

AN ICON
IS REBORN



A NEW IDENTITY IS FORGED FROM THE EMBERS OF HISTORY

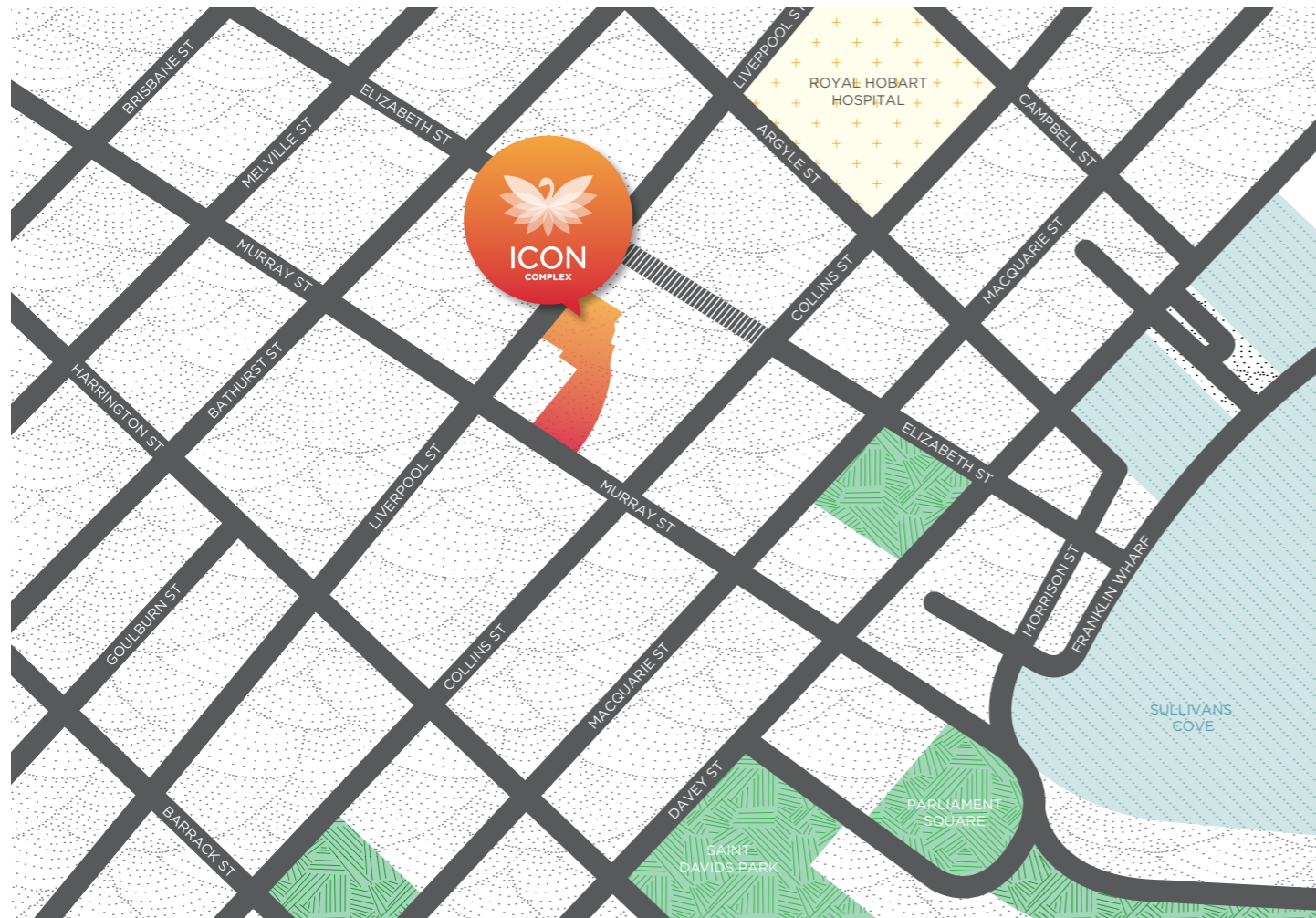
The heart of Hobart's central business district will soon beat again.

Icon Complex will soar from the ashes of the historic 1836 Myer building to reach new heights, just as a phoenix rises from the ashes.

Designed to house the very best of fashion, cuisine and lifestyle products, Icon Complex will become a style hub for shoppers from Hobart and beyond.

Opportunities like this are fleeting – now is the time to capture a piece of Hobart's retail future that is still deeply grounded in its past.





A TRIBUTE TO FASHION

Icon Complex faces both Murray and Liverpool Streets in the central business district of Hobart.

The development will comprise two major retail components.

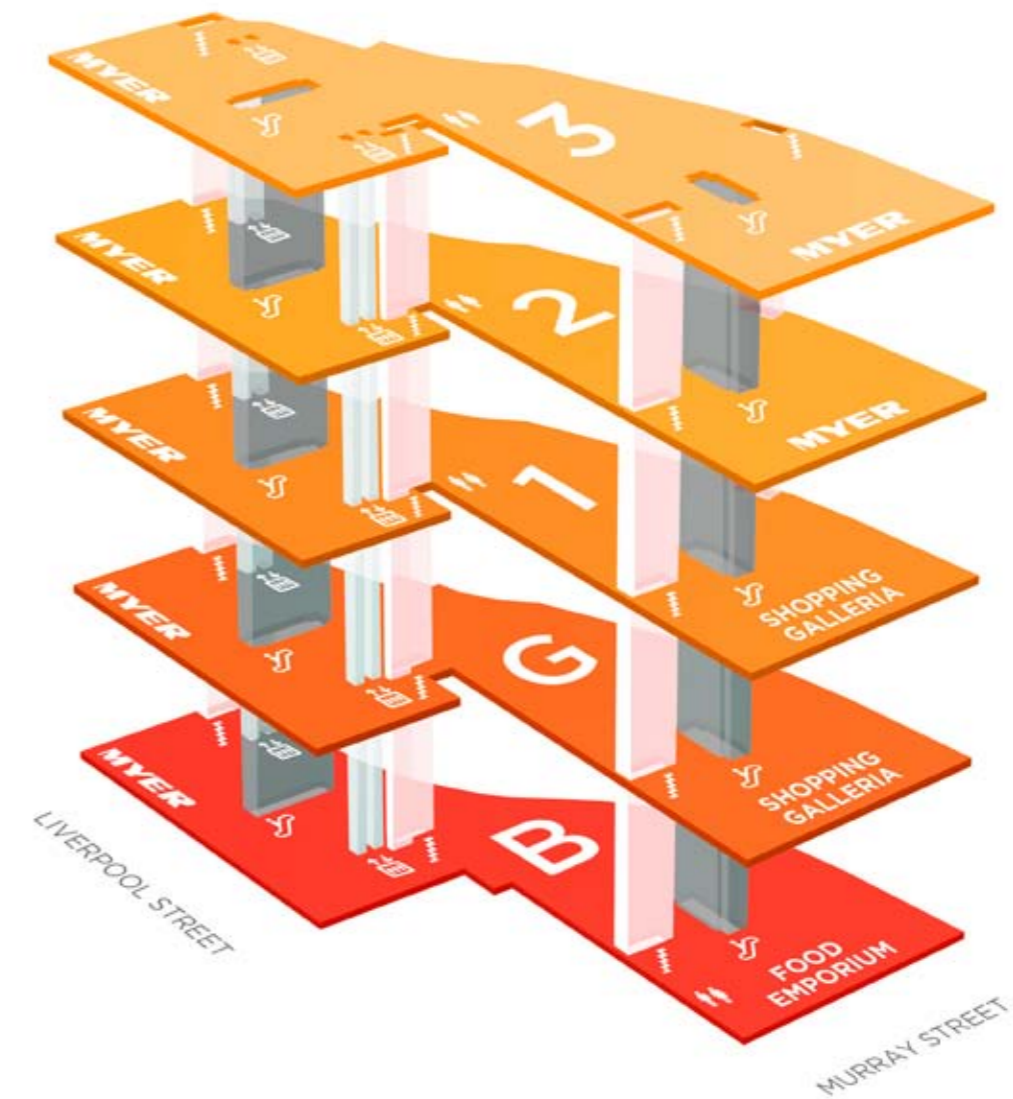
A new, full-line Myer store will be accessed via Liverpool Street, and a retail galleria with basement food emporium will be entered via Murray Street.

Myer will continue to be the major drawcard for Tasmanian shoppers. Retailers that become part of Icon Complex can benefit not only from the foot traffic that Myer generates, but from the positive brand association that Myer brings.

Myer on Liverpool Street will occupy five levels – basement, ground, plus floors one through to three.

Its stunning façade has been inspired by the folds and drapes of fabric – a fitting salute to Myer's history in fashion.

Combining aluminium fins and glass, the façade will cascade down from the top of Myer into a protective, transparent awning.



CELEBRATING HOBART'S HERITAGE

Murray Street will house a food emporium at basement level and a spectacular retail galleria with a select number of shops on the ground and first levels, covering almost 3,300 square metres.

Two levels of Myer will sit above, with linkages and openings encouraging the seamless movement of customers between specialty stores and Myer.

The building will retain its original façade, but will be modern and airy, with natural light maximised throughout. A sparkling, glass shop front will greet shoppers on the ground floor.

Stylish, clean and contemporary, the Murray Street retail galleria has been designed to complement the image of high-end fashion and lifestyle brands, with a completely flexible floor plan available, both horizontally and vertically.

The basement food emporium will boast the best of local Tasmanian and national produce.

Individual island pods, each with their own style in a range of natural finishes – timber, stone, metal and reflective surfaces – will lend an element of theatre to the emporium, with a visual connection to the preparation of food. Market style tenants will also be part of the mix.

All levels will be linked via escalators and lifts, with existing 'ant tracks' to public transport, car parks and surrounding retail arcades retained to maximise foot traffic through this central part of Hobart.

Importantly, the gourmet food emporium will attract a high volume of everyday shoppers to Icon Complex.



SUCCESS BY ASSOCIATION

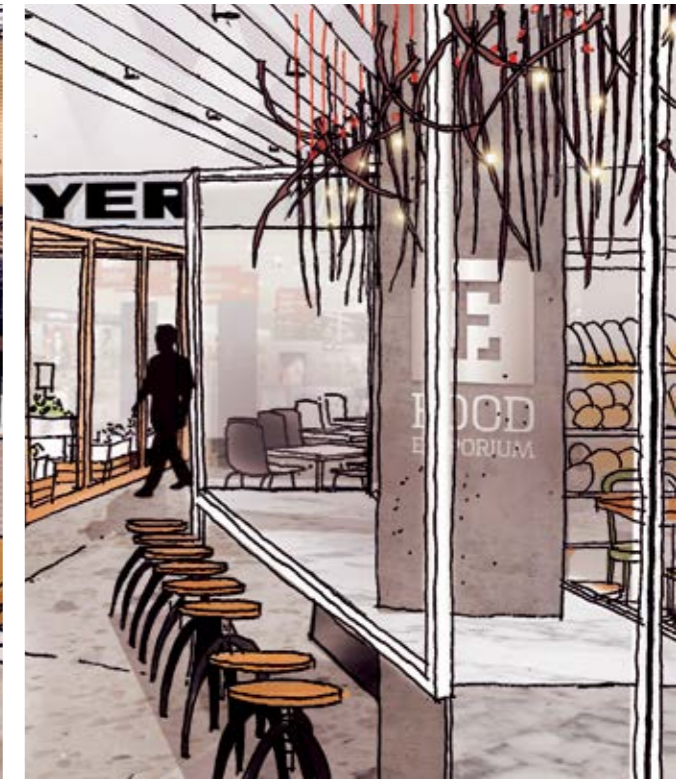
The majority of retail floor space in the Hobart central business district is located within a small retail core. Icon Complex occupies the very heart of this area.

In addition to Myer, other leading brands that are close by include Esprit, Centro, Portmans, Sportsgirl, Country Road, Pandora, Cue, Sunglass Hut, Lush, Smiggle, Dick Smith and JB Hifi.

On the periphery of the CBD are a number of homemaker traders including Spotlight, Officeworks, Harvey Norman, Freedom, Forty Winks, Mitre 10 and Barbeques Galore.

There are a number of significant international and national branded retailers that are not currently represented in the Hobart market.

Icon Complex provides a remarkable opportunity for you to make your mark in this largely untapped business environment.





A TRULY UNIQUE BUSINESS OPPORTUNITY*

Icon Complex will enhance the attraction to shoppers from the Hobart urban area and outlying rural areas, with a trade area population of more than 250,000 people.

This makes the greater Hobart area the eleventh largest in Australia – even greater than Geelong in Victoria.

The greater Hobart area also attracted tourism dollars of some \$346 million on retail goods and services in 2011.

Sales potential for the retail specialty area of Icon Complex has been estimated at \$35.2 million in 2015/16. Sales are predicted to reflect an average productivity level of close to \$9,020 per square metre.

This compares favourably to specialty sales per square metre in Melbourne, Sydney, Adelaide and Perth**. These range from a low of about \$6,000 to a high of \$15,000, averaging at \$10,000.

The available trade area population, revenue from tourism and projected yields make Icon Complex a compelling business proposition.

*Figures sourced from MacroPLANdimasi – Hobart Central Tasmania – Market Potential Assessment.

**Figure calculated by combining the current performance of Melbourne Central, QV, the GPO and Collins Place in Melbourne; Myer Centre, Wintergarden, Broadway on the Mall and Queens Plaza in Brisbane; Myer Centre Adelaide; Greenwood Plaza and QVB in Sydney; and Forrest Chase, enex 100 and the Carillion Arcade in Perth.





CAPTURE YOUR PIECE OF HOBART

Kalis Properties Pty Ltd and its subsidiaries are privately owned diversified property and development businesses that have successfully traded for over forty years, with extensive investments in retail, hospitality, office and industrial property holdings and provide a broad range of property solutions for tenants.

Following the fire of the Myer building in 2007, the site was acquired by Kalis Properties Pty Ltd for the purpose of developing Tasmania's premier retail destination.

Icon Complex now provides national and international retail brands with an unprecedented opportunity to establish themselves in Australia's southern-most capital city.



5 Victoria Street
Hobart Tasmania
Phone 03 6220 6999

Rod Parker 0418 121 195
Scott Newton 0409 186 261
www.theiconcomplex.com.au

Disclaimer: This brochure is intended for marketing purposes only and is not intended to constitute advice. Intending lessees or occupiers should make and rely upon, their own enquiries in relation to, and for the purposes of evaluation of the contents of this brochure, including anything described or shown in it or the information, predictions, opinions and statements contained in this brochure and should seek professional advice. Intending lessees or occupiers should rely on their own judgment and enquiries. Photographs and illustrations are indicative only. The Landlord reserves the right to change any part of the concept or design from that shown or described in this brochure. Readers should not rely on the photographs and illustrations in this brochure as necessarily indicative of the final design of the development. The Landlord does not warrant the accuracy of the information in this brochure, and to the maximum extent permitted by law, and on its own behalf and that of its agents, disclaims responsibility for any loss or damage of any nature whatsoever which may be suffered by any person directly or indirectly through relying upon this brochure, whether that loss or damage is caused by any fault or negligence of the Landlord or otherwise. The Landlord accepts no responsibility for the accuracy of statements made in this brochure which are based on information and research published by others. References to future matters in this brochure are based on the Landlord's current knowledge or intentions and are subject to change. Document prepared September 2012. Brochure designed, written and produced by **YKGROUP**.

