

Launch Briefing

Atlas Melbourne by SP Setia

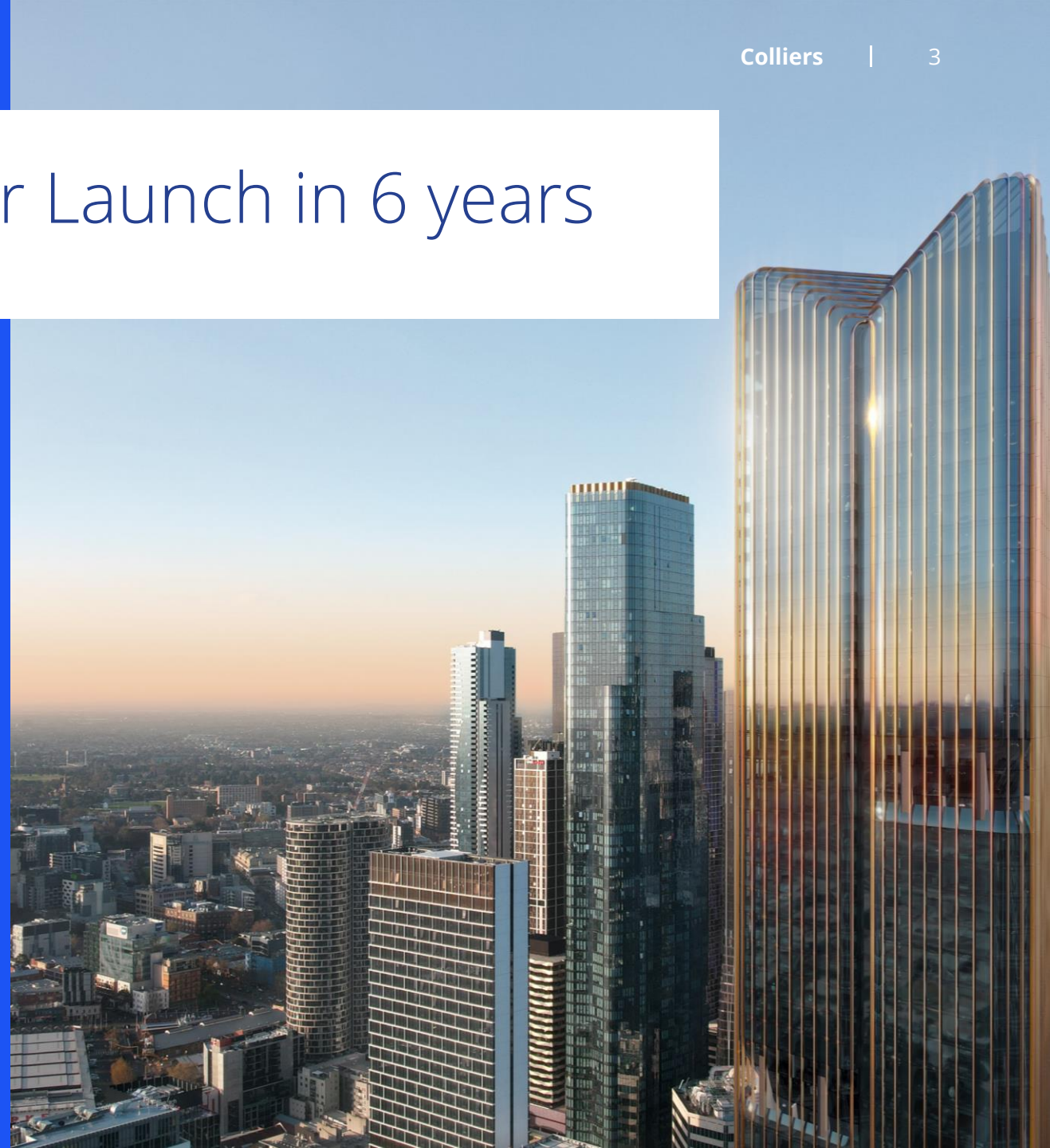
Agenda

- 01 First Super-Tower in 5 years
- 02 Project Team
- 03 Project Overview
- 04 Apartment Overview
- 05 Pricing
- 06 Key Dates



2. The First CBD Super-Tower Launch in 6 years

- Q1 What is a Super-Tower?
- Q2 How do they outperform the market?
- Q3 Why is Melbourne in need of a Super-Tower and why will *Atlas* be so significant?



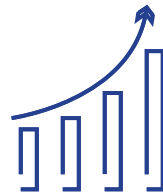
CBD Apartment Market Snapshot

The market fundamentals remain such that **Melbourne** is experiencing a **shortfall in housing supply** that is colliding with **strong population growth**.



COSTS

- Elevated house prices despite interest rate increases
- Increased construction and labour costs with a lack of available development sites making it difficult for developments to occur
- Widening price gap between houses and apartments



DEMAND

- Melbourne market entering a long cycle of being grossly undersupplied with demand outweighing
- House markets likely to remain firm, resulting in upwards price pressure
- Demand shift to apartments due to affordability, supporting solid growth



GROWTH

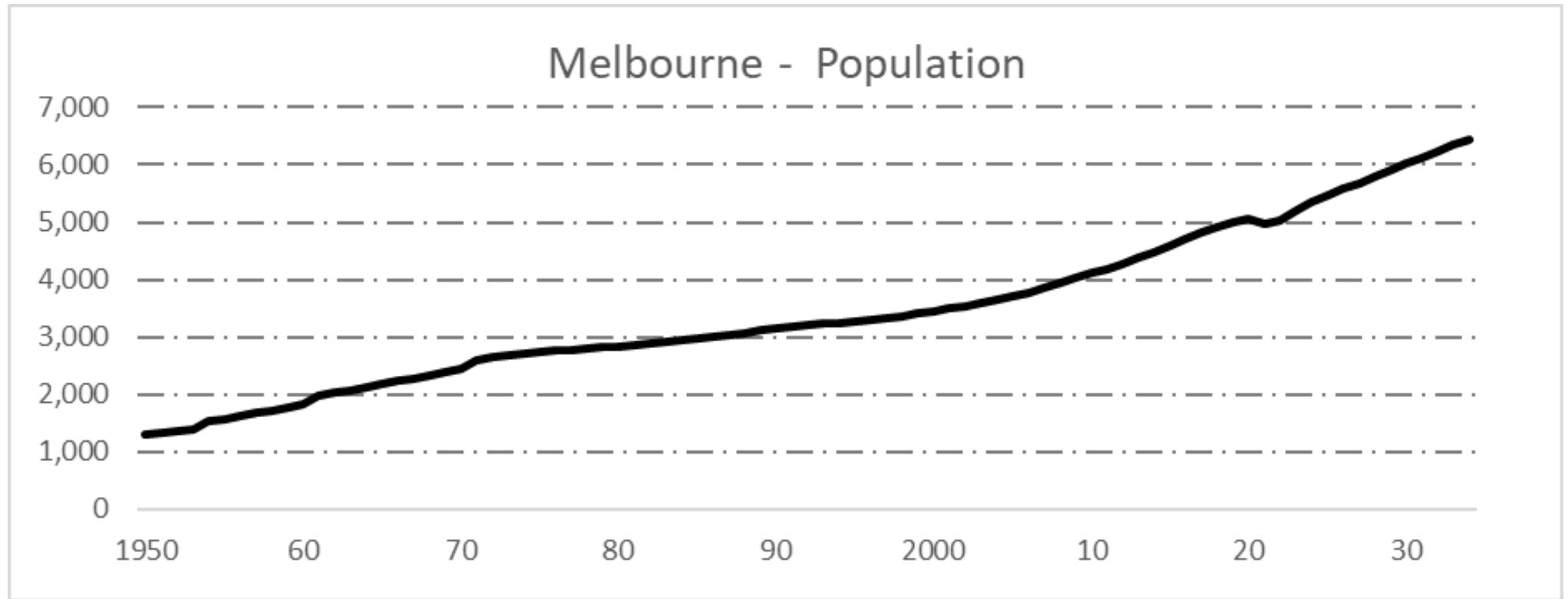
- Rapid rebound of international students and temporary workers
- Historic population growth
- Pressurised rental market and low vacancy rate

Demand

Population Growth

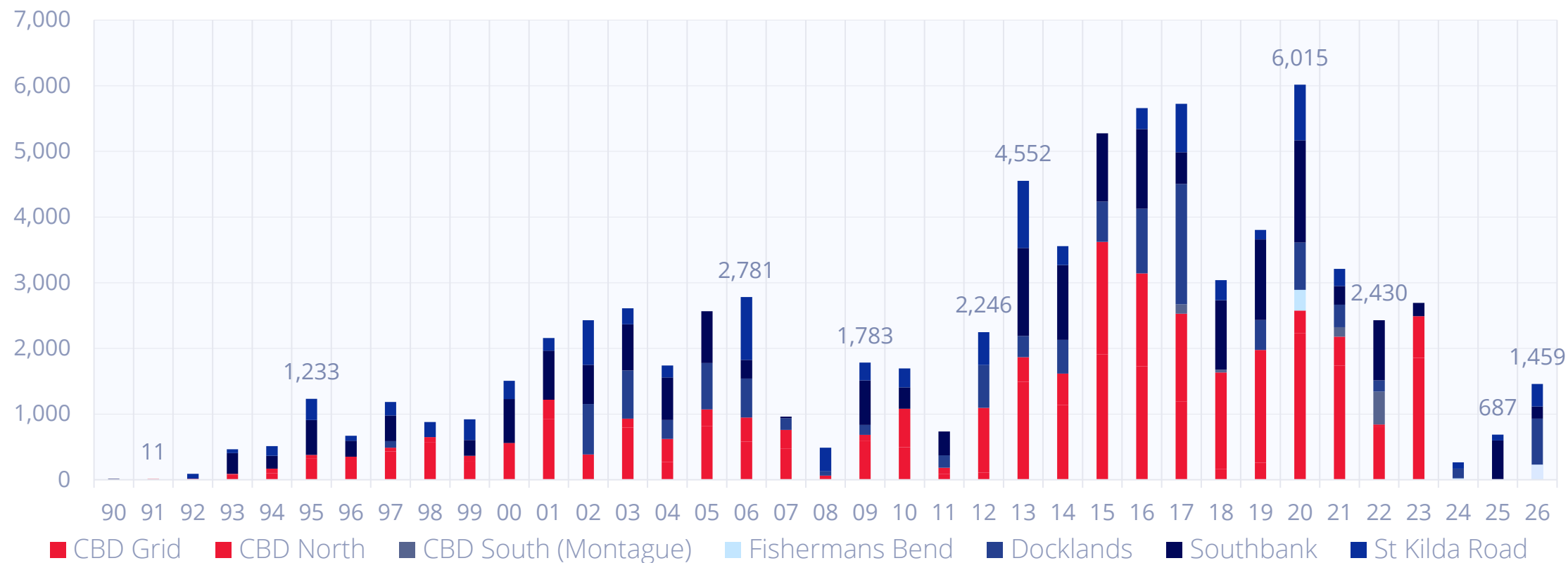
Current metro area Melbourne population @ **5.2 million** which increased by **168,000 people (3.4%)** from 2022.

Forecast to reach **6.5 million** by 2034



Diminishing supply due to historically low levels of completions

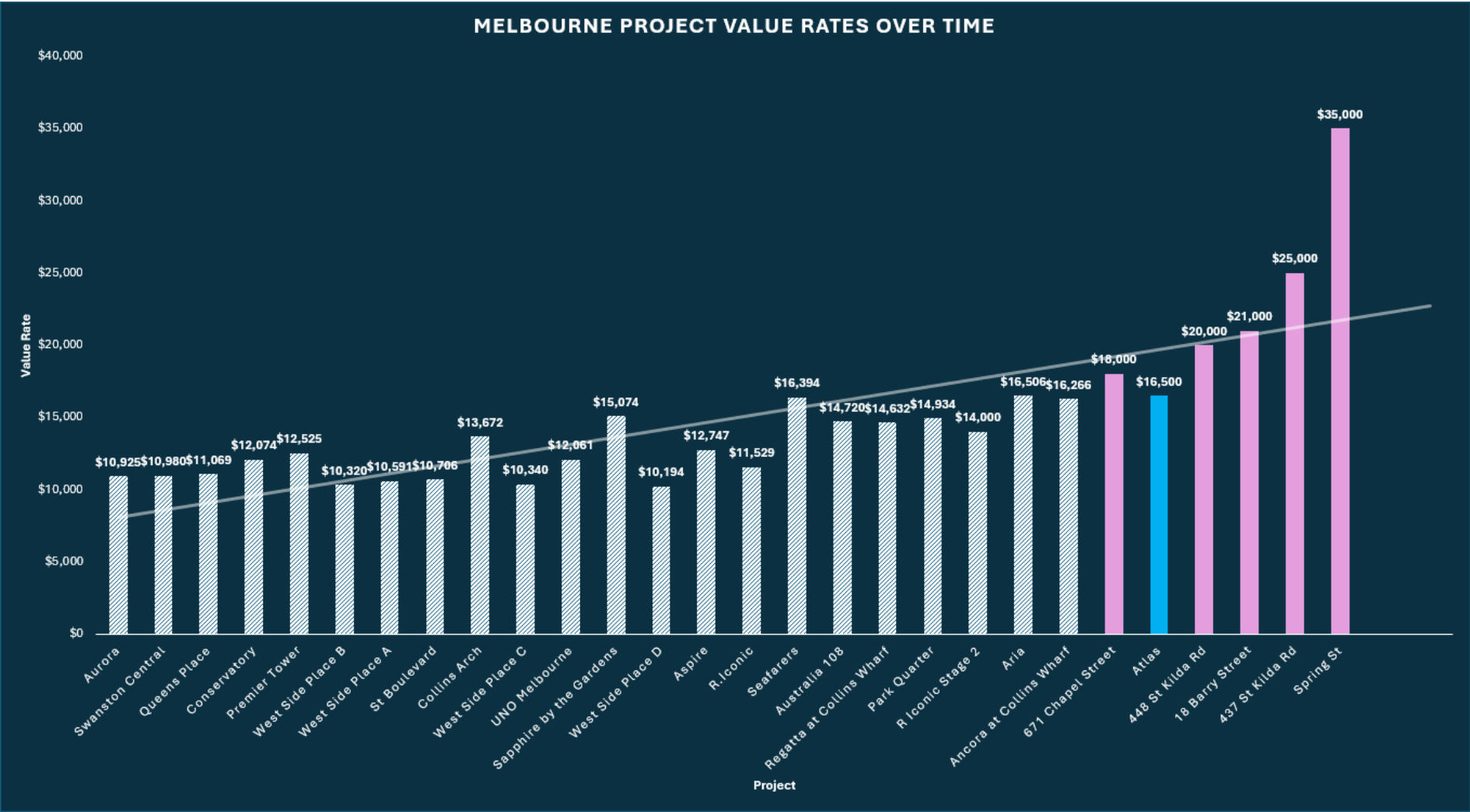
Annual Completions – Central City



Source: Colliers Residential Research & Advisory.

The new phase in Melbourne’s development market

Market Recalibration – 2025 and Beyond

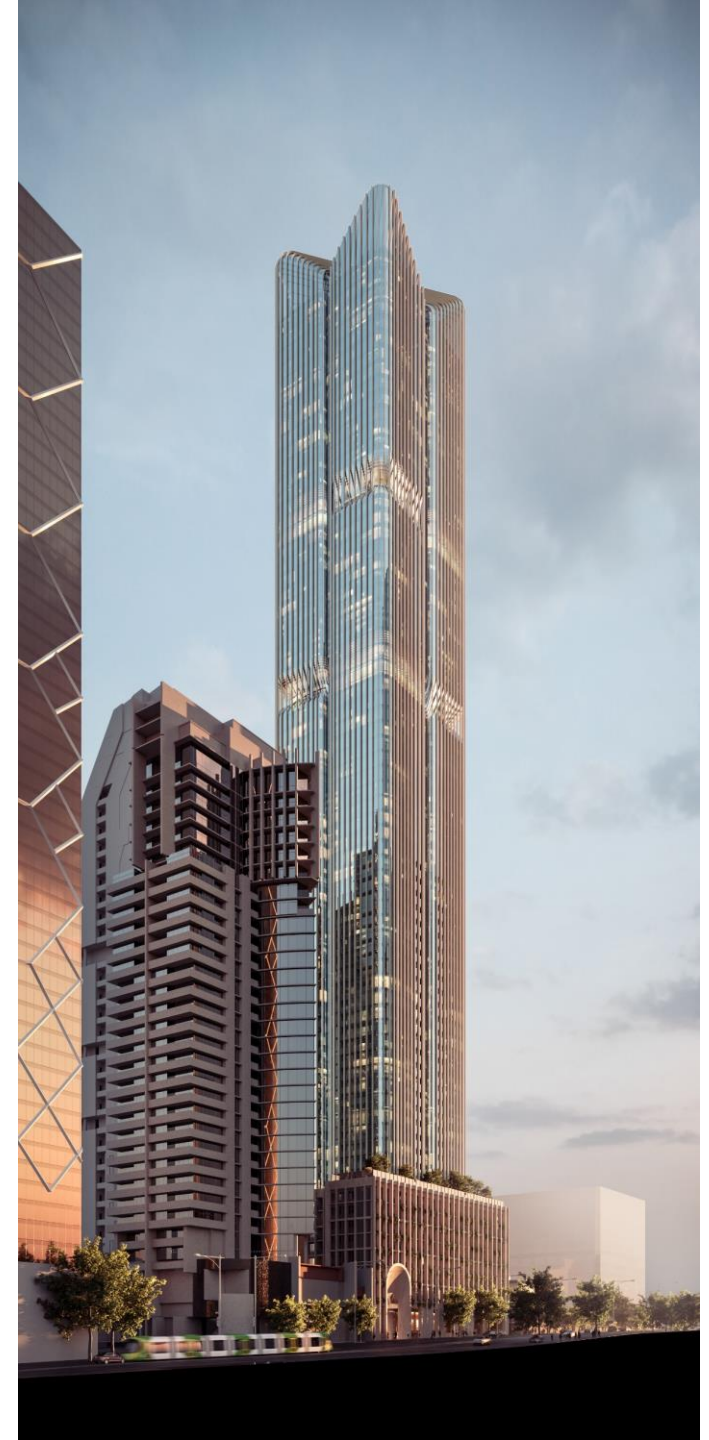


02

Project Team



- *Renowned for excellence in property development, creating iconic landmarks worldwide.*
- *SP Setia plays a key role in pioneering new market trends and creating projects of distinction through timeless, considered design.*
- *Widely known and respected as a market leader on a global scale, SP Setia specialise in luxurious residential developments and is rapidly forging an international reputation as a forward-thinking and innovative developer.*
- *Transforming the market in Melbourne by taking on the first CBD Super-tower in over five years.*
- *Setia's benchmark projects in Melbourne include **Sapphire by the Gardens, UNO, Marque, Parque and Fulton Lane.***



Setia Australia's TRACK RECORD



Sapphire by the Gardens & Shangri-la Hotel
- 2 towers in CBD consisting of 58 storey Sapphire apartment tower connected via skybridge on level 46 to a 60 storey 500-rooms Shangri-la hotel tower
Completed in 2022 (apartments)



UNO Melbourne
64 storey residential tower in the heart of Melbourne CBD with 635 unit of apartments.
Completed in 2023



Fulton Lane
2 residential towers (28 storey & 45 storey)
Completed in 2015



Parque
2 residential towers (11 storey & 19 storey) sitting on a 2-acre heritage site surrounded by 100 year old Elm trees.
Completed in 2016



Maison 2018
3 storey suburban apartment in suburban Carnegie



Marque Residences
8 storey residential building in suburban Prahran.
Completed in 2019

Pre-Launch Webinar – Atlas Melbourne



- *Cox Architecture is a design-focused contemporary architectural practice with studios in every major Australian city*
- *60 years of history of creating distinctive and unique living environments*
- *Integrated design approach with diverse typologies with an expertise in the Residential Market*
- *Developments are commercially successful and enhance the civic fabric*
- *Notable Projects include: **Sapphire by the Gardens, Goldfields House, 555 Collins Street***



- Multi-disciplinary international design firm
- Global presence with offices in Melbourne, Sydney, Brisbane, and a sibling studio in London
- Architecture, master planning, urban design, and interior design with cultural, commercial, multi-residential, hospitality, and hotel typologies.
- Core philosophies: Place, sustainability, and innovation embedded across projects
- *Notable Projects include: **Mona, Hobart, Merdeka 118 in Kuala Lumpur (The worlds' second-tallest tower)***

03

Project Overview

LOCATION

Civic Excellence.

Connected to amenity and social civic structure.



- Prime central CBD location
- Unrepeatable development in the area
- Centre of education precinct
- Protected viewlines across the city

Architecture

The podium facade is articulated with a series of vertical fins with rounded edges and horizontal scalloped expression at every second level.

To enhance the human scale and comfort of the architecture, greenery is integrated into the facade design through a series of planters distributed across the facade.

A sculptural entry portal to the east of the facade, announces the sites' new arcade, a hallmark of Atlas.







Ground Floor Plan

TO FLAGSTAFF
GARDENS

LATROBE ST

TO QUEEN ST



TO QUEEN ST

TO LITTLE LONSDALE STREET



SPACES THAT BREATHE LIFE INTO EVERY CORNER.



SKY CLUB

LEVEL 71 - 72

A living room in the clouds. On levels 71-72 you're exclusively invited to relax in the lounge, satisfy your competitive streak in the games room and share rare vintages and bottles from the vault in the bar.

Book the dining room for a private event to remember, with views overlooking Melbourne and beyond.

- | | |
|---------------------|-------------------|
| 1. BOH KITCHEN | 6. PRIVATE DINING |
| 2. UNISEX W/C + DCA | 7. LOUNGE |
| 3. WINE CELLAR | 8. WHISKEY LOUNGE |
| 4. BAR | |
| 5. CROWN LOUNGE | |



HORIZON CLUB

LEVEL 42 - 43

Level 42 is a place to expand your life; to indulge existing hobbies, find new interests and build lifelong friendships with your neighbours.

With a lounge and terrace for luxuriating as well as a music room, cinema, games area, private dining space, a kids club and a pocket park, it really does tick all the boxes.

- | | |
|---------------------|-------------------|
| 1. WORK HUB | 8. BILLARD TABLE |
| 2. POCKET PARK | 9. PRIVATE DINING |
| 3. RESIDENTS LOUNGE | 10. KIDS CLUB |
| 4. TERRACE | 11. OUTDOOR PLAY |
| 5. MUSIC ROOM | 12. BATHROOMS |
| 6. CINEMA | |
| 7. GAME AREA | |



WELLNESS CLUB

LEVEL 8

The Atlas Wellness Club on Level 8 is the icing on the cake, the place to de-stress, decompress and rejuvenate.

There are activities for winding down, like yoga and the wet lounge, activities for pumping adrenaline, like the gym, and areas for mindfulness, like the patio and cabanas and the wellness lounge. You'll wonder how you lived without it.

- | | |
|-------------------------|----------------------|
| 1. LAWN SPACE | 7. SPA |
| 2. GYM | 8. SAUNA/STEAM ROOMS |
| 3. H2O BAR | 9. TREATMENT ROOM |
| 4. POOL | 10. OUTDOOR BBQ |
| 5. WET LOUNGE & SHOWERS | 11. DINING AREA |
| 6. WELLNESS LOUNGE | |

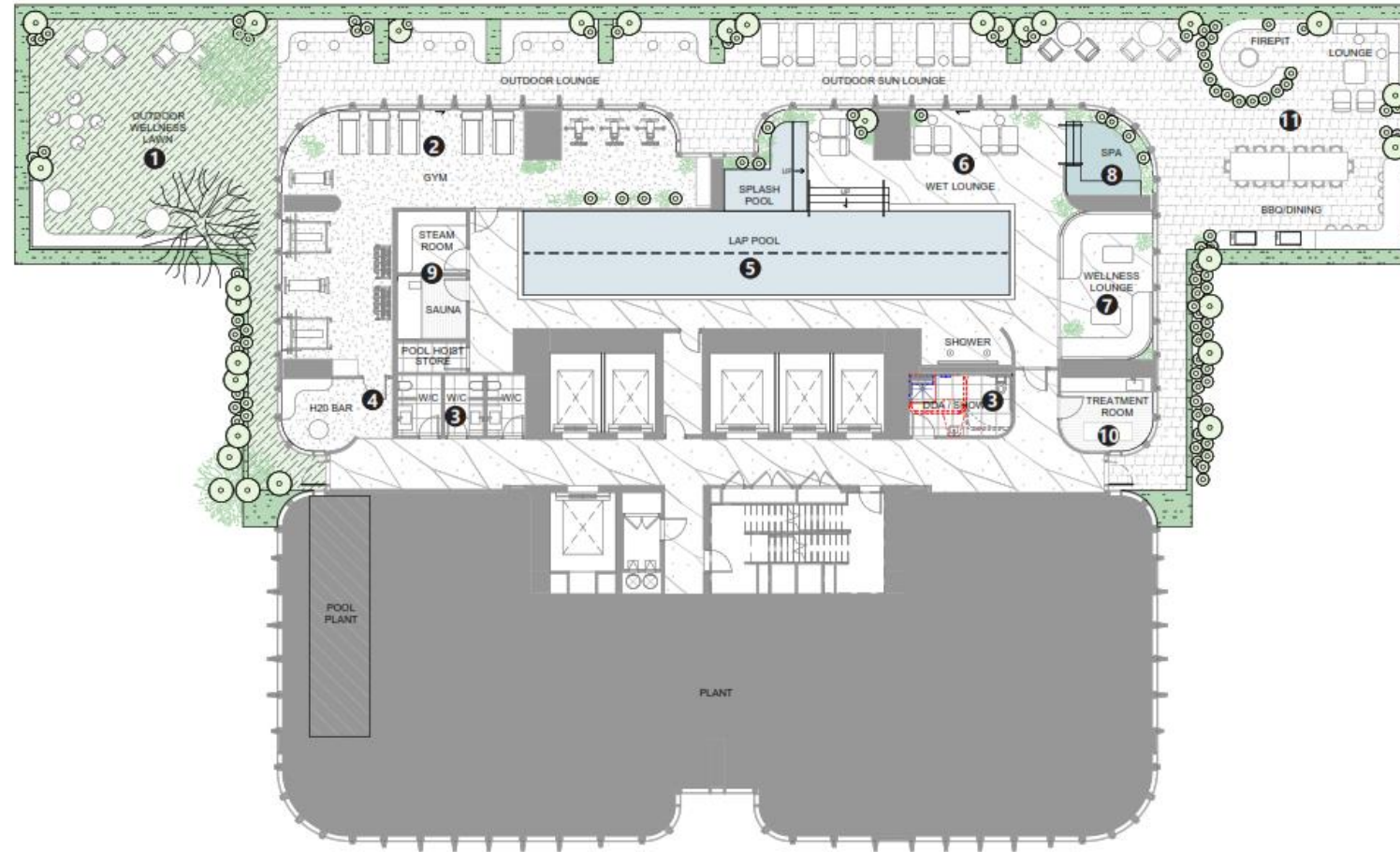
HORIZON CLUB

WELLNESS CLUB

SKY CLUB

383 MELBOURNE
TOWN SQUARE

Level 8 Wellness Club



KEY -

1. LAWN SPACE
2. GYM
3. W/C & DDA
4. H2O BAR
5. POOL
6. WET LOUNGE & SHOWERS
7. WELLNESS LOUNGE
8. SPA
9. SAUNA/STEAM ROOMS
10. TREATMENT ROOM
11. OUTDOOR BBQ/DINING AREA



OUTDOOR DINING



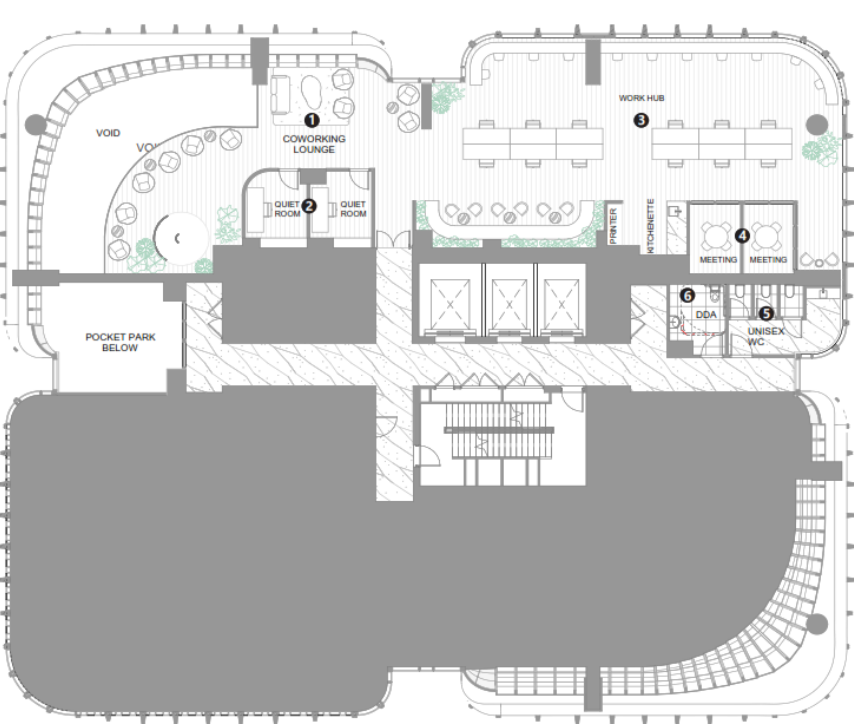
LAWN



OUTDOOR LOUNGE

Level 42 & 43 Horizon Club

Level 43



- KEY -
- 1. CO-WORKING LOUNGE
 - 2. BOOKABLE BOOTHS
 - 3. WORK HUB
 - 4. MEETING ROOMS
 - 5. WC
 - 6. DDA WC



WORK HUB KITCHENETTE



MEETING ROOMS

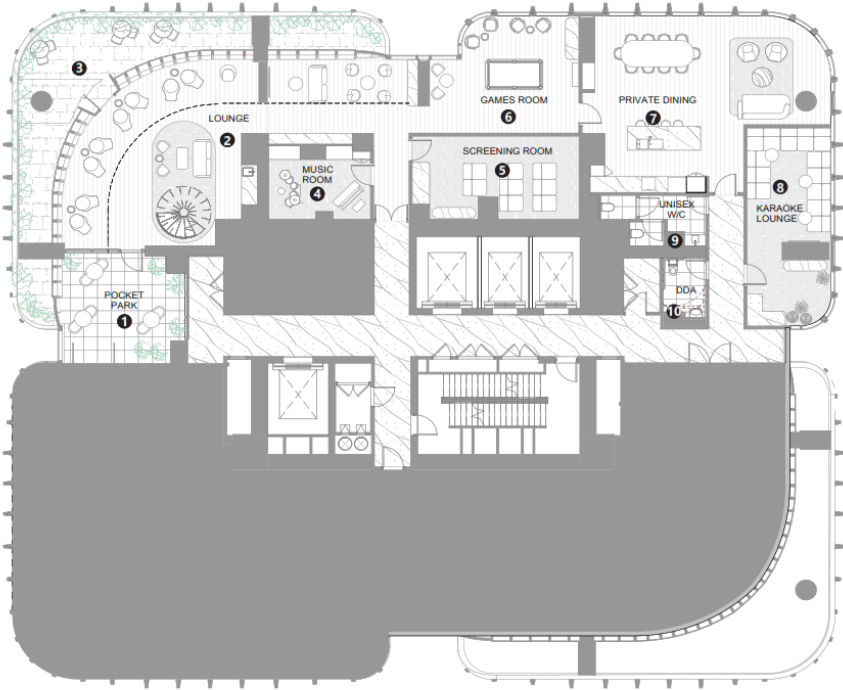


CO-WORKING LOUNGE



WORK HUB

Level 42



- KEY -
- 1. POCKET PARK
 - 2. RESIDENTS LOUNGE
 - 3. TERRACE
 - 4. MUSIC ROOM
 - 5. CINEMA
 - 6. GAME AREA
 - 7. PRIVATE DINING
 - 8. KARAOKE LOUNGE
 - 9. UNISEX WC
 - 10. DDA WC



PRIVATE DINING



CINEMA



KARAOKE LOUNGE



RESIDENTS LOUNGE



POCKET PARK

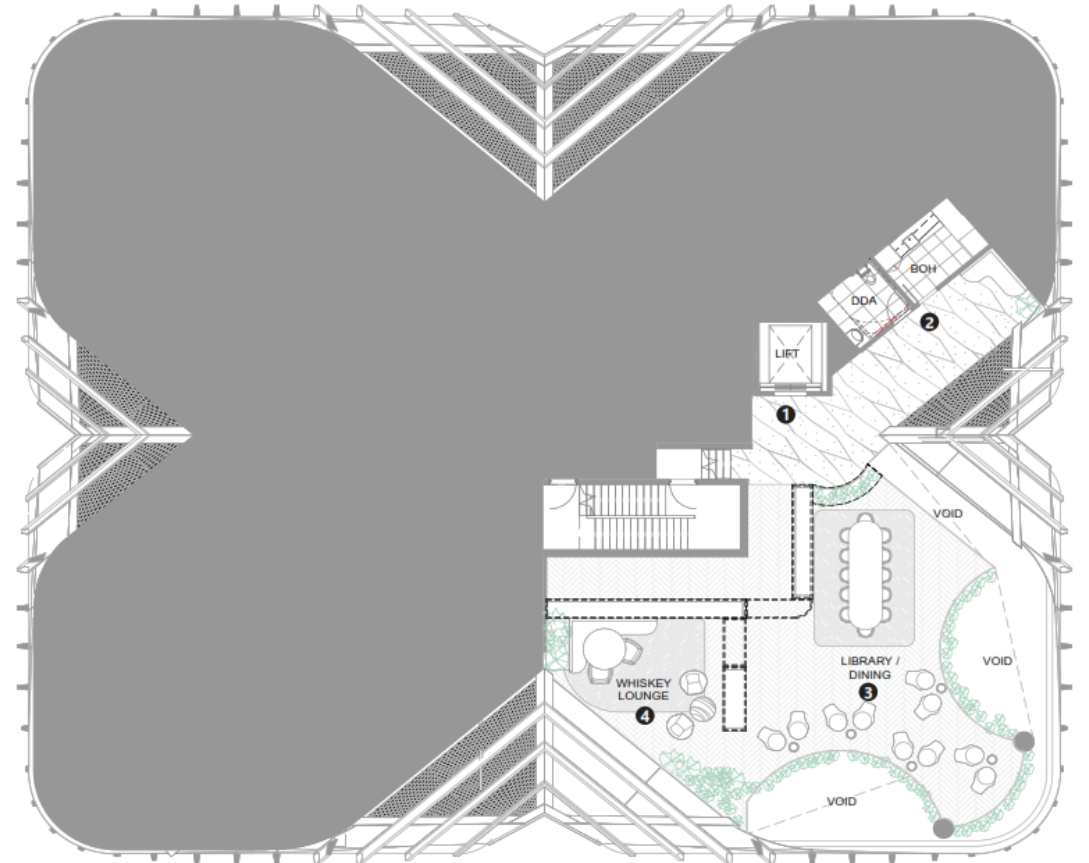
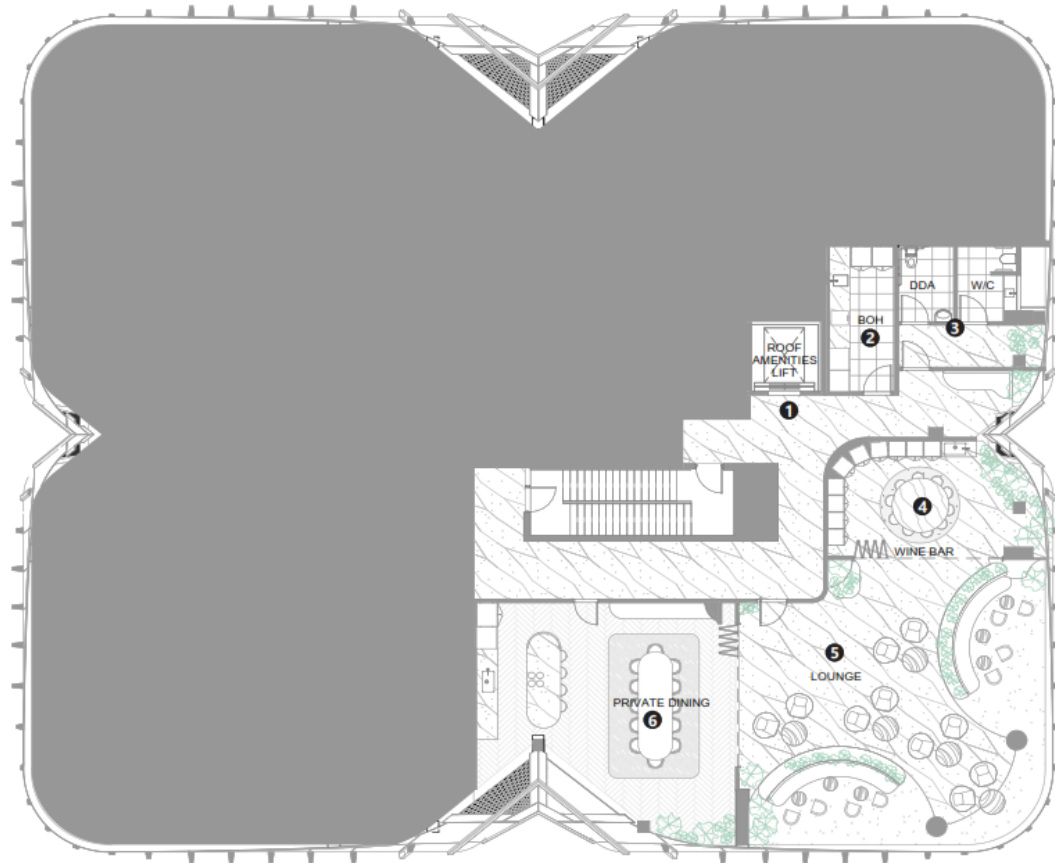


MUSIC ROOM

Level 71&72 Sky Club

KEY -

- 1. LIFT LOBBY
- 2. BOH KITCHEN
- 3. UNISEX W/C + DDA
- 4. WINE BAR
- 5. CROWN LOUNGE
- 6. PRIVATE DINING



Level 71-72 Sky Club



Level 70 Viewline - East



Level 70 Viewline - South



04

Apartment Overview

Pre-Launch Webinar - Atlas Melbourne

Kitchen Design



Sky Crown Residences



Horizon Residences

Pre-Launch Webinar - Atlas Melbourne

Bathroom Design



Horizon Residences



Sky Crown Residences

Pre-Launch Webinar - Atlas Melbourne

Private Outdoor Room



Horizon Residences



Sky Crown Residences

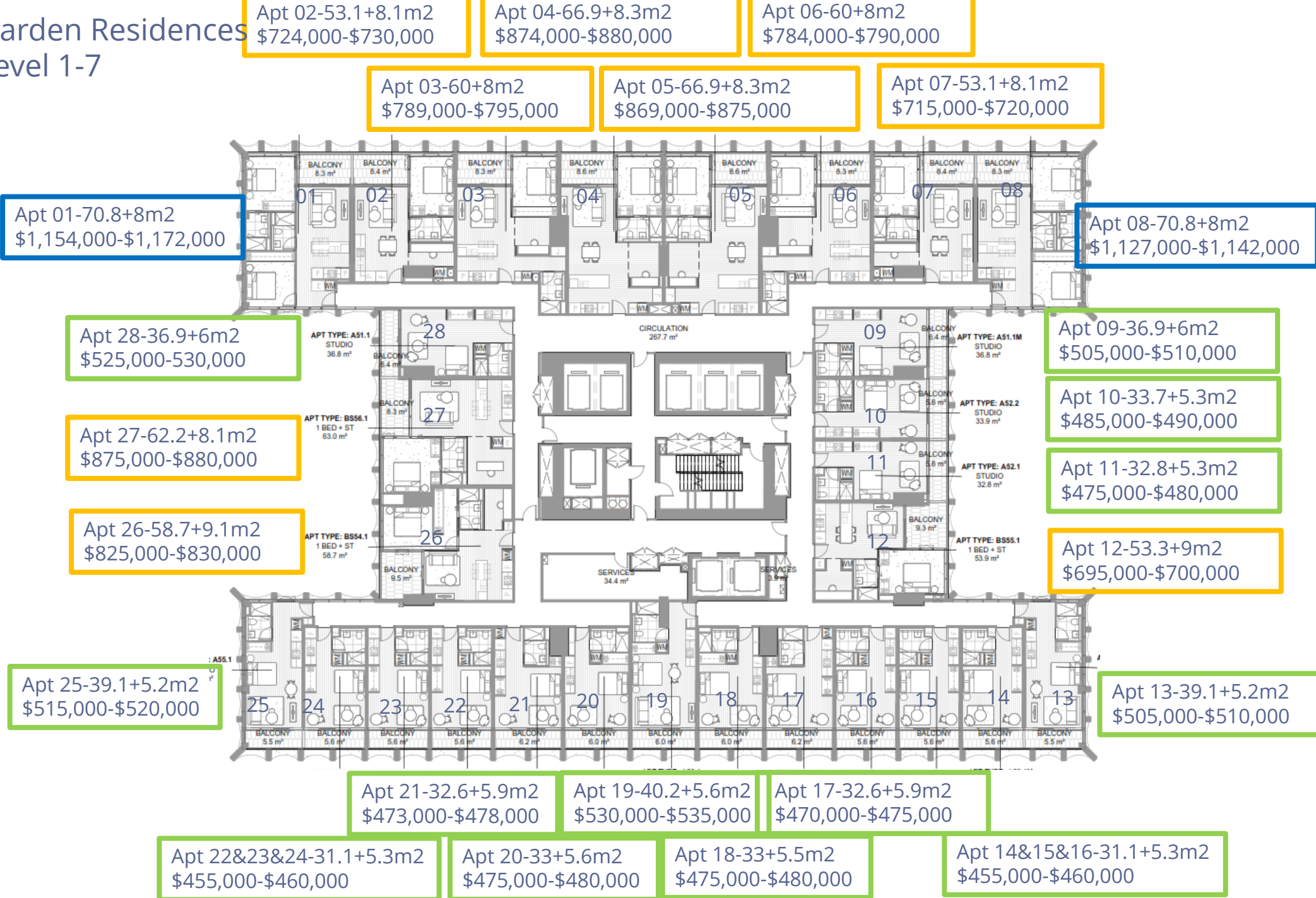
05

Pricing Summary

Atlas Melbourne Project Summary

OVERALL										
Configuration	Number	Mix	Size(m²)		Average size (m²)	Total Area (m²)	Price range		Average price	Average \$/m²
			Min	Max			Min	Max		
Studio	192	22.9%	28.5	40.2	33.8	6499.1	\$ 399,000	\$553,000	\$484,276	\$14,307
1B	119	14.2%	52.0	66.1	52.7	6272.1	\$ 655,000	\$867,000	\$698,739	\$13,257
1B+MPR	280	33.4%	53.1	74.9	62.7	17551.3	\$695,000	\$1,085,000	\$856,564	\$13,665
2B	156	18.6%	70.8	99.6	86.3	13467.4	\$1,127,000	\$1,736,000	\$1,397,673	\$16,190
2B+MPR	37	4.4%	90.0	152.7	131.2	4855.2	\$1,716,000	\$2,816,000	\$2,479,892	\$18,899
3B	25	3.0%	97.2	200.8	156.3	3908.1	\$1,974,000	\$4,651,000	\$3,612,520	\$23,109
3B+MPR	21	2.5%	114.8	209.2	169.8	3565.0	\$2,340,000	\$4,751,000	\$3,922,905	\$23,108
Sub-Penthouse	9	1.1%	194.7	288.5	227.3	2045.7	\$6,616,000	\$9,616,000	\$7,616,000	\$33,506
Total	839	100%								

Garden Residences
Level 1-7



- STUDIO
- 1 BED
- 1 BED + MPR
- 2 BED
- 2 BED + MPR
- 3 BED
- SUB-PENTHOUSE

Horizon Residences Level 9-49

Apt 02-55.4-75.5m2
\$760,000-\$1,019,000

Apt 03-65-69.4m2
\$855,000-\$962,000

Apt 01-86.5-89.1m2
\$1,327,000-\$1,488,000

Apt 04-83.4-86.5m2
\$1,287,000-\$1,448,000

STUDIO

1 BED

1 BED + MPR

2 BED

2 BED + MPR

3 BED

SUB-PENTHOUSE

Apt 14-61.4-66.7m2
\$857,000-\$953,000

Apt 13-52-66.7m2
\$737,000-\$955,000

Apt 05-52-57.3m2
\$655,000-\$782,000

Apt 06-52.2-57.3m2
\$655,000-\$782,000

Apt 07-53.6m2
\$690,000-\$720,000



Apt 12-83.4-86.5m2
\$1,313,000-\$1,371,000

Apt 10-34.5m2
\$487,000-\$513,000

Apt 08-28.5-29.1m2
\$399,000-\$445,000

Apt 11-57.2-61.1m2
\$762,000-\$852,000

Apt 09-38.6m2
\$527,000-\$553,000

Sky Crown Residences

Level 50-59

STUDIO|

1 BED

1 BED + MPR

2 BED

2 BED + MPR

3 BED

3 BED + MPR

SUB-
PENTHOUSE

Apt 02-74.9m2
\$1,076,000-\$1,085,000

Apt 03-60.3-70.2m2
\$870,000-\$1,005,000

Apt 01-154.7m2
\$3,716,000-\$3,761,000

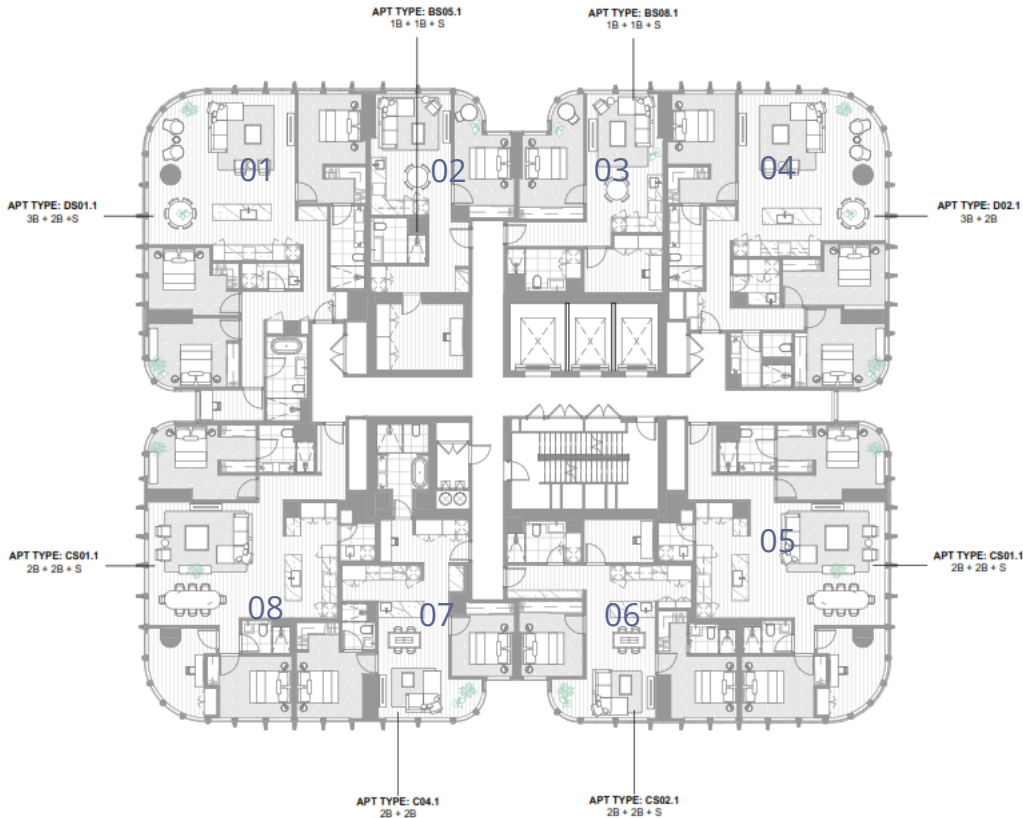
Apt 04-97.2-145.3m2
\$2,236,000-\$3,461,000

Apt 08-130.2m2
\$2,566,000-\$2,593,000

Apt 05-130.2m2
\$2,466,000-\$2,493,000

Apt 07-89.1m2
\$1,546,000-\$1,573,000

Apt 06-90m2
\$1,716,000-\$1,743,000



06

Key Dates

Pre-Launch Webinar - Atlas Melbourne

Key Dates



16th September - Briefings Commence



25th September – Collins Street Display Opening



4th October - Price List Live – [Development ID](#)



October – On Site Display Opening



Thank you.
Please contact the team with any questions.