



corporate

profile

BRICO

INTRODUCTION

Brico has defined a clear strategy to take advantage of the particular opportunities that address the needs of the baby boomers in today's market place.

From February 1998 until June 2000 Brico had only been a passive investor in various entities, notably, Mainland Properties Limited and its associated entities. Since 1st July 2000 Brico has become an independent and active player in the property industry.

The salient characteristics of the current property environment are:

- Low interest rates
- Large investment demand by the baby boomers nearing retirement

Drawing on the extensive experience of the founder, Brian Rule, Brico Pty Ltd aims to be a recognised leader in the property development industry with particular emphasis on high quality, creative and innovative projects, especially targeted to the baby boomer.

OBJECTIVES

Brico's business objectives are:

- To develop projects for sale, targeted at the small to medium size investor market.
- Concurrently, to develop for retention a portfolio of strategically located investment grade properties.

MANAGEMENT

Brico is a fully integrated property development and investment company, with competence in all core aspects of the development process and asset management.

With over 40 years of experience in the development industry the founder has been involved with and fully understands virtually every category of property development.

This wide experience aside, Brico will focus on carefully selected market sectors and each project undertaken by Brico will adhere to the key development principles of addressing market needs, management of risk, and developing on time and within budget.

FOUNDER ~ BRIAN RULE



Brian Rule brings to the company extensive business experience spanning over 40 years, in the property development industry. Through his Perth based Rule Group and subsequently through Brico, over 130 projects have been successfully packaged and completed in all facets of property development including residential and industrial estates, apartments, industrial, retail, commercial, hospitality, leisure and tourism classes.

Specialising in the sourcing, conceptualisation, risk analysis and packaging of projects Brian has been successful in securing projects that are completed on time and on budget.

Overseas experience includes planning, conceptualisation and establishment of major resort developments in South East Asia.

Brian was one of the founding partners in the successful Melbourne based Mainland Properties Limited which has completed several major developments in Melbourne, including the successful bidding for Moorabbin Airport.

Brian commenced trading as Brico Pty Ltd in Victoria in 2000.

Brian has been actively involved with the following organisations.

- Urban Developers Institute (WA) Past Council Member
- Young President Organisation (WA & VIC) Past Council Member (WA)
- Methodist Ladies College Foundation (WA) Past Chairman

PROJECTS

Whilst the Founder has successfully completed over 130 developments, the following projects represent the diversity of size, property class and geographic spread of work undertaken.

RESIDENTIAL

- Wren St Mews, Altona - \$3.5 million.
- The Cliffs, 194ha (480 acres), hotel & golf course development including spa and wellness centre and 1400 residential lots. San Remo, Vic. - \$250 million.
- Brico Homes, a program of pre-sold houses.
- UV Apartments, 70 student apartments with 440m² of commercial space located in the heart of the CBD. Adelaide, SA - \$20 million.
- Monash Green, 206 Townhouses and apartments in a village concept, Clayton, Vic. - \$48 million.
- The Nova Apartments, 138 Apartments in Elizabeth Street, Melbourne, Vic. \$45 million.
- The Mark, 88 Apartments in Collins Street, Melbourne, Vic. - \$33 million.
- Port Mandurah Canal Development, Port Mandurah, WA - Stage 1 \$30 million - Total project \$110 million.
- Kingslake Special Residential Subdivision, WA - \$5 million.
- Bayonet Head Estate 300 lot Subdivision, Albany, WA - \$12 million.
- Sandpiper Beachfront Home Units (17), Scarborough, WA - \$3 million.
- Sunseeker Luxury Beachfront Home Units (4), Scarborough, WA - \$1 million.

RETAIL

- Surf City Plaza (surf themed shopping centre), Torquay, Vic. - \$8 million.
- Canning Highway Centre, Applecross, WA - \$3 million.
- Jolimont Arcade, Jolimont, WA - \$2 million.
- Stirling Gate (retail showrooms), Balcatta, WA - \$10 million.
- Retail Showrooms and Factories, Willetton, WA - \$4 million.
- Melville Trade Centre (retail showrooms), Melville, WA - \$5 million.
- Balcatta Trade Centre (retail showrooms), Balcatta, WA - \$8 million.
- Mixed Retail development, Sunshine, Vic. - \$4 million.

RETIREMENT / LIFESTYLE

- Lakewood Lifestyle Village, 231 dwelling village, Lara, Vic.

INDUSTRIAL

- One Millers, Brooklyn (25 Warehouses from 73m2 to 236m2) - \$12 million
- 207-211 Hyde Street Yarraville (13 Office Warehouses from 145m2 to 323m2) - \$7 million
- 61 Westminster Street, Oakleigh (8 Office Warehouses from 270 m2 to 450m2) - \$6 million
- Royal Business Park, Oakleigh (10 Office Warehouses from 200m2 to 500m2) - \$8 million
- Moorabbin Airport (274ha with some 160ha available for industrial and commercial development), Melbourne, Vic. - \$100 million.
- Burleigh Junction Estate, Burleigh Heads, QLD - \$15 million.
- Somerton Park Industrial Estate, Melbourne, Vic - \$25 million.
- Truck City (retail, motel, restaurant, fuel retailing, electronics, industrial & commercial units), Melbourne, Vic. - \$9 million.
- Truck City (retail, motel, restaurant, fuel retailing, electronics, industrial & commercial units), Darwin. - \$5 million.
- Truck City (retail, motel, restaurant, fuel retailing, electronics, industrial & commercial units), Alice Springs, NT. - \$3 million.
- Truck City (retail, motel, restaurant, fuel retailing, electronics, industrial & commercial units), Adelaide, SA. - \$7 million.
- Truck City (retail, motel, restaurant, fuel retailing, electronics, industrial & commercial units), Brisbane, QLD. - \$9 million.

COMMERCIAL

- 6 storey CBD office refurbishment in Barrack St, Perth, WA - \$8 million.
- Southgate Offices and Retail, South Perth, WA - \$7 million.
- Toyota Dealership, Balcatta, WA - \$4 million.
- Auto Service Centre, Brandon Park, VIC - \$4 million.
- Auto Service Centre and Restaurants, Sunshine, Vic. - \$5 million.

LEISURE & TOURISM

- Silverwater Resort, 21 acres, 152-unit active leisure resort, San Remo, Vic. - \$82 million.
- Pipeworks Leisure Market, 800 stalls and tavern and leisure / recreational facilities, Melbourne, Vic. - \$15 million.
- Flag Motor Lodge, 174-room motel, Belmont, WA - \$6 million.
- Brickworks Leisure Market, 300 stalls and tavern and leisure / recreation facilities, Adelaide, SA - \$7 million.
- Junction Market, 100 stalls and tavern, Adelaide, SA - \$3 million.



THE CLIFFS

- San Remo, Vic

This exciting new project comprises 194ha (480 acres) of ocean front land abutting the San Remo township. This will result in a significant expansion for San Remo and result in over 1400 additional residential lots, international golf course, 5 star tourism accommodation and associated leisure facilities.

Brico's involvement ceases when approvals are complete and the development will be undertaken by San Remo Project Pty Ltd, a company associated with Trinity Development Group.

Whilst approved under a structure plan and having no objectors a panel hearing rejected the application due to its size.





SILVERWATER RESORT

PHILLIP ISLAND - VIC



SILVERWATER RESORT

- San Remo, Vic

Silverwater Resort is set on twenty-one rolling acres of immaculately landscaped gardens and tranquil lakes. It consists of 152 quality furnished Architect designed one, two and three bedroom holiday apartments. The site has stunning views to the north and west over Western Port Bay and Phillip Island. The resort has extensive facilities for active leisure activities for all ages. Central facilities include restaurant, bar, lounge, reception, billiards room and conference area. Recreational facilities feature a two story swimming pool, three lit tennis courts, basketball and volleyball court, gymnasium, kids games room and even its own oval.

This project opened in October 2007.



Lakewood Lifestyle Village - Lara, Vic

Lakewood is a 231 dwelling residential village located at Lara being part of the Geelong region in Victoria.

The village has extensive central facilities such as restaurant, bar, billiard room, theatre, indoor swimming pool, gym, craft room, bowling green, library etc.

The village caters for the over 50's and attracts the active pre or early retiree market.

Sales value on completion \$80million.
Construction commencing late 2009.



BRICO

Homes



Glenferrie



Chapel II



Lonsdale



Victoria

BRICO HOMES

BRICO Homes, an exciting new division of BRICO Pty Ltd, has recently been formed to cater to the increasingly high demand for house and land packages in both the local and overseas investment markets.

Uniquely designed floor plans make it a desirable option of those looking to invest in Melbourne's growth corridors. Acting as a development facilitator, BRICO Homes manages the builders and agents to provide up to 150 quality-assured homes each year.

BRICO



UV APARTMENTS

- 23 King William St. Adelaide

Ideally located in the heart of Adelaide's CBD, a few hundred metres from the Adelaide University, University of South Australia and Rundle Mall, UV Apartments offer superior student accommodation and commercial premises on the ground floor.

Featuring an ornate sandstone facade, UV Apartments will host contemporary fittings complementing the elegant 1930s heritage exterior. This architectural blend of the new and old will create a distinguished atmosphere for student living in an urban environment.

Comprised of 70 self contained and fully furnished units, UV Apartments is designed to provide students with a comfortable and secure living environment acting as a home away from home.

Pastoral support programs and initiatives, 24-hour security surveillance, building management services, study rooms, high-speed internet access, recreation rooms and laundry facilities are all available in this purpose built facility.

Student apartments are a mix of 1, 2 & 3 bedrooms.

Monash Property Management (MPM), a wholly owned subsidiary of Monash University, will manage the premises making this an excellent investment opportunity for buyers.

This project was completed in 2007.





MONASH GREEN

- Clayton, Vic

Monash Green is comprised of 206 apartments and townhouses located on 2.86ha at 21-25 Browns Road Clayton. Strategically located just 200 meters from the Monash Hospital and a short distance from the Monash University the project will cater to the high rental demand in the area. The development will be centred around a large green space and is designed in the village concept with all dwellings having a strong link to the green. Prices range from \$175,000 to \$350,000. The project was developed in stages with completion of final stage in 2008.





THE MARK APARTMENTS *- Melbourne*

Located in the heart of prestigious Collins Street in the Melbourne CBD, The Mark was a highly successful conversion of a vacant 12 storey office building into 88 quality residential apartments. Works were completed in July 2000.





THE NOVA APARTMENTS *- Melbourne*

The first stage of this 138 apartment project was launched in July 1999 and achieved over 50% of sales within three weeks.

Works incorporate the repositioning and upgrading of the ground floor retail and substantial conversion of the 1974 12 storey building into a 16 storey prestigious apartment building.

The project was totally pre sold.

Completed in November 2001.





MOORABBIN AIRPORT *- Melbourne*

This property was acquired via a tender from the Federal Government in February 1998. Of the 294ha only approximately 45% is required for aviation purposes.

New developments include the 30ha Chifley Business Park at the eastern end and numerous industrial projects. A Master Plan was approved in 1999 by the Dept of Transport, which incorporates new zonings or development precincts and development guidelines. These precincts include areas for commercial, big box retailing, industrial and mixed-use developments. The site will be progressively developed over the next 10-15 years.

This property is held through Moorabbin Airport Corporation Pty Ltd. Brico sold its interest in 2008.





PORT MANDURAH *- West Australia*

Located 70 kms south of Perth, this 180 acre swamp land was developed into the prestigious canal development known as Port Mandurah. Comprising ultimately some 500 canal lots, this project achieved sale prices of twice the then market price.

Port Mandurah was a significant contributing factor in repositioning Mandurah from a sleepy retirement town of approximately 22,000 people, to a vibrant resort location boasting some of the most expensive and desired holiday homes in Western Australia.

Over \$24 million in sales were achieved in the first stage of 160 lots prior to a brochure being produced.

Total value of the project was \$110 million with stage 1 being \$30 million.





SURF CITY PLAZA *- Torquay, Vic*

Located some 100 kms west of Melbourne, Torquay has become the surfing capital of Australia as a result of the extraordinary local surfing culture that has evolved around the global headquarters of the Rip Curl and Quiksilver surfwear brands.

The significant drawing power of these and other surfing related brands have made Torquay a major tourist attraction in the Surfcoast Shire, despite its small population base of a little over 13,500 permanent residents.

Surf City Plaza's 3,500m² of surf themed retail space is effectively anchored by the Rip Curl and Quiksilver international concept stores. A casual dining restaurant, leading national and local surf wear retailers / manufacturers deliver an unrivalled surfwear offer not available elsewhere in Australia.





TRUCKSTOPS OF AUSTRALIA

Truckstops of Australia was the first independent chain of truckstops developed in Australia.

Originating in Campbellfield Melbourne in 1981, the business quickly grew to a chain of 11 throughout the East Coast. The Truck City complexes were multi-faceted business which offered restaurants, auto-related and convenience retail, motel accommodation, showers and resting lounges, communications facilities, fuel retailing, truck servicing and washing facilities. Commercial premises were also leased to associated transport businesses.

Unlike the American truckstops, Truckstops of Australia became the anchor tenant for auto related industrial developments know as Truck Cities.





BRICKWORKS MARKET *- Adelaide*

Situated on the banks of the Torrens River, the old Hallet Brickworks site was acquired from the Thebarton Council in 1981 and transformed into a unique 300 stall weekend market and leisure centre. Brickworks Market introduced a new concept in retailing by combining permanent festival market stalls with family leisure attractions.

Merchandise incorporating apparel, gifts, produce, footwear, antiques, homewares, recorded music, furnishings, prints, etc were combined with an international food court, tavern and family entertainment areas. Leisure activities including a can-am car racing track, bumper boats, miniature golf courses, adventure playground and indoor games arcade were incorporated to broaden family appeal and increase visit duration.

The project opened for trade in 1983 and became one of Adelaide's biggest tourist attractions, attracting over one million visitors a year.





PIPEWORKS MARKET *- Melbourne*

After the unqualified success of the Brickworks Market, the Pipeworks site was acquired and converted into a market and leisure centre.

The next generation of the leisure market concept was significantly larger and comprised of a large centre plaza with stage capable of accommodating 5,000 people, themed tavern, 800 market stalls, two international food halls, games arcades and more of the unique leisure facilities found at Brickworks.

The Pipeworks attracted over 1,000,000 people each year whilst trading only on weekends and public holidays.





RETAIL SHOWROOMS

The Rule Group was a leader in highway retail and showroom development in Perth during the 70's and 80's, developing showrooms on every major highway and arterial road in Perth. Typical developments include:

Balcatta Trade Centre

Wanneroo Road, Balcatta WA

Stirling Gate

Wanneroo Road, Balcatta WA

7,250m² of retail showrooms and offices on a 11 acre site



Retail Complex

High Road, Willerton WA

5,000m² of retail showrooms.





COMMERCIAL OFFICES

Numerous commercial office developments, often combined with retail or industrial components, have been successfully completed.

Examples include:

25 Barrack St, Perth WA

A complete refurbishment of a 6 storey office building in the Perth CBD.



CES Offices

Balcatta Road, Balcatta WA



Southgate Retail Showroom & Office Complex

Canning Highway, Victoria Park WA
Incorporated a Bunnings store, designer furniture showroom, Worldhealth Gymnasium, Café on the ground level with office accommodation on the first level.