

**FRAGRANCE GROUP LIMITED**

Company Registration No.: 200006656M

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**PREMIER TOWER, MELBOURNE, AUSTRALIA BEGINS CONSTRUCTION**

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Further to the announcement dated 30 May 2016, the Board of Directors (the “**Board**”) of Fragrance Group Limited (the “**Company**”, and together with its subsidiaries, the “**Group**”) is pleased to announce that the Group’s Iconic Australian development project, *Premier Tower*, has commenced construction. Slated for completion in 2021, demolition works started in early December 2016 and the ground breaking ceremony was held on 18 January 2017.

*Premier Tower*, is a skyscraper mixed-use development located at the corner of Spencer Street and Bourke Street. It occupies a prime corner site within Melbourne’s central business district and boasts unrivalled convenience for its residents with Melbourne’s Southern Cross railway station just directly opposite.

*Premier Tower* will be a unique 78-level residential tower, distinguished in both form and expression, by providing a captivating and inspired curved façade silhouette. The artistic vision of this building has been brought to life with impressive technical knowledge – a new benchmark in architectural standards. It’s clever, contemporary design that maximises floor space and enhances sweeping views, while minimising downdraft - a stunning new addition to Melbourne’s cityscape.

*Premier Tower* rises to a height of 259 metres featuring 780 apartments with restaurants, retail spaces, and a 187 room hotel integrated into its podium. Luxury facilities such as indoor heated swimming pool, sauna, steam room, and an array of private dining rooms and lounges will pamper the residents of *Premier Tower*’s apartments.

Since the successful launch in late 2015, the *Premier Tower* project has secured sales of more than 70% of the residential units made available for sale.

Brookfield Multiplex Constructions Pty Ltd (“**Brookfield**”) is the appointed main contractor for the *Premier Tower* project. It is one of the largest construction firms in Australia with an extensive track record in many parts of Australia.

By order of the Board  
**Fragrance Group Limited**

**Periakaruppan Aravindan**  
Executive Director

26 January 2017