



MEDIA RELEASE

Palace Cinema brings a sense of theatre to Central Park Mall Fraser's Property Australia & Sekisui House Australia rolls out the red carpet to customers

Sydney – 17 November 2017 – Joint venture partners, Fraser's Property Australia and Sekisui House Australia, are pleased to announce the launch of the new Palace Cinema, within Central Park Mall at the \$2 billion mixed-use urban village, Central Park, in Chippendale, in Sydney's CBD.

The new cinema complex offers the first of its kind luxury, first class cinema experience to Australia and brings a touch of elegance to the typical cinema format, significantly raising the bar for patrons.

Melbourne-based architectural firm DesignOffice has created a sense of drama and theatre with a luxurious interior design featuring three platinum cinemas, 10 boutique theatres, a Prosecco bar and an interactive wine wall. Moviegoers can enjoy cuisine delivered from the wide selection of restaurants within Central Park Mall, including sashimi, Atlantic salmon and black truffle pork dumplings whilst seated comfortably in the luxury of handmade Italian leather chairs.

Peri Macdonald, Executive General Manager – Retail, Fraser's Property Australia says the stunning environment sets a new standard in cinema entertainment and will create benefits for patrons and other retailers at Central Park.

“By co-locating retail, restaurants and entertainment under one roof, Central Park Mall will attract visitors from a wide catchment area by offering a diverse destination that is not just a place for transactional shopping. With more to do, see and experience, retailers will benefit from greater pedestrian traffic and longer customer dwell times as the retail-entertainment mix provides a space for social experiences,” says Mr Macdonald.

Central Park Mall hosts an estimated five million customer visits annually. Mr Macdonald says many of life's best experiences are created by people connecting in memorable places, which drives much of the thinking behind Fraser's Property's retail strategy.

“Our goal is to create retail destinations with social souls. The environment must do more for visitors, play a larger role in their lives and be a meeting place that offers things to do rather than just things to buy,” says Mr Macdonald.

“Cinema is a vital component of our retail masterplanning: the need to get together and share in storytelling is one of the driving forces of humankind. It's why we carefully consider the shared benefit of retail and entertainment in our centres. It's also why we work with progressive cinema businesses like Palace Cinemas, who are actively engaged in recreating the movie-going experience in Australia to something that is intimate and unique, making it an event to remember,” says Mr Macdonald.



Executive Chairman of Palace Cinemas, Mr Antonio Zeccola says Palace has been at the forefront of cinema development and experience in Australia over many years and the new Palace Central Park is a clear demonstration of that dominance.

“We have a passion for developing new opportunities within the cinema industry which allow us to engage with local communities throughout Australia. For some time now, I’ve felt there was a need for a superb, boutique cinema experience in central Sydney. I’m incredibly passionate about this project, it gives me great satisfaction to offer the best cinema in the world. Palace Central is my gift to the City of Sydney,” says Mr Zeccola.

“Our stunning and innovative interior features ergonomic leather chairs, handmade in Barcelona, so we extend the luxury with plenty of room to relax.

“The in-cinema dining menu includes share plates and delicious options from surrounding restaurants. It’s all designed to create a truly memorable experience,” says Mr Zeccola.

Melbourne-based architectural and interior design practice, DesignOffice, worked with Palace Cinemas to deliver their vision for a new and exclusive, first class cinema experience. The atrium complements the open space and entices customers to linger longer and provides an elegant light that reflects off the dark wall paneling which cleverly lines the top floor, directing moviegoers to the entries of the individual boutique screens, bar and lounge.

The Prosecco loungebar is expansive with glazing on two sides overlooking the park below. Tinted lighting tubes line the full-height glazing and provide a soft glow while customers enjoy a curated selection of fine wines, craft beers and classic cocktails. For onlookers outside, the luminescent light signals the magnificence of the Palace destination cinema, from the Chippendale streetscape.

Mr Dean Lewis, Design&Beyond Architects says the combined hospitality experience is designed to provide a distinct range of offers for customers which extends the moviegoing experience.

“The Platinum Lounge introduces a new offer for Palace customers, with parallels to first class airline lounges,” says Mr Lewis. FA: I don’t like comparison to airport lounge....who likes being in them??

A gala opening event is planned for November 23rd with an exclusive premier of Downsizing starring Matt Damon.

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Notes to editors:

The majority of Central Park is being jointly developed by Frasers Property Australia and Sekisui House Australia. Kensington Street and the final residential stage, Wonderland, are excluded from the joint venture.

2017 accolades:

- Winner, David Oppenheim Award for Sustainable Architecture for Central Park by Tzannes and Cox Richardson and Foster and Partners, 2017 National Architecture Awards
- Winner, Sustainable Architecture for Central Park Sydney by Tzannes and Cox Richardson and Foster + Partners, 2017 NSW Architecture Awards
- Winner, Excellence in High-Density Development for Connor, by Frasers Property Australia and Sekisui House Australia in collaboration with Smart Design Studio, 2017 UDIA NSW Awards for Excellence
- Winner, Urban Design for Central Park by Tzannes, Cox Richardson and Foster + Partners, 2017 NSW Architecture Awards
- Winner, Great new places to live and/ or work for Central Park awarded to JBA, 2017 Greater Sydney Planning Awards (NSW)

2016 accolades:

- Winner, President's Award for Central Park awarded to JBA, Foster + Partners, Tzannes Associates, Ateliers Jean Nouvel and Johnson Pilton Walker, Planning Institute of Australia (PIA) NSW Awards for Planning Excellence 2016 (NSW)
- Winner, Architectural Design – Commercial and Residential Architecture, for One Central Park by Ateliers Jean Nouvel and PTW, 2016 Good Design Awards

2015 accolades:

- Winner, Residential & Mixed-Use Development, for The Steps Central Park, awarded to Richard Crookes Constructions, Master Builders NSW Excellence in Construction Awards 2015
- Winner, High Density Development, for Park Lane and The Mark, 2015 UDIA NSW Awards
- Highly Commended, 2015 Urban Taskforce Awards, for Park Lane and The Mark, (NSW)
- Winner, Central Park The Living Mall, ASOFIA Best Interior Food/Restaurant Retail above \$2.5m, May 2015
- Winner, High Density Housing, One Central Park, 2015 National UDIA Awards, March 2015
- Winner, Best Innovative Green Building, One Central Park, MIPIM, March 2015

2014 accolades:

- Winner, Best Tall Building in the World for One Central Park, Council for Tall Buildings and Urban Habitat (global), November 2014
- Winner, Overall Winner for One Central Park, 2014 LEAF Awards (global)
- Winner, Sustainability Award for One Central Park, 2014 LEAF Awards (global)
- Winner, Best Tall Building in Asia and Australia for One Central Park, Council for Tall Buildings and Urban Habitat (global), June 2014
- Winner, 2014 International Green Infrastructure Award, World Green Infrastructure Congress
- Winner, Landscape Design Award for One Central Park, Sydney Design Awards 2014
- Winner, High Density Development, for One Central Park, UDIA NSW 2014 Awards (NSW)
- Winner, Design & Innovation, for One Central Park, UDIA NSW 2014 Awards (NSW)
- Winner, Development of the Year, for One Central Park, Urban Taskforce (national)
- Award of Excellence, won by Arup for 'Sea Mirror' lighting installation at One Central Park, IES ANZ 2014 NSW Chapter Awards 2014.
- Winner, Building & Structures, won by Robert Bird Group, Arup, WSP and Kennovations for One Central Park (Sydney), Engineers Australia 2014 Awards (national)
- Winner, Professional Excellence Award Residential Construction \$100m plus category, by Watpac for One Central Park (Sydney), Australian Institute of Builders 2014 NSW Awards (NSW)

Earlier accolades:

- President's Award, won by Partridge Event Engineering for 'Halo' at Central Park, Engineering Excellence Awards 2012 (NSW)
- Marketing Award for Central Park (Sydney), UDIA NSW Awards for Excellence 2012
- Finalist, Futura Projects Award for Central Park (Sydney), MIPIM Awards 2011 (global)
- Winner, Encouragement Award for FraserStudios community arts partnership (Sydney) with partner Queen Street Studios (now Brand X), Australian Business Arts Foundation Awards 2010 (National)
- Concept Design Award for Central Park (Sydney), UDIA NSW Awards for Excellence 2009

About Frasers Property Australia

Frasers Property Australia Pty Limited (FPA) is one of Australia's leading diversified property groups and is the Australian division of Frasers Centrepoint Limited. The group has over 90 years' heritage in Australia with current activities covering the development of residential land, housing and apartments, commercial, retail and industrial properties, investment property ownership and management, and property management.

Being part of a global group opens up a world of opportunities for FPA's customers. FPA appreciates its customers and rewards their loyalty through Prosperity, a national loyalty program providing residential customers with generous purchase and referral rewards, plus benefits at Frasers Hospitality's serviced hotel residences and boutique lifestyle hotels around the world.

Sustainability is at the heart of FPA's operations. The group creates places where resources are re-used, recycled and restored. It fosters new ideas to support people and the planet, and undertakes tangible initiatives to help people lead happier, healthier lives. Driven by a highly experienced team of people committed to delivering *real places for real people*, the core values of the group are *passionate, authentic, dynamic* and *respectful*.

For more information about FPA, visit www.frasersproperty.com.au

About Frasers Centrepoint Limited

Frasers Centrepoint Limited is a full-fledged multi-national real estate company and one of Singapore's top property companies with total assets of around S\$27.0 billion as at 30 September 2017. FCL has three strategic business units – Singapore, Australia and Hospitality, which focus on residential, commercial, retail and industrial properties in Singapore and Australia, and the hospitality business spanning more than 80 cities across Asia, Australia, Europe, and the MENA region. FCL also has an International business unit that focuses on China, Europe, and Southeast Asia.

FCL is listed on the Main Board of the Singapore Exchange Securities Trading Limited ("SGX-ST"). FCL is also a sponsor and its subsidiaries are the managers of three REITs listed on the SGX-ST, Frasers Centrepoint Trust, Frasers Commercial Trust, and Frasers Logistics & Industrial Trust that are focused on retail properties, office and business space properties, logistics and industrial properties respectively, as well as one stapled trust listed on the SGX-ST, Frasers Hospitality Trust (comprising Frasers Hospitality Real Estate Investment Trust and Frasers Hospitality Business Trust) that is focused on hospitality properties.

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

For more information on FCL, please visit www.fraserscentrepoint.com.

About Sekisui House

Founded in 1960, Sekisui House is one of the world's largest residential development companies and has constructed over 2.3 million homes. Based in Osaka, Japan, the company has over 23,000 employees internationally and is listed on the Tokyo Stock Exchange and Nagoya Stock Exchange. The company's corporate philosophy which underpins its global operations is to create homes and communities that improve with time, and last for generations.

Sekisui House is a global leader in sustainability and has constructed more net-zero-energy homes than any other company in the world (more than 28,000 since 2013).



In 2009, Sekisui House expanded into several new international markets and now operates in China, Singapore, United States and Australia. The firm has invested over \$2 billion AUD in Australia since 2009 and built over 8,500 homes. Its current pipeline of Australian projects is valued in excess of \$14 billion AUD. For more information on Sekisui House, visit www.sekisuihouse.com.au