

JARR! Media

Let's press start together.

A project by Jinkil Lee, Agnes Cheung, Angela Lai, Rohan Parekh



WHO IS JAAR?

We are a creative headquarter that brings together new digital media, including eSports and social media contents.

JAAR – NYC's #1 Premium Space for Content Creation



eSports

eSports Tournaments, Game Streaming, Game Conventions, and more



Social Media

Content Creators, Influencers, Vloggers, Podcasts, Music, and more



FUN FACT

Global online content consumption DOUBLED in 2020.

eSports – An Explosive Global Industry

923m

**Projected 2024
Audience Size**

\$1.08B

2021 Market Value

+14.5%

**Global Revenue
YOY Growth**

Social Media Contents – Flourishing Global Market

\$13.8B

2021 Market Value

+42.3%

2020 YOY Growth

+198%

Increase in TikTok
Influencers in 2020

A vibrant, futuristic event space for 'THE GAMING'. The scene is dominated by a large, curved wall in shades of purple and pink. On the wall, there's a prominent Instagram logo and a large graphic of two women embracing. A man in a dark jacket stands in an arched doorway on the right, while another man in a light blue shirt is taking a photo of him with his smartphone. The foreground is filled with a large, diverse audience of people, some looking towards the stage. The overall atmosphere is energetic and modern, with bright stage lights and a high-tech aesthetic.

**Demand for premium digital media
creation space is rising, exponentially.**

Project Site – Hotel The Martinique New York

49 West 32nd Street, Midtown

Asking Price : \$88.5M

- Landmark hotel with world-class retail at the corner
- 531 guestrooms
- 17 Stories
- Gross Building Area: ~330,000 Sq Ft

Advantages

- Young neighborhood at the heart of NYC
- 6,500 Sq Ft of Existing Event Space
- Hotel rooms easily repurposed into streaming booths / studios



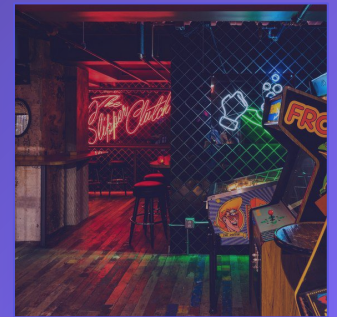
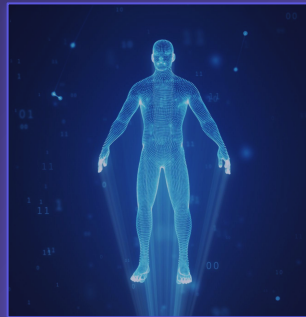
Moodboard



Moodboard – Studios



Moodboard – eSports



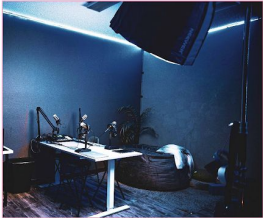
RETAIL



SCC - Video ROOM



SCC - Podcast ROOM



DATA ROOM



E SPORTS ARENA



RESTAURANT / DINING



BAR / PLAYERS LOUNGE



GROUND FLOOR PLAN

- RETAIL, RESTAURANT & OFFICE SPACE
- SPECIALIZED CONTENT CREATION ROOMS
- E SPORTS ARENA / AUDITORIUM
- STORAGE ROOM / DATA ROOM

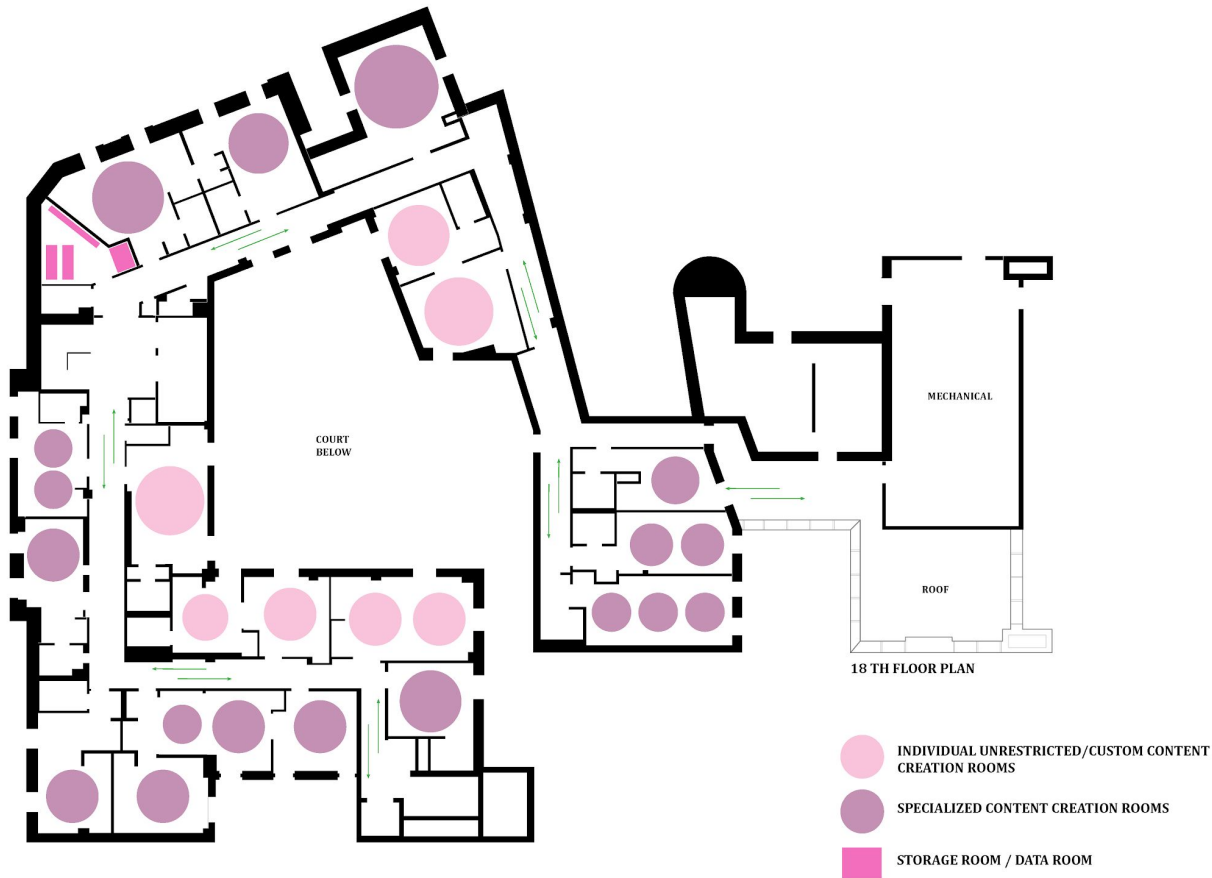
The Martinique Ground Floor Plan

Program Breakdown:
 eSports Arena
 Gaming Lounge
 Retail, Restaurant & Office
 Specialized Studio Spaces

The Martinique

18th Floor Plan

Program Breakdown:
Studios for Content Creators
Streaming Booths
Specialized Studio Spaces



Financials

The Martinique New York

Gross Building Area	330,000 SF
Acquisition Costs	\$88.5M (Ground Lease)
Total Remodelling Costs	\$117M
Total Project Costs	\$222M
Equity Required	\$84M
Blended LTC	62%
Construction Period	2 years
Hold	10 years
Exit Cap Rate	5.50%
Unlevered IRR	8.7%
Unlevered EM	1.98x
Levered IRR	19.4%
Levered EM	3.09x

* See Appendix I for The Martinique New York Proforma

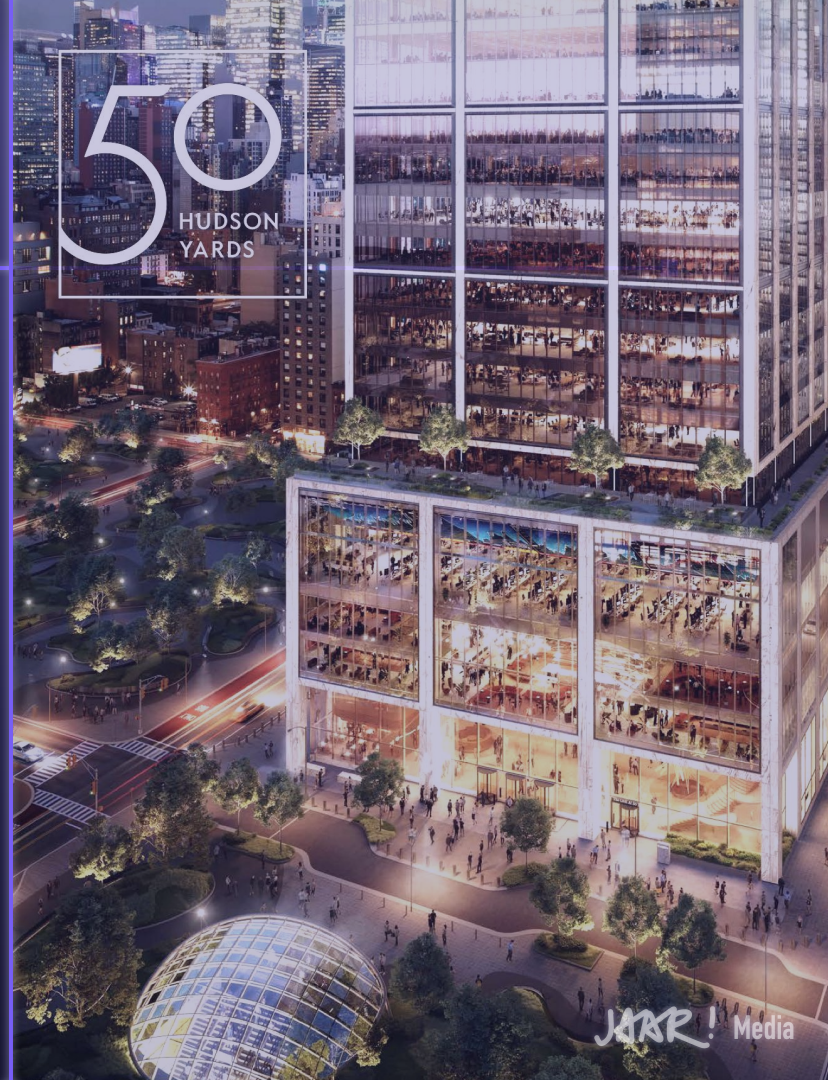
Our Next Step 50 Hudson Yards

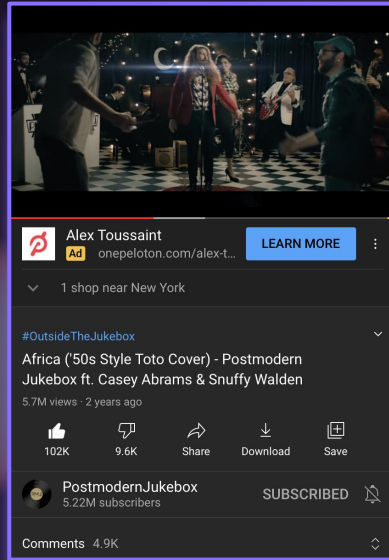
Rent : \$100-150/sf per annum

- 21st century business-and-leisure center
- Building Area: 2.9 Mil SF
- 500,000 SF available (17.24% vacancy)

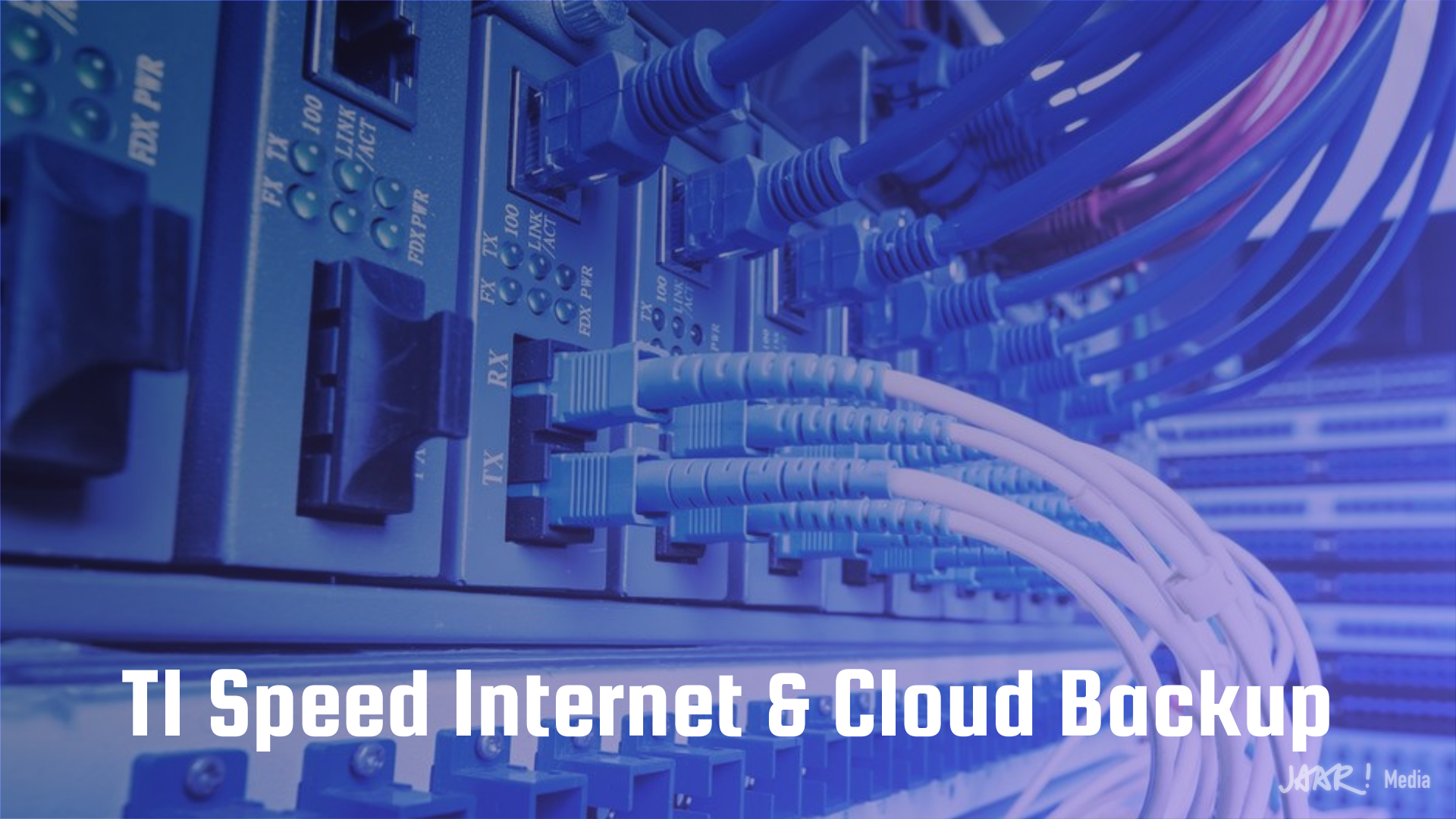
Advantages

- Attractive location drawing visitors of all kinds
- Image of Hudson Yards: Young, innovations, culture
- Open and flexible floor plan

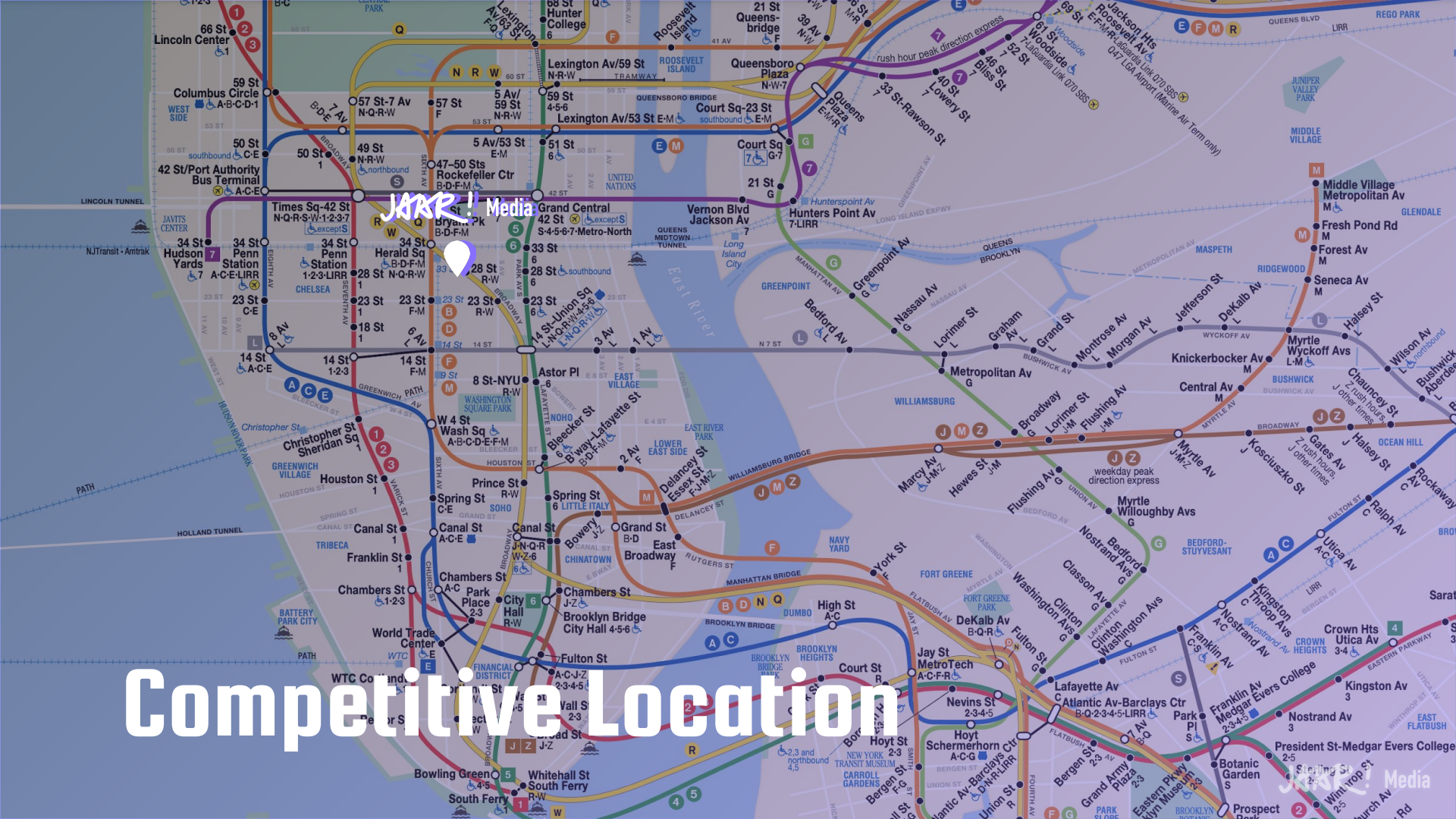




Versatile Space for ALL Contents



TI Speed Internet & Cloud Backup



JARR! Media

Competitive Location

JARR! Media

We are ALL OF THE ABOVE!

Experienced and Innovative Management Team

Agnes Cheung

Co-Founder, CEO

10+ years of management
Current Influencer / Lifestyle



Jin Kil Lee

Co-Founder, CFO

12+ years of finance
Current Gamer / Streamer



Rohan Parekh

Co-Founder, CIO

8+ years of investment
Current TikTok / Artist



Angela Lai

Co-Founder, COO

8+ years of strategy and operation
Current Youtuber / Singer



Comparables



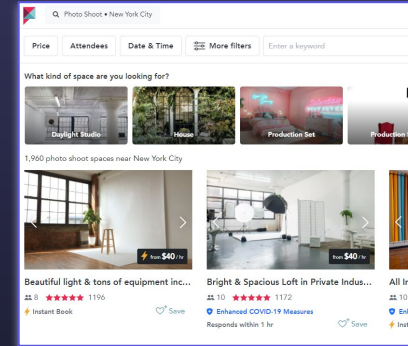
Operating System NYC

50 bowery Street, Chinatown / SoHo
6,000 Sq Ft gaming lounge + event space
Production & Consultancy Service
\$12-15/hr per streaming booth



Pulse Esports Arena

75 9th Avenue, Chelsea
2 stories: Event space + VIP suites
Tournaments & Training Academy



Peerspace

Online, U.S. & Europe
"AirBnB" for unique spaces
Showcasing & Make Spaces Available
\$40 - 150/hr

Public Relations Strategies – Start Big Start Early



Big Opening Events

Attract attentions for an impressive introduction



News Publications

The Real Deal, WSJ Real Estate, BuzzFeed...etc.



Social Media

Instagram, streaming services, YouTube...etc.



Sponsorships

Partnerships between JAAR and sponsors / players / game developers



Influencers

Influencers' review in exchange of free trial of our services / resources



Virtual Reality

Our space can be experienced via VR to raise publicity

Our Timeline – Building the Empire One Step at a Time

2021

Planning

Design and fund for the magic to happen

Public Relations

Introduce our premium brand to the world

2022

2023

Construction

Turn dreams into reality

Operations

Expand our media empire conceptually and physically

2024

Looking into the Future

JAAR aims to be the Madison Square of Online Contents

- Digital contents continue to grow at **rocket speed**
- As the demand for higher quality and creative content increases, **the demand for JAAR's premium space will also increase rapidly**
- As JAAR's concept attracts creative individuals from all sectors of this growing industry, **our goal is to establish our own agency** and allow for more interpersonal interactions and collaborations.
- Our concept could be **easily adapted** in many existing buildings, allowing us to grow with the market.

Thank You!

JARR! Media : Let's press start together.

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Q&A

Let us answer the questions!

Appendix I

Acquisition Costs	\$88,590,000
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Project Use Mix	SF	%
Retail	37,800	11%
Commercial	172,200	52%
Esports Centers	20,000	6%
Co-studio / Creator Office	72,200	22%
Multipurpose room	80,000	24%
Hotel	120,000	36%
Total	330,000	100%

Revenue Assumptions	Rate (psf / yea)
Type	
Retail	110
Commercial	120
Hotels (ADR)	235
Guestroom	218
Rent growth	3%

Hard Cost Estimate	PSF
Retail	100
Commercial	500
Hotel	100

Soft Cost Estimate		
Retail	15	15% of Hard Costs
Commercial	75	15% of Hard Costs
Hotel	15	15% of Hard Costs

Total Hard Costs	
Retail	3,780,000
Commercial	86,100,000
Hotel	12,000,000
Total Hard Costs	101,880,000

Total Soft Costs	
Retail	567,000
Commercial	12,915,000
Hotel	1,800,000
Total Soft Costs	15,282,000

Appendix I

Uses

Uses	Amount	%	\$PSF
Acquisition Costs	\$88,590,000	40%	268
Hard Costs	\$101,880,000	46%	309
Soft Costs	\$15,282,000	7%	46
Origination Fee	\$2,612,584	1%	8
Interest Reserve (2 years)	\$5,888,373	3%	
Ground Lease (2 years)	\$8,088,480	4%	
Total Uses	\$222,341,437	96%	

Sources

Sources	Amount	%
Equity	\$84,173,137	38%
Origination Fee	\$2,612,584	
Interest Reserve (2 years)	\$5,888,373	
Ground Lease (2 years)	\$8,088,480	
For Acq. & Dev	\$67,583,700	
Perm Loan	\$62,013,000	28%
Construction Loan	\$76,155,300	34%
Total Sources	\$222,341,437	100%

Financing

Perm Loan

LTV	70%
SOFR	0.01%
Spread	250
Interest Rate	2.51%
Loan Amount	\$62,013,000
Origination Fee	1%
Amortization Year	30

Construction Loan

LTC	65%
SOFR	0.01%
Spread	350
Interest Rate	3.51%
Loan Amount	\$76,155,300
Origination Fee	1%

Refi Second Mortgage

LTV	75%
SOFR	0.01%
Spread	25000%
Interest Rate	2.51%
Refi Date	2023
Stabilized NC	\$13,574,226
Refi Cap Rate	5.50%
Refi Valuation	\$246,804,110
Loan Amount	\$123,090,083
Origination Fee	1%
Amortization	30

Year		0	1	2	3	4	5	6	7	8	9	10	11
Date		2021	2022	2023	2024	2025	2026	2027	2028	2029	2030	2031	2032
Levered Cash Flows		Total											
Equity Available		\$84,173,137	\$56,976,007	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Equity Drawn		\$27,197,130	\$56,976,007	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Equity Remaining		\$56,976,007	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Perm Loan													
Loan Proceeds		\$62,013,000	\$62,013,000										
Origination Fee	1%		(\$620,130)										
Beginning Balance			\$62,013,000	\$60,609,264	\$59,169,887	\$57,693,962	\$56,180,562	\$54,628,737	\$53,037,509	\$51,405,878	\$49,732,819	\$48,017,280	
Interest	2.51%	(\$13,687,046)	(\$1,540,451)	(\$1,504,809)	(\$1,468,262)	(\$1,430,787)	(\$1,392,360)	(\$1,352,958)	(\$1,312,556)	(\$1,271,128)	(\$1,228,647)	(\$1,185,088)	
Principal Repayment		(\$15,754,818)	(\$1,403,736)	(\$1,439,378)	(\$1,475,925)	(\$1,513,399)	(\$1,551,826)	(\$1,591,228)	(\$1,631,630)	(\$1,673,059)	(\$1,715,539)	(\$1,759,098)	
Annual Payment		(\$29,441,864)	(\$2,944,186)	(\$2,944,186)	(\$2,944,186)	(\$2,944,186)	(\$2,944,186)	(\$2,944,186)	(\$2,944,186)	(\$2,944,186)	(\$2,944,186)	(\$2,944,186)	
Interest Reserve			\$2,944,186	\$2,944,186									
Repayment													(\$46,258,182)
Ending Balance			\$60,609,264	\$59,169,887	\$57,693,962	\$56,180,562	\$54,628,737	\$53,037,509	\$51,405,878	\$49,732,819	\$48,017,280	\$0	
Cash Flow		\$61,392,870	\$0	\$0	(\$2,944,186)	(\$2,944,186)	(\$2,944,186)	(\$2,944,186)	(\$2,944,186)	(\$2,944,186)	(\$2,944,186)	(\$2,944,186)	(\$49,202,369)
Construction Loan													
Beginning Balance			\$0	\$5,906,587									
Loan Proceeds		\$68,964,115	\$5,706,296	\$63,257,818									
Origination Fee	1%	(\$689,641)	(\$57,063)	(\$632,578)									
Interest Accrued	3.51%	\$2,627,962	\$200,291	\$2,427,671									
Repayment		\$71,592,076		(\$71,592,076)									
Ending Balance			\$5,906,587	\$0									
Cash Flow		\$0	\$5,649,233	(\$8,966,836)									
Refi Loan													
Beginning Balance			\$0	\$0	\$123,090,083	\$120,160,509	\$117,156,550	\$114,076,319	\$110,917,878	\$107,679,243	\$104,358,375	\$100,953,188	
Loan Proceeds		\$123,090,083		\$123,090,083									
Origination Fee	1%	(\$1,230,901)		(\$1,230,901)									
Interest	2.51%	(\$21,122,964)			(\$2,914,364)	(\$2,839,980)	(\$2,763,707)	(\$2,685,498)	(\$2,605,302)	(\$2,523,071)	(\$2,438,751)	(\$2,352,291)	
Principal Repayment		(\$25,628,542)			(\$2,929,574)	(\$3,003,958)	(\$3,080,231)	(\$3,158,441)	(\$3,238,636)	(\$3,320,867)	(\$3,405,187)	(\$3,491,647)	
Annual Payment					(\$5,843,938)	(\$5,843,938)	(\$5,843,938)	(\$5,843,938)	(\$5,843,938)	(\$5,843,938)	(\$5,843,938)	(\$5,843,938)	
Repayment													(\$97,461,541)
Ending Balance				\$123,090,083	\$120,160,509	\$117,156,550	\$114,076,319	\$110,917,878	\$107,679,243	\$104,358,375	\$100,953,188	\$0	
Cash Flow		\$0	\$0	\$121,859,182	(\$5,843,938)	(\$5,843,938)	(\$5,843,938)	(\$5,843,938)	(\$5,843,938)	(\$5,843,938)	(\$5,843,938)	(\$5,843,938)	(\$103,305,480)
Levered Cash Flows		(\$27,197,130)	(\$56,976,007)	\$50,267,106	(\$2,787,909)	\$4,786,101	\$5,314,655	\$5,859,066	\$6,419,809	\$6,997,374	\$7,592,266	\$175,312,981	
Levered IRR		19.4%											
Levered Equity Multiple		3.09x											

Appendix I

Timeline

Acquisition Date	2021
Construction Start Date	2022
Construction Period	2
Construction End	2024
Stabilization Period (years)	1
Stabilization Date	2025
Hold Period	10
Project Sale	2031
Exit Cap Rate	5.50%
Sales Commission	3.0%
Total Investment Period (Year)	10