

Signing Ceremony of Farpoint and Accor

Farpoint and Sofitel collaborate to build the first Sofitel So in Metropolitan Jakarta at “THE HUNDRED”

Jakarta, April 3rd, 2014 – **Farpoint**, an Indonesian real estate subsidiary of GunungSewu Group, has signed a hotel management agreement with **Sofitel Luxury Hotels** to operate the first Sofitel So in Indonesia - **Sofitel So Jakarta**. The hotel will be at **The Hundred**, an integrated mixed-used development which also includes residential apartments, International Grade A offices and prime commercial spaces as well as a public green urban plaza, in the heart of Mega Kuningan.

The Hundred's iconic design and concept is a collaboration by internationally acclaimed architects and designers. Together with the new luxury hotel brand of Sofitel So, The Hundred aspires to be the new higher living and lifestyle hub in Metropolitan Jakarta, anticipated to commence work by this year and to be completed in 2018.

“We are delighted to share a similar vision and philosophy with Sofitel to create a new luxury hospitality experience at Sofitel So Jakarta, and look forward to this synergistic collaboration.”
Mr Ng MengHwee, representative of Farpoint stated.

“The design of The Hundred embodies the Farpoint philosophy of ‘Think Beyond’ in all our projects. It reflects our passion to create an iconic landmark to meet the aspirations of new vibrant and energetic metropolitans in Jakarta,” **added Mr. Ng MengHwee.**

Mr Gerard Guillouet, Chief Operating Officer for Accor Malaysia, Indonesia and Singapore said, *“It’s a pleasure for us to announce this collaboration with Farpoint, a company that will bring its three decades of real estate experience into making the future of Sofitel So Jakarta a great success. We are excited about this project and look forward to working with Farpoint in making this chic, contemporary hotel a flagship for the Sofitel So label in the region.”*

The collaboration is further complemented by The Hundred's iconic design from Woods Bagot, a global architecture firm based in the United States. *“Farpoint has been an inspirational and visionary client, challenging the team to create a unique design solution that embraces the company philosophy, the Indonesian culture, climate and community into an iconic form and a true landmark in Jakarta,”* **added Mr. Patrick Daly, Director Woods Bagot.**

The iconic design of The Hundred comprises of a 50-storey Residential and Hotel tower and a 24-storey Office tower straddle by a 7-storey podium with a grand arched gateway main entrance which leads into the heart of Mega Kuningan at the urban green plaza. The 7-storey podium consists of a grand ballroom, hotel amenities and a sky pool bar and lounge on the upper levels as well as an array of hip and vibrant gastronomic venues on the ground level leading into the green plaza, an one and only destination of its kind in Jakarta.

The name of “The Hundred” is inspired by its geographical location on the latitude and longitude (-6, 106) adding up to a perfect hundred. In this internet age of mobile phones and search engines, the branding will put it on the top list of searches for our clients on the go.

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About FARPOINT

FARPOINT is an Indonesian real estate developer that delivers and manages distinctive properties of high quality standard and design. It is the wholly owned subsidiary of GunungSewu Group, a respected and well-established business group in Indonesia. Embracing the vision of “To be a trusted real estate company with passionate employees delivering innovative products and quality experience, creating value for stakeholders”, FARPOINT is backed by more than 30 years of solid experience in the development and asset management of residential, commercial, hospitality and retail properties. FARPOINT’s project has received the following international awards:

- MIPIM (*Le marché international des professionnels de l'immobilier*) Award Asia Pacific 2013 as The Best Futura Project for **Sequis Tower**, an international Grade A office building.
- The 2014-2015 Asia Pacific Property Awards in Residential High-rise Architecture category for **VERDE Two**.

To learn more about FARPOINT, visit the website at www.farpoint.co.id.

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