

Crown Residences at Barangaroo, Ironfish, ArchiStar, and BC Securities Win Chinese Global Choice Awards from Juwai.com

World's Best China-Focused Property Marketers Honoured in Award Based on Popular Consumer Vote and Esteemed Judging Panel

Australian companies Crown Residences at Barangaroo, Ironfish, ArchiStar, and BC Securities were four of the most notable among the 20 of the world's very best China-focused real estate marketers who were named as winners of the Global Chinese Choice Award by Juwai.com at a gala black-tie dinner event in Shanghai on Wednesday, 5 December.

The awards presentation followed four months of nominations, online voting by Chinese consumers, and final selection by an esteemed panel of judges that included senior executives from Alibaba Entrepreneurs Fund, Noah Holdings, and other respected companies.

The Juwai Global Chinese Choice Awards is the only awards program in the world to target China-centric residential developers, agencies, lenders, and other organizations. Organizer Juwai.com is the No. 1 Chinese international property portal and exclusive international property partner to Tencent.

A full list of winners is below.

ArchiStar was founded by Dr. Benjamin Coorey to change the way the property industry operates. The ArchiStar.ai Property platform enables developers to instantly determine the development potential of any block of land. ArchiStar.ai uses architectural parametric technology and government controls to identify development hotspots.

BC Securities is a Melbourne-based private lender with a dedicated residential real estate finance team that specialises in lending to non-residents in Australia.

Ironfish is one of Australia's largest and fastest growing property investment groups, with 14 offices in Australia and China; development arms in Melbourne, Adelaide and Perth; and partnerships with national and global brands such as Mirvac, Stockland, Frasers Property, Colliers International, CBRE and Knight Frank.

Crown Residences at Barangaroo are the first six-star hospitality branded residences in Sydney and Australia, one of the most luxurious residences in the world, and Crown Resort's flagship project in Australia.

Comments from Selected Winners

Lanny Xu, CEO of Ironfish China, which won the 'Trustworthy Overseas Property Service Provider' award, said, "Since 2004, we have built up our business in China and received lots of awards and are very appreciative, but none of these can be compared with today's award from Juwai. It is one of the best awards in the industry and we are very honoured to receive it. Hopefully, in the future, we will work with Juwai.com in a long-term relationship in terms of serving clients in purchasing and investing in overseas property."

Todd Nisbet, Executive Vice President - Strategy and Development for Crown Resorts Limited, whose Crown Residences at One Barangaroo in Sydney, Australia won the 'Best International Hospitality Branded Residence' award, said, "We couldn't be more excited about receiving this award, given the fact that it is voted on by the general public who are interested in real estate. That an award has been won by a project in Australia is a testament to how truly global real estate has become for the Chinese consumer. Juwai.com has the largest reach and a level of credibility that a lot of companies don't currently enjoy in China."

Comments from Juwai.com CEO

Juwai.com CEO Carrie Law said:

"At Juwai.com, we work to create happy consumers and happy customers. That's what makes us happy as a team. We see the fantastic teams who won awards tonight as sharing a similar vision.

"If you can make it in China, you can make it anywhere. Chinese buyers are the most motivated, biggest spending, and savviest cross-border buyers in the world.

"No other market is as fast-paced, competitive, and remunerative as China. China is where marketers invest in the most innovative marketing strategies because it has the scale to deliver the biggest payday. Our winners constantly experiment and fine-tuning their approach. They often take what they learn in China back to their home markets and apply it there, as well.

"More property marketers targeting Chinese consumers use VR in property marketing. More use live video. More use the online-to-offline model. China is the proving ground, so we created the Juwai Global Chinese Choice Awards to acknowledge the very best.

"Mainland Chinese invested US\$119.7 billion in international property last year. We expect investment this year to be up 3% to 8% over that level, bringing total investment to at least \$123.3 billion in 2018."

Comments from the Judges

The judging panel included nine senior leaders from JD.com, Noah Holdings, Alibaba Entrepreneurs Fund, and other respected companies. Discover the full judges' panel here: <https://awards.juwai.com/judges>

"All of the judges found it extremely difficult to choose winners from among so many excellent companies," said Georg Chmiel, who is Juwai.com Chairman, has 24 years in online and technology and has been CEO and MD of iProperty Group and LJ Hooker Group, as well as CFO of the US\$7.1-billion REA Group.

"Ironfish, like all the winners, stands out as the very best in the world.

"Crown Residences, like all the winners, stands out as the very best in the world.

"The 20 winners represent an incredible diversity in terms of location, category, and even business model. They have in common an unmatched

understanding of —and commitment to— Chinese consumers. They have managed to overcome challenges in terms of language and of distance by using technology to assist them in cross-border selling. And they stand out in terms of Chinese consumer loyalty, which we can read via consumer online votes, search patterns, and transactions.”

Global Chinese Choice Awards by Juwai.com

Full List of Winners

Global

Best Use of Big Data on E-commerce Business: ICBC E-Mall.

Best International Hospitality Branded Residence: Crown Residences at One Barangaroo, Sydney, Australia.

Trustworthy Overseas Property Service Provider: Ironfish (China) Co. Ltd.

Best Overseas Mortgage Lender: BC Securities.

Best International Property Agency: Landscape Christie's International Real Estate.

Best Digital Innovation Development: New World Development Company Limited.

Best Property AI Service Provider: ArchiStar Pty Ltd.

Greece

Most Popular Developer – Greece: MD Homes LTD.

Japan

Best Property Investment Consultancy – Japan: Century21 Culture Centre Property Ltd.

Best Immigration & Startups Consultancy – Japan: Far East International Investment Immigration Consultant Company.

Malaysia

Best Development – Malaysia: D'Rapport Residences, Ampang, Malaysia, by the ACMAR Group.

Thailand

Best Developer – Thailand: All Inspire Development PCL.

Best Agency – Thailand: Thai D Real Estate Co Ltd.

United Kingdom

Best Developer – London, UK: Mount Anvil Limited.

Best Developer – Birmingham, UK: Top Capital Group.

Best Property Developer – Manchester, UK: Salboy International.

Best Development – Manchester, UK: Local Blackfriars by Salboy International.

United States

Best US Real Estate Company: Long & Foster Real Estate, Inc.

Vietnam

Best Premium Development – Vietnam: Halong Bay Golf Club & Luxury Resorts by FLC Group.

Best Developer – Vietnam: FLC Group.

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