

Please contact our courteous staff at Icon Projects to discuss your next corporate, retail, hospitality and educational building construction project by contacting our office at:

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PROVIDES A COMPREHENSIVE AND  
INTEGRATED RANGE OF CONSTRUCTION MANAGEMENT  
SERVICES COVERING EVERY ASPECT OF DELIVERY FOR  
BUILDING AND CONSTRUCTION PROJECTS



**icon**  
Icon Projects Ltd

# icon

Icon Projects is the marquee provider of construction services to the hotel and casino industry in Macau. We are passionate about our work, exuding professionalism and attention to detail in creating modern and innovative FOH spaces that power our cities' economy. Our reputation for diligence, creativity and quality work has established Icon Projects as the preferred choice for Macau's casino, hotel and resort properties.

Icon Projects has managed successful construction projects at almost all of Macau's major casino properties. Our western philosophy and modern approach to construction management has created a new standard for large hotel/casino interiors project construction.

We are proud to be the construction manager, general contractor and service provider of choice to Macau's vibrant casino industry and the businesses that support it.

# ABOUT US

Icon Projects' diverse, high-end commercial construction services include modern FOH interior environments and a fully integrated range of building and construction solutions. Our clients are the premier casino and hotel development owners of Macau. Time after time, property owners turn to Icon Projects for our superior construction services, design expertise and reputation for getting the job done right. The Icon Projects team is already pre-qualified by most major casinos and hotels in Macau.

During all phases of our work in Macau, Icon Projects has taken a refreshing and honest approach to project communication and progress reporting. The proof is in our portfolio and the inspiring work our expert team of construction industry professionals has delivered in Macau.

We can handle whatever needs done, no limitations.

## 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. Icon Projects core values include:

- CLIENT-FOCUSED PROFESSIONALISM
- HONESTY AND INTEGRITY
- PERSONAL RESPONSIBILITY
- CONSTANT LEARNING
- KNOWLEDGE SHARING
- PROJECT FLEXIBILITY
- CONTINUOUS IMPROVEMENT
- GLOBAL ADAPTABILITY
- ATTENTIVENESS TO QUALITY



## 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.

Successful and long term client relationships at the Macau's top casino resorts and hotels drive our creativity and innovation. Our process is constantly being fine-tuned, improved and scaled so that every project is even better planned and executed than the last one. Good enough is not acceptable, our clients deserve the best and our vision is to create an organization that is the model for large contractors worldwide to emulate.

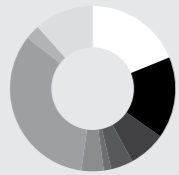
Icon Projects specializes in high-end casino, hotel, F&B, retail, and special use environments, and year after year we take on ever larger projects.

## 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 customers. In pursuit of our mission, Icon Projects staff always maintains the high standards of professionalism, design innovation and accountability. Our success is eternally bound to the success of our customers.

### Projects completed\*

# 69



total of projects completed

## 13

● casino

## 11

● hotel

## 5

● specialty

## 3

● theming

## 1

● auto

## 3

● maintenance

## 23

● retail

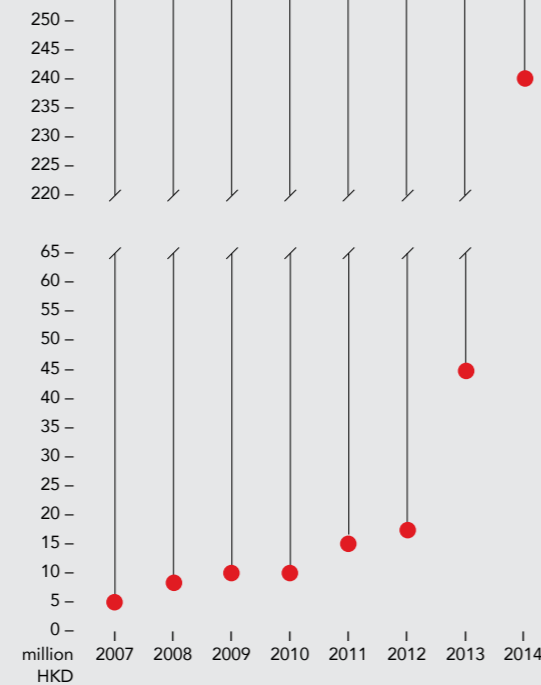
## 2

● residential

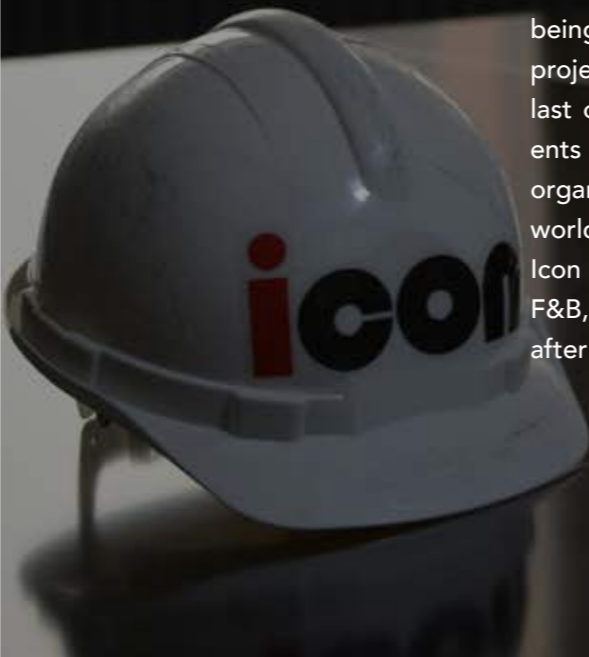
## 8

● f&b

### Average Contract Value\*



\* Charts data as of Q1 2014





## OUR CULTURE

Icon Project's company culture promotes a well-established structure within our company that motivates staff to fully embrace core values, helping us achieve our vision and reach our mission. At Icon Projects, we encourage each and every staff member to meet their full professional and personal potentials with skills training and workforce development. Icon Projects' pragmatic culture has positioned us as a leading high-end construction company.

Our goal as a company is to be efficient, modern, sophisticated and skilled in construction management, accounting, and documentation control through technology. Icon Projects has launched a cloud-based PM software management system to streamline and control projects from job costs and documentation to time entry and services, equaling superior service and premium products as a benefit to clients.

## OUR PROFESSIONALISM

Icon Projects embodies the true definition of professionalism which requires good judgment and polite behavior expected from a team trained to do a job well. Our staff is highly skilled at all facets of the fitting out and construction process, providing deep expertise in working specifically on casino and hotel development projects. This requires attention to detail regarding related/attached spaces, clear-mindedness toward project goals, and a keen ability to overcome project obstacles.

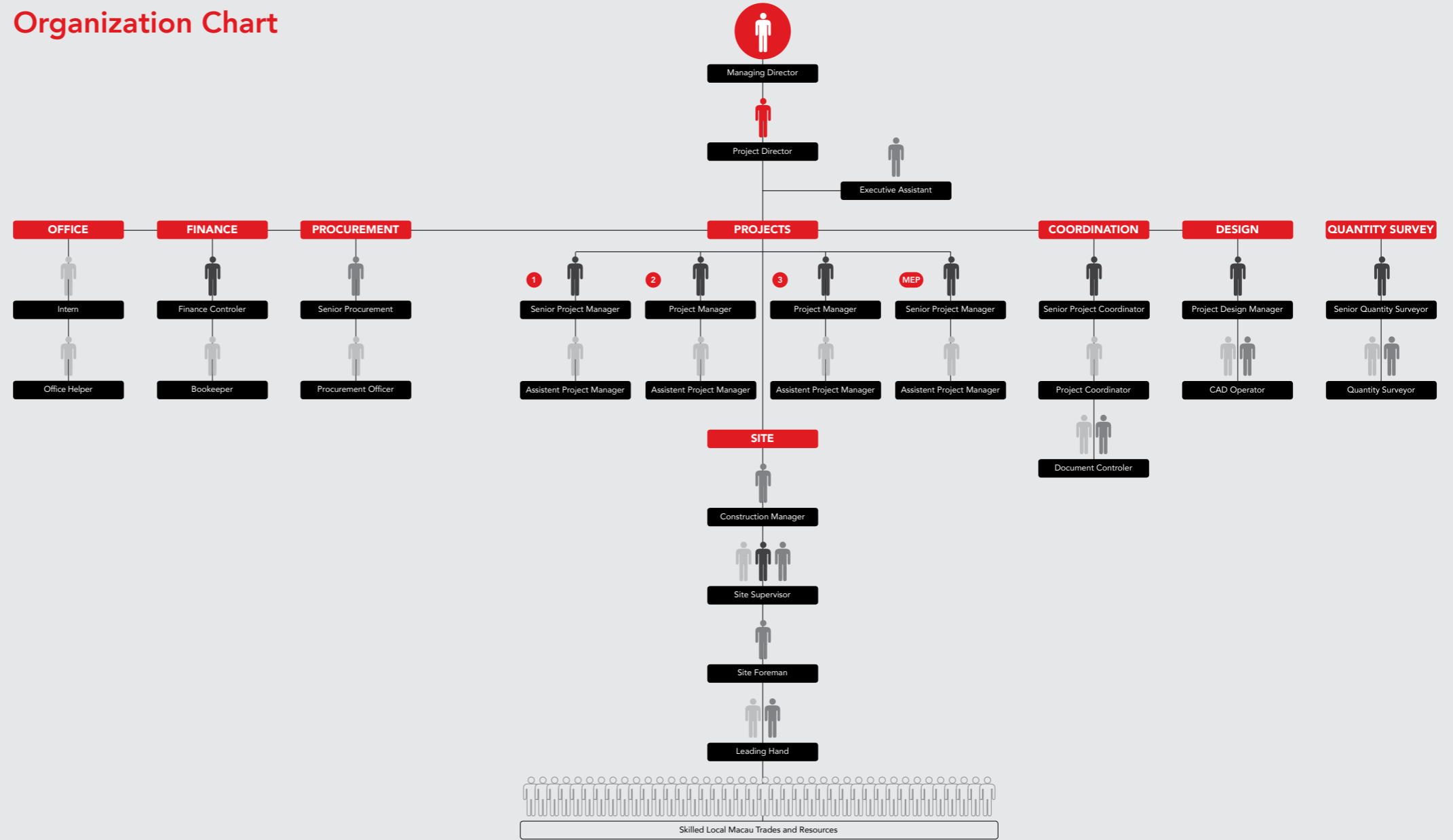




## EXECUTIVE TEAM

At Icon Projects, our industry-recognized management staff provides the leadership to keep projects in line and on schedule. Our experience in the field as building contractors helps guide our promise to stay within established budget parameters and follow all safety guidelines required on the jobsite. We stand out in the construction industry as one of the few contracting companies in Macau led by Western senior management team.

## Organization Chart



## OUR STAFF

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.



# CAPABILITIES

Icon Projects reflects an ultra-modern approach to completing extraordinary work through a contemporary, cutting-edge application of technology that features modern project document management, real-time project status, and a high-ranking web presence. Icon Projects is a highly cooperative firm based on positive values that serves clients by being at their command with a team of specialized and experience contractors unavailable elsewhere.



## CONSTRUCTION MANAGEMENT

As construction management experts, the Icon Projects teams oversees the planning, coordination and control of projects from planning and scheduling to design and build-out. We are born leaders and excel as construction managers who meet the needs of project owners and give them the confidence that comes from having trusted experts by their side representing them.

We enjoy establishing close working relationship and align their goals with ours. Our CM services are specific to each individual client to help represent their specific hotel or casino location. We provide project management planning; cost, time, quality and safety management; decision making; contract administration, and professional practice.

As full-service general construction contractors, Icon Projects provides personalized customer service, skilled staff, an understanding of client needs, and strong support from the local markets' best subcontractors, tradesman and skilled labor on every project. Our highly-trained team work closely with your architects and are responsible for day-to-day management of vendors and tradesmen on each jobsite, as well as thorough reporting on the project progression throughout the course of a build-out.

We handle all aspects of a construction project by applying for building permits, securing the property, providing temporary utilities on site, managing personnel onsite, providing site surveying and engineering, disposing or recycling of construction waste, monitoring schedules and cash flows, and maintaining accurate records. Our clients can rest assured Icon Projects will take the project from the engineering and design phase to ready-to-show completion with ease and engagement.



## DESIGN/CAD/ DRAFTING SERVICES

Icon Projects architecture and design work pushes the boundaries of service and artistic excellence, a goal we continue to pursue as we continue our work in Macau and extend our business to new clients and new markets. Our design staff provides an honorable level of service and sophistication to each client, working with them one-on-one to guarantee precision, practicality and poise in the detailed projects we complete.

As a leading construction management and contracting firm, Icon Projects has established itself as a forward-thinking and progressive company with a strong emphasis on the values of integrity, commitment, responsibility and service. This provides Icon Projects with a rock-solid foundation for continued development in refining and perfecting our design and build services.



## QUANTITY SURVEYING

Icon Projects offer a range of building and construction services that elevate our clients with the highest levels of control, quality and value in every aspect of project delivery. Services such as design and development, quantity surveying, programming and scheduling, value engineering, and of course complete contracting and construction management of every trade type are just a few of the core services Icon Projects offers in-house.

## PROJECT DELIVERY SYSTEMS

Icon Projects provide cutting-edge project delivery systems, along with traditional methods, such as:

- :: Hard Bid – Prequalified Tender/Select Tender
- :: Negotiated Tender
- :: Time and Materials Agreements/Open Book
- :: Design-Bid-Build
- :: Design-Build (DB) or Design-Construct
- :: Integrated Project Delivery (IPD)



## VALUE ENGINEERING

We believe that experienced and qualified team of experts can take any project and create optimal value by following a detailed process to realistically assess and control costs.

At Icon Projects, we take a systematic approach to evaluating the materials, procedures and paperwork of a project to come up with a revised plan that saves time, eliminates waste and streamlines construction. The ultimate goal is to save costs without compromising quality or safety. The ultimate goal is to maximize the ROI of project for the project owner.



## PROJECT MONITORING, PLANNING AND PROGRAMMING

Icon Projects' experienced project managers serve as client representatives, reviewing both time and cost performance during the project to empower and enable them with informed decision-making tools. Managing contractual liabilities and commercial exposure, Icon Projects' planning unit provides a wide range of services based on planning tools and software that facilitate the overall control process.

## SERVICE MAINTENANCE

The right maintenance management resources help Icon Projects provide world-class service to our clients. We employ more than 50 construction industry professionals, exhibiting our commitment to offering consistent investment in people, systems, and best practice procedures. We have the staff, resources and experience to properly manage facility maintenance programs of any size and complexity.



**1**  
**CITY OF DREAMS**

- :: PIT 22
- :: THE TASTING ROOM
- :: KIDS' CITY
- :: BUBBLE RETAIL SHOP
- :: HOUSE OF DANCING WATER PRE-SHOW
- :: CASINO FLOOR JEWELRY SHOPS
- :: CROWN HOTEL SUITES
- :: HARD ROCK HOTEL SUITES
- :: CROWN HOTEL TOWER ENHANCEMENT
- :: HYATT HOTEL TOWER ENHANCEMENT
- :: ALTIRA HOTEL ROOM REMODEL (MOCK UP)
- :: ALTIRA RICH CLUB GAMING LOUNGE
- :: COD DOOR & HARDWARE MAINTENANCE PROGRAM

**2**  
**MGM**

- :: MGM VIPS
- :: MGM PLATINUM
- :: MGM NORTH EAST NORTH WEST ENTRANCES
- :: MGM VILLAS CONVERSION (L34)
- :: MGM CAGE EXPANSION (L34)

**3**  
**THE VENETIAN**

- :: TOMMY BAHAMA
- :: SEGAFREDO CAFE
- :: DFA (TOBACCO)
- :: DG LIFESTYLE
- :: FOUR SEASON SPA ENHANCEMENT
- :: QUBE
- :: DFA (BEAUTY)
- :: TSL
- :: ARMANI COLLEZIONI
- :: BOSS (HUGO BOSS)
- :: JEAN SCOTT (FASHION)
- :: JEAN SCOTT (SPORTS)
- :: OPTICA (PRIVE)
- :: OPTICA (FASHION)
- :: OPTICA (BOUTIQUE)
- :: TARA MOOR
- :: FOSSIL EXPRESSIONS
- :: EMPORIO DI GONDOLA
- :: DFS SUNGLASSES
- :: TSE

**4**  
**WYNN**

- :: WEST JUNKET
- :: DECORATION & MAINTENANCE PROGRAM
- :: HOTEL ROOM REMODEL (MOCK UP)
- :: CASINO ENTRY
- :: SUNDRY STORE
- :: RETAIL 29
- :: RETAIL 30 (A & B)

**5**  
**SANDS COTAI CENTRAL**

- :: APEX GAMING
- :: ETG STAPIUM
- :: PLANET J

**6**  
**GALAXY**

- :: CHINA ROUGE
- :: UA DC18 CINEMA
- :: AWNINGS
- :: GALAXY DOOR & HARDWARE MAINTENANCE PROGRAM

**7**  
**OTHERS**

- :: PORSCHE SHOWROOM
- :: IL CAFÉ
- :: IL CAFÉ - GELATO
- :: NOVA CITY TAIPA RESIDENCE
- :: TAIPA RESIDENCE

**8**  
**MODIFICATION**

- :: WYNN CAGE REFURB
- :: WYNN RED CARD COUNTER
- :: COD CASINO ENTRIES
- :: HARD ROCK LOBBY
- :: CROWN LOBBY LOUNGE
- :: CROWN VIP LOUNGE
- :: CROWN VIP LOBBY L2
- :: FAT BURGER
- :: BUTANI
- :: TREASURE PALACE
- :: ROKA
- :: ALTIRA STAFF ENTRANCE

# OUR WORKS



# 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.

Top: Wynn West Juncket  
Middle: Casino entries at COD  
Bottom: MGM VIPs

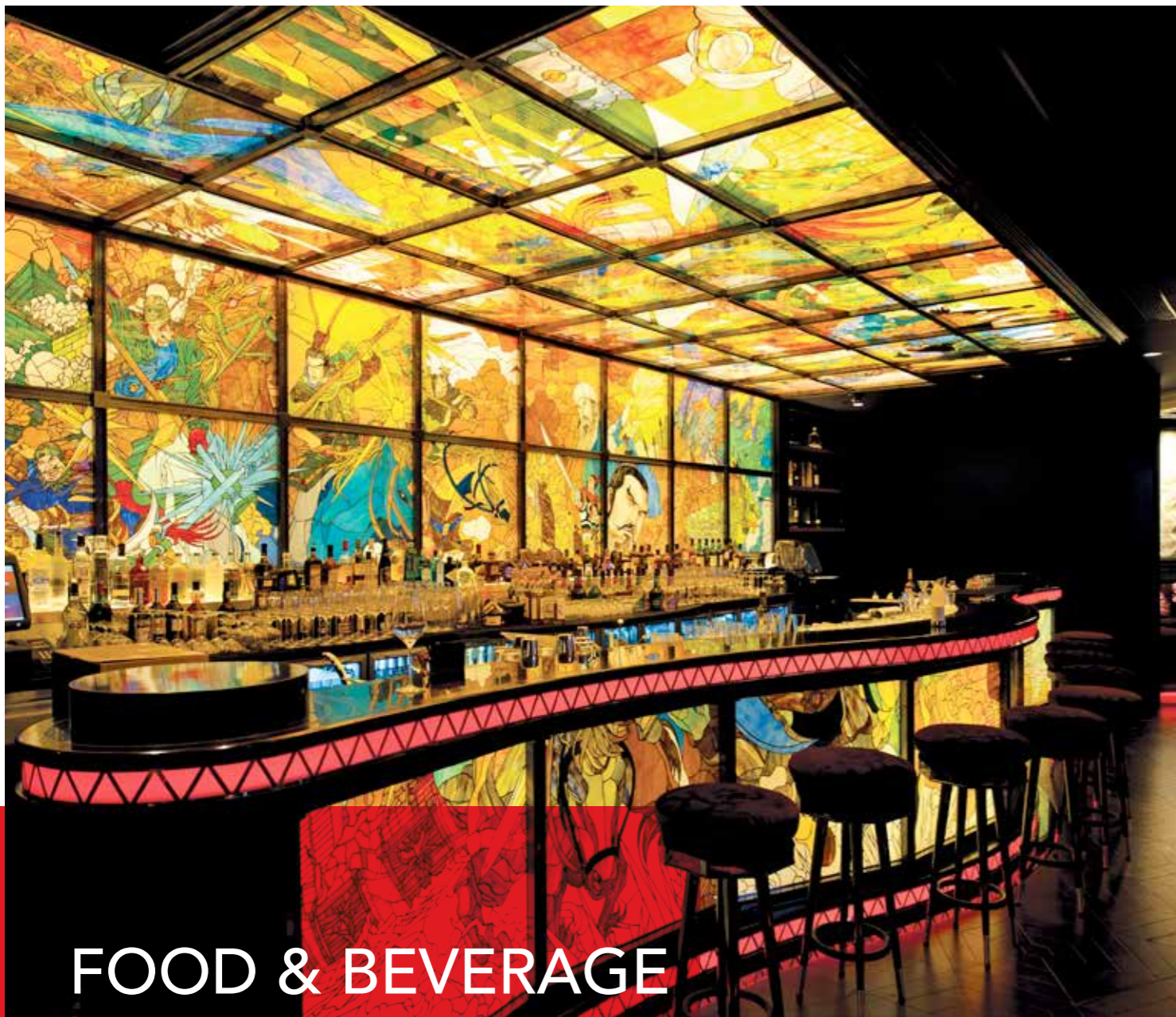


# HOTEL

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.

Top: Crown Hotel suites at COD  
Middle and bottom: Hard Rock Hotel suites at COD





## 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 fast-paced business environment.



Top: China Rouge at Galaxy  
Middle: Segafredo at Venetian  
Bottom: The Tasting Room at Wynn



## RETAIL

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.



Top: Giorgio Armani at Wynn  
Middle: DFA at Venetian  
Bottom: Rolex shop at Wynn



## 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, cost-effective 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.

Top and middle: House of Dancing Water Theatre at COD  
Bottom: UA DC18 Cinema at Galaxy



## THEMING

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.

Top and middle: Kids' City at COD  
Bottom: Qube at Venetian





# AUTO

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.



All photos: Porsche showroom 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.



All photos: Pearl on the Lough apartment in Taipa

## DETAILS MATTER

Icon Projects is intrinsically in tune with the experience of each hotel and casino guest who visit properties that we've . At Icon Projects, we don't just focus on the "big picture", but we also have an innate attention to detail that focuses on the smallest of construction quality and finish. Details matter and we believe a project should look as good from a distance as it does when you get on your knees and examine the quality of work on tile grout or the cut of a door molding.

We employ the best, most skilled local contractors. Our contractors are selected because they offer superior work at their trades and can maintain the high standards set by Icon Projects. In return, they are compensated fairly and promptly, helping ensure extreme reliability and desire to continue work on our prestigious projects.

Our subcontractors know that to continue working on our projects, and to receive the most rewarding contracts, we expect and inspect every detail of their work. We pay close attention to characteristics on jobsites many contractors may not notice or even understand. Icon Projects is notably particular about the small details to guarantee the work is done right the first time, every time. We believe that contractors do their best work when they know it will be carefully and fairly inspected – every time. We are not nit pickers but we insist on the best work. Our clients deserve it.

