



Company Profile

PT. Easton Urban Kapital

JANUARY 2021



Profile

PT. Easton Urban Kapital (**EUK**) is a 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. However not until 2016, the company is known formally as **PT. Easton Urban Kapital**.





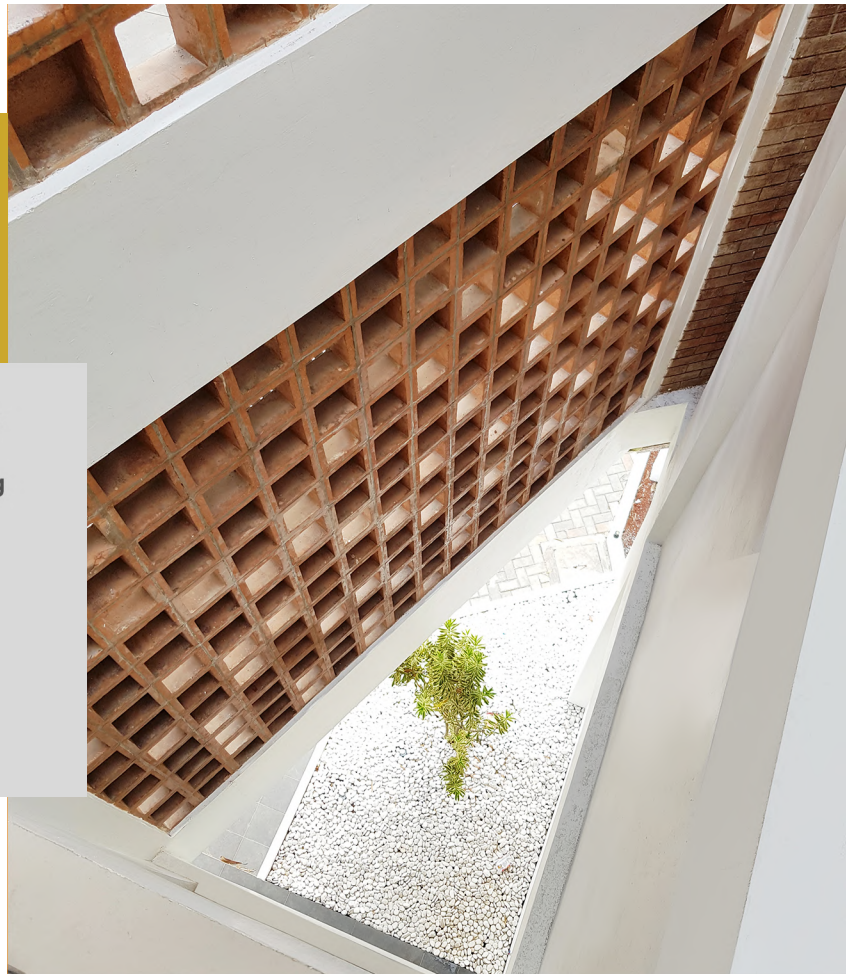
History

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.





Mission

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.

Commercial Complexes

Past Projects



Urbana Bintaro

Commercial

Location: **Bintaro**,
South Jakarta
Project Year: **2012**
Total Units: **8 units**



Urbana Ciledug

Commercial

Location: **Ciledug**,
Tangerang
Project Year: **2013**
Total Units: **6 units**

Commercial Complexes

Past Projects



Urbana Pamulang

Commercial

Location: **Pamulang**,
South Tangerang
Project Year: **2014**
Total Units: **11 units**



Urbana Buaran

Commercial

Location: **Buaran**,
East Jakarta
Project Year: **2015**
Total Units: **6 units**

Past Projects



Easton Bintaro

Commercial

Location : **Bintaro,**
South Tangerang
Project Year : **2016**
Total Units : **6 units**



Easton Bintaro

is Easton Urban Kapital's commercial project which is located on Jl. Raya Jombang, Bintaro, with six units of home office. This boutique commercial complex sits next to Villa Bintaro Regency housing complex, and is only three minutes away from **CBD Bintaro**.

Designed with a **modern minimalistic** concept, each units of Easton Bintaro is equipped with **voids** and **private courtyards** to ensure optimized **natural lighting** and **cross-ventilation** system.





Past Projects

Foresta Village

Residential Town House

Location : Palembang
Project Year : 2017
Total Units : 20 units



Foresta Village

is developed as a boutique cluster in a **calm** and **green** neighborhood. The residents' comfort is indulged with the combination of **well-designed** architecture and **smart material choices**, supported with a 24-hour **one-gated system** to ensure the security of the housing complex.

Each house is complemented with **natural lighting** and **optimized cross-ventilation** system, obtained by the use of **voids** and double-sliding door, which gives the impression of openness without sacrificing the privacy of house owners. The Master Bedroom is equipped with en-suites and **balconies** as an added convenience.



Past Projects

Easton New Market

Commercial

Location : Jl. KS. Tubun,
Tangerang

Project Year : 2017

Total Units : 9 units



Easton New Market

is one of Easton Urban Kapital's boutique commercial complex, located on Jl. KS Tubun, the main road connecting East and West bank of Cisadane, with busy traffic all day long.

Designed with a **striking angular roof line**, Easton New Market is positioned as the **premier urban development** of Tangerang.

Enjoy the benefit of **close proximity** to **major urban centers** and be part of exciting improvements around Cisadane.



Past Projects

Cornerstone House

Residential Town House

Location : Pondok Cabe,
South Tangerang
Project Year : 2017
Total Units : 28 units



Cornerstone House

is situated in the heart of three cities within three provinces to **enhance** your **productivity**. The location is **close** to **South Jakarta** business districts with the affordable price tag of **Depok** and **South Tangerang**. TB Simatupang Toll Road and future Lebak Bulus MRT Interchange is only a few kilometres away, allowing **easy access** to all parts of **Jabodetabek Megacity**.

It is a **spacious** home for the needs of modern family, with practicality as a key concept. **Open plan living** on the ground floor is designed to allow **flexible** spatial arrangements and create an **interactive ambience**. The upper floor offers **privacy** within the bedrooms, complemented with a **uniquely** designed **semi-lounge** to spend relaxing time together.



Past Projects



Easton Jatibening

Commercial

Location : **Jatibening,**
Bekasi

Project Year : **2018**

Total Units : **5 units**



Easton Jatibening

consists of five units of home office in the heart of Jatibening's Business District. Built on a **strategic location**, Easton Jatibening is located in the middle of Jakarta-Cikampek Toll entrance and exit gates. It is designed with **modern industrial** touch to fulfill today's business needs.



On Going
Projects



Somerhill House

Residential Town House

Location : BSD,
South Tangerang
Project Year : 2018
Total Units : 34 units



Somerhill House

is Easton Urban Kapital's residential project located in Bukit Indah, Serua, Ciputat.

Launched in October 2019, this townhouse cluster consists of 34 units of two-story houses, smartly designed with **minimalist style** to **maximize space efficiency**, and cater to today's modern family needs.



On Going
Projects



Carlton Private Residence

Residential Town House

Location : **Kapitan Raya,**
Depok
Project Year : **2018**
Total Units : **17 units**



Carlton Private Residence

is Easton Urban Kapital's residential project located on Jl. Kapitan Raya, Depok, which can be reached in under 10 minutes from **Cijago Toll Gate**.

Launched in December 2019, this residential project houses 17 units of two-story houses, complemented with neighborhood facilities such as **swimming pool**, **mini library**, and **kids playground**.





On Going
Projects



Florista Garden

Residential Town House

Location : **Talang Buruk,**
Palembang

Project Year : **2018**

Total Units : **166 units**



Florista Garden

is Easton Urban Kapital's second residential project in Palembang; and with over 30,000 sqm of land area, this will become Easton Urban Kapital's **biggest project** yet.

Launched in March 2020, this townhouse project consists of **three** different clusters with 166 units of two-story houses in total, with a **centralized clubhouse** and **community center** that can be accessed by all clusters. The facilities provided include a **swimming pool**, **fitness center**, **mini library**, and **basketball court**.

The project will also implement the concept of **incremental housing**, with deep and thorough planning and research, designed to fulfill the needs of young and growing families in Palembang.

On Going Projects



Providence House

Residential Town House

Location : **Bintaro,**
South Tangerang
Project Year : **2019**
Total Units : **27units**



Providence House

is Easton Urban Kapital's upcoming residential project located on Jl. Elang Raya, **Bintaro**, South Tangerang.

Providence House was successfully launched in October 2020, consisting of **27 units** of houses, supported by neighborhood facilities such as **library for kids**, **playground**, and **community garden**.





On Going Projects



Hummingbird House

Residential Town House

Location : **BSD,**
South Tangerang
Project Year : **2020**
Total Units : **62 units**



Hummingbird House

is Easton Urban Kapital's upcoming residential project. Located in **BSD**, Hummingbird House consists of 62 units of townhouses.

Planned to launch in mid-2021, Hummingbird House is supported by facilities designed for the **daily lives** of young families: **swimming pool**, **mini library**, **gym**, and **play ground**.





Upcoming Projects



Clarity House

Residential Town House

Location : **Jl. KH. Dewantara,**
Bintaro

Project Year : **2021**

Total Units : **30 units**

Upcoming Projects

Clarity House

is Easton Urban Kapital's upcoming residential project on Jl. KH Dewantara, Bintaro.

Clarity House consists of 30 units of houses with a seamless indoor and outdoor concept, and is planned to launched in 2022.

Residents in Clarity House will enjoy generous facilities: swimming pool, library, gym, multi-function neighborhood lounge, playground, and community garden.



Upcoming Projects



Ardency House

Residential Town House

Location : **Jl. Gelagah,**
South Tangerang

Project Year : **2022**

Total Units : **15 units**



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