



Media Release

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HAROLD PARK SALES UPDATE

Eden at Harold Park, Mirvac's iconic development in Sydney's inner-west, continues to experience strong sales momentum following the release of the second building in the Eden Precinct on the weekend.

Mirvac again saw huge crowds at the launch on Saturday 9 March, with more than 300 people attending, which resulted in 60 per cent of the second building in Eden being pre-sold¹.

Sales in the premium park-side building ranged from \$525,000 for open plan one bedrooms to \$1.895 million for a four bedroom terrace home.

With construction of the first precinct, Locarno, well underway and now over 85 per cent pre-sold, Mirvac CEO Residential Development John Carfi said there had been a new surge of interest in Harold Park, reflected in the enthusiasm of buyers on Saturday.

"When you are buying off the plan it is always encouraging to see the development under construction," said Mr Carfi. "People are now able to obtain a clearer picture of how the inner west will be transformed by the redevelopment of Harold Park and how well connected it is to recreation, residential and retail areas."

Mr Carfi said several of Saturday's buyers had been awaiting the second release, eager to claim a terrace or apartment with direct park frontage.

"In a city location, where density is a fact of life, it is extremely rare to have such a wide open outlook and a beautiful big future park on your doorstep," said Mr Carfi. "The majority of terraces and apartments have a north facing aspects with park views. Through very clever design, 75 per cent of apartments on each level have an outlook that incorporates a park view, something that is highly prized by inner-city buyers."

1. The sales figure of 60 per cent represents exchanged pre-sales contracts and holding deposits received as at 9 March 2013.

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