

HAPPENINGS

BRANCHING OUT

Down Under

Creating a sustainable, balanced portfolio in Australia will help Far East to deliver long-term value.

TEXT // ELISABETH LEE

FROM VIBRANT PERTH in the west to the cosmopolitan hub of Sydney in the east, Australia is an attractive destination for investors and tourists alike, with A\$2.5 trillion of foreign investment recorded in 2013 and more than 7 million visitor arrivals recorded in the year ended June 2015, according to official statistics.

Many international firms are drawn to its well-regulated corporate environment, stable government and open economy. Savvy investors enjoy the diversification Australia offers as its economic cycle is different from that of Southeast Asia — key drivers of the Australian economy include commodities, professional services and construction.

Investing in Australia allows companies to take advantage of these benefits while building a diversified portfolio with multiple engines of growth.

In addition to the increasing numbers of foreign tourists, domestic travel is also on an upswing, with 82 million domestic overnight trips in the year ended March 2015, an increase of 6 per cent, according to the Australian authorities.

The vibrancy of Australia's mature and developed economy together with its well-regulated environment presents Far East Organization with a platform to establish a leading and sustainable real estate business where it could build a balanced asset portfolio and stay invested.

Plans are underway to launch Far East Organization's maiden residential project in Australia, St Helena Woods in Melbourne (see page 10). Spread over more than 1.5 million sq ft, the development reflects Far East's community-centric approach: St Helena Woods' integrated living solution is a response to the needs of the Australian market.

Far East has a 55-year track record in developing, owning and managing a diverse range of real estate products in the residential, commercial, hospitality, retail and industrial sectors.

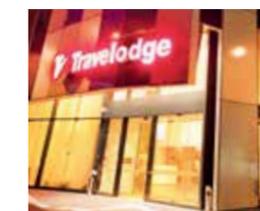
It has also built a growing reputation for innovative, functional and high-quality spaces that deliver long-term value for its customers. It is the only developer in the world to garner eight FIABCI Prix d'Excellence Awards.

FAR EAST HOSPITALITY HOLDINGS

Far East Hospitality Holdings Pte Ltd (FEHH) is a regional hospitality owner and operator with a diverse portfolio of nine unique and complementary brands of hotels, serviced residences and apartment hotels, including Adina Apartment Hotels, Medina Serviced Apartments, The Marque Hotels, Oasia Hotels, The Quincy Hotel, Rendezvous Hotels, Travelodge Hotels, Vibe Hotels and Village Hotels & Residences.

Far East Hospitality operates a combined portfolio of more than 13,000 rooms across 90 hotels and services residences in seven countries — Australia, Denmark, Germany, Hungary, Malaysia, New Zealand and Singapore, with more in its development pipeline.

Far East Hospitality is a 70-30 joint venture formed in 2013 between Far East Orchard Limited (a listed company under Far East Organization) and The Straits Trading Company Limited. In the same year, Far East Hospitality, through its wholly-owned subsidiary Far East Hospitality Investments (Australia) Pte Ltd, completed a 50-50 joint venture with Australia's Toga Group.



HOSPITALITY
Far East Hospitality Holdings has nine assets across Australia.

PRIME SITES IN KEY CITIES

Since the start of 2013, Far East Organization has invested A\$1.9 billion in acquisitions and joint ventures through both the parent company and its directly-owned subsidiaries, as well as through partnerships with Toga Group and The Straits Trading Company (STC) by its listed subsidiary, Far East Orchard Limited (FEOR). Its interests in Australia span the residential, commercial, hospitality, retail and mixed-use sectors.

In growing its investments in Australia, Far East has focused on building a stable portfolio of assets with enduring value and growth potential, with excellent locations in prime sites in key cities across Australia.

In 2013, Far East acquired three projects; the first in its portfolio: the Watertown Brand Outlet Centre (formerly known as Harbour Town Centre) in downtown Perth, as well as historic Clocktower Square and 227 Elizabeth Street in central Sydney. Last year, Far East added the prime Ausgrid Building and Park Street office buildings to its Sydney holdings, as well as a landmark office development on Adelaide Terrace in Perth's CBD (see box).

FAR EAST ORGANIZATION'S KEY AUSTRALIAN ACQUISITIONS

PERTH

Watertown Brand Outlet Centre

A two-storey freehold development along Wellington Street, 1 km west of Perth's Central Business District, Watertown Brand Outlet Centre is a successful outlet shopping centre with a strong tenant mix of more than 120 retailers.

256 Adelaide Terrace

256 Adelaide Terrace is a landmark freehold office tower with excellent street frontage situated in Perth's CBD.

Luna Maxi

Luna Maxi is located at Perth's most iconic beach front, Scarborough Beach Road in the heart of the Scarborough Master Plan Area, adjacent to the Rendezvous Hotel Scarborough Perth.

SYDNEY

227 Elizabeth Street

A 24-storey commercial building located next to Hyde Park in the heart of central Sydney, this freehold development has direct connectivity to the Museum railway station on the City Circle line.

50 and 54-58 Park Street

These 12-storey freehold office buildings are situated at a prime location directly opposite Hyde Park and within walking distance to the Town Hall railway station on the City Circle line.

570 George Street

This freehold property is the distinctive Ausgrid building directly opposite the Town Hall and St Andrew's Cathedral in central Sydney.

Clocktower Square

Located in the prestigious and historic "The Rocks" precinct within the Sydney CBD, Clocktower Square is a mixed-use development comprising a two-storey shopping centre, a six-storey office tower and the 61-room Rendezvous Hotel Sydney The Rocks.

The Westin Sydney

In a 50-50 joint venture with Sino Land Company Limited, Far East Organization acquired The Westin Sydney, a mixed-use development that integrates hotel and retail within a heritage-listed property on the famous Martin Place thoroughfare.

HAPPENINGS

Our Australia Footprint

TOTAL INVESTMENT: A\$1.9 BILLION*



2

DARWIN

FOOTNOTE:

- 1. FEOR Joint Venture with Toga Group
- 2. TFE (Toga Far East) Joint Venture
- 3. FEHH Joint Venture (FEOR and The Straits Trading Company)
- 4. FEO Joint Venture with Sino Land



570 GEORGE STREET



CLOCKTOWER SQUARE



VIBE HOTEL SYDNEY



WATERTOWN BRAND OUTLET CENTRE



RENDEZVOUS HOTEL SCARBOROUGH PERTH

3



PERTH

BRISBANE**

ADELAIDE

SYDNEY**

MELBOURNE



LUNA MAXI



RENDEZVOUS HOTEL PERTH CENTRAL

3



256 ADELAIDE TERRACE



ADINA APARTMENT HOTEL ADELAIDE TREASURY

2

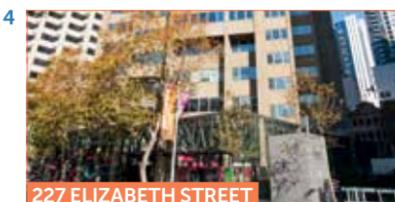


RENDEZVOUS HOTEL MELBOURNE

3



THE WESTIN SYDNEY



227 ELIZABETH STREET



50, 54-58 PARK STREET



ADINA APARTMENT HOTEL SYDNEY HARBOURSIDE



HARBOURFRONT BALMAIN

** Two sites, 171 George Street in Brisbane, and 280 George Street in Sydney are under construction. The sites are TFE joint venture projects.



ST HELENA WOODS

A 50-50 joint venture between Far East Organization and its Hong-Kong based sister company, Sino Land, has purchased the five-star The Westin Sydney hotel and retail development built within the walls of the historic General Post Office building.

COMMITMENT TO COMMUNITY

Far East Organization has a long-term commitment to growth and expansion in the Australian market. It looks to positively contribute, not just to meet the needs of its customers, but also to the wider industry and the local communities.

It also believes in revitalising and protecting local ecosystems, while working with local communities to find a tailored solution that meets the needs of all stakeholders. St Helena Woods, for example, is an integrated living development that retained a quarter of its natural landscape in order to maintain the integrity and beauty of the local flora and fauna.

Looking ahead, Far East Organization hopes to build a balanced asset portfolio in Australia, while expanding its development and management expertise through strategic partnerships and building strong ties within the community. It has a local team and office that works with Australian partners that include RSM, JLL, Colliers, Resolution Real Estate, Lend Lease, dKO and Textroo PR. It also seeks to positively impact the community through local scholarships, partnerships with schools, community organisations and conservation groups.

(*as of August 2015)

HAPPENINGS



MELBOURNE

ST HELENA WOODS

A FIRST FOR FAR EAST

PRESERVING BIODIVERSITY

An integrated development that meets the needs of the local community while preserving the existing biodiversity of the area.

St Helena Woods is a new integrated residential community located in Melbourne's north-eastern St Helena/Greensborough suburbs. Spread over a sprawling 19 hectare site, the development features a variety of home options that will meet the diverse needs of the modern homeowner.

Far East has worked closely with local and state government on this master-planned residential development, and much attention has been paid to emphasise the beauty of the surrounding area. In a first of its kind, an area of 3.68 hectare of the site, has been kept as parkland to preserve local existing biodiversity — five times more than is typical.

With 259 units that include apartments and houses built over four phases, St Helena Woods has been designed with local needs in mind. Homes include double garages, open-plan layouts, flexible-use fourth bedrooms and multiple storage spaces, all the better to create versatile living spaces that will appeal to a wide range of lifestyles. Other features include alfresco dining areas, butler pantries and laundries with direct access to external drying courts.



SYDNEY

Acquiring A Piece Of History

Far East Organization strengthens its presence in Australia with the joint acquisition of an iconic Sydney hotel.

TEXT // ASHUTOSH RAVIKRISHNAN

IN MAY 2015, Far East Land and Housing Development Company, a member of Far East Organization, announced that it had entered into an agreement with Sino Land Company Limited to acquire The Westin Sydney and its adjoining heritage retail podium for A\$445.3 million. Sino Land Company Limited, a real estate development and investment holding company listed on The Stock Exchange of Hong Kong, is a member of Sino Group, Far East Organization's Hong Kong-based sister company. Both Far East Organization and Sino Group will hold equal stakes in the acquisition.

The Westin Sydney is located in Martin Place, the heart of the fashion and financial district of Australia's most populous city. The Westin Sydney will continue to be managed by Starwood Hotels & Resorts, under the existing management agreement.

A LOCAL LANDMARK

The five-star hotel is spread over two buildings: a 31-storey freehold hotel tower and an adjoining heritage wing. The wing, which houses the heritage retail podium, is a leasehold development with a remaining tenure of about 81 years.

The tower contains 366 of The Westin Sydney's 416 rooms and most of its dining facilities. The 11,380 sq ft Grand Ballroom, also located in the tower, can accommodate up to 1,400 guests and is the largest pillar-free ballroom in Sydney.

The heritage wing was completed in 1874 and served as the city's General Post Office until 1996. Over the years, it has been skilfully preserved and is now a local landmark. It is often heralded as one of the country's finest examples of restoration. Staying in one of the wing's 50 rooms will be a treat for any history buff, as each room is graced with high ceilings, antique window fittings and decorative wall fireplaces. Some rooms, such as the Heritage Long Suite, also feature antique



COMBINING OLD AND NEW

The strategically-located The Westin Sydney comprises a modern tower (left, background) with a beautifully-preserved heritage podium.



furniture dating from the late 19th century.

Additionally, the heritage wing houses function, meeting and conference rooms, a spa, health club and swimming pool. Its 16 retail units, largely occupied by jewellers and luxury couturiers, form the Heritage Retail podium with its 100 metres of prime frontage on Martin Place, Sydney's most renowned thoroughfare. The tenants in the Heritage Retail podium now have access to the new owners' property management infrastructure.

And with the completion of the City of Sydney's Light Rail project in 2020, this central location will be transformed and energised by the flow of foot traffic and greater public amenity.

Besides being surrounded by the city's best shopping, entertainment and dining venues, The Westin Sydney is close to major tourist attractions such as Darling Harbour, the Sydney Opera House and the Sydney Harbour Bridge. [LM](#)

