

MEDIA RELEASE

SC Global launches luxury resort residence in Niseko, Japan

- *Development launches with private previews in Singapore, followed by Niseko next month; strong interest to-date with over 500 enquiries*
- *'Setsu Niseko' is conveniently located in Grand Hirafu, the heart of the popular ski resort*
- *Design of the 190-unit hotel apartment residences will reflect traditional Japanese design elements, setting new benchmarks in design and luxury living*

Singapore, 29 November 2018 – SC Global Developments Pte Ltd, Singapore's leading developer of exclusive luxury residences, has launched 'Setsu Niseko', a luxury hotel apartment residence in Niseko, located in Hokkaido's northern most prefecture of Japan.

Nestled within the charming village of Grand Hirafu, the historic heart of Niseko, 'Setsu Niseko' will be home to 190 apartments spread over 2.54 acres of prime freehold land. It is conveniently located on Main Street (Route 343), a few minutes' walk from the Hirafu Gondola Station where avid skiers can enjoy easy access to the mountains.

Flanked between two mountains, 'Setsu Niseko' enjoys one of the finest locations in Grand Hirafu with breathtaking, uninterrupted views of the majestic Mount Yotei (the Mount Fuji of Hokkaido) to the east and Mount Annupuri to the west. The development comprises four blocks with exquisitely furnished luxury apartments over six floors. Buyers have a range of options including studio units, one to four-bedroom units, and ultra-luxury penthouses. Prices start from approximately US\$500,000 for a studio apartment.

'Setsu Niseko' will be the first development SC Global is building in Japan where it also owns a commercial building in Ginza, Tokyo. The project, due for completion in December 2021, has already attracted keen interest from potential buyers, receiving over 500 enquiries. Private previews will be conducted in Singapore this week, with previews in Niseko officially starting early next month.

Mr Simon Cheong, Founder and Chairman of SC Global Developments, said: “Niseko is a favourite holiday destination for skiers in the winter and non-skiers in the warmer months. ‘*Setsu Niseko*’ offers the best of both worlds, providing a cherished home for holidays with loved ones and an investment opportunity for those who seek asset diversification.

“We are excited to have this opportunity to offer investors a creation of great beauty, with traditional Japanese elements fused with modernity in a way that harmonises with the natural landscape. We are confident ‘*Setsu Niseko*’ will give holiday-makers a chance to redefine their family’s holiday experience in the best ski resort in Japan.”

Designed in collaboration with Singapore architect Mok Wei Wei (W-Architect) and Japanese architects Field Four and Kume Sekkei, SC Global’s vision is to create architecture and living experiences that encapsulate the purity and elegance of the Japanese spirit. Each apartment in ‘*Setsu Niseko*’ is painstakingly crafted to balance traditional Japanese spaces with contemporary luxuries to create a space that feels warm and inviting. These include thoughtful Japanese touches like ‘*shoji*’ screens and tatami rooms.

Mr Cheong added: “Creating a new resort involves much more than architectural and design skills. For us, it was important that the resort’s identity be rooted in the deep respect for and understanding of the natural environment; it was about building a dwelling that we and those who will eventually inhabit it can identify with and be proud of.

“At SC Global, we pride ourselves in the meticulous process through which our developments are crafted, where every detail and function is rigorously curated and designed. We want to bring our exemplary take on the ultimate lifestyle to set new benchmarks in design and luxury living in Niseko.”

When not in occupancy, owners can enjoy peace of mind with a professional management and letting service to third party guests to generate investment return. Apartments at *Setsu Niseko* will primarily be in studio, one-bedroom or two-bedroom configurations, with studio apartments starting at 40 sqm (439 sq ft) and two-bedroom apartments complete with tatami room starting at 92 sqm (994 sq ft). Larger three-and-four-bedroom apartments are available in sizes starting from approximately 141sqm (1,518 sq ft).

The development's facilities include a variety of restaurants, an onsen spa and wellness centre, gymnasium, bar, children's play space, concierge services as well as a basement and outdoor carpark. An open-air courtyard lies in the heart of the resort complementing the vast mountainous landscape with delicate water features.

Japan's northern island of Hokkaido is widely regarded as one of the world's best ski destinations. According to the Japan National Tourism Organization, visitors to Hokkaido rose 17.8% to 2.2 million in 2017 from a year earlier, and up from 808,000 visitors five years ago.

The laid-back mountain town of Niseko is Hokkaido's most popular ski area, receiving over 15 metres of snow yearly. Constant snowfall for weeks on end throughout a five-month winter season assures fresh knee-deep lines of gleaming snow each day.

The number of tourists flocking to Niseko has been consistently outperforming year-on-year, reaching a staggering 1.67 million in 2017, according to a report from hospitality consulting group C9 Hotelworks. Of which, foreign visitor arrivals doubled due to direct flights from 17 destinations and improved connectivity from key Asian cities including Beijing, Shanghai, Seoul, Hong Kong, Bangkok and Singapore.

Once regarded merely as a winter destination, Niseko now sees tourists throughout the rest of the year. Travelers visiting during Niseko's green season now account for 48% of yearly visitors. Niseko's breath-taking scenery offers the perfect backdrop for golfing, cycling, horse-riding, water rafting or canyoning through waterfalls during summer.

Of all the villages within Niseko, developed and sophisticated Grand Hirafu remains the destination of choice, attracting 64% of visitors to Niseko each year.

-The End-

About Niseko

Frequently referred to as 'Japan's Powder Paradise', Niseko constantly claims the most snowfall of any major resort worldwide and benefits from an usually long season running from December through to early May. In 2017, Niseko enjoyed one of its best seasons in recent memory with close to 18 metres of snow.

Whilst Niseko has always been known as a popular winter destination, recent trends show a steady year on year rise in the number of tourists arriving during the summer months, with close to 820,000 visitors arriving in Niseko town alone during the 2017 green season running from May to October 2017. With the onset of international luxury developments like Setsu Niseko and improved accessibility from the new Shinkansen service between Tokyo and Hokkaido, the destination is quickly transforming into a mainstream year-round holiday destination.

About SC Global Developments Pte Ltd

SC Global Developments is a leading developer of up-market residences of rare and exquisite design quality, with an emphasis on craftsmanship, refinement and a contemporary definition of the premium lifestyle.

The Group embraces a philosophy of delivering the promise of "The Ultimate Living" experience with all its projects introducing original living concepts, service standards and architectural treatment to its various properties. Completed developments since 2011 include the iconic architectural landmark *Sculptura Ardmore*, *Seven Palms*, *Sentosa Cove*, Singapore's only beachfront condominium development, *The Marq on Paterson Hill*, which offers unparalleled luxury and uncompromised space, fittingly described as "Mansions in the Sky", *Hilltops*, the exclusive resort-themed residential haven located at the highest point of Cairnhill overlooking Orchard Road, and *Martin No.38*, conceptualised on the appeal of trendy warehouse lofts.

Previous projects completed before 2010 include the elegant and refined *The Ladyhill*, *The Boulevard Residence* with its definitive luxury, the hip and contemporary *The Lincoln Modern* which redefined loft living and the unique, trendsetting *Thr3e Thre3 Robin* which pioneered the feature of a unique open

kitchen as the heart of every home, a concept which has been widely adopted in many residences today.

The group recently launched *Petit Jervois* designed for those looking for a stylish *pied-à-terre* located in the distinguished Bishopsgate enclave. This is the first project released under the Group's new "Petit Collectibles" collection.

Following on from the Group's announcement of its maiden acquisition in Ginza last year, the development of 'Setsu Niseko' is aligned with the Group's geographical diversification and strategy to participate in the growing tourism market in Japan, through the acquisition of prime real estate in destinations within the region.

SC Global also holds a substantial interest of over 53% in ASX-listed AVJennings Limited, which is one of Australia's leading residential property development companies.

More information can be found on the company's website at www.scglobal.com.sg

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