



FOR IMMEDIATE RELEASE

**CROWN GROUP CELEBRATES AS SALES SOAR TO 300 APARTMENTS AT
PARRAMATTA'S V BY CROWN**

March 27, 2014 – Crown Group has marked the sale of the 300th apartment at its landmark Parramatta residential tower, V by Crown.

Since it was launched in 2012, V by Crown in Parramatta – a \$309 million, 519 apartment 'vertical village' from Sydney-based property developer Crown Group - has been hugely popular with investors and owner-occupiers.

Crown Group is today celebrating the sale of the 300th apartment at the development, secured on Tuesday March 25.

More than 50 per cent of V by Crown's Midrise City-View Apartment Release has sold since it was released for sale last week.

Crown Group Director of Sales and Marketing, Adam Sparkes said there was a strong demand in Parramatta for high-quality apartments with generous common facilities.

"To reach 300 apartments exchanged is an important milestone for any residential project and we are proud to have hit the mark this week," Mr Sparkes said.

"V by Crown offers buyers an affordable entry price for both discerning owner-occupiers and investors alike. V is destined to become a landmark residential building in the heart of Parramatta and will set a new benchmark for high quality residential offerings in the area," Mr Sparkes said.

V by Crown features 519 apartments and resort-style facilities including pool, gym, sauna, conference facilities, music room, theatrette, library and a modern retail and restaurant precinct at ground level.

It is located in the heart of Parramatta's city centre, close to Church Street's eateries, Westfield shopping centre, rail and ferry connections, as well as Parramatta Heritage Parklands.

Last month, Parramatta was named the most liveable suburb in New South Wales in a report released by NSW's Urban Development Institute of Australia. It came out top in a comparison of 20 suburbs which looked at infrastructure, public transport and access to employment.

V by Crown Project Sales Manager, Anthony Falas said buyers were attracted to V by Crown's location in the heart of the Parramatta CBD, close to transport and shops.

Sales at the development had been strong since the project's launch and increased after the Christmas break, Mr Falas said.



"I'm pleased with the pace of sales at V by Crown. Demand continues to be strong and there has been a lot of pent up demand for the higher level apartments,"

"Our 300th sale is definitely worthy of a celebration!"

"Buyers are attracted to the high-quality finishes, first-class facilities and exceptional location in the heart of Parramatta's CBD."

"The Midrise City-View Apartments offer great views to the CBD and Parramatta Park and have been incredibly popular," Mr Falas said.

V by Crown is one of Crown Group's four projects currently under construction in Sydney.

Last week, Nine Network's Financial Review Sunday described Crown Group as a company "*on the tipping point of becoming one of Australia's largest private developers.*"

V by Crown's Midrise City-View Release includes 76 apartments with a mix of studio, one-bedroom, one-bedroom-and-study, two-bedroom and two-bedroom-and- study apartments.

V by Crown is expected to complete in mid 2016.

Prices start from \$445,000

For sales enquiries ph: 1300 302 186

For more information visit vbycrown.com.au

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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 was recently awarded the Urban Development Institute of Australia (UDIA) NSW President's award – considered one of the highest property development accolades in Australia – for its resort-style development Top Ryde City Living.

Top Ryde City Living was also named best High-Density Development in NSW and ACT at the UDIA NSW awards for excellence 2013 and a Master Builders Association Excellence in Housing award 2013.

Crown Group's other award-winning developments include a joint venture with Prosha Pty Ltd, The Eastlakes Town Centre, awarded UDIA NSW best Concept Design 2013, the innovative, waterfront development Sanctum by Crown, awarded a Master Builders Association Excellence in Housing award 2012 and the hugely-successful ICON at Homebush, awarded HIA (Housing Industry Association) CSR Housing Awards 2007 Apartment Project of the Year.

Since the company was founded 17 years ago, 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 29-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 in August 2013 will launch Sydney by Crown in 2014.

www.crowngroup.com.au