



COMPANY PROFILE

March 2020



PT. Easton Urban Kapital (**EUK**) is a award winning property development company based in Jakarta, Indonesia, with several commercial and residential projects spread out in the Jabodetabek area and Palembang.



Profile

EUK creates projects with good design aesthetics to enhance the urban fabric of the city. In order to do so, **EUK** starts the development planning process through consultation with a number of experts in the designated fields, such as professional architects, engineers, and contractors. Furthermore, **EUK** also does a comprehensive market research to decide the best approach and concept suitable to each appropriate project.



History



William Liusudarso

holds Bachelor of Science Business Administration majoring in Finance from Ohio State University, a Post-Graduate Diploma in Social Housing Development from Institute of Housing and Urban Studies, Erasmus University, and graduate of Real Estate Programme from University of Oxford.

He started his career in property in 2011 when he was 21. He founded a small real estate development company supported by a group of close friends and families, which is now recognized as **PT. Easton Urban Kapital**.

The company started by developing boutique commercial complexes and boutique residential clusters and is committed to creating stylish, attractive, good-value properties for customers. Aside from delivering projects with great architectural style, **EUK** also put much consideration into creating environmentally-conscious, healthy, and efficient buildings.



Vision

To be an idealist property development company that focuses on enhancing quality of life of users, promoting long term sustainability, and driving financial performances. To leverage company growth, EUK collects and manages funds from investors to deliver projects that go according to EUK's core development principles.



EUK's mission is to develop projects with good aesthetics and provide comfort to users in the form of well-thought architectural design.

Business-wise, **EUK** offers affordable property that can benefit a wide range of people, not limited to only the upper class of the society.

EUK prioritizes consistency in the planning and implementation of every project, each and every step of the development procedure is analyzed and executed carefully, believing that with a strong foundation, **EUK** will continue to grow exponentially.

Mission

Past Projects

Location : Bintaro,
South Jakarta

Project Year : 2012

Function : Commercial

Quantity : 8 units

**URBANA
BINTARO**



Past Projects

Location : Ciledug,
Tangerang

Project Year : 2013

Function : Commercial

Quantity : 6 units

**URBANA
CILEDUG**



Past Projects

Location : Pamulang,
South
Tangerang

Project Year : 2014

Function : Commercial

Quantity : 11 units

**URBANA
PAMULANG**



Past Projects

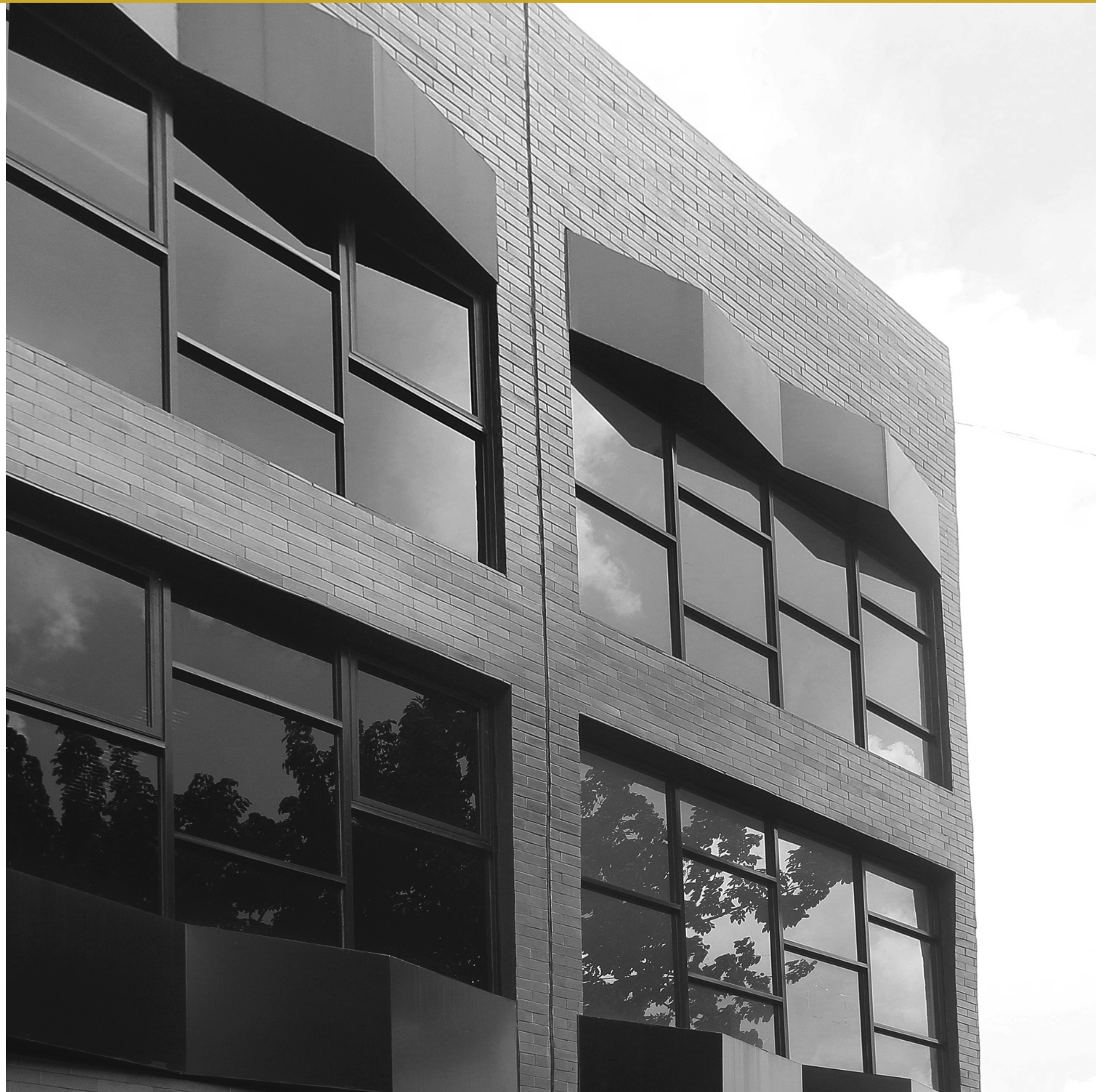
Location : **Buaran,
East Jakarta**

Project Year : **2015**

Function : **Commercial**

Quantity : **6 units**

**URBANA
BUARAN**



Past Projects

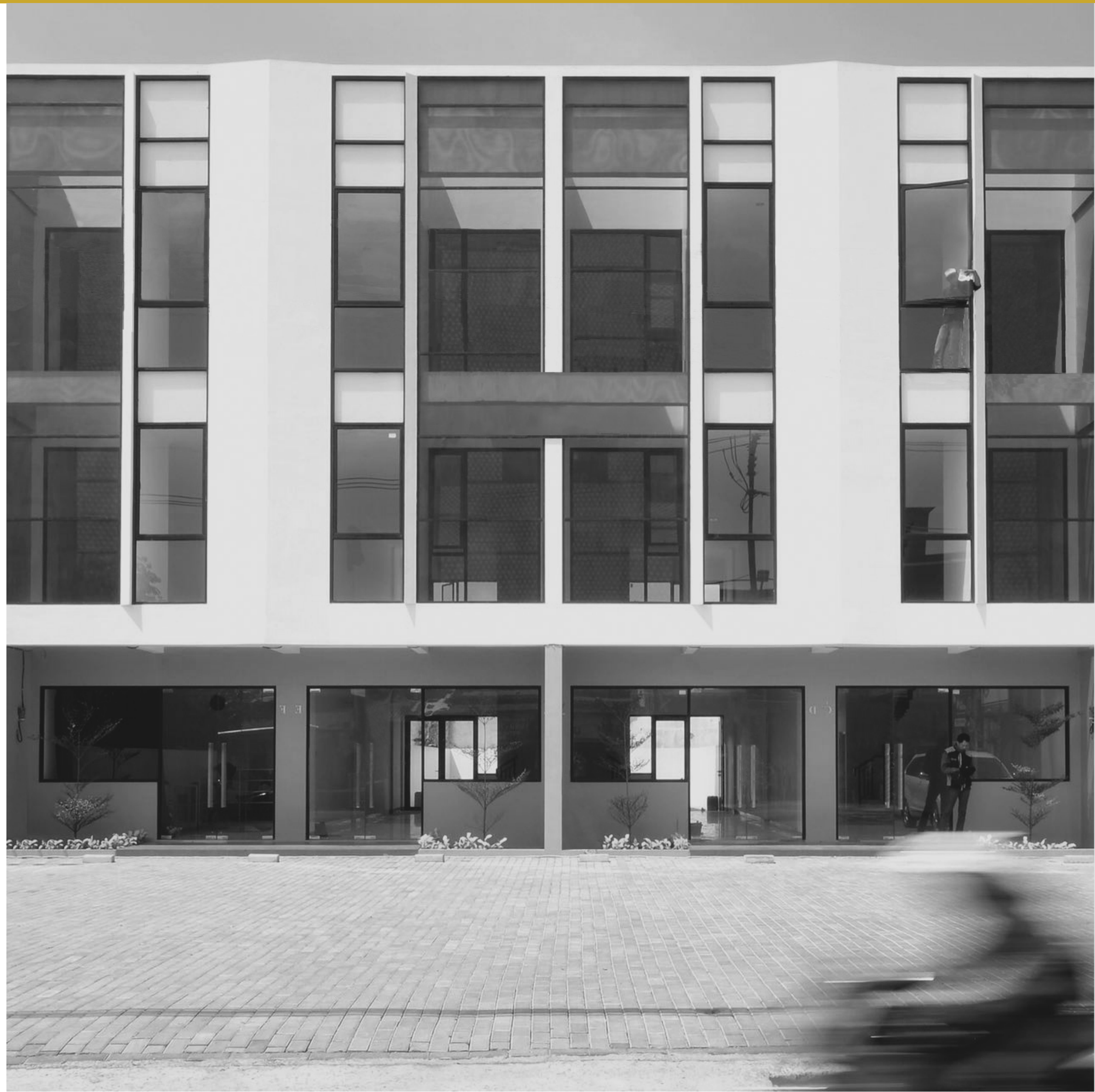
Location : Bintaro,
South
Tangerang

Project Year : 2016

Function : Commercial

Quantity : 6 units

**EASTON
BINTARO**



On Going Projects

Location : Palembang

Project Year : 2017

Function : Residential
Town House

Quantity : 20 units



**FORESTA
VILLAGE**

On Going Projects



Location : Jl. Ks. Tubun,
Tangerang

Project Year : 2017

Function : Commercial

Quantity : 9 units

**EASTON
NEW MARKET**

On Going Projects



Location : Pondok Cabe,
South
Tangerang

Project Year : 2017

Function : Residential
Town House

Quantity : 28 units

**CORNERSTONE
HOUSE**

On Going Projects



Location : Jatibening,
Bekasi

Project Year : 2018

Function : Commercial

Quantity : 5 units

**EASTON
JATIBENING**

On Going Projects



Location : BSD, South
Tangerang

Project Year : 2018

Function : Residential
Town House

Quantity : 34 units

**SOMERHILL
HOUSE**

On Going Projects



Location : Kapitan Raya,
Depok

Project Year : 2018

Function : Residential
Town House

Quantity : 17 units

CARLTON
PRIVATE RESIDENCE

On Going Projects



Location : Talang Buruk,
Palembang

Project Year : 2018

Function : Residential
Town House

Quantity : 166 units

**FLORISTA
GARDEN**

On Going Projects



Location : Bintaro,
South
Tangerang

Project Year : 2019

Function : Residential
Town House

Quantity : 27 units

ELANG RAYA



Rukan Taman Meruya N-32

Kembangan

West Jakarta

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 eastonurbankapital