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Attention: The Editor

SC Global Developments Debuts *Seven Palms Sentosa Cove*

*Singapore's Only Beachfront Residence achieves sales
at average price of approximately S\$11 million per residence*

Singapore, 7th October 2009 - SC Global Developments Limited, a leading developer of exclusive luxury residences, today announced the debut of *Seven Palms Sentosa Cove*, an ultra-luxurious resort-style beachfront development in Sentosa Cove. Owing to the very limited number of only 41 units in this exclusive condominium, SC Global intends to release only a handful of some 10 units in the first phase through private previews. The selling prices under the first phase will start at approximately \$8.5 mil with an average selling price of approximately \$3,300 psf.

The Company has recently held private previews for the first phase and the response has been very positive. 6 of the 10 select units have already been sold at an average price of approximately \$11 mil per residence with prices ranging from approximately \$3,100 psf to \$3,400 psf.

It is easy to appreciate the excitement surrounding *Seven Palms* as it is Singapore's only beachfront condominium development. Located on sprawling grounds of approximately 114,000 square feet, the site is located at the southern-most end of Sentosa Cove, a destination nestled in a quiet cul-de-sac flanked by the golden sands of Tanjong Beach on one side, the verdant rolling greens of the Sentosa golf course adjacent to this, and the unimpeded expanse of the South China on the other side. The site will enjoy unrivalled privacy and exclusivity away from all other developments.

Mr Simon Cheong, Chairman and Chief Executive Officer of SC Global Developments, remarked: "We have been working very hard at creating something very special and unique for Sentosa Cove. The beachfront site is truly a gem. To step out of your residence and walk directly onto the beach is truly unique in urban Singapore. I have spent much time on site over the past year appreciating this unique and rare location and working diligently to create something befitting of this special site. The allure of coastal living is truly captivating; nothing comes close to the hypnotic sounds of

waves washing the shoreline and balmy breezes floating inland throughout the day”.

To capture the ambience found in some of the world’s finest boutique resorts, the residential units at *Seven Palms* are wrapped around an expansive grass covered coconut grove in a U-shaped plan with the remaining broad side completely open to the panorama of the South China Sea. The view across the grove to the open sea is injected by a 45 metre infinity-edged lap pool stretching the entire open side of the U-plan, offering a seamless visual trajectory to the sea beyond.

To maintain the privacy and exclusivity befitting a luxury resort, *Seven Palms* features only large size units within a sprawling low-density architecture which is unique from other residential developments on Sentosa Cove. Comprising only 41 units of luxuriously appointed residences, the development features three, four and five bedroom variants ranging from approximately 2,700 to 6,800 square feet. The units are accommodated in three four-storey high blocks formed around a square coconut grove measuring some fifty metres. A huge open-ended portal connects the coconut grove to the beach for physical and visual access. Under this portal is a luxuriously-appointed beach club, complete with storage for water sports equipment, a glass-walled gymnasium, and plenty of deck areas for lounging, yoga, catered events, or just doing nothing, a rare quality befitting an exclusive private beach resort. In order to complement the high-end lifestyle of its occupants, *Seven Palms* will have a generous basement car park of close to 100 lots for the 41 units.

All units within *Seven Palms* enjoy spectacular sea views from their own private deck, and all ground floor and penthouse units come with a private lap pool. Penthouse units are on the 4th storey and come complete with a private roof terrace, a ten-metre lap pool, and uninterrupted views of the South China Sea, the beach lagoon and the Sentosa golf course. Penthouses range from approximately 4,000 to 8,000 square feet in size.

Apart from the through-space in every unit, the amount of day lighting allowed into the interior or the level of privacy desired can be fully controlled by the tilting and moveable louver panels in the front, and pivoted baffles that can direct views at the rear. This not only provides a very practical solution for comfortable living, but also creates an interesting animation to the building façade throughout the day as individual preferences change and dictate the position or angle of these devices.

The appeal of beachfront living lies in its relaxed laid-back style, a dressed-down casualness that looks right at home by the beach, opportunities for water-based recreation, glorious sunsets, and warm powdery sand under-foot. Beach homes are well-appreciated for its therapeutic quality, often regarded as a retreat for the senses, and for withdrawing from the city and reconnecting with nature. Nostalgia, awakening love, and childhood summers whiled away by the beach are recurrent memories associated with beachfront living.

The architecture of beach houses varies markedly across the world, from the palatial typologies found in East Hampton, New York, to the fi-bro shacks dotting the Australian waterfront, but one distinction of the contemporary beachfront home is the open-ended pavilion: a shaded space that connects the surrounding coastal landscape to the views of the sea with no interceding walls. This spatial concept is captured in each *Seven Palms* residence in the form of a through-space stretching from the timber deck at the front of the unit right through the Living and Dining areas to a multi-use room capable of opening completely out to the rear.

For this development, SC Global is collaborating once again with the celebrated architect Kerry Hill. Said Simon Cheong: “We are delighted to be working with Kerry again. He is an extremely talented architect with a refreshing take on Asian resort architecture and a rare sensitivity to employing space as a basic tenet of luxury. We share a common passion for the ideals that make *Seven Palms* a truly idyllic experience and a place that forgets time”.

The name *Seven Palms* derives from the estate management arm of SC Global Developments, ‘Seven Palms Resort Management’, which has been providing resident services to all completed developments since 2002. In keeping with the service-oriented and bespoke hospitality experience that has since evolved, it is the group’s long-term strategy for this brand to be synonymous with the finest resort-style residences defined by location, and in Singapore, Sentosa Cove carries the distinction as the first development of this genre.

Seven Palms targets a clientele wanting a home of relaxed luxury set amidst resort-like surroundings and its trappings, but without the long commutes from the urban centre. Its unique location in Sentosa Cove provides the perfect confluence, a beachfront residence within ready and quick access to the Central Business District; not that it’ll matter since meetings are likely to come to you rather than the other way around, but the convenience is there for you to know. *Seven Palms* is expected to join that rare breed of luxurious beachfront homes in the world that bring an idyllic lifestyle within easy reach of the world’s financial centres, wherever they are located.

About SC Global Developments Ltd

SC Global Developments Limited is listed on the main board of the Singapore Exchange and a leading developer of luxury residences. It has established a market niche in developing up-market abodes of exquisite and distinctive design quality, with a refined and contemporary definition of the premier lifestyle.

SC Global Developments is renowned for creating award-winning residential developments that have helped place Singapore architecture and design on the global stage. In 2005, *The Ladyhill* won the Gold Medal in the 'Multi-Family' residential category of the prestigious Miami+Beach Biennial International Competition; and the *Lincoln Modern* was one of only seven projects in the world to be bestowed The Royal Institute of British Architects Worldwide Award 2005, and is the only residential development in Asia to receive such an accolade. In 2006, SC Global projects also lead the way in the residential condominium category of the Singapore Institute of Architects Awards, winning three out of the four awards conferred for *The Ladyhill*, *Thr3e Thre3 Robin*, and *The Lincoln Modern*.

Developments currently under construction include *The Marq on Paterson Hill*, which offers unparalleled luxury and spatial extravagance with every unit in the Signature Tower having a private fifteen-metre lap pool. Another development is *Hilltops*, the exclusive resort-themed residential haven located at the highest point of Cairnhill overlooking Orchard Road. Construction of *Martin No. 38*, conceptualized on the appeal of trendy warehouse lofts, was recently commenced. The group has a land-bank of over 1.1 million square feet of developable gross floor area in the prime areas of Orchard Road and Sentosa Cove.

SC Global also has a substantial interest of over 50% in ASX-listed AVJennings Limited, one of Australia's leading housing and land developers.

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

Please find attached 2 high resolution images of Seven Palms Sentosa Cove solely for use in conjunction with the contents of this press release. Any use of these images for future articles would require permission from SC Global's media contact before use.

For more information, please contact the following:

SC Global Developments Ltd Tel: +(65) 6350-5807 Fax: +(65) 6235-5115
Ms Sarah Jane Smith sarah.smith@scglobal.com.sg
HP : +(65) 9782-3042

imPRESSions Public Relations Tel: +(65) 6354-0225 Fax: +(65) 6354-3886
Ms Corinne Tan Mr Ronnie Tan
cor@impressions-pr.com ron@impressions-pr.com
HP : +(65) 9688-7770 HP: +(65) 9688-0007