

# Merabi Organization Group, LLC

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## MOG TOWER DTLA



361 South Hill Street, Los Angeles, California  
361 South Hill Street, Los Angeles, California

RETAIL | OFFICE | MEDICAL |  
FITNESS CENTER & SPA |  
HOTEL | & RESIDENCES |



# Merabi Organization Group, LLC

## THE MOG TOWER

RETAIL | OFFICE | MEDICAL | FITNESS CENTER & SPA | HOTEL | RESIDENCES

LOS ANGELES- USA

### MOG TOWER DTLA



Global architecture firm Ashai Design and Los Angeles, California–based Merabi Organization Group have released a rendering of a new 80-story tall mixed-use residential tower proposed for the bustling entertainment district in Downtown Los Angeles .

The project would bring 300 condominium units of mixed one, two, and three bedrooms, and a 411-room hotel to 361 S. Hill Street, Los Angeles. “The MOG Tower” proposal for the 361 South Hill street site will be an 80-story glass high rise. Over 1.25 Million square feet. LA’s skyline could be in for big changes, thanks to Mr. Tony Ashai one of the world’s top architects who has agreed to this project proposal by MOG for 361 South Hill. Tony Ashai the legendary Kashmiri architect whose firm has agreed to design this project February 2017.

The composition of the MOG Center will be:

The first three story will be high-end restaurant, retail, the 4<sup>th</sup>, 5<sup>th</sup>, 6<sup>th</sup> floor will be a flexible event hall of 150,000 Square feet, 4000 Seat Hal, theater, event hall that will amplifies the MOG’s commitment to green technology, science and innovation.

The 7<sup>th</sup> floor will all medical offices, 8<sup>th</sup>, 9<sup>th</sup>, floor will be luxury offices, 10<sup>th</sup> floor it will be a business center, 11<sup>th</sup> floor will be state of art spa, gym, and fitness center that will host health, Yoga, and cosmetic center.

The 12<sup>th</sup> to 50<sup>th</sup> floor hotel, 51<sup>st</sup> to 79<sup>th</sup> hotel condominium residential, 80<sup>th</sup> and roof top restaurant and night life.

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Capturing the essence of Los Angeles from its distinct DTLA, location central in to everything LA has to offer, this 80-story Residences and Hotel includes 300 luxury apartments condominium units and a 411-room hotel, will be operated by Kimpton (in negotiations) Hotels.

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MOG Center includes live-performance auditorium hall for 4000/5000 people and shops, restaurants, and entertainment complex, exemplifies the concept of a city within a building, rather than a building within a city \* MOG\*.

The mixed-use project encompasses a Hotel & serviced apartment, condominiums, retail, restaurant, fitness center, television studios, cultural performance venues, office space, and subterranean structured parking.

This 80-story tower that rise over Hill street contain the residential and hospitality Component of the large-scale complex.

The MOG tower includes a mix of 1-, 2-, and 3-bedroom luxury condominium units with unobstructed views of down town. The serviced apartment units located above the Hotel benefit from additional amenities including concierge service, housekeeping, and room service.

The building's form and imagery is derived from the very essence of the urban context from which it emanates, the DTLA. The MOG expresses a modern architecture with sensitivity to the environment, green energy, and the city with its needs context.

## MOG TOWER DTLA



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Project acquisition & Cost	Cost	Cost SQFT
FMV	\$ 46,000,000.00	
APP-V	\$ 46,000,000.00	
ASS-V	\$ 46,000,000.00	
Land Cost	\$ 45,700,000.00	\$ 35.44
Soft Cost	\$ 9,000,000.00	\$ 6.98
Hard Cost	\$ 260,000,000.00	\$ 201.61

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MOG TOWER DTLA



<b>Leasing Cost</b>				
<b>Taxes &amp; Insurance</b>				
<b>Loan Fees</b>				
<b>Operating Deficit/Reserve</b>				
<b>Closing cost</b>				
<b>Total Cost</b>	-	-	<b>\$ 314,700,000.00</b>	<b>\$ 244.02</b>

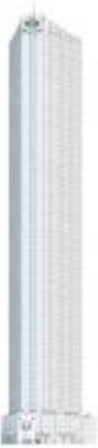
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## II. PROJECT DESCRIPTION

### MOG TOWER DTLA



The purpose of this Section is to identify the primary objectives and project characteristics of the Proposed MOG Luxury 80 Story Center Project (the “Project”). As discussed on the following pages, the Project would involve construction and operation of new development on the site currently vacant land. The Project is proposed to be developed on an approximately 2.26-acre site (the “Project Site”) that is

located in DTLA where East meet West (downtown) area of the City of Los Angeles, approximately 0.04 miles east of the US/Interstate 110 (Harbor Freeway), .35 miles south of the US 101 (Hollywood Freeway), 1.05 miles north of the Interstate 10 (Santa Monica Freeway), and 2.6 miles west of the Interstate 5 (Golden State Freeway).

#### 1. PROJECT LOCATION

#### 2. EXISTING CONDITIONS

- a. Regional Setting
- b. Existing Land Use
- c. Surrounding Land Uses and Neighborhoods

#### 3. PROJECT CHARACTERISTICS

- a. Proposed Development
- b. Conceptual Plan
- c. Land Use Equivalency Program
- d. Design Flexibility Program
- e. Access and Parking
- f. Transit Access

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May 2017  
*MOG Luxury 80 Story Center*

*Draft Report*

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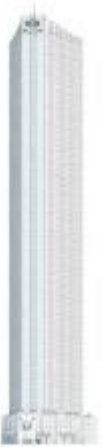
**g. Loading Dock, (Offices, and Hotel)**

**h. Communication Facilities**

**i. Public Space, Pedestrian Features, and Open Space**

**j. Environmental Design Features**

## MOG TOWER DTLA



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## MOG TOWER DTLA



**l. Signs and Identity Elements**

**m. Construction Timeline**

**4. PROJECT ALTERNATIVES**

**a. Alternative 1 – No Project Alternative**

**b. Alternative 2 – Reduced Density Alternative**

**c. Alternative 3 – Phased Construction Alternative**

**d. Alternative 4 – Office-Only Alternative**

**e. Alternative 5 – Residential-Only Alternative**

**f. Alternative 6 – Reduced Height Alternative**

**g. Alternative 7 – Zoning Compliant Alternative**

**h. Alternative 8 – Reduced Signage Alternative**

**i. Alternative 9 – Zoning Compliant Signage Alternative**

**5. PROJECT OBJECTIVES**

**6. DISCRETIONARY ACTIONS**

**\*1. PROJECT LOCATION\***

The Project is proposed to be developed by MOG LA on an approximately 2.26-acre site that is in the Central Part of the City of Los Angeles (Downtown) area. It is the South Hill generally bound the Project Site.

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## MOG TOWER DTLA

The Project region and vicinity area are shown in Figure II-1 (Regional and Project Vicinity Location Map), and an aerial photograph of the Project Site is shown in Figure II-2 (Aerial Photograph). The Project Site is located within the Central City Community Plan Area and the Central Business District Redevelopment Project Area of the Community Redevelopment Agency of the City of Los Angeles (CRA/LA). The Project Site is also located in the Financial Core district of downtown Los Angeles, which is bordered by Bunker Hill. (see Figure II-3, Downtown Context Map).

### THE MOG CENTER PROJECT BASIC INFORMATION.

- The Project Site consists of one parcels (APN 5149-010-939)
- The Project Site Lot Number is (5).
- The Project Site encompasses the following address: 361 South Hill Street Los Angeles, CA 90013.
- The Project Site zoning is (LAC2)
- The Project Site is about 104,945 SQFT
- The Project Site class is Government Vacant Land (880V)
- The Project Site City-Los Angeles TD# 1 Bunker RP (5)



Table II-1  
MOG CENTER Development Summary:

Proposed Use	Units	Floor Area (square)
<b>Retail</b>		
Shop	99	
Restaurant, Other Amenities 30		
<b>Hotel</b>		
Hotel Rooms	411	-
<b>Condo</b>		
Residential Dwelling Units, and/or Condo -Hotel Units	300	
<b>Services</b>		
Event Hall, Ballrooms	1	
Business Center	1	
Office	72	
Medical Office	38	
Spa, Fitness Center	1	

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## 2. EXISTING CONDITIONS

## 3. PROJECT CHARACTERISTICS

## 4. PROJECT ALTERNATIVES

## 5. PROJECT OBJECTIVES

### MOG TOWER DTLA



The MOG building (Towers) investment projects represent a component of the country's economy power & a sign of advantage to the city (LA) state (CA) and ultimately the country (USA). So many major cities have sought to achieve their progress through encouraging preparation of comprehensive plans to establish a high rise like MOG's, in which the investment projects will prove its economic power & prestige for the city. Where financing such projects is an important element for its success. Large and varying investments are directed after the preparation of serious feasibility studies to endure that such projects achieve the target gain at the state and economic level of the investors. Such studies are made through accurately studying the planning, architectural financial and marketing aspects that MOG's team of researchers have done.



361 S Hill Street DTLA  
Project Summary

Property Overview		Story	Avg.	Sq Ft	Sq Ft Income	YR Income	Sale	Zoning
Project Name:	MOG Tower							Zoning Code:
Address:	361 S Hill St.							FAR: 13.1
Submarket:	DTLA							Gross SF (Ex. Parking):
Structure Type:	NA	80		25000	2000000.00			Efficiency:
Site Size (Ac. / SF):		98445.60	80	16,120.47	1,289,637.36			Lot Area/Unit:
Units:	2,26			- Avg. SF				
	2,953							
Parking	2,000	180.00			360000.00 \$	250.00 \$	500,000.00	
Retail		1000.00			99000.00 \$	\$	792,000.00	
Restaurant	99	2500.00			8.00 \$	\$	750,000.00	
Event Hall		150000.00			75000.00 \$	\$	1,500,000.00	
Office	30	1000.00			10.00 \$	\$	550,000.00	
Gym Spa		25000.00			150000.00 \$	\$	125,000.00	
	1				10.00			
					110000.00 \$			
	110				5.00			
					25000.00 \$			
<b>Total</b>		500.00			205500.00 \$	140.00 \$		*11@5500...00 240 days a year
Condo	411	800.00			240000.00 \$	750.00	28,770,000.00	
Roof-Top		25000.00			25000 \$		180,000,000.00	
	300				20.00			
						\$	500,000.00	
<b>TOTAL</b>	1	2,953			1,289,500.00	16.00 \$	33,487,000.00...\$	
<b>G.TOTAL</b>							535,792,000.00 Value	
				137.36				Value
						\$		

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## MOG TOWER DTLA



MOG  
Development  
for Angeles  
Landing

Bunker Hill –  
Downtown  
Los Angeles

### PRESS RELEASE

MOG TOWER 361 N. HILL WILL OFFER 30 RESTAURANTS AND FOOD CONCEPTS INCLUDING A 3,500 SQUARE FOOT LATIN CULINARY EXPERIENCE AT LA'S NEWEST DINING DESTINATION 361 S HILL.

5/22/2017 Los Angeles, CA –

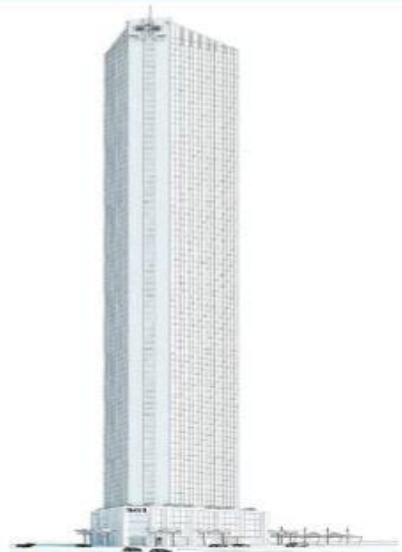
May 22, 2017 – Merabi Organization Group LA and Kambiz Merabi unveil today the MOG tower's plan for consideration to city officials. Kambiz Merabi announced the latest design for 361 N. Hill Street.

## MERABI ORGANIZATION GROUP

THE MERABI ORGANIZATION GROUP LA IS THE LEADER IN LUXURY RENTAL REAL ESTATE DEVELOPMENT, AND PROPERTY MANAGEMENT FOR LUXURY RESIDENTIAL, COMMERCIAL, RETAIL PROPERTIES.

MOG CONTINUES TO RAISE THE BAR ON THE LUXURY LIVING EXPERIENCE BY DELIVERING A SENSE OF STYLE AND UNSURPASSED AMENITIES, WITH A COUNTLESS CUSTOMER SERVICE, WITH THE FULL IMPLEMENTATION OF THE **BY KAMBIZ MERABI** BRAND STANDARDS, THAT ENSURES THE HIGHEST QUALITY PRODUCT WHILE MAINTAINING ULTIMATE UNIQUENESS AND OUTPERFORMING SERVICE TO MAKE TENANTS COMFORTABLE.

MOG'S AN ICONIC TRANSFORMATION OF GREATER LOS ANGELES DOWN TOWN SKYLINE AT 361 SOUTH HILL STREET.



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## MOG FLOOR PLANS

May 22, 2017

### MOG TOWER DTLA



- 1 <sup>st</sup> -2 <sup>nd</sup> Floors	Garage
- 1 <sup>st</sup> , 2 <sup>nd</sup> , 3 <sup>rd</sup> Floors	Restaurant & Retail
- 4 <sup>th</sup> , 5 <sup>th</sup> , 6 <sup>th</sup> Floors	Flexible Event Hall
- 7 <sup>th</sup> Floor	Medical Offices
- 8 <sup>th</sup> , 9 <sup>th</sup> Floors	Luxury Offices
- 10 <sup>th</sup> Floor	Business Center
- 11 <sup>th</sup> Floor	Spa, Gym & Fitness
- 12 <sup>th</sup> Floor	Hotel's Lobby
- 13 <sup>th</sup> -50 <sup>th</sup> Floors	Hotel
- 51 <sup>st</sup> - 79 <sup>th</sup> Floors	Residential Condominium Hotel
- 80 <sup>th</sup> Floor	Roof Top Bar-Restaurant

## MOG UNDERGROUND PARKING GARAGE

Underground luxury parking Garage just got a new meaning at the MOG proposal tower! We aim to provide the tenants cars the same high quality of service that we provide our tenants and residents. The tenants | residents are greeted at the entrance of the building where they are met by high quality valet service where their automobile is driven to one of the designated parking spots. The MOG tower has a full Luxury detailing and full-service company that ensures that the tenant's automobiles are always looking their best and that their liquids and tires are always at the best possible level.



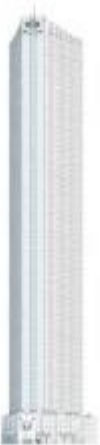
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## MOG UNDERGROUND PARKING GARAGE



### MOG TOWER DTLA



## MOG TOWER WITH OVER 99 SHOPS

### NEED RETAIL THERAPY?

### HEAD TO THE MOG TOWER, AND FILL YOUR BAGS TO THE BRIM AT THE MOG SHOPS:

Looking for high-end brands?

Head over to the MOG three story shops and restaurants, it will be newest area shopping center for luxury labels, the shopping at MOG will be referred to the 'Rodeo Drive of the DTLA, Madison Ave. of the west coast so you are sure to a number of high-end goods at the building.

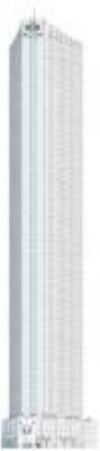
We believe after the building is erected the Stores will be a great destination to go to daily especially on a weekend. Shops will be luxury designers selling a wide variety of goods. While it may give a neighborhood vibe, tourists from around the world come to this building, and DTLA.

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## MOG SHOPS

### MOG TOWER DTLA



## MOG RESTAURANTS

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### ONE OF DTLA'S FINEST RESTAURANT AND BARS

As Los Angeles transforms itself as one of the most coveted locations for eateries, renowned world Chef's participate in the kitchen of MOG's kitchens. As a compliment to food every week a new chef comes to the MOG kitchen for one night to prepare some of his most famous plates for the extremely exclusive guest list including A list celebrities, athletes, and entertainers and their guests, as the owner like to call it concerto of cuisine.  
Fine dining at third floor

When this building is up and running everyone is welcome to visit, make sure you bring your appetite. You are sure to find a feast that fits your mood – from prime steak to fresh local seafood, from authentic American to foreign flavors, from big breakfasts to divine desserts.

Many restaurants specialize in creating innovative and delectable dishes. Dine with sophistication in at a French-inspired bistro or the southern Italian restaurant.

The possibilities are endless for a fancy night out, each dining experience with its own charm and unique atmosphere. The building, has an elegant third floor dedicated to restaurants with ambience offering a private wine cellar with an impressive

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## MOG RESTAURANTS

### MOG TOWER DTLA



## MOG EVENT HALL

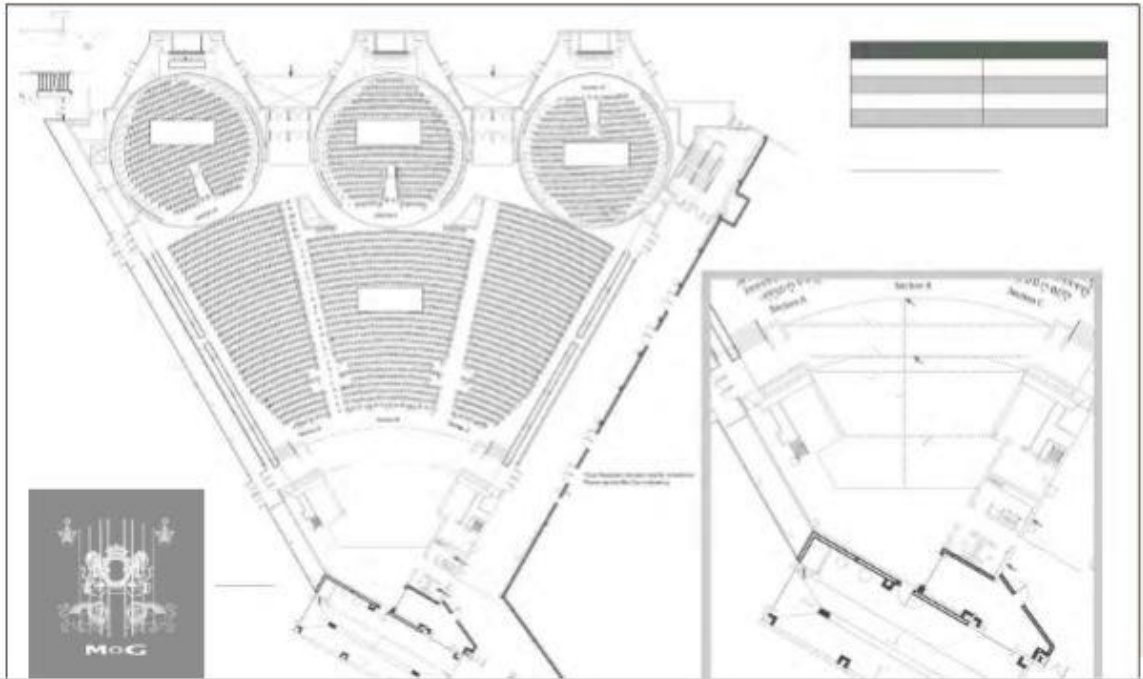


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## MOG EVENT HALL 4/5000 SEAT

### MOG TOWER DTLA



## THE EVENT HALL INFORMATION

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### THE MOG HALL

#### LIGHTING

- “ LED lights
- “ Zoned on/off controls permit tailored lighting patterns
- “ Four spotlight platforms are available on the mid-level catwalk

#### ELEVATED SEATING

- “ Portable, telescopic risers feature elevated seating for up to 2,000

#### FREIGHT ACCESS

- “ 15'-wide covered loading bays (36), plus eight drive-in doors
- “ Truck marshalling area directly behind the Convention Center features 88,000 sq. ft. of fenced and lighted space.

#### UTILITIES

- “ Flush mounted floor boxes on 30' centers provide electrical, cable TV and telephone connections, microphone access to PA system
- “ Cold water and drains are available in each hall
- “ Electrical service features 120/208-volt, 100-amp, single and three phases current, with additional currents available
- “ Natural gas is available at select points
- “ Catwalks feature convenient access to compressed air, plus 480-volt, 100-amp three phase currents

#### FEATURES

- “ Audio panels provide microphone and A/V input access, volume control, local record outputs and background music
- “ Fully baffled walls ensure minimal sound penetrations
- “ 87 column-free rooms handle up to 100 lbs. per sq. ft.

#### LIGHTING

- “ Dimmable incandescent and fluorescent lighting up to 40 foot-candles with eight preset lighting configurations

# Merabi Organization Group, LLC

## MOG BALLROOM

### MOG TOWER DTLA



#### LUXURIOUS BANQUET HALLS - EVENT HALL

THIS BANQUET HALL WILL BE ELEGANT AND GLAMOROUS IT WILL BE DTLA'S CHOICE FOR MEMORABLE WEDDING RECEPTIONS, SOCIAL GATHERINGS, AND CORPORATE EVENTS IN DOWN TOWN LOS ANGELES. WITH MANY UNIQUE SETTINGS CAPABLE OF ACCOMMODATING PARTIES AND OFFERS UNSURPASSED LUXURY, EXCEPTIONAL AMENITIES, AND OUTSTANDING SERVICE FOR EVERY EVENT RANGING FROM 500-4000 PERSON GALAS TO INTIMATE FAMILY GATHERINGS.



## MOG TOWER MEDICAL SUITES

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### MOG MEDICAL SUITES

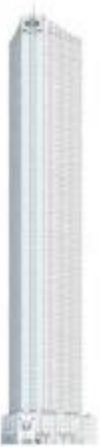


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## MOG MEDICAL FLOOR

### MOG TOWER DTLA

### THE MEDICAL FLOOR



MOG TOWER WILL NOT ONLY SERVE THE NEEDS OF DTLA AFFLUENT RESIDENTS, BUT ALSO THE EXCLUSIVE FLOOR JUST FOR MEDICAL USE. THIS FLOOR WILL BE EQUIPPED WITH EMERGENCY STAND BY POWER FOR ESSENTIAL SYSTEMS AND MEDICAL EQUIPMENT. ALL THE SUITE IN THIS FLOOR ARE EQUIPPED WITH SANITARY INSTALLATIONS, MED GAS, CYLINDERS STORAGE, AND THE FLOOR IS EQUIPPED WITH MAIN ELECTRICAL TO REDUCE AMBIENT NOISE.

HIGH IMAGE MEDICAL OFFICES, AND CENTER ARE LOCATED IN THIS FLOOR. IT WILL INCLUDE STATE OF THE ART LAB, RADIOLOGY, PHARMACY, DENTAL OFFICE, PLASTIC AND COSMETIC CENTER, AND A SURGERY CENTER WITH VALET PARKING.

## MOG MEDICAL FLOOR



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## MOG MEDICAL FLOOR

### MOG TOWER DTLA



## MOG TOWER BUSINESS CENTER

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**MOG GLOBAL  
BUSINESS  
CENTERS**

# Merabi Organization Group, LLC

## MOG SPA AND WELLNESS CENTER

### MOG TOWER DTLA



## GYM WELLNESS SPA CENTER

## MOG SPA FLOOR

### SPA

#### THE FITNESS GYM CENTER & SPA FLOOR

"IN OUR CHAOTIC WORLD, MOG FITNESS & HEALTH SPA IS NOT A LUXURY, IT IS A LIFE SAVER, FOR ONE'S MIND, BODY & SOUL." STATE OF THE ART FACILITY TO GET AND STAY FIT. ON THIS FLOOR AT MOG TOWER WHERE YOU FIND YOURSELF...

COMBINING LUXURIOUS EUROPEAN SPA PHILOSOPHIES WITH CALIFORNIA LIFESTYLE CONCEPTS OF FITNESS, HEALTH AND NUTRITION FOR A HEALTH AND WELLNESS RETREAT THAT YIELDS REAL RESULTS.

### GYM, WELLNESS SPA CENTER

SOMEWHERE BETWEEN WORK AND HOME IN THE MOG TOWER, THERE'S A PLACE WHERE YOU CAN CREATE HAPPINESS. WHERE YOU CAN RELAX, TAKE TIME FOR YOURSELF—AND DISCOVER A FITTER, STRONGER, HEALTHIER, AND HAPPY YOU. THAT PLACE IS THE GYM AND SPA CENTER ON THE 11TH FLOOR. THIS FLOOR IS LIKE A CLUB, DELIVERING AN UNRIVALED EXPERIENCE FROM TRAINING TO REGENERATION. WITH UNBEATABLE PERSONAL TRAINING AS WELL AS CHALLENGING GROUP FITNESS PROGRAMMING INCLUDING YOGA, CYCLING, SWIMMING, AND BAR. THE SPA WILL HAVE A SALON WITH SPECIALISTS TO OFFER MANICURE, PEDICURE, MASSAGE, FACIAL, HAIR CARE, LASER, SKIN REJUVENATION, AND REMEMBER, WHATEVER YOU NEED TO LIVE LIFE TO THE HAPPIEST, IT'S ALL AT THE GYM AND SPA CENTER HERE. THE SPA WITH A NAIL SALON, HAIR SALON THAT IF YOU CAN'T COME TO THEM THEY WILL COME TO YOU, YOU CAN ALSO FIND THEM ON THIS FLOOR, HAND PICK FACIALIST CENTER IN THIS CENTER THAT OFFERS REFRESHING REJUVENATING TREATMENT – A BRAND NEW YOU!

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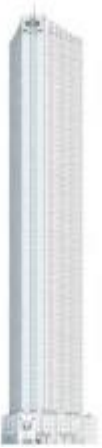
## MOG SPA FLOOR



## MOG TOWER LOBBY | CONCIERGE | 12<sup>TH</sup> FLOOR



### MOG TOWER DTLA



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## MOG TOWER HOTEL ROOMS

### MOG TOWER DTLA



## HOTEL

Seven Star Hotel- 12-50 Floor

## MOG HOTEL RESIDENCE 12-50<sup>th</sup> FLOOR

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### HOTEL

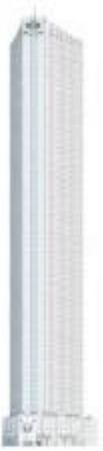
WE ARE PERSONALLY SET OUT TO ELEVATE THE WORLD'S EXPECTATIONS WITH OUR LUXURY 7-STAR HOTEL PARTNER. THIS WILL BE THE FIRST 7-STAR HOTEL IN THE US AND 4TH IN THE WORLD. THE HOTEL WILL BE MORE THAN JUST AN AMAZING HOTEL, IT WILL BE THE SYMBOL OF MODERN DTLA. THE HOTEL WILL BE ABOUT AMENITIES AND THE SERVICE THAT WILL MAKE THIS HOTEL SO EXTRAORDINARY. THE HOTEL WILL HAVE A PRIVATE RECEPTION ON EVERY FLOOR AND A HOST OF PERSONAL BUTLERS, WITH A WARM ENVOY OF THE HOTEL SUPREME HOSPITALITY. WE BELIEVE THAT A SUCCESSFUL OPERATION IS ROOTED IN PARTNERSHIPS BASED ON COLLABORATION, UNDERSTANDING, AND FLEXIBILITY. WE ARE PERSONALLY SET OUT TO ELEVATE THE WORLD'S EXPECTATIONS WITH OUR LUXURY 7-STAR HOTEL PARTNER.

THIS WILL BE THE FIRST 7-STAR HOTEL IN THE US AND 4TH IN THE WORLD. THE HOTEL WILL BE MORE THAN JUST AN AMAZING HOTEL, IT WILL BE THE SYMBOL OF MODERN DTLA. THE HOTEL WILL BE ABOUT AMENITIES AND THE SERVICE THAT WILL MAKE THIS HOTEL SO EXTRAORDINARY. THE HOTEL WILL HAVE A PRIVATE RECEPTION ON EVERY FLOOR AND A HOST OF PERSONAL BUTLERS, WITH A WARM ENVOY OF THE HOTEL SUPREME HOSPITALITY. WE BELIEVE THAT A SUCCESSFUL OPERATION IS ROOTED IN PARTNERSHIPS BASED ON COLLABORATION, UNDERSTANDING, AND FLEXIBILITY.

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## MOG HOTEL RESIDENCE

### MOG TOWER DTLA



## 1 ROOM | TWO ROOM | 3 ROOM CONDO HOTEL

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## CONDO'S

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## THE MOG CONDO RESIDENCE

### CONDO RESIDENCE

In the DTLA'S "SUPERTALL" wars, the spoils don't necessarily go to the tallest, or most daring, or showiest, but not only the tallest however the most attractive with the best service and amenities 361 s hill MOG tower.

The building will offer one-two-three-bedroom condominium with panoramic views that features custom detail from the entrance doors to the apartment to finest natural finishes, MOG will redefine the luxury living in DTLA. Expansive spaces featuring custom details, the finest natural and green finishes by Kambiz Merabi.

The dynamic views of downtown at the MOG will redefine luxury in DTLA. The MOG offers a life enhanced with exceptional personal service at the condominium residence

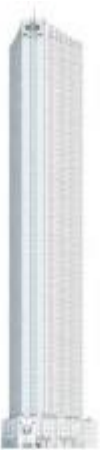
Walls of glass provide unobstructed panoramic view of the city from any and every apartment to own a condominium and the opportunity to experience the magnitude of Los Angeles from a truly breathtaking advantage point at MOG. MOG's aniconic transformation of greater Los Angeles down town skyline

Expansive spaces featuring custom details, the finest natural finishes, and the most dynamic views of central park. MOG will redefine luxury New York living.

Designed by globally renowned architects and designer's Tony Ashai and Kambiz Merabi. Catapult the Los Angeles skyline as the MOG tower graces the venter of downtown Los Angeles MOG tower redefines luxury living in Los Angeles city, elevation above it all.

Looking for partner for hotel flagship of the MOG tower marks the arrival of service with a pedigree previously unavailable in Los Angeles. The international traveler is truly among the most accustomed to the philosophy of gracious service that informs MOG ethos: luxury is custom tailored

### MOG TOWER DTLA

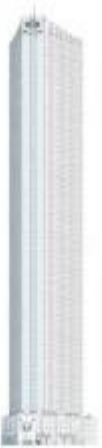


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## BEDROOM LAYOUT FLOOR PLAN

### MOG TOWER DTLA



THE MOG BUILDING ROOMS CAPTURE THE ELEGANCE OF LOS ANGELES WITH PICTURESQUE VIEWS AND A MODERN LUXURIOUS DESIGN.

ONE-BEDROOM SUITES ARE 660 SQ. FT. WITH ONE KING-SIZED BED, ONE QUEEN-SIZED SOFA BED AND A SPACIOUS LIVING ROOM WITH A BREAKFAST TABLE. THE BATHROOM OFFERS A THERAPEUTIC SHOWER WITH MULTIPLE HEADS AND SPA-QUALITY BATH AMENITIES. SOME BATHROOMS INCLUDE A LARGE SOAKING TUB AS WELL. A 55-INCH TV AND COMPLIMENTARY WIFI A\*RE INCLUDED.

### MOG TOWER HOTEL BUILDING – LEVEL 80<sup>th</sup> FLOOR ROOF-TOP & POOL DECK AMENITIES

BAR – RESTAURANT – LOUNGE 80<sup>th</sup> FLOOR

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# Merabi Organization Group, LLC

## MOG ROOF-TOP

### MOG TOWER DTLA

### LUXURIOUS ROOFTOP BAR AND LOUNGE

At the roof-top of DTLA's sexiest new hotel 80<sup>th</sup> floor — is pure opulence. Enter the roof-top on the 80th floor elevated, the latest addition from a well-known restaurant group — a veritable Manhattan like clad in white. True to the title, the place transports guests away from the mundane, makes a stop at relaxation and arrives somewhere in the realm of indulgence. Thoughtfully tended foliage, throne-like white lounge chairs, fire pits, bar-lounge, and well-known popular DJs, to play music that invites patrons to let their hair down, put their feet up and rejoice. The roof-top will two-fold restaurant and entertainment venue, music venue that attracts some of the hottest performers and musicians in the business.

## THE MOG ROOFTOP

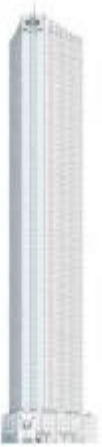


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# Merabi Organization Group, LLC

## MOG TOWER CONTACT INFO

### MOG TOWER DTLA



TO LEARN MORE ABOUT THIS PROJECT, AND OUR BRANDING OR OUR MANAGEMENT CAPABILITIES, PLEASE  
CONTACT KAMBIZ MERABI DIRECTLY

AT 818-817-0006

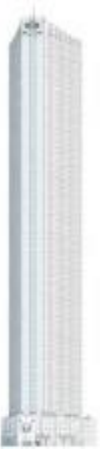
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MOG PROPOSITION  
361 S. HILL ST.  
LOS ANGELES

## Merabi Organization Group, LLC

### California foreign direct investment 2017

#### MOG TOWER DTLA



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Merabi Organization Group

MOG

# Merabi Organization Group, LLC

## Why California?

### MOG TOWER DTLA

As the 6th largest economy in the world and home to more than 50 Fortune 500 companies, California combines a business-friendly climate, highly skilled workforce, access to global markets, first-class infrastructure, predictable regulations, and overall economic strength to provide a place where businesses can flourish.

A globally-connected economic powerhouse, California remains wide open for business—and welcoming to international companies of all sizes and industries.



California is the 6th largest economy in the world based on GDP, ahead of Australia, Mexico, Spain, South Korea and many others.



**19 million**

California has the largest civilian workforce in America—19 million Californians.



California is the nation's leader in job creation moving at a pace twice as fast as Texas 1.5 percent job growth rate.

**#1** Job creator

California was second in both economic activity and innovation potential.



Based on number of jobs, California ranks No.1 in the nation for foreign and domestic investment.



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## Trade & Foreign Direct Investment

### MOG TOWER DTLA



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*More than 3,375 foreign corporations have ongoing operations in California.*

California is a top global destination for foreign direct investment (FDI), with more than 3,000 foreign corporations with ongoing operations in the state—making up one of the most diverse populations in the country.

The state is a top-ranked destination for foreign direct investment and has led the nation in exports for 14 consecutive years.

Since January 2011, more than half of FDI projects into California originated from Western Europe, where major economies like the United Kingdom, Germany and France drove investment. However, countries such as Canada and Japan are near the top for overall capital investments into California.

Based on number of jobs, California ranks No. 1 in the nation for foreign and domestic investment. Comparing U.S. states, California ranked No. 3 after California and New York for total new FDI projects during this timeframe. However, in certain industries, like energy and basic materials, California led the nation in attracting foreign projects.

*\*This report analyzes more than five years of FDI project announcements compiled between January 2011 and March 2016 by consulting firm FDI Intelligence and Bloomberg L.P. An FDI project is defined as any new or expanded business facility wholly or partially owned by a non-U.S. company.*



California' top export destinations include Mexico, Canada, China, Japan and South Korea.



California is second for jobs at U.S. subsidiaries of global companies, insourcing **476,400 jobs**.

## Merabi Organization Group, LLC

# California home to 66 World's Biggest Public companies.

### MOG TOWER DTLA



- Walt Disney
- Occidental Petroleum
- Public Storage
- Directv
- Amgen
- Broadcom
- Health Net
- East West Bankcorp
- HCP
- Edison International
- Oracle
- Google
- Visa
- Ebay
- PG&E
- Chevron
- Wells Fargo
- Gap
- Intuit
- Safeway
- Salesforce.com
- Netflix
- Intel
- SAIC
- Qualcomm
- VMware
- Altera
- Clorox
- Ross Stores
- Symantec

## CALIFORNIA



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## Global FDI into California

### World FDI into California: January 2011 – March 2016

The United States is the world's largest recipient of foreign direct investment (FDI), according to a recent report released by the U.S. Department of Commerce. California attracted the most investments of all the states—\$119 billion, or 28 percent of the total.

Year	Number of projects	Capex (in millions)	Jobs created	Companies
2016	28	\$735.10	2,998	28
2015	167	\$8,415.10	18,244	156
2014	131	\$4,764.10	18,863	126
2013	177	\$8,865.20	17,237	166
2012	131	\$11,773.70	14,771	120
2011	127	\$5,682.30	11,952	116
<b>Total</b>	<b>761</b>	<b>\$40,235.50</b>	<b>84,065</b>	<b>655</b>

*\*Total Greenfield FDI Projects into California*

### Leading Countries for Foreign Direct Investment Projects in California

Country	Number of projects	Capex (in millions)	Jobs created	Companies
UK	165	2,296.50	6,136	146
Germany	80	3,035.90	7,521	63
Canada	77	2,731.50	9,219	72
France	54	4,464.40	5,664	45
Japan	49	3,098.80	12,354	44
Switzerland	29	868.40	3,577	25
Spain	27	835.30	3,462	23
Netherlands	25	1,497.40	1,567	17
Sweden	21	542.10	2,614	16
Australia	20	606.50	1,355	16
Norway	20	854.20	946	18
India	19	363.70	6,317	16

“  
California  
FDI projects  
originate from  
Western Europe  
”

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# CALIFORNIA FDI Into the world

### MOG TOWER DTLA



[Millions of dollars]

	Preliminary	Revised
First-year expenditures		
Total	241,261	250,581
U.S. businesses acquired	224,688	235,799
U.S. businesses established	13,822	12,473
U.S. businesses expanded	2,751	2,309
Planned total expenditures		
Total	263,858	275,767
U.S. businesses acquired	224,688	235,799
U.S. businesses established	31,345	33,516
U.S. businesses expanded	7,825	6,453

Expenditures for new investment in manufacturing were \$281.4 billion in 2015. As in 2014, manufacturing accounted for more than half of total new investment expenditures. Within manufacturing, expenditures were largest in chemicals, mostly in pharmaceuticals and medicines. There were also large expenditures in finance and insurance, in real estate and rental and leasing, and in professional, scientific, and technical services.

By country of ultimate beneficial owner (UBO), the largest source country was Ireland, at \$176.5 billion. There were also substantial expenditures from Canada and Germany. Of the eight largest countries in terms of foreign direct investment position in the United States—United Kingdom, Japan, Luxembourg, Netherlands, Canada, Switzerland, Germany, and France—six are also among the top eight countries for new foreign direct investment.

By U.S. state, the largest expenditures, \$119.0 billion, or 28 percent of the total, were for investments in California.

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## Trade & Exports

MOG TOWER DTLA



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*California state had more than \$165 billion in goods exported in 2015, and continues to be the leader in international trade.*

### Trade & Exports in California

California continues to rank as the second exporter in the U.S. exporting more than \$165 billion in goods in 2015, and continues to be a global leader in international trade.

Mexico continues to be California' largest trading partner, generating approximately \$26.7 billion in goods exported in 2015, followed by Canada with \$17.2 billion and China with \$14.3 billion.

California exports some of the world's top commodities, include petroleum and coal products, chemicals, computers and electronic products, machinery, medical devices and transportation equipment.

With its unique combination of strategic location, the largest U.S. rail and road infrastructure, the most U.S. ports of entry, a multilingual workforce twice the national average, a diplomatic hub with a Consular Corps representing some 90 nations, as well as a concentration of corporate and financial resources, California is truly a global trade powerhouse.

Rank	State	Annual 2015 (in billions)
1	Texas	248,175,140,181
2	California	165,390,478,367
3	Washington	86,376,587,619
4	New York	83,139,625,746
5	Illinois	63,420,740,029
6	Michigan	53,955,365,487
7	Florida	53,915,591,947
8	Ohio	51,138,643,434
9	Unknown State	46,756,201,828
10	Louisiana	48,670,839,881

# Merabi Organization Group, LLC

## California: Global trade powerhouse

**No.2**  
California ranks

A top exporting state in the nation for 14th consecutive year, with more than \$165 billion goods exported in 2015.

**11.3%**

California exports accounted for more than 11.3% of U.S. goods exported in 2015.

**\$7.3B**

California is ranked one of the highest exporters of civilian aircraft engines and parts, with more than 7.3 Billion in Exports

1st **No.1**  
highest GDP in the country in 2015 with \$2.46 Trillion

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## Trading partners

### Top countries for California exports

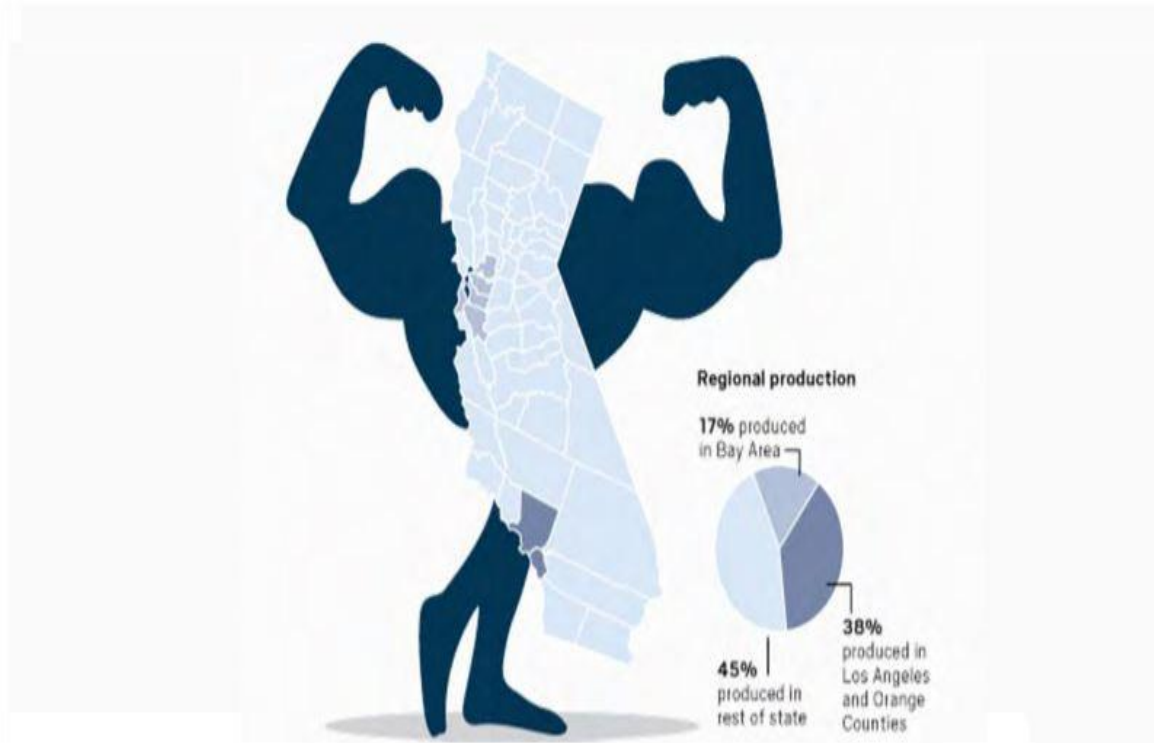
Rank	Country	Annual 2015 (in billions)	April 2016 YTD (in billions)
1	Mexico	26,788,949,471	25,266,432,530
2	Canada	17,262,680,349	16,237,442,950
3	China	14,385,166,232	14,341,995,438
4	Japan	11,743,943,015	11,766,466,970
5	Hong Kong	8,761,953,739	9,662,049,457
6	Korea, South	8,683,050,382	8,214,614,775
7	Taiwan	7,727,294,498	6,985,631,690
8	Netherlands	5,634,409,497	5,460,728,249
9	United Kingdom	5,150,175,491	5,433,430,061

### Top countries for California imports

Rank	Country	Annual 2015 (in billions)	Annual 2016 (in billions)
1	China	143,620,646,196	144,018,183,465
2	Mexico	45,086,361,016	46,349,957,537
3	Japan	38,478,661,634	41,335,645,318
4	Canada	27,862,481,258	27,785,157,372
5	Malaysia	16,817,090,191	16,473,775,396
6	Korea, South	15,390,192,490	14,022,941,117
7	Taiwan	12,526,846,975	12,329,977,225
8	Germany	12,706,553,122	11,205,076,969
9	Vietnam	8,834,656,799	10,982,582,740
10	Thailand	10,043,052,609	10,079,609,174

# Merabi Organization Group, LLC

## MOG TOWER DTLA



## **CALIFORNIA CLOUT**

State politicians have touted California's economy as being so big it would be the sixth largest in the world, but what they don't tell you is the high cost of living knocks it down a few notches. .

## **GROSS DOMESTIC PRODUCT**

In trillions of U.S. dollars for 2015.

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## Merabi Organization Group, LLC

# Why Los Angeles?

### **The mission of MOG: Project 361 S. Hill**

This project has kept our team working on how to improve and revitalize Downtown Los Angeles. Our economic Development team focuses on key sectors of the Downtown economy, including: Office & Industry, retail & hospitality, Residential Development, and Arts & Culture, for our massive MOG Building project on 361 S. Hill

### MOG TOWER DTLA



# Los Angeles Economy?

Los Angeles has developed into one of the premier centers of economic and cultural activity in the world. If it were a country, Los Angeles County would be the 20<sup>th</sup> largest economies in the world. Los Angeles is nation's 4<sup>th</sup> largest economy; Los Angeles Region is the Nation's fourth largest economy among states, ranking only behind California, Texas and New York, according To new findings from the center for continuing study of the California Economy.

With a gross domestic product of nearly \$1 trillion in 2013, the Los Angeles Basin has the world's 16<sup>th</sup> Largest economy behind Mexico, according to the center report.

The city of Los Angeles holds many distinctions. L.A. is the entertainment capital of the world, a cultural Mecca boasting more than 100 museums, and a paradise of idyllic weather. From tourist attractions like The Walk of Fame's collection of stars (numbering more than 2,614 and growing by one or two a month)

To career opportunities like those presented in the expanding tech industry, Los Angeles is the place to be

It is the only city in North America to have hosted the Summer Olympics twice. Downtown L.A. is the Largest government center outside of Washington, D.C. Los Angeles has the only remaining wooden Lighthouse in the state (located in San Pedro's Fermin Park) and the largest historical theater district on the National Register of Historic Places (located Downtown on Broadway).

Los Angeles is on the leading edge of several growth industries. L.A. County, with more than 87,000 hobs in the Fashion industry, has surpassed New York's fashion district workforce. The L.A. five-county area also has more Than 700,000 people at work in health services/biomedical activities and 190,000 people aerospace/technology. Here are some more facts and figures about Los Angeles: the city, the county and region.

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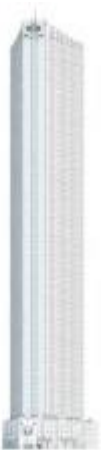
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## Visitation & Tourism Statistics 2016

Total visitors to Los Angeles County	47.3 million
Domestic Overnight Visitors	40.2 million
International Visitors	7.0 million
Day Visitors (traveled over 50 miles)	15.3 million
Total visitor direct spending	29.9 billion
Total economic impact	33.6 billion

Source: U.S. department of commerce, office of travel and tourism industries; TNS Global travels America Survey; CIC research

### MOG TOWER DTLA



### Top International Markets :( 2016)

Mexico	1.8 million
China	1.0 million
Canada	708,000
Australia	421,000
UK	361,000
Japan	340,000
France	277,000
South Korea	296,000
Germany	
India	

Source: Tourism Economics

## Population

Los Angeles Five County Area: 18.8 Million

## People

The diverse, multiethnic population of Los Angeles today distinguishes the city as the cultural hub of the Pacific Rim. People from more than 140 countries, speaking 224 different identified languages, currently call Los Angeles home. Los Angeles doesn't not have a majority population

Hispanic or Latino (of any race):	48.1 percent
White, non-Hispanic:	27.2 percent
Asian/Pacific Islander:	14.0 percent
African-American:	8.0 percent
American Indian/Others:	2.6 percent

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## Merabi Organization Group, LLC

### Key Assets & Sectors of L.A.'s Innovations

#### Logistics and Trade - L.A.'s World Class Infrastructure



International trade is the largest industry in Los Angeles by employment. Nearly 300,000 jobs are directly sustained by the movement of goods in and out of the Los Angeles/Long Beach Port - the largest port complex in the United States and the Los Angeles International Airport (LAX) - the world's sixth busiest airport. Both the Port of Los Angeles and the Los Angeles Airport are owned by the City of Los Angeles and are key components in the City's strategy to grow businesses and the economy.

#### Facts about Logistics and Trade in L.A.

- The L.A. Customs District is the second largest in the nation, based on containerized cargo volume and total cargo value - approximately \$350 billion annually
- The Port of Los Angeles connects directly with rail lines to destinations east of the Rocky Mountains via the Alameda Corridor, which is the nation's busiest rail cargo expressway
- Los Angeles International Airport (LAX) has more than 1,000 cargo flights each day and is the world's sixth busiest airport by passenger flights, linking Los Angeles to every corner of the globe

#### The Port of Los Angeles



For the past decade the Port of Los Angeles has moved more containers than any other port in the Western Hemisphere. Its success is not a coincidence. The Port of Los Angeles has heavily invested to ensure that its customers can take advantage of three major business drivers: superior cargo terminals, rail and warehouse infrastructure, and services between dock and destination.

#### MOG TOWER DTLA



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The Port's state-of-the-art facilities are moving the goods while modernizing aggressively for the decades ahead. Port professionals work with tenants and their customers to meet their needs for today and anticipate their needs for tomorrow.

The Port of Los Angeles is the best option for moving cargo in and out of the most heavily populated region in the Western U.S. and beyond. It has the nation's largest on-dock rail assets, providing the highest frequency of intermodal access to 14 major freight hubs across the United States and beyond.

## The Advantage of Access to the Port of Los Angeles

[http://wiblacity.org/ewddLacity/images/pdfs/business/LA\\_Advantage\\_Brochure-PortofLA](http://wiblacity.org/ewddLacity/images/pdfs/business/LA_Advantage_Brochure-PortofLA)

The creative industries in Los Angeles are a major player in the regional economy, generating more than 640,000 jobs and over \$200 billion in sales revenue. And the creative economy in Los Angeles goes far beyond our world-famous film and entertainment industries, encompassing a range of creative fields and disciplines that make L.A. the creative capital of the United States.

There are more artists, writers, filmmakers, actors, dancers and musicians living and working in LA than any other city at any other time in the history of civilization. With more than 1,000 annual theatrical productions and more than 800 museums and art galleries, arts and culture are a major driver of the regional economy and contribute to the exceptional quality of life found here.

Los Angeles also boasts internationally-renowned design, architecture, and advertising firms, and is one of the most important fashion industry centers in the world. With a vibrant prototyping and manufacturing sector, world-class art and design colleges providing talent and resources, and a local population that embraces new ideas, L.A. can turn creative concepts into reality like no place on earth.



## The Creative Economy: Real Business

- Creative industries are responsible for one in every eight jobs in the region
- The Eames Chair, Mickey Mouse, the Electric Guitar, and the Mazda Miata are just a few of the iconic creative products that were born in L.A.
- LA County is home to nearly 11,000 establishments that serve the entertainment industry
- The City of Los Angeles Department of Cultural Affairs, directed by the Mayor, has created a Cultural Master Plan, a roadmap of strategies and tactics to strengthen L.A.'s future through creativity, diversity, and synergy

## MOG TOWER DTLA



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# Merabi Organization Group, LLC

## 2024 Summer Olympics

### Economics of the Games

*Short-Term Economic Gains Likely.* As discussed above, Los Angeles’ selection to host the 2024 revenue—from international broadcast rights, Games would result in billions of dollars of Olympic sponsorships, and ticket purchases from the rest of California and elsewhere around the world—flowing into the Southern California economy. While the Los Angeles bid assumes no new permanent sports venue or major public infrastructure construction, it would require billions of dollars of spending—paid from Olympic revenues—to construct temporary venues, pay for temporary venue upgrades, and build the technological and other improvements needed to host large numbers of athletes and other visitors. This billions of dollars of spending—funded largely from out-of-state sources—would generate economic activity in the Los Angeles region during the Games and in the few years before the Games, as preparatory activities occurred. Moreover, hundreds of thousands of visitors, including spectators, athletes, officials, and members of the media, would arrive for the Games in 2024, spending money for food, lodging, and other goods and services.



This sort of short-term economic boost—an increase in jobs, for example—directly linked to the Games is visible when looking at jobs data for the Atlanta and Salt Lake City regions during the period they hosted the Olympics in 1996 and 2002, respectively. As shown in Figure 6, seasonally adjusted employment in the Atlanta region jumped by nearly 50,000 (up 2.4 percent) in July 1996 when it hosted the Olympics. Salt Lake City’s Games took place in the economic downturn of the early 2000s as jobs declined there and elsewhere in the country. That being said, as shown in Figure percent) after it had been dropping 7, the February 2002 jobs data for the Salt Lake City region jumped by about 4,000 (up 0.7 for several months previously).

*No New Permanent Sports Venues Planned.* As illustrated in Figure 3, Los Angeles’ bid features no new permanent venues built specifically to host Olympic sports, ceremonies, or villages. Instead, in the current venue plan (which remains subject to change), events will be hosted at facilities that (1) already exist or (2) are already planned to exist by 2024. In some cases, temporary facilities or temporary upgrades to existing facilities will transform venues into ones that are Olympic-ready. An example of an existing facility that will require temporary upgrades is the USC baseball field, Dedeaux Field, which will have temporary pools installed to host have been used at arenas in the past. USC’s aquatics center, adjacent to Dedeaux Field and the site of the 1984 swimming events, will be the place where swimmers and divers practice. Nearby, swimming and diving events. Similar temporary pool facilities

### MOG TOWER DTLA



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