

For Immediate Release

## THE HILLFORD: ALL RESIDENTIAL UNITS SOLD OUT

- *All 281 residential units sold out within 5 hours*
- *Innovative residential concept aims to provide seniors who aspire to enjoy the finer things in their golden years, within a luxurious, conducive and exciting new environment*



**Singapore, 17 January 2014** – All 281 residential units up for sale at **The Hillford**, Singapore's first ever Retirement Resort, have sold out on the first day of sales. This follows a strong showing of about 1,000 potential buyers who turned up at the showflat at Jalan Jurong Kechil today.

### **Good showing by buyers aged 50 and above**

"We are very excited that The Hillford has sold out within the first day of sales," said Mr. Koh Wee Seng, CEO, World Class Land. "The response to Singapore's first retirement resort has been spectacular, with many buyers responding very positively to The Hillford's

wide range of elderly-friendly features, services and facilities specially introduced to serve their needs.”

“While we are still collating the final figures, our observations show that a substantial proportion of buyers were over 50 years of age,” added Mr. Koh.

Sold at an average of S\$1,100 psf, the 281 residential units of The Hillford comprise:

- 186 1-Bedroom Units, 398 to 431 sqft starting at S\$388,000
- 55 2-Bedroom Units, 506 to 560 sqft starting at S\$498,000
- 40 2-Bedroom Dual Key Units, 657 sqft starting at S\$648,000

### **A World of Enjoyment, with the Comforts of Home**

Comprising 281 units carefully designed with elder-friendly safety features, a comprehensive suite of facilities including a swimming pool, reading lounge, and theatrette, the 60-year leasehold development will also have non-residential space set aside for essential services such as healthcare, eldercare, and childcare, and also expected to house restaurants, convenience stores, a salon, and medical facilities, all within easy reach of residents.

Furthermore, a **24-hour concierge service** and dedicated, full-time **Resort Manager** are on hand to take care of residents’ well-being, organise and plan fun, exciting and interesting social activities to cater to their various needs and tastes. Such activities can include ballroom dancing, arts and crafts, yoga, enrichment classes, and even karaoke.

Recognising the older demographic of its likely residents, the developer also took care to ensure that The Hillford will be well-equipped with elder-friendly features. These include non-slip floor finishes, clear lighting, wider corridors and doorways for wheelchairs, easy-touch switches and easy-grip handles, sliding bathroom doors, emergency call alarms and grab bars both in common areas and as an option for buyers in their units.

Design elements of the development also include wider corridors for ease of movement, with each block having two lifts to enhance accessibility.

“In addition, based on buyers’ feedback, the property’s location, close proximity to amenities and easy access to recreational areas were among the key selling points of The Hillford,” said Mr. Koh.

### **An Invigorating New Lifestyle Residential Concept**

Cognisant of the intricacies of constructing and managing an elder-friendly retirement resort such as The Hillford, World Class Land had conducted research into similar developments in Europe, Japan and Australia. In 2013, a fact-finding mission to Melbourne, Australia, visited seven retirement villages around the city, viewed the sites, and met with property managers and residents to gain a better understanding of how to design, build and manage a retirement resort.

In addition, World Class Land had consulted Mike Bosel, one of Australia’s most prolific experts in retirement villages, who is playing an advisory role in the project.

“Having spent a significant number of years in the Retirement Industry in Australia, I am so excited about the Hillford development. The project not only compliments the needs of the active aged, but it will also allow independent retirees to live a wonderful lifestyle that is safe and secure. The development will have everything that could be possibly planned, and, without doubt, will be one of the best premier Retirement Villages built anywhere, including Australia,” said Mr Bosel.

The overarching concept for Singapore’s First Retirement Resort was formed with an eye toward providing seniors a resort-style living, which will enable them to celebrate a new chapter in their lives.

**-Ends-**



Please refer to the fact sheet enclosed for details on The Hillford.

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**About World Class Land Pte Ltd**

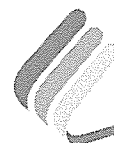
World Class Land Pte Ltd is a subsidiary of main board listed Aspiat Corporation Limited, which is involved in three main business - property development, jewellery retail and financial services. World Class Land is passionate about developing residential and commercial properties of exceptional quality, style, comfort and value. It has successfully launched more than 30 residential and commercial projects in the past few years.



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### Fact Sheet

<b>Developer:</b>	World Class Developments (North) Pte Ltd
<b>Project Name:</b>	The Hillford
<b>Address:</b>	Jalan Jurong Kechil
<b>Description:</b>	Proposed residential housing development designed for elderly accommodation comprising 2 blocks of 5-storey, 1 block of 6-storey and 3 blocks of 7-storey flats (total: 281 units) with 1 basement carpark, swimming pool, clubhouse facilities and elder-care centre & elderly-related supporting facilities (URA Land Sale Parcel) MK10 on Lot 04284T at Jalan Jurong Kechil (Bukit Timah Planning Area)
<b>Zoning:</b>	Residential
<b>Site area:</b>	10,170.80 sqm
<b>Land Tenure:</b>	60 years lease
<b>Total No. of Units:</b>	281 residential units & 20 non-residential units
<b>Facilities:</b>	<p>1st Storey:</p> <ul style="list-style-type: none"><li>• Concierge &amp; Management Office</li><li>• Concierge Desk</li><li>• Handicap Toilet</li><li>• Guardhouse</li><li>• Joyland</li><li>• Eco Pond</li><li>• Leisure Point</li><li>• Wellness Corner</li><li>• Fitness Station</li><li>• Pétanque Lawn</li><li>• Garden Grill Gourmet</li><li>• Golfing Green</li><li>• BBQ Cove</li><li>• Theatrette</li><li>• Poolside Pavilion</li><li>• Yoga Alcove</li><li>• Indoor Gymnasium</li><li>• Sunshine Deck</li><li>• Splash Pool</li><li>• Aqua Aerobic Pool</li></ul>



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	<ul style="list-style-type: none"><li>• Spa Pool</li><li>• Dip Pool</li><li>• Aqua Deck</li><li>• Alfresco Dining Pavilion</li><li>• Welcome Lounge</li><li>• Blue Lagoon</li><li>• Changing Rooms</li><li>• Social Lounge</li><li>• The Reading Room</li><li>• Multi-Purpose Hall</li><li>• ECO Trail</li><li>• Tea Gazebo</li></ul> <p>2nd Storey:</p> <ul style="list-style-type: none"><li>• Chillout Point</li><li>• The Meeting Place</li><li>• Workout Pod</li><li>• Meditation Pavilion</li><li>• Reading Pavilion</li><li>• Reflexology Garden</li></ul>
<b>Estimated TOP:</b>	15-Nov-2017
<b>Estimated Legal Completion:</b>	15-Nov-2020

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