

Success: The Time is Now

A L L U R E



EMBLEM

THE DEVELOPER

Creating Landmarks



4600

Luxury Suites

4.2M+

Square Feet

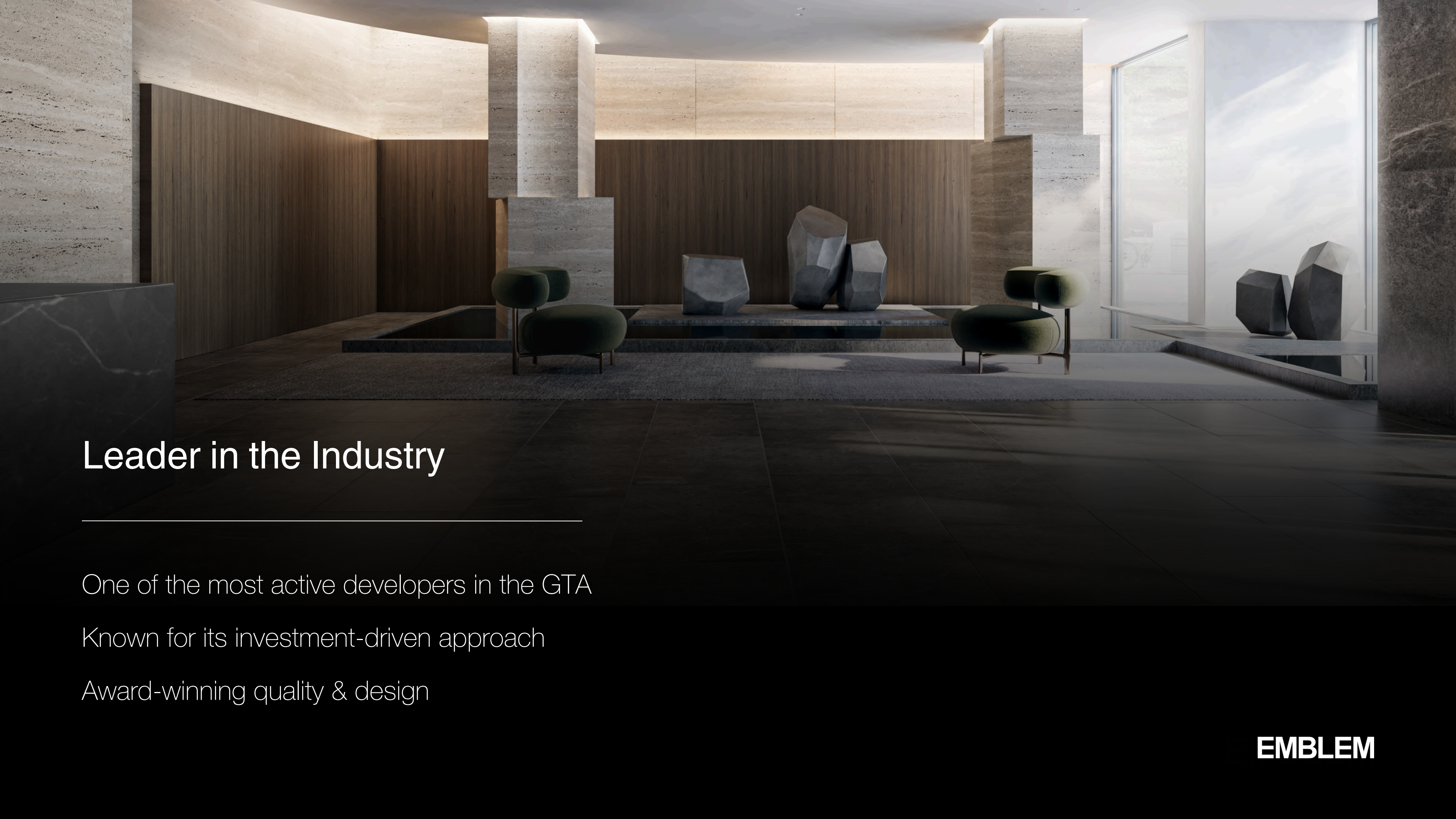
\$3.6B

Development Value

0

Cancelled Projects

EMBLEM



Leader in the Industry

One of the most active developers in the GTA

Known for its investment-driven approach

Award-winning quality & design

EMBLEM

THE DEVELOPER

Recognized for Excellence

Best Residential High-Rise Development

The Design District, IPAX 2024

6 Awards in 1 Year Across North America

Record-breaking Developer

Best High-Rise Building in Canada

Allure, CHBA Finalist 2024

Best Condo Suite Design

1 Jarvis, BILD 2021



20+ Building Awards in the Last 3 Years

EMBLEM

THE DEVELOPER

EMBLEM Portfolio



ROBINSON
VILLAGE

Ottawa
19, 29, 134 & 36 Robinson
5, 5, 5, 9 Storeys
291 Suites

Completed



1 JARVIS

Downtown Hamilton
1 Jarvis Street
15 Storeys
354 Suites

Completed



ARTFORM

Mississauga
86 Dundas Street E.
17 Storeys
336 Suites

Completed



arte

Mississauga
3009 Novar Road
18 Storeys
427 Suites

Delivering in 2025



TheDesignDistrict®

Downtown Hamilton
41 Wilson Street
31 x 3 Storeys
931 Suites

Under Construction

EMBLEM

THE DEVELOPER

EMBLEM Portfolio



ALURE

Downtown Toronto
236 King Street E.
43 Storeys
509 Suites

Selling Now



THE LEASIDE

Toronto
130 & 138 Laird Dr.
8, 8 Storeys
241 Suites

Selling Now



92 JOHN

Downtown Hamilton
92 John Street
31 Storeys
306 Suites

Under Development



THE SQUARE ONE

Mississauga
180 Burnhamthorpe Road
60, 40 Storeys
1,100 Suites

Under Development

EMBLEM

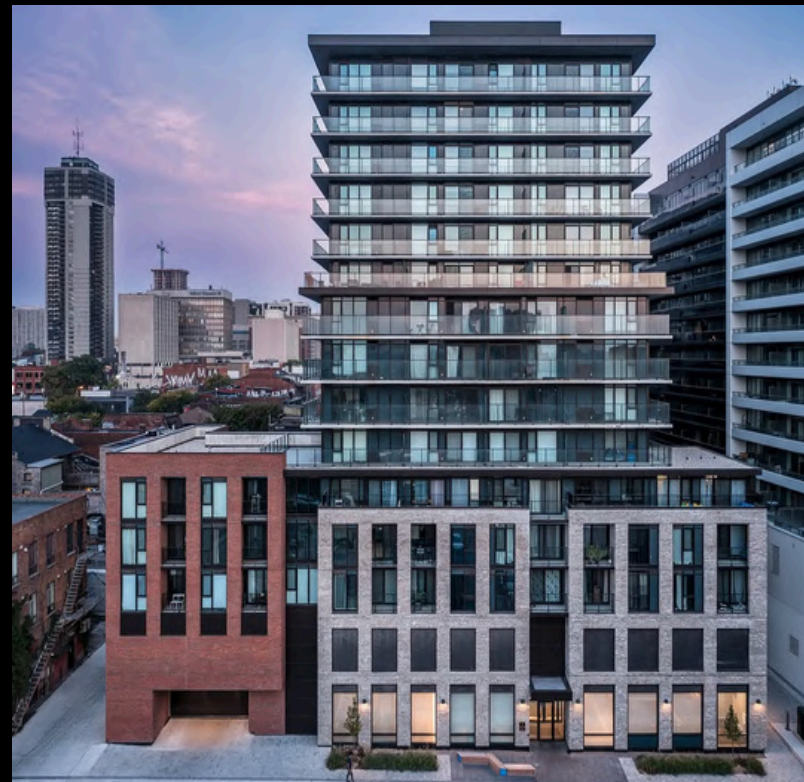
THE DEVELOPER

Delivering 7th Building in 2.5 Years



ROBINSON VILLAGE

Ottawa
4 Buildings: 19, 29, 134 & 36 Robinson
5, 5, 5, 9 Storeys
291 Suites



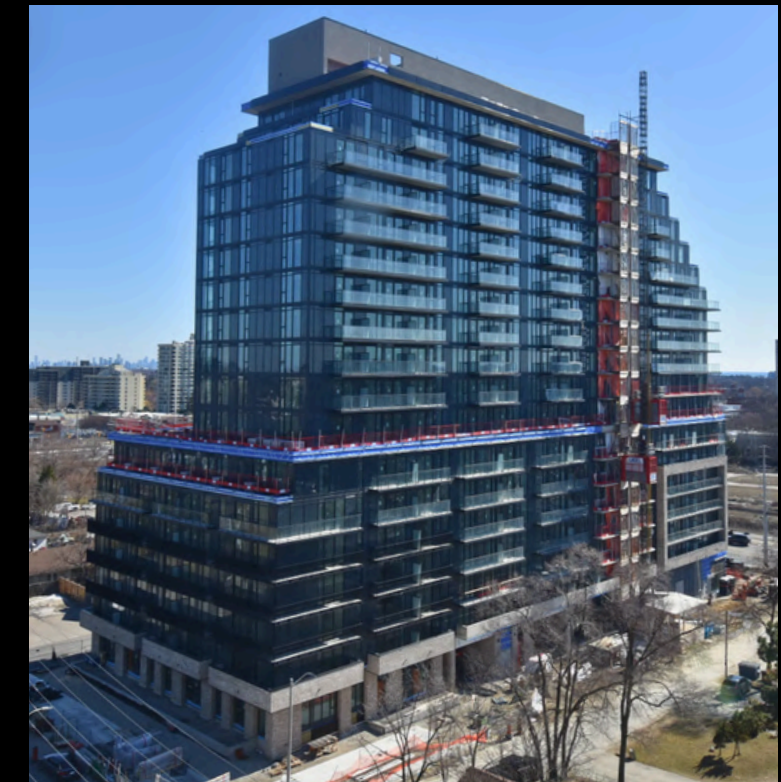
1 JARVIS

Downtown Hamilton
1 Jarvis Street
15 Storeys
354 Suites



ARTFORM

Mississauga
86 Dundas Street E.
17 Storeys
336 Suites



arte

Mississauga
89 Dundas Street W.
18 Storeys
429 Suites

EMBLEM

Now is the Best Time to Invest

Market Indicators

1

Macro

2

Fundamental

3

Technical

Now is the Best Time to Invest

Market Indicators

1

Macro

2

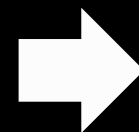
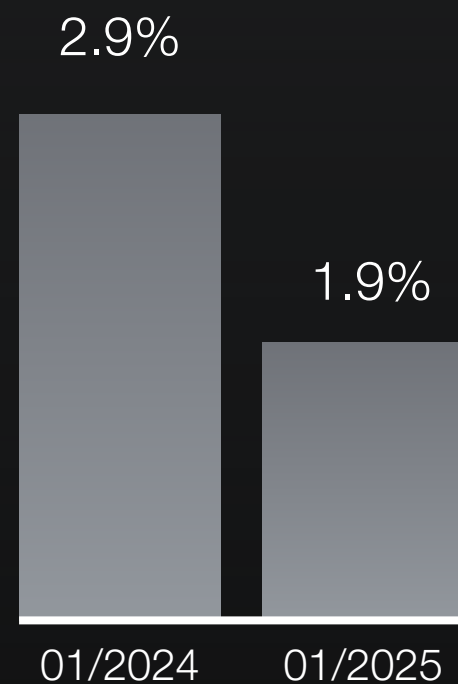
Fundamental

3

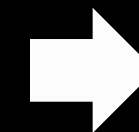
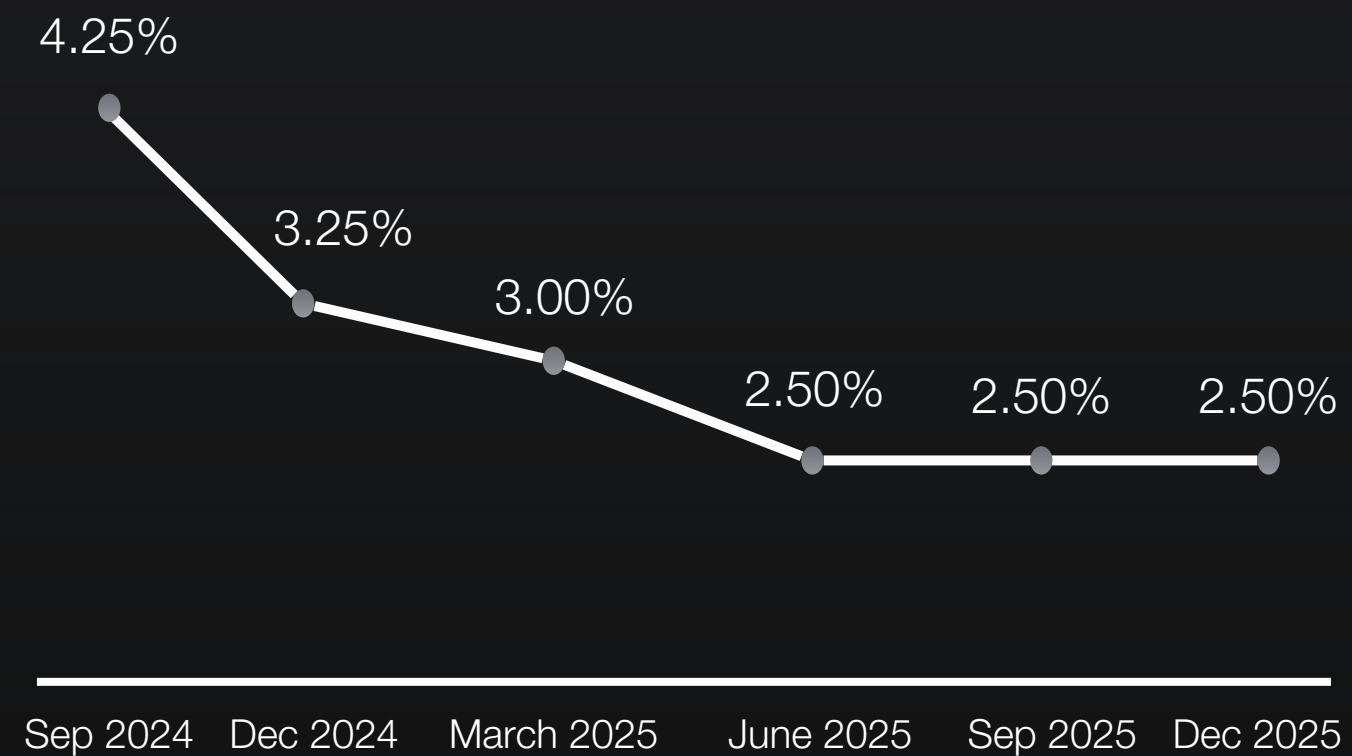
Technical

Macro: Now is the Best Time to Invest

- 1% decrease in
Canadian Core
Inflation



Lower Interest Rates



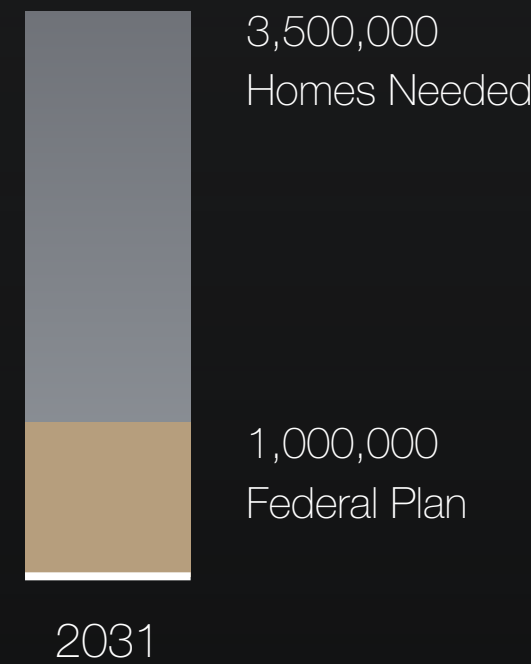
Higher Demand
=
less incentives from
developers

Macro: Now is the Best Time to Invest

Low Housing Supply

Canada's Construction Productivity Hits 30-Year Low

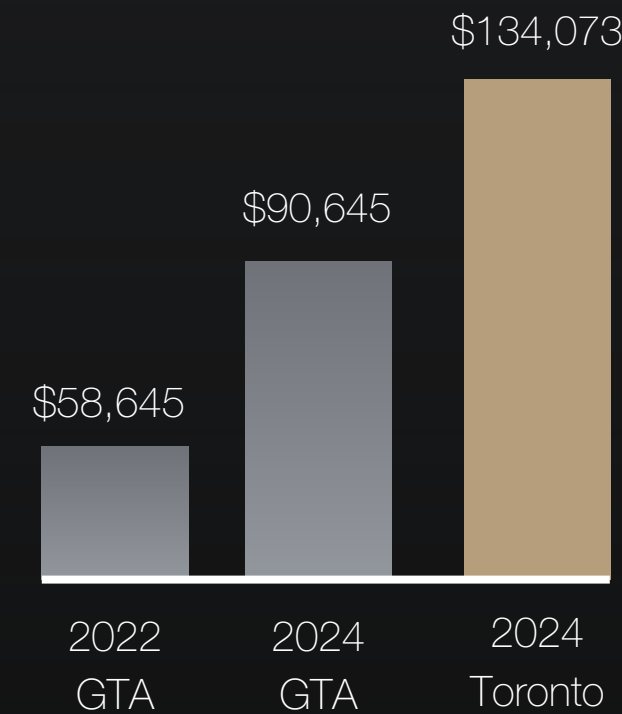
Ontario's chronic underbuilding is driving up home prices and rents as demand vastly outpaces supply. Rising regulatory barriers, labour shortages, and material costs = unlikely the federal housing targets will be met.



Canada falling short by 2.5 million homes.

Increasing Construction Costs

2020 and 2022, the cost of construction materials like lumber, steel, and concrete increased by 20-40%. It directly influences condo prices in Toronto and is expected to further increase from today's level.



➔ Municipal Fees on a high-rise unit increased by \$32,000 in just 2 years.

Toronto's Development Charges have also skyrocketed up 405% in the last decade, jumping from **\$10,429 per unit in 2014 to \$52,676 in 2024.**

Sources <https://storeys.com/canadian-construction-productivity-low/>
<https://storeys.com/ontario-housing-starts-population-2024/>
https://www.thestar.com/real-estate/developers-want-a-break-from-toronto-building-fees-heres-how-much-those-costs-have-gone/article_b10d20b8-f9eb-11ef-9fdc-234bb81ae6f0.html#:~:text=Developers%20want%20a%20break%20from,8%20per%20cent%20in%202014
Statistics Canada

Now is the Best Time to Invest

Market Indicators

1

Macro

2

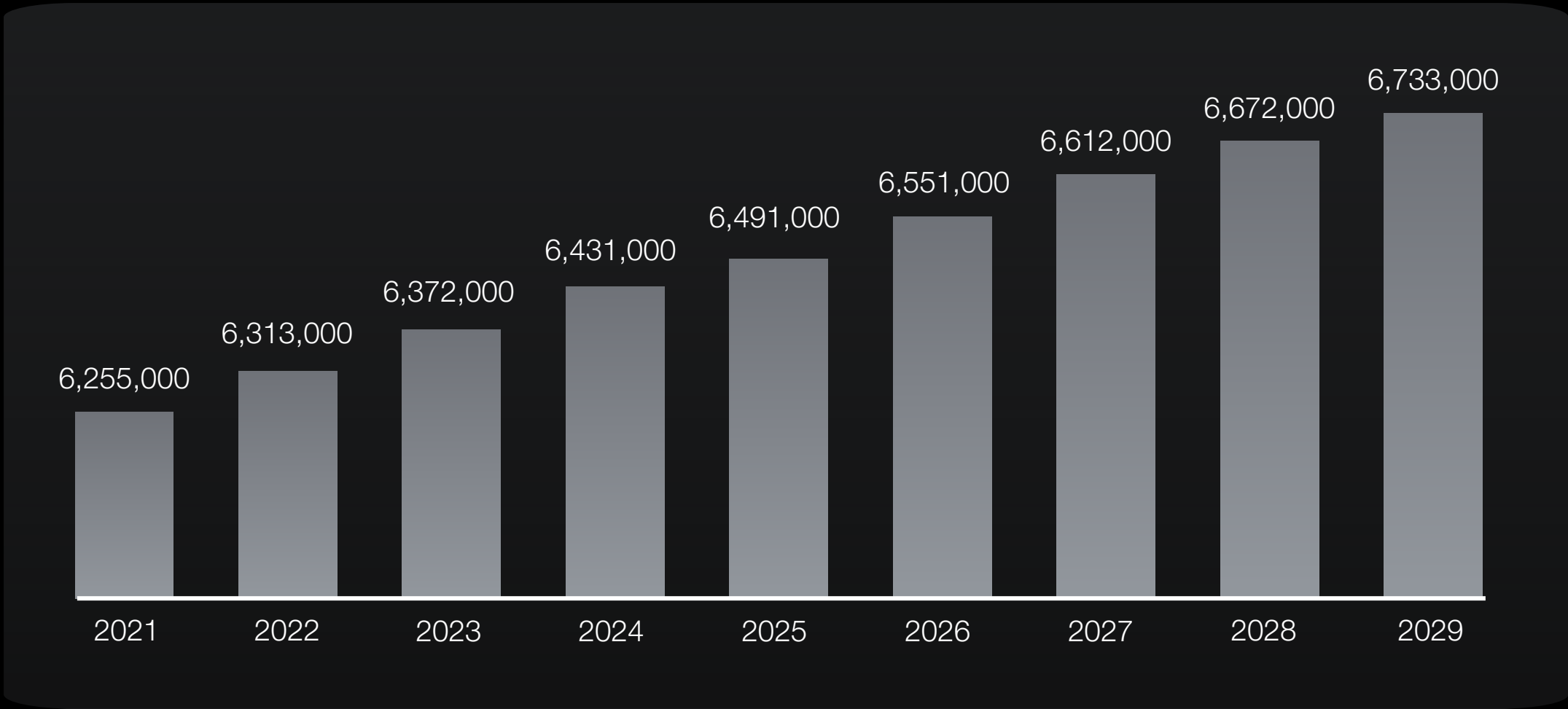
Fundamental

3

Technical

Fundamental: GTA Population Forecast to Grow

Toronto led population growth in Canada and the U.S. in 2023, adding 125,756 residents in Toronto, and 221,588 in the GTA.*



+ Over the past decade, an average of 95,000 immigrants have settled in Toronto annually, representing 32% of Canada's total.

Sources: <https://www.macrotrends.net/global-metrics/cities/20402/toronto/population>
*https://www.torontomu.ca/content/dam/centre-urban-research-land-development/BLOG/blog86/CUR_Blog_CAN_US_Population_Blog_June_10_2024_final.pdf

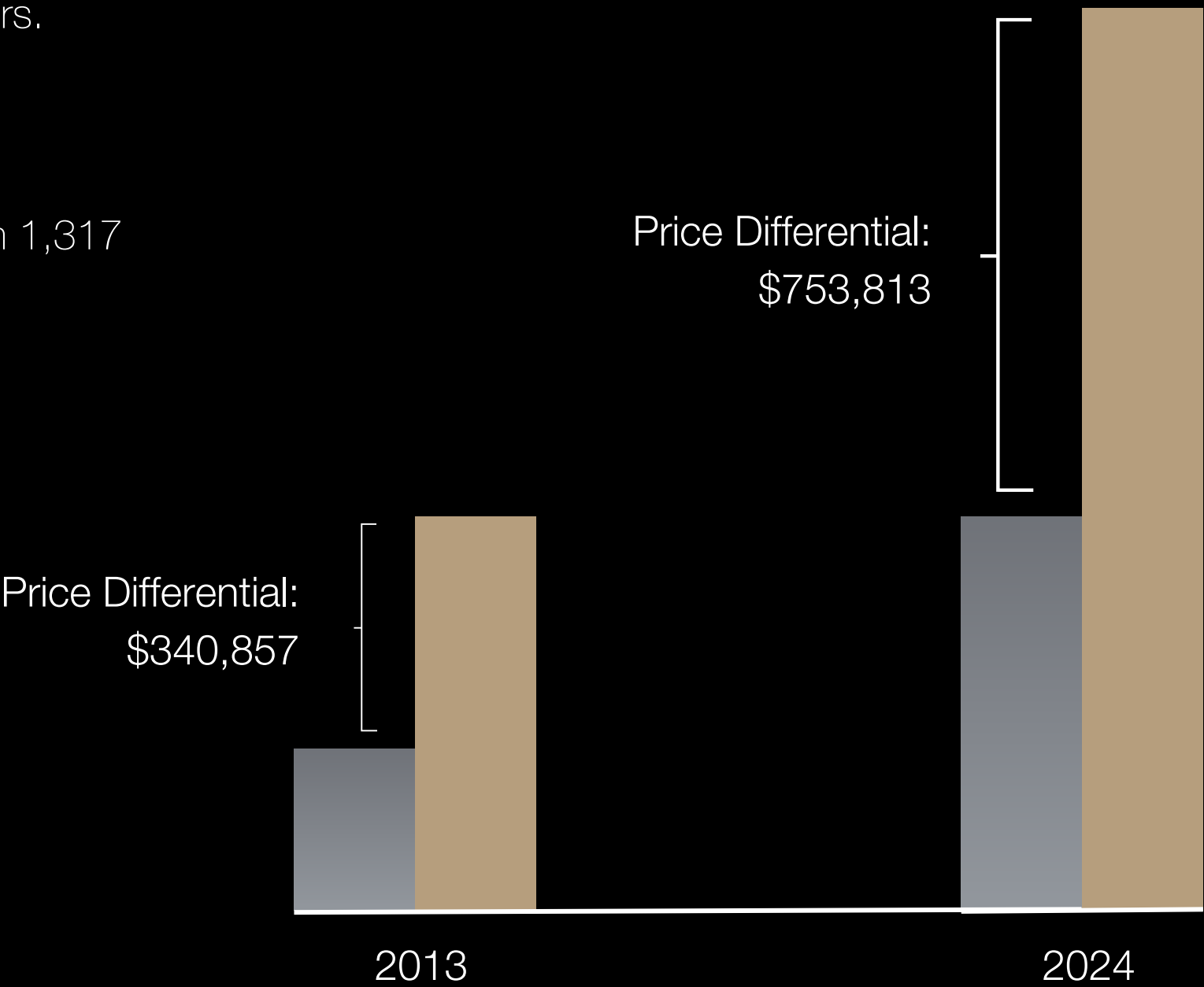
Fundamental: Condos are More Affordable Housing Ownership Option

Single-family homes in Ontario have grown significantly in size and price, making them increasingly out of reach for many buyers.

+

The median size of single-detached houses increased from 1,317 sq. ft. in the 1970s to 2,383 sq. ft. in the 2020s.

- Low-Rise
- High-Rise



Fundamental: Market Trends Upwards in the Long Run



Source: TRREB Report

Now is the Best Time to Invest

Market Indicators

1

Macro

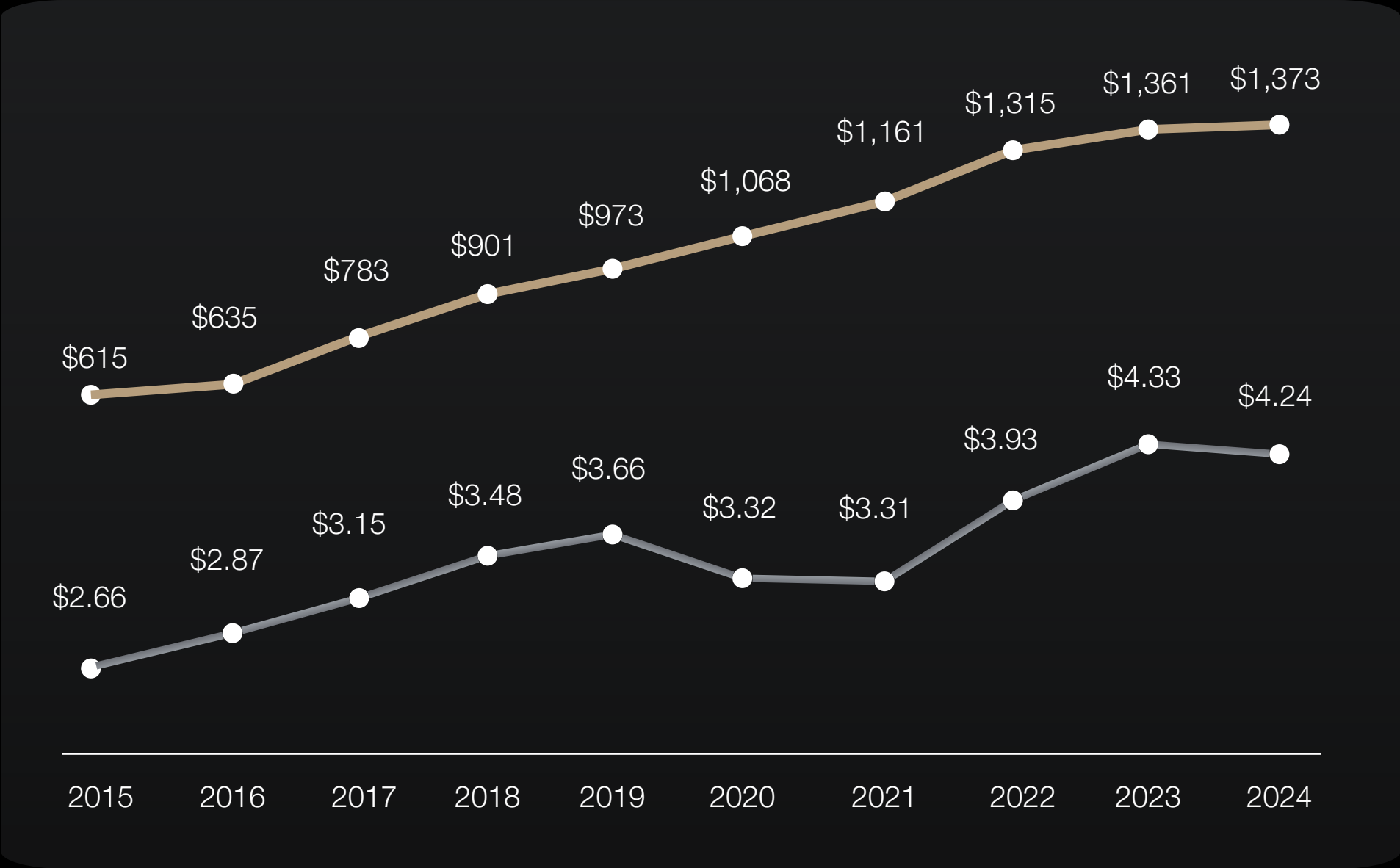
2

Fundamental

3

Technical

Technical: GTA Historical Price Appreciation



GTA Pre-Construction High-Rise Condo PSF Growth

↑ Avg. Increase 8.81% YOY
Overall Increase 123.1%

GTA Pre-Construction High-Rise Condo Leased PSF Growth

↑ Avg. Increase 5.6% YOY
Overall Increase 59.4%

Technical: Allure Occupancy Set During Significant Condo Shortage



GTA condo completions are set to a sharp decline by ~79% in 2029, resulting in **increased demand, sales prices, and rent growth.**

*Average completion supply between 2010-2025: 17,801 units

“The Oxford report estimates that Canada must build 4.2 million new homes between 2024 and 2035 to restore balance in the housing markets. This equates to constructing 420,000 homes annually over the next decade — nearly 70 per cent more than the average construction output in recent years.” - Financial Post

BEST INVESTMENT IN DOWNTOWN TORONTO

Allure is a once-in-a-generation opportunity to own
in Canada’s most desirable location

A L L U R E

 Location

 Transit

 PSF

 Deposit

 Building Quality

 Reputable Builder

 Occupancy Date

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A L L U R E

A Blue-chip Asset in AAA Location

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ALLURE

Address

236 King Street East

Storeys

43 Levels

Suites

509

~20,000 sq.ft. of World-Class Amenities

- 24/7 Concierge
- Lobby Lounge
- State-Of-The-Art Fitness Centre
- Outdoor Fitness And Yoga Area
- Spin Studio
- Health Spa: Sauna
- Health Spa: Steam room
- Health Spa: Massage Area
- Social Lounge With Private Dining
- Open Concept Coworking Lounge: Indoor/Outdoor
- Private Screening Lounge
- Children's Play Areas: Indoor/Outdoor
- Terrace with Private Dining And BBQs
- Rolls-Royce Chauffeur Service



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ALLURE

Best Downtown Location

The Only Active Pre-Con Project on King Street with
100 Transit & 100 Walk Scores

Global Building

Global Architect
Global Interior Design Firm
Global Quality Standards

Most Livable Downtown Project

Best Value Available Today

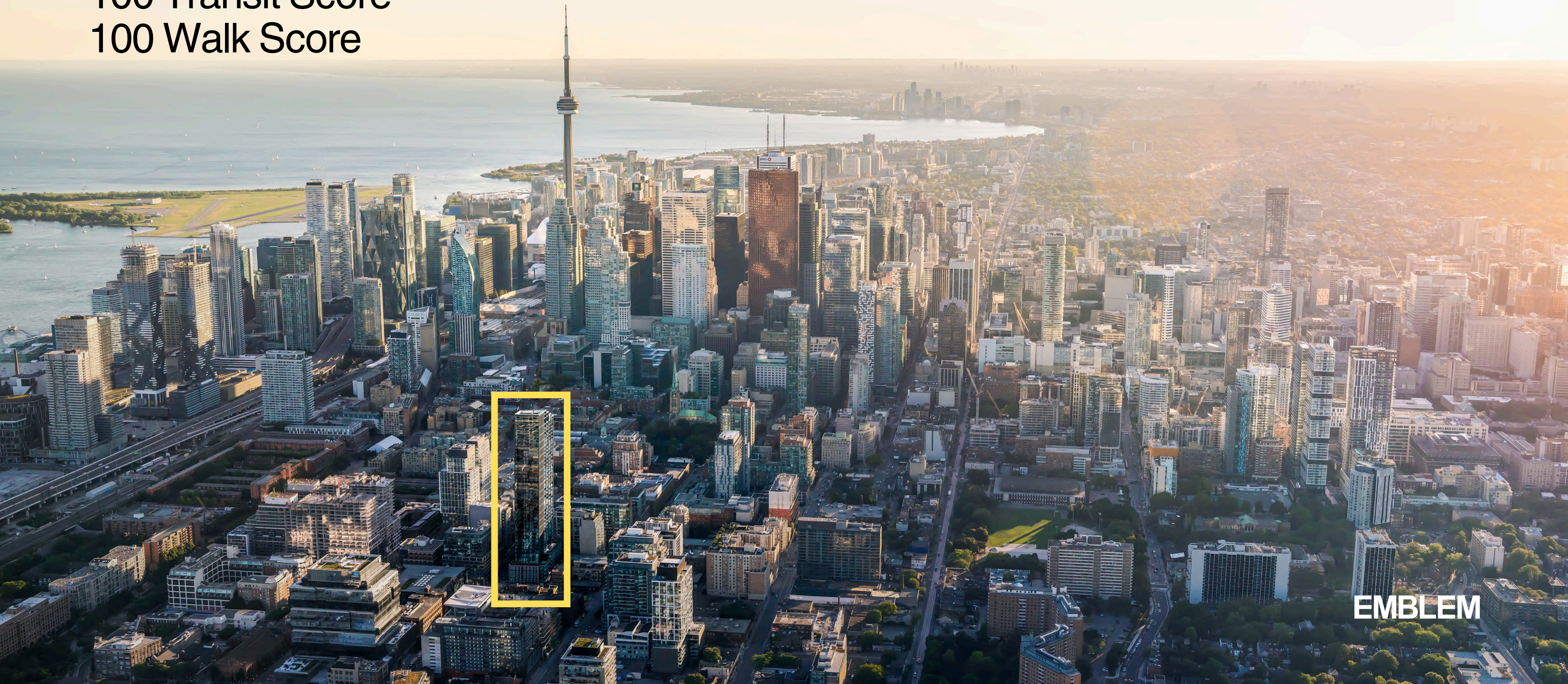
Highest Quality, Lowest PSF



EMBLEM

Allure: The Only Active Pre-Con Project on King Street with AAA Location

100 Transit Score
100 Walk Score



EMBLEM



DINING

- 01 LOUIX LOUIS
- 02 AGAINST THE GRAIN
- 03 EL CATRIN DESTILERIA
- 04 PURE SPIRITS OYSTER
- 05 WILDLY DELICIOUS AT THE DISTILLERY
- 06 SAKS FOOD HALL BY PUSATERI'S
- 07 CAFÉ ORO DI NAPOLI
- 08 SUD FORNO
- 09 CARISMA
- 10 CHOTTO MATTE
- 11 HENDRIKS RESTAURANT
- 12 MOTORINO CITTA
- 13 WOODS RESTAURANT AND BAR
- 14 HY'S STEAKHOUSE & COCKTAIL BAR
- 15 LEÑA RESTAURANTE
- 16 TERRONI
- 17 BARBERIAN'S STEAK HOUSE
- 18 ARDO
- 19 GUSTO 501

DRINKS/PUBS

- 20 SPIRITHOUSE TORONTO
- 21 THE CARBON BAR

CAFÉS & BAKERIES

- 22 BALZAC'S COFFEE
- 23 SWEETIE PIE
- 24 BRICK STREET BAKERY
- 25 NEO COFFEE BAR
- 26 VERSUS COFFEE
- 27 ROOSTER COFFEE

ENTERTAINMENT

- 28 MASSEY HALL
- 29 SCOTIABANK ARENA
- 30 CINEPLEX CINEMAS YONGE-DUNDAS AND VIP
- 31 CAA ED MIRVISH THEATRE

- 32 MERIDIAN HALL
- 33 ST. LAWRENCE CENTRE FOR THE ARTS (COMING SOON)

SHOPPING

- 34 EATON CENTRE
- 35 THE MARKET BY LONGO'S
- 36 ST. LAWRENCE MARKET
- 37 WINNERS
- 38 LCBO
- 39 KLAUS
- 40 ROVE CONCEPT
- 41 NICHOLAS METIVIER ART GALLERY
- 42 EQ3

WELLNESS

- 43 SWEAT AND TONIC
- 44 F45
- 45 BODY BLITZ SPA
- 46 BODY + SOUL FITNESS
- 47 EQUINOX

ATTRACTIONS

- 48 THE DISTILLERY DISTRICT
- 49 GOODERHAM BUILDING
- 50 NATHAN PHILLIPS SQUARE
- 51 YONGE-DUNDAS SQUARE

SCHOOLS

- 52 GEORGE BROWN COLLEGE
- 53 TORONTO METROPOLITAN UNIVERSITY (RYERSON)
- 54 UNIVERSITY OF TORONTO
- 55 ONTARIO COLLEGE OF ART & DESIGN

PARKS

- 56 ST. JAMES PARK
- 57 SCULPTURE GARDENS
- 58 ALLAN GARDENS
- 59 BERCZY PARK
- 60 DAVID CROMBIE PARK
- 61 SUGAR BEACH

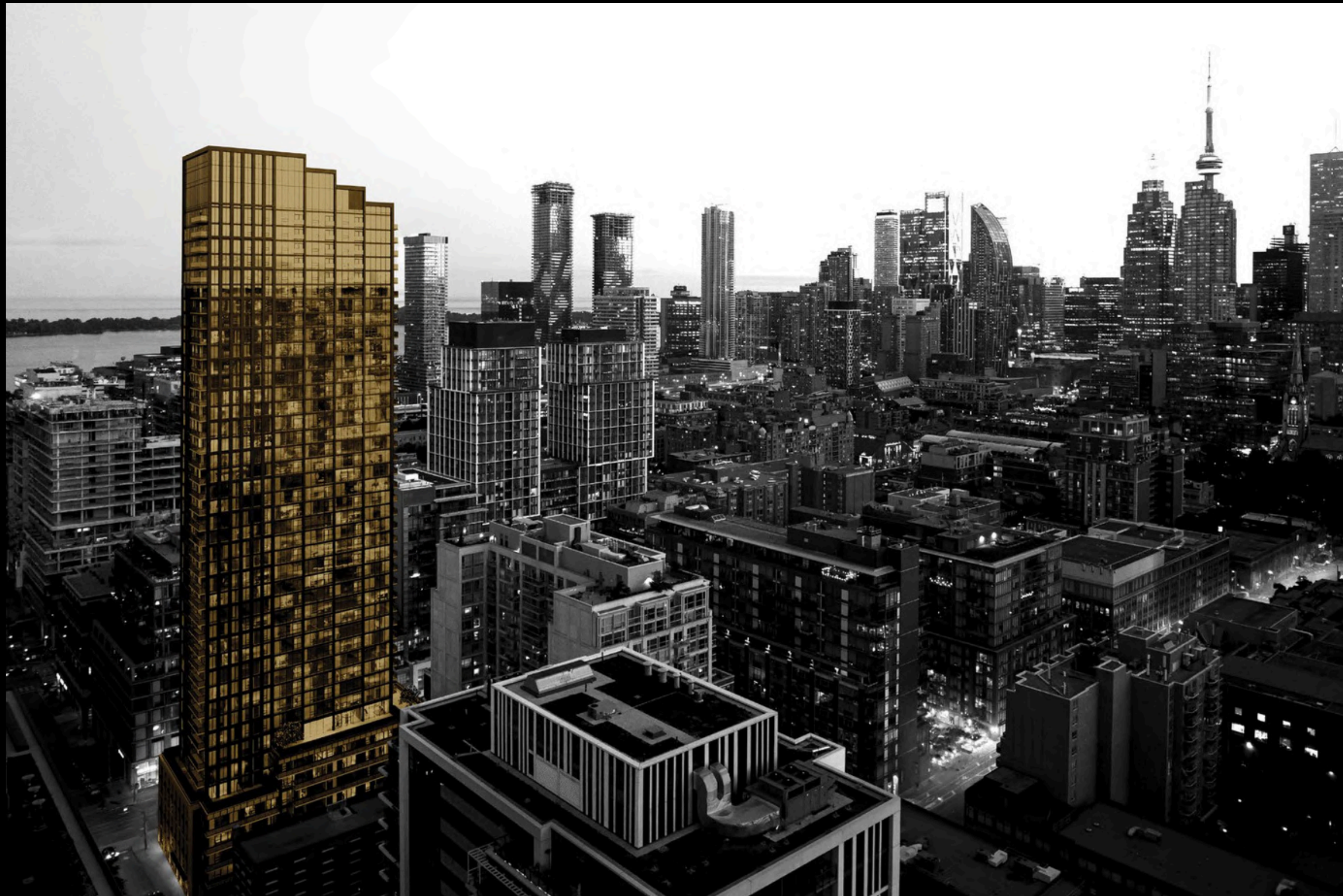
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BEST INVESTMENT IN DOWNTOWN TORONTO

AAA Location: Today & Tomorrow

A L L U R E

236 KING STREET



100 Transit Score
100 Walk Score



1 Min Walk to TTC Streetcar

9 Min Walk to King Subway

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BEST INVESTMENT IN DOWNTOWN TORONTO

AAA Location: Today & Tomorrow

A L L U R E

236 KING STREET



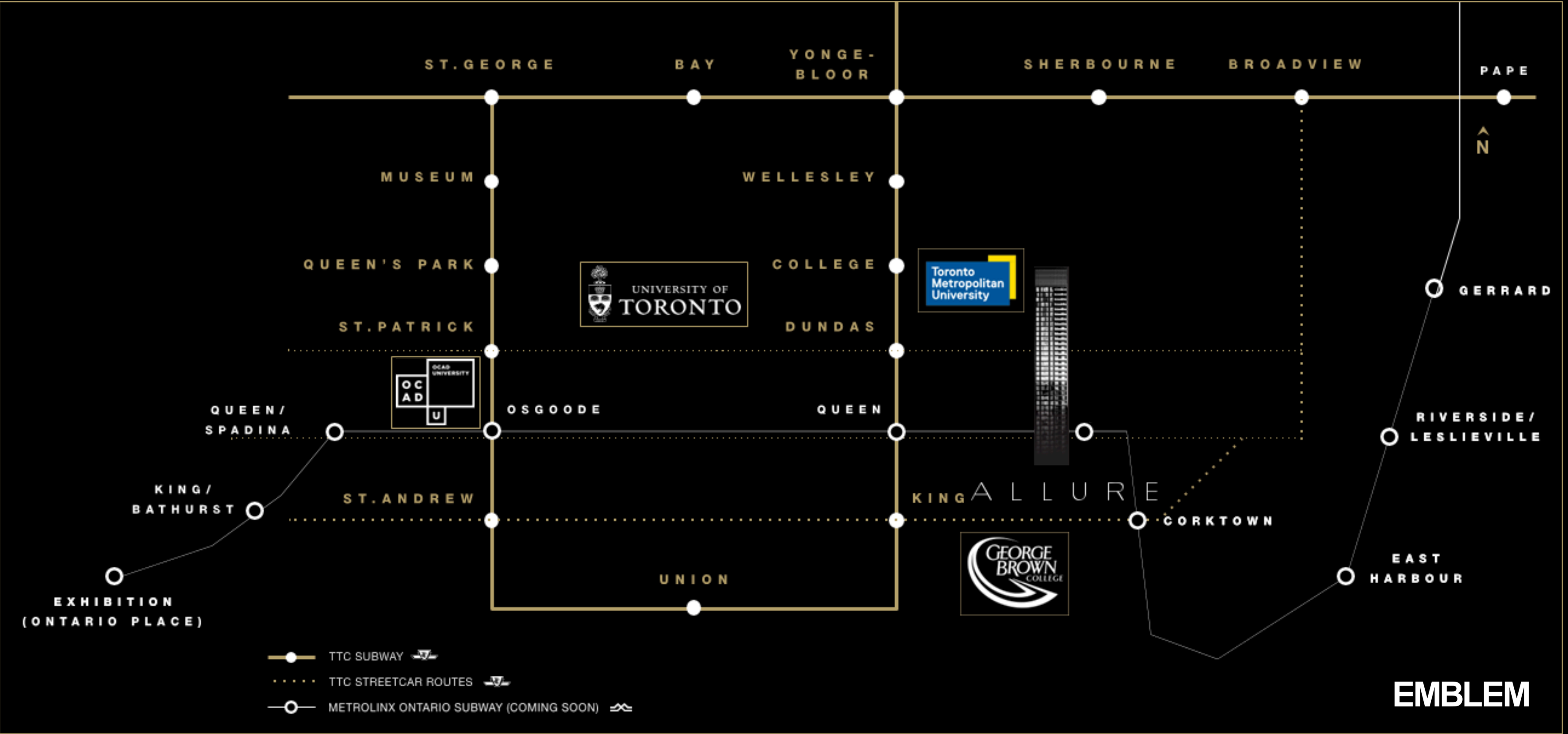
100 Transit Score
100 Walk Score

 **METROLINX**

4 Min Walk to Ontario Line

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You Are Connected to Entire City



Allure: Appealing to a Multi Profile Buyer

A L L U R E

A L L U R E



Culture & Entertainment: Minutes To Major Destinations

A L L U R E



St. Lawrence Market

 8 MIN  8 MIN



The Distillery District

 12 MIN  12 MIN



Scotiabank Arena

 20 MIN  15 MIN

Education: 10 Minutes To Canada's Top-Tier Institutions

A L L U R E



UNIVERSITY OF TORONTO



TORONTO METROPOLITAN UNIVERSITY (RYERSON)



THE DMZ (TORONTO METROPOLITAN UNIVERSITY)



UNIVERSITY OF L'ONTARIO FRANCAIS



OCAD (ONTARIO COLLEGE OF ART & DESIGN)

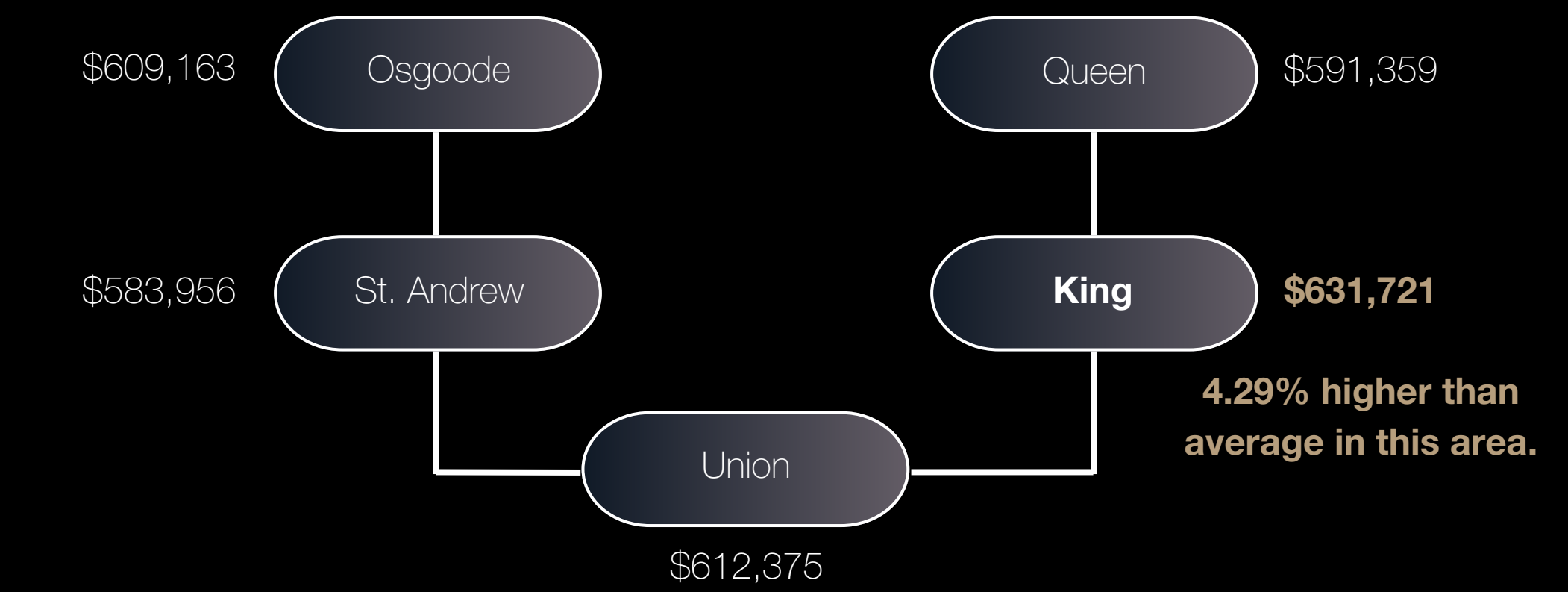


GEORGE BROWN COLLEGE (LAKESHORE AND ST. JAMES CAMPUS)

Transit Drives Value: King Station & LRT Lead the Way

A L L U R E

Case Study: Condos along Eglinton LRT line demonstrated higher value by up to 135% in 2022*. 2024 sales data reveals that average condo prices within a 10-minute walk of subway stops are highest next to King Station.



9 MIN WALK TO KING SUBWAY
4 MIN WALK TO ONTARIO LINE

A L L U R E

Source: <https://www.zoocasa.com/blog/house-condo-prices-by-ttc-subway-stops-2024>
<https://nationalpost.com/life/homes/home-values-skyrocketing-along-parts-of-the-eglinton-lrt>
*Ontario Line is a subway.

BEST INVESTMENT IN DOWNTOWN TORONTO

Work: Proximity to Canada's Economic Hub

A L L U R E



Work on Bay,
Live on King

Financial District
Bay Street



10 MIN

EMBLEM

BEST INVESTMENT IN DOWNTOWN TORONTO

Allure's Neighbour: The Largest Commercial Project in Canada

A L L U R E



East Harbour (Planned)

2 Stops

Away from Allure

50,000 New Jobs

Forecasted

10 Million Sq. Ft.

Employment development

Second Largest

Transit Hub being Built in Toronto

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Source: <https://urbantoronto.ca/database/projects/east-harbour.6817>

BEST INVESTMENT IN DOWNTOWN TORONTO

Allure's Neighbour: Massive Waterfront Revitalization Project

A L L U R E



Port Lands

2 Stops

Away from Allure

\$1.25B

Government Budget

715 Acres

Mixed-Use Development

Source: <https://www.toronto.ca/legdocs/mmis/2021/ex/bgrd/backgroundfile-172180.pdf>

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BEST INVESTMENT IN DOWNTOWN TORONTO

Global Leader in Architecture



40,000+
Projects Worldwide



INTERNATIONAL TRADE CENTER
- SHANGHAI



FOUR SEASONS - MADRID



WORLD'S LARGEST PORSCHE
EXPERIENCE CENTRE - ITALY



ATLANTIS THE ROYAL - DUBAI

EMBLEM

BEST INVESTMENT IN DOWNTOWN TORONTO

Global Leader in Design

BURDIFILEK



200+
International Architecture
& Design Awards

EMBLEM

A L L U R E



Global Quality Standards

EMBLEM

ALLURE

Global Quality Standards

EMBLEM

A L L U R E

Forever Investment

EMBLEM



EMBLEM

A L L U R E

Global Building

EMBLEM

A L L U R E

Global Quality Standards

EMBLEM



ALLURE



Global Building

EMBLEM

30th FLOOR VIEW

Open Views to Waterfront, Financial District

A L L U R E

EMBLEM



TOP 5 HIGH-RISE BUILDINGS IN CANADA

BY CANADIAN HOME BUILDERS ASSOCIATION 2024



BEST INVESTMENT IN DOWNTOWN TORONTO

Showcase Suite Features

- Floor-to-ceiling windows
- ~9 ft. to 12 ft. ceilings
- Luxury vinyl flooring
- Composite quartz countertop and slab kitchen backsplash



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A L L U R E

EMBLEM

A L L U R E

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A L L U R E

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ALLURE

Over 45% Sold

Construction Commencement at 50%



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Best Value: Starting from high \$1,100s PSF

A L L U R E

Bed Type	Model	Int. SF	Ext. SF	Bath	View	Starting Floor	Starting Price	Credit on Closing	Starting Final Price	PSF
1B	Batam	502	-	1	North	20	\$841,990	\$100,000	\$741,990	\$1,478
1B	Frankfurt	534	Juliette	1	North	9	\$854,990	\$100,000	\$754,990	\$1,414
1B+D	Vienna	625	37	1	South	5	\$994,990	\$100,000	\$894,990	\$1,432
2B	Prague	722	-	2	North West	3	\$979,990	\$100,000	\$879,990	\$1,219
2B	Chiba	681	-	1	South	9	\$999,990	\$100,000	\$899,990	\$1,322
2B	Manila	829	-	2	South	3	\$1,079,990	\$100,000	\$979,990	\$1,182
2B+D	Istanbul	788	116	2	North	3	\$1,099,990	\$100,000	\$999,990	\$1,269

*The price/sqft reflects the final price applied credit on closing. Legal fees + HST may apply. **Please speak to Sales Representative for further details. All prices, figures and materials are preliminary and are subject to change without notice E. & O. E. All areas and stated room dimensions are approximate only and are calculated in accordance with the HCRA Directive regarding Floor Area Calculations. The contents of this document are not intended to solicit interest from ineligible individuals or entities (non-Canadians, unless exempt) as defined by the Prohibition on the Purchase of Residential Property by Non-Canadians Act. March 6, 2025

Limited-Time Deposit Structure

A L L U R E

OPTION A

10% deposit in the first 2 years

- \$10,000 on Signing
- Balance of 5% in 30 days
- 2.5% in 366 days
- 1.25% in 540 days
- 1.25% in 720 days
- 5% in 90 days before Final Tentative Occupancy
- 5% on Occupancy

OPTION B - MONTHLY

10% deposit in the first 2 years

- \$10,000 on Signing
- Balance of 5% in 30 days
- Monthly Deposits:
 - Studio - \$1,600
 - 1B - \$1,700
 - 1B+D - \$2,100
 - 2B - \$2,300
 - 2B+D - \$2,500
 - 3B - \$2,700
- 5% in 90 days before Final Tentative Occupancy
- 5% on Occupancy

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Credit on Closing, Free Assignment, and more

A L L U R E

Credit on Closing

\$100,000

Free Assignment*

(Value at \$5,000)

Capped Development Fee

1B+D & Smaller: \$17,500 + HST

2B and Larger: \$20,000 + HST

Right to Lease During Occupancy**

(Value at \$5,000)

Occupancy: Summer 2029

*Legal fee will apply and remains subject to Vendor approval. **Subject to Vendor's Approval. ***Please see Sales Representative for full details. All prices, figures and materials are preliminary and are subject to change without notice. All areas and stated room dimensions are approximate. Floor area measured in accordance with Tarion Bulletin #22. Actual living area will vary from floor area stated. E. & O. E. February 26, 2025.

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BEST INVESTMENT IN DOWNTOWN TORONTO

Contact Our Team

A L L U R E



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EMBLEM Presentation Gallery

1819 Yonge Street - Toronto, Ontario M4S 1X8

Monday - Thursday: 11AM - 6PM

Friday: By Appointment

Saturday - Sunday: 12PM - 5PM

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