



Premiere Asian Food Hall

uncommons™

Las Vegas, Nevada | 18,000 sq ft



A unique culinary concept centered around Asian food culture.





Affordable, Authentic & Attractive



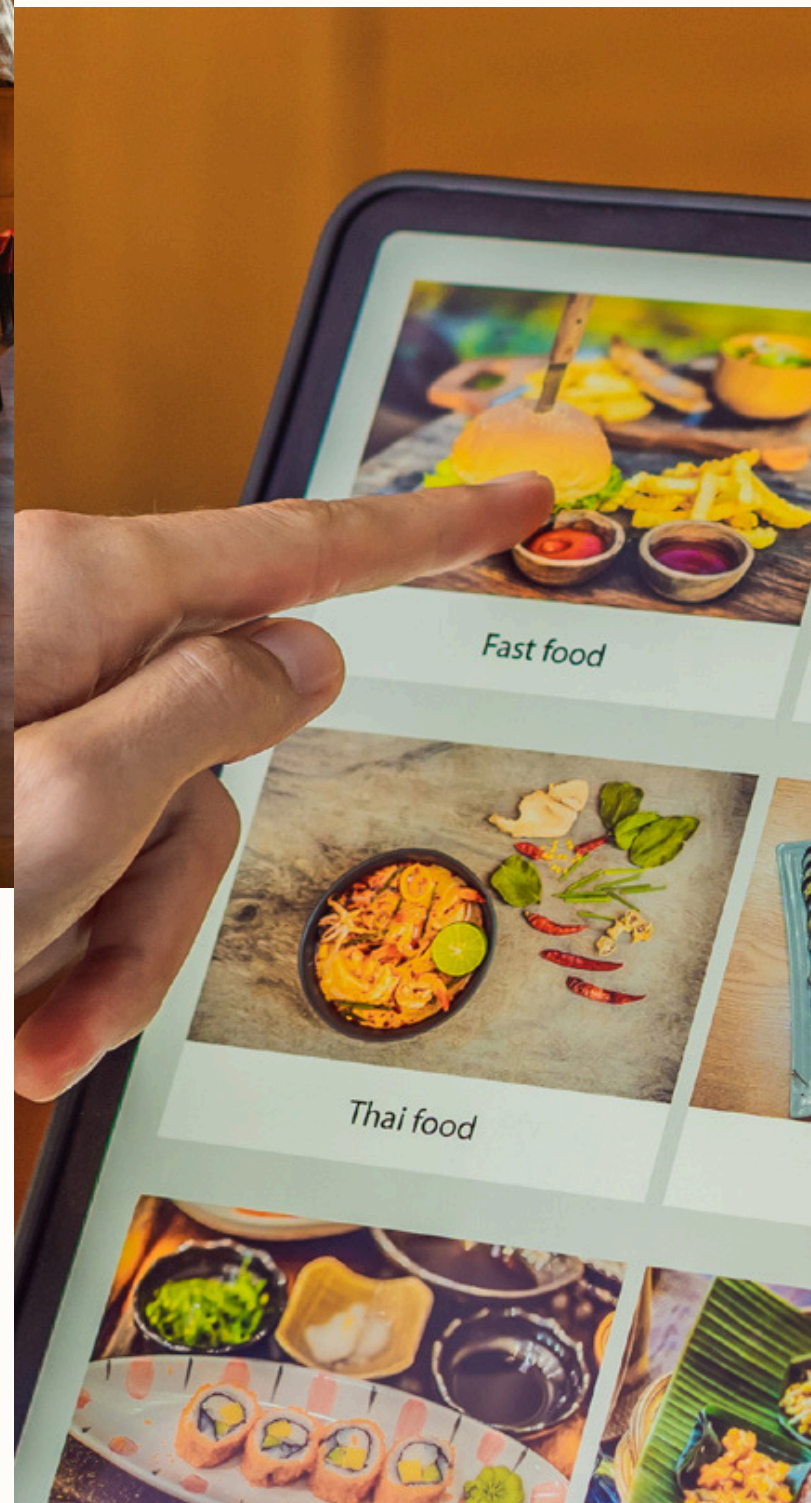
01

**An unparalleled fusion of
genuine Asian culinary
traditions.**



03

**Adapting to a smart
technology environment**



02

**The allure and
uniqueness of an
Asian-inspired bar.**



04

**Genuine Asian-themed
festival culture**





06

**An experienced management
company offers
comprehensive support in
both Japanese and English.**



05

**Design that aligns
with the concept.**



07

**By collaborating, we will
grow our stores from
Hawaii to locations across
the entire United States.**

08

**Towards a global
brand through
STIX**



Why Las Vegas?



- Las Vegas is an **Entertainment Capital of the World**
- Las Vegas-Paradise metropolitan area is expected to grow from 1.988M in 2012 to 3.32M in 2042 - **67% increase (largest expected population booms in the US)**
- Nevada has one of the **lowest labor costs** in the region (Effective July 1, 2024: \$12/hr)
- Year-end 2023 **employment growth was 4.1%** in Las Vegas (higher than the National Average of 1.9%)

Nevada ranks #7 in the US for Best Business Tax Climates

- **No** Corporate Income Tax
- **No** Admissions Tax
- **No** Personal Income Tax
- **No** Unitary Tax
- **No** Franchise Tax on Income
- **No** Inventory Tax

Las Vegas Business Assistance Program



Sales and Use Tax Abatement

Modified Business Tax Abatement

Personal Property Tax Abatement

Real Property Tax Abatement for Recycling

[05/29/2024 Update] New Business Assistance program provides new entrepreneurs, developers and enterprises with the tools needed to launch a business. Qualified applicants may receive up to a total of \$1,500 in assistance through the program. Grants include up to \$1,500 in computer hardware, \$1,000 in software and up to \$500 in business license fees

Why UnCommons?



40 Acre Community - Modern Office Space | Inspired Cuisine | Wellness & Fitness | Lifestyle & Productivity

- **17.3%** of all visitors to UnCommon are **Asian**
- All of UnCommons' Top Persona segments over index for the Asian ethnicity
- **“Asian Food Enthusiast”** is a top interest of **3/4 of UnCommon's Target Visitor Personas**

UnCommons Visitor Demographics

1. **Wealthy Suburban Families 26.10%** [Age 35-44 | Asian, Caucasian | Married | \$125k-200k income]
2. **Young Professionals 13.60%** - [Age 25-34 | Black, Asian, Caucasian | Not Married | \$50k-75k income]
3. **Ultra Wealthy Families 7.30%** - [Age 45-54 | Asian, Caucasian | Married | \$200k+ income]
4. **Educated Urbanites 6.20%** - [Age 25-34 | Asian Caucasian | Not Married | \$150k-\$200k income]

Why UnCommons and Not the Strip?



vs



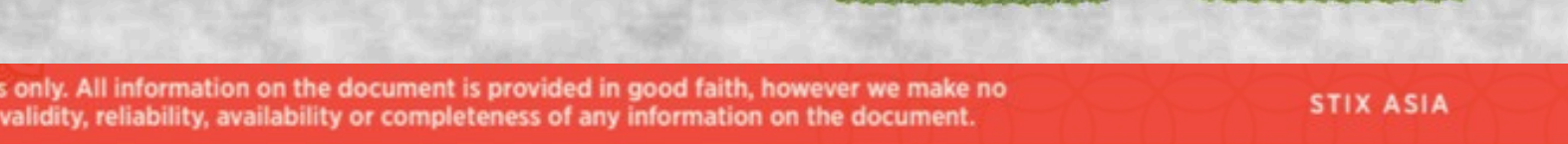
Low Rent
Convenient & Accessible Location
Faster Permit Process (1-3 months)
Cost efficient for small business owners
Affordability for Startups
Opportunity growth for business expansion to the Strip
Growing visitors finding unique dining experience off-Strip
Untapped market for All Asian Food Halls
Affordable Cost of living

High Rent
Heavy Traffic
Hotels Handle Licensing = High Cost
High demand on the Strip = Difficulty Finding Space
High Cost for Startups
Less Local visitors
Higher Staff Turnover for Openings
Competitive Food Hall Market
Higher cost of living

UnCommons Project Highlight



600,000 sq-ft Development
100,000 sq-ft Retail space
500,000 sq-ft Office space



UnCommons Residential Highlights



VESTRA

AT UNCOMMONS

- 3 Buildings
- 354 units 1bd, 2bd, 3bd, Penthouse
- [533 sq-ft - 3,300 sq-ft]
- EDI Int. Architect & Jules Wilson Design
- **Forecasted Total Units: 800+**



UnCommons Commercial & Dining Highlights



14 Office Tenants | **Oakland A's Headquarters Coming Soon**

Deloitte.

CBRE

**DRAFT
KINGS**

NEWMARK

**WELLS
FARGO** ADVISORS

Sotheby's
INTERNATIONAL REALTY

GenuBank

IBDO

BERKADIA

LUZICH PARTNERS LLC

Morgan Stanley

Abnormal

**MIDFIRST
BANK**



EY

11 Restaurant Tenants | **10 Coming Soon**

All'Antico Vinaio
General Admission

Amari
Poke Market
Salt & Straw
Rare Society
Dry Bar
Hi SKin

Siempre J.B.
Teaspoon
Toto Bien
Urth Cafe
Wineaux
Blue Bottle
Sweathauz
Sugar Nails

Upcoming Development in 2025



SONY MOVIE STUDIO
15 mins from UnCommons

\$1.8 billion movie studio and mixed-use development in Summerlin creating over 10,000 permanent jobs in Las Vegas



240,000 cars / day



220 rooms - \$750M Project
2nd Tower under construction



STIX ASIA
Las Vegas



352 units



2,000 employees

NARRATIVE
600 employees

Future phase Multifamily
454 units



226 multifamily Units

UnCommons Neighborhood Heatmap

7 Minutes from Summerlin:
30,744 total population
\$110,911 avg income
\$2,194 avg rent
\$300k-\$999k home value (74.1%)
\$1M+ home value (22.5%)

13 Minutes from Henderson:
317,610 total population
\$82,476 avg income
\$1,852 avg rent
\$300k-\$999k home value (80.6%)
\$1M+ home value (7.6%)

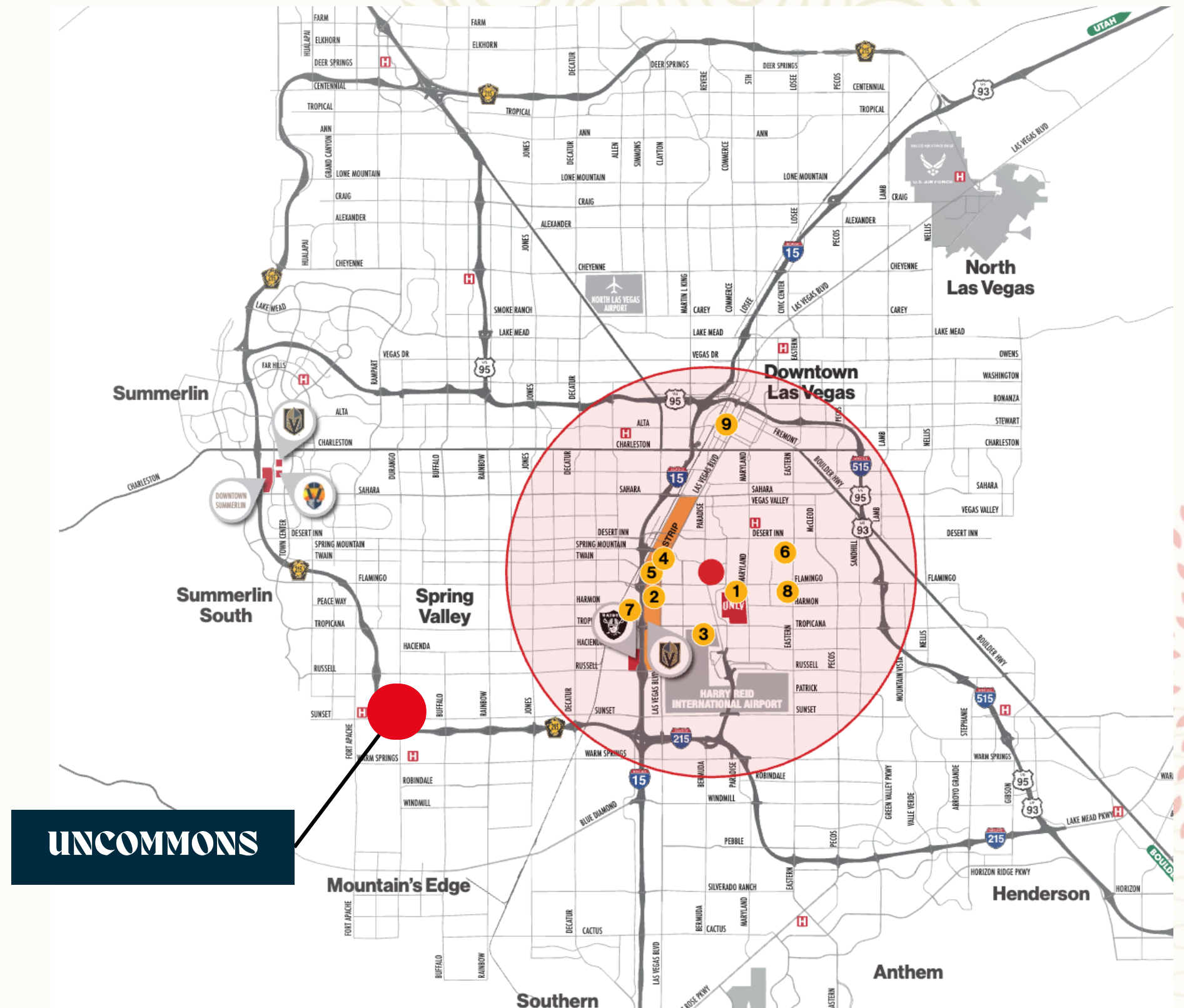
18 Minutes from Las Vegas City:
641,903 total population
\$73,784 avg income
\$1,590 avg rent
\$300k-\$999k home value (78%)
\$1M+ home value (4.4%)



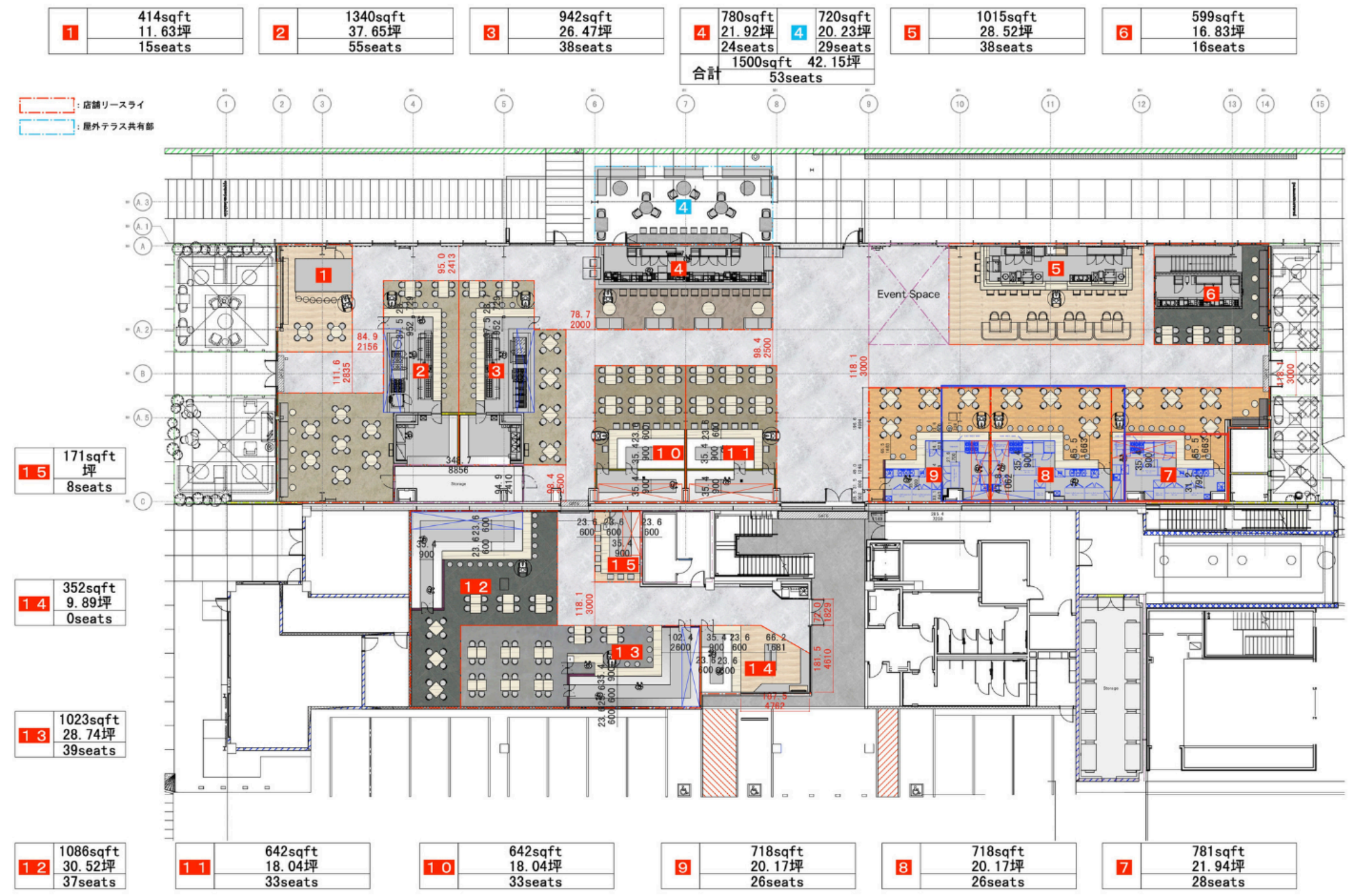
UnCommons Destinations Heatmap

Convenient & Diverse

- 1 University of Nevada, Las Vegas
-10 miles / 13 mins drive
- 2 Las Vegas Strip
-9 miles / 12 mins drive
- 3 Harry Reid International Airport
-10 miles / 13 mins drive
- 4 Fashion Show Mall
-11 miles / 15 mins drive
- 5 T-Mobile Arena
-9 miles / 13 mins drive
- 6 The Las Vegas Country Club
-13 miles / 21 mins drive
- 7 Allegiant Stadium
-7.5 miles / 13 mins drive
- 8 Sunrise Hospital and Medical Center
-13 miles / 21 mins drive
- 9 Downtown Las Vegas
-15 miles / 22 mins drive



Conceptual Floor Plan

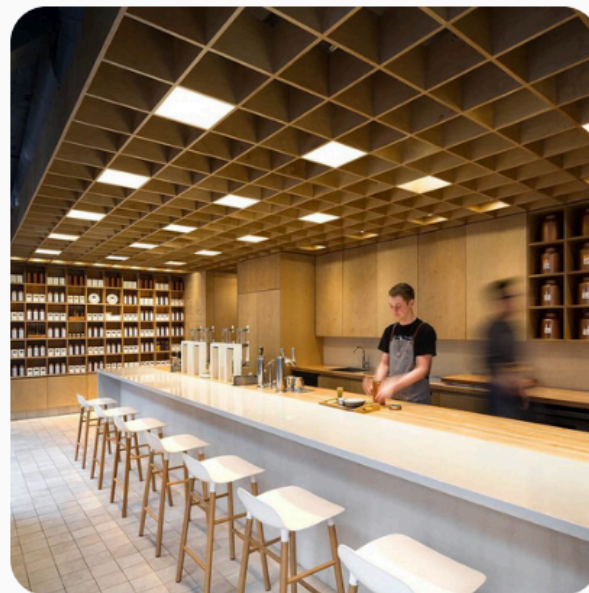


Design keyword

Traditional Asian shapes and cultural motifs will be incorporated into the interior design as key visual.



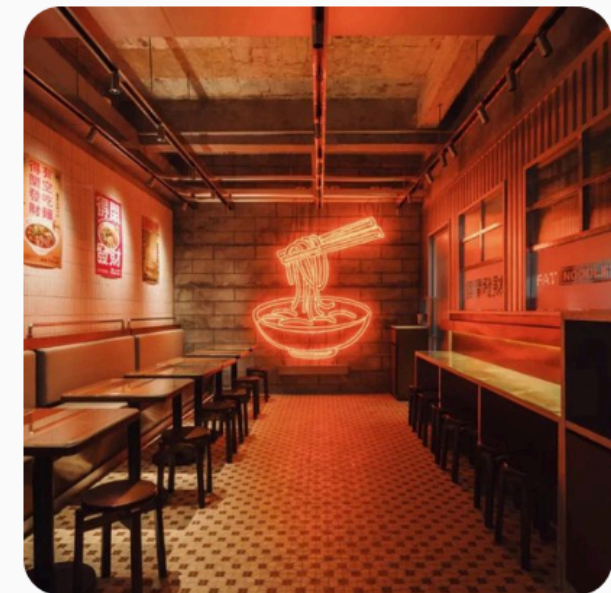
Paper
Lantern



Lattice



Yagura



Neon Sign



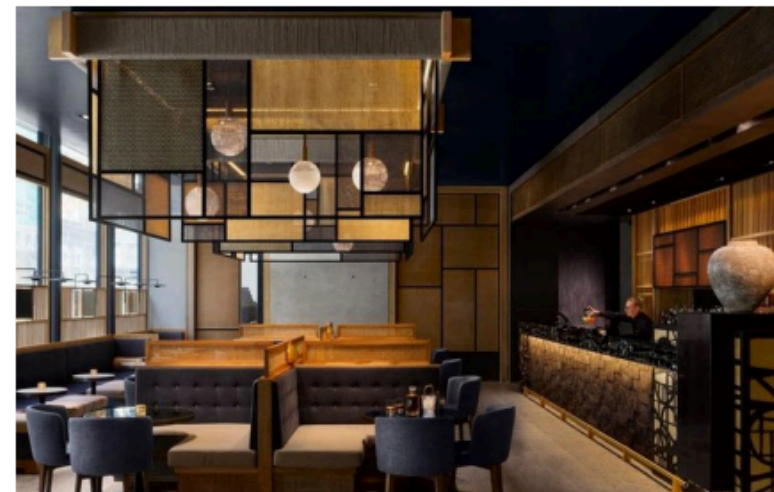
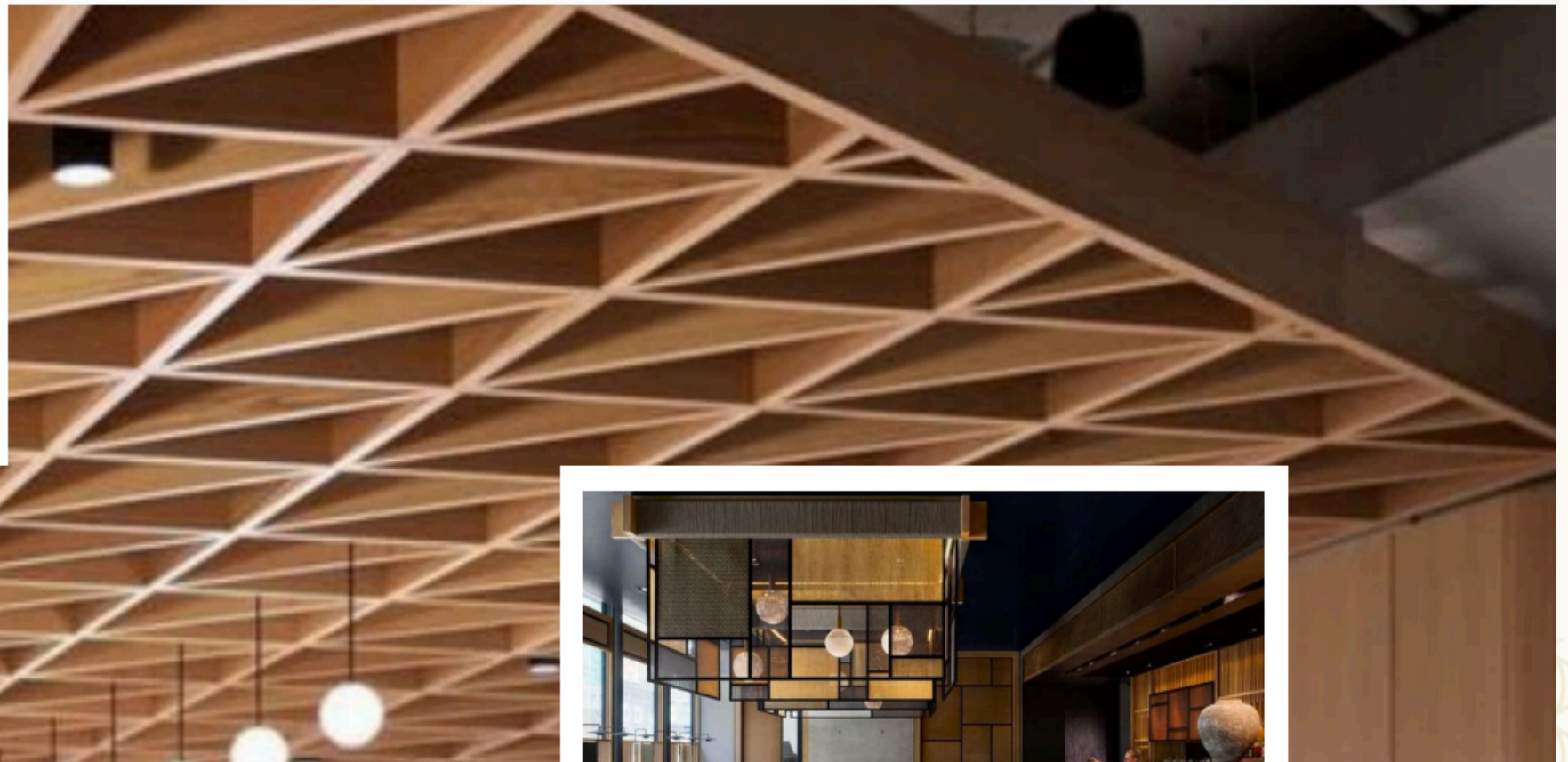
1. Paper Lantern

Chochin: Chochin provide soft light and warmth to a space. Made of paper and bamboo, chochin create a Japanese atmosphere and are effective as lighting to create a lively atmosphere. They can also be used as gates or hung from ceilings or walls for decoration.



2.lattice

Lattice visually makes a space appear larger and is a typical element of Japanese architecture. By incorporating latticework in windows and partitions, it is possible to softly let in natural light while maintaining privacy. Wooden lattices especially emphasize warmth and natural beauty.



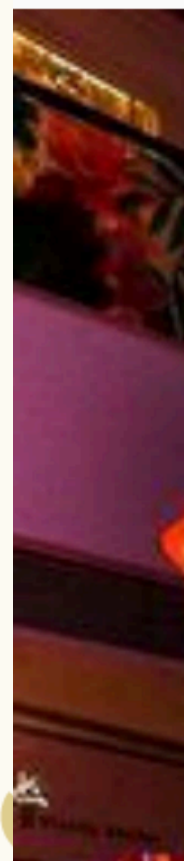
3. Yagura

Yagura is a traditional Japanese architectural style that can add flair to the exterior, Installing small turret-like structures made of wood add higher landmarks, connecting the different surrounding spaces.



4. Neon Sign

Neon signs are an iconic Asian signage presentation. By placing cool designed signs in various locations, an Asian atmosphere is expressed using the entire space.





Interior Design Area details

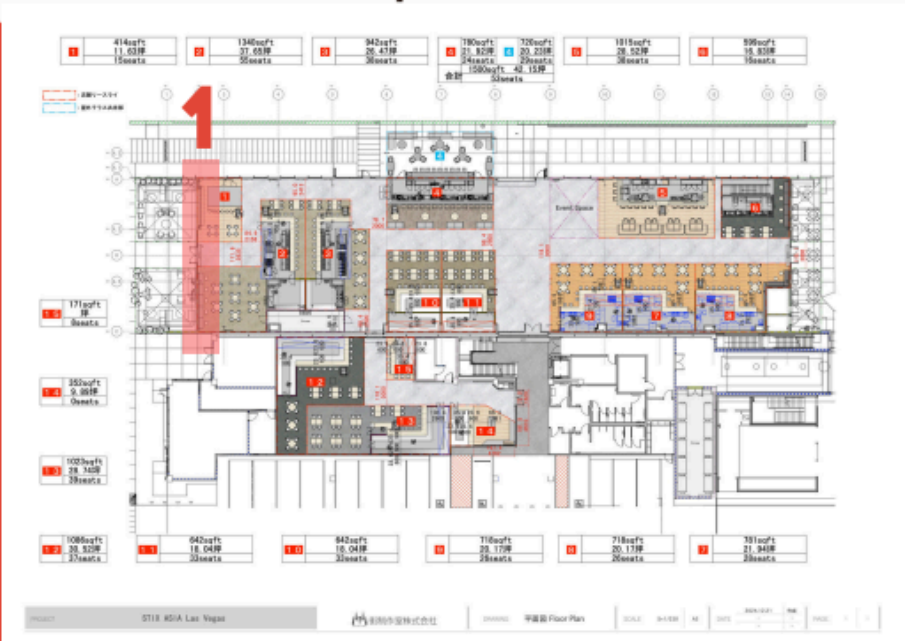
STIX LAS VEGAS
STIX LAS VEGAS



1.Facade



▲Current situation photo



Outside, Asian-style lanterns are placed outside as accents. The impressive exterior design using Japanese paper-like acrylic will appeal to passersby. It provides high visibility even at night.



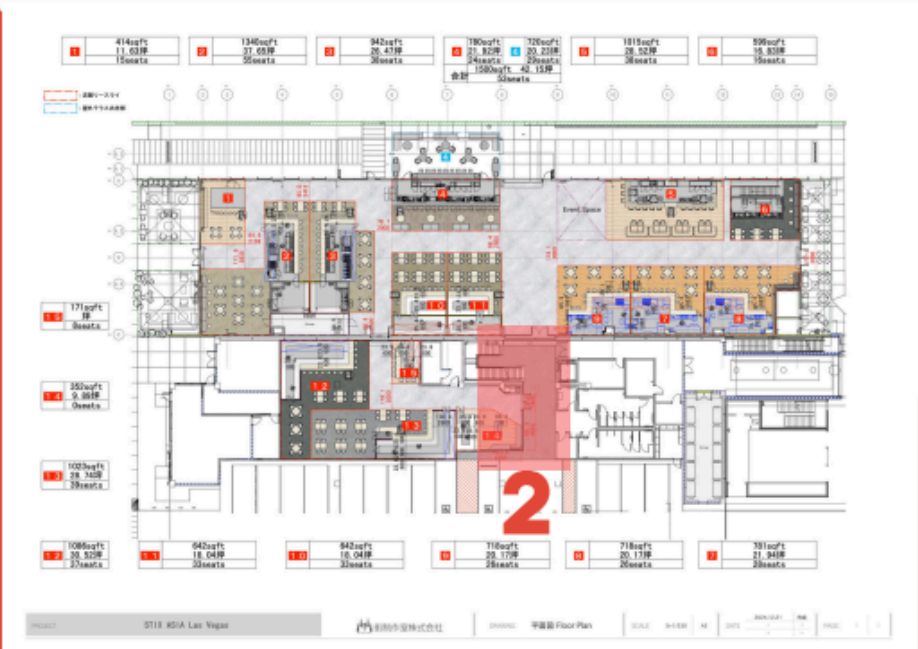
▲Design image photos



2.Entrance



▲Current situation photo



The entrance on the parking lot side will take advantage of the low ceiling, and lanterns will be placed throughout the ceiling to create a distinctive entrance. Part of the existing wall will be replaced with glass to allow the tenants inside to be seen, creating an easy entry.



▲Design image photos



3. Central Area



▲Current situation photo



The central space is designed with a turret to create a highly symbolic design for the entire space. The turret will be used to create an Asian-inspired design in the core space without compromising the overall visibility.



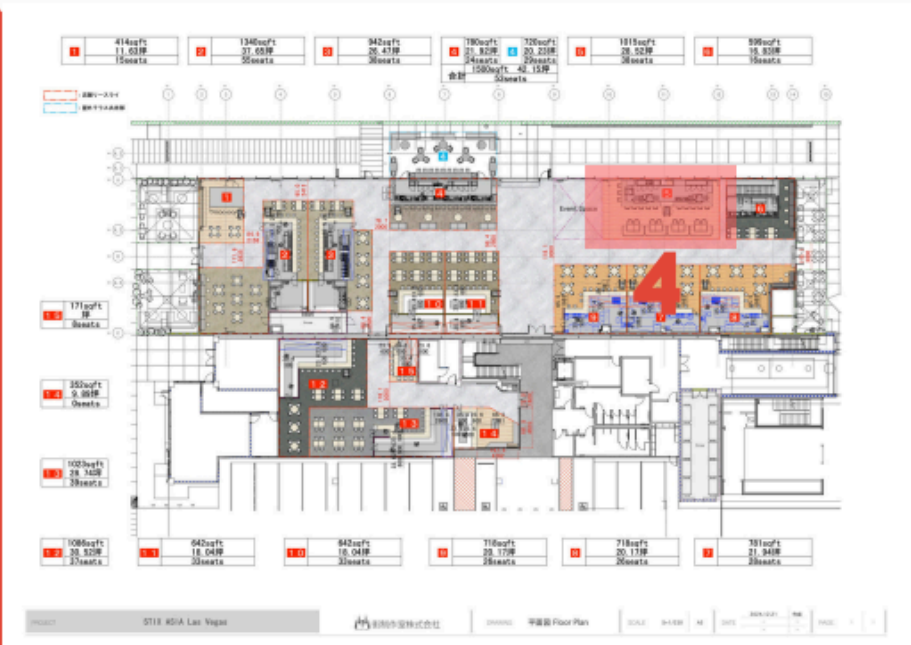
▲Design image photos



4.Sushi Counter



▲Current situation photo



The sushi counter: Its high will be modified in order to create an environment suitable for sushi. Also, by creating a ceiling, we will create a counter space where diners can dine in a relaxed atmosphere.



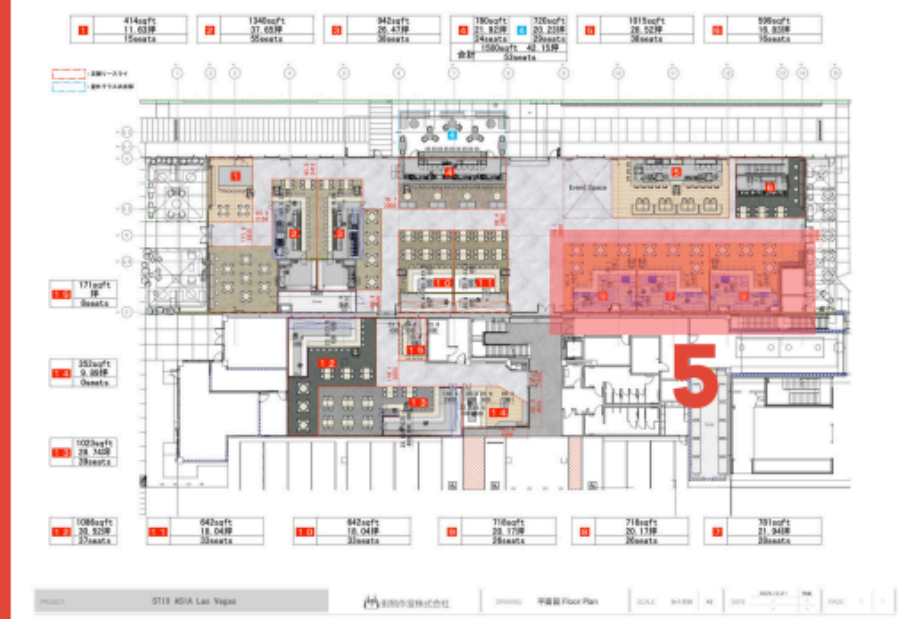
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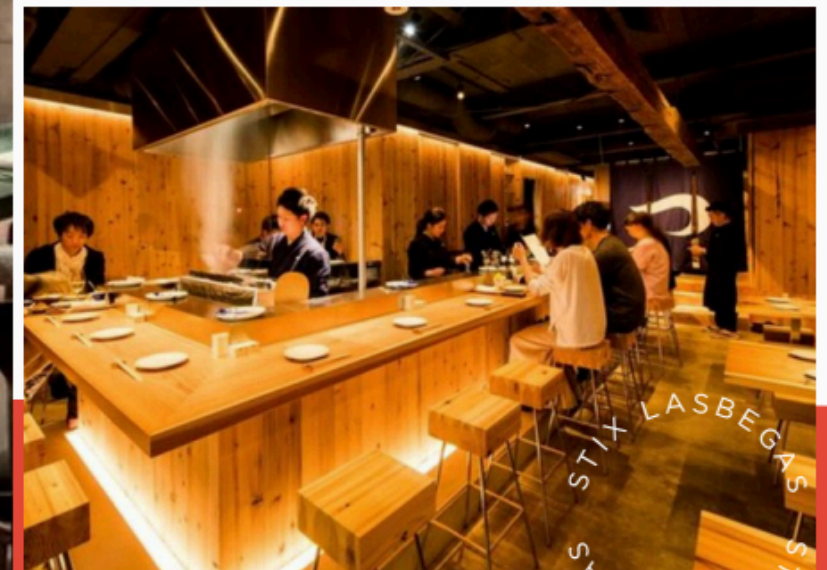
5. Yokochō



▲Current situation photo



Yokochō area: we are considering an open kitchen where cooking can be seen from the counter. The live view of cooking will create a lively atmosphere and make it easy for customers to stop by.



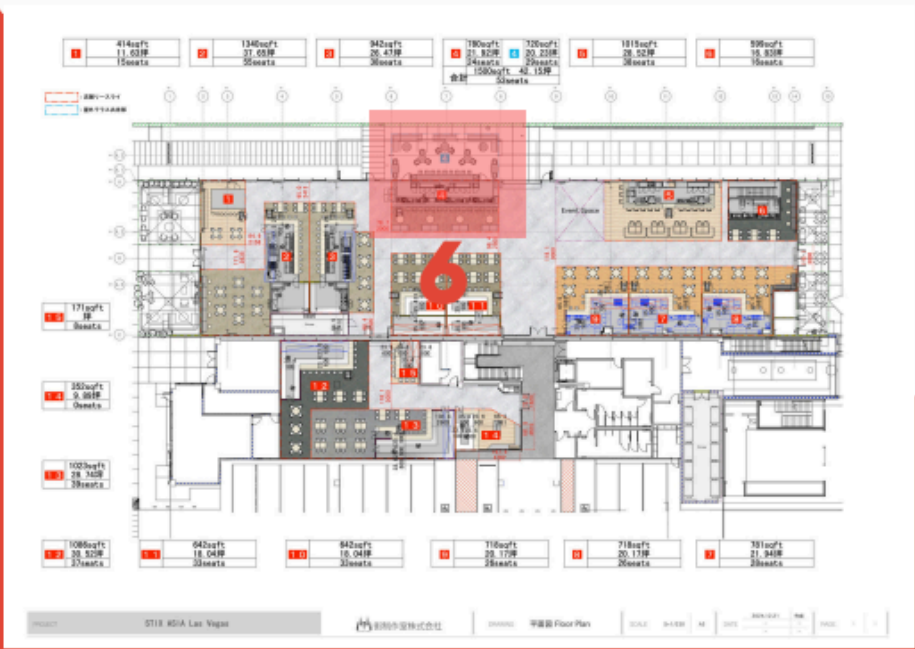
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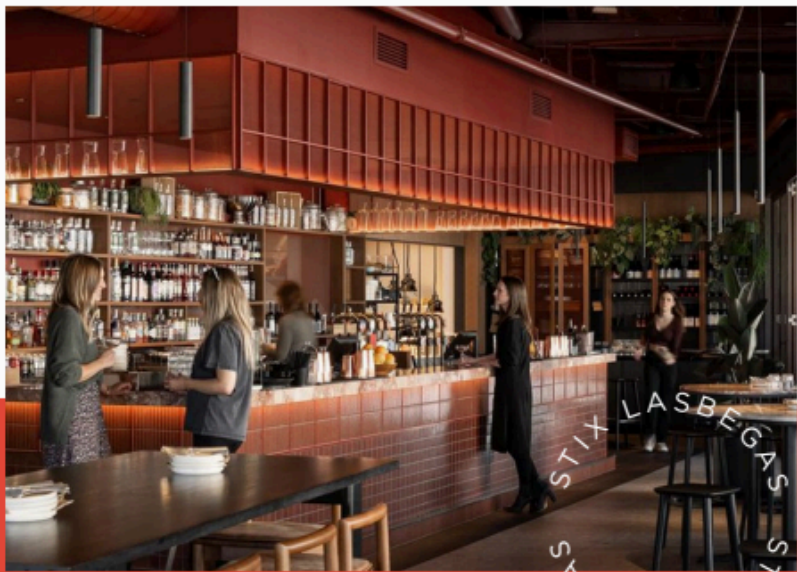
6.Counter Bar



▲Current situation photo



The counter Bar: The existing structure will be used with minor decorative changes.The outside space will be refurbished with a counter to facilitate drink operations and create a lively atmosphere both indoors and out.



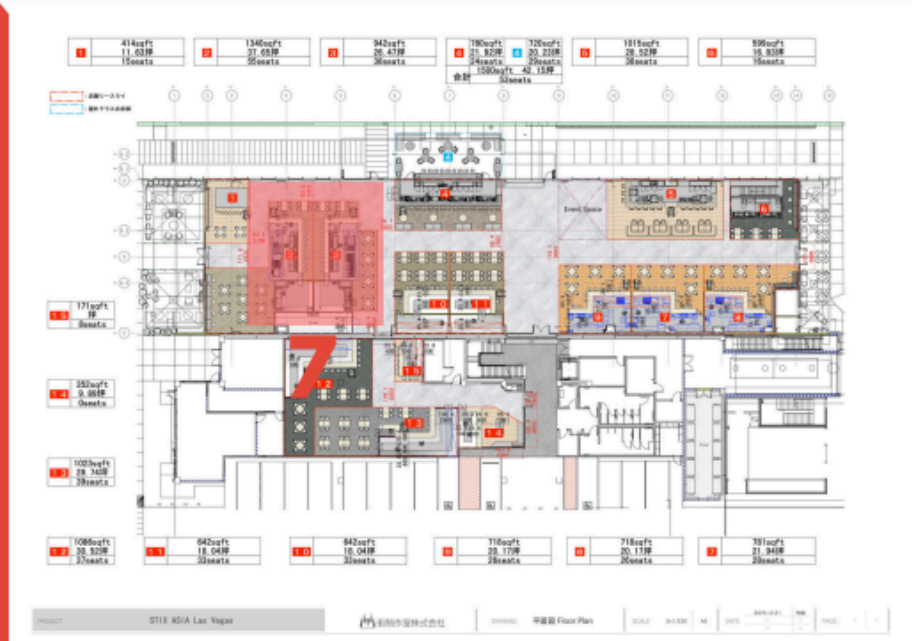
▲Design image photos



7. Open Kitchen



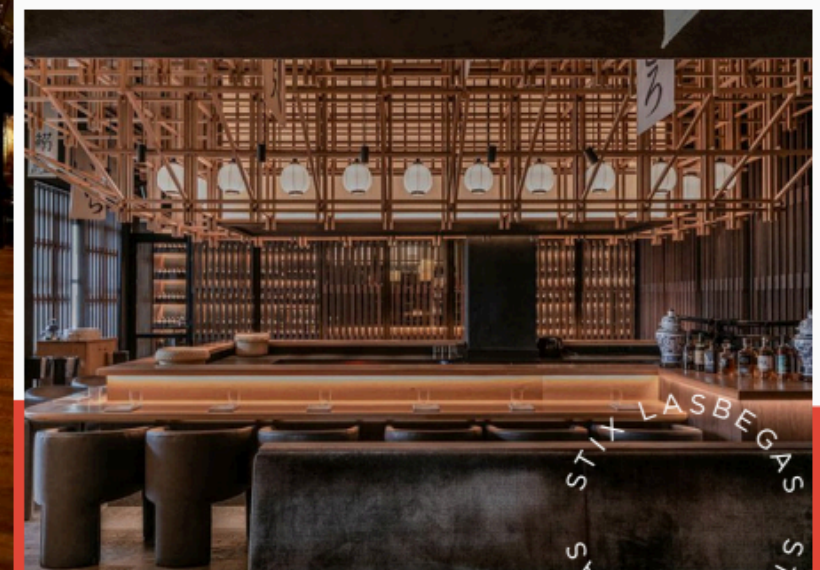
▲Current situation photo



The open kitchen area utilizes the existing ceiling and compartments while renovating the seating area to create an easy-to-use, open compartment configuration with a view of the cooking area. Asian design direction is applied by adding some latticework as decoration.



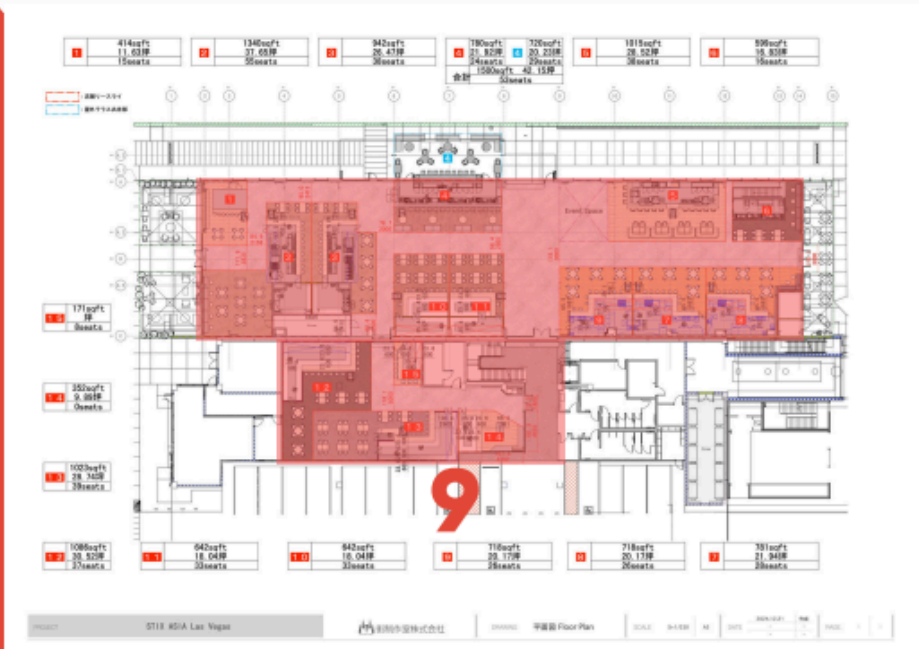
▲Design image photos



9.Sign image



▲Current situation photo



In the food hall, we are planning a light-emitting lantern-based sign system. Ramen Street uses neon sings to create a different atmosphere and safe space.



▲Design image photos



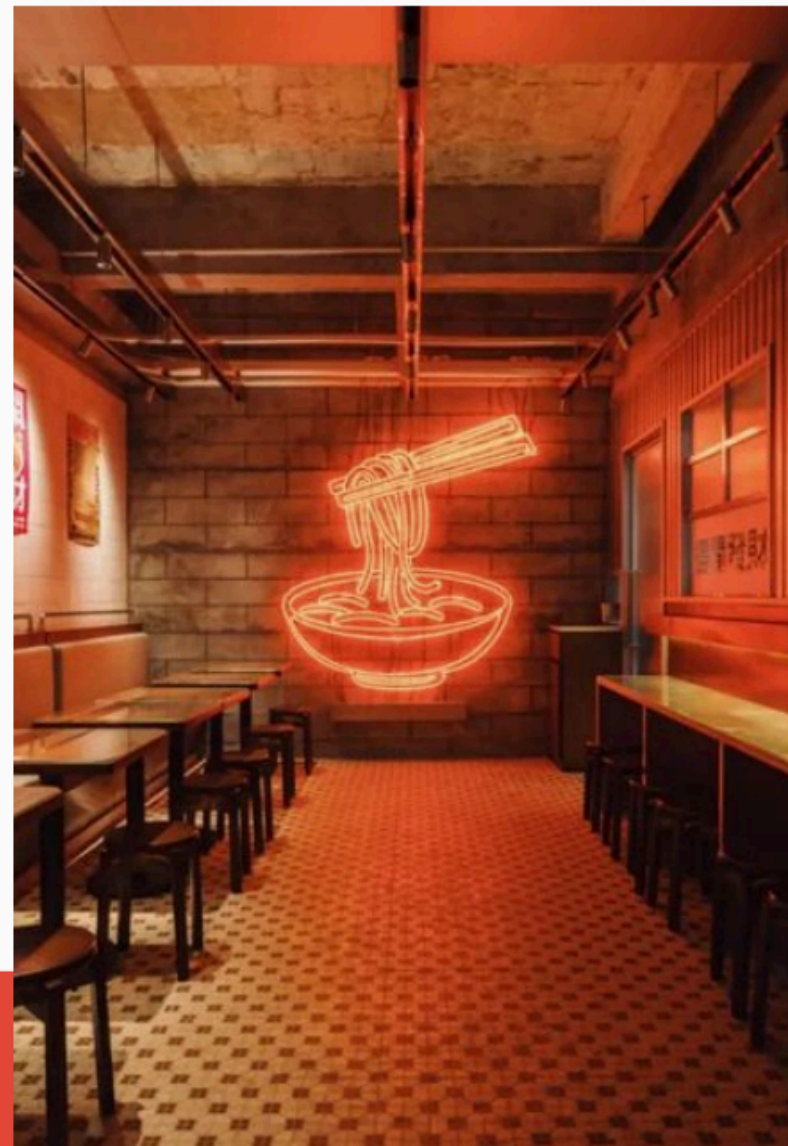
10.Noodle Street



▲Current situation photo



Noodle Street will have the existing ceiling painted black and will use neon lights and signage to create the atmosphere of a Japanese ramen stall.



▲Design image photos





All information provided is conceptual in nature and is subject to change without prior notice.

