

FOR IMMEDIATE RELEASE

BUYERS FLOCK TO THE LAUNCH OF VIVA BY CROWN

September 2, 2013 – Sydney-based property developer Crown Group has experienced strong sales at the launch of Viva by Crown.

The final stage of Crown Group's award-winning Top Ryde City Living development, Viva by Crown has exceeded sales expectations after 100 per cent of the initial Sydney release sold within two hours from launch on Saturday August 31.

More than \$30 million worth of apartments at Viva by Crown sold on Saturday, including the entire initial allocation of 32 apartments for the Sydney launch, making Viva by Crown the fastest selling stage of the popular project.

A selection of 60 apartments at Viva by Crown was launched to the market on the day.

Crown Group Director of Sales and Marketing Adam Sparkes said more than 80 per cent of the first 60 apartments released at Viva by Crown are now sold.

"The exceptionally strong sales at Viva by Crown over the weekend can be attributed to a combination of the excellent investment opportunity offered at this development and an increasing demand for off-the-plan apartments from trusted developers in Sydney," Mr Sparkes said.

"Property investors are becoming increasingly financially-savvy," Mr Sparkes said.

"Buyers recognise the rare investment opportunity at Viva by Crown, the final stage of Top Ryde City Living. It is located close to shops and transport with stunning views and five-star resort style facilities," Mr Sparkes added.

Viva by Crown was launched in China on Saturday, where sales also exceeded expectation, before all released Viva by Crown apartments were made available internationally.

Crown Group received almost 1000 enquiries prior to launch of Viva by Crown.

"Our sales launches in Sydney and China were hugely successful," Mr Sparkes said.

Top Ryde City Living was last month named the best High Density Development in NSW and the ACT at the Urban Development Institute of Australia (UDIA) NSW Awards for Excellence 2013.

The developments features five-star, resort-style facilities including a gym, library, music room, indoor and outdoor function areas, barbeque area, children's playground, viewing platforms, media theatrettes, sauna and pool.

Project Sales Manager Roy Marcellus said the view from the shared outdoor viewing area is also a huge drawcard.



"We have experienced very strong demand both from local and overseas buyers for Viva by Crown," Mr Marcellus said.

"Our one-bedroom plus study and two-bedroom apartments were the most popular and were snapped up by our buyers in the first two hours," Mr Marcellus said.

Viva by Crown is perfect for both downsizers and investors, Mr Marcellus said.

"Our buyers see the value in investing in a development which is truly unique. There is nothing like Viva by Crown in the market," Mr Marcellus said.

"For people who missed the grand launch opportunity we have an excellent selection of one and two bedroom apartments available."

Viva by Crown apartments will feature high-quality European appliances, five-star resort style facilities and the convenience of a large, new shopping centre below.

Positioned at one of Sydney's most spectacular vantage points, Top Ryde City Living residents enjoy panoramic views to the Blue Mountains, Chatswood, North Sydney and the Sydney CBD and The Sydney Harbour Bridge visible from many apartments and common viewing platforms.

Viva by Crown, the fifth and final stage of Top Ryde City Living will be complete in mid-2013.

More than 90 per cent of apartments in the first four stages have sold out.

One-bedroom apartments at Viva by Crown start from \$495 000 and two-bedroom apartments from \$790 000.

Viva by Crown display suite is located at:

Shop 3019, Top Ryde City Shopping Centre
Corner of Devlin Street & Blaxland Road, Ryde (Ground Floor next to the Post Office)

Viva by Crown display suite will open Monday to Saturday 9am – 5pm and Sunday 10am – 5pm.

For more information visit www.crowngroup.com.au or phone 1800 882 160.

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About Crown Group

Crown International Holdings Group (Crown Group) is a leading Australian property group, active in property development and property investment in Sydney.

The company was co-founded by architect Mr Iwan Sunito and engineer Mr Paul Sathio in 1996.

Iwan Sunito graduated with Bachelor of Architecture (Hons) and Master of Construction of Management from University of NSW. In 1993 Iwan became a Registered Architect in NSW and was awarded the UNSW Eric Daniels award for excellence in residential design.

Paul Sathio graduated with a Bachelor degree in Civil Engineering from University of Technology Sydney (UTS) and a Masters of Engineering Science from University of NSW. Paul has more than two decades' experience in the construction and development industry.

Crown Group has received a number of awards over the years including the Master Builders Association Excellence in Housing award 2012 for its innovative, waterfront development Sanctum by Crown and the HIA (Housing Industry Association) CSR Housing Awards 2007 Apartment Project of the Year for the hugely-successful ICON at Homebush.

Most recently, Crown Group was awarded best High-Density Development in NSW and ACT at The Urban Development Institute of Australia (UDIA) NSW awards for excellence 2013 for its resort-style development Top Ryde City Living.

Crown Group's joint venture with Prosha Pty Ltd, The Eastlakes Town Centre was awarded best Concept Design at the same awards.

Crown Group has successfully completed major developments in Sydney's best locations including Bondi, Bondi Junction, Parramatta, Ashfield, Epping, Homebush, Newington, Pennant Hills and Rhodes.

Today, Crown Group boasts a \$3 billion portfolio of projects under development and in the pipeline and is currently developing four major projects, **Top Ryde City Living**, a seven-tower development in Top Ryde, **Viking by Crown**, a 10-storey residential complex in Waterloo, **V by Crown**, a 27-storey residential tower in Parramatta and **Skye by Crown** a 20-storey development in North Sydney launched in June 2013.

Crown Group launched **Viva by Crown**, the final stage of Top Ryde City Living on August 31, 2013.

www.crowngroup.com.au