

Experience your future Midtown MacPark home now

Immersive technology provides glimpse of the future

SYDNEY, 12 APRIL 2021

Immersive technology in Frasers Property Australia's Midtown MacPark Sales and Display Centre means leaving nothing to chance, with buyers able to take a life-like walk-through of their future home, mix and match furniture and décor options, even try various finishes and accessories on for size.

It's part of a new immersion experience designed to provide a real glimpse of what life will be like at Midtown and inside one of the brand-new apartments in what is one of Sydney's best-connected addresses, says **Nigel Edgar**, General Manager Development NSW, Frasers Property Australia.

"We're able to transport people into their future home to experience the authentic atmosphere of their Midtown MacPark apartment. For any apartment a customer might be interested in, its actual views are there to sample, the floorplan is there to investigate, the parks and open spaces at the centre of the community's masterplan are there to explore," Mr Edgar says.

"This immersive experience removes uncertainty from the off-the-plan buying process, gives customers peace of mind and has supported the strong initial sales in MAC Residences, the first apartment offering at Midtown MacPark."

Looking to buy their first home, it was exactly the immersive experience and technology at the Sales and Display Centre that helped **Jarol Espinosa Ruiz** and **Karen Gonzalez** decide on their purchase at Midtown MacPark.

"The experience was nothing like any other developments. When buying off-the-plan, it is very important to be able to visualise what our future home will look like," says Jarol.

"At Midtown, we could experience a 360-degree tour of the apartments, through each room to understand the layout, lighting, the views from the property and also the surrounding streetscape.

"We were also able to choose our own finishes and colour schemes and see what it will look like when complete. Something so crucial we hadn't seen in other projects we went to," he says.

More than 170 apartments in MAC Residences have sold since the October 2020 launch, with a mix of owner-occupiers, investors, first home buyers and downsizers supporting the vision of diversity envisaged for the 8.2-hectare masterplan community.

Midtown MacPark is set to become the new heart of Macquarie Park. Frasers Property Australia is working with the NSW Government to deliver the \$2.1 billion masterplanned mixed tenure community, which will integrate approximately 3,300 apartments with a range of community facilities including a proposed primary school, two childcare centres, aged care, a new 6,000 sqm central village park, pocket parks and playgrounds, a community centre, commercial pool and gym, and all the amenities for modern living within walking distance, underpinned by world-class architectural design.

The new community is just 500 metres from the new Metro station and close to shopping centres including Macquarie Centre, educational infrastructure including Macquarie University, and the growing Macquarie Park CBD.

Frasers Property is targeting a 6 Star Green Star Communities rating for Midtown MacPark and the vision is for the community to be carbon neutral in operation. It will be developed in stages over the next 10 to 12 years¹.

The Midtown MacPark Sales and Information Centre and Café is now open, and people can book an appointment by calling Frasers Property on 13 38 38 or by visiting www.midtownmacpark.com.au. The sales centre is located at 1 Ivanhoe Place (off Herring Rd), Macquarie Park.

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About Frasers Property Australia

Since 1924, Frasers Property Australia has created stronger, smarter, happier neighbourhoods. We are one of Australia's leading diversified property groups and an Australian division of Frasers Property Limited.

We develop residential land, housing, and apartments and have delivered over 140,000 homes during our legacy; and develop build-to-rent, commercial, retail and mixed-use properties. Our activities also encompass the ownership and management of investment property, incorporating property and asset management services.

We work sustainably to ensure the places we create leave a positive environmental legacy and enhance the way people live life together. Frasers Property in Australia has certified over 3.4 million square metres of Green Star space across our communities, and our commitment to reduce carbon has been approved by the global Science-Based Targets initiative. We are also certified by the Australian Government's Climate Active initiative. Frasers Property Australia owns Real Utilities, a licensed Australian energy retailer that owns and manages energy infrastructure within some of our communities with the mission to be greener, cheaper and simpler.

We value diversity and firmly believe that together, we're better. We employ over 500 people nationally and are recognised as an Employer of Choice for Gender Equality by the Australian Government's Workplace Gender Equality Agency.

To find out more about Frasers Property Australia, visit frasersproperty.com.au or follow us on [LinkedIn](#).

About Frasers Property Limited

Frasers Property Limited ("Frasers Property" and together with its subsidiaries, the "Frasers Property Group" or the "Group"), is a multi-national developer-owner-operator of real estate products and services across the property value chain. 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\$38.7 billion as at 30 September 2020.

Frasers Property's multi-national businesses operate across five asset classes, namely, residential, retail, commercial & business parks, industrial & logistics as well as hospitality. The Group has businesses in Southeast Asia, Australia, Europe and China, and its well-established hospitality business owns and/or operates serviced apartments and hotels in over 70 cities and 20 countries across Asia, Australia, Europe, the Middle East and Africa.

Frasers Property is also the sponsor of two real estate investment trusts ("REITs") and one stapled trust listed on the SGX-ST. Frasers Centrepoint Trust and Frasers Logistics & Commercial Trust are focused on retail, and industrial & commercial 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. In addition, the Group has two REITs listed on the Stock Exchange of Thailand. Frasers Property (Thailand) Public Company Limited is the sponsor of Frasers Property Thailand Industrial Freehold & Leasehold REIT, which is focused on industrial & logistics properties in Thailand, and Golden Ventures Leasehold Real Estate Investment Trust, which is focused on commercial properties.

The Group is unified by its commitment to deliver enriching and memorable experiences to customers and stakeholders, leveraging its people, knowledge and capabilities from across markets to deliver value in its multiple asset classes.

For more information on Frasers Property, please visit frasersproperty.com or follow us on [LinkedIn](#).

¹ Subject to planning and development approvals.

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FOR MEDIA QUERIES, PLEASE CONTACT:

Wise McBaron Communication

Trudy Wise

T +61 418 220 028

E trudy_wise@wisemcbaron.com.au