

Media Release

UNVEILING AUREA: MODERN LIVING INSPIRED BY ICONIC HERITAGE

- 188 exclusive homes ranging from two- to six-bedrooms, including two luxurious duplex and triplex penthouses from the Sky Villa Collection
- Preview begins 22 February 2025 with the official launch on 8 March 2025
- Aurea's design pays tribute to The Golden Mile's architectural legacy while elevating modern living with lush tropical features and panoramic views
- Pricing starts from \$1.92 million or \$2,750 psf

SINGAPORE, 6 February 2025 – Following the launch of The Golden Mile in December 2024, Perennial Holdings Private Limited (鹏瑞利集团) ("Perennial Holdings") and Far East Organization (远东机构) today announce the unveiling of Aurea, the new 45-storey residential tower that redefines city living while celebrating Singapore's architectural heritage. With 188 exclusive homes, Aurea offers refined luxury and timeless sophistication, seamlessly integrating modernity with the iconic legacy of The Golden Mile.

Ms SHAW Lay See (苏丽茜), Chief Operating Officer (首席运营官) of Far East Organization's Sales & Leasing Group (房地产销售租赁部), shared on behalf of the consortium, "Aurea presents an exceptional opportunity for homebuyers to own a residence that meld modern luxury with a sense of history. We anticipate strong interest from discerning individuals and families who appreciate the exclusivity of a prime Downtown Core address. Aurea's connection to The Golden Mile adds a distinctive charm, offering residents a prestigious home and a thoughtfully curated lifestyle close to everything they need—from shopping and dining to culture and entertainment." *[Refer to page 4 for quotes from the Joint Marketing Agents]*

The Golden Mile Update

Providing an update on the progress of The Golden Mile, Ms Dawn TAN (陈温温), Chief Operating Officer, Singapore & Regional (excluding China) of Perennial Holdings, said on behalf of the consortium, "Sales of medical suites and office units at The Golden Mile have not yet started. We have invested significant effort in developing The Golden Mile's unique offerings and we are allowing time for agents and potential buyers to understand and appreciate the distinctive features of our medical suites and the various office options. Agents are currently in different stages of discussions with their potential buyers.

Early bird pricing starts from \$3,100 psf or \$2.4mil for an office unit and \$3,500 psf or \$2.6mil for a medical suite, offering an attractive opportunity for businesses and investors looking to own a commercial space in Singapore's first conserved large-scale Brutalist development. We plan to begin taking bookings for the different product types in phases and we will announce their booking phases in due course. We will also share sales progress updates once the booking process is underway."

Blending Iconic Heritage & Urban Tropicality

Aurea captures the essence of The Golden Mile's conserved Brutalist architectural brilliance and balances it with a fresh take on contemporary urban tropical living. The thoughtfully reinterpreted elements, including the oculus windows, Mondrian-inspired fenestration and hanging gardens, evoke the architectural past within a modern setting. Designed as a tranquil retreat within the heart of the city, Aurea balances lush greenery with urban vibrancy, offering multiple sky terraces, light-filled interiors and balconies that offer sweeping city and bay views.

Said Mr SEAH Chee Huang (余志煌), Chief Executive Officer of DP Architects, "The design of Aurea pays tribute to the iconic Golden Mile Complex, celebrating its enduring legacy as part of the refreshed development. Inspired by the grand dame's distinctive features, its design expression incorporates reinterpreted elements such as tropical verandahs, oculus motifs, and ceramic mosaics, alongside a vertical array of hanging gardens and quality communal spaces, fostering a sense of connection and well-being. Together with The Golden Mile, Aurea celebrates the fusion of heritage and modern urban living, infusing the locale with renewed vibrancy and a distinctive identity."

Biophilic Design for a Tranquil Urban Oasis

Aurea's biophilic design approach creates a tranquil urban retreat from the bustling city life. The development features multiple sky terraces, sweeping sea-facing balconies, and lush sky gardens inspired by the conserved The Golden Mile's 'Hanging Gardens' concept. Tranquil viewing gardens and a lower sky terrace are visually aligned with levels 9 and 18 of The Golden Mile, harmonising the two towers into a cohesive architectural narrative.

Exclusive Residences

Aurea features 188 residential units ranging from 59 sqm to 819 sqm comprising the Prestige and Signature Collections, along with the exclusive Sky Villa Collection. Each unit is thoughtfully crafted to maximise light, space and functionality:

- The **Prestige Collection** consists of two- and three-bedroom units (59 to 93 sqm) with wall-to-wall windows that frame breathtaking city views.
- The **Signature Collection** offers spacious four-bedroom apartments (134 and 167 sqm) with private lift access and balconies with floor-to-ceiling sliding glass doors that present sweeping vistas of the serene bay framed by sky gardens on alternate levels.
- The **Sky Villa Collection** consists of limited edition five- and six-bedroom residences (266 to 819 sqm), including two penthouse units in duplex and triplex layouts, featuring stunning panoramic views accented by sky gardens. These exclusive residences come with private lift access for added convenience. Uniquely for the triplex penthouse, it stands out with its own private pool, providing an unparalleled living experience. All Sky Villa units are fitted with premium appliances from renowned brands.

Curated Facilities for Elevated Living

Residents can immerse themselves in a variety of thoughtfully curated facilities that elevate everyday living. Take a dip in the infinity pools on levels 3 and 33, recharge at the well-equipped gym and bouldering wall, or unwind in the tranquil spa facilities. Rock and hammock gardens, and an intimate indoor lounge provide peaceful retreats, while dining pavilions on levels 3 and 17 offer perfect settings for hosting loved ones. Viewing decks across multiple floors showcase spectacular vistas of the sea, Marina Bay, the Kallang River, and city skyline.

For added convenience, Aurea is seamlessly connected to The Golden Mile via a direct link bridge on level 2, providing easy access to a variety of retail and F&B options.

Prime Connectivity & Vibrant Location

Situated in the vibrant Downtown Core, Aurea offers unparalleled access to key destinations. Residents are within walking distance to Nicoll Highway MRT Station and enjoy easy connectivity to major expressways including Nicoll Highway, East Coast Parkway (ECP), Kallang-Paya Lebar Expressway (KPE), and the upcoming North-South Corridor.

Framed by the revitalisation of Beach Road and the Ophir-Rochor Corridor, Aurea is also close to the Kallang Alive precinct, Singapore's next premier destination for sports, entertainment and leisure activities in the region. Additionally, Aurea's proximity to Marina Bay, the Bras Basah-Bugis district, the Central Business District, and Orchard Road ensures residents are never far from the city's leisure, cultural and lifestyle experiences.

Aurea's Preview & Official Launch

Prices for Aurea start from \$1.92 million or \$2,750 psf. The development is expected to be completed in Q2 2029.

The Aurea sales gallery, located at 10A Central Lane 1, opens for previews by appointment from 22 February 2025, Saturday. Interested buyers can arrange for appointments with Far East Organization at 6534 8000. The official launch is slated for 8 March 2025, Saturday.

For more information on Aurea, visit www.aurea.com.sg.

Press kit: <https://lion.box.com/s/jktsbx0w8x0cmib0rouihmx6l128ka8m>

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QUOTES BY SPOKESPERSONS OF AUREA'S APPOINTED JOINT MARKETING AGENCIES

1. ERA Singapore's Chief Executive Officer (ERA 产业总裁), Marcus Chu (朱泳强) on Aurea's diverse unit offerings designed to appeal to the affluent lifestyles of CCR homebuyers:

"Located within the Downtown Core and just minutes to the CBD, Aurea boasts a wide selection of floorplates, designed to appeal to discerning owner-occupiers and investors alike. The two- and three-bedroom units that make up some 60 per cent of the development will appeal to homebuyers and investors looking for well-designed city-living apartments. The larger 4-bedders and penthouses, with their sizeable floorplates and breathtaking views of the city skyline or the Southern coastline, complements the affluent lifestyles of CCR homebuyers."

2. Huttons Asia's CEO, Mark Yip (叶润明), highlights Aurea's role in transforming the Nicoll precinct, supported by government-led rejuvenation plans for the southern coastline and incentives to conserve iconic landmarks:

"Aurea sits on the site of the former Golden Mile Complex in the Nicoll precinct, one of the first projects to receive conservation incentives by the URA. Positioned along Nicoll Highway with views of the Kallang Basin, Aurea will be part of an iconic integrated development that redefines city living.

During the 2024 National Day Rally, Prime Minister Wong announced plans to transform the entire southern coastline, a 120-km waterfront stretch spanning the Greater Southern Waterfront, Marina Bay, Kallang Basin and the future Long Island project. This underscores the Government's commitment to revitalise the Nicoll precinct, a 59-ha area that will see new residential and recreational developments developed alongside the future Bay Central Garden.

In 2024, the government has also incentivised the redevelopment of Golden Mile Tower by offering a bonus gross floor area for conserving the iconic cinema block.

These ongoing rejuvenation plans will further enhance the appeal and livability of the Nicoll precinct in the years to come.

When completed, Aurea will stand as a distinctive and iconic residential development in Singapore, blending heritage with modernity to shape a vibrant future."

3. PropNex's Chief Executive Officer, Ismail Gafoor emphasises Aurea's potential to invigorate the CCR market as the first new private residential project in District 7 in 4 years, leveraging pent-up demand and its prime location in the revitalised Downtown Core:

"We expect the upcoming launch of Aurea could enliven the Core Central Region (CCR) market. The highly anticipated project will be the first new private residential offering to be launched in District 7 in about four years. As the majority of the units at past launches in the district have been sold, we believe Aurea may enjoy some pent-up demand for new homes in the area and could attract healthy interest among prospective homebuyers and investors.

Located in Beach Road in Singapore's Downtown Core, Aurea is well-positioned to tap benefits from the ongoing transformation in and around the precinct, including the revitalisation of the Ophir-Rochor corridor, rejuvenation of the Beach Road-Bugis area, as well as upcoming development plans for Kampong Bugis and the Kallang Alive sports and lifestyle destination nearby.

The buyers today are prioritising quality projects near an MRT station and essential amenities, and we think Aurea will meet their requirements - being a short walk to the Nicoll Highway MRT station on the Circle Line, and near the bustling arts, cultural, entertainment, retail and education offerings in the Bras Basah/Bugis/Suntec area. It offers all the convenience of city living with a generous serving of culture and history on the side."

Footnote:

- Previous new launch in District 7 was Midtown Modern in 2021
- Sales at recent launches in D7: Launched in 2019, Midtown Bay is 63% sold based on caveats lodged up till 3 Jan 2025; Launched in 2020, The M is 100% sold; Launched in 2021, Midtown Modern is 100% sold. The 82 units unsold at Midtown Bay represent 6% of the total units (1,299 units) offered in the three projects collectively

4. SRI's Managing Partner, Ken Low on how Aurea redefines urban living in Singapore's Downtown Core.

"Aurea marks a new chapter of urban living in Singapore's Downtown Core. It offers owner-occupiers and investors the opportunity to own a home in one of Singapore's most exciting and transformative neighbourhoods and be part of a vibrant community that beautifully blends history with modern luxury.

Today's homebuyers are looking for more than just a great location. They want a home that enhances their daily lives – one that is easy to get around, thoughtfully designed and facilities or spaces that inspire. Aurea delivers on all this. Each home is crafted to feel open, bright and connected to nature, with stunning views of the bay, city skyline and greenery. It's a space where you can thrive.

Aurea's location is also truly special. Imagine being right in the middle of it all – close to the cultural buzz of Bugis, the energy at the financial heart of Marina Bay and the relaxed waterfront vibe of Kallang. It's a rare mix that offers something for everyone, whether you are looking for a quiet retreat in the city or easy access to the best experiences Singapore has to offer."

About Golden Mile Singapore

Golden Mile Singapore is a visionary mixed-use development that brings together the iconic conserved The Golden Mile and the new residential tower, Aurea. This unique integration of heritage and modernity redefines urban living in Singapore's Downtown Core.

Formerly the Golden Mile Complex, it is Singapore's first brutalist architecture and pioneer of the integrated "Live, Work and Play" urban complex concept. Rejuvenated as The Golden Mile, it will house a vibrant hub featuring retail spaces, offices, and medical suites, creating a community-centric destination for work, leisure and connection.

As part of the Urban Redevelopment Authority (URA)'s Community/Sports Facilities Scheme (CSFS), an Architecture Centre will be established within The Golden Mile to celebrate the past, present and future of Singapore's build environment, fostering public appreciation for the nation's rich architectural design legacy.

Aurea is a 45-storey residential tower that redefines modern living while honouring the architectural legacy of The Golden Mile. With 188 exclusive homes ranging from two- to six-bedroom units, Aurea offers thoughtfully designed spaces that blend timeless elegance with contemporary comforts. Inspired by The Golden Mile's iconic Brutalist elements, Aurea features multiple sky terraces, sweeping balconies, and lush sky gardens, creating a tranquil urban oasis. Strategically located in Singapore's Downtown Core, it provides residents with seamless connectivity and access to vibrant cultural, retail, and lifestyle hubs.

The Golden Mile will implement a suite of sustainable strategies that exceed the Building and Construction Authority (BCA) Green Mark Platinum standards, such as a naturally ventilated atrium spine with assisted fans, innovative spot cooling in the atrium with smart temperature sensing, and highly efficient chiller plant and air-distribution systems. It will also implement a smart energy management system, daylight harvesting, a smart LED lighting system with demand control, carpark LED lighting with motion sensors and the use of renewable energy via solar photovoltaic panels.

The consortium, consisting of Perennial Holdings Private Limited and Far East Organization, appointed DP Architects in collaboration with Studio Lapis, a specialist in architectural conservation, to realise its vision of transforming Golden Mile Singapore into a future-ready development that blends heritage with modern innovation.

About Perennial Holdings Private Limited (www.perennialholdings.com)

Perennial Holdings Private Limited (“**Perennial Holdings**”) is an integrated real estate and healthcare company headquartered in Singapore. As a real estate owner, developer and manager, Perennial Holdings focuses strategically on large-scale transit-oriented developments (“**TODs**”) and has a presence in China, Singapore, Malaysia and Indonesia with a portfolio spanning approximately 80 million square feet in total gross floor area. As a healthcare services owner, operator and manager, Perennial Holdings focuses on hospitals and medical centres, healthcare hubs, and eldercare and senior housing. In China, it has a presence across 13 cities with over 23,000 beds, comprising about 13,000 operational beds and over 10,000 beds in the pipeline. In Singapore, it will operate the country’s first private assisted living development with over 300 beds. Perennial Holdings’ network of healthcare facilities includes general, rehabilitation and specialist hospitals, as well as assisted living apartments, eldercare and nursing homes, and its integrated eldercare services comprise medical, nursing, rehabilitation, dementia and home care.

Perennial Holdings’ portfolio in China comprises five High Speed Railway (“**HSR**”) TODs which are situated adjacent to five of the country’s largest HSR stations. These include healthcare-centric HSR TODs with eldercare, medical care and hospitality components, namely Chengdu East HSR Integrated Development, Perennial International Healthcare and Business City (Tianjin South HSR Station), Perennial International Healthcare and Business City (Kunming South HSR Station) and Perennial International Healthcare and Business City (Xi’an North HSR Station), as well as one commercial-centric HSR TOD, being Hangzhou West HSR Integrated Development. Another landmark commercial TOD includes Beijing Tongzhou Integrated Development.

In Singapore, Perennial Holdings’ portfolio comprises iconic properties, such as The Skywaters, Golden Mile Singapore, Capitol Singapore, CHIJMES, Perennial Business City and Caldecott Hill, located in the prime city and suburban districts near transportation hubs. It is also the developer and operator of Parry Assisted Living Care, a new housing-cum-care model development at Parry Avenue.

About Far East Organization (www.fareast.com)

Far East Organization is a Christian Enterprise, which develops real estate and operates businesses by serving with grace, love, integrity and honesty. Together with its Hong Kong-based sister company Sino Group, they are one of Asia's largest real estate groups, with operations in Singapore, Malaysia, Australia, Japan, Hong Kong and China. Far East Organization is the largest private property developer in Singapore, having developed over 780 developments across all segments of real estate including 55,000 private homes in Singapore since its establishment in 1960. Far East Organization includes three listed entities: Far East Orchard Limited, Far East Hospitality Trust and Yeo Hiap Seng Limited. Far East Organization is the winner of 14 FIABCI World Prix d'Excellence awards, the highest honour in international real estate.

Far East Organization's conservation portfolio comprises Far East Square and AMOY hotel, The Barracks Hotel Sentosa, The Fullerton Hotel Singapore and The Fullerton Waterboat House, The Fullerton Hotel Sydney, Townerville and Village Hotel Albert Court.

Follow Far East Organization on social media:

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FACT SHEET

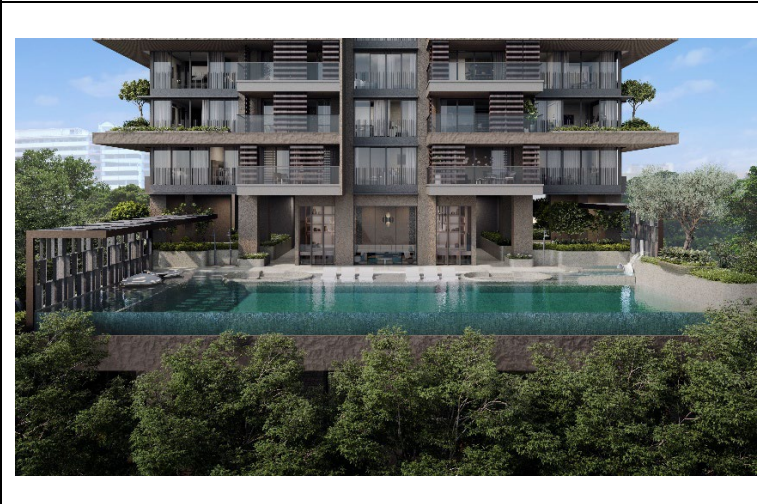
GOLDEN MILE SINGAPORE THE GOLDEN MILE & AUREA	
Developers	Perennial Holdings Private Limited and Far East Organization
Core Consultants	
Project Architect	DP Architects Pte Ltd
Conservation Specialist	Studio Lapis Conservation Pte Ltd
Description	Mixed-use development comprising commercial (retail, offices, medical suites) and residential components
Tenure	99 years w.e.f 18 November 2024
Site Area	13,462.30sqm / 144,908 sqft

AUREA RESIDENTIAL COMPONENT		
No. of Tower	1	
No. of Storeys	45 Storeys and 3 Basements	
Unit Mix	Total number of units: 188	
	Prestige Collection	112 units from L4 - 32 (2-Bedroom and 3-Bedroom) 59 to 93 sqm / 635 to 1,001 sqft
	Signature Collection	56 units from L4 - 32 with private lifts 4-Bedroom: 134 sqm / 1,442 sqft 4-Bedroom Premium: 167 sqm / 1,798 sqft
	Sky Villa Collection	20 units from L34 - 45 with private lifts 5-Bedroom: 266 and 302 sqm / 2,863 and 3,251 sqft Duplex Penthouse (6-Bedroom): 521 sqm / 5,608 sqft Triplex Penthouse with pool (6-Bedroom): 819 sqm / 8,816 sqft
Facilities	Level 2: Residential drop-off, Concierge and Link bridge to The Golden Mile's retail and F&B Level 3 (Resort): Infinity pool, spa, clubhouse, grill and teppanyaki dining pavilions Level 17 (Lounge): Sky terrace with lounge areas, dining room, rock and hammock gardens Level 33 (Sky): Sky terrace with infinity pool, gym and outdoor fitness corner, yoga deck, bouldering wall	
Gross Floor Area (GFA)	Approximately 23,326 sqm / 251,081 sqft	
Total No. of Carpark Lots	129 lots, including 3 accessible lots	
Location	802 Beach Road, Singapore 199980	
Estimated TOP Date	Q2 2029	

THE GOLDEN MILE COMMERCIAL COMPONENT			
No. of Tower	1		
No. of Storeys	22 Storeys and 1 Basement		
Unit Mix	Retail	L1 – 2 GFA: Approx. 11,463 sqm / 123,388 sqft	
	Medical	19 units on L3 47 to 228 sqm / 506 to 2,454 sqft GFA: Approx. 3,000 sqm / 32,292 sqft	
	Office	156 units from L3 – L22 GFA: Approx. 37,600 sqm / 404,726 sqft	
		Flagship Offices 27 units on L3 - 8	128 to 435 sqm / 1,378 to 4,682 sqft
		Loft Suites 15 units on L4	89 to 189 sqm / 958 to 2,034 sqft
		Loft Executive 16 units on L5	66 to 86 sqm / 710 to 926 sqft
		Loft Mezzanine 76 units on L6 - 15	142 to 260 sqm / 1,528 to 2,799 sqft
		Enterprise Offices 8 units on L16 & 17	172 to 290 sqm / 1,851 to 3,122 sqft
		Crown Offices 14 units on L19 - 22	308 to 501 sqm / 3,315 to 5,393 sqft
Architecture Centre (CSFS space)	GFA: Approx. 2,322 sqm / 24,994 sqft		
Gross Floor Area (GFA)	54,385 sqm / 585,400 sqft		
Landscape Decks	Level 9 – Sky Terrace Level 18 – Sky Garden		
Total No. of Carpark Lots	173 lots, 3 accessible lots, 2 loading/unloading lots		
Location	800 Beach Road, Singapore 199979		
Estimated Vacant Possession	3Q 2029		

AUREA VIDEO & PERSPECTIVES

Please download from [this link](#).

	Introduction Video
	Located within the Downtown Core, framed by the revitalisation of Beach Road and the Ophir-Rochor Corridor, Aurea enjoys a prime position at the southern end of the North-South Corridor.
	Nestled within the 25-metre Grand Infinity Pool on Level 3 are unique sunken lounges designed as idyllic spots to soak up the tranquil atmosphere and relax in serene surroundings.



Wall-to-wall windows frame breathtaking views of the bay or the city.



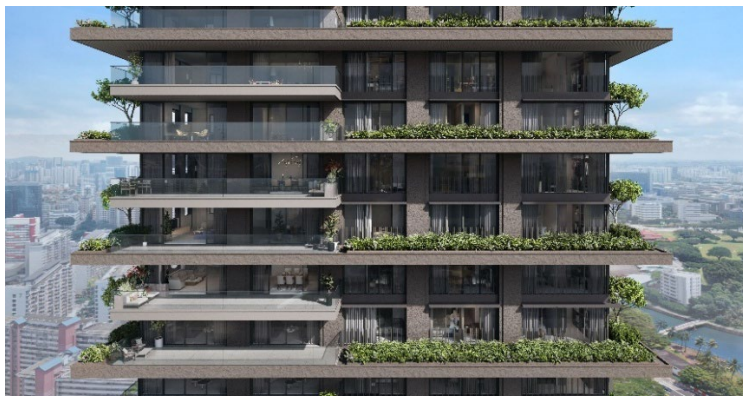
Dine high above the vibrant streets on Level 17 to savour a memorable dining experience at The Dining Room facility with panoramic views of the city skyline.



Aurea's thoughtfully designed 2- and 3-bedroom units from the Prestige Collection are meticulously planned to maximise functionality and offer breathtaking city views.



Aurea's spacious 5-bedroom Sky Villa unit offers an expansive living experience, featuring a wide-frontage balcony with sweeping views of the city skyline or serene bay.



The Sky Villa Collection is accented by sky gardens from level 34 onwards.