



For Immediate Release

CROWN GROUP ANNOUNCES LAUNCH OF NEW SYDNEY ICON THIS SPRING

(Sydney, Australia) Tuesday, September 30, 2014 - A Sydney-based property developer is set to launch a glittering new tower in the heart of the city.

After much anticipation, Crown Group has announced its new \$250-million tower Sydney by Crown will launch this spring and is set to be the only new apartment building in the central business district (CBD) to be launched and begin sales before the end of the year.

Crown Group today revealed highly-guarded architectural elements of the landmark 220-apartment development at 161 Clarence Street in the CBD.

Designed by internationally renowned Koichi Takada Architects and chosen from a selection of world-class designs during an international design competition, the 25-storey building will feature heritage-inspired lower levels transitioning to a modern glass-and-steel tower, capped with more than a dozen steel arches.

The unique arches will envelope the tower's rooftop bar and garden, forming a striking addition to Sydney's skyline.

Lower levels will include an eight-storey cathedral-like atrium rising 20-metres above street level over a new public laneway between Kent and Clarence Streets incorporating historic Skittle Lane.

The tower will be within walking distance to Sydney's new waterfront precinct at Barangaroo, new Sydney Convention and Exhibition Centre, Wynyard station and Darling Harbour.

Construction is scheduled for completion in 2017.

Crown Group CEO Iwan Sunito said Sydney by Crown would become one of Sydney's architectural centerpieces and a globally recognized icon.

Sydney by Crown will also be home to a collection of Crown Group's boutique serviced apartments.

"Sydney by Crown's innovative design created by Koichi Takada sets a new architectural benchmark for Sydney. We are proud to be able to deliver a truly iconic building in this emerging global city, Mr Sunito said.

"The location of Sydney by Crown in the heart of the city and also walking distance to tourist hotspots such as the Sydney Opera House, Barangaroo and Darling Harbour is exceptional.

"Crown Group had clear vision to create a building which reflected the international, forward-thinking nature of Sydney," Mr Sunito said.

"Sydney by Crown will be unlike anything seen before in Sydney."

After taking out the state's top urban concept design awards in 2013 and 2014, Crown Group was flooded with enquiries after Sydney by Crown registrations of interest opened earlier this year.

Crown Group has received a host of awards in recent years including UDIA NSW Concept Design Award 2013 and 2014, UDIA High Density Development award 2013, UDIA NSW President's award 2013 and a Master Builders Association Excellence in Housing Award 2013.

Crown Group director of sales and marketing Adam Sparkes revealed details of the building at a preview event held at Crown Group's Market Street head office today.

At ground-level residents will have access to health and fitness facilities including a pool and gymnasium.



Sydney by Crown's spectacular rooftop will feature water features and greenery as well as a rooftop bar open to residents and guests.

Crown Group revealed a completed marketing suite showcasing the exciting resident's facilities and apartment styles will open alongside the company's head office at 1 Market Street Sydney in early November.

Apartment sales will begin at the launch on November 22.

"The building's unique architecture and premium location has attracted strong interest from both investors and owner occupiers," Mr. Sparkes said.

"The spectacular design with its rooftop arches and eight-storey atrium sets it apart from other residential buildings in Sydney."

Earlier this year Sydney was ranked the world's most livable city by PricewaterhouseCoopers' (PwC) in its annual *Cities of Opportunity* study.

The report compares 30 cities around the world across six variables to measure liveability; cultural vibrancy, quality of living, working age population, traffic congestion, ease of commute, and relocation attractiveness.

"Sydney is the most exciting city in the world to live in for countless reasons," CEO Iwan Sunito said.

"International investors and global funds are increasingly recognizing the potential of Sydney.

"Sydney by Crown capitalizes on Sydney's best assets, situated close to shops, transportation, parks, Sydney harbour and universities, and allows residents and guests to take full advantage of Sydney's lifestyle."

The PwC report highlighted the incredible quality of life Sydney affords its inhabitants, stating '(Sydney's) good quality of life has a powerful pull, perhaps made even more seductive by beautiful beaches and a sophisticated culture.'

Launched last year with an impressive \$100 million in apartments sold within the first week, Crown Group's North Sydney project, Skye by Crown, features an infinity-edge rooftop pool, top floor gym and indoor/outdoor common area.

After a string of successful residential projects in Sydney since it formed 18 years ago, Crown Group has established a solid reputation around the world for its resort-style amenities and after-sales service.

Founded in Sydney in 1996, 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.

Crown Group is now accepting Expressions of Interest for Sydney by Crown.

For more information or to register your interest visit www.crowngroup.com.au

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Media interviews

Crown Group CEO Iwan Sunito and Director of Sales and Marketing Adam Sparkes are available for a limited number of interviews on request.



Editor's Note

Images and video are available upon request including artist impressions, photographs of display apartments and computer-animated 'fly-through' footage of selected Crown Group developments.

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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.

In recent years Iwan received a number of awards including Indonesia's Property & Bank Magazine Golden Leadership Award 2013, the 2013 Congress of Indonesian Diaspora Entrepreneur award and named a winner in the 2013 Ernst & Young Entrepreneur of the Year Awards.

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 Australia at the UDIA awards for excellence 2014 and a Master Builders Association Excellence in Housing award 2013.

Crown Group's innovative, waterfront development Sanctum by Crown was awarded a Master Builders Association Excellence in Housing award 2012 and its hugely-successful ICON at Homebush was awarded HIA's (Housing Industry Association) CSR Housing Awards 2007 Apartment Project of the Year.

Since the company was founded 18 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 \$3.5 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 last year and in the coming months will launch **Sydney by Crown** in the heart of Sydney's CBD.