

## **PRESS RELEASE**

For Immediate Release

### **Unique Perth riverside mixed-use development offers exciting investment potential**

Poised to capitalise on the commodities boom

**Singapore – November 2, 2011** – Frasers Property Australia (FPA), the international property arm of local property company, Frasers Centrepoint Limited (FCL), will launch Perth's first mixed-use urban development project 'Queens Riverside' in Singapore this weekend. Queens Riverside will combine residential apartments with commercial and retail space, and a serviced apartment, operated by its serviced apartment arm, Frasers Hospitality.

It is the first mixed-used project by a Singapore-based property company in Perth, which for years, has not seen developments of such scale and calibre. Located at the eastern end of Adelaide Terrace, fronting the scenic Swan River, the development spans 15,300m<sup>2</sup> and is within walking distance from the CBD. Queens Riverside will eventually accommodate 408 luxury apartments in three buildings, with a 236-room serviced apartment 'Fraser Suites Perth', alongside commercial and retail spaces. The serviced residence will be the first to be built in the area for more than 14 years.

"The project is unique in Perth, as it combines apartments with hospitality, retail, dining and commercial suites, all surrounding a central landscaped plaza," commented Mr Lim Ee Seng,

Group CEO of Frasers Centrepont Limited. “Queens Riverside is perfectly located, and poised to capitalize on the city’s mining boom. The Australian economy has benefitted greatly from growth in demand for commodities, accompanied by accelerating business investments. This will be of great interest to investors looking to diversify their property portfolio. We expect interest from Singaporeans to be strong, given the proximity and easy air access to Perth.” continued Mr Lim.

The mixed-use development is masterplanned by the East Perth Redevelopment Authority, a WA Government initiative, to transform this under-utilised inner-city precinct, which already enjoys Swan River frontage, expansive parklands and immediate city access, with a visionary approach. Queens Riverside represents the first residential investment opportunity in this precinct.

Queens Riverside celebrated two important milestones recently, with the ceremonial “topping out” of its Fraser Suites Perth, and the launch of Australian sales in its residential ‘QIII’ apartment building. Construction of QIII is set to begin in early 2012 and complete in 2014.

The launch will be jointly marketed by CBRE.

Queens Riverside is on exhibition at The Regent Singapore, Cuscaden Road, this weekend :

Friday 4 November : 11am to 9pm

Saturday 5 November : 11am to 7pm

Sunday 6 November : 11am to 7pm.

Seminars will also be held, to explore the opportunities presented by the current commodities boom in Australia and provide an update on the Perth property market. These are at 7pm on Friday and 2pm on Saturday and Sunday.

For enquiries, please contact Mr Darien Bradshaw, CBRE, Tel +65-9671-1381, [darien.bradshaw@cbre.com.sg](mailto:darien.bradshaw@cbre.com.sg).

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**About Frasers Property Australia (FPA)**

Frasers Property Australia (Frasers Property Management Australia Pty Ltd) is the Australasian division of Frasers Property, the international property arm of Frasers Centrepoint Limited. Frasers Property Australia is currently planning or developing residential property in Australia, including the 'Queens Riverside' precinct in East Perth, the 5.8 hectare Carlton United Brewery site, 'Lumiere Residences' and 'Trio' in Sydney and residential subdivisions in Western Australia and New Zealand.

For more information on FPA, please visit [www.frasersproperty.com.au](http://www.frasersproperty.com.au)

For more information on Queens Riverside, please visit [www.queensriverside.com.au](http://www.queensriverside.com.au)

**About Frasers Centrepoint Ltd (FCL)**

Frasers Centrepoint Limited, the wholly-owned property arm of Singapore-listed consumer group Fraser and Neave, Limited, is one of Singapore's top property companies, with total assets close to S\$9 billion. To date, the company has a combined global land bank in excess of 30 million sq ft.

From owning just a single shopping mall in 1983, Frasers Centrepoint has since grown to become an integrated real estate company with a portfolio of residential, commercial and serviced residences spanning 20 countries across Asia, Australasia, Europe and the Middle-East. Its serviced residences management company, Frasers Hospitality, has award-winning gold-standard serviced residences in 29 gateway cities. Frasers Property, FCL's international property arm, develops world-class projects in UK, Australia, New Zealand, China, Thailand and Vietnam.

FCL's listed entities comprise Frasers Centrepoint Trust (FCT, a retail trust), Frasers Commercial Trust (FCOT, an office/business space trust) and Frasers Property China Limited (FPCL).

As a testament to its excellent service standards, best practices and support of the environment, the company is the proud recipient of numerous awards and accolades both locally and abroad.

For more information on FCL, please visit [www.fraserscentrepoint.com](http://www.fraserscentrepoint.com)

**About Fraser and Neave, Limited (F&NL)**

Established in 1883, Fraser and Neave, Limited is a leading Asia Pacific Consumer Group with expertise and prominent standing in the Food & Beverage, Property and Publishing & Printing industries.

Leveraging its strengths in marketing and distribution; research and development; brands and financial management; as well as years of acquisition experience, F&NL provides key resources and sets strategic directions for its subsidiary companies across all three industries.



Listed on the Singapore stock exchange, F&NL ranks as one of the most established and successful companies in the region with an impressive array of renowned brands that enjoy strong market leadership. It has shareholders' funds and total assets employed of over S\$6 billion and S\$13 billion, respectively. F&NL is present in over 20 countries spanning Asia Pacific, Europe and the USA, and employs over 17,000 people worldwide.

For more information on F&NL, please visit [www.fraserandneave.com](http://www.fraserandneave.com)

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# Queens Riverside East Perth



## PROJECT OVERVIEW

Queens Riverside is a key component of the 40ha 'Riverside East Perth' precinct, being guided by the East Perth Redevelopment Authority.

Queens Riverside heralds a brilliant new approach to city living by creating East Perth's first 'residential quarter'. This innovative concept will comprise around 400 apartments, a 236 key all-suites hotel and a host of dining and retail services within one address. Enviably situated between Queens Gardens and the Swan River it will set the benchmark for the residential re-invention of Perth's CBD.

In the first residential stage, QIII, 265 apartments are proposed, including 46 sqm one bedroom suites, 145 sqm three bedroom town houses and 80-102 sqm dual key apartments. The diversity of housing styles available within Queens Riverside ensures a diverse community of residents, and each apartment is designed to achieve a high quality product with excellent space efficiency and functionality.

The fantastic location and elevation of QIII will provide breathtaking views overlooking the Swan River, Queens Gardens, the WACA, Gloucester Park, Burswood Casino, Perth city centre and the Causeway.

The majority of residential apartments within Queens Riverside will include a loggia – a flexible indoor/outdoor room substantially contained by operable louvers or screens, opening seamlessly from the living room.

Queens Riverside comprises the following:

- QI, residential and retail
- QII, residential
- QIII, residential and health club
- Fraser Suites Perth, hospitality, commercial and retail

## ROLE OF FRASERS PROPERTY

Fraser Property is Developer and Project Manager of this development, with delivery of Stage One by builder Diploma Construction. Equity funding is provided via Fraser's parent entity, Fraser Centrepunt Limited.

## ADDRESS

Adelaide Terrace, De Vlamingh Avenue, Hay Street and Erskine Link, East Perth WA 6004

## DEVELOPER

Fraser Suites Pty Ltd for Fraser Property

## SCHEDULED COMPLETION

Fraser Suites mid 2012  
QI 2014  
QII 2014  
QIII early 2014

## PRODUCT MIX

Approx 400 apartments  
236 key apartment hotel  
Leisure facilities  
Retail shopfronts  
3 levels of commercial

## SCALE

Residential | 43,430 sqm  
Hospitality | 10,873 sqm  
Retail | 5,543 sqm  
Commercial | 1,500 sqm

## BUILDER

First Stage construction (Fraser Suites Perth and common infrastructure): Diploma Constructions

## ARCHITECTS

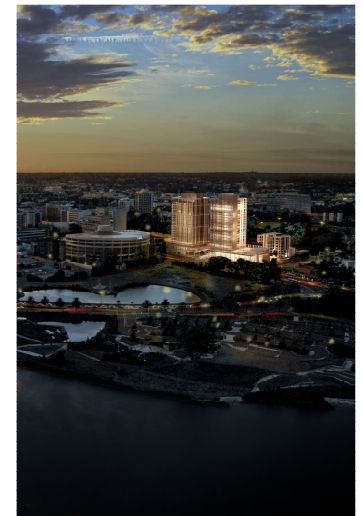
Concept design and Fraser Suites Perth: Jones Coulter Young Architects  
QIII: Bruce Robinson Architects

## AUTHORITIES

East Perth Redevelopment Authority



# Queens Riverside East Perth



## SPECIAL FEATURES

\_\_\_ Queens Riverside's **mixed-use** concept is rare in Perth, providing not just a home for its residents, but also a workplace and a dining and retail destination for visitors and locals alike to enjoy.

\_\_\_ Frasers is introducing '**dual key**' apartments to Queens Riverside's residential offering, and to the Perth property market. These properties offer unprecedented flexibility: two independent residences share a common foyer, allowing the property to be independently occupied in two parts, or merged into a conventional single apartment. This style of housing is ideal for multi-generational households – perfect for an adult child or elderly parent living independently in the family home – or for maximizing the rental return of a property investment.

\_\_\_ The introduction of **loggias** within Queens Riverside's residential offering will come to define the precinct. These flexible, highly functional indoor/outdoor rooms seamlessly extend the living space, and can function as garden, dining room, living room, studio or entertainment space, according to the needs and requirements of the resident. This space delivers greater function and amenity than a conventional balcony, and is ideal for Perth's climate and lifestyle.

\_\_\_ Fraser Suites Perth and QIII share a dramatic **porte cochere** arrival experience on Adelaide Terrace, combining water features, sculptural artworks, living garden walls and atmospheric illumination beneath a two tier roof which is itself a work of art.

\_\_\_ Queens Riverside meets EPRA's high standards for **environmental sustainability**. The precinct will incorporate many innovative measures such as the BubbleDeck structural system to reduce the volume of concrete used in the build. A water catchment system will allow both rainwater and fire sprinkler testing runoff to be collected and used to reticulate the common area landscaping. Energy efficient lighting will reduce power consumption. Centralised gas hot water systems as well as centralised mechanical systems will improve efficiency and reduce power consumption at peak times.

\_\_\_ As a first for Perth, Frasers Property is negotiating with a national company to introduce a **car share scheme** as part of the development. The scheme will be available to Queens Riverside's residents. Incentives such as easy access and an integrated on line booking system will encourage residents and guests to embrace this new innovation which is already well-established in Sydney, Brisbane and Melbourne.