



For Immediate Release

CROWN GROUP REVEALS SYDNEY ROOFTOP PAVILION

(Sydney, Australia) Monday, May 11, 2015 – An Australian property developer has revealed the first image of a luxury rooftop pavilion at its highly-anticipated inner west development.

Set to take advantage of stunning views of the CBD and Sydney Harbour Bridge, a 325-sqm pavilion on the rooftop of Crown Group's nine-story \$88-million development ***Crown Ashfield*** will feature barbeque facilities, a landscaped garden, mature trees, a gymnasium and an outdoor dining and retreat area.

The images released today by the award-winning property developer, were created using state-of-the-art, image technology and also included an image of a unique open-air atrium designed to draw natural light and air into the centre of the building.

The residential development will be launched for sale in Sydney, Indonesia and Singapore on May 23.

Crown Group has already received more than one thousand enquiries about the project.

Crown Group Chief Executive Iwan Sunito said the new images highlighted *Crown Ashfield's* most unique and sought-after design elements.

"*Crown Ashfield's* spacious rooftop pavilion allows residents and guests to experience the spectacular panoramic views while a dramatic open-air atrium and flowing water feature will create a sense of calm and tranquility as residents enter the building's foyer," Mr Sunito said.

"*Crown Ashfield* sets a new benchmark for residential properties in Sydney's inner west," he said.

Designed by Surry Hills-based architects *Turner*, the modern development comprises 79 boutique apartments; four exclusive retail spaces suited to restaurants and cafes; resident and visitors' car parking; a grand lobby lounge; theatre; piano room; a flowing water feature; lush greenery and natural elements.

"Crown Ashfield is set to be an oasis in the city," Mr Sunito said.

Located at 168 Liverpool Road; *Crown Ashfield* is 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 Group Project and Commercial Sales Director Anthony Falas said *Crown Ashfield* would be unrivaled in the inner west.

"There's a growing demand for high-end apartments in Ashfield and people are looking for something unique with an element of luxury," Mr Falas said.

"Crown Ashfield's rooftop pavilion takes full advantage Sydney's exceptional outdoor lifestyle," he said.

The development features a range of apartment types including one-bedroom, one-bedroom-plus-study, two bedroom and three-bedroom apartments plus top-floor penthouses with spectacular views.

Crown Ashfield's unique design and location close to shops, schools and public transport appealed to buyers, Mr Falas said.

"We're seeing an increasing number of enquiries as we approach launch day on May 23," Mr Falas added.

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 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 is now accepting expressions of interest for Crown Ashfield, with sales set to begin on May 23.

The luxury development is due for completion in mid-2016.

For more information or to register your interest visit www.crowngroup.com.au or phone 1300 628 685.

ENDS

Media Interviews

Crown Group CEO Iwan Sunito and Crown Group Project and Commercial Sales Director 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.

Media enquiries

Kate Prideaux, General Manager of Communications & Public Relations
(02) 9925 0088 or 0401 863 436
kateprideaux@crowngroup.com.au

Dominique Kuhne, Communications Executive
(02) 9925 0088 or 0432 230 425
dominiquekuhne@crowngroup.com.au

About Crown Group

Crown Group Holdings (Crown Group) is a leading Australian property group specialising in property development, property investment and serviced apartments.

Founded in 1994, Crown Group has offices in Australia, Indonesia and Singapore and is currently developing in Australia and Indonesia.

The company was co-founded by architect Mr Iwan Sunito and engineer Mr Paul Sathio in 1994.

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.

Past and recent projects

Since the company was founded 21 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 and most recently **Viking by Crown**, a 10-storey residential complex in Waterloo.

Today, Crown Group boasts a large portfolio of projects under development and in the pipeline and is currently developing four major projects; **V by Crown**, a 29-storey residential tower in Parramatta, **Skye by Crown** a 20-storey development in North Sydney, **Crown Ashfield**, in Sydney's thriving inner-west 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.

Awards

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.

Future launches

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