

Mix of transport and retail attracts investors to Ed.Square

Prosperity program extends discount to family members

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First-time property investor Ben Huang and his brother Tom didn't need to look any further than Frasers Property Australia's new masterplanned community Ed.Square when searching for an investment opportunity they could share in.

Tom had previously bought a home at another Frasers Property community, Fairwater at Blacktown, while their parents had bought multiple properties at Discovery Point, Wollri Creek.

All had been thrilled with the finished products and return on their investments, and this gave Ben the peace of mind to make the move into property investment.

But first he had to find the perfect property. One which, like Discovery Point, is close to transport and has its own shopping centre.

"I had been following closely other new construction projects that Frasers Property were doing and I found out there was one in Edmondson Park that was similar to their Discovery Point development at Wollri Creek, in that it had the mixed-use component and an onsite train station," explains Ben.

"That was one of the biggest things that drew me to Ed.Square. The fact that it is right next to Edmondson Park train station with a town centre that will have all the shopping and entertainment facilities."

Ben was also keen to get in early, as historically prices increase in the subsequent stages.

"I thought it would be a good investment opportunity to purchase in the early stages," he says.

Ben says the onsite train station, which offers links to the city, Liverpool and Parramatta, will be a huge drawcard when attracting tenants, as will the proximity to the future Western Sydney Airport at Badgerys Creek.

Ben and Tom purchased a three-bedroom terrace-style home in the Hampton Corner release. It is in a corner position, meaning it is semi-detached with common walls on only one side.

"It was more expensive but I think it was worth it to have the extra space on one side," says Ben, adding they also love the open floorplan which flows out into the backyard.

The biggest drawcard for Ben, a first-time investor, was Frasers Property's excellent reputation and quality construction.

"It's comforting to know it is a Frasers Property project when it comes to the finishes," Ben says.

"I know Frasers Property offers a good product and there will be a good result."

Ben and Tom had another incentive to buy in a Frasers Property community. Because their family members had joined Prosperity – Frasers Property's loyalty rewards program that offers a lifetime of rewards and benefits to purchasers – Ben and Tom were eligible to take part in the Prosperity Share program and receive a discount to their property purchase.

The Prosperity Share program allows Prosperity members to share their exclusive rewards with family, who are awarded with a 2 to 3 per cent discount off the purchase price if they purchase a new home with Frasers Property.

"Because we have family who have purchased multiple properties with Frasers Property, under the Prosperity program we will get a 3 per cent rebate on the purchase price at settlement," says Ben.

Ed.Square will comprise over six hectares of open space and a variety of home styles and floorplans across 992 apartments and 892 terraces and townhouses. A 68-metre high residential tower atop the town centre is set to become an architectural landmark, the epicentre from which the village will expand into the streets and laneways that will flow into parks and bushland.

The town centre will provide a shopping, dining and entertainment precinct incorporating an Eat Street, fresh food market place, proposed cinema, childcare centre, waterplay area and healthcare facilities.

The first Ed.Square residents are expected to move into their homes in the second half of 2020, which will coincide with the completion of the first stage of Ed.Square Town Centre.

Ed.Square will be serviced by convenient bus and train links to Parramatta and Sydney CBD, along with easy access to Sydney's main roads and Sydney's future second airport at Badgerys Creek will be close by.

Ed.Square is located immediately adjacent to Edmondson Park railway station and is a 45-minute train journey to Central Station. Liverpool railway station is just three train stops away.

For further information or to register your interest in Ed.Square, phone Frasers Property on 13 38 38 or visit <http://www.EdSquare.com.au>.

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About Frasers Property Australia

Frasers Property Australia Pty Limited is one of Australia's leading diversified property groups and is the Australian division of Frasers Property Limited. We've been creating memorable places in Australia since 1924. Our 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 our customers. Frasers Property Australia appreciates its customers and rewards their loyalty through Prosperity, a national customer care and 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 our operations. The company 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 memorable experiences for our customers, the core values of our global group are *collaborative, respectful, progressive and real*.

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

About Frasers Property Limited

Frasers Property Limited ("Frasers Property" and together with its subsidiaries, the "Group"), is a multi-national company that owns, develops and manages a diverse, integrated portfolio of properties. Listed on the Main Board of the Singapore Exchange Securities Trading Limited ("SGX-ST") and headquartered in Singapore, the Group has total assets of approximately S\$32 billion as at 30 September 2018.

Frasers Property's assets range from residential, retail, commercial and business parks, to logistics and industrial in Singapore, Australia, Europe, China and Southeast Asia. Its well-established hospitality business owns and/or operates serviced apartments and hotels in over 80 cities across Asia, Australia, Europe, the Middle East and Africa. The Group is unified by its commitment to deliver enriching and memorable experiences to customers and stakeholders, leveraging on its knowledge and capabilities from across markets and property sectors, to deliver value in its multiple asset classes.

Frasers Property is also the sponsor of three real estate investment trusts and one stapled trust listed on the SGX-ST. Frasers Centrepoint Trust, Frasers Commercial Trust, and Frasers Logistics & Industrial Trust are focused on retail, commercial, and logistics and industrial properties respectively. Frasers Hospitality Trust (comprising Frasers Hospitality Real Estate Investment Trust and Frasers Hospitality Business Trust) is a stapled trust focused on hospitality properties.

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