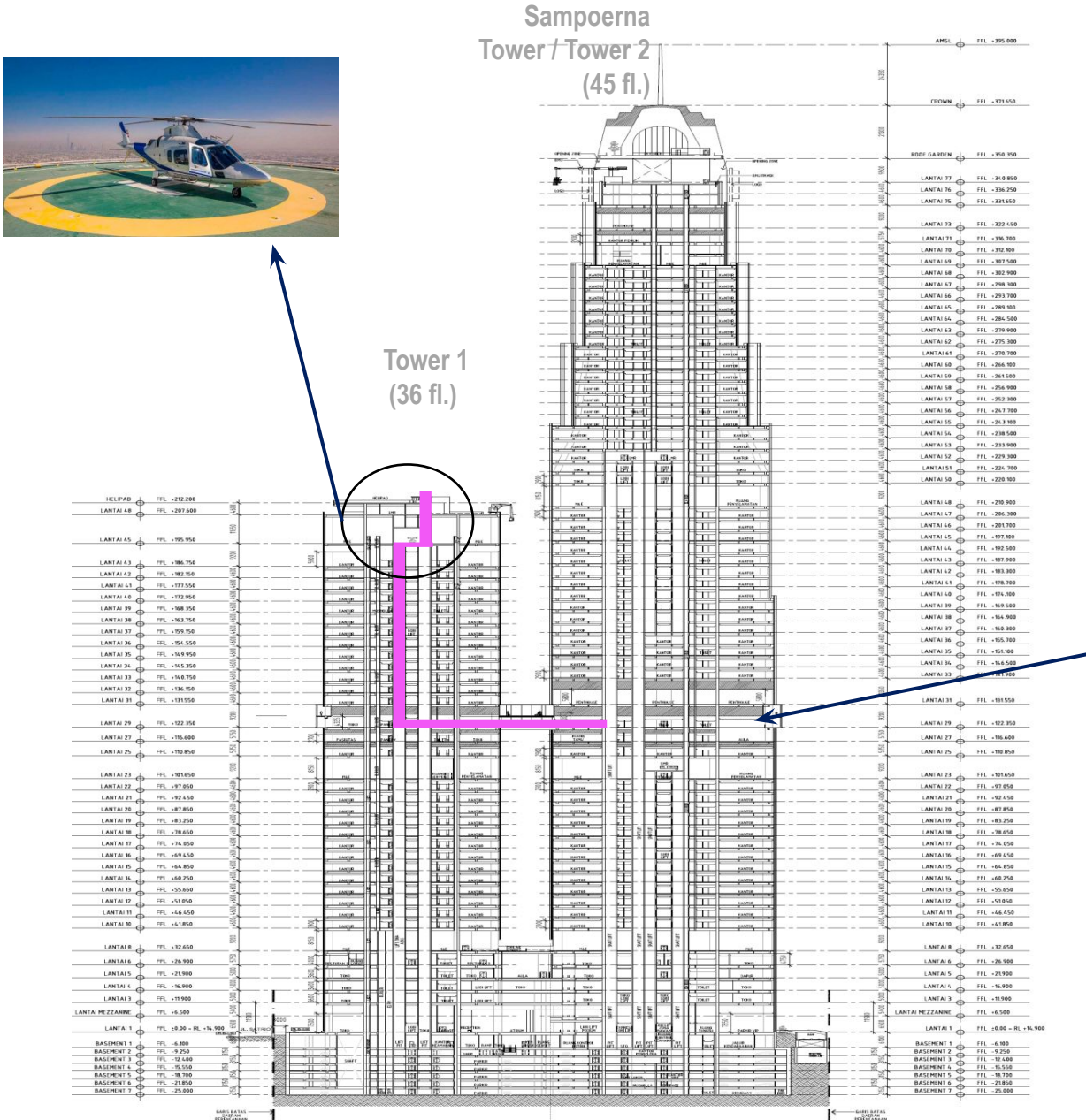
Armani Hotel & Residence



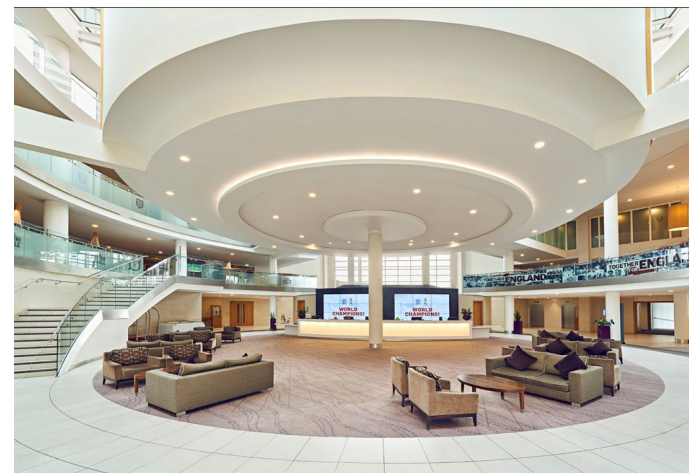
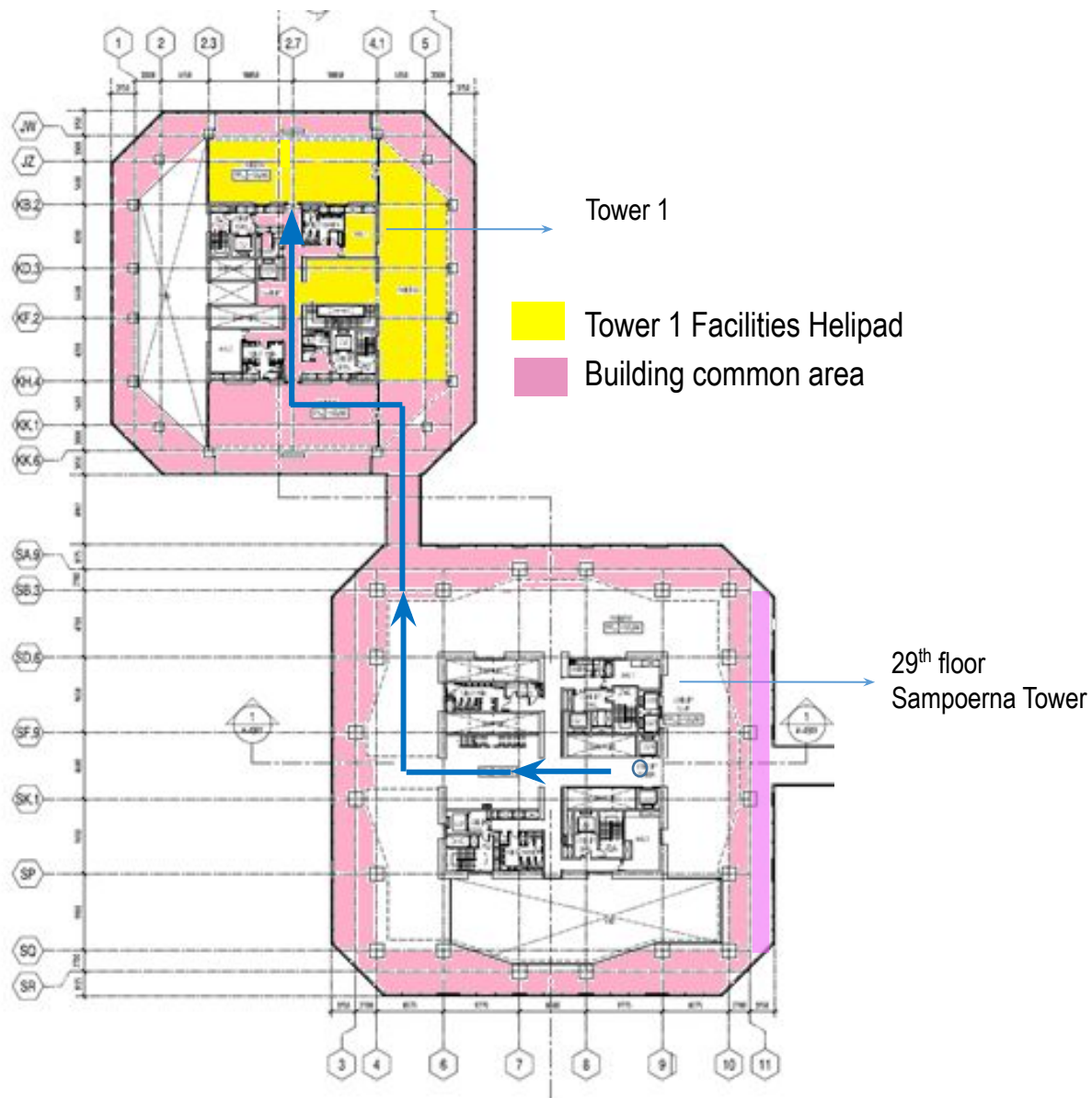


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3.6 Helipad Route from Sampoerna Executive Club (29th floor) to Roof Top Tower 1



3.6 Helipad Route from Sampoerna Executive Club to Tower 1 on 29th floor



Facilities Helipad

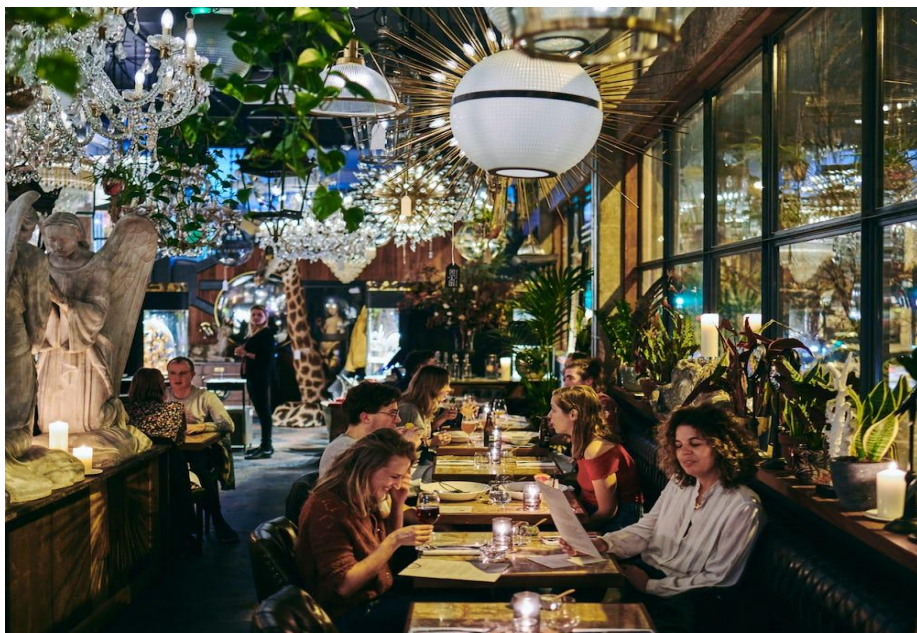
3.7 Tenancy Mix Podium Tower – Ground Floor

Life Style Retail Concept



International Coffee shop

High Class Fine Dining Restaurants



Local & International Banks
(Banking Hall & ATM Centers)



3.7 Tenancy Mix Podium Tower – 2nd Floor

- High Class International Fine Dining Restaurants, Bar & Lounge , International Café Shop

Bar & Lounge



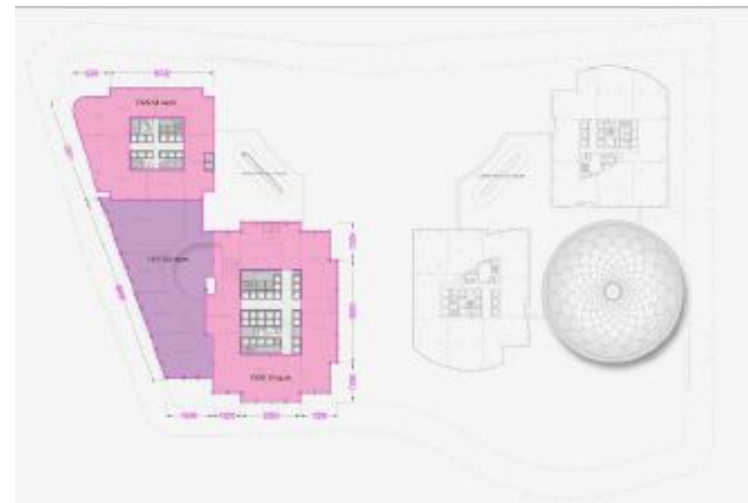
Italian



Thailand

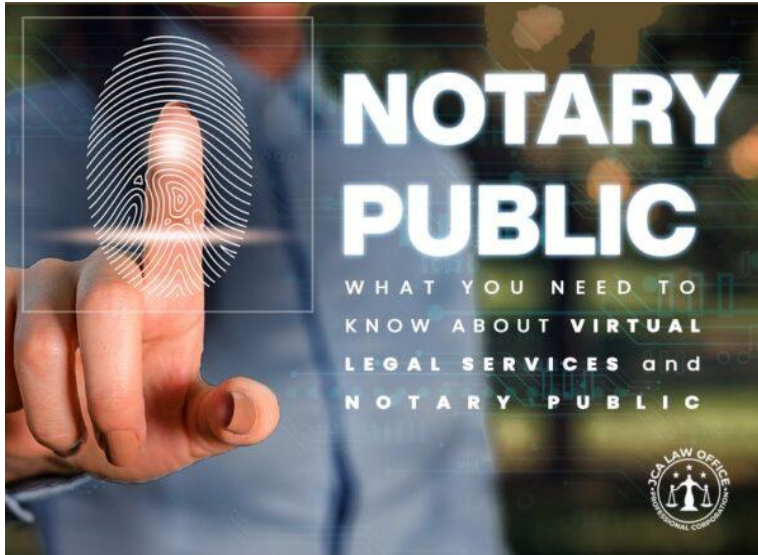


Chinese





3.7 Tenancy Mix Podium Tower – 3rd & 4th Floor



Lawyer & Notary



Medical Clinic



Beauty & Health Care

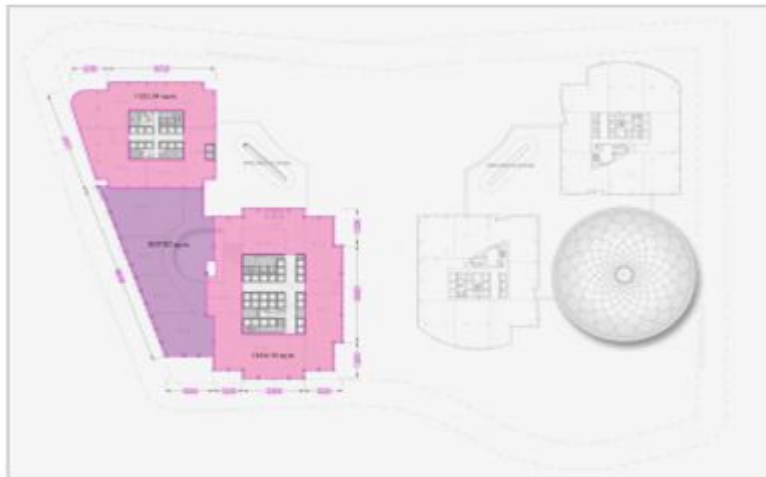


Salon



3.7 Tenancy Mix Podium Tower – 5th Floor

- Sky Dining Restaurant



Sky Dining Restaurant



4. Summary of New Tower Construction & Development Cost

- 4.1 New Tower Mixed Use Composition
- 4.2 Estimated Construction & Development cost of Sampoerna Strategic Square
New Tower
- 4.3 New Tower Master Construction Schedule



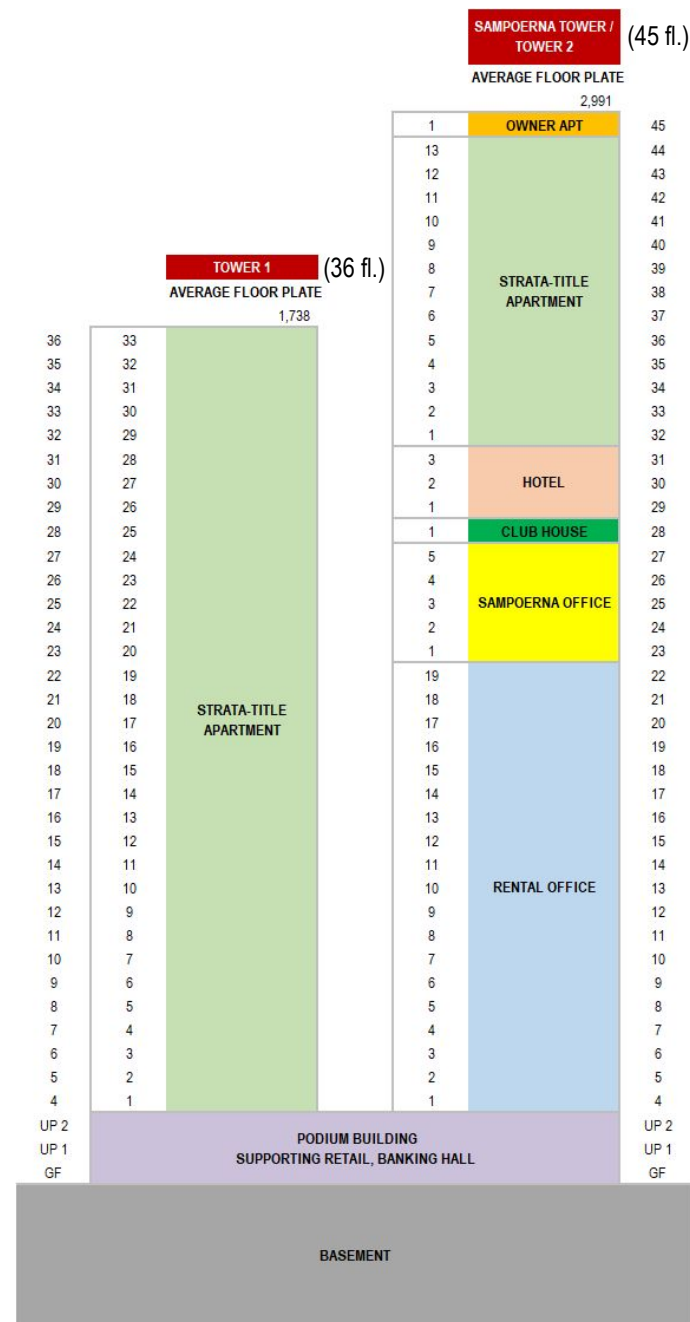
4.1 New Tower Mixed Use Composition

Mixed Use Composition :

Rental Office, Hotel, Club House, Strata Apartment and Supporting Retail

Sector	Semi Gross Area (SGA) m2	Gross Floor Area (GFA) m2	Composition	Efficiency
Tower 1				
- Strata Apartment T1 (High End Luxurious apartment)	57,350	71,688	30%	85%
Sampoerna Tower / Tower T2				
- Rental Office T2	58,000	68,235	30%	85%
- Sampoerna Office	15,000	17,647	8%	85%
- Hotel (80 rooms)	7,480	8,800	4%	85%
- Club House	4,167	4,902	2%	85%
- Strata Apartment T2 (Service Apartment)	38,880	48,600	20%	80%
- Owner Apartment	2,083	2,604	1%	80%
Podium Building				
- Supporting Retail	8,510	18,910	4%	45%
- Banking Hall	1,200	1,412	1%	85%
- Ballroom	1,600	1,882	1%	85%
Sub Total	194,270	244,680	100%	
Basement (6 floors)		61,320		
Total (GFA & Basement)		306,000	m2	
Parking Capacity	1,752	lots		
Basement ME	11,653	m2		

Source : Knight Frank Highest and Best Use Study – April 2021



4.2 Estimated Construction & Development cost of Sampoerna Strategic Square New Tower

Mixed Use Composition :

Rental Office, Hotel, Club House and Supporting Retail

1 US\$ = Rp. 15,000

Estimated of Construction & Development Cost of Sampoerna Strategic Square

Financials	Cost /M2 – Construction Area (US\$)	Cost /M2 – Semi Gross Area (US\$)	Total (in million US\$)
Construction Cost (inc. Basement)	1,135	1,790	347
Construction & Development Cost (inc. Contingencies & inflation allowance)	170	270	51.9
Total Construction Cost & Development	1,305	2,060	398.9

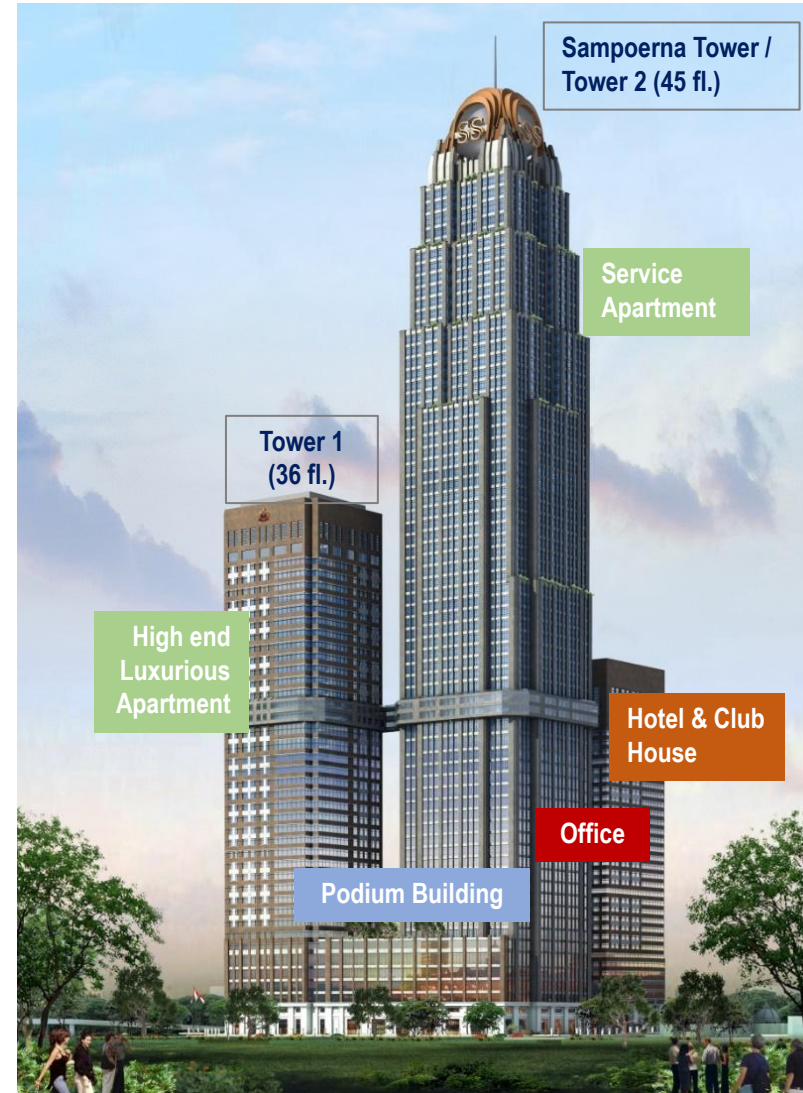
Summary

Construction period : 4.5 years

GRAND TOTAL CONSTRUCTION & DEV. COST : USD 398.9 Million

Note :

- Total Construction Area : 306,000 M2
- Total Semi Gross Area : 194,270 M2
- Plot Ratio : 9
- Exclude VAT – 11%

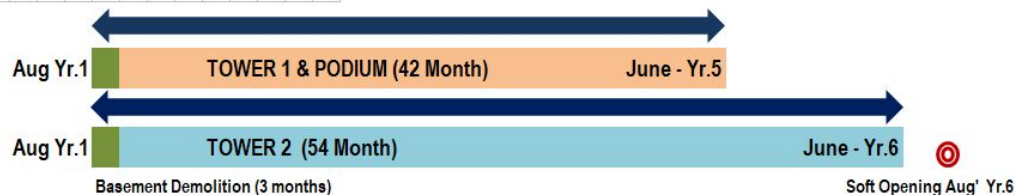




4.3 New Tower Master Construction Schedule

Project Timeline : 4.5 Years

NO	PROJECT MILESTONES	Year 1		Year 2		Year 3		Year 4		Year 5		Year 6	
		Jan - Jun	Jul - Dec	Jan - Jun	Jul - Dec	Jan - Jun	Jul - Dec	Jan - Jun	Jul - Dec	Jan - Jun	Jul - Dec	Jan - Jun	Jul - Dec
PHASE 1 - PROJECT PLANNING													
1.	MARKET & FEASIBILITY STUDY (DONE)												
2.	PROJECT TERM OF REFERENCE (DONE)												
3.	CONCEPT & SCHEMATIC DESIGN (DONE)												
4.	ASSEMBLE PROJECT DESIGN TEAM												
5.	DESIGN DEVELOPMENT												
6.	CONSULTANT APPOINTMENT												
7.	PROJECT LICENSES & PERMITS												
8.	BUILDING STRATA TITLE PLAN FOR NEW TOWER												
9.	MARKETING PLAN												
10.	GROUND BREAKING CEREMONY												
PHASE 2 - PROJECT EXECUTION													
1.	ASSEMBLE PROJECT CONSTRUCTION TEAM												
2.	PROJECT TENDERING STAGE												
3.	CONSTRUCTION STAGE												
3a	CONSTRUCTION OFFICE, PILING & STRUCTURAL WORKS												
3b	M&E WORKS												
3c	ARCHITECTURAL & INTERIOR WORKS												
3d	EXTERNAL WORKS, LANDSCAPE & PROJECT CLOSURE												
PHASE 3 - PROPERTY MANAGEMENT													
1-3	RECRUITMENT, BUILDING HANDOVER AND LICENSES												
4	TO SET UP PROP. MGT. & TENANT FIT OUT WORKS												
5	BUILDING SOFT OPENING												



Thank You ...