

AFFORDABLE TRANSIT ORIENTED LUXURY LIVING DOWNTOWN HAMILTON



The Design District 41

EMBLEM *LV*

Furnishing by Louis Vuitton

THE BUILDING

931 Suites 31 Levels 3 Towers

19,175

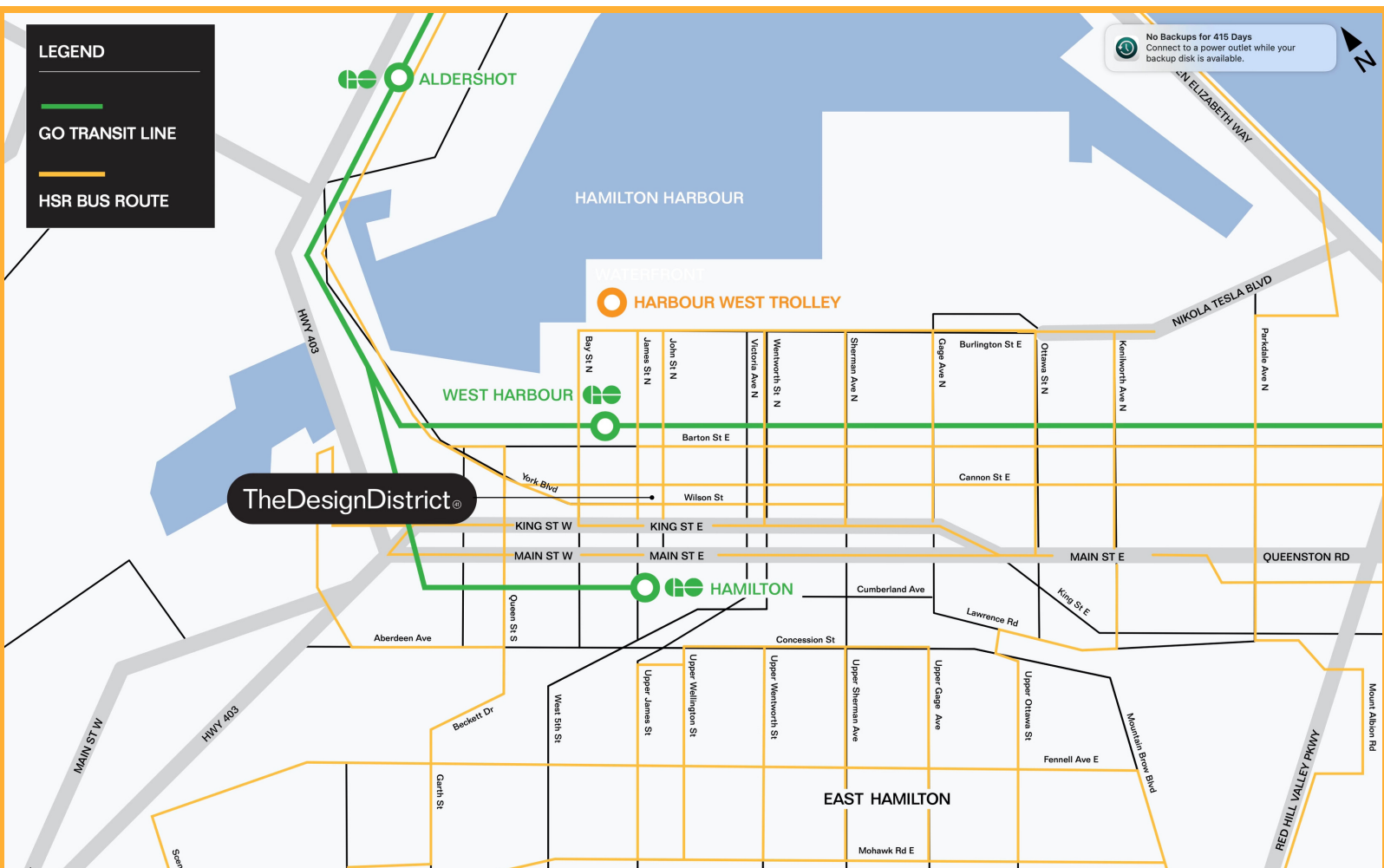
Sq.ft. of indoor and outdoor amenities

CLICK TO REGISTER NOW

GET PLATINUM ACCESS TO UNIT ALLOCATIONS, PRICE LIST & FLOOR PLANS

Introducing The Design District, GTA's most affordable luxury development, featuring an innovative design by award-winning interior designer Burdifilek. This 31-storey designer condominium will feature furnishings by Louis Vuitton making it the first of its kind in Hamilton. Located at 41 Wilson St (Wilson St and James St North) the development has over 19,175 sq. ft. of amenities. An inspiring new lifestyle in Hamilton where contemporary architecture reaches new heights. A forever Moment.

By purchasing your preferred suite at the Platinum VVIP stage, you are not only guaranteeing yourself a suite but you're also saving thousands of dollars and getting incentives not offered to others as developments like this never even goes public. With this Platinum VVIP launch, prices are bound to increase between \$30,000 to \$60,000 in about a week or two so its smart and wise to be pro-active in securing a unit with our Platinum Developer Approved Access.



4 MODES OF TRANSPORTATION IN HAMILTON:

\$3.4 BILLION³



97 WALK SCORE¹¹



METROLINX



HAMILTON INTERNATIONAL AIRPORT

HAMILTON LRT: FULLY-FUNDED PROJECT



85 TRANSIT SCORE¹¹

TRANSIT STATIONS



HAMILTON GO CENTRE STATION

3 MIN⁴

11 MIN⁴

WEST HARBOUR GO STATION

3 MIN⁴

12 MIN⁴

HAMILTON LRT

2 MIN⁴

5 MIN⁴

The Perfectly Transit Hub

Located in the heart of Hamilton's transportation hub, residents at The Design District will find themselves just steps away from the upcoming LRT and Hamilton GO Train. Hamilton's strategic location and infrastructure supports all forms of transportation, cars, trains, planes and boats. A \$3.4 Billion investment from the Provincial and Federal Government for the future Hamilton LRT was announced in 2021. Residents will travel at ease throughout the city, minutes away from major Highways, GO train, Hamilton International Airport and the future Hamilton LRT.

Connectivity.

5 min

From future Hamilton LRT

11 min

From Hamilton GO Centre

40 min

From Downtown Toronto

16 min

From Hamilton International Airport

4 stops

From future LRT to McMaster University

5 min

From Hwy 403

97

Walk Score

85

Transit Score

93

Biker Score

Important Project Facts

- Developer: Emblem Developments
- Address: 41 Wilson St W (at intersection, Wilson St and James St N)
- Architects: IBI Architects
- Suite Types: Studio, 1 Bedroom, 1+Den, 2 Bedroom, 3 Bedroom
- Occupancy: 2027
- Free Assignment
- Right To Lease During Occupancy
- Deposit Structure AT ONLY 15%:
 - \$5K with offer | BALANCE TO 5% in 30Days | 5% on XXDays | 5% IN XX DAYS
- Capped Development Levies

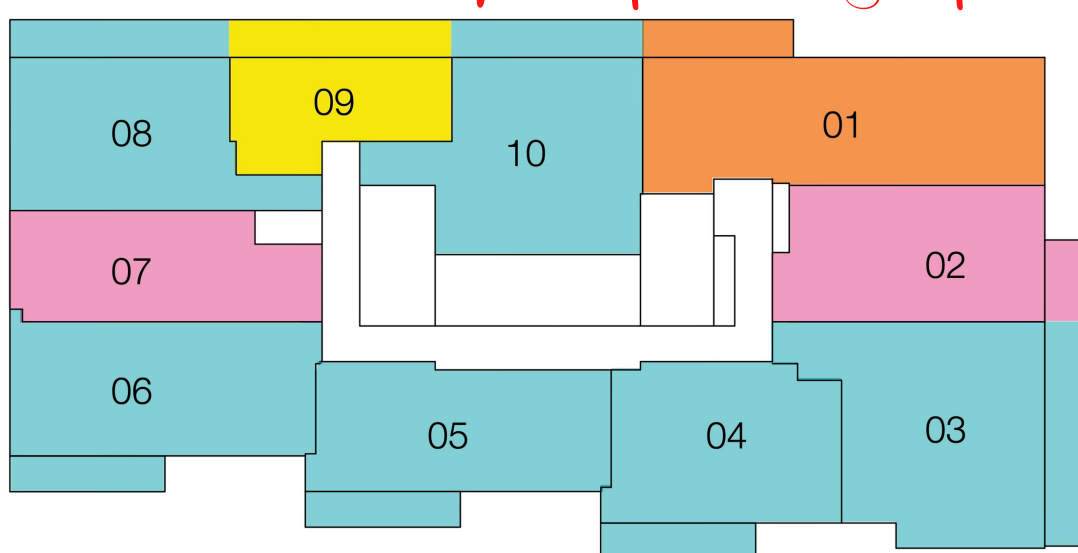
Building Keyplate

Exceptional Keyplate

*Invest In Sizeable
Functional Suites*

TOWER A
FLOORS 10-31

- 3 BEDROOM SUITES
- 2 BEDROOM SUITES
- 1 BEDROOM SUITES
- STUDIO SUITES



WHY CHOOSE HAMILTON?

01

ROBUST INCREASE IN POPULATION AND JOBS

Hamilton's population is projected to increase by 236,000¹, accompanied by 122,000¹ 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 line² with 17 stops, financed by a \$3.4 billion investment.³ The Airport is only 20 minutes⁴ from downtown, handling domestic and international flights.



03

EDUCATION – MCMASTER RANKED TOP 10 IN CANADA

McMaster University has more than 30,000⁵ undergraduate and over 4,800⁵ postgraduate students, but can only accommodate 3,900 students.⁶



04

REVITALIZATION OF HAMILTON'S WATERFRONT

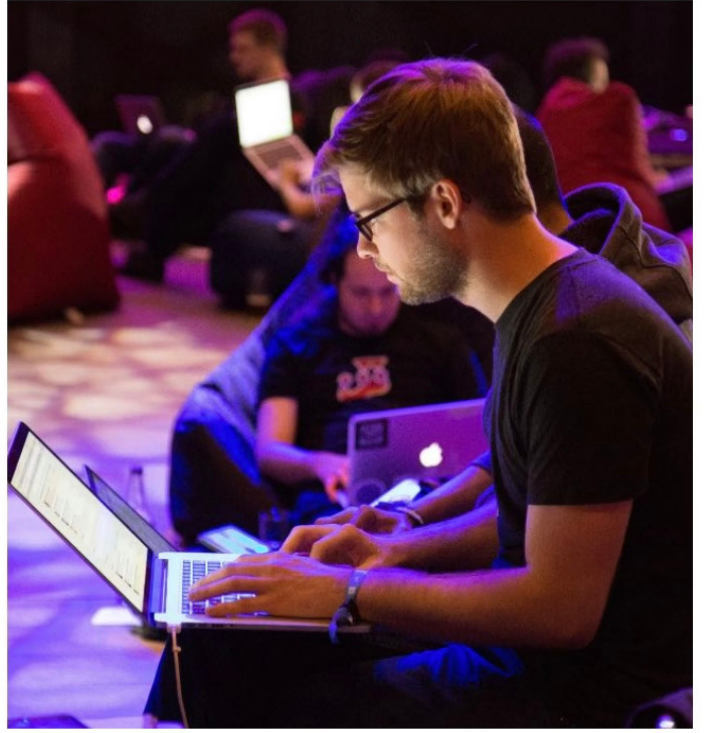
The sweeping water views and relaxing green spaces of Hamilton's West Harbour will reach their potential with a \$140 million⁷ redevelopment project that includes a vibrant commercial village and public piazza.⁴



05

TECH TALENT RANKED TOP 5 IN CANADA

CBRE ranks Hamilton in the Top 5 in Canada⁸ for the Quality of Tech Labour and Real Estate Cost, and in the Top 2 for mid-sized city tech talent labour pool growth.⁸



06

On the waterfront, a \$140 million redevelopment project will transform the harbour into a beautiful, pedestrian-friendly community with a commercial village and a public piazza. 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.

Hamilton Market Value

SOURCES: SEE SLIDE 30

07



+\$4B^{3, 7, 9}

Billions Invested Into New Infrastructure

+ 236,000¹

Projected New Residents for Hamilton

+ 122,000¹

Projected Hamilton Employment Growth

+ 18,557¹⁰

Future Condominium Market Units Proposed

+ 34%¹⁰

Average Resale Condo PPSF Increase Y/Y

+ 13%¹⁰

Average Increase in Sold PPSF for New Condos Y/Y



Tech Talent: Ranked Top 5 in Canada



THE CITIES WHERE TECH TALENT IS BOOMING

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

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

The Education Hub +65,000 STUDENTS

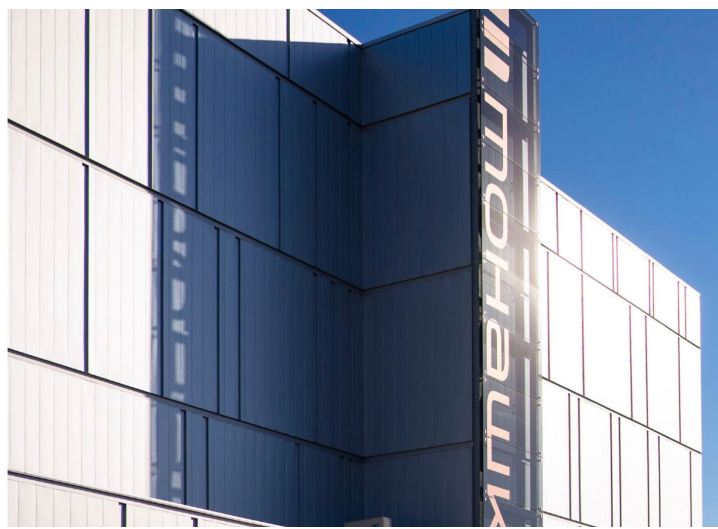
MCMASTER UNIVERSITY

McMaster is ranked fourth in Canada in the "medical-doctoral" category, and first in Canada for student services. It is home to more than 70 research centres and institutes.



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.



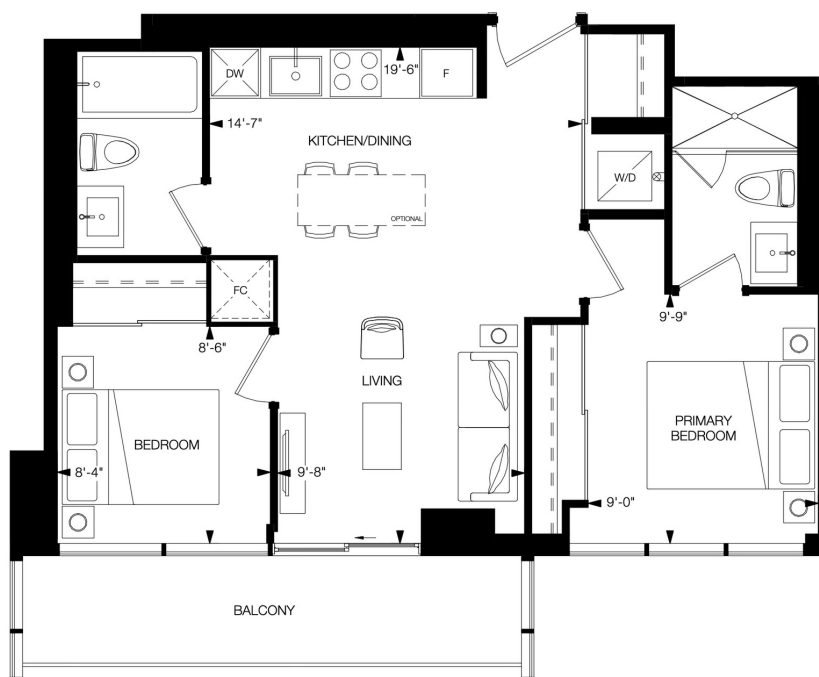
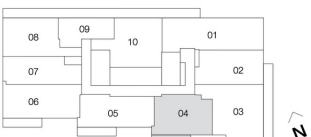
BUILDING AND SUITE FEATURES

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



TheDesignDistrict®

Interior Suite



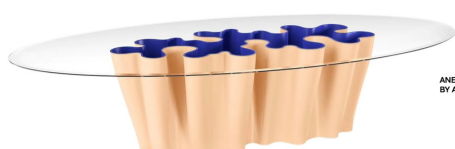
EMBLEM

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
FOOTBALL
TABLE



TOTEM LUMINEUX
BY STUDIO LV



BULBO
BY CAMPANA BROTHERS



Elevated Pool



EMBLEM

Lobby



Co-Working Space



EMBLEM

Fully-Equipped Fitness Centre



TheDesignDistrict®

EMBLEM

Yoga Studio



TheDesignDistrict®

EMBLEM

ABOUT THE DEVELOPER: EMBLEM

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



Looking to purchase a unit | Next Steps Involve

- 1 Click the links above to REGISTER and the Price List and Floor Plans will be emailed to you immediately. Please check your junk/spam folders ASAP.
- 2 Once we send the price list and floor plans, review them to identify the units you like best. We will also send over the link to our Online Worksheet
- 3 Click on the Online Worksheet link to open up the link in a different browser
- 4 Use the Price List and Floor to complete your online worksheet.

Once your online worksheet is completed and submitted, our Wealth Advisor will contact you within 24 hours to discuss next steps. This typically involves confirming your allocated unit, booking your signing appointment and going over how the purchasing process works

What is an Online Worksheet?

Our Online Worksheet is a simplified non-obligatory system used by developers to identify what unit(s) a client is interested in purchasing. This is done in advance of the unit being assigned for the client to purchase

This is a non-binding and non-obligatory system of unit allocation. This means that by completing our online worksheet does not mean you're obligated to purchase a unit even when your unit of choice has been assigned to you

It's important to note that when/if a unit is allocated to you and you sign the agreement of purchase and sale, you have 10 days (which is your Rescission Period) before your purchase becomes FIRM. After 10 days your purchase firms up and can't be rescinded

TAKE ADVANTAGE OF STARION PROPERTY MANAGEMENT & RENTAL SERVICES

Starion Property Management is a strategically aligned asset management outfit created for the benefit of investors looking to maximize return on their investment without having to do the heavy lifting.

Starion Property Management creates a turnkey investment where investors are able to see their assets operate at their highest and best use while earning a substantial return.



How our Property Management & Rental Services Works to Your Advantage

1

We hold your hands till the very last day of closing. By helping our clients secure their units with exclusive prime incentives like the Right to Lease During Occupancy, we're able to start marketing the unit for lease months in advance of occupancy

We help our clients secure a signed 1 or 2 year lease in advance of occupancy. This means that our clients start receiving rents from day one of occupancy. This is important because it ensures that the phantom occupancy fee paid between interim occupancy and final closing is paid from the rent obtained from the tenant and not out of our clients pocket

2

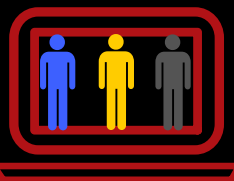
3

By us finding your tenant we not only save you from paying the phantom occupancy fee out of pocket but we also help you accumulate more cash flow during the interim occupancy period before closing. For example, if your Phantom Occupancy Fee \$1,200 and your unit rents for \$1900, this means during the phantom occupancy period, you'll see cashflow of \$700 per month until you secure your actual mortgage at closing

One of the most important savings this affords you as an investor is the savings of the first 3 months rent or half of the first months rent that usually paid when a tenant is found as well as the saving of the property management fee which is 5% of the monthly rent

4

Tenant Screening to narrow down and find Triple A tenants



Proper Management and Co-Ordination of Maintenance & Repairs



Property and Location Evaluation to determine best rental rate



Marketing and advertising of property for lease well in advance



Rent deposits are setup to be paid directly to the landlord

