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Attention: The Editor

SC GLOBAL NAMES ITS' FIRST LUXURY RESORT RESIDENCE IN JAPAN

Setsu Niseko will set new benchmarks in design and luxury living

Singapore, 12 March 2018 – SC Global Developments Pte Ltd, one of Singapore's leading developers of exclusive luxury residences revealed the name and location of its first luxury residence in Japan. Officially named '**Setsu Niseko**', the condominium hotel residences are located in the popular ski resort of Niseko, in Japan's northern most prefecture of Hokkaido. Pitched at the luxury end of the market, the Group's exemplary take on the ultimate lifestyle is expected to bring new benchmarks in design and luxury living to the mountain resort of Niseko.

"Creating a new resort involves much more than architectural and design skills. For us, it is about building a dwelling we and those who will eventually inhabit it can identify with and be proud of," said Mr. Simon Cheong, Chairman and CEO of SC Global Developments. "Set against Niseko's breathtaking natural landscape, it was important to us that the resort's identity be rooted in the deep respect for and understanding of the natural environment. From this emerged our vision to create architecture and luxurious living spaces that encapsulate the purity and elegant simplicity of the Japanese spirit," added Mr. Cheong.

The name **Setsu Niseko** (雪ニセコ), is inspired by the phrase 雪月花 '*Setsu getsu ka*'. This means 'snow-moon-flower' and was taken from a poem by the famous Tang Dynasty poet 'Bai Juyi'. Popular throughout China and Japan, the poem celebrates nostalgic moments spent together with loved ones as it reads: "*I remember you especially when there is snow, the moon or flowers.*" The phrase '*setsu getsu ka*' embodies the beauty of art and design in Japan and perfectly captures the charm and natural beauty of Niseko's four seasons — the pristine snow in winter, the warm glow of the autumn moon, the vibrancy of cherry blossoms blooming in spring, and the vivacity of summer as the land is carpeted in green.



With the name in place, a visual identity was created that expresses the purity of the Japanese spirit. The logo features brushstrokes that represent tracks left in the snow, inspired by the austere artistry of calligraphy and the linearity of a path that always leads to home. It is the Group's hope that more than being a plush shelter from the outside world, *Setsu Niseko* will serve as cherished homes for its residents; a place in which to make memories amidst an inspiring natural landscape away from the city's urban grind.

Nestled within the charming village of Grand Hirafu, the historic heart of Niseko, *Setsu Niseko* is spread over some 2.54 acres (111,000 sqft) of prime freehold land and conveniently located on Main Street, just a few minutes walk from the Hirafu Gondola Station. The site is perfectly flanked by the majestic Mount Yotei (the Mount Fuji of Hokkaido) to the east and the ski haven of Mount Annupuri to the west. Set between these two breathtaking mountains, apartments will enjoy some of the most magnificent, uninterrupted vistas of Mount Yotei that Niseko has to offer.

The luxury condominium hotel residential development is likely to comprise over 150 freehold exquisitely furnished luxury apartments offering investors a range of apartment options from studios' through to the most coveted ultra-luxurious penthouses.

The launch of *Setsu Niseko* is expected to be announced in the second half of 2018.

About Niseko

Frequently referred to as 'Japan's Powder Paradise', Niseko constantly claims the most snowfall of any major resort worldwide and benefits from an usually long season running from December through to early May. With the snow still falling, Niseko is currently enjoying one of its best seasons in recent memory with over 16 metres of snow already fallen since November and over a metre more snow forecast to fall over the coming month.

Whilst Niseko has always been known as a popular winter destination, recent trends show a steady year on year rise in the number of tourists arriving during the summer months, with close to 820,000 visitors arriving in Niseko town alone during the 2017 green season running from May to October 2017. With the onset of international luxury resorts like Setsu Niseko and improved accessibility from the new Shinkansen service between Tokyo and Hokkaido, the destination is quickly transforming into a mainstream year-round holiday destination.

About SC Global Developments Pte Ltd

SC Global Developments is a leading developer of up-market residences of rare and exquisite design quality, with an emphasis on craftsmanship, refinement and a contemporary definition of the premium lifestyle.

The Group embraces a philosophy of delivering the promise of “The Ultimate Living” experience with all its projects introducing original living concepts, service standards and architectural treatment to its various properties. Completed developments since 2011 include the iconic architectural landmark *Sculptura Ardmore*, *Seven Palms*, *Sentosa Cove*, Singapore’s only beachfront condominium development, *The Marq on Paterson Hill*, which offers unparalleled luxury and uncompromised space, fittingly described as “Mansions in the Sky”, *Hilltops*, the exclusive resort-themed residential haven located at the highest point of Cairnhill overlooking Orchard Road, and *Martin No.38*, conceptualised on the appeal of trendy warehouse lofts.

Previous projects completed before 2010 include the elegant and refined *The Ladyhill*, *The Boulevard Residence* with its definitive luxury, the hip and contemporary *The Lincoln Modern* which redefined loft living and the unique, trendsetting *Thr3e Thre3 Robin* which pioneered the feature of a unique open kitchen as the heart of every home, a concept which has been widely adopted in many residences today.

The group also own lands for future development within the distinguished Jervois Road / Bishopsgate enclave.

Following on from the Group's announcement of its maiden acquisition in Ginza last year, the development of *Setsu Niseko* is aligned with the Group's geographical diversification and strategy to participate in the growing tourism market in Japan, through the acquisition of prime real estate in destinations within the region.

SC Global also holds a substantial interest of over 53% in ASX-listed AVJennings Limited, which is one of Australia's leading residential property development companies.

More information can be found on the company's website at www.scglobal.com.sg

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Note: Not for distribution in Japan.

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