

Media Presentation

Revolutionising the Housing Market
with Award-Winning, Industry-Leading
Building Technology



What is Citra?

Innovative Home Brand

At Citra, every home is guided by the same principles: quality, thoughtful design, and exceptional value.

Advanced Building Technology

A patent-protected, world-leading system designed for mobile automation—delivering better, faster, more cost-efficient, and more sustainable construction.

Production Technology

The Citra Mobile Factory and Plaster Robots will unlock major gains in productivity and cost reduction.

Turnkey Service

Citra manages the entire housing value chain—from design and engineering to development, construction, and sales—ensuring consistent quality throughout.



Mission

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

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

Read more about [Citra](#).



Citra Building Technology

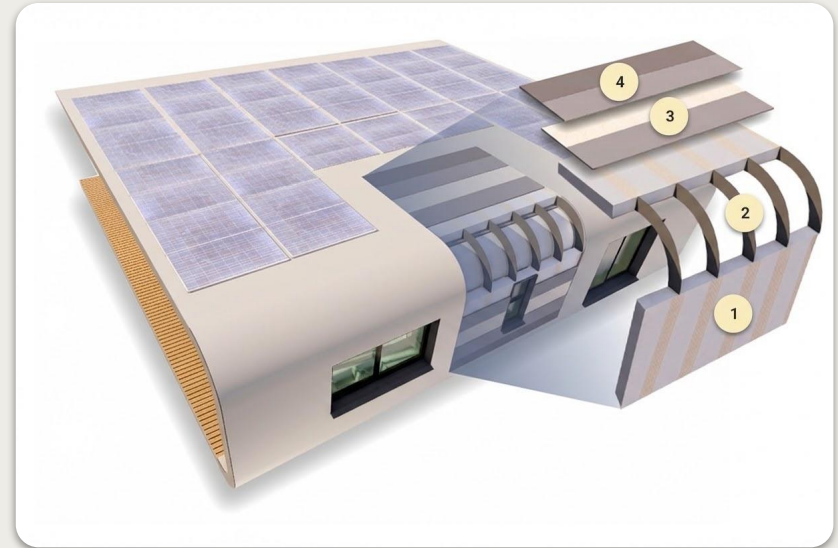
Citra Building Technology marks a major step forward in construction, using advanced materials, digital modelling, and sustainable practices to accelerate delivery while improving durability and energy performance. Its design-for-production approach streamlines timelines and reduces waste, positioning Citra as a leader in efficient, eco-conscious building.



Citra Building Technology

patent protected

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



Citra Building Technology

patent protected

- ◆ **Unbeatably Fast**
Citra currently delivers homes in 6–8 weeks and is working toward a one-month build time.
- ◆ **Revolutionary Design**
Full design freedom making homeowners proud.
- ◆ **Comfortingly Sustainable**
Lowest environmental footprint vs. economically viable competitors.
- ◆ **Premium Quality, Smart Cost**
Swiss-level craftsmanship delivered at €450/m².

Further Advantages

- ◆ Suitable for luxury buildings and affordable housing.
- ◆ 1-hour fire rating.
- ◆ Made for automation, boosting productivity.
- ◆ Superior thermal and acoustic insulation.
- ◆ Timber free.
- ◆ 60% reduced cement vs. conventional construction methods.
- ◆ Non-Toxic.
- ◆ Flood-resistant construction.



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 the Citra Building Technology, designing every home with the production process in mind from day one.



Technology Comparison



1st Generation
Brick & Mortar /
Timber Frame

- + Scalable
- + Globally available with localised 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 worldwide 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 has built and sold over 75 homes using the advanced Citra Building Technology, with a pipeline of more than 800 units in various planning stages across South Africa, 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



eHomes at the CentralBlue Neighbourhood, Photographed in 2022



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



House Mahika, Photographed in 2020

Developments

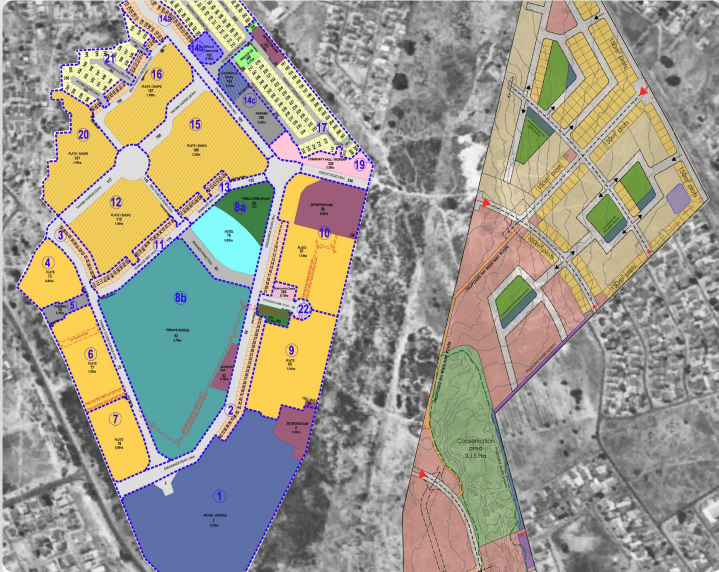
Citra creates neighbourhoods that foster pride among residents and the wider community.

Through a meticulous, integrated approach, we ensure long-term sustainability by considering social, economic, and environmental factors.

Our neighbourhoods blend living, working, learning, and leisure within walkable distances.

With developments planned for more than 12,000 residents, Citra is reshaping the housing landscape in the Western Cape.





CentralBlue Neighbourhood

CentralBlue comprises 3,000 residential units for low- and middle-income families, with more than 260 houses delivered since 2020. The development includes over 50,000 square metres of mixed-use space—retail, commercial, and light industrial—alongside schools, parks, and a community hall.



Pinebrook Estate

Scheduled to begin in 2027, Pinebrook Estate will introduce 1,000 high-end residential units. Set within an existing Stonepine Forest and bordered by a river, the development pairs its natural setting with premium amenities, including a clubhouse, generous parks, a retail centre, and a community hub.



Design Studio

"There are no straight lines or sharp corners in nature." — Antoni Gaudí

Citra's designs draw inspiration from the rhythms and forms of nature.

Guided by this principle, we create spaces that harmonise with their surroundings. Our aim is to craft homes and neighbourhoods that delight the senses and nurture the soul.



Community Hall

Tailored for the local community in CentralBlue, 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	2027
Scope	Design & Build
Location	Western Cape, South Africa
Finish	Mid-range

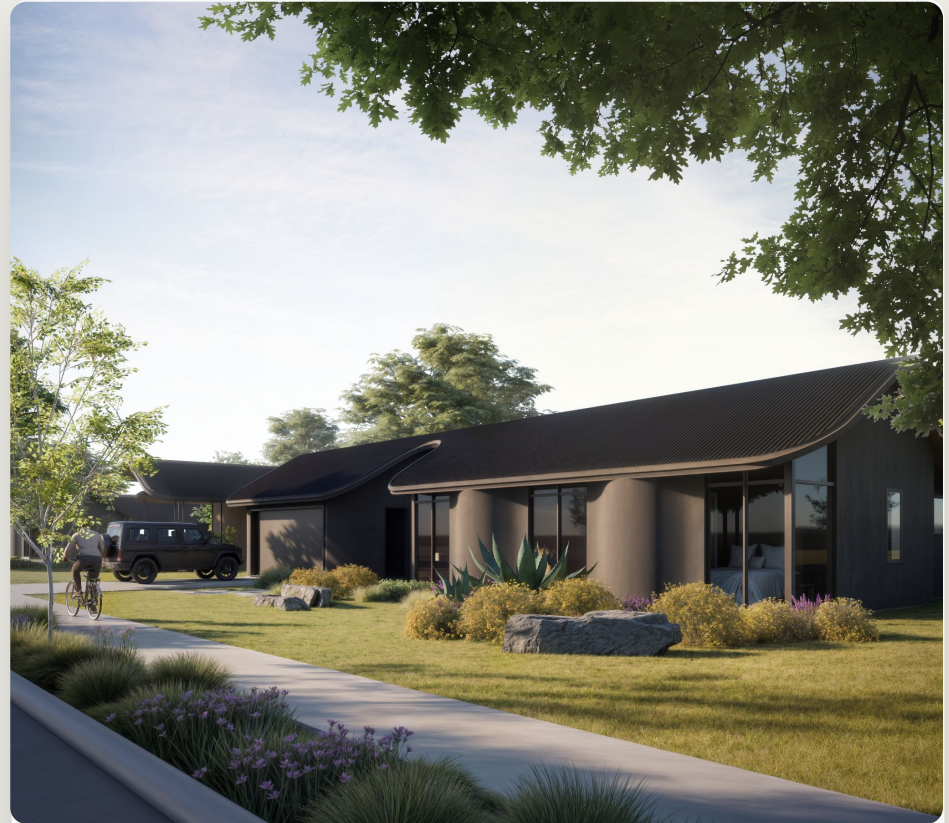


Community Hall — Proposed Design Visualisation (2022)

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 9 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	9 Homes
Planned	2027
Scope	Design & Build
Location	Texas, USA
Finish	Premium



Citra Homes at Oak Village — Proposed Design Visualisation (2024)

Pinebrook

Nestled against the mountain slopes of Sir Lowry's Village, Pinebrook is a 38-hectare estate where nature and innovation meet. Defined by its iconic stone pines and tranquil river corridor, it offers a lock-up-and-go lifestyle with walking trails, high-tech infrastructure, and state-of-the-art security. Minutes from Somerset West, Pinebrook blends rural serenity with easy, modern living.

Use	792 Homes
Planned	2027
Scope	Design & Build
Location	Western Cape, South Africa
Finish	Premium



Citra Homes at Pinebrook — Proposed Design Visualisation (2026)

Recognition

Citra has earned recognition through multiple certificates and awards for its innovative construction methods and commitment to sustainability.

Most importantly, our customers consistently share exceptional feedback.

Together, these achievements reinforce Citra's role in reshaping the construction industry.



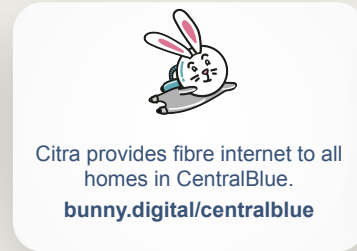
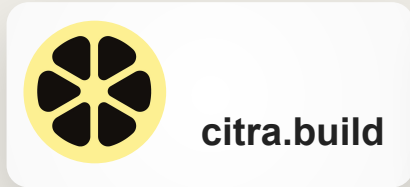
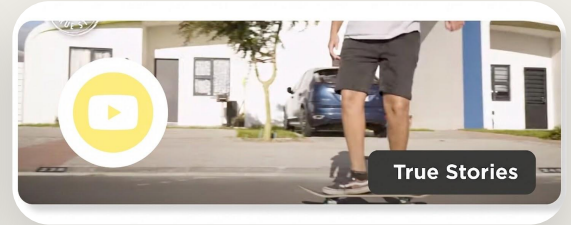
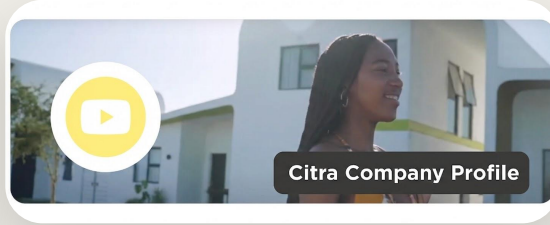
Awards



Certificates



Further Information



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