



For Immediate Release

CROWN GROUP ANNOUNCES LUXURY DEVELOPMENT IN SYDNEY'S INNER WEST

(Sydney, Australia) Wednesday January 28, 2015 - An award-winning Australian property developer has revealed the location and first image of its newest residential development.

Sydney-based developer Crown Group today announced ***Crown Ashfield*** an \$88-million residential tower set to be a luxury oasis in the thriving inner-west suburb of Ashfield, will begin sales in March.

Located on Liverpool Road close to shops, restaurants, schools and public transport, *Crown Ashfield* will include 101 apartments many with uninterrupted views of Sydney's CBD and Sydney Harbour Bridge.

The visionary building, designed by award-winning Surry Hills-based architects *Turner and Associates*, will feature a selection of apartments with panoramic views, loft-style double-storey apartments, a flowing sculpted water feature, grand lobby lounge, theatre and piano room.

An internal atrium will allow sunlight and fresh air to permeate common areas, creating a sense of space and harmony with the environment.

Winner of some of the most coveted industry awards, including the 2014 UDIA NSW best concept design, Crown Group has earned a reputation for outstanding residential developments with five-star resort style facilities.

Crown Group Chief Executive Officer Iwan Sunito said his company purchased the 168 Liverpool Road site for development after recognising Ashfield as a strong growth area.

Crown Ashfield is located nine kilometres from Sydney's CBD, six kilometres from The University of Sydney, 10 kilometres from Sydney's airport, 300 metres from Ashfield Mall and 750 metres from Ashfield train station.

Crown Ashfield would be a unique development in the inner west and would provide residents a five-star hotel style, luxury lifestyle close to the city, Mr Sunito said.

"We recognised this site as an opportunity to build a luxury forward-thinking residential development with exceptional views of Sydney Harbour Bridge and the city skyline in Sydney's thriving inner west," Mr Sunito said.

"*Crown Ashfield's* visionary design is unique and a standout among others in the area, with common areas bathed in natural light, landscaped green areas and first-class residents' amenities.

"*Crown Ashfield* will be a spacious, light-filled oasis in Sydney's energetic inner west," he said.

The modern nine-storey, 10-level development will include four boutique ground-floor retail spaces and is due for completion in mid-2016.

There was a growing demand for high-end apartments in Ashfield, Mr Sunito said.

"Ashfield is becoming increasingly popular with property buyers for its proximity to the CBD, good schools and universities, a lively restaurant scene and convenient lifestyle amenities," Mr Sunito added.

Crown Group achieved an impressive \$173 million in sales within four hours at the launch of Sydney by Crown in November, after reaching its \$100 million sales target within two hours.

Crown Group Project Sales Manager Anthony Falas said *Crown Ashfield* presented an exceptional investment opportunity.



Crown Group began accepting registrations of interest for *Crown Ashfield* over the Australia Day long weekend.

"*Crown Ashfield* is close to all of life's amenities; education, transport, good healthcare, shops and recreational facilities. It is close to private and public schools and a selection of hospitals, Ashfield train station, parks, swimming pools and restaurants," Mr Falas said.

"There are very few residential developments in this area catering for those who want the best. *Crown Ashfield* will feature high-quality finishes, architecturally-designed interiors and resort-style amenities.

"We anticipate this luxury collection of apartments will be very popular," he said.

Sydney's thriving and vibrant inner west was exceptionally popular with young professionals and families, Mr Falas added.

"Ashfield adjoins eclectic suburbs with wonderful neighbourhood cultures such as Summer Hill, Haberfield and Leichardt," he said.

With a current development pipeline worth more than \$3.8 billion, Crown Group is continuing its reign as one of Australia's fastest growing property developers.

The developer has a number of luxurious residential developments set to launch this year including the award-winning architectural landmark development Crown Green Square.

Crown Group is now accepting registrations of interest for Crown Ashfield at www.crowngroup.com.au

Crown Group will begin accepting expressions of interest in February.

For more information visit www.crowngroup.com.au or phone 1300 628 685

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Media Interviews

Crown Group CEO Iwan Sunito and Crown Group Project Sales Manager Anthony Falas 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 \$3.8 billion portfolio of projects under development and in the pipeline and is currently developing four major projects; **Viking by Crown**, a 10-storey residential complex in Waterloo, **V by Crown**, a 29-storey residential tower in Parramatta, **Skye by Crown** a 20-storey development in North Sydney and **Sydney by Crown** in the heart of Sydney's CBD.

After selling out Top Ryde City Living in October last year, Crown Group launched **Sydney by Crown** in November, resulting in more than \$170 million in apartments sold within four hours.

Crown Group will launch a number of projects this year including **Crown Ashfield** and the award-winning architectural landmark development **Crown Green Square**.

www.crowngroup.com.au