

豐泰 PHOENIX
地產投資 PROPERTY INVESTORS

COMMITMENT TO EXCELLENCE



“We design and build homes in prime locations of which I am immensely proud and in which I would be very happy to live”

SAMUEL CHU

Founding Partner, Phoenix Property Investors

“Our reputation for integrity and for consistently delivering the highest quality properties to our customers is central to our DNA”

BENJAMIN LEE

Founding Partner, Phoenix Property Investors



Beaumont, Taipei

COMMITMENT TO EXCELLENCE

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We founded Phoenix Property Investors in 2002 as an innovative private equity real estate business for two reasons – to deliver exceptional results for our investors and provide the finest quality properties for our customers. From the start, we have been committed to excellence.

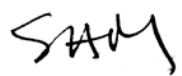
Since then we have raised over US\$2.0 billion to invest across first-tier Pan-Asian cities and have US\$4.9 billion in assets managed or under management. Over the years we have been delighted that our properties have captured the imagination of buyers and at the same time earned the loyalty of our investors, which include some of the world's most sophisticated investors such as pension funds, family offices and university endowments. Their trust in our professionalism and our reputation for the highest levels of investment integrity is very dear to us.

We have built a successful fund management business that has reaped higher than average returns for our partners and are proud of the quality of our developments which include homes, offices and retail spaces across Asia. Our award-winning projects such as Gramercy, Cubus, Crystal Galleria and Lumière are testament to this commitment.

We are determined to achieve the highest standards in all that we do – which include our company's attention to detail, a deep respect for the environment and an appreciation for the lasting value created through thoughtful design. Our work with globally-acclaimed architects and designers has allowed us to enhance the lives of those who live, work and shop in our properties.

We ensure a consistent level of quality by keeping all of the vital investment, project and asset management functions under one roof. We also seek out the industry's top talent and retain proven expertise within the company.

This showcase of our work will give you an insight into our vision as illustrated in our existing properties, as well as introduce you to the exciting developments we have coming to market over the next year. We hope you enjoy reading it.



SAMUEL W.T. CHU



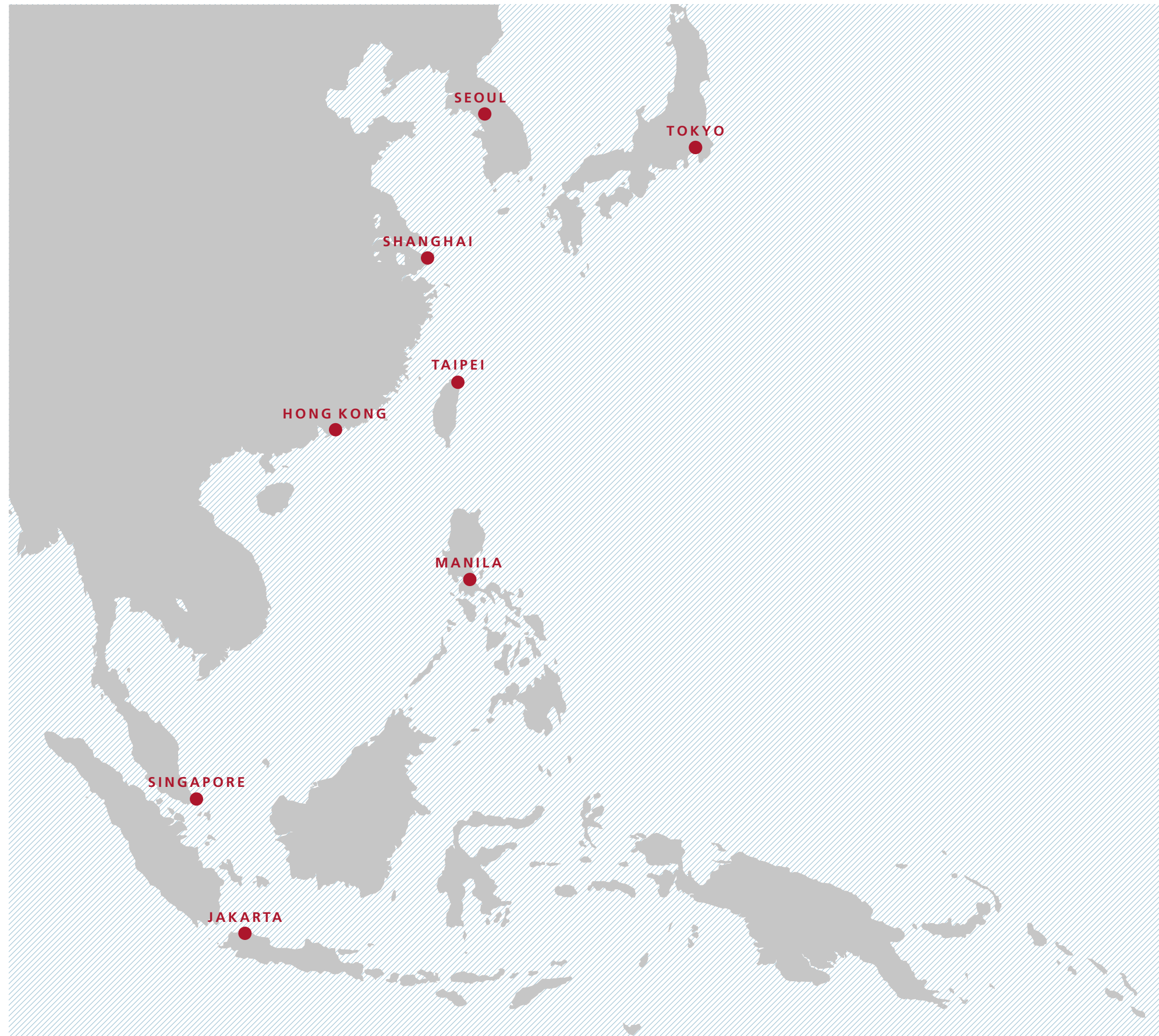
BENJAMIN K.Y. LEE



Above
SAMUEL W.T. CHU
Founding Partner &
Chief Investment Officer



Left
BENJAMIN K.Y. LEE
Founding Partner



OUR LOCATIONS

Since 2002 Phoenix Property Investors has experienced substantial expansion beyond Hong Kong. Combining detailed regional knowledge, on-the-ground presence through local offices or partnerships and a deep understanding of the real estate marketplace, the company has widened its investment footprint across its Pan-Asian heartland, adding Taipei, Shanghai, Tokyo, Singapore, Seoul, Jakarta and Manila to its original Hong Kong focus. In this time Phoenix Property Investors has invested across multiple property sectors – residential, retail and office – with varying investment structures.

SELECTED PROJECTS

HONG KONG

CUBUS▲
CAUSEWAY BAY

GRAMERCY●
MID-LEVELS

3 JULIA AVENUE●
HO MAN TIN

KWUN TONG VIEW▲
KWUN TONG

18 JUNCTION ROAD●
KOWLOON CITY

TOWER 535▲
CAUSEWAY BAY

THE MORGAN●
UPPER MID-LEVELS

TAIPEI

LUMIÈRE●
TIEN MU

BEAUMONT●
GREAT TAIPEI NEW TOWN

RETAIL SHOPS▲
SHILIN DISTRICT

JIM OLSON HOUSES●
GREAT TAIPEI NEW TOWN

PREMIA●
GREAT TAIPEI NEW TOWN

SHANGHAI

CRYSTAL GALLERIA▲
JING'AN DISTRICT

JAKARTA

TOMANG RESIDENCES●
TOMANG

TOKYO

282 UCHIKANDA BUILDING▲
CHIYODA

SINGAPORE

PECK SEAH SHOPHOUSES▲
TANJONG PAGAR DISTRICT

MANILA

CENTURY SPIRE●▲
MAKATI

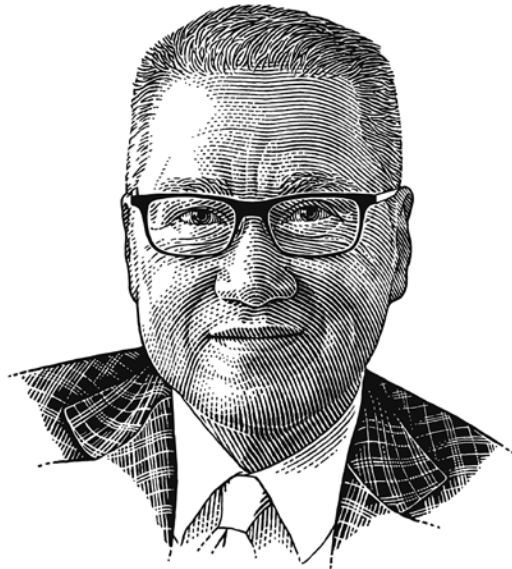
SEOUL

YOUNG CITY▲
YEONGDEUNGPO DISTRICT

● RESIDENTIAL
▲ COMMERCIAL / RETAIL

OUR RELATIONSHIPS

The character and personality of our properties have been admired by many. However, the people who best appreciate our passion and commitment are those who have experienced it at first-hand whether as investors, owners, residents or partners.



MR SIMON KWOK

Chairman and Chief Executive Officer of Sa Sa International Holdings Limited
Investor of Phoenix Property Investors and owner of Gramercy apartments

"I've been an investor in Phoenix from the very beginning and have become increasingly confident in that decision. I now completely trust Sam and Ben to give me the type of returns I am looking for.

Ever since I bought several apartments in their wonderful Gramercy, which I must say are so easy to rent to good tenants, I've enjoyed watching the company also grow as a developer of high quality properties. I believe this says much about their leadership skills, the strength of their team and the worldwide network of talented architects and designers they have built.

I am looking forward to seeing Phoenix's new luxury residence in the upper Mid-levels namely The Morgan and TOWER 535, a mixed-use grade A office in Causeway Bay – the latter is on the very site where I started my own company."

MS MARIE-CHRISTINE LEE

Founder of Sports For Hope Foundation
Investor of Phoenix Property Investors and owner of a Gramercy apartment

"I decided to buy an apartment in Gramercy the moment I saw the plans. I think it's a very elegant and handsome property in a prime location, like all of their buildings. The style of the interiors and level of exclusive service every resident enjoys is a trademark of Phoenix. They care about the needs of the customer and give buyers genuine value for money. This makes it so easy to rent out. I've rented it out two times with absolutely no problems.

I trust this company and have been an investor from the very start. I like the professional way they do business; their honesty and integrity is very important to me. I'm extremely glad they're expanding to take advantage of the booming Pan-Asian property business."

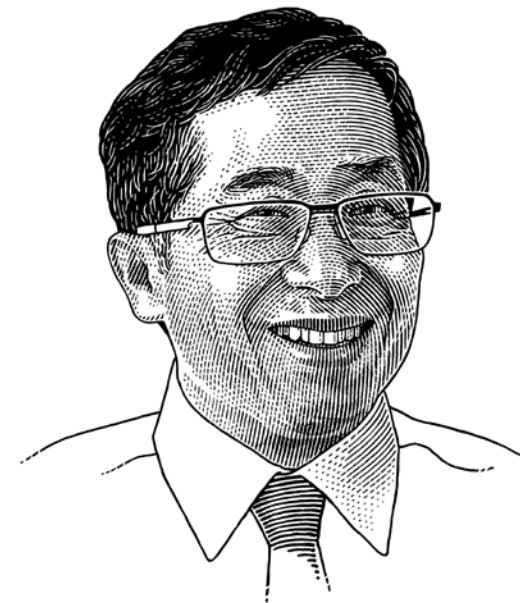
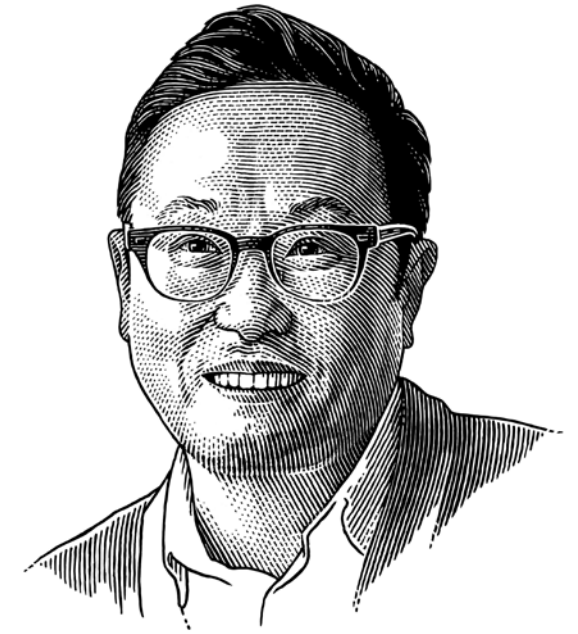


MR CALVIN TSAO

Partner in the New York architects TsAO & McKOWN and the architect/designer of a number of Phoenix Property Investors' projects, including Lumière and Premia in Taipei, and also 18 Junction Road in Hong Kong

"We've designed a number of buildings for Phoenix and had the privilege of developing the master plan for Premia in Taipei. We very much enjoy the challenge of helping Phoenix deliver properties of diversity and range; understanding the owners, appreciating how they will live in their homes and creating something of lasting value for them.

Phoenix is an exceptional client. I know the team well and appreciate their welcoming approach. The company is always open to include and then embrace the ideas of talented partners - they want quality and they want innovation."



MR THOMAS HO

Chief Executive of Gammon Construction Limited, Hong Kong responsible for the construction of Gramercy

"Gammon believes passionately in safety, integrity and excellence. These are values that are embedded in our company and we love to work with clients that share our attitude.

I'm increasingly impressed that Phoenix is also committed to excellence and detail. They are not just focused on the materials or the finishes but on how the owner will use the building as their home. Phoenix has put together a team whose attention to detail is second to none; they are different to many traditional developers. While many look only at price, Phoenix look at the true value of their properties; they put their heart into the process of creating homes."



Gramercy, Hong Kong

OUR PORTFOLIO – COMPLETED PROPERTIES

Phoenix Property Investors has been creating high quality properties for over a decade.

In that time we have built a reputation for conceiving, designing and constructing the very best value for our customers.

Our selected properties share important elements in common. Each reflects our commitment to design quality and is the result of a partnership with some of the world's most admired architects and designers.

We deliberately seek out prime locations for our properties, therefore allowing buyers and tenants to enjoy the immediate proximity to cultural, social and commercial attractions, with easy access to transport facilities.

Environmental sustainability is an integral part of our property development considerations. Our aim is to invest in and develop high-quality and efficient buildings that will preserve the natural environment, impact the community positively and enhance their surroundings.

The following pages feature a selection of properties already completed. They echo the company's attitude to originality of design, attention to detail and our commitment to the customers' lifestyle ambitions.



GRAMERCY, HONG KONG

ARCHITECT
Aedas

INTERIOR DESIGNER
Peter Remedios

NUMBER OF UNITS
106

RANGE OF SIZES
296 sq ft – 1,953 sq ft

NUMBER OF FLOORS
27

YEAR OF COMPLETION
2012

AWARD
Asia Pacific Property Awards 2014
*Highly Commended, Residential
High-Rise Architecture, Hong Kong*

www.gramercyhk.com

Located close to the Mid-levels escalator and within walking distance of Hong Kong's prime shopping, entertainment, cultural and financial centre, Gramercy was created to be the perfect oasis amid the hustle and bustle of the city's famously dynamic neighbourhood.

The 27-storey premium residential tower, which sits proudly on a distinctive green-fronted podium, enjoys magnificent views of Victoria Harbour from the top floors. Gramercy is designed to combine a luxury resort lifestyle with the easy accessibility of an urban setting.

This has been achieved by bringing together the international architectural skills of Aedas and the world-renowned designer Peter Remedios, famous for the stylish interiors of some of the world's most exclusive five-star hotels.

This creative collaboration has resulted in a building designed for flexible and sustainable living, which uses natural lighting, water features and outdoor balconies to serve its setting in perfect harmony.



CRYSTAL GALLERIA, SHANGHAI

Crystal Galleria is an integrated retail and commercial development located in the Jing'an district adjacent to the iconic Nanjing Road West, which is one of Shanghai's most premium shopping, tourist and office areas. Situated at the corner of two major roads, Changde Road and Yu Yuan Road, the mall is easily accessible by metro, bus, and car with direct underground pedestrian network to the Jing'an Temple Metro Station.

Designed by the leading architecture firm Benoy, Crystal Galleria is the first mid-upper market shopping mall in Jing'an district for young and chic working professionals, tourists and residents in the area. With a dynamic mix of trendy fashion, stylish restaurants and cafes, exquisite lifestyle concepts and exciting entertainment, Crystal Galleria has fast become a new shopping and leisure destination catering to the increasing number of the city's upwardly mobile young professionals.

Supporting the Jing'an government's initiative on creating an art corridor, Crystal Galleria commissioned the well-known French Sculptor Nathalie Decoster's masterpiece "Time is Passing" to be an iconic landmark in front of the mall. Together with the fountains and the terraced-gardens, these unique features offer an exciting shopping environment and alfresco dining experience to all shoppers.



ARCHITECT
Benoy and B+H Architects

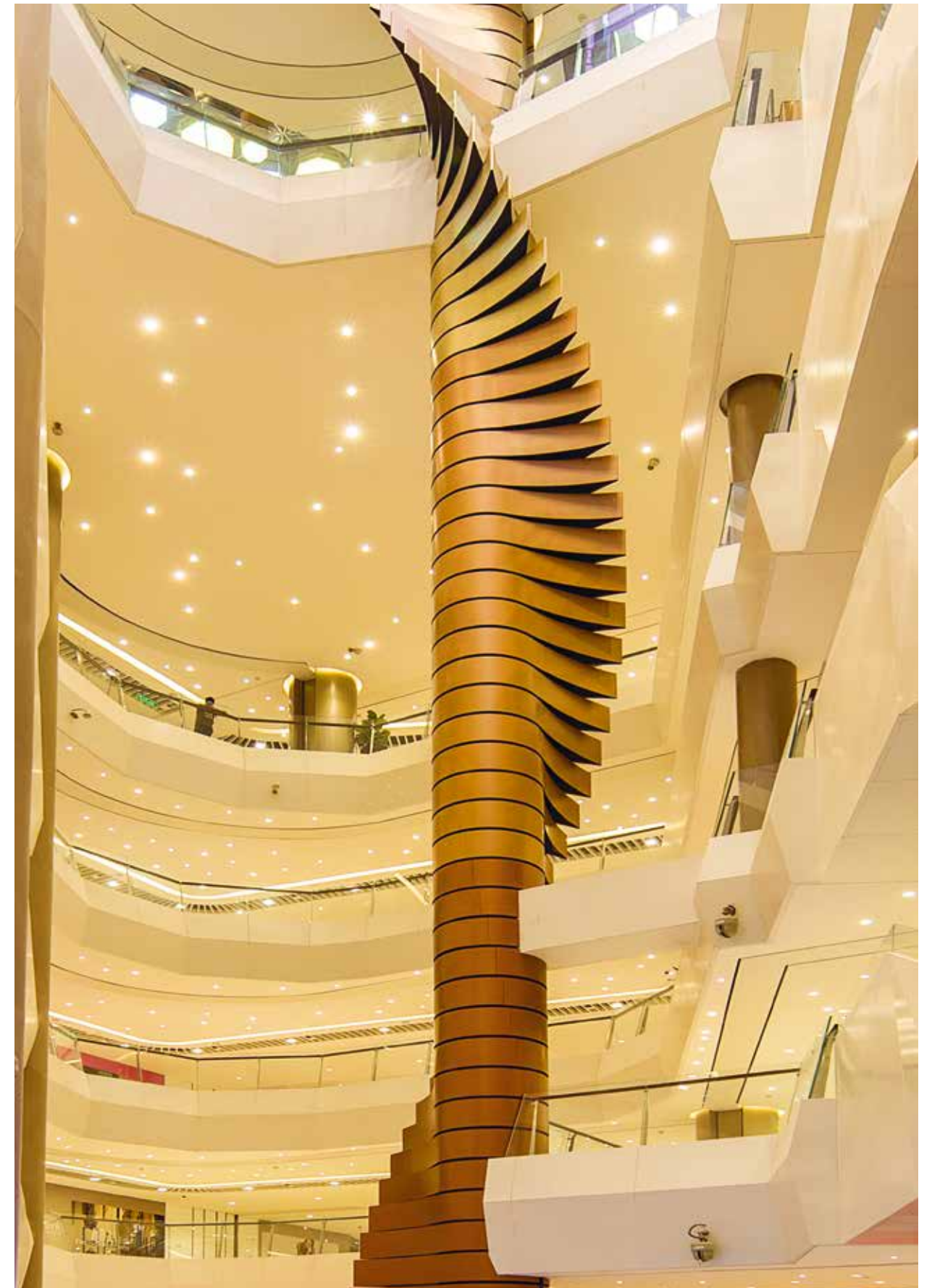
GROSS FLOOR AREA
1.3 million sq ft

NUMBER OF FLOORS
7 floors retail mall
3 floors retail/car parking basement
11 floors commercial tower

YEAR OF COMPLETION
2015

AWARD
China Property Awards 2014
Best Mixed-Use Development
(East & Central China)
Highly commended

www.crystalgalleria.com





CUBUS, HONG KONG

The design of Cubus was inspired by the avant-garde art movement, Cubism. This striking, award-winning 25-floor vertical retail tower has become a recognisable feature in Hong Kong's popular Causeway Bay shopping district.

Boasting exclusive open decks of differing sizes throughout the building and a distinctive facade, Cubus creates a strong identity that clearly differentiates it from the surrounding structures—setting a new standard of 'Ginza-Style' in the area.

Home to some of the district's best restaurants and lifestyle outlets, visitors are able to enjoy memorable views of the city from its many balconies and glass elevators. At night the innovative lighting effects on the exterior's geometric-shaped panels create a dazzling impact.

ARCHITECT
Woods Bagot Asia

GROSS FLOOR AREA
63,000 sq ft

NUMBER OF FLOORS
25

YEAR OF COMPLETION
2010

AWARD
Asia-Pacific Property
Awards 2011
*Five Star Award for
Best Retail Architecture*

www.cubus.com.hk



LUMIÈRE, TAIPEI

This beautifully renovated property in the Tien Mu neighbourhood of Taipei has re-defined luxury residential standards in the city.

Lumière contains nine apartments and a range of communal spaces, including a lounge, banquet room, library, gym, penthouse event space and a terrace offering spectacular views across the hills and city.

Under the impeccable direction of New York-based architectural and interior design company TsAO & McKOWN, the interiors were re-designed to address contemporary lifestyle preferences.

The facade was re-dressed in spandrel glass to update the original building with a crisp and clean modern look. Areas that were previously used for apartments were re-imagined into adaptable, shared spaces for all residents.

Collaboration with Taiwanese artists and craftsmen produced an eclectic mix of modern-material sensibilities with a traditional Chinese cultural influence, such as wall reliefs that recall Chinese landscape paintings and early language pictograms.

ARCHITECT
TsAO & McKOWN

NUMBER OF UNITS
9

RANGE OF SIZES
85 ping – 170 ping
Approx. 3,023 sq ft – 6,047 sq ft

NUMBER OF FLOORS
6

YEAR OF COMPLETION
2011

AWARD
Interior Design Magazine's
Best of the Year Award 2012



282 UCHIKANDA BUILDING, TOKYO

Strategically-located in Tokyo's central business district and close to the historic Imperial Palace, 282 Uchikanda Building is an 11-floor, grade A office building that has been renovated with thought and precision.

The 40-year-old building was acquired by Phoenix Property Investors in 2005. With the aid of an admired local architectural firm, the company stripped and re-constructed the external facade and completely refurbished the interiors to reflect the best of modern office design and facilities.

Most importantly, the structural integrity of the building was upgraded to be wholly compliant with Japan's advanced earthquake safety standards.

The success of this enhancement was soon to be tested during a subsequent earthquake. The building, and more importantly those working there, were left unscathed.

282 Uchikanda Building is now both a safer and more efficient office property.

ARCHITECT
Kajima Corporation

GROSS FLOOR AREA
3,591 tsubo
Approx. 127,780 sq ft

NUMBER OF FLOORS
11

YEAR OF COMPLETION
2006



BEAUMONT, TAIPEI

Only 25 minutes from the centre of Taipei City and amid lush green hills, Phoenix Property Investors has created Beaumont, a discrete development of seven freehold houses within a well-established community. The benefits of the location are reinforced by the development's close proximity to a number of renowned bilingual schools and the famous Wulai Hot Springs.

The properties have been cleverly elevated to enhance their dominant position over the valley below. This is designed to give owners both privacy and security as well as magnificent, rare and uninterrupted views of the Xueshan mountain range.

All seven of the spacious houses enjoy an impressive double-height living area and have been carefully designed to take best advantage of their setting. Every room is accompanied by a terrace or balcony allowing residents to enjoy peak living, both inside and out.

ARCHITECT
Lu Tang Lai Architects

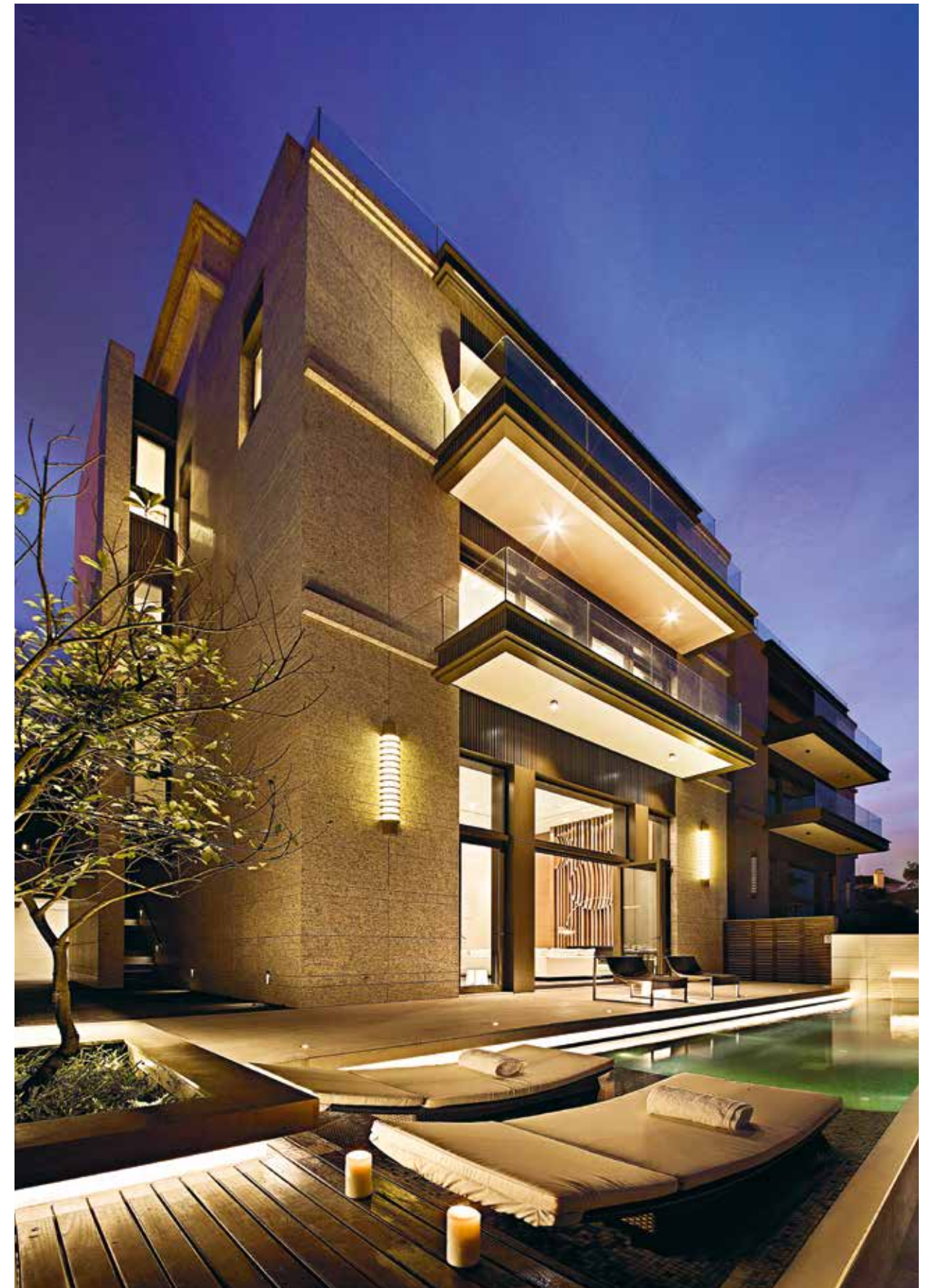
NUMBER OF HOUSES
7

RANGE OF SIZES
126 ping – 135 ping
Approx. 4,482 sq ft – 4,802 sq ft

NUMBER OF STOREYS
4

YEAR OF COMPLETION
2013

www.houseliving.com





Taiwan Villa, Jim Olson Houses, Taipei

OUR PORTFOLIO –LOOKING FORWARD

We are currently developing a number of exciting new projects which will substantially influence the size and character of our portfolio.

In the following section we will show you that in each of our developments we've remained committed to creating a series of world-class investment assets, as well as delivering high quality properties that surprise and delight.

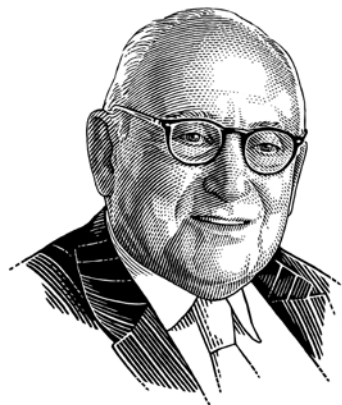
We are determined to bring to market lifestyle-driven properties and developments of exceptional value. Places where people can live, work and enjoy themselves to full effect.

Our teams continue to work with an extraordinary network that includes some of the world's most eminent and respected architects and designers. Together we strive to make every property both distinctive and exceptional. Importantly, our partners also appreciate our commitment to be a 'good citizen' in terms of our responsibility to the environment and the communities we serve.

The following pages contain an eclectic mix of remarkable new properties which we believe demonstrate Phoenix Property Investors' commitment to being a premier developer.

OUR GLOBAL CREATIVE PARTNERS

Phoenix Property Investors has made it a principle to conceive and create original, distinctive and innovative properties. This includes the quality of the design, construction and finishes. The company has been helped in its commitment to quality by a network of globally respected talent it has built over the years. Among these are some of the world's most renowned architects. Most of them are members of the Architectural Digest's Top 100 architects and designers in the world.



ROBERT A.M. STERN

Architect of The Morgan, Hong Kong

Robert Stern, who heads an architectural practice in New York, Robert A. M. Stern Architects (RAMSA), is one of the most prolific architects of our time. His work is acclaimed world-wide and also includes the much admired office building at 50 Connaught Road, Hong Kong.

Celebrated for his life-long crusade to preserve New York's post-modern architectural heritage, Stern, a master of contemporary classicism and meticulous attention to detail, is the creator of many of the city's most esteemed residential properties. Among these his 15 Central Park West has attracted some of the world's wealthiest and most discerning individuals.

Stern is currently the Dean of the Yale School of Architecture.



JIM OLSON

Architect of Jim Olson Houses, Taipei

Seattle-based architect Jim Olson, founding partner of Olson Kundig Architects, has become world famous for his subtly elegant residences characterised by their rare qualities of light and space. Among these is Hong Kong Villa at 19 Shek O Road, Hong Kong.

Olson is fascinated by the relationship between architecture and art, and many of his properties have been created to house and display the owners' private art collection. His individual homes often take their architectural cues from local tradition and he orients each to frame both their setting and the surrounding landscape to best effect.

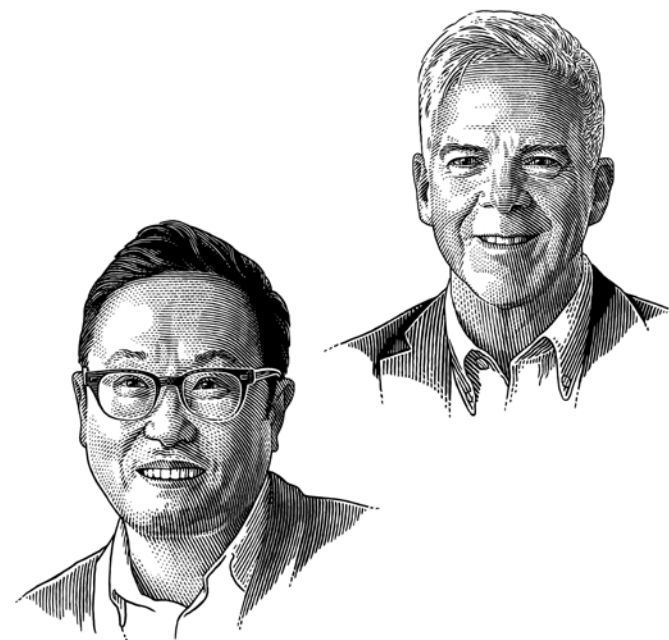


RICHARD MEIER

Architect of Premia, Taipei

Pritzker Architecture Prize winning architect Richard Meier, famous for his intriguing geometric designs, has created some of the world's most original and iconic buildings over the last 40 years. Among these are the admired Getty Centre in Los Angeles and Barcelona's Museum of Contemporary Arts.

Designed to be enjoyed as sensuous experiences, Meier brings an openness and clarity to all his work; as he does to his passion for the colour white. To him it contains all the colours of the rainbow, waiting to be transformed by light itself.



CALVIN TSAO AND ZAC MCKOWN

Architects of the Lumière and Premia, Taipei, and 18 Junction Road, in Kowloon City, Hong Kong

Calvin Tsao and Zac McKown co-founded the New York based firm TsAO & MCKOWN in 1986. The practice quickly emerged as one of the city's most original exponents of contemporary architecture. From a series of private residences in Manhattan to large mixed-use developments in China, Tsao and McKown have never wavered from their core belief that every project is unique and an opportunity to put their experience to the service of local cultures and contexts.

Among their work is the design of SEVVA, the world-famous, fine-dining restaurant in Hong Kong.

Calvin Tsao is president emeritus of The Architectural League of New York, a Fellow of the American Institute of Architects and teaches at the Harvard Graduate School of Design.



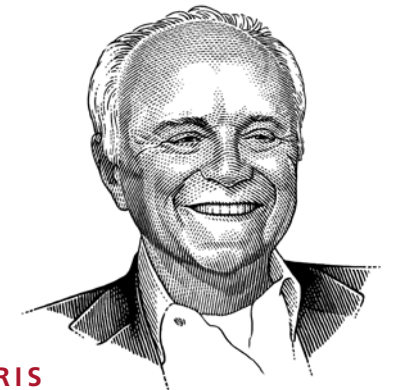
ANNABELLE SELLDORF

Architect of Premia, Taipei

German-born architect, Annabelle Selldorf is the founding principal of Selldorf Architects in New York City.

Selldorf, whose approach to her craft is often described as calm, sophisticated, patient and precise, is now one of the world's most sought-after creators of private homes and museums. Among which the impeccable town house in Richmond, London and the imposing Neue Galerie New York are testament to her range and skill.

Annabelle is a Fellow of the American Institute of Architects and a Board Member of the Architectural League of New York.



STEVEN HARRIS

Architect of Premia, Taipei

Manhattan architect Steven Harris, who is also a professor of architecture at Yale, has always had an expansive global outlook. That is reflected in his list of far-flung projects, from restoring 15th-century structures in Croatia to revamping the Barneys New York Madison Avenue and Beverly Hills stores.

Harris is known for cleverly integrating his buildings into their immediate setting, be that rural or urban. He is therefore particularly interested in the surroundings within which his creations sit. It is for this reason his work has a unique cohesion – structure, interiors and landscaping seamlessly co-existing.

TOWER 535, HONG KONG

Located in the heart of Causeway Bay, one of Hong Kong's most prominent retail and commercial districts, TOWER 535 will bring new grade A office and high-profile retail space to the neighbourhood.

Designed by Skidmore, Owings and Merrill (SOM), one of the world's leading architectural firms, TOWER 535 is expected to be a landmark building along Victoria Harbour that will attract a wide range of local and multinational companies, international retail groups and premier restaurant/entertainment establishments.

The 25-floor tower is comprised of a 4-storey retail podium and 21 floors of commercial space. A high entrance lobby with clear headroom of 5 metres will welcome everyone. The 'bundled-tube' design will ensure a distinctive appearance for the building and also provide more corner offices. While the placement of columns at the perimeter is designed to maximise the overall use of space and allow for unobstructed sight-lines.

The top two floors will feature F&B and entertainment concepts with terraces and panoramic views of Victoria Harbour.

ARCHITECT
Skidmore, Owings &
Merrill (SOM)

GROSS FLOOR AREA
229,393 sq ft

NUMBER OF FLOORS
25

**ESTIMATED YEAR
OF COMPLETION**
2015

www.tower535.com



THE MORGAN, HONG KONG

Conduit Road has long enjoyed its reputation as a premier address and a pre-eminent setting for some of the finest homes in Hong Kong. Appreciating the location's rich history, Phoenix Property Investors invited the acclaimed New York firm Robert A. M. Stern Architects, famous for creating some of the most valuable properties in North America, to design this distinctive residential building.

As in New York, Stern's trademark grand design will help The Morgan establish a stately presence at 31 Conduit Road. This development is expected to become a hallmark of contemporary classicism and could provide a new standard for luxury residences in Hong Kong.

The Morgan will be a 28-floor tower with a distinctive podium facade finished in limestone and a vertical green wall. A high-ceiling lobby reminiscent of New York grandeur and the property's balconies and signature terraced set-backs will give the building a signature character.

The clubhouse has been designed and styled to give the residents an opportunity to enjoy a sense of 'Mansion Living'. It will offer a range of indoor and outdoor facilities including a banquet room with kitchen, swimming pool, gym and private garden.

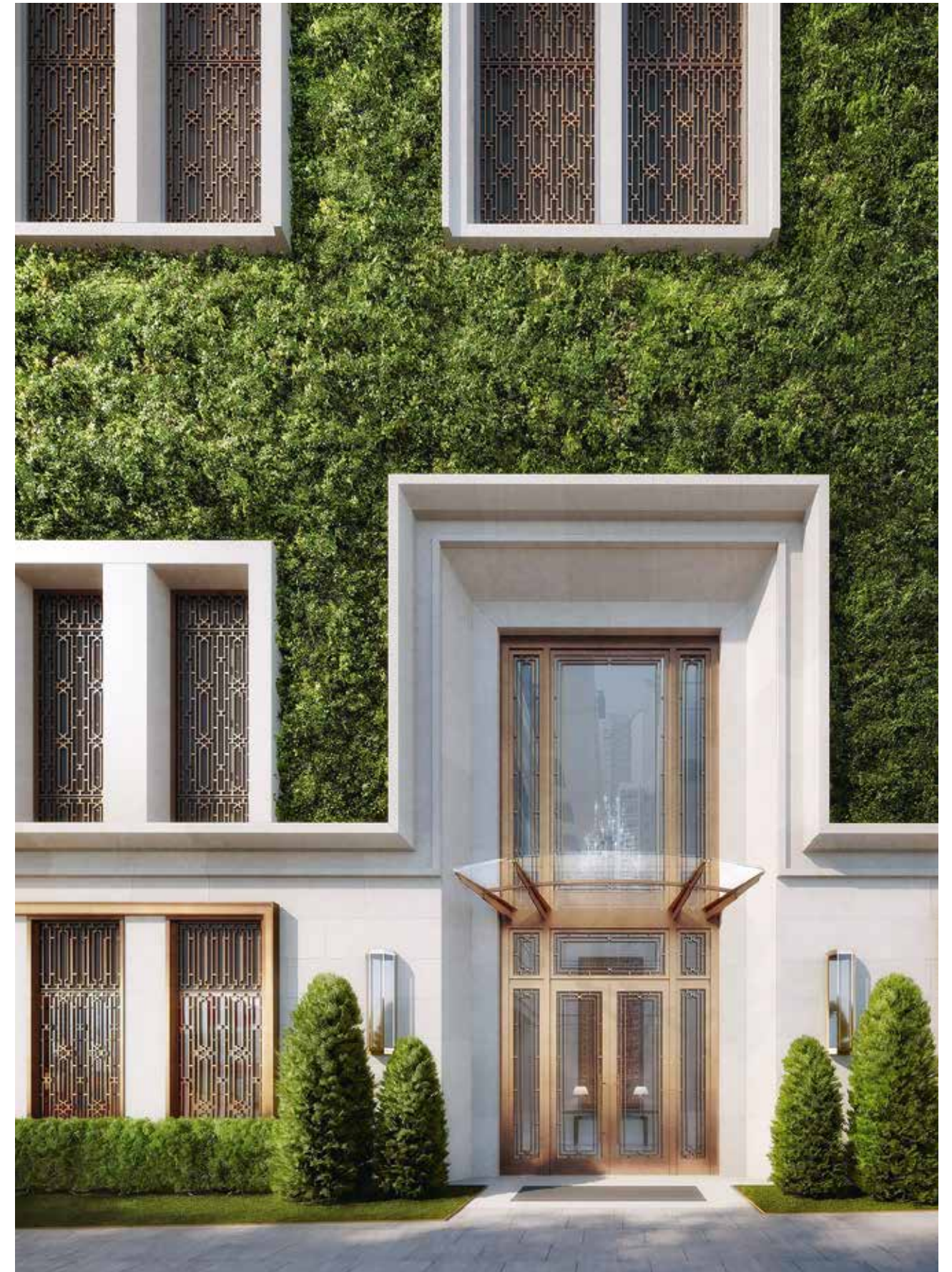
ARCHITECT
Robert A. M. Stern Architects
(RAMSA)

NUMBER OF UNITS
111

NUMBER OF FLOORS
28

**ESTIMATED YEAR
OF COMPLETION**
2016

www.themorgan.hk



3 JULIA AVENUE, HONG KONG

Located in the traditional luxury residential area of Ho Man Tin and directly facing legendary Kadoorie Hill, home to some of the finest properties in Kowloon, 3 Julia Avenue is expected to become a new stand-out residence in the area.

The design team, led by the respected Hong Kong-based architect Winston Shu, has created a distinctive 27-floor tower with the enhancement of the residents' living experience firmly in mind. Every apartment has a balcony so the views can be enjoyed indoors and out. Lighting consultant Tino Kwan, whose work includes The Peninsula Shanghai and Four Seasons Hotel Macao, has created an atmosphere of style and sophisticated calm.

Club Julia offers a range of facilities which will allow residents to unwind. It includes a 23-metre swimming pool, outdoor space for dining and relaxing, a function room and music room with a baby grand piano.

The surrounding open spaces will give residents a resound feeling of living in an urban oasis, while still affording them easy access to all the benefits of a vibrant city life – transport, shopping and leisure. Access to a network of some of the city's most well-regarded schools is an additional reward for those that reside at 3 Julia Avenue.

ARCHITECT
Winston Shu
Integrated Design Associates
(IDA)

NUMBER OF UNITS
67

RANGE OF SIZES
655 sq ft – 1,887 sq ft

NUMBER OF FLOORS
27

**ESTIMATED YEAR
OF COMPLETION**
2015

www.3juliaavenue.hk



View from 3 Julia Avenue





Garden House

JIM OLSON HOUSES, TAIPEI

Seattle-based architect Jim Olson is generally regarded as one of the world's most respected designers of houses built in harmony with nature. His track record for creating exceptional homes for some of the world's wealthiest and most demanding clients is second to none.

Realising that Phoenix Property Investors' commitment to excellence matched his own, he agreed to conceive and create four unique and remarkable houses in the hills only 25 minutes from the centre of Taipei city.

Taking architectural cues from local tradition, each house is individually crafted and deliberately configured to frame the immediate landscape to best effect. This will allow owners to enjoy the stunning views across the mountains.

Jim Olson is a master of space and light; creating interiors that result in both livability and beauty – tailored to delight the owners.

The combination of exterior styling, intimacy with its environment and the interior composition ensures that every house is conceived as art, and designed to display art in its finest setting.

ARCHITECT

Jim Olson
Olson Kundig Architects

NUMBER OF HOUSES

4

RANGE OF SIZES

206 ping – 384 ping
Approx. 7,327 sq ft – 13,659 sq ft

ESTIMATED YEAR OF COMPLETION

2015

www.houseliving.com



Taiwan Villa



TsAO & McKOWN Collection



Annabelle Selldorf Collection



Richard Meier Collection

PREMIA, TAIPEI

Four of the world's most admired architects – Richard Meier, Annabelle Selldorf, Steven Harris and TsAO & McKOWN – have designed Premia, an exclusive collection of inspired, original houses with breathtaking views across the mountains.

Carefully arranged in the hills, this special set of architectural masterpieces, located in a well-established community, will still enjoy easy access to the centre of Taipei City.

Each handsome, large detached home, with its own swimming pool and garden, is meticulously positioned to ensure maximum privacy and security, while enjoying a singular relationship with the surrounding countryside. Each is exquisitely connected by thoughtful and beautifully-fashioned landscaping.

An elegant clubhouse whose interiors have been crafted by the Japanese designer Akao Yohei and carefully blended into the surrounding natural environment, will offer owners an ideal retreat and the perfect setting for social engagement.

Each owner will enjoy the unique shared experience of living in an exceptional, once-in-a-lifetime property of rare distinction.

PREMIA ARCHITECTS

Richard Meier & Partners
Architects (New York)
5 houses

Annabelle Selldorf
Selldorf Architects (New York)
6 houses

Calvin Tsao & Zac McKown
TsAO & McKOWN (New York)
4 houses

Steven Harris
Steven Harris Architects (New York)
8 houses

THE CLUBHOUSE ARCHITECTS

Calvin Tsao & Zac McKown
TsAO & McKOWN
(New York)

LANDSCAPE DESIGNER

Margie Ruddick
Margie Ruddick Landscape
(New York)

RANGE OF SIZES

189 ping – 284 ping
Approx. 6,723 sq ft – 10,102 sq ft



Steven Harris Collection



Gramercy, Hong Kong

OUR VISION

Phoenix Property Investors is an independently owned and managed private equity real estate firm that strives to create value and deliver effective results for our investors and stakeholders. We pride ourselves on being a successful investment manager and a real estate developer of fine properties, delivering both under one roof.

Central to our success is the quality and experience of our team with broad expertise in acquisitions, divestments, property development and redevelopment, project management, asset management, property marketing, leasing, architectural design, surveying, land utilization, legal and finance.

Today, our dedicated team of over 70 professionals manage assets on behalf of some of the world's most sophisticated institutional investors, which include public and private pension funds, endowments, global financial institutions and family offices from the United States, Europe, the Middle East and Asia. Through our network of local and affiliated offices in Hong Kong, Taipei, Tokyo, Singapore and Shanghai our real estate assets managed and/or under management have surpassed US\$4.9 billion.

Phoenix Property Investors is a registered investment adviser with the United States Securities and Exchange Commission (SEC) and adheres strictly to its stated policies and procedures.



Garden House, Jim Olson Houses, Taipei

OUR PHILOSOPHY

Our goal is to build a compelling portfolio of real estate assets that generate attractive risk-adjusted returns. To this end, we focus our efforts in areas where we believe we are uniquely positioned to leverage on our local knowledge, expertise and relationships.

Through fundamental analysis and a thorough understanding of direct real estate markets, we target strategic investment opportunities such as distressed assets, mezzanine lending, non-performing loans (NPLs), development and redevelopment projects as well as highly-liquid, income producing properties.

Where appropriate, we also execute a wide spectrum of value-added strategies including renovation works, structural and interior upgrades, asset repositioning, tenant reconfiguration and rental stabilization.

We believe this strategy, combined with the judicious use of low-cost senior debt, drives real returns that are not reliant on high leverage or financial engineering, but rather are produced by effective capital allocation and execution.



Gramercy, Hong Kong

OUR INVESTMENT PROCESS

1. SELECTIVE ACQUISITION

We are continually evaluating and reassessing our target markets to determine the geographies, sectors and investment themes that we believe will produce optimal returns on a risk-adjusted basis across top-tier Asian cities.

2. ACTIVE ASSET MANAGEMENT

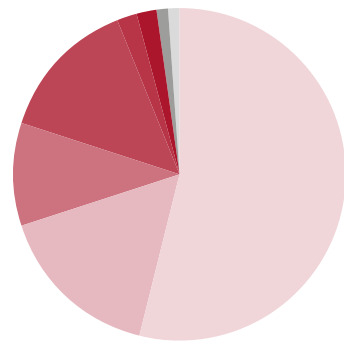
For every asset, we develop a tailored plan with continual evaluation of market dynamics that seeks to maximize its performance, creating potential and unlocking intrinsic value.

3. RISK MITIGATION

We seek to manage risk through prudent use of leverage, effective capital management, retaining a diversified portfolio of assets and collaborating with specialist partners for large or complex developments.

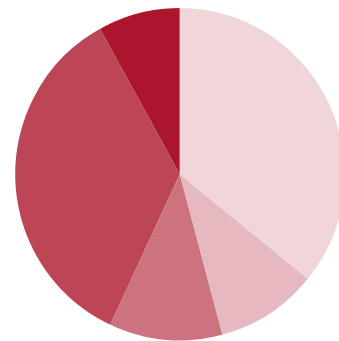
We have assembled a well-diversified portfolio of assets in various real estate sectors in prime markets across the Pan-Asian region. Since our incorporation in 2002, we have raised approximately US\$2.0 billion of equity capital.

DIVERSIFICATION BY MARKET



- 54% Hong Kong
- 16% Taiwan
- 10% Japan
- 14% China
- 2% Philippines
- 2% Korea
- 1% Singapore
- 1% Indonesia

DIVERSIFICATION BY SECTOR



- 36% Residential properties
- 10% Office
- 11% Retail
- 35% Mixed use
- 8% Land and other

These diversification allocation percentages are based on invested and allocated equity as of December 31st 2014. The allocation percentages are subject to change and may differ significantly from the allocation percentages set forth above. These allocation descriptions are solely to illustrate the types of investments that have been made by Phoenix Property Investors and do not in any way constitute projections for future allocations. There can be no assurance that future projects of Phoenix Property Investors will be able to achieve these allocations or share these characteristics.



Mountain House, Jim Olson Houses, Taipei

DISCLAIMER

Nothing contained herein constitutes an offer or solicitation to make an investment or to participate in any particular investment strategy. This material is produced for marketing and/or informational purposes only and Phoenix Property Investors and its owners, subsidiaries and affiliates, whether acting directly or through branch offices or authorized representatives, make no representations or warranties and assume no liability for the accuracy or completeness of the information provided. Phoenix Property Investors reserves the right to change or update the contents hereof without notice.

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For page 6 and 42, the amount of over US\$4.9 billion is the sum of the value of asset managed and exited plus the value of assets presently under management including current uncalled commitments to invest capital with Phoenix Property Investors, the gross value of our current investments, and debt and joint venture partners' investments.

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