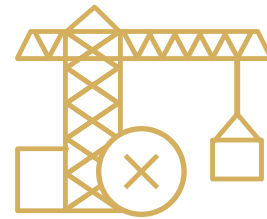


**EMBLEM**

Playing to Win



Banks are tightening on lending



Projects will get cancelled



Risk that agents will not get paid  
on the time and money invested



Start early - build momentum



Invest in digital marketing and other forms of advertising



Follow up rigorously with all leads



Invite leads to meet in person at sales centre

**EMBLEM**



**The Design District** <sup>41</sup>

# The Mark of Exceptional Design

# EMBLEM

EMBLEM Developments is one of the fastest growing real estate development companies in the GTA with a focus on developing high-rise residential buildings. Our current development portfolio consists of over 4,300 units representing over \$3.3 billion of development value.

Believing exceptional design is the difference between a space that feels right and one that provides no connection, there is an unwavering commitment to obsess about the design of every space within an EMBLEM project from the inside

to the outside. The EMBLEM team is led by founder and Canadian business leader, Kash Pashootan, and comprises experienced professionals in Construction, Development, Finance, Customer Care and Sales and Marketing who are able to execute the EMBLEM vision from theory to final product.

**/ TORONTO**  
**/ HAMILTON**  
**/ MISSISSAUGA**  
**/ OTTAWA**

# Projects by Emblem

## ARTFORM

Mississauga

336 Units

Under Construction



## ARTE

Mississauga

427 Units

Under Construction



## 1 JARVIS

Hamilton

354 Units

Under Construction



## CAPITAL PARK

Ottawa

291 Units

Complete



# Why Choose Hamilton?

## 01

### ROBUST INCREASE IN POPULATION AND JOBS

Hamilton's population is projected to increase by 236,000<sup>1</sup>, accompanied by 122,000<sup>1</sup> new jobs.



## 02

### THE PERFECT TRANSIT HUB

Transit in Hamilton is excellent, with great Go train and bus connections, and an upcoming new 14 km LRT line<sup>2</sup> with 17 stops, financed by a \$3.4 billion investment.<sup>3</sup> The Airport is only 20 minutes<sup>4</sup> from downtown, handling domestic and international flights.



## 03

### EDUCATION – MCMASTER RANKED TOP 10 IN CANADA

McMaster University has more than 30,000<sup>5</sup> undergraduate and over 4,800<sup>5</sup> postgraduate students, but can only accommodate 3,900 students.<sup>6</sup>



## 04

### REVITALIZATION OF HAMILTON'S WATERFRONT

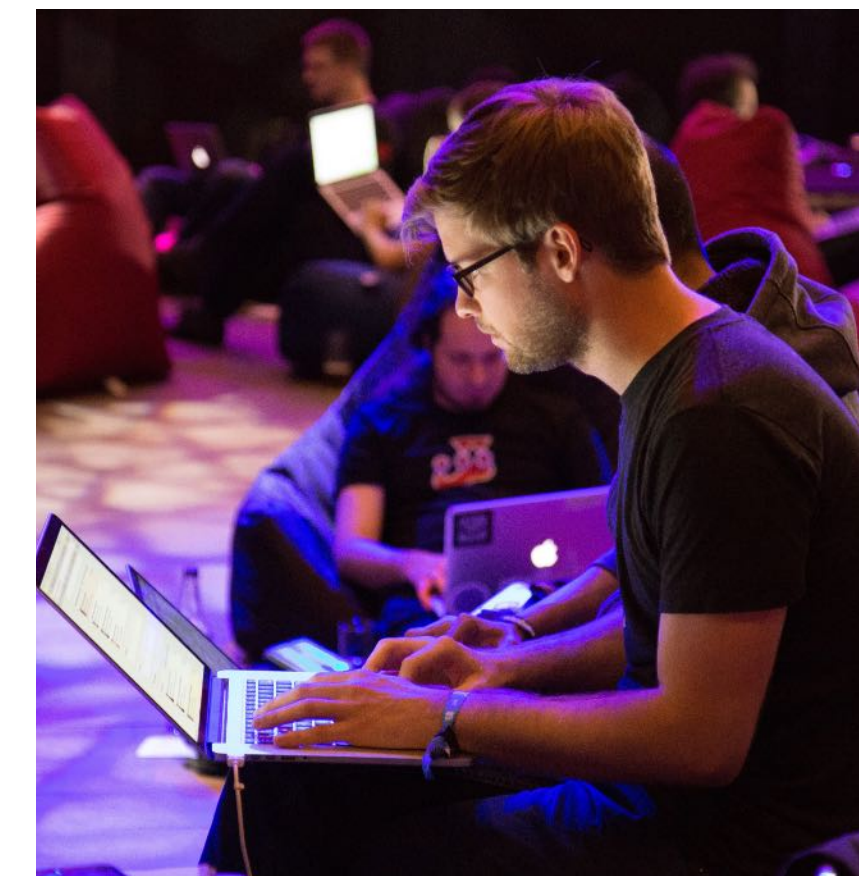
The sweeping water views and relaxing green spaces of Hamilton's West Harbour will reach their potential with a \$140 million<sup>7</sup> redevelopment project that includes a vibrant commercial village and public piazza.<sup>4</sup>



## 05

### TECH TALENT RANKED TOP 5 IN CANADA

CBRE ranks Hamilton in the Top 5 in Canada<sup>8</sup> for the Quality of Tech Labour and Real Estate Cost, and in the Top 2 for mid-sized city tech talent labour pool growth.<sup>8</sup>



On the waterfront, a \$140 million<sup>7</sup> redevelopment project will transform the harbour into a beautiful, pedestrian-friendly community with a commercial village and a public plaza. This mixed-use, transit supportive community will be an active destination on Hamilton's waterfront, and will offer new affordable housing, offices and retail space.



# The New Waterfront.

TheDesignDistrict®

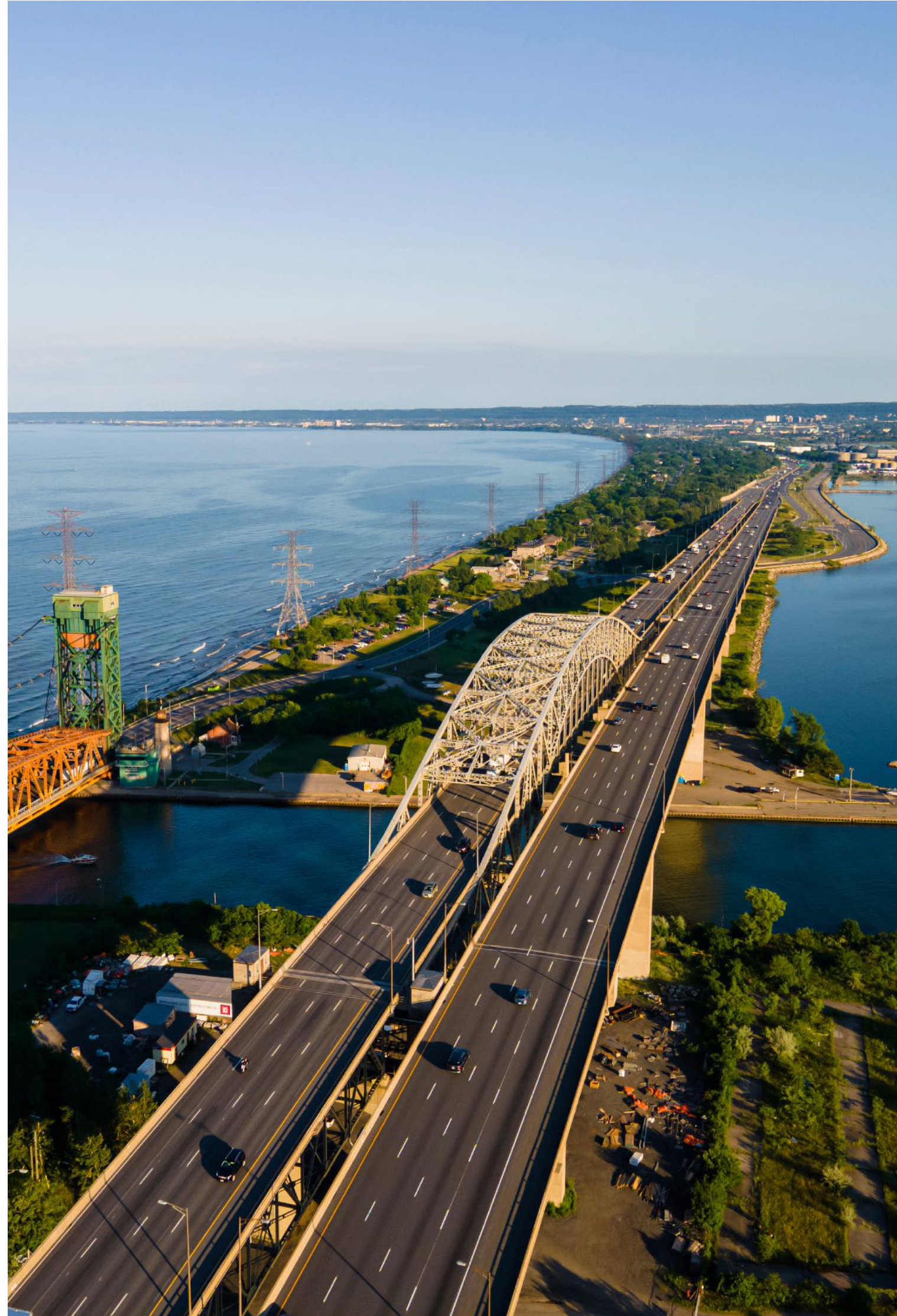
EMBLEM



# Hamilton Market Value

SOURCES: SEE SLIDE 30

TheDesignDistrict®



**+\$4B<sup>3, 7, 9</sup>**

Billions Invested  
Into New  
Infrastructure

**+236,000<sup>1</sup>**

Projected New  
Residents for Hamilton

**+122,000<sup>1</sup>**

Projected Hamilton  
Employment Growth

**+18,557<sup>10</sup>**

Future Condominium  
Market Units Proposed

**+34%<sup>10</sup>**

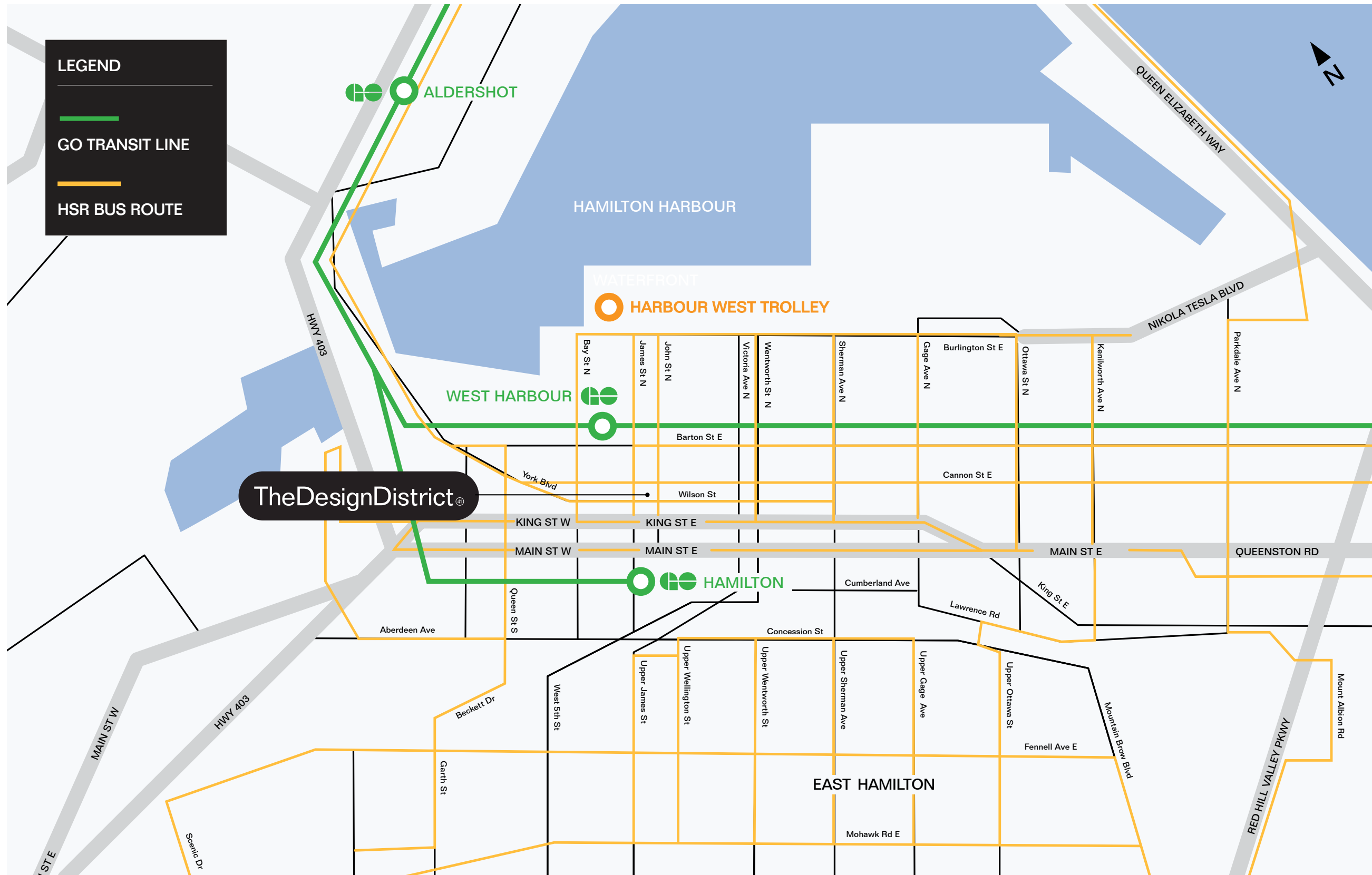
Average Resale Condo  
PPSF Increase Y/Y

**+13%<sup>10</sup>**

Average Increase in Sold  
PPSF for New Condos Y/Y

# Hamilton Connected

SOURCES: SEE SLIDE 30



## TRANSIT STATIONS



HAMILTON GO CENTRE STATION

**3** MIN<sup>4</sup>

**11** MIN<sup>4</sup>

WEST HARBOUR GO STATION

**3** MIN<sup>4</sup>

**12** MIN<sup>4</sup>

HAMILTON LRT

**2** MIN<sup>4</sup>

**5** MIN<sup>4</sup>

4 MODES OF TRANSPORTATION IN HAMILTON:

**\$3.4 BILLION<sup>3</sup>**



**METROLINX**



John C. Munro  
**HAMILTON**  
INTERNATIONAL AIRPORT

HAMILTON LRT:  
FULLY-FUNDED PROJECT



**97** WALK SCORE<sup>11</sup>



**85** TRANSIT SCORE<sup>11</sup>

# Future Hamilton LRT

EMBLEM + METROLINX

TheDesignDistrict



EMBLEM

# Tech Talent: Ranked Top 5 in Canada



## THE CITIES WHERE TECH TALENT IS BOOMING

CANADIAN CITIES	TECH TALENT GROWTH <sup>12</sup>	U.S. CITIES	TECH TALENT GROWTH <sup>12</sup>
Calgary	2.20%	Seattle	1.70%
Vancouver	2.10%	San Francisco Bay Area	1.50%
Toronto	2.00%	New York City	1.50%
▶ <b>Hamilton</b>	<b>1.90%</b>	Detroit	1.20%

HAMILTON'S 5 YEAR GROWTH:  
TECH TALENT LABOUR POOL HAS INCREASED BY **+35.7%** <sup>13</sup>

# The Education Hub +65,000 STUDENTS

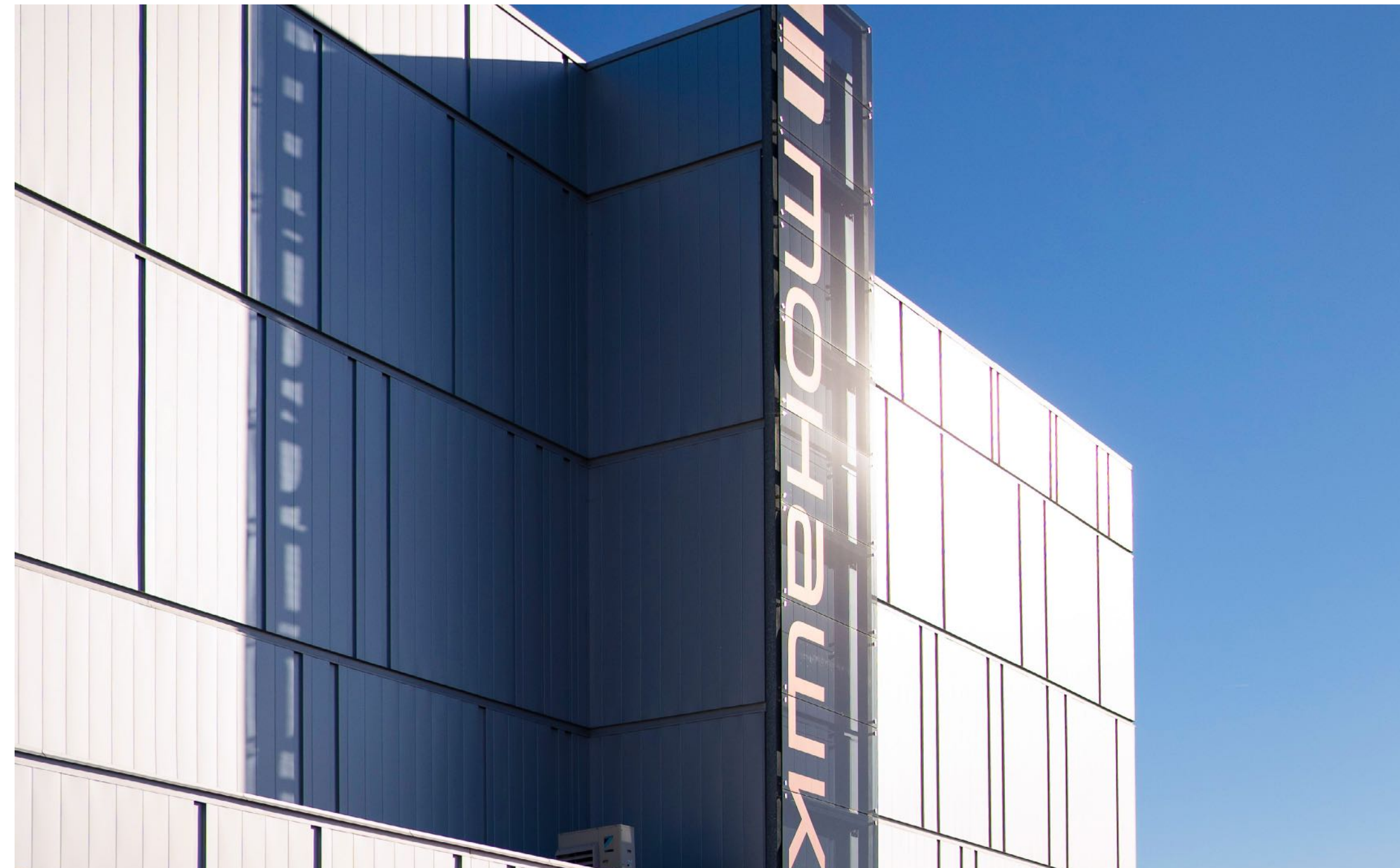
## MCMASTER UNIVERSITY

McMaster is ranked fourth in Canada in the “medical-doctoral” category, and first in Canada for student services.<sup>14</sup> It is home to more than 70 research centres and institutes.<sup>15</sup>



## MOHAWK COLLEGE

With 33,000 full-time and part-time students, Mohawk is a leader in health and technology education, and one of the largest trainers of apprentices in Ontario.<sup>16</sup>



# No Need to Drive

## POINTS OF INTEREST

### RESTAURANTS

1. Radius
2. Mattson & Co.
3. The French
4. Ancaster Mill
5. La Cantina
6. HAMBGR
7. The Burnt Tongue
8. Gown and Gavel
9. rothers Grimm istro
10. Caro
11. he Mule
12. Born & Raised
13. Shakespeare's Steak And Seafood
14. Earth to Table: Bread Bar
15. August 8
16. The Diplomat
17. Charred Rotisserie House
18. Saltlick Smokehouse
19. Spring Grill House
20. Toma La
21. erkeley orth

### BARS AND BREWERIES

22. MERIT Brewing Company
23. Aberdeen Tavern
24. Corktown Pub
25. Absinthe Hamilton
26. Collective Arts Brewing
27. Bar Sazerac
28. Arcade Hamilton
29. Brux House
30. Bad and Boujee
31. The Brain Bar
32. The Side Door Bar
33. The Capitol Bar

### CAFÉS & SWEET TREATS

34. Redchurch Café + Gallery
35. Mezza Caffé

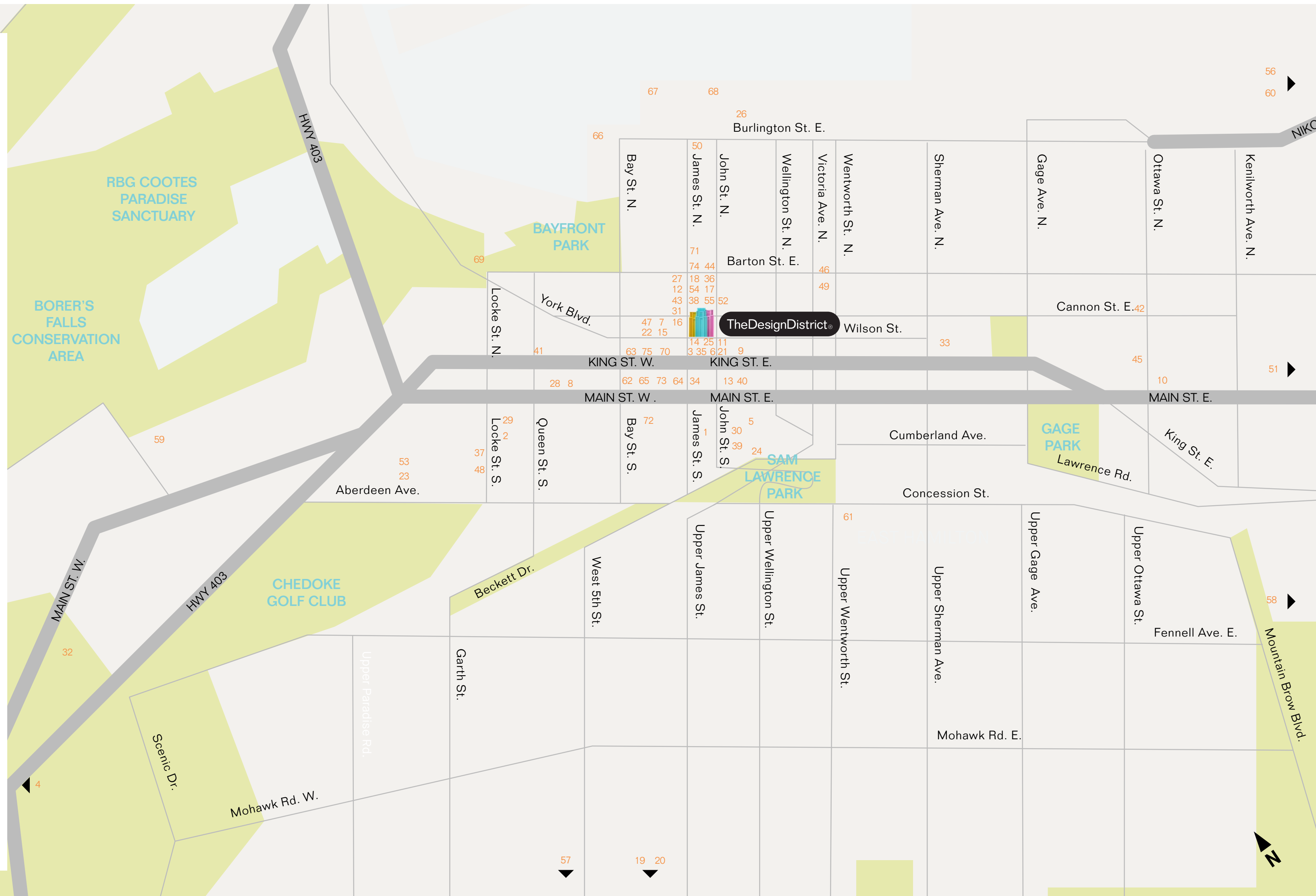
36. Steeltown Garage Co.
37. Democracy\*
38. Saint James Espresso Bar & Eatery
39. Detour Café
40. Café Oranje
41. Ark + Anchor Espresso Bar
42. The Cannon
43. Mulberry Coffeehouse
44. Synonym
45. Tim Hortons (original store)
46. Crumbled
47. Chocolat
48. Donut Monstr
49. hello baked
50. Grandad's Donuts
51. Panini & Ice Cream
52. Dolled Up Desserts
53. Cake & Loaf Bakery
54. Ola Bakery & Pastries
55. Pane Del Sole

### MUSEUMS & ENTERTAINMENT


56. Adventure Village
57. Canadian Warplane Heritage Museum
58. Battlefield House Museum
59. McMaster Museum of Art
60. Hamilton Museum of Steam and Technology
61. The Zoetic Company
62. Art Gallery of Hamilton
63. FirstOntario Centre
64. FirstOntario Concert Hall
65. Hamilton Convention Centre
66. Royal Hamilton Yacht Club
67. Hamilton Waterfront Outdoor Rink
68. HMCS Star

### ARCHITECTURE

69. Dundurn Castle
70. Lister Block
71. Liuna Station
72. City Hall (Hamilton Sign)
73. Pigott Building
74. Christ's Church Cathedral
75. Hamilton Farmers' Market



Never Done Before.  
Unmatched Lifestyle is about to Arrive.  
The Forever Gold Standard.



TheDes District<sup>41</sup>



TheDesignDistrict®

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**ADDRESS**  
41 Wilson St

**STOREYS**  
3 Towers, 31 Storeys

**UNITS**  
931 Units

TheDesignDistrict®

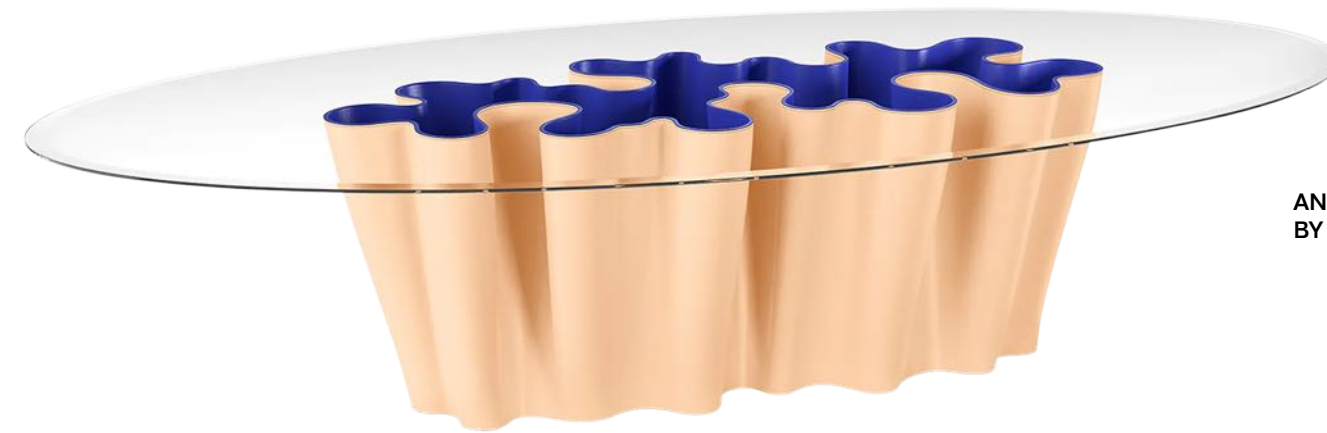
EMBLEM

# Furnishings by Louis Vuitton



## ART OF LIVING.

EMBLEM is creating spectacular spaces inside The Design District that feature furnishings by Louis Vuitton, a coveted luxury brand known around the world. Louis Vuitton applies rigour and high standards to even the smallest details. In neutral or bright shades, Louis Vuitton furniture permeates the space, providing structure.



ANEMONA TABLE  
BY ATELIER BIAGETTI



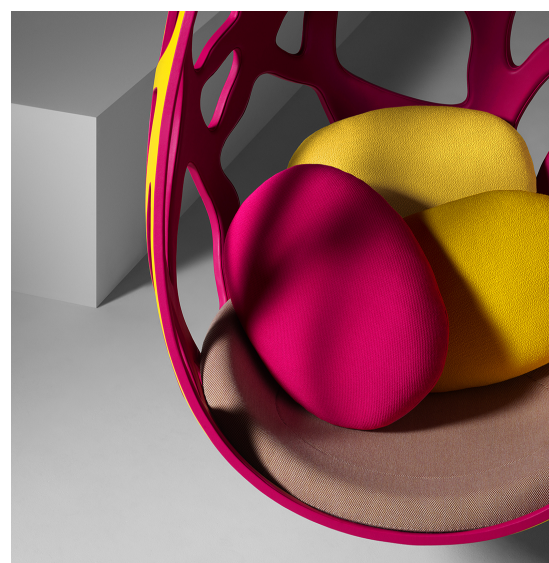
CANVAS  
FOOSBALL  
TABLE



TOTEM LUMINEUX  
BY STUDIO LV



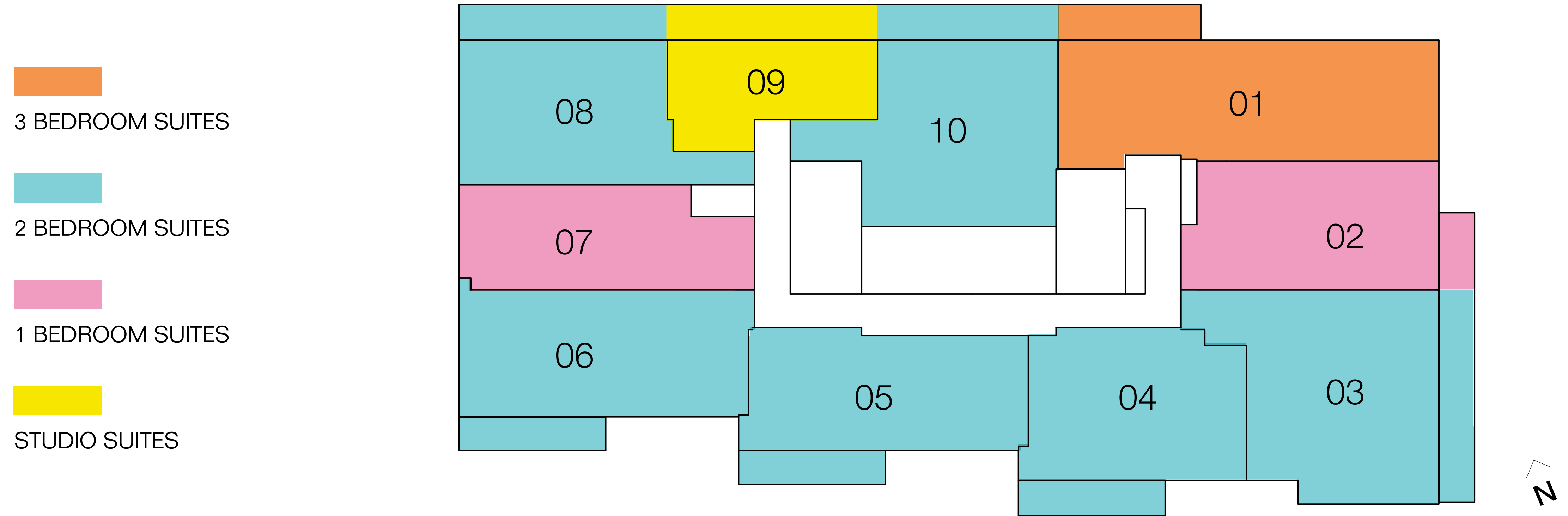
BULBO  
BY CAMPANA BROTHERS



EMBLEM

# Exceptional Keyplate

TOWER A  
FLOORS 10-31



# Best Suite Layout

## GRANITE - 1

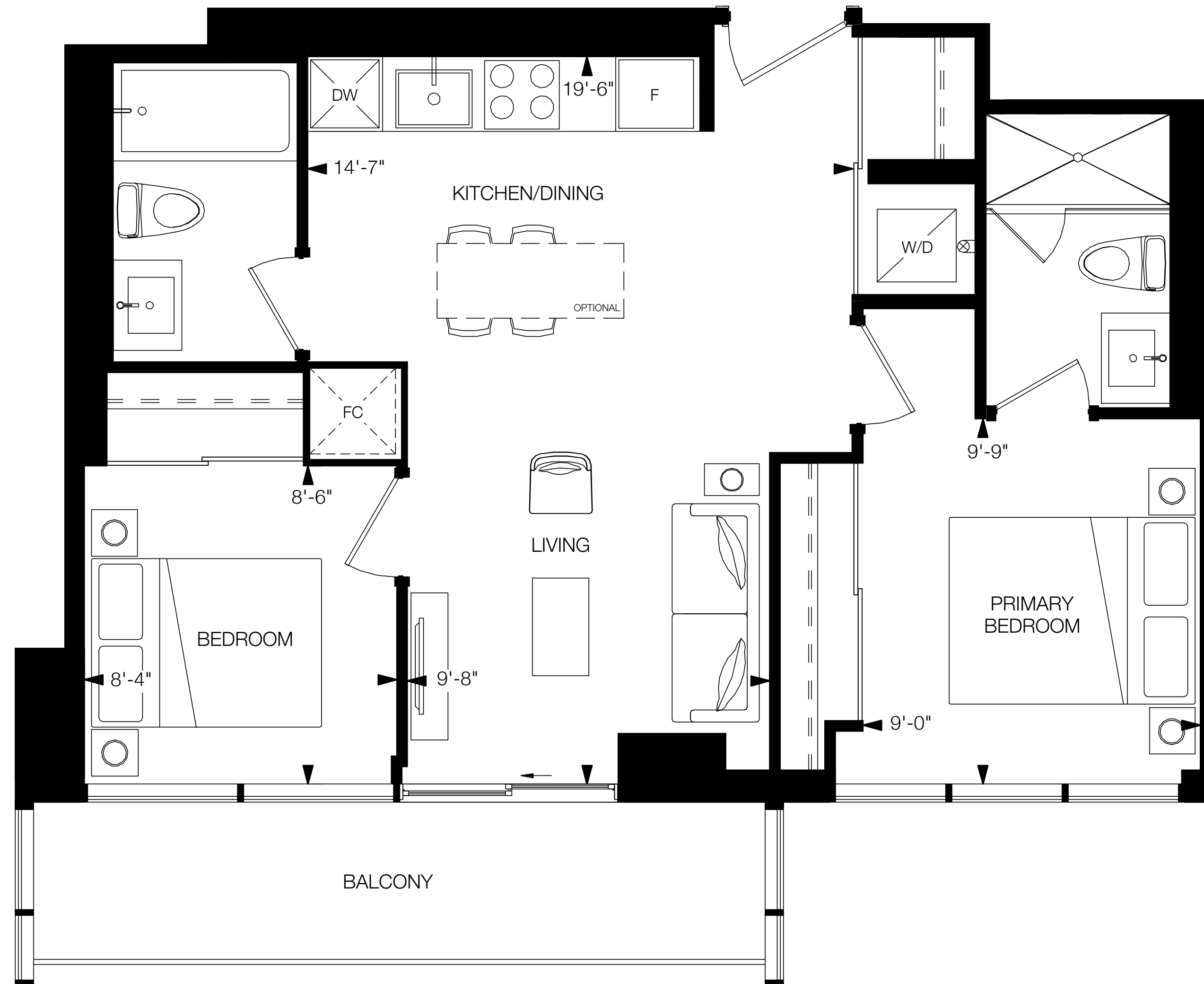
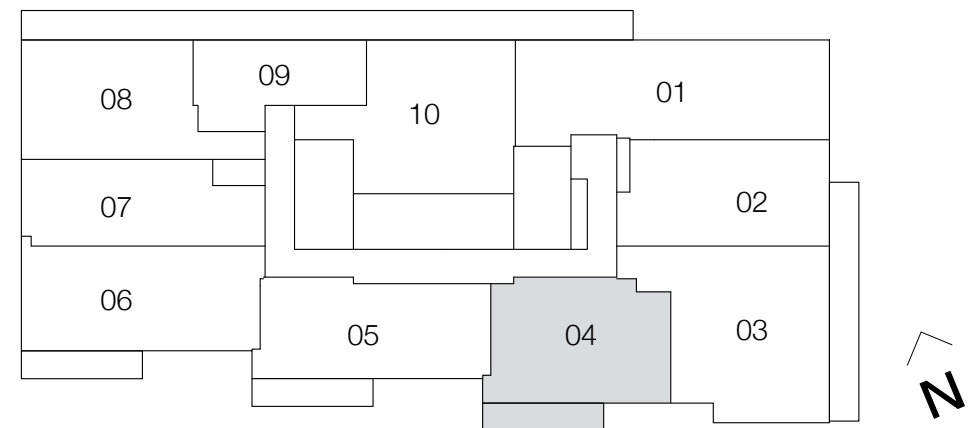
2 BEDROOMS, 2 BATHROOMS

INTERIOR: 645 SQ. FT.

EXTERIOR: 106 SQ. FT.

TOTAL: 751 SQ. FT.

TOWER A  
FLOORS 10-31



# Elevated Pool



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# Lobby



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# Fully-Equipped Fitness Centre



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# Yoga Studio



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# Co-Working Space



TheDesignDistrict®

EMBLEM

# Interior Suite



TheDesignDistrict®

EMBLEM

Sources:

- <sup>1</sup> Lorius and Associates
- <sup>2</sup> <https://www.hamilton.ca/sites/default/files/media/browser/2018-11-15/lrt-panel-brochure-june132019.pdf>
- <sup>3</sup> <https://news.ontario.ca/en/release/1000121/ontario-and-canada-investing-34-billion-to-advance-hamilton-lrt>
- <sup>4</sup> Google Maps
- <sup>5</sup> <https://discover.mcmaster.ca/fast-facts/get-to-know-mcmaster/>
- <sup>6</sup> <https://www.thespec.com/news/hamilton-region/2021/12/21/mcmaster-demolish-westdale-homes-residence.html>
- <sup>7</sup> <https://www.hamilton.ca/city-initiatives/priority-projects/waterfront-redevelopment-west-harbour>
- <sup>8</sup> <https://investinhamilton.ca/hamiltondigital/>
- <sup>9</sup> <https://www.gta-homes.com/real-insights/news/new-investment-in-hamilton-infrastructure/>
- <sup>10</sup> Urbanation
- <sup>11</sup> <https://www.redfin.ca/on/hamilton/41-Wilson-St-L8R-1C6/home/150070801>
- <sup>12</sup> <https://www.insauga.com/canadas-tech-industry-is-booming-and-hamilton-burlington-is-producing-major-talent-report/>
- <sup>13</sup> <https://softwarehamilton.com/2020/12/06/cbre-ranks-hamilton-among-the-top-tech-talent-markets-in-canada/>
- <sup>14</sup> [https://www.mcmaster.ca/opr/html/opr/fast\\_facts/main/McMasterRankings.pdf](https://www.mcmaster.ca/opr/html/opr/fast_facts/main/McMasterRankings.pdf)
- <sup>15</sup> <https://research.mcmaster.ca/research-centres/>
- <sup>16</sup> <https://humber.ca/transferoptions/transfer-out/virtual-pathways-fair/partner-pages/mohawk-college.html>

\*Based on current proposal and estimate.

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