Joint News Release

21 April 2022

CDL AND MCL LAND KICKSTART STRATEGIC PARTNERSHIP IN SINGAPORE WITH THE LAUNCH OF PICCADILLY GRAND AT NORTHUMBERLAND ROAD – PREVIEWS COMMENCE ON SATURDAY, 23 APRIL 2022

- **Rare city fringe integrated development, directly linked to Farrer Park MRT station and just two stops to Dhoby Ghaut MRT Interchange**
- **407-unit residence seamlessly connected to a commercial component, Piccadilly Galleria, which offers retail and dining options, and a childcare centre**
- **Prices start from S$1.058 million for a one-bedroom**

City Developments Limited (CDL) and MCL Land will commence the preview of the highly anticipated Piccadilly Grand on Saturday, 23 April 2022. Sales bookings are scheduled to begin on Saturday, 7 May 2022. The launch of this 407-unit Piccadilly Grand marks the inaugural project for the CDL-MCL Land joint venture (JV) partnership in Singapore.

Located on Northumberland Road, Piccadilly Grand comprises three 23-storey towers, seamlessly connected to Piccadilly Galleria, which houses about 1,500 square metres (sqm) of F&B and retail space and a 500 sqm childcare centre on the ground floor, as well as a direct link to Farrer Park MRT station.

Designed for luxurious city fringe living, a wide variety of unit types are available, ranging from 484 square feet (sq ft) for a one-bedroom to 1,679 sq ft for a five-bedroom premium with a private lift. Apartments are attractively priced from S$1.058 million for a one-bedroom, S$1.348 million for a two-bedroom, S$1.788 million for a three-bedroom, S$2.738 million for a four-bedroom dual key to over S$3 million for a five-bedroom unit.

Mr Sherman Kwek, CDL Group Chief Executive Officer, said, “As a future icon of the Farrer Park enclave, this integrated development will inject vibrancy and enhance the lifestyle and community offerings for the neighbourhood. Leveraging the synergies and strengths of both partners in residential development, we are excited to kickstart our strategic partnership with MCL Land in Singapore with the unveiling of Piccadilly Grand and Piccadilly Galleria. This project combines our collective expertise to offer a best-in-class, distinctive development that will enliven the Northumberland Road vicinity.”

Mr Tan Wee Hsien, MCL Land Chief Executive Officer, said, “We strongly believe that the strategic alliance with our esteemed partner, CDL, will bring greater product value to astute homebuyers and investors. The launch of Piccadilly Grand is a significant milestone in our new partnership. It is set to showcase our collaborative strengths and step up the pulse of the marketplace. We are confident in the long term fundamentals and resilience of the Singapore residential market, as well as the attractiveness of Piccadilly Grand’s central location. Each facet of this exciting project was carefully planned to satisfy the evolving needs and aspirations of our customers. We certainly look forward to the successful launch of this city fringe project, and the introduction of more quality projects together with CDL in the near future.”

Piccadilly Grand marks the first of three projects in the CDL-MCL Land JV partnership pipeline. Upcoming developments include a 639-unit Executive Condominium (EC) at Tengah Garden Walk

and a residential development at Jalan Tembusu with around 640 units. The two projects are slated for launch in 2H 2022 and 1H 2023 respectively.

Rare city fringe integrated development at the heart of the charming Farrer Park district

Drawing inspiration from the vicinity's popularity as a sports and recreational hub for the affluent in the 1900s, Piccadilly Grand reflects the distinct sensibilities of the Farrer Park district. This uniquely local precinct echoes the distinctive heritage architecture and homegrown charms of a progressive city.

Like its namesake in London, a place surrounded by all the fascinating history, culture, urban conveniences and connectivity of the city, Piccadilly Grand offers a myriad of retail options, cultural buzz and culinary charms of Farrer Park and Little India, as well as the conveniences of shopping hubs. The Farrer Park enclave has seen gentrification in recent years, with the opening of vibrant eateries, boutique hotels, medical centres, as well as high-end integrated health care and hospitality facilities.

Piccadilly Grand is directly linked to Farrer Park MRT station on the North East Line (NEL) and just two stops to Dhoby Ghaut MRT Interchange along Orchard Road. It also has easy access to major expressways such as the CTE and PIE, making the Central Business District (CBD) and the Orchard Road shopping belt a short drive away.

Piccadilly Grand is close to a plethora of amenities such as City Square Mall, Connexion, Mustafa Centre, Centrium Square, Bugis Junction, Jalan Besar Sports Centre, Singapore Sports Hub and numerous F&B establishments that offer a wide range of cuisines, including local food.

Nearby educational institutions within one kilometre from selected blocks of Piccadilly Grand include Farrer Park Primary School and St. Joseph's Institution (Junior). Other popular schools within two kilometres include Anglo-Chinese School (Junior), Anglo-Chinese School (Primary), Bendemeer Primary School, Hong Wen School and St. Margaret's Primary School.

Luxurious living with an emphasis on comfort and relaxation

Designed with wellness and nature in mind, Piccadilly Grand offers a comprehensive range of recreational facilities across three levels with three clubhouses and five curated lifestyle zones, each offering its own immersive landscaped facilities to suit every lifestyle. The Arrival Zone at the lobby elevates modern living with the Arrival Clubhouse and features such as the Smart Parcel facility to collect parcels efficiently and conveniently.

Lush greenery frames the Botanical and Tranquillity Zones, including the Botanical Spa Pool, Tranquillity Spa and Wellness Lounge. The Tranquillity Clubhouse at Level 4 also includes a Co-work Lounge, studio and Dining Room. Amidst the tropical landscaping, residents can enjoy the lush idyll lifestyle at the Vitality Zone, featuring a Vitality Trail, Vitality Pool and a Chill-out Lounge. Also, on Level 4, residents can take time out for resort-style relaxation, recreation, and rejuvenation with their families at the Social Zone, which houses the Gymnasium in the Clubhouse, Family Pool and the Multipurpose Court.

Apartments are integrated with state-of-the-art facilities, smart home technologies, and luxury kitchen appliances from Bosch and fittings and sanitary fittings from Villeroy & Boch and Hansgrohe. Imported marble flooring is provided for the living and dining areas inside the four- and five-bedroom units.

The Piccadilly Grand sales gallery, located on Gloucester Road near Farrer Park MRT station (Exit D), is open daily from 10.00 am to 7.00 pm, by appointment only. Marketing agents are ERA, PropNex and Huttons. For enquiries, please call the sales hotline: +65 8783 1818 or visit www.piccadilly-grand.com.

About City Developments Limited (www.cdl.com.sg)
City Developments Limited (CDL) is a leading global real estate company with a network spanning 104 locations in 29 countries and regions. Listed on the Singapore Exchange, the Group is one of the largest companies by market capitalisation. Its income-stable and geographically diverse portfolio comprises residences, offices, hotels, serviced apartments, retail malls and integrated developments.

With over 55 years in real estate development, investment, and management, the Group has developed over 48,000 homes and owns around 23 million square feet of gross floor area in residential for lease, commercial and hospitality assets globally. Its diversified global land bank offers 3.3 million square feet of land area.

Along with its wholly-owned hotel subsidiary, Millennium & Copthorne Hotels Limited (M&C), the Group has over 130 hotels and over 40,000 rooms worldwide, many in key gateway cities.

For more information on CDL, please visit www.cdl.com.sg.

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About MCL Land (www.mclland.com)
Established in 1963, MCL Land is a member of the Jardine Matheson Group under Hongkong Land Holdings. Hongkong Land is a major listed property investment, management and development group. The Group owns and manages more than 850,000 sq. m. of prime office and luxury retail property in key Asian cities, principally Hong Kong, Singapore, Beijing and Jakarta.

As a leading residential developer with a legacy of consistently building quality developments in Singapore and Malaysia, MCL Land continues to evolve with practical and innovative residential solutions whilst providing investment assets with long-term sustainable value.

(Recent) Remarkable developments include Leedon Green, Parc Esta, Margaret Ville, Lake Grande and Sol Acres.

For more information on MCL Land, please visit www.mclland.com.

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Issued by City Developments Limited (Co. Regn. No. 196300316Z) and MCL Land Limited (Co. Regn. No. 196300074K)

City Developments Limited

Belinda Lee
Head, Investor Relations and Corporate Communications
T: +65 6877 8315
E: belindalee@cdl.com.sg

Eunice Yang
Vice President
T: +65 6877 8338
E: eunicey@cdl.com.sg

Jill Tan
Assistant Manager
T: +65 6877 8484
E: jilltan@cdl.com.sg

MCL Land

Lai Gin Yee
Assistant General Manager, Sales & Marketing Communications, South Asia
T: +65 9137 3513
E: ginyee.lai@hkland.com

Mok Zi Ching
Marketing Communications Executive
T: +65 9634 4329
E: zc.mok@hkland.com

PICCADILLY GRAND

FACT SHEET

DEVELOPMENT DETAILS			
Developer	Maximus Residential SG Pte. Ltd. and Maximus Commercial SG Pte. Ltd. A 50:50 joint venture of City Developments Limited and MCL Land Limited		
Project Name	Piccadilly Grand (鑫丽嘉园)		
Location	1, 3 and 5 Northumberland Road		
Development Layout	Three residential towers of 23 storeys with 326 residential carpark lots (including four accessible lots and three EV lots) The residential component is seamlessly connected to a commercial component (Piccadilly Galleria 鑫丽坊) on the ground floor that houses F&B and retail amenities and a childcare centre, and Farrer Park MRT station		
Tenure of Land	99 years		
Land Area	94,000 sq ft (entire development)		
Number of Apartments	407		
Configuration / Sizes	1-Bedroom / 1-Bedroom + Study	484 sq ft	85 units
	2-Bedroom / 2-Bedroom + Study	646 sq ft / 678 sq ft	120 units
	3-Bedroom / 3-Bedroom + Flexi	883 sq ft / 1076 sq ft	101 units
	4-Bedroom + Flexi / 4-Bedroom Dual Key	1410 sq ft / 1378 sq ft	61 units
	5-Bedroom / 5-Bedroom Premium	1582 sq ft / 1679 sq ft	40 units
Recreational Facilities	**Arrival Zone (1st Level)** 1. Arrival Clubhouse - Welcome Reception - Arrival Lobby - Arrival Lounge 2. Guardhouse 3. Residential Drop-off 4. Smart Parcel 5. Clubhouse Lift		

	Botanical Zone (3rd Level) 1. Relaxation Courtyard 2. Secret Garden 3. Botanical Deck 4. Botanical Spa Pool **Tranquillity Zone (4th Level)** 5. Tranquillity Spa 6. Tranquillity Clubhouse - Co-work Lounge - Studio - Dining Room (3rd Level) 7. Wellness Lawn 8. Wellness Lounge **Vitality Zone (4th Level)** 9. Vitality Trail 10. Gourmet Grill Pavilion 11. Pool Deck 12. Vitality Pool 13. Pool Cabana 14. Chill-out Lounge **Social Zone (4th Level)** 15. Social Clubhouse - Gymnasium - Changing Room - Function Room 1 & 2 16. Multipurpose Court 17. Pool Deck 18. Family Pool 19. Social Deck 20. Kids' Play Pool 21. Kids' Play 22. Pets' Play
Expected Vacant Possession	2 August 2026
CONSULTANTS	
Architect	ADDP Architects LLP
Landscape Consultant	Tinderbox Pte Ltd
Builder	China Construction (South Pacific) Development Co. Pte. Ltd.
Project Interior Designer	2nd Edition Pte Ltd
M&E Engineer	Rankine & Hill (Singapore) Pte Ltd
C&S Engineer	TW-ASIA Consultants Pte Ltd

Location Map



Sales Gallery	Piccadilly Grand – Actual Site
Location: Along Gloucester Road (Near Farrer Park MRT station Exit D)	Location: 1, 3 & 5 Northumberland Road

All information contained in the Fact Sheet is current at the time of release and is subject to such changes as required by the developer or the relevant authorities.