



AMARA HOLDINGS LIMITED

## **Amara Unveils Luxurious Residential Development, 10 Evelyn, in Prime District 11**

- *Freehold development consisting 56 units of 1-bedroom, 2-bedroom and penthouses with 3 bedrooms*
- *Prime location with Newton and Novena MRT stations in close proximity*
- *Modern luxury living with intuitive spaces, expected for completion in early 2020*



**Singapore, 4 October 2018** – Singapore’s leading upscale lifestyle and hospitality group, Amara Holdings Limited (“**Amara**”, 安国控股, or together with its subsidiaries, the “**Amara Group**”), is pleased to announce the upcoming launch of its luxurious 56-unit development, **10 Evelyn**, nestled just off Newton Road, within the prime District 11. The sales launch for the high-end development will be on 13 October 2018 (Saturday) at its show suite located at Amara’s flagship commercial mall in Tanjong Pagar, 100 AM.

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Commenting on the impending launch of 10 Evelyn, Mr Albert Teo (张福泉), CEO of Amara, said, “The Amara brand has carved a strong niche synonymous with a seamless and integrated lifestyle experience across both the hospitality and real estate sectors. Apart from the freehold tenure that is itself a natural differentiator in land-scarce Singapore, we understand that the smallest of details can differentiate and elevate the overall living experience. Hence, we’ve taken great care to balance luxury and practicality, creating an unparalleled living experience for residents at 10 Evelyn that optimises its ideal location within Singapore’s most coveted prime district and the timeless elegance of the surrounding nature. With a luxury development at an attractive price point, 10 Evelyn will be well-received among first-time homeowners and real estate investors alike.”

### **10 Evelyn – Convenience At Your Doorstep**

The freehold five-storey boutique residence at 10 Evelyn Road is located just off Newton Road, sitting on a total site area of about 2,815 square metres (“**sqm**”) or 30,298 square feet (“**sq ft**”).

Located in an exclusive private residential enclave consisting a mix of upscale condominiums and landed houses, 10 Evelyn is conveniently within walking distance to a myriad of amenities such as the United Square, Velocity and Square 2 commercial malls, as well as the Newton Food Centre that is known for its delicious hawker fare.

10 Evelyn is also within a kilometre’s radius of top educational institutions such as the Singapore Chinese Girls’ School, Anglo-Chinese School (Junior) and St. Joseph’s Institution Junior, and a few minutes’ walk from the nearby medical cluster consisting Mount Elizabeth Novena Hospital, Thomson Medical Centre, and Tan Tock Seng Hospital.

Just a 9-minute drive to Singapore's central business district and five minutes away from Scotts Road in the renowned Orchard Road shopping belt, 10 Evelyn is equally accessible by public transportation, being a 7-minute walk from Newton MRT station connected by the Downtown Line and North-South Line, and Novena MRT station.

### **A Modern Community – Intimate & Tranquil Living**

Tapping on Amara's expertise on creating a seamless lifestyle experience, 10 Evelyn's four five-storey blocks are arranged around an intimate courtyard and pool area – functional common spaces conducive for encouraging a cosy community atmosphere that prioritises privacy.

Designed by award-winning architect – Mr Mok Wei Wei, of W Architects – all four residential blocks at 10 Evelyn are adorned with lush greenery, enveloped by tranquil garden landscaping to be enjoyed from both inside and outside of the development.

Apart from the landscaped courtyard with a lawn, facilities of the boutique development include a gymnasium, a swimming pool and carpark.

The 56 units at 10 Evelyn comprise a mix of 1-bedroom, 2-bedroom and penthouse units consisting 3 bedrooms, from 49 sqm or 527 sq ft.

Creating intuitive living, each unit at 10 Evelyn boasts smart home features, providing modern conveniences and smart automation to residents. Some of these features include a seamless intercom system for visitors, automated carpark and apartment access, smart switches that allow for mobile control of air-conditioning and lighting within the units, amongst many others.

The finest finishings and appliances adorn each residence, such as high-end De Dietrich branded kitchen appliances, Grohe and Duravit sanitary fittings. With a penchant for details, 10 Evelyn also provides contemporary carpentry with generous storage spaces, such as a built-in wardrobe in each bedroom and vanity top in bathrooms.

Solely developed by Amara, 10 Evelyn follows the success of Amara's proven track record of iconic boutique developments, such as the 30-unit freehold Killiney 118 development that has won several awards including the coveted SIA Architecture Design Awards for Residential Projects in 2013; and Singapore's first luxury hotel-inspired executive condominium, CityLife@Tampines, a joint development that had received overwhelming response upon its launch in 2012, selling 90% of all 514 units in two days.

10 Evelyn expects to receive its temporary occupation permit by early 2020. The show suite at 100 AM will be open daily from 11 am to 6 pm (appointments are encouraged).

**- End -**

## **FACTSHEET**

<b>10 EVELYN PROPERTY DETAILS</b>	
<b>Address</b>	10 Evelyn Road, Singapore 309312
<b>Developer</b>	Creative Investments Pte Ltd (subsidiary of Amara Holdings Limited)
<b>Architect</b>	W Architects Pte Ltd
<b>Tenure</b>	Freehold
<b>Target Completion Date</b>	Early 2020
<b>Number of Units</b>	56
<b>Facilities</b>	Arrival Drop-off Area Gymnasium Swimming Pool (20m) Pool Deck Landscaped Courtyard with Lawn Landscaped Pathway Deck with Side Gate Entrance from Newton Rd Communal Planters (non-accessible)
<b>Other Features</b>	Smart Home Features
<b>Car Park Provision</b>	56 lots excluding 2 handicap lots

## **About Amara Holdings Limited**

Mainboard-listed Amara Holdings Limited, a homegrown integrated lifestyle group, is principally engaged in three business areas, namely, Hotel Investment and Management, Property Investment and Development, and Specialty Restaurants and Food Services.

### ***Hotel Investment and Management***

Amara made its debut entry into Hotel Investment and Management with the development of Amara Hotel (“**Amara Singapore**”) in Singapore in 1986. The Group also broadened its presence with the development of Amara Sanctuary Resort Sentosa, a boutique resort consisting of 140 beautifully designed guest rooms, Courtyard and Verandah Suites as well as villas, which opened in the second quarter of 2007. This marked the Group’s debut entry into the resort hotels business.

The Group has also made its maiden entry into Bangkok with the opening of Amara Bangkok in 2015. Strategically located in central Bangkok, this 250-room business and leisure hotel is positioned to be an oasis in the vibrant city. Amara Signature Shanghai, a 343-room hotel soft-opened in February 2018, is expected to benefit from its excellent location in the Puxi vicinity.

Amara’s solid foundation and established brand name will provide the platform to spur the Group towards its vision of being a leading player in Asia’s hospitality industry.

### ***Property Investment and Development***

Amara's Property Investment and Development operations span across retail, commercial and residential sectors. 100 AM, an integrated lifestyle mall adjacent to Amara Singapore in the west end of CBD, is strategically located to benefit from the rejuvenation of the Tanjong Pagar district. 100 AM features a 126,000 sq ft Retail Podium as well as the Office Tower, which has another 43,000 sq ft of NLA. Its counterpart in Shanghai, 100 AM Shanghai, is slated to open soon. Located adjacent to Amara Signature Shanghai, 100 AM Shanghai will consist of retail and office space.

For each of its development, Amara aims to deliver creativity and value to its customers. The integration of aesthetics and functionality seen in the Group's property developments reflects its in-depth understanding of current market trends and needs. Its prized residential developments, M5, Killiney 118, CityLife@Tampines, The Linear, amongst others, underscore the Group's astute property investment and development capabilities.

### ***Specialty Restaurants and Food Services***

The Group's entry into Specialty Restaurants and Food Services stands strong. This is attributable to its excellent products and personalised service. Amara has developed a portfolio of concept restaurants including Thanying and Silk Road Restaurant. Both Thanying and Silk Road Restaurants have won numerous awards and are choice restaurants in the local dining scene.

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ISSUED ON BEHALF OF : Amara Holdings Limited  
BY : Citigate Dewe Rogerson Singapore Pte Ltd  
55 Market Street  
#02-01  
Singapore 048941  
CONTACT : Ms Dolores Phua / Ms Amelia Lee  
at telephone  
DURING OFFICE HOURS : 6534-5122  
EMAIL : [dolores.phua@citigatedewerogerson.com](mailto:dolores.phua@citigatedewerogerson.com)  
[amelia.lee@citigatedewerogerson.com](mailto:amelia.lee@citigatedewerogerson.com)

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