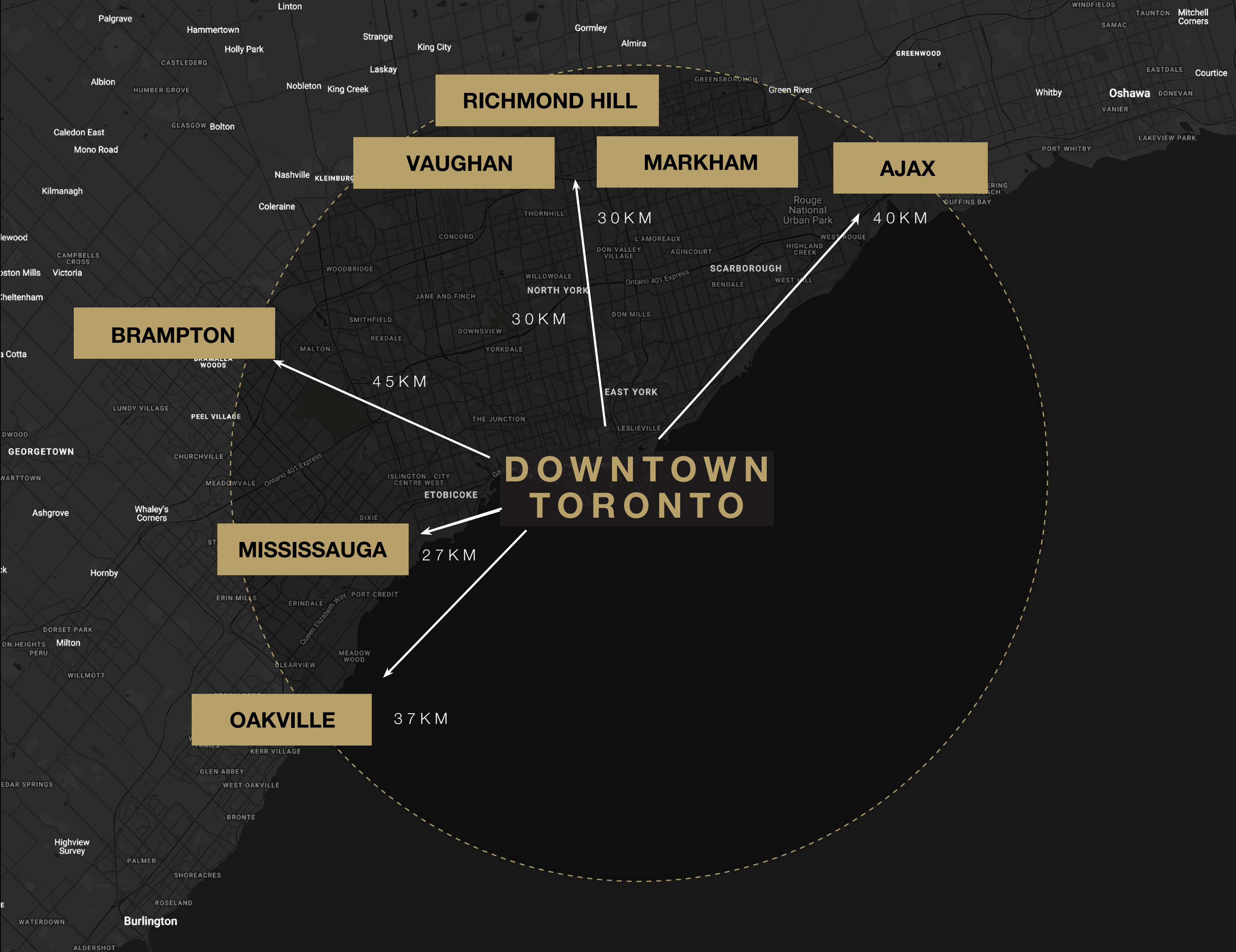


A L L U R E

EMBLEM

47 SUBURBS IN THE GTA;
1 DOWNTOWN TORONTO

A L L U R E



ALLURE

DEVELOPMENT APPLICATIONS

2,242

GTHA

197

Downtown Toronto

A L L U R E

LAUNCHES

30+

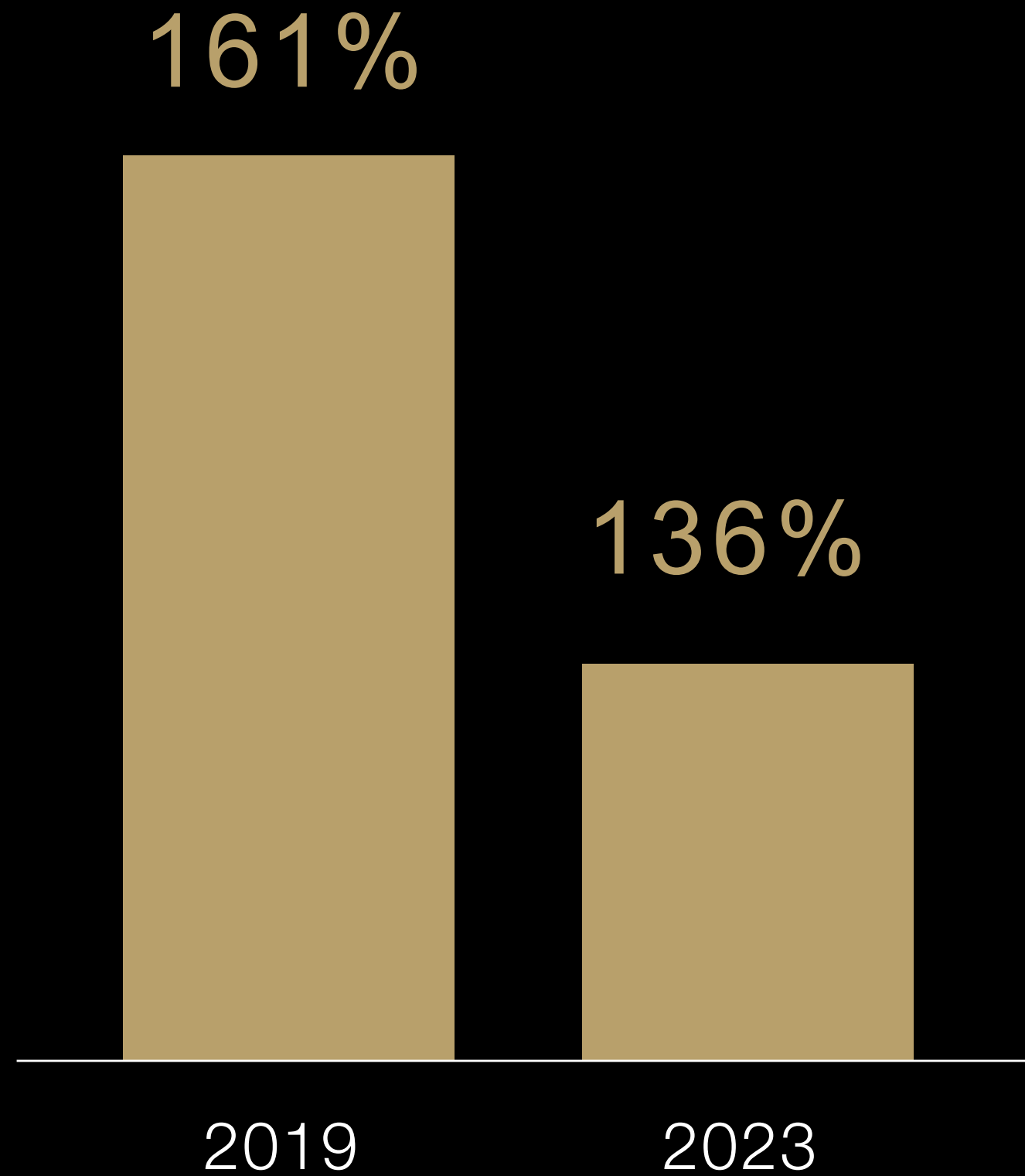
In suburbs

3

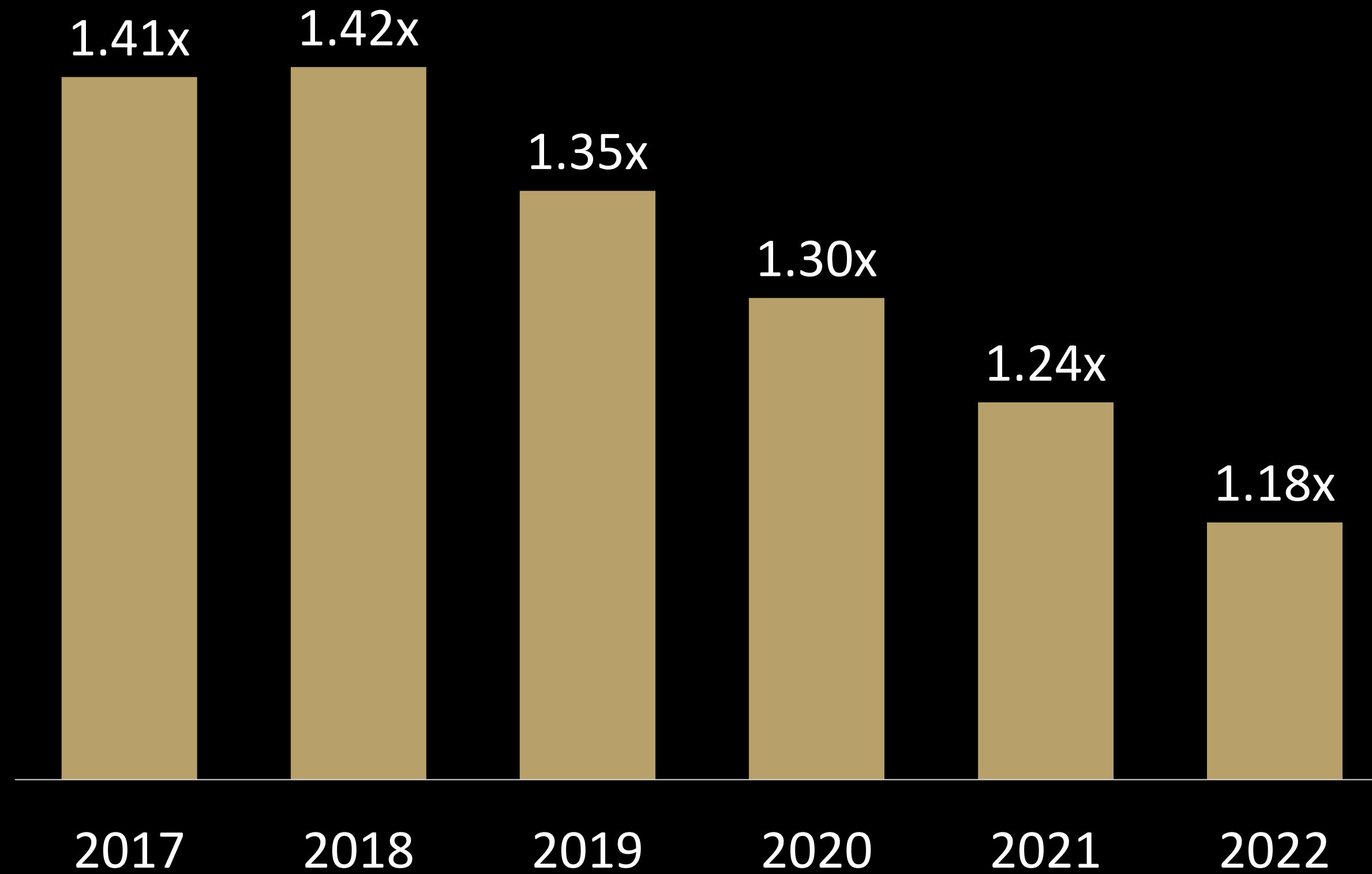
In Downtown Toronto

A L L U R E

DOWNTOWN TORONTO TRADING AT A ~50% DISCOUNT TO PRE-PANDEMIC LEVELS



TORONTO UNDERPRICE VS SUBURBS



A L L U R E

THE MOST DESIRABLE
REAL ESTATE ON A
GLOBAL STAGE

EMBLEM



ONE HIGH LINE



MADISON HOUSE



53 WEST
53RD STREET



ALLURE

A L L U R E

EMBLEM

LOBBIES



ONE HIGH LINE



ALLURE

LOUNGES



MADISON HOUSE



ALLURE

GYMS



53 WEST 53RD STREET



ALLURE

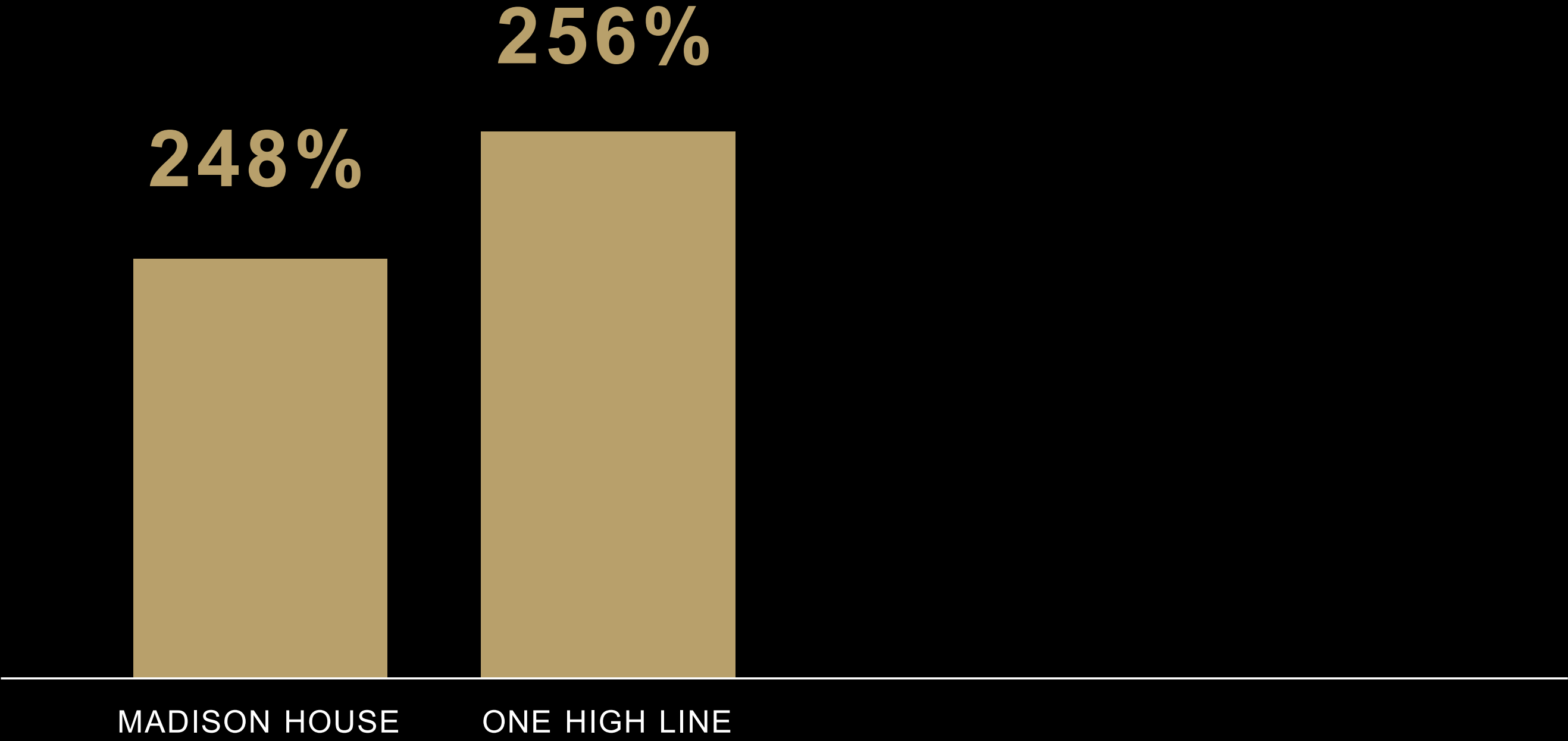
248%



MADISON HOUSE

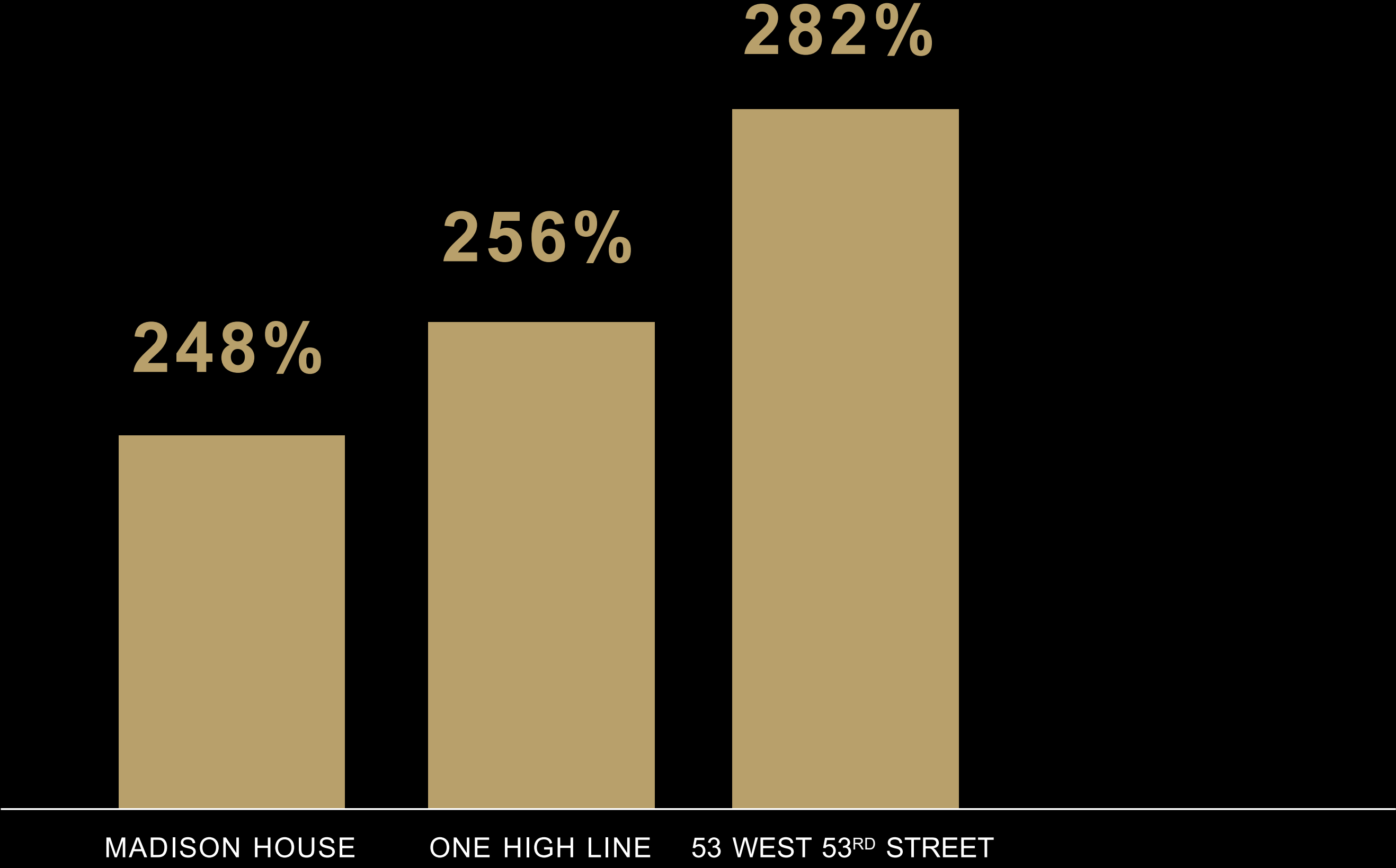
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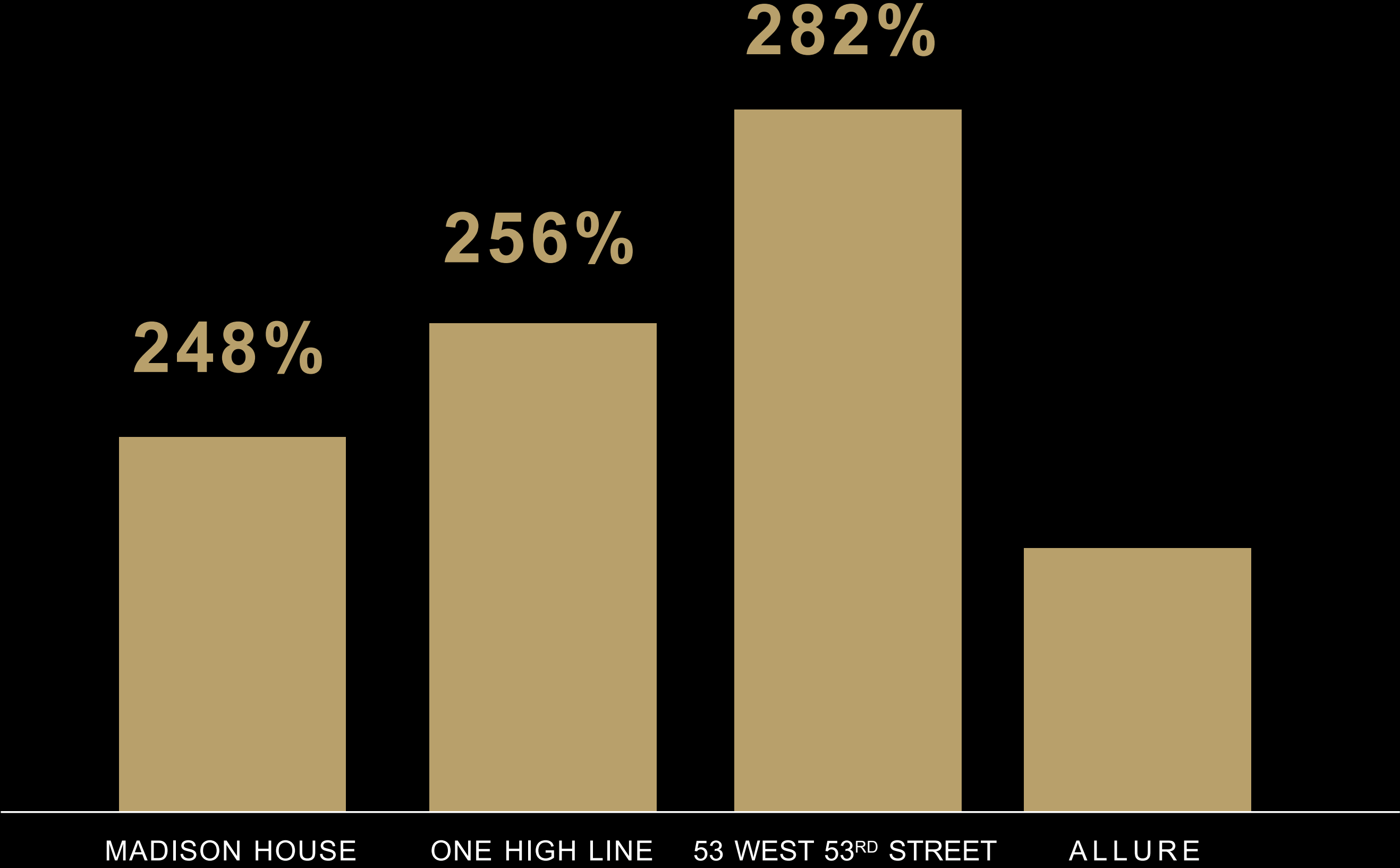
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A L L U R E

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A L L U R E

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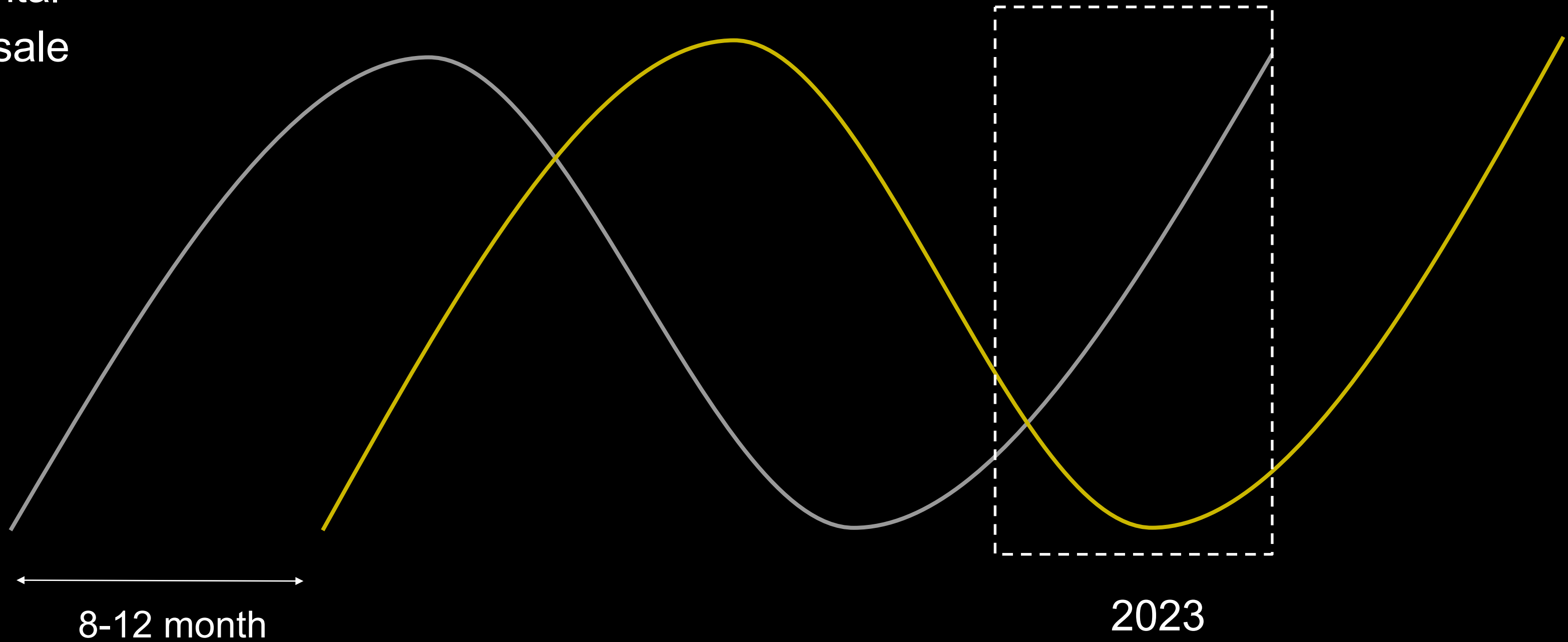
2022 TORONTO RENT INCREASE

+21.3 % year-over-year increase.

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RESALE MARKET IS INDICATOR FOR PRECON

■ Rental
■ Resale



A L L U R E

A L L U R E

500,000 NEW IMMIGRANTS PER YEAR

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A L L U R E

500,000 NEW IMMIGRANTS PER YEAR

1% = 5000 PEOPLE

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A L L U R E

500,000 NEW IMMIGRANTS PER YEAR

1% = 5000 PEOPLE

ONLY ~3000 UNITS AVAILABLE DOWNTOWN IN 2023

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INVESTMENT OPPORTUNITY

Limited supply in Downtown Toronto will provide appreciation opportunities not seen in the suburbs.

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