



For Immediate Release

CROWN SUITES TO DEBUT IN SYDNEY

(Sydney, Australia) Tuesday, December 16, 2014 – An internationally renowned Australian property group is set to launch its first suites in Sydney.

Scheduled to open in 2017, the new suites will be part of Crown Group's iconic \$250-million Clarence Street development, *Sydney by Crown*, bringing the award-winning property developer's passion for cutting-edge architecture, interior design and high-end amenities to a new generation of travelers

Crown Suites will offer a unique guest experience, combining the exclusive privacy of a high-end apartment; with five-star guest services and amenities including a pool, gym and concierge, adding a new interpretation of modern luxury to the heart of the city.

The announcement marks Crown Group's entry into the luxury accommodation and travel markets after the hugely successful Sydney by Crown residential sales launch on November 22.

Crown Group reached its \$100-million sales target within two hours and a total of \$173 million of the tower's residential apartments were sold on the day.

Crown Group Chief Executive Officer Iwan Sunito said Crown Suites would bring the world-renowned Crown Group brand to travelers from across the globe.

"Our vision is to create a collection of residences which will set a fresh lifestyle standard in Sydney. Crown Suites will be a stylish addition to the up-and-coming Western side of the CBD, and we are confident that the Crown Group brand, with its strong reputation, will appeal to the new generation of domestic and international visitors to the city," he said.

"Asia is booming and with it more and more people travel to Australia for holidays and for business. This has created a gap in the market as the demand increases for luxury hotel-style serviced-apartments in Sydney and Australia. We are pleased to announce the debut of Crown Suites in Sydney's CBD, the first of many around the world. It is an exciting time for us."

"Expanding into the transient short-term accommodation market will provide a strong foundation our continued expansion both locally and across the region," Mr Sunito said.

A collection of Crown Suites will open within three of Crown Group's landmark developments; Sydney by Crown, V by Crown in Parramatta, scheduled for completion in 2016, with suites to open the following year and Crown Green Square scheduled for completion in late 2017.

Since the company was founded 18 years ago, Crown Group has established itself as an innovative, luxury resort-lifestyle brand which provides forward-thinking, award-winning residential developments in the best locations across Sydney.

Today Crown Group has a portfolio of projects under development and in the pipeline worth \$3.5 billion.

Crown Suites will give apartment owners, currently leasing their Crown Group apartment as an investment, the opportunity to experience a short-stay at a luxury Crown Group apartment.

Guests can expect Crown Group's iconic experience of space, providing them with luxury amenities, grand foyers and innovative architecture.

The opening of Crown Suites at Sydney by Crown in late 2017 will come after the new Sydney Exhibition and Convention Centre, scheduled for completion in late 2016.



Sydney by Crown will be located at 161 Clarence Street close to Barangaroo and Darling Harbour and within walking distance from The Rocks, The Sydney Harbour Bridge and the new Sydney Exhibition and Convention Centre, scheduled for completion in late-2016.

Designed by internationally renowned Australian firm Koichi Takada Architects, and winner of an international design competition, Sydney by Crown will feature heritage-inspired lower levels transitioning to a modern glass-and-steel tower capped with more than a dozen steel arches.

The 25-storey tower's design includes an expansive atrium rising above a new public laneway and a with a communal rooftop garden with oasis water features.

During their stay, Crown Suites guests will have access to Sydney by Crown's gym, pool, ground-level cafes and restaurants and rooftop lounge.

Guests can expect Crown Group's iconic experience of space, providing them with luxury amenities, grand foyers and innovative architecture, Mr Sunito said.

"We are excited to be working with Koichi Takada Architects on this prestigious project and the debut of Crown Suites, which will bring a new level of luxury and service to Sydney's hospitality scene," Mr Sunito said.

"Crown Suites will allow global jetsetters and local tastemakers to be connected to the pulse of Sydney," he added.

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.

"We have been looking for the right location to launch Crown Suites in Australia for some time, and with these three locations in this emerging and vibrant international city; Sydney's CBD, Green Square and - the centre of metropolitan Sydney – Parramatta, present the perfect opportunity for Crown Group's entry in the hospitality market," Pierre Abrahamse, National Development Director, Crown Group said.

"Sydney has evolved into a sophisticated city off the back of strong economic growth and continues to top international city rankings for both travel and lifestyle.

"The location of Sydney by Crown in the heart of the city, walking distance to Sydney Opera House, Barangaroo and Darling Harbour will be attractive to both locals and tourists alike," he said.

For more information visit www.crowngroup.com.au and www.sydneybycrown.com.au .

Media interviews

Crown Group CEO Iwan Sunito is 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.

Sydney by Crown external, internal and aerial images are also available to download via Dropbox here <https://www.dropbox.com/sh/jnxqpsbttsoemax/AACvY95uJBv1zds543Qw4TpAa?dl=0>

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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