



For Immediate Release

SYDNEY BY CROWN WINS INTERNATIONAL HONOURS

(Sydney, Australia) Thursday, February 5, 2015 – An Australian property developer has won a prestigious Singaporean property award for its innovative residential development in the heart of Sydney’s central business district.

Crown Group was awarded Most Popular Property Award, Australia for its iconic new development **Sydney by Crown** at the 3rd annual iProperty.com People’s Choice Awards held in Singapore on Friday night.

The awards celebrated the best of Southeast Asia’s residential property developments and highlighted 14 winners from 65 nominees across the region.

Crown Group Country Director Singapore Karen Chia accepted the award in Singapore on Friday.

“We are honoured to receive this People’s Choice award, particularly because it was voted for by people here in Singapore. We’ve been so heartened to see the popularity of Sydney by Crown in Singapore,” Ms Chia said.

“Sydney by Crown is an exceptional building,” Ms Chia added.

After reaching its \$100 million sales target within two hours, Crown Group achieved an impressive \$173 million in sales at the launch of Sydney by Crown held in Sydney, Indonesia and Singapore on November 22.

Crown Group Chief Executive Officer Iwan Sunito said the successful Sydney by Crown launch was reflective of a growing demand for high-end property in Sydney.

“Sydney by Crown is set to become one of Sydney’s architectural centrepieces, a globally recognised icon, designed in Sydney, for Sydneysiders. Sydney by Crown has captured the attention of the world,” Mr Sunito said.

“We pride ourselves on tapping into local talent and providing a platform for local architects and suppliers to be seen on the world’s stage,” he said.

iProperty.com Singapore General Manager Mr Sean Tan congratulated the award winners.

“These developers have shown the highest standards of innovation and design, and have now been recognised by Singapore’s first and only property awards selected by consumers. Now in our third year, we received a record number of votes, demonstrating consumer interest in and appreciation of standout properties,” Mr Tan said.

Designed by internationally renowned Koichi Takada Architects and chosen from a selection of world-class designs during an international design competition, the 25-storey building will feature heritage-inspired lower levels transitioning to a modern glass-and-steel tower, capped with dozens of steel arches.

The unique arches will envelope the tower’s rooftop bar and garden, forming a striking addition to Sydney’s skyline.

Lower levels will include an eight-storey cathedral-like atrium rising 20 metres above street level over a new public laneway between Kent and Clarence Streets, joining historic Skittle Lane.

Sydney by Crown will also be home to a collection of Crown Suites.



Located at 161 Clarence Street, the tower will be within walking distance to Sydney's new waterfront precinct at Barangaroo, new Sydney Convention and Exhibition Centre, Wynyard station and Darling Harbour.

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

For more information or to register your interest visit www.crowngroup.com.au

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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.

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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**.

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