

**PRESS RELEASE**

**The Hundred: An International Landmark of  
New Business Lifestyle Hub for the Growth of Jakarta's CBD**

Introducing a New Business and Lifestyle Hub in Mega Kuningan, Supporting Jakarta's  
Growth in Welcoming the ASEAN Economic Community 2015

**Jakarta, 12 November 2014** – Following the rise of Jakarta as a strategic business hub and the upcoming ASEAN Economic Community 2015, the demand for a higher standard of business lifestyle will also grow. Examples of the higher standards that businesses will demand includes sustainable workplaces than can increase productivity and efficiency, as well as living facilities that offers comfort and prestige for local and international businesspeople. These demands have become the inspiration for the development of the first integrated mixed-used development in the Mega Kuningan area, a business and lifestyle hub which defines the new generation of business and lifestyle facilities that will complement the ease of living and doing business in one of the key business districts that will support the upcoming business growth in Jakarta.

“**The Hundred**” is an integrated mixed-used development which includes Sofitel So – a luxury French 5-star hotel, exclusive residences, International Grade A offices and retail spaces as well as a public green urban plaza. The project will cover a total area of 120,000 square meters, 26 floors of office, 212 key rooms of hotels and 24 floors of luxury residence spaces. Construction will start by the end of the year, and the development will be completed in phases from mid of 2018 to early 2019.

Beyond providing ultimate lifestyle standards for living, leisure, and business, The Hundred is also designed with the aim to create a landmark that has a positive impact towards the environment as well as providing a sustainable workplace for the future. A sustainable workplace will increase efficiency by reducing consumption of resources as well as increasing business productivity by impacting the health, well-being, and comfort of its occupants. The factors that affects this includes Indoor Air Quality, Thermal Comfort, Daylighting and Lighting, Views, Interior Layout, Active Design, and Location and Access to Amenities. Taking these factors into account, the whole element of The Hundred is designed to achieve the **LEED (Leadership in Energy and Environmental Design)** Certification.

PT. Farpoint  
Chase Plaza Podium 6th Fl.  
Jl. Jend. Sudirman Kav. 21  
Jakarta 12920, Indonesia

T +62 21 52994000  
F +62 21 5206970  
E [info@farpoint.co.id](mailto:info@farpoint.co.id)  
[www.farpoint.co.id](http://www.farpoint.co.id)

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" We are proud to create this development as our way of thinking beyond towards the needs which will arise from the business growth in Jakarta, and we are confident that The Hundred can fulfill these needs." says **Jusup Halimi, Chief Executive Officer of FARPOINT** commenting on the development of The Hundred.

The Hundred's iconic design is a collaboration by internationally acclaimed architects and designers: **Woods Bagot Architects** (San Fransisco), creative and interior design collaboration between **Powerstrip Studio** (Los Angeles) and **Bando Design** (New York City), **Inverse Lighting** (London) and **WHL Asia Structural Consultant** (Shanghai). A collaboration that will ensure The Hundred stands out as a new international landmark in Mega Kuningan.

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 Gunung Sewu 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.
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- The 2014-2015 Asia Pacific Property Awards in Residential High-rise Architecture category for **VERDE Two**.
- MIPIM Award Asia Pacific 2014 as The Best Futura Project for **The Hundred**, an integrated mixed-used development in Mega Kuningan.

To learn more about FARPOINT, visit the website at [www.farpoint.co.id](http://www.farpoint.co.id).

For further inquiries, please contact:

#### HellenTriutomo, Senior Marketing Manager FARPOINT

[hellen.triutomo@farpoint.co.id](mailto:hellen.triutomo@farpoint.co.id)

#### Kennedy, Voice and Berliner PR Consultant

Aria Nurfikry, Associate Consultant

[aria.nurfikry@kennedyvoice-berliner.com](mailto:aria.nurfikry@kennedyvoice-berliner.com)

Marsha Zakia Karindra, Account Coordinator

[marsha.zakia@kennedyvoice-berliner.com](mailto:marsha.zakia@kennedyvoice-berliner.com)

Dian Noeh Abubakar, Founder & CEO

[dian.noeh@kennedyvoice-berliner.com](mailto:dian.noeh@kennedyvoice-berliner.com)

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Chase Plaza Podium 6th Fl.  
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