

MEDIA RELEASE

SC Global Developments and New World Development to debut *Cuscaden Reserve*

- *Project located beside the upcoming Orchard Boulevard MRT within the prestigious district 10 enclave*
- *Cuscaden Reserve combines SC Global's Petit Collectible concept with New World's cultural vision "The Artisanal Movement"*

Singapore, 26 June 2019 – Singapore's leading developer of luxury residences SC Global Developments Pte Ltd and two Hong Kong-listed developers and hotel operators, New World Development and Far East Consortium, today unveiled the name and concept of its soon-to-debut *Cuscaden Reserve*, a prestigious project in the heart of Orchard Road.

The 192-unit *Cuscaden Reserve* at 8 Cuscaden Road is a rare collaboration between developers renowned for setting benchmarks in the luxury real estate market. It is located across the road from the Regent Hotel and expects to attract both Singapore and international buyers looking for a luxury pied-à-terre in a prestigious address.

Reserve collections are often associated with the finest materials, carefully crafted in limited edition to appeal to the exacting demands of a premium clientele base. With the ethos of 'Craftsmanship Meets Imagination' driving the development of *Cuscaden Reserve*, the new SC Global's *Petit Collectible* unifies the values of bespoke craftsmanship, innovation and creativity shared with New World's "*The Artisanal Movement*".

Cuscaden Reserve promises the ultimate in spatial efficiency with one, two and three-bedroom units engineered to create living spaces flexible in design and functionality. Drawing on the developers' understanding of spatial design and luxury living, *Cuscaden*

Reserve will showcase the ingenuity and innovation that can be employed in designing apartments.

Each apartment is organised around a central functional core which allows living spaces to be modified to suit every lifestyle. Large sliding doors can be opened up to create seamless loft-like space, or partitioned off to create separate bedroom and living areas. For additional privacy, majority of the units will enjoy the luxury of private lift lobby access to the apartment.

SC Global is working with New World Development on the concept built on the developers' passion for the Bauhaus-styled approach that unifies art, craftsmanship and architecture.

SC Global's Founder and Chairman Simon Cheong said: "We are eager to unveil *Cuscaden Reserve* to our discerning clients very soon. This site was highly coveted because the location is just perfect."

"Nestled between Singapore's finest five-star hotels in the exclusive and more genteel end of Orchard Road, it reminds me in many ways of the exclusive enclaves in New York's Upper East Side. The design concept is very exciting and presents a rare opportunity for us to work with other developers who share our passion for rarified living." Mr. Cheong added.

Adrian Cheng, Executive Vice-Chairman & General Manager of New World Development, said: "We are excited to work with a like-minded partner like SC Global for our maiden luxury project in Singapore. Through our brand personality "*The Artisanal Movement*" and SC Global's unique sense of style and taste, I am confident that the concept of *Cuscaden Reserve* will draw buyers who will enjoy the project and neighbourhood we curate together."

New World Development is one of Hong Kong's largest and most established property developers and the partnership with SC Global marks its first foray into the luxury property segment in Singapore.

Standing 117 metres tall, *Cuscaden Reserve's* slender form is accentuated by distinctive gold fins that elegantly frame the building's silhouette against the city skyline. Capitalising on

the site's natural slope, apartments are built from the fifth floor to optimise views towards the Orchard area, Singapore Botanic Gardens and Orchard Boulevard. With greenery covering over 90% of the total site area, the estate's lush landscaped exterior preserves the original site through interlocking planes and tranquil waterways that follow the natural terrain. This creates functional outdoor spaces which are framed by majestic heritage trees.

Located beside the upcoming Orchard Boulevard MRT Station, *Cuscaden Reserve's* exclusive yet convenient neighbourhood will appeal to well-heeled, savvy investors who appreciate design and are looking for prized real estate investments. Orchard Road is one of Singapore's most sought-after addresses, and one of the world's most illustrious shopping districts rich in lifestyle experiences.

Cuscaden Reserve is just a few minutes' walk from over ten Michelin star restaurants, Singapore's finest hotels, shopping boutiques and lifestyle amenities. It will further benefit from the government's impressive plans to further develop Orchard Road and its surrounding precincts into a global lifestyle destination rich in art, entertainment and cultural experiences.

Despite being in the heart of the action, *Cuscaden Reserve* still maintains the owners' need for space and privacy. A long sweeping driveway into the property beautifully framed by heritage trees provides privacy from prying eyes. Set within a lush estate next to the Botanic Gardens UNESCO heritage site, *Cuscaden Reserve* provides a sanctuary away from the hustle and bustle of city life.

Private previews for *Cuscaden Reserve* are expected to start in 3Q2019.

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About SC Global Developments Pte Ltd

Established in 2000, SC Global Developments Pte Ltd is a leading developer of up-market residences of rare and exquisite design quality. With an uncompromising passion for exceptional quality, craftsmanship and original thought, SC Global have successfully set new benchmarks in design and luxury living with an exquisite portfolio primarily located within the prime Orchard Road neighbourhoods.

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. To safeguard this legacy, the estate management arm of SC Global was developed in 2002 to ensure that the same dedicated care and attention is continued through the professional management of its completed developments.

SC Global holds a substantial interest of over 53% in ASX-listed AVJennings Limited, which is one of Australia’s leading residential property development companies. In recent years, the Group has diversified its portfolio with the acquisition of prime real estate in Japan, as part of a long term strategy to participate in the growing tourism market.

About New World Development

Founded in 1970 and listed on the Hong Kong Hang Seng Index, New World Group’s core business areas include property development, infrastructure and services, retail, and hotels and serviced apartments. New World Development is premium brand infused with a unique personality best defined by The Artisanal Movement, a cultural vision and philosophy for living founded by Executive Vice-chairman and General Manager Adrian Cheng. New World Development has meticulously created two artisanal residence series, Pavilia Collection and Bohemian Collection which resonate perfectly with the brand essence and spirit.

Pavilia Collection is a signature series of the luxurious residences in Hong Kong inspired by a Pavilion like villa that sits grandly amidst a paradise of green. Each project is scalable to form an Artisanal community within its neighbourhood with unique elements of global culture

to create one-of-a-kind Artisanal Living experience.

Bohemian Collection is a series of modern residences deliberately crafted for a community of urban elites with bohemian spirits to enjoy an artisanal living with the like-minded. Adhering to the concept of Collect. Connect. Collide, New World's project design team travels around the world to collect ingenious pieces with prominence in humanity and culture then instills the idea to the Bohemian Collection.

About Far East Consortium International Limited

Far East Consortium International Limited is a leading regional conglomerate mainly engaged in property development and investment, hotel operations and management, as well as car park operations and facilities management and gaming operations. The Group adopts a diversified regional strategy with business covering Hong Kong, mainland China, Australia, New Zealand, Malaysia, Singapore, the United Kingdom and other European countries. With over forty five years of experience operating in Asia Pacific, Far East Consortium's regional knowledge and local expertise enable it to develop and deliver residences and communities that target Asia's rapidly-expanding and affluent middle class, while advancing its position as a premier hospitality group with a broad array of interests.

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