



Media Presentation

Revolutionizing the Housing Market
with the Award Winning, Best Building Technology in the World

citra.build

What is Citra?

Home Brand

Citra homes are instantly recognizable and known for their quality, design and value for money.

Advanced Building Technology

A patent protected world-leading technology made for mobile automation: better, cheaper, faster - and more sustainable!

Production Technology

The Citra Mobile Factory and the Plaster Robots will allow for a large additional jump in productivity and cost reduction.

Turn Key Service

Citra guarantees quality along the entire value chain for housing, including design, engineering, property development, construction and estate agency.

Mission

Citra **develops, designs, and builds** homes and estates with its own world-leading building technology.

At Citra, we believe that we can help to **eliminate the global homes shortage** through technology leadership delivered by the first reliable housing brand.



ePod Dragonstone, Photographed in 2022

Citra Building Technology

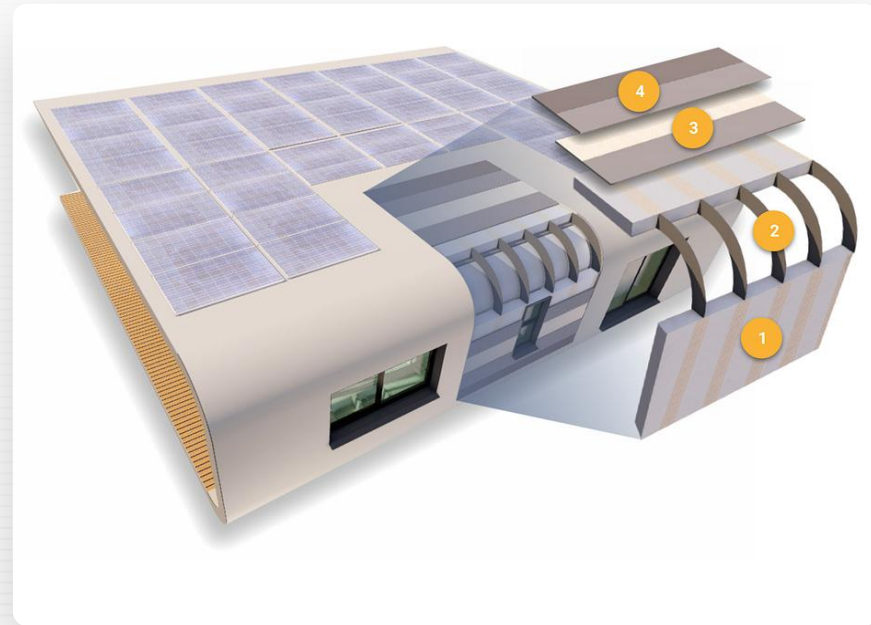
The advanced Citra Building Technology represents a transformative leap in construction, leveraging innovative techniques to redefine the way we build.

By integrating cutting-edge materials, advanced digital modeling, and sustainable practices, Citra not only accelerates the construction process but also enhances durability and energy efficiency. Its design for production approach streamlines construction timelines while minimizing waste, making it a frontrunner in the realm of eco-conscious architecture. With Citra, the future of building is not just efficient; it's also beautifully sustainable.

Citra Building Technology

patent protected

- 1 Thermal Insulation**
Recyclable EPS with 5x better thermal insulation than cavity brick walls.
- 2 Structural Ribs**
MgO, fireproof.
- 3 Structural Skin**
High performance fibre reinforced plaster.
- 4 Waterproofing**
Durable system.
- 5 Optional Net Positive Energy**
Flexible or traditional PV panels and built-in batteries.



Citra Building Technology

patent protected

- ◆ **Incredibly Strong**
Hurricane proof and superior earthquake resistance.
- ◆ **Extremely Durable**
Exceeding the lifespan of traditional construction methods.
- ◆ **Unbeatably Fast**
4-week time on site from start to finish, including foundations.
- ◆ **Revolutionary Design**
Full design freedom making homeowners proud.
- ◆ **Comfortingly Sustainable**
Lowest environmental footprint vs. economically viable competitors.

Further Advantages

- ◆ Suitable for luxury buildings and affordable housing.
- ◆ Swiss quality at €450/sqm.
- ◆ 2-hour fire rating.
- ◆ Made for automation, boosting productivity.
- ◆ Superior thermal and acoustic insulation.
- ◆ Steel free, timber free.
- ◆ 60% reduced cement vs. conventional construction methods.
- ◆ Non-Toxic.
- ◆ Flood-resistant construction, resilient to mold and mildew.

Citra Production Technology

EPS

◆ **Creating Local Value**

Local EPS manufacturers are available in most countries, allowing Citra to scale globally while adding value to local economies.

◆ **Mobile Factory**

The Citra Mobile EPS Factory will cut costs and increase speed starting in 2029.

Plaster

◆ **Built on Available Skills**

The fibre reinforced plaster can be applied with spray machines and skilled artisans that are available in most countries.

◆ **Made for Automation**

In collaboration with leading companies, Citra is developing a plaster robot that will further increase the performance and quality of the plaster while reducing costs.

Design for Production

◆ **System Design**

The advanced Citra Building Technology is made for high quality and efficient manufacturing along every step of the production process.

◆ **Home Design**

The Citra Design Team leverages of the Citra Building Technology and designs homes with the production processes in mind from the start.

Technology Comparison



1st Generation
**Brick & Mortar /
Timber Frame**

- + Scalable
- + Globally available
with localized methods
- Expensive / m²
- Slow to build
- Unpredictable quality
- Hard to innovate
- Scattered market
- Labour intense



2nd Generation
Prefab Panels

- + Affordable / m²
- Moderately scalable
- Regionally available
within 500 miles from factory
- Moderate construction speed
- Tight design constraints
through panel geometry
- Skilled labour shortage
- Durability challenges



3rd Generation
Modular Homes

- + Fast construction
- Difficult to scale
- Locally available
within 250 miles from factory
- Tight design constraints
through logistics
- High factory CAPEX
- Durability challenges
- Low quality perception



4th Generation
Mobile Automation

- + Fast construction
- + Affordable / m²
- + Scalable
- + Globally available
with mobile factory concept
- + Complete design freedom
- Moderate factory CAPEX

With automation technologies arriving on construction sites, the construction industry will be turned upside down. It will lead to a global consolidation of the construction industry with only a few global brands surviving. Citra aims to be amongst the leaders with its advanced building technology that is made for mobile automation, its concepts for mobile factories and plaster robots, all supported by the functional Citra Cloud.



Projects

Citra **develops, designs, and builds** homes and estates with its own world-leading building technology.

Since 2020, Citra has **built and sold** over **50 homes** using the advanced Citra Building Technology with a pipeline of over **800 units in different planning stages** in South Africa, Namibia, the United States, and Switzerland.

ePod Dragonstone

The very first ePod was built on a farm in the Drakenstein Mountains in the Western Cape, South Africa. Situated next to a private lake and surrounded by berry fields, it offers stunning views of the mountains and nature reserve. The ePod provides a beautiful retreat for weekends spent in perfect harmony with nature.

| | |
|-----------------|----------------------------|
| Use | Vacation Home |
| Built | 2022 |
| Scope | Design & Build |
| Location | Western Cape, South Africa |
| Finish | Luxury |



ePod Dragonstone, Photographed in 2023



ePod Dragonstone, Photographed in 2023



ePod Dragonstone, Photographed in 2023

eHomes CentralBlue

The initial series of eHomes featuring the advanced Citra Building Technology was introduced in Cape Town in 2020. With 49 eHomes already completed and an additional 27 currently under construction, these homes showcase our signature design and attract proud buyers across South Africa.

| | |
|-----------------|----------------------------|
| Use | 49 Homes |
| Built | 2021 |
| Scope | Design & Build |
| Location | Western Cape, South Africa |
| Finish | Mid-Range |



eHomes at the CentralBlue Neighbourhood, Photographed in 2022



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eHomes at the CentralBlue Neighbourhood, Photographed in 2022



eHomes at the CentralBlue Neighbourhood, Photographed in 2022



eHomes at the CentralBlue Neighbourhood, Photographed in 2022

Hazendal Hotel

Citra was commissioned to construct the intricately curved arches at the 5-star Hazendal Hotel, situated in the Cape Winelands on a wine farm and golf estate. The arches built by Citra are the focal point of this new architectural masterpiece and tourist attraction in Cape Town.

| | |
|-----------------|----------------------------|
| Use | 5-Star Hotel |
| Built | 2022 |
| Scope | Build |
| Location | Western Cape, South Africa |
| Finish | Luxury |



Hazendal Hotel, Photographed in 2023



Hazendal Hotel, Photographed in 2023



Hazendal Hotel, Photographed in 2023

House Mahika

With our initial project for a client, Citra established a significant landmark. Situated in the coastal town of Pringle Bay on the Whale Coast, with stunning views of the Cape of Good Hope, House Mahika embodies our design philosophy and incorporates principles such as bionic design and seamless integration, setting a precedent for future endeavors.

| | |
|-----------------|----------------------------|
| Use | Home |
| Built | 2019 |
| Scope | Design & Build |
| Location | Western Cape, South Africa |
| Finish | Premium |



House Mahika, Photographed in 2020



House Mahika, Photographed in 2020



House Mahika, Photographed in 2020

Ambassador's Cottage

Citra's very first prototype was built in the garden of the private residence of the Swiss Ambassador in Pretoria. It stands as a significant milestone in construction innovation. Featuring frameless curved windows reminiscent of car windshields, concrete-free foundation, 2mm thick bendable PV panels, and a construction period of less than 3 weeks, this cottage continues to set the benchmark in the industry.

| | |
|-----------------|------------------------|
| Use | Garden Studio |
| Built | 2016 |
| Scope | Design & Build |
| Location | Pretoria, South Africa |
| Finish | Luxury |



House Mahika, Photographed in 2020

Developments

Citra strives to establish new neighborhoods that instill a sense of pride in residents and the surrounding community.

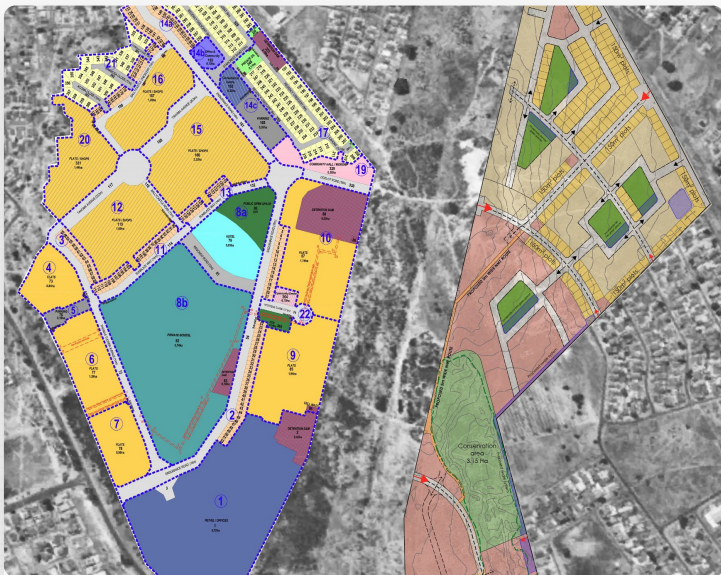
Employing a comprehensive and meticulous approach at every stage, Citra ensures long-term sustainability by considering social, economic, and environmental factors.

Our neighbourhoods feature a mix of uses so that people can live, work, entertain and attend school within walking distance.

With developments for over 12,000 residents in planning, Citra has become a disruptor in the Western Cape housing market in only 4 years.



CentralBlue Neighbourhood, Photographed in 2024



CentralBlue Neighbourhood

CentralBlue consists of 3,000 residential units designed to accommodate low and median income families. Since 2020, Citra has built over 260 units. The development includes over 50,000 square meters of mixed-use area, including retail, commercial, and light industrial spaces. Furthermore, it integrates community amenities such as schools, parks, and a community hall.



PineBrook Estate

Scheduled to commence in 2024, Pinebrook Estate brings life to 1,000 luxurious residential units catering to the upper end of the market. With an existing Stonepine Forest that stretches over the property and a river on its boundary, these upscale living spaces will be complemented by premium amenities including a clubhouse, expansive parks, an enticing retail center and a community center.

Design Studio

Citra's designs are inspired by
the rhythms and shapes observed in nature.

Antoni Gaudi's principle echoes through our studio,
guiding our philosophy:

“There are no straight lines or sharp corners in nature.”

Embracing this ethos, Citra believes in creating spaces that
harmonize with their surroundings, where every curve and
contour tells a story of life and balance.

At Citra, we strive to translate this vision into reality, crafting
homes and neighbourhoods that not only delight the senses
but also nurture the soul.

ePartments CentralBlue

The ePartments in CentralBlue represent Citra's pioneering venture into three-story quality apartment construction. By reaching new heights and continually pushing technological boundaries, these ePartments will establish a new benchmark for green and affordable housing of remarkable quality and durability.

| | |
|-----------------|----------------------------|
| Use | 132 Apartments |
| Planned | 2024 - 2025 |
| Scope | Design & Build |
| Location | Western Cape, South Africa |
| Finish | Mid-range |



ePartments at the CentralBlue Neighbourhood, Visualisation 2023

eFree CentralBlue

The eFree homes are the latest generation of homes in CentralBlue, embodying modern design and functionality. Utilizing the latest advancements in Citra Building Technology, these homes will offer new floating roofs and designs to the affordable market, while achieving top green ratings and maintaining high quality.

| | |
|-----------------|----------------------------|
| Use | 72 Homes |
| Planned | 2024 - 2025 |
| Scope | Design & Build |
| Location | Western Cape, South Africa |
| Finish | Mid-range |



eFree homes at the CentralBlue Neighbourhood, Visualisation 2024

Community Hall

Tailored for the local community, the Citra Community Hall merges traditional domes with contemporary clean lines. This multifunctional space offers flexible partitions to accommodate various activities, empowering the community with a wide range of usage options.

| | |
|-----------------|----------------------------|
| Use | Community Hall |
| Planned | 2025 |
| Scope | Design & Build |
| Location | Western Cape, South Africa |
| Finish | Mid-range |



Community Hall, Visualisation 2022

Citra Stage CentralBlue

The Citra Stage in the CentralBlue Park is destined to be a captivating focal point for the greater CentralBlue Neighbourhood, including schools, residents, and local businesses. Its whimsical organic shapes and vibrant atmosphere invite residents of all ages to unite and revel in community spirit and creativity.

| | |
|-----------------|----------------------------|
| Use | Multi-Functional Stage |
| Planned | 2024 - 2025 |
| Scope | Design & Build |
| Location | Western Cape, South Africa |
| Finish | Mid-range |



CentralBlue Stage, Visualisation 2024

Oak Village

The new Oak Village is the first Citra project in the United States. Located outside of Austin, Texas, it is crafted around an impressive Oak tree in the center of the 11 acre property.

Featuring 15 beautifully designed homes and tranquil communal areas as well as private outdoor spaces, these generous homes will bring a new, nature-focused lifestyle to the booming central Texas area.

| | |
|-----------------|----------------|
| Use | 15 Homes |
| Planned | 2024 - 2025 |
| Scope | Design & Build |
| Location | Texas, USA |
| Finish | Premium |



Citra Homes at the Oak Village, Visualisation 2024

Uetikon

The 4 storey apartment building will be constructed using Citra advanced construction technology, making it the first project of its kind in Switzerland. This innovative technology promises to revolutionise the construction industry by offering faster building times, improved efficiency, and superior structural qualities.

| | |
|-----------------|---------------------|
| Use | 4 Apartments |
| Planned | 2024 - 2025 |
| Scope | Design & Build |
| Location | Zurich, Switzerland |
| Finish | Premium |



Uetikon Apartments, Visualisation 2024

Recognition

Citra has earned recognition through various certificates and awards, affirming its innovative construction methods and dedication to sustainability. Most importantly, we have received amazing feedback from our customers.

These accolades underscore Citra's position as a leader in revolutionizing the construction industry.

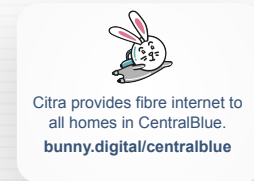
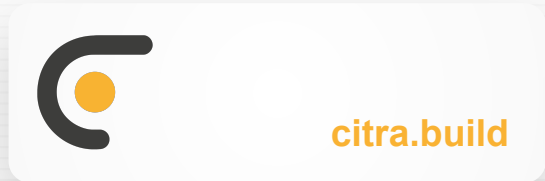
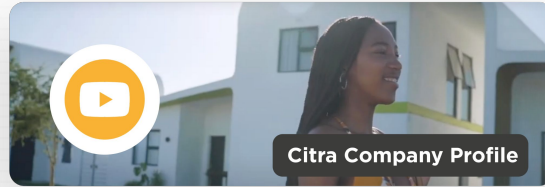
Awards



Certificates



Further Information



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