



Contents

Master Plan

Villa Design

Building Specifications

Show Villa Photos

Personalisation

Investment Potential

Price List & Availability

Rental Projections

Contact Details



The Layar

The Layar is a dream come true. An estate of 22 villas, each with its own garden, pool, and Jacuzzi, designed by renowned GM architects, and located in the heart of the most sought after area of Bali. Elements of two different worlds are combined in harmony through the design of each villa; the richness of tropical materials and colors with the essentials of contemporary design; indoor-outdoor living with the comfort of independent suites; the dream of a home in the tropics with the knowledge of a sound financial investment; the advantages of a fully managed property with the customization and the views of a unique villa, we call it THE NEW INTERNATIONAL TROPICALISM.

The Layar is located in the heart of Bali 's most important residential area, Seminyak. Maximum privacy, tranquility and security just 20 minutes from the airport and a stone's throw from the shores of the Indian Ocean . Within walking distance are exclusive boutiques and spas and renowned restaurants and bars. A short drive will take you inland, to explore rice paddies, volcanoes and traditional villages but also to enjoy world class golf courses; or to the South coast, with its white sandy beaches dominated by majestic cliffs, and some of the best surfers' waves in the world.

Master Plan

Open Views

The Layar is a five star private gated community, comprising of 23 unique villas, a large communal green area, reception, and all the facilities needed to provide five star service. The total area of the estate is 16,800 sqm (172,222 sq ft), with 27% dedicated to common facilities. The total built area comprises of just 25% of the total, probably the lowest in a residential development in Bali.

Each villa in The Layar sits on a generous plot of land, ranging from 450 sqm to 750 sqm; the average plot size is 600 sqm. The villas come in two and three bedroom configurations, each with landscaped tropical gardens, a curvaceous swimming pool, open-air Jacuzzi, and private parking.



Ensuring an open view and a sense of freedom and privacy within each plot has been a primary goal in the design of the master plan and the villas. The Layar's designers managed to accomplish this challenging task through an innovative and clever approach; the key element being a large island of lush, tropical trees and shrubs at the centre of the estate. Driving towards the private parking areas through a tunnel of tropical vegetation residents and guests feel the difference of a truly unique resort, transporting them instantly miles away from the hustle and bustle of Seminyak. Villas are spread around this central park-like environment affording natural, tropical views.

Other elements have been taken on board to enhance this concept; buildings lay in the back of each plot, leaving the garden in the front so it seamlessly melts with the central garden; plots are shaped uphill from the entry gate toward the house, enhancing the sense of openness; villa's garden levels are elevated 1.5 to 2 meters above the road level, making the boundary wall in the front of the garden disappear when looked at from inside the villa compound, yet ensuring total privacy from the outside; parking areas are covered with a suspended garden and disappear from view once in the living areas. Even the few villas that don't directly face the communal garden are oriented in such a way that neighbors' gardens and trees contribute to open the view. In every villa, the roofs of neighbors will be hardly visible.

The Layar offers a sense of openness, contact with nature, and seclusion unmatched in a residential development in Bali.



Contents

Master Plan

Master Plan

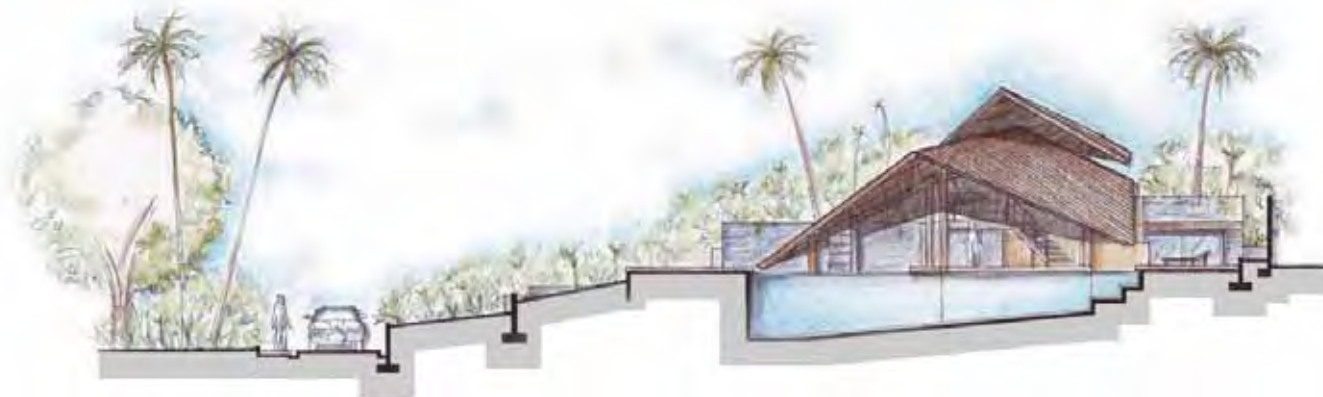
23 villas released in 3 phases

Project is 95% sold out with just 1 two-bedroom villa available
2 three-bedroom available for re-sale.



▼ Master Plan

Two-Bedroom Villas—Typical Views



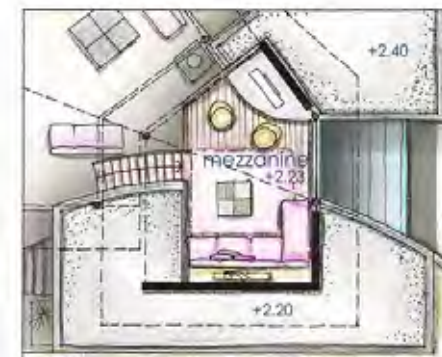
Master Plan

Two-Bedroom Villa Floor Plan Example—Villa 18

Ground Floor



Mezzanine





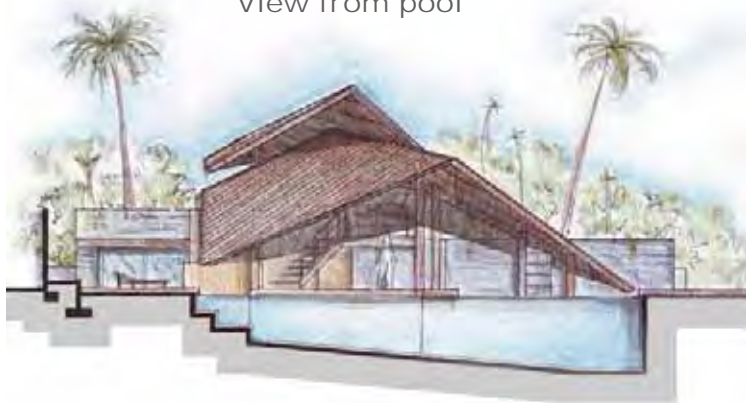
Master Plan

Three-Bedroom Villa - Villa 20

Contents

Master Plan

View from pool



View from entrance



Ground Floor Plan



Mezzanine Floor Plan



One-Bedroom Villa



Master Plan

Phase III—New Releases (Preliminary Design)

Four-Bedroom Villa

SOLD OUT



Villa Design

MODERN TROPICAL LIVING, WHERE THE PAST MEETS THE FUTURE.

The Layar is the latest creation of influential GM Architects. A signature that has created a new vision of tropical architecture, where the modern use of design and space is integrated with natural materials in complete respect of the surrounding environment. Their architecture has been defined as modern, tropical, and organic: a modern vision of space and design, combined with the use of tropical colors and materials, and organically integrated in their natural surroundings.

Each of GM's villas is a unique masterpiece, carefully studied in every detail, and often cited as examples in several books on tropical design. GM Architects have redefined in Bali and in the tropical world the Modern Tropical Living, synthesis of comfort, nature, and design.

GM's signature is their distinctive sloping roofs that extend from almost ground level and made from natural ironwood shingles, creating, within open-plan areas, some cozy corners while opening the view to natural surroundings in others. These are unique and outstandingly noticeable villas, of which The Layar represents a splendid example.

The "sails" (layar in Indonesian) are an eloquent symbol of a timeless beauty, modern yet soft. Underneath high pitched ceilings, open plan living areas are the heart of the home; the close proximity of the swimming pool enhances the indoor-outdoor living typical of Bali, creating a fluid transition between indoor ambiances and gardens. Natural stone pathways, walls covered with Indian stones, flooring in natural wood and unpolished marble finished with acid, create a contrast with the angular roof design representing the fusion of modern and tropical, which is typically GM's style.



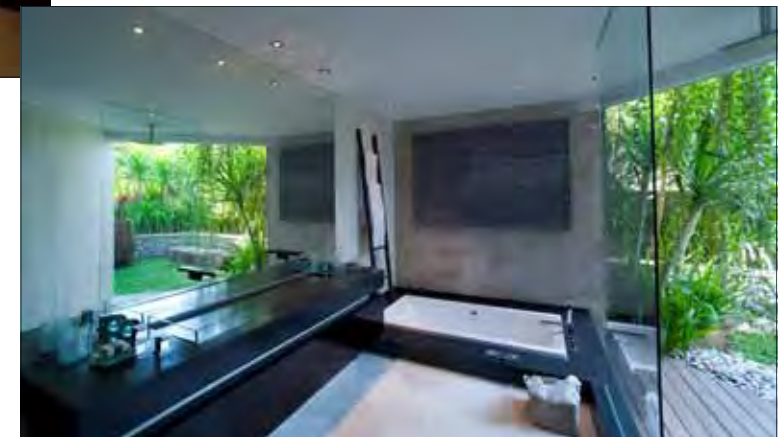
 Villa Design

LARGE LIVING AREAS AND GARDEN YET PRIVACY IN ALL BEDROOMS.



Also in the interior, GM surprises with unexpected touches and details; the curvaceous lines of the swimming pools are reflected in rounded walls that bring the outdoor in; living areas on different interconnected levels create harmony in the house and charming open spaces allow natural light to soak in and permeate living spaces.

Privacy is a priority in The Layar, also within each villa. Every room has its own private garden or access to the pool deck, ensuring tranquility is never disturbed. Bathrooms with indoor bathtubs and outdoor showers surrounded by tropical vegetation are an ideal place to relax and contemplate the colors and perfumes of a tropical paradise.



 Villa Design

TROPICAL INTERIORS WITH A MODERN TOUCH.

The interiors are created by Italian designer Matteo Polizzi which perfectly complement GM's architectural style with attentive and refined design solutions, decorative but at the same time functional. Furniture and fittings have been entirely custom designed; lines are modern, yet using natural materials and finishing, including teak wood, Indian stones, local palimanan stone and marble, terrazzo and rustic cotton.



The result is an organic ambience with a modern touch that is timeless in style, yet relaxed and informal. The attention to detail is extreme, from custom made door handles and washbasins down to the choice of cutlery.

Villa Design

QUALITY OF CONSTRUCTION AND RESPECT FOR NATURE.

Kitchens are fitted with imported Italian appliances and fittings. Each bedroom boast its own LCD flat panel TV with iPod docking station music system, while the central entertainment system in the living area boasts a further LCD flat panel TV and a Bose or JBL surround sound system with ceiling speakers.

Construction is at high international standard, with structure compliant to European regulations and designed to resist earthquakes in the Indonesian region.

Use of wood from certified sustainable plantations, proper system to treat and clean waste water, recycling of rain water for gardening, equipment with energy saving technology such as CFL and LED lighting or gas fired water heaters, solar panels: The Layar makes a priority of low impact on environment , in line with the love for nature that characterises it design.

Quality materials and fittings coupled with construction of the highest technical and ecological standards ensure discerning investors their dream home won't fade with time.



Building Specifications

Foundations and Structure

- Riverstones, prefab concrete mini-piles, reinforced concrete with deformed re-bar. Earthquake resistant design.

Roof

- Steel reinforced Bengkirai timber structure, aluminum thermal sheet insulation, ironwood shingles 5mm thick.

Flooring

- High quality Palimanan stone in bedrooms and bathrooms, acid washed marble and Merbau wood in living and TV area, mezzanine and stairs.

Walls and Ceiling

- Plaster finished concrete blocks with Dulux Wheater shield; wall inserts in Palimanan stone and natural style Indian stone Atlanta White. Ceiling gypsum cornices in bedrooms and bathrooms, exposed wood finishes in living room.

Doors and Windows

- All door and window frame use kiln-dried and polished Bengkirai wood. Windows with 6 mm thick glass. Accessories Deckson or equivalent, custom made on architect's design.

Swimming Pool and Jacuzzi

- Natural style Indian stone Atlanta White, and Bengkirai wood deck.

Perimeter Wall

- Reinforced concrete column and concrete block, stone finished capping with plaster.

Sanitary Fixture

- Custom made on architect's design, Toto, Meridien, or equivalent, for toilets, showers, basins, and bathtubs.

Kitchen

- Fitted kitchen include large fridge/ freezer, Ariston gas cooker and oven, oven hood.

Air-conditioning

- All bedrooms equipped with individual air conditioner Daikin or equivalent, ceiling fans in living area.

Water Supply and Water Heater

- Centralised water storage tanks and pressure pumps.
- Gas fired hot water system.

Swimming Pool and Jacuzzi

- Hayward or equivalent pump, sand filter, inlet.

Telephone, TV and Electric System

- Telephone line socket and TV antennae socket fitted in all bedrooms and living area.
- Sockets and switches Clipsal Neo-C or equivalent.
- Ceiling integrated lighting, pool and garden lighting, using energy efficient bulbs (CFL, LED).
- Centralised Genset for emergency back-up.



THE LAYAR
DESIGNER VILLAS AND SPA

Contents

Master Plan

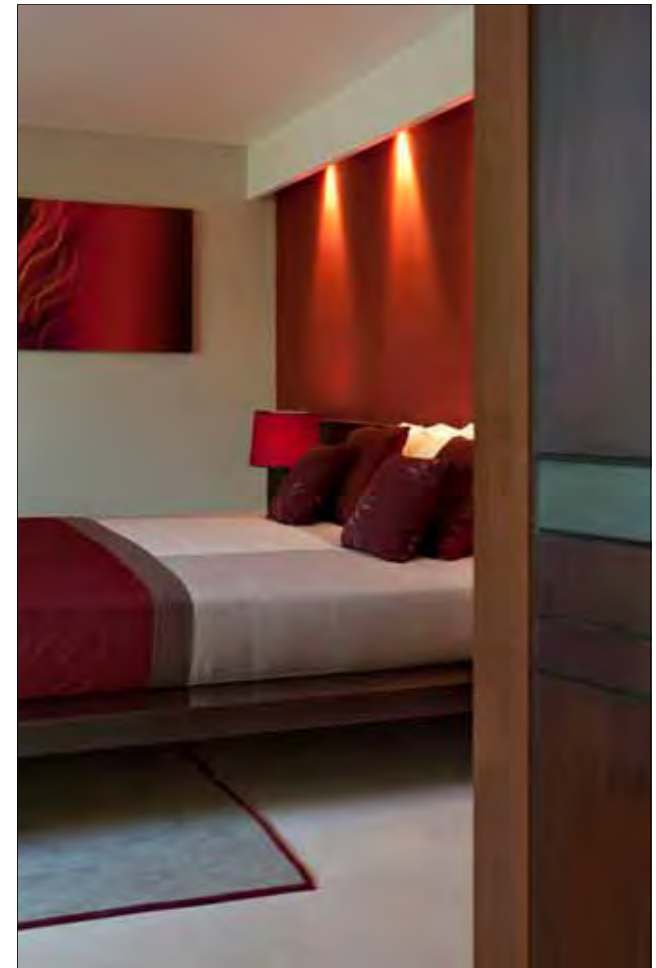
Villa Design

Building Specifications

Show Villa Photos



Luxury, Simplicity, Elegance





▼ Luxury, Simplicity, Elegance

Contents

Master Plan

Villa Design

Building Specifications

Show Villa Photos



Contents

Master Plan

Villa Design

Building Specifications

Show Villa Photos

Personalisation

Personalisation

A REALITY THAT FOLLOWS YOUR DREAMS.

The homogeneity of style among The Layar's villas is not compromised with the customisation of your own home. Initial prototype designs have been developed by GM Architects into unique villas, often following requirements by buyers. At this stage the villas that offer a higher possibility of personalization are the new releases in phase III (one- and four-bedroom), but a degree of flexibility exists in all villas not yet built.

Personalisation options include:

- Shape of the swimming pool
- Shape and position of the garden Jacuzzi
- Layout of bathrooms, including possibility of air-conditioning
- Change/upgrade of flooring materials
- Upgrade of internal bathtub to Jacuzzi bathtub
- Addition of guest toilette
- Air-conditioning of living areas

Our team of experienced architects and interior designers will propose solutions to satisfy your specific needs, so that each villa in The Layar will be

tailored to its owner's taste and necessities. This will make each villa a unique realisation, with its peculiarities and spirit, communicating a true sense of distinction with unique personal touches. The result will increase the overall value of the estate compared with those assembled as a collection of standardised units. This, of course, will be reflected in higher re-sale prices and rental rates.



Contents

Master Plan

Villa Design

Building Specifications

Show Villa Photos

Personalisation

Investment Potential

Investment Potential

THE VALUE OF SEMINYAK

Discerning investors in vacation properties know the key rule in real estate: location, location, location! Seminyak is considered to be the most sought after area of Bali, its value originating from a mix of elements unparalleled by other locations on the island. Over the past five years Seminyak, and the Oberoi area in particular, have seen a dramatic growth unmatched by any other location in Bali. The Layar lies right in the heart of Oberoi, and within a few minutes walk are the undisputed best beach bars, refined restaurants and boutiques of the island. The offer is complemented by a countless number of popular restaurants, spas, art galleries, home décor galleries, bars and clubs. Even the best gourmet shops are here. And then there's the ocean, with the famous Legian beach, which is ideally suited for entertaining small children as well as surfers and hosting the most frequented sunset gatherings of the island on a daily basis.



The value of Seminyak lies in what it has to offer as much as in its privileged position on the island. Bali is famous for countless activities and attractions on offer to its visitors, and Seminyak is the ideal location to easily access and enjoy all facets of Bali. Almost any attraction in Bali can be easily reached within 30 to 45 minutes drive thanks to the proximity of the newly completed Sunset road: the white beaches of the Bukit, whether you long for a quiet day in the calm waters of Nusa Dua, or the spectacular waves of Dreamland or Uluwatu; golf courses, with the Nirwana Bali Golf Club in Tanah Lot, the Bali Golf & Country Club in Nusa Dua, or the Handara Kosaido Country Club in Bedugul; Jimbaran for a sunset fish barbeque; Ubud with its art and craft market, art galleries, river rafting, and relaxed atmosphere; rice field vistas, volcanoes, lakes, temples, thematic parks, water park, bungee jumping, mountain biking ... it is all within easy reach, even Bali's premier sport's club, The Canggu Club is only 10 minutes away.

Contents

Master Plan

Villa Design

Building Specifications

Show Villa Photos

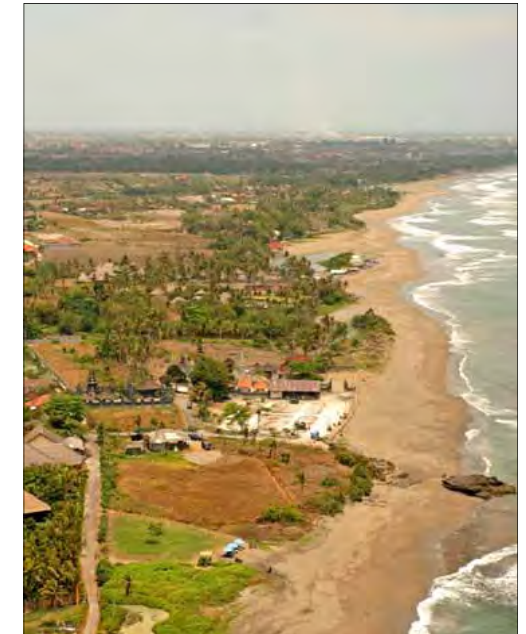
Personalisation

Investment Potential

Investment Potential

THE VALUE OF SEMINYAK

The combination of attractions and a superb location have been the engine for recent dramatic growth and will be the key factor for Seminyak to retain its role as THE number one holiday destination in Bali. Limited land left for development in Oberoi means capital growth is more than an opportunity; and 90 years of lease secured in your personal name means not only you but also your children will enjoy its returns. The land acquired by The Layar has doubled in value over the past four years and is predicted to keep rising over the next years.



Neighboring land is already fully developed with one storey residential developments (Hotel Villa Lumbung, Sentosa, The Kunja); which means no construction will disturb your peace in the future, no surprises will appear next door, and the whole area will assume the status of an up market residential enclave that will contribute to its capital increase.

Contents

Master Plan

Villa Design

Building Specifications

Show Villa Photos

Personalisation

Investment Potential

Investment Potential

THE VALUE OF THE LAYAR

Seminyak has attracted several players in the higher segment of the hospitality industry; early comers have established first class ocean front hotels that have become landmarks for Seminyak itself, like The Legian and The Oberoi. Most recent years have witnessed a trend towards "villa hotels", compounds of independent villas, one, two or three bedrooms, fully serviced like hotels, that have filled a hole in the market, providing a private environment similar to the private villas Bali has become famous for, yet with the services of a hotel and of a size that makes them comfortable for couples and families as well as small groups of friends. The Seminyak/Oberoi area is now dotted with these kinds of resort, like The Villas, Alu Bali, The Ahimsa, The Dusun and Villa Air Bali, which have proved that villa hotels are definitely a winning concept. They have the size to enjoy economies of scale in the management and gain access to the wholesale distribution market, unlike isolated private villas which are distributed through a plethora of rental agencies, but cannot access wider distribution channels.



The latest of these resorts have been developed as managed properties: the developer rather than keep ownership of the whole compound, sells each villa to an individual owner/investor, keeping the right to manage the villas while not occupied by the owners. This has proved to be a win-win concept: for investors willing to own their dream house in Bali, while at the same time making a sound investment with rapid pay-back thanks to rental revenues, and enjoying a hassle free property in the Island of the Gods; for developers willing to leverage financially the capital buyers invest in their home. Most well known examples of this concept are developments like The Kunja, Sentosa and C151.

Contents

Master Plan

Villa Design

Building Specifications

Show Villa Photos

Personalisation

Investment Potential

Investment Potential

THE VALUE OF THE LAYAR

The Layar represents the latest addition to this segment. Like in any industry, first comers have the advantage of building a position in the market with relatively limited competition, while the followers can build on other's experiences, avoiding pitfalls, and positioning themselves ahead of existing competition. The developers of The Layar have carefully studied the existing offer, client needs as well as ongoing projects, and have developed a five star estate that clearly stands out among the competition. Several of The Layar's features constitute real competitive advantages that will ensure a premier position in the rental market:



- Generous spaces: The Layar's villas have plot sizes among the largest in Seminyak.
- Open views: the large park-like environment at the heart of the estate together with GM's careful design provides a sense of space and openness unrivalled in Seminyak
- Sophisticated design: the unique rooflines combined with the custom made interiors make The Layar, without any doubt, the most sophisticated development design-wise in Seminyak.
- Uniqueness: The Layar is the only development where no villa looks like another. This will make rental clients feel they are in a unique villa with its own spirit rather than in an industrialised concept, adding a personal touch to the whole holiday experience.

Contents

Master Plan

Villa Design

Building Specifications

Show Villa Photos

Personalisation

Investment Potential

Investment Potential

OWNERSHIP

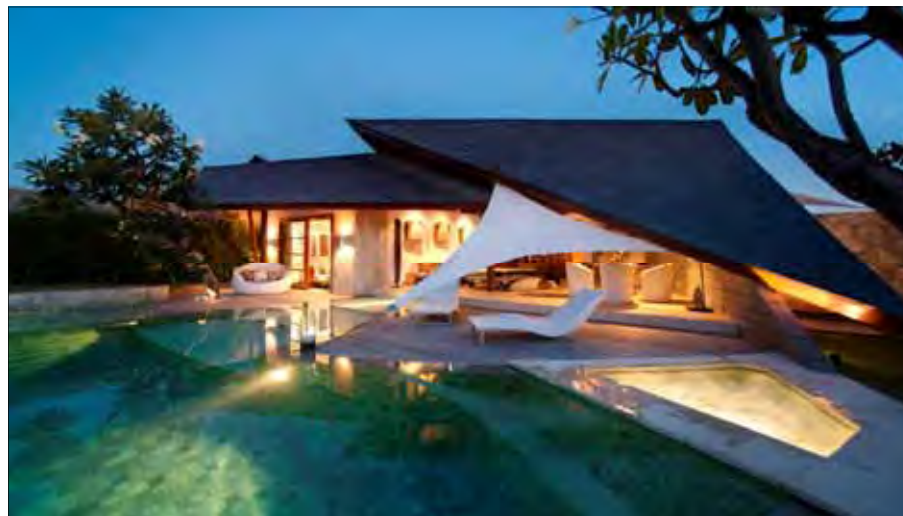
The Layar will be delivered with a 90 years lease, offered in two packages:

- 11 villas have 50 years of lease paid upfront with a secured option of 40 years
- 12 villas have 50 years of lease paid upfront plus two secured consecutive options of 20 years.

The options have been secured in all details, and will be exercisable during the last year of paid lease, at the market price of the land un-built.

Leasehold is the only legal way for a foreigner to own a land in Indonesia, and lease agreements will be registered directly in buyers name without the need of an Indonesian nominee.

All lease agreements and legal documentation have been prepared, and due diligence carried out, by Austrindo Law Office, an Australian owned and managed law firm with several years of experience in Bali and Indonesia.





Contents

Master Plan

Villa Design

Building Specifications

Show Villa Photos

Personalisation

Investment Potential

Investment Potential

MANAGEMENT PROGRAM

For those who decide not to reside in their villa, The Layar offers a comprehensive and flexible management and rental program. Management services include all those that can be expected in a world class five star resort, from twice a day cleaning of the villa, garden and pool, to reception, butler and concierge service, shuttle limousine within the Seminyak area, golf buggy service within the estate, around the clock room service, private chef upon request, and 24hr security service. A total staff of 84 people is planned to provide attentive service under the supervision of an experienced General Manager.



The rental program has been carefully studied in order to maximise and balance returns among the owners and the developer. The Villas Rental Revenues are pooled together, and distributed among owners through a simple formula that takes into account the nights in which the villa is available for rent, the number of bedrooms in the villa, and the published rental rate of the villa. In this way, the intrinsic differences among each villa are taken into consideration when distributing the revenues, ensuring no owner is either penalised or advantaged. The Villas Rental Revenues are calculated and accounted every day, and distributed to owners on a monthly basis.

Contents

Master Plan

Villa Design

Building Specifications

Show Villa Photos

Personalisation

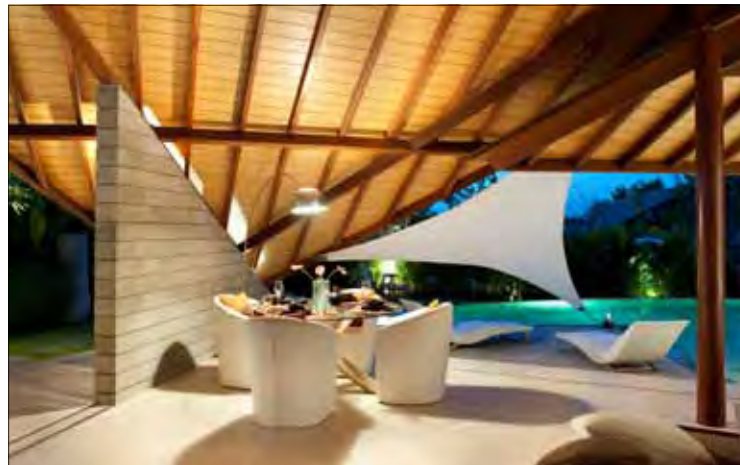
Investment Potential

Investment Potential

MANAGEMENT PROGRAM

The costs that an owner must sustain when participating to the rental pool are grouped in two families:

- A fixed Estate Fee . This is an annual fee that covers the costs incurred by the Estate Manager in providing all the common services, and a management charge for the provision of the services and the use of the facilities owned by the Estate Manager. Services include the cleaning and maintenance of all common areas like garden, pathways, water features; 24 hr reception, security and shuttle service; the distribution of water, electricity (including back-up generator), internet and satellite TV, and sewage systems; all administrative and legal expenses to run the estate including insurance, relationships with the local community and daily offerings. All these cost are budgeted annually and paid for in advance. For the first year they have been calculated as 4,000 USD for a one/ two bedroom villa, and 6,000 USD for a three bedroom villa. In case of surpluses at year end, these are carried over to diminish the cost of the following year. This is the only fixed cost an owner must pay.
- A variable Marketing Fee . This is a monthly fee equal to 45 % of the Villas Rental Revenues. This fee covers all the operational costs to run the villa and rewards the management company for its expenses and success in marketing the villa. No other hidden costs are present.



Contents

Master Plan

Villa Design

Building Specifications

Show Villa Photos

Personalisation

Investment Potential

Investment Potential

MANAGEMENT PROGRAM

This system of distributing revenues and charging costs have been studied by The Layar's developer and marketing team using the experience honed in years of work in business developments across a variety of industries around the world as well as in the hospitality business in Bali, and after having studied the real economics laying behind the management of a villa complex. There are several advantages of such a system including:



- Estate Manager's and owners' profits are linked together. This ensures that owners' interests and developer's interests are aligned towards a common objective: the increase of rental revenues.
- Operational costs to run the villas are the sole responsibility of the Estate Manager. Several systems adopted in Bali by other developments charge the operational costs to owners while the Estate Manager is the one who is actually in control of these costs. These systems might lead to situations in which the Estate Manager is motivated to increase rental revenues but not to control operational costs, whose burden is borne solely by the owners.
- Transparency in accounting: rental revenues are electronically registered daily and once these are determined owners know what their income is.

The villas will be distributed through a multitude of channels and markets, and marketed using the most advanced techniques. The developers and marketing team, thanks to their experience in Bali, already have access to a network of over 100 booking agents specialising in private villas in Bali. This will constitute just a small piece of a larger mosaic. Most important for a large development like The Layar has access to the wholesale market, made of tour operators, travel agencies, airlines, and Internet booking/holiday portals. Main players in the most important markets have already been identified and distribution agreements will be finalised in advance before the official soft opening, planned in December 2010. Finally direct marketing will be heavily pursued, through local advertisements, specialised press overseas in the most relevant markets and internet campaigns.

Contents
Master Plan
Villa Design
Building Specifications
Show Villa Photos
Personalisation
Investment Potential
Price List & Availability

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Lot n.	Size (sqm)	Built area (sqm)	Pool (sqm)	Price ('000 USD)
1 bedroom villas *				
Sold out				
2 bedroom villas				
18	450	204	47	620
3 bedroom villas - re-sale				
7	640	250	56	820
13	673	254	75	820
4 bedroom villa *				
Sold out				

- Prices include villa furnishing package and VAT.
- Prices exclude government transfer tax.

Terms of Payment:

Deposit	: 10,000 USD	upon signing of S&P agreement to purchase.
Payment 1	: 40% - 10,000 USD	within 30 days after signing S&P agreement.
Payment 2	: 25%	when construction certified 30% completed.
Payment 3	: 25%	when construction certified 60% completed.
Turnkey	: 10%	on completion.



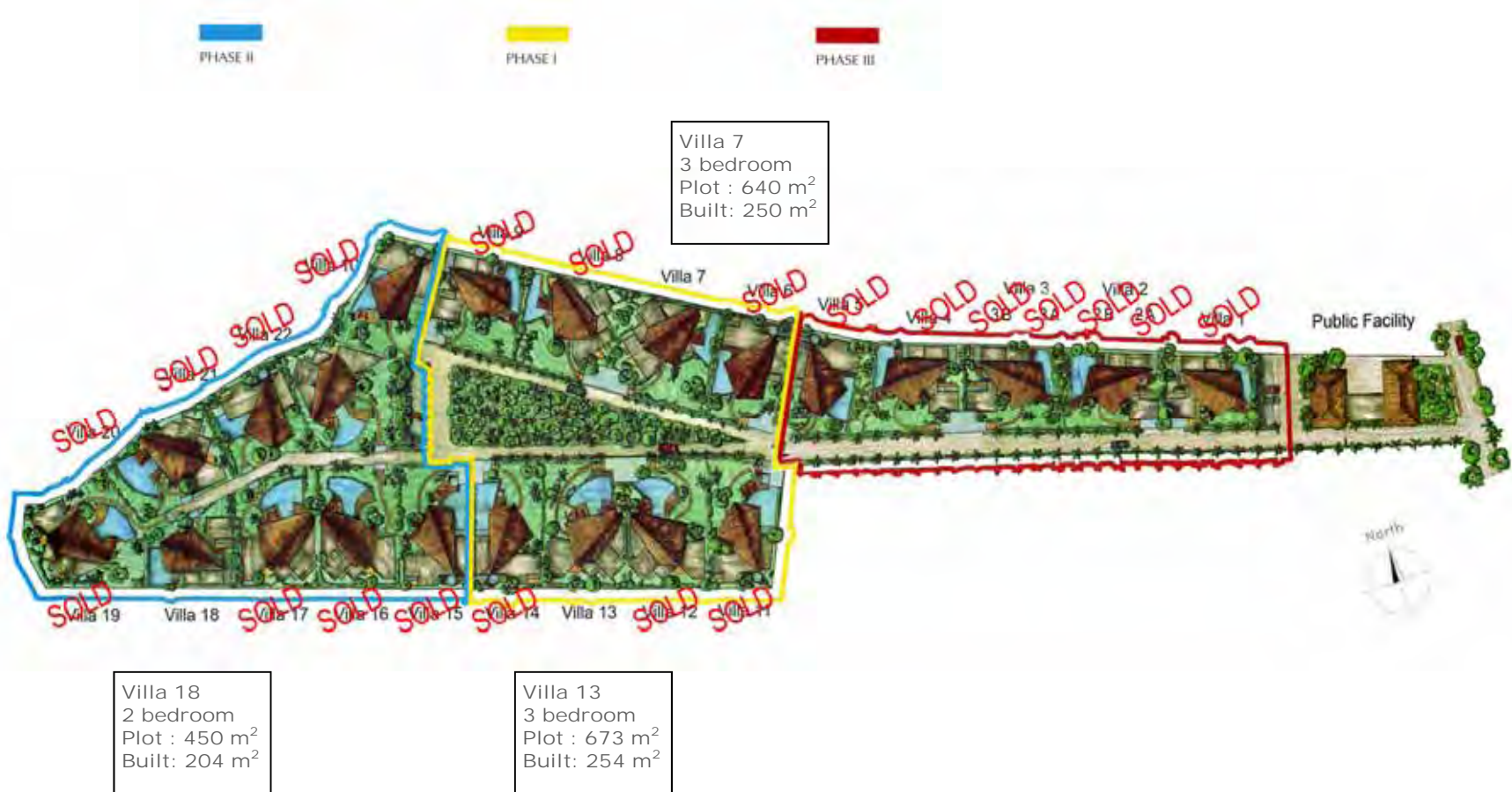
Contents

Price List & Availability

Location of Available Villas

22 villas released in 3 phases

Project is 95% sold out—Just 1 two-bedroom villas left
2 three-bedroom villas available for re-sale



Contents
Master Plan
Villa Design
Building Specifications
Show Villa Photos
Personalisation
Investment Potential
Price List & Availability
Rental Projections

Rental Projections - Two and Three bedroom

2 bedroom villa	Year 1	Year 2	Year 3	Year 4	Year 5
Average net villa rate	\$ 270	\$ 391	\$ 430	\$ 462	\$ 485
Average occupancy	42%	53%	59%	65%	67%
Net Income	\$ 19,000	\$ 37,433	\$ 46,378	\$ 55,407	\$ 60,090
ROI	3.0%	6.0%	7.5%	8.9%	9.7%
Purchase price	625,000				

3 bedroom villa	Year 1	Year 2	Year 3	Year 4	Year 5
Average net villa rate	\$ 334	\$ 484	\$ 532	\$ 573	\$ 601
Average occupancy	42%	53%	59%	65%	67%
Net Income	\$ 22,477	\$ 45,246	\$ 56,265	\$ 67,386	\$ 73,124
ROI	2.6%	5.3%	6.6%	7.9%	8.6%
Purchase price	850,000				

- Rental system: pooled rental system for 2 and 3 bedroom villas, adjusted according to villa size and characteristics.
- Estate fee: 4,000/ 6,000 USD for 2/ 3 bedroom villas in year 1, paid annually, calculated at cost for following years.
- Management fee: 45% of net rental revenues.
- Operating expenses: paid for by the management company (through management fee).
- Owner's right of stay: owner may use villa free of charge for 30 days per year (15 high season, 15 in low) and may stay up to the full 12 months subject to agreement.



- Contents
- Master Plan
- Villa Design
- Building Specifications
- Show Villa Photos
- Personalisation
- Investment Potential
- Price List & Availability
- Rental Projections
- Contact Details**

Contact Details



Xclusive Property

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