



## News Release

19 January 2025

### **THE ORIE KICKSTARTS 2025 ON A HIGH NOTE — 86% OF UNITS SOLD ON LAUNCH WEEKEND**

- **668 out of 777 units (86%) sold at an average selling price of S\$2,704 psf**
- **Almost all homebuyers are Singaporeans and PRs**
- **Homebuyers drawn to the development's prime location in Toa Payoh, just a five-minute walk to Braddell MRT station and near various amenities and facilities, including the upcoming Toa Payoh Integrated Development**

City Developments Limited (CDL), Frasers Property and Sekisui House commenced sales for The Orie on Saturday, 18 January — one of the first residential launches in Singapore for 2025. As at 6.00 pm today, 668 units (86% of the 777-unit project) have been sold at an average selling price (ASP) of S\$2,704 per square foot (psf). The robust sales for The Orie reflect the pent-up demand for new homes in Toa Payoh since the last launch in this mature residential estate in 2016.

About 93% of the buyers are Singaporeans, while the remaining 7% comprise Permanent Residents (PRs) from China, Malaysia, Indonesia, the UK, Australia, Germany, Hong Kong, India and South Korea, as well as one foreigner from the USA. Homebuyers mainly include families and Housing & Development Board (HDB) upgraders from the vicinity, first-time buyers attracted to the development's convenient location, as well as former Toa Payoh residents returning to a familiar community. All unit types were well-received with two and three-bedroom units being the most popular.

Apartments are priced from S\$1.28 million for a one-bedroom plus study (517 sq ft), S\$1.48 million for a two-bedroom (592 sq ft), S\$2.09 million for a three-bedroom (850 sq ft), S\$2.92 million for a four-bedroom (1,216 sq ft) and S\$3.48 million for a five-bedroom with private lift (1,453 sq ft).

**Mr Sherman Kwek, CDL's Group Chief Executive Officer**, said, "We are delighted with the fantastic response to our first launch of 2025. The strong take-up rate for The Orie reflects the development's exceptional design and locational attributes. With the ongoing transformation in Toa Payoh and limited new homes in this beloved and highly sought-after estate, The Orie will continue to attract buyers who appreciate the charm, convenience and heritage of Singapore's pioneer town."

**Ms Soon Su Lin, Frasers Property Singapore's Chief Executive Officer**, said, "We are very pleased with the robust sales at The Orie, the first private residential launch in the vibrant Toa Payoh town since 2016. It reflects homebuyers' confidence in our combined real estate expertise and market demand for quality, well-located residential developments. The Orie appeals to homebuyers with its thoughtful design, well-curated lifestyle facilities and prime location near the city centre. Moreover, with Toa Payoh undergoing a major rejuvenation, homebuyers can look forward to enhanced community facilities and an elevated living experience."

**Mr Takehisa Yanagi, Managing Officer, Head of International Development Department of Sekisui House, Ltd.**, said, "We are excited that the initial response to The Orie has met our high expectations, reflecting its exceptional design and prime location. As Toa Payoh evolves and demand for new homes continues to rise, we are confident in The Orie's success. We believe The

Orie embraces the rich heritage and convenience of this beloved estate, making it a top choice for discerning buyers.”

### **Strategic Location within a Vibrant, Transforming Estate**

Nestled within the charming Toa Payoh estate, The Orie is conveniently located within a five-minute walk to Braddell MRT station and close to the Toa Payoh Integrated Transport Hub, offering various travel options. It is also well connected to other parts of Singapore via the Pan Island Expressway (PIE), Central Expressway (CTE) and the upcoming North-South Corridor. Residents will also have access to a wide range of lifestyle and recreational amenities such as Toa Payoh Town Centre, HDB Hub, SAFRA Toa Payoh, Junction 8 shopping mall and MacRitchie Reservoir, in addition to primary to tertiary educational institutions and healthcare facilities.

Residents can also look forward to enhanced sports, lifestyle and community amenities at the upcoming [Toa Payoh Integrated Development](#) nearby. Slated for completion in 2030, this 12-hectare sporting and lifestyle destination is part of a major rejuvenation of the town. It will include a 10,000-seater stadium, indoor sports hall, aquatic centre and other sporting facilities, alongside community amenities such as a town park, public library and polyclinic.

### **A New Benchmark for Aspirational Living**

With its distinctive origami-inspired architectural design and polished interiors, The Orie offers the perfect blend of modern sophistication within the charms of the beloved Toa Payoh neighbourhood. Featuring sleek angular folds and graceful vertical fins, its iconic twin towers are thoughtfully placed to maximise panoramas.

Seamlessly integrating layered greenery and spatial zones across different tiers, The Orie offers over 40 lifestyle facilities with exclusive spaces like Club Orie, which houses a grand function room, gymnasium and viewing deck. Additional facilities include a 50-metre lap pool, relaxation pool, spa coves, a tennis court, a pets corner, three gourmet pavilions and Dragon Playland, inspired by Toa Payoh’s iconic dragon playground.

All apartments are equipped with quality fittings by Hansgrohe, bathroom wares by Duravit, as well as premium home appliances by De Dietrich and Samsung. For its sustainable design and energy and water-efficient features, The Orie has been accorded the Building and Construction Authority (BCA)’s Green Mark Platinum Super Low Energy certification.

The Orie sales gallery, located along Toa Payoh West and near Caldecott MRT Station opens daily from 10.00 am to 7.00 pm. Marketing agents are ERA, Huttons, PropNex, OrangeTee & Tie and SRI. For enquiries, please call the sales hotline: +65 6877 1818 or visit [www.theorie.com.sg](http://www.theorie.com.sg).

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**Issued by City Developments Limited (Co. Regn. No. 196300316Z), Frasers Property and Sekisui House**

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### **About City Developments Limited**

City Developments Limited (CDL) is a leading global real estate company with a network spanning 163 locations in 29 countries and regions. Listed on the Singapore Exchange, the Group is one of the largest companies by market capitalisation. Its income-stable and geographically diverse

portfolio comprises residences, offices, hotels, serviced apartments, student accommodation, retail malls and integrated developments.

With a proven track record of over 60 years in real estate development, investment, and management, the Group has developed over 50,000 homes and owns around 23 million square feet of gross floor area in residential for lease, commercial and hospitality assets globally.

Along with its wholly-owned hotel subsidiary, Millennium & Copthorne Hotels Limited (M&C), the Group has over 160 hotels worldwide, many in key gateway cities.

For more information, please visit [www.cdl.com.sg](http://www.cdl.com.sg).

Follow CDL on social media:

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### **About Frasers Property Limited**

Frasers Property Limited (“Frasers Property” and together with its subsidiaries, the “Frasers Property Group” or the “Group”), is a multinational investor-developer-manager of real estate products and services across the property value chain. Listed on the Main Board of the Singapore Exchange Securities Trading Limited (“SGX-ST”) and headquartered in Singapore, the Group has total assets of approximately S\$39.6 billion as at 30 September 2024.

Frasers Property's multinational businesses operate across five asset classes, namely, commercial & business parks, hospitality, industrial & logistics, residential and retail. The Group has businesses in Southeast Asia, Australia, the EU, the UK and China, and its well-established hospitality business owns and/or operates serviced apartments and hotels in over 20 countries across Asia, Australia, Europe, the Middle East and Africa.

Frasers Property is also the sponsor of two real estate investment trusts (“REITs”) and one stapled trust listed on the SGX-ST. Frasers Centrepoint Trust and Frasers Logistics & Commercial Trust are focused on retail, and industrial & commercial properties, respectively. Frasers Hospitality Trust (comprising Frasers Hospitality Real Estate Investment Trust and Frasers Hospitality Business Trust) is a stapled trust focused on hospitality properties. In addition, the Group has two REITs listed on the Stock Exchange of Thailand. Frasers Property (Thailand) Public Company Limited is the sponsor of Frasers Property Thailand Industrial Freehold & Leasehold REIT, which is focused on industrial & logistics properties in Thailand, and Golden Ventures Leasehold Real Estate Investment Trust, which is focused on commercial properties.

The Group is committed to inspiring experiences and creating places for good for its stakeholders. By acting progressively, producing and consuming responsibly, and focusing on its people, Frasers Property aspires to raise sustainability ideals across its value chain, and build a more resilient business. It is committed to be a net-zero carbon corporation by 2050. Building on its heritage as well as leveraging its knowledge and capabilities, the Group aims to create lasting shared value for its people, the businesses and communities it serves. Frasers Property believes in the diversity of its people and are invested in promoting a progressive, collaborative and respectful culture.

For more information on Frasers Property, please visit [frasersproperty.com](https://frasersproperty.com) or follow us on [LinkedIn](#).

### **About Sekisui House**

Founded in 1960, Sekisui House, Ltd. is one of world's largest homebuilders and an international diversified developer, with cumulative sales of over 2.6 million homes<sup>1</sup>. Based in Osaka, Sekisui

House has over 300 consolidated subsidiaries and affiliates<sup>2</sup>, over 32,000 employees<sup>3</sup> and is listed on the Tokyo Stock Exchange and Nagoya Stock Exchange.

Sekisui House aims to create homes and communities that improve with time and last for generations. With “Love of Humanity” as its corporate philosophy, Sekisui House believes that homes should offer comfort, security and peace of mind for residents, while maintaining harmony with the environment and its surroundings. Sekisui House has sustainability as a core corporate target and is now the global leader in the construction of net-zero-energy houses with more than 80,000<sup>4</sup> of them built since the product was launched in 2013. In 2009, Sekisui House expanded into several new international markets and is now present in the United States, Australia, Singapore and the United Kingdom.

*1) 2,662,183 homes delivered (As of January 31, 2024)*

*2) 363 consolidated subsidiaries and affiliates (As of July 31, 2024)*

*3) 32,611 employees (As of July 31, 2024)*

*4) 83,541 net-zero-energy houses (As of March 31, 2024)*

# T H E O R I E



## FACT SHEET

DEVELOPMENT DETAILS			
<b>Developer</b>	Transcend Residential (Toa Payoh) Pte. Ltd. (A joint venture between City Developments Limited, Frasers Property and Sekisui House)		
<b>Project Name</b>	The Orie (艺景峰)		
<b>Location</b>	10 and 12 Lorong 1 Toa Payoh		
<b>Development Layout</b>	2 blocks of 40-storey apartments with landscaped deck, basement carparks and communal facilities		
<b>Tenure of Land</b>	99 years		
<b>Land Area</b>	15,743 sqm / 169,458 sq ft		
<b>Number of Apartments</b>	777 <i>* With 627 parking lots including 7 electric vehicle (EV) lots and 5 accessible lots</i>		
<b>Unit Mix</b>	<b>Unit Type</b>	<b>Units Area</b>	<b>No. of Units</b>
	1-Bedroom + Study	517 sq ft	78 units
	2-Bedroom (1 Bath) 2-Bedroom (2 Bath) 2-Bedroom Premium 2-Bedroom Premium + Study	592 sq ft 646 sq ft 678 sq ft 700 sq ft	310 units
	3-Bedroom 3-Bedroom Premium 3-Bedroom Dual Key	850 sq ft 1,023 – 1,044 sq ft 1,130 sq ft	195 units
	4-Bedroom 4-Bedroom Premium + Study	1,216 sq ft 1,367 sq ft	117 units
	5-Bedroom (with Private Lift)	1,453 sq ft	77 units
	<b>Recreational Facilities</b>	<p><b><u>Grand Arrival</u></b>  <b>Basement 1</b></p> <ol style="list-style-type: none"> <li>1. Arrival Court</li> <li>2. Residential Services Counter</li> <li>3. Grand Lobby</li> </ol> <p><b><u>Club Orie</u></b>  <b>Level 1</b></p> <ol style="list-style-type: none"> <li>4. Grand Function Room</li> <li>5. Male/Female Steam Room (with Changing Room)</li> </ol> <p><b>Upper Level 1</b></p> <ol style="list-style-type: none"> <li>6. Gymnasium (Upper Level 1)</li> <li>7. Viewing Deck (Upper Level 1)</li> </ol>	

	<p><b><u>Central Garden</u></b>  <b>Level 1</b>  8. Meadow Lounge  9. 50m Lap Pool  10. Pool Deck  11. Poolside Lounge  12. Grand Lawn  13. Social Lounge  14. Water Feature  15. Garden Cabana  16. Rain Tree Lounge</p> <p><b><u>Serenity Garden</u></b>  <b>Level 1</b>  17. Serenity Pod  18. Serenity Boardwalk  19. Gourmet Pavilion 1  20. Outdoor Fitness  21. Toddlers Play</p> <p><b><u>Social Garden</u></b>  <b>Upper Level 1</b>  22. Relaxation Pool  23. Floating Deck  24. Aqua Lounge  25. Spa Cove  26. Relaxation Deck  27. Social Function Room  28. Festive Function Room  29. Leisure Studio  30. Entertainment Room  31. Gourmet Pavilion 2  32. Gourmet Pavilion 3  33. Co-Working Lounge</p> <p><b><u>Play Garden</u></b>  <b>Basement 1</b>  34. Pets Corner  35. Social Pavilion</p> <p><b>Upper Level 1</b>  36. Outdoor Reading Lounge  37. Meadow Garden  38. Garden Swing  39. Leisure Pavilion  40. Dragon Playland  41. Water Play Pool  42. Tennis Court</p> <p><b><u>Canopy Garden</u></b>  <b>Level 2</b>  43. Garden Lounge  44. Meditation Deck  45. Spice Garden</p>
<b>Expected Vacant Possession Date</b>	31 May 2030
<b>Awarded BCA Green Mark Platinum Super Low Energy Certification for its energy-efficient and green features</b>	<b>Energy-Efficient Design</b> <ul style="list-style-type: none"> <li>• Building oriented for good natural ventilation in the common areas</li> <li>• Building facade designed with North-South orientation to reduce solar heat gain</li> <li>• Residential units have balconies and/or horizontal ledges which provide shade for the interiors</li> </ul>

	<ul style="list-style-type: none"> <li>• Central recessed opening provides good natural ventilation to the lift lobbies and residential corridors</li> <li>• Staggered placement of the tower blocks allows for comfortable air movement throughout the development</li> </ul> <p><b>Energy-Efficient Features</b></p> <ul style="list-style-type: none"> <li>• Energy-efficient air-conditioning system for all residential units</li> <li>• Energy-efficient lighting design with use of LED lighting and motion sensors at common areas</li> <li>• Energy-efficient lifts with regenerative drive, VVVF (variable voltage variable frequency) drive and sleep function mode</li> <li>• Provision of renewable energy to offset partial common area consumption</li> </ul> <p><b>Water-Efficient Features</b></p> <ul style="list-style-type: none"> <li>• Water-efficient sanitary fittings in all residential units</li> </ul> <p><b>Environmental Quality and Protection</b></p> <ul style="list-style-type: none"> <li>• Use of environmentally friendly and sustainable materials certified by approved local certification bodies</li> <li>• Low Volatile Organic Compounds (VOC) paints for all common areas internal walls to ensure healthy indoor air quality</li> <li>• Landscape and water features at the podium reduce urban heat build-up at the public realm to create a cooler and comfortable environment</li> </ul> <p><b>Other Green Features</b></p> <ul style="list-style-type: none"> <li>• Smart home with smart community system for residents' comfort and convenience</li> <li>• Carbon monoxide sensors to modulate car park ventilation</li> <li>• Provision of EV charging stations to reduce carbon footprint and emissions</li> <li>• Provision of bicycle parking lots to promote green transport and healthy lifestyle</li> <li>• Pneumatic waste collection and disposal system</li> <li>• Recycling bins for collection of recyclable waste</li> </ul>
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**CONSULTANTS**

<b>Architect</b>	ADDP Architects LLP
<b>Landscape Consultant</b>	Tinderbox Pte Ltd
<b>Builder</b>	Woh Hup (Private) Ltd
<b>Project Interior Designer</b>	2nd Edition Pte Ltd
<b>M&amp;E Engineer</b>	Belmacs Pte Ltd
<b>C&amp;S Engineer</b>	KCL Consultants Pte Ltd



## LOCATION MAP



<b>The Orie Sales Gallery</b>	<b>The Orie – Actual Site</b>
Along Toa Payoh West, near Caldecott MRT Station	10 and 12 Lorong 1 Toa Payoh

*All information in the Fact Sheet is current at the time of release and is subject to such changes as required by the developer or the relevant authorities.*