

NUSA PENIDA

BALI

WHERE THE EARTH MEETS THE SEA AND THE SKY



TĀNĒ
VILLAS

NUSA PENIDA

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NUSA PENIDA'S FIRST INTEGRATED WELLNESS VILLA DEVELOPMENT

NUSA PENIDA

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NUSA PENIDA



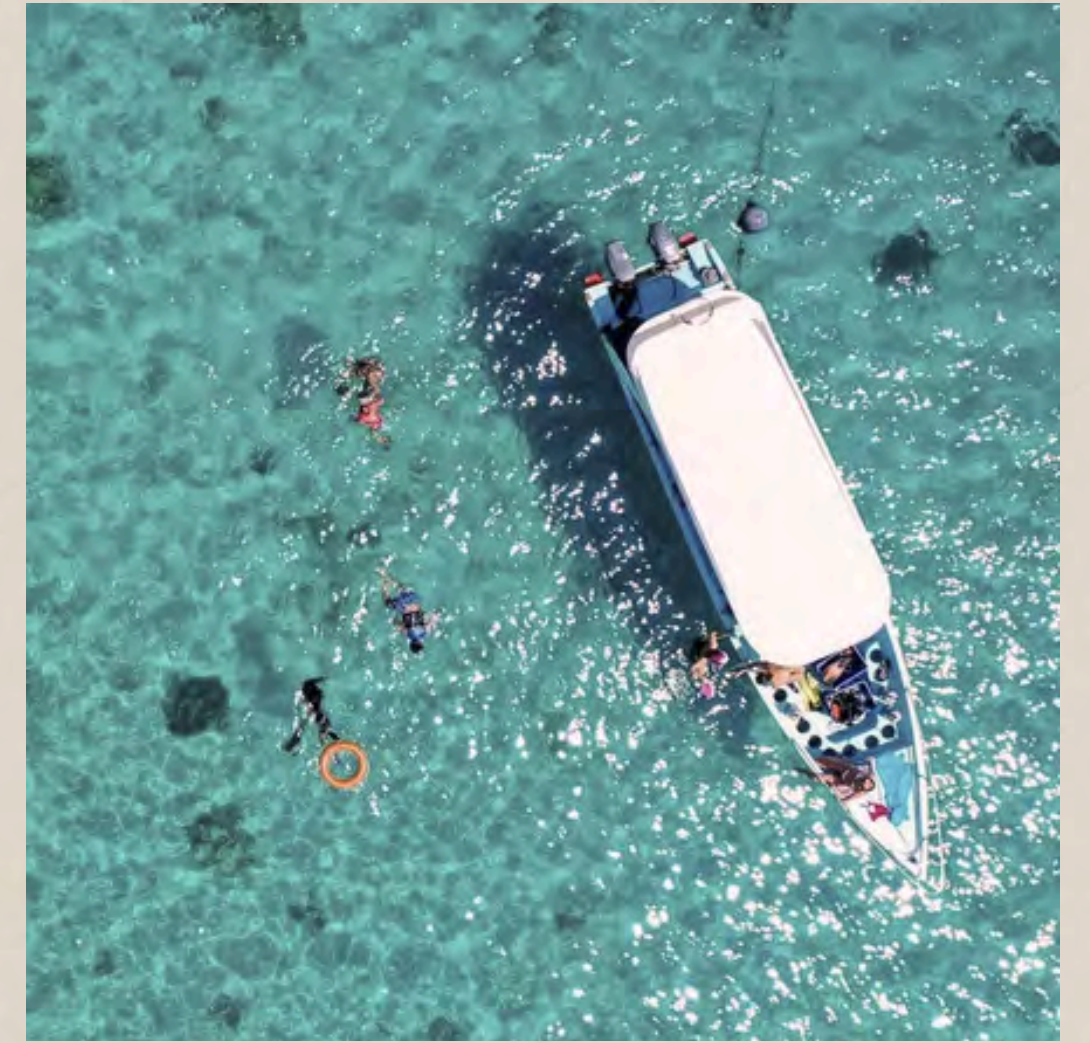
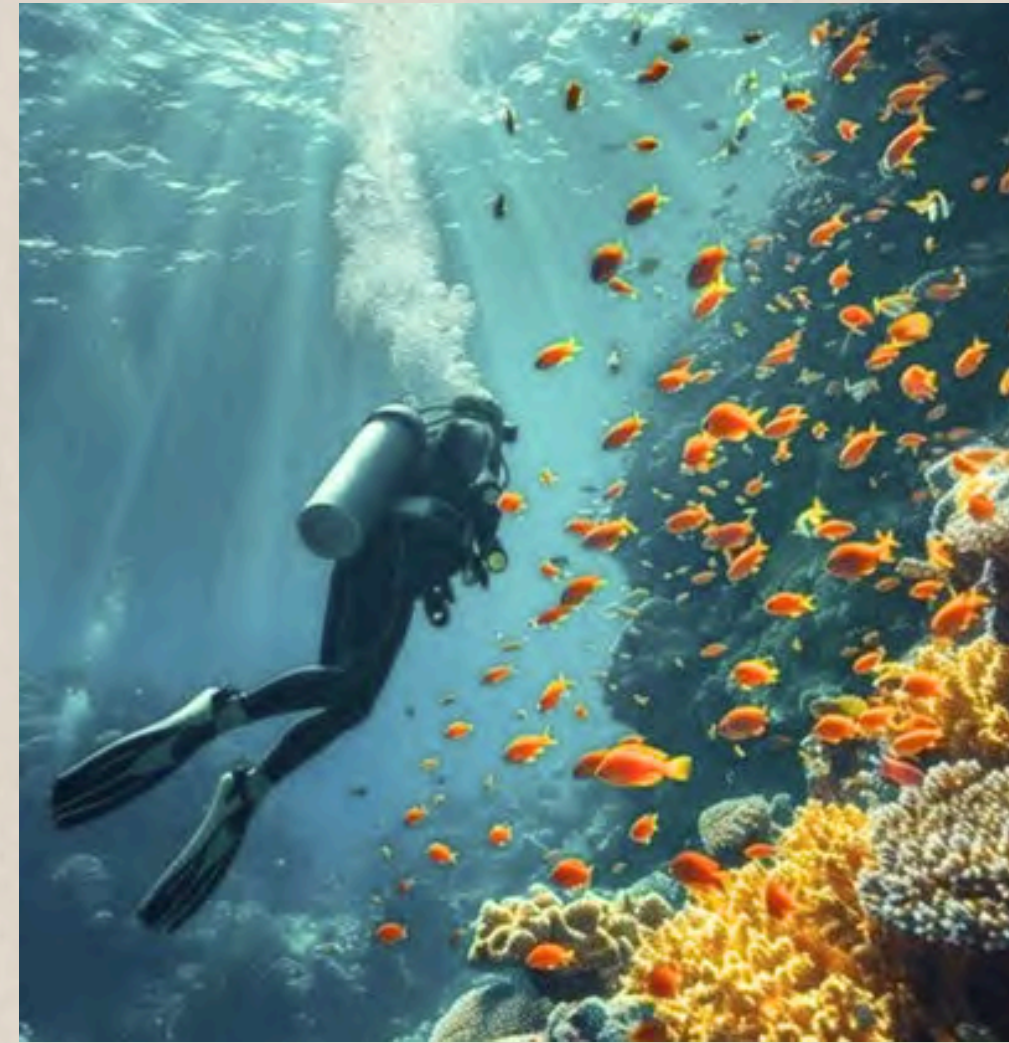
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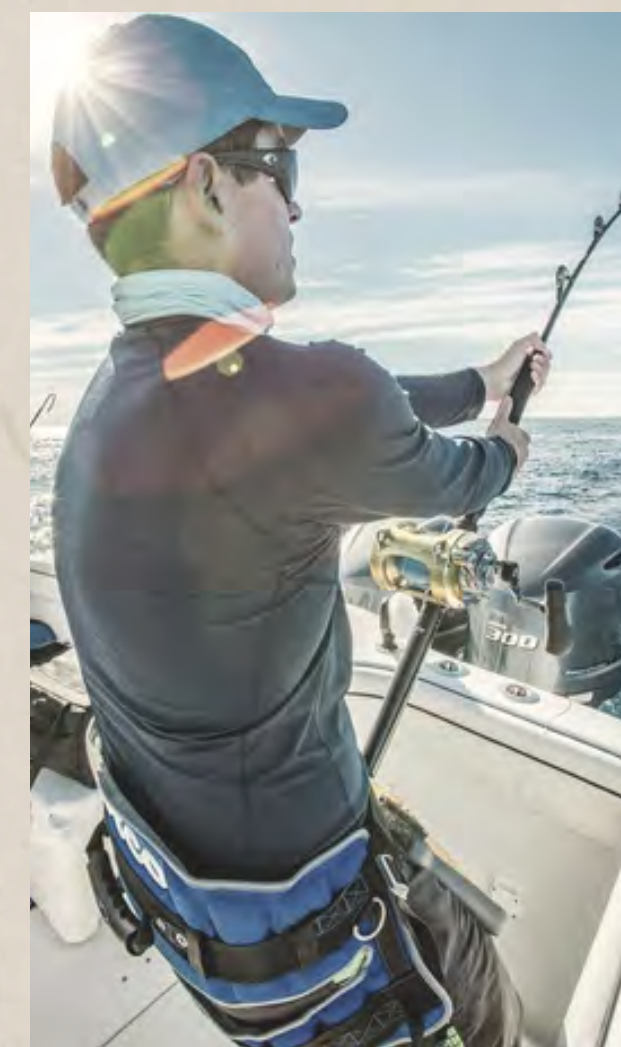
LANDSCAPES & SCENERY

Nusa Penida is known for pristine white sandy beaches, dramatic natural landscapes and diverse marine life.

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ACTIVITIES & CULTURE

Nusa Penida has the beautiful and rich culture of Bali, and some of the best diving spots, without the crowd.

THE DREAM

A sanctuary above the sea, wellness, luxury, and nature in perfect balance.

The dream of Tāne Villas is to create a place where life feels effortless and deeply connected. A home in harmony with nature, where volcanic stone, greenstone tones, and natural textures frame every sunrise and every breath of ocean air.

This is not just about staying in a villa. It is about belonging to a community that values balance, beauty, and purpose. A place where daily rituals flow as naturally as the tides, where conversations around a fire feel as enriching as yoga at dawn.

At Tāne Villas, the dream is simple: to offer a way of living that inspires, uplifts, and restores. A life where wellness and luxury are not opposites, but partners in creating something timeless.





THE STORY OF:

TĀNE VILLAS

Tāne Villas is born of a fusion of **New Zealand and Indonesian** cultures, carrying forward an eco-luxury ethos that feels both **grounded and elevated**.

In Māori cosmology, **Tāne Mahuta**, god of the forest, birds, and all living things, brought light into the world by separating sky and earth, creating the sacred space where **life could thrive**. That story of **balance, connection, and growth** inspires everything we do.

At Tāne Villas, we believe **true luxury is not about excess** but about **belonging to nature, to community, and to yourself**. Here, wellness is woven into every detail, and eco-conscious design becomes a vessel for light, renewal, and **meaningful connection**.

THE CONCEPT & VISION



Our Vision is to create Nusa Penida's first integrated eco-luxury wellness community, a place where travellers can recharge, connect, and thrive through nature, design, and community.

- Wellness at the core: sauna, cold plunge, yoga, breathwork, fitness facilities, healthy locally sourced food.
- Eco-luxury living: villas built with local craft & natural materials
- Community-driven: a hub for digital nomads, wellness seekers, and cultural connection.

WELLNESS AS LIFESTYLE

Around the globe, wellness is becoming the defining lifestyle **movement of our generation**. People are no longer satisfied with wellness as a weekend retreat or a gym membership; it's becoming the lens through which they shape how they **travel**, where they **live**, and the **communities they join**. The rise of Blue Zones research proves that true longevity isn't built on isolated practices but on shared purpose, daily rituals, and **strong social connections**.

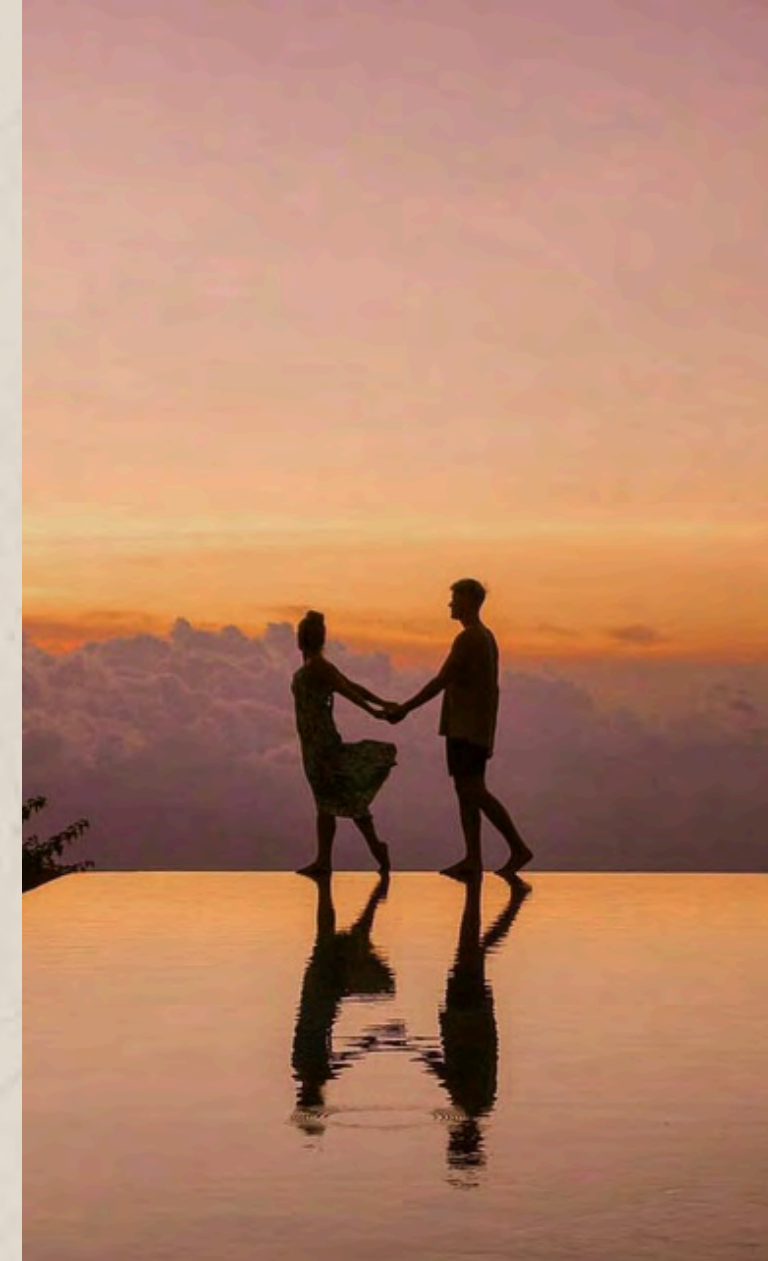
This shift explains why travellers increasingly seek places where **wellness is woven into life itself**. They want environments that nurture body, mind, and spirit, while also offering meaningful bonds with others and a deeper **connection to the land**. Wellness, in this sense, is no longer individualistic; it's **communal**. It's a culture of living that uplifts both people and place.

Tāne Villas reflects this evolution. Beyond creating a sanctuary for guests, it acts as a **catalyst for the wider community**. By engaging **local craftsmen**, celebrating **cultural exchange**, and fostering spaces of **collaboration**, Tāne supports not just the wellbeing of its guests but also the **longevity of the local economy** and spirit of the island.

Wellness, then, is not a service here. It is an **ethos**, a way of living that unites global travellers with the local community, ensuring that everyone **thrives together**.

THE EXPERIENCE THE EXPERIENCE THE EXPERIENCE THE EXPERIENCE

- Infinity pools overlooking the sea and Mt Agung
- Yoga, breathwork, and meditation classes
- Open fire-cooking restaurant & locally sourced café
- Sauna & cold plunge ritual packages
- Botanical spa treatments using island herbs
- Nutrition & hydration station (coconut coolers, herbal infusions)



NUSA PENIDA

DEDICATED TO QUALITY AND COMMUNITY

We prioritise using the **highest quality materials** and collaborating with local artisans. While we aim to be mindful of our **environmental impact**, our focus remains on supporting local communities and **delivering excellence** in every project.

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ELEMENTS



IMAGERY
STYLE

Villas

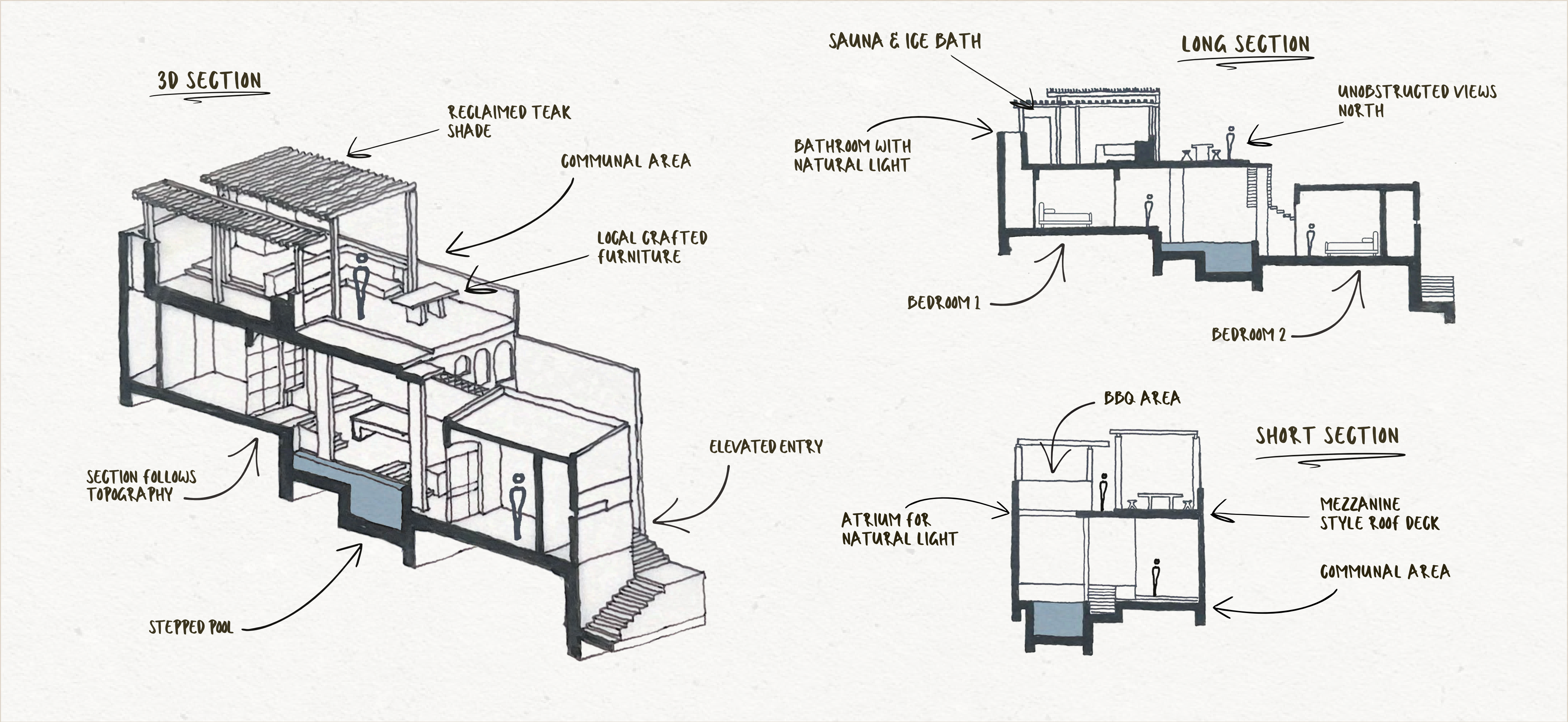
Connecting to natural colours, earthy tones and playing with light.



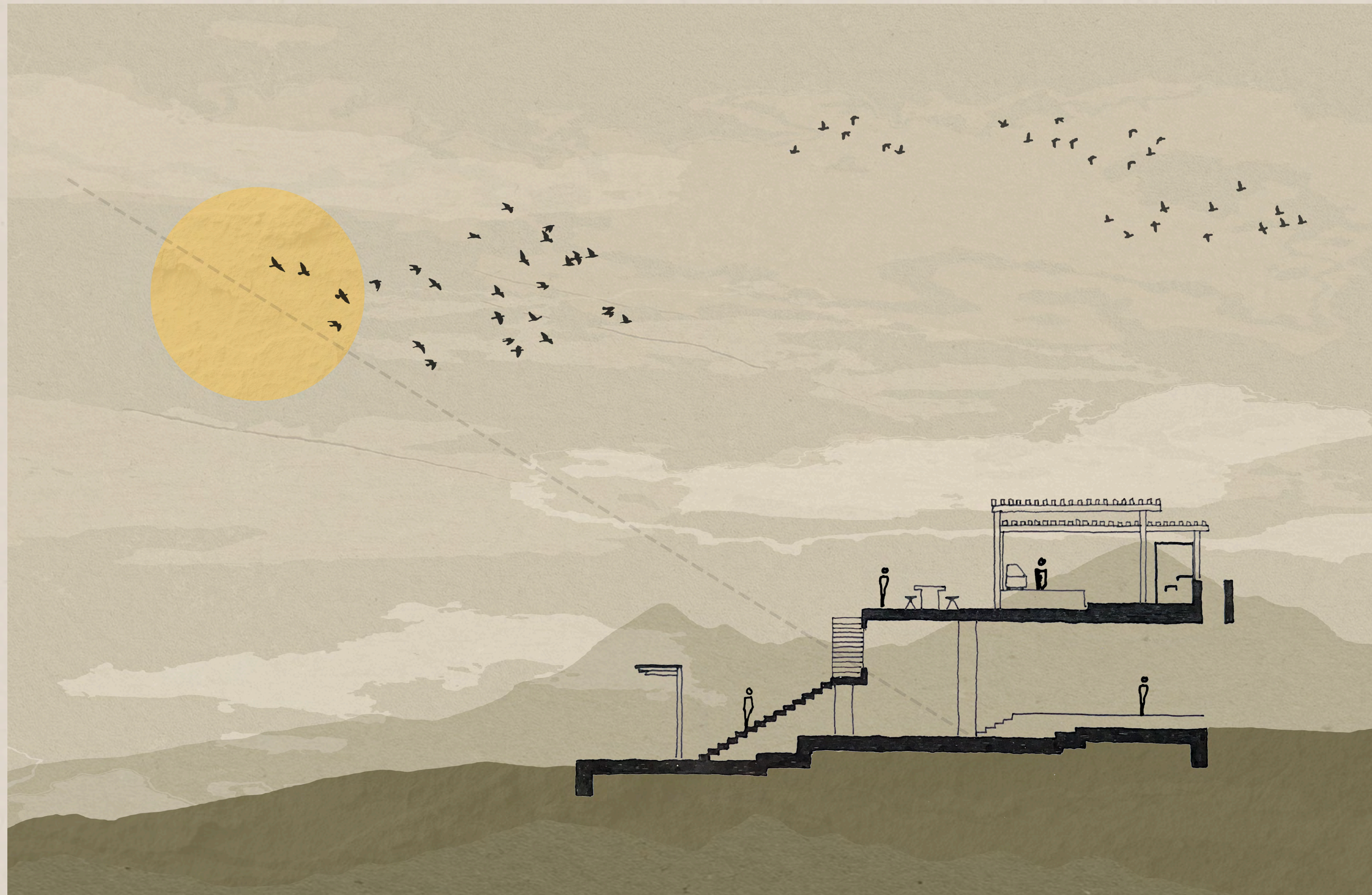
IMAGERY
STYLE

Wellness retreat

The wellness retreat space sets the intentions for the overall feel of the space.



CONCEPT DRAWINGS



OVERVIEW PROJECT OVERVIEW PROJECT OVERVIEW PROJECT OVERVIEW PROJECT OVERVIEW

Project Basis: 4 Boutique Villas

Villa Type: 2-Bedroom Luxury Villa
(180 m² build-up)

Land Allocation: ~170 m² per villa

Ownership: 30 + 30 years leasehold,
held under Tāne Villas PT PMA with
HGB title (secure long-term structure)

Location Zoning: Pink Zone (Tourism) –
full rights for commercial hospitality
use

Developer & Operator:
Tāne Development

THE OFFERING



2-BEDROOM VILLAS

2 bedroom, eco-luxury living spaces crafted with organic materials and modern aesthetics. A mountain top experience where the ocean is your constant companion.



3-BEDROOM VILLAS

3 bedroom, eco-luxury living spaces crafted with organic materials and modern aesthetics. West-facing orientation for serene mountaintop views, dramatic shadows and next.



2-BEDROOM VILLAS WELLNESS CENTRE CAFE & RESTAURANT

2 bedroom, eco-luxury living spaces crafted with organic materials and modern aesthetics. Wellness centre, sauna, ice bath, yoga and breathwork space. Local cafe, farm-to-fork open fire restaurant.

LOCATION AND PHASE OUTLINE

PHASE 1

- 4 × Two-Bedroom Villas
- Private Pool
- BBQ Area & Sun Deck
- Private Sauna & Ice Bath
- North facing

USD**256,000**
per villa

PHASE 2

- 2 × Three-Bedroom Villas
- Private Pool
- West Facing

Coming Soon

Coming Soon

PHASE 3

- 9 × Two-Bedroom Villas
- Private Pools
- Wellness Centre & Cafe
- Communal Pool
- Gym & Fitness Facilities
- Sauna & Ice Baths
- Open Fire Restaurant
- West Facing



ROOF DECK & BBQ AREA



EXTERIOR VIEW



POOL & OPEN KITCHEN/LIVING



MASTER BATHROOM



BEDROOM



SNUG/OFFICE



PHASE 1

- **4 x 2-Bedroom Villas – 180m²** build-up
- Passive Cooling Design – cross-ventilation, raised floors, vented roof gaps
- Luxury Features:
 - Sauna & Ice Bath
 - BBQ & Rooftop Lounge
 - 180° Ocean & Mountain Views
 - Big communal space by the pool
 - Starlink Wifi
- Interior & Furnishing:
 - Designer reclaimed teak furniture
 - Modern tropical interiors
 - Private pool + ocean view deck
 - Fully furnished, turnkey delivery
 - European standard finishings
- Ownership: **30+30 years leasehold** under **Indonesian Citizen & PT PMA** (NZ-British investment company), secured under Tāne Villas entity
- Title: **HGB** (Right-to-Build)
- Zoning: **Pink Zone** (Tourism) – ensuring full hospitality rights
- Developer & Operator: Tāne Development

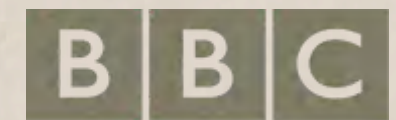
PHASE 1 DETAILS

USD**256,000**
per villa



A PRIME REAL ESTATE INVESTMENT

Bali's **thriving tourism industry**, rising property values, and favourable regulations for foreign investors make it a **prime destination for real estate** investment. With millions of visitors each year, Bali offers lucrative opportunities for rental income and **long-term appreciation**.



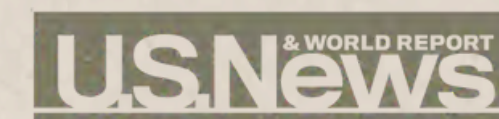
BBC Travel:
Voted Bali as the "Best
Island In the World"



Ranked 1st place globally as
"The Best Tourist
Destination in the World"

Forbes

4th in the world as an
"Investment Attractive
Destinanton"



Ranked 4th place globally
in the Investment
Attractiveness Rating

Bloomberg

Recognised Bali as a rising
hotspot for international
investors, especially in
property and tourism



INTERNATIONS ranks
Indonesia as the second
friendliest country in the
world

WHY NUSA PENIDA

Bali is experiencing record tourism, with **16.4 million** visitors in **2024, up 7.9% from 2023**, including **6.33 million** international arrivals (**+19.4% YoY**). This rapid growth has left hotspots like **Canggu, Kuta, Seminyak, and Ubud heavily congested**, with many travellers now saying Bali feels oversaturated and overdeveloped.

As a result, tourists are seeking alternatives such as **Nusa Penida**, which has become one of Indonesia’s **fastest-growing destinations**. The island now welcomes **2.2 million visitors** annually, representing about **20% of Bali’s tourists**, with arrivals growing at an estimated **8-10% year-on-year**.

This shift highlights how **overtourism in Bali** is directly fueling demand for new, less crowded destinations that promise **authenticity and untouched natural beauty**.

2.2M

ANNUAL VISITORS

High visitor volume to Nusa Penida

>90%

2-STAR ACCOMMODATION

Current majority of available accommodation

15%

YOY INCREASE

Growing demand for Wellness Tourism

600+

LODGING OPTIONS

Under saturated accommodation market

98%

DESTINATION MOTIVATIONS

Travellers are choosing experiences and meaningful connections over traditional five-star stays.

\$100M

RENEWABLE ENERGY COMMITMENT

MoU signed in September 2024 committed to developing Nusa Penida into a 100% renewable energy island by 2030.

WELLNESS TRAVEL PROJECTIONS

GLOBAL WELLNESS TOURISM

spending by travellers who specifically seek wellness experiences.

\$2.1TR

BY 2030

Huge demand for Wellness Tourism

12.5%

CAGR

USD 814.6 billion in 2022 and is projected to soar to USD 2.1 trillion by 2030.

OVERALL GLOBAL WELLNESS ECONOMY

Includes wellness tourism plus industries like health food, fitness, and personal care.

\$9TR

BY 2028

Rapid growth in Global Wellness Economy

7.4%

CAGR

USD 6.3 trillion in 2023 and is forecasted to reach USD 9 trillion by 2028.

BALI

KUSAMBA

25

SAMPALAN

45

SANUR

20

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VILLAS

HOW TO GET THERE

Nusa Penida is a short boat ride from Bali:

- **45mins** from Sanur – up to **66x day**
- **25mins** from Kusamba – up to **20x day**
- **Sanur** is **20mins** from the **Airport**
- **Tane Villas** is **20mins** from **Sampalan**



CRYSTAL BAY



KELINGKING BEACH



ATUH KING FIVE



ANGEL BILLABONG



DIAMOND BEACH



MANTA POINT

WHAT'S ON THE ISLAND



BUILDING FOR WHO WE'RE BUILDING FOR WHO WE'RE BUILDING FOR

- **Affluent travellers** seeking more than just a villa stay – those craving wellness, nature, and meaningful community.
 - **Digital nomads** and remote creatives who value fast WiFi, but also want to disconnect through yoga, cold plunges, and island living.
 - **Wellness enthusiasts** drawn to authentic, local experiences – from sunrise yoga with ocean views to botanical spa rituals using island herbs.
 - **Eco-conscious explorers** who choose sustainability, cultural richness, and community impact over soulless luxury.
- Marine lovers and divers** who enjoy a selection of diverse diving spots on one island.







With our integrated wellness retreat, authentic storytelling, and community-driven brand, Tāne Villas captures a growing market of travellers seeking connection, balance, and belonging.



COMPETITOR ANALYSIS

WHO WE BENCHMARK AGAINST:

- Peak Season: Estimated 85–90%
- Shoulder Seasons: Estimated 70–80%
- Annual Average: Around 75%, reflecting strong performance among similar luxury properties in Nusa Penida.



TYPE 1

Villa With Private Pool

This villa provides a pool with a view. The air-conditioned villa features 1 bedroom and 1 bathroom with a walk-in shower and a bath. The villa offers soundproof walls, a minibar, a tea and coffee maker as well as a terrace with sea views. The unit offers 1 bed.

 Whole Villa 102 m²	 Private Swimming Pool	 Balcony	 Sea View
 Mountain View	 Pool With Views	 Air Conditioning	 Patio
 Terrace	 Mini-Bar	 Coffee Machine	 Free Wi-Fi






\$590

TYPE 2

Sea View Villa

The pool with a view is a top feature of this villa. The air-conditioned villa has 1 bedroom and 1 bathroom with a walk-in shower and a bath. The villa features soundproof walls, a minibar, a tea and coffee maker as well as a terrace with sea views. The unit has 1 bed.

 Whole Villa 71 m²	 Balcony	 Sea View	 Mountain View
 Pool With Views	 Air Conditioning	 Patio	 Terrace
 Mini-Bar	 Coffee Machine	 Free Wi-Fi	



\$400



Total rooms:

:30

Avg Price Per Night:

:USD 450-620

Key Features:

:Private pools, ocean, mountain & sea views. Luxurious, eco-conscious design. Spa & massage services. On-site restaurant & bar, premium amenities (espresso makers, bathrobes)

Target Audience:

:Upscale travellers, couples, honeymooners, luxury-seekers; also guests valuing serenity, privacy, local authenticity

WHY AND WHAT IS A LEASEHOLD?

A leasehold is a **legal property arrangement** where the investor leases land from the landowner for a fixed period of time, rather than owning the land outright.

With a leasehold, you gain **full rights to use, build, rent out, sell and profit from the property for the duration of the lease term**. At Tāne Villas, the structure is **30 years + a 30-year** extension max up to 80 years, giving investors long-term security while staying fully compliant with Indonesian regulations. This makes leasehold the **most straightforward, safe, and internationally recognised way for foreigners to invest in Bali real estate**.

Your villa will be managed by a **New Zealand-owned company based in Indonesia**, with full 24/7 security, maintenance, and professional staff. This turnkey model allows you to enjoy stable returns and a completely **hassle-free ownership experience**.



NUSA PENIDA

INVESTMENT HIGHLIGHTS

Price: **USD 256,000**

Occupancy Rates:

Pessimistic: 50%

Realistic: 75%

Optimistic: 85%

Target Segments:

Couples & Digital Nomads
Wellness & Retreat Groups
eco-conscious Luxury Travellers

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FINANCIAL PROJECTIONS

PURCHASE PRICE	REVENUE	PESSIMISTIC	REALISTIC	OPTIMISTIC
VILLA PRICE: USD256,000	Rate per Night	\$280	\$310	\$330
	Occupancy	50%	75%	85%
NOTARY FEE (1%): USD2,560	Gross Revenue ^(per year)	\$54,300	\$90,100	\$108,700
	Operating Expenses	\$20,900	\$25,900	\$28,500
	Net Operating Income	\$33,400	\$64,200	\$80,200
	Net ROI ^(per year / in %)	13%	25.1%	31.3%
	<small>(excluding potential appreciation)</small>			
	Payback Time ^(in years)	7.7	4.0	3.2

KEY FINANCIAL ASSUMPTIONS

Foreign Exchange (FX): IDR 15,000 / 1 USD

Profit & Loss (P&L) Operating Expenses (OPEX): Includes IDR 100M fixed OPEX + 12% Online Travel Agency (OTA) commission on gross revenue + IDR 120K per night

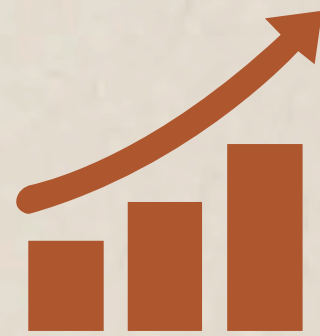
Service Charge (SC): IDR 50K per m² per month, Consumer Price Index (CPI) escalation ~3% annually, capped at 5% (Service Charge + Sinking Fund free in Year 1)

Utilities: Baseline utilities included as a line item; actual usage will vary with occupancy.

Disclaimer: All projections are estimates. Actual performance will depend on market conditions, regulatory environment, and operational execution. Returns are not guaranteed.



FINANCIAL PROJECTIONS



Payback & IRR

- ROI (Rental Yield): **15–24% annually**
- Payback Period: **≤ 5 years** (operations only)
- IRR (5 years incl. 20% capital gain): **17–20%**



Assumptions:

- ADR: **\$310**
- Occupancy: **75%**
- Variable OPEX: **12%**
- Fixed OPEX: USD **23K per villa**



Results:

- NOI: **\$51.5K per year**
- ROI: **20%**
- Payback: **≤ 5 years** (operations only, no resale required)

GROUP RETREAT PACKAGES

- USD 12,000 – 14,500 per week (yoga, exclusive diving & wellness retreats)
- Boosts occupancy in shoulder months and lifts blended ADRTane Villas offers exclusive Group Retreat Packages.
- Accommodations include four villas and eight bedrooms for USD 12,000–14,500 per week.
- Retreats are tailored for well-being, adventure, and personal growth.
- Specialisations include Yoga, Diving, and holistic Wellness experiences.
- Dedicated spaces, professional guides, and personalised programs are provided.
- These packages strategically boost occupancy during shoulder months.
- They increase the blended Average Daily Rate (ADR).
- Tane Villas aims to solidify its position as a premier luxury destination for transformative group stays.

PHASE 1 - TIMELINE

COMPLETED
STAGE 00

PRE CONCEPT & PROJECT DUE DILIGENCE
Land sourcing, land due diligence, land acquisition, villa design concept, amenity concept, PT PMA setup, financial forecasting.

COMPLETED
STAGE 01

CONCEPT DESIGN
Architectural concept, interior design concept, branding package, landscaping concept, compliance, conceptual renderings.

COMPLETED
STAGE 02

SCHEMATIC DESIGN
Layout amenities, section drawings, elevation drawings, elevation masterplan, structure schematic, bathroom detail, kitchen detail, architectural detail, sauna and ice bath detail, structure detail drawings.

IN PROCESS
STAGE 03

CAPITAL CALL 01 (10%) - DEPOSIT
Masterplan, notarial deed & zoning verification, building permits. Secure with 10%.

STAGE 04

CONSTRUCTION & CAPITAL CALL 02 (40%)
Capital Call 02, land ceremony, equipment mobilisation, time schedule, ground-breaking, foundation, construction starts, investor updates.

STAGE 05

STRUCTURAL COMPLETION & CAPITAL CALL 03 (40%)
Capital Call 03, villa framework, roofing, interior fit-out, luxury furniture install.

STAGE 06

FINISHING & FURNISHING & CAPITAL CALL 04 (10%)
Defect checklist, snagging, website launch, social media launch, operational & maintenance star, management handover, soft opening.

STAGE 07

LAUNCH & OPERATIONS
Launch party planning, influencer strategy, hotel/stay tests.

OWNERSHIP MANAGEMENT STRUCTURE

Tāne Villas is structured to provide investors with complete **legal clarity and peace of mind**. Ownership is secured through a hybrid structure: an **Indonesian citizen holds the land title** while a **PT PMA** (foreign-owned limited liability company, in this case a **NZ-British investment entity**) provides full legal access and control under the Tāne Villas umbrella. This dual arrangement ensures compliance with Indonesian property law while **safeguarding foreign investment**.

The project operates on a **Hak Guna Bangunan** (HGB – Right-to-Build) title, the most secure title available to foreign investors through a PT PMA. The land sits within the **officially designated Pink Zone** (Tourism), making it fully compliant with local zoning regulations and legally approved for **hospitality and wellness developments**.

All investor agreements are drafted through transparent contracts with thorough legal due diligence, ensuring every step of the process is verifiable and above board. This legal foundation not only protects ownership but also underpins the long-term stability and growth of the Tāne Villas project.

LIFESTYLE PERKS



PRIORITY ACCESS:

- Early booking rights during peak holiday seasons
- Invitations to annual wellness & investor gatherings



DISCOUNT BENEFITS:

- 25% off food & beverage at the café and restaurant
- 20% off spa & wellness treatments



GLOBAL NETWORK PERKS:

- Reciprocal benefits with future Tāne-branded wellness projects in Indonesia & New Zealand

RISK MITIGATION



TOURISM DEMAND

Nusa Penida grows 8-10% YoY as Bali saturates, with wellness offerings adding diversified income streams.

OPERATIONS

Backed by an experienced hospitality team, with 24/7 security, maintenance, and full regulatory compliance.

MARKET & ECONOMICS

Conservative ROI projections with flexible pricing and ADR adjustments to stay competitive.

ENVIRONMENT & COMMUNITY

Eco-conscious construction and local partnerships ensure sustainability and long-term community support.

LEGAL SECURITY

Ownership is secured through a Developer PT PMA (foreign investment company) combined with an HGB (Right-to-Build) title. This structure allows foreign investors to hold long-term, renewable rights while remaining fully compliant with Indonesian law. All contracts are notary-certified and transparent, with a renewable 30+30 year leasehold providing clear protection and stability.

EXIT STRATEGY

Operational Income (15–24% annually)

For investors seeking consistent returns, Tāne Villas delivers strong operational income through its hospitality model. Based on projected occupancy rates and nightly rates, annual net returns are forecast between 15–24%. This approach allows investors to treat the villa as a long-term, cash-generating asset without the need to sell. Regular dividends provide reliable passive income while maintaining ownership of the appreciating property.

Capital Gain (+20% by Year 5 resale)

Nusa Penida is experiencing rapid growth as Bali's next major tourism hub. With limited land availability in zoned tourism areas, property values are set to rise. Investors who prefer a medium-term exit can benefit from capital appreciation by reselling their villa after approximately five years. Conservative projections estimate resale gains of at least 20%, offering a profitable equity-based exit strategy in addition to operational returns during the holding period.

Hybrid Use (Holiday + Income)

Some investors will choose to balance financial return with lifestyle benefits. The hybrid strategy allows owners to use their villa as a private holiday home for part of the year, while it generates income through professional management when not in personal use. This approach blends personal enjoyment with financial performance, ensuring the asset delivers both tangible lifestyle value and strong returns.

Sale as Boutique Retreat Block

Over the longer term, the project provides an opportunity for institutional-level exit. A collection of villas, or the entire estate, can be packaged and sold as a fully operational boutique wellness retreat. This type of sale is attractive to hotel groups, funds, or lifestyle brands seeking turnkey assets in high-demand destinations. By selling as a block, investors can unlock a higher valuation multiple compared to individual villa sales, creating significant upside potential.

THE TEAM BEHIND TĀNE



TOM RANSON

Hospitality Strategist

Tom brings flavour and heart to Tāne Villas. With three decades in luxury hotels, resorts, and restaurants worldwide, plus founding World Kitchen Jakarta, he knows what it takes to create experiences people crave. His mission: to weave hospitality and lifestyle into a brand story that resonates globally. Tom ensures Tāne Villas feels as good to live in as it does to invest in.



MIRZA SORAYA

Architect

Mirza is the architect of possibility. With over 20 years shaping masterplans and township projects across Asia, she knows how to turn vision into reality. From leading major developments tied to Indonesia’s high-speed rail to designing soulful, sustainable spaces, she bridges design excellence with investor confidence. At Tāne Villas, she ensures every detail is both beautiful and built to last.



NATE MCFALL

Creative Director

Nate is the storyteller who makes spaces unforgettable. With a background in architecture and a reputation for cinematic collaborations with unique stays like Hideout Bali, he crafts narratives that connect emotionally with audiences. His gift is transforming villas into destinations people dream about. At Tāne Villas, Nate positions the project on the world stage through authentic, story-driven content.



SCHEDULE A PRIVATE INVESTOR CALL

Join an exclusive Q&A session with our founders to learn more about the vision, the team, and Nusa Penida’s market potential.

SECURE PRIORITY VILLA SELECTION

Early investors enjoy first choice of villa plots along with discounted entry pricing.

LIMITED VILLAS - LIFELONG WELLNESS

Only 4 exclusive villas in Phase 1 – limited availability with a 10% non-refundable commitment fee to reserve the leasehold ownership.

JOIN THE TĀNE COMMUNITY

Be part of Nusa Penida’s first integrated wellness villa development and access exclusive lifestyle perks from day one.

NUSA PENIDA

BALI

WHERE THE EARTH MEETS THE SEA AND THE SKY

TĀNE VILLAS

Join us in building the **first integrated wellness villa community** on Nusa Penida. Early investors benefit from **priority pricing and villa selection.**



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