

DEVELOPMENT & INVESTMENT MANAGEMENT STRATEGY



PROPOSED INTEGRATED MIXED-USE DEVELOPMENT
IN ULAANBATAAR

THE CLOUD MALL & PEAK RESIDENCES ULAANBATTAAR



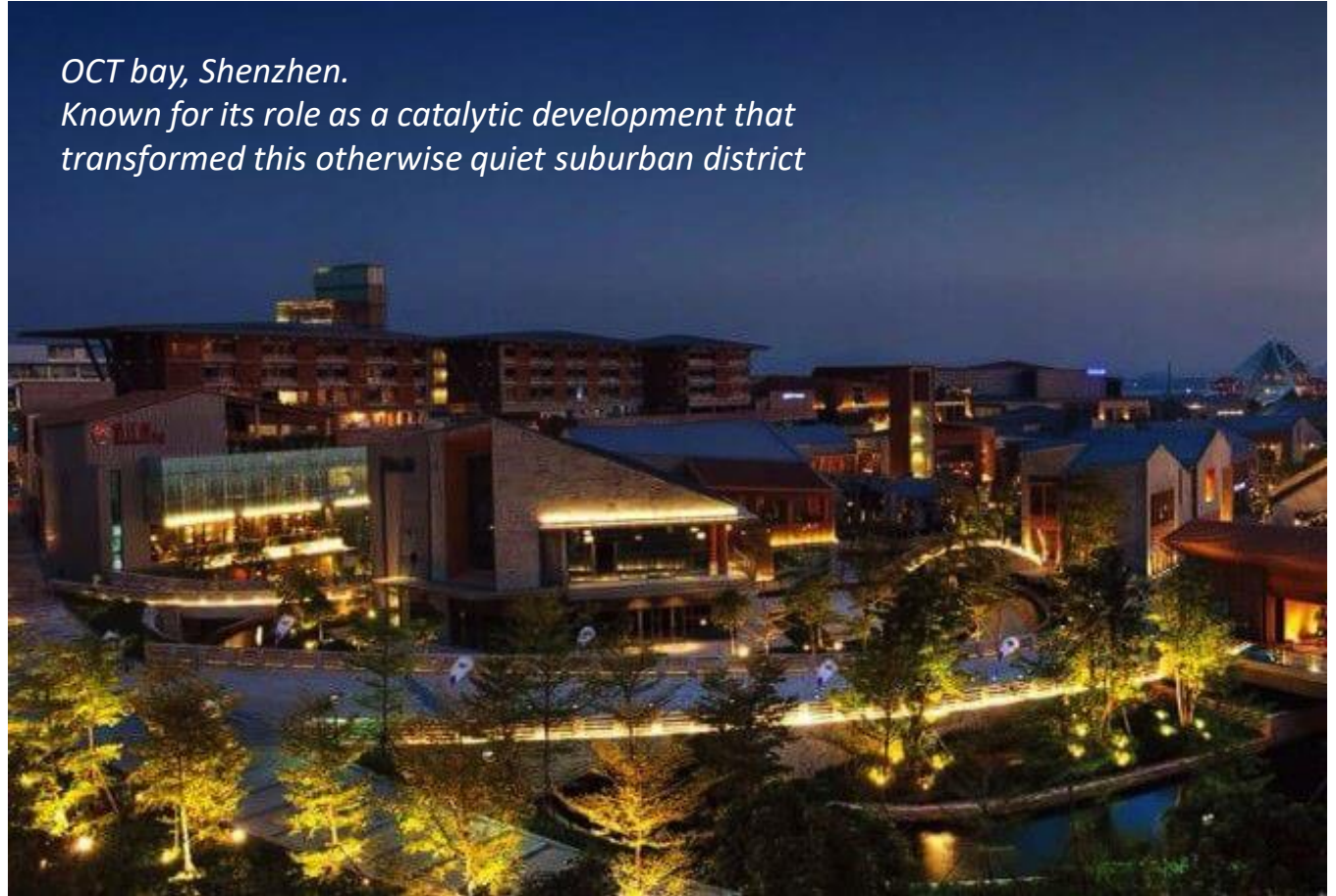
- KAI Assets was recently engaged as Development and Business Management consultants to advise M-OIL, a major oil and gas entity that is government linked, on the development strategy for the city centre flagship integrated mall and serviced residences in Ulaanbattaar.
- KAI's key scope was initially to provide Development Strategy support to the lead Architects' design to ensure commercial viability and financial feasibility. This scope was later deemed as a key success factor for the project.
- KAI's role is to advise M-OIL in overall development strategy, development positioning, design direction and brand-voice; as well as provide feasibility studies and investment direction.
- KAI's role was further extended to include leasing services as well as setting up and training M-OIL's newly formed in-house Development Team.

BENCHMARKS

A CITY IS NOT
GAUGED BY ITS
LENGTH &
WIDTH, BUT BY
THE
BROADNESS OF
ITS VISION
AND THE
HEIGHT OF ITS
DREAMS.

HERB CAEN

*OCT bay, Shenzhen.
Known for its role as a catalytic development that
transformed this otherwise quiet suburban district*



BENCHMARK III

– JEWEL CHANGI

Although this is an airport, it is the most eminent example of a 'themed space' and is very successful in terms of bringing nature into an interior space, not unlike a weather-protected tropical garden.

Jewel Changi Airport (Jewel) is a mixed-use development at Changi Airport in Singapore, scheduled to open in April 2019. It will include gardens and attractions, a hotel, aviation facilities and 300 retail and dining facilities. Attractions will include the Rain Vortex, the world's largest indoor waterfall; the Forest Valley, an indoor garden spanning five storeys; and Canopy Park at the topmost level, featuring gardens and leisure facilities.

Type: Mix-use

Location: Singapore

Cost: SGD 1.7 billion

Size: 3.5 hectares (8.6 acres)

Retail units: 300

Floor: 5 above ground; 5 basements

Floor area: 134,000 sqm (1,440,000 sqft)

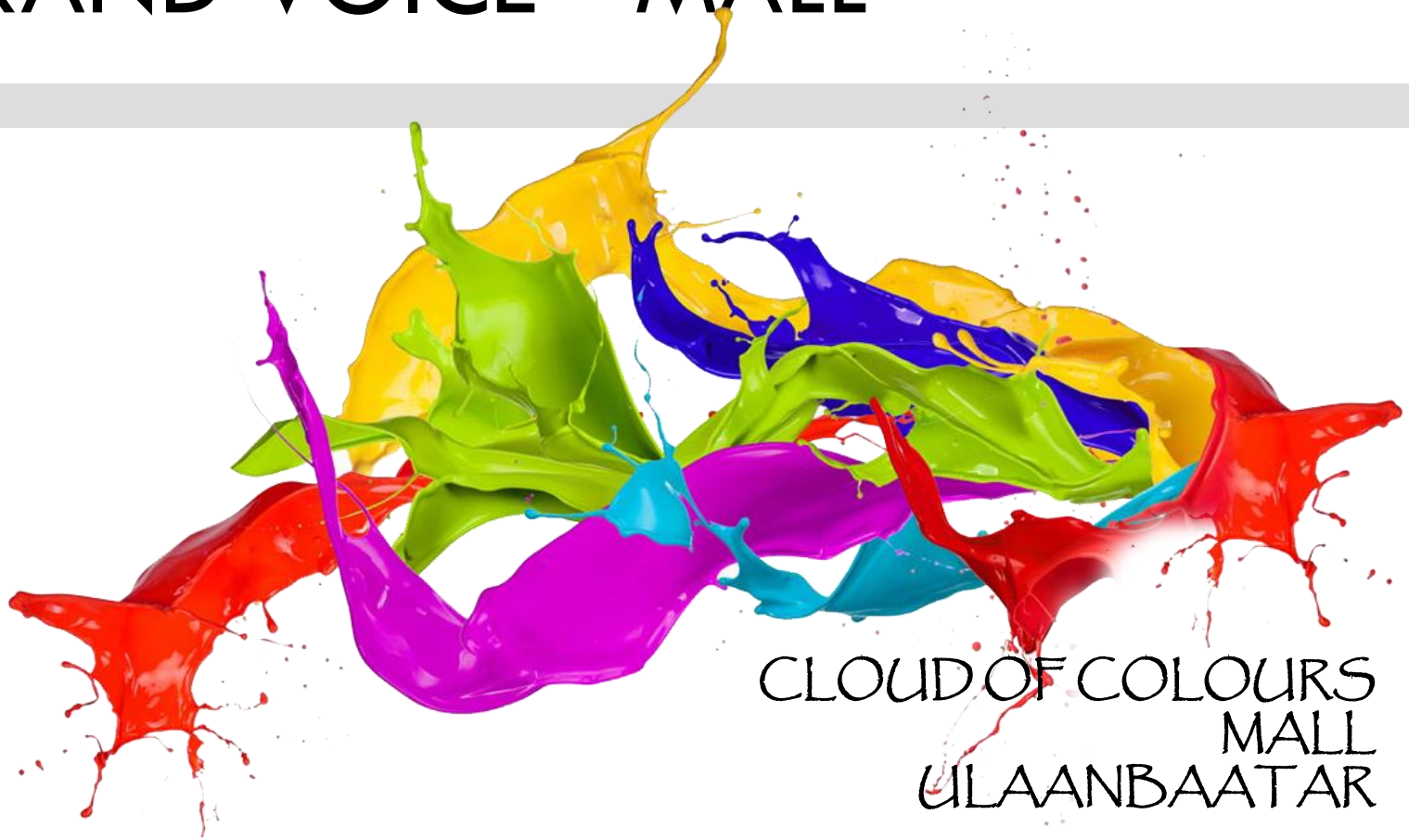
Architect/ Structural engineer: RSP



JEWEL Changi



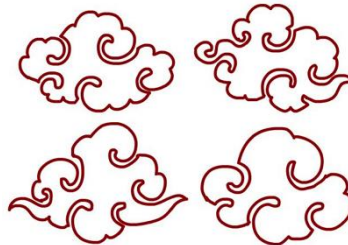
BRAND VOICE - MALL



CLOUD OF COLOURS
MALL
ULAANBAATAR

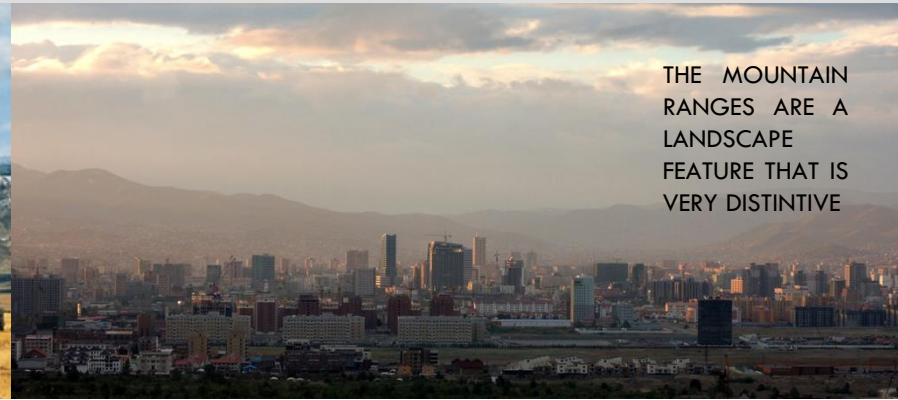


ABSTRACTING
FROM THE
TRADITIONAL
CLOUD MOTIF



AS YOU ENTER, YOU ARE MESMERISED
THE SCENES MOVE YOU
THE SOUNDS ARE MUSIC TO YOUR EARS
THE SMELLS MAKES YOUR HEART FLUTTER
YOU ARE IN THE CLOUD OF A
CAUCOPHONY OF COLOURS

BRAND VOICE - RESIDENTIAL



THE MOUNTAIN
RANGES ARE A
LANDSCAPE
FEATURE THAT IS
VERY DISTINCTIVE

NAMING OPTIONS

THE PEAK RESIDENCES/TOWERS

THE RANGE RESIDENCY

THE RIDGES

THE MISTS

THE PINNACLE

THE BEACON RESIDENCES

