citra

live different



Background



Joel Baur

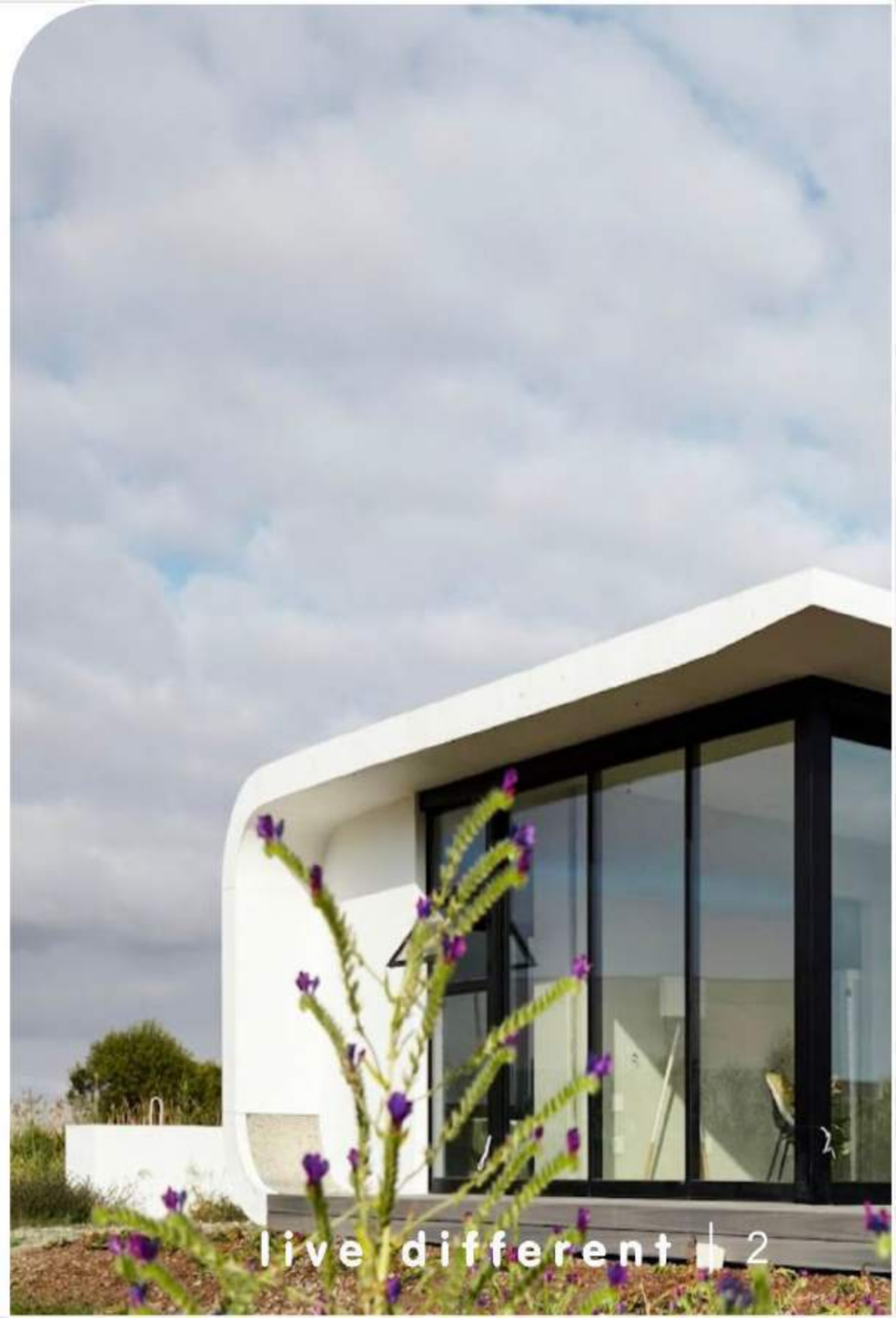
Co-Founder and Managing Director since 2016

- MBA, University of Cape Town, 2022
  → Thesis on impact finance for green affordable housing
- Master of Science in Architecture, ETH, Switzerland, 2016
- Accredited EDGE expert, 2016

Citra - Live Different

- Earthquake Haiti, 2010
  → 1,000,000 homeless in 1 day
- Founded in 2016
- $20m invested to date

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70 Years of Innovation Deadlock

No R&D Budgets

No Customer Brands



No Productivity Increase in 70 Years

McKinsey & Company, 2017

Low Margins & Scattered Market

No Trust Between Stakeholders

Break Through the Deadlock

Pride of Home & Trust in Brand

Increase Productivity & Lower Costs



Higher Margins

Higher Market Share

Sufficient R&D Budgets

Citra - The Business

- Aspirational Brand
  - Signature designs
  - High quality and durability
  - Longest warranty
  - Green
- Technology
  - Citra Building Technology (Developed 2016-2021)
  - Citra Cloud (Development started 2021)
  - Citra Mobile Factory (Development started 2021)
- Value Chain
  - Goal: VW of Homes
  - Vertically integrated

    Large Scale Property Development,
    Urban and Architectural Design,
    Construction



Advantages

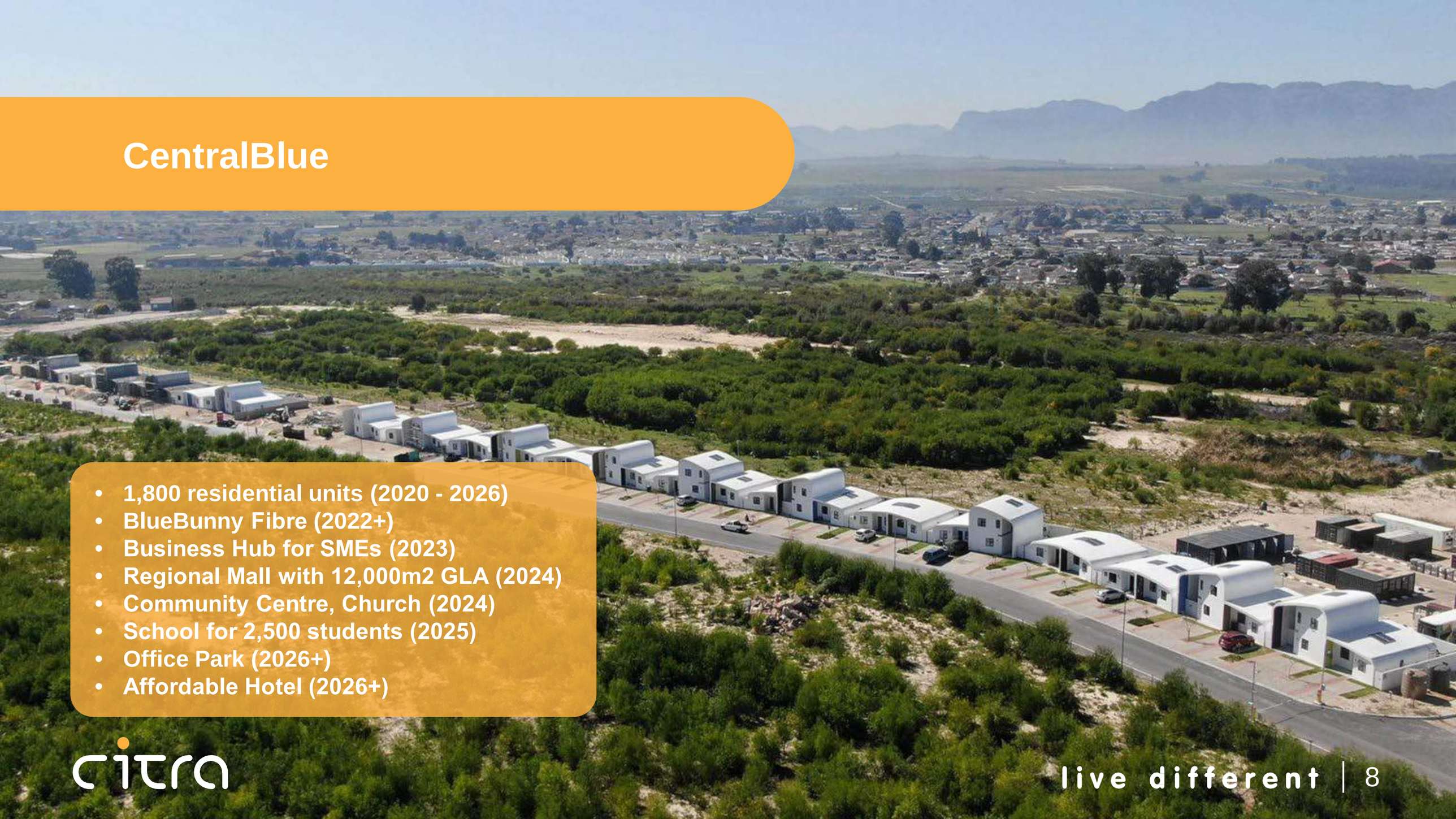

50%
CO2 Emission
savings in
lifecycle
Limitless
design
Design for
Production
1h fire
rating
20%
Reduction
in cost
Extreme
Weather
Resistant
75%
Time Saving
5x
more thermal
insulation than
a cavity brick
wall

Projects



- 4,000 units in the next 10 years
- 3 large scale developments in the Western Cape:
  - CentralBlue (2020 onwards)
  - ButterflyBlue (2024 onwards)
  - Gardenia (2024 onwards)
- 100 units completed
- 168 units in construction
- Over 200 units sold

CentralBlue



- 1,800 residential units (2020 - 2026)
- BlueBunny Fibre (2022+)
- Business Hub for SMEs (2023)
- Regional Mall with 12,000m2 GLA (2024)
- Community Centre, Church (2024)
- School for 2,500 students (2025)
- Office Park (2026+)
- Affordable Hotel (2026+)

eHomes

Signature designs create pride and ownership



eHomes


Security:
No booms
24/7 Security
Drone Patrol
Designed for a strong Neighbourhood
Strong Home/Road Interface
No Fences
Kitchen-sees-Road
Community Centre
SME Business Hub
School
Creches
Public Transport

eHomes


Aiming at 1 month start-to-finish construction time
Designed for scale and mass production
1 day to put up external walls and roof
Lightweight empowers female workers and subcontractors

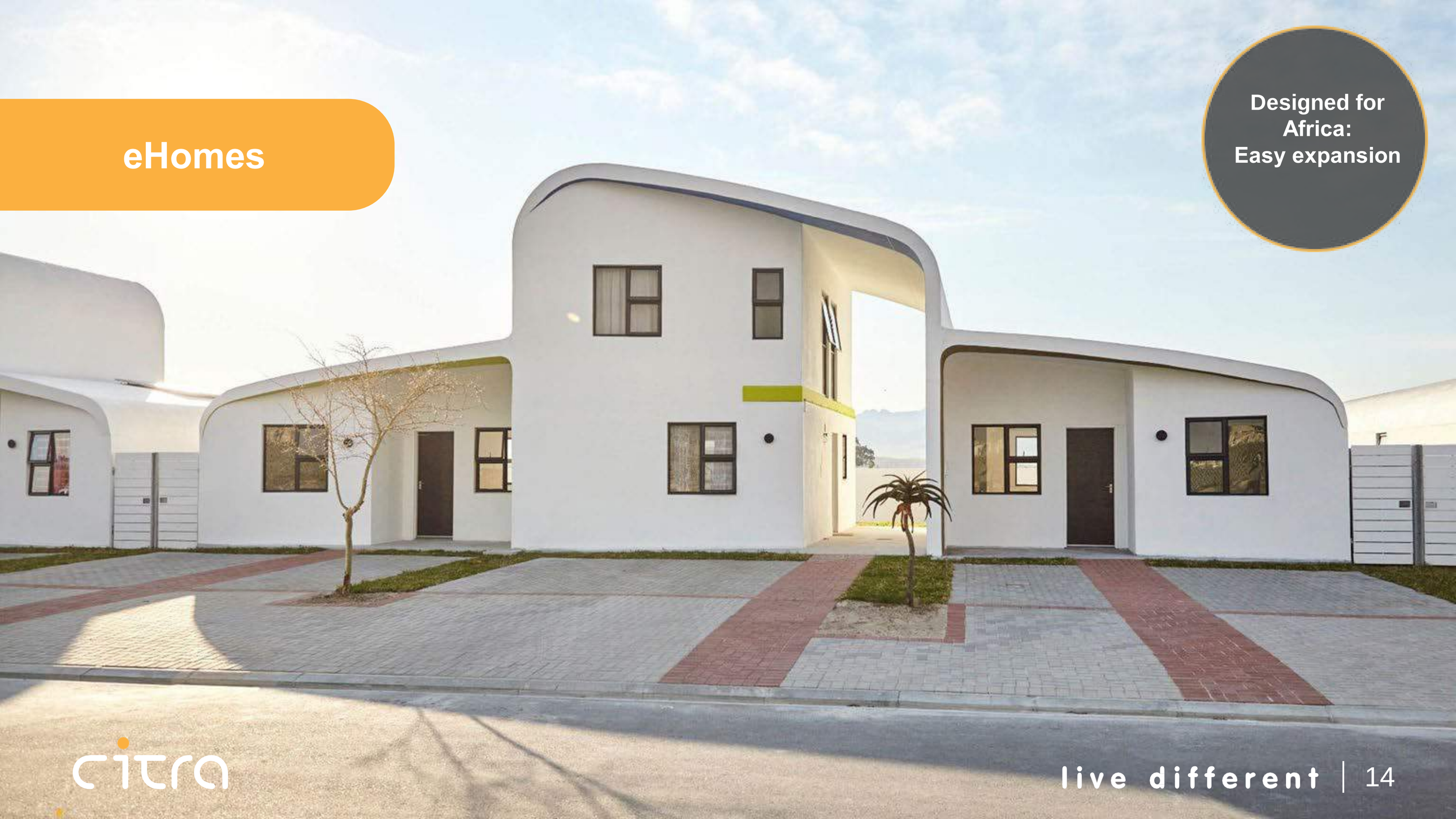
eHomes


Environmental
"cradle to cradle"
Sustainable:
Environmental
Social
Economical
Social
Community
Steering
Committee
Economical
Long term jobs
and education

eHomes



eHomes



Designed for Africa: Easy expansion

ePod Dragonstone



ePartments

Investments

- **Rental Portfolio**
- **Land Development**
- **Building Technology**



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