

THE K-SQUARE in OLONGAPO

We are recruiting
BUSINESS LEADERS to
succeed with **K-SQUARE**

TENANT PROSPECTUS

THE K-SQUARE

Olongapo's Premier Digital Landmark
& Lifestyle Destination



THE K-SQUARE: Core Value Proposition

One Culture · One Heart · Endless Hope

THE K-SQUARE is a new concept landmark in Olongapo.

It will become a space that brings together Korea's dynamic trends and culture in one place, providing new inspiration to locals and instilling pride and fun in Korean expatriates.

One Culture & Heart

Converged Hallyu Ecosystem : A convergent lifestyle destination where food, beauty, and entertainment are not fragmented but create mutual synergy.

Deep trust with the local community : We realize a stable and protected business environment based on cooperation with the Olongapo City Government and SBMA.

Endless Hope & Tech

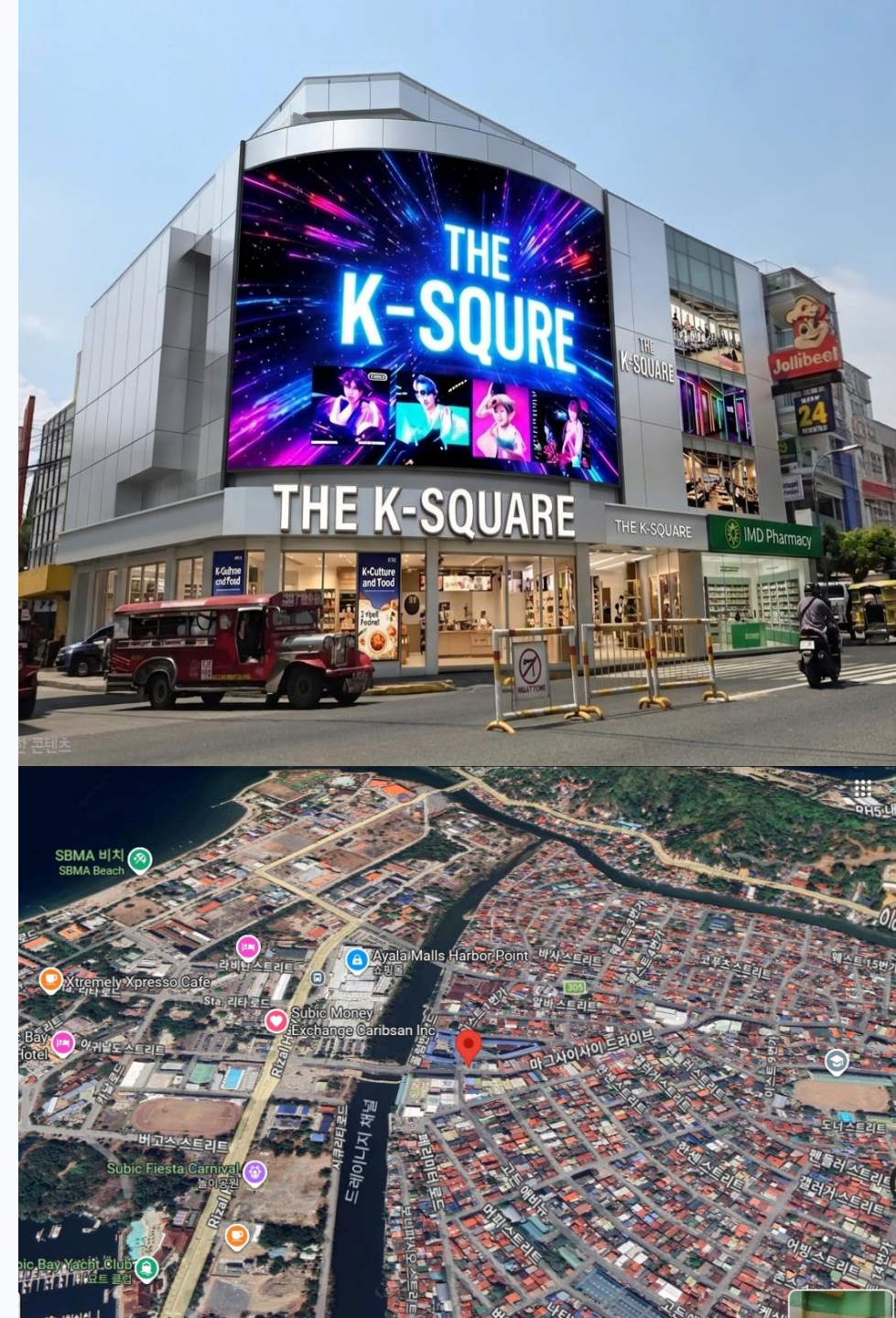
A virtuous cycle where consumption becomes opportunity: Social contribution programs through the HOPE PARTNERS Foundation are regularly held, securing overwhelming brand loyalty within the region.

state-of-the-art digital infrastructure : We maximize the marketing power of tenants through a landmark-class exterior, massive curved LED media facade.

The Golden Triangle, the center of the Olongapo commercial district

Olongapo's 'Top Priority' Commercial Hub

- 📍 **Optimal Strategic Location:** Situated at the main corner at the entrance of Magsaysay Dr., serving as a gateway connecting the Subic Free Trade Zone and the densely populated Olongapo area, it ensures accessibility for a massive flow of people.
- 👥 **Gathering of K-Culture Demand:** This is a commercial district densely populated with a target audience that aligns with the Korean Wave craze in the Philippines and high-spending lifestyles such as dining out, beauty, and healthcare.
- 🚦 **Unrivalled Media Visibility:** Designed as a central intersection on a major arterial road, it offers the highest level of advertising exposure efficiency in the Philippines to tens of thousands of daily vehicles and pedestrian traffic.
- 📶 **Vertical Integration of Floors 1 - 4:** By master leasing the entire floor of a building rather than a single store, we provide efficient internal traffic flow and one-stop package merchandising planning.



K-SQUARE's unique value indicators



DIGITAL LANDMARK

We aim to create a landmark asset that dominates the region's night economy and visual trends by constructing an overwhelmingly massive, full-color media facade located at the Olongapo Gateway Intersection.



Powerful K-content : Maximizing synergy through K-business collaboration

By closely combining K-Food, premium health & beauty, and mixed lifestyle tenants from the 1st to 4th floors, we create an explosive cultural platform where local young people and high-spending consumers gather, rather than just a simple rental building.



Social contribution "HOPE PARTNERS"

We secure public benefit exceeding that of a purely for-profit business by combining donations and charitable activities through the HOPE PARTNERS FOUNDATION. We support local Kopino children and low-income families, and create social value and solidarity with the government.

Floor-by-floor precise MD planning : ONE STOP DESTINATION!

Vertical integrated design of entire space from 1~4Floor

** A solid, seamless retention target marketing belt** is established for mutual customer referral.

Fl	CONCEPT	Target Tenants (MD Recommended Industries)	Roles & Business Strategies
1F	K-FUN & TREND	Premium H&B Store, Life 4-Cut Style Self Studio, Claw Machines & Fancy Goods Shop, Korean Food Supermarket	Strong inflow anchor zone
2F	K-WELLNESS & STYLE	K-Hair Salon, Nail Shop, Premium Spa, Aesthetics, Skincare, Beauty Goods, Health Supplements	Maximizing women and purposeful visits
3F	K-STORY FOOD PARK	Drama-themed styled food court (K-chicken, Samgyeopsal, Gimbap, Instant Ramen, Bulgogi, Bibimbap, Dessert, etc.)	Experiential F&B Landmark
4F	K-VIBE & HOPE	Family-friendly Premium Family KTV, Celeb Lounge, HOPE PARTNERS Foundation, HOPE SHARING STORE, Sales Headquarters	Government officials and foundation-related communities

1F. K-Fun & Trand Zone

1st Floor Components: Olive Young, Photo Studio, Claw Machine, Hanbok Experience, Korean Mart

" Entrance anchors that draw foot traffic inside "

- ✂ K-Beauty Hub: Premium H&B store (an experiential beauty store in the style of Olive Young)
- 👉 K-Photo Studio: Sentimental self-photo zones such as 'Life 4 Cuts,' a must-visit spot for the MZ generation.
- 🛍 K-Fun & Acc: Specialty store for claw machines, premium goods, and character accessories



2F. K-Beauty and Wellness Hub Zone

2nd Floor Configuration: Hair Salon, Nail Art, Skincare, Massage, Atomy Center, Beauty Booths, Health Foods



" K-Beauty and Health, a sensory journey that awakens your whole body "

It is an immersive space where you can personally experience Korea's finest carefully selected beauty and healthcare products, completing both your inner and outer beauty.

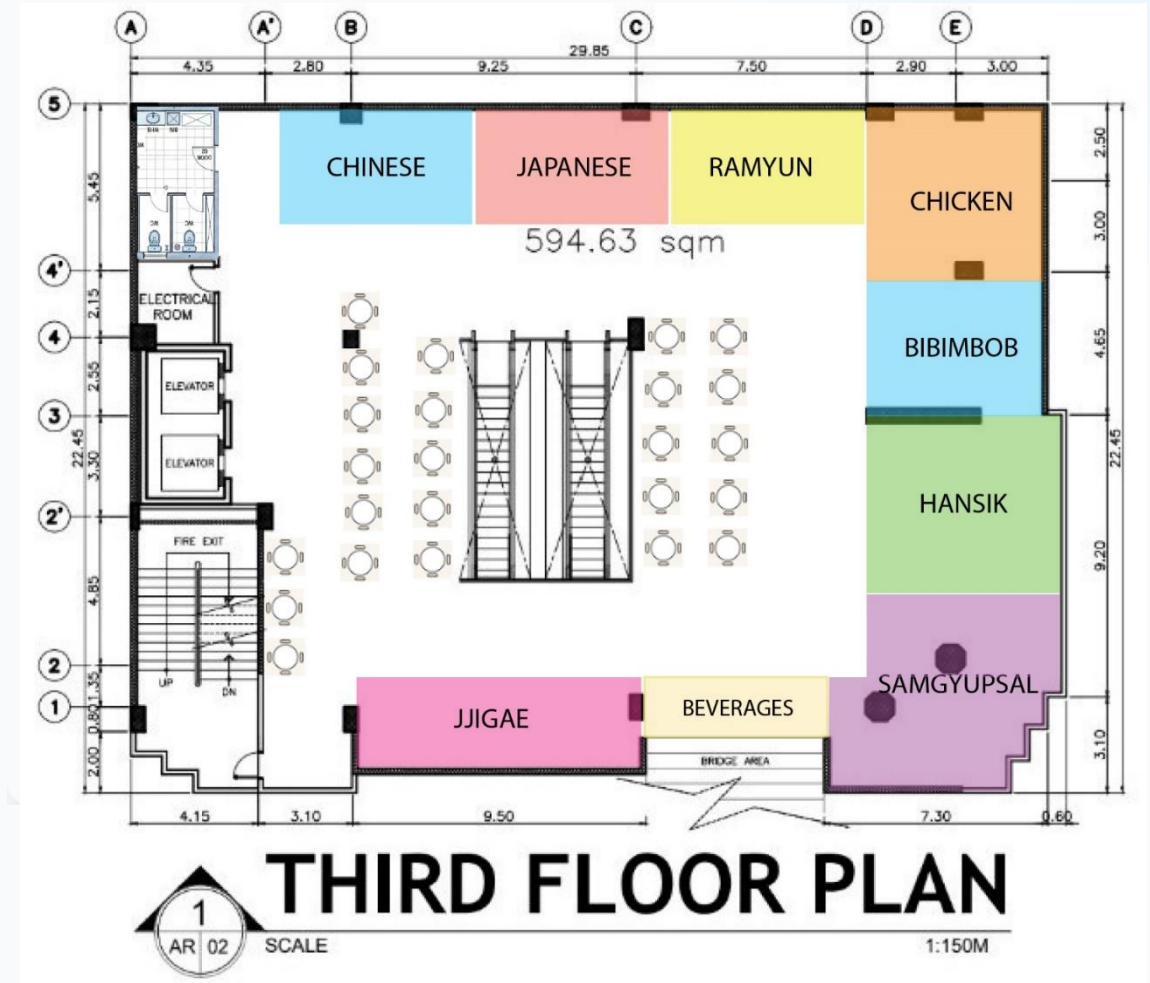


3F. K-STORY FOOD PARK

3-Floor Configuration: Food Park featuring Chicken & Beer, Samgyeopsal, Ramen, Bibimbap, Gimbap, etc.

"Beyond a simple meal, an experience of becoming the protagonist of a drama"

 **Verified K-Food Menu :** We offer a one-stop experience featuring Korean-style crispy chicken, instant pork belly, a Han River ramen bar, and trendy desserts, which are at the center of the global Hallyu trend.



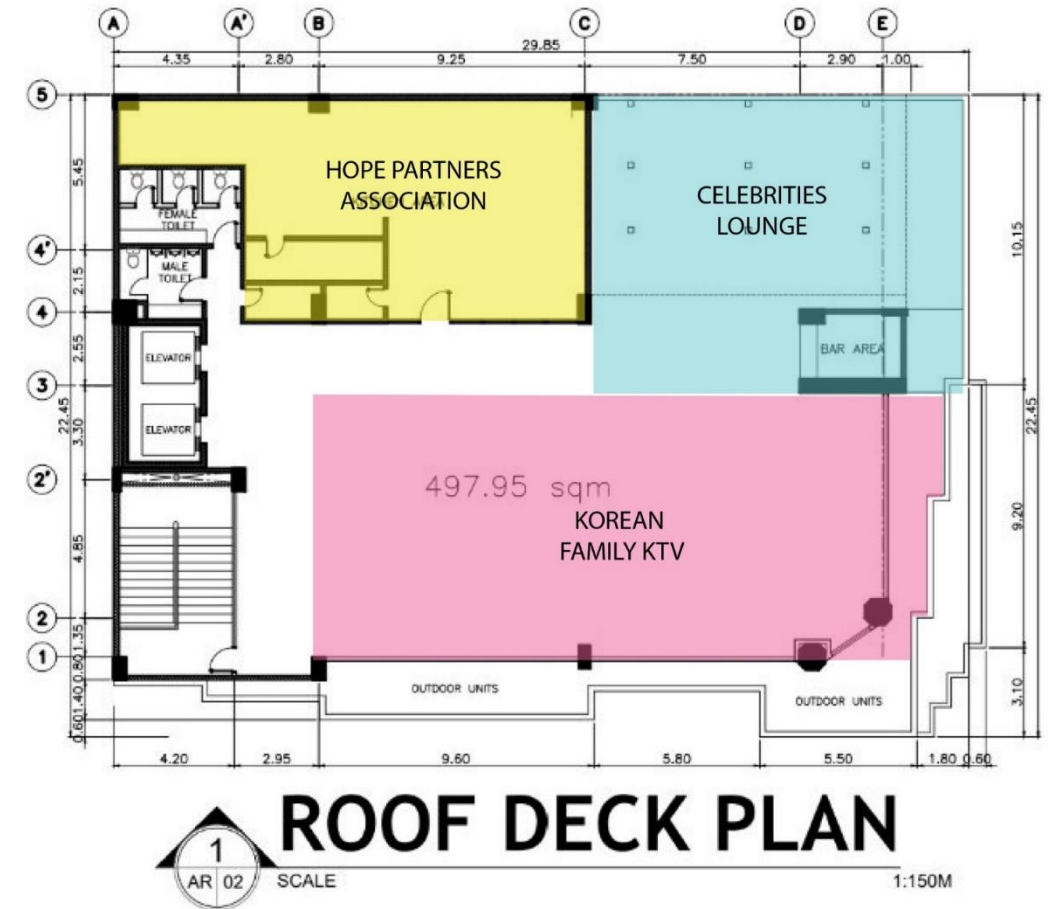
4F. K-Pop Entertain Zone



4th Floor Composition: HOPE PARTNERS Foundation, Family K-TV, Celeb Lounge, Sales Headquarters

" A special stage where the whole family becomes the stars of K-POP "

Experience the latest Korean music with your whole body through the finest sound and immersive video systems. Sharing joy and happiness across generations, the moments of singing together become unforgettable memories.



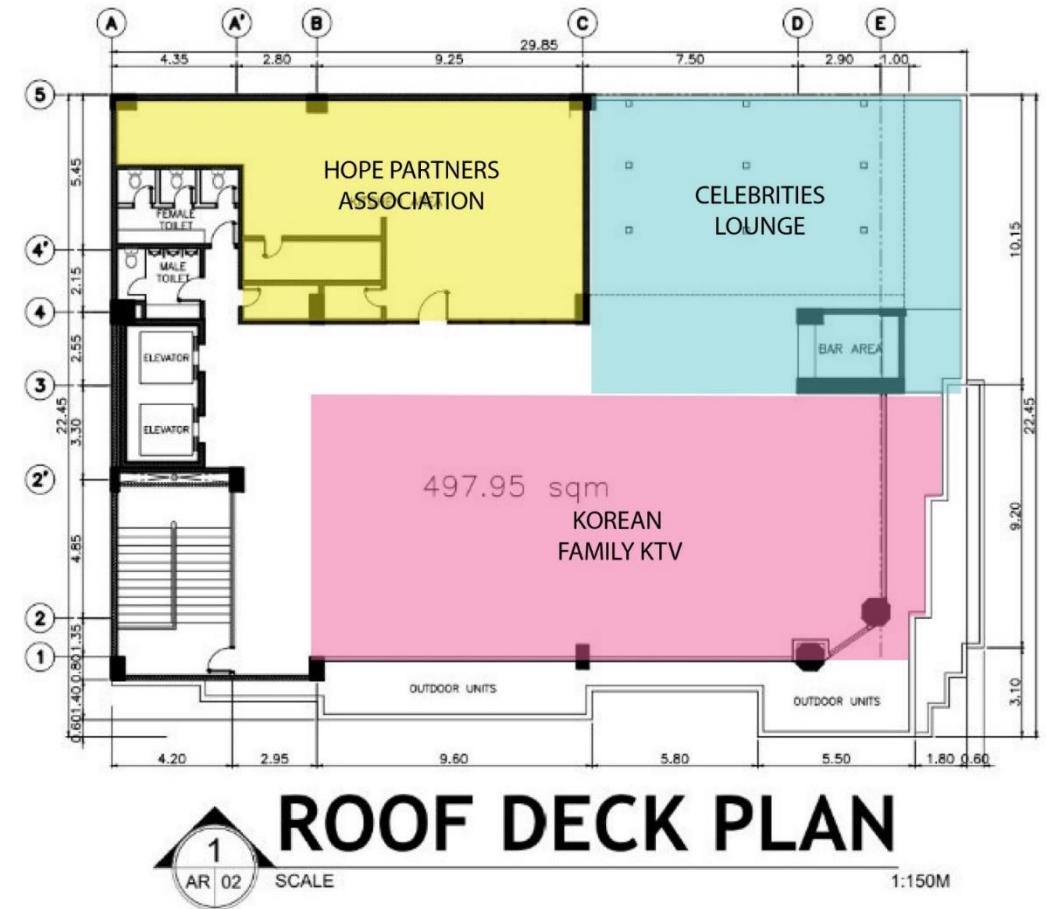
4F. K-HOPE Charity Sharing ZONE

4th Floor Configuration: Hope Partners Association, K-Pop Karaoke, Celeb Lounge

"Beautiful solidarity, a community connected by trust beyond differences"

We bring hope to Kopino families and marginalized neighbors, and grow together while respecting each other's cultures. Through sharing and sales, a venue for practical exchange that creates a better tomorrow begins.

- ❖ **Concept:** 'Impact Base' Lounge, delivering hope to the underprivileged in the Philippines (Kopinos and the needy) through excellent Korean products.
- ❖ **Showcase & Charity:** A retail-charity combination model that displays and sells products from Korean companies and uses part of the proceeds to support Kopino projects.
- ❖ **Foundation Hub:** Beyond a simple office, a community hub where sponsors and beneficiaries interact and experience the warmth of Korean culture.
- ❖ **CSR Partnership:** Serving as a control tower to plan Corporate Social Responsibility (CSR) activities in coordination with other tenant brands within the building.



DIGITAL INNOVATION:

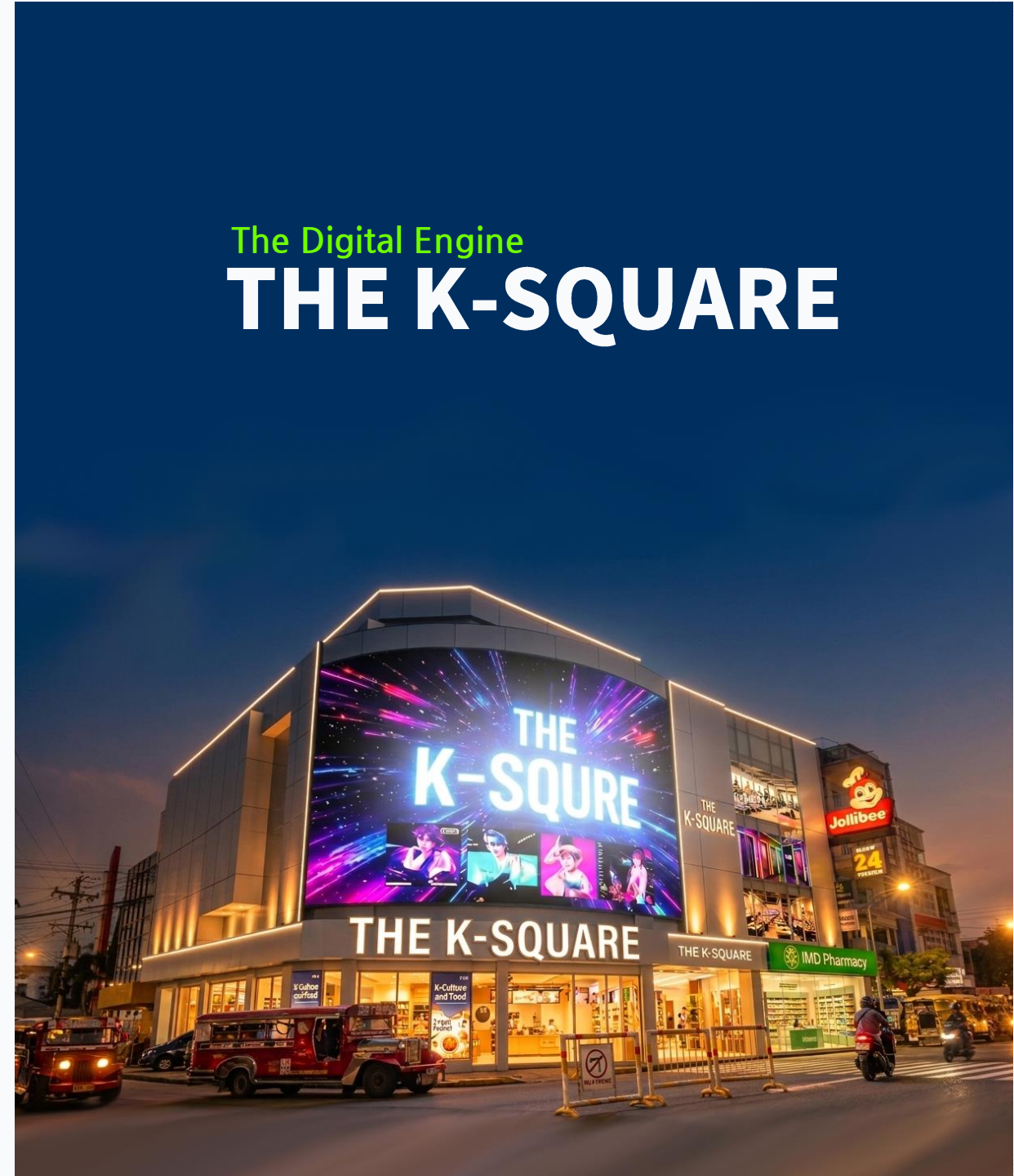
Media facade

Olongapo's first outdoor advertising revolution

Extra-large Curved LED Screen: We deliver overwhelming visual impact and real-time marketing by utilizing ultra-high-resolution curved LEDs that cover the entire exterior wall of the building.

Advertising Support for Exclusive Brands: In addition to attracting advertisements from external global conglomerates, we provide optimal marketing support by prioritizing the broadcasting of advertisements and real-time event promotions for K-SQUARE's exclusive brands.

Ruler of the city nightscape: Forcibly monopolizes the gaze of every passerby every night through the broadcasting of sensory media art.



Why K-SQUARE OLONGAPO?

The safest and most respected business environment

Corner at the key three-way intersection of the Magsaisai Gateway, traversing the Olongapo and Subic Free Trade Zones.



Government Partnership

Through close coordination with the Olongapo City Government and SBMA, we secure administrative tax benefits and proactively mitigate local business risks.



Good Consumption Solidarity

Established the HOPE PARTNERS Foundation to conduct charitable work for Kopino children and marginalized communities. Deep trust and loyalty from local residents.



Justification for coexistence

Providing irreplaceable premium benefits through an ethical retail management model where "spending here becomes the hope of the region."



Explosive Demand

As a region with the highest preference for the Korean Wave, it is in a period of rapid transition from simple viewing to experiential consumption.



Strategic Gateway

Located adjacent to the Subic Economic Zone (SBFZ), it serves as an essential gateway for tourists and business populations.



Blue Ocean Market

Expect overwhelming market dominance due to the absence of large, complex Korean cultural centers.

Why You Should Join Right Now? (STRATEGIC TIMING)

 **Exclusive competitiveness** : There are no competitors for high-end theme platforms in the Olongapo region. The first player to join will become the market 'standard'.

 **A strong umbrella of government partnership** : The donation business conducted with HOPE PARTNERS is the most reliable safety net to protect against foreign operation risks.

 **The Golden Peak of Korean Wave (K-Culture) in the Philippines** : The Korean Wave has been fully established as a permanent lifestyle rather than a mere trend, offering optimal business stability.

 **Opportunity to secure early bird benefits first** : In addition to priority placement opportunities in key premium sectors on each floor, grace periods and interior rent-free conditions are negotiable.

One-stop support and marketing benefits for store partners

Support for stable business settlement

- ✓ **Grace Period Benefits:** We offer rent deferral benefits, excluding management fees, during the initial construction period for interior design and remodeling until the end of October.
- ✓ **Space-efficient customization :** We support technical meetings regarding hardware aspects, such as floor plans, basic plumbing, and electrical capacity expansion, to perfectly align with the tenant brand's identity.
- ✓ **Company establishment support :** We provide support to ensure the smooth operation of the tenant's business, facilitating the process for SEC registration, BIR registration, and permits in Olongapo.

Full support for marketing activation

- ✓ **Media facade exposure :** To facilitate initial settlement, promotional videos are periodically played and displayed on the front of the landmark 3D Curved LED for a certain period.
- ✓ **Experience-integrated marketing :** We are preparing integrated marketing for mutual growth by operating a cross-promotion system between floors, and we support coexistence by linking with charity events.
- ✓ **Local SNS Integrated Branding :** We simultaneously match influencer marketing linkages for tenants and local supporter familyship cooperation programs through the K-SQUARE integrated digital social platform.

Roadmap to Business Launch



ONE FUTURE, ONE K-SQUARE

Envisioning the future together

Let's create global synergy with THE K-SQUARE!

" K-SQUARE, creating synergy and making hope and happiness, is with you.."

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