

MEDIA RELEASE

Central Park forges ahead with strong sales at its third residential stage, The Mark

Sydney, 5 June 2012 – Last weekend's grand opening of 'The Mark' continues the sales success of Central Park, with close to 50%* of the 203 first released stage of apartments now sold.

"We had plenty of early interest and pent-up demand both in Australia and offshore so we were expecting a strong start, with many buyers eager to secure a prime position within Central Park," Frasers Property Australia CEO Guy Pahor said.

The Mark comprises 412 apartments within a soaring glass tower designed by Johnson Pilton Walker. At 27 storeys, it will have panoramic views across Chippendale Green and east to the city skyline, and will be the second tallest building at Central Park.

For the first time, joint venture partners Frasers Property and Sekisui House also launched Central Park in Asia, reflecting the global nature of this development and responding to strong international demand. The Mark was released in Singapore on 19th May concurrent with the commencement of VIP sales in Sydney, and in Hong Kong on 2nd June simultaneous with Sydney's grand opening.

"The Singapore exhibition was especially well received. As Frasers Property – via our parent company Frasers Centrepoint Limited – has such a strong and respected reputation in Singapore, the market was very familiar with the quality of the offering and was very receptive to the VIP 'Friends of Frasers' opportunity," Mr Pahor said.

"In one weekend in Singapore, we exceeded our expectations and exchanged more than A\$15 million* in apartments."

Demand for The Mark has accelerated as the deadline approaches for stamp duty exemption, under the NSW Government's Home Builders Bonus. The Bonus scheme expires on 1 July, but The Mark is also rapidly approaching a construction milestone with the first residential slab pour scheduled for late June. Pouring this first residential slab will end the The Mark's eligibility for the Bonus.

"The stamp duty exemption has had a galvanising effect on the market in recent weeks, with strong sales in the sub-A\$600,000 price point clearly motivated by the imminent deadline," Mr Pahor said.

The Mark has two distinctly different residential offerings:

- **Mark One** (up to level 19) is all about youthful vitality and diversity, with an unprecedented 24 different colour schemes to choose from; and

* as at 3 June 2012



- **Mark Two** (levels 20 to 27) is a refined collection of larger apartments, with a private lobby and lift access.

The Mark offers a diverse apartment mix, with one bedroom suites, 1 bedroom, 2 bedroom, dual key apartments and penthouses, currently priced from A\$480,000.

“Johnson Pilton Walker has crafted a dramatic glass tower which is technically innovative and embodies the green values and vibrant personality of Central Park,” Mr Pahor said.

In an unprecedented opportunity, buyers within Mark One are invited to ‘make their own mark’ and customise their apartment through the use of a striking colour palette which features 24 possible colour combinations - rather than the conventional three or four colour palette option.

Choosing from four base schemes, then choosing from six feature colours, purchasers of Mark One’s apartments will craft a highly individual apartment interior. The feature colours are expressed in joinery and in a stylish rug provided as a bonus inclusion.

As an additional bonus, a fridge, washing machine and dryer are also included, to ensure the project’s high 5 Star Green Star rating.

Prominently positioned in the south eastern corner of the Central Park precinct, The Mark’s apartments will offer uninterrupted views to Sydney’s eastern suburbs and overlook the new 6,400sqm Chippendale Green public park.

Residents of The Mark will also have the future Kensington Lane on their doorstep, an eclectic and buzzing city laneway lined with bars, cafes, boutique retail and creative businesses. The Mark will have its own ‘pocket park’ visible from the building’s soaring glass-enclosed lobby, and will be connected to the rest of the Central Park precinct via pedestrian-friendly laneways.

The Mark will feature a range of social amenities including:

- ‘The Lounge Room’; a stylish indoor/outdoor wireless lounge which will become a natural place for residents to relax and connect.
- A 24 hour/7 day Concierge service called ‘Mark’: Mark will be the hub of activity within The Mark, booking services and facilities, providing deck chairs or sporting equipment, plus the usual reception, security, parcel collection and cleaning services.
- ‘The Deck’, a rooftop garden terrace with two BBQs and a jacuzzi, located on top of the 24th level, offering sweeping views over the park.
- Lifestyle and wellbeing programme: free activities and events for residents of The Mark, including yoga and tai chi on The Deck, art classes in The Lounge Room, and more.

Central Park’s signature ‘loggias’ – an enclosed balcony or wintergarden – feature at The Mark. These loggias are weatherproofed with high-tech vertically-sliding glass panels, allowing the resident to open the space to the elements as a balcony, or close the windows



and enjoy bonus indoor space. With no change in floor level, the loggia seamlessly connects to the living space, and can be used as a dining room, study, extra living space or urban garden.

The Mark will achieve a 5 Star Green Star rating for design and building under the Green Building Council of Australia rating system – an almost unprecedented achievement for high-rise living.

Precinct-wide green infrastructure is extensive: work has commenced on the central thermal plant which is the first stage to provide a low-emission, highly efficient gas powered tri-generation plant (producing power, hot water and cold water) for Central Park. An on-site water recycling plant, now commissioned from the Water Factory Company, will deliver all of the precinct's non-potable water needs.

The Mark is already under construction, with excavation completed and concrete pours to basement levels underway. Completion is planned for early 2014.

Central Park is being developed in joint venture between Frasers Property Australia Pty Ltd (Frasers) and Sekisui House Australia Holdings Pty Limited (Sekisui House).

The Mark's new display apartment opened for public inspection last weekend at the Central Park Display Pavilion, 80 Broadway Chippendale; open from 10am – 6pm. Visit The Mark online at www.centralparksydney.com or call 1300 857 057.

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Media enquiries:

Libby Conway at The Capital Group 02 9252 3900 or 0439 076 835,
lconway@capital.com.au

Lisa McCutcheon at Frasers Property, tel (02) 8823 8800 or 0407 222 206,
lisa.mccutcheon@frasersproperty.com.au

About Frasers Property Australia

Frasers Property Australia (Frasers Property Australia Pty Ltd) is the Australasian division of Frasers Property, the international property arm of Frasers Centrepoint Limited. Frasers Property Australia is currently planning or developing a diversified portfolio of residential, commercial and retail properties.

Current projects include 'Queens Riverside' in Perth, house and land subdivisions in Western Australia and New Zealand, and 'Central Park', the Royal Rehabilitation Hospital site, 'Lumiere Residences' and 'Trio' in Sydney.

Frasers Centrepoint Limited, a leading property company based in Singapore, is an integrated real estate company with a global portfolio of residential, commercial and serviced apartment properties spanning 20 countries across Asia, Australasia, Europe and the Middle East.

Frasers Centrepoint Limited forms the property division of Fraser and Neave, Limited (F&N). Established in 1883, F&N is a leading Asia Pacific Consumer Group with expertise and prominent standing in the food & beverage, property and publishing & printing industries.



Leveraging its strengths in marketing and distribution; research and development; brands and financial management; as well as years of acquisition experience, F&N provides key resources and sets strategic directions for its subsidiary companies across all three industries.

Listed on the Singapore stock exchange, F&N ranks as one of the most established and successful companies in the region with an impressive array of renowned brands that enjoy strong market leadership. It has shareholders' funds of over S\$6 billion and total assets employed of over S\$13 billion. F&N is present in over 20 countries spanning Asia Pacific, Europe and the USA and employs about 17,000 people worldwide.

For more information on F&N, visit www.fraserandneave.com

For more information on Frasers Centrepoint Limited, visit www.fraserscentrepoint.com

For more information about Frasers Property Australia, visit www.frasersproperty.com.au

About Sekisui House

Sekisui House Ltd (Sekisui) is a property development company listed on three Japanese stock exchanges including the Tokyo Stock Exchange, Osaka Securities Exchange and the Nagoya Stock Exchange. The company has a current market capitalisation of approximately JPY 540,800 million (AUD\$6.76 billion) and employs over 15,000 staff. With its head office in Osaka, Japan, Sekisui House Ltd specialises in housing construction and property development.

From the company's core business of building detached homes, it expanded into the construction of medium and high-rise buildings as well as increasing its involvement in more comprehensive urban development projects such as the AUD\$2 billion Central Park mixed-use development in the heart of Sydney. The company is also expanding into China, Singapore, USA and Russia.

Founded in 1960, Sekisui House Ltd celebrated its 50th year anniversary in 2010, with the construction of its 2 millionth home.

Sekisui House Australia Holdings Pty Limited is a fully owned subsidiary of Sekisui House Limited and was established December 2008. That company currently has projects in Queensland, New South Wales and Victoria, including its joint venture with Frasers Property Australia for the majority of Central Park.

For more information on Sekisui House Australia, visit www.sekisuihouse.com.au