



FRAGRANCE GROUP LIMITED
Company Registration No.: 200006656M

LAUNCH OF 555 COLLINS, MELBOURNE, AUSTRALIA

The Board of Directors of Fragrance Group Limited (the “**Company**”, and together with its subsidiaries, the “**Group**”) wishes to announce that the Group’s wholly-owned subsidiary, Fragrance VIC-MEL (Collins) Pty Ltd, had officially launched its development project in Melbourne recently. The project, which is known as 555 Collins, is a 47 level residential tower with 625 apartments, ground floor retail spaces and basement car parking. Facilities for residents include a lap pool, hot and cold plunge pools, steam room, massage room, multipurpose studio, gymnasium, resident’s lounge, resident’s dining room and kitchen, wine room and media room allowing residents a sense of luxury and community

555 Collins has a freehold tenure with a total land area of approximately 2,300 square metres, and is currently zoned “Capital City Zone 1”. Strategically located at the intersection of Kings Street and Collins Street, 555 Collins is a unique corner site in the bustling Melbourne CBD. Known locally as the Golden Mile, Collins Street is considered to be one of the most sought after address in Melbourne, being the central hub for business, boutique retail offerings and high-end residential properties. 555 Collins is also well connected by public transport, being located within Melbourne’s Free Tram Zone and with Southern Cross Station just around the corner.

By order of the Board
Fragrance Group Limited

Periakaruppan Aravindan
Executive Director

13 July 2017



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Artist's impression of 555 Collins



All information contained in this announcement is correct and current at the time of release, and is subject to change as required by the developer or the relevant authorities.