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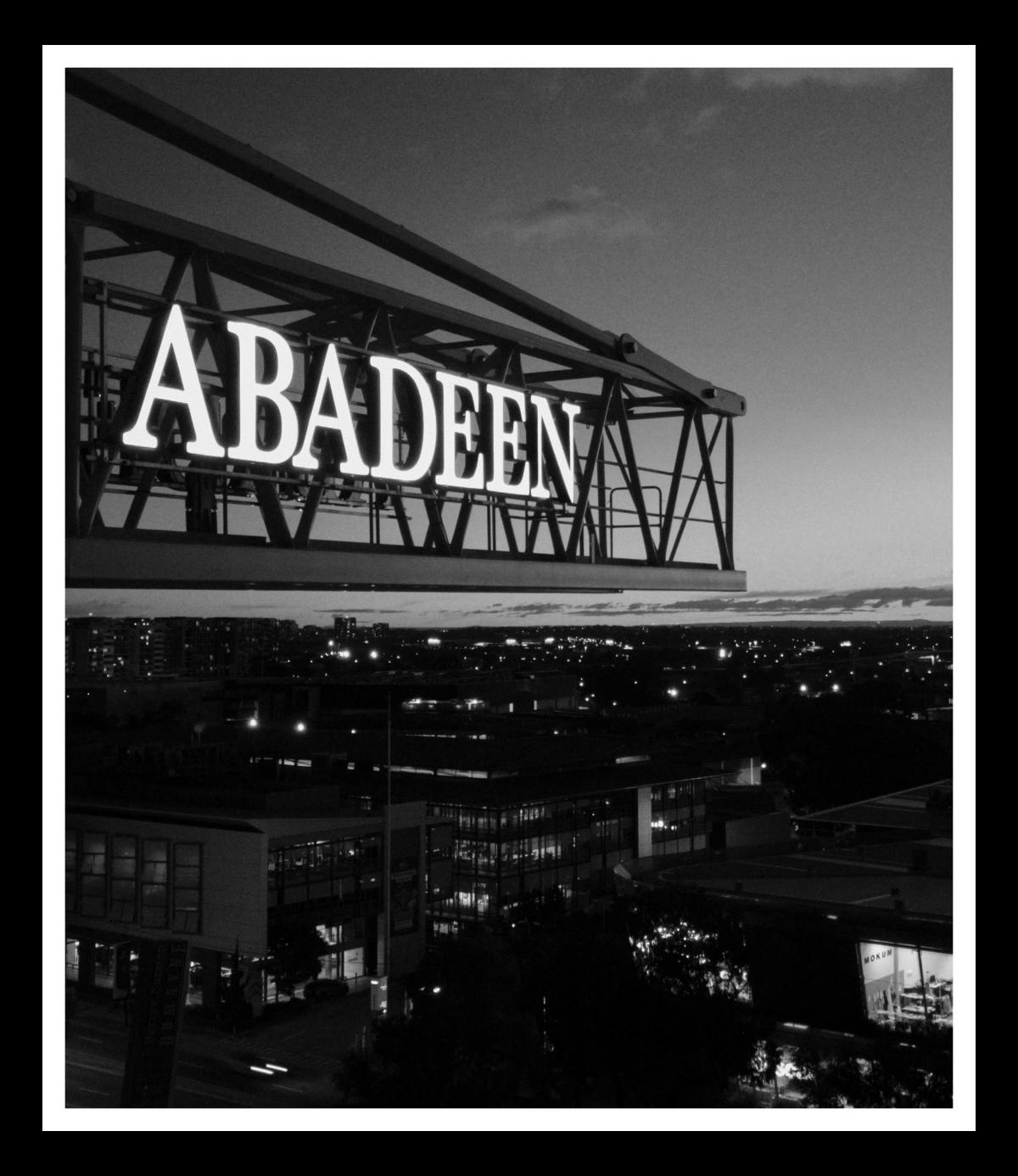


# ABOUT IS

Founded 28 years ago by Justin Brown, Abadeen has successfully delivered more than 80 projects in some of Australia's most sought-after addresses.

With a focus on creating beautifully lasting spaces that integrate with their location and community, Abadeen's consumer-driven approach to development is backed by the strength of its people, partnerships and in-depth understanding of the Australian property market.

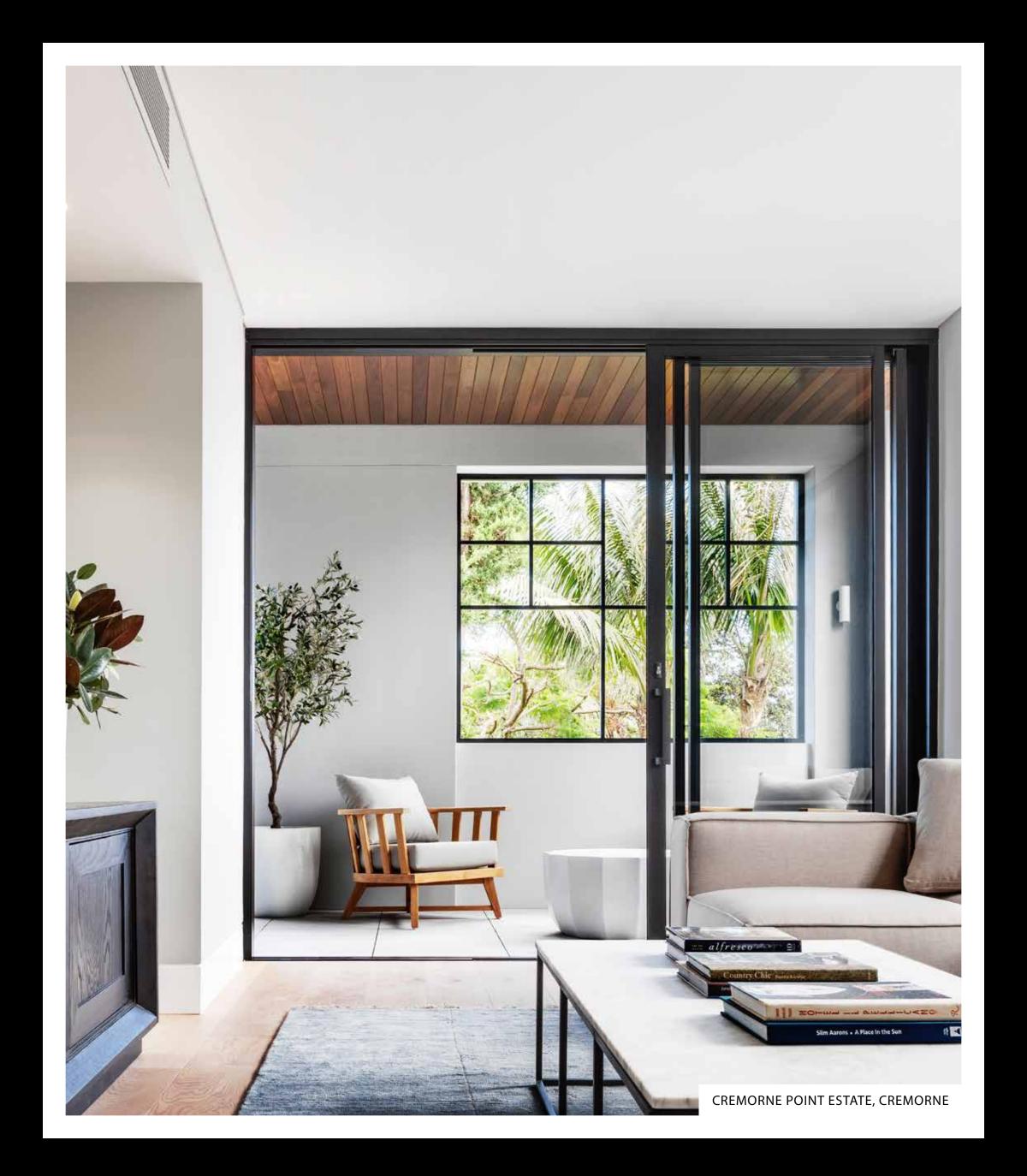




# ABADEN

Abadeen's nimble team and integrated business model is one of our greatest advantages. Our collaborative approach enables seamless project delivery with the capacity to undertake complex mixed-use developments and projects that require a high level of integrated expertise.

Whether we are focusing on expanding on the intrinsic value of existing properties or embarking on a completely new project, to us, development is far more than the bottom line. We believe in creating beautiful lasting spaces with a forward thinking approach for each development.



# OUR APPROACH

Abadeen's approach to every project is driven by our guiding principles:

- > UNCOMPROMISING SITE SELECTION
- > A SEAMLESS CUSTOMER EXPERIENCE
- > IN-HOUSE KNOWLEDGE & MARKET INTELLIGENCE
- > CARE IN THE DETAIL
- > DESIGN INTEGRITY

## OUR APPROACH

### **Uncompromising Site Selection**

Abadeen's Acquisitions team is unwavering in our commitment to finding the very best sites. With a deep understanding of the markets we operate in and a network nurtured over the past 20 years, we rarely compete in the open market and buy less than 5% of the sites we evaluate. But for the right sites we transact quickly – providing certainty to landowners, as evidenced by our track record in tightly held suburbs.

### A Seamless Customer Experience

We've won many industry awards over the years, but we know the ultimate judge of how good we are is our customers. That's why we always turn to our customers for insights about how we can refine our designs to meet their changing needs.

And we believe that our responsibility to our customers continues long after the sales contract has been signed. So, we stay with you throughout the construction period to settlement and beyond.

### In-House Knowledge & Market Intelligence

Abadeen's nimble team and integrated business model is one of our greatest advantages. With urban planning, development, construction, finance, marketing and sales expertise all under one roof, we have the shared knowledge, local and international experience, and market intelligence to make informed choices.

Our collaborative approach enables seamless project delivery with the capacity to undertake complex mixed-use developments and projects that require a high level of integrated expertise.

#### Care In The Detail

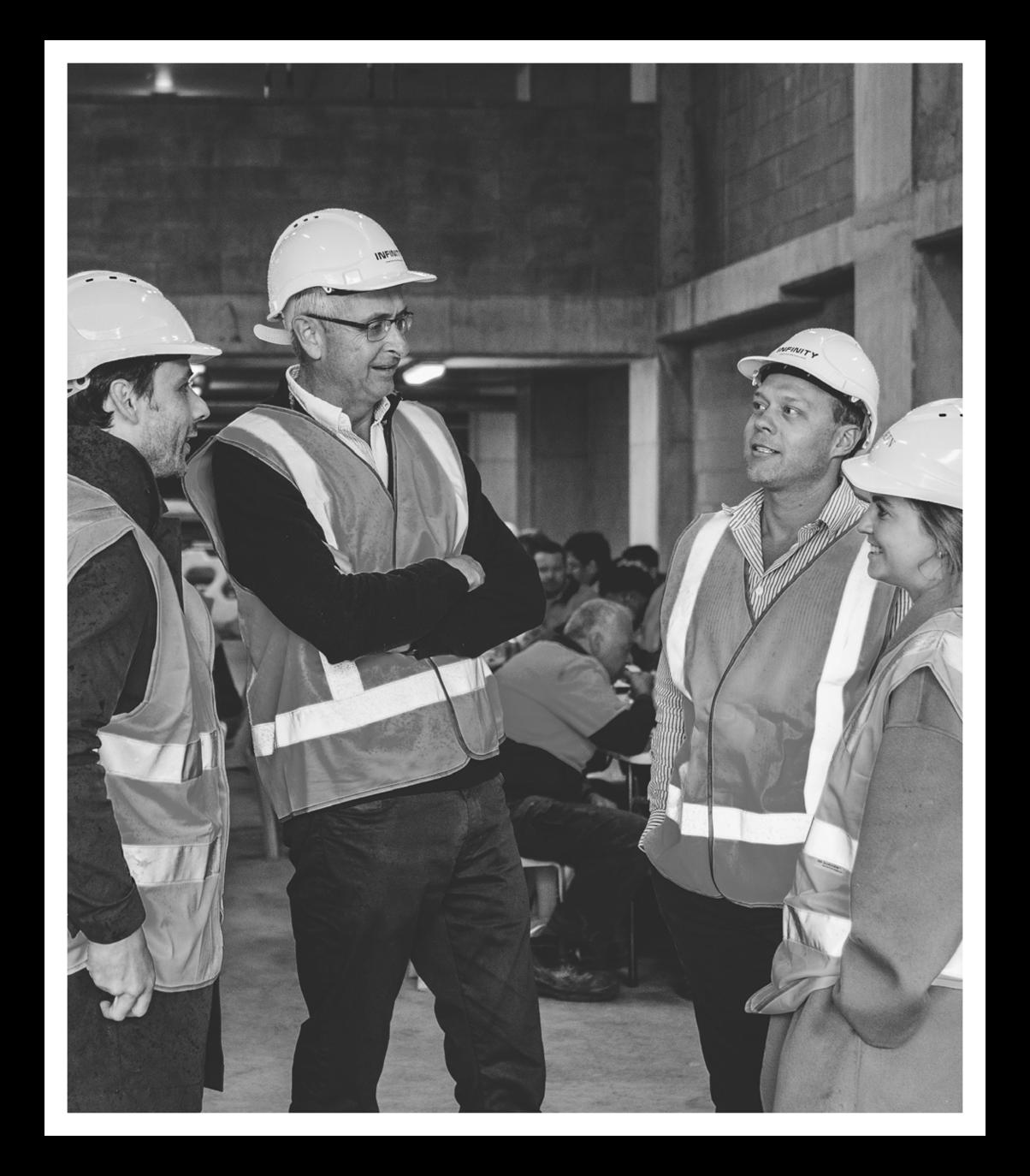
We believe that the little details have a big impact on good design. From power points in the right places to living spaces that fit furniture, logical kitchen layouts, considered storage options, and finishes and appliances that don't cost the earth, we are obsessed about getting every little detail right.

### Design Integrity

Abadeen engages leading architects and designers on our projects. But we always lead the project vision with absolute focus on how the living and working experience can be maximised for the end-user within the context of the site.

Starting with a clear and considered brief at concept stage through to detailed design and construction plans, our projects designs are assessed for their quality, durability, functionality, ease of maintenance and environmental considerations.

And with a team that has developed projects in Europe, Asia and the United States we are always looking for how the best international examples can be translated to our projects.



# WHAT WEDO

Abadeen's nimble team and integrated business model is one of our greatest advantages.

Our collaborative approach enables seamless project delivery with the capacity to undertake complex mixed-use developments and projects that require a high level of integrated expertise.

- > DESIGN MANAGEMENT
- > PROJECT DELIVERY
- > STRATA MANAGEMENT
- > SETTLEMENT SERVICES
- > BUILDING MANAGEMENT
- > BUILD-TO-RENT

## WHATWEDO

### Design Management

Our commitment to creating beautiful places built to last is underpinned by our holistic approach to placemaking – not just development. Whether we are expanding on the intrinsic value of an existing property or embarking on a completely new project, our developments are carefully designed for the people that will live and work in them.

### Project Delivery

From site identification through to completion, we provide end-to-end development and project management services for residential, commercial and mixed-used projects.

Working in partnership with our clients to add value to the development process, we step in where needed – whether providing a full-service turnkey solution or bespoke services at any stage of the life cycle.

### **Property Management**

With responsibility for managing more than 2,000 properties across Australia, we have built a reputation for delivering outstanding results and consistently high rental returns for property owners and investors. Through the unique combination of our pro-active approach and intimate understanding of the property market, we work with our clients to unlock the maximum potential of their investment.

### Strata Management

With over 400 buildings in our care, we provide premium strata and community management services to owners' corporations in the residential and commercial property sectors.

Knowing what it takes to manage a building and the systems that go into maintaining it, we manage our clients' properties with a focus on great communication, technology-enabled solutions and fast, responsive service.

#### Settlement Services

As experienced project and developer managers, we understand what it takes to offer a smooth settlement process for purchasers.

Scalable to any size development, our buyers' communication program helps manage communication between both parties and identify settlement risk early in the process to ensure ontime settlement and an exceptional customer journey from purchase to settlement.

### **Building Management**

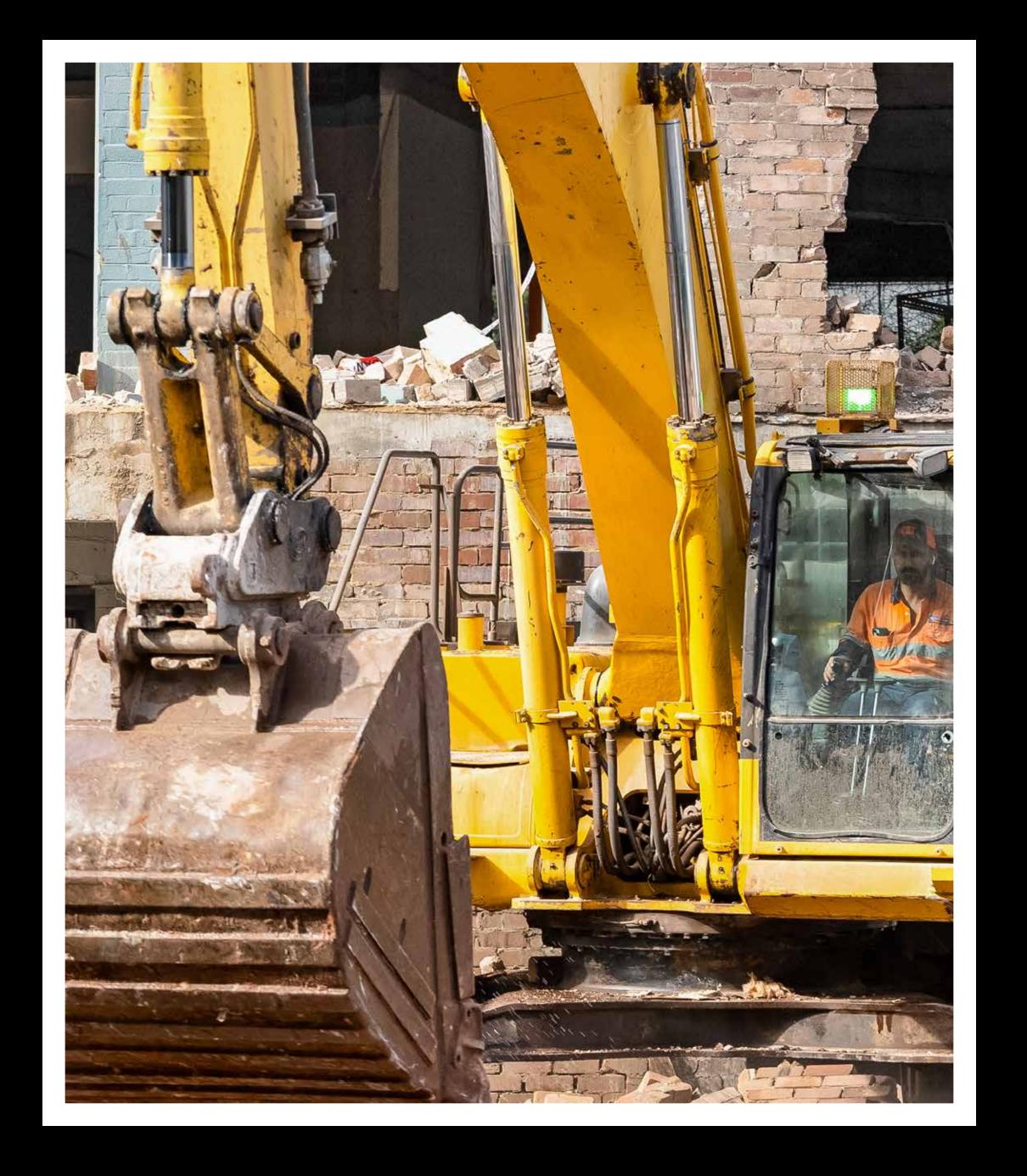
Representing the combined interests of building owners, developers, strata owners, contractors and occupants, our approach to managing a building is about creating and maintaining spaces that work and places where people want to be.

With more than 1000 apartments, 12 buildings and 9 retail spaces under management our services span the residential, commercial and mixed-used sectors including remote building management and concierge/ front desk services.

#### Build-To-Rent

With Australia following the UK's lead in responding to housing affordability constraints through residential build-to-rent developments, we are uniquely placed to bring our proven track record in owning, developing and managing real estate across Australia to build tailored, desirable products for this emerging market.

Drawing on the international experience of our team in the build-to-rent, our expertise spans site acquisition through to delivery, brand-led property marketing and residential management.



# OUR TRUSTED PARNERSHIPS

























Koichi Takada Architects















MHNDUNION



**VILLAGE** PROPERTY

LAWLESS &-MEYERSON

+II DANGAR BARIN SMITH

TOM MARK HENRY.

rothe owman







## THETEAM







Joe Tack
Chief Operating Officer



Matthew Billing

Managing Director - Platform



Kevin Reinert
Chief Financial Officer



Andrew Leoncelli
Managing Director - Victoria



Katie Rea Head of Marketing



Tianna Hughes

EA to Justin Browns



Michael Clark
Senior Development Manager



Jess Wong

Development Manager



Adam Arias
Assistant Development Manager



Nick Wheatley
Assistant Development Manager



Maurizio Testore

Project Manager



Aaron Arias
Head of Acquisitions



Suzette Lamont
Executive General Manager
Build To Rent



Sheila Tolentino

Financial Controllerr



Amy Yan
Financial Accountant



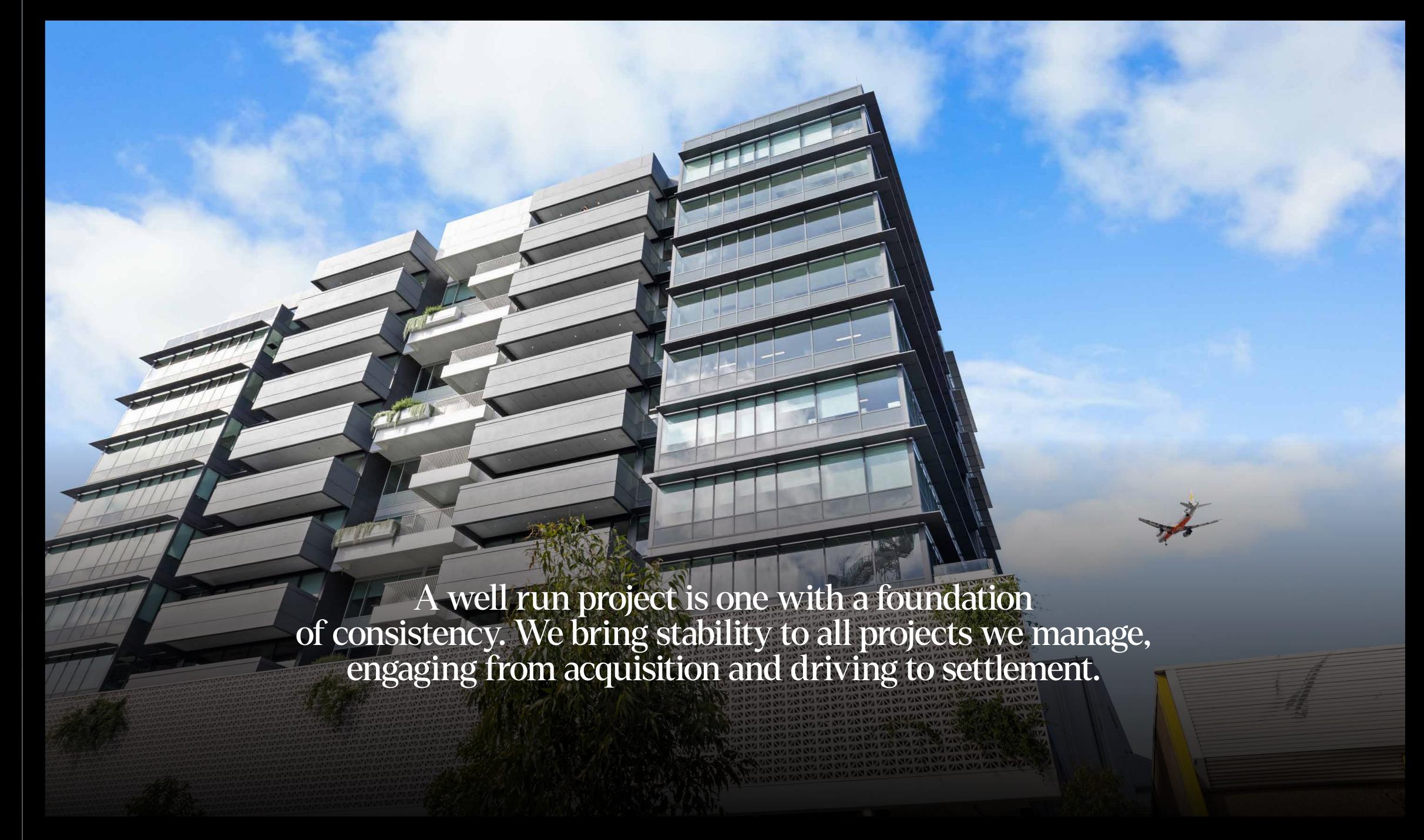
Bill Delany
Acquisition Specialist



Michael Coakley

Acquisition Specialist





## MIESTONES

Abadeen deliver successful project outcomes through the strength of our partnerships with leading architects, interiors designers and development partners.





2008 - 2009 - 2010 - 2011 - 2012

Smail St, Ultimo

Cammeray Square

131-135 Avenue Road

20 Orlando Avenue

Marina Residences Abbotsford

**Woodland Terraces** 2012







2013 — 2014 — 2015 — 2016 — 2017 — 2018

**Revolution Apartments** 2014

Burawa Rise, Schofields 2015

363 Military Road 2015

The Outlook Tamworth 2016

Chelsea Croydon 2016

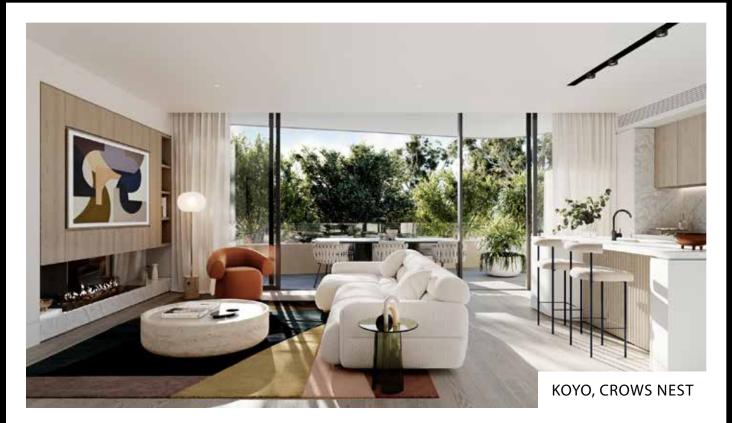
Pure Apartments, Spring Hill 2017

No.1 Premier, Neutral Bay 2018

**Cremorne Point Estate** 2018

Pure Apartments, Dee Why







2020 - 2021 - 2022 - 2023 - 2024 - 2021

HQ78, Alexandria 2020

One Chalmers, Mascot 2020

Channel 9, Willoughby

Enso, Neutral Bay 2021

Koyo, Crows Nest

Villea, Palm Beach 2021

Seychelles, Brighton Le-Sands

Gillieston Valley Estate

Northcote Collective, Naremburn 2022

Park Residences, Cremorne

Mosman Residences, Mosman 2022

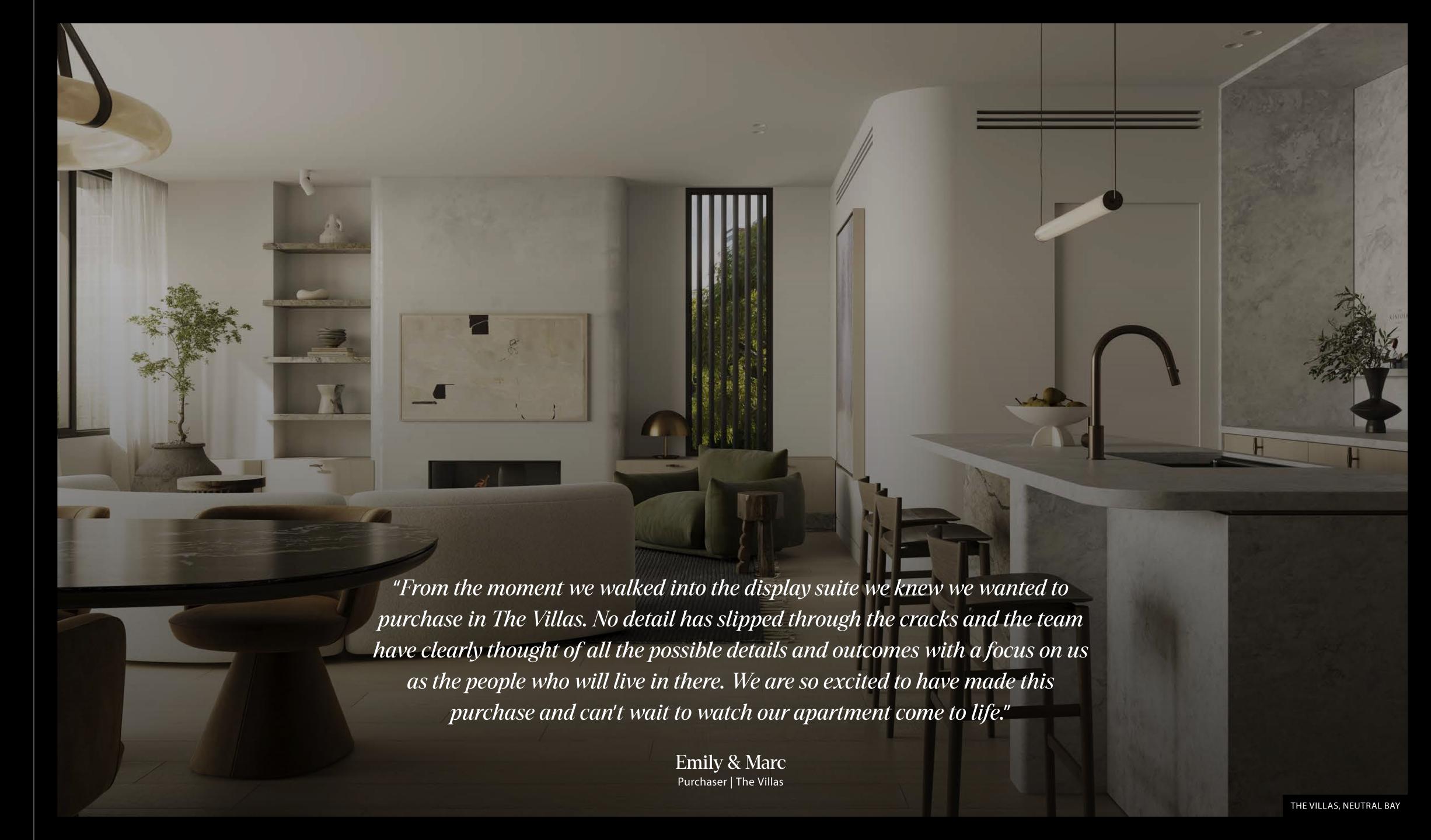
The Villas, Neutral Bay 2023

The Hampden 2023

Wumara, North Sydney 2024

Waterview Street, Putney 2024







## PROJECTS

Abadeen has one of the leading track records of delivering projects across Sydney with a focus on Sydney's lower north shore.

With a focus on creating beautifully lasting spaces that integrate with their location and community, Abadeen's consumer-driven approach to development is backed by the strength of its people, partnerships and in-depth understanding of the Australian property market.

With a development pipeline of \$3.5 billion either in planning or under construction, Abadeen has become a house hold name across Sydney.



## 20 WATERVIEW STREET, PUTNEY

Site Area 15,870m<sup>2</sup>, In Planning - Launch to Market 2024

Located in a tree lined strip of Putney, with approximately 300 metre of water frontage, the site enjoys immediate access to local parkways and ferry stops. Within a short drive there is a broad range of retail outlets, childcare and kindergartens, local schools, parks, hospitals and aged care facilities..

A sensitively scaled design with contemporary architecture sites features and ensured

Strong relationship between inside and outside spaces.

Elements such as the balconies, terraces mixed uses add articulation to the architecture.

The apartments and terraces are carefully massed to incorporate high end finishes and spacious design



# KOYO CROWSNEST

Under Construction - 60% Pre-Sold - Total GRV \$95m - Now Selling

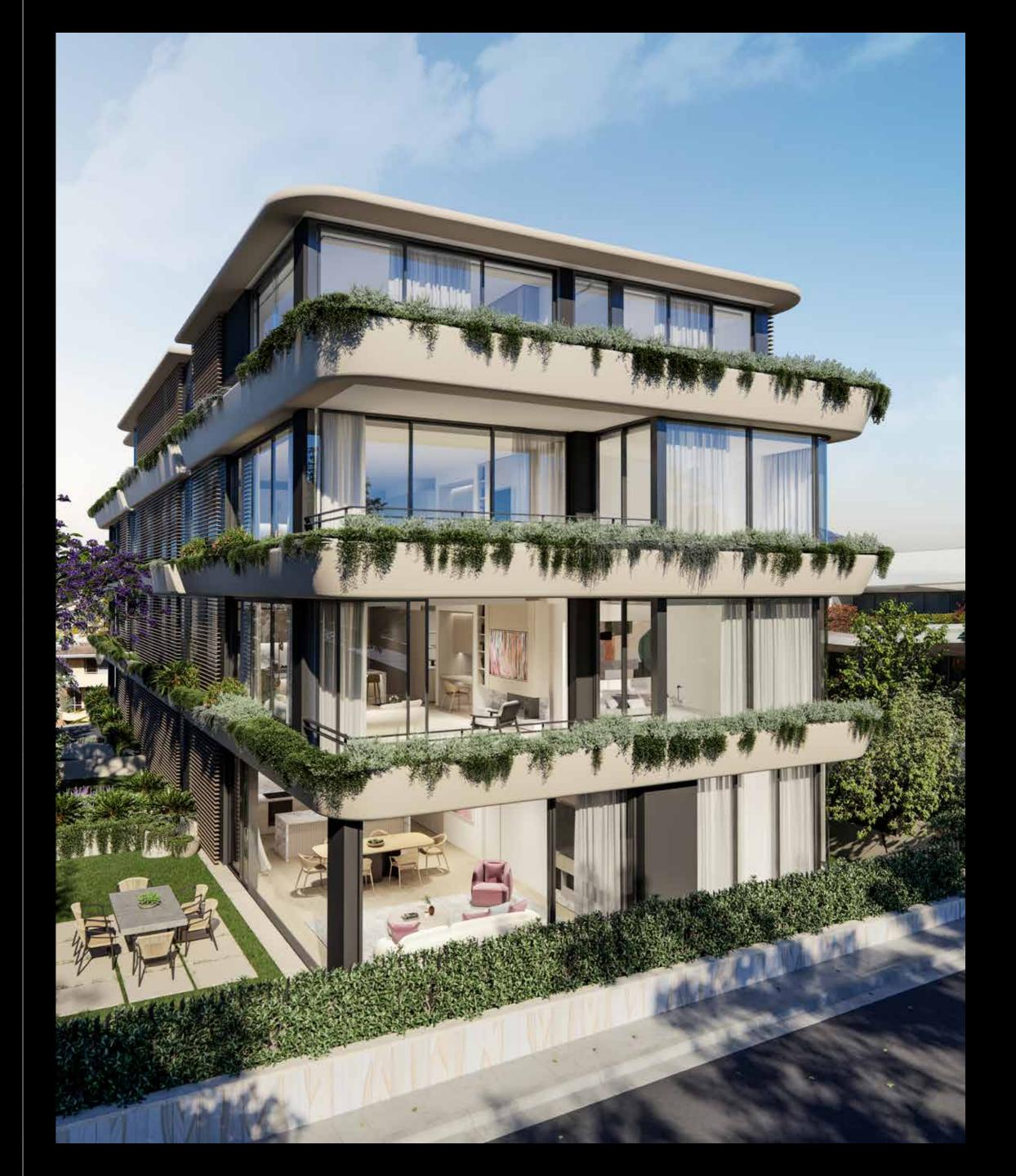
True Artistry by Koichi Takada.

Named 'Koyo', in celebration of the beautiful colours of Autumn, it is a tranquil escape tucked away in prized Crows Nest, the heart of Sydney's Lower North Shore.

Inside and out, Koichi embodies his philosophy of simple lines, expressive materials and signature organic forms. A boutique collection of generously sized 1, 2 and 3 bedroom apartments in Crows Nest.

- > Moments to harbourside parks, the new Metro, beautiful beaches
- > 5kms from Sydney CBD
- A collection of 27 beautifully designed
   1, 2 & 3 Bedroom homes
- > Designed by Koichi Takada





## ENSO NEUTRAL BAY

Under Construction - 25% Pre-Sold - Total GRV \$38m - Now Selling

Harmonious living on every level. An exclusive collection of 9 bespoke residences in Neutral Bay, the heart of Sydney's Lower North Shore.

Drawing inspiration from the Japanese philosophy of the same name, ENSO combines elegance, strength and enlightenment to create a distinctive minimalist design aesthetic, perfectly embodied by this boutique collection of architecture in the exclusive suburb of Neutral Bay.

- > Moments to harbourside parks, beaches and Neutral Bay shopping village
- > 5kms from Sydney CBD
- > A collection of 9 beautifully designed residences
- > Designed by Koichi Takada

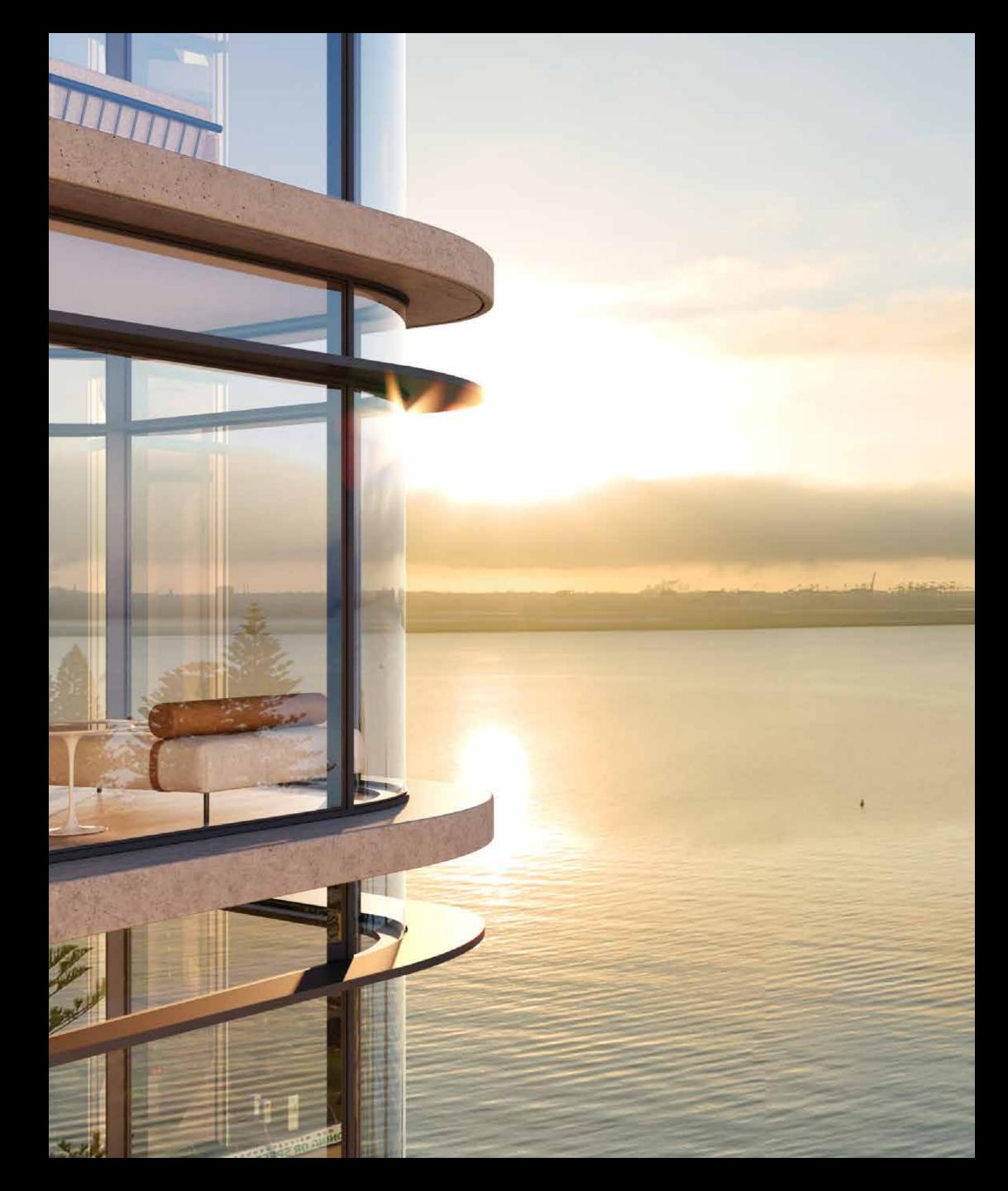
## SEYCHELLES BRIGHTON LE SANDS

Under Construction - 90% Pre-Sold - Total GRV \$80m - Now Selling

Never before & never again beachfront Brighton Le Sands. Only 31 brand new beachfront apartments and 5 meticulously restored terrace home / offices.

Inspired by its natural surrounds, Seychelles is paradise on earth. Beachfront living as you've always dreamed it should be. Contemporary. Considered. Coastal. Crystal clear blue water, polar white sand and relaxed lunches that seem to last a lifetime. Make your move now and change your life forever.

- > Waterfront views of Brighton Le Sands
- > 20 minutes drive to Sydney CBD
- > 31 brand new beachfront apartments
- > Interior Design by Lawless & Meyerson
- > Completion Q4 2024





## THE VILLAS NEUTRAL BAY

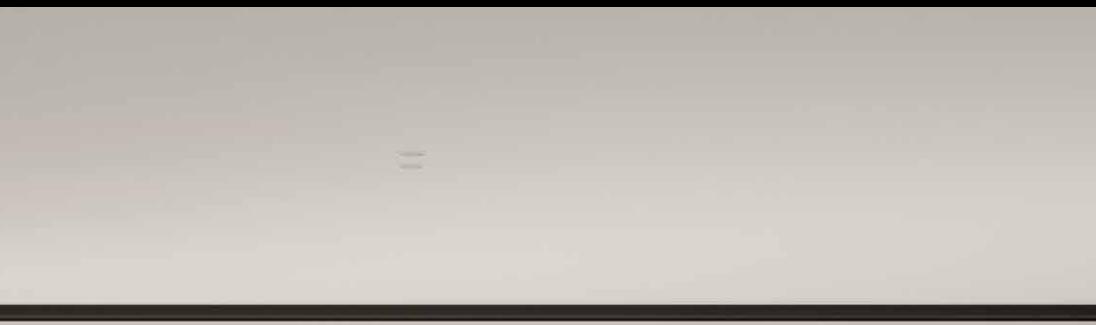
DA Approved - Pre-Construction - Total GRV \$95m - Now Selling

### 18 boutique 2 & 3 bedroom residences in the heart of Neutral Bay.

Masterfully designed in collaboration with Abadeen, Tom Mark Henry & PBD Architects.

- > Amalgamation of 3 buildings in Sydney's Lower North Shore
- > 10 minutes drive to Sydney CBD
- > 18 brand new highly spec'd apartments
- > Interior design by Tom Mark Henry

To find out more visit www.thevillasneutralbay.com.au





## THEHAMPDEN

DA Approved - Under Construction - Now Selling

### An exclusive collection of just three stunning whole floor, North facing residences

Situated in an enviable location on the slopes overlooking Chinamans Beach, The Hampden is elegantly steeped in its natural environment, surrounded by lush greenery that creates the feeling of a private oasis.

- Masterfully designed by Mathieson Architects and Landscaped by Dangar Barin Smith
- > 10 minutes drive to Sydney CBD
- > 3 Whole Floor Residences

## MOSMAN RESIDENCES

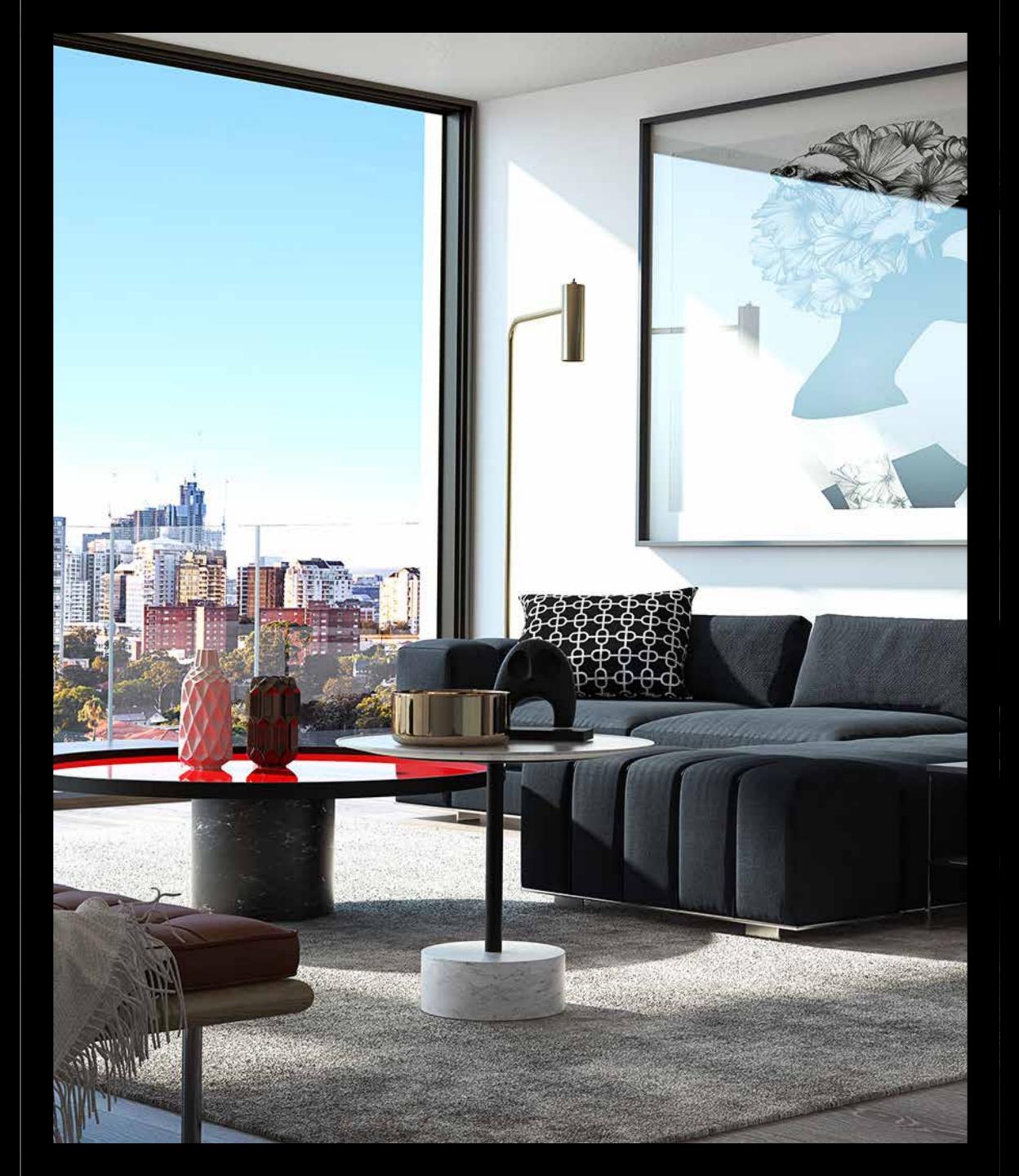
DA Approved - 40% Pre-Sold - Pre-Construction - Total GRV \$95m - Now Selling

A rare opportunity to share in one of Sydney's most elegant and treasured harbour neighbourhoods. On a site steeped in history, these limited edition residences are richly appointed to reflect Mosman's privilege and appeal. Proudly developed by Abadeen.

Encircled by charming high-end retailers, providores and boutiques, this bespoke collection of only 28, 1, 2 & 3 bedroom residences, some with sought after courtyards, are richly appointed to reflect Mosman's privilege and appeal.

- > Substantial land holding in one of Sydney's premier suburbs
- > 15 minutes Drive to Sydney CBD
- > 28 brand new highly spec'd apartments





# NO.1 PREMIER NEUTRAL BAY

Total GRV \$52m - Complete

Timeline elegance in Neutral Bay. Designed by acclaimed architects, Andrew Andersons, No.1 Premier's thirteen oversized 3 bedroom penthouse apartments take luxury living beyond all expectation.

Revelling in breathtaking views and bespoke finishes of the highest calibre, each apartment is perfection personified. Designed to take advantage of one of Neutral Bay's inviting views, No 1 Premier's uniquely vertical positioning above Highview Lane allows for a duality of visual luxury and privacy uncommon to Sydney.

- 13 oversized 3 bedroom penthouse style apartments
- > 10 minutes drive to Sydney CBD
- Designed by Andrew Andersons

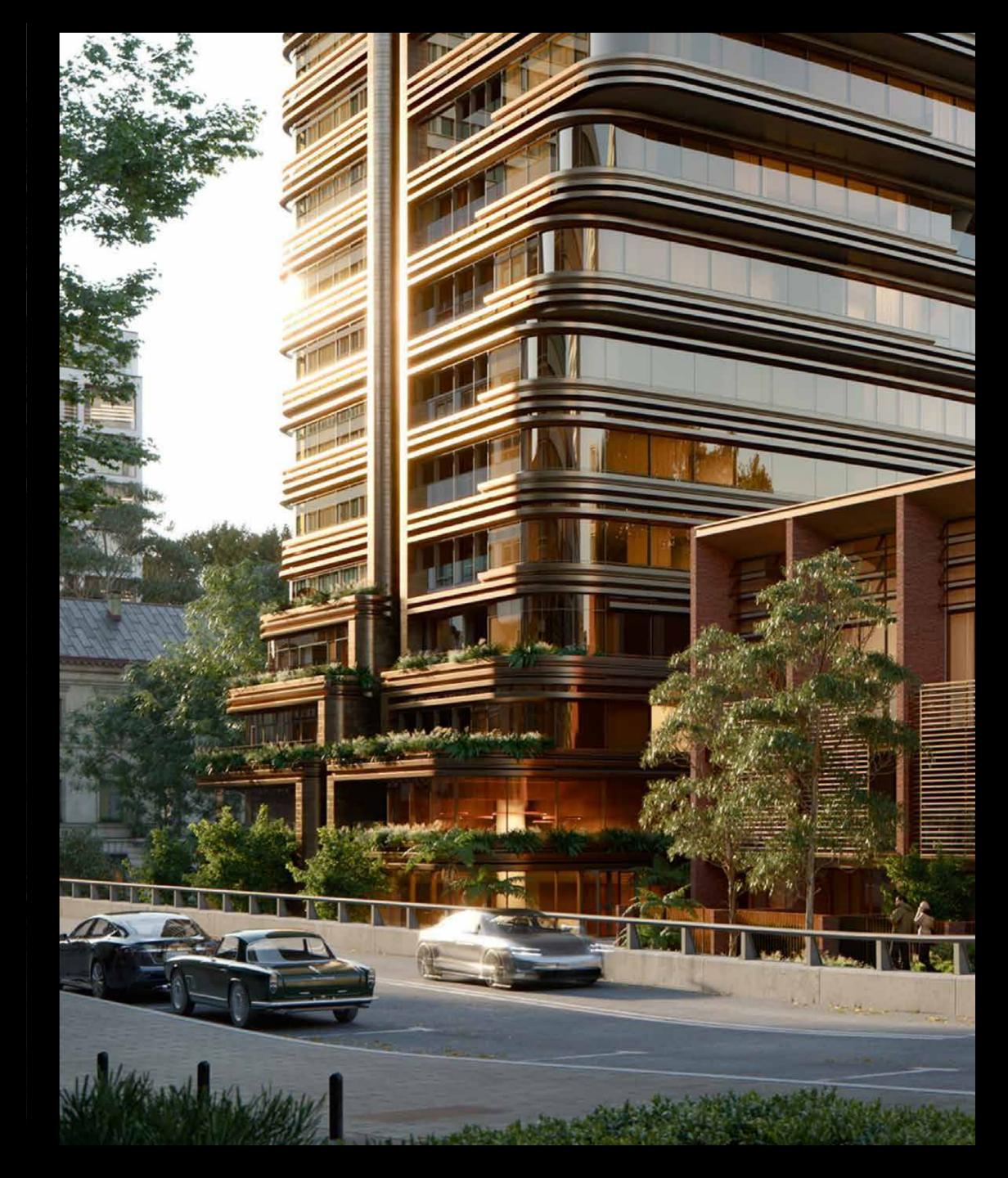
## WUMARA NORTH SYDNEY

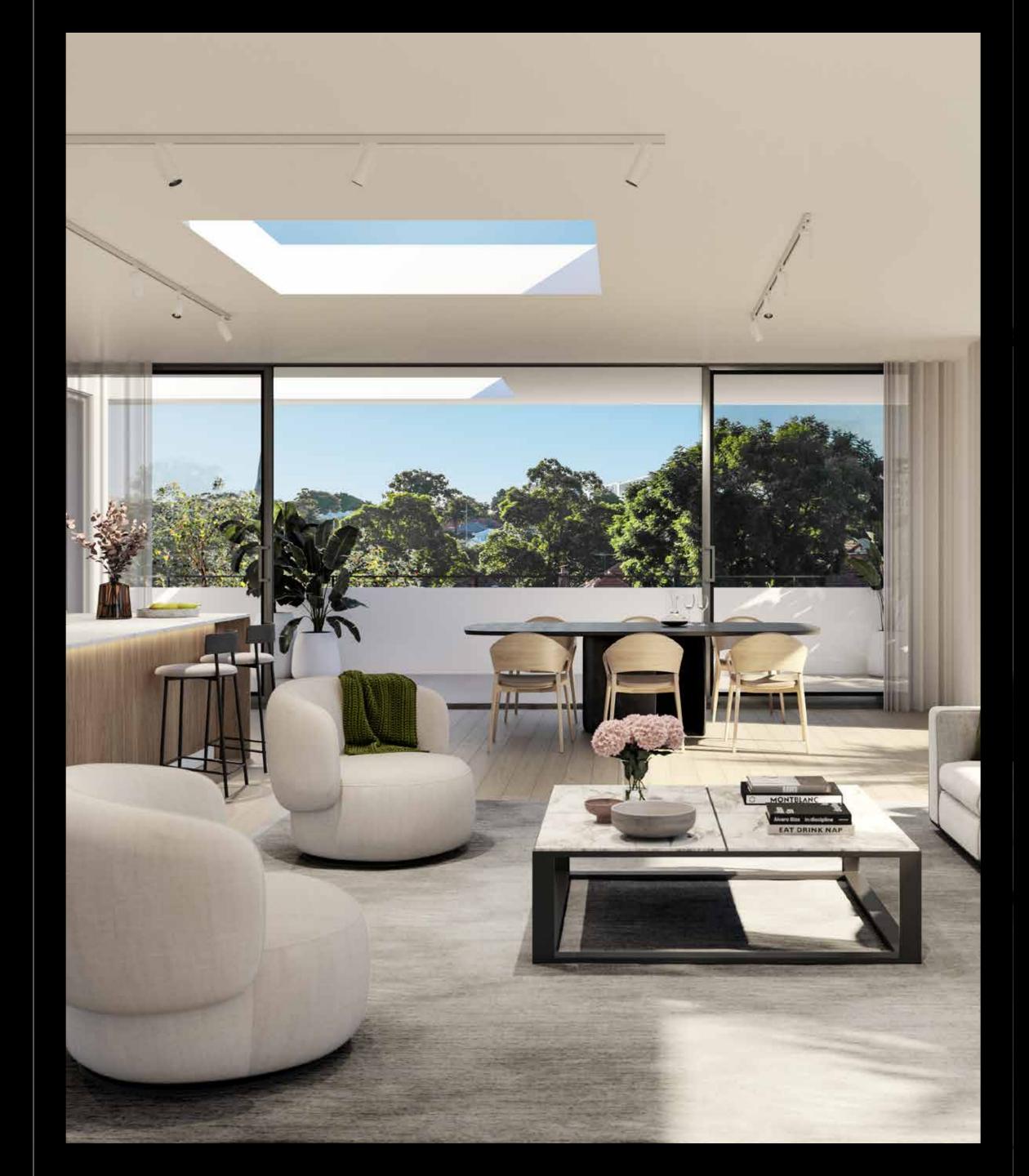
In Planning - Joint Venture with Galileo & CBUS Property - Total GRV \$650m - Coming Soon

### A striking residential tower with stunning views of the harbour in North Sydney.

A beautiful collection of residences that rise above the new North Sydney. A word honouring the traditional custodians of he land. A cantilevered building inspired by "The flight of a bird" it will become Sydney's next icon. A collection of residences thoughtfully curated and delivered by Galileo & Cbus Property.

- > Substantial amalgamation of land in North Sydney CBD
- > 180\* brand new highly spec'd apartments





## NORTHCOTE COLLECTIVE

In Planning - Builder Appointed - 30% Pre-Sold - Total GRV \$92m - Now Selling

Northcote Collective is a new collection of sophisticated 1, 2 and 3 bedroom apartments introducing contemporary living to the leafy streets of Naremburn.

Nestled between the St Leonards and Crows Nest precincts, residents of Northcote Collective will enjoy an effortless lifestyle with everything they could ever need close at hand – a stone's throw to harbourside landmarks, acclaimed dining, idyllic outdoor spaces and vibrant retail.

- > Substantial amalgamation of land in close proximity to St Leonards CBD
- > Rothelowman designed building
- > 52 brand new apartments
- > Ground floor retail



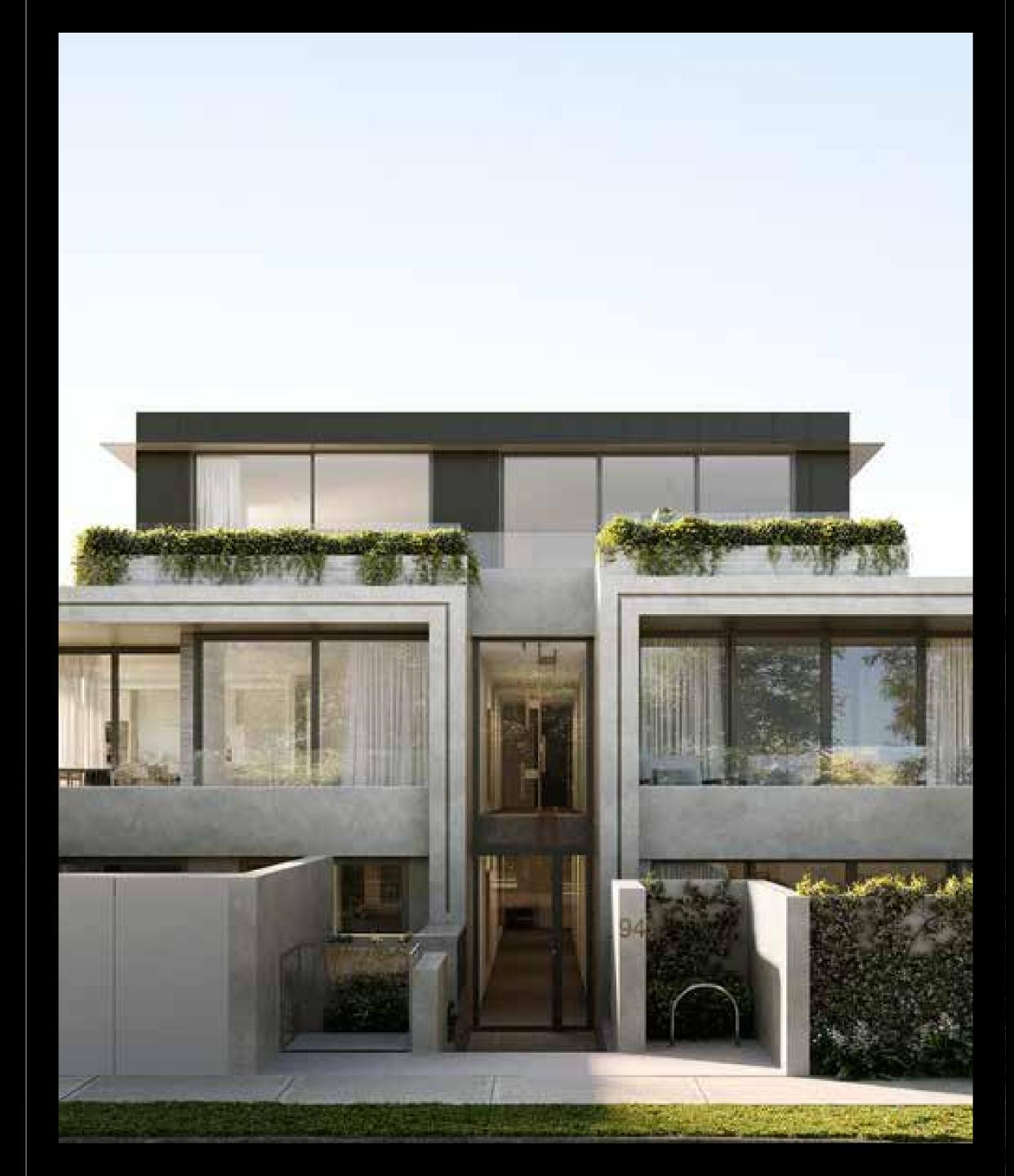
# GILIESTON VALLEY ESTATE

Under Construction - 100% Pre-Sold - Total GRV \$82m - Sold Out

The vision at Gillieston Valley Estate is that you will grow into your home and your neighbourhood. Where neighbours become friends and where community is a way of life.

Effortlessly reflecting the natural beauty of the Hunter Region, you'll relish the wholesome outdoor life and celebrate life's simple pleasures. Children's play will be immersed in nature. Sun-kissed noses and muddy hands will be a sign of a day well spent.

- > 279 Land Lots
- > Located within burgeoning Gillieston Heights
- > Fastest growing regional community



## MALEA

DA Approved - Pre Construction - Now Selling

Malvern's most exquisite address on Central Park.
Only 7 Park-fronted luxury resdiences.

Malea is the most boutique apartment development for sale in the south east of Melbourne. With a stunning top floor penthouse enjoying 360 degree views, nearly 300m2 of internal living and balconies at both ends of the apartment offering stunning park and district views Malea will redefine the benchmark for years to come.

- > Maléa manifests a new direction of contemporary boutique living in coveted Malvern East.
- > Designed by Evert Leaf
- > 7 brand new park-fronted residences
- > one of the very final opportunities to secure absolute Central Park fronted luxury apartment living



# PRAHRANEAST VILLAGE

DA Lodged - Coming soon

Prahran East Village, Abadeen's most recent Melbourne acquisition at 646 High Street will redefine this unique pocket of Melbourne.

646 High Street will redefine this unique pocket of Melbourne. Prahran East Village is bound by High Street, Malvern road and Orrong and Williams Roads. High on the Hill offering epic city and bay views The Carr Design Group have crafted a mix of product for the local downsizers, and the wheel heeled up and comers.

- > 18 Apartments\*
- > Designed by The Carr Design Group
- > Planning has been lodged with sales to commence in 2025

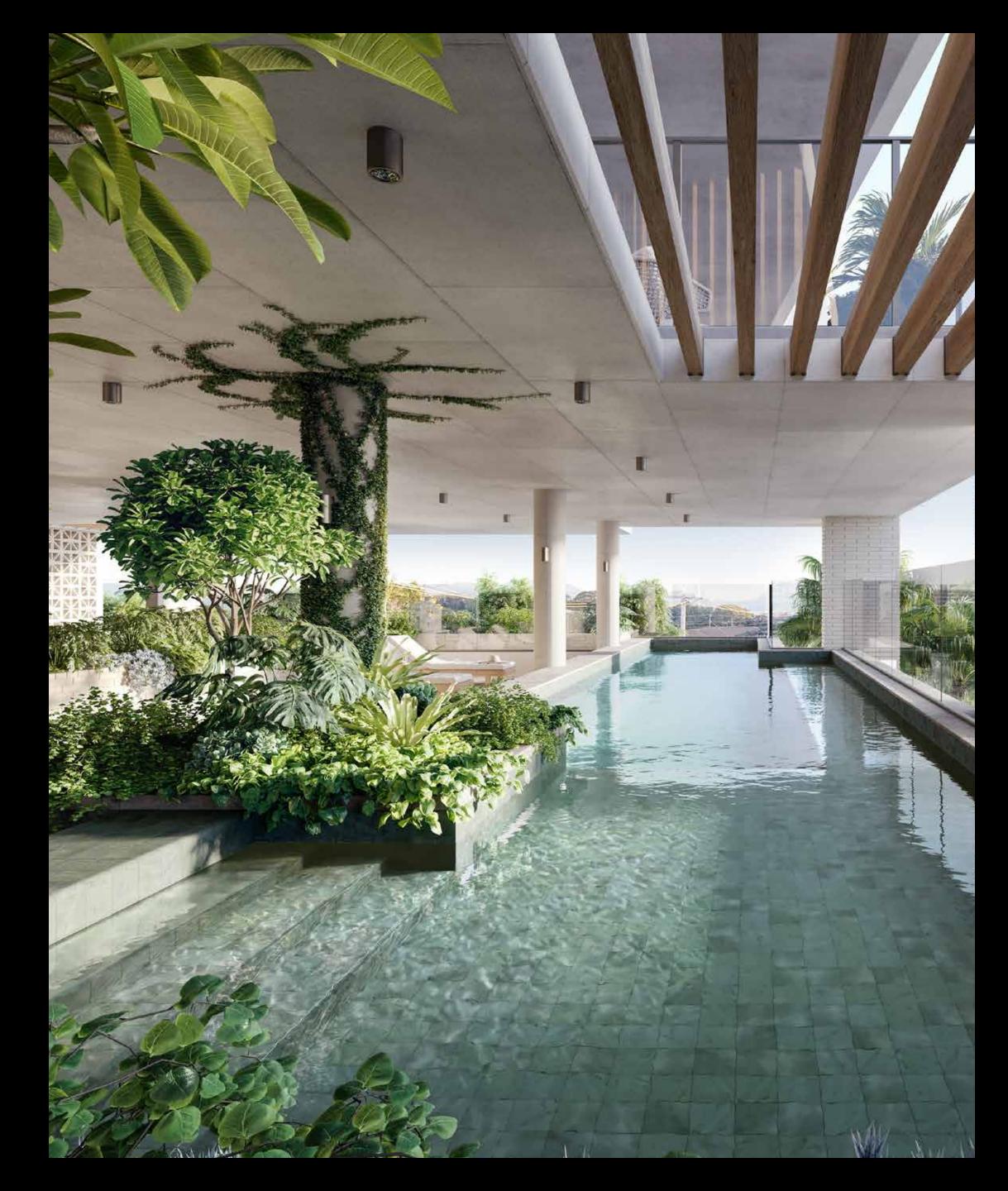
## NILLEA PALMBEACH

Under Construction - Total GRV \$110m

Follow the sun. A boutique offering of luxury 2 & 3 Bedroom residences just steps from the beach.

Echoing Palm Beach's coastal character, each of the 2 & 3 bedroom residences are crafted to embrace generosity and easy luxury with liveable, light-filled interiors that celebrate attention to detail and premium finishes. With first-class lifestyle and recreation facilities including a resort style pool and modern gymnasium, leave behind the rigors of the day or take advantage of the outdoor BBQ area and indulge in the views over Palm Beach.

- > 80m to Tallebudgera Creek
- > 400m to Pacific Beach
- > A boutique offering of 2 & 3 bedroom residences
- > Interior Design by BDA Architecture



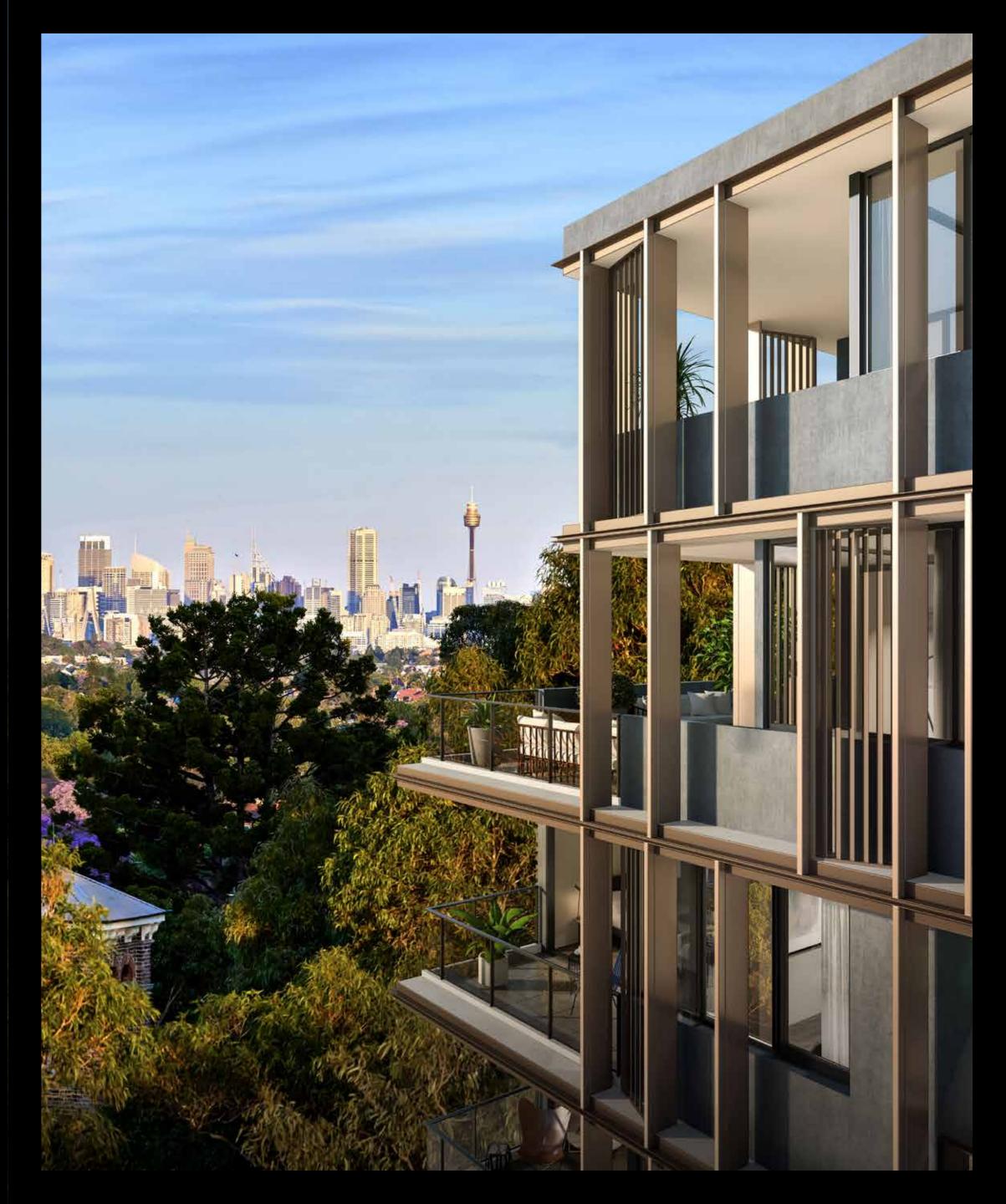
## CHELSEA CROYDON

Completed

Visualised by acclaimed designers, these 1, 2 & 3 Bedroom lifestyle apartments unite pioneering style with timeless elegance.

The building is orientated to maximise the city and district views, responding to modern living standards. The design of the building is a traditional masonry and concrete facade and incorporates crafted metal screens throughout not only for privacy but also to increase articulation and interest.

- > Situated between Ashfield and Burwood
- > 20 minutes drive to Sydney CBD
- > Delivered by Platform Project Services
- > Designed by Burgerbrown Interiors



## CAMMERAY SQUARE

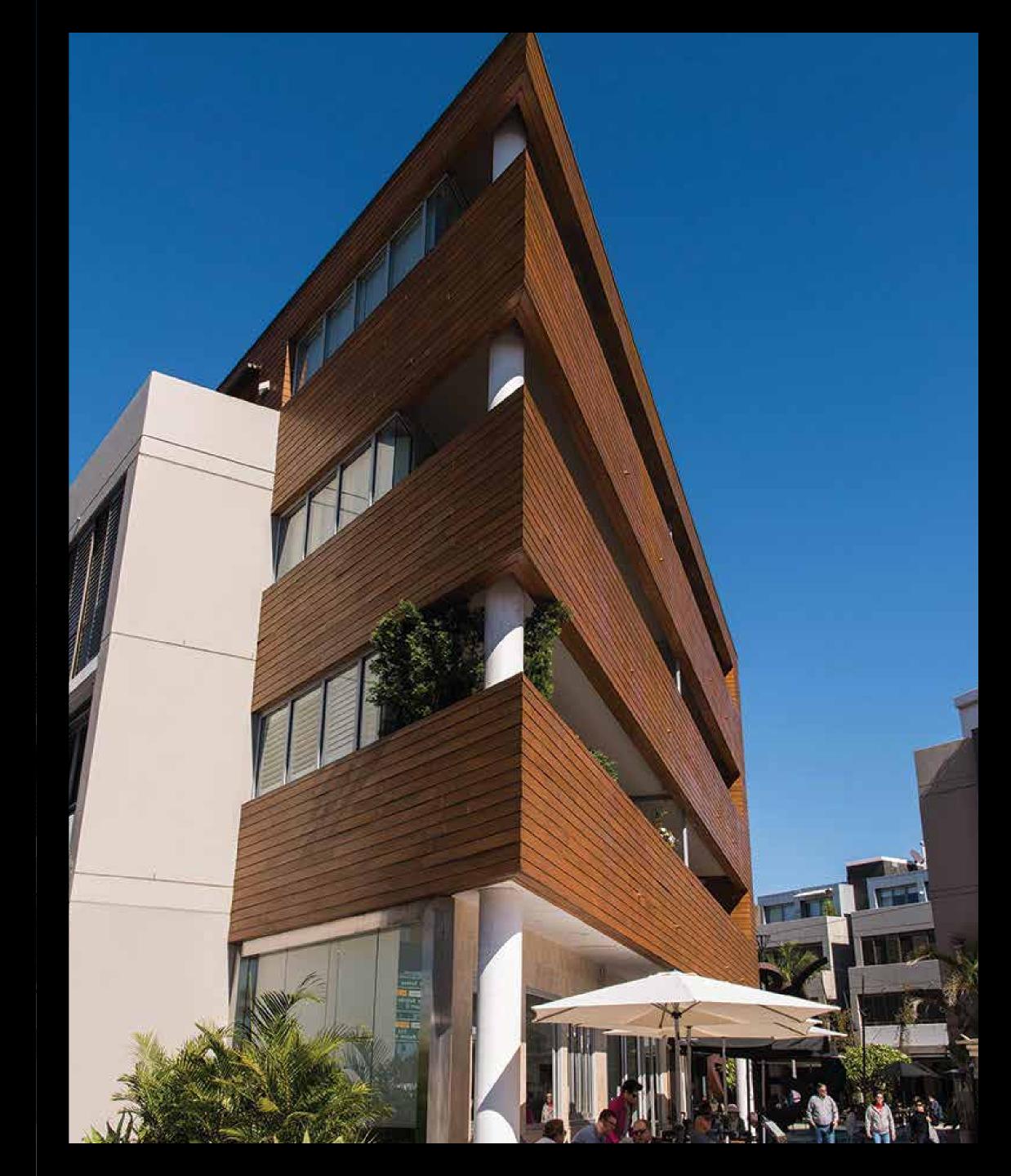
Cammeray Square forms part of a mixed-use development comprising four buildings surrounding a central plaza, with retail tenancies situated on the ground floor, anchored by Harris Farm Markets and comprising 15 specialty shops and restaurants. The upper levels are occupied by five commercial tenancies, including childcare operator, Only About Children, and a medical offering.

Gross Revenue: \$90m

Total Retail & Commercial Space: 5,000sqm

Number of Units: 39

Year Complete: 2008





## CREMORNE PONTESTATE

Completed

Elevated above Sydney Harbour on the Cremorne Point ridgeline, these magnificent residences offer a never again sense of place and space.

There are only 8 world-class residences in all, each offering a never-again sense of place and space. Each encapsulates the luxury that is synonymous with the finest harbour homes.

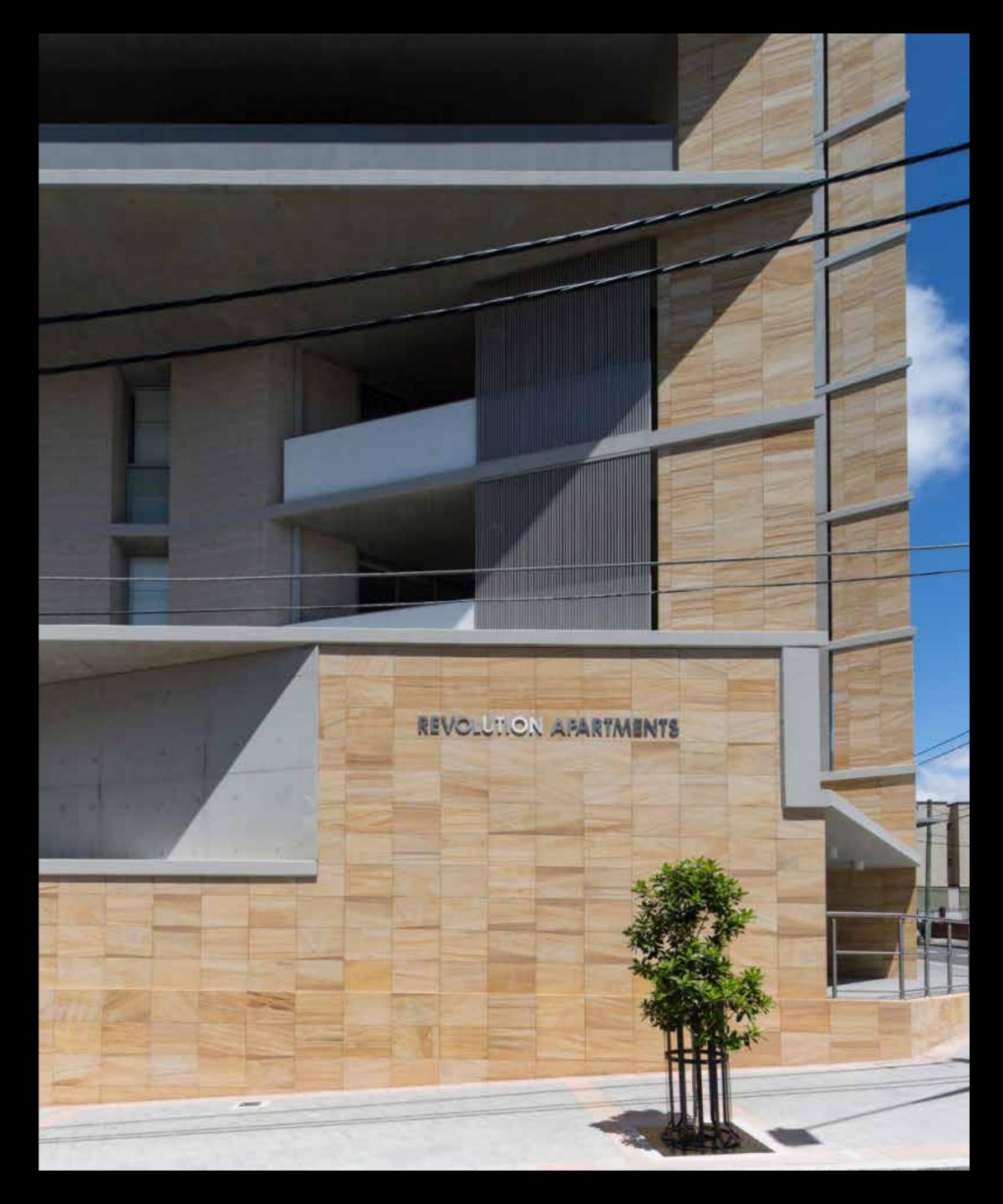
- > 7km from Sydney CBD
- > 8 Residences in total, 6 Apartments
- > Designed by PBD Architects & BKG Interiors
- SOLD OUT 2021

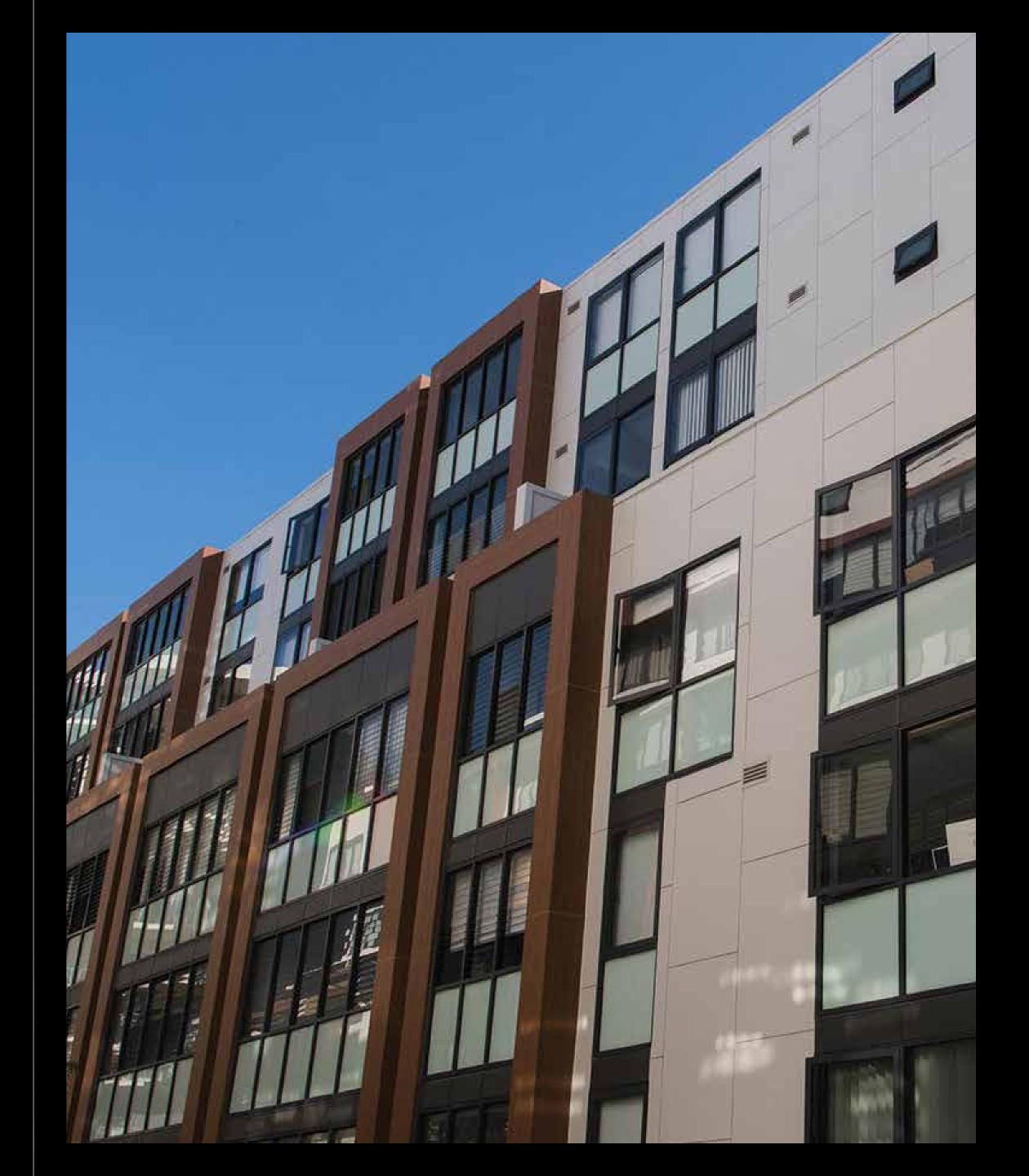
# REVOLUTION MARRICKVILLE

Completed

Centrally located in the heart of Marrickville centre, only minutes walking to public transport, restaurants and supermarket.

- > \$100m gross revenue
- > 2 x level basement carpark
- > 179 Luxury Apartments over 3 Buildings
- > Project Size 174 apartment and 710sqm retail space
- > End Value \$100m
- > Completion 2014





# PURE APARTMENTS SYDNEY

Completed

The project is in Dee Why, a popular Northern Beaches area of Sydney & comprises 103 apartments.

The site is adjacent to the Dee Why Grand shopping centre which includes supermarkets, shops, hotel, medical centres, fitness centres and transport. Development consent was granted by Council in 2015 and the project is now completed.

- > \$90m gross revenue
- > 103 1 & 2 bedroom apartments
- > Architecture and interior design by Marchese Partners

## PURE APARTMENTS BRISBANE

Completed

Pure Apartments is located at the edge of Brisbane's bustling CBD and comprises of the following:

- > \$55m Gross Revenue.
- > 93 apartments across nine storeys
- > Rooftop pool, gym, BBQ area and landscaped gardens

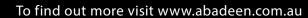


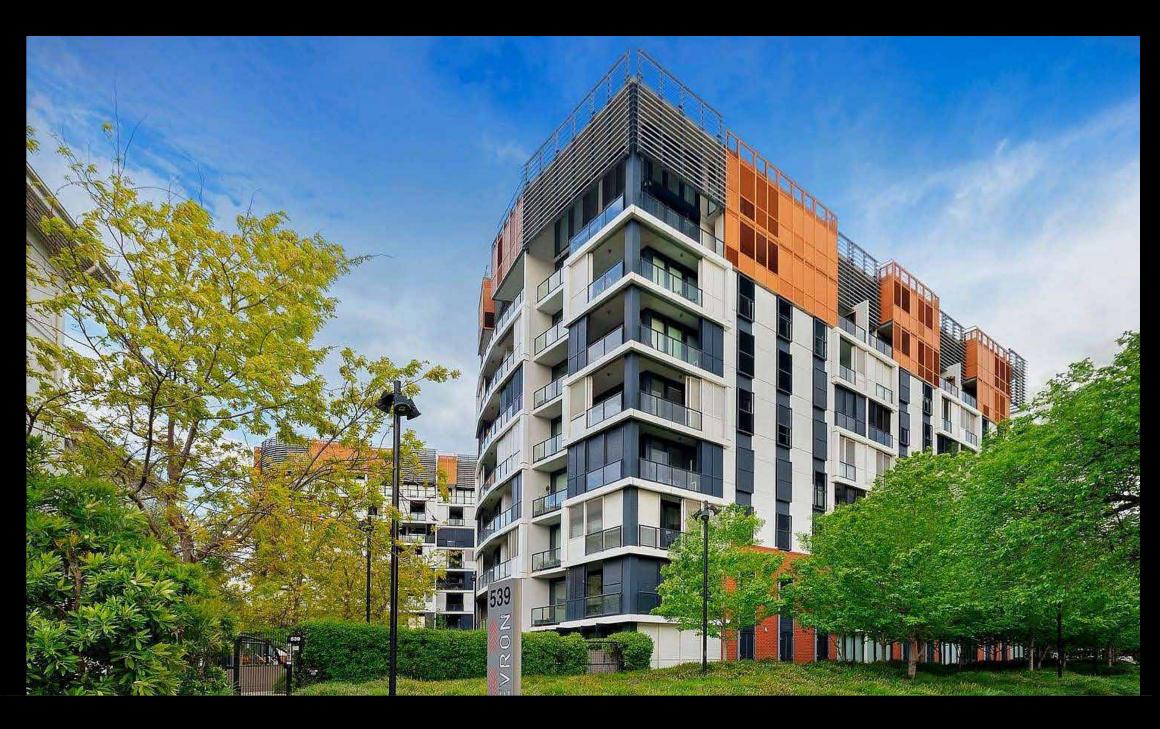
## CHEVRON MELBOURNE

Completed

Chevron a name historically linked to a 1934 hotel that set latest trends for Melbourne is appropriately retained by this desirable apartment development that also established fresh benchmarks for the St Kilda Road precinct when it was launched and remains a leader today.

- > End Value \$300M
- > 300 apartments









# THE SUMMIT PENTRIDGE

Completed

The property was sold by the state government in 1999 and split into two developments – Pentridge Piazza and Pentridge Village.

Situated only 10km from Melbourne's CBD, the Pentridge precinct boasts excellent proximity to parks, educational institutions, key transport links and of course, some of the city's most colourful and captivating neighbourhoods.

- > \$530 million residential and retail project
- > Heritage-listed 6.5-hectare site
- 63-apartment stage one, known as QM Apartments,
   which was 80 per cent pre-sold
- > 1130 units, townhouses and serviced apartments designed to appeal to owner-occupiers, investors, and the retiree market

# CHANNEL 9 WILLOUGHBY

Completed

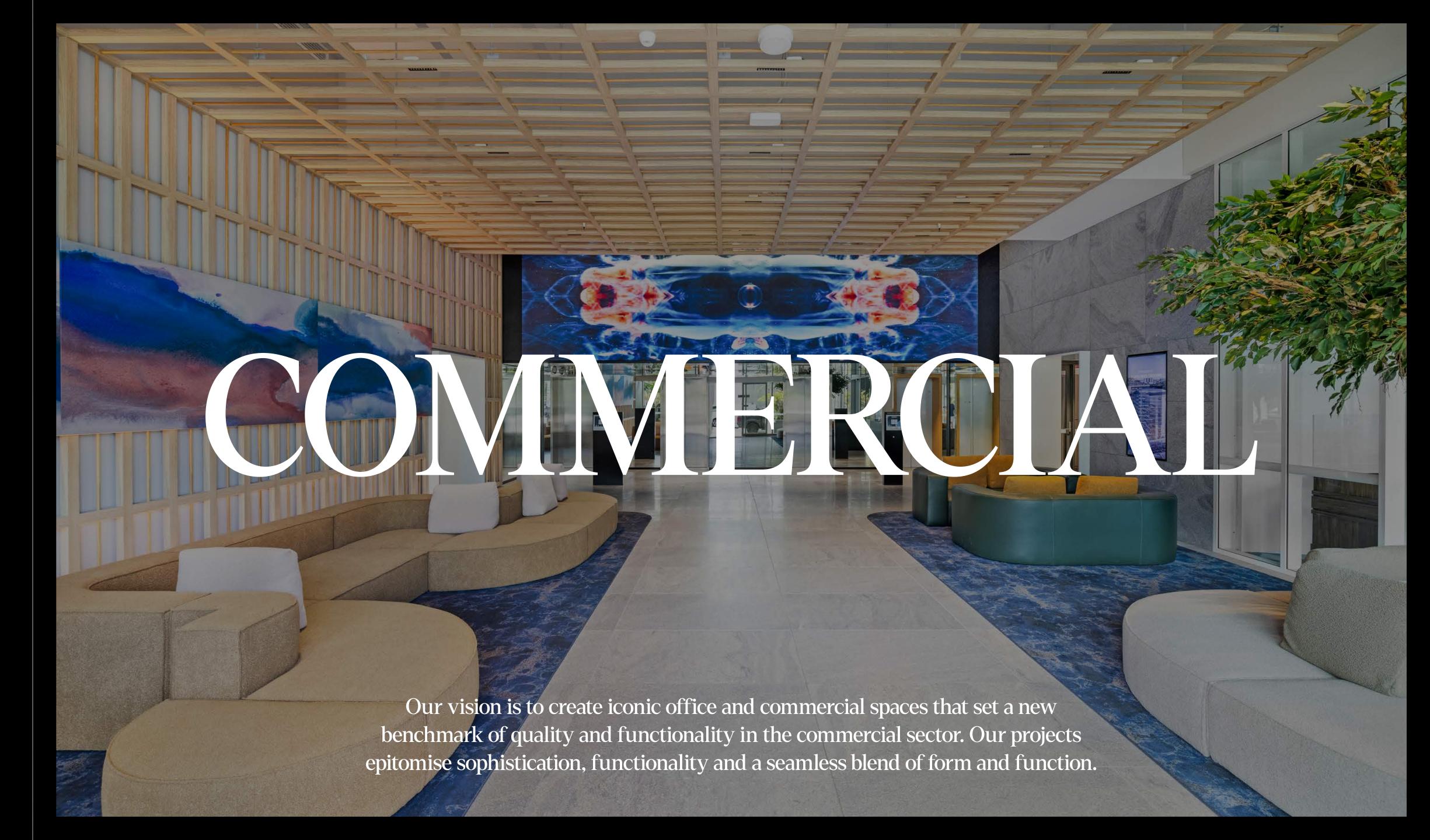
One of the most historic sites in modern Sydney, the Channel 9 site at Willoughby consists of a staggering 3 hectares of developable land.

Located on Sydney's Lower North Shore, the site has approval for over 450 residential dwellings, commercial and retail floor space, and high-end quality parklands. The site was sold to Mirvac in 2020.

- > \$205m gross revenue
- > Circa 3 Ha of developable land in lower North Shore location
- > 7kms to Sydney
- > Master Plan Approval
- > 43,907sqm residential floor Space
- > 1,250sqm of non-residential









COMMERCIAL

## HQ78

Under Construction - 70% Pre-Sold - Total GRV \$80.5m

Developed with innovation at it's core, HQ78 is where intelligent architecture, designer aesthetic, and artful practicality collide.

Located in the heart of Alexandria, O'Riordan Street connects the city to the airport. HQ78 sits on one of Sydney's most in-demand thoroughfares – meaning exceptional exposure and traffic to the site and businesses within. HQ78 is crafted to encourage and facilitate a creative community focussed ideal – to connect businesses, industries and ideas. Planning HQ78 in 2020 means it's been designed as a COVID-conscious space to ensure the health, wellbeing, safety and comfort of all tenants and visitors.

- > 7km from Sydney CBD
- > 8 residences in total, 6 apartments
- > Designed by PBD Architects & BKG Interiors
- > 1195sqm of commercial office
- > 777sqm of retail showroom space
- > 4639sqm high-tech warehouse
- > Ingenious use of private and shared spaces (landscaping, spacious parking and elegant signage opportunities)

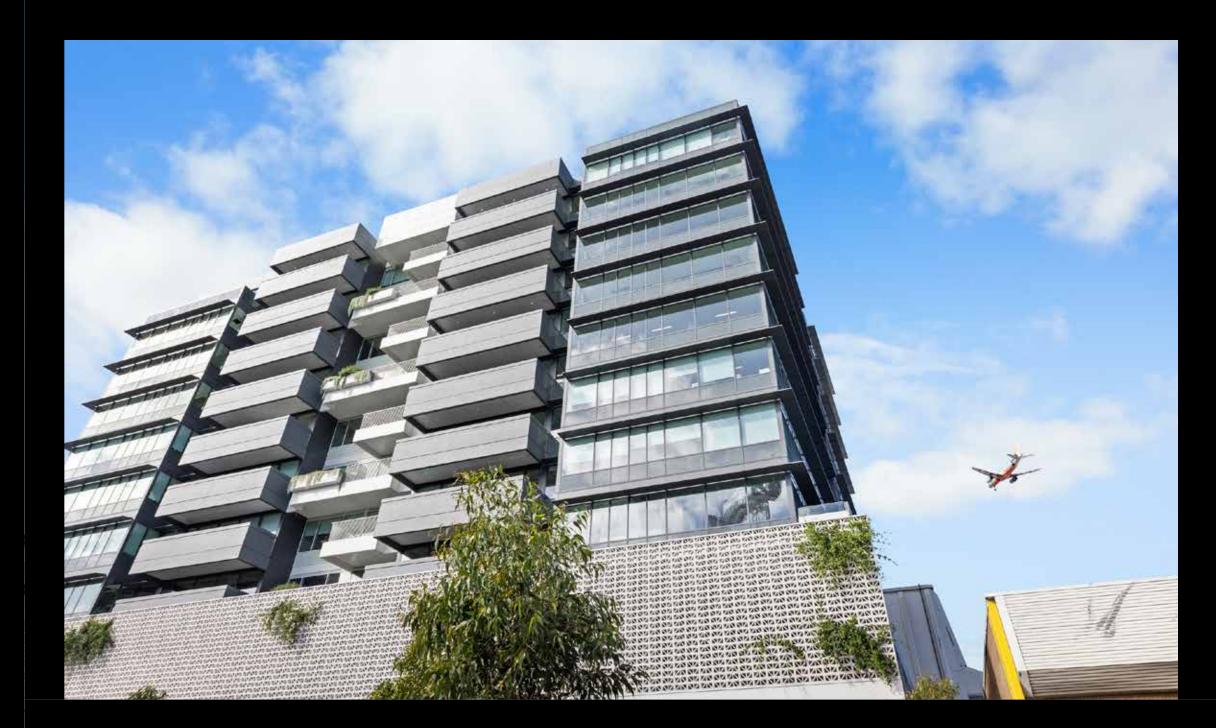
## ONE CHALMERS

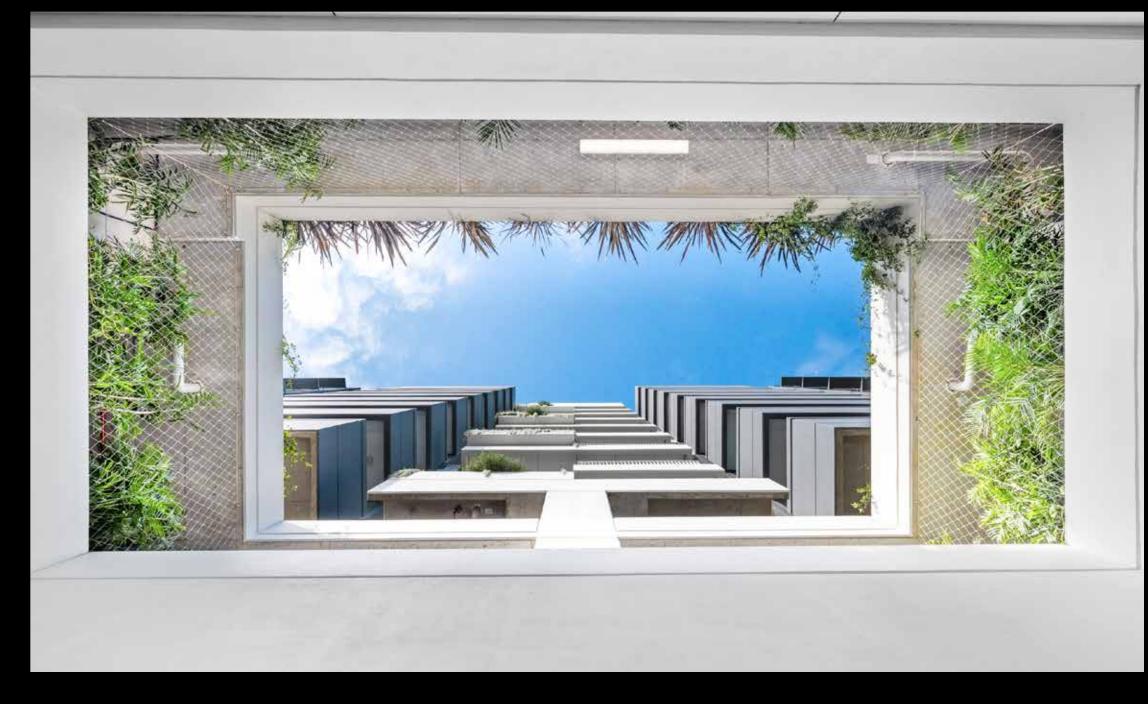
Under Construction - 52% Pre-Sold - Total GRV \$130m

One Chalmers holds a preeminent position in the revitalisation of Mascot's growing commercial identity.

Inspired architecture and design, offering flexible floorplates and an abundance of natural light and airflow to maximise workplace connection. One Chalmers is an innovative development in contemporary surroundings for the next generation of emerging businesses. The building is located in the heart of Mascot which has access to major infrastructure, transport hubs and a new retail precinct.

- > 12km from Sydney CBD, 2km from Sydney airport
- > 600m to Mascot station
- > Design by Rothelowman Architects
- > 12,400sqm of commercial floorspace
- > 1,500sqm floorplates over 8 levels + communal rooftop
- > Over 215 car spaces over two podium levels
- > First class facilities: infrared saunas, makeup stations, bike area (storage, service & repair), private lockers, charging bays, filtered water stations and showers with provided towel





Thank you.	info@abadeen.com +61 434 432 586
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