

THE ESTHER



*Welcome to
Your Modern Realm*

Step into a regal living experience. On the coast of Netanya, in the spot where the historic ESTHER Movie Theater once stood, Amram Avraham is constructing an exclusive and luxurious residential project overlooking the Mediterranean.



CHAPTER 1

ESTHER MOVIE THEATER

6-11

CHAPTER 2

THE CITY OF NETANYA

12-31

CHAPTER 3

THE PROJECT

32-45

CHAPTER 4

THE ESTHER LIVING

46-61

CHAPTER 5

THE ESTHER RESIDENCE

62-73

CHAPTER 6

DEVELOPER & ARCHITECTS

74-79



ESTHER MOVIE THEATER

CHAPTER 1



ESTHER CINEMA WITH AN AD FEATURING SEFI RIVLIN



ESTHER CINEMA, NETANYA

The ESTHER, Netanya's first performance hall, was erected in 1936 during the British Mandate. Considered grand and opulent in those days, it served as the culture center of the fledgling city of Netanya, which was founded only ten years prior.

The venue hosted song and dance nights, performances, concerts, and balls. Its location right next to HaMelech Garden and the beach turned ESTHER Movie Theater into a meeting place for residents and local orchard workers, and the center of Netanya's cultural life. Visitors were greeted by an expansive parlor, and the hall itself contained 800 seats with large fans hanging overhead. The venue hosted speeches by Commander of the Irgun military organization David Raziel, poem readings by poet Shaul Tchernichovsky, and a long line of other public figures and artists over the years.

The ESTHER'S underground basements concealed a great secret, as during the British Mandate they were used as a hiding place for illegal Jewish immigrants, while British officers and soldiers participated in the balls and dances that took place upstairs.

ESTHER Movie Theater continued to serve as Netanya's culture center until the late 1980s, with the rise of malls and new movie theater complexes. In the early 1990s it was closed down, and in the many years since it had patiently awaited rejuvenation. The new ESTHER Complex currently being built where the old movie theater once stood, uniquely commemorates the legacy of the ESTHER, which was a part of Netanya's landscape for some 90 years.



ESTHER MOVIE THEATER & INDEPENDENCE SQUARE



THE CITY OF NETANYA

CHAPTER 2



In the past decade the city has undergone unprecedented growth and rejuvenation, positioning itself as one of Israel's most beautiful, desirable, and thriving cities.

Much of its success is due to Netanya's breathtaking 13 km coastline, with magnificent promenades peppered with pergolas and environmental sculptures. The city also offers many green spaces, nature spots, parks, and bicycle trails, as well as a vibrant city center, commerce and employment areas, and new and rejuvenating neighborhoods. All these and more make Netanya a bustling city with a wide range of experiences to offer its residents.



16 ——— 17



THE INDEPENDENCE SQUARE

The Square affords convenient access to the beach, at the location where Jewish immigrants once came up, under the cover of night, from the ships to the ESTHER Movie Theater. In the summers, Independence Square hosts screenings of films, art performances, and live sports. This diverse activity engenders a multidimensional, unique, and engaging experience.



20 ——— 21



KRAUSE PEDESTRIAN STREET



KRAUSE PEDESTRIAN STREET



MAREE, VERT HOTEL



POLEG CITY CENTER



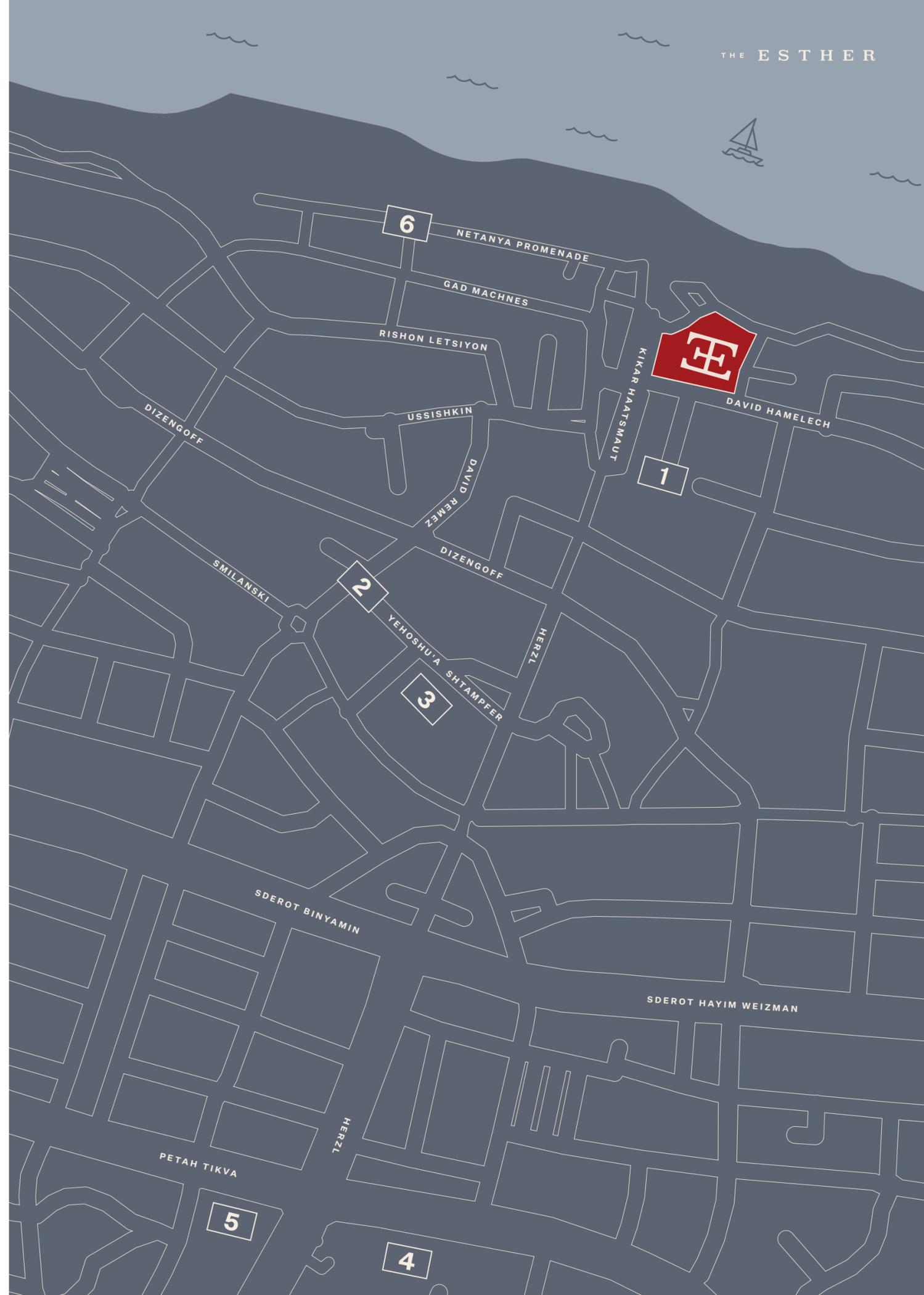


NISHI - ASIAN CUISINE AND SUSHI BAR



- 1 Independence Square (Kikar Ha'Atzmaut)
- 2 Shtampfer Street
- 3 Krause Pedestrian Street
- 4 Municipal Culture Center
- 5 Hasharon Mall
- 6 Netanya Promenade

The ESTHER sits in a unique and attractive location at the center of Netanya, right on the coastline and close to Central Station, the Municipal Culture Center, and Ofer Hasharon Mall.





THE PROJECT

CHAPTER 3

"WE HAVE CREATED A FANTASTIC
HORIZONTAL YACHT ON THE BEACH."

-Rani Ziss





ASSETS OVERVIEW



26 Floors in total, including:

Rooftop for residents only

17 Residential floors

8 Hotel floors

THE UNIQUE ARCHITECTURE

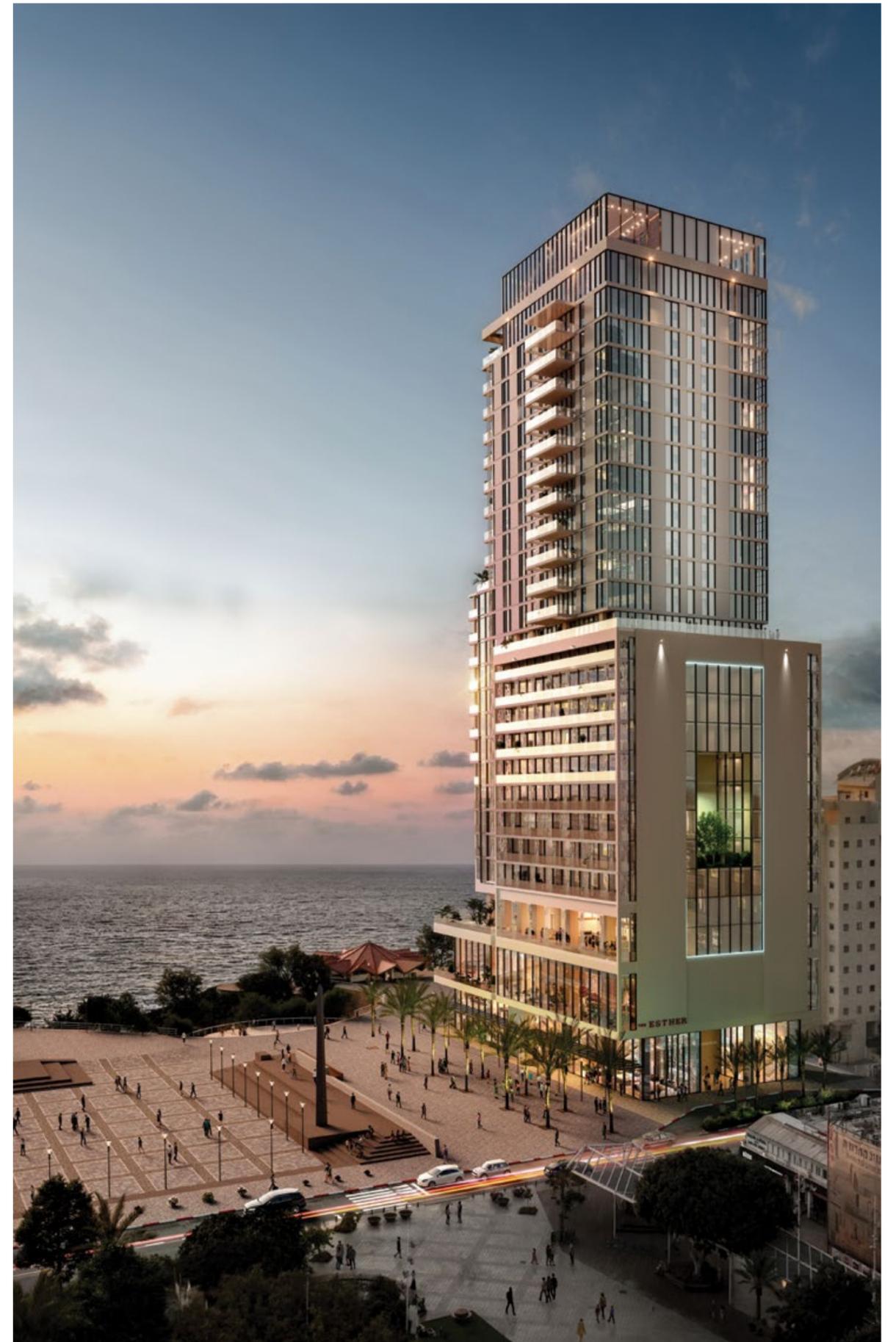


The ESTHER was masterfully designed by Architect Ranni Ziss, one of Israel's leading and most venerated architects, who had created a magnificent architectural icon on the Netanya coastline. The ESTHER's unique architecture pulls the sense of endless freedom inside. The exclusive atmosphere is complemented by a boutique hotel by luxury hotel chain Gordonia, with 150 five-star hotel rooms and all the facilities the hotel offers guests and residents: an elegant lobby facing Independence Square, stylish seating areas, a lounge and gallery floor, meeting and conference rooms,

hotel restaurants, rooftop balcony with a magnificent infinity pool, an exercise and spa compound, and halls for conferences and events. The ESTHER was designed as two long rectangular buildings, incorporating into one another to create a kind of yin & yang construction. The complex's center boasts a 27-floor tower over 4 underground levels. Eight floors are dedicated to the Gordonia Hotel, with the upper floors reserved for residents. The residential floors will have a separate entrance, three separate elevators, and an external elevator for the parking lots.



This international-standard architectural gem, situated on the very coastline, was inspired by the world's most beautiful riviera cities. The ESTHER complex offers a unique living experience with all the pampering services of a resort hotel, at the highest standard of luxury living. All so you can enjoy unlimited freedom, sea, sun, and sky.





44 — 45

The ESTHER complex was designed as a vibrant resort you will be reluctant to leave unless you absolutely have to, inspired by hotel-living complexes in the world's most beautiful riviera cities, offering the ultimate freedom experience and a particularly high standard of quality and luxury.



THE ESTHER LIVING

CHAPTER 4

An elegant, international atmosphere will accompany your every step, from the complex external entrance area, through the stylish lobby, all the way to the breathtaking balcony of your new home. The ESTHER invites you to live beautifully, within touching distance of the sea.



"THE ESTHER PROJECT UNIQUELY
COMBINES CONTEMPORARY DESIGN
WITH MAXIMUM FUNCTIONALITY
FOR A LUXURIOUS, COMFORTABLE
LIVING SPACE."

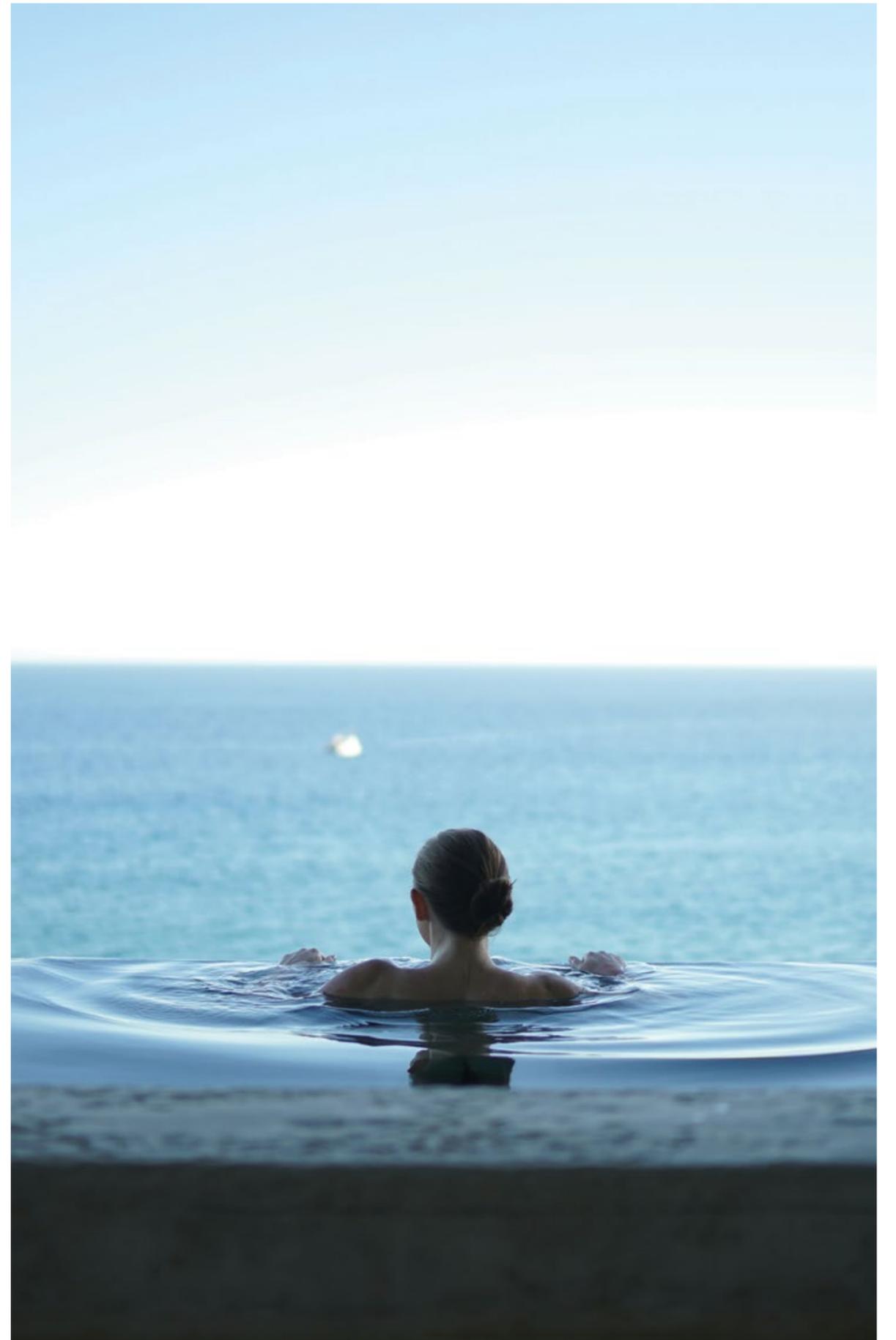
- Dana Oberson



Natural materials are used to underscore the project's modern elegance, highlighting its timeless appeal and seamlessly integrating with contemporary aesthetics to enhance both beauty and functionality.

THE ROOFTOP

The pinnacle of the ESTHER Complex is the rooftop floor, affording you the feeling of being on a wonderful vacation at a luxury resort. Here you can enjoy a cool and splendid infinity pool. At the other end of the rooftop is a well-equipped, innovative and spacious exercise compound, overlooking breathtaking panoramic views. Separating these two facilities is an elegant and stylishly designed residents' lounge with a luxury boutique hotel vibe.





54 | 55

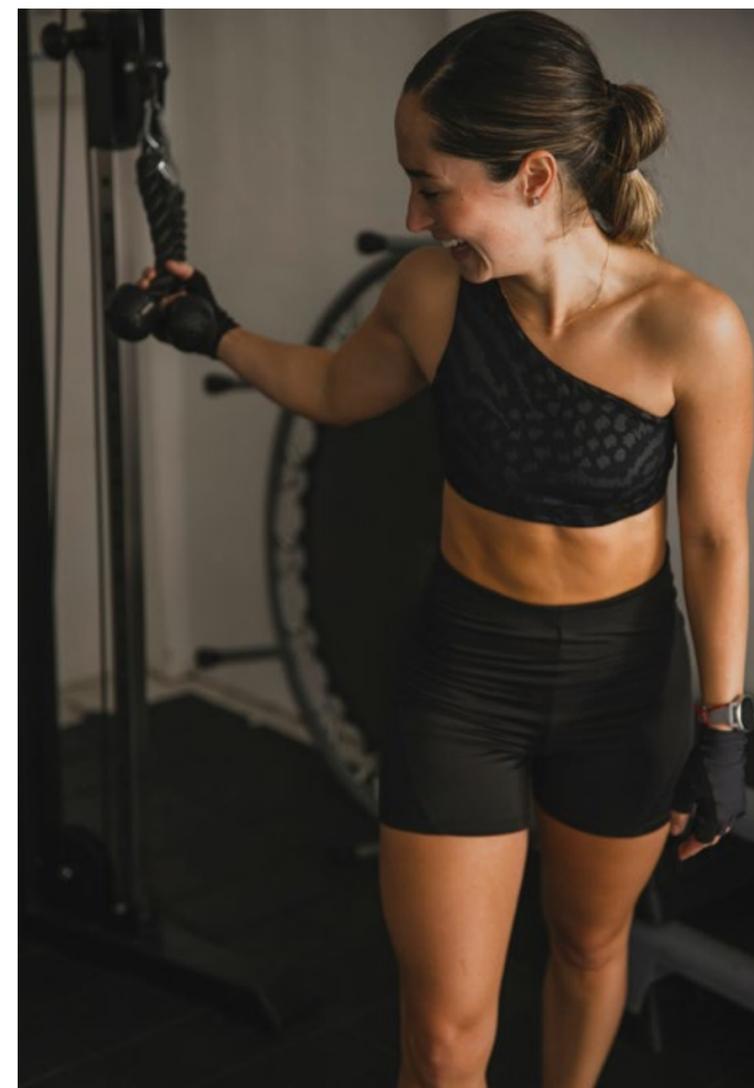




THE LOBBY



SPA



GYM



THE ESTHER RESIDENCE

CHAPTER 5





To guarantee a unique standard of living, complete with atmosphere, inspiration and style, we offer you a flexible and modular design to fit your personal taste, style, and needs.

The sea is visible from nearly every apartment in the ESTHER Complex. All apartments have high ceilings, large windows, and balconies overlooking the magnificent sea views. You can choose between a variety of spacious and light-filled apartments with 2, 3, or 4 bedrooms, as well as two sumptuous penthouses. Each apartment is meticulously planned, with advanced design and rich specifications and fittings down to the smallest details, from leading brands locally and internationally.





PROPOSAL FOR MAIN SPECIFICATIONS

The Building

A residential project combining a luxury hotel on the waterfront

VRF-type air conditioning system for separate air conditioning of each apartment space, including suspended ceiling

A luxurious rooftop that includes a swimming pool and a drinks bar

Laminam INTL or Dekton countertops in a variety of colors to chose from

Hotel-type entrance lobby with a security guard posted at the ground floor

Porcelain granite flooring in dimensions 120x120, 60x120, 160x160 cm in the main space and bedrooms, except for wet rooms and balconies, in a variety of patterns and colors

The Apartments

Smart home electrical system with a central control panel

Under-floor heating in bathrooms

Designer electrical switches and sockets by BTicino International or equivalent

Laminam / Dekton / Corian countertop on bathroom cabinets

Recessed lighting with Digital Addressable Lighting Interface (DALI) dimming option

Dorn Bracht or equivalent sanitary ware





ARCHITECTS & DEVELOPER

CHAPTER 6

Ranni Ziss Architects

Architects

Ranni Ziss Architects (RZA) specializes in designing commercial, residential, and hospitality environments. Over the years, the firm has designed a wide range of innovative and groundbreaking projects in various scales, from small boutique hotels to large-scale hotel complexes, residential buildings, office and commerce complexes, hospitals, and academic institutions.

The firm's interdisciplinary practice offers pragmatic and top-quality design solutions, from the conceptual stage to project completion, with the goal of creating meaningful, inspiring, and inclusive social spaces, that are interwoven into the site's physical, social, and cultural fabric. Solutions that stem from an informed and analytical process that meets the real needs of the individuals for whom the buildings are constructed.

Ziss, an architect and city planner with over 20 years of experience in designing hotels and luxury residential complexes, is responsible for the restoration of Plaza Hotel in New York, Quentin Hotel in Berlin, and Wroclaw Scheme Hotel in Poland. In Israel, Ziss had designed the 10 Herbert Samuel complex in Tel Aviv, G Tower in Tel Aviv, Ritz Carlton Hotel at the Herzliya Marina, Herods Hotel in Tel Aviv, Ritz Hotel in Tel Aviv's 10 Rothschild complex, and many others.



Oberson Architects

Interior designers

The firm, founded by Bezalel alum Architect Dana Oberson in 2002, specializes in planning and designing private homes, luxury residences, urban planning, public and commercial areas, and hotels and resorts, domestically and globally. Dana is the daughter of renowned fashion designer Gideon Oberson, winner of the 2014 lifetime achievement award in design. Dana Oberson's eclectic and holistic approach to architecture and design is characterized by rich and unique spaces, clean lines, use of unique materials, complex architectural details, and carefully curated interior design items.



Amram Avraham

The Developer

Amram Avraham was founded in the 1980s and became over time one of Israel's leading development and construction companies. It specializes in three main fields:

Residential projects: in recent years, the company had designed, constructed, and is constructing thousands of residential units, in Acre, Kiryat Motzkin, Rekhasim, Haifa, Tirat HaCarmel, Or Akiva, Hadera, Pardes Hanna-Karkur, Binyamina, Zikhron Ya'akov, Netanya, Ra'anana, Tel Aviv, Rosh HaAyin, Ramla, Rishon LeZion, Ashdod, Gedera, Kiryat Gat, Eilat, and more. The sale of new Amram Avraham projects will soon commence in Safed, Havatzelet HaSharon, Yavne, Lod, Hadera, Kiryat Ekron, Kfar Saba, Bnei Ayish, and more.

Commercial complexes/income-producing assets: the company owns several shopping and commerce centers, office buildings, nursing homes, and logistical centers.

Urban renewal: the company takes part in several urban renewal enterprises consisting of thousands of residential units, in Hadera, Zikhron Ya'akov, Aviv-Yafo, Haifa, Tirat HaCarmel, and more.

AA by Nadav Jean

Architects

AA Architects specializes in planning and designing large-scale hotel and residential projects in Israel. The firm is an integral part of Amram Avraham's planning array, and plays a central role in planning the Group's diverse projects. The firm, founded by Architect and Bezalel Academy of Arts and Design alum Nadav Jean, plans and designs a wide variety of unique and innovative projects. Thanks to the firm's activity within Avram Avraham, it enjoys many advantages stemming from the direct and close contact with the construction companies, guaranteeing the highest attention to detail.

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