

# 3S

SAMPOERNA STRATEGIC SQUARE

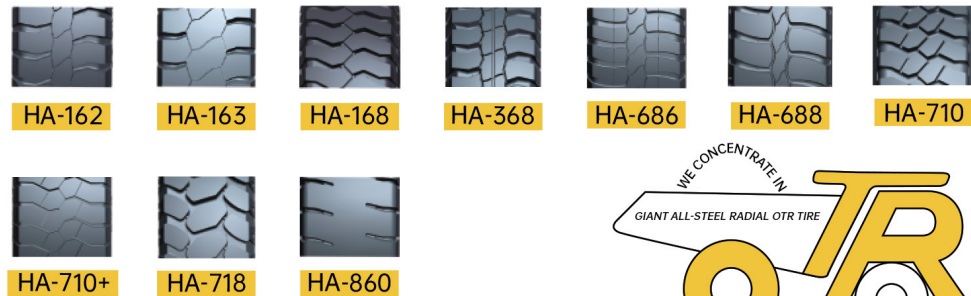
## Into the World of Neo-Classic Architecture



**Company product line envelops 49 inch to 63 inch gaint OTR**



**The company has independently developed dozens of tire patterns**



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**Elevating  
Workspace  
Excellence**



Dear Readers,  
As we navigate the post-pandemic landscape, the demand for ready-to-use offices continues to

rise, reflecting a growing need for flexible and adaptable workspace solutions. At Sampoerna Strategic Square, we are pleased to offer a diverse range of ready-to-use offices designed to meet the needs of modern businesses in our strategic location. Our building stands out not only for its state-of-the-art facilities but also for its timeless neo-classic architecture. This unique blend of modernity and classic style provides an inspiring and functional environment for both tenants and visitors. In this edition, we take you on a global tour of office towers built with neo-classic architecture, showcasing how this enduring style continues to influence and inspire contemporary design. For those with a passion for travel, Rome beckons with its historic and monumental sights, allowing you to immerse yourself in the grandeur of the Roman Empire. Alternatively, if you prefer to explore domestic destinations, consider visiting Manado in North Sulawesi. This vibrant city is known for its cultural diversity, stunning landscapes, and unique wildlife.

Coffee enthusiasts will be delighted to discover CIAO! Venezia, a new coffee shop that transports you to the charming world of Venice. Our publication also features a rich array of contents, from culinary delights and time management tips to updates on our CSR activities. As we approach the end of the year, we extend our warmest wishes for a prosperous and fulfilling year ahead.

*Sherly, LTR Manager*

The management and staff of Sampoerna Land would like to extend a warm welcome to Warner Music Indonesia, ADA Asia Indonesia, Mongolia Embassy, CIAO! Venezia, Serene Wellness, and Klinik Pratama Smile Aesthetic & Family Medical as our new tenants.



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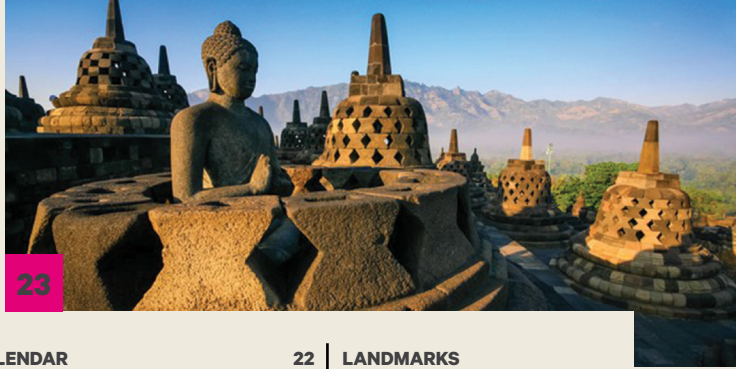
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# Christmas and New Year

**O**n behalf of Sampoerna Land, the owner and building management of Sampoerna Strategic Square, we send our warmest wishes for a wonderful Christmas and a thriving New Year 2025. We are excited about the upcoming year and the opportunities it holds.

**A**tas nama Sampoerna Land, pemilik dan pengelola gedung Sampoerna Strategic Square, kami siap menyambut Natal yang ceria dan Tahun Baru 2025 yang gemilang. Adalah kegembiraan bagi kami menantikan tahun yang akan datang dengan berbagai peluang yang ada.

## Blood Drive

The Sampoerna Blood Drive is a staple event at Sampoerna Strategic Square. In 2024, it took place on May 6 and August 7, in partnership with PMI Jakarta, Lions Club Jakarta, Bunga Tanjung, and Yayasan Peduli Jiwa Manulife. The August 7 Blood Drive was particularly special, held in anticipation of Sampoerna's 111<sup>th</sup> anniversary, with an ambitious goal of collecting 500 blood bags.

Donor Darah Sampoerna merupakan acara rutin di Sampoerna Strategic Square. Tahun ini acara ini diselenggarakan pada tanggal 6 Mei dan 7 Agustus, bekerja sama dengan PMI Jakarta, Lions Club Jakarta, Bunga Tanjung, dan Yayasan Peduli Jiwa Manulife. Donor Darah pada tanggal 7 Agustus ini sangat istimewa, diadakan untuk menyambut ulang tahun Sampoerna yang ke-111, dengan target mengumpulkan 500 kantong darah.



## Fun Sunday

This activity is one of our cherished ongoing initiatives, organized in collaboration with Asuransi Jiwa Manulife Indonesia. The event took place on Sunday, May 19, 2024, from 7 a.m. to 9 a.m. Participants embarked on a cycling route starting at the Sampoerna Strategic Square Building, continuing through Senayan, passing the Hotel Indonesia roundabout, and returning to the SSS Building. The Building Management provided 100 bicycles, cycling jerseys, snacks, and breakfast for the tenants. Participants also enjoyed a fun walk and Zumba session in the outdoor area.

Aktivitas ini merupakan salah satu kegiatan yang kami selenggarakan atas kerja sama dengan Asuransi Jiwa Manulife Indonesia. Diselenggarakan pada hari Minggu, 19 Mei 2024, acara ini berlangsung dari pukul 07.00 hingga 09.00 WIB. Peserta bersepeda mulai dari Gedung Sampoerna Strategic Square, berlanjut ke Senayan, Bundaran HI, dan kembali ke Gedung SSS. Pihak pengelola gedung menyediakan 100 sepeda, kaus jersey untuk bersepeda, makanan ringan, dan sarapan pagi bagi para tenant SSS. Selain itu, peserta juga dapat menikmati jalan santai dan sesi Zumba di area outdoor.



## Socialization of Investment Activity Report

The Head of Investment Management Unit & One-Stop Integrated Services, Setiabudi District, conducted a socialization of the investment activity report for Q2 2024 at our building. Held on July 4, 2024, at 2 p.m., the event took place on the 3A Floor – Anggrek 5 of the North Tower. Attendees were asked to bring a laptop and prepare the OSS Username and Password, as well as the Company Realization Data and the latest Financial Report.

Kepala Unit Pengelolaan Penanaman Modal & Pelayanan Terpadu Satu Pintu Kecamatan Setiabudi menyelenggarakan sosialisasi laporan kegiatan penanaman modal triwulan II tahun 2024. Acara yang dilaksanakan pada tanggal 4 Juli 2024 pukul 14.00 WIB ini bertempat di Lantai 3A – Anggrek 5, North Tower. Peserta membawa laptop dan menyiapkan Username dan Password OSS, serta Data Realisasi Perusahaan dan Laporan Keuangan terbaru.



## Chinese New Year

Chinese New Year is an annual highlight at Sampoerna Strategic Square, celebrated in 2024 with a private event on Friday, February 23. The festivities took place in the Main Lobby, featuring a captivating barongsai performance attended by special invitees, including VIP guests from the Sampoerna family. After the performance, guests ascended to the 30th floor of the North Tower, where the barongsai continued its visit to the offices of various business units.

Perayaan Tahun Baru Imlek merupakan acara tahunan di Sampoerna Strategic Square, dirayakan dengan pada hari Jumat, 23 Februari 2024. Perayaan berlangsung di Lobi Utama, menampilkan pertunjukan barongsai yang memukau yang dihadiri oleh tamu undangan khusus, termasuk tamu VIP dari Sampoerna Family. Setelah pertunjukan, para tamu naik ke NT lantai 30, di mana barongsai melanjutkan kunjungannya ke kantor berbagai unit bisnis.



# Timeless Neo-Classic Towers

**MERGING CLASSICAL GRANDEUR WITH MODERN FUNCTIONALITY,  
NEO-CLASSIC OFFICE TOWERS STAND AS ENDURING SYMBOLS OF  
ARCHITECTURAL ELEGANCE ACROSS THE GLOBE.**

**A**n age where glass-clad skyscrapers dominate urban landscapes, the neo-classic architectural style serves as a timeless homage to the grandeur of ancient civilizations. Characterized by grand columns, intricate friezes, and symmetrical forms, this style strikes a perfect balance between the aesthetics of the past and the functionality required by modern office towers. Around the world, several office buildings exemplify this architectural approach, marrying classical elegance with contemporary purpose. Here are six standout examples:

## The Royal Exchange - London, United Kingdom



Originally built in the 16th century and reconstructed in the 19th century, The Royal Exchange is one of London's most historically significant neo-classical structures. While primarily a commercial center, the building has been adapted over the years to serve various functions, including housing modern offices. Its grand portico, supported by Corinthian columns, and its ornate pediment adorned with sculptures of Britannia, make it an enduring symbol of London's financial might.

## Sampoerna Strategic Square - Jakarta, Indonesia

Central business district, Sampoerna Strategic Square is a striking example of neo-classic architecture. This iconic office complex draws inspiration from ancient Roman and Greek design elements. Its facade features towering Corinthian columns, arched windows, and a meticulously detailed entablature that exudes a sense of grandeur and stability. Spanning 3.5 hectares, with 1.5 hectares dedicated to an English Garden. This property pays homage to the timeless beauty of classical architecture, making it a landmark in the city's skyline.



## Shanghai Bank Building - Shanghai, China



The Shanghai Bank Building is a prominent example of neo-classic architecture in Asia. Situated on the historic Bund, the building's grand facade features a symmetrical design with tall Ionic columns and a richly decorated cornice. The building's classical proportions and elegant detailing reflect the influence of Western architecture during Shanghai's period as a global trading hub. Today, it continues to serve as an office space, bridging the city's colonial past with its modern future.

## Palacio Barolo - Buenos Aires, Argentina

Palacio Barolo is a unique fusion of neo-classic and Art Nouveau styles. This iconic office tower was designed by Italian architect Mario Palanti, who drew inspiration from Dante Alighieri's "Divine Comedy." The building's facade features a series of classical elements, including columns, domes, and arches, combined with intricate ornamentation. It stands as a testament to the cultural and economic aspirations of Argentina during the early 20th century.



**Equitable Building - New York City, U.S.**



Located in Manhattan, the Equitable Building is a hallmark of neo-classical architecture in New York City. Its design was heavily influenced by Beaux-Arts principles, which integrate classical Greek and Roman elements. The building's imposing facade, with its giant pilasters and decorative cornices, represents the power and stability of early 20th-century American capitalism. The Equitable Building's grandeur set a precedent for future skyscrapers in the city.

**Federal Reserve Bank of Philadelphia - Philadelphia, U.S.**

The Federal Reserve Bank of Philadelphia is another striking example of neo-classical architecture in the United States. The building's design, characterized by its grand entrance with Corinthian columns and an elaborate pediment, embodies the authority and stability of the American financial system. Inside, the building features a blend of classical and modern elements, with a focus on functionality while preserving the aesthetic appeal of neo-classic design.



**FOR ALL TENANTS**  
**SAMPOERNA STRATEGIC SQUARE**

**SPECIAL OFFER**

Terms & Condition Applied

**OUR SERVICES:**

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PENAMBALAN**  
**RP 525.000**


**EXTRACTION /  
PENCABUTAN**  
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# Ultimate Comfort

ELEVATE YOUR LEISURE WITH EXCEPTIONAL FACILITIES



Sampoerna Strategic Square offers an array of remarkable amenities sophisticatedly designed to enhance the comfort and enjoyment of tenants and visitors alike. This article highlights the inviting swimming pool, the versatile sports arena with basketball and tennis courts, and the vibrant billiards hall.

## Swimming Pool

Nestled behind the North Tower is a captivating L-shaped swimming pool, a hidden gem that sparkles like a jewel under the sun. Its shimmering surface beckons you to leave your worries behind and dive into its refreshing depths—especially on those sweltering Jakarta days.

Surrounded by lush greenery, this secluded oasis feels like a world away from the city’s hustle. A thoughtfully designed roof provides partial shade, allowing you to enjoy the outdoors without the sun’s intensity. The well-appointed changing rooms make it easy to slip into comfort and unwind.

This aquatic retreat offers more than just a place to swim; it is a sanctuary for those seeking tranquility or a brief respite. With convenient amenities like a shower room with a hairdryer, towel rentals, and warm

water facilities, whether you’re spending time with family, sharing a quiet moment with a loved one, or unwinding after a busy day, this pool provides the perfect setting.

Indeed, the peaceful ambiance creates an ideal backdrop for meaningful conversations with friends or simply enjoying a moment of solitude.



## Tennis Court

Step outside the North Tower through the VIP entrance, and as you pass by the iconic Athena statue, you’ll find yourself in a serene tennis court. Surrounded by lush greenery, this space is adorned not only with the Athena statue but also with the majestic Winged Victory of Samothrace, adding an artistic touch to the environment. To enhance your experience, the facility also offers convenient shower and locker facilities, thus ensuring a comfortable visit.



Amid the bustle of daily life, this space offers a perfect retreat, serving as both a sports facility and a relaxation spot. Managed by Sampoerna Strategic Square, tenants can rent the field for various sports activities or private gatherings, ensuring flexibility and convenience.

The multifunctional court is designed to accommodate a variety of sports. Primarily serving as a basketball court, complete with two hoops, it can easily be converted into a futsal or tennis court by simply setting up a net or goals.

The field is thoughtfully equipped with a roof net, providing shade from direct sunlight and ensuring a pleasant

environment for all activities. After a game, tenants can unwind in the adjacent seating area, perfect for casual conversations and post-sport relaxation. The arena is open to tenants and their families, making it an ideal spot for both recreation and bonding.

## Billiards Hall

Enhance your break time at Sampoerna Strategic Square with the fun billiards hall, located on P1 of the South Tower. Start from 9 am to 9 pm, this facility is set to become the go-to destination for fun and relaxation.

Featuring three high-quality pool tables, the hall is perfect for both seasoned players and those looking to unwind. Whether you’re honing your skills or enjoying a friendly game with colleagues, the billiards hall offers an engaging escape right within the heart of the premises.



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# Solutions for Modern Businesses



**EXPERIENCE THE CONVENIENCE AND EFFICIENCY OF READY-TO-USE OFFICES AT SAMPOERNA STRATEGIC SQUARE, DESIGNED TO MEET YOUR BUSINESS NEEDS WITH EASE AND STYLE.**



Setting up an office from scratch can be a costly and time-consuming endeavor. But why go through the hassle when you can step into a fully furnished, preconfigured workspace that lets you start your business operations immediately?

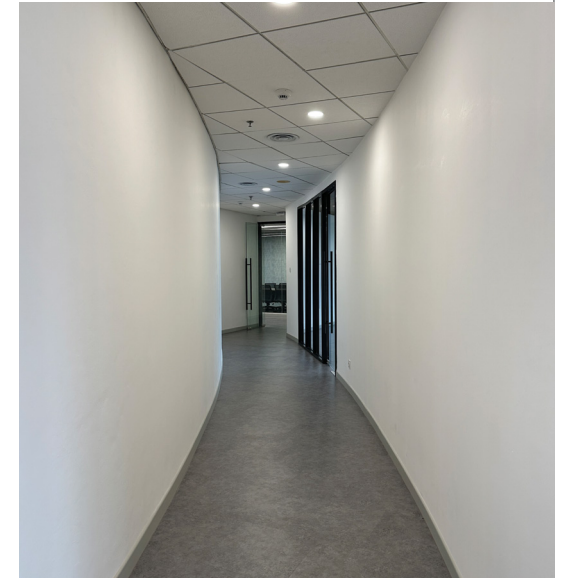
The landscape of business has shifted significantly in recent years, with flexibility becoming a top priority. Companies now favor agile working conditions

that free them from the long-term commitments of traditional office leases.

Whether you're a startup taking your first steps or an established enterprise seeking to expand, ready-to-use offices offer tailored solutions to meet your unique requirements. At Sampoerna Strategic Square, these versatile workspaces cater to a wide range of business needs.

Located in the heart of Jakarta's bustling business district, these fully equipped, ready-to-use offices provide strategic advantages that are hard to beat. With easy access to key transportation hubs, getting around the city has never been more convenient. The nearby busway stations and a short three-minute walk to the Bendungan Hilir MRT station ensure seamless commutes for professionals on the go, making it an ideal location for those who prioritize efficiency.

Beyond the prime location, our offices also boast breathtaking panoramic views of Jakarta's vibrant skyline, offering a blend of modern urban energy and inspiration. Whether you're hosting clients or focusing on important tasks, the stunning views create an uplifting environment that enhances your work experience, making each day a little more inspiring.



Explore the perfect blend of location, amenities, and convenience at Sampoerna Strategic Square's premier ready-to-use offices. On-site amenities include:

- Badminton and Tennis Courts
- Swimming Pool
- Futsal & Basketball Courts
- Jogging Track (The Garden)
- Function Rooms
- Ballrooms
- PACE Gym
- Nursery Rooms
- Musholla & Mosque
- Retail Area (featuring banks and F&B establishments)



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# A Hidden Gem of Diversity and Harmony

**DISCOVER MANADO, A CITY WHERE CULTURAL DIVERSITY THRIVES IN HARMONY, OFFERING RICH HERITAGE, STUNNING LANDSCAPES, AND UNIQUE WILDLIFE**

By Prasiddha Gustanto

**M**anado, the capital of North Sulawesi, stands as a testament to Indonesia's rich cultural mosaic. Despite its pluralistic coexistence through times of national ethnic turmoil, this city remains under the global radar. Yet, Manado's unwavering harmony among its diverse communities makes it a beacon of multicultural unity, deserving recognition alongside cities like Toronto and Singapore.

Unlike many parts of Indonesia, Manado was largely untouched by the riots and upheavals of the late 1990s. With 60 percent of its population being Christian, the city is often referred to as "The City of a Thousand Churches." This religious and cultural diversity is celebrated in its city motto, "Torang Samua Basudara," meaning "We Are All Family." Despite its modest international profile, Manado's inclusive spirit has earned it national accolades, such as the 2017 award from the Setara Institute for being the most tolerant city in Indonesia.

This spirit of pluralism manifests not only in social harmony but also in

Manado's rich tapestry of historic and natural attractions. The city is adorned with scenic landscapes, from its 18 kilometers of stunning shorelines to its verdant hills and mountains. For travelers, Manado offers a blend of nature, culture, and history that demands more than just a day or weekend visit. Here are five must-see destinations to fully experience the essence of this historic city.



**MARINE TOURISM:  
BUNAKEN NATIONAL PARK**

A prime destination for ecotourists, Bunaken National Park, located off Manado's coast, is a marine wonderland. Spanning 890 square kilometers, this park boasts 390 coral species, 2,000 fish species, and an array of marine wildlife, including crustaceans, mollusks, and sea birds. With its crystal-clear waters offering visibility up to 30 meters, the park is a haven for scuba diving, muck diving, and snorkeling enthusiasts. Its 25 dive sites are spread out, ensuring a serene and uncrowded underwater experience.

**CULTURAL LANDMARKS:  
BAN HIN KIONG TEMPLE AND  
JESUS BLESSES YOU STATUE**

Manado's multicultural heritage is palpable in its landmarks. The Ban Hin Kiong Temple, dating back to 1819, is the city's oldest, built during the Qing Dynasty. Visiting two weeks after the Chinese New Year offers a chance to witness the vibrant Lantern Festival processions. Another significant landmark is the 50-meter-tall Jesus Blesses You Statue, one of the world's largest, perched atop Bukit Kasih. The 2,435-step climb to the top rewards visitors with breathtaking panoramic views of the surrounding nature. Cultural Landmarks: Ban Hin Kiong Temple



**SCENIC WONDERS:  
LAKES AND VOLCANOES**

Beyond Bukit Kasih, Manado offers numerous photogenic landscapes. Hikers can explore local volcanoes like Mt. Lokon and Mt. Klabat for stunning views of the city nestled in nature. Coastal panoramas can be enjoyed at beaches such as Malayang, Tumbak, and Pulisan. For those seeking tranquility, Linow Lake, with its changing water colors, is an ideal spot for reflection and meditation.



**CULINARY DELIGHTS:  
THE BOULEVARD AREA**

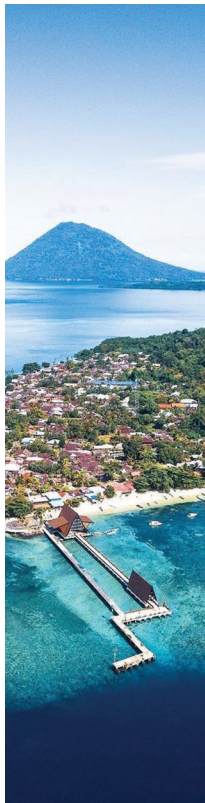
Manado's cuisine is a reflection of its indigenous Minahasan culture, characterized by spicy seafood and European-inspired baked goods. The city's large Christian population means pork is commonly found in local dishes, alongside exotic meats, a tradition rooted in Minahasan culture. The Boulevard area, located along the seafront, is the best place to sample this diverse cuisine, with its bustling food stalls and vibrant nightlife.

**WILDLIFE ENCOUNTERS:  
TANGKOKO NATURE RESERVE**

For wildlife enthusiasts, Tangkoko Nature Reserve, a sprawling 8,718-hectare conservation area, is a must-visit. Located 70 kilometers from Manado, the reserve is home to rare species like tarsiers, the world's smallest primates, and black macaques. With over 200 endemic species of mammals, reptiles, and amphibians, Tangkoko offers a unique opportunity to observe Indonesia's rich biodiversity in its natural habitat.



Manado may not yet be a global household name, but its rich diversity, natural beauty, and cultural heritage make it a city worth exploring, a hidden gem in Indonesia's archipelago.



# A Journey through Time and Taste



**VISITING ROME, WITH ITS HISTORICAL AND MONUMENTAL SIGHTS, REIGNITES YOUR IMAGINATION OF LIVING A LIFE THOUSANDS OF YEARS AGO WHEN THE ROMAN EMPIRE REIGNED**

By Rafa A. Ramadhan

Rome's history stretches back to April 21, 753 BC, when Romulus, along with his twin brother Remus, founded the city and became its first king. Over the centuries, Rome has witnessed countless wars and conquests, culminating in the establishment of the Roman Empire in 27 BC. During the Renaissance, Rome became the cultural epicenter of the world, home to legendary figures like Michelangelo, Raphael, and Leonardo da Vinci. Their masterpieces now adorn landmarks such as St. Peter's Basilica and the Sistine Chapel. Unfortunately, several Renaissance buildings were demolished during the Fascist rule in the 1900s. However, following the end of World War II, Rome was declared the capital of the Italian Republic in 1946 and began to flourish once more.

While in Rome, take a leisurely stroll through the city's remarkable sights and be captivated by the breathtaking landmarks at every corner—from fountains and bridges to hidden alleys and, most notably, the ancient Roman ruins. Indulge your taste buds with the abundant Roman gastronomy, where each dish tells a story of the city's rich history and culture.

## HISTORIC SITES

The Colosseum is synonymous with Rome. Built between 70 and 80 AD, it is renowned for hosting gladiator fights, a history famously depicted in the 2000 film *Gladiator*. The Colosseum was also the venue for various public spectacles, including animal hunts, executions, re-enactments of famous battles, dramas based on Roman mythology, and even mock sea battles. Located at the heart of the city, this ancient site stands as the largest amphitheater ever built, constructed from travertine limestone, tuff, and brick-faced concrete, with a capacity to host up to 50,000 spectators.



Adjacent to the Colosseum lies the Roman Forum, or Foro Romano, the ancient ruins that once served as the hub of daily life in Rome. The Forum was the site of triumphal processions, elections, public speeches, criminal trials, and gladiator matches.

You can access the Forum via the Palatine Hill, which is one of Rome's seven hills and home to the Palatine Museum, housing numerous artifacts from ancient Italian excavations.

## THE VATICAN

Imagine a country nestled within the capital of another country—this is Vatican City, a landlocked ecclesiastical state situated in the heart of Rome on the west bank of the Tiber River. Known as the smallest country in the world, Vatican City covers an area of only 49 hectares and has a population of 764 people as of 2024, dubbed the world's smallest city. It is also referred to as the Holy See, the governing body of the Roman Catholic Church, and is the residence of the Pope. The Pope, who is the Bishop of Rome and head of the Roman Catholic Church, also serves as the head of Vatican City State.



Despite its small size, Vatican City has its own telephone system, post office, gardens, astronomical observatory, radio station, banking system, pharmacy, and a contingent of Swiss Guards who have been responsible for the Pope's safety since 1506. Remarkably, Vatican City does not collect income tax nor restrict the import or export of funds. Instead, the Holy See is financially supported by contributions from over a billion Roman Catholics worldwide, along with revenue from investments and the sale of stamps, coins, and publications.

## GASTRONOMY

As the capital of Italy, Rome is also the heart of signature and traditional Italian cuisine, reflecting its rich history and culture. One of the most iconic Roman dishes is Pasta Carbonara, made with eggs, Pecorino Romano cheese, guanciale (cured pork cheek), and black pepper. Cacio e Pepe, similar to Pasta Carbonara, is another must-try Roman dish, offering a simple yet flavorful combination of Pecorino Romano cheese and black pepper.



Delight your palate with Saltimbocca alla Romana, a popular Roman dish made with veal, prosciutto, and sage, cooked in white wine. For vegetarians, Roman-style artichokes (Carciofi alla Romana) and Jewish-style artichokes (Carciofi alla Giudia) showcase the city's diverse culinary influences.

Rome's streets are also lined with stalls offering various street foods, including Suppli, deep-fried rice balls filled with mozzarella, and Trapizzino, a modern twist on traditional pizza. Complete your culinary adventure with a sweet treat like Maritozzo, a traditional sweet bread roll filled with fluffy panna, similar to whipped cream.

# Unity in Excellence

**SAMPOERNA'S 111<sup>TH</sup> ANNIVERSARY IN 2024 WAS ALL ABOUT REAFFIRMING THE GROUP'S BELIEF IN THE POWER OF UNITY AS THE CORNERSTONE THAT HAS CARRIED IT THROUGHOUT ITS ILLUSTRIOUS JOURNEY. THIS UNITY—IN THE GROUP'S VISION, IN HOW IT FACES CHALLENGES, AND IN HOW IT EMBRACES DIVERSITY—WILL CONTINUE TO SERVE AS A SOURCE OF STRENGTH FOR THE GROUP AS IT MOVES FORWARD.**



The number 111 holds deep meaning for Sampoerna, as the repetition of these three identical digits represents the group's steadfast unity. Sampoerna operates with a single vision and faces challenges as a collective force. Additionally, the group embraces the rich cultural diversity within its organization, and despite the individuality of its members, they have always remained united.

"This unity is what has guided us through the years, shaping our path and defining our legacy," said Michael Sampoerna during a speech at the event. "These 111

years are not simply a passage of time but a testament to our shared resilience and collaboration."

The event, themed "Unity in Excellence," celebrated the group's continued dedication to the principles that have fueled its success. Marking its 111th anniversary, Sampoerna reaffirmed its commitment to the unity that has driven it through both challenges and achievements for more than a century. The celebration took place at Sampoerna Strategic Square's English Garden in South Jakarta on August 27, 2024, with staff and their families from across all Sampoerna business units in attendance.

The occasion also included a series of sports activities for its members, such as badminton and table tennis. Earlier in the month, in the lead-up to the anniversary, Sampoerna held a blood drive in collaboration with the Indonesia Red Cross and Lions Club, Jakarta, during which the group successfully collected blood from 483 donors.



During the event, Michael Sampoerna took the stage and shared a remarkable message about the group's unwavering dedication. He emphasized the importance of rallying all members within the organization to actively contribute toward fortifying Sampoerna's resilience.



## MICHAEL SAMPOERNA SPEECH

Selamat Sore Bapak dan Ibu keluarga Sampoerna,

Today, we gather to celebrate a milestone that holds deep significance for all of us, the 111<sup>th</sup> Sampoerna Anniversary. The number 111 in this celebration is not just a number; it is a powerful symbol of the unity and values that we uphold.

The digit 1, repeated thrice, signifies our unwavering commitment to unity. As Keluarga Besar Sampoerna, we stand united in our vision, facing challenges, and embracing cultural diversity. This unity is the essence that has carried us through the years, shaping our journey and defining our legacy.

Our unity has been the cornerstone of countless remarkable achievements. It is this unity that

demonstrates that there is nothing we cannot achieve when we come together as one.

The journey of 111 years is not just a measure of time but a testament to our enduring spirit of togetherness. It is a moment that stirs the soul, reminding us of the importance of unity in achieving excellence as Keluarga Besar Sampoerna.

In these 111 years, we have not only grown but have also inspired and been inspired. We have shared dreams, faced adversities, and celebrated victories. Our shared experiences have woven a rich tapestry of stories that speak of resilience, innovation, and the power of unity.

# Ten Historic Cultural Sites in Indonesia

The rich history of the archipelago is reflected in its array of cultural monuments crafted by diverse civilizations. These historic landmarks offer a window into the nation's vibrant past. Here are ten of Indonesia's most renowned cultural monuments that you should explore:



**CATHEDRAL CHURCH (JAKARTA)**

Consecrated in 1901, the Cathedral Church stands as the largest Roman Catholic edifice in Indonesia. Its Neo-Gothic European architectural style and 60-meter-high spires make it a striking landmark in a predominantly Muslim nation.



**TAMANSARI WATER CASTLE (YOGYAKARTA)**

Constructed in the 1700s, this complex of palaces, baths, pools, and waterways served as a garden for the Sultan of Yogyakarta. One of its notable features is an underground mosque with an open-air atrium and an elevated platform connected by staircases from underwater entrances.

**BOROBUDUR TEMPLE (MAGELANG, CENTRAL JAVA)**

Dating back to the ninth century, Borobudur Temple is adorned with over 500 Buddha statues and features more than 2,000 square meters of intricate reliefs depicting the life and teachings of Buddha. It remains a major Buddhist pilgrimage site and the most visited tourist attraction in Indonesia. As the largest Buddhist monument in the world, it holds the esteemed title of a UNESCO World Heritage Site.



**BAITURRAHMAN GRAND MOSQUE (ACEH, NORTH SUMATRA)**

With its striking white walls and black domes, the Baiturrahman Grand Mosque has played a pivotal role in Indonesian history. It withstood Dutch forces in the 1870s and remarkably survived the 2004 Indian Ocean Tsunami. Historians believe its design has inspired numerous mosques across the Indonesian and Malaysian peninsulas.



**PRAMBANAN TEMPLE (YOGYAKARTA, CENTRAL JAVA)**

This ninth-century Hindu temple complex is dedicated to the Trimurti—Brahma the Creator, Vishnu the Preserver, and Shiva the Destroyer. With its towering structures and intricate stone carvings, Prambanan Temple stands as an architectural masterpiece and a UNESCO World Heritage Site.



**MAIMOON PALACE (MEDAN, NORTH SUMATRA)**

Covering more than 2,700 square meters, Maimoon Palace stands as a historical relic of the Sultanate of Deli. It attracts visitors with its distinctive interior design, which harmoniously blends Malay, Islamic, Moghul, and Italian architectural elements.

**LAWANG SEWU (SEMARANG, CENTRAL JAVA)**

Initially designed as the headquarters for the Dutch East Indies Railway Company, Lawang Sewu gained prominence during the Battle of Semarang in 1945, a significant revolutionary skirmish. Today, it functions as a cultural center, with a portion dedicated to a railway museum.



**FORT ROTTERDAM (MAKASSAR, SOUTH SULAWESI)**

Originally constructed by the Sultanate of Gowa to defend against Dutch colonizers, Fort Rotterdam was later seized by the Dutch, who reinforced its structure and used it as a regional headquarters. Today, the fort houses the La Galigo Museum, which exhibits a rich collection of cultural, military, and historical artifacts.



**NATIONAL MONUMENT (JAKARTA)**

Standing 132 meters tall, this monument symbolizes Indonesia's struggle for independence. Located in Merdeka Square, the National Monument features a flame covered with gold foil at its peak and houses a historical museum as well as a hall of independence.

**TROWULAN (MOJOKERTO, EAST JAVA)**

Once the capital of the Majapahit Empire, Trowulan is an archaeological site that covers an extensive area with various temples, bathing places, and other remnants of the empire. It offers a glimpse into the life and culture of one of the most powerful kingdoms in Indonesian history.



# The Hidden Italian Coffee Nook

YOUR SECRET ITALIAN COFFEE SPOT IN THE BUSINESS HUB

**C**IAO! Venezia is a cozy coffee shop nestled on the lower ground floor of Sampoerna Strategic Square. Though compact, with seating for just 10 people, the café exudes a warm and inviting atmosphere, enhanced by soft lighting and yellow-painted walls.

The café operates from 7:30 a.m. to 7 p.m. on weekdays and from 9:30 a.m. to 3 p.m. on weekends. Whether you're a building worker or a passerby, Ciao Venezia welcomes all during these hours.

Venezia, meaning "Hello Venice" in Italian, offers a delightful range of Italian coffee specialties. The menu includes classics like Espresso, Espresso Macchiato, Café Crema (Long Black), Cappuccino, Café Latte, and Piccolo. In addition, they serve special iced coffee drinks, including their signature Espresso Freddo, the delightful Sweet Venezia, the unique Romeo, and their newest release, Nutella Affogato.

For non-coffee drinkers, there are options such as Iced Matcha Latte, Classic Chocolate, and Lemon Mint Iced Tea. Guests can further customize their beverages with add-ons like low-fat milk, almond milk, oat milk, or ice cream.

True to its Italian roots, CIAO! Venezia pairs its coffee menu with a selection of Italian-inspired bites. Choose from Tiramisu, Lasagna, Macaroni Cheese, Margherita Pizza, Beef Pepperoni Pizza, and Mushroom Pizza. For those craving a heartier meal, the café also offers rice bowls topped with traditional flavors like Cakalang, Ayam Suwir, Rendang, Dendeng Balado, and Cumi-cumi.



## CIAO! VENEZIA

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## How to Prevent Catching the Flu



During the “pancaroba” period, a term describing the transition from the rainy to the dry season, regions like Java, Bali, Nusa Tenggara, and southern Sumatra experience cold, dry winds from Australia.

These fluctuating temperatures create an environment where flu viruses can thrive, especially if our bodies aren’t well-prepared. Here are some essential tips to stay healthy and flu-free during this seasonal shift:

### 1. PRIORITIZE REST

Cold air and busy days can weaken your immune system, making you more vulnerable to the flu. Ensure you get enough rest to help your body repair and strengthen its defenses against viruses.

### 2. STAY HYDRATED

Proper hydration is crucial for maintaining a robust immune system. Drinking plenty of water helps thin mucus, easing symptoms like a runny nose or congestion if you catch the flu.

### 3. EAT NUTRITIOUS FOODS

A balanced diet rich in vitamins and minerals is essential for flu prevention. Include vitamin C-rich fruits, protein-packed foods like chicken, and fiber-rich vegetables in your meals to keep your immune system strong.

### 4. AVOID CIGARETTE SMOKE

Cigarette smoke can impair respiratory health, especially during erratic weather changes. Avoid exposure to cigarette smoke to reduce your risk of flu and other illnesses.

### 5. WEAR A MASK

Masks, a lesson from the COVID-19 pandemic, can protect you from airborne pollutants and prevent respiratory illnesses. Wearing a mask not only shields you from potential infections but also helps protect those around you.

By following these tips, you can strengthen your immune system and reduce the risk of catching the flu during the seasonal transition. Stay healthy and enjoy the changing seasons!

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5 Orang Pertama

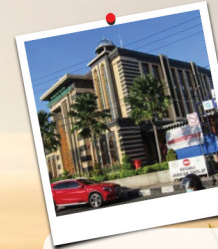
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## CONTACT US

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Sampoerna Strategic Office  
South Tower Lt. 8 Jakarta

**+62 813-7048-3444**

info@marveloustours.id  
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# Empowering Communities

A QUICK LOOK AT SAMPOERNA LAND'S 2024 CSR INITIATIVES AND MSME SUPPORT



In 2024, Sampoerna Land reinforced its commitment to community development through a series of Corporate Social Responsibility (CSR) events that focused on supporting underprivileged groups and empowering Micro, Small, and Medium Enterprises (MSMEs).

On June 14, the Symbolic Handover Event for 2024 Qurban took place at the Atrium of Sampoerna Strategic Square. Representatives from tenants contributed donations of sacrificial animals and funds, benefiting 300 orphans from sub-districts of Setiabudi, Guntur, Karet, Karet Semanggi, Karet Kuningan, East Kuningan, Pasar Manggis and Menteng Atas. Thirteen cows and 23 goats were handed over to local officials and community leaders, and goodie bags were distributed to the orphans in collaboration with tenants and vendors.

Earlier in the year, on March 20, the Breaking the Fast Together event brought together tenants

and 300 orphans from eight Setiabudi sub-districts. This Ramadan gathering fostered a sense of unity within the community. Local leaders, including Mr. Iswahyudi, Head of Setiabudi Sub-district, and Mrs. Sih Purwati Rahayu, Village Head of South Jakarta, also participated, along with Social Welfare officers. Goodie bags were distributed to the children as a symbol of shared joy and generosity.

The Sampoerna Festival MSME 2024, in partnership with Byte Project, supported 150 MSMEs, recording a daily sales turnover of Rp 70 million. The festival also featured the Sampoerna Berbagi initiative, raising Rp 193 million for charitable organizations such as the Sayap Ibu Jakarta Orphanage, YPAC, and local Baznas chapters.

These events highlight Sampoerna Land's dedication to uplifting local communities and empowering entrepreneurs.

Pada tahun 2024, Sampoerna Land terus memperkuat komitmen terhadap pengembangan masyarakat melalui rangkaian kegiatan Tanggung Jawab Sosial Perusahaan. Melalui kegiatan ini, Sampoerna Land berfokus dalam mendukung masyarakat kurang mampu serta memberdayakan Usaha Mikro, Kecil, dan Menengah (UMKM).

Pada 14 Juni, Kegiatan Penyerahan Hewan Kurban 2024 secara simbolis digelar di Atrium Sampoerna Strategic Square. Perwakilan dari berbagai tenant turut berkontribusi memberikan donasi berupa hewan kurban dan uang bagi 300 anak yatim dari kelurahan Setiabudi, Guntur, Karet, Karet Semanggi, Karet Kuningan, Kuningan Timur, Pasar Manggis dan Menteng Atas. Selain itu, Sampoerna Land berkolaborasi dengan tenant dan vendor untuk menyerahkan 13 sapi dan 23 kambing kepada pejabat setempat dan tokoh masyarakat, serta bingkisan kepada anak yatim.

Tidak hanya itu, pada 20 Maret, Kegiatan Buka Puasa Bersama digelar untuk memperkuat rasa kesatuan antar masyarakat dengan turut mengundang para

tenant dan 300 anak yatim dari delapan kecamatan di Setiabudi. Pejabat setempat, di antaranya Bapak Iswahyudi, Camat Setiabudi, serta Ibu Sih Purwati Rahayu, Kepala Desa di Jakarta Selatan bersama petugas Kesejahteraan Sosial turut berpartisipasi di acara tersebut. Selama kegiatan berlangsung, sejumlah bingkisan juga dibagikan kepada anak-anak sebagai simbol kegembiraan dan semangat bersama.

Festival UMKM Sampoerna 2024, berkolaborasi dengan Byte Project, turut mengakomodasi 150 UMKM yang mampu mencatatkan omset penjualan harian sebesar Rp70 juta. Sampoerna Berbagi juga menjadi bagian dari festival ini. Kegiatan ini mampu mengumpulkan dana sebesar Rp193 juta yang akan disalurkan kepada organisasi amal, di antaranya Panti Asuhan Sayap Ibu Jakarta, YPAC, dan cabang Baznas setempat.

Berbagai kegiatan di atas merepresentasikan komitmen Sampoerna Land dalam meningkatkan kesejahteraan masyarakat setempat dan memberdayakan para pelaku usaha.



# Dedicated Lift Access

Creating a nursery area within a corporate establishment offers a wonderful chance to extend support to parents managing their professional obligations alongside familial responsibilities.

This year, we have installed a dedicated lift access connected to the leased floor areas in the low-rise North Tower. The functions of this dedicated lift access include:

1. Direct Access: Tenants can select their office floor directly, ensuring a swift and seamless journey.
2. Visitor Registration: Building visitors are required to register with an ID card and will receive access to the specific office floor they intend to visit.
3. Security Measures: Access cards and QR codes are non-transferable, supported by an anti-pass-back system.
4. Enhanced Security: This dedicated lift access is specifically designed to elevate the security measures within the building.

We kindly request your cooperation in using this facility. Should you encounter any challenges or have any questions, please do not hesitate to contact our concierge in the main lobby.

For further assistance or inquiries, please feel free to reach out to our Hospitality or Tenant Relations Coordinator (Santi Novalina or Tri Sunarti) at (021) 577 0001-4.



Menyediakan layanan untuk mengasuh anak di lingkungan perkantoran merupakan peluang istimewa bagi para orang tua agar tetap dapat menjalankan tugas profesional harian di kantor tanpa mengabaikan peran dan tanggung jawab mereka sebagai orang tua.

Tahun ini, kami telah memasang akses lift khusus yang terhubung langsung ke area lantai sewa di Menara Utara. Akses lift khusus ini memiliki fungsi-fungsi sebagai berikut:

1. Akses Langsung: Penyewa dapat memilih lantai kantor mereka secara langsung, memastikan perjalanan yang cepat dan lancar.
2. Pendaftaran Pengunjung: Pengunjung gedung diwajibkan untuk mendaftar dengan kartu identitas dan akan diberikan akses ke lantai kantor yang dituju.
3. Langkah-Langkah Keamanan: Kartu akses dan kode QR bersifat pribadi dan tidak dapat dipindahtangankan, dilengkapi dengan sistem anti-pass-back.
4. Keamanan yang Ditingkatkan: Akses lift khusus ini dirancang untuk meningkatkan keamanan di dalam gedung.

Kami menghargai kerja sama Anda dalam memanfaatkan fasilitas ini. Jika Anda menemui kendala atau memiliki pertanyaan, jangan ragu untuk menghubungi petugas kami di lobi utama.

Untuk bantuan atau pertanyaan lebih lanjut, silakan hubungi Hospitality atau Tenant Relations Coordinator (Santi Novalina atau Tri Sunarti) di (021) 577 0001-4.

# Directory



## PT SAMPOERNA LAND Owner / Property Management

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Jakarta 12930  
Indonesia

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F: +6221 577 0901  
www.sampoernastrategicsquare.com

## NORTH TOWER

### FOOD & BEVERAGES

A & W LG 23  
T: +6221 2598 4814

Bakmi Naga LG 7  
T: +62877 852 75588

Bites & Bowls LG 25  
T: +62815 13770577

BlackDrip Coffee LG 11  
T: +62822 6768 2228

CIAO! Venezia LG 3A

Dapura Kitchen LG 8 -10

Kopi SSS THE GARDEN  
T: +62812 1133 1585

Mangkuk Tulus LG 26  
T: +62821 1720 4279

Muffin House GF 9  
T: +62857 7030 2365

Sai Ramen LG-27  
T: +62878 53542276

Starbucks GF 3  
T: +6221 5795 0727

### BEAUTY & HEALTH

Drg. Leny Listyani LG 28  
T: +6221 577 1540

Serene Wellness LG 29  
T: +62812 10009237

Smile aesthetic & family Medical LG 06  
T: +62812 8521 3860

Pace Performance (Gym) FL 3A  
T: +62818 18158798

Sari Beauty Salon LG 3  
T: +62819 0584 2724

Wing Chun Therapy LG 3A  
T: +62819 0536 9369

### OTHER SERVICE

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T: +6221 5795 0796

Arcata Design LG 20-21  
T: +6221 577 0080

BCA GF 1  
T: +6221 5795 7010  
+6221 5795 7008-09

Bank Sahabat Sampoerna M LG ATM CENTER  
T: +6221 5795 1234

Call Centre Asuransi Jiwa Manulife LG ATM CENTER  
T: +6221 2555 7788

MBS Tour & Travel - Money Changer LG 31  
T: +6221 5790 3505-2729

Gereja Bethel Indonesia FL 3  
T: +62811 1680 812

Strategic Pest Control LG 5  
T: +6221 252 4230

Sampoerna Gold (WARIS) LG 12

## SOUTH TOWER

### FOOD & BEVERAGES

Cali Deli INTER  
T: +6221 5790 3272-73

Fiore Bakery & Dried Flowers LG 14  
T: +6221 5793 0379

Home Dine & Lounge GF 8 -10  
T: +62811 8286 691

Pagi Siang Malam LG 18  
T: +628811 1598 896

Quickly GF 11  
T: +6221 5795 2257

Sampoerna Food Square LG 30  
T: +6221 5795 0685-86

Xenia Bakery LG 12A  
T: +6221 8027 6261

### ATM SERVICE/ ATM

BCA ATM NT GF

BNI ST GF

BRI LG

BSS ST MEZZ

MANDIRI ATM M

### OTHER SERVICE

Bank Mandiri M  
T: +6221 5795 2107

BNI GF 5  
T: +6221 5795 0397-0686

Dress Up LG 16A  
T: +62852 1874 3015

Elang Satelit Abadi Security Office LG 27  
T: +62857 7477 7907

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