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PanaHome Deltamas Indonesia Presents ‘Magic Air Invitation’ A Clean and Healthy Car Ride Experience to SAVASA with nanoe™ X Generator



‘Magic Air Invitation’ campaign image

Jakarta, 21 January 2021 – PT. PanaHome Deltamas Indonesia (which part of Panasonic Group), presents “Magic Air Invitation” campaign from 23 January to 14 March 2021. This sets to invite customers on a car ride equipped with Panasonic’s nanoe™ X generator, to experience clean, healthy and comfortable ventilation within the vehicle. Panasonic’s nanoe™ X technology with the benefits of hydroxyl radicals contained in water is proven effective in inhibiting the growth of bacteria, viruses, fungi, allergens, pollen and harmful materials (PM2.5). It helps to deodorize the air and moisturizes the skin and hair and has broad applications from appliances such as air conditioners, air purifiers to enclosed spaces that require a high degree of safety and comfort. Customers will be transported by a Grab vehicle installed with nanoe™ X generator to SAVASA; a smart-township development with housing units powered by Panasonic.

Panasonic is committed to provide better air quality especially during this critical period. Together with Grab Holdings Inc. (Grab), the leading everyday superapp in Southeast Asia, both companies will provide complimentary and personalized car journey to SAVASA. To complete the whole experience, customers will also be introduced to Panasonic’s high quality indoor air technologies at SAVASA, which aims to provide a better living environment for the people in Indonesia.

■ **“Magic Air Invitation” Campaign Details**

Reservation Period	15th January 2021 ~ 12th March 2021
Campaign Period	23rd January 2021 ~ 14th March 2021
Reservation	- Book a slot at Panasonic Homes Gobel Indonesia Reservation Site: https://www.panasonic.com/id/company/homes/magic-air.html - Participant will receive a phone call after the reservation for confirmation.
Pick Up and Drop Off Location	Within Jakarta and/or the surrounding area
Benefits	- Customers who participate in this campaign will be gifted a Grab voucher of Rp.500.000.
Transport Arrangements	- Complimentary transportation service from Jakarta to SAVASA - Three groups per-day using Grab’s premium vehicles equipped with Panasonic’s nanoe™ X generator



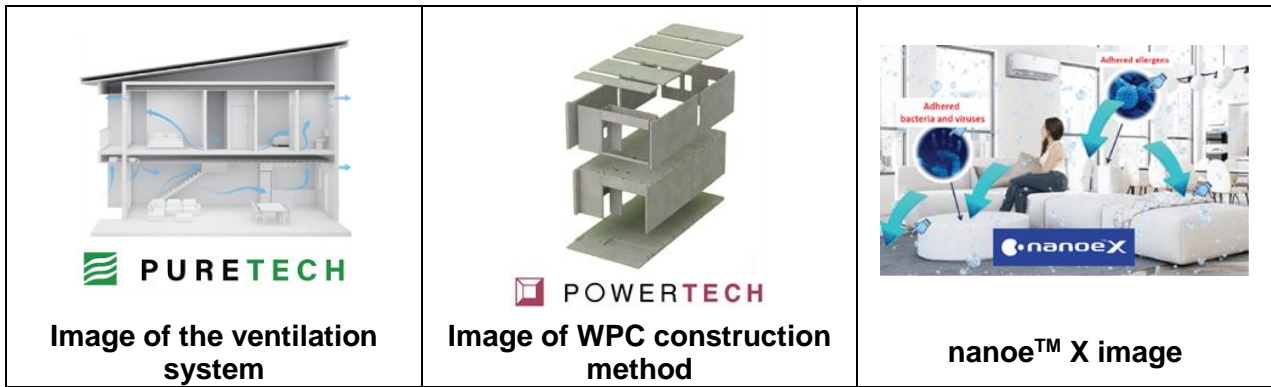
Grab’s Premium vehicle for ‘Magic Air Invitation’ equipped with nanoe™ X generator

Takaya Motooka, Director of PT. PanaHome Deltamas Indonesia said “The new coronavirus pandemic has affected people in many ways, and one of which is that people are now spending time inside their house more often than usual. With this change, many people are now concerned with the air that they breathe in and are looking to improve the quality of air indoor.

“We want to share with the customers the improvements towards the indoor air quality of the house through three unique characteristics. (1) Ventilation System, (2) Adoption of WPC method in the construction of the airtight concrete panel and (3) Incorporation of nanoe™ X technology that could inhibit the new coronavirus. Through this campaign, we look forward to see customers’ reactions and listen to their feedbacks towards our SAVASA “ANTI VIRUS*1 HOUSE”. We aim to power housing units with good indoor air quality where families, could live, work and play comfortably.”

3 unique characteristics of SAVASA housing units powered by Panasonic

1. PURETECH ventilation system: PURETECH system will filter and flow fresh air from outside into the house and ventilate out contaminated air inside the house due to cigarette smoking and daily activities.
2. Wall Pre-cast Concrete (WPC) construction method*2: By adopting a large concrete panel with pre-installed window frame to improve airtightness and promote ventilation.
3. nanoe™ X air conditioner: Using charged fine particle water which has been confirmed to be able to suppress and inhibit the new coronavirus



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<https://www.panasonic.com/id/company/homes/magic-air.html>

Background

PanaHome Deltamas Indonesia conducted a survey*³ towards people in their 30s and 50s (200 people in total) who live in an area within a radius of 10 km from Jakarta and "SAVASA" in August 2020 in order to grasp the change in their consciousness about the living environment due to the coronavirus. When the participants were asked to select the most important functions for the four items (ventilation, antivirus, touchless, security), "antivirus" came out the highest with 33%. In addition, when asked the question of "What would be important for your house in the future?" and on the importance of either ventilation, antivirus, touchless and security, "antivirus" (70%) held the highest degree of importance followed by "ventilation" (66.5%).

In the case where the correspondence had to add an amount of around Rp. 20 million, they still answered that they would like to add "antivirus" and "ventilation" functions with 59.5% and 56.5% of total answers respectively with 60% of the total correspondence. Seen from the perspective of age, those who are in their 30s showed a certain interest in the quality of air by answering "antivirus" with 67% of the total correspondence and "ventilation" with 66%, while those who are in their 50s also showed their interest in the quality of air by answering "antivirus" with 52% and "ventilation" with 47%. In response to the growing awareness of antivirus and ventilation in the minds of the public, PanaHome Deltamas Indonesia aims to meet the needs of customers by communicating the special features of "SAVASA" as "ANTI VIRUS HOUSE" for it is more relatable by the public.

	① Ventilation		② Antivirus		③ Touchless		④ Security	
	Q5	Q11	Q6	Q12	Q7	Q13	Q8	Q14
Whole Jakarta	62%	50%	67%	56%	56%	52%	55%	48%
Whole suburbs of Jakarta	71%	63%	73%	63%	59%	53%	63%	56%
People of age 30s in Jakarta	74%	60%	76%	64%	60%	50%	58%	40%
People of age 30s in suburb areas of Jakarta	80%	72%	78%	70%	56%	54%	56%	58%
People of age 50s in Jakarta	50%	40%	58%	48%	52%	54%	52%	59%
People of age 50s in suburb areas of Jakarta	62%	54%	68%	56%	62%	52%	70%	60%

Internet survey done on August 7th - 16th 2020

Concept Absolute Evaluation: What do you think would be more important for your house in the future?

Q5-Q8. In your opinion, how would the concept of living change from now on? What do you think will be more important? (5-layers evaluation)

Q11-Q14. In your opinion, if you have to pay Rp. 20 million to add something to your home, what kind of functions would you like to add?

About SAVASA

SAVASA, a project that is currently being developed by PanaHome Deltamas Indonesia, is a housing unit focused on 4 smart concepts: 1. Smart township, 2. Smart security, 3. Smart home and 4. Smart security. This project with 37 ha in size with a total housing capacity of around 2,500 housing units which is able to accommodate around 10,000 inhabitants, is planned to be finished by 2030. Until now, the first cluster development has started to handover the house since July 2020. For the second cluster will start the marketing on 2nd half of 2021.

About PanaHome Deltamas Indonesia

PanaHome Deltamas Indonesia is a joint company between PT. Panasonic Homes Gobel Indonesia and PT. Puradelta Lestari Tbk which engaged in the field of comprehensive urban development within Deltamas City. The company was established in November 2017 with a 51% of the overall stock being held by PT. Panasonic Homes Gobel Indonesia and 49% being held by PT. Puradelta Lestari Tbk.

Notes

- * 1: nanoe™ is a registered trademark of Panasonic. Details on the suppressive effect of the new coronavirus are described in the following release. <https://www.panasonic.com/id/corporate/news/articles/verifikasi-efek-penghambatan-nanoe-x-teknologi-dengan-manfaat-radikal-hidroksil-oh-yang-terkandung-dalam-air-pada-novel-coronavirus-sars-cov-2.html>
- * 2: The WPC (Wall Pre-cast Concrete) construction method is based on the Japanese wall-type precast concrete structure and has been improved by our company to suit the needs of the ASEAN region. Precast concrete, which consists of concrete and reinforcing bars, is assembled on a construction site by manufacturing large panels using steel formwork.
- * 3: Our Internet survey (August 7-16, 2020). Conducted for a total of 200 people in their 30s and 50s (50 people each) living in the Jakarta area of Indonesia and the area within a radius of 10 km from SAVASA.