

19 November 2013

By email only

TO WHOM IT MAY CONCERN

APX Apartments is Australia's newest entry in the corporate serviced-apartment accommodation sector. The APX Apartments business model of hotel and serviced-apartment management distinguishes itself from other similar operations as specialists in sourcing and servicing corporate accommodation in prime locations in the wider Sydney region, and providing 4-star and 4.5 star accommodation that caters to the needs of business travelers, members of groups and associations, families and individuals.

APX Apartments now has 4 star serviced apartments in Darling Harbour, Sydney's central business district (CBD) and in the bustling and dynamic western suburb of Parramatta:

www.apxapartments.com.au

- 1) APX Apartments Darling Harbour www.apxapartmentsdarlingharbour.com.au
- 2) APX Apartments Parramatta www.apxapartmentsparramatta.com.au
- 3) Quest World Square www.questworldsquare.com.au

The key focus at APX Apartments is to build and drive a business that caters to corporate accommodation needs, with eye on providing flexibility for wide-ranging needs, and treating each client as a guest first, and customer second. A sharply focused strategy, complemented with a concentrated sales process, currently yields 90% of our accommodation revenue.

Our company has put in a proposal to lease and operate the serviced apartments at Air – St Leonards.

The proposed number of serviced apartments and associated facilities make this development a very viable leasing option for us. The updated 54 apartment configuration is will reduce the risk for an operator and allow them to be competitive, particularly in the North Sydney area where the number of serviced apartments is set to rise in the near future and where first class serviced apartment accommodation is relatively scarce.

Based on our own experience, the swimming pool and gym facilities are heavily sought after amongst serviced apartment users with 2 of our 3 properties currently having similar facilities. These facilities will allow any operator to remain competitive in the market

particularly against future increases in supply and also provide guests and visitors to the area the comfort and experience deserving of the St. Leonards destination.

For any further queries or enquires please do not hesitate to contact the undersigned.

Yours truly

Spencer Bailey
Managing Director
APX Apartments