



Hiap Hoe Limited
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NEWS RELEASE

HIAP HOE TO KICK OFF LAUNCH OF MARINA TOWER MELBOURNE IN SINGAPORE

- *An iconic 461-unit freehold waterfront residential development set to be the tallest structure in Melbourne's NewQuay precinct*
- *Marks the launch of Hiap Hoe's first overseas integrated development*

SINGAPORE, 4 July 2014 – Following its acquisition of 6-22 Pearl River Road, Melbourne Docklands in July last year, Singapore Mainboard-listed Hiap Hoe Limited (“Hiap Hoe” or the “Group”), a regional premium real estate group with a diversified portfolio of hospitality, retail, commercial and residential assets, will kick off its launch of **Marina Tower Melbourne on 5 July 2014 in Singapore**, at Ramada Singapore At Zhongshan Park.

Marina Tower Melbourne is the residential development of a landmark integrated development ideally located at a waterfront site in the Docklands region of Melbourne, the world's most liveable city. Situated in the highly sought after NewQuay precinct, at the edge of Victoria Harbour, Marina Tower Melbourne will be an iconic waterfront landmark in Melbourne's NewQuay precinct, towering over all other surrounding buildings, with commanding views from all angles.

The development will comprise two residential towers - one 43-storey block and one 36-storey block – totalling 461 freehold residential units, and a 7-storey hotel with 269 room keys – the Four Points® by Sheraton Melbourne Docklands.



Artist's Impression of Marina Tower Melbourne

Mr. Teo Ho Beng, Hiap Hoe's Executive Chairman and Chief Executive Officer, said: "Marina Tower Melbourne is significant as the first overseas development to carry Hiap Hoe's signature of unsurpassed quality. We are truly excited that the efforts of the Hiap Hoe team in executing our regional expansion strategy have culminated in the launch of an iconic development that will soon form part of the Dockland's skyline."

As part of its exclusive offerings, residents and guests at Marina Tower Melbourne will have exclusive access to The Marina Club, a world-class collection of amenities and private spaces. The luxurious facilities offered will cater for both business and leisure, including an opulent lobby lounge, a library, a private business centre and meeting rooms on the ground floor. The mezzanine level is planned to include a cinema, lounge and billiard room along with an impressive kitchen and dining area, with further liveability on level seven, where the rooftop pool, gymnasium and expansive deck will be an extension to residents' individual living spaces.

Ms. Tracy Wun, Hiap Hoe's Executive Director, said: "We are pleased to bring to market yet another development that attests to our reputation as a premium developer. Strategically located in the Docklands, a growth region that has consistently enjoyed strong population growth and higher median individual and household incomes above the median Australian income, we are confident that Marina Tower Melbourne will appeal to both homebuyers and international investors."

Mr. Andrew Leoncelli, Managing Director, CBRE Residential Project Victoria, the coordinating agent for Marina Tower Melbourne, said: "Marina Tower Melbourne raises and sets new benchmarks for luxury apartment living in Melbourne. Nearly twice the height of other projects in the NewQuay precinct, Marina Tower will become the landmark for all Melburnians. The striking architecture of the two glass towers by dKO offer the residents unprecedented views over the entire city and Port Phillip Bay. Marina Tower Melbourne comprises 1, 2 and 3 bedroom apartments priced between \$400,000 and \$2 million. The local demand is very strong and we expect robust sales driven by this strong interest."

For more information on Marina Tower Melbourne, please visit its website at: <http://marinatowermelb.com/>.

About Hiap Hoe Limited

Hiap Hoe Limited is a premium integrated property developer, engaged in the development of luxury and mid-tier residential and hotel-cum-commercial properties that are distinct in design and preferred for their excellent location and investment prospects. The Group's residential portfolio includes distinctive projects such as Treasure on Balmoral, Skyline 360°, Waterscape at Cavenagh, The Beverly, Signature At Lewis, Oxford Suites and Cuscaden Royale.

Hiap Hoe also owns an integrated hotel-cum-commercial development along Balestier Road that sits just opposite the historic Sun Yat-Sen Nanyang Memorial Hall, a national monument that pays tribute to the father of the 1911 Chinese Revolution. Comprising Days Hotel Singapore At Zhongshan Park (新加坡中山公园戴斯酒店), and Ramada Singapore At Zhongshan Park (新加坡中山公园华美达酒店), Zhongshan Mall (中山广场) and an office tower, the two hotels flank Zhongshan Park Singapore (中山公园), creating a unique integrated development with a strong heritage connection and old world charm.

In 2013, Hiap Hoe embarked on its strategic overseas expansion plans, acquiring assets in three prime locations in Melbourne, Australia: 6-22 Pearl River Road, 380 Lonsdale Street and 206 Bourke Street. Hiap Hoe has also entered into an MOU with Probuild, Australia's leading construction company to explore joint-venture opportunities in Australia. In February 2014, Hiap Hoe further expanded its presence into Western Australia with the acquisition of 130 Stirling Street, an A-grade commercial building located along the northern fringe of Perth's CBD.

To further consolidate Hiap Hoe's presence in the property development and investment market, the Group had in late 2013 embarked on the strategic acquisition of its sister company – SuperBowl Holdings Limited.

In addition to the Group's core business of property investment and property development, Hiap Hoe is also engaged in the construction business. More information on Hiap Hoe can be found at <http://www.hiaphoe.com>

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