



MEDIA RELEASE

'Central' retail centre for Central Park, Chippendale

Colliers International launches 16,000sqm of retail space at Frasers Property Australia's \$2 billion Central Park precinct

Sydney – 8 March 2011 – Frasers Property Australia (Frasers) has today unveiled 'Central', a major new retail centre within its \$2 billion Central Park development in Chippendale. Central is now under construction and will be open for business in early 2013.

The multi-level retail centre will bring an international flavour to the southern CBD that will be reminiscent of the experiential retailers and stores found in Tokyo, New York, Hong Kong and Singapore. In addition, it will offer great convenience with 18 hour trading, seven days per week.

Central comprises 16,000sqm of retail over five levels, situated within the podium of the One Central Park residential towers on Broadway. Shoppers will enter Central's fashion-focused Ground Level off Broadway, or via terraced gardens leading from the main park at the heart of the new Central Park neighbourhood.

The iconic One Central Park towers have been designed by globally acclaimed French architect Jean Nouvel with the retail spaces conceptualised by The Buchan Group. Jean Nouvel's design for Central brings a rare international calibre of architecture to this retail environment.

Central is a multi-level showcase with the Lower Ground Level to be known as a 'Global Grocer'. This level will be anchored by a major supermarket and specialty fresh food to provide convenience to all visitors, workers and residents at Central Park as well as those in surrounding areas.

The Ground and First Floors will offer the latest local and international fashion and accessories as well as leading edge technology for the future-focused shopper, while Level Two and Three will offer a food experience known as the 'Food Empire' which will comprise around 20 operators and will offer a global mix of cuisine with a predominantly Asian influence.

As well as restaurants, visitors to Level Two and Three will have a choice of bars and entertainment to enjoy, while Level Four will house the world-class 'Urban Wellbeing' health concept which includes a 25 metre in-ground swimming pool situated on a garden terrace.

Frasers Property Australia's CEO Guy Pahor said that "the diverse offerings at Central will provide much-needed convenience retail to the anticipated 8000 residents and workers within the Central Park precinct, and be a magnetic shopping and dining destination for Sydney's inner city communities."

"Central's dynamism and cultural fusion will reflect the fast-emerging Broadway scene, placed right at the heart of Sydney's education and cultural precincts. This new retail hub will reflect the youth, creativity and energy of the locals."

After working closely with Frasers over the past several years on retail planning, Nathan Clark, National Director Retail and Hilton Hedley Director Retail, both of Colliers International, will continue to market the retail space at Central, having been a part of the development since inception stages.

Mr Clark said that Central will veer right away from the conventional large shopping centre format to provide shoppers with a blend of gourmet groceries and streetwise fashion, along with future-focused electronics retail, entertainment and dining as well as urban wellbeing.



"Sydney's southern CBD does not have a retail offering of this calibre despite demonstrable demand and we are very pleased to be able to market the space via an expressions of interest campaign on behalf of Frasers.

"Central's contemporary design, feature elements, interactive interiors and character-filled retail outlets will ensure a world-class, standout precinct that will really contribute to the urban village of Central Park."

He added that there has been significant interest from national retailers all looking to be a part of this innovative, youth-focused and fashion-forward retail development located on Broadway.

"Major Australian retailers are attracted to developers like Frasers who are providing shopping and entertainment destinations that strive to increase foot traffic by creating dynamic environments offering an international fusion for the innovative twenty first century shopper.

Mr Pahor said that part of re-inventing downtown Sydney is to offer residents and visitors Central Park a whole array of unique experiences that will encompass exceptional architecture by world famous architects, art installations, parkland, vertical gardens and of course, a progressive retail experience.

"Frasers Property Australia prides itself as a developer of projects that are innovative, iconic and designed to the highest global standards and 'Central' is typical of our approach."

With the eclectic demographic of Chippendale in mind, it is little wonder that Central will not be the standard, cookie-cutter shopping destination but will instead cater to a broad range of cultural and artistic tastes.

Construction commenced on Central and One Central Park in December 2010 and Central is expected to officially open to shoppers in April 2013.

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About Frasers Property Australia

Frasers Property Australia (Frasers Property Management Australia Pty Ltd) is the Australasian division of Frasers Property, the international property arm of Frasers Centrepoint Limited. Frasers Property Australia is currently planning or developing AUD\$4.5 billion in residential property, including the Carlton United Brewery site on Broadway, 'Lumiere Residences', 'Lorne Killara' and 'Trio' in Sydney and residential subdivisions in Western Australia and New Zealand.

In 2009 Frasers Property Australia won the NSW Urban Development Institute of Australia Award for Concept Design for its \$2billion future Frasers Broadway development, and the Property Council of Australia's National Award for mixed-use development for Regent Place.

Frasers Centrepoint Limited, a leading property company based in Singapore, was established in 1988 and now comprises a number of divisions including Frasers Centrepoint Homes, Frasers Centrepoint Malls, commercial properties, Frasers Hospitality and is represented overseas in China, Thailand, Vietnam, UK, Australia and New Zealand under the umbrella brand of 'Frasers Property'.



Frasers Centrepoint Limited forms the property division of Fraser and Neave, Limited (F&N). Established in 1883, F&N is a leading Asia Pacific Consumer Group with expertise and dominant standing in the food & beverage, property and publishing & printing industries.

Listed on the Singapore Stock Exchange, F&N ranks as one of the most established and successful companies in the region with an impressive array of renowned brands that enjoy strong market leadership. It has shareholders' funds of over S\$5 billion and total assets employed over S\$13 billion. F&N is present in over 20 countries spanning Asia Pacific, Europe and the USA and employs about 17,000 people worldwide.

For more information on F&N, visit www.fraserandneave.com.

For more information on Frasers Centrepoint Limited, visit www.fraserscentrepoint.com

For more information about Frasers Property Australia, visit www.frasersproperty.com.au

About Colliers International

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