

GRIFFIN 

Corporate Profile 2022



Cube on Canning | Exterior
Artist Impression

INTRODUCING GRIFFIN GROUP

Griffin Projects Group Pty Ltd is a privately-owned, boutique private investment and development group head quartered in Perth and Singapore with team members in Melbourne, Brisbane and Adelaide.

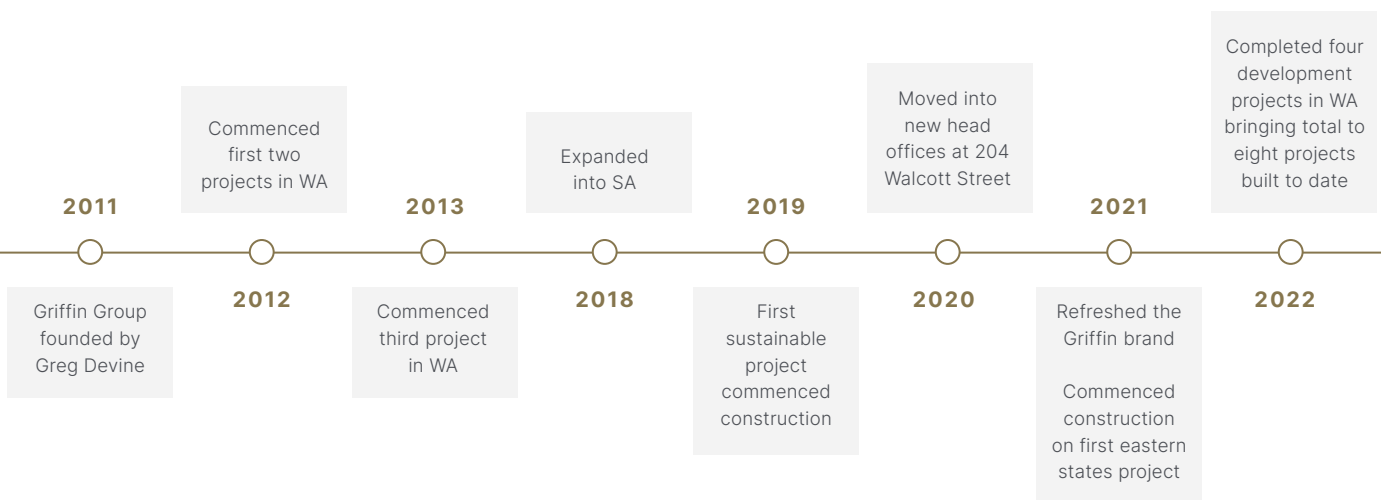
Founded in 2011 by Greg Devine, Griffin Group specialises in wholesale sophisticated investment products supporting boutique small-to-medium urban infill residential and commercial developments.

Over the past 11 years, Griffin has built a strong and loyal client base throughout Australia and Asia. Our structured investment offerings provide the opportunity for qualified clients to expand their investment portfolio and invest in property development projects without the financial outlay and risks generally associated with the traditional property investment model.

The success of Griffin's project model is founded on the ability to source development land that meets our rigorous property criteria. Each site is assessed on liveability factors including proximity to transport and amenities such as cafes, restaurants and hotels that are close to major places of work. Each project creates an opportunity for downsizers looking to move from large family homes into quality apartments and townhouses in their local area.

Griffin holds a Wholesale Australian Financial Services Licence (AFSL No. 480476) through our Australian-based company, SMATS Consortium Pty Ltd. The company currently has over \$340 million of funds under management and has developed projects with a combined value exceeding \$400 million.

TIMELINE



GRIFFIN'S PURPOSE

As a family-based business, our vision and mission aren't just words; they form the foundation that underpins how we operate and manage our business. Our values are weaved throughout the whole organisation and guide everything we do.

OUR VISION

Our vision is for all people to experience a fulfilled life through financial freedom.



Building Trusting Relationships

We value people above all else

OUR MISSION

Our mission is to create opportunities for financial freedom to enhance the quality of life of our people, partners and communities through property investment and ownership.



Growing Together

We support each other to grow and prosper

A common set of shared values shapes our company culture and ensures our team consistently deliver the level of quality our clients, partners and investors have come to expect. Guided by our values, we deliver a high level of customer service throughout each project, with the client always being at the forefront of everything we do.



Creating Sustainability

We think and act for people, planet and profit

FOUNDER & CEO GREG DEVINE

“ We’ve built a strong investment model that delivers exceptional results to our clients.”

Greg Devine has played an integral role in the financial planning industry for over 35 years, with his career beginning in the banking industry before leading him into the property market.

With an unfaltering passion towards capital raising and business development, Greg comes from an impressive background in building and managing several respected financial service companies. He has held executive positions with Bain & Company, Growth Equities Mutual, Deutsche Bank Private Banking, NAB Private Banking, MLC, Macquarie Bank and Godfrey Pembroke Financial Services.

Greg established the national H&R Block Financial Services, Portfolio Planning Services, Financial Partnership Group and Deutsche Bank Financial Services; this business managed over 600,000 retail clients. He also established the Financial Planning Association, was its inaugural President, Chairman, Life Member and is inducted into the Financial Planning Association Hall of Fame.

Since founding Griffin in 2011, Greg has established a strong foundation for the company both in Australia and in international markets. Greg is well-respected for his professional advice within the financial services and capital raising markets. He now empowers and supports his team to raise capital while building successful projects and establishing valuable client relationships.



GREG DEVINE
Founder & CEO

OUR TEAM



Greg Devine
Chief Executive
Officer



Brooke Devine
Chief Operating
Officer



Michael Devine
Chief Investment
Officer



Brett Garrett
Chief Project
Officer



Stephen Smith
Chief Product &
Innovation Officer



Caroline Bicknell
Head of Sales



**Cassandra
Emmerson**
Head of Brand



Cameron Higbid
Head of Operations



Leanne Shadbolt
Head of Accounts



Shane Woewodin
Head of People &
Culture



Christian Woodall
Head of Investment



Philip Raff
Business Director
Asia



Terry Culley
Project Manager



Lucille Power
Project Manager



Anthony Rizzacasa
Project
Management
Consultant

OUR TEAM



Bruno Romero
Business
Development
Manager



Dwight Stuchbery
Project Manager



Cathy Rademeyer
Corporate Structure
& Compliance
Advisor



Kim Baker
Tax Advisor



Laurie Torpstrom
Project Designer



Stefanie Peskett
Investment
Executive



Hollie Gardner Cera
Project Design
& Compliance
Coordinator



Layla Wallace
Sales Coordinator



Jaimee Devine
Compliance
& Product
Coordinator



Scott Salaipaew
Accounts
Administrator



Maegan Farrow
Office
Administrator

THE GRIFFIN MODEL

Griffin Group is a proudly Western Australian company with a proven track record of delivering successful projects. Backed by a dedicated team of proficient professionals, we specialise in sourcing high-quality undervalued assets, creating and marketing risk reduced investments and developing property assets.

At the core is the ability to source development opportunities that meet Griffin's model criteria. Our team then undertake due diligence to gauge the site's suitability for development. A detailed financial model is constructed, including an assessment of the project for lending purposes. If the stringent requirements are met, we make an offer to purchase the site with the vendor. This offer is made through a Special Purpose Vehicle (**SPV**) that is set up for each project.

Once the offer is accepted, a project plan is activated to manage the process from local government development approval (if not already received) through to contract documentation and finally construction.

Griffin's external project financiers provide term sheets for construction funding, and equity raising is undertaken by an offer to wholesale clients under an Information Memorandum. Project equity is raised through the SPV company set up by Griffin, which enters into a finance agreement for construction purposes, providing the lender with a first mortgage over the project site.

Once construction is underway, our development management team oversees all facets of the build, including managing the appointed builder. Our marketing and sales team develop the project marketing collateral for property sales and external real estate agents are engaged who work alongside our in-house sales team.

A successful project sees the build finish on time, to an expected standard and within budget. Sales of the dwellings are finalised shortly after the completion of the build and issue of titles. At this stage, the funding facility is paid out, investors receive their capital and investment return and Griffin receives its share of the profit.





Lucida | Bedroom
Artist Impression

INVESTMENT

Griffin Group offers investment products to sophisticated wholesale investors over the short-to-medium term which provide above average returns and an opportunity to diversify their investment portfolio.

SECURED PRIVATE LENDING

Secured Private Lending (**SPL**) is an attractive option for sophisticated investors to access higher than average returns over a short-to-medium term in a world of low interest rates. Put simply, SPL is a collective of people who come together to create something that may not have been possible individually. The private loans are made to boutique property development projects throughout Australia which are operated, controlled and managed by Griffin and its partners.

Griffin brings together the right development land, the expertise of a project management team who can manage the process, a design team capable of maximising the site potential and a group of capital investors and funders to ensure the project has sufficient funds to realise profit potential while minimising the risk for all parties.

By combining investors with an experienced asset and development manager, the prospect of excellent returns is enhanced in an environment where risk is identified, managed and reduced to maximise the opportunity.

210

Wholesale / Sophisticated HNW
Clients, Individuals or Family Offices

\$340m

Assets Under Management

AUSTRALIAN INVESTMENT BOND

Australian Investment Bond is a secured investment product offered to Australian and overseas investors seeking reliable and regular income with fixed yields over the medium term. The bond pays fixed interest payments on a quarterly basis for the duration of the bond term and repays the bondholders principal at maturity.

LICENSING REACH

Over the past 11 years, Griffin Group has established a strong network of licences to offer attractive investment options to Australasian investors.

The licensing structure outlined below shows the reach of our investment products offered to wholesale accredited and retail clients in Australia, Singapore and Hong Kong.

At the centre of our operations is a culture of compliance with regulatory authorities across the regions where we interact with investors. We hold and access several financial services licences across Australia, Singapore and Hong Kong and work with expert legal firms in these countries to ensure our compliance with regulations. Our licences enable us to provide attractive investment options to Australasian investors for Australian-based projects.



GRIFFIN'S LICENSING REACH

Wholesale Australian Financial Services Licence

Griffin offers financial products within Australia for sophisticated investors through our SMATS Consortium Wholesale AFSL.

Asian Funds Management Licences

Griffin offers financial products for Asian-based accredited and sophisticated investors through a JV agreement with Odyssey Group under their respective Singapore and Hong Kong funds management licences.

Singapore Bond Dealing Exemption

Griffin's Australian Investment Bond is available to Singaporean accredited investors under the bond dealing legislative exemption.

Retail Australian Financial Services Licence

Feeder fund for Australian investors into Griffin investment products through a JV agreement with Primary Securities under their Retail AFSL.

DEVELOPMENTS

With an unwavering passion for property, we thrive on sourcing and developing boutique-sized developments in highly desirable locations across Australia. Our underlying mission is to improve living standards and positively impact the local communities.

We value building relationships with partners, clients, investors and suppliers to work towards a common goal of delivering quality property developments throughout Australia. We invest the time and resources to ensure that every project is delivered within budget and on time. We maintain clear communication throughout each step of the process.

At Griffin, our development approach is far from the traditional one-size-fits-all model. We research our locations and target markets very carefully and then design and build high-quality, environmentally sustainable properties that seek to serve the local community's needs.

We design every development to be desirable, affordable, and sustainable. As a result, our end products are not only extremely popular, they also offer exceptional value and meet the lifestyle needs of its residents while also respecting the surrounding community.

The extensive initial planning, combined with well-considered design and a quality build are the set of factors that truly sets us apart. Griffin manages the complete development cycle from project selection, acquisition, through to the build phase and sale of the finished asset.

27

Property Projects

\$90m

Mandates for New Projects



Flourish | Living
Artist Impression

DEVELOPMENTS



COMPLETED PROJECTS

Parkview, Como WA
One54 Tuart, Tuart Hill WA
Butler Medical Centre, Butler WA
Hamilton Hill Medical Centre, Hamilton Hill WA
Loft Haus, Leederville WA
Embankment Ph1, Martin WA
204 Walcott, Menora WA
Reside on Money, Perth WA
The Residence, Scarborough WA

IN DEVELOPMENT

Cube on Canning, Attadale WA
Flourish, Camberwell VIC
Abode, Como WA
Lucida, Como WA
Embankment Ph2, Martin WA
Coastal Edge, North Coogee WA

IN PLANNING

Manhattan, Applecross WA
Coterie, Como WA
Clydesdale St, Como WA
Beach Rd, Coolum QLD
Calibre, Glenelg SA
Hastings, Hawthorn East VIC
Musgrave St, Mosman NSW
Westwood, Nedlands WA
Nouveau, Nedlands WA
William St, Perth WA
Howard St, Paddington QLD
The Henry, Plympton SA
Sackville Tce, Scarborough WA



Lucida | Courtyard
Artist Impression

STRATEGIC PARTNERSHIPS

Griffin Group values building long term relationships based on respect, communication and results with investors and buyers.

We have built an extensive network of funding, licensing and referral partners with established and reputable companies throughout Australia and Asia.

These partnerships work seamlessly by leveraging complementary skill-sets that have resulted in strong growth for all parties throughout the years.



GRIFFIN 

Griffin Projects Group Pty Ltd

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