**3rd** edition

E

# Cou

1

## company profile

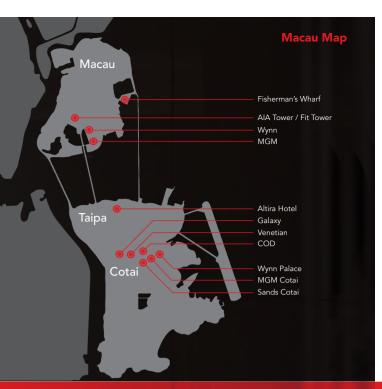
## 影動有限公司 ison projects lid

Founded in 2007, ICON Projects Ltd. is a respected and growing construction firm based in Macau, China Special Administrative Region (SAR). While ICON provides a full range of building construction and maintenance management services, ICON's primary focus is in high end front of house (FOH) casino, hotel, retail, themed, food and beverage and specialty fit out projects

ICON typically serves as construction manager (CM) and General Contractor providing fit out services to some of the most prominent global corporations doing business in Macau. As Construction Managers and General Contractor, ICON serves as a trusted advisor, ensuring that there is a constant focus on the client's goals and best interests. ICON's core specialty of high end interior fit outs is best described as providing construction services that convert or create interior spaces that are suitable for occupation by a new tenant. Changes to a space can be modest or extensive, and every project is different. Fit outs are often more complicated to undertake than new construction because in most cases the buildings in which the space exists are occupied and open for business. ICON minimizes the noise, dust and debris on their sites, so that property owner's high end facilities can continue to function with minimal disruption while construction moves forward.

ICON has built its reputation around servicing the most exclusive and fashionable clientele. ICON's clients demand finished spaces exhibiting top quality fit and finish to complement their world class products and services. The unsurpassed ability of ICON to ensure a high end fit and finish while moving projects quickly and smoothly from design through construction and on to handover is one of the reasons why so many of ICON's clients are repeat customers.





#### **KEY FACTS**

#### **Total Employees: 52**

- Projects Staff: 24 Executives: 3 SPM: 4 PM: 4 Design: 4 Programming: 1 Purchasing: 2 Document Control: 2 Commercial/QS: 5 Finance: 2
- Office: 1

Company Name: ICON Projects Limited Founder: Brian Lay Phone: (853) 2822-9833 Email: brianlay@ICON-projects.com Web: www.ICON-Projects.com

info@ICON-projects.com

### About Us

ICON is uniquely positioned in Macau as a highly respected and qualified construction manager with a focus on high end front of house fit-out projects. For almost a decade, we have been creating successful projects for the world's most prestigious brands. Our work has positioned ICON as the preferred construction manager when budget, schedule and quality targets must be achieved.

We are a strong firm with loyal customers from western countries, China and around the world. We maintain strong and growing relationships with regulatory authorities, contractors and suppliers both in Macau and Hong Kong, as well as mainland China. Project after project, our reputation is based on delivering the perfect mix of management expertise, ethical business practices and high level construction capability.

- Construction Management Western style management provides comfortable and familiar handling of construction services for your properties and clients.
- Fitting Out ICON will get your clients spaces up and operating quickly with fast and expert handling of their fit out project.
- Maintenance Services and Management We provide professional maintenance, repair and management programs to perfectly match any size facility's needs.



#### OUR SEVICES

- $\Sigma$  construction management
- ↘ GENERAL CONTRACTING
- □ DESIGN/CAD/DRAFTING SERVICES
- $\Sigma$  quantity surveying
- $\Sigma$  project delivery systems
- $\Sigma$  value engineering
- PROJECT MONITORING, PLANNING AND PROGRAMMING
- ↘ MAINTENANCE SERVICES

#### OUR VALUES

At Icon Projects, our highly reputable values are the building blocks of our company vision, promising a pursuit of professional excellence in every project we complete.

#### **OUR MISSION**

At Icon Projects, our skills as general contractor and construction management experts are focused on the needs of Macau casino and hotel project owners. Our specialty is FOH interior fitting out projects that are completed on time and on budget to bring pride and business success to our c

#### **OUR VISION**

Icon Projects is dedicated to constant enhancement of its role as the leading contracting and construction management company in Macau. Our commitment to excellence in both design and construction techniques drives this clear vision.





## **OUR WORKS**

#### WYNN MACAU

#### MGM MACAU

- CASINO
- :: FERRARI REFURB :: GIORGIO ARMANI
- :: PROMENADE

RETAIL

- :: RETAIL 1
- :: RETAIL 29
- :: RETAIL 30 (A & B)
- :: ROLEX
- :: ROLEX REFURB
- :: SUNDRY

#### HOTEL

- :: HOTEL ROOM REMODEL (MOCK UP) F&B
- CAFE ESPLANANDA & CINNEBAR EXPANSION

#### CASINO

- :: CAGE REFURB
- :: CASINO ENTRY
- :: RED CARD COUNTER
- :: WEST JUNKET

#### MAINTENANCE

- :: BOH TOILET REMODEL :: CARPET MAINTENANCE
- PROGRAM :: DECORATION &
- MAINTENANCE PROGRAM :: FOH GOLD LEAF WORKS
- :: MIRRORS REPLACEMENT

#### OTHER

:: CORRIDOR VITRINES

#### WYNN PALACE

#### MAINTENANCE

- :: OPS PREOPENING SUPPORT
- :: WDD PRE-OPENING PUNCH
- :: WDD PREOPENING LAKE

ICON PROJECTS

- :: CAGE EXPANSION (L34) :: L1/L2 FITOUT
- :: LT GAMING
- :: NORTH EAST / NORTH WEST
- **ENTRANCES**
- :: PLATINUM GAMING
- :: VILLAS GAMING CONVERSION
- :: VIPS GAMING

#### MGM COTAL

#### CASINO

:: GUANGDONG JUNKET :: SUNCITY JUNKET

#### F&B

- :: 58 DEGREES
- :: BEN WEI
- :: MACHU PICCHU

#### SPECIALTY

- :: VISTA AND CONVENTION BALLROOMS
  - :: OPTICA SPORTS
    - :: TARA MOOR :: TOMMY BAHAMA

THE VENETIAN

RETAIL

:: BUTANI

:: ANTEPRIMA

:: DFA BEAUTY

:: DFA TOBACCO

:: DFA HERMES

:: DFS MENS

:: DFS PENS

:: DFS SUNGLASSES

:: DG LIFESTYLE REFURB

:: FOSSIL EXPRESSIONS

:: JEAN SCOTT FASHION

:: JEAN SCOTT SPORTS

:: JEAN SCOTT FASHION

:: OPTICA EYES ON COTAI

:: OPTICA BOUTIQUE

:: OPTICA FASHION

:: OPTICA PRIVE

:: EMPORIO DI GONDOLA

:: DG LIFESTYLE

:: HUGO BOSS

REMODEL

:: ARMANI COLLEZIONI

:: DFS HVAC WHITE BOXES

- :: TSE
- :: TSL
- F&B
- :: FAT BURGER
- :: ROKA
- :: SEGAFREDO CAFE
- SPECIALTY
- :: FOUR SEASON SPA ENHANCEMENT
- THEMED :: QUBE
- AUTO
  - :: TESLA VENETIAN

#### **CITY OF DREAMS**

#### RETAIL

- :: BUBBLE RETAIL
- :: CASINO FLOOR **JEWELRY SHOP 1**
- :: CASINO FLOOR **JEWELRY SHOP 2**

#### HOTEL

- :: ALTIRA STAFF ENTRANCE
- :: ALTIRA HOTEL ROOM **REMODEL (MOCK UP)**
- :: CROWN HOTEL TOWER ENHANCEMENT
- :: CROWN HOTEL VILLA ENHANCEMENT
- :: CROWN VIP LOBBY L2
- :: HARD ROCK LOBBY :: HARD ROCK HOTEL SUITES
- :: HYATT HOTEL TOWER
- ENHANCEMENT

#### F&B

- :: CROWN LOBBY LOUNGE
- :: CROWN VIP LOUNGE
- :: THE TASTING ROOM
- :: TREASURE PALACE

#### SPECIALTY

- :: THE HOUSE OF DANCING WATER PRE-SHOW
- THEMED

#### :: KIDS' CITY CASINO

- :: ALTIRA RICH CLUB GAMING LOUNGE
- :: CASINO ENTRIES

#### MAINTENANCE

- DOOR & HARDWARE MAINTENANCE PROGRAM
- PODIUM ADDITIONAL WORKS OTHER
- :: ELECTRONIC WATER CLOSET REPLACEMENT
- :: PAC ON TRAINING CENTER
  - :: PIT 22

#### SANDS COTAL **CENTRAL**

GALAXY

:: CHINA ROUGE

SPECIALTY

:: NORTHERN NOODLES

:: UA DIRECTORS CLUB 18

DOOR & HARDWARE

MAINTENANCE PROGRAM

MAINTENANCE

MGM GRAND.

美高梅全报!

CROWN

HOTELS

BOSS

"≝ube

il café

A

HYATT

roka

TSL 謝瑞麟

MACAU

ulun

ALTIRA

新漆鋒州入てAU

The Isesay

F&B

:: PAK LOH

:: AWNINGS

CINEMA

#### SPECIALTY

- :: ETG STADIUM
- THEMED
- :: PLANET J

#### CASINO

:: APEX GAMING

VENETIAN

DA

Ð

GIORGIO ARMAN

PLANET

第门番目新し

#### **OTHERS**

#### F&B

- :: IL CAFÉ
- :: IL CAFÉ GELATO

#### RESIDENTIAL

- :: NOVA CITY TAIPA RESIDENCE
- :: TAIPA RESIDENCE

#### AUTO

PORSCHE SHOWROOM AND OFFICE

#### SPECIALTY

FISHERMAN'S WHARF PIER A/E AND PONTOONS

#### MAINTENANCE

MANDARIN ORIENTAL HOTEL ROOM SPEAKER GRILLS

#### OTHER

:: ICON OFFICE RENOVATION



No.

HERMES







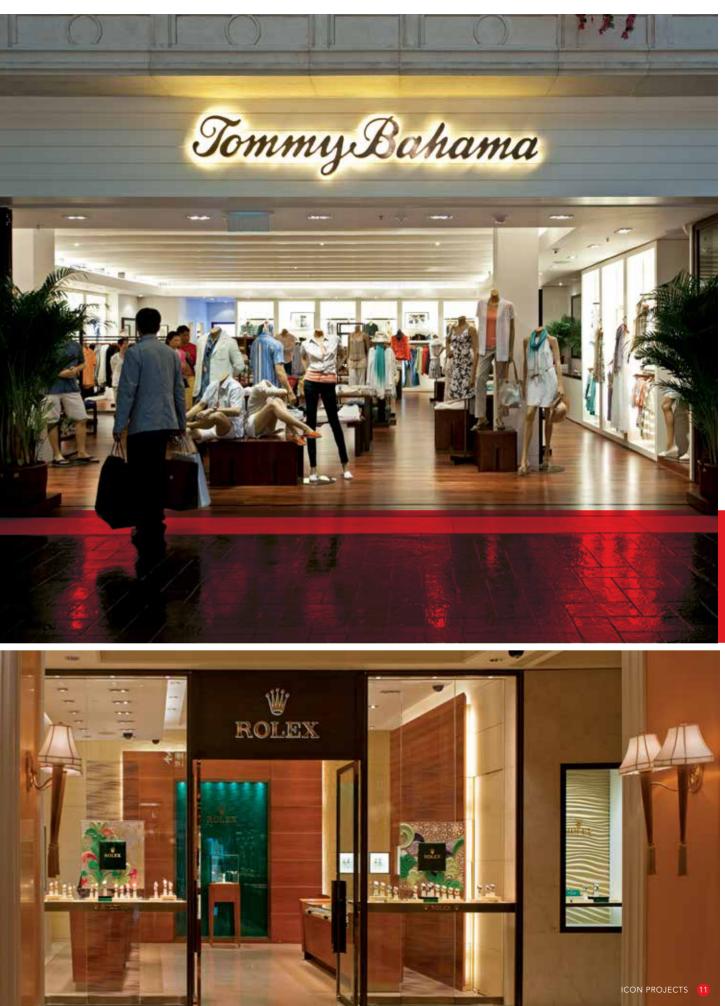


ICON Projects delivers world-class construction services and management for Macau's top retail stores and locations housed in and around the dynamic gaming industry. As top-rate design-and-build professionals, we take a client's vision and, working in close collaboration, transform their ideas into high-tech solutions that encourage high traffic and retail success. Our portfolio includes jewelry and clothing shops, including Hugo Boss and stores at the Venetian.

On this page: Top: Giorgio Armani at Wynn Bottom: DFA at Venetian On next page: Top: Tommy Bahama at Venetian Bottom: Role at Wynn





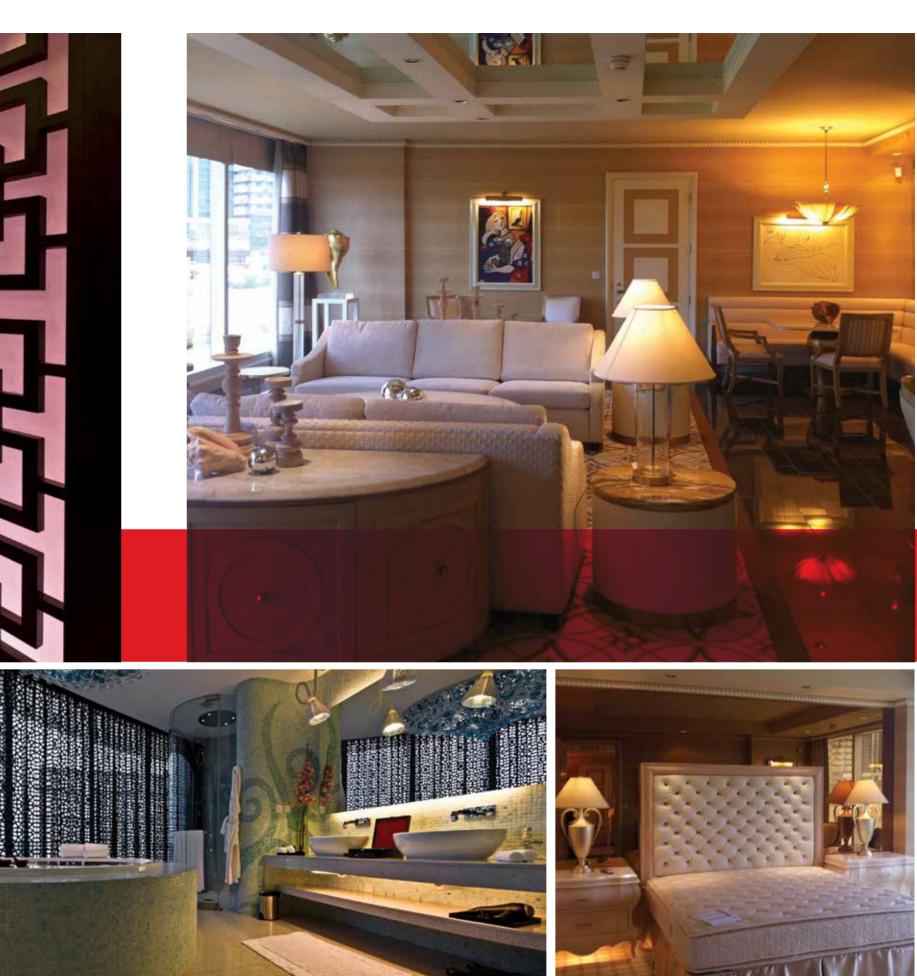


ICON Projects is dedicated to helping our clients in the hospitality industry create exciting and inviting places to stay, play and eat. We have collaborated with many of Macau's top leaders in the gaming business, such as Wynn, Venetian, MGM, Sands, and Galaxy, on projects well-known for their innovative and luxurious construction.

On this page: Top: Crown Hotel Villa at COD Bottom: Hard Rock suites at COD On next page: Wynn Macau Hotel

HOTE



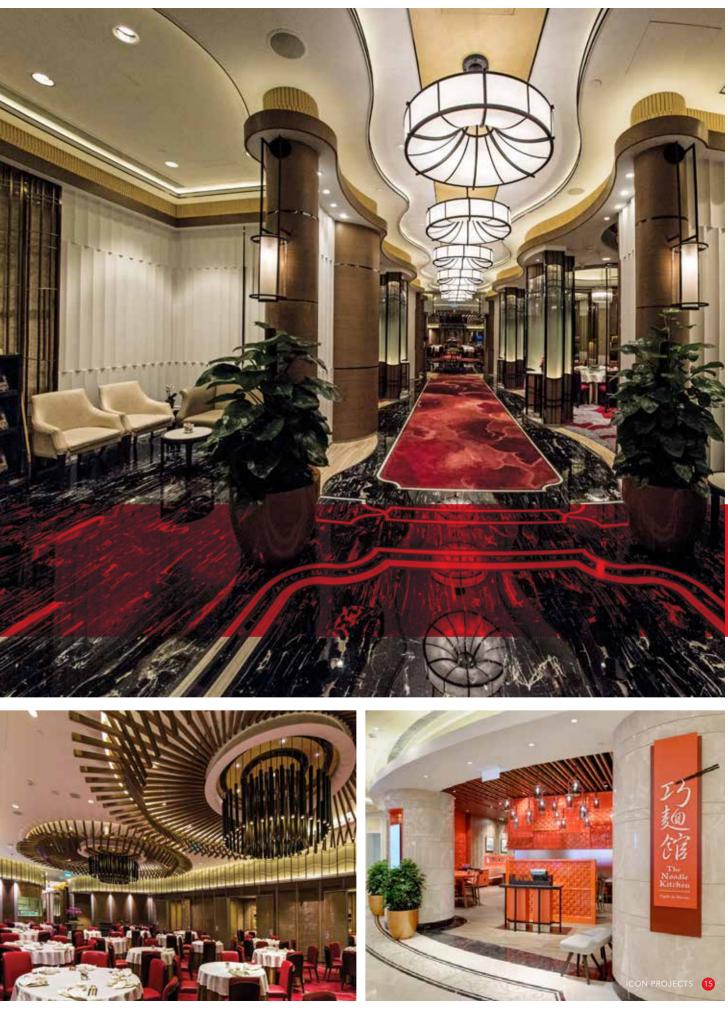


# FOOD & BEVERAGE

ICON Projects has completed projects for food and beverage facilities with attention to detail and an emphasis on technology processes. Our work in the food and beverage niche in Macau focuses on efficient commercial space and interior design so our clients can better serve their own customers in a fastpaced business environment.

On this page: Top: China Rouge at Galaxy Bottom: The Tasting Room at Crown Towers COD On next page: Top and bottom left: Pak Loh at Galaxy Bottom right: Northern Noodles at Galaxy







## SPECIALTY

At ICON Projects, we are dedicated to completing design and construction work on time and on budget. Quality, safety and integrity are all components of our specialty projects in Macau that require flexible, costeffective construction solutions. Our staff of professionals works with our clients in the hospitality, retail, casino and resort industries to individualize each project with state-of-the-art design and construction.

On this page: Top, and bottom: UA Directors Club 18 Cinema at Galaxy On next page: The House of Dancing Water Theatre at COD







## THEMED

From concept development to construction, the details necessary in designing and building themed establishments in Macau's casino and hospitality industry require unprecedented experience and hands-on skills perfected on the job. ICON Projects' theming work have included creative, vibrant space design and construction for Qube, Kids City, and Planet J (our largest to date), to name a few.

On this page: Top: Kids City at COD Bottom: Cube at Venetian On next page: Top and Bottom: Planet J at Sands Cotai Central





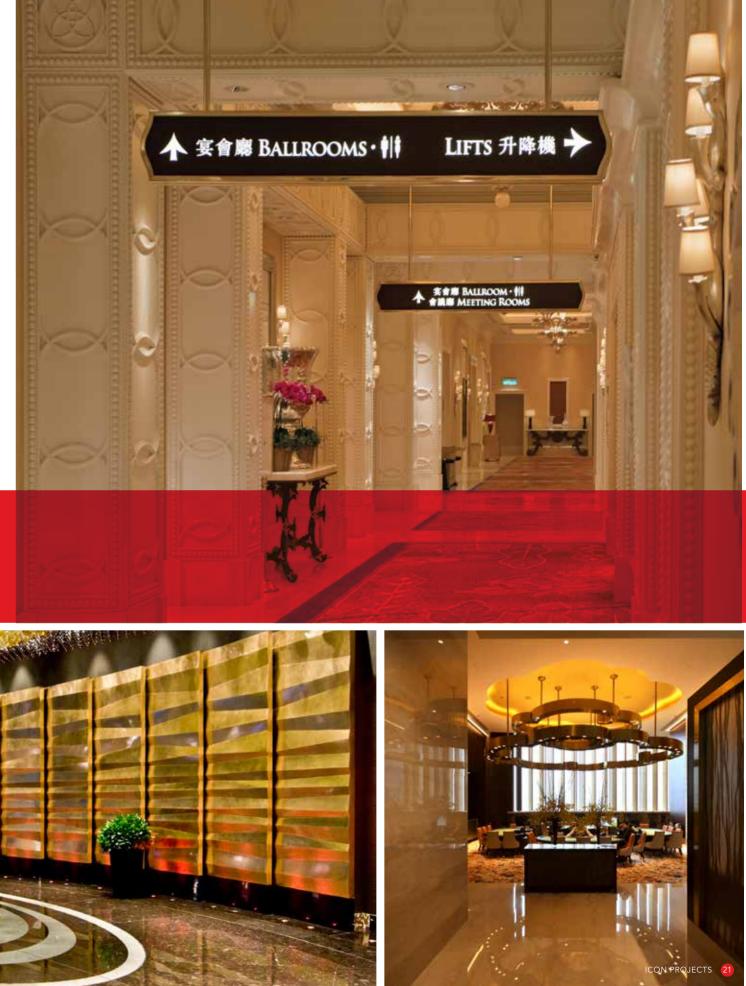


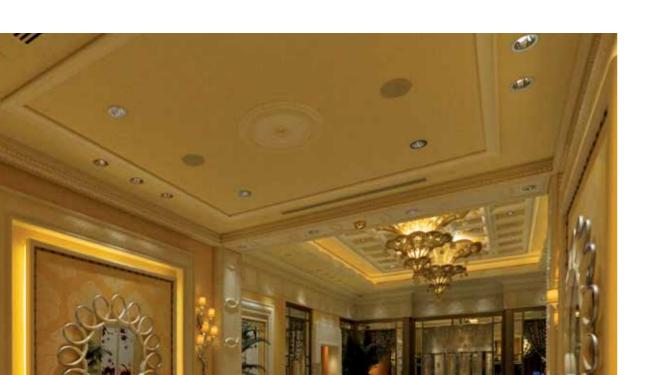
## CASINO

Experts in the construction industry, ICON Projects works with major casino owners and operators in Macau to build world-class gaming establishments. Our experience on large-scale builds, including the world's largest casino, the Venetian Macau, is integral to the multiple projects we have completed, including Wynn Macau, MGM Macau, Sands Cotai Central, City of Dreams, and Galaxy Mega Resort.

On this page: Top: West Junket at Wynn Bottom: Casino entries at COD On next page: Top: West Junket at Wynn Bottom right: VIPS Gaming at MGM







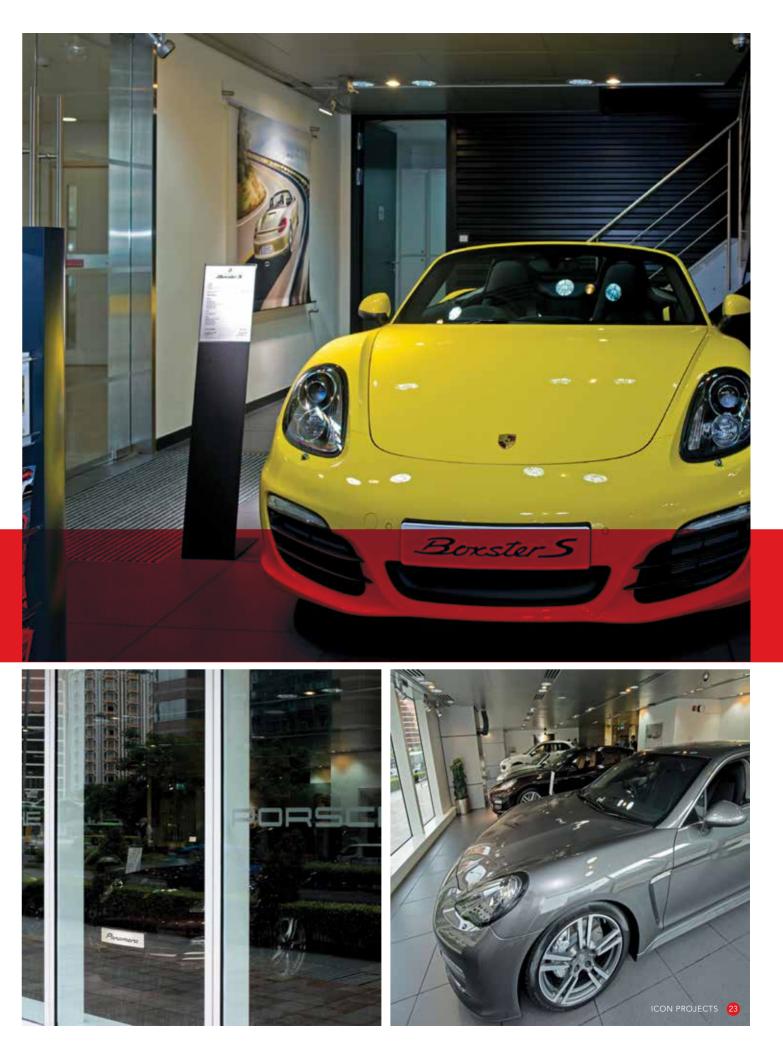




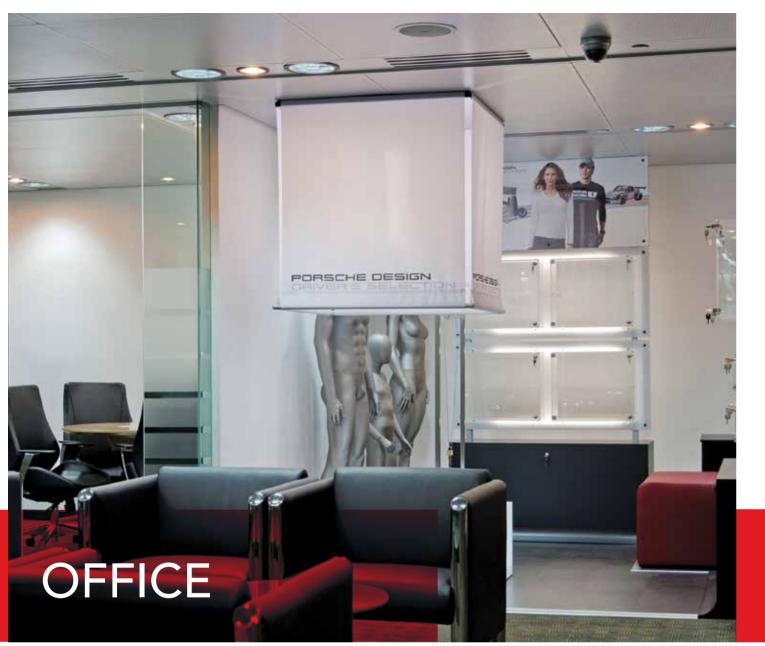
Professionalism, attention to detail, and strong relationships with project owners are key elements to ICON Projects' success in serving Macau's high-end, luxury auto dealer clients. Our auto showroom projects represent our capacity to provide complex craftsmanship that best showcases the beauty and design of the vehicles on display.

This and next page: Porsche showroom in Macau









Professionalism, attention to detail, and strong relationships with project owners are key elements to ICON Projects' success in serving Macau's high-end, luxury auto dealer clients. Our auto showroom projects represent our capacity to provide complex craftsmanship that best showcases the beauty and design of the vehicles on display.

On this page: Porsche office in Macau On next page: ICON head office in Macau









## RESIDENTIAL

ICON Projects incorporates elegance and opulence in all high-end residential construction projects completed in Macau. Our quality craftsmanship and superior attention to detail characterize every one of ICON's luxury residential design projects. We customize each project to accommodate each client's personal, exclusive vision of creating beautiful living spaces.

On this page: Pearl on the Lough apartment in Taipa On next page: Top: Pearl on the Lough apartment in Taipa Bottom: Nova Taipa Residence







## **ORGANIZATIONAL STRUCTURE**

ICON Projects staff brings a wealth of capabilities, knowledge, experience, innovation, professionalism, integrity, and honesty to each and every construction project. Our staff works with a deep understanding of the local market, using innovative project delivery systems and real time document management to control exceptionally complex projects. Our project approach is modern, flexible and proactive which is why project owners choose us for their most important projects.

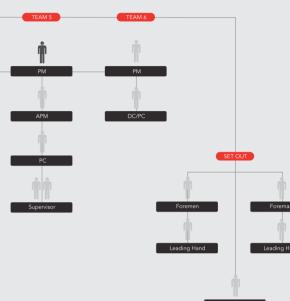
Everything we do is based around the goal of satisfying project owners that their project is being handled by the best, and deserving of their trust and confidence.

Time is money. Our commitment to professionalism enables your project to progress as swiftly and effectively as possible. We are driven to ethically and safely maintain schedules. We realize construction is an interruption of your operations, so our staff is committed to making the process as painless and stress free as it can possibly be so you can get your facility back in operation. We are driven by your goals.

As part of our multi-year phased growth strategy, ICON Projects has raised the bar on requirements and expectations for hiring of new staff who are interested in developing a successful career in the construction business. We actively employ design managers, draftsmen, estimators, account clerks, and more through our Macau offices for projects of all size and scope.







#### Total Employees: 52

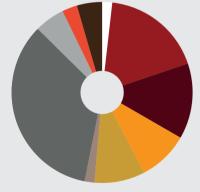
- Executives: 3 SPM: 4 PM: 4 Design: 4
- riogramming.
- Purchasing: 2
- Document Control: 2
- Commercial/QS: 5
- Finance: 2
- Office: 1

## **REVENUE BREAKDOWN**

#### **Our Works\***



Total projects



\* Charts data as of Q1 2016

#### 

Residential

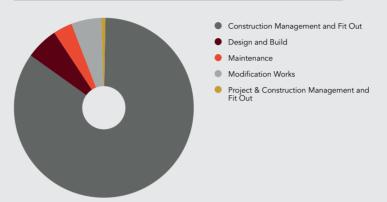
3 • Theming 16 • F&B 16 • Casing

Specialty

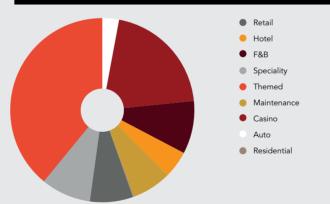
12

Maintenance

#### Project Scope (by contract value)\*

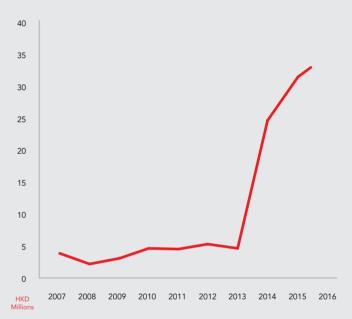


#### **Project Type** (by contract value)\*





#### Average Contract Value\*



ICON Projects Ltd. 毅勤有限公司

Alameda Dr. Carlos D'Assumpção Nos. 181-187, 21st Floor Macau SAR, China

 Tel:
 (853) 2822 9833

 Fax:
 (853) 2822 9825

 Email:
 info@ICON-projects.com

 Web:
 www.ICON-projects.com

 Skype:
 ICONprojectslimited