

kalēna.®

R I V I E R A M A Y A

EDITION

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- 12 Kalena Acacia
- 26 Kalena Quetzal
- 32 Makmul at Kalena



@ DISTRITO KALENA

RESIDENCES - SHOPS - OFFICE SPACE
HOSPITAL - UNIVERSITY - HOTEL



Distrito Kalena: a new life style in the Riviera Maya

At Inversiones Capital we work thinking of the future of Riviera Maya. Almost a decade ago we built our first project in Playa del Carmen, and since then we have kept an eye on the development of this area. During this period, Tulum has had a tourist boom and Cancun remains an international destination, but *Playa* will always be *Playa*: a fishing town where people from all over the world have settled and call it home. More than a tourist destination, *Playa* is where life happens, businesses are started, families grow ...

comfortably in this part of the Riviera Maya. We found the perfect spot: a centric piece of land, connected to main roads, a few minutes away from downtown Playa del Carmen and with easy access to the beach. Upon that, we worked with the best to design a mixed-use project with extensive gardens and outdoor spaces; a place that offers essential first-class services —hospital, hotel, university and shops— and where it is possible to walk or ride your bicycle to work.

With that in mind, we began to dream of a place to live

Discover Kalena and meet your new lifestyle in Riviera Maya.

Kalena has a beautiful cenote and more than 13.6 acres of green areas for parks, gardens and spaces for outdoor activities.

A woman with long brown hair, wearing a white tank top, a plaid shirt, and blue jeans, is walking and smiling. A young girl with long brown hair, wearing a white t-shirt and patterned shorts, is running towards the camera, holding the woman's hand. They are in a grassy field with trees in the background.

Family life in Riviera Maya

A NEW POSSIBILITY

Kalena arrives in the Riviera Maya to offer an urban lifestyle that has all the services and amenities in one single place. Living in a connected environment that allows you to walk from home to work, to college or to dinner, is now possible.



KALENA
ACACIA

MAKMUL
at KALENA

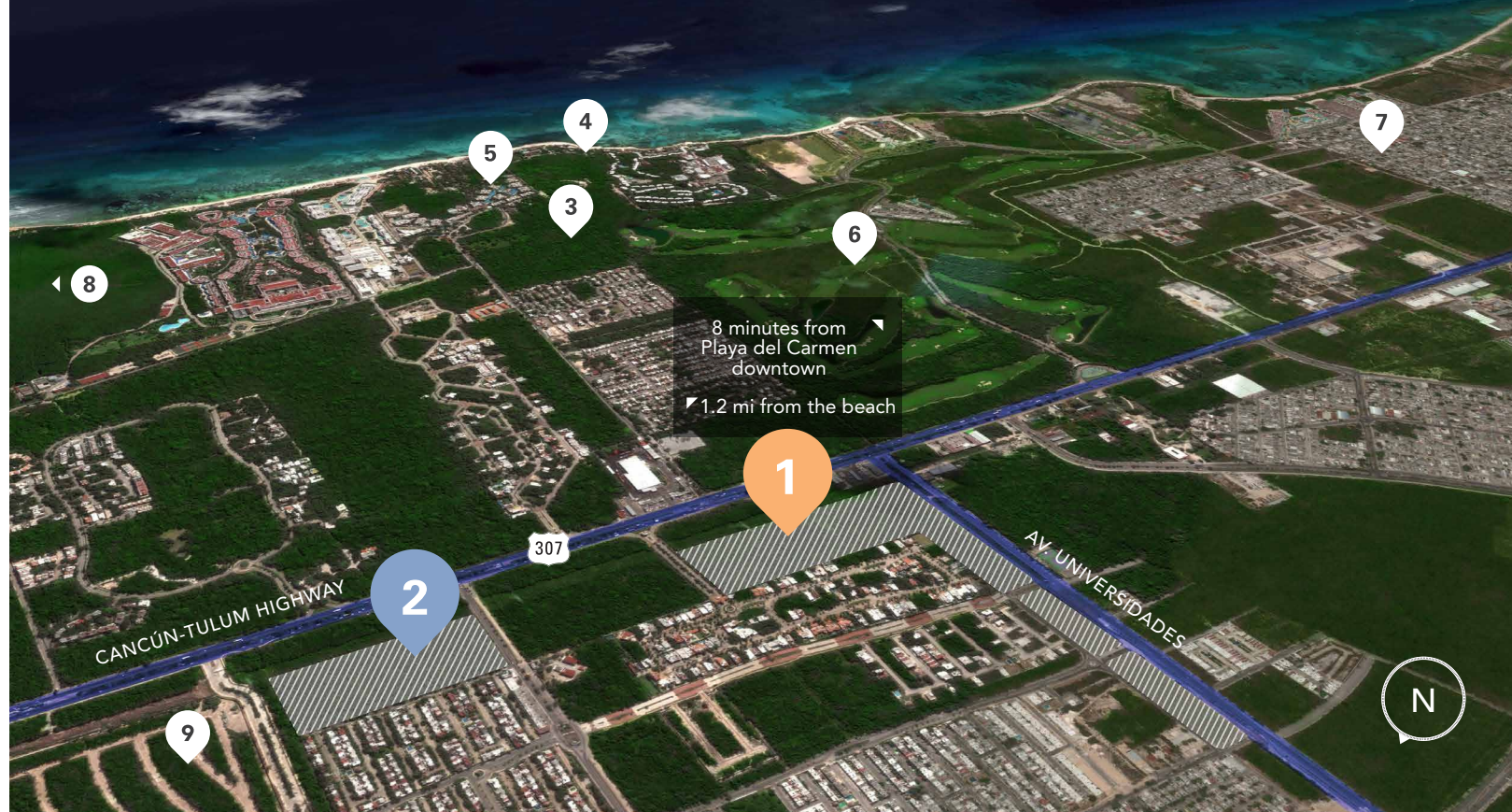
KALENA
QUETZAL

KALENA

KALENA
MALVA

KALENA
JADE

KALENA
ÉBANO



ZONA DIAMANTE

Mexico's prime real estate

Several decades of massive investment have made the Zona Diamante the area with the best tourist infrastructure in the country. Now Kalena offers that same standard of living for those who have made the Riviera their home.

- 1. Kalena
- 2. Makmul at Kalena
- 3. Naomi Selva
- 4. Naomi Beach Villas
- 5. Viceroy Riviera Maya
- 6. Gran Coyote Golf Riviera Maya
- 7. Playa del Carmen
- 8. El Camaleón Golf Club
- 9. Ciudad Mayakoba

An aerial view shows Kalena's connectivity to the main highway and its proximity to the luxurious resorts of Zona Diamante, Playa del Carmen and the Caribbean.



WELL-CONNECTED

✈ The Cancun airport is the gate to the Riviera Maya. It was remodeled and expanded to become the second busiest airport in the country and the one that serves more international passengers in Latin America. It has two active landing strips that are more than 1,500 meters apart, which allows them to be used simultaneously, and four commercial terminals.

FROM KALENA

🛣 Federal Highway 307
Cancun-Tulum is one of the best roads in the country and gives you access to all the attractions in the area.

Cancun Airport	40m
Playa del Carmen	8m
Cancun	50m
Tulum	1h
Mérida	3h

KALENA IN SHORT

1

KALENA
Acacia, Quetzal, Malva, Jade & Ébano

25.2 acres
720 Condos
65 Retail spaces

Exclusive amenities for residents
+
Shops
Restaurants
Hospital
University
Hotel
Office Space

2

MAKMUL at KALENA

11.4 acres
220 Condos
80 Homes

Club House
Pool
BBQ area
Gym
Running trail
Kids' Playground

KALENA

A new vision for the Riviera Maya.

Kalena's master plan was designed weaving spaces meant for housing, retail, essential services and recreation. Behind this delicate balance is the renowned studio GVA, Mexico's first firm to practice integral architecture in Latin America with 50-years of experience. Their knowledge has been key for achieving optimal management of natural resources, therefore creating economic, social and environmental value, which offer a higher quality of life to residents and their community.



MALVA & JADE
160 CONDOS

ACACIA
89 CONDOS
22 RETAIL SPACES

QUETZAL
31 CONDOS
43 RETAIL SPACES

ÉBANO I
110 CONDOS

ÉBANO II, III, IV
330 CONDOS

-  HOSPITAL
-  UNIVERSITY
-  HOTEL
-  RETAIL
-  OFFICE SPACE

KALENA

Acacia

Living & Shops

Kalena Acacia is a compound of four residential 3-level towers that blend perfectly with its retail area. The shops on main street offer essential services that enrich everyday life for its residents.

89 CONDOS | 4 MODELS | 678-2637 sq ft
22 RETAIL SPACES | 301-592 sq ft



the place
where
your family
grows

KALENA ACACIA

A fuller life in the Riviera.

The Shops at Kalena, on Avenida Universidades, feature a pedestrian area and a bike path that provide connectivity between the district's multiple residential areas. Services and entertainment on this ground floor make everyday life simple.

A couple of important factors were considered for the Acacia façade: low density living gives us a discreet 3-level building, and lattices that offer privacy without losing natural light. The result is a low environmental impact project that offers urban features that increase the quality of life of its community.



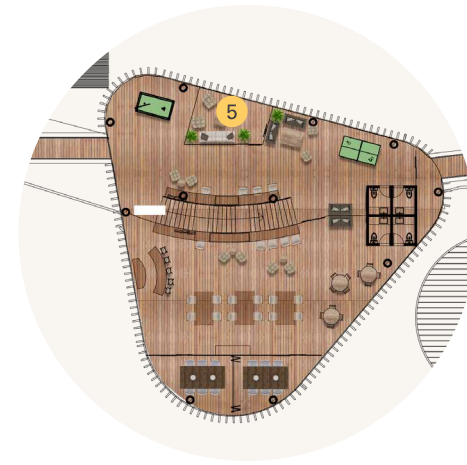
Living.

4 towers
3 levels + rooftop
89 condos
4 models
Exclusive amenities

The condos are independent from the retail area; they have controlled access and exclusive amenities. The main gangway-type distribution nucleus offers a pleasant route from the parking lot to the entrance of each department.

Acacia Amenities

- 1 Pool area
- 2 Lounges
- 3 The Shops
- 4 Drop off
- 5 Multipurpose room on Level 2 and Events Deck on Level 3



Shops.

20 retail spaces
2 restaurants
Drop off
Ground floor parking

Kalena Acacia stands on 2.9 acres in front of Av. Universidades, one of Playa del Carmen's main roads. The shops have been planned around this, with 22 retail spaces that offer comprehensive services to residents, and a dropoff area for ascent and descent of visitors.

Shop area services



Restaurants



Convenience Store



Laundry



Drugstore



Beauty Salon



Flower Shop



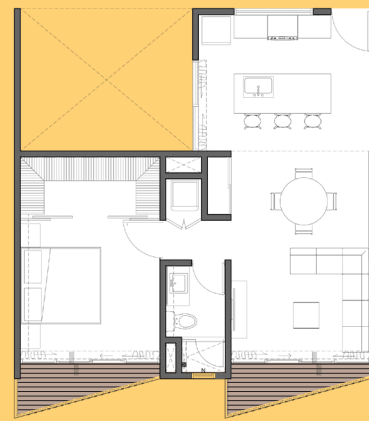
Pool area.

Acacia's amenities, such as the pool and wading pool, are exclusively accessible to its residents.



Finch 624 + 54 / 678 sq ft

1 bedroom, 1.5 bathrooms, living/dining room, kitchen, laundry center / Balcony in living room
Levels 2 y 3



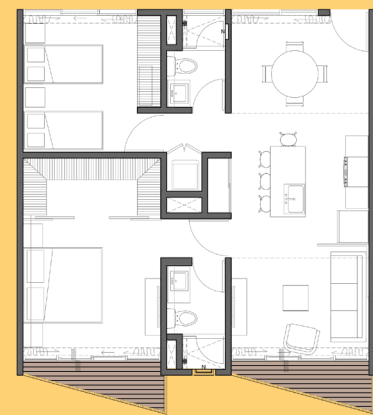
Canario 732 + 21 / 753 sq ft

1 bedroom, 1 bathroom, living/dining room, kitchen, laundry center / Balcony in bedroom and living room
Level 2



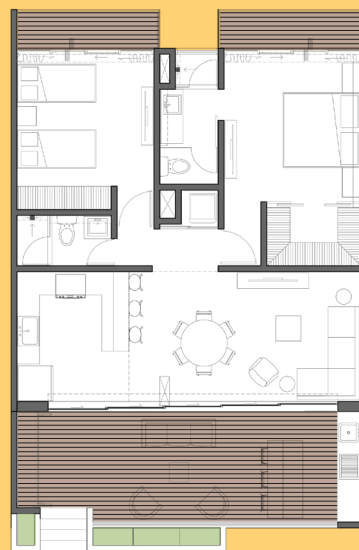
Canario Terraza 732 + 215 / 947 sq ft

1 bedroom, 1 bathroom, living/dining room, kitchen, laundry center / Balcony in bedroom and terrace in living room
Level 2 and 3



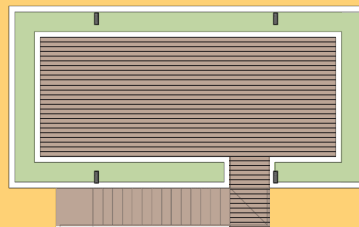
Oriol 904 + 43 / 947 sq ft

2 bedrooms, 2 bathrooms, living/dining room, kitchen, laundry center / Balcony in master bedroom and living room
Level 2



Oriol Terraza 904 + 377 / 1281 sq ft

2 bedrooms, 2 bathrooms, living/dining room, kitchen, laundry center / Terrace in living area and balcony in both bedrooms
Ground Floor



Oriol Rooftop 904 + 388 / 1292 sq ft

2 bedrooms, 2 bathrooms, living/dining room, kitchen, laundry center / Balcony in master bedroom and living room / Rooftop terrace
Level 3 and Rooftop

Finch.

Acacia's smallest model, at 678 sq ft, is a duplex that offers a spacious double-height social area.



Oriol Terraza.

Kalena Acacia models take full advantage of the characteristics of each location. The ground floor Oriol has a spacious terrace, ideal for spending time outdoors.



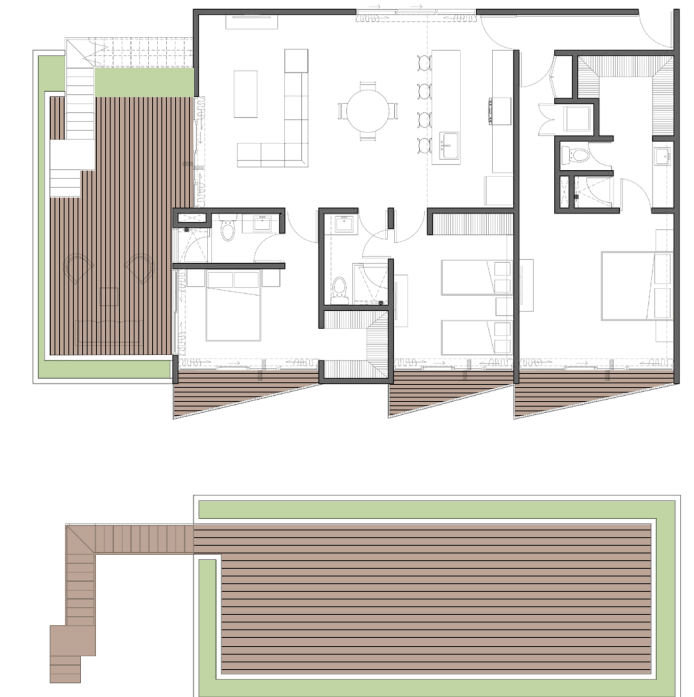
Monarca.

Outdoor spaces of Monarca PH, like this rooftop, are the perfect place to spend an afternoon with family or friends.

PH

A luxurious family life in the Riviera.

The Monarca PH is designed with your family in mind: three bedrooms with balcony, a large social area and extraordinary outdoor spaces.



Monarca PH 2637 sq ft

Interior: 1561 sq ft / Terrace: 431 sq ft / Rooftop: 646 sq ft

3 bedrooms, 3 bathrooms, living/dining room, kitchen, laundry center / Balcony in every room and terrace in living room / Rooftop terrace

Level 3 and Rooftop

KALENA

Quetzal

Urban Hub

Kalena Quetzal gathers the most important services that your family may need. Its hospital, university, hotel and retail area make up an urban center that allows its residents to enjoy a unique lifestyle in the Riviera Maya.

31 CONDOS | 43 RETAIL SPACES



live
study
work
relax

KALENA QUETZAL

The urban heart.

Kalena Quetzal is where all the action happens. On the upper levels you'll find condos and the lower levels bring together a range of services: shops, restaurants, office space, a first-class hospital, a hotel and a university. Quetzal makes it possible for Kalena residents to have fun, education and health care one step away from home. Less time in the car means more time for you and your family.



LIVING

RETAIL

OFFICES



First class service hub.

Key spaces have been set apart in Kalena Quetzal to offer the basic services that your family needs to live fully and peacefully without having to travel to any of the nearby cities.

Smart design

The Quetzal parking lot occupies the underground levels to give way to a totally pedestrian plaza on the ground floor. The atrium houses a select retail area, with restaurants and shaded spaces for the enjoyment of residents and visitors.



Office Space.

The office space at Quetzal makes working very close to home possible.

KALENA

Makmul

Exclusive Gated Community

Makmul residents enjoy amenities, a safe neighborhood and large green areas. Plus, your immediate access to downtown Kalena amenities and entertainment promise a well-rounded lifestyle.

220 CONDOS | 80 HOMES



a
special
place

MAKMUL at KALENA

An intelligent investment.

Makmul is an exclusive gated community that emerges from the urban area of Kalena. It was designed for those who need more living space without sacrificing city life. Its direct access to the Cancún-Tulum federal highway connects you with the urban heart of Kalena and with Playa del Carmen's downtown, just 8 minutes away.

The two towers of Makmul, with 110 condos each, and its 80 houses, share spacious gardens and amenities designed for family life, such as a pool, clubhouse and kids' playground.

ARCHITECTURAL PROJECT IN PROCESS

A first sketch of the
common areas of
Makmul.




makmul
X KALENA - RIVIERA MAYA

**ARCHITECTURAL
PROJECT IN
PROCESS**

The natural materials
of the area shine in
the architecture of
Makmul.

Your happy place.

Makmul offers the comforts of a gated community and at the same time it is closeby to all the amenities that the urban area of Kalena offers.

Investing in wellness spaces

Inversiones Capital has a stake for wellness developments in the Zona Diamante, in Riviera Maya; spaces that share a fundamental idea: promote a more holistic life where housing is the first line of defense against the coronavirus.

According to the United Nations, great strides were made in improving health around the world before the pandemic. These were achieved by increasing life expectancy and reducing some of the common causes of death associated with infant and maternal mortality. However, it is necessary to join efforts to completely eradicate a wide variety of diseases and address a large number of health problems.

With this in mind, investors interested in acquiring properties are looking for new ways to ensure that the air they breathe and the food they eat are entirely pure, and under this premise, they try to reduce their impact on the environment. This leads to new trends in real estate: wellness homes.

According to Dr. Katherine Johnston, researcher at the Global Wellness Institute: "We are at the beginning of a new movement in home and community design that tries to solve our current problems: sedentary lives, unhealthy diets, stress, social isolation, pollution and deprivation of nature".

Thus, developers around the world are creating urban ecosystems that aim to improve people's integral health, designing and creating spaces that focus on some basic factors such as air, water, light, food, and physical condition, mind and comfort.



These are some features that developers are including in these wellness spaces:

- Pure hospital grade air and clean water using advanced purification systems or internally irrigated vertical gardens
- Shower filters filled with vitamin C that remove any trace of chlorine in the water
- Aromatherapy dispensers installed in different parts of the house
- Orchards with organic crops
- Paths based on reflexology
- Fitness and meditation centers

These wellness spaces not only try to increase personal well-being, but also aim to reduce the environmental footprint as much as possible. These houses combine greenery and clean energy sources. They are not temporary changes or a fad, but the paradigm shift towards a lifestyle more committed to the Earth, which promotes better health at every step.

At Inversiones Capital we are attentive to your needs, trusting that any adversity —such as the one we are experiencing at the moment— pushes us to new areas of opportunity, making your investment more valuable: thus more green areas and better design.

If you are searching for a new home, or real estate investment, at Inversiones Capital you will find a variety of options. Learn more about our developments in Riviera Maya and Bajío.

GETTING TO KNOW US.

Kalena — *Playa del Carmen*
Projected along 32 acres, in Kalena we have designed a new urban center in the Riviera Maya: residences, hotel, hospital, universities, retail and more than 13 acre of green areas for parks, gardens and spaces for outdoor activities ; all connected by trails and bike paths.

Naomi — *Playa del Carmen*
All Naomi condos and villas, whether in Selva or Beach, have a balcony, a private outdoor space. Selva is less than half a mile from the beach, which becomes an ideal stroll among the vegetation; Naomi Beach, as its name says, is right on the beach, facing the Caribbean. Both have an experience retail area in Naomi Selva and the possibility of outdoor water activities.

Terracota — *San Miguel de Allende*
Nested in Zirándaro —a gated community a few minutes from downtown, which has numerous parks, trails and a golf course— Terracota stands out for having a double amenity nucleus and a running track that completely surrounds the development.

Amalfi — *León*
Located within Zanda, with 1.5 acres of parks and almost 5.7 acres of green areas designed by landscaper Michael Mckay; 5 minutes from the Parque Metropolitano, one of the largest green spaces in León, Guanajuato. All Amalfi units have a balcony with panoramic views of the city, and among their amenities are a running track, pool and tennis court.

Alamanda — *Querétaro*
Within Zibatá, Alamanda offers you access to its 430 acres of green areas, parks and 5 miles of bike path. Its design offers spacious terraces in all units and panoramic views of the golf course.

Let's talk about mixed uses

Beyond being a global trend, the concept of mixed uses is a reality framed by the planned integration of different components in the same real estate project: living, work, recreation, accommodation, education, medical area and public spaces.

It is not surprising that residential areas now converge with commercial and entertainment spaces. Factors such as the increase in the cost of land, the need for mobility and the trend towards vertical development have marked the growth of trade in all its forms. For the same reason, the evolution in the real estate sector points towards mixed uses.

Shops, offices, residences, hotels and recreational spaces, among others, see their inclusion in the same mixed-use project, complemented by cultural corridors that promote social integration within the city. What these spaces have in common is that they respond to the different needs of the same social environment: a new paradigm of real estate development oriented to the needs of the users.

Kalena District seeks to offer a different lifestyle in 34 acres connected with important access roads; an intelligent design and a controlled environment, which make this the place where you also want to live.

MIGUEL MOSQUEDA
CEO
Inversiones Capital

OUR TEAM



A company focused on developing real estate products that offer valuable return on investment. Our main principle is increasing our clients' and investors' capital. We are certain our experience offers peace of mind and fuels our drive to innovate.



First Mexican firm of integral architecture in Latin America with more than 50 years of experience. With its architecture we have achieved the rational management of natural resources to create economic, social and environmental value, improving the quality of life of residents and their community.

KALENA

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ACACIA

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KALENA
MALVA

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MAKMUL
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kaléna
RIVIERA MAYA

PLAYA DEL CARMEN SHOWROOM

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