CELESTA

NUSA PENIDA BALI

Own a Part of Bali's Most Iconic View.

An 80-Year Land Leasehold On Bali's Most Photographed View.

INVESTMENT BROCHURE · SEPTEMBER 2026 · PHASE 01

The Financial Case is Simple.

145 lots across three tiers. Investment entry from USD 56,900. Projected 20-year average annual cash income per tier is 19 / 20 / 21%. Contractual minimum income floor 4 / 6 / 8%. Operated by Sono Hotels & Resorts. Opening Q4 2027.

FOUNDATION

FROM 95 m^2

USD 56,900

EXCL. 11% VAT

20-YR TOTAL INCOME

USD 214,643

20-YR AVG RETURN

19%

POPULAR

LIFESTYLE

FROM 142 m^2

USD 86,300

EXCL. 11% VAT

20-YR TOTAL INCOME

USD 348,177

20-YR AVG RETURN

20%

LEGACY

FROM 342 m^2

USD 198,100

EXCL. 11% VAT

20-YR TOTAL INCOME

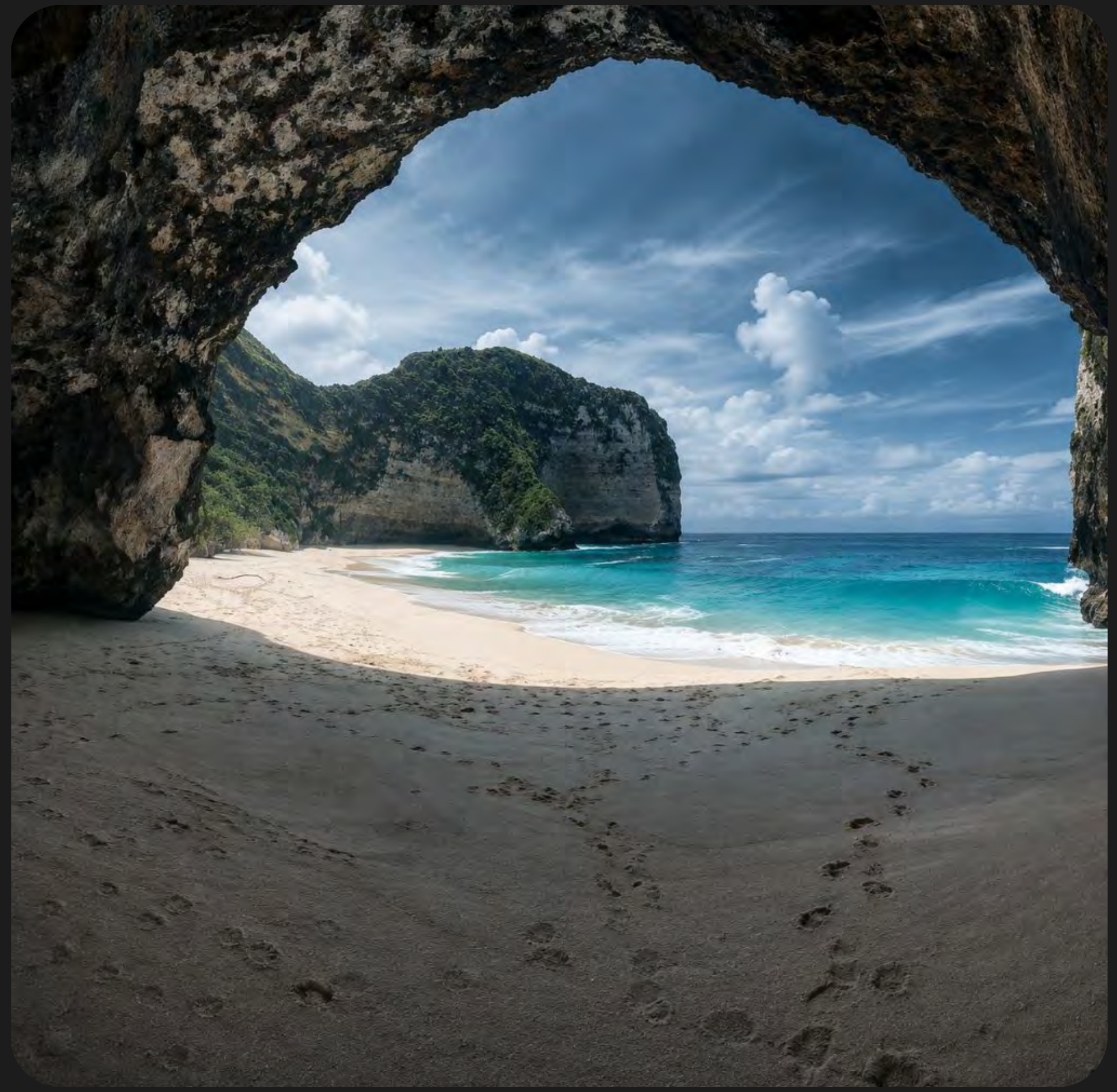
USD 825,258

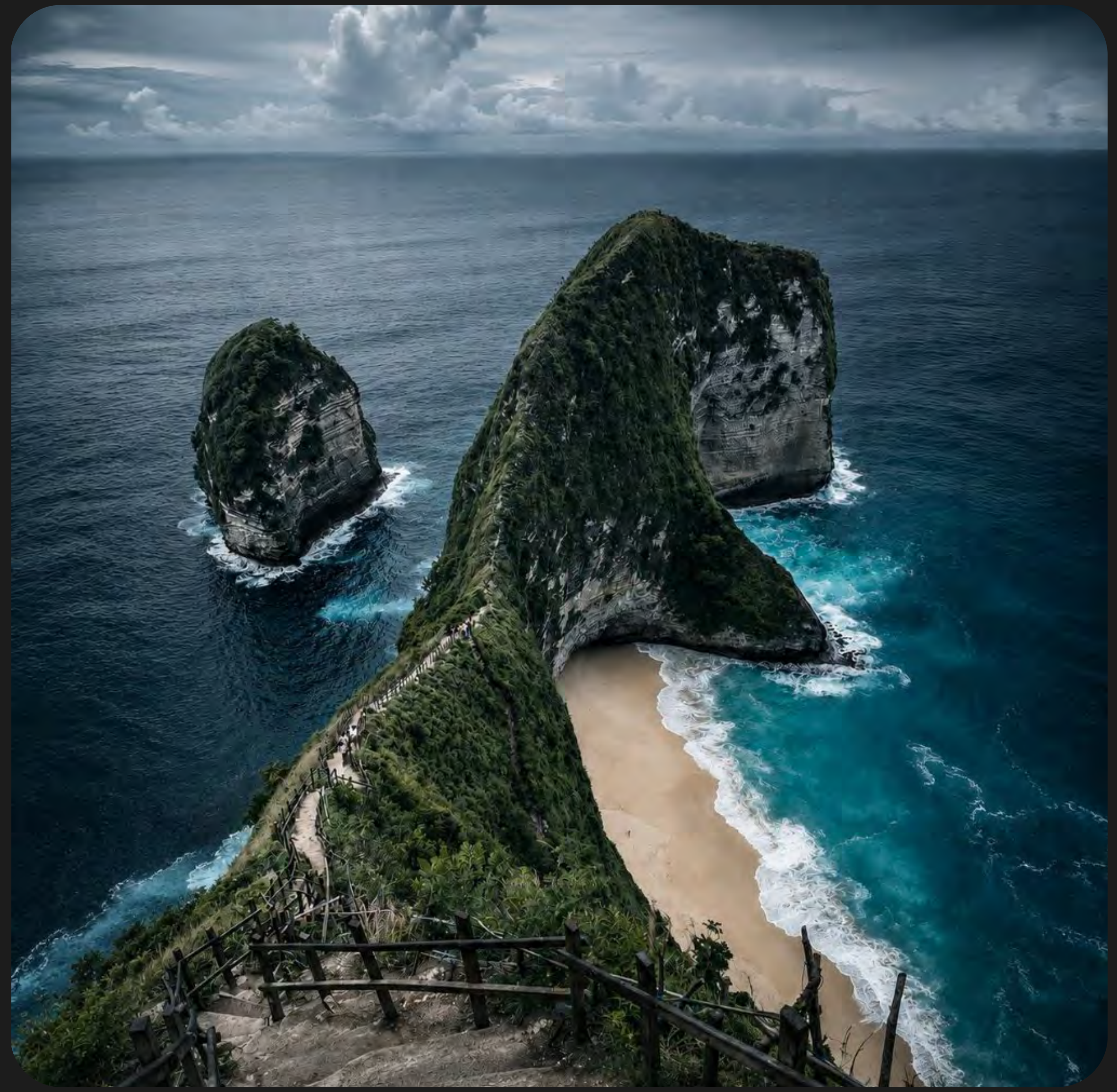
20-YR AVG RETURN

21%

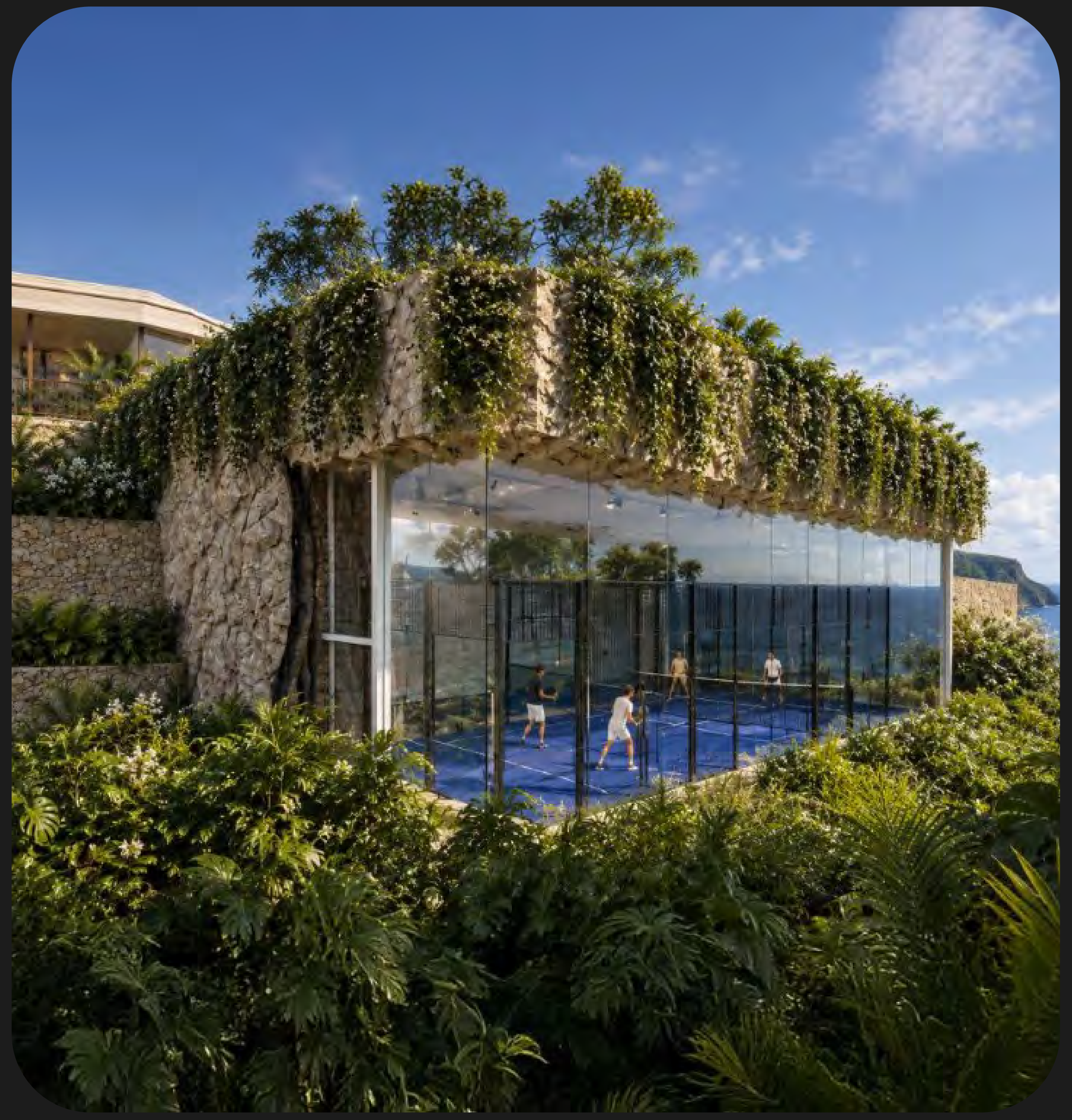
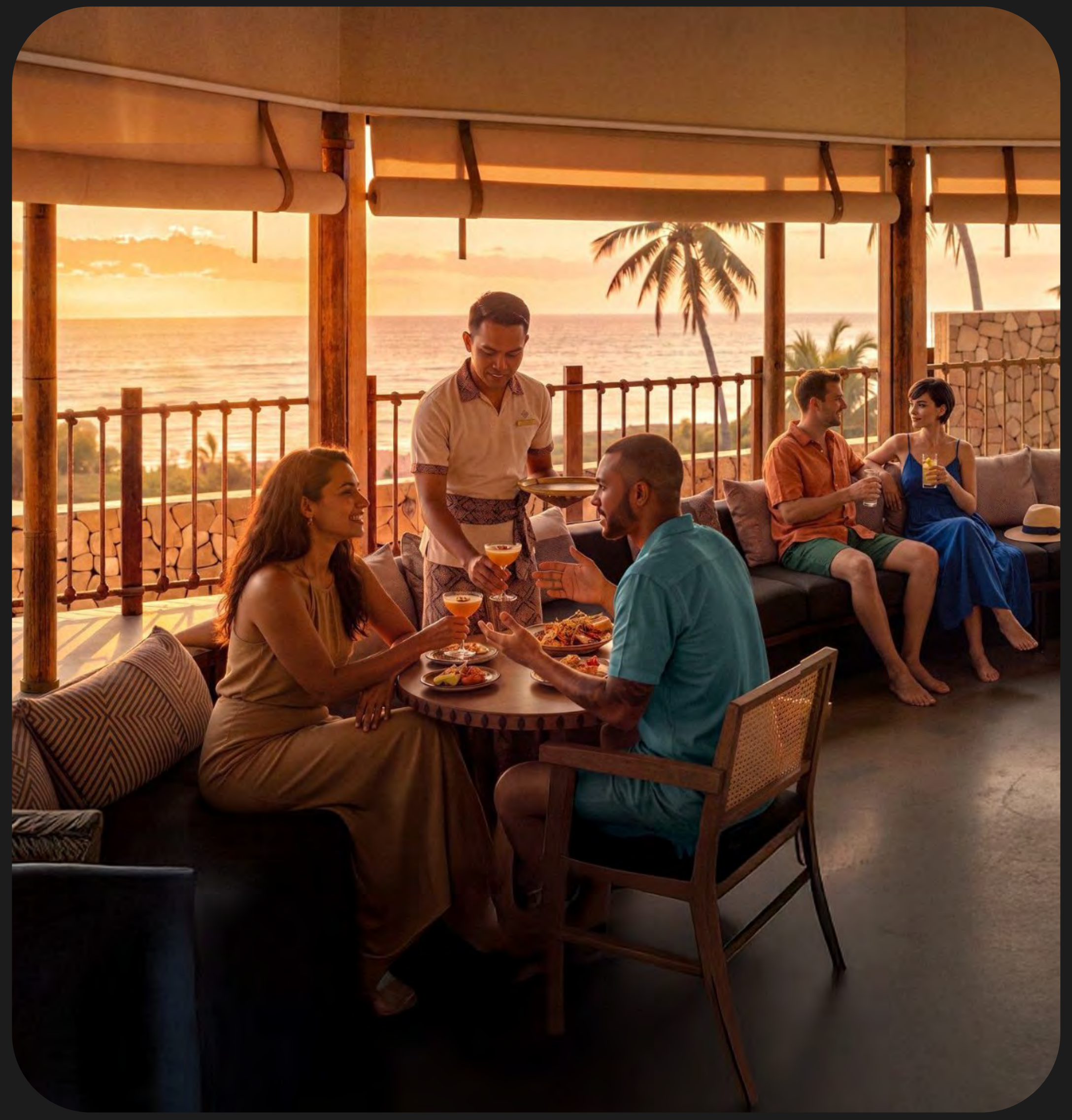
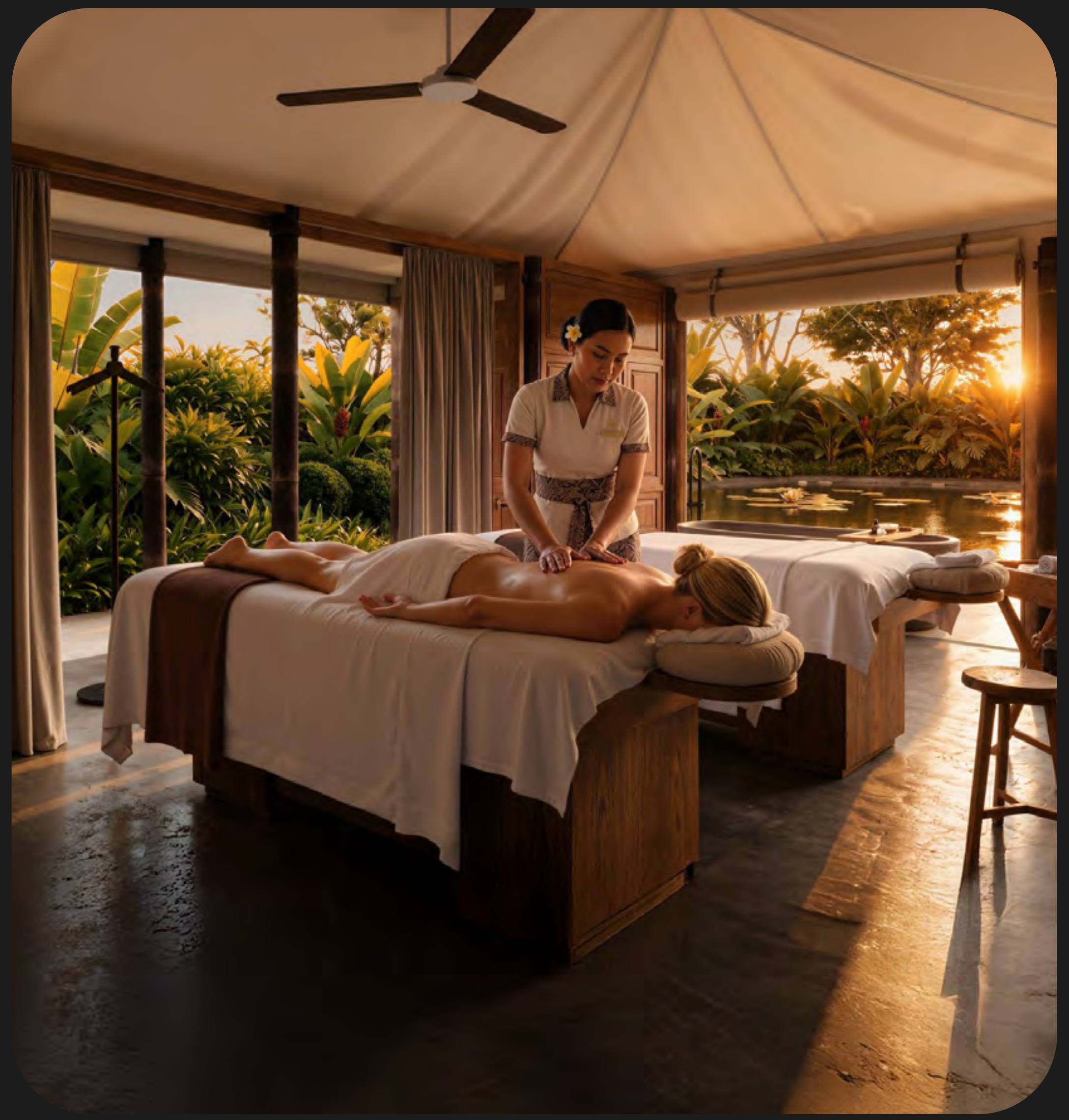
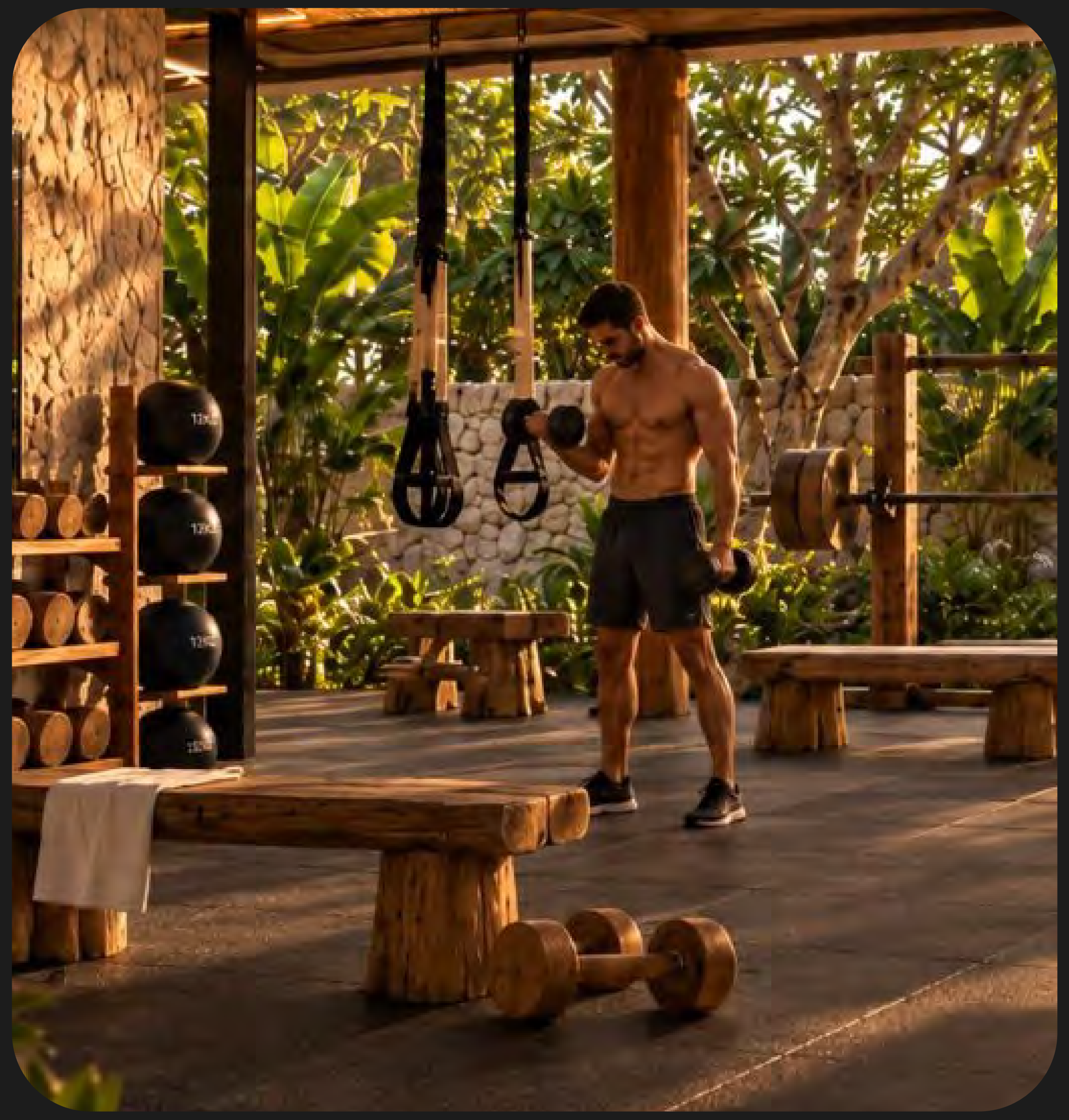
Kelingking Beach Is Not Just Bali's Most Photographed Attraction. It Is One of It’s Most Visited Sites.

- 7,000 — Peak season daily visitors
- 6.9M — Foreign visitors to Bali in 2025, up 9.7% year on year
- #1 — Kelingking Beach, Most visited attraction on Nusa Penida
- #2 Best Beach in Asia, Tripadvisor Travelers' Choice 2026.
- Almost none of them stay the night — not because they don't want to, but because there has never been a five-star resort on the clifftop to stay in.



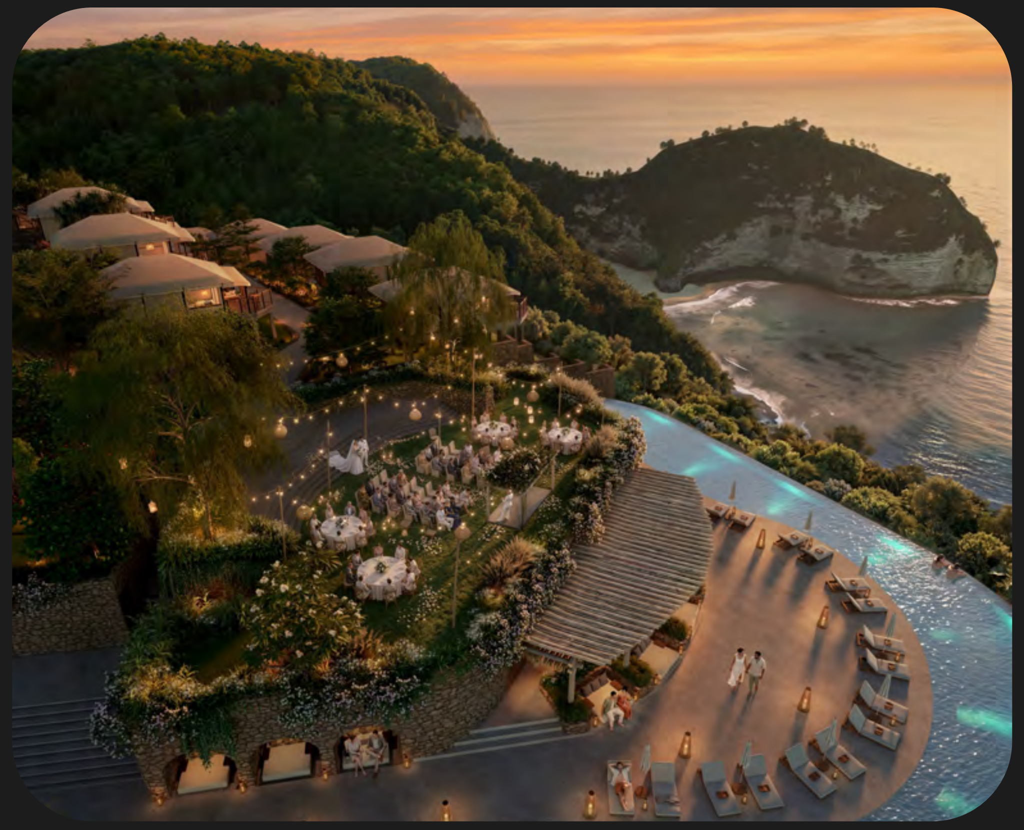


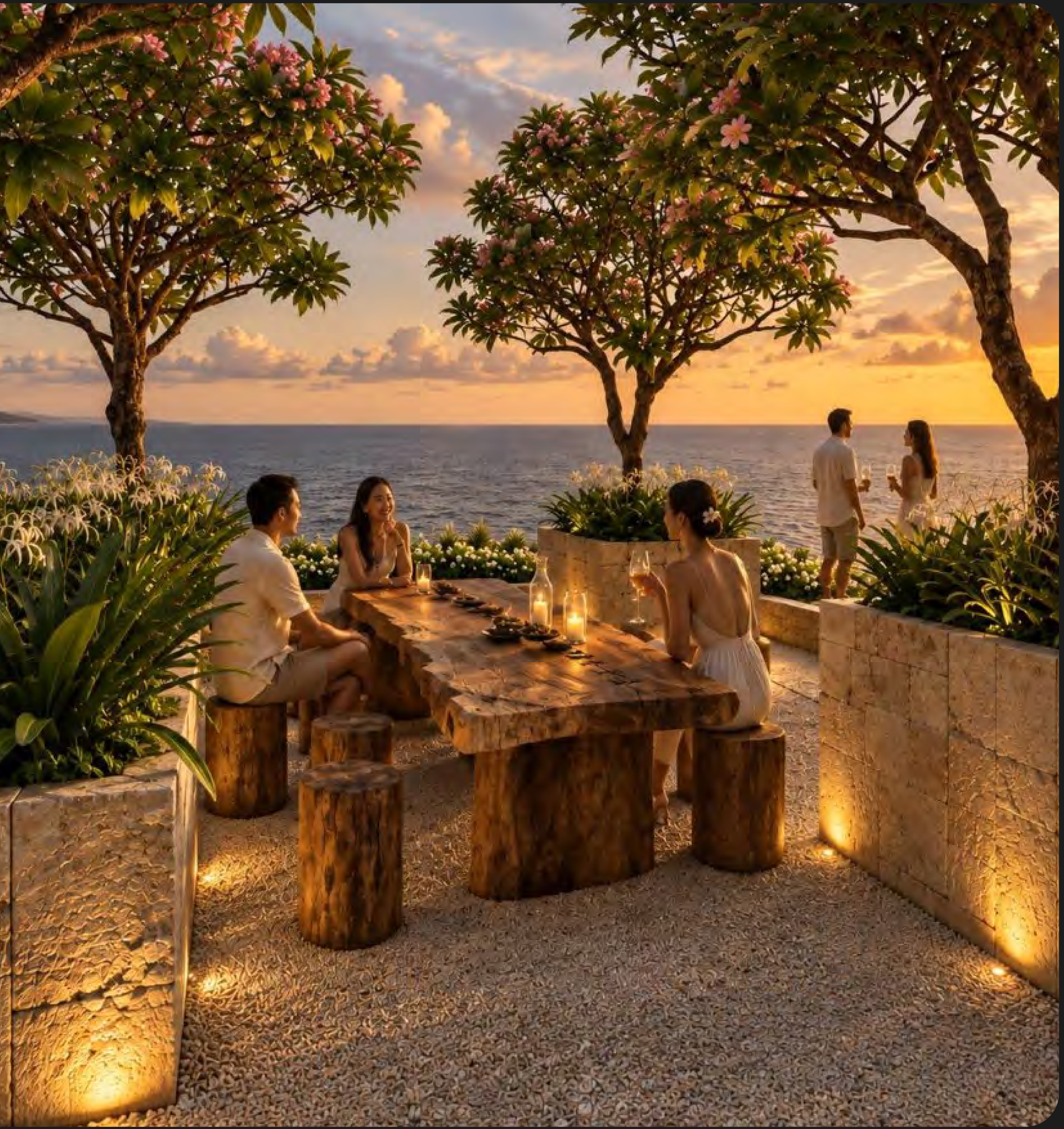
The Only Development Site on the Kelingking Cliff.

Sixty-One Tented Suites on the Edge of Bali's Most Photographed View.

- Farm-to-table restaurant and dining pavilion
- Open fire Pit BBQ area
- Organic garden and picnic deck
- Clifftop infinity pool and pool bar
- Full-service spa and wellness centre
- Amphitheatre
- Recovery and fitness zone
- Wedding and events spaces
- Stargazing deck
- Kids' playground
- Jogging track
- Padel court
- Private fast boat service



You Are Investing Alongside Korea's Largest Resort Operator.

Sono Hotels & Resorts manages Celesta under Sono Calm - A 5- star eco-luxury wellness concept built for a specific kind of traveller: discerning, experience-led, and willing to pay for it.

70+ properties globally, including Cross Hotels & Resorts 10 million+ annual visitors, 588,000 loyalty programme members. Trinity Airways: 4 million+ members with direct routes to Bali — a captive visitor pipeline. 7 operating Bali properties today with 8 more planned.

SONO
HOTELS & RESORTS

70+
PROPERTIES WORLDWIDE, INCLUDING CROSS HOTELS & RESORTS

10M+
GUESTS HOSTED ANNUALLY

588,000
LOYALTY PROGRAMME MEMBERS

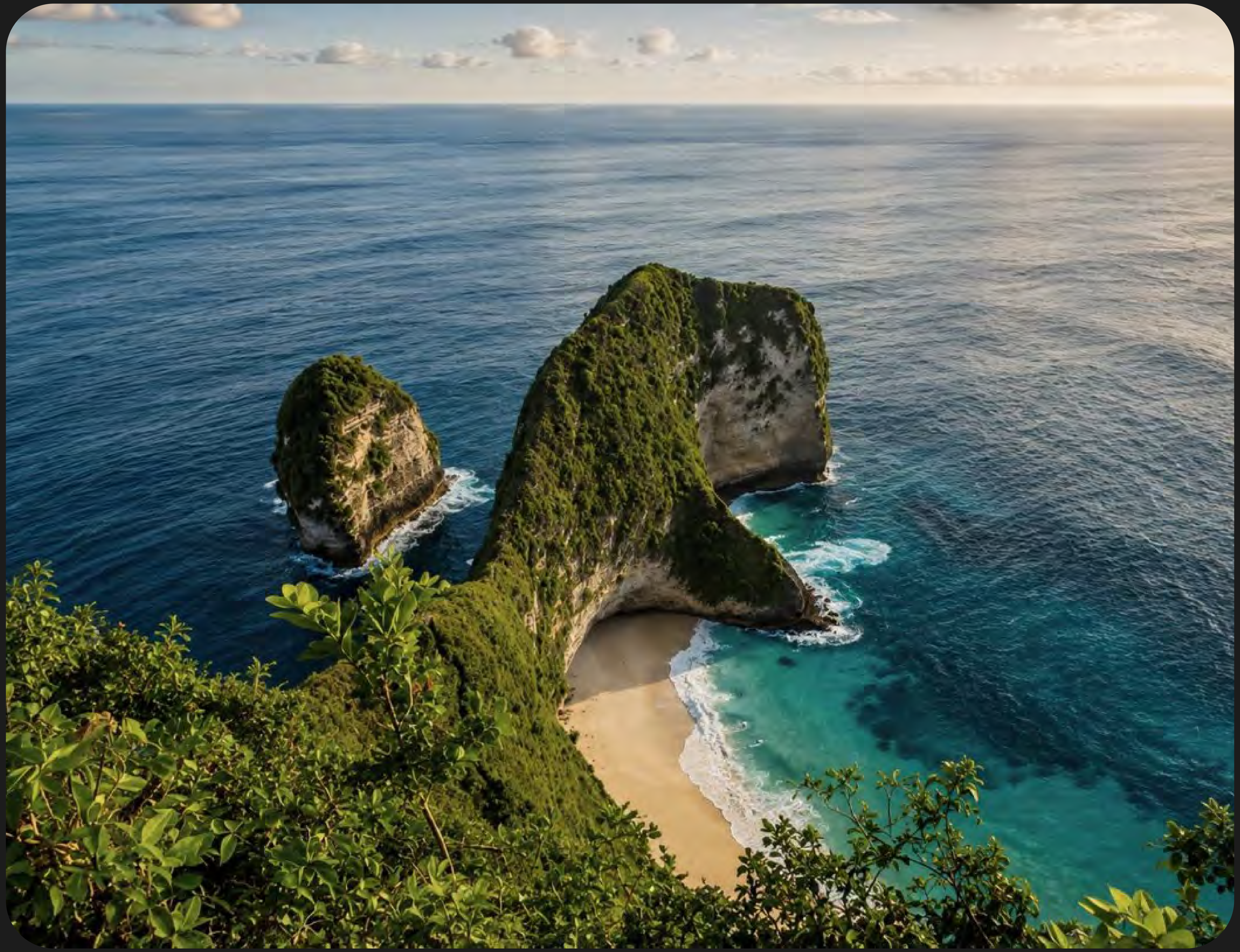
4M+
TRINITY AIRWAYS MEMBERS, FLYING DIRECT TO BALI

#1
KOREA'S LARGEST RESORT OPERATOR

What You Are Buying

A Land Lease — Not a Villa Rental.

Every Celesta lot works the same way, regardless of Tier.



Land Lot In

You hold an 80-year leasehold on a specific numbered land lot, in your own name, under a Lease Agreement with PT Bali Penida Jaya.

Pooled Resort Profit Out

The land is leased back. All villas, dining, spa and amenities feed one resort profit pool.

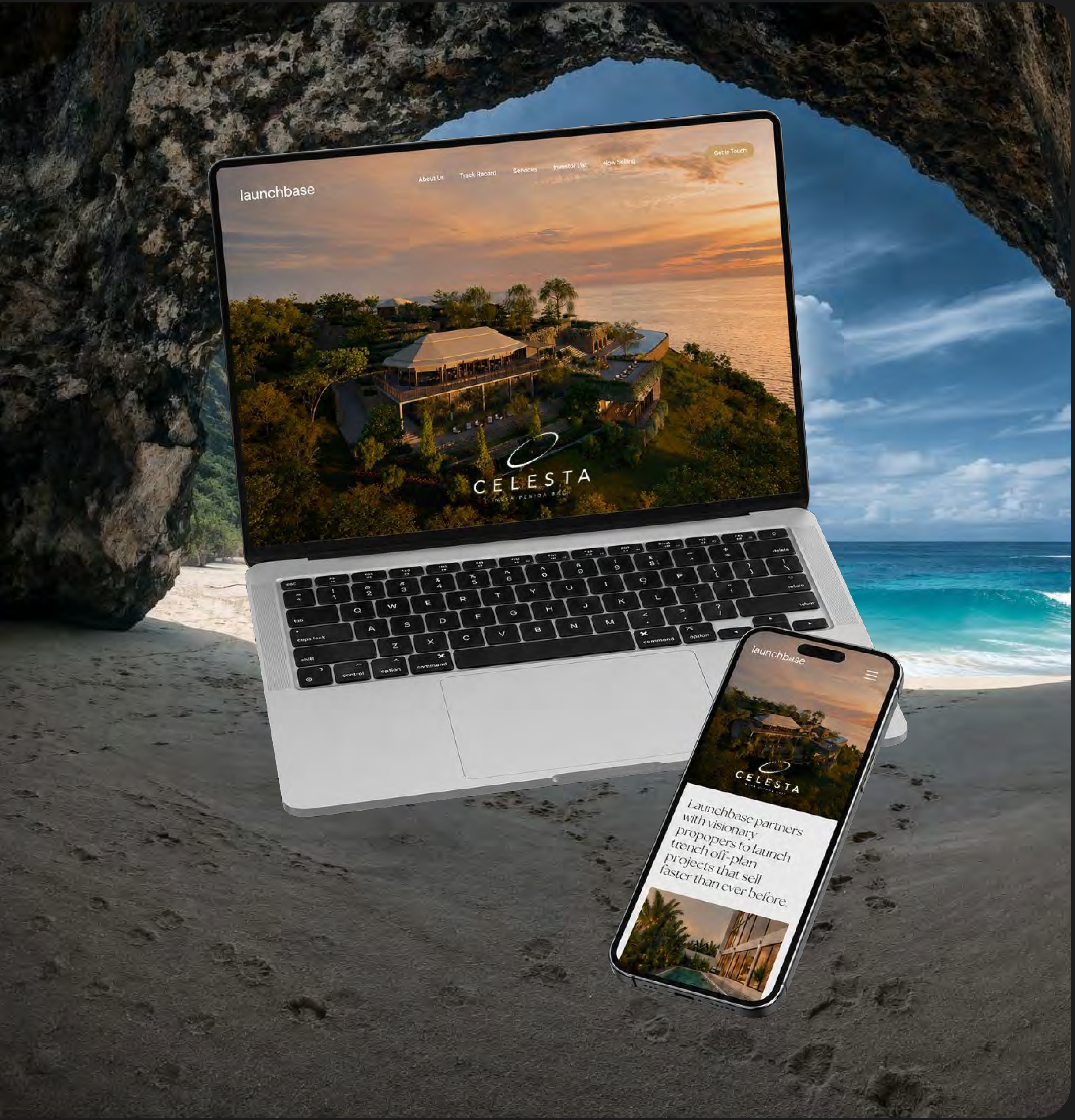
Your Share, Weighted by Lot Size

A larger lot earns a proportionally larger share of the same profit pool.

What This is Not

Not a villa. Not an Airbnb. Not a strata title. You hold land and a share of the whole resort profit, not a daily rental.

80-YEAR LEASEHOLD | POOLED RESORT PROFIT | 145 LOTS



How Investing Works.
Three Steps. That's It.

Step 1

Log in into the sales platform, select the lot you would like to invest in. You purchase an 80-year leasehold on a specific numbered lot on Kelingking Beach cliff. The lot is yours — held under a Lease Agreement enforceable under Indonesian law, and transferable..

Step 2

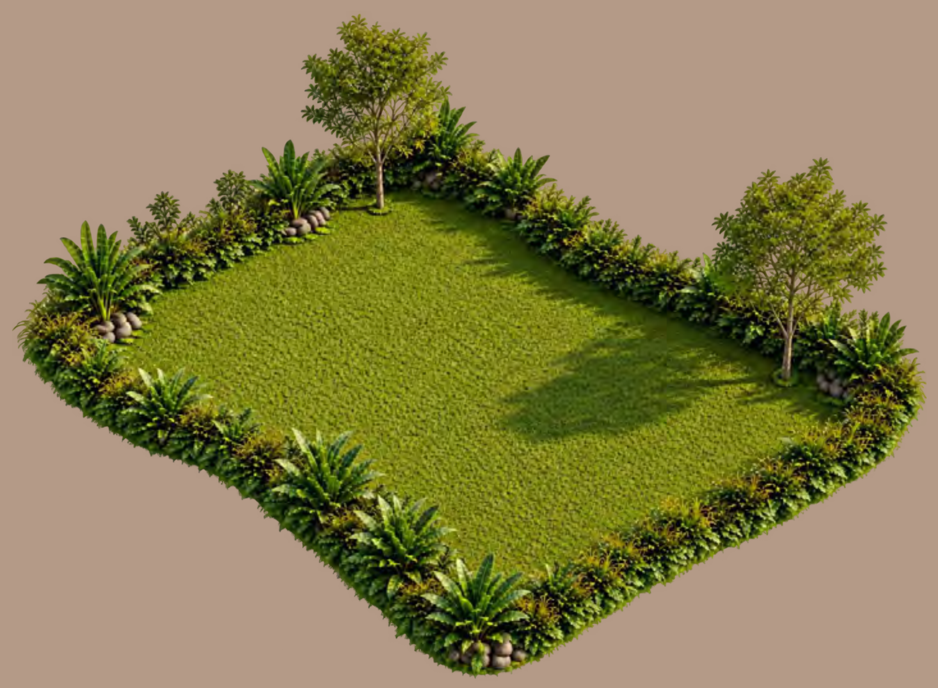
The land is then leased back to the operator who manages the site as a 5-star resort under Sono Hotels & Resorts. You have zero operational responsibilities.

Step 3

Each year, up to 70% of net resort profit is distributed to all investors collectively, weighted by your lot size. Your income arrives while you do nothing.

No renovation risk. No vacancy headaches. No hidden fees, maintenance or levies. Just a land asset on Bali's most iconic cliff, managed by Korea's largest resort operator.

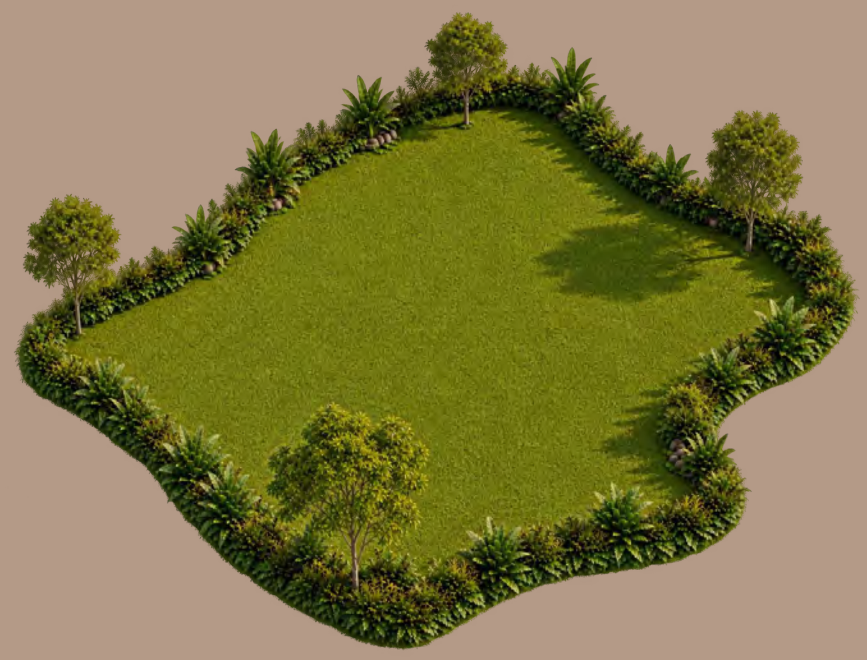
The Three Tiers.



Foundation

Starts at: 95 sqm.
From USD 56,900 / AUD 80,200.

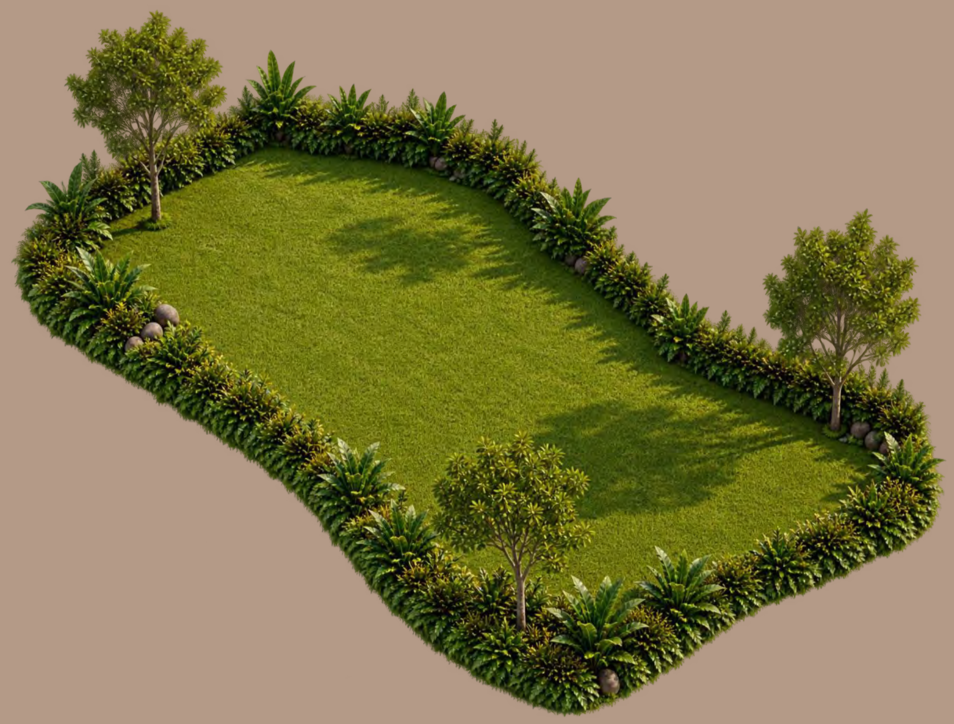
20-yr avg annual return: 18.86%
Income floor: 4% per year
(First 10 operating years)
Owner free stays: 5 nights per year.



Lifestyle

Starts at: 142 sqm.
From USD 86,300 / AUD 121,700.

20-yr avg annual return: 20.17%
Income floor: 6% per year
(First 10 operating years).
Owner free stays: 7 nights per year.



Legacy

Starts at: 342 sqm.
From USD 198,100 / AUD 279,300.

20-yr avg annual return: 20.84%
Income floor: 8% per year
(First 10 operating years).
Owner free stays: 10 nights per year.

All prices exclude 11% Indonesian VAT.
0% interest installment available over 8 months.

Investment & Milestones

How the Phased Pricing Works.

Celesta is priced in stages, not all at once. Each investment price increase only happens once a real, verifiable milestone has been completed. The earlier stages carry higher projected returns, the longer you take to invest, the higher the entry price.

PHASE 1: LAUNCH PRICING

Lowest Entry Price

Entry 1 OCT 2026 – 31 JAN 2027

MILESTONE

Building permit (PBG), zoning (PKKPR) and environmental (UKL-UPL) authorised.

This is the lowest entry price Celesta will ever offer.

PHASE 2: GROUNDBREAKING

Construction Begins

+26% 1 FEB – 30 APR 2027

MILESTONE

Groundbreaking ceremony held, site clearing and access road underway.

You're no longer buying a plan. You're buying a site under construction.

PHASE 3 · STRUCTURE RISING

Platforms in Place

+25% 1 MAY – 31 JUL 2027

MILESTONE

Resort platforms and the main building's foundation are in place across the site.

The first show tented villa is completed in this phase, giving investors a view of the real product.

PHASE 4 · RESORT COMPLETION

Topped Out

+20% 1 AUG – 30 NOV 2027

MILESTONE

All resort platforms complete, main building topped out.

Fit-out, utilities, tents and landscaping take place during this phase.

Same Lot. Same Income.
Only The Investment Entry Price Changes.

Foundation

BUY TODAY
USD 56,900

→

BUY AT PHASE 2
USD 71,600

WAITING COSTS YOU
USD 14,700
26% MORE FOR THE EXACT SAME ANNUAL INCOME

YOUR RETURN TODAY
19%

IF YOU WAIT
15%

Lifestyle

BUY TODAY
USD 86,300

→

BUY AT PHASE 2
USD 116,100

WAITING COSTS YOU
USD 29,800
35% MORE FOR THE EXACT SAME ANNUAL INCOME

YOUR RETURN TODAY
20%

IF YOU WAIT
15%

Legacy

BUY TODAY
USD 198,100

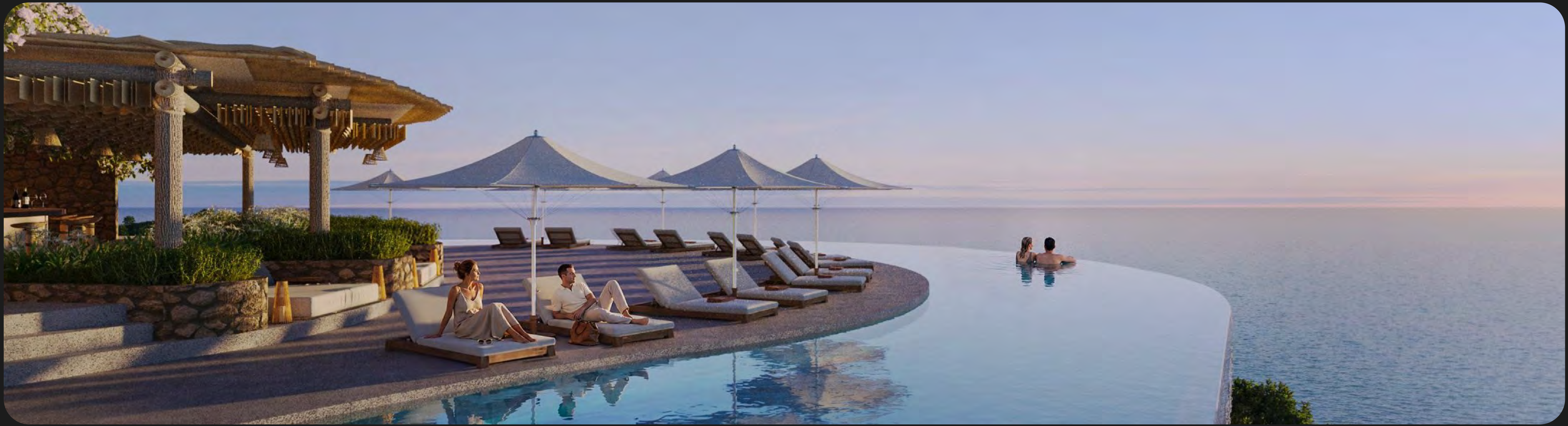
→

BUY AT PHASE 2
USD 275,100

WAITING COSTS YOU
USD 77,000
39% MORE FOR THE EXACT SAME ANNUAL INCOME

YOUR RETURN TODAY
21%

IF YOU WAIT
15%



Payment Schedule.

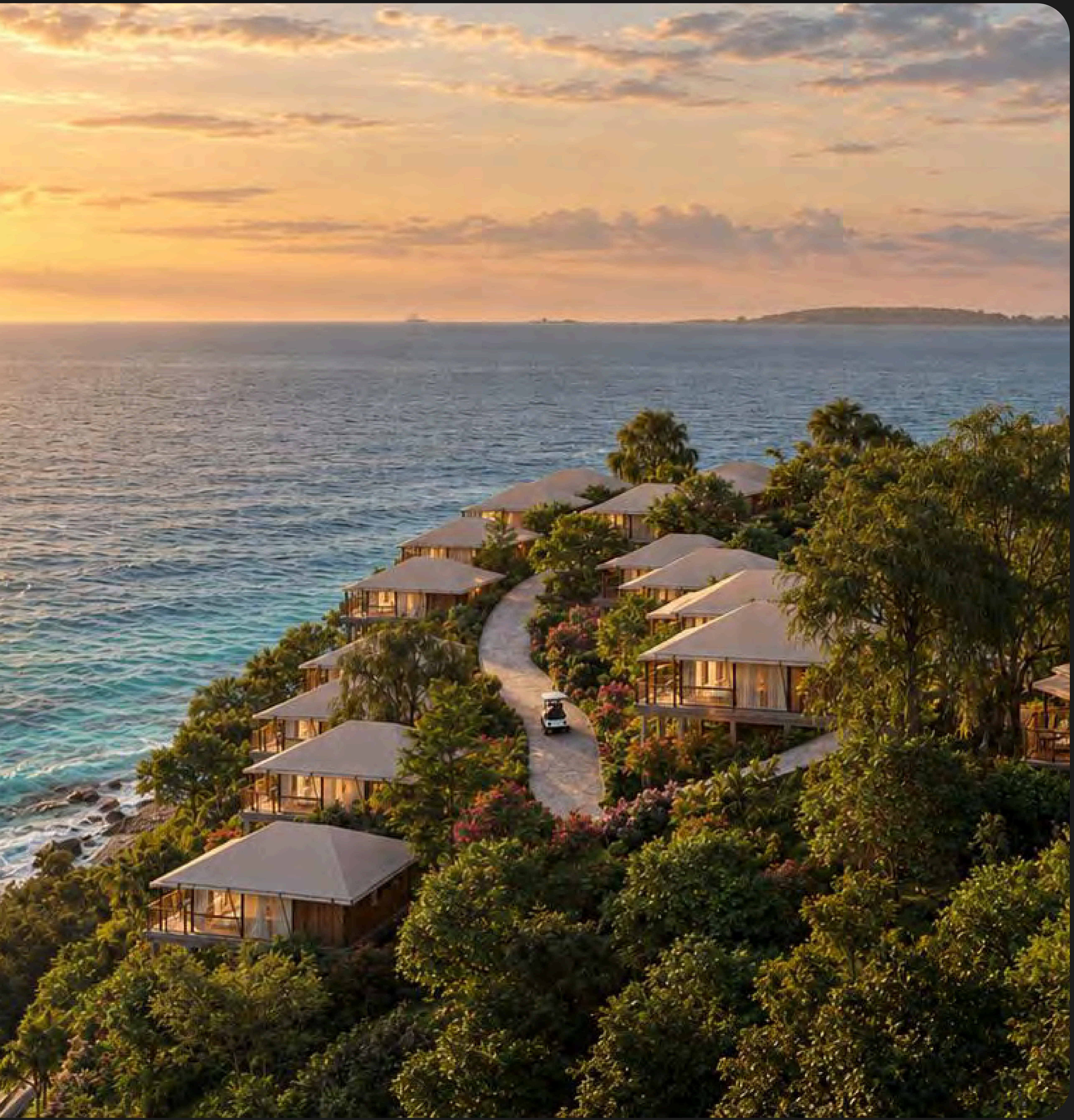
10% BOOKING FEE ON RESERVATION.

35% DEPOSIT ON SIGNING.

5 MONTHLY INSTALMENTS OF 10%, FINAL INSTALMENT OF 5%. 0% INTEREST.

Prices are set and payments made in Indonesian Rupiah. Other currencies are shown for reference only, and the rate applied is the rate on the date of each payment — so the amount in your home currency will vary, while the Rupiah amount stays fixed.

Protections & Structure



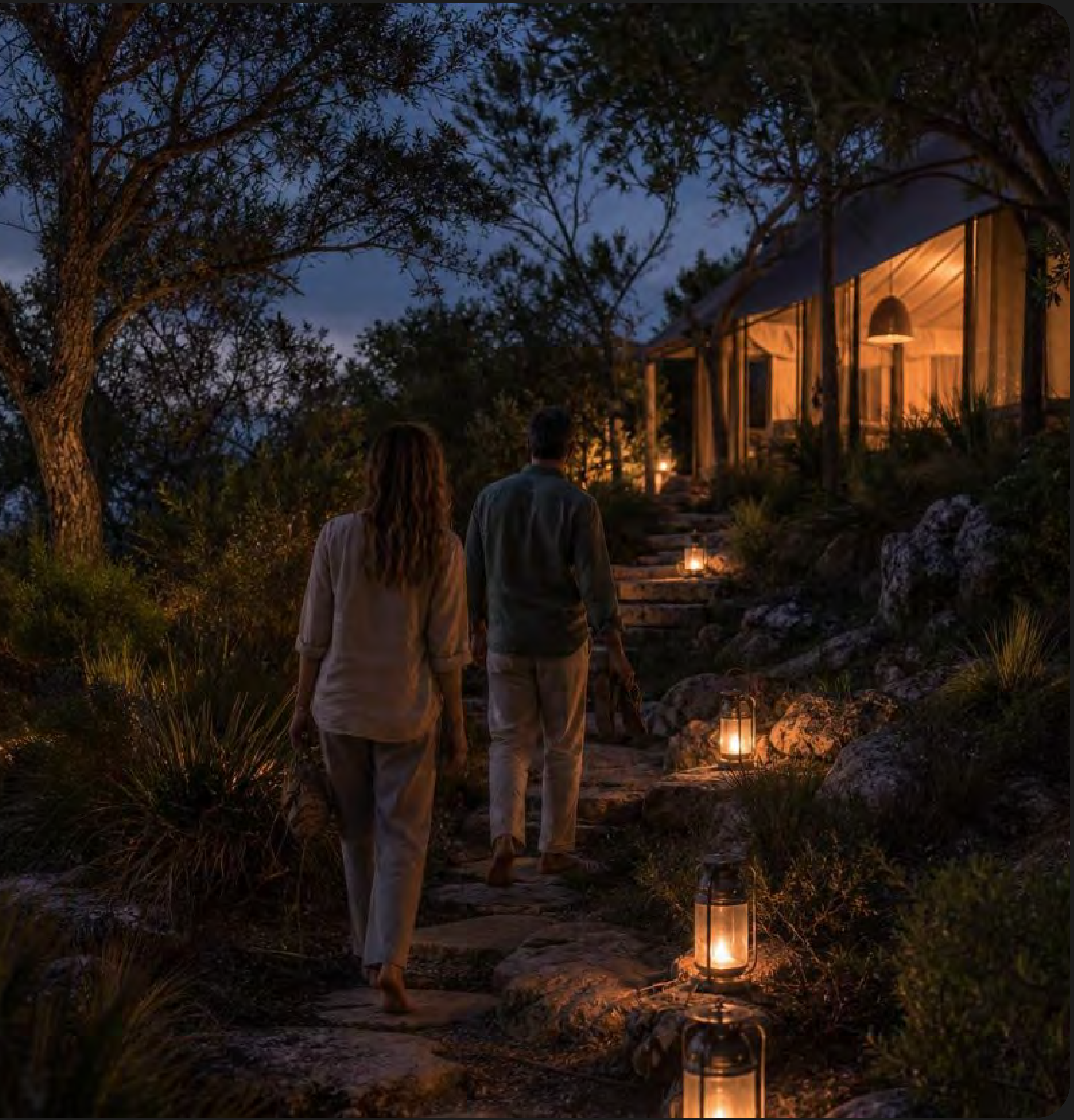
A Minimum Income Floor, Written Into the Lease.

For the first ten operating years you receive whichever is higher — your share of resort profit, or the floor below. This is a legal obligation in the Leaseback Agreement.

FOUNDATION	LIFESTYLE	LEGACY
4% PER YEAR	6% PER YEAR	8% PER YEAR

Calculated on the net purchase price, excluding VAT.
Payable by PT Tiga Berkat Sentosa, the management company appointed by PT Bali Penida Jaya, under the Leaseback Agreement.

- A contractual minimum income floor — 4/6/8% per year of purchase price for the first 10 operating years, written into the Leaseback Agreement.
- An 80-year leasehold enforceable under Indonesian law and binding on the developer's successors.
- Annual independent financial audit of hotel financials from opening.
- A covenant that the property operates as a hotel throughout the term — your income survives any operator change.



Approved, Permitted, and Under Way.

Environmental Approval

UKL-UPL approved

Building +Zoning Permit

PBG and PKKPR zoning authorised

Land Title

HGB, 25,604 m² held by the developer

Independent Audit

Annual 3rd party audit of hotel financials from opening, written into the Leaseback Agreement

Construction Timeline.

Phase 1:
Launch Pricing

Lowest Entry Price

1 OCT 2026 – 31 JAN 2027

MILESTONE

Building permit (PBG), zoning (PKKPR) and environmental (UKL-UPL) authorised

This is the lowest entry price Celesta will ever offer.

→

Phase 2:
Groundbreaking

Construction Begins

1 FEB – 30 APR 2027

MILESTONE

Groundbreaking ceremony held, site clearing and access road underway

You're no longer buying a plan. You're buying a site under construction.

→

Phase 3:
Structure Rising

Platforms in Place

1 MAY – 31 JUL 2027

MILESTONE

Resort platforms and the main building's foundation are in place across the site

The first show tented villa is completed this phase, giving investors a view of the real product.

→

Phase 4:
Resort Completion

Topped Out

1 AUG – 30 NOV 2027

MILESTONE

All resort platforms complete, main building topped out

Fit-out, utilities, tents and landscaping take place during this phase.

Suitability & Next Steps

What You Hold, and What You Can Do With It.

Celesta is a land investment held under Indonesian law. The structure applies to every lot, in every tier.

The Instrument

An 80-year leasehold over a specific numbered land lot, held in your own name under a Lease Agreement signed directly with PT Bali Penida Jaya and enforceable under Indonesian law. Notarisation is available at your request and cost, but is not required to complete.

Why leasehold

Freehold title in Indonesia is not available to foreign individuals. Leasehold is the standard structure for foreign investment, and 80 years is the longest term available — materially longer than the 25 and 30-year leaseholds common in Bali.

Inheritance

The leasehold is an inheritable asset and passes under your estate for the balance of the term.

Transfer

The leasehold can be sold, assigned or gifted once your investment is paid in full and the resort has reached full operation. The buyer signs a Novation Agreement and takes over the remaining term, with the leaseback arrangement continuing unchanged. Transfer requires the developer's written approval, and the seller bears the transfer costs.

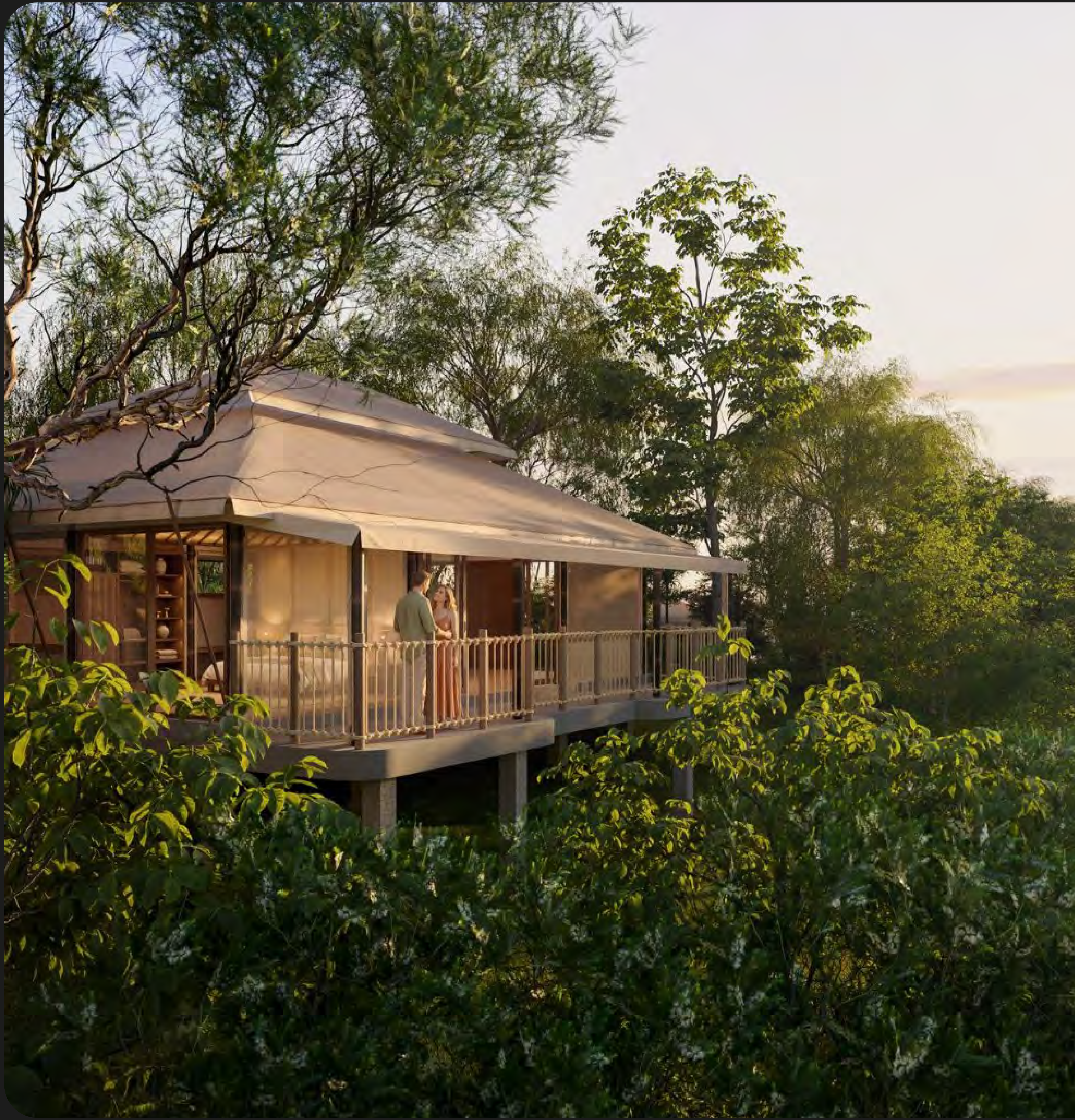
80 Years

After 80 - years the leasehold expires and the land reverts to the land owner. There is no automatic extension or renewal right.

This is Not for Everyone.
And That Is the Point.

Celesta suits investors with USD 60,000+ to deploy, comfortable with a leasehold structure under Indonesian law, and focused on yield — income diversification that outworks a term deposit. It may be eligible for Australian self-managed super funds, subject to the fund's own rules (general information only — not financial advice)

It is not suitable if you need a freehold title, a residential or holiday home.



How to Proceed.

STEP 1

Choose your Lot

Create an account on the sales platform to see every available lot with its size, price, projected return and position on the site plan. Lots are allocated first-come within each phase.

STEP 2

Reserve

Pay the 10% booking fee to secure the lot. Your price is locked at the phase in which you reserve, provided you sign within the booking period; later increases do not apply to you.

STEP 3

Review

A data room is opened for your own due diligence, and the Lease and Leaseback Agreements are issued for your review. You are encouraged to have your own lawyer review them. Site visits can be arranged.

STEP 4

Complete

Sign the agreements — electronically from wherever you are, with no requirement to travel to Indonesia. The 35% deposit follows on signing, then the instalment schedule.

Speak to Someone

Arrange a call to walk through the lots,
pricing, structure or payment process.

PH:+62 813 8571 9219 · E: info@celestabali.com

See it for yourself

Site visits can be arranged.
A show villa completes during Phase 3.

PH:+62 813 8571 9219 · E: info@celestabali.com

Important Information

ABOUT THIS DOCUMENT

This document is provided for general information only. It is not financial, legal, tax or investment advice, and it does not take account of your personal circumstances or objectives. It is not an offer, an invitation to invest, or a prospectus. You should obtain your own independent legal, tax and financial advice before making any investment decision.

ABOUT THE PROJECTIONS

All income and return figures in this document are projections based on the resort's financial model. They are estimates, not guarantees, and actual performance may differ materially. Projected returns are stated as 20-year averages; income in early years is expected to be lower than the average. The only contractually committed element is the minimum income floor set out in the Leaseback Agreement. Figures are stated before Indonesian withholding tax on rental income, which is the purchaser's responsibility under the Lease Agreement, and before any tax in the purchaser's home country.

ABOUT THE PRICING

All prices are stated in IDR and exclude 11% Indonesian Value Added Tax (PPN), which is payable on purchase. Figures shown in USD, AUD, SGD and EUR are conversions provided for reference only and are updated before each price list release. Our base currency is Indonesian Rupiah. The exchange rate applied to any payment is the rate on the date that payment is made. Prices are subject to change in accordance with the phased pricing structure. Availability is subject to prior sale.

ABOUT THE PRODUCT

Celesta comprises 80-year land leaseholds together with a proportional share of pooled resort profit. It does not confer ownership of any villa, building, room or freehold interest, nor any right to occupy, furnish or let a villa, other than the complimentary owner stays set out in the Leaseback Agreement.. Purchasers hold rights over land and a contractual share of resort profit for the term of the lease.

DOCUMENT PRECEDENCE

This document summarises the Lease Agreement and Leaseback Agreement. Those agreements contain the binding terms and prevail over anything stated here. In the event of any inconsistency, the executed agreements govern.

DEVELOPER AND SELLER:

PT Bali Penida Jaya, Panin Tower, 21st Floor, Senayan City, Jl. Asia Afrika Lot 19, Jakarta Pusat. 10270.

OPERATOR

Sono Hotels & Resorts, under the Sono Calm brand, on a 10 - year management contract.

MINIMUM INCOME FLOOR PAYABLE BY:

PT Tiga Berkat Sentosa, the management company appointed by PT Bali Penida Jaya, Panin Tower, 21st Floor, Senayan City, Jl. Asia Afrika Lot 19, Jakarta Pusat. 10270.