

MEDIA RELEASE

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CEDAR WOODS UNVEILS NEW CORPORATE BRAND

Leading Australian property developer, Cedar Woods Properties, has today unveiled a new look, including a change in logo and new website. The rebrand emphasises the Company's commitment to creating vibrant communities across Australia and presents Cedar Woods in a more contemporary light.

Managing Director, Nathan Blackburne, said that as Cedar Woods enters an exciting period of growth, it was vital the brand captured the essence of the Company and the energy and passion that all Cedar Woods' employees bring to a growing portfolio.

"We have a great company with exceptional staff, quality projects, a robust strategy and a track record of delivering earnings growth," Mr Blackburne said. "Our new brand reflects these attributes and also coincides with an increased focus on being operationally strong as we seek to better leverage our systems and technology to set our business up for further growth."

Operational Excellence is one of four Strategic Priorities aimed at ensuring Cedar Woods continues to successfully execute its strategy to grow and develop its national portfolio by geography, product type and price point, and consistently deliver shareholder returns:

- **Operational Excellence:** Creating quality projects, having safe work places and having strong operations supported by renewed systems and technology.
- **High Performance Culture:** Foster a progressive, high-spirited work environment where employees are empowered, collaboration is encouraged and performance is rewarded.
- **Financial Strength:** Optimise performance through disciplined capital management, a commercial focus, attention to costs and a strong balance sheet.
- **Earnings Growth:** Pursue earnings growth to achieve our purpose of creating long term value for shareholders.

Cedar Woods has entered FY19 on a very positive note, with record pre-sales and expectations of a substantial increase in earnings. "We've been diligently buying and delivering new projects and are starting to see those efforts bear fruit," Mr Blackburne said.

Cedar Woods' new logo features a bold design with two connecting triangles. The primary blue triangle represents the creation of new homes, buildings and infrastructure; the secondary, green triangle portrays the Company's legacy – the creation of dynamic communities.

The tagline, "*Developing Tomorrow Today*" reflects Cedar Woods' commitment to forward thinking designs and ability to enrich communities where customers can flourish.

Please visit Cedar Woods' new website (www.cedarwoods.com.au) for more information about the Company and its developments.

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ABOUT CEDAR WOODS

Cedar Woods Properties is a leading, national developer of residential communities and commercial developments.

Established in 1987, Cedar Woods has grown to become one of the country's leading developers.

Cedar Woods has established a reputation for delivering long-term shareholder value underpinned by its disciplined approach to acquisitions, the rigour and thoughtfulness of its designs, and the creation of dynamic communities that meet the evolving needs of its customers.

Cedar Woods' diversified product mix includes land subdivisions in emerging residential communities, medium and high-density apartments and town houses in vibrant inner-city neighbourhoods and supporting retail and commercial developments. Cedar Woods' developments epitomise the Company's long-standing commitment to quality.

The successful delivery of Cedar Woods' strategy to grow its portfolio by geography, product type and price point, is driven by the Company's Board and management team, led by Chairman and co-founder William Hames and Managing Director, Nathan Blackburne. Cedar Woods' disciplined approach to investments, ability to unlock value across all product types and its long-term vision for the business has enabled the Company to navigate changing market dynamics and deliver consistent earnings for shareholders.

Cedar Woods' track record of earnings growth has delivered shareholders with a consistent fully franked dividend yield, while its strong balance sheet has placed the Company in a sound position to fund future growth.