



LCT PROJECT

International Beach Resort Town
Heundae LCT

Introductory
2016



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International Beach Resort Town
Haeundae LCT

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Commercial Facility PM **WB**

Image illustration, aerial view CG of this promotion material are to help consumers' understanding which can be slightly different from reality.



01 | Geographic Background



PROJECT INTRODUCTION

International Beach Resort Town
Haeundae LCT

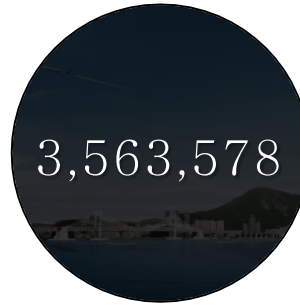
01 | GEOGRAPHIC BACKGROUND

International Beach Resort Town
Haeundae LCT

01.1 | Korea's Number 1 Tourist & Port City / BUSAN



Population
(2013)



Domestic
Visitor (2013)



Overseas
Visitor (2013)



The gateway city to ‘Eurasian Railway’ with great development of sea-borne trade and distribution industries.

A world top 5 ranking scaled port city.

A tourist city which takes about 1–2 hours by flight from Beijing, Shanghai, Tokyo and Vladivostok.



01 GEOGRAPHIC BACKGROUND

International Beach Resort Town
Haeundae LCT

01.2 Pivot of Busan, International Beach Resort Town / HAEUNDAE



Haeundae Beach is the hub for various tourist facilities and superb natural spots. Dongbaek island, yacht marina, luxury hotels, department stores, exhibition center, etc.

- PARK HYATT HOTEL
- THE WESTIN CHOSUN HOTEL
- AMBASSADOR HOTEL
- PARADISE HOTEL
- HILTON HOTEL&RESORTS

01 | GEOGRAPHIC
BACKGROUND

International Beach Resort Town
Haeundae LCT

01.3 | Convention, Film, Marine leisure specialized zone / HAEUNDAE



Yearly Large-scale Events :

- Busan International Film Festival (BIFF)
- Busan International Game Show (G-STAR)
- Busan Fireworks Festival
- Busan International Motor Show
- World Ocean Forum, etc.

01 | GEOGRAPHIC
BACKGROUND

International Beach Resort Town
Haeundae LCT

01.5 | LCT—The finishing project that makes Haeundae perfect



Beach—front location.
Special Tourism District .

Four treasures:

- Mountain(Jangsan)
- River(Chuncheon)
- Sea(Donghae)
- Salty hot spring(2,169 tons per day).

Convenient living environment supported by readily available facilities.
It forms luxury residence belt from Centum City > Marin City > LCT.



Due to developments within a radius of 500m,
LCT Project appreciation expected.

Railways to be demolished
(Re—create a natural park by 2017)

Hot spring within LCT
(Developed 5 holes in 2012)

Coastal maintenance plan
(To be widened from 30m to 70m by 2015)

Mipo Development Project
(Build a breakwater/improve environment)

02 | Project Overview



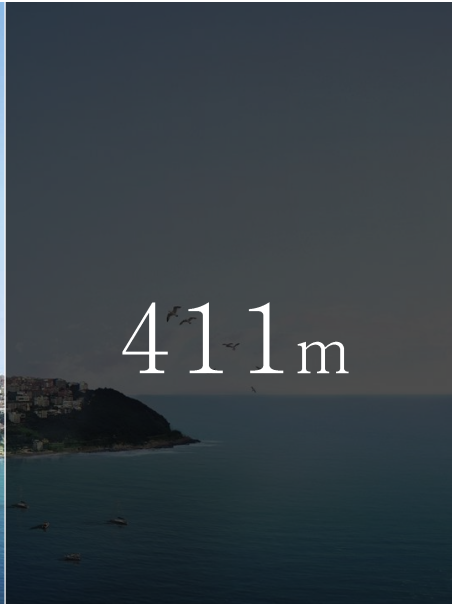
PROJECT INTRODUCTION

International Beach Resort Town
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02 PROJECT OVERVIEW

International Beach Resort Town
Haeundae LCT

02.1 Constructor and Partners



posco
포스코건설
Construction firm

Land Area	Building Area	Gross Floor Area
65,934m ² (19,945PY)	35,713.25m ² (10,803PY)	661,098m ² (199,982PY)
Apartment 85F (A,B) Landmark Tower 101F - Residence Hotel, Tourist Hotel, Waterpark - Casino, UEC, Observatory		

PF 1.78 trillion WON



Construction Design Partner

SOM
S.A.M.O.O.
Architects & Engineers

PARSONS BRINCKERHOFF
Construction Management



02 PROJECT OVERVIEW

International Beach Resort Town
Haeundae LCT

02.2 Master Plan



02.3 Project Progress

Date	Progress
Nov. 2007	Designated as the civil developer by Busan Metropolitan Corporation
Dec. 2007	Signing of Development Agreement between Busan Metropolitan Corporation and Triple Square (LCT) Consortium
Dec. 2009	Busan City announced the change of original plan /Increased the portion of apartments to 45%, abolished the height limit
Dec. 2010	Completed the payment to BMC for the land
Mar. 2011	Completion of Design Review Board (DRB) approval
Oct. 2011	Approval of Residential Business Permit
May 2013	Appointed as [Real-estate investment law] implementing zone (Ministry of Justice notification, 2013-198)
Oct. 2013	Held ground-breaking ceremony with CSCEC
Dec. 2013	Actual work for construction commenced
Jul. 2014	Approval for the modification of Residential Business Permit
Jun. 2015	Construction Contract with POSCO E&C
Oct, 2015	Commence sales for Apartments
End of 2019	Planned to complete construction

03 | Development Plan



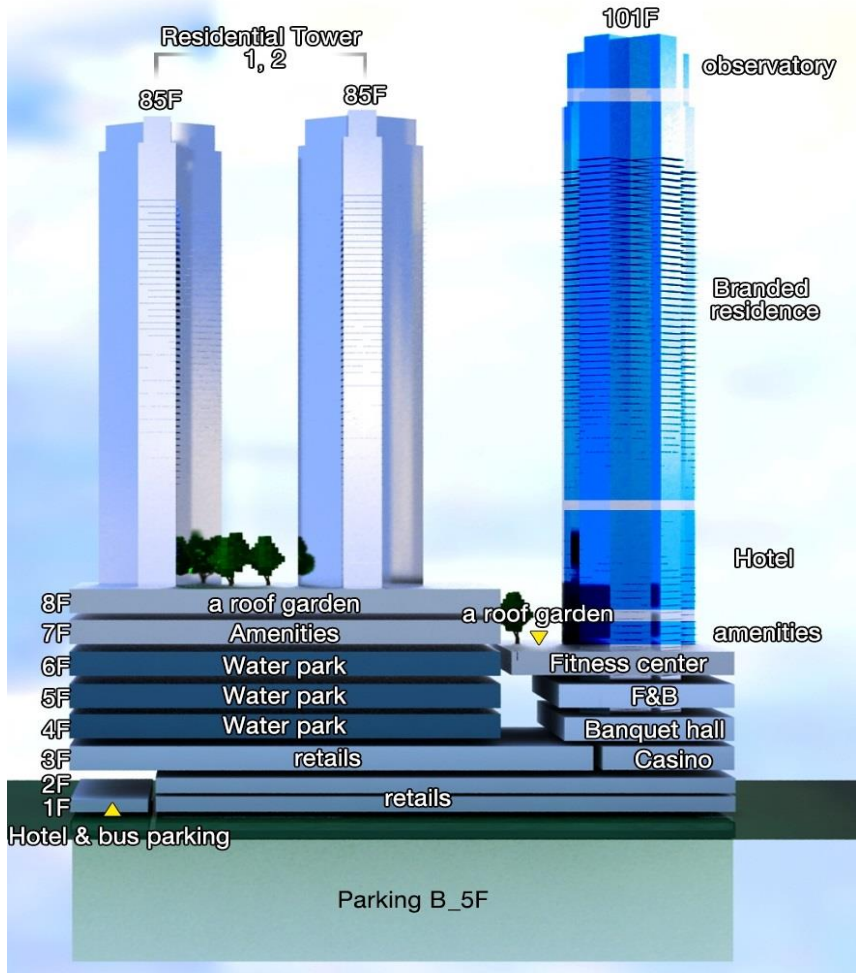
PROJECT INTRODUCTION

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03 DEVELOPMENT PLAN

International Beach Resort Town
Haeundae LCT

03.1 Key Facility Plan



Facility		Area (m ²)	Portion (%)	Remark
Residence	Apartments	290,364	43.9	882 units
	Residence Hotels	184,382	27.9	561 units
Luxury Hotel	Room	54,854	8.3	260 rooms
	Fitness	7,102	1.1	
	Casino	11,350	1.7	2-3F
Waterpark	Indoor	30,042	4.5	4-6F
	(Outdoor)	(4,887)		
Observatory		9,735	1.5	3 floors
UEC	Commercial, F&B	73,268	11.1	1-3F
Total		661,098	100	

03 DEVELOPMENT PLAN

International Beach Resort Town
Haeundae LCT

03.2 Block plan



03 DEVELOPMENT PLAN

International Beach Resort Town
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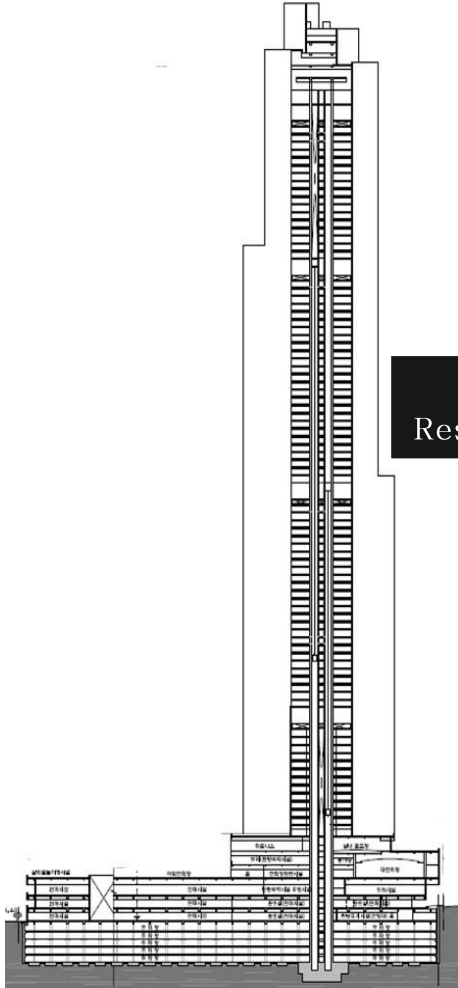
03.3 Road expansion plan



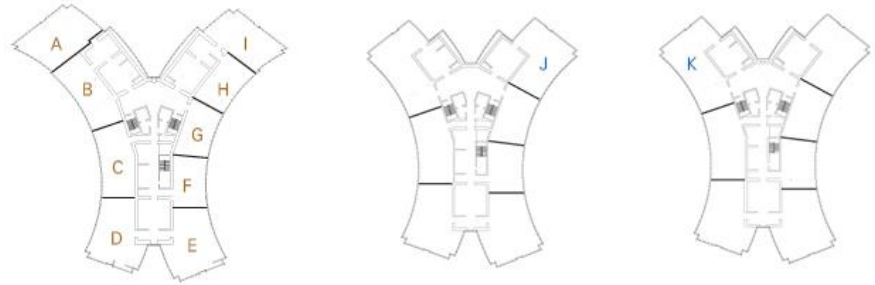
03 DEVELOPMENT PLAN

International Beach Resort Town
Haeundae LCT

03.4 Residence Hotel



22~96F
Residence Hotel



TYPE	Unit	Floor	Exclusive area
			m ²
A	52	22~47 / 50~75	173.40
B	52	22~47 / 50~75	161.88
C	69	22~47 / 50~75 / 78~94	159.14
D	69	22~47 / 50~75 / 78~94	182.81
E	69	22~47 / 50~75 / 78~94	177.26
F	69	22~47 / 50~75 / 78~94	126.39
G	69	22~47 / 50~75 / 78~94	112.79
H	26	22~47	116.73
I	26	22~47	151.10
J	26	50~75	160.43
J'	17	78~94	160.43
K	17	78~94	205.19

03 DEVELOPMENT PLAN

International Beach Resort Town
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03.5 Residence Hotel

High-end and luxury Residence Hotel units will be located on upper floors at the Landmark Tower.

Those units mainly targeted for the highest net worth residents who understand the benefits of the serviced residence.

It will also attract foreign investors who are looking for an additional home for immigration, leisure, etc.



Ministry of Justice notification in Republic of Korea (2013-198)

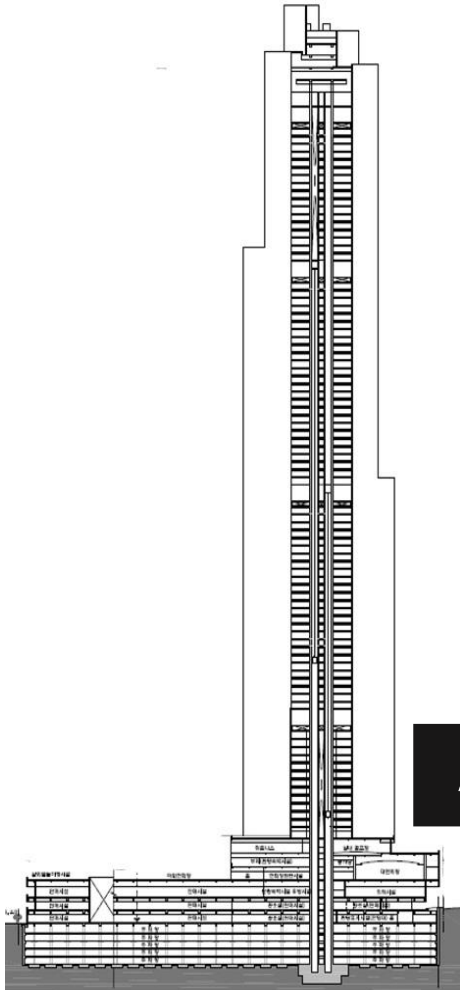
[Immigration Control Act enforcement ordinance] In accordance with 27 Article of List 1,
it has been appointed as [Real-estate investment law] implementing zone.

- ✓ Investment target : Busan, Haeundae LCT Residence Hotel
- ✓ Investment standard price : More than 700 million Korean Won
- ✓ Implementing date: May 20th, 2013
 - When one makes a payment of more than 700 million KRW (700,000 USD) as contract fee or middle payment, residential qualification (F-2) will be issued for the investor and his/her family
 - Foreigner issued with F-2 Visa can have various rights such as public education, national pension, health insurance, occupational health and safety insurance etc.
 - When one makes a payment for remaining fees and receive the ownership with 5 years of investment status maintenance, F-5 (permanent residency) will be issued.

03 DEVELOPMENT PLAN

International Beach Resort Town
Haeundae LCT

03.7 Tourist Hotel



3~19F
Tourist Hotel

All rooms have balcony and
enjoy panoramic ocean view

View Guangan Brdg.,
Dongbaek-do,
Haeundae Beach, etc.



View Dalmaji park,
Songjeong Beach, etc.

03 DEVELOPMENT PLAN

International Beach Resort Town
Haeundae LCT

03.8 Tourist Hotel



The Project will overwhelm five existing luxury hotels in Busan in its quality and diversified amenities. More specifically, four of those hotels in Haeundae Beach ; Paradise, Westin, Novotel and Grand Hotels will remain to be old-fashioned, conventional ones whereas the Project's presence will naturally Differentiate itself from the rest.

In 2013, Park Hyatt Hotel has opened open at Marine City near the project site, whereas LCT hotel will be operated as top tier hotel at Haeundae. It is estimated the property will be positioned as top two luxury hotel in Busan.

- ▶ Locate lower part in Landmark Tower (260 units)
- ▶ Positioned as a luxury urban/resort hotel
- ▶ Featuring the finest, most luxurious rooms, world-class restaurants, fitness club, banquet, convention hall and other supporting amenities
- ▶ Maximizing merchantability of Hotel through 100% ocean view of all guest rooms

03 | DEVELOPMENT PLAN

International Beach Resort Town
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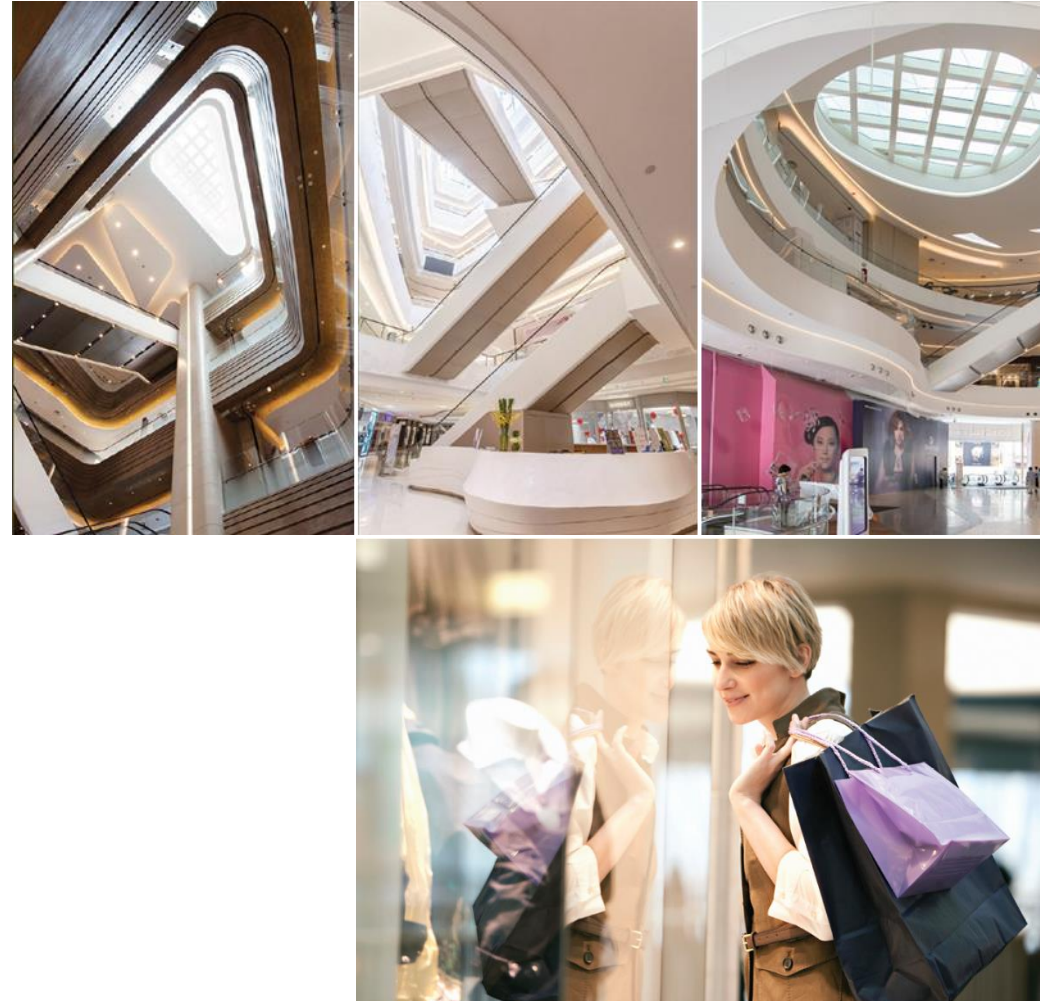
03.9 | Podium—UEC (Urban Entertainment Complex)

Podium is a multi-use cultural space that can be enjoyed with family, friends, and/or that special someone. So that Haeundae can be enjoyed all four seasons, it has been configured to house an indoor/outdoor waterpark, digital themed park, convention hall, retails, and F&B shops.

LCT's Podium is a Urban Entertainment Center, featuring an urbanized multi-shopping complex. Built around a central square, a large-scale indoor and outdoor waterpark will be constructed, with streets of various themes on the first floor as part of digital theme park.

Savor the aroma and taste of international coffee brands as well as internationally famous food at the F&B zone near the white sands of Haeundae and enjoy a shopping with both splendid and grand.

The podium will bring together a fusion of sensibility and practicality, satisfying every aspect of the complete living experience that today's consumerism demands.



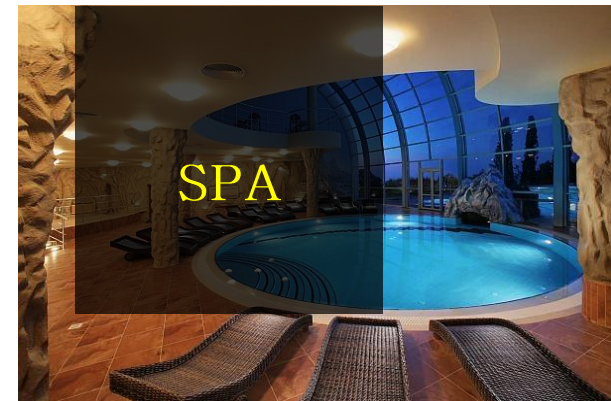
03 DEVELOPMENT PLAN

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03.10 Waterpark



- Ultimate Beach Access.
- Composing indoor and outdoor waterpark to attract visitors all year round(hot spring water will be provided).
- Offering distinctive attractions and Spa programs for visitors.



03 DEVELOPMENT PLAN

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03.11 Observatory



Observation deck with view window of 360°
– Enabling to view seascape and scene of Busan downtown simultaneously.

Offering cultural space as cultural landmark of Busan metropolitan city, such as a Galley.

Featuring with Art Gallery to Provide unique experience.

The 360-degree skywalk observatory on the top floor of the landmark tower will hold the promise of one of the world's best observatories on beaches.



Commercial Facility PM **WB**

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