

URL

CONNECTED LIVING

Sales Office
171 East Liberty St., Suite 101
Toronto, ON M6K 3P6
416 533 5888

CondoStoreCanada.com



Prices, sizes and specifications
are subject to change without
prior notice. Photos for mood and
impression only. E.&O.E. 2016.

THIS IS
YOUR **URL**

SHOULD HAVE BOUGHT **MICROSOFT** IN 1986.
SHOULD HAVE BOUGHT **APPLE** IN 1987.
SHOULD HAVE BOUGHT **GOOGLE** IN 2004.
SHOULD BUY **URL** NOW.

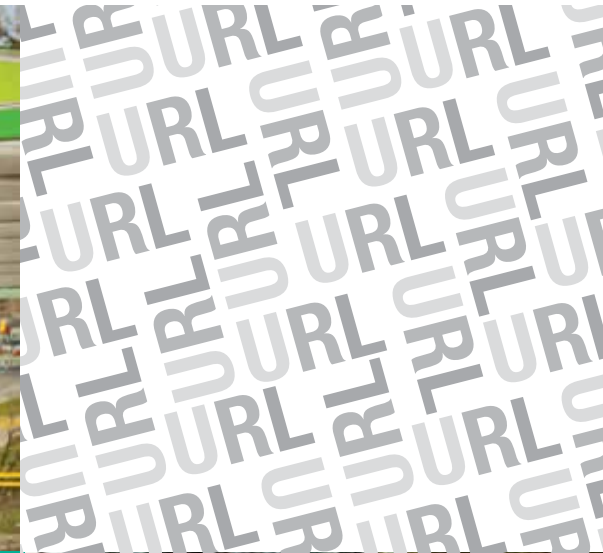


UR UNIQUE

LIVE, WORK PLAY, LEARN

Introducing URL, a new Live-Work-Play-Learn concept in urban living **right in the heart of Waterloo**. This hub offers smart, efficient condominiums complete with innovative suite designs, exceptional amenities and nearby conveniences.





UR CENTRED

LINKED TO EVERYTHING

The location, in the heart of **Canada's Technology Hub**, next door to **Sir Wilfrid Laurier's new Lazaridis Business Centre**, is situated in the prime downtown area and is minutes to The University of Waterloo.

UR CONNECTED

EXCLUSIVE LIFESTYLE AMENITIES

Hang out, soak up the sun, exercise, socialize and network, this community is designed for today. URL amenities include a **fully equipped gym** ideal for flexing, a **yoga and meditation room**, **group study lounge** that you can call a genius room, a **theatre and games room**, an **outdoor terrace** with lounge and BBQ space and fire pit.





GYM



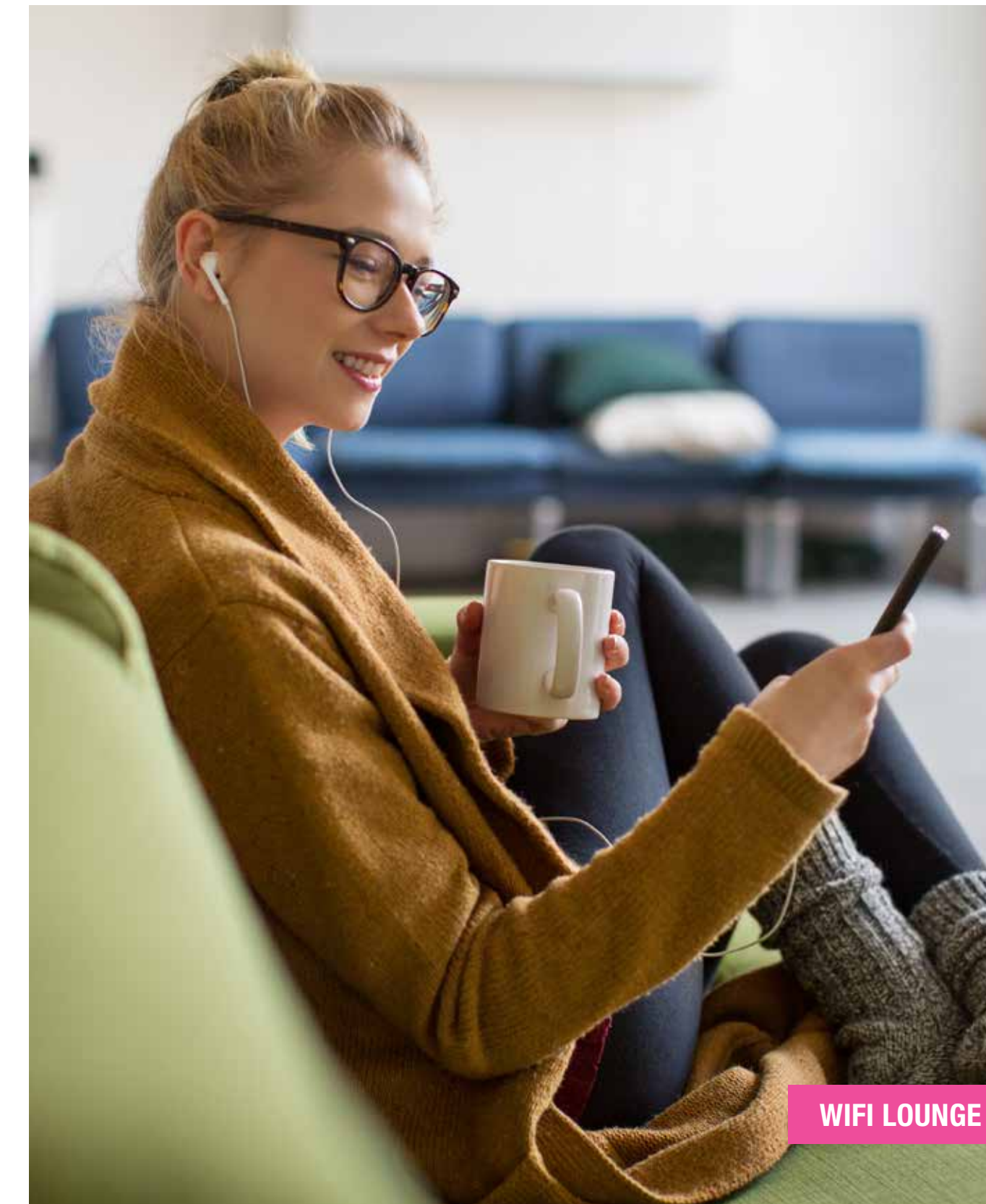
THEATRE



TERRACE BBQ



PARTY ROOM



WIFI LOUNGE



GAMES ROOM



UR LINKED CONNECTED TO EVERYTHING

URL is truly a **Live-Work-Play-Learn** hub. Located minutes from the University of Waterloo and Sir Wilfrid Laurier University, this is an ideal location for students, while the **close proximity to Waterloo Technology Park** makes it a short hop to work for inspired tech employees. And when it's time to exercise or unwind, spacious and welcoming Waterloo Park is nearby.



Coffee Shops

5-10 Minutes Away

Your daily caffeine fix is only steps away. The city of Waterloo features a mix of quirky, independent coffee shops and cafes in addition to your favourite well-established chains. You can try something new every day of the week!



Restaurants and Nightlife

5-10 Minutes Away

Choose from a wide menu of exciting entertainment choices. From sports bars and BBQ joints, to electrifying DJs and ultra modern night clubs, the nightlife in Waterloo is as accessible as it is diverse.



University of Waterloo

2 Minutes Away

One of Canada's leading universities with programs in Applied Health Sciences, Arts, Engineering, Environmental Studies, Mathematics and Science. At the hub of a growing network of global partnerships, UofW will shape the future of industry.

uwaterloo.ca



**WATERLOO WILL
SHAPE THE FUTURE
BY BUILDING BRIDGES
WITH INDUSTRY AND
BETWEEN DISCIPLINES,
INSTITUTIONS AND
COMMUNITIES.**

uwaterloo.ca



Wilfrid Laurier University

3 Minutes Away

A university devoted to learning, research, professional and personal development in a student-centred environment. Their innovative programs in arts and social sciences, business and economics, music, science, social work and education cover a broad spectrum.

wlu.ca



WLU Global Innovation Exchange

1 Minute Away

The new \$73.0M Global Innovation Exchange Building will serve as a landmark for the new St. Michael's campus and a gateway for Wilfrid Laurier University. The 220,000 s.f. facility will house the School of Business and Economics and the Department of Mathematics.

wlu.ca



Waterloo Park

8 Minutes Away

Waterloo Park is the premier park in the city. It boasts 111 acres of prime parkland, with a multitude of uses. Take a walk around Silver Lake, visit the animals in the Eby Farmstead, enjoy a relaxing picnic or cool off in splash pad.

waterloo.ca/en/gettingactive/waterloopark.asp



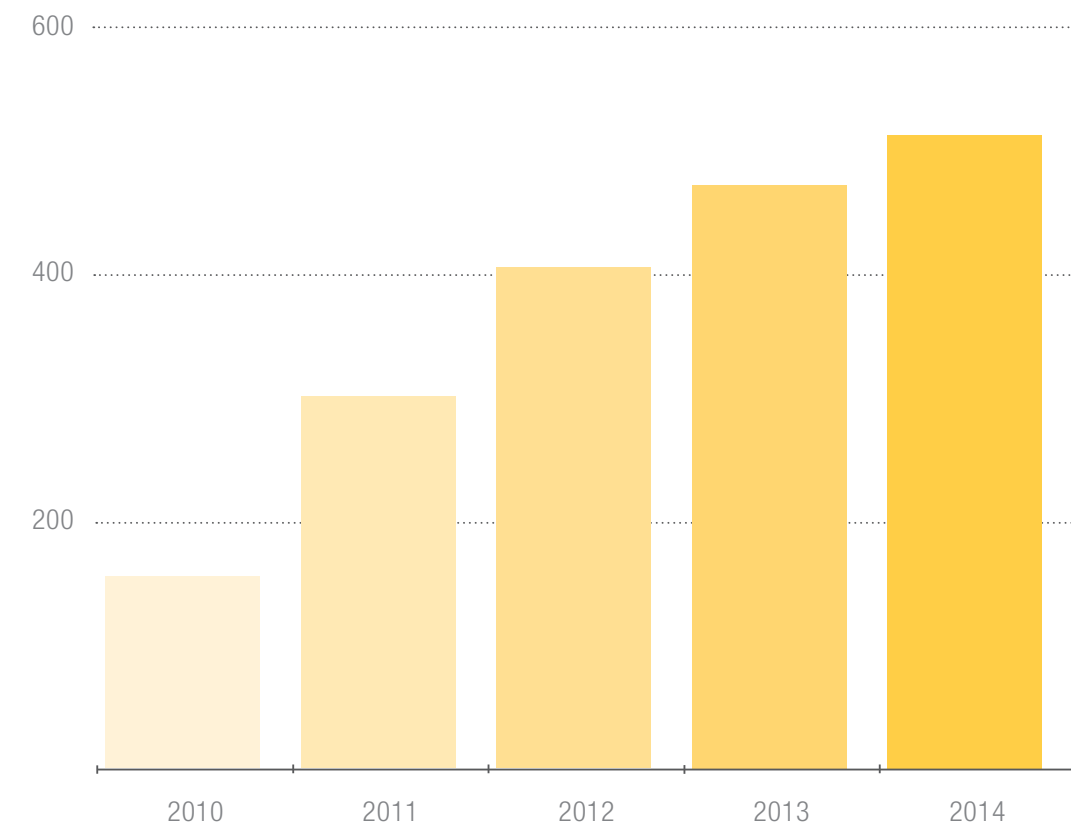
UR IN THE HUB

CANADA'S SILICON VALLEY

Consistently ranked in the top 5 cities to invest in by the Real Estate Investment Network (REIN), **Waterloo's growth has been driven by a young and talented workforce** attracting some of the most successful companies in the world to move to Waterloo.

Leading technology companies like **Microsoft, Google** and **Square**, are now capitalizing on the young, talented workforce. In addition, local entrepreneurs have been responsible for launching over 500 start-ups in 2014 alone.

While the tech sector is driving most of the growth, the financial services and insurance industries are also major employers with head offices for **Manulife** and **Sunlife** located in Waterloo just to name a few.



START-UPS REGISTERED IN THE KITCHENER-WATERLOO REGION

Source: "Start-up city: The high-tech fever reshaping Kitchener-Waterloo" The Globe And Mail, Communitech, July 2015.

UR IN THE HUB

AN INNOVATIVE ECOSYSTEM

DIVERSE. INNOVATIVE. ENTREPRENEURIAL.

- \$25.9 billion GDP (2013)
- Major economic sectors: ICT, Automotive, Advanced Manufacturing, Aerospace, Business and Financial Services
- Burgeoning quantum and nanotechnology innovation
- 15 patents granted per 10,000, 11 times the national average (2012)
- One of Canada's most manufacturing intensive economies; 18% of employed population (2014)
- Over 1000 technology firms including Canada's largest software, hardware, e-learning and satellite companies
- Strong start-up scene with 500 active start-ups in 2014
- 16th on Top 20 Global Start-up Ecosystem's (Start-up Genome)

INTERNATIONALLY-RECOGNIZED AND BUSINESS ORIENTED

- Canada is best country in G-20 to do business according to Forbes & Bloomberg
- Canada is most tax competitive country in G-7 (KPMG 2014)
- Lowest costs for R&D in G-7, 10% lower than U.S., thanks to generous tax incentives

SHOULD HAVE BOUGHT **MICROSOFT** IN 1986.
SHOULD HAVE BOUGHT **APPLE** IN 1987.
SHOULD HAVE BOUGHT **GOOGLE** IN 2004.
SHOULD BUY **URL** NOW.

- Canada's workforce is the most educated of OECD countries
- First country to make itself a tariff-free zone for manufacturers
- AAA credit rating according to Moody's Investor Service
- Soundest banking system in the world for the past 6 years according to World Economic Forum

A GROWTH LEADER

- Population of 563,000 and one of Canada's fastest growing communities, expected to reach 729,000 people by 2031
- Canada's 10th and Ontario's 4th largest urban population (2013)

INTERNATIONALLY-ORIENTED

- More than 300 foreign-owned firms (2012)
- Significant foreign investment from the U.S., Germany, UK, France, Japan and the Netherlands

RICH TRADITIONS AND A VIBRANT LIFESTYLE

- Median family income of \$80,570 (2014)
- Average home prices 30% lower than Ontario average

- A multicultural community where 23% of the population are immigrants (2013)
- Many cultural festivals throughout the year
- Median commute time of 16 minutes
- 22 golf courses and the Grand River (a Canadian Heritage River) for sport fishing and kayaking
- 120+ K-12 public schools in Waterloo Region
- More than 4,000 acres of park and natural land
- 100% fibre-wired community

THE WATERLOO REGION IS BUILT ON A FOUNDATION OF ENTREPRENEURSHIP AND INNOVATION.

WWW.TECHTRIANGLE.CA

Source: Canada's Technology Triangle Inc.



UR IN THE HUB

PRIME MINISTER JUSTIN TRUDEAU

“DIVERSITY IS THE ENGINE OF INVENTION.”
- WORLD ECONOMIC CONFERENCE, JANUARY 2016

“The Kitchener Waterloo Area is an extraordinary hub of innovation and participation in the cutting edge of the Global Economy.”
- PRIME MINISTER JUSTIN TRUDEAU, 2016

“What happens here really, really matters not just for The Waterloo Region but for the country and The World.”
- PRIME MINISTER JUSTIN TRUDEAU, 2016

“Transformational research and start-up companies emerging from the University of Waterloo are fuelling the growth of the Region innovation ecosystem. Our ongoing partnership with Google, Communitech, the City of Kitchener and the Government of Ontario will ensure that our province can continue to rely on Waterloo region to be a catalyst as we build an economy and high tech ecosystem that is among the best in the world.”
- FERIDUN HAMDULLAHPUR, PRESIDENT AND VICE-CHANCELLOR, UNIVERSITY OF WATERLOO

UR IN THE HUB

“THERE MAY NOT BE A MORE EXCITING PLACE ON THE PLANET TO BE A START-UP”

- STEVEN WOODS, SENIOR DIRECTOR OF ENGINEERING, GOOGLE CANADA

“Communitech is a vital partner for our government as we work to foster innovation in the province. We welcome the opportunity to work... with Google Canada and the University of Waterloo to support entrepreneurship in [the] Region. Helping start-ups bring their new technologies to market is vital to our ability to grow our innovation economy — and ultimately compete and win in the global economy.”

- REZA MORIDI, MINISTER OF RESEARCH,
INNOVATION AND SCIENCE

“This expansion will allow us to help accelerate the growth of high-potential companies... it provides the foundation to meet our goal of helping to build 10 new \$100-million companies in Waterloo Region over the next 10 years.”
- IAIN KLUGMAN, CEO, COMMUNITTECH

“Communitech plays a critical role in this ecosystem, nurturing Canada’s next generation of tech visionaries. We’re thrilled to see additional investment in this incredibly talented community.”
- STEVEN WOODS, GOOGLE CANADA





UR IN STYLE

SUITE EFFICIENCY

URL suites are designed for today's contemporary living. Intelligent, interior designs including modern kitchens with granite countertops, stainless steel appliances and wood floors. With approximately **30 designs to choose from**, we invite you to select the design that is ideal for you.

UR WELL-APPOINTED

FEATURES
& FINISHES

BUILDING FEATURES

- Modern interior colour schemes
- State of the art video monitoring covering all interior and exterior common areas
- Front door intercom for visitor access
- Games room (may be located in another building within the complex)
- Theatre room (may be located in another building within the complex)
- Business centre (may be located in another building within the complex)
- Yoga room (may be located in another building within the complex)
- Fitness room (may be located in another building within the complex)
- Terrace BBQ area (may be located in another area of the complex)
- Energy efficient HVAC system and hot water generation
- Water Softener
- Upgraded elevators

ROOFTOP AMENITIES

- Professionally designed rooftop with outdoor yoga area, sun deck and multiple lounges
- Outdoor dining areas

SUITE FEATURES

- Ceiling height of approximately eight feet. Some units may have ceilings up to 14 feet
- Balcony or terrace as per plan
- Plank laminate wood flooring chosen from builder's samples in all rooms except bathroom and laundry
- Ceramic tile flooring in bathroom and laundry
- Wood door casings with semi-gloss finish
- Solid core entry door with designer hardware and security viewer
- Hollow core interior doors

- Sliding or swing doors to balcony or terrace as per plan
- Stylishly-designed painted baseboards with matching window casings from builder's standard samples
- Interior walls painted with quality latex paint (low VOC). Colour chosen from builder's samples
- Oversized low e argon gas filled windows. Some units with floor to ceiling windows
- Knock down ceilings
- Insulated common walls for sound attenuation

BATHROOM

- Contemporary vanity and sink with modern polished single lever faucet
- Granite countertop and backsplash
- Decorative wall lighting above vanity cabinet
- Ceiling mounted exhaust fan
- 1 piece full size tub or 1 piece shower as per plan
- Low flow toilets
- Large wall mounted mirror

KITCHEN

- Granite countertops
- Deluxe black appliance package includes refrigerator, stove, dishwasher and hood fan.
- Stainless steel sink
- Single lever kitchen faucet
- Tiled backsplash
- Kitchen cabinetry from builder's standard samples

LAUNDRY

- Convenient in-suite laundry
- Stacked white washer and dryer

ELECTRICAL AND TECHNICAL FEATURES

- Ceiling light in hallway/foyer, kitchen, bedroom, living room and dining room
- Ceiling lighting in kitchen
- Smoke, carbon monoxide and heat detectors where required
- Switch controlled split outlet in living room
- All suites pre-wired for telephone outlets
- Cable television outlets pre-wired
- All suites pre-wired for high-speed Internet
- Individual hydro metered suites for personal control
- In-suite sprinkler system
- Individually controlled fan coil system providing in suite heating and cooling
- Individual electrical service panel with circuit breakers and copper wiring throughout
- White decora style receptacles and switches throughout
- Ground fault electrical outlets in all bathrooms
- Electrical receptacle and wall mounted lighting fixture on balcony
- Energy efficient lighting fixtures
- Arc fault electrical receptacles in all bedrooms

HOMEOWNER WARRANTY PROTECTION

- Tarion Warranty Corporation New Home Warranty Protection
- One, two and seven year warranty protection as per Tarion Construction Performance Guidelines

Notes: The ceiling height of all suites are approximate and are measured from the upper surface of the concrete floor slab to the undersurface of the concrete ceiling slab. Where ceiling bulkheads are installed, the ceiling heights will be less than the stated ceiling height for that floor. Where dropped ceilings are required (in areas such as foyers, closets, kitchens, bedrooms, dining rooms, bathrooms, laundry rooms and hallways) the ceiling height will also be less than the stated ceiling height for that floor. Drop ceilings in the bathroom, laundry area, closets, foyer, hallways and kitchen. Bulkheads are applicable, where required within the living space.

All specifications and terms are subject to change without notice. E. & O.E. _____

Note: The Vendor shall have the right to make reasonable changes, in the opinion of the Vendor, in the plans and specifications, if required, and to substitute other material for that provided herein with material that is of equal or better quality than that provided for herein. The determination of whether or not a substitute material is of equal or better quality shall be made by the Vendor's Architect or Interior Designer, whose determination shall be final and binding. Colour, texture, appearance, etc. of features and finishes installed in the Unit may vary from Vendor's samples as a result of normal manufacturing and installation processes. E. & O.E. The Purchaser acknowledges that variations from the Vendor's samples may occur in kitchen cabinets, vanity cabinets, floor finishes, wall finishes, and other finishing materials as a result of normal production processes. In addition, natural stones and woods are subject to variations in colour, shade, grain, pattern and texture. Tile and broadloom are subject to pattern, shade and colour variations. Seams may be visible when broadloom is laid.

As provided in Section 6 of the Agreement of Purchase and Sale, the Purchaser agrees to select the interior finish colour scheme for the Unit and finalize all other selections regarding selection of finishing items. Subject to compliance with the regulations, by-laws and bulletins issued by the Tarion warranty program, if the Purchaser fails to make his selections following notice from the Vendor, then the Vendor shall be entitled to select such finishing items and such selections by the Vendor shall be binding on the Purchaser. The Purchaser acknowledges that there shall be no reduction in the price or credit for any standard feature listed above which is omitted at the Purchaser's request. References to model types or model numbers refer to current manufacturer's models. If these types or models change, the Vendor shall provide an equivalent model. All dimensions, if any, are approximate. All specifications and materials are subject to change without notice.

THE FIRST
MASTER
PLANNED
COMMUNITY
OF ITS KIND
IN WATERLOO



UR WELL-APPOINTED DEVELOPER & TEAM



At E Squared Developments we believe in pursuing excellence in every aspect of what we do. For **over 15 years** we have specialized in high quality residential developments.

To date our under development and built projects are in the **Billion Dollar range**.

With a diverse portfolio of over **25 rental buildings over 5000 units**, ranging from low rise properties to an award winning 24 storey address, we have consistently delivered superb quality and attention to detail. Other past accomplishments include Carriage Trade Homes and Medical Buildings.

E Squared Developments, with strategically prime locations, continually strives to provide purchasers with solid quality and a sense of security, by creating the best possible product on the market.

esquaredcondos.com



SALES

The Condo Store Realty Inc. is a pioneer in the sale of condominiums throughout Kitchener - Waterloo and a leading force in the GTA, with vast marketing support, technological tools and programs and real estate/property management services.

The company brings an unrivaled level of expertise and service to every project. Principals of the firm have been responsible for upwards of 70,000 pre-construction new home and condominium sales in many of the GTA's most significant communities.

condostorecanada.com





“WE INVENTED THE **SMARTPHONE** HERE,
WE INVENTED THE **TOUCHSCREEN** DISPLAY HERE,
WE WERE AT THE FOREFRONT OF **WEARABLES** HERE.”
- IAIN KLUGMAN, CEO OF COMMUNITECH