









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.



SOLER TOWER
RESIDENTIAL, MANILA

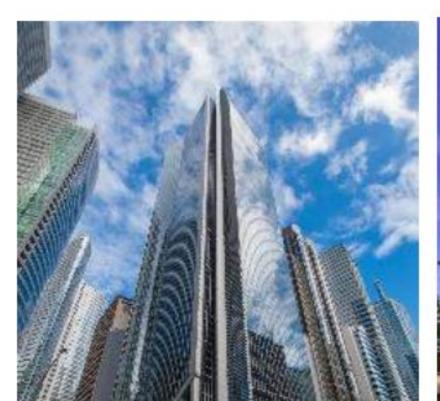
1970

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



## 2010's



2011 NRE launches its suburban residential brand OHANA.





2012 GEMS, urban commercial facilities specialized for train stations



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.













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.



## NEARBY ESTABLISHMENTS

### OFFICES / HEADQUARTERS





5.1 KM

5.4 KM



AXA

5.1 KM





5.0 KM

2.3 KM



### MEDICAL FACILITIES



5.2 KM

#### **LEISURE**







ATENEO PROFESSIONAL 5.0 KM

### EDUCATIONAL INSTITUTIONS



COLEGIO DE SAN AGUSTIN 4.6 KM



# FROM A KATI TO THE OBSERVATORY

- ↑ EDSA
- CYBERGATE ST.
- PIONEER ST.





FROM

## THE OBSERVATORY TO MAKATI





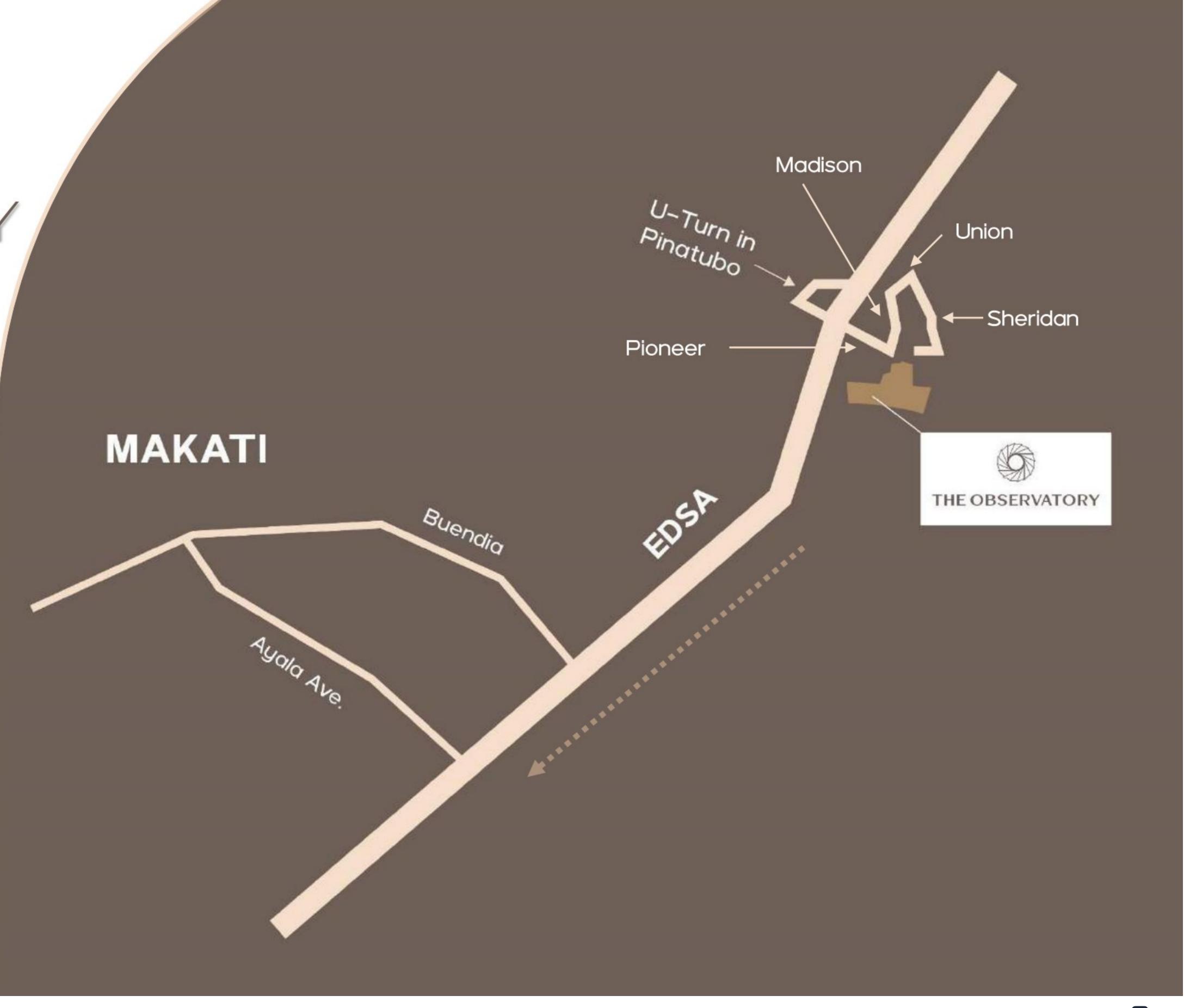








1 EDSA





## 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.





## NEARBY ESTABLISHMENTS

### OFFICES / HEADQUARTERS



METROBANK

CENTER

5.4 KM



The Philippine Stock Exchange, Inc.

PHILIPPINE STOCK EXCHANGE. INC. 3.7 KM



3.5 KM

JPMORGAN CHASE & CO.

2.4 KM



3.9 KM





4.4 KM

4.3 KM







3.6 KM

3.5 KM



#### MEDICAL FACILITIES



ST. LUKE'S MEDICAL CENTER 1.7 KM

#### LEISURE



MITSUKOSHI 2.4 KM BGC



2.6 KM





3.4 KM

4.7 KM





3.9 KM

### EDUCATIONAL INSTITUTIONS





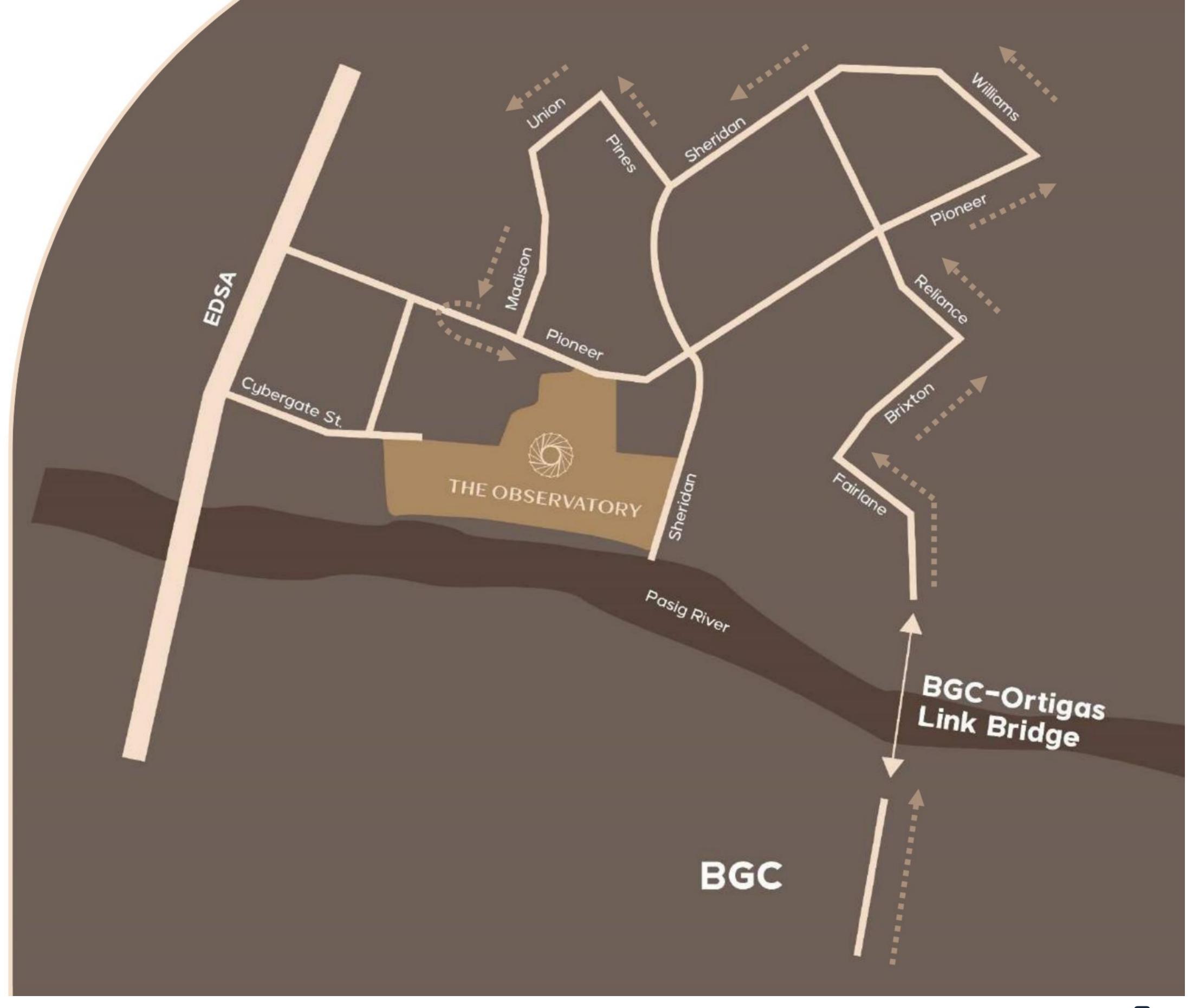


UP BGC CAMPUS 2.5 KM

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

# BGC TO THE OBSERVATORY

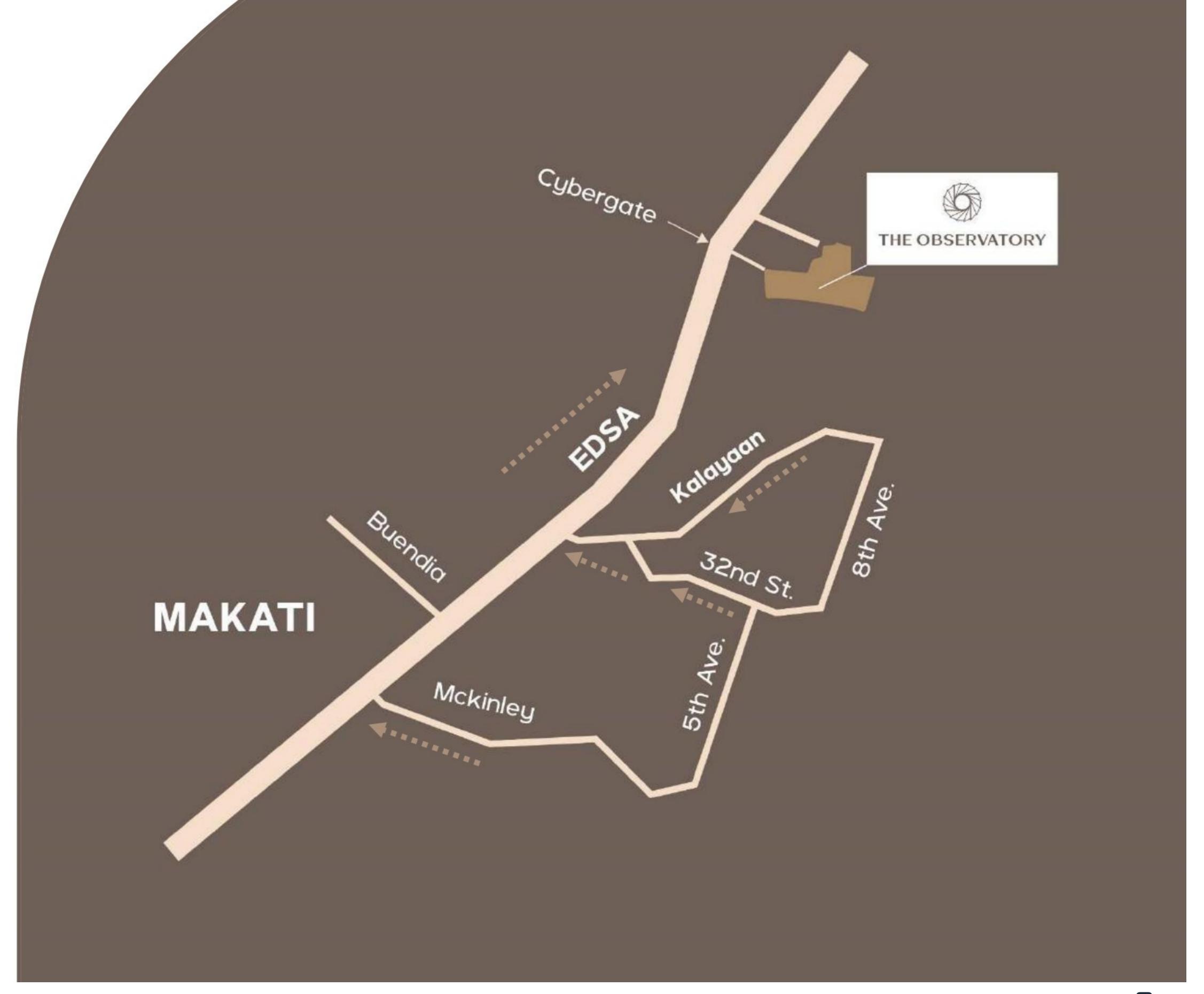
- 1 8TH AVE
- 1 BGC-ORTIGAS LINK BRIDGE
- BRIXTON
- RELIANCE
- PIONEER
- WILLIAMS & SHERIDAN
- PINES
- UNION & MADISON
- PIONEER 1





# BGC TO THE OBSERVATORY

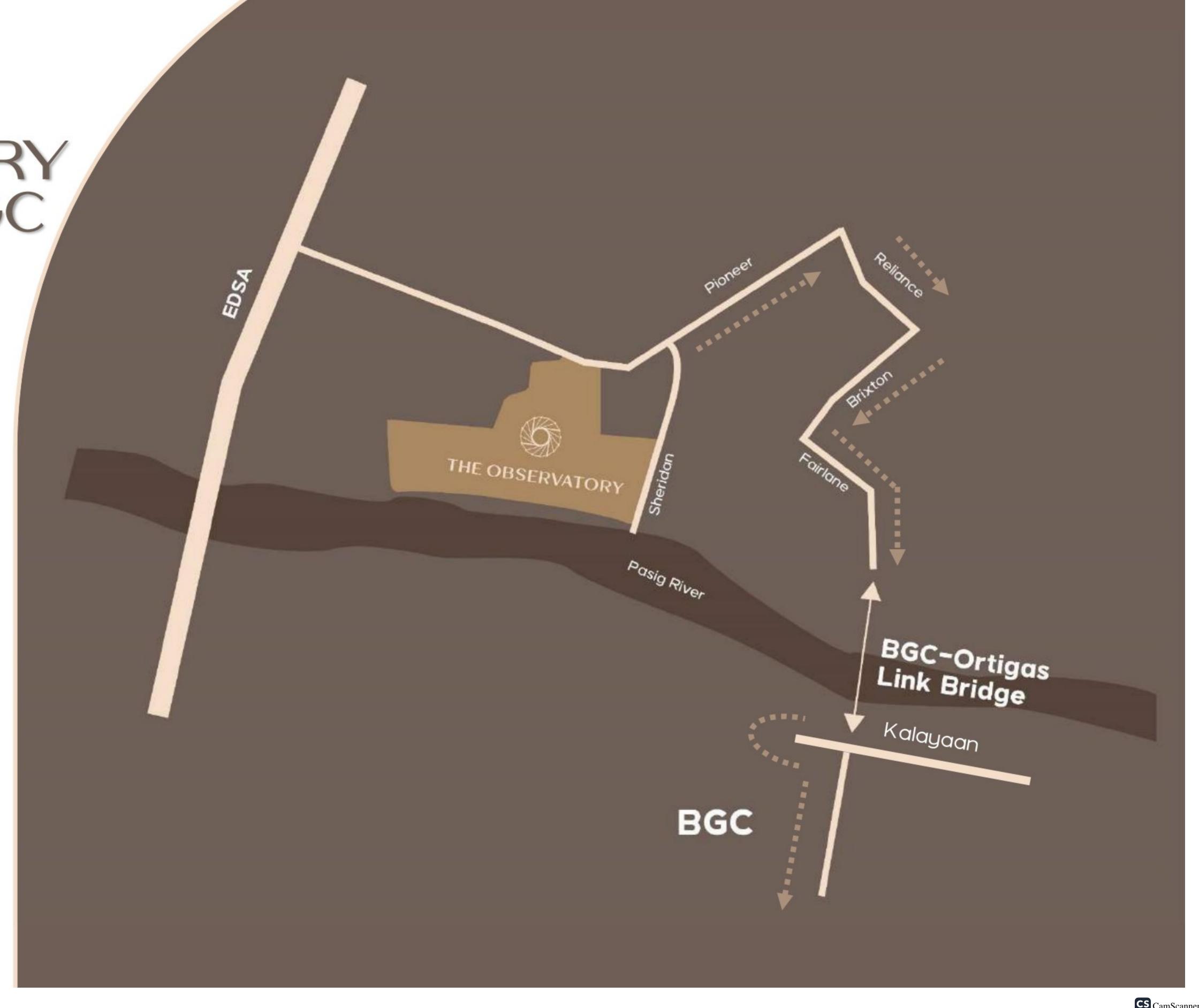
- MCKINLEY
- **EDSA**
- CYBERGATE ST.
- PIONEER ST.
- **T** KALAYAAN
- **EDSA**
- CYBERGATE ST.
- PIONEER ST.





## FROM THE OBSERVATORY тoBGC

- PIONEER
- RELIANCE
- BRIXTON
- FAIRLANE
- BGC-ORTIGAS LINK BRIDGE NARRA EXTENSION
- KALAYAAN
- 8<sup>TH</sup> AVE.





## 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

### OFFICES / HEADQUARTERS



ASIAN DEVELOPMENT BANK 2.3 KM



2.4 KM



2.6 KM





3.2 KM

2.9 KM



### MEDICAL FACILITIES



LEISURE





2.3 KM







1.9 KM

3.2 KM





ATENEO SCHOOL OF MEDICINE & PUBLIC HEALTH 3.9 KM



EDUCATIONAL INSTITUTIONS

UNIVERSITY OF ASIA & THE PACIFIC 1.7 KM

# FROM ORTIGAS TO THE OBSERVATORY





PINES

UNION & MADISON

PIONEER 1



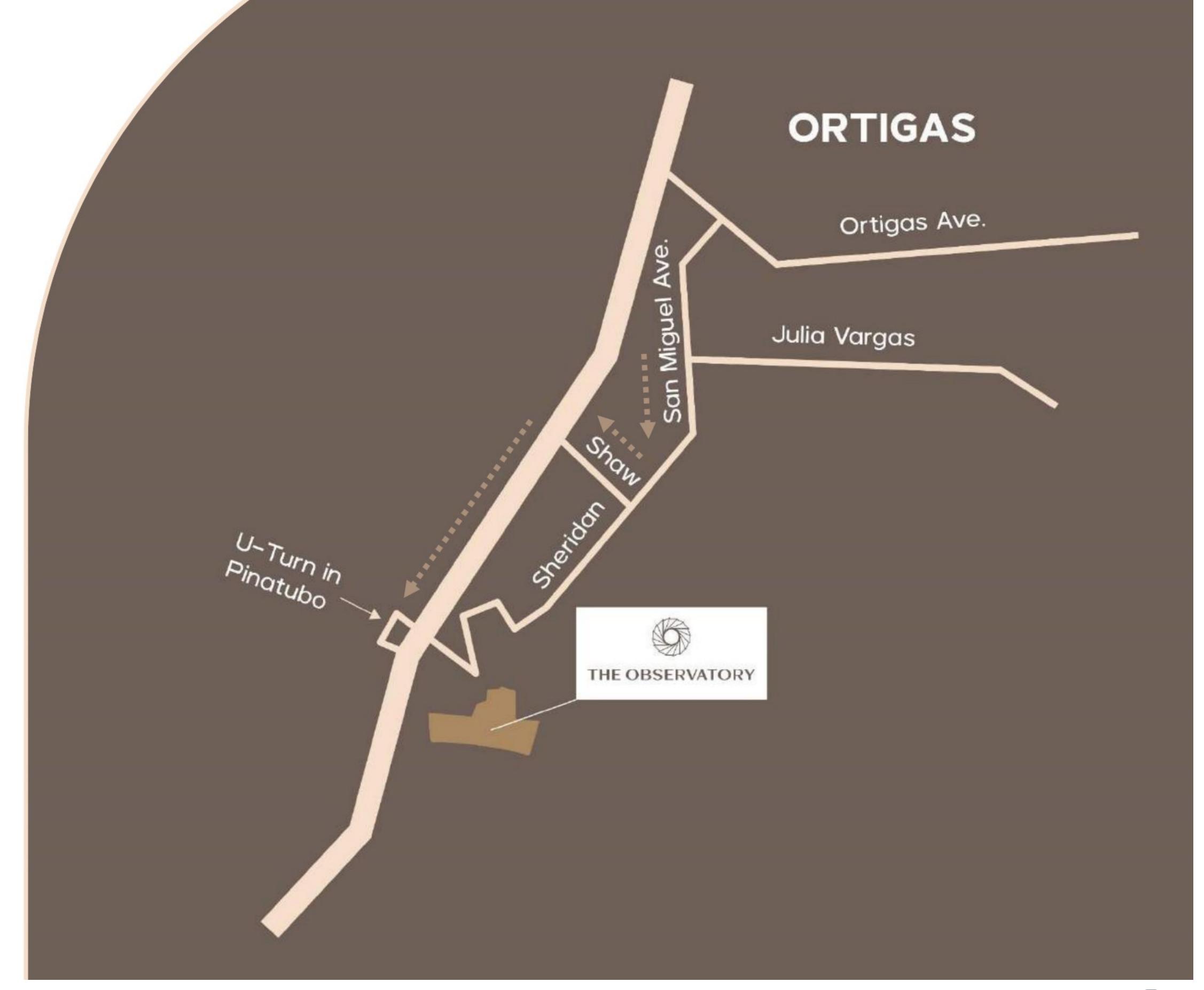


# FROM ORTIGAS TO THE OBSERVATORY

- SAN MIGUEL AVE.
- SHAW BLVD.
- T EDSA
- PAPO & PINATUBO
- BONI PIONEER



PIONEER





## THE OBSERVATORY TO ORTIGAS





SHERIDAN

SAN MIGUEL AVE.



# MANDALUYONG -PIONEER CENTRAL BUSINESS DISTRICT

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

ROBINSONS CYBERGATE PLAZA (ACCENTURE HQ) 0.5 KM

GREENFIELD DISTRICT 1.3 KM

UNILAB HQ 1.1 KM

ROCKWELL BUSINESS CENTER (SHERIDAN)





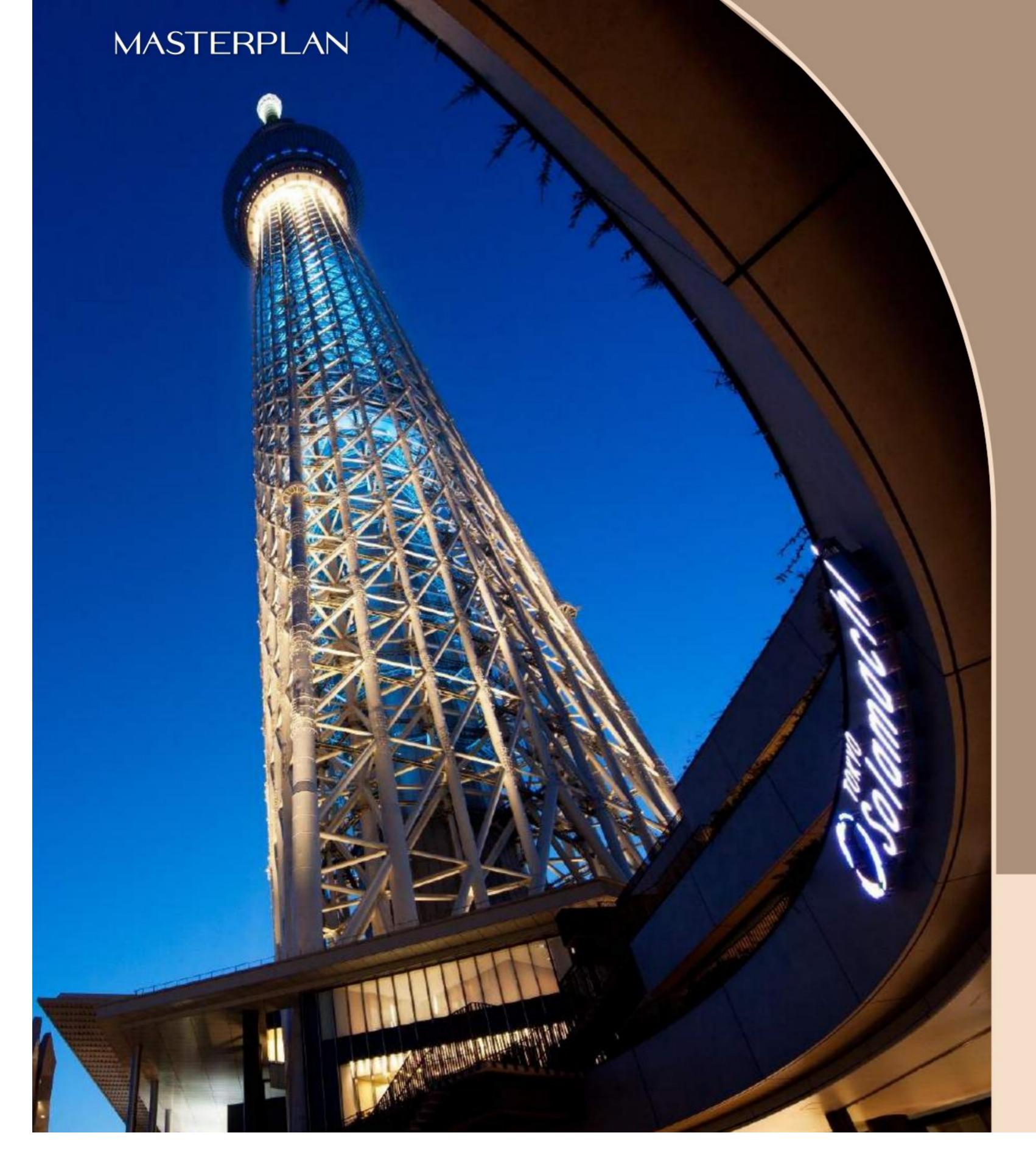


MASTERPLAN

ARTIST'S PERSPECTIVE







## NIKEN

EXPERIENCE, INTEGRATED

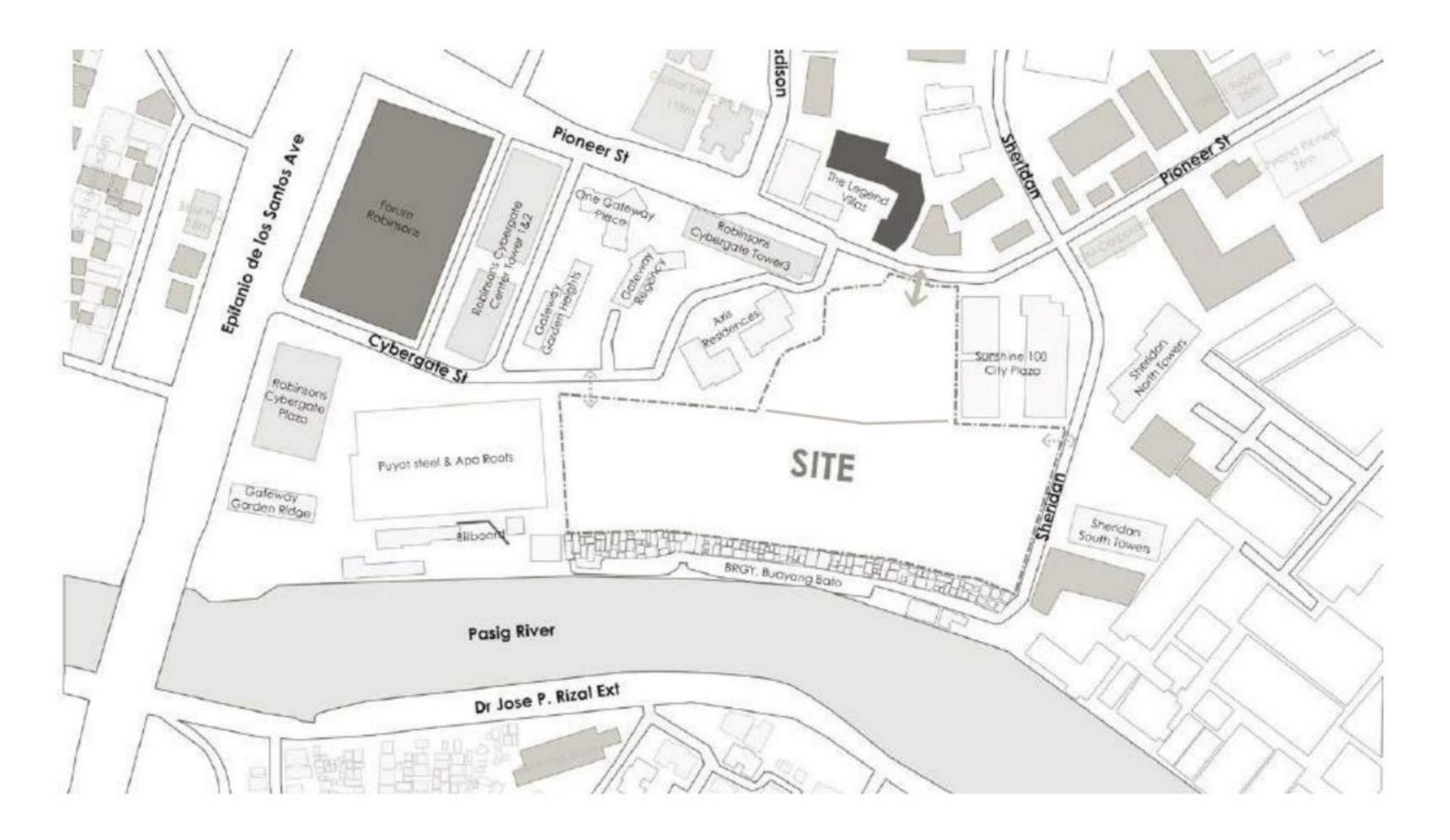
An architectural, planning and engineering firm from Japan established in 1900, It has completed more than 25,000 projects, in over 250 cities, across 50 countries, making it one of the largest architectural practices in the world.

### TOKYO SKYTREE

At 634 meters. TOKYO SKYTREE<sup>SM</sup> is the world's tallest free-standing broadcasting tower. With Japan's traditional formative arts, cutting-edge 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 TOWN<sup>SM</sup>, a mixed-use complex.

SOURCE: https://www.nikken.co.jp/en/projects/highrise/tokyo\_sky\_tree.html





## PROJECT SITE

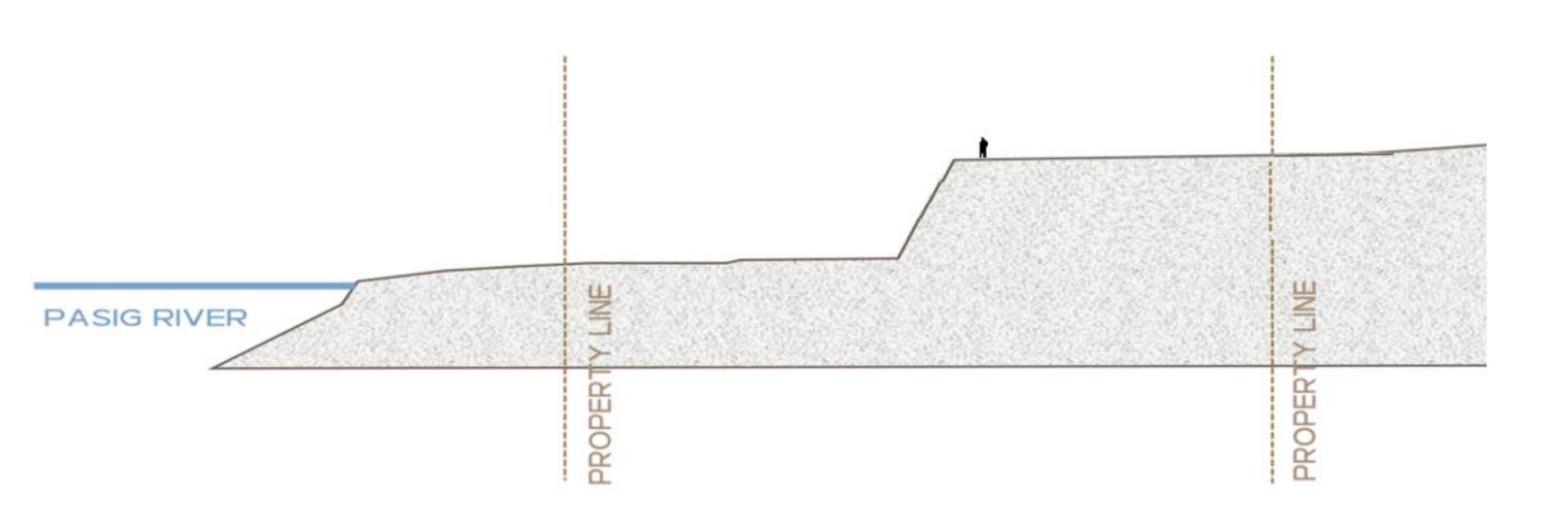
The **4.5has** site is located in the city of Mandaluyong along the Pasig river. The topography of the site has a large level difference. Bringing a portion of the site above the neighboring houses.

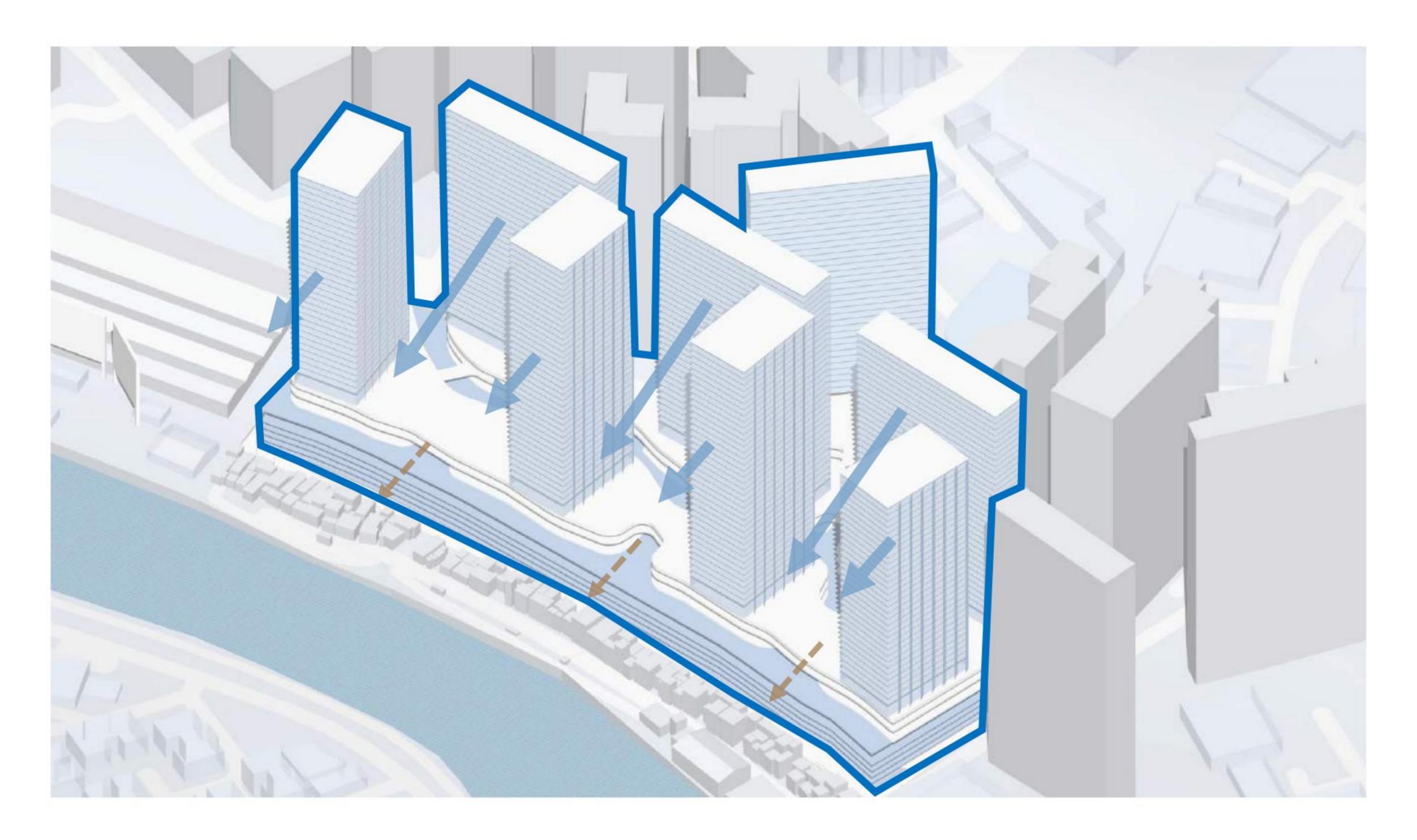
This in addition to the river to the south ensures that any project built here will have amazing views in perpetuity.



ACTUAL NIGHT VIEW

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



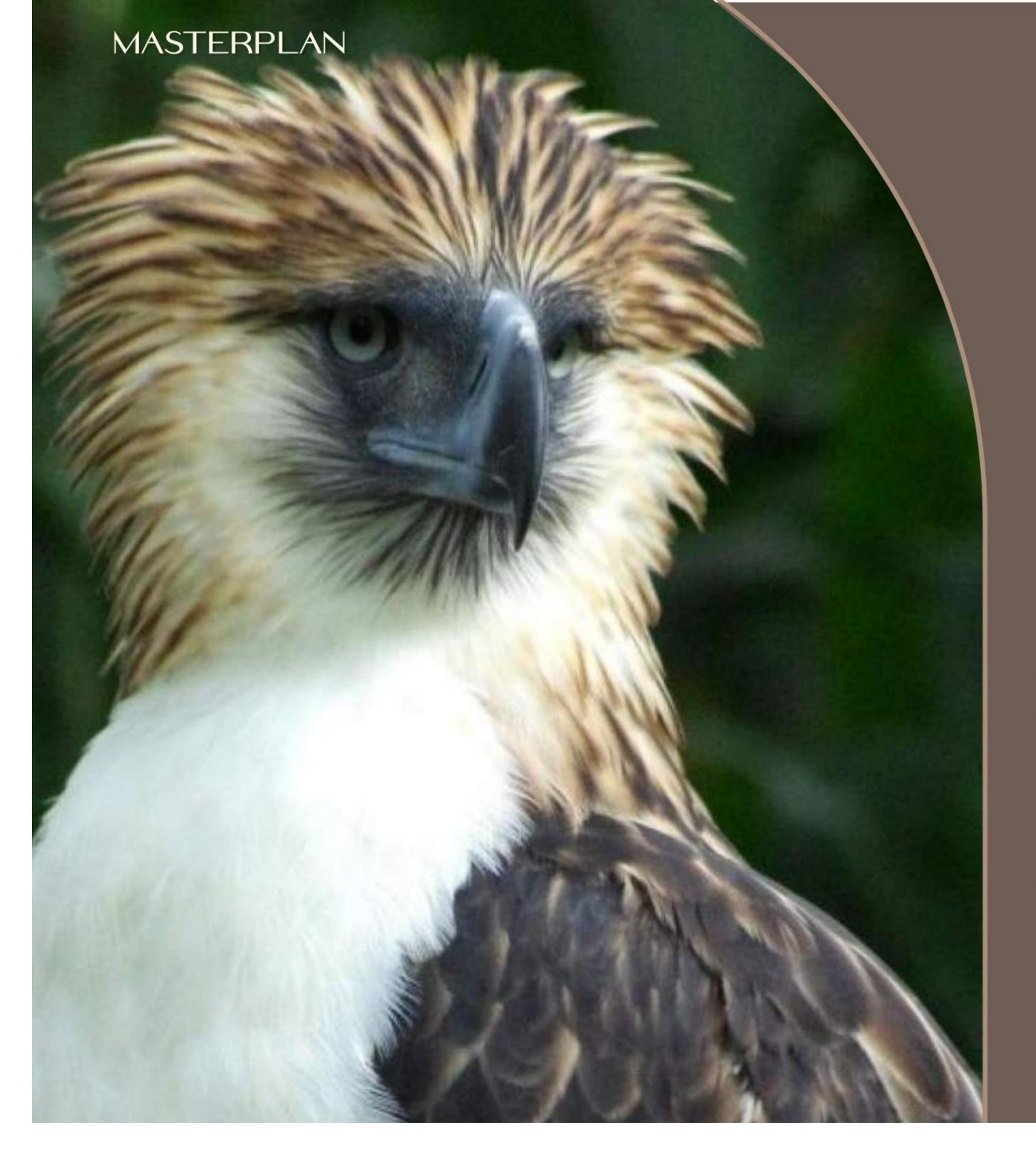




Tower allocation, massing and façade design with tilted façade gives extensive views while protecting privacy.



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



## 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



### DESIGN TRANSLATION

Promote a healthy and safe living

## Community Health

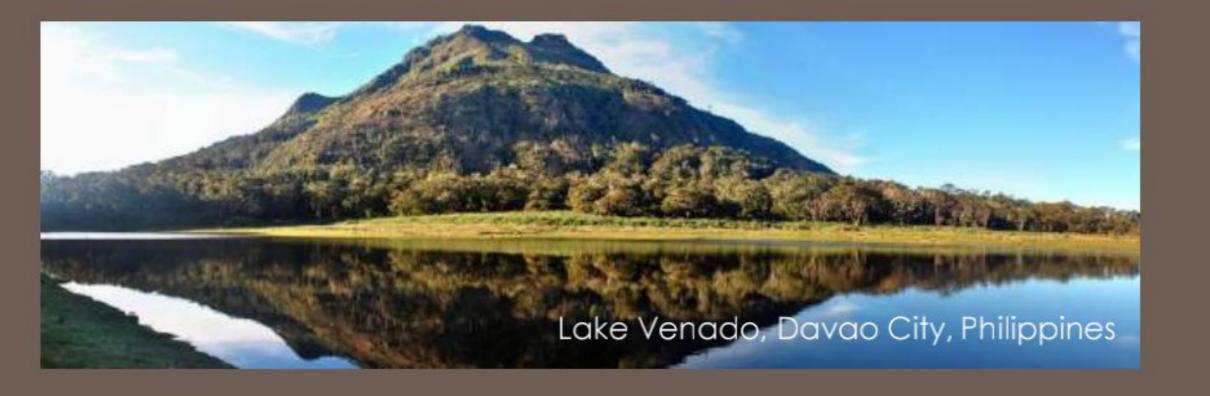
Hunts in groups



Promote interaction and establish strong community

### Environmental Health

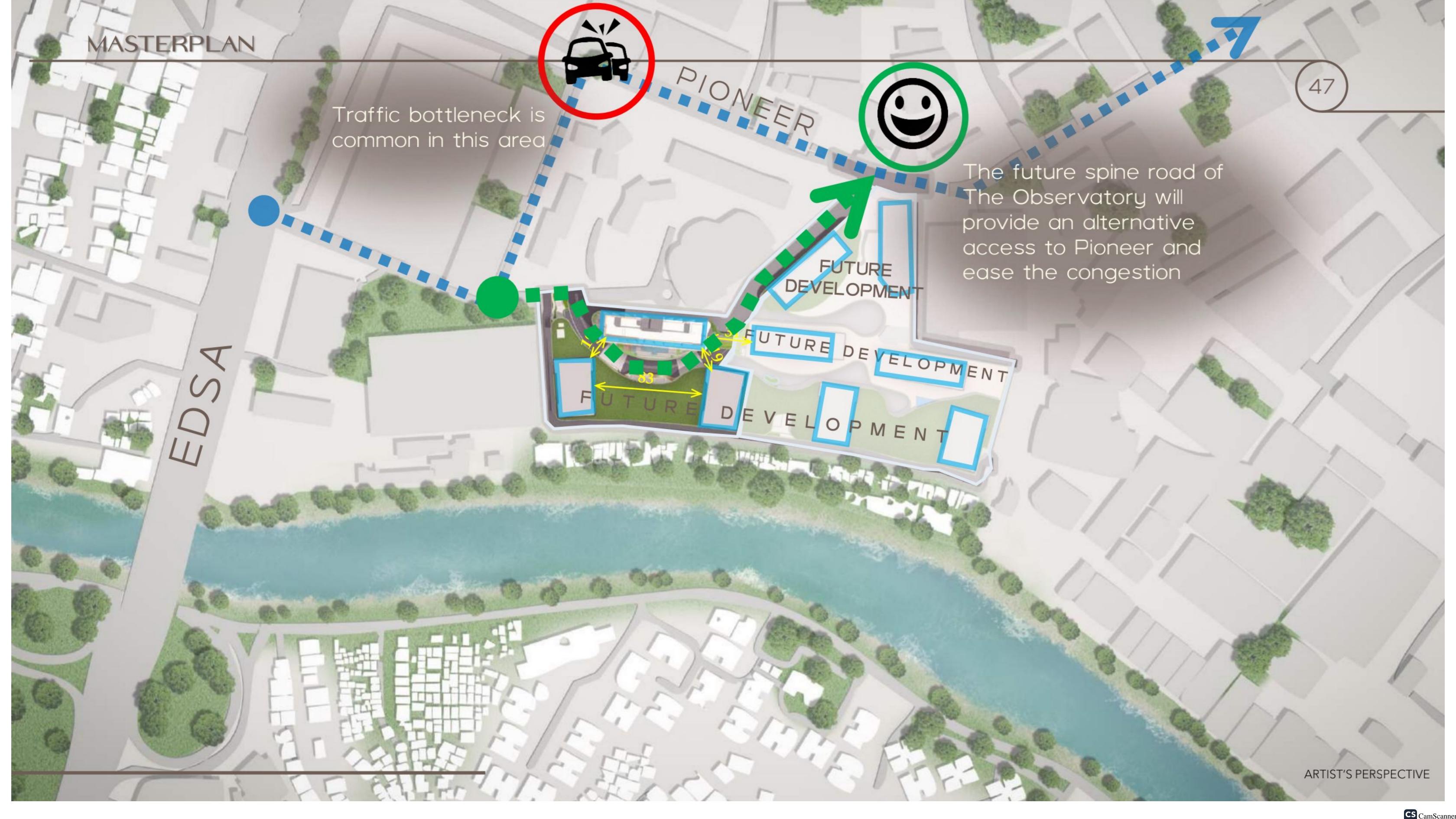
The presence of the Philippine eagle means a healthy ecosystem



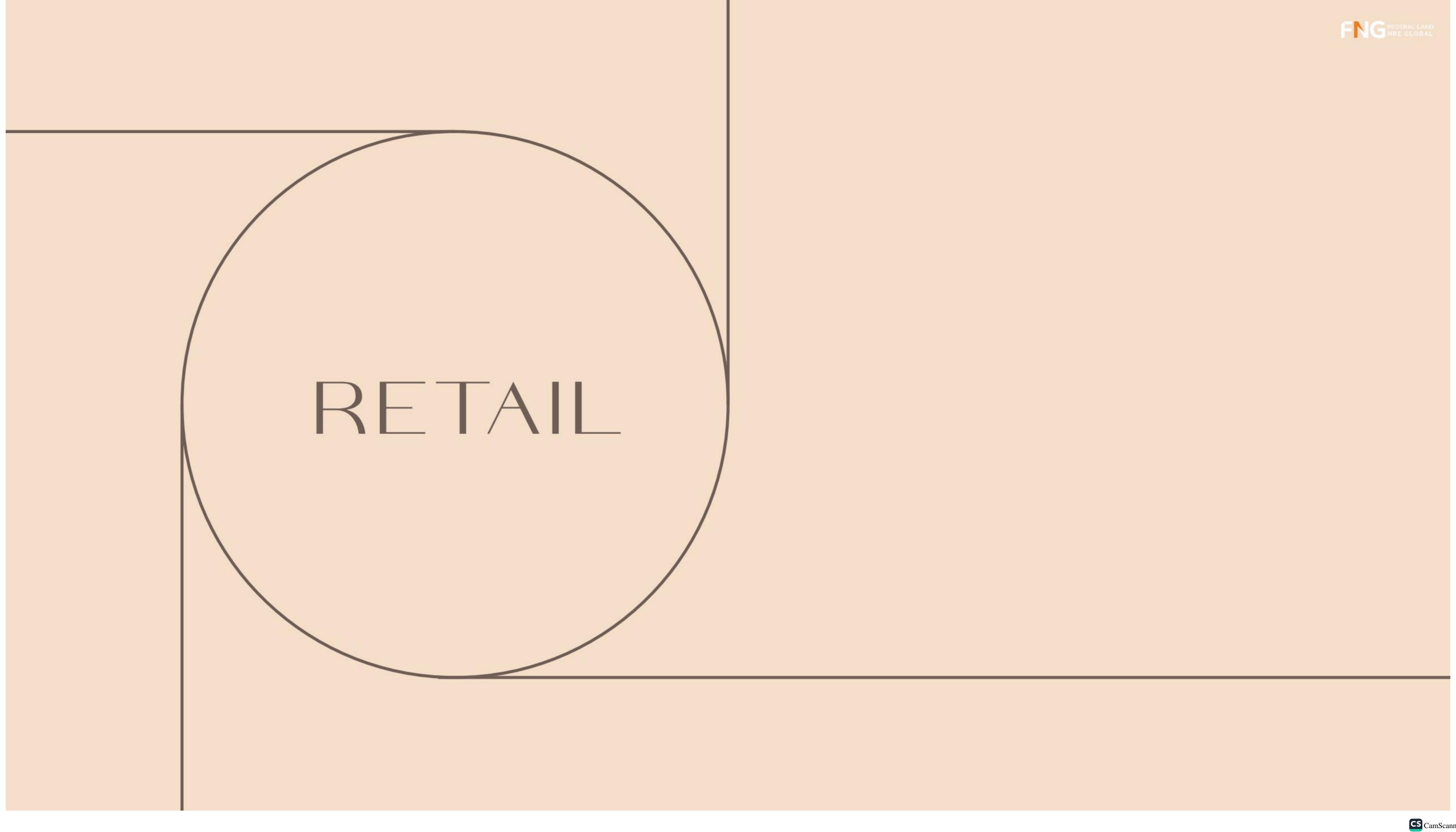
From industrial to a cleaner environment thru

Greens and open spaces











## 

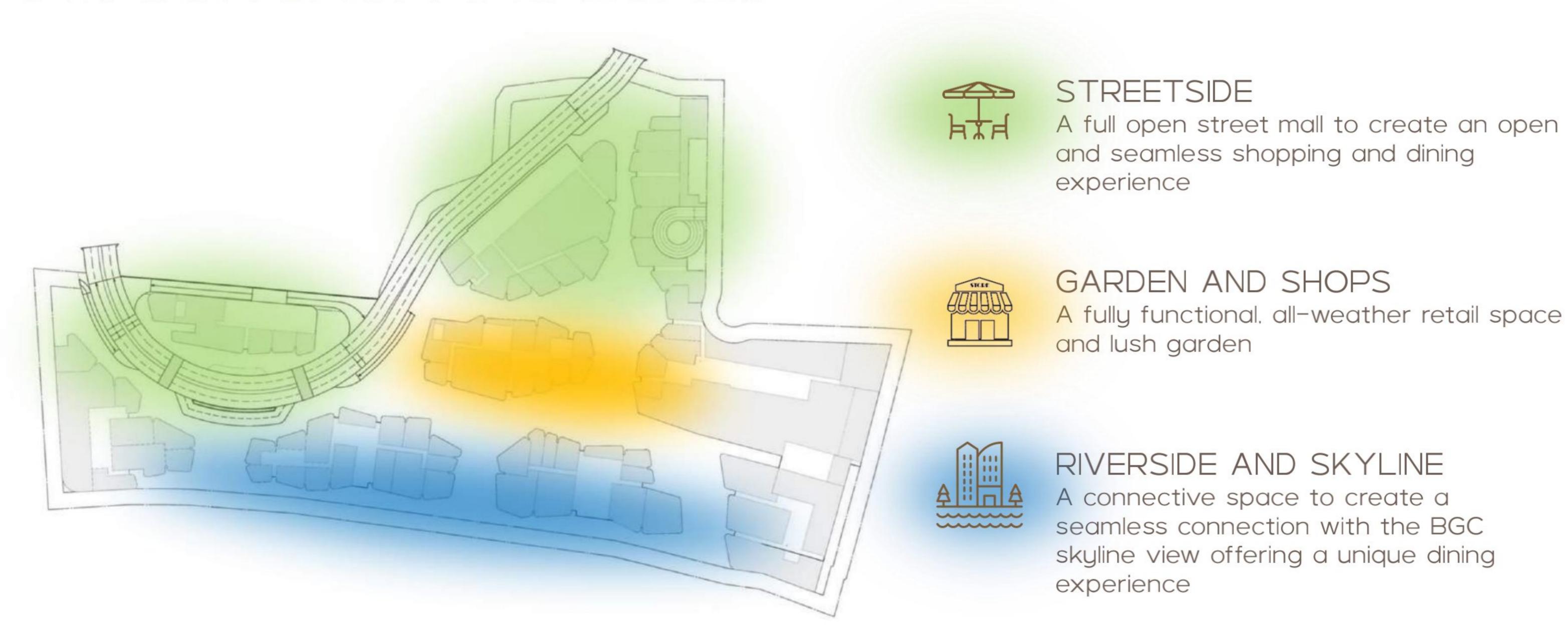
A leading Japanese design company founded in 1985. Garde has been providing retail design branding and consulting services throughout the globe. Their clients include luxury fashion stores, hotels, department stores, shopping centers, corporate offices and high-end residences.

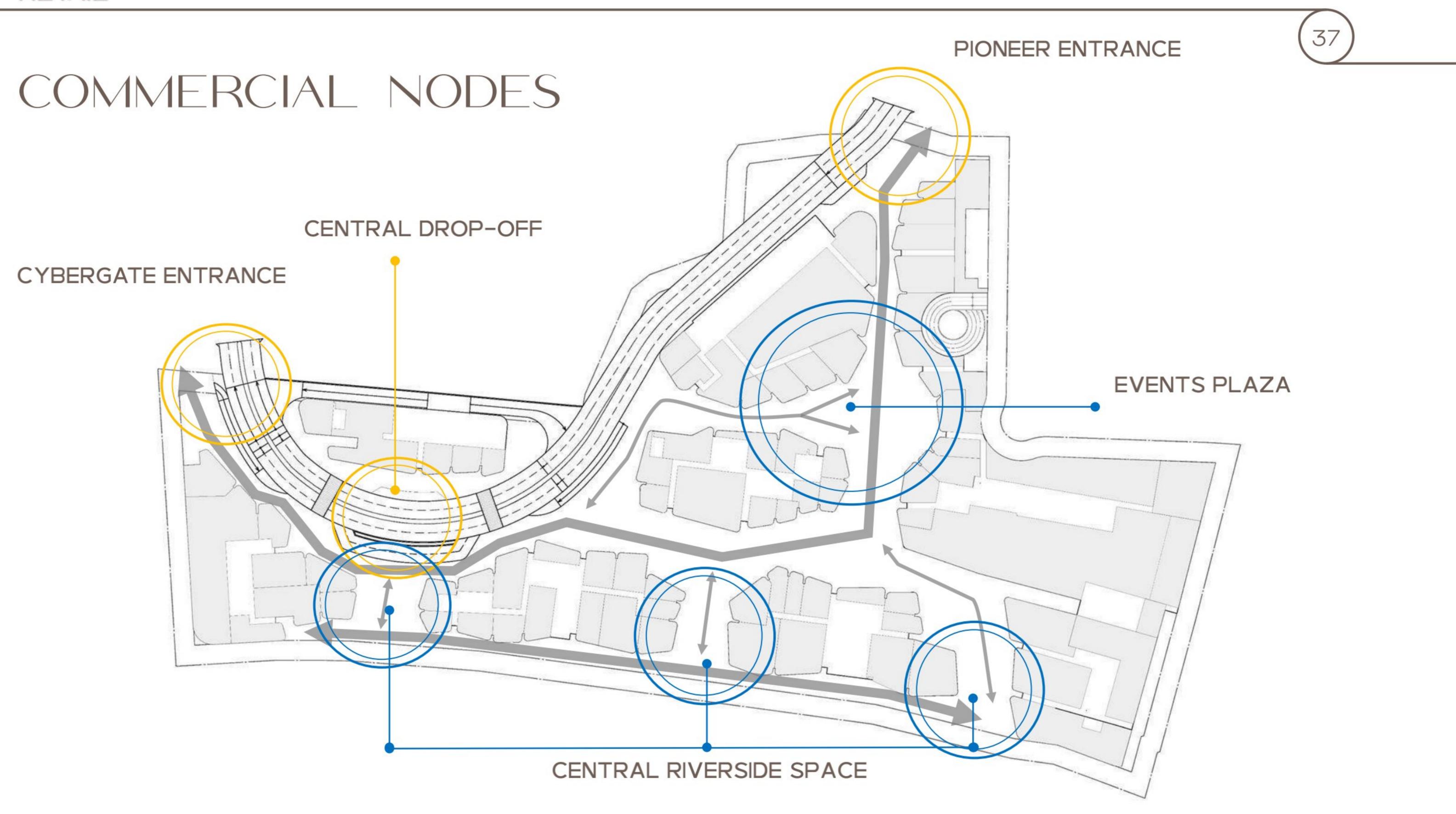
### MITSUKOSHI GINZA

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



















AMENITIES







#### 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.



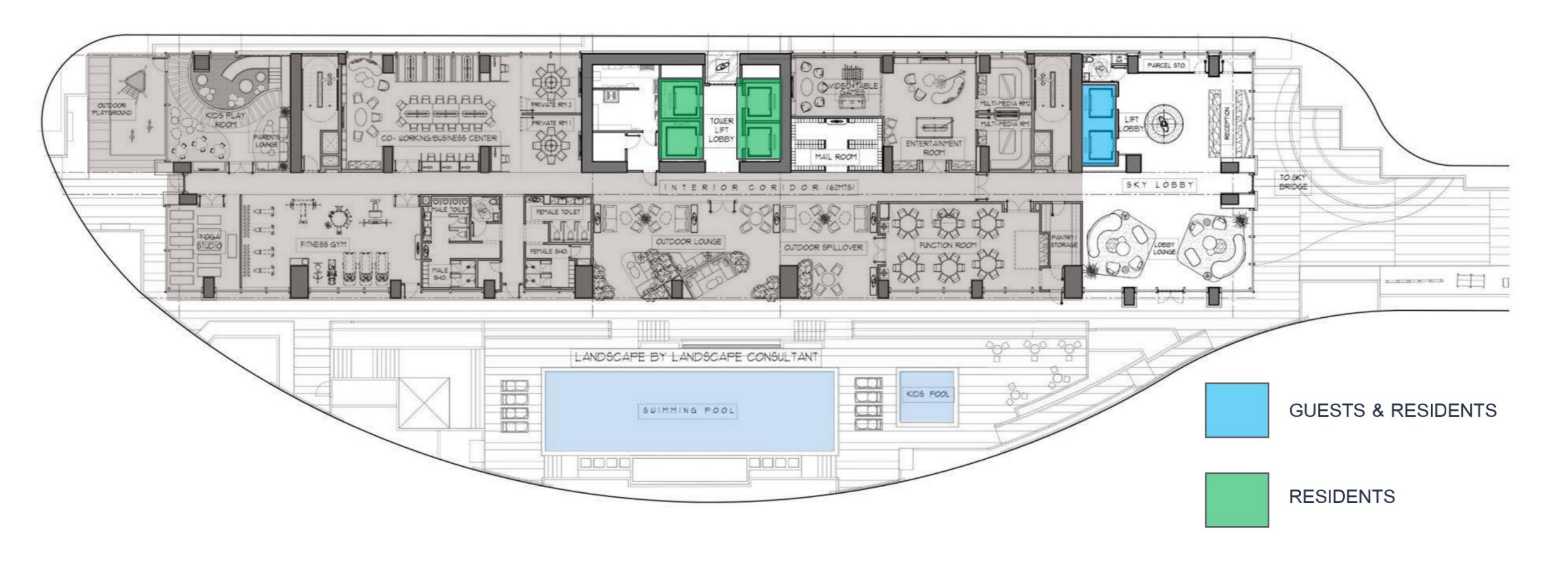




#### INDOOR AMENITIES

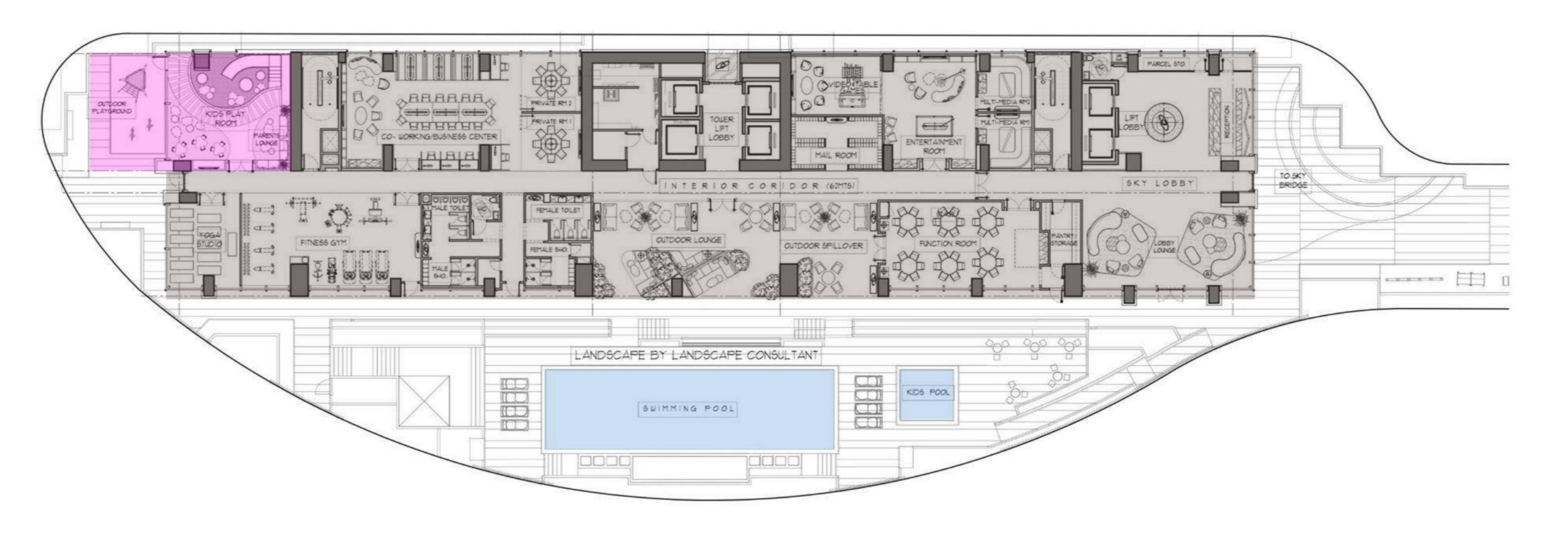
Carefully curated amenities that cater to the lifestyle and needs of the young target market



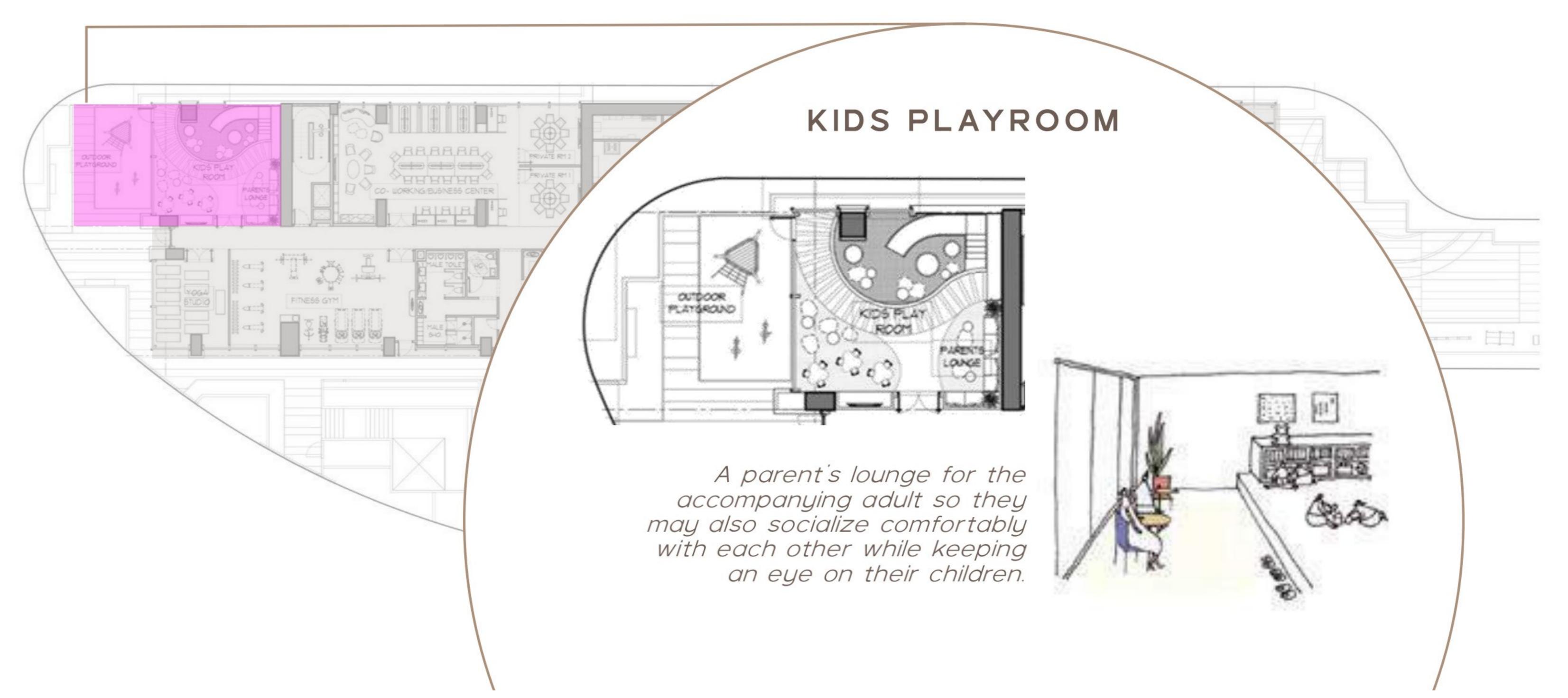


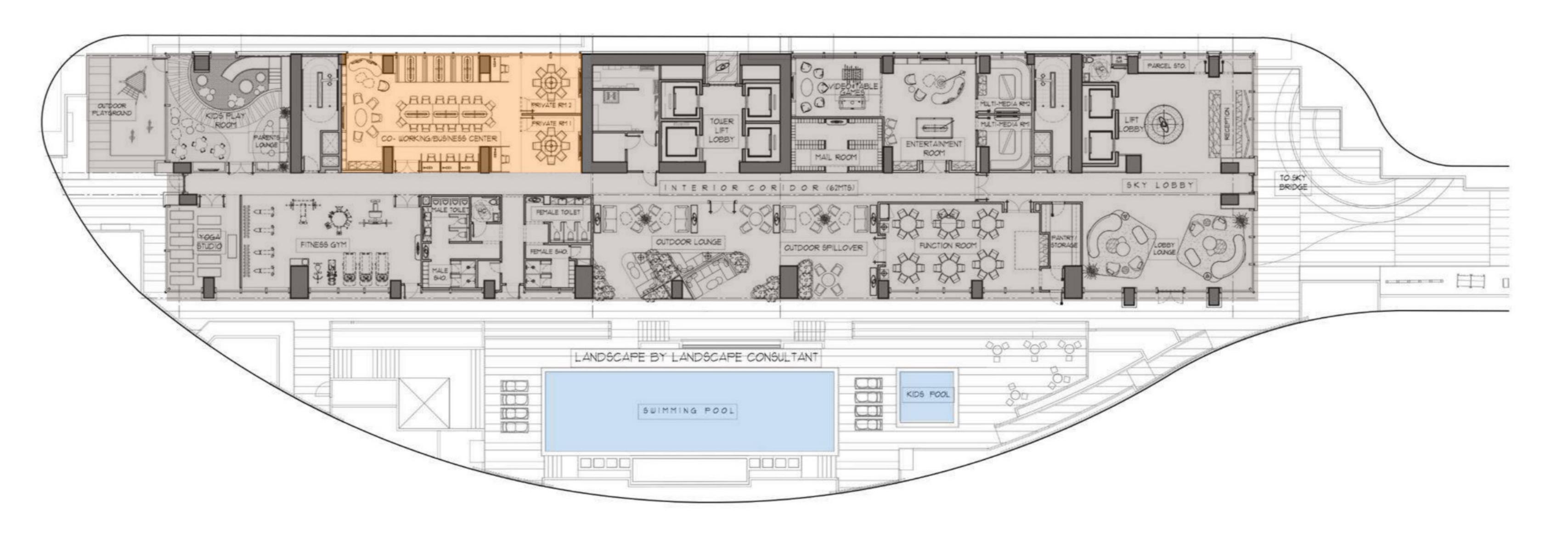




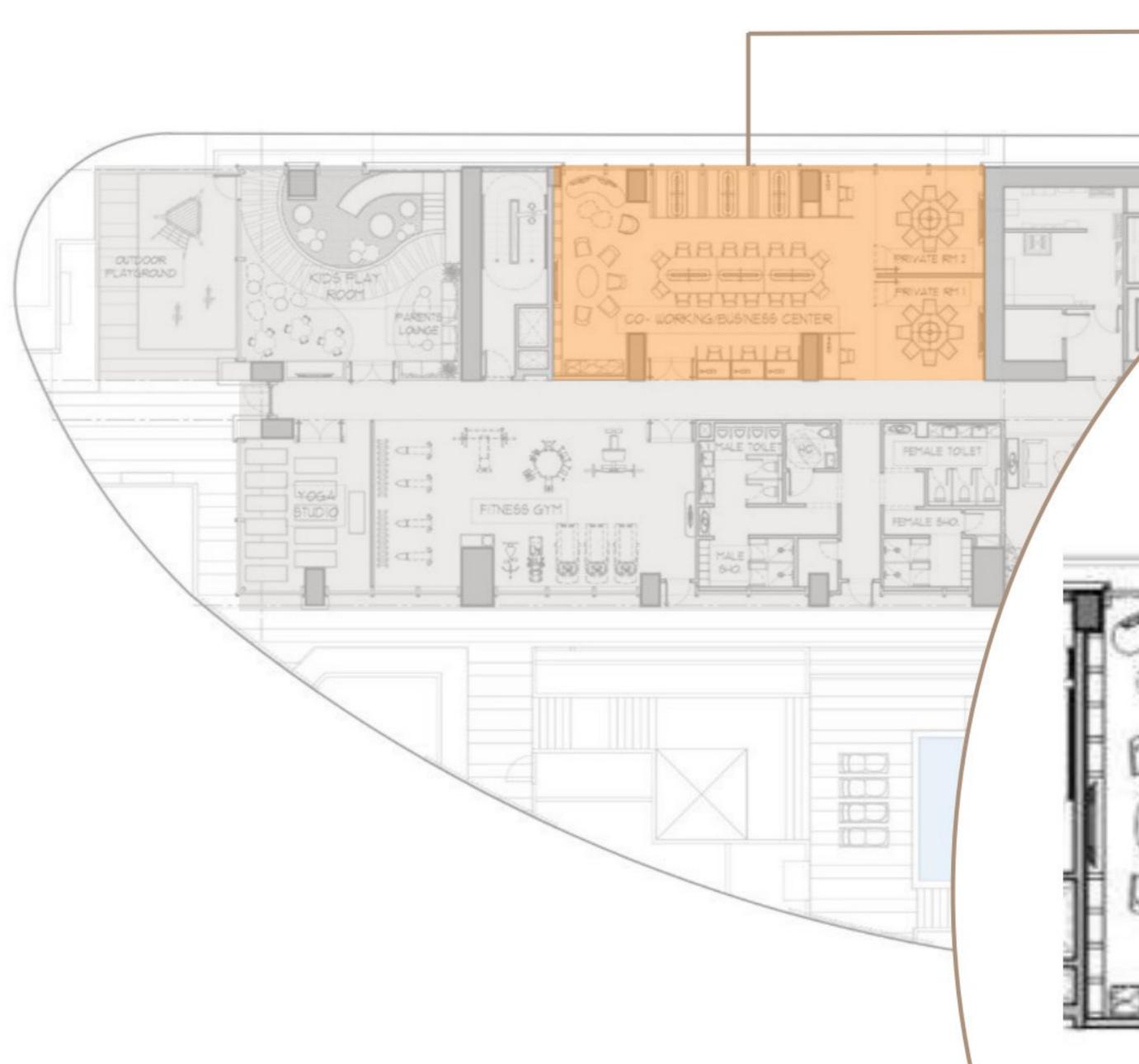






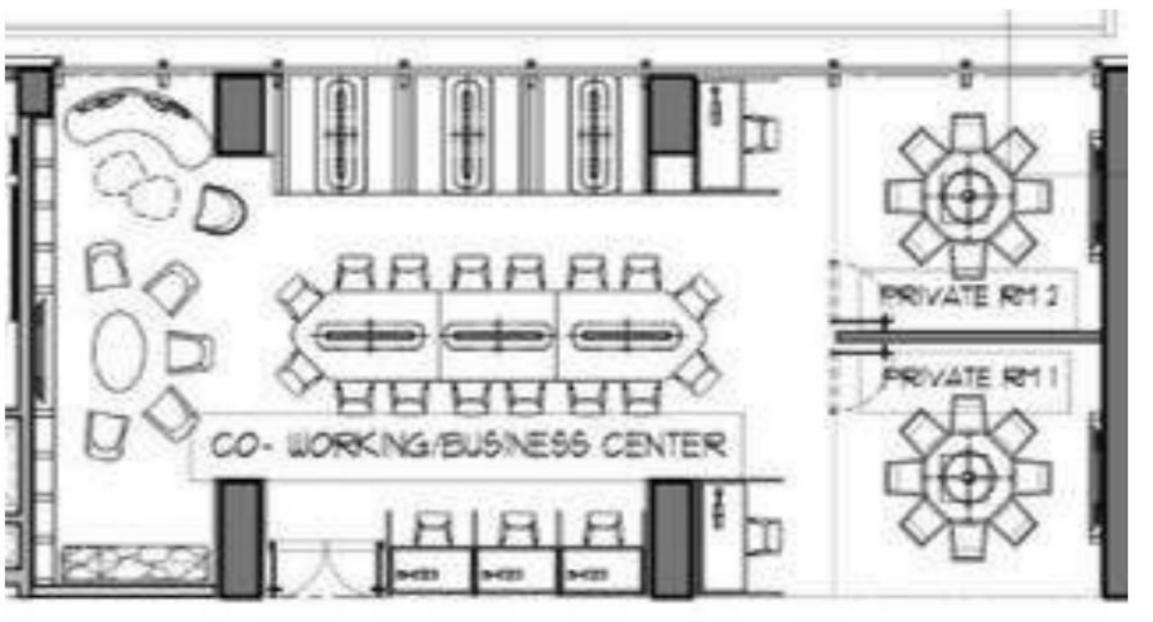


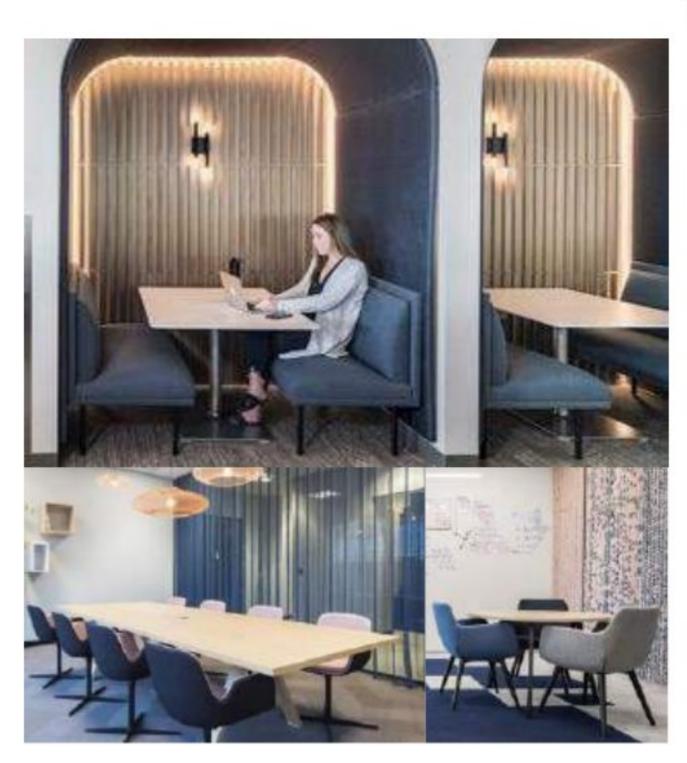




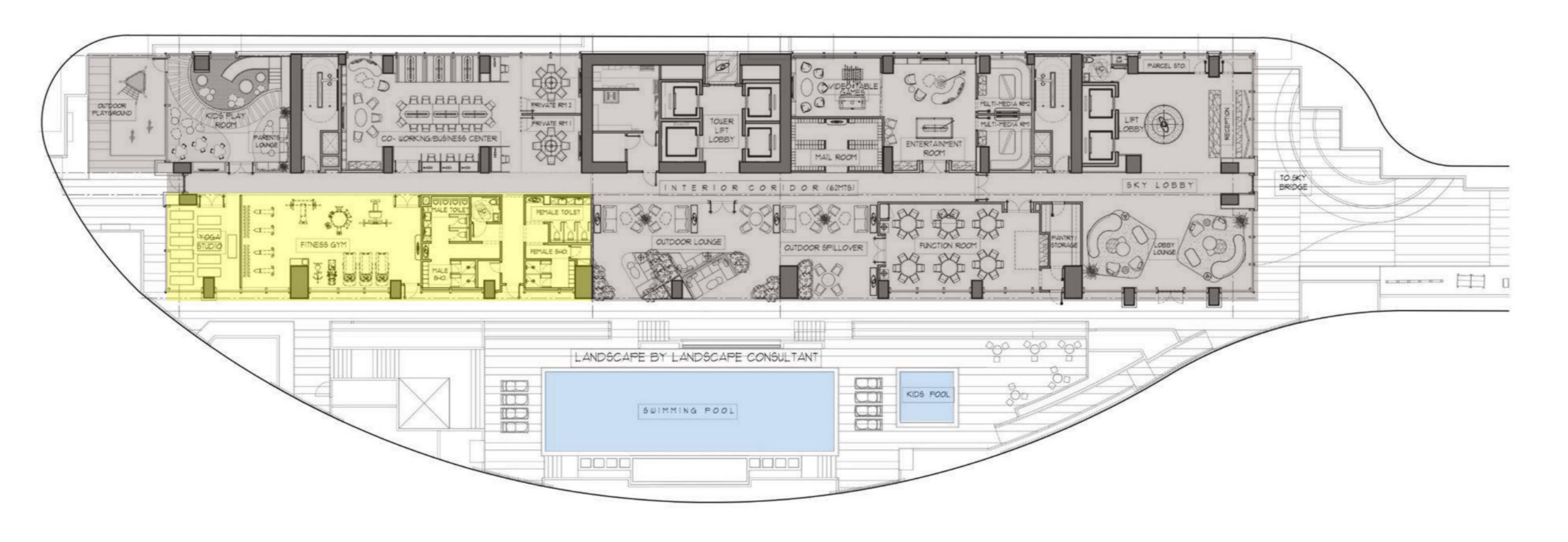
#### CO-WORKING / BUSINESS CENTER

Moving into the "new normal" of shared working spaces, the co-working / business center offers work areas for collaboration and privacy.



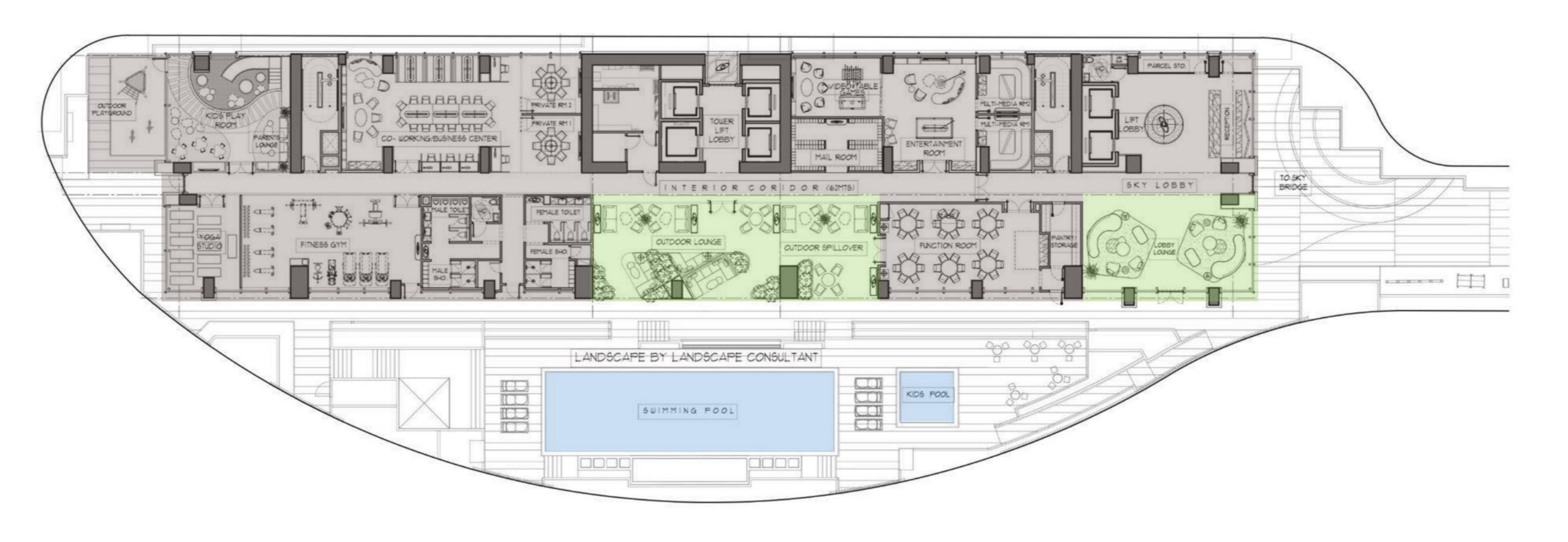


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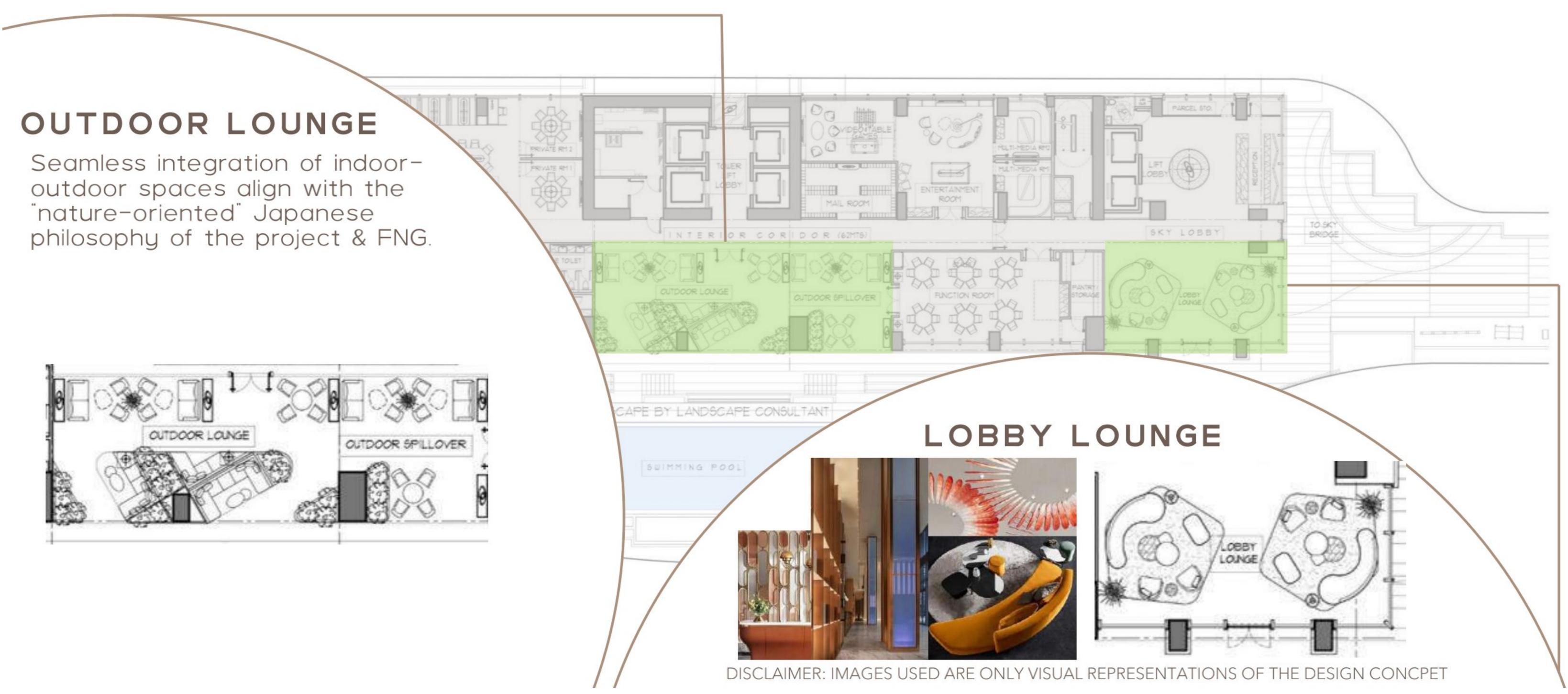


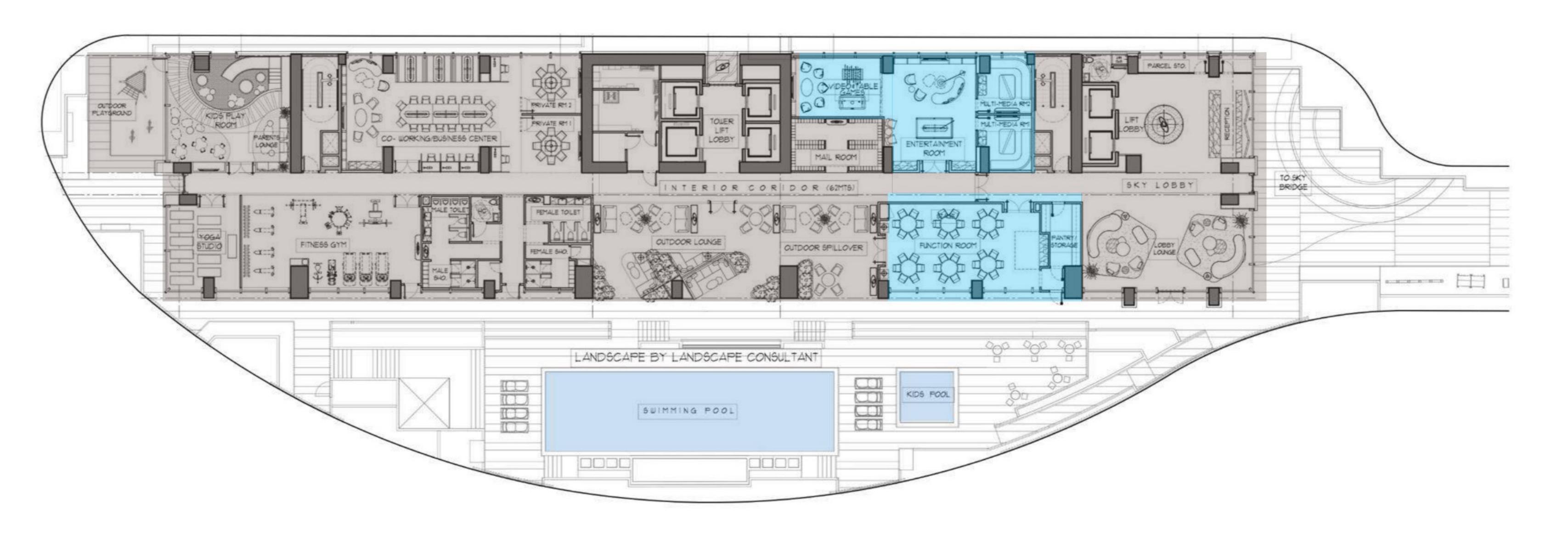








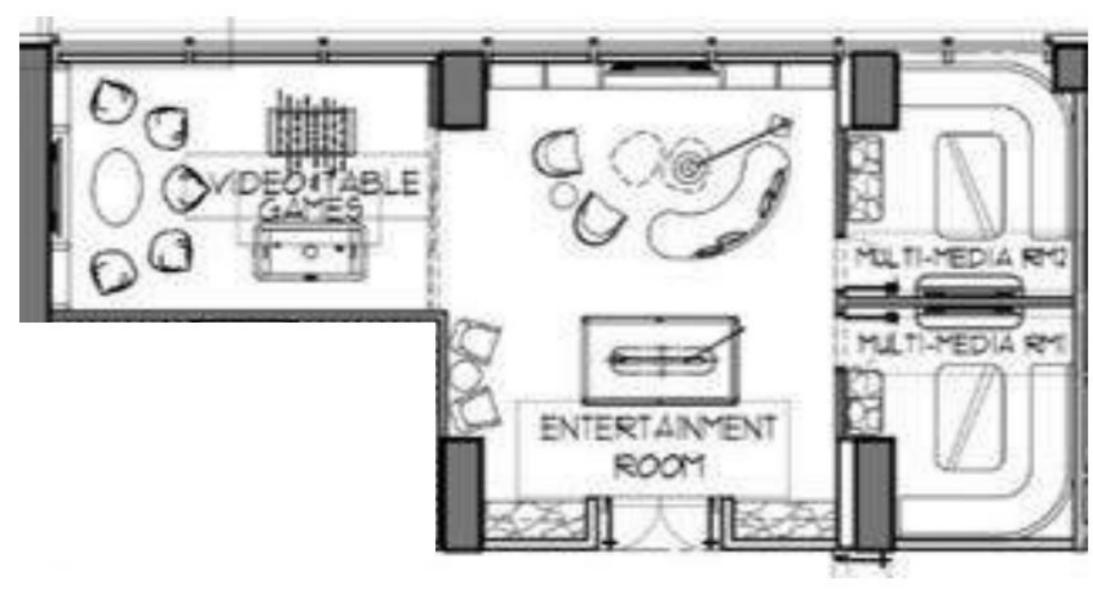






#### ENTERTAINMENT ROOM

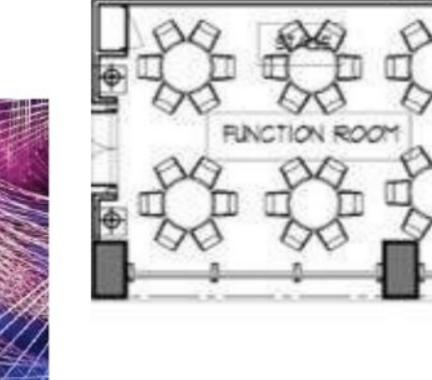
Work-Life Balance is essential to the younger generation and spaces where they can unwind with friends & family is a must.







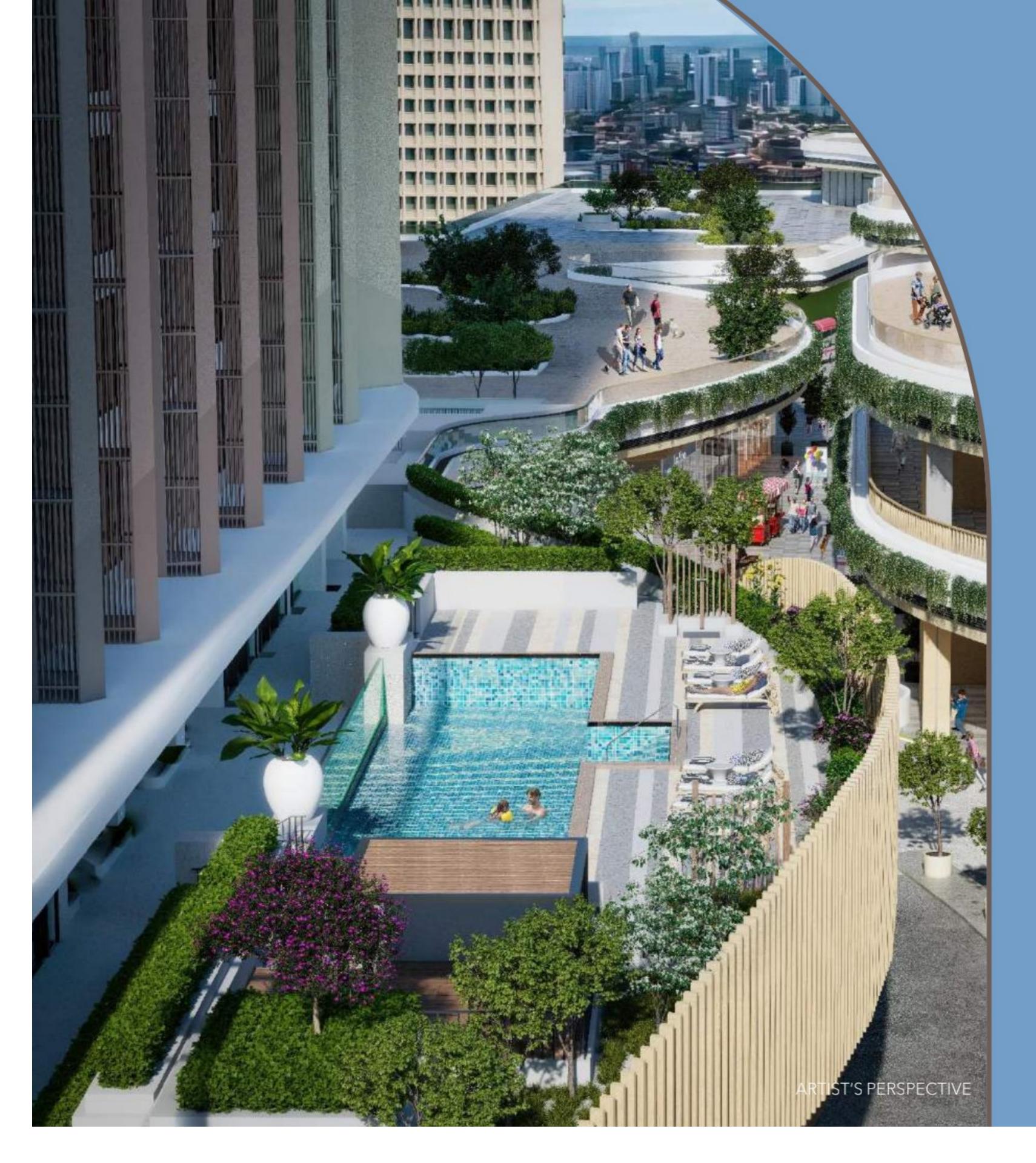
#### FUNCTION ROOM



SKY LOBBY





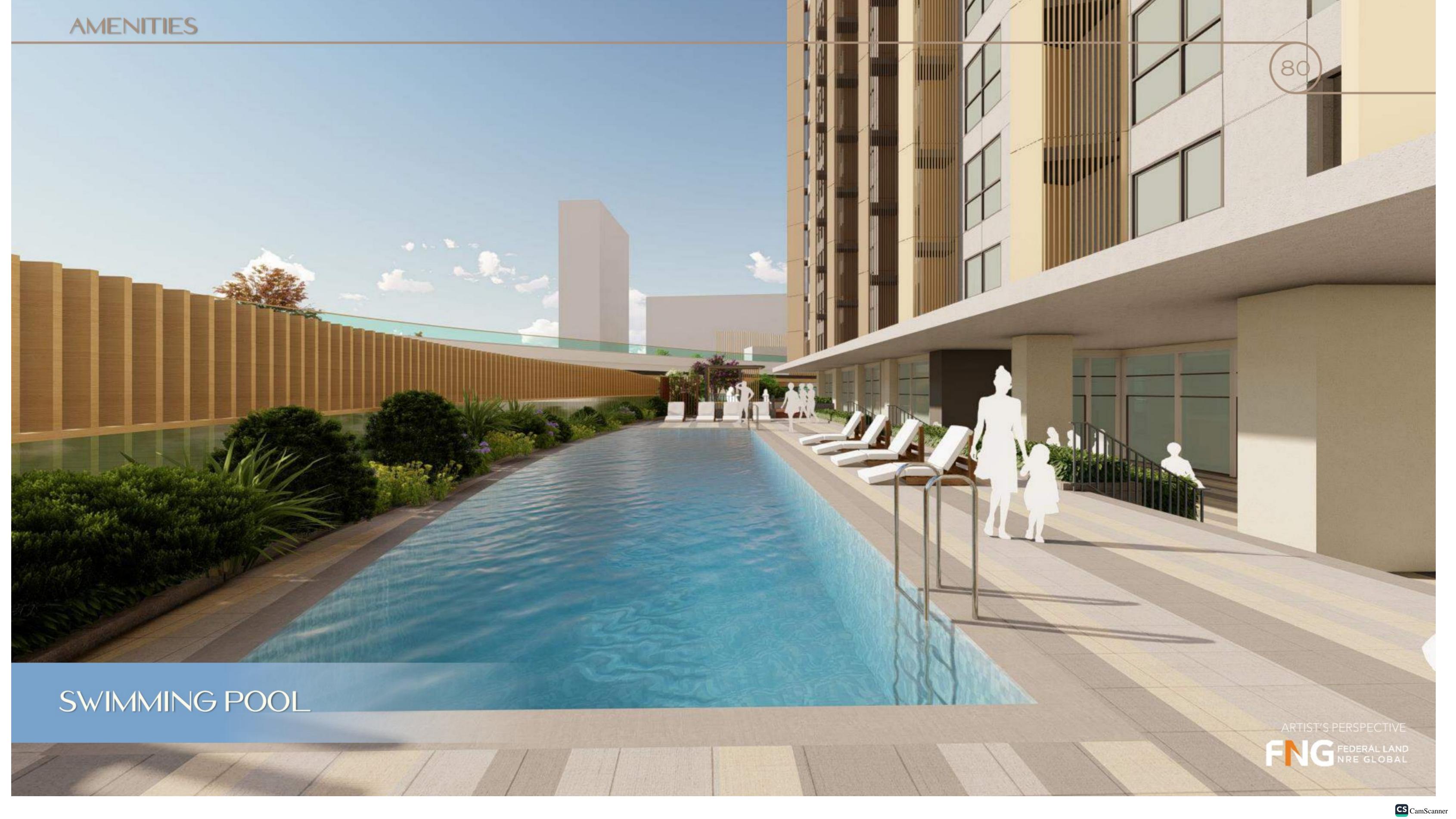


#### OUTDOOR AMENITIES























# 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

Flexibility





# STORAGE SOLUTIONS GENERAL AN

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.

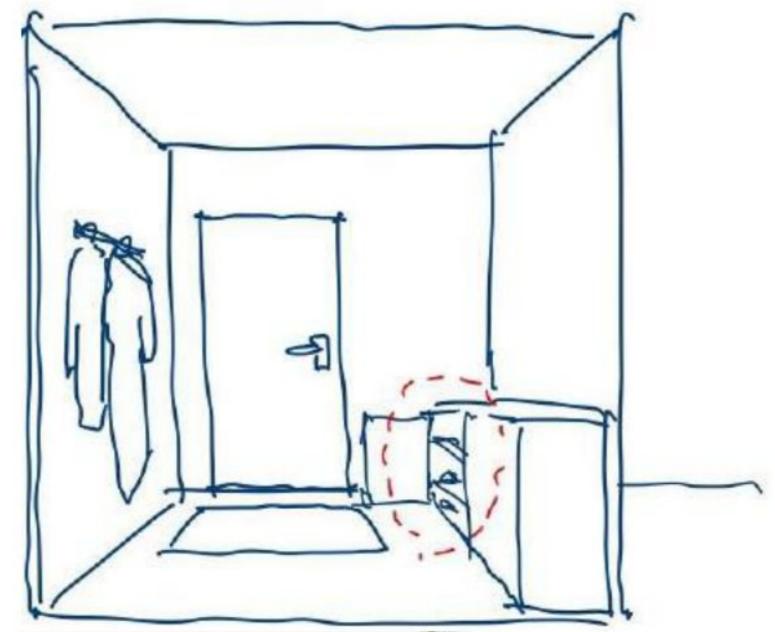
The concept of a *Genkan* is also very cultural as it reflects deeply held Japanese views and attitudes on cleanliness – an important part of their religious practice of Shintoism.







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





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

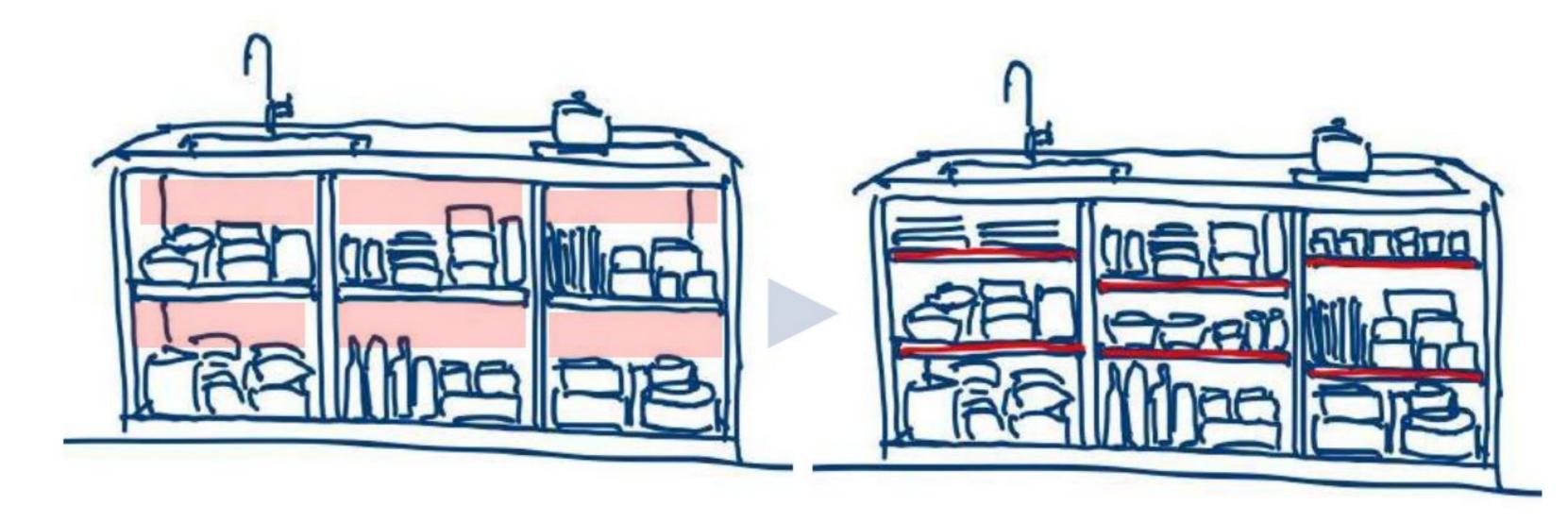
entrance

# STORAGE SOLUTIONS KITCHEN

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.



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 & PANL

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.











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.

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# STORAGE SOLUTIONS CLOSE SOLUTIONS

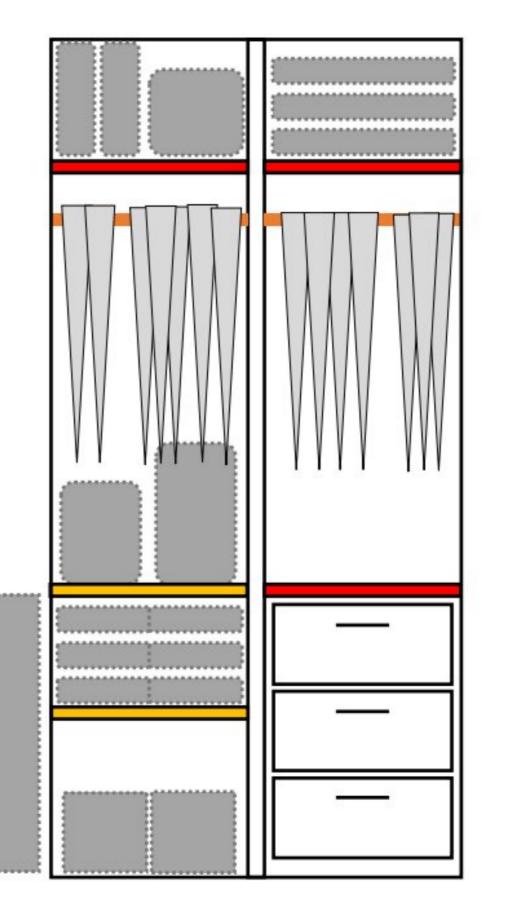






In modular closets, shelves can be easily rearranged by residents to accommodate needs for storing more clothes, large objects, or additional storage compartments.

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



HIGH ZONE 27F - 35F | 13 UNITS

MID ZONE 20F - 26F | 27 UNITS

LOW ZONE 3F - 19F | 27 UNITS

AMENITIES

RETAIL P1 - 2F

PARKING

P1 - P6



#### 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

RETAIL

PARKING





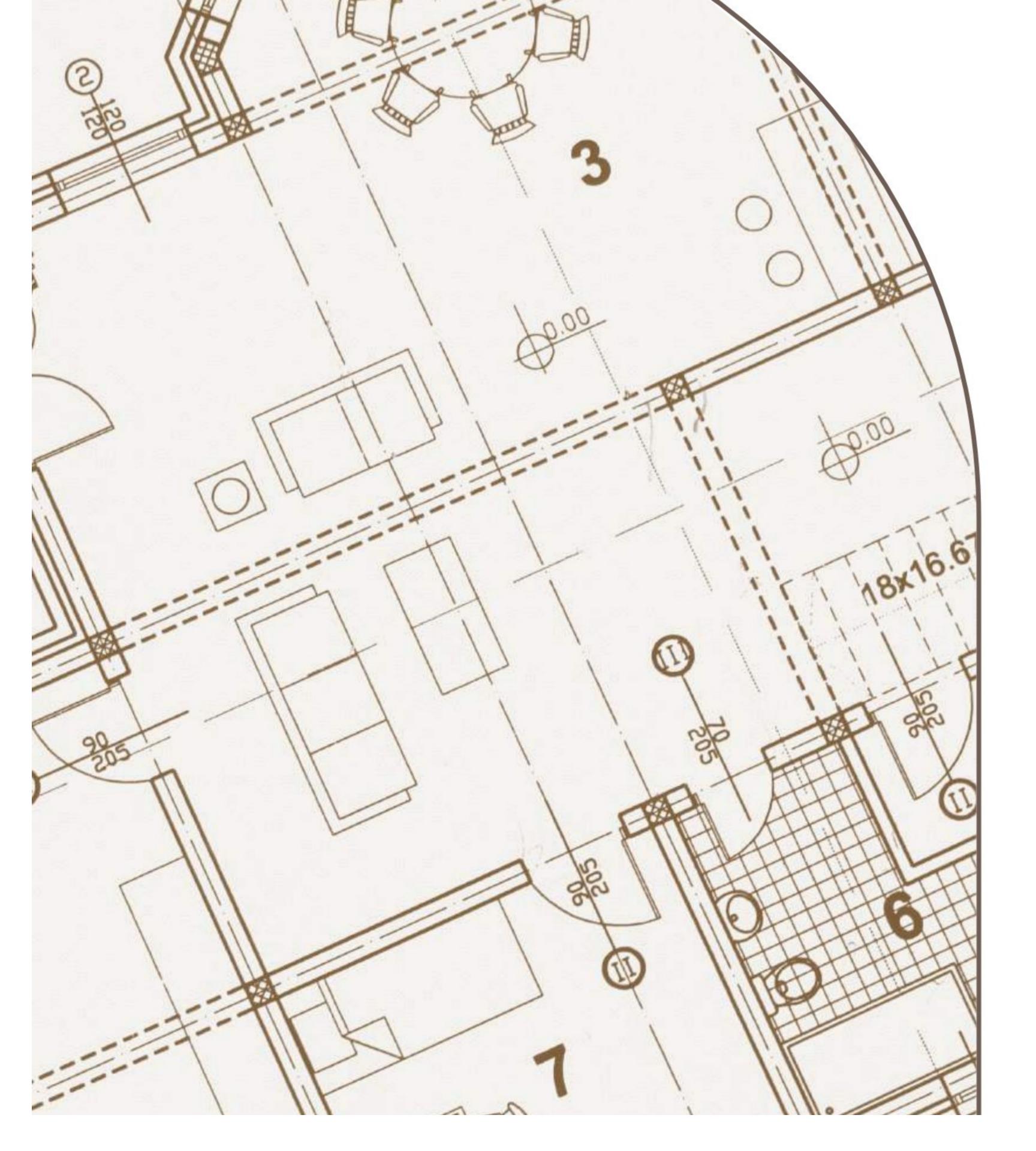
#### 

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









STUDIO

1-BEDROOM

2-BEDROOM

 16
 17
 18
 19
 20
 21
 22

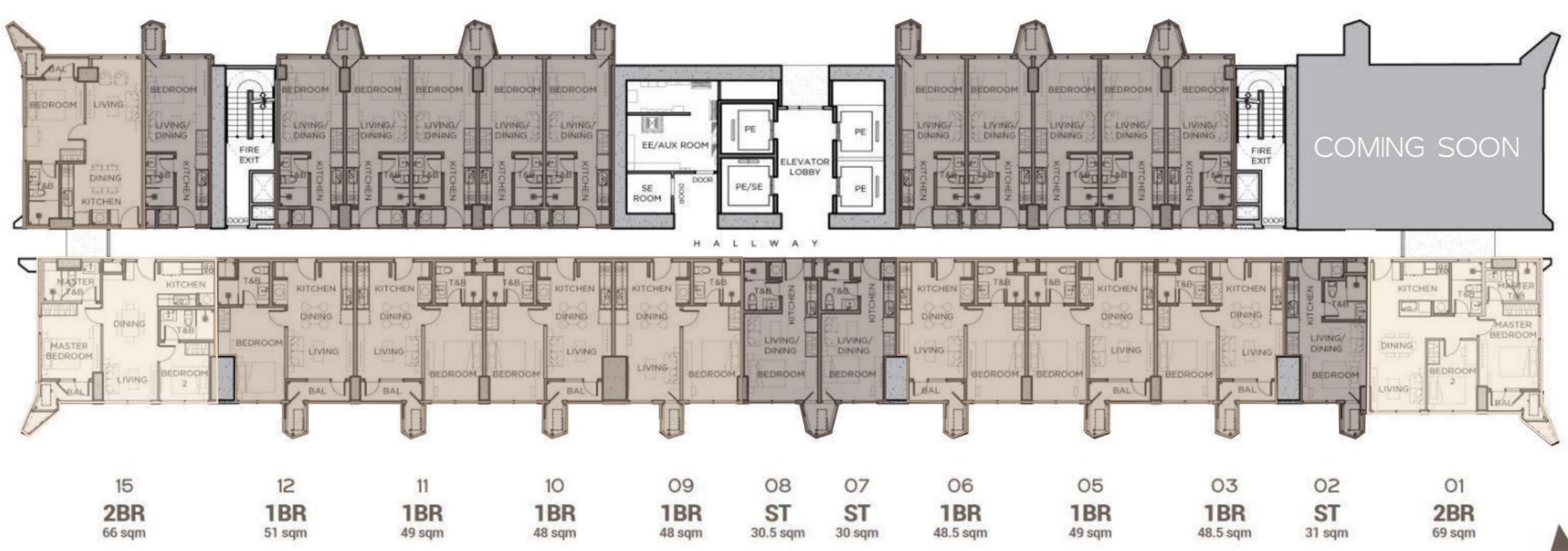
 1BR
 ST
 ST
 ST
 ST
 ST
 ST

 53 sqm
 32.5 sqm
 31.5 sqm
 31.5 sqm
 31.5 sqm
 31.5 sqm
 32.5 sqm

23 25 26 27 28

ST ST ST ST ST
32.5 sqm 31.5 sqm 31.5 sqm 32.5 sqm

29 30 31 ST ST 1BR





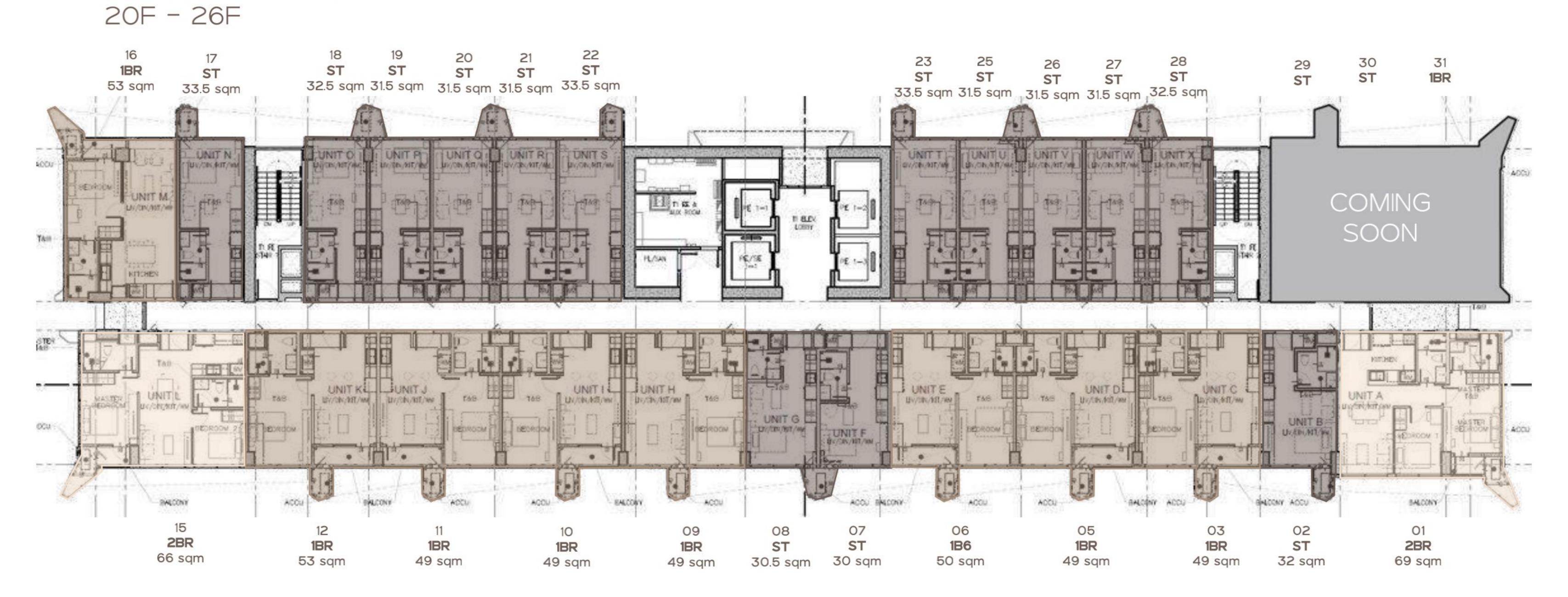


#### MID ZONE

STUDIO

1-BEDROOM

2-BEDROOM





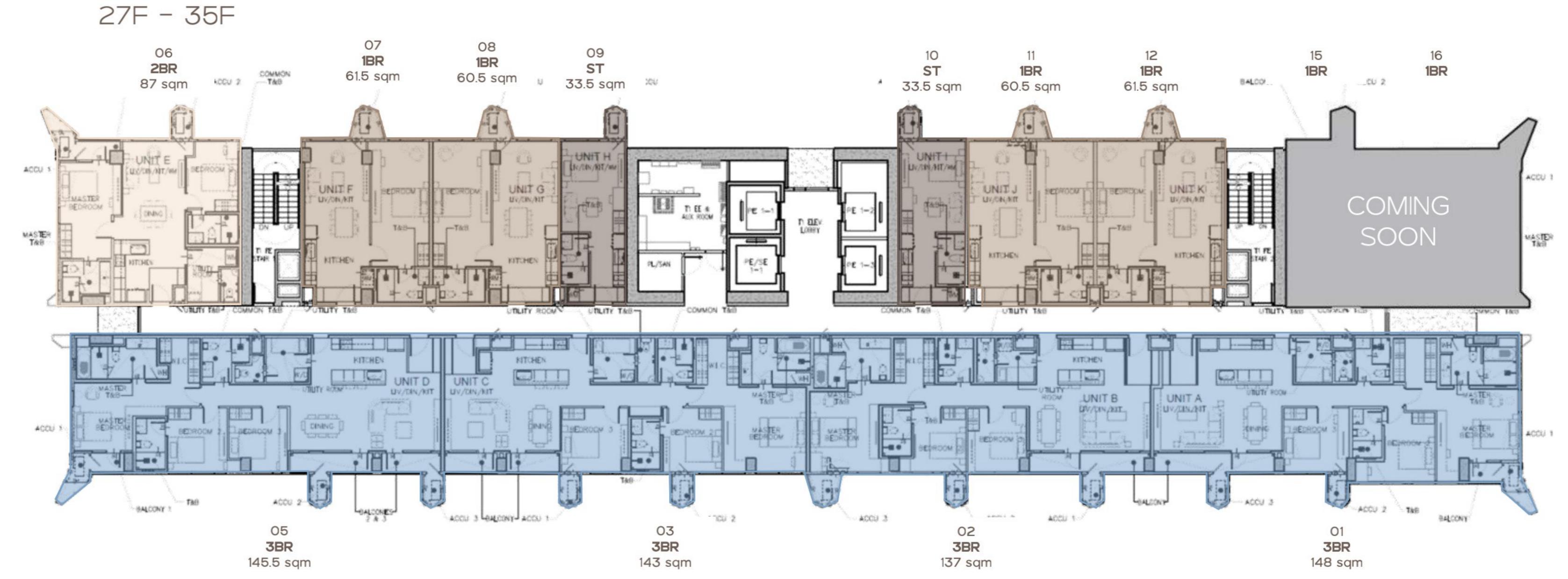
#### HIGH ZONE

STUDIO









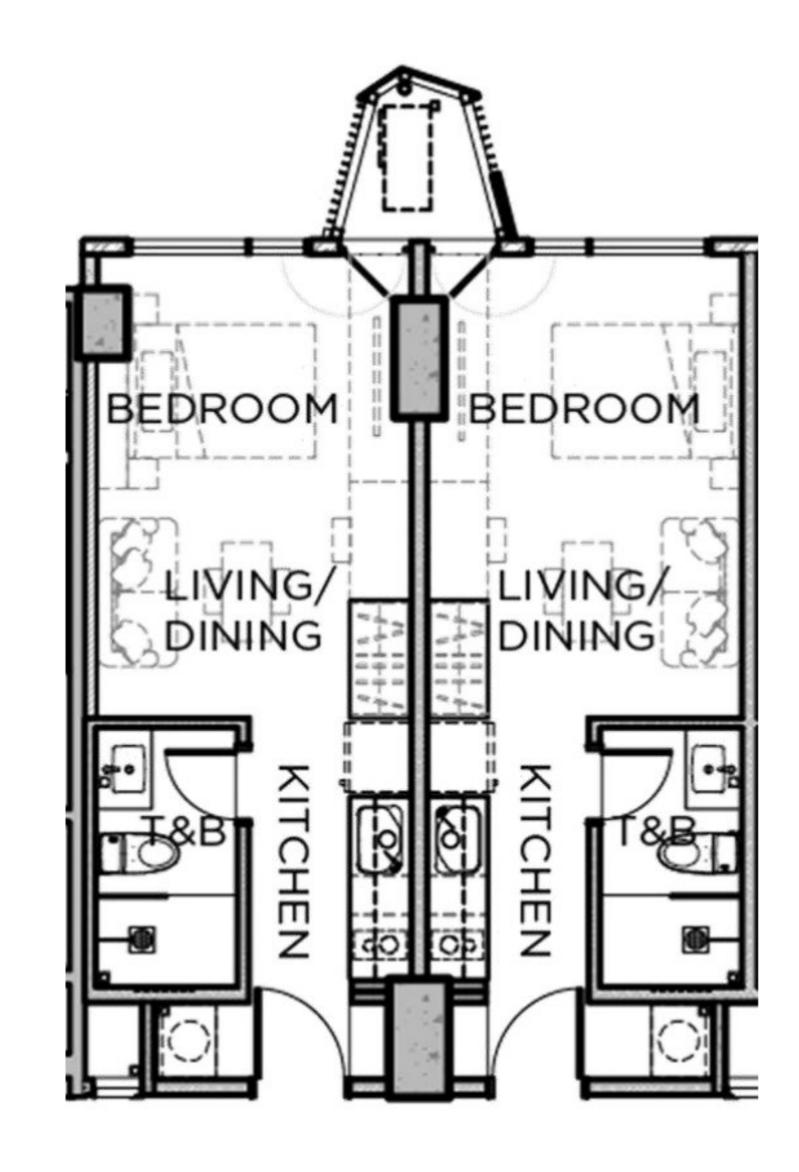
UNIT LAYOUTS



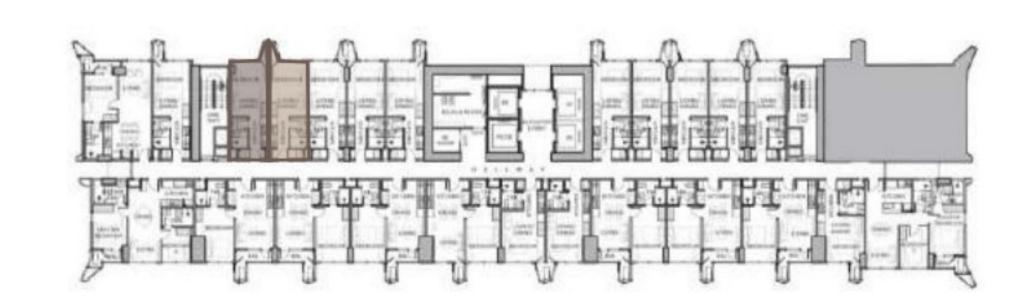


#### STUDIO LOW ZONE | 3F - 19F

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	+32.50

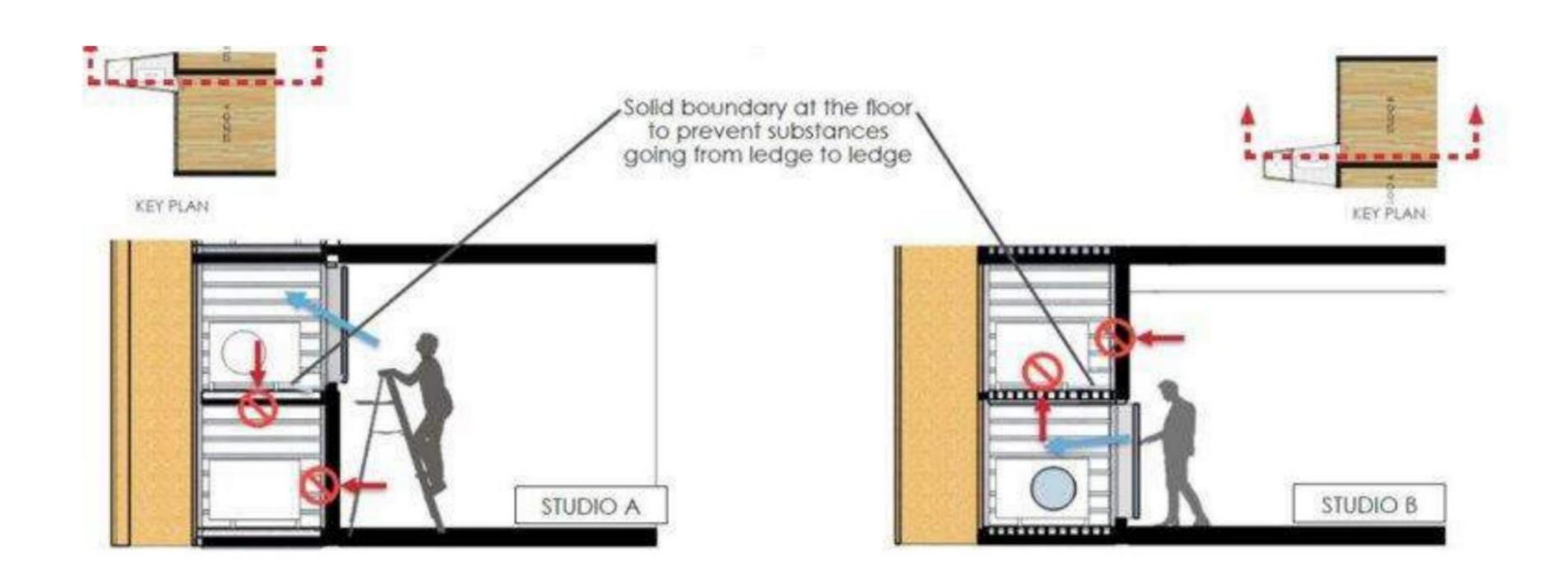


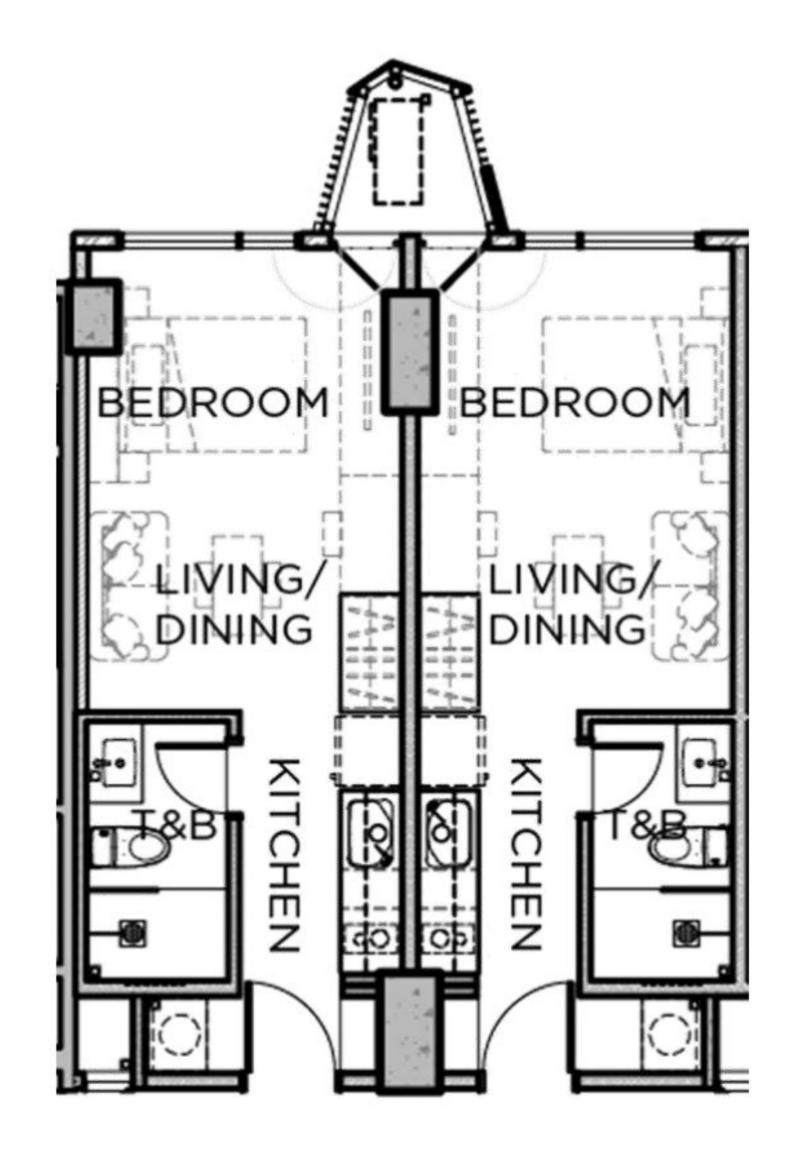
AREA	APPROX SIZE (SQM)
GENKAN/WASH	<u>+</u> 3.00
KITCHEN	<u>+</u> 5.00
DINING/LIVING/BEDROOM	<u>+</u> 16.50
T&B	<u>+</u> 4.50
ACCU	<u>+</u> 2.00
CHASE @ T&B	<u>+</u> 0.50
TOTAL	+31.50

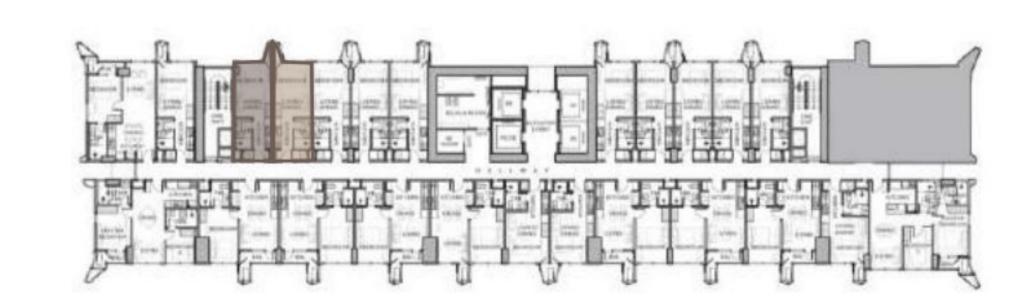




#### STUDIO LOW ZONE | 3F - 19F



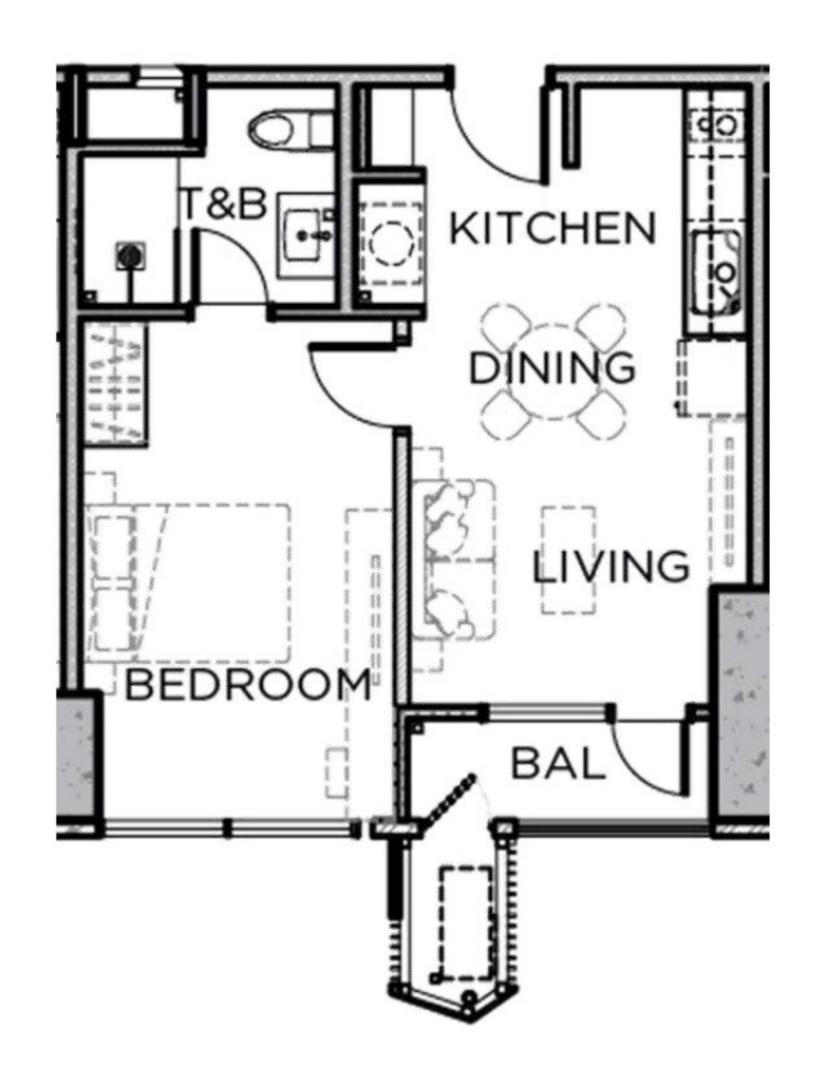


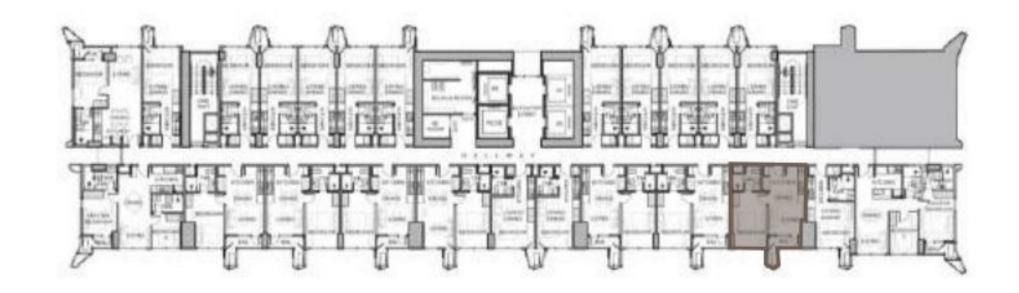




# TYPICAL ONE-BEDROOM LOW ZONE | 3F - 12F

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

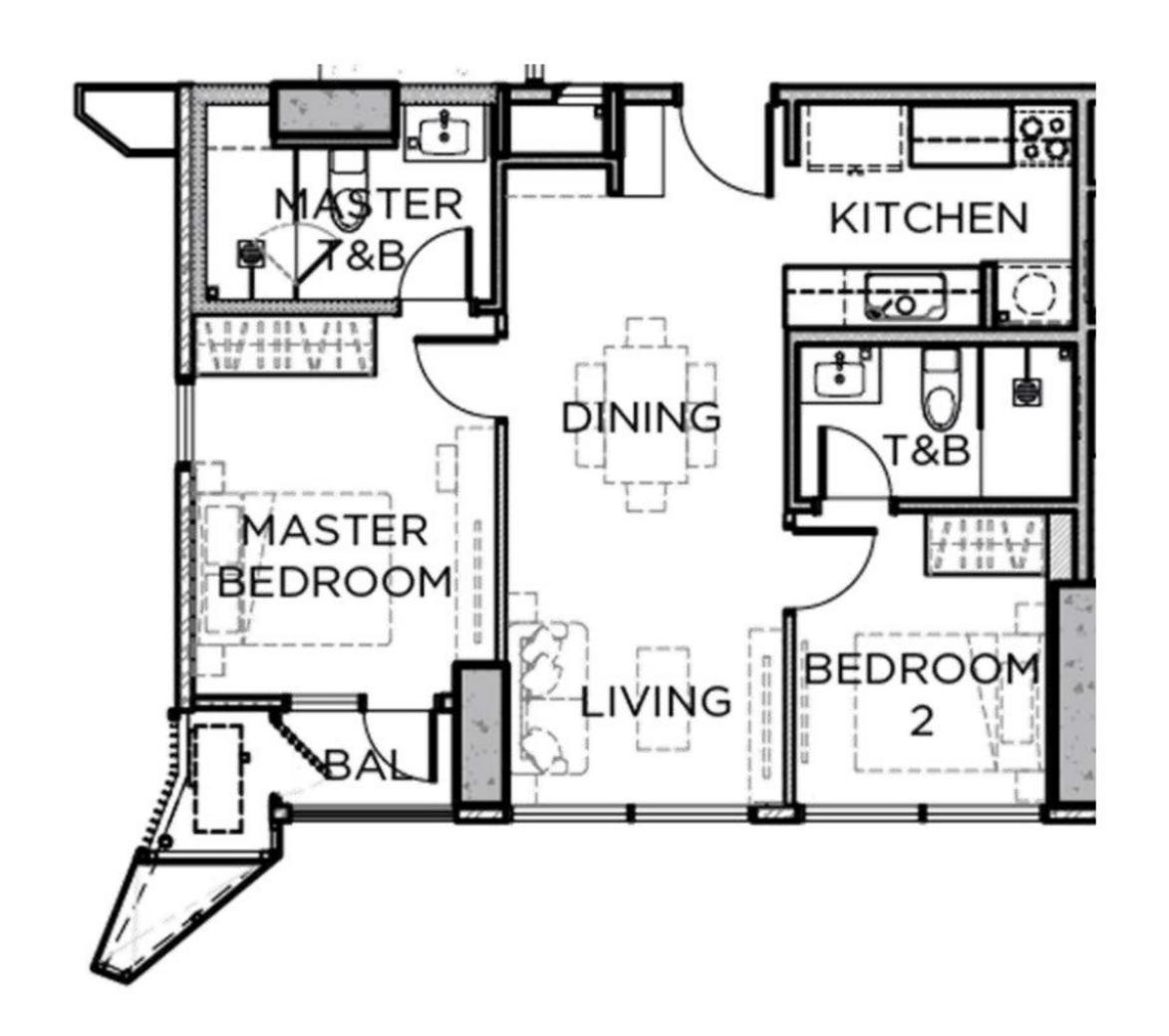


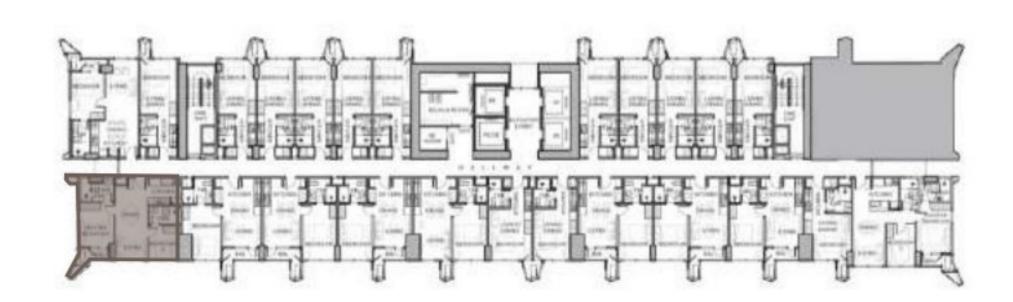




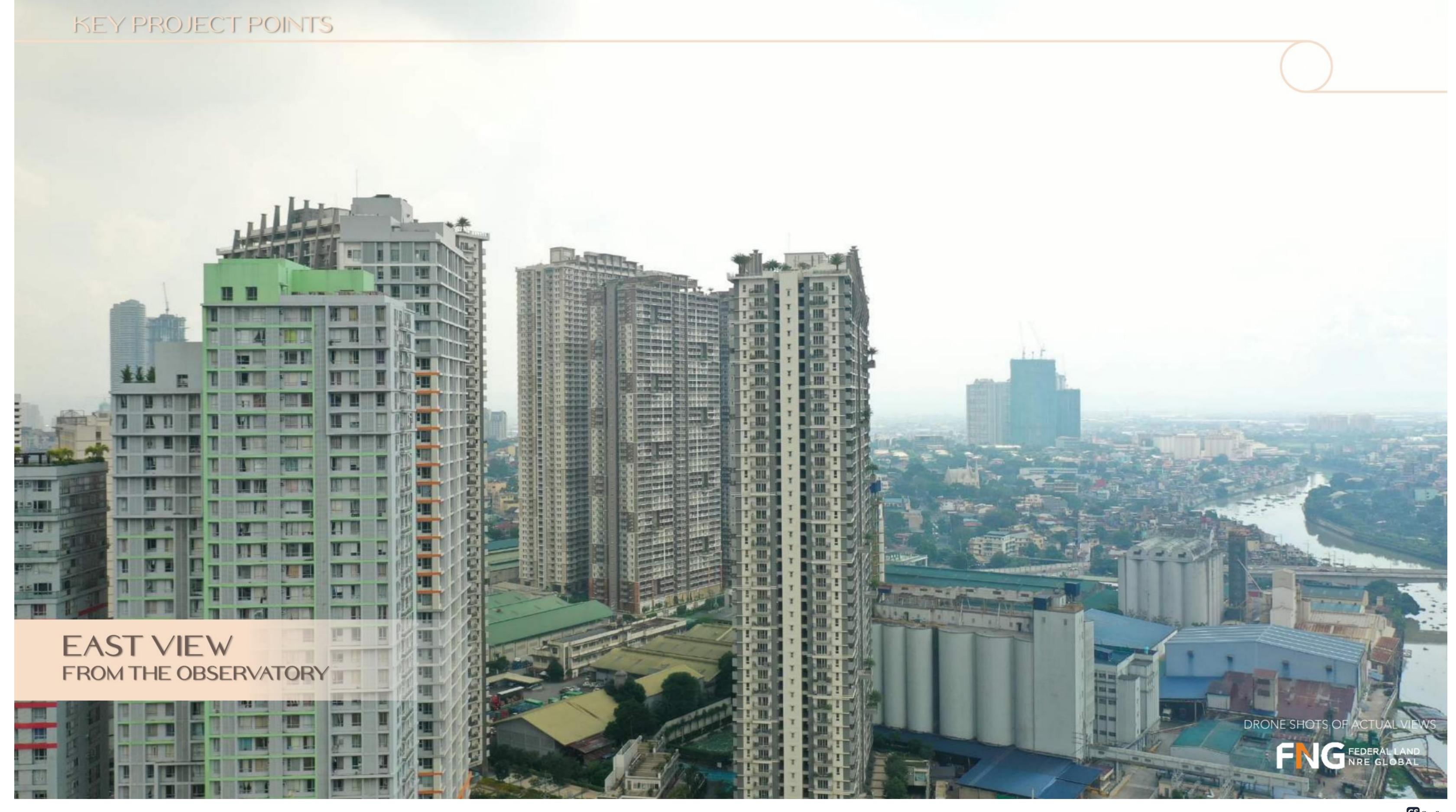
#### TYPICAL TWO-BEDROOM LOW ZONE | 3F - 19F

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



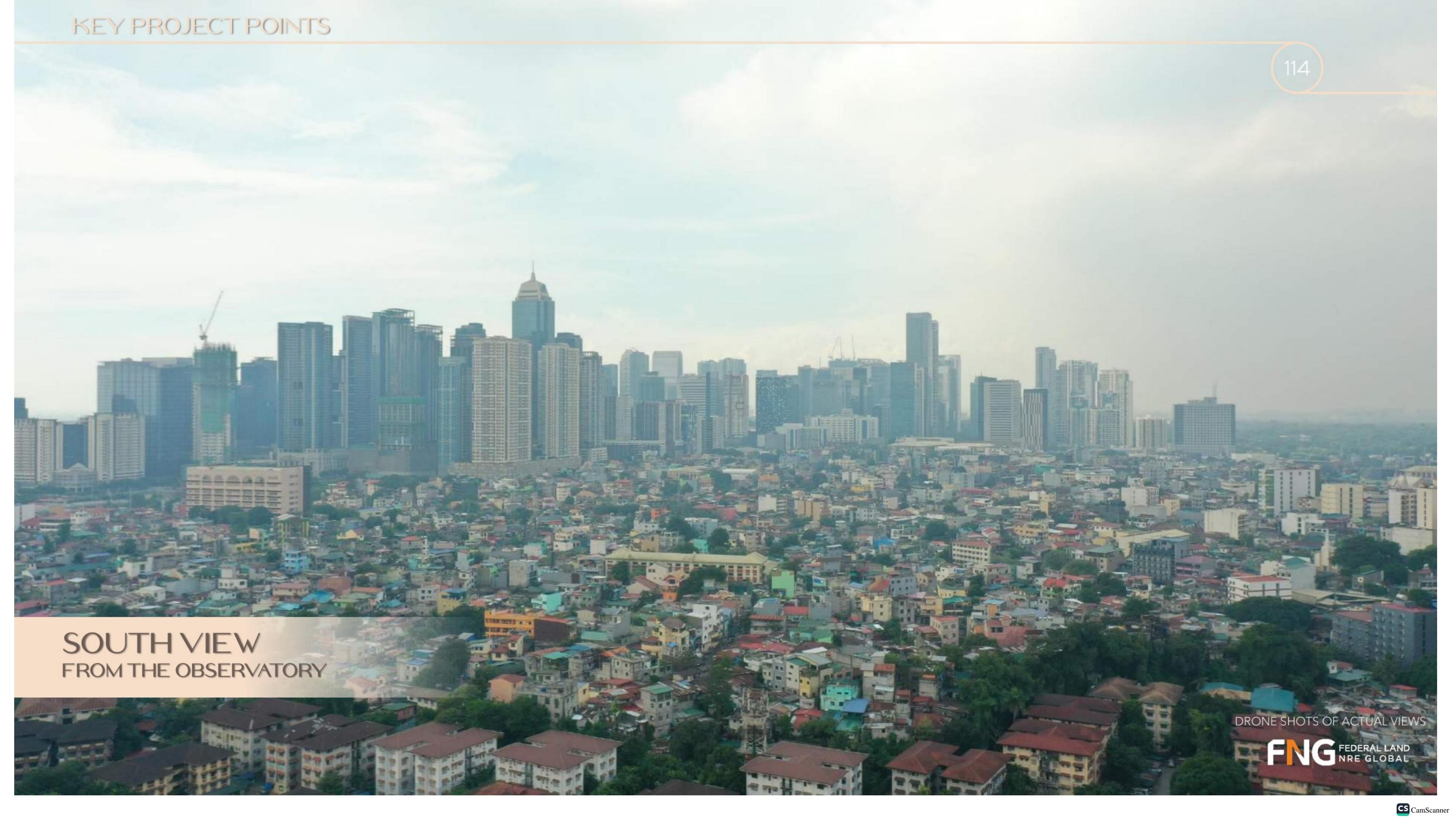


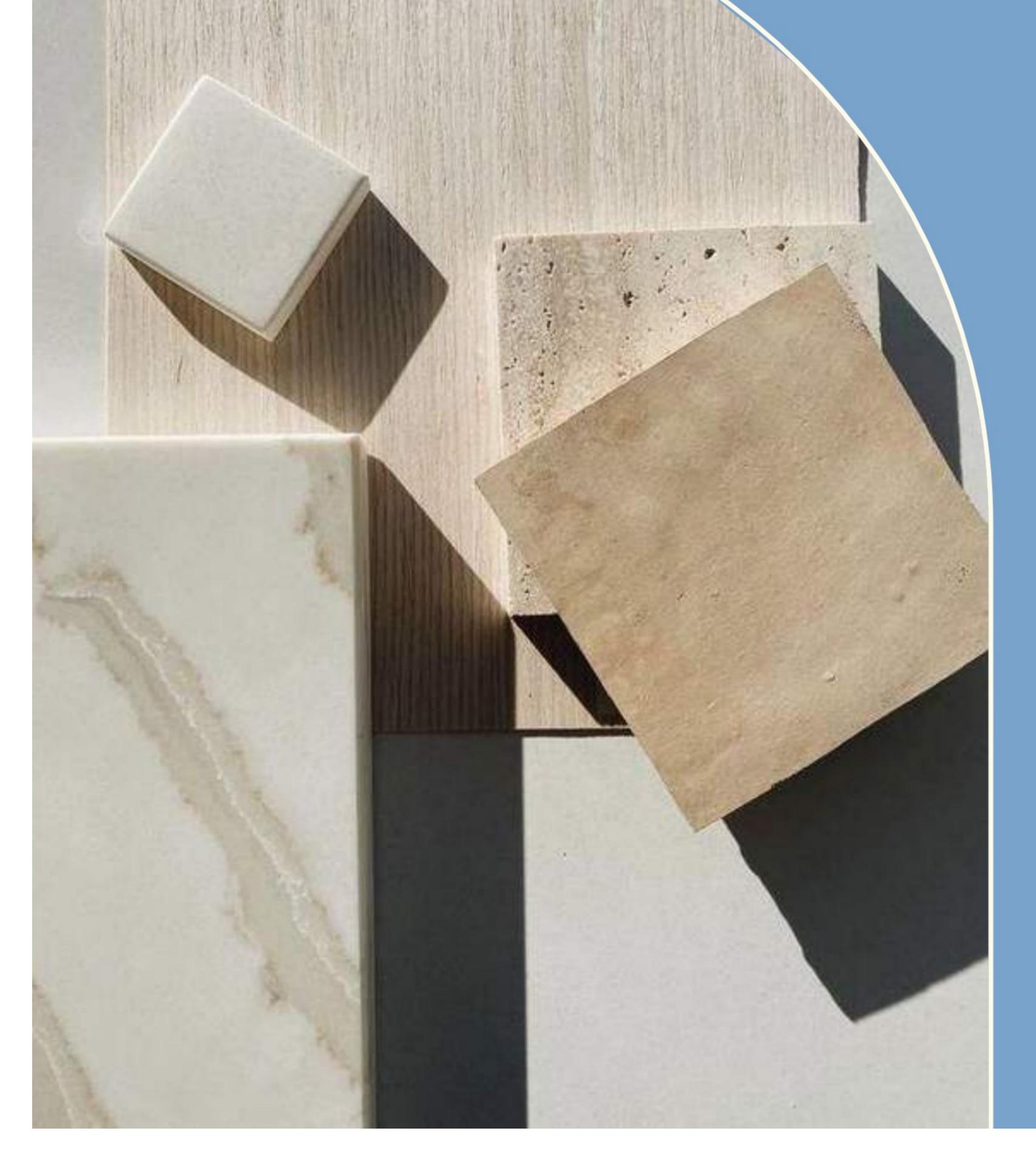












UNIT FINISHES & BUILDING FEATURES



#### 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

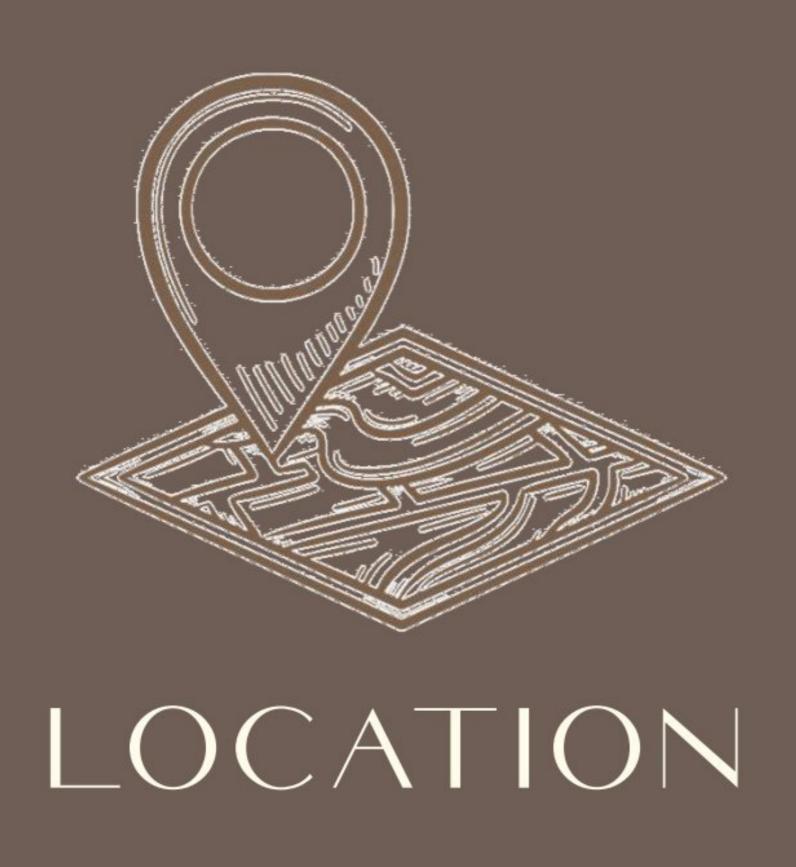


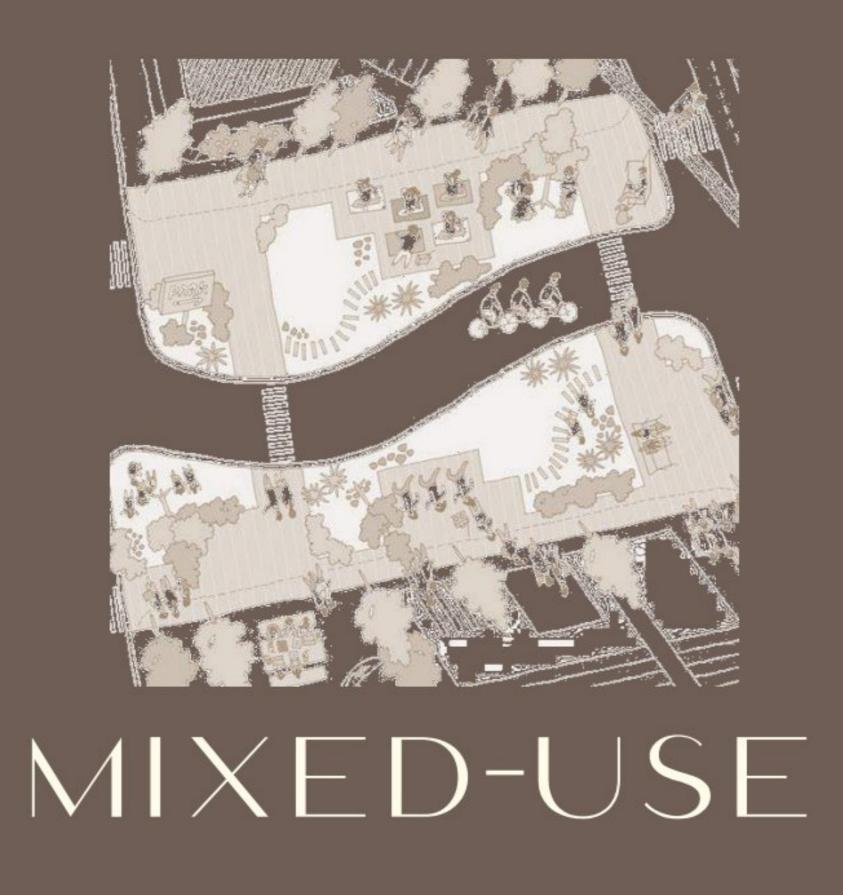
# KEY PROJECT POINTS





## KEY PROJECT POINTS



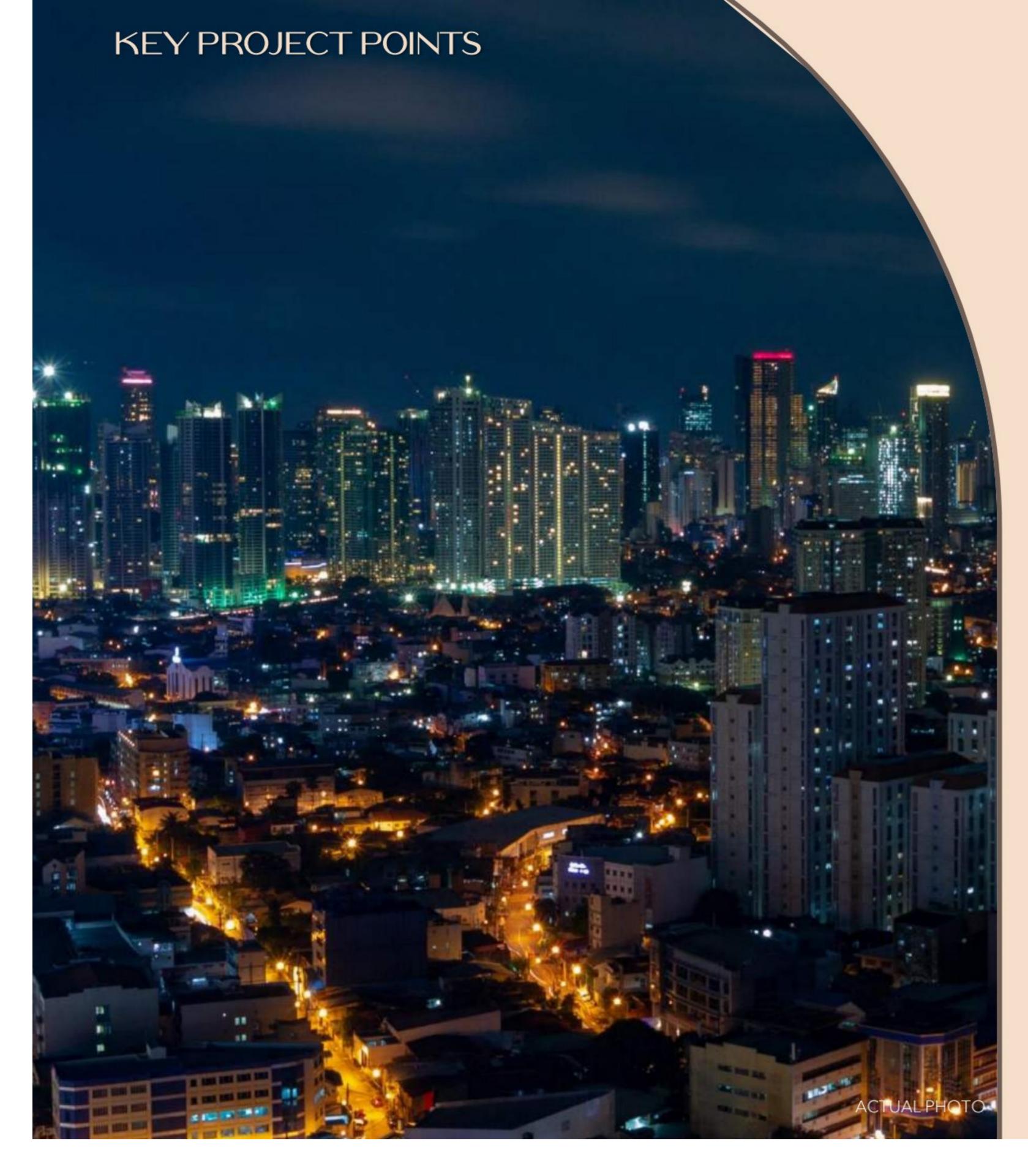




CITYVIEWS







## LOCATION

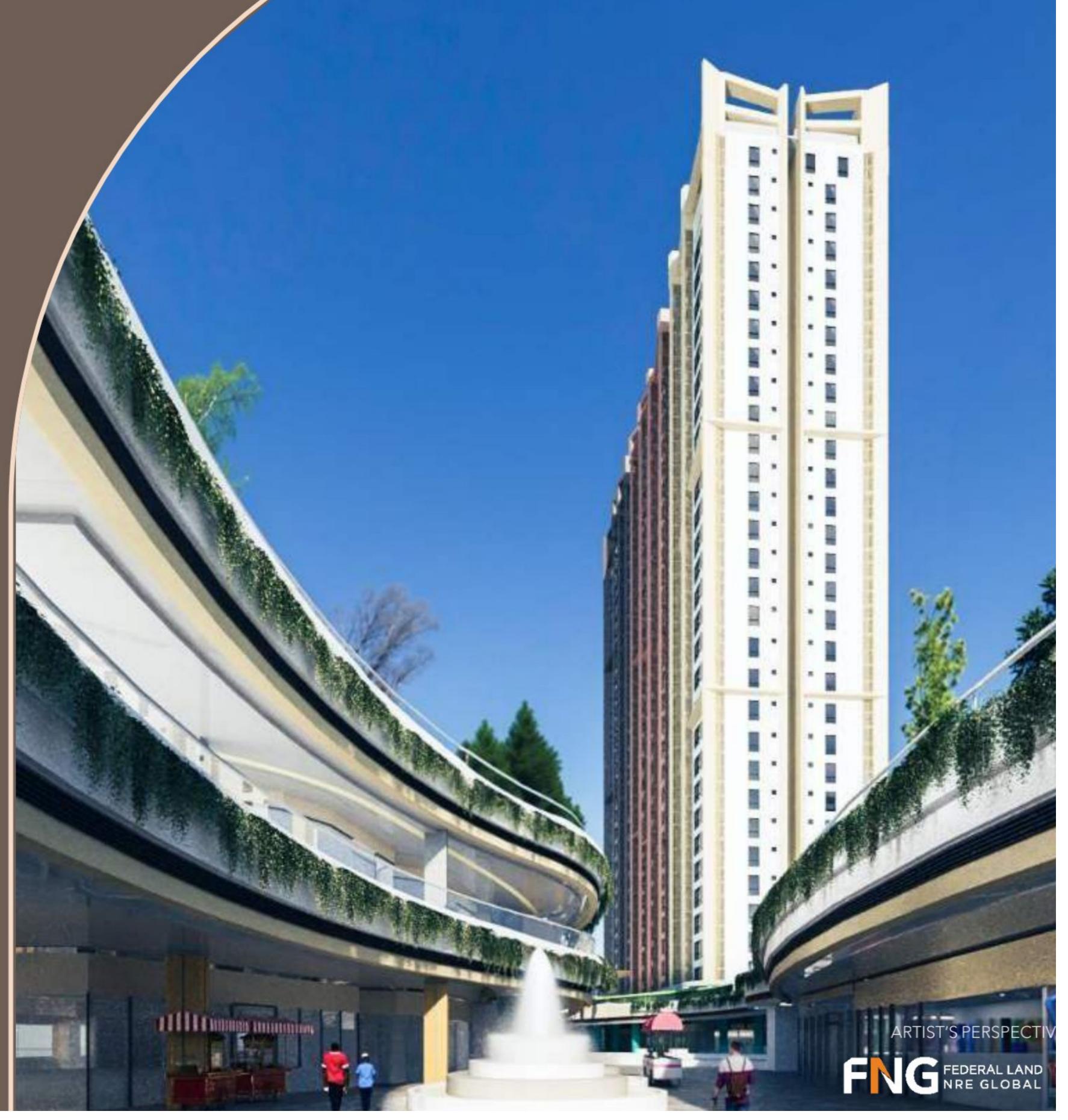
STRATEGICALLY LOCATED AT THE CENTER OF THREE MAJOR CENTRAL BUSINESS DISTRICTS - MAKATI, BGC, & ORTIGAS.





## MIXED-USE

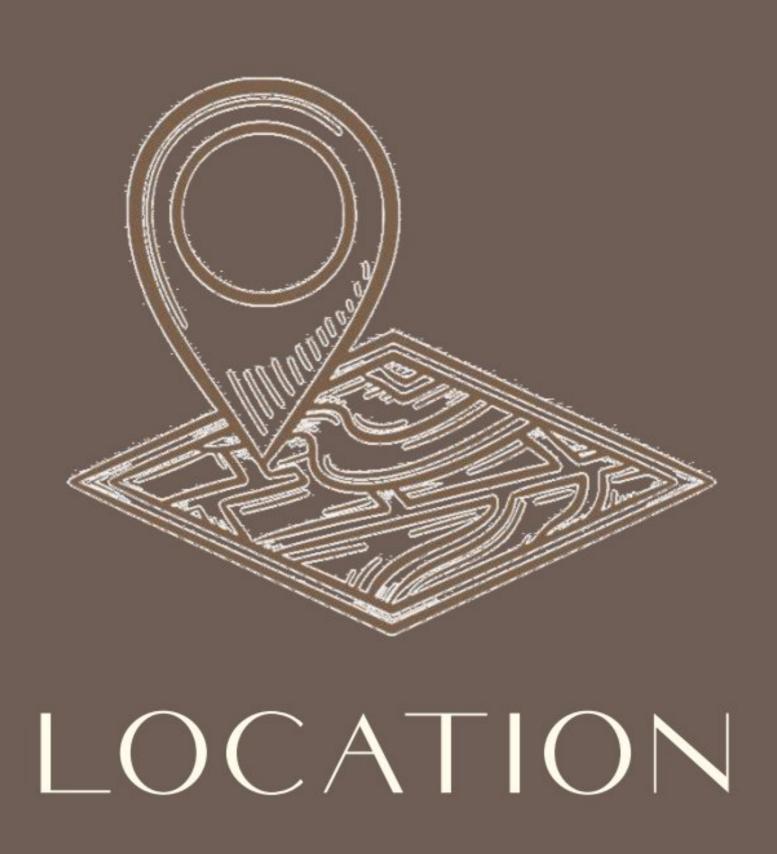
A MIXED-USE COMMUNITY IN AN AREA SURROUNDED BY STAND-ALONE RESIDENTIAL & OFFICE BUILDINGS







### KEY PROJECT POINTS



STRATEGICALLY LOCATED IN THE MIDDLE OF CBDs



A MIXED-USE COMMUNITY



CITYVIEWS

UNOBSTRUCTED VIEWS OF THE BGC SKYLINE AT THE SOUTH





