PRESS RELEASE

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# Heron Bay ushers in Singapore's first-ever deluxe executive condominium in Upper Serangoon View; e-applications start on 16 September

- Living rooms with ensuite private pool-cum-jacuzzi[1]
- First-ever executive condominium (EC) with 5-bedroom units (with dual-key option)
- Complimentary M1 Fibre Broadband Service[2]

**Singapore, 12 September 2012** – SERANGOON EC PTE LTD (the "Company") – a joint venture between CNH Investment Pte Ltd, Evia Real Estate Management Pte Ltd, Ho Lee Group Pte Ltd and See Hup Seng Limited – has announced Singapore's first-ever deluxe executive condominium in Upper Serangoon View *Heron Bay* (鹭鸶苑) (or "the Development") will open for e-applications on Sunday, 16 September.

[1] Or garden pond option
[2] M1 terms and conditions apply

"We are introducing a premium-class EC with a number of luxury condominium features, as well as other pampering and thoughtful design touches. This will differentiate *Heron Bay* from the competition, as well as provide home buyers with more value for their home investment, and higher prestige," said Mr Vincent Ong, Co-Managing Partner of EVIA Real Estate Management Pte Ltd.

The 394-unit *Heron Bay* surpassed benchmarks set by conventional ECs by offering living rooms with ensuite private pool-cum-jacuzzi[1], 5-bedroom units (with dual-key option), European design kitchen appliances and sanitary wares, complimentary Fibre Broadband Service[2] from M1 for the first year of occupancy, hydrocavitated water swimming pool with healthful cell-hydration properties, seasports recreation centre with kayaks and tandem bicycles for free rental, among many other luxe features and amenities.

In addition, *Heron Bay* also offers a basement carpark, prime views for all units (river view, pool view or park view), full condominium facilities, card-access security system

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for the entire development, a child-friendly water playground, as well as free shuttle service to nearby MRT stations.

*Heron Bay* is ideally located next to the winding *Serangoon River* (or *Sungei Serangoon*) on one side, and overlooks the sprawling greenery of the *Punggol Park* on the other. The Development is also linked to a 26-km green loop made up of six park connectors that run through four housing estates. Dwellers can also stroll to the nearby *Lorong Halus Wetland* which is being developed into a natural habitat for wildlife, including migratory herons.

Surrounded by the waterline and expanses of greenery, *Heron Bay* is also closely connected to a wide network of urban amenities. The Development is about a 10-minute walk to the Hougang MRT Station and Bus Interchange, while the KPE is about a minute's drive away. Numerous shopping malls and dining spots are found in the vicinity, including *Hougang Plaza*, *Hougang Mall*, *Kang Kar Mall*, *Rivervale Mall*, *Rivervale Plaza*, *Waterfront Promenade*, *Compass Point*, *NEX* and *Punggol Plaza*.

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"We believe *Heron Bay* will appeal to a wide range of home buyers – from young married couples, to multi-generational families, to home buyers seeking a home for rental potential. *Heron Bay* offers an unprecedented mix of 2, 3, 4 and 5-bedroom units (including some with dual-key layouts) and penthouses. In particular, we believe the 5-bedrooms units will see a strong response from buyers, especially with the increasing number of families who value functionality of having larger home spaces at a price tag comparable to smaller 3-bedroom units in some private condominiums. The relatively higher proportion of larger units will greatly promote the benefits of multi-generations living under one roof," said Mr Ong.

The *Heron Bay* sales gallery is located along Upper Serangoon View; e-applications will open on 16 September while bookings will commence on 26 October.

(2 photos attached; main perspective of Development along taken from Sungei Serangoon, and living room with ensuite private pool-cum-jacuzzi)

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About CNH Investment Pte Ltd

CNH Investment Pte Ltd is a joint venture between Hwa Seng Builder Pte Ltd and Chye Joo Construction Pte Ltd. Both leading civil engineering construction companies have actively been involved in and completed numerous government and private projects, including private residential developments. Our unwavering commitment to excel in the construction industry through highly-motivated and efficient management, latest technologies, quality workmanship, high safety standards and timeliness in completion have made CNH Investment Pte Ltd a reliable and reputable brand name.

Evia Real Estate Management Pte Ltd

Evia Real Estate Management Pte Ltd is the real estate arm of Evia Capital Partners, an established private equity firm with offices in China and Singapore that invests in fast-growing businesses in Asia. The real estate business invests in residential (Watercolours) and industrial developments largely in Singapore. The company also provides project management and other consultancy services.

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Ho Lee Group

The Ho Lee Group, incorporated in 1996, is a conglomerate in diversified businesses of builder services, aluminium and steel fabrication, equipment and machinery specialist and supplier, and property development.

See Hup Seng Limited

See Hup Seng Limited is a leading provider of corrosion prevention services to the marine, oil and gas, construction and infrastructure industries in Singapore. The Group also has a wholly-owned subsidiary, TAT Petroleum Pte Ltd, which is a strategic value-added distributor that offers comprehensive supply chain management of refined petroleum products in Asia Pacific.