



For Immediate Release

CROWN GREEN SQUARE TO BE A LANDMARK AT NEW SYDNEY PRECINCT

(Sydney, Australia) Wednesday, December 3, 2014 - An Australian property developer has revealed details of its highly-anticipated Green Square development.

After the extraordinary success of Sydney by Crown, which saw \$170 million of apartments sold in four hours, Crown Group today announced more features of its latest project **Crown Green Square**, which forms an integral part of Sydney's new Green Square precinct.

Crown Group also revealed the \$575-million project at 301-303 Botany Road will begin sales in autumn and commence construction by mid-2015.

Designed by Koichi Takada Architects, the 20-storey mixed-use development forms a unique looped shape, with a hollow centre and cut-outs within the façade which allow natural light to penetrate a central landscaped plaza.

It will include 401 apartments, 30 retail and commercial spaces, a ground-floor conference centre and cutting-edge residents' amenities.

Renowned for award-winning resort-style facilities, Crown Group will provide residents with an infinity-edge pool, spa, gym, music rooms, theatre, concierge, a roof top terrace and sky lounge.

The futuristic design was awarded the Urban Development Institute of Australia (UDIA) NSW Best Concept Design in August, one of the state's most prestigious industry design awards.

Crown Group CEO Iwan Sunito said Crown Green Square would become a landmark building in the new Green Square Town Centre.

The company has already received hundreds of registrations of interest both locally and internationally before the opening of the Crown Green Square display suite in early 2015.

"Crown Green Square will go beyond simply meeting the needs of its residents; it will become an integral part of Green Square's town centre and a focal point for its community and workforce," Mr Sunito said.

"Crown Green Square reflects the optimism and potential of The City of Sydney's revitalisation of the whole area."

Part of a broader \$8-billion redevelopment of Green Square, the Green Square Town Centre is located five kilometres from the Central Business District and less than five kilometres from Sydney's Airport, University of New South Wales, University of Sydney and Centennial Parklands.

By 2030, Green Square is expected to attract 40,000 new residents and 22,000 new workers.

Crown Green Square will be a place where residents can shop, eat, play, live and relax, Mr Sunito said.

"At Crown Group we constantly strive to innovate across all facets of our developments and create buildings which stand the test of time," Mr Sunito said.

"The exceptional location of our site and innovative design by Koichi Takada Architects will see Crown Green Square become a gateway to Sydney's new Green Square precinct," he said.

Launched for sale on November 22, Sydney by Crown set a company record when more than \$170 million in sales were made within four hours.

The Sydney-based company with offices in Indonesia and Singapore was founded in 1996.



“After the success of Sydney by Crown, Crown Green Square will push the boundaries and see Crown Group reach new heights in Sydney,” Mr Sunito said.

“We’re pleased to be a part of what is set to become a vibrant and thriving district; as a bygone industrial area makes way for The City of Sydney’s modern, forward-thinking Green Square precinct.”

Construction of Crown Green Square is expected to complete by late 2019.

To register your interest for Crown Green Square or for more information phone 1300 149 868 or visit www.crowngroup.com.au

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Media Interviews

Crown Group CEO Iwan Sunito and Crown Group 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 Group Holdings (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 seven-tower, 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 three major projects; **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.

After selling out Top Ryde City Living in October this year, Crown Group launched **Sydney by Crown** in the heart of Sydney's CBD in November, resulting in more than \$170 million in apartments sold within four hours.

www.crowngroup.com.au