



For Immediate Release

CROWN GROUP UNLEASHES AFFORDABLE STYLE IN PARRAMATTA

(Sydney, Australia) Thursday August 13, 2015 – A brand-new release of apartments within the exclusive second tower of Crown Group's V by Crown is set to inject affordable style into Parramatta's property market.

Proving it is still possible to find high-quality centrally-located apartments at an affordable price in Sydney, Crown Group's latest release in the iconic V by Crown in Parramatta includes studio, one-bedroom, one bedroom plus study and three-bedroom apartments priced from \$500,000.

Sales of the newly-released apartments begin this Saturday, August 15.

When complete, the \$309-million 29-storey tower designed by Allen Jack + Cottier Architects will feature 519 luxury apartments and resort-style facilities including a 25m lap pool, sauna, gymnasium, theatre, library and wine room.

Crown Group Project and Commercial Sales Director Anthony Falas said V by Crown had an exceptional standard of facilities and an architectural design unsurpassed in Parramatta.

Due for stage one completion in December 2016 and stage two in June 2017, V by Crown will feature a stunning ground-floor retail precinct will be home to a selection restaurants and a state-of-the art heritage showcase.

Studio, one-bedroom and three-bedroom apartments in particular were in high demand, Mr Falas said.

"We haven't had three bedroom apartments on the market for a long time and many potential buyers have been waiting for the release of these spectacular new three-bedroom apartments on levels 21 to 28," Mr Falas said.

"We've been inundated with enquiries about our new release, which shows the demand for quality apartments at this price point in Parramatta.

"Many of our studio, one-bedroom and one-bedroom and study apartments are under \$750,000 with great views and aspects," he added.

Mr Falas said a unique rooftop design was one of the most unique and sought-after design elements of V by Crown's second tower.

Residents will have access to a landscaped communal garden on V by Crown's level 19; tapping into the trend for high-rise gardens.

V by Crown is located less than 200 metres from Parramatta Square the focal point of Parramatta City Council's multi-billion dollar city centre revitalisation close to Parramatta Station and the 85-ha Parramatta Park.

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.

For more information or to register your interest visit www.crowngroup.com.au or phone 1300 302 386.

Prices start from \$500,000.

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Media Interviews

Crown Group Project and Commercial Sales Director Anthony Falas 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.

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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 the award-winning architectural landmark development **Infinity by Crown Group**.

www.crowngroup.com.au