



A location of unparalleled convenience and potential

PICTURES: ROXY-PACIFIC HOLDINGS CONSORTIUM

NEU at Novena: Riding the rise of HealthCity Novena

Centrally located at District 11, the freehold NEU at Novena at Moulmein Rise is poised to provide residents and investors the best that Novena has to offer. Jointly developed by a consortium led by Roxy-Pacific Holdings and Macly Group, the 17-storey development is located adjacent to the upcoming HealthCity Novena.

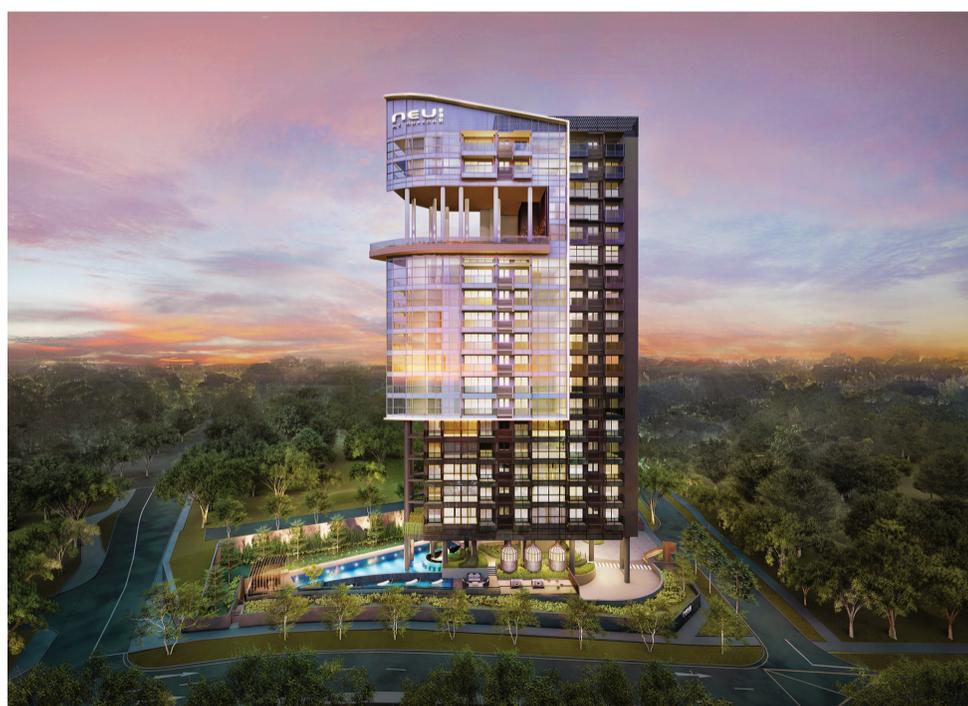
In 2013, the government unveiled plans for Singapore's single largest healthcare complex in Novena. Targeted to be completed by 2030, HealthCity Novena is a 17 ha modern integrated healthcare complex that will shape the future healthcare model of Singapore.

To that end, HealthCity Novena is envisioned as an anchor for the Regional Health System and will extend beyond healthcare to encompass a complete and holistic ecosystem that includes health services, research and education, commercial, leisure and public spaces.

Even prior to its completion, HealthCity Novena is expected to grow its workforce to some 30,000 healthcare professionals by 2020 with more than 30,000 people anticipated to go through HealthCity Novena daily.

Investor appeal

Against this backdrop, NEU at Novena is designed with both owner-occupiers and investors in mind. The exclusive development has a total of 87 apartments in a 17-storey tower. Unit layouts comprise two- to four-bedroom apartments, three-bedroom dual-key units and four-bedroom duplexes with sizes ranging from 549 sq ft to 1,302 sq ft. It is currently the only new launch that is right next door to HealthCity Novena.



A rare 87-unit exclusive freehold apartment adjacent to HealthCity Novena

"Given its location next to HealthCity Novena, whether you are a healthcare professional who wants a home close to work or an investor looking for a centrally located unit, NEU at Novena can meet these needs," says Teo Hong Lim, executive chairman of Roxy-Pacific Holdings.

Life at NEU at Novena is the epitome of convenience. Apart from the rental potential supported by HealthCity Novena, residents

do not have to venture far to indulge their whims. Within a 500m radius, residents have 500 retail shops and F&B outlets to choose from. Nearby shopping malls include Novena Square, Velocity@Novena Square, Square 2 and United Square.

With plans to integrate both the community and connectivity through the HealthCity Novena project, residents are expected to benefit from the planned lush open spaces, sprawling

plazas and pedestrian-friendly boulevards. Of these, the most ambitious endeavour would be the Central Park – the project's largest green space which comprises an elevated walkway, an open-air theatre, playgrounds, gardens and F&B terraces.

Leading a car-free lifestyle is also a breeze with Novena MRT station a two-minute walk away. The station serves the North South Line and is just one stop away from Newton MRT station that serves both the North South Line and Downtown Line. Meanwhile, the Orchard Road shopping belt is just two stops away.

The project also enjoys easy accessibility to major expressways such as the Pan Island Expressway (PIE) and the Central Expressway (CTE).

"NEU at Novena is right at the heart of everything. You have the upcoming HealthCity Novena and shopping malls right next door," says Herman Chang, founder of Macly Group.

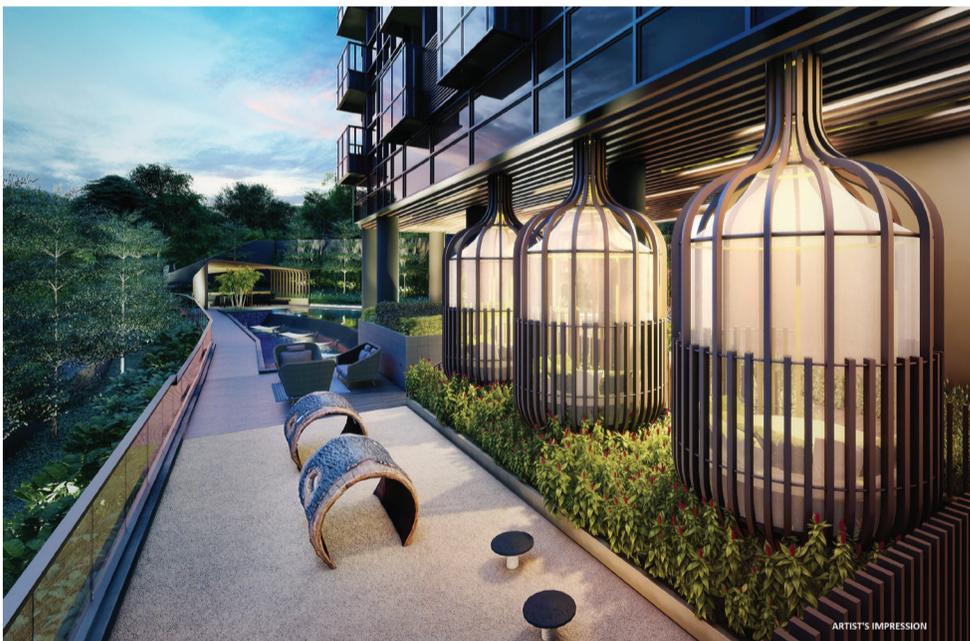
Meanwhile, parents can give their young ones the best start in life with a selection of top-notch schools nearby. Pre-schools within the vicinity include EtonHouse Pre-School (Newton), Swedish Supplementary Education School and Italian Supplementary School. Primary schools within a 1km radius include St Joseph's Institution Junior and Farrer Park Primary School.

Reinvigorating retreat

Inspired by the element of wellness of HealthCity Novena, the development's facilities are designed to offer a holistic lifestyle to residents. A key feature of the development includes cosy



Buyers can expect thoughtful details and quality finishing



Wellness-inspired facilities



Stunning Sky Terrace overlooking the Novena cityscape

cocoon pods surrounded by beautiful foliage. Leveraging the natural terrain of the site, the 25m lap pool and pool lounge cascades seamlessly into the hammock pool. In addition, residents looking for a sanctuary in the sky would be pleased to find a stunning 14-storey sky terrace overlooking the Novena cityscape which includes facilities such as teepee tents, a Starlight Pool, Spa Pod and Gourmet Dining Area, to name a few.

Thoughtful finishes

Wellness also extends into the home where the developers have designed thoughtful and tasteful provisions. In every bedroom, accessory cabinets are provided to help residents organise and locate their accessories at a glance. The master bedroom comes with a safe box. The four-bedroom apartments also comes with a wine chiller and dry kitchen.

For multi-generational families or investors looking to rent out their units, the devel-

opers have provided the flexibility of dual-key apartments.

Rare freehold launch at attractive prices

The stock of new non-landed private residential units within the Novena medical cluster remains limited with the last launched project Soleil@Sinaran in 2007. Since then, there has been no new launches within the area over the past 12 years.

Barring any en bloc sales, there is a lack of supply pipeline of freehold developments located close to HealthCity Novena as there are currently no foreseeable land parcels available in the vicinity for residential development. This highlights the rarity and uniqueness of the site.

With units starting from \$1.35 million onwards for a two-bedroom unit, prices for NEU at Novena within the medical cluster has strong potential upside for future capital

appreciation as demand is expected to grow and supply is limited.

Track record

All these thoughtful provisions exemplify Roxy-Pacific Holdings and Macly Group's legacy in designing homes.

Listed on the SGX Mainboard, Roxy-Pacific Holdings is engaged in the development and sale of residential and commercial properties, hotel ownership and other investment properties in Asia-Pacific, including the ownership

of Grand Mercure Singapore Roxy.

Meanwhile, Macly Group has developed and launched more than 30 residential and commercial developments in Singapore. Since 2004, the developer has also launched property development and hospitality projects in Malaysia and Indonesia. Its hospitality arm owns and operates hotels under the award-winning brand "Lloyd's Inn".

Benefitting from the experience of two established developers, NEU at Novena is not only an attractive investment but also a home for generations.

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➡ www.roxypacific.com.sg/neuatnovena

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