

THE OBSERVATORY

SORA TOWER

TLTS NO. NCR-020









1950

In 1957. Nomura Real Estate Development (NRE) was established as a spin-off from Nomura Securities Co., Ltd. Since then, it has been running as one of the largest property developers in Japan.

1960

NRE develops its first residential project in Kamakura, Kanagawa and introduces the first condominium development in Yokohama, Japan, the CO-OP TAKE-NO-MARU.



NRE establishes its Head Office in Shinjuku, Tokyo.

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SOLER TOWER RESIDENTIAL, MANILA

In 1976. Federal Land (then known as Federal Homes) launched its first projects. the Tytana Plaza and Mandarin Mansion in Binondo. Manila.. Federal Land continued to develop high-rise residential and office projects around Metro Manila.





2000's

In 2002. Federal Homes changed its name to Federal Land. Inc and in 2009. the Company opened its flagship office building. the 47-story GT Tower International in Makati City and the Marco Polo Plaza Cebu in Cebu City.



Federal Land continued to develop residential high-rise buildings with The Grand Midori Makati in 2008 and the first tower of the Marco Polo Residences (Cebu) in 2010.

2000's

In **2002**. NRE launches their residential brand "**PROUD**". a testament to NRE providing high-quality living environments with a continuous focus on quality homes.



2006 marks an incredible milestone for NRE as it is listed on the First Section of the Tokyo Stock Exchange.



2008 NRE introduces PMO - medium-sized office buildings with high-quality function equivalent to a smart building: and LANDPORT, its Logistics Facilities Department.





2010's

2011 Federal Land introduces its first house & lot development in General Trias. Cavite - Florida Sun Estate.

2017 the first Grand Hyatt Residences brand in Southeast Asia launches with the Grand Hyatt Manila



XOHANA

2010's 2011 NRE launches its suburban residential brand OHANA.



5



2012 GEMS. urban commercial facilities specialized for train stations

OUKAS

2017 NRE starts a housing brand for senior citizens. OUKAS.



2018



The first joint venture between Federal Land and Nomura Real Estate together with Isetan Mitsukoshi Holdings Co. introduced the first Japanese-inspired residential development and MITSUKOSHI in the country.



THE OBSERVATORY

A refreshing modern retreat in A promising location that is complete, convenient, and comfortable





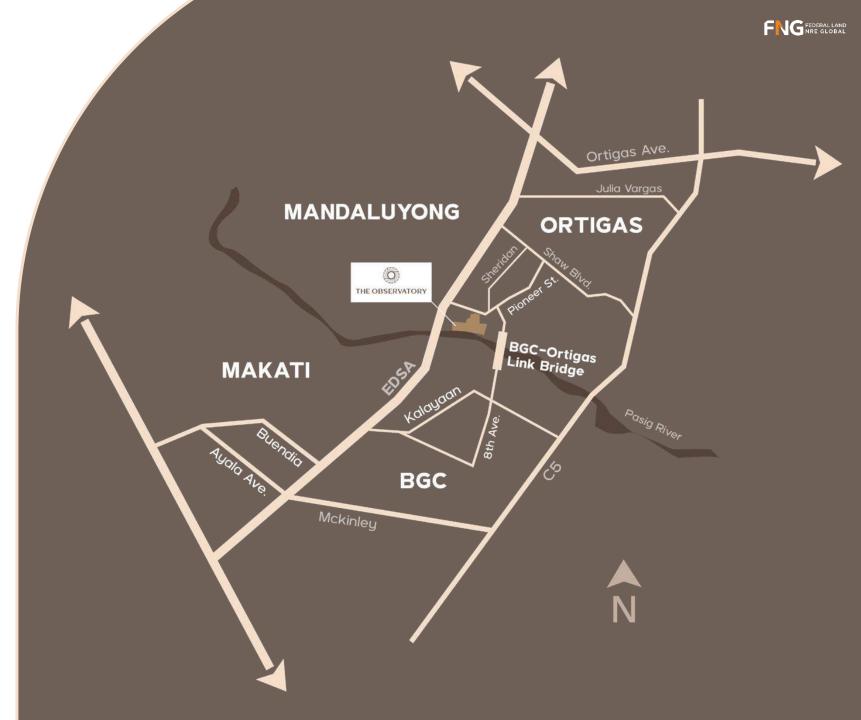
11



BGC-ORTIGAS LINK BRIDGE

Strategically located at the true center of Metro Manila. THE OBSERVATORY project will rise within the Mandaluyong-Pioneer Central Business District Zone and at the middle of three major Central Business Districts.

MAKATI	4.3km
BGC	3.4km
ORTIGAS	2.5km



MAKATI

A premier financial hub with iconic landmarks and modern office skyscrapers. Makati Central Business District has long been home to renowned multinational companies and the country's biggest businesses. world-class shopping malls. refreshing green spaces. and a variety of upscale and affordable residential developments.



LOCATION NEARBY ESTABLISHMENTS

OFFICES / HEADQUARTERS





INTERNATIONAL

5.1 KM

METROBANK

5.4 KM



5.1 KM





5.0 KM





ASSUMPTION SAN LORENZO 4.7 KM



ATENEO PROFESSIONAL 5.0 KM



COLEGIO DE SAN AGUSTIN 4.6 KM





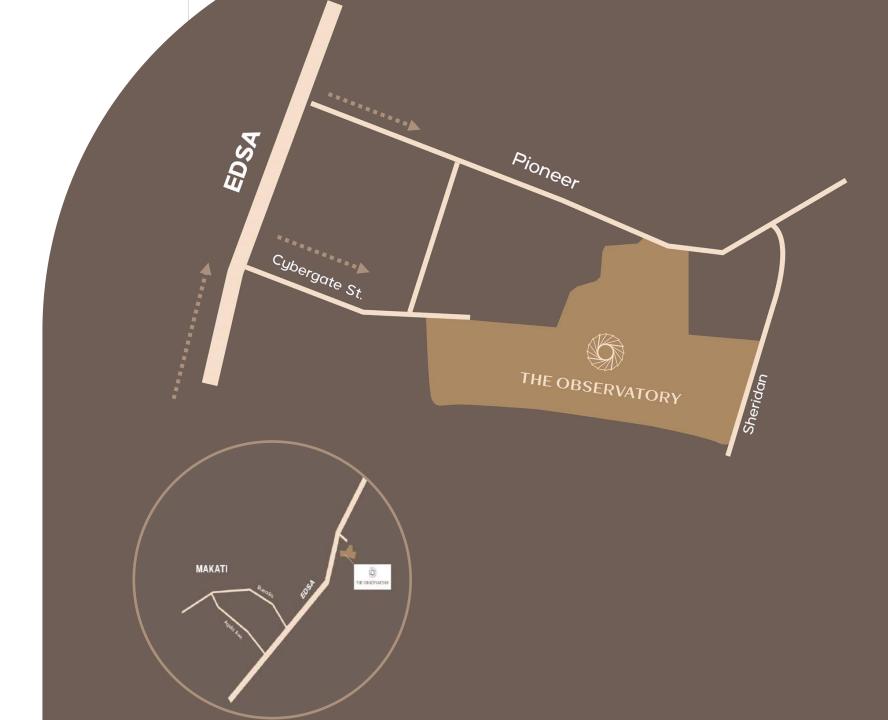
5.2 KM

LEISURE



FROM MAKATI TO THE OBSERVATORY





FROM THE OBSERVATORY TO MAKATI

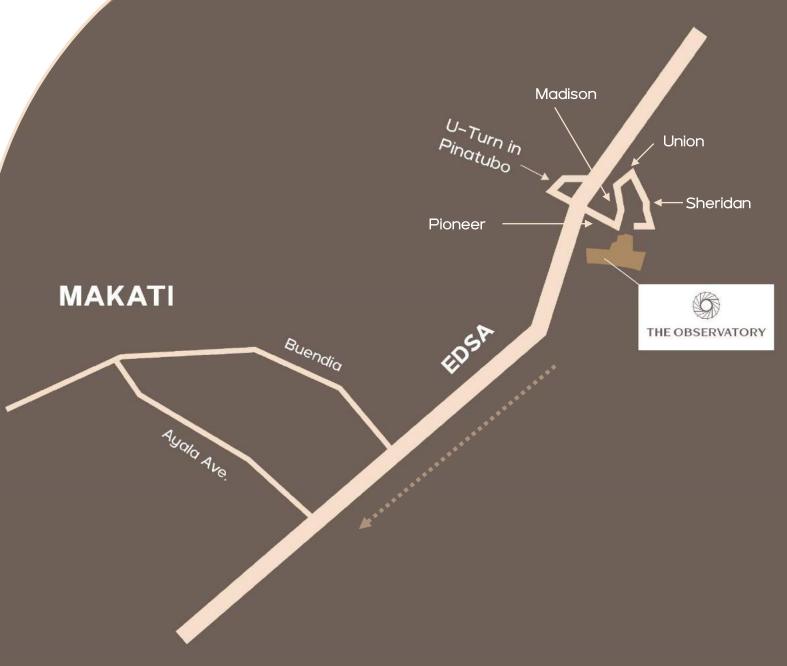
1 SHERIDAN

MADISON

PIONEER

BONI-PIONEER

1 EDSA



BGC BONIFACIO GLOBAL CITY

The second largest financial district in Metro Manila. Bonifacio Global City (BGC) has become the address of choice for the most recognizable companies. luxury hotels. premier residences. global retail brands. prestigious international schools. and world-class health institutions.



LOCATION NEARBY ESTABLISHMENTS



For Information Dissemination and Awareness Purposes Only -- Not For External Distribution



ESTABLISHED 1976

3.2 KM





ST. LUKE'S MEDICAL CENTER 1.7 KM







INTERNATIONAL

3.2 KM

SCHOOL MANILA



39 KM

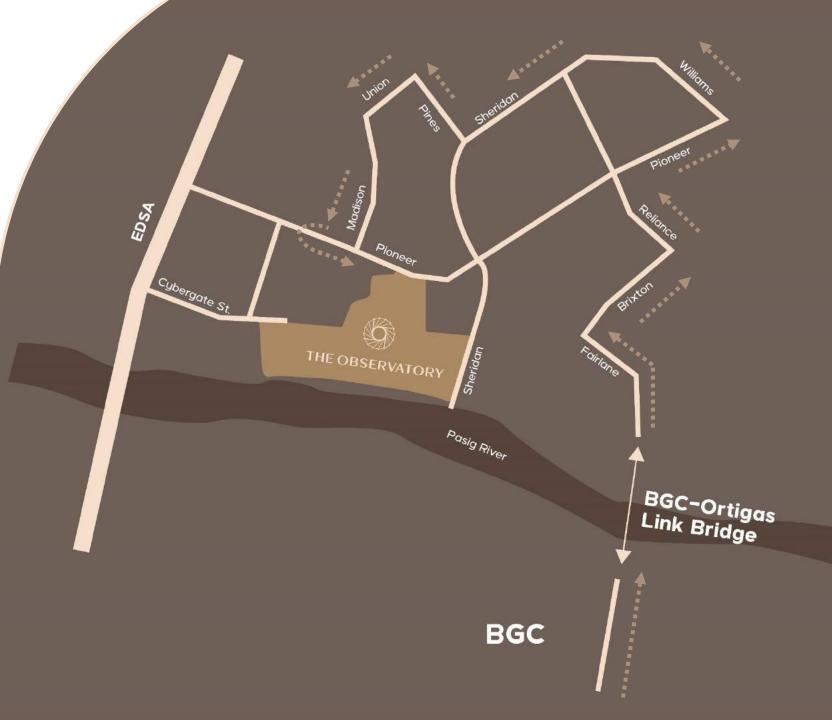
EDUCATIONAL INSTITUTIONS



UP BGC CAMPUS 2.5 KM

FROM BGC TO THE OBSERVATORY





FROM BGC TO THE OBSERVATORY

MCKINLEY
EDSA
CYBERGATE ST.

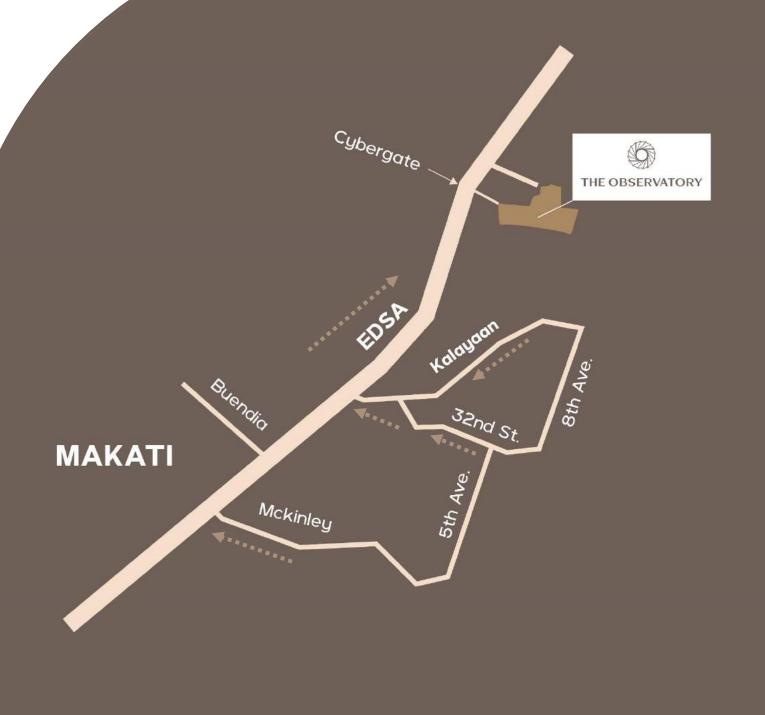
PIONEER ST.



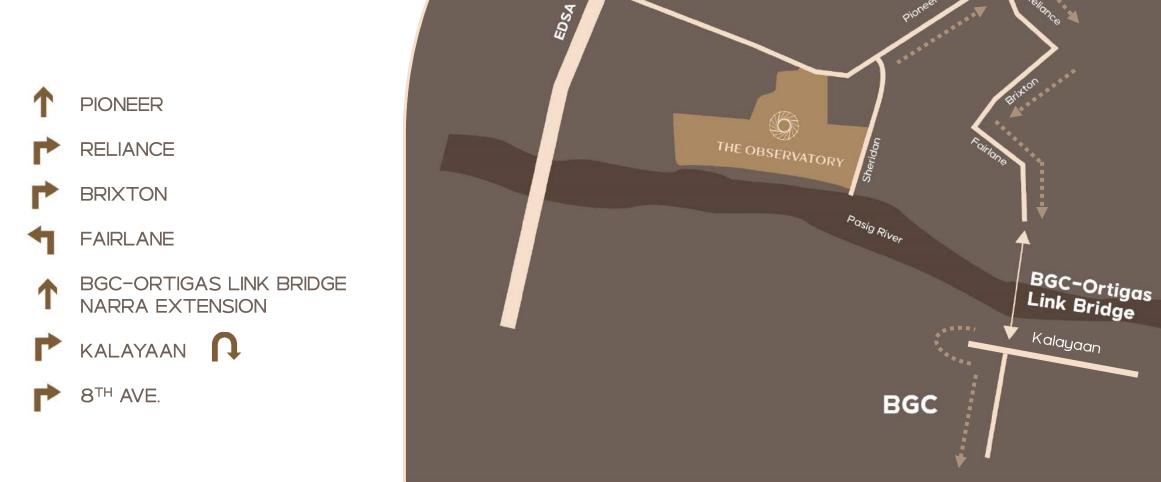
F EDSA



PIONEER ST.



THE OBSERVATORY TO BGC



ORTIGAS CENTER

One of Metro Manila's two original central business districts. Ortigas Center mirrors the development history of the Makati CBD: from a virtual wasteland to one of Metro Manila's most important real estate markets. Ortigas Center is a thriving community where its residents fully enjoy a livework-play-learn lifestyle.



NEARBY ESTABLISHMENTS



MEDICAL FACILITIES



LEISURE FODIUM 2.3 KM



1.6 KM





3.2 KM

EDUCATIONAL INSTITUTIONS



UNIVERSITY OF ASIA & THE PACIFIC 1.7 KM





ATENEO SCHOOL OF MEDICINE & PUBLIC HEALTH 3.9 KM

FROM ORTIGAS TO THE OBSERVATORY

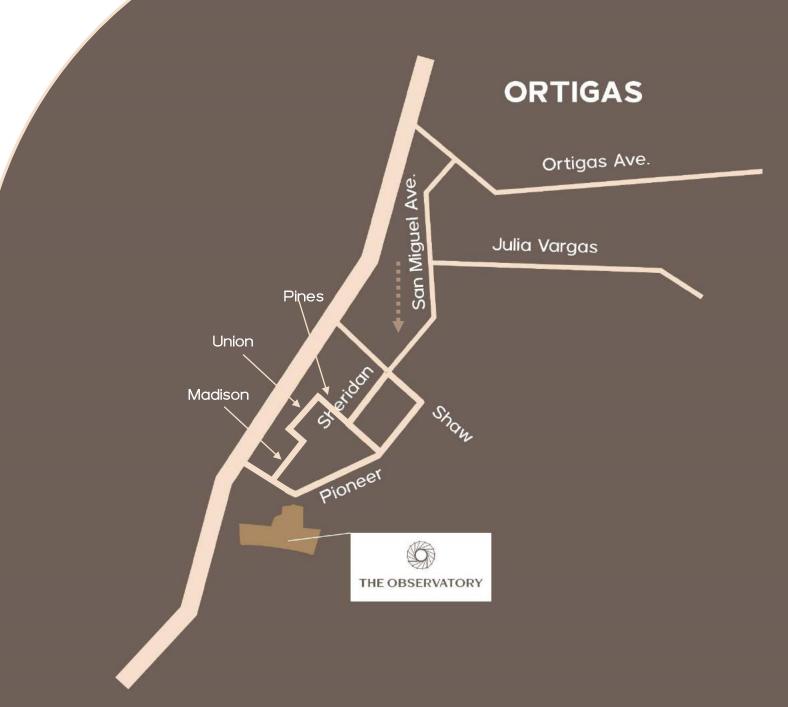
SAN MIGUEL AVE.

UNION & MADISON

SHERIDAN

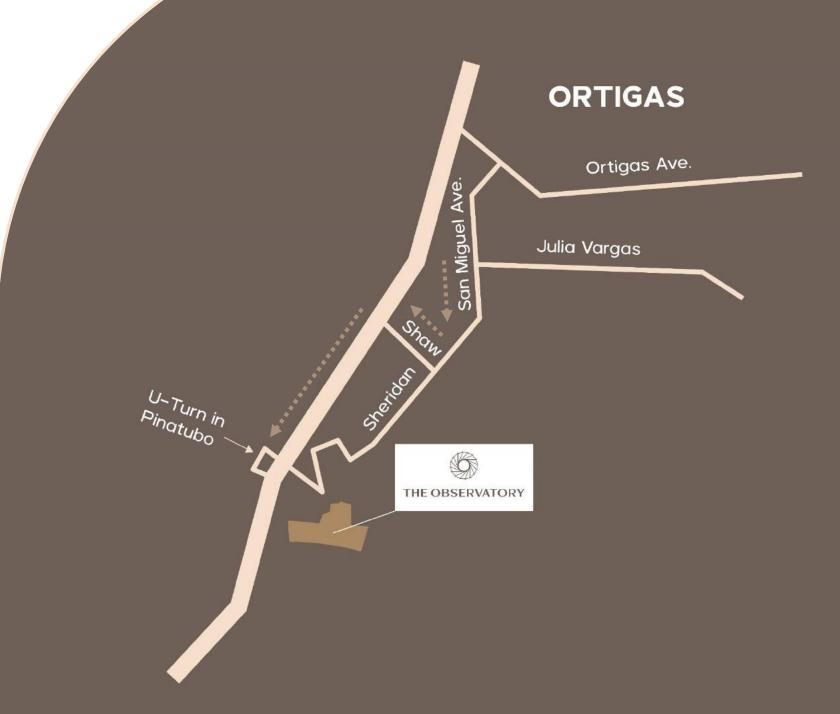
PIONEER

PINES



FROM ORTIGAS TO THE OBSERVATORY





THE OBSERVATORY TO ORTIGAS



WILLIAMS



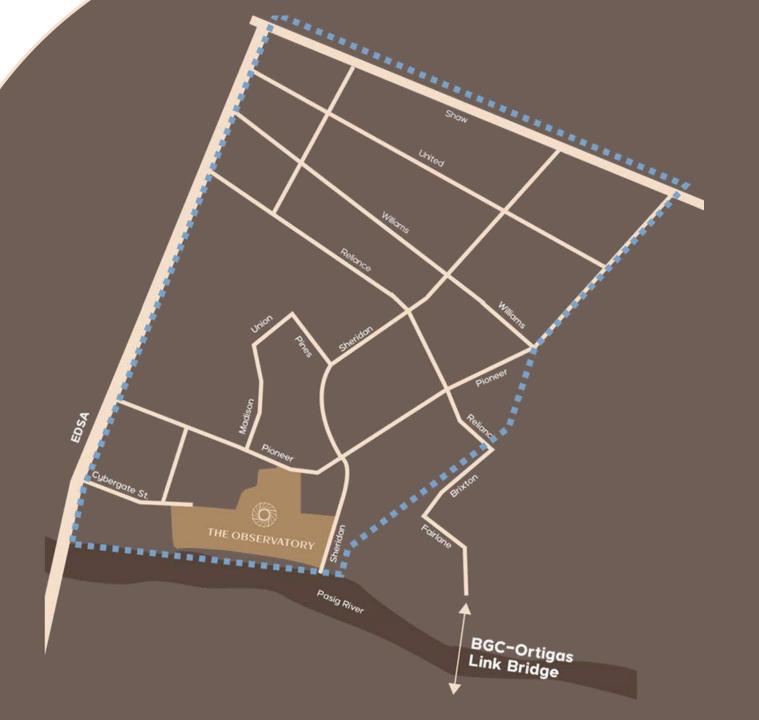




MANDALUYONG -PIONEER CENTRAL BUSINESS DISTRICT

Mandaluyong's central business district is concentrated on the EDSA-Shaw-Pioneer area which includes:

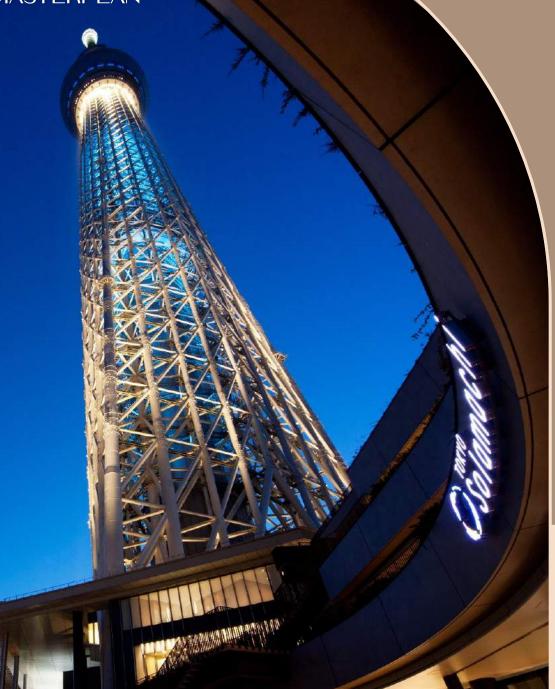
ROBINSONS CYBERGATE (ACCENTURE HQ)	PLAZA 0.5 KM
GREENFIELD DISTRICT	1.3 KM
UNILAB HQ	1.1 KM
ROCKWELL BUSINESS CENTER (SHERIDAN) 1.1 KM	



MASTERPLAN

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NIKKEN Experience, integrated

An architectural, planning and engineering firm from Japan established in 1900. It has completed more than 25,000 projects, in over 250 cities, across 50 countries, making it one of the largest architectural practices in the world.

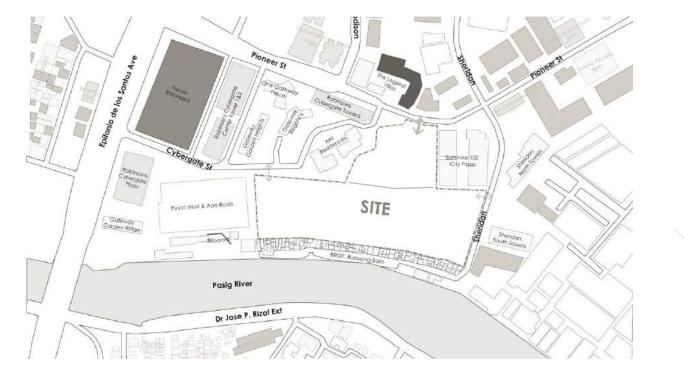
FNGFEDERAL LAND

TOKYO SKYTREE

At 634 meters. TOKYO SKYTREESM is the world's tallest free-standing broadcasting tower. With Japan's traditional formative arts. cuttingedge materials and technology. it has become a new landmark for Tokyo. In addition to observation facilities at 450 and 350 meters high. commercial facilities run for up to 400 meters. all of which comprise TOKYO SKYTREE TOWNSM, a mixed-use complex.

SOURCE: https://www.nikken.co.jp/en/projects/highrise/tokyo_sky_tree.html





PROJECT SITE

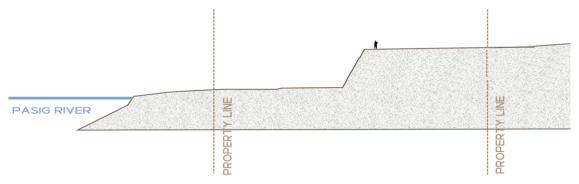
The **4.5has** site is located in the city of Mandaluyong along the Pasig river. The topography of the site has a large level difference. Bringing a portion of the site above the neighboring houses.

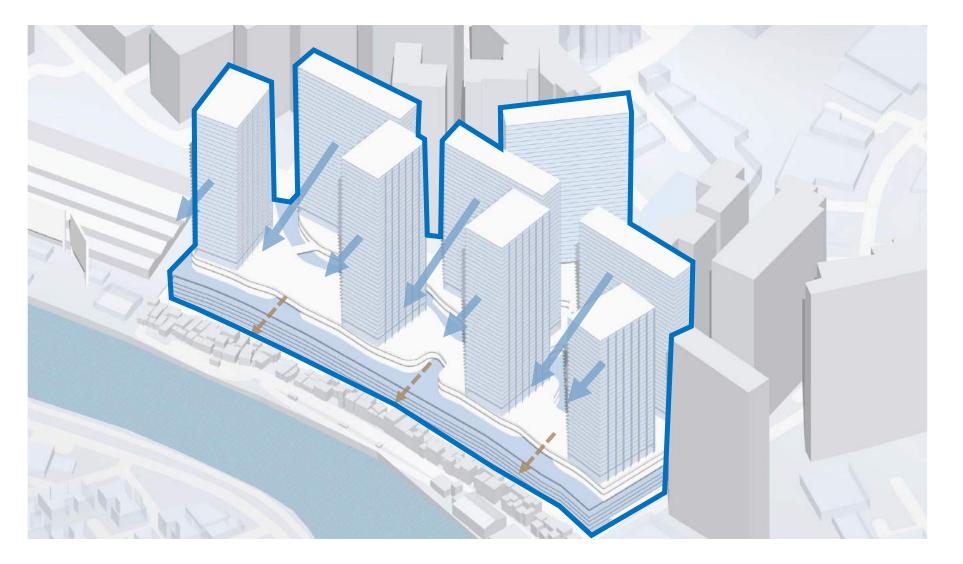
This in addition to the river to the south ensures that any project built here will have amazing views in perpetuity.



ACTUAL NIGHT VIEW

Unobstructed views of BGC from the south. across the Pasig river.





Tower allocation. massing and façade design with tilted façade gives extensive views while protecting privacy.

28)

Podium raised above neighboring houses allows unobstructed views of the river and city

MASTERPLAN

DESIGN CONCEPT

The Philippine eagle is the national bird of the Philippines. It is a symbol of **elegance**. **a healthy environment** and **strong social** and **family engagement**. It symbolizes values that are dear to the Philippine people.

Like the eagle. the building is engineered to capture breezes and provide residents with a superb vantage point from which they can enjoy the vibrancy of the city.

DESIGN PROPOSITION Family Health Raise their young

Community Health Hunts in groups

Environmental Health

The presence of the Philippine eagle means a healthy ecosystem





45

Promote a healthy and safe living



Promote interaction and establish strong community



From industrial to a cleaner environment thru Greens and open spaces



MASTERPLAN

V

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Traffic bottleneck is common in this area

PIONEEF

THE WE A RE PRESS

C

FUTURE

EUTURE DEVELOPMENT

DEVELOPMENT

DEVELOPMENT

The future spine road of The Observatory will provide an alternative access to Pioneer and ease the congestion 47

MASTERPLAN

Retail & Residential Footprint

D GUARD (

40% of OPEN SPACE PEDESTRIAN ORIENTED SAFE ZONE

4.5 HECTARES MIXED-USE DEVELOPMENT

49

ARTIST'S PERSPECTIVE



GARDE

A leading Japanese design company founded in 1985. Garde has been providing retail design branding and consulting services throughout the globe. Their clients include luxury fashion stores, hotels, department stores, shopping centers, corporate offices and high-end residences.

MITSUKOSHI GINZA

The interiors of MITSUKOSHI GINZA by GARDE won the "Best Retail Interior Japan" Award in the Asia Pacific Property Awards 2011.





3 MAJOR SHOPPING ZONES





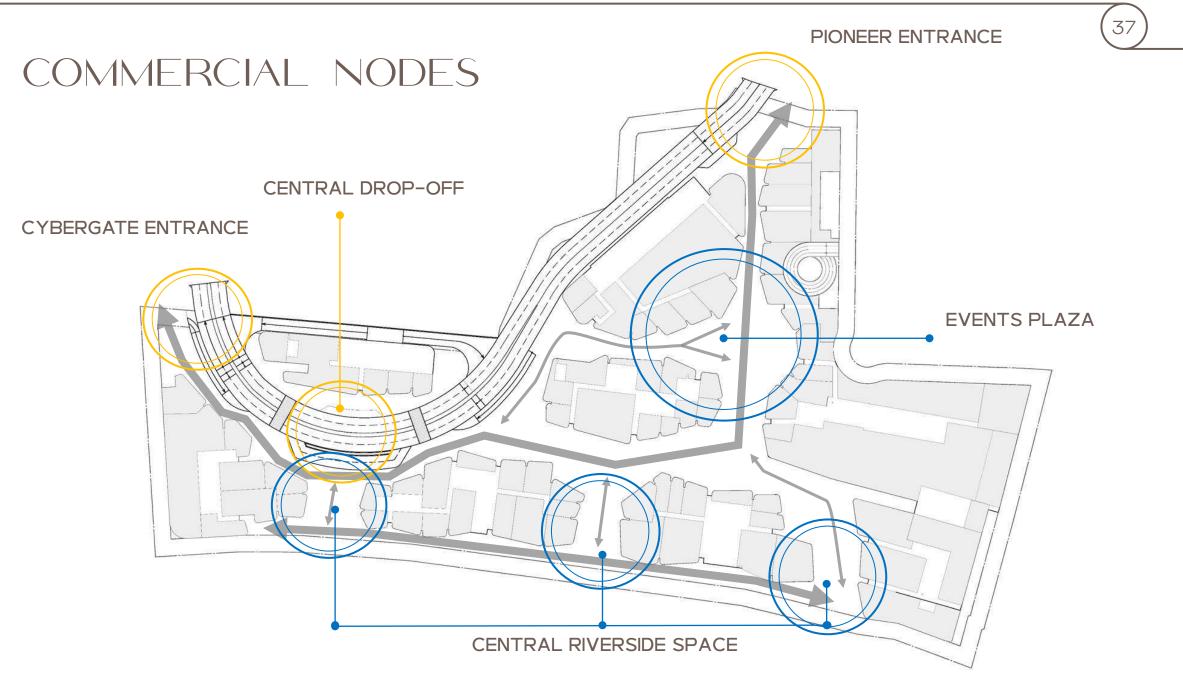
STREETSIDE

A full open street mall to create an open and seamless shopping and dining experience

GARDEN AND SHOPS A fully functional, all-weather retail space and lush garden



RIVERSIDE AND SKYLINE A connective space to create a seamless connection with the BGC skyline view offering a unique dining experience







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Concession -

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RETAIL AT THE OBSERVATORY

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ARTIST'S PERSPECTIVE





AMENITIES





HOKKAIDO

FNG FEDERAL LAND

KYOTO

TOWER 1 SHIBUYA

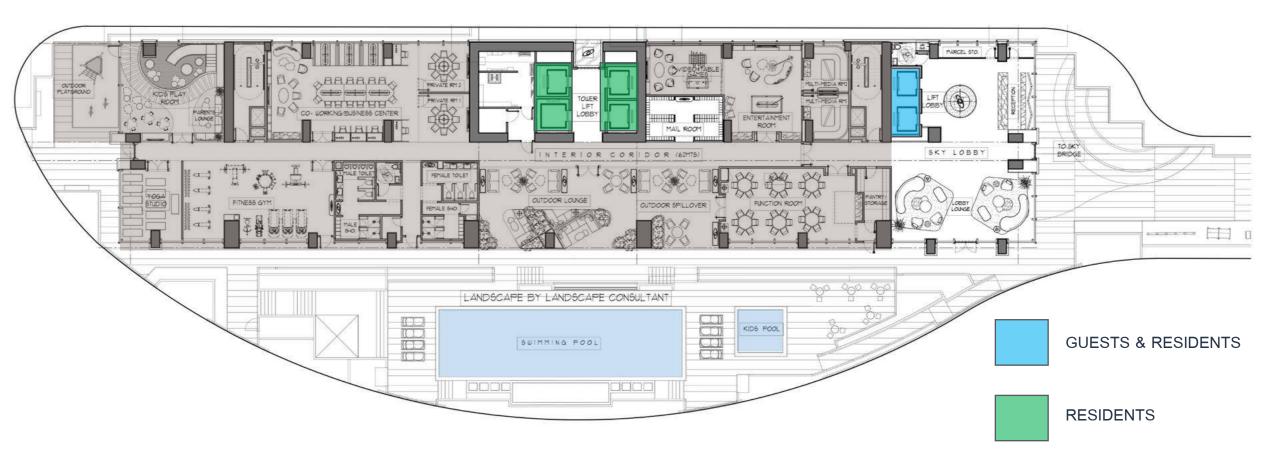
Mostly known for its crossing. Shibuya is on of Tokyo's most colorful and busy districts with several shopping. dining. and entertainment establishments to match its swarms of visitors.

It is a center for youth fashion and culture with its streets being the birthplace of many Japan's fashion and entertainment trends.

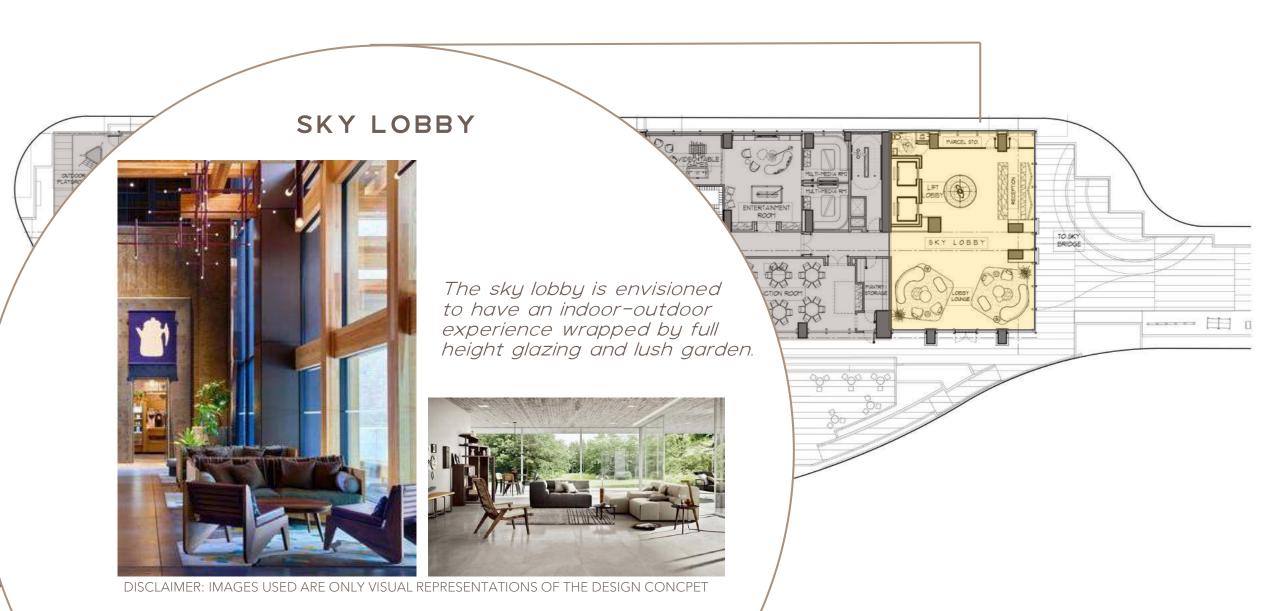


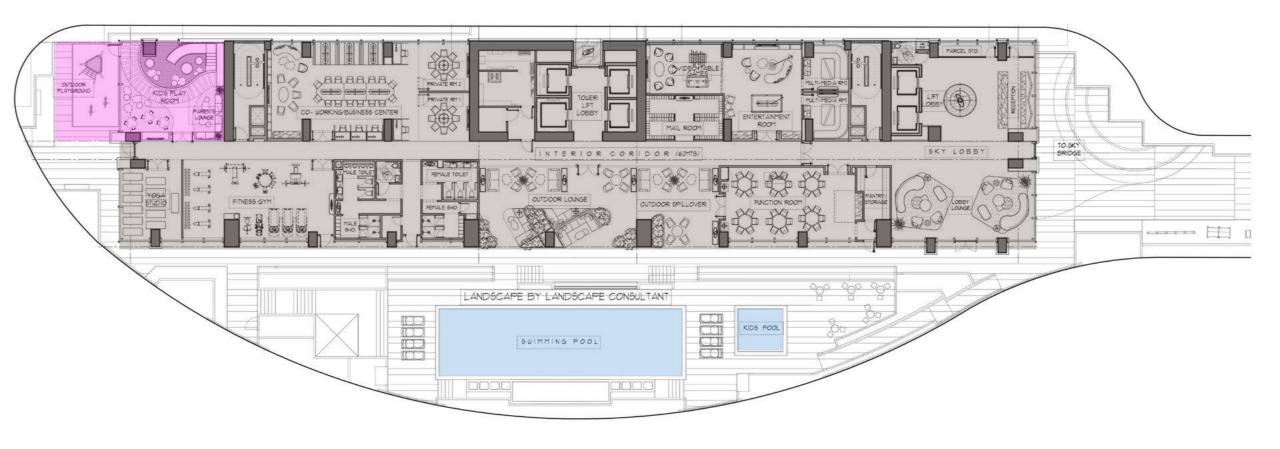
INDOOR AMENITIES

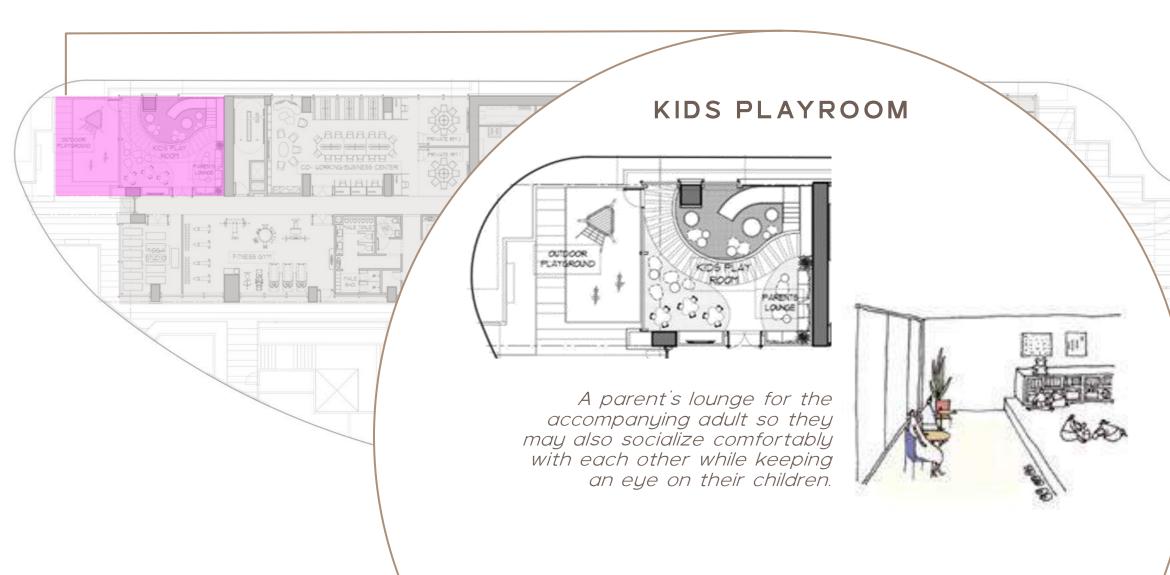
Carefully curated amenities that cater to the lifestyle and needs of the young target market

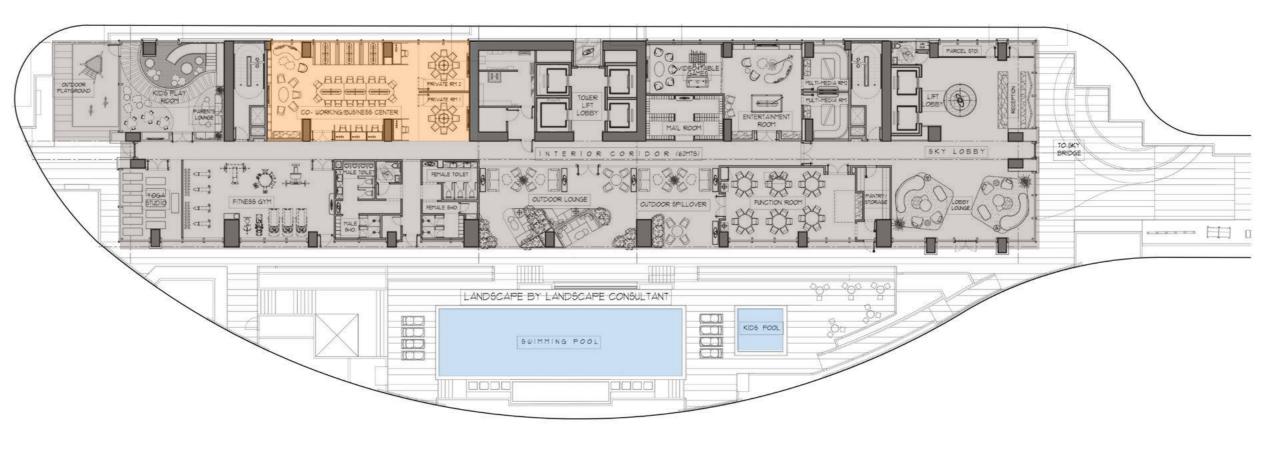


48)





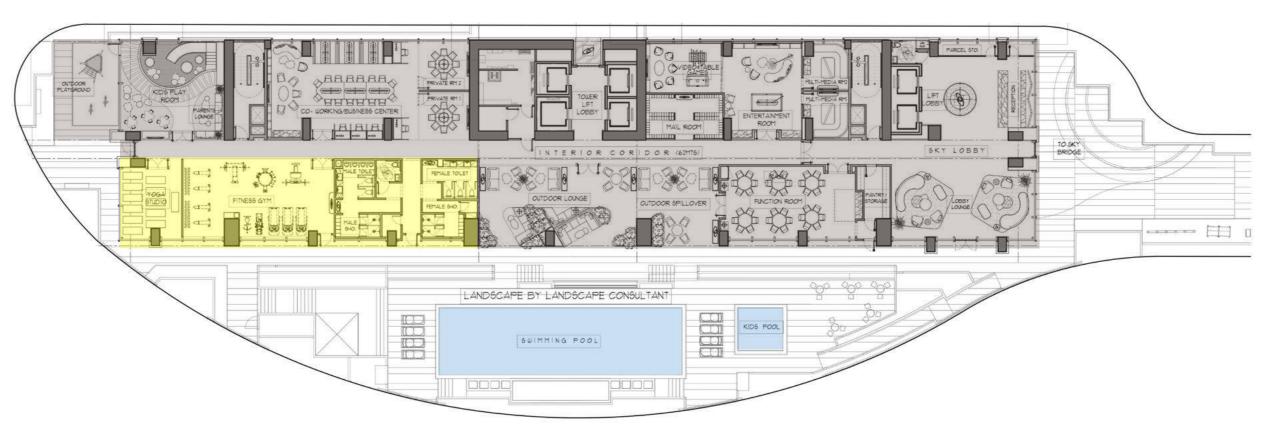


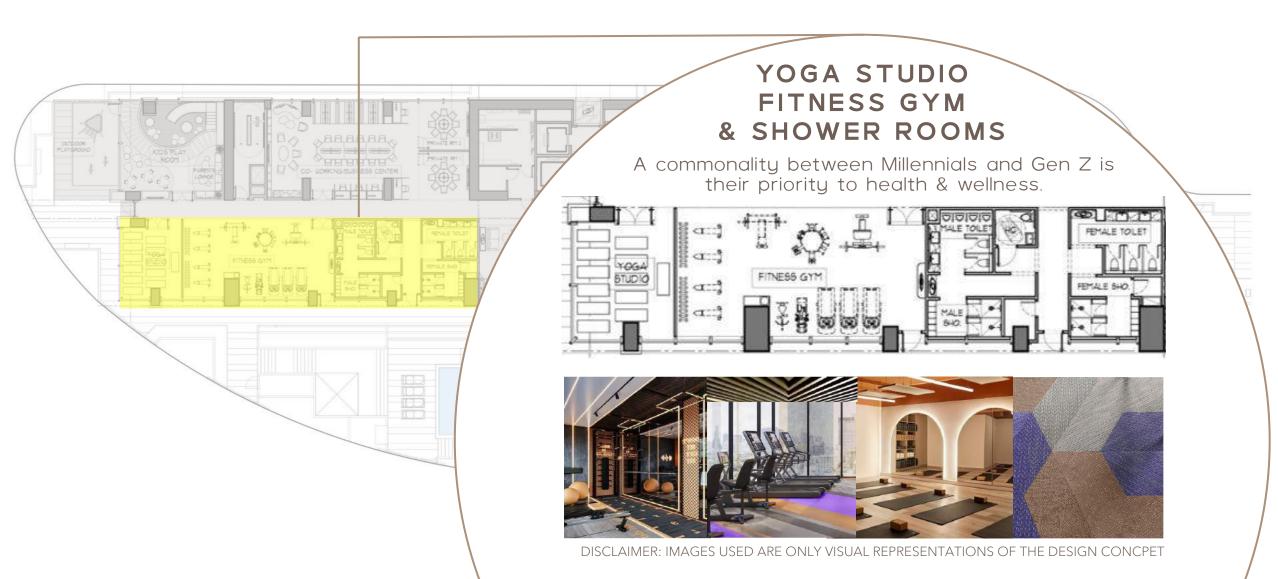


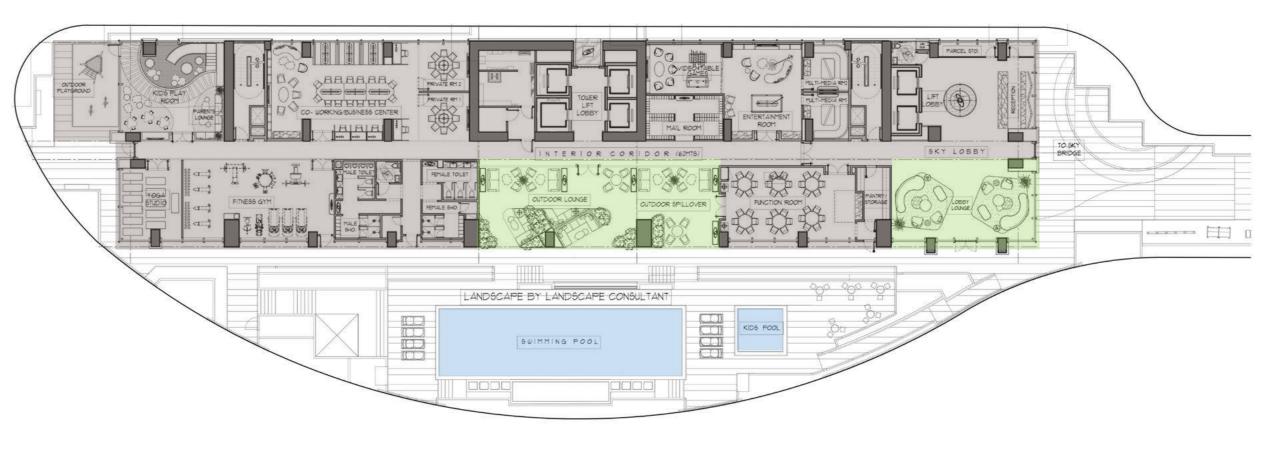


0 CO-WORKING / **BUSINESS CENTER** Moving into the "new normal" of shared working spaces, the co-working / business center offers work areas for collaboration and privacy. RRRRRR PRIVATE RM 1 WORKING/BUSINESS CENTER

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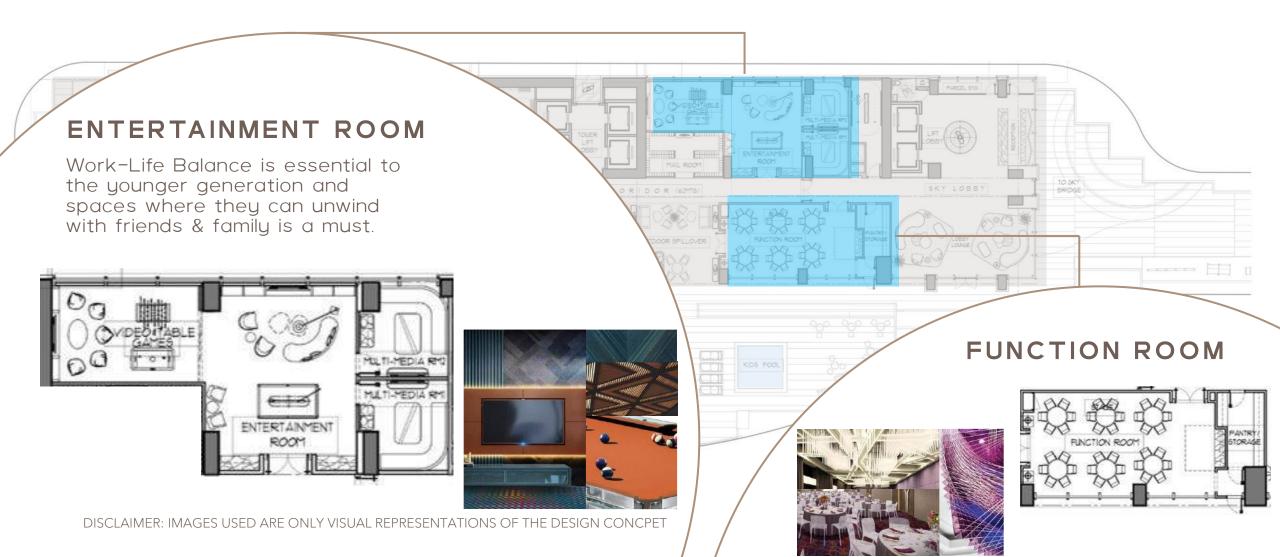
OUTDOOR LOUNGE Seamless integration of indooroutdoor spaces align with the "nature-oriented" Japanese philosophy of the project & FNG. R CORIDOR (62MTS LOBBY LOUNGE OUTDOOR LOUNGE OUTDOOR SPILLOVER LOBBY LOUNGE

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TO SKY BRIDGE







OUTDOOR AMENITIES



OUTDOOR AMENITY DECK

AMENITIES



SWIMMING POOL



80

















What is the "FNG" feature?

We are not trying to just bring in Japanese features in our units.

We are providing a better lifestyle, adapting to the new normal, with Japanese ingenuity that is part of brand value.

Storage Solutions

User-friendliness





STORAGE SOLUTIONS GENKAN

A Genkan is traditional Japanese entryway area for a house, apartment, or building, a combination of a porch and a doormat. The flooring of a Genkan is normally of a different material than the rest of the home as it is meant to house items for the outdoors.

The concept of a Genkan is also very cultural as it reflects deeply held Japanese views and attitudes on cleanliness - an important part of their religious practice of Shintoism.







A clean & organized entrance gives a very welcoming feeling to a home



in the shoe cabinet allows for all kinds of footwear to be properly & neatly stored

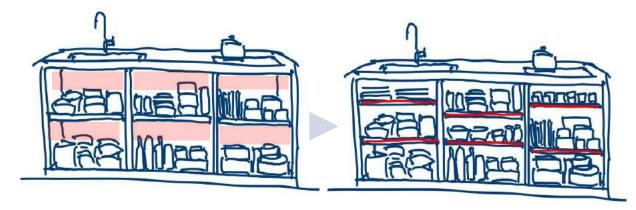
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69)

STORAGE SOLUTIONS

Kitchen space is basically separated into three zones: (1) Wash (2) Prepare (3) Cook.

Shelves are adjustable so residents can customize for their best.



Typical kitchen cabinets are just one size with a lot of wasted space. Adding adjustable shelves for the inside allows the user to maximize the cabinet space and store more items.



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Different storage sizes for the different kitchen items that usually we don't think about until later. Adjustable shelves provides flexibility for the user.

STORAGE SOLUTIONS MOBILE COUNTER & PULL-OUT PANEL

-JX-SYT3XK







The kitchen mobile counter provides additional space that could be moved by residents to different areas in the unit for various uses.

The pull-out panel also provides **additional space management options in the kitchen area**.

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The counter can be used as a workspace extension, a side table, or as additional food preparation space.





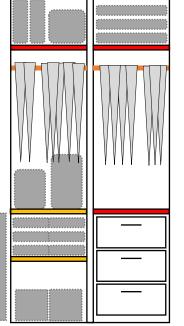
The pull-out panel can be used to store items that may be pulled out when needed and stored when not in use. UNIT FEATURES

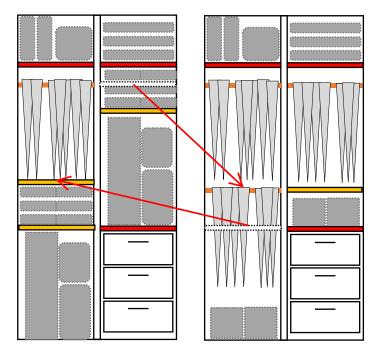
STORAGE SOLUTIONS CLOSET



In modular closets, shelves can be easily rearranged by residents to accommodate needs for storing more clothes. large objects, or additional storage compartments.

To accommodate the various lifestyles of residents at different life stages, modular closets feature adjustable shelves that can be relocated according to residents' needs.





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RESIDENCES



ZONING



MID ZONE 20F - 26F | 27 UNITS

LOW ZONE 3F - 19F | 27 UNITS

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AMENITIES 2F

P1 - 2F PARKINC P1 - P6

RETAIL

ARTIST'S PERSPECTIVE

NO. OF UNITS

UNIT TYPE	UNIT COUNT	%
STUDIO	336	52%
ONE-BEDROOM	228	35%
TWO-BEDROOM	48	7%
THREE-BEDROOM	32	5%
PENTHOUSE	6	1%
TOTAL	650	100%

PENTHOUSE

HIGH ZONE

MID ZONE

LOW ZONE

AMENITIES

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RETAIL

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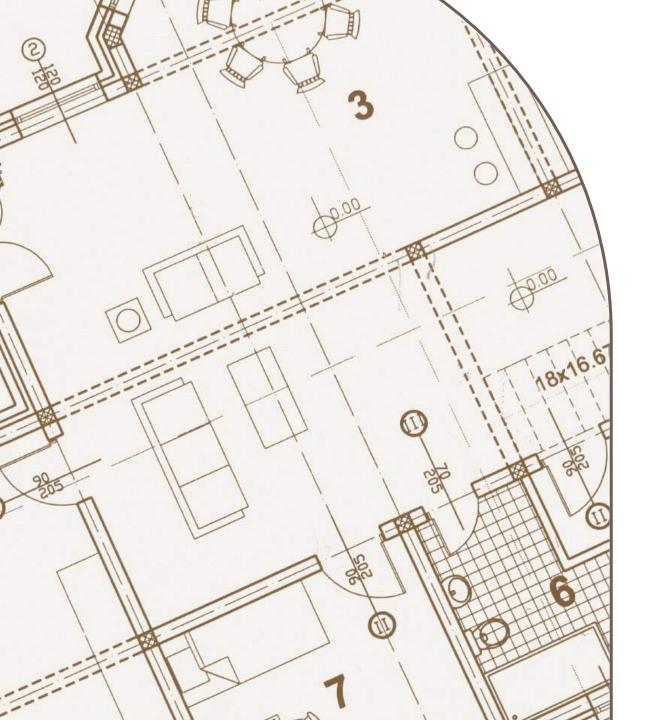


UNIT MIX

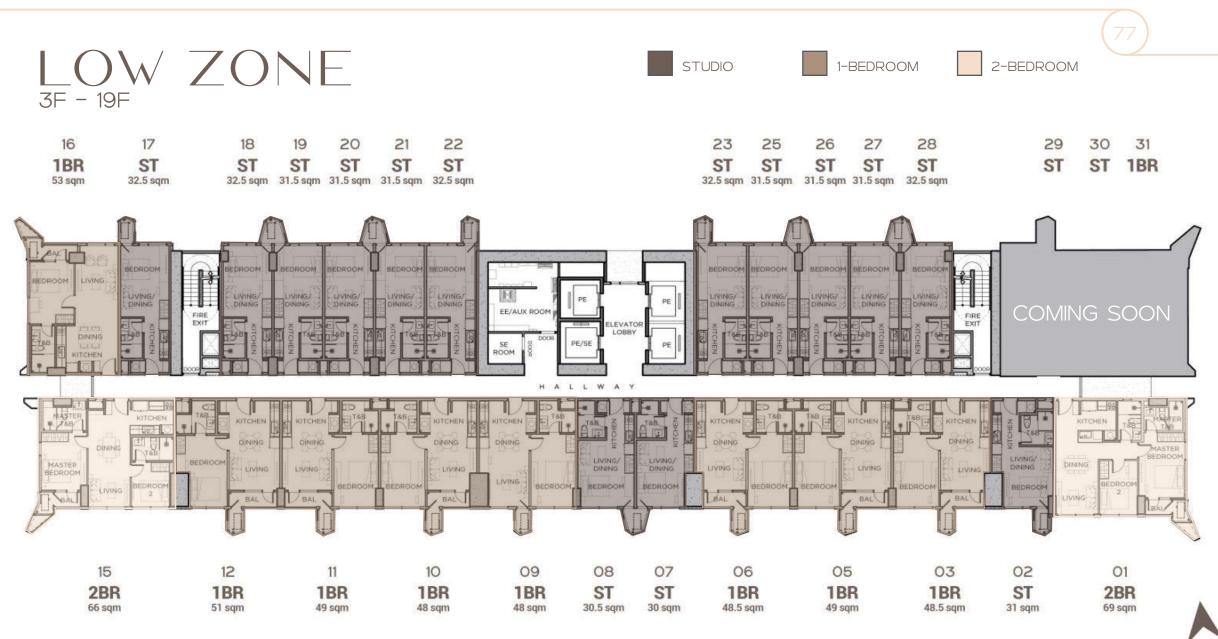
The first residential building at The Observatory will offer a range of residential units fit for the dynamic city life in the heart of the metro.

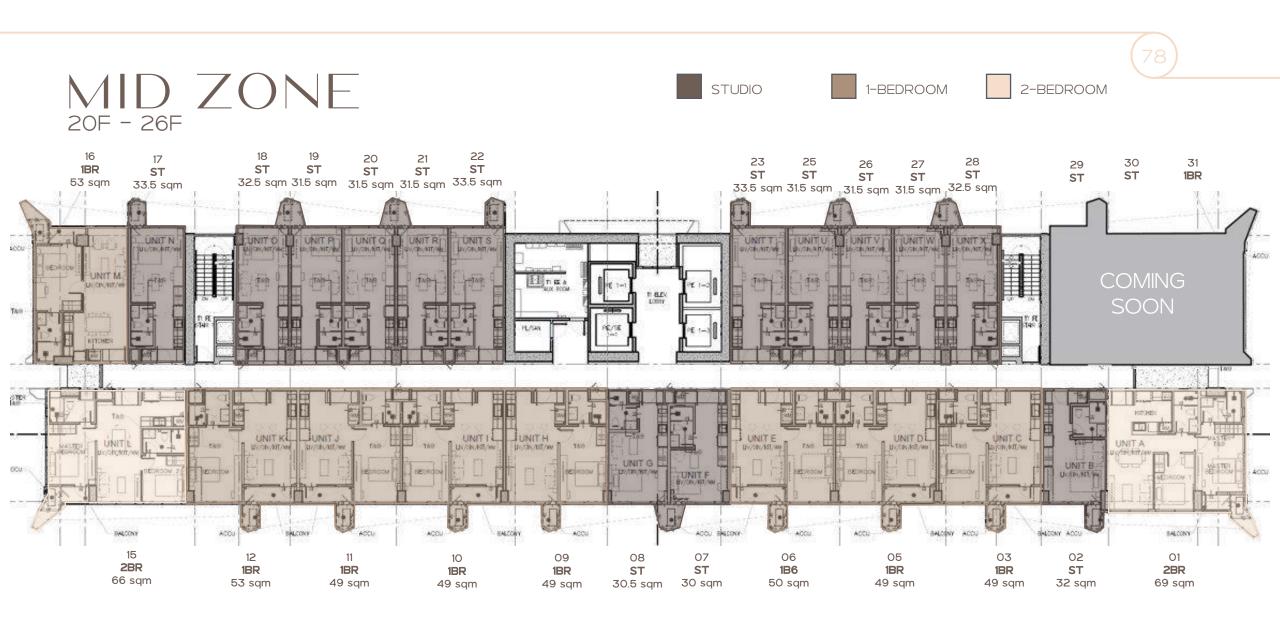
UNIT TYPE	AVE. SIZE (approx.)	
STUDIO	28 - 33.5 sqm	
ONE-BEDROOM	45.5 - 61.5 sqm	
TWO-BEDROOM	65 - 87 sqm	
THREE-BEDROOM	137 - 148 sqm	
PENTHOUSE	155.5 - 202 sqm	

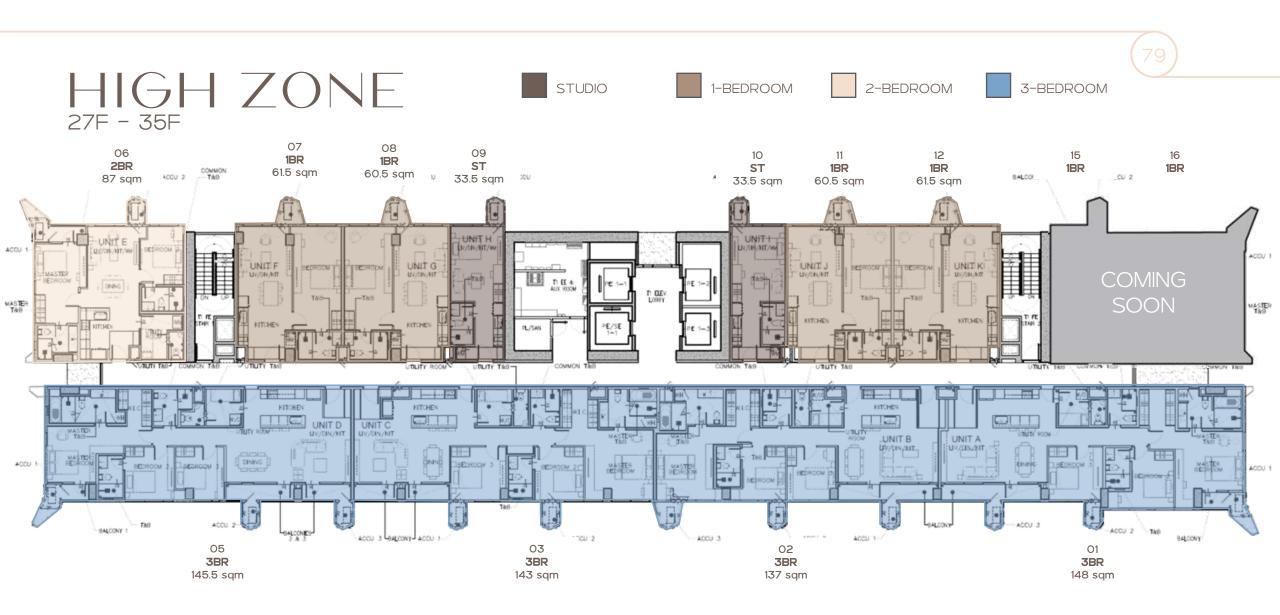




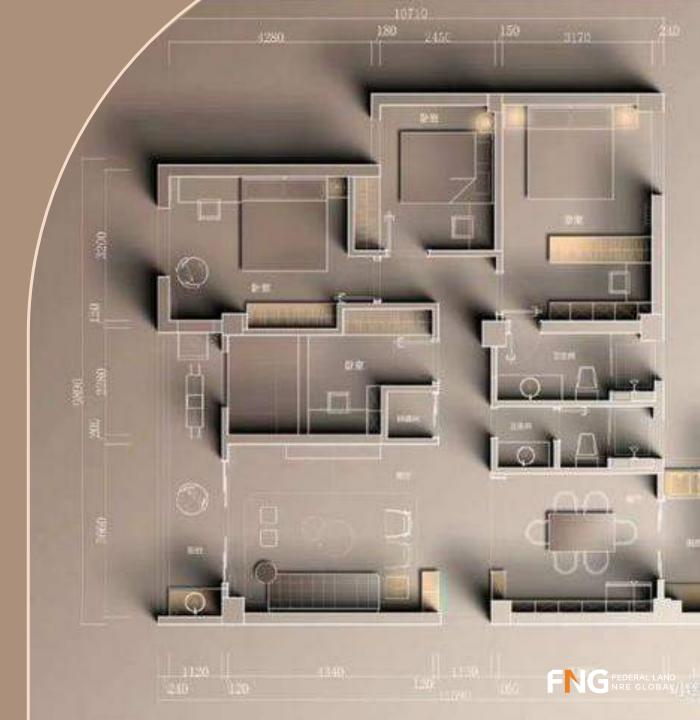
FLOOR PLANS





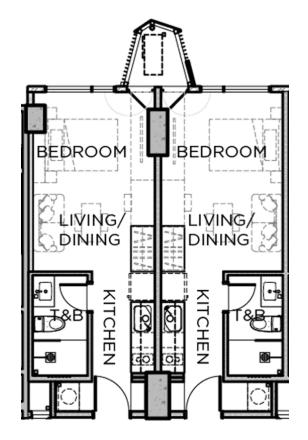


UNIT LAYOUTS

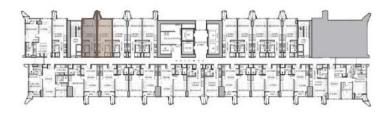


TYPICAL STUDIO Low Zone | 3f - 19f

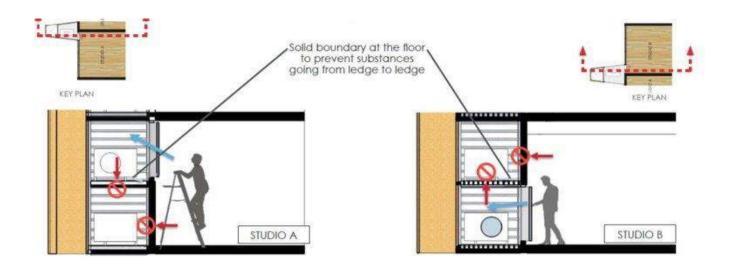
AREA	APPROX SIZE (SQM)
GENKAN/WASH	<u>+</u> 3.00
KITCHEN	<u>+</u> 5.50
DINING/LIVING/BEDROOM	<u>+</u> 17.00
T&B	<u>+</u> 4.50
ACCU	<u>+</u> 2.00
CHASE @ T&B	<u>+</u> 0.50
TOTAL	<u>+</u> 32.50

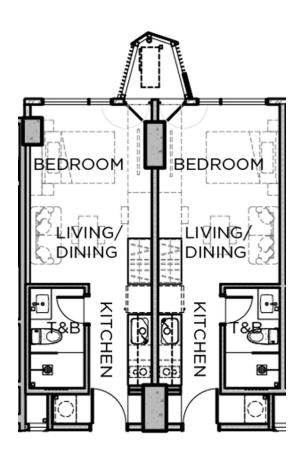


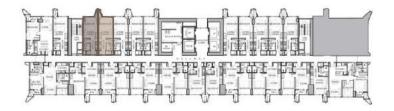
APPROX SIZE (SQM)
<u>+</u> 3.00
<u>+</u> 5.00
<u>+</u> 16.50
<u>+</u> 4.50
<u>+</u> 2.00
<u>+</u> 0.50
<u>+</u> 31.50



TYPICAL STUDIO Low Zone | 3F - 19F



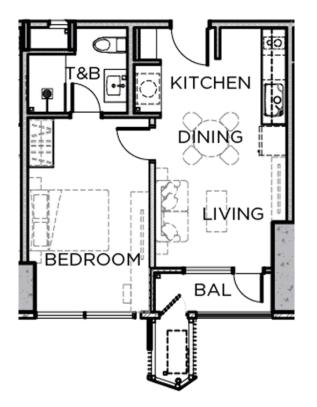


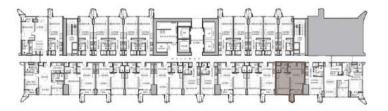


RESIDENCES

ONE-BEDROOM LOW ZONE | 3F - 12F

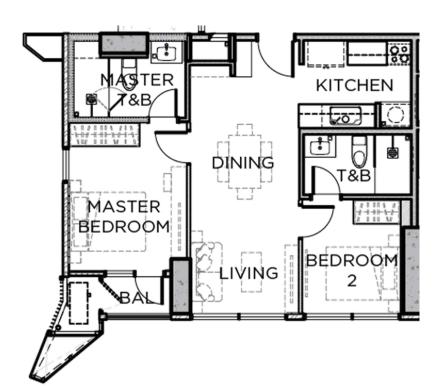
AREA	APPROX SIZE (SQM)
GENKAN	+2.00
KITCHEN/DINING/LIVING	<u>+</u> 20.00
BEDROOM	<u>+</u> 15.50
T&B	<u>+</u> 5.00
BALCONY	<u>+</u> 3.50
ACCU	<u>+</u> 1.50
CHASE @ T&B	<u>+</u> 1.00
TOTAL	<u>+</u> 48.50

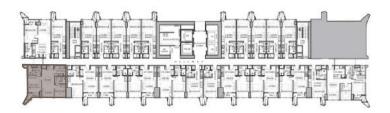




TYPICAL TWO-BEDROOM LOW ZONE | 3F - 19F

AREA	APPROX SIZE (SQM)
GENKAN	<u>+</u> 1.50
KITCHEN	<u>+</u> 7.50
LIVING/DINING	<u>+</u> 17.50
MASTER BEDROOM	<u>+</u> 13.00
MASTER T&B	<u>+</u> 7.00
BEDROOM 2	<u>+</u> 9.00
BEDROOM 2 T&B	<u>+</u> 5.00
BALCONY	<u>+2.00</u>
ACCU	±1.50
CHASE @ T&B	<u>+</u> 1.00
TOTAL	±65.00









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DRONE SHOTS OF ACTUAL VIEWS

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SOUTH VIEW FROM THE OBSERVATORY







UNIT FINISHES & BUILDING FEATURES

UNIT FINISHES

ROOM	FLOOR	WALL	CEILING
GENKAN	HOMOGENOUS TILES	PAINTED	PAINTED CEMENT
LIVING/DINING	HOMOGENOUS TILES	PAINTED	PAINTED CEMENT
KITCHEN	HOMOGENOUS TILES	PAINTED	PAINTED GYPSUM BOARD
MASTER BEDROOM	LAMINATED WOOD FLOORING	PAINTED	PAINTED CEMENT
SECONDARY BEDROOM	LAMINATED WOOD FLOORING	PAINTED	PAINTED CEMENT
MASTER T&B	HOMOGENOUS TILES	HOMOGENOUS TILES	PAINTED MOISTURE-RESISTANT GYPSUM BOARD
COMMON T&B	HOMOGENOUS TILES	HOMOGENOUS TILES	PAINTED MOISTURE-RESISTANT GYPSUM BOARD
UTILITY ROOM	CERAMIC TILES	PAINTED	PAINTED CEMENT
BALCONY	CERAMIC TILES	PAINTED	PAINTED CEMENT

SAFETY & SECURITY

Fire Detection Alarm System Automatic Fire Suppression System 100% Back-up Power for Common Areas 60% Back-up Power for Residential Units Integrated CCTV security system in strategic locations in the common areas 24-hour security Pressurized fire escape stairs

CONVENIENCE & SERVICES

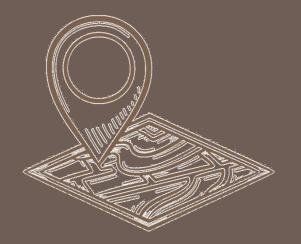
Three (3) passenger elevators One (1) passenger/service elevator Six (6) levels of parking Direct access to Retail through shuttle elevators Lobbies located at the Ground and Amenity Floor Drop-off at Ground Floor and Parking Level 1

BUILDING FEATURES

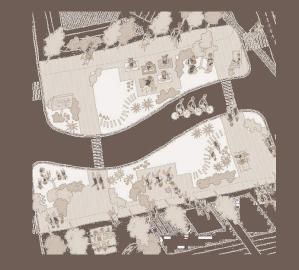








LOCATION



MIXED-USE



CITY VIEWS





LOCATION

STRATEGICALLY LOCATED AT THE CENTER OF THREE MAJOR CENTRAL BUSINESS DISTRICTS - MAKATI, BGC, & ORTIGAS.



MIXED-USE

A MIXED-USE COMMUNITY IN AN AREA SURROUNDED BY STAND-ALONE RESIDENTIAL & OFFICE BUILDINGS



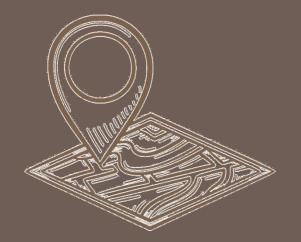
CITY VIEWS





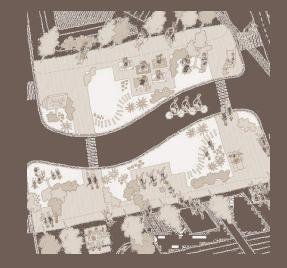
(122)





LOCATION

STRATEGICALLY LOCATED IN THE MIDDLE OF CBDs



MIXED-USE

A MIXED-USE COMMUNITY



CITY VIEWS

UNOBSTRUCTED VIEWS OF THE BGC SKYLINE AT THE SOUTH





THE OBSERVATORY

THANK YOU

TLTS NO. NCR-020