



LOFTY™ / BRICKELL

OWN. LIVE. SHARE.

01

# CONCEPT

The Lofty Brand fills a much-needed void in the luxury residential market. Now, refined design and sophisticated urban hospitality with bespoke à-la-carte services will deliver the lifestyle and experience of a luxury hotel blended with the comfort and connection of living like a local.



LOFTY™ / BRICKELL  
OWN. LIVE. SHARE.

OWN THE  
ELEVATED  
EXPERIENCE  
OF A LUXURY  
STAY WITH  
ALL THE  
COMFORTS  
OF HOME

LOFTY EXPECTATIONS.  
LOFTY EXPERIENCES.  
LIVE IN LUXURY,  
LIKE A LOCAL.

INCOMPARABLE  
LUXURIES.  
IMMEASURABLE  
EXPERIENCES.  
INVALUABLE RENTAL  
FLEXIBILITY.

MIAMI'S FIRST LUXURY BUILDING PURPOSEFULLY DESIGNED,  
BUILT, AND LICENSED FOR LUXURY STAYS - WITHOUT RENTAL  
RESTRICTIONS.





BRICKELL WATERFRONT,  
MIAMI'S MOST DESIRABLE  
URBAN ADDRESS

# DIVE INTO WATERFRONT LIFE

The waterfront is where Miami sparkles brightest, and our yachting lifestyle pulses to the beat of the city. At Lofty, our private marina is just steps away. Race over waves with the wind in your hair. Take the helm of today's adventure. Or find a quiet beach to call your own. Windsurf or jet ski. Paddle board or swim the crest of a wave. See and be seen. Water is the lifeblood of Miami, so expand your horizons with your own private marina.





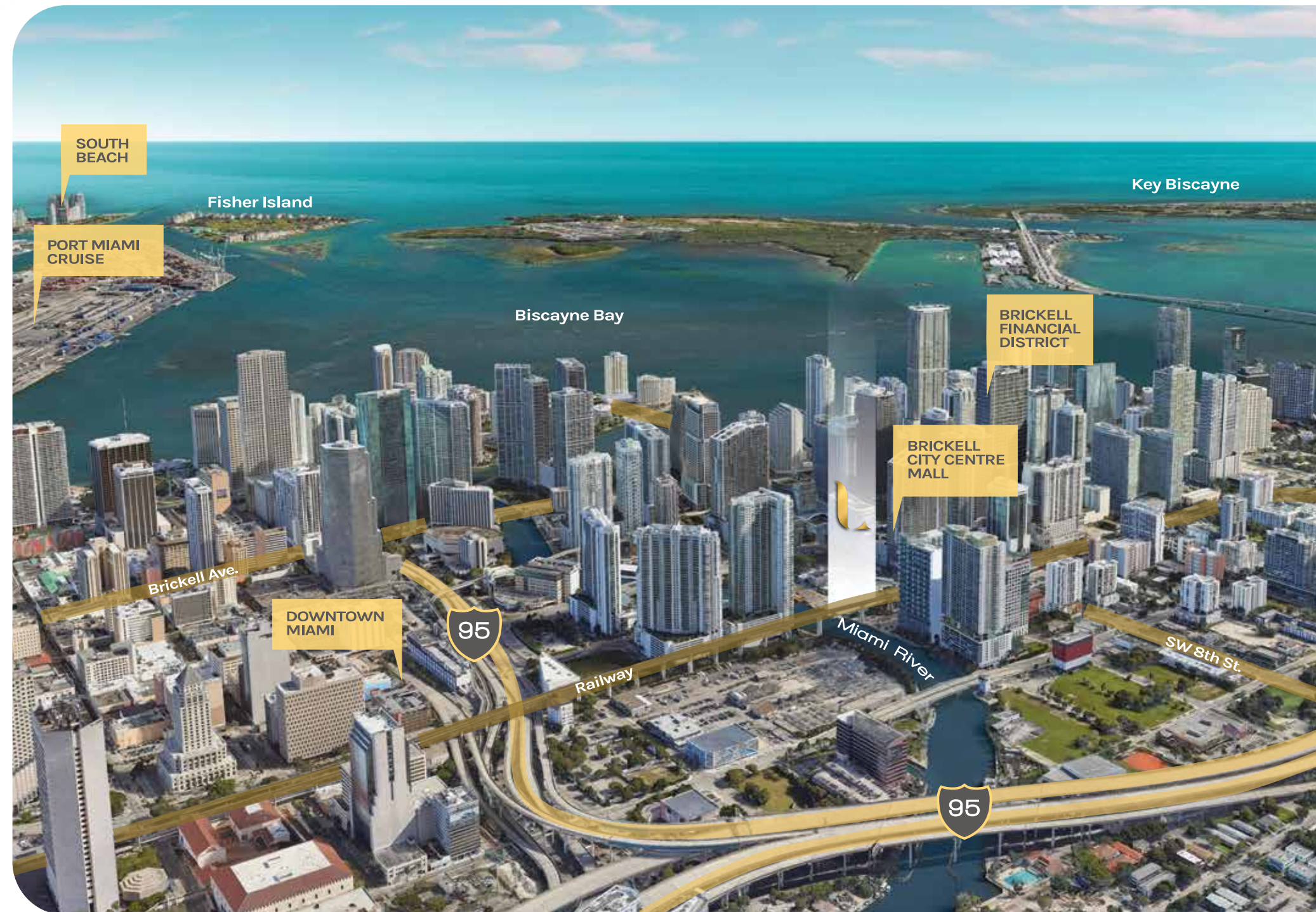
# WATERFRONT DINING

Owning at Lofty offers you the ultimate luxury of waterfront living with your own private, curated Five-Star Riverfront Restaurant and Outdoor Dining Terrace.



# THE MOST SOUGHT AFTER URBAN LOCATION IN THE CITY.

This is the heart of Miami. Brickell is where everything happens, because it's the perfect blend of convenience, connection and creative culture. And the waterfront is the most desirable address of all.





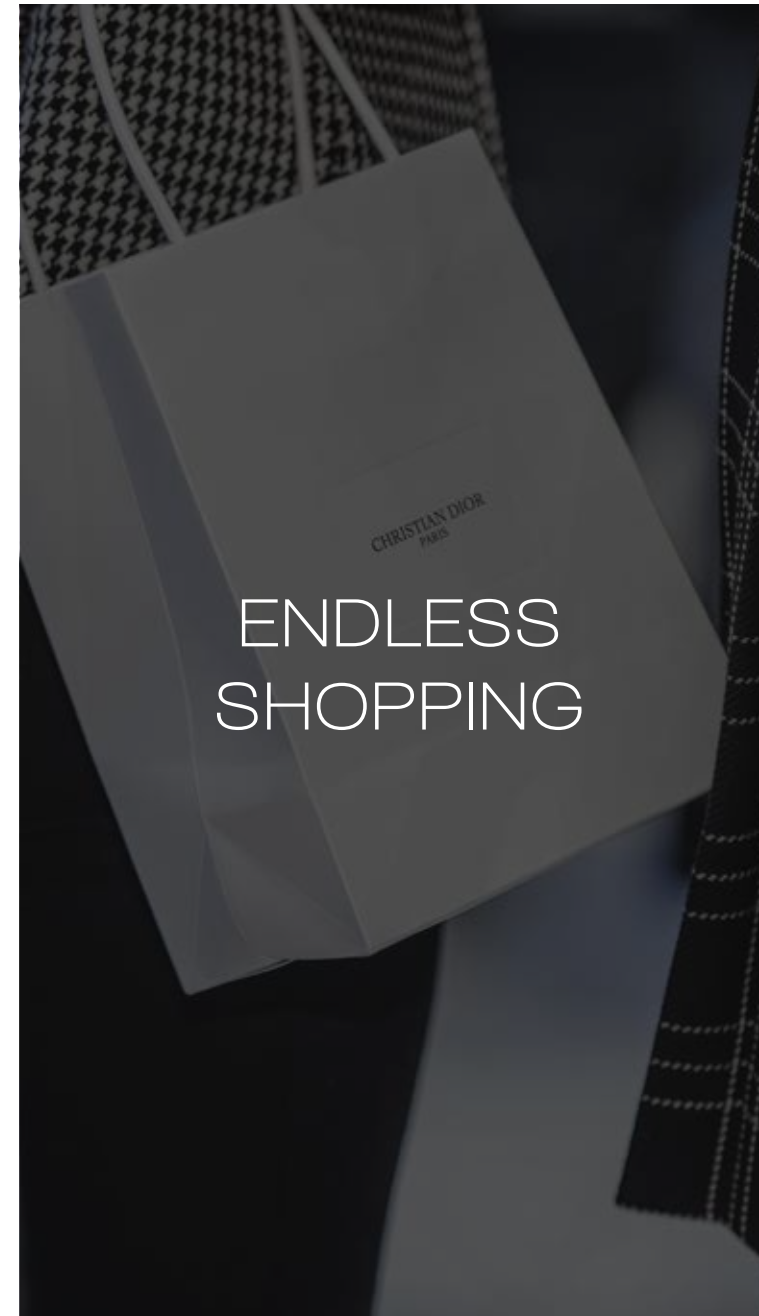
# BRICKELL. THE ULTIMATE DESTINATION.



WORLD-CLASS  
DINING



FINANCIAL  
& BANKING  
EPICENTER



ENDLESS  
SHOPPING



COSMOPOLITAN  
WATERFRONT

# SAVOR & CELEBRATE EVERY MOMENT

Indulge in flavors from across the world, just around the corner. Here in Brickell, you're steps from an eclectic melange of tastes. French patisseries and Italian cafes. Celebrity restaurants and simple bistros. Cuban and Latin. And some of the finest sushi in America. This is where locals with a taste for culinary excellence come to dine.



CIPRIANI



LE PETITE MAISON

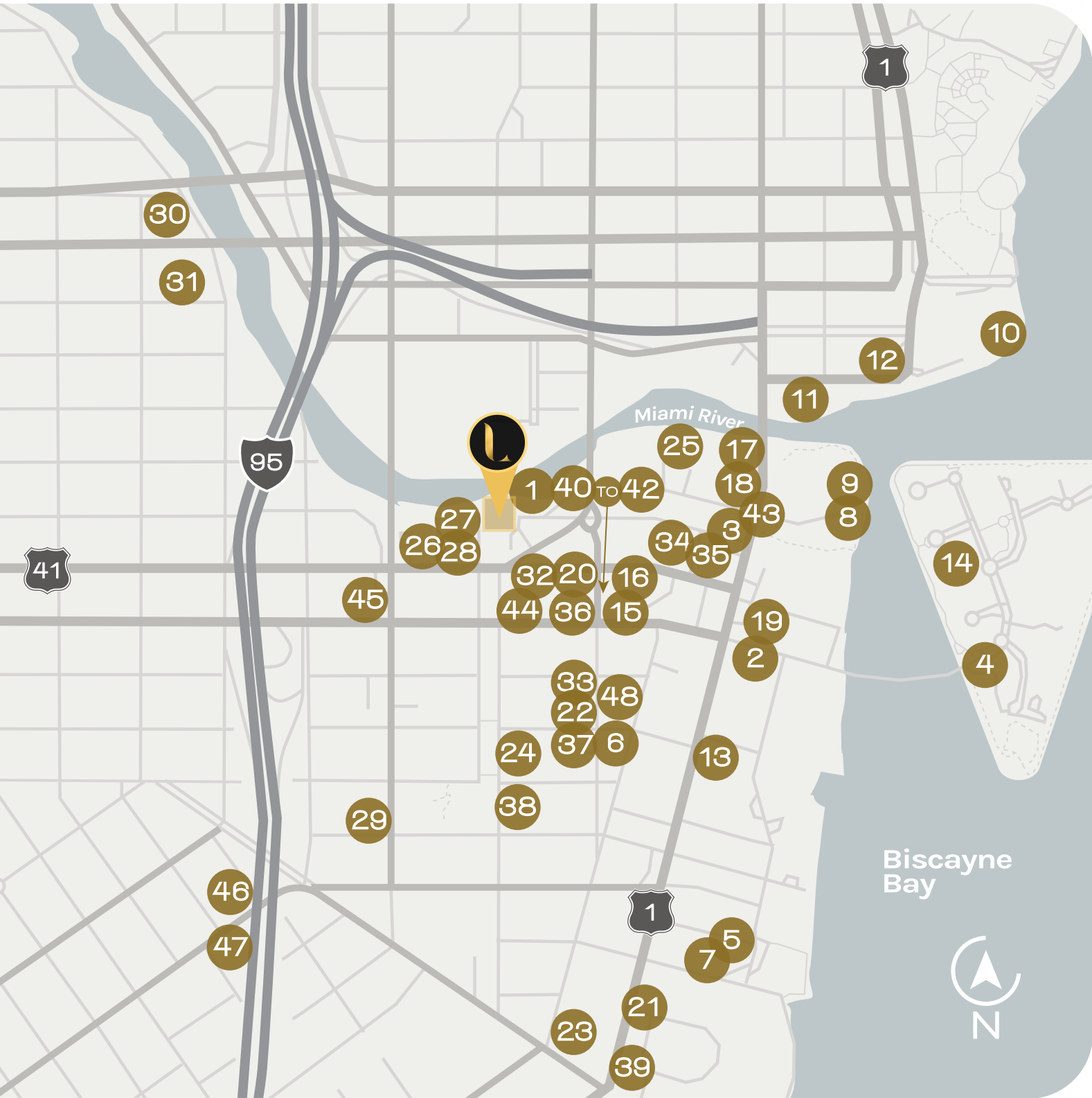


KOMODO



ZUMA

# BRICKELL MEANS FLAVOR



## 5-STAR DINING

1. LOFTY RIVERFRONT
2. KOMODO  
ASIAN CUISINE
3. HUTONG MIAMI  
NORTHERN CHINESE CUISINE
4. LA MAR BY GASTON ACURIO  
ASIAN-PERUVIAN FUSION
5. LPM MIAMI  
FRENCH CUISINE
6. SEXY FISH  
ASIAN CUISINE
7. OSAKA MIAMI  
ASIAN / SOUTH AMERICAN CUISINE
8. CANTINA LA VEINTE  
MEXICAN CUISINE
9. CIPRIANI  
ITALIAN CUISINE
10. IL GABBIANO  
ITALIAN CUISINE
11. ZUMA MIAMI  
JAPANESE CUISINE
12. NOVIKOV MIAMI  
ASIAN FUSION CUISINE
13. NUSR-ET  
STEAKHOUSE
14. NAOE  
JAPANESE CUISINE

## 4-STAR DINING

15. QUINTO LA HUELLA  
URUGUAYAN CUISINE
16. MARABU BRICKELL  
CUBAN CUISINE
17. CAPITAL GRILLE  
STEAKHOUSE
18. FLEMINGS'S  
PRIME STEAKHOUSE & WINE BAR
19. TRULUCK'S  
SEAFOOD RESTAURANT
20. EST.33  
THAI CRAFT BREWERY & KITCHEN
21. EDGE STEAK & BAR  
FARM-TO-TABLE TEAKHOUSE
22. TOSCANA DIVINO  
ITALIAN RESTAURANT
23. PM RESTAURANT  
ARGENTINE FISH & STEAKHOUSE
24. MARION  
NEW-AMERICAN ASIAN FUSION
25. ELCIELO  
LATIN AMERICAN RESTAURANT
26. GRAZIANO'S  
ARGENTINIAN RESTAURANT
27. AMERICAN SOCIAL  
SPORTS BAR
28. CAJUN BOIL  
SEAFOOD RESTAURANT
29. 107 TASTE  
ASIAN RESTAURANT
30. JAMON IBERICO  
PATA NEGRA  
SPANISH RESTAURANT
31. CASA FLORIDA  
COCKTAIL BAR

## CASUAL DINING

32. CASA TUA CUCINA  
ITALIAN CASUAL
33. NORTH ITALIA  
ITALIAN CUISINE
34. RIVER OYSTER BAR  
SEAFOOD RESTAURANT
35. B BISTRO + BAKERY  
BREAKFAST / LUNCH
36. PUBBELLY SUSHI  
JAPANESE CUISINE
37. MISTER 01  
PIZZERIA
38. COYO TACO  
MEXICAN RESTAURANT
39. JOE & THE JUICE  
JUICE AND SANDWICH BAR
40. DR SMOOD  
HEALTHY ALL-ORGANIC EATS
41. ROSETTA BAKERY  
BAKERY AND COFFEE SHOP
42. TACOLOGY  
TACO PLACE
43. BABY JANE  
ARTFUL COCKTAILS & ELEVATED BAR FAIR
44. TOASTED  
BAGELRY & DELI
45. YUZU  
FROZEN YOGURT & CRÊPES
46. PERRICONE'S  
MARKETPLACE & CAFE
47. TUTTO PIZZA  
PIZZERIA
48. P.F. CHANG'S  
CHINESE RESTAURANT

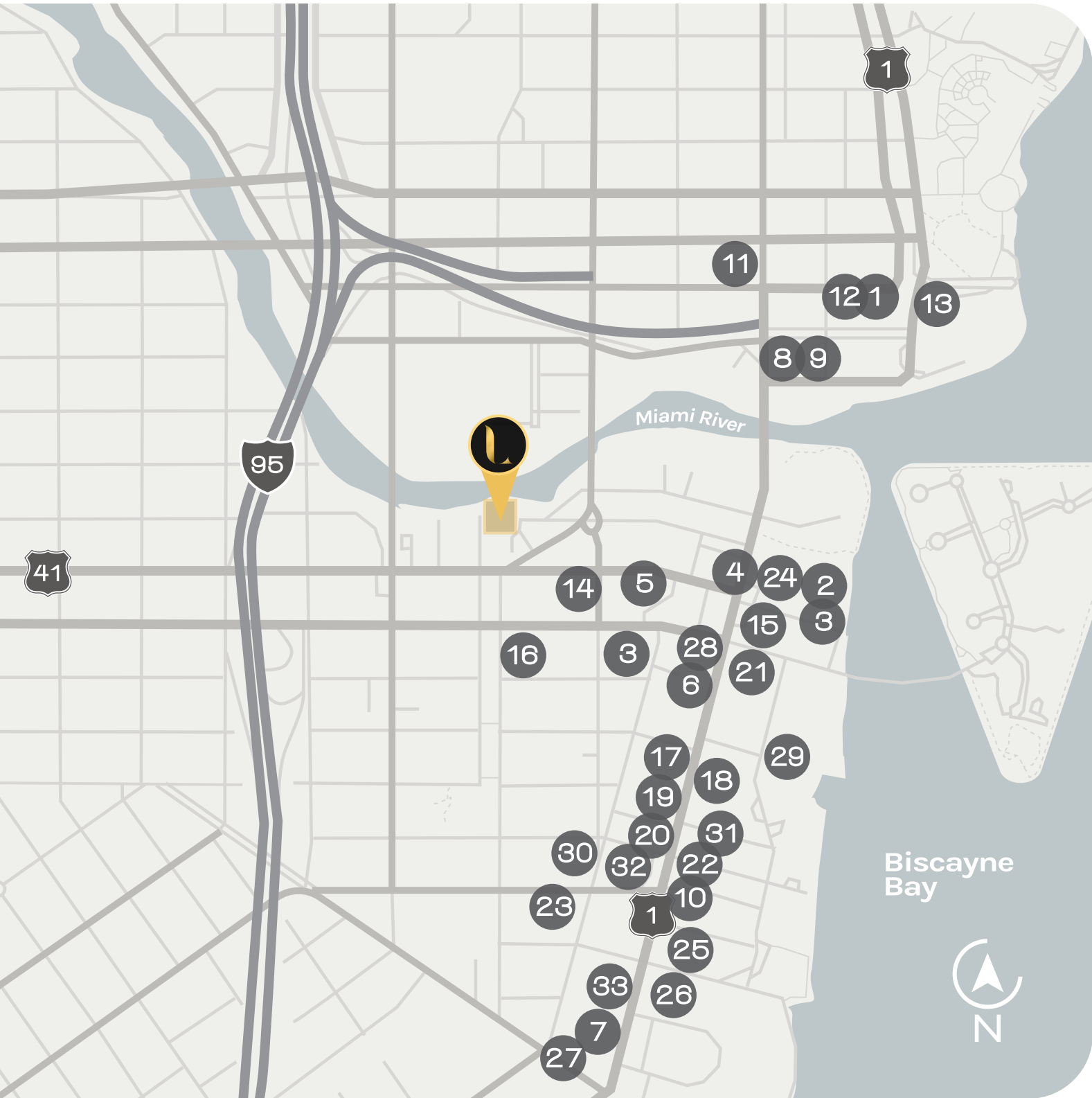
+ many, many more.

# THE FINANCIAL CENTER OF THE SOUTH

Brickell is the most important financial center south of Wall Street. With 87 financial institutions including 33 foreign banks, Brickell is home to 26 Consulates and over 1,400 Multinational Corporations. This is where business happens in The South.



# BRICKELL MEANS BUSINESS



## TECH COMPANIES, FINANCIAL SERVICES, CONSULTING & ATTORNEYS

- 1. GOLDMAN SACHS
- 2. BLACKSTONE
- 3. MICROSOFT
- 4. 601 BRICKELL AVENUE
- 5. ACKERMAN LLP
- 6. 830 BRICKELL PLAZA
- 7. J.P. MORGAN PRIVATE BANK
- 8. DELOITTE CONSULTING
- 9. GREENBERG TRAURIG
- 10. FACEBOOK
- 11. SIMFORM
- 12. BLUE CLOUD SOFTWARE TECHNOLOGY
- 13. CINQ TECHNOLOGIES
- 14. POWERED LABS
- 15. PARK ROAD TECHNOLOGIES
- 16. SOFTBOLT INC. + APPSTER
- 17. TECH-DEVELOPMENTS INC.
- 18. MERTHIN TECHNOLOGIRS  
IBERIABANK  
TD BANK
- 19. NYBBLE GROUP
- 20. YV TECHNOLOGIES
- 21. CORESYSTEMS SOFTEARE USA INC.
- 22. INFOTECHSOFT INC.
- 23. DINOCLLOUD
- 24. AFFORDABLE EMAIL
- 25. WELLS FARGO
- 26. SANTANDER BANK

- 27. WHITEOWL
- 28. FIRSBANK
- 29. MODERN BANK
- 30. APOLLO BANK
- 31. STANDARD CHARTERED BANK
- 32. BB&T
- 33. BANK UNITED

### OTHER COMPANIES WITHIN A SHORT DISTANCE:

- PIPE
- UPSTREAM
- SOFTBANK
- MARATHON ASSET MANAGEMENT
- HIDDEN LAKE ASSET MANAGEMENT
- CITADEL
- BALYASNY ASSET MANAGEMENT
- BLUECREST CAPITAL MANAGEMENT
- THOMA BRAVO
- PALM DRIVE CAPITAL
- SHIFTPIXY
- ADI DASSLER INTERNATIONAL FAMILY OFFICE
- XBTO GROUP
- POINT72 ASSET MANAGEMENT
- BANESCO
- BLOCKCHAIN.COM
- ETORO
- LEGEND ADVANCE FUNDING
- MATRIX RENEWABLES

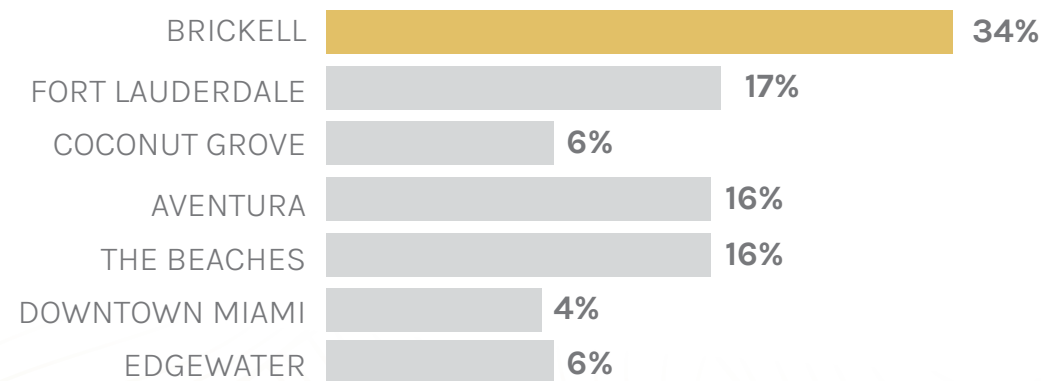
# BRICKELL ECONOMIC DRIVERS

## LOCAL NEIGHBORHOOD

- Brickell City Centre is a \$1.05 billion, 4.9 million square foot, mixed-use development with three levels of shopping, dining and entertainment
- Mary Brickell Village is an intimate village vibe and home to more than 30 retail shops and nearly 20 bars and restaurants
- 12 million square feet of Class-A office space in Brickell and Downtown Miami
- Home to the main campus of the largest Community College in the country and important judicial and government facilities

## CONDO MARKET OVERVIEW

### SALES DATA GREATER MIAMI AREA



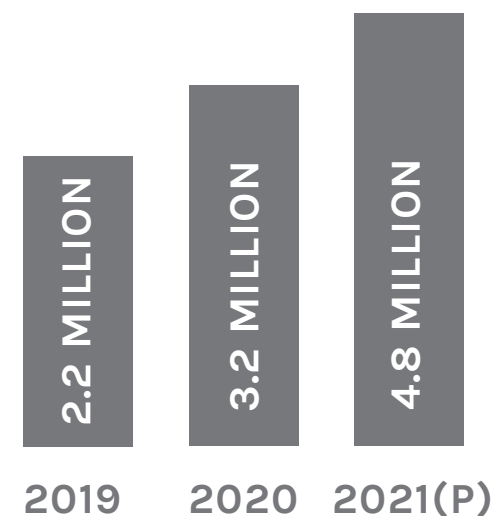
1 out of every 3 sales are in Brickell (for condos)

**OVER 40%** The population increase in the Greater Downtown Miami area, including Brickell, since 2010

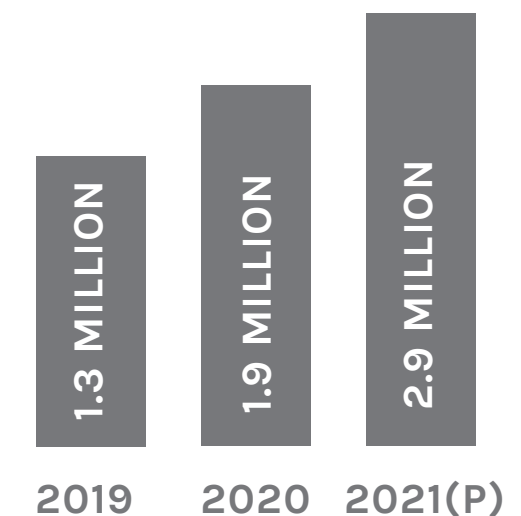
**OVER 22%** The City of Miami population living in the Greater Downtown area

## RETAIL MARKET OVERVIEW

### ANNUAL VISITS TO BRICKELL CITY CENTRE



### ANNUAL VISITS TO MARY BRICKELL VILLAGE



**99**

Walk Score

**72**

Transit Score

**75**

Bike Score

### STRONG CONSUMER DEMOGRAPHIC

Brickell and Downtown

**12,000 BUSINESSES**

**35 MEDIAN AGE**

**113,000 HOUSEHOLD INCOME**

# BIG BUSINESS MOVING TO MIAMI

## OFFICE MARKET OVERVIEW

Significant business and economic incentives, coupled with favorable tax laws, year-round climate and quality of life, is accelerating the amount of companies relocating to Miami from major business hubs like New York City and California.

## INTELLECTUAL CAPITAL MOVES (CEO'S)

- Keith Rabois | Founders Fund
- Jon Oringer | Shutterstock
- Shervin Pishevar | Hyperloop One
- Harry Hurst | Pipe
- Alex Taub | Upstream
- Alexandra Wilkis Wilson | GlamSquad and Fitz
- David Blumberg | Blumberg Capital

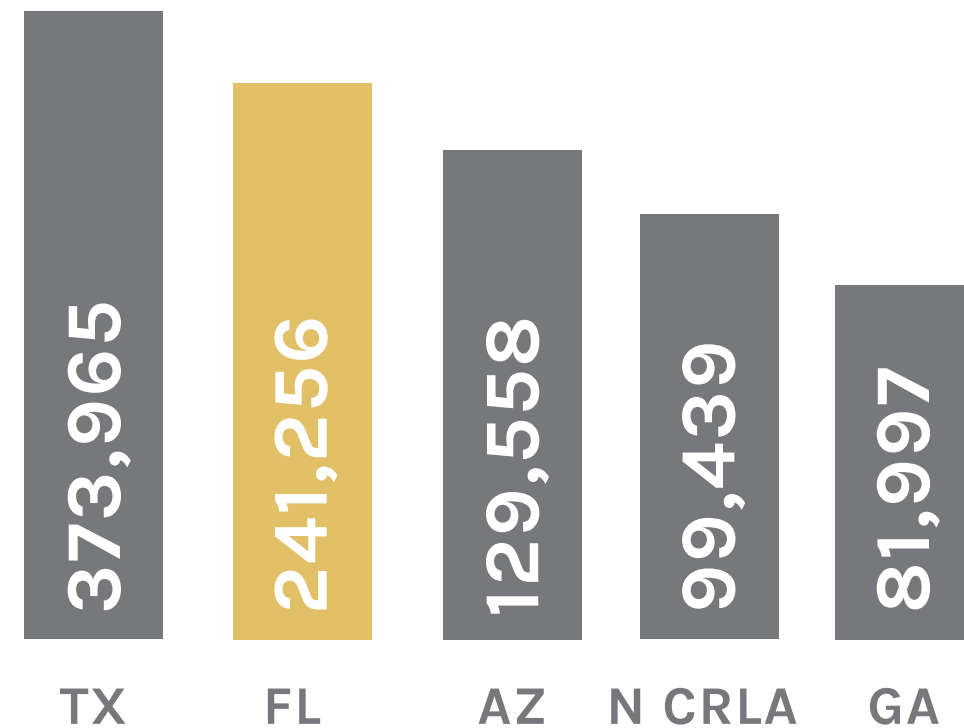
## HOTEL MARKET OVERVIEW

**MIAMI, FLORIDA**  
OCCUPANCY  
RATE OVER **80%** IN 2020

## POPULATION GROWTH

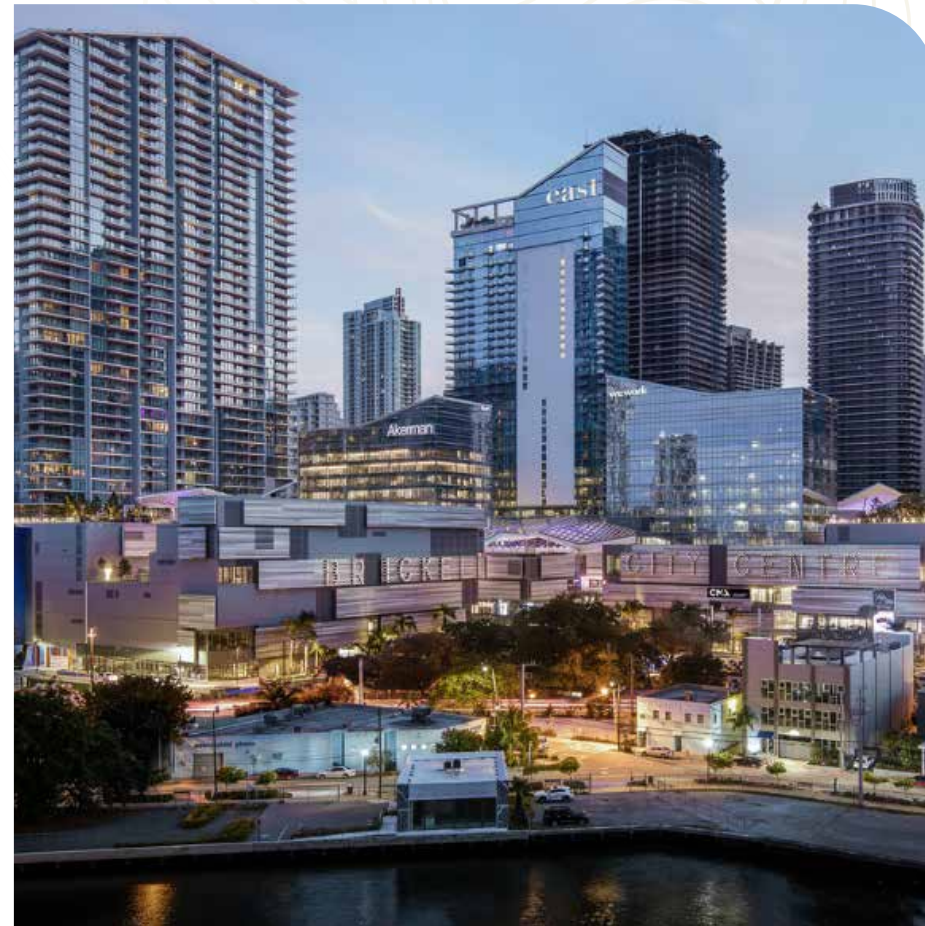
Florida ranked 2nd in the nation adding more than 240,000 new residents in 2020, bringing the total population to 21.7 million.

## NEW RESIDENTS BY STATE



## MARKET OVERVIEW

- #1 PortMiami's world cruise port ranking
- #2 ADR YTD in the nation in June 2020
- #3 Airport (MIA) in the US for International Passengers
- #1 place for startup activity in the U.S.
- #8 most populous metro area in the U.S.

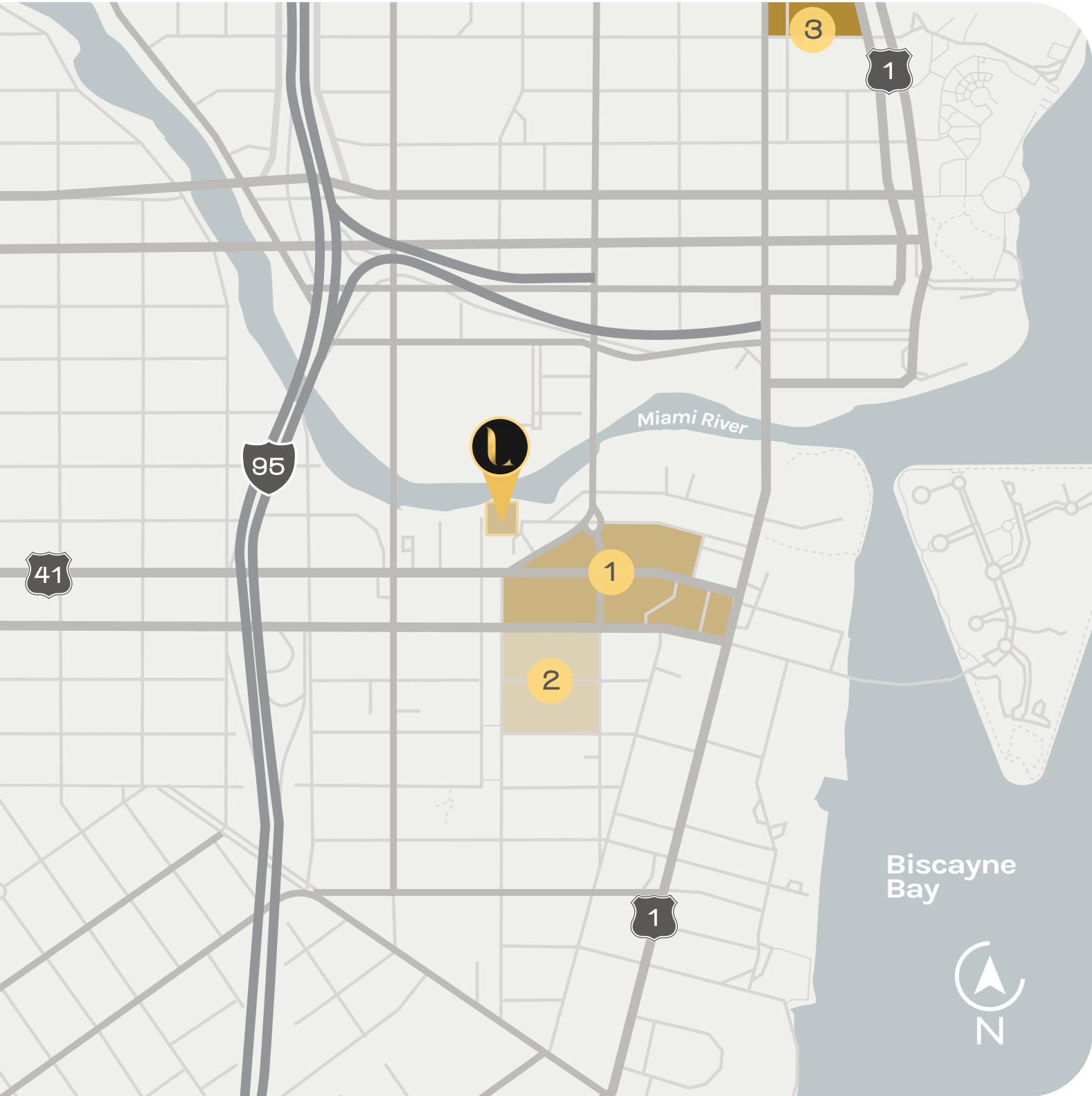


# STROLL TO WORLD- CLASS SHOPPING

This is Miami's vibrant urban core. Explore Brickell City Center with its three city blocks of luxury brands and premium shopping. Discover a world of haute couture, art galleries and boutiques in Brickell Village, Miami World Center and the Design District. The pulse of Miami beats here.



# BRICKELL MEANS FASHION



## SHOPPING DISTRICT LIST

### 1 BRICKELL CITY CENTER

Four levels of luxury, premium and world-class dining and entertainment are interconnected over three city blocks and anchored by a 107,000 square foot Saks Fifth Avenue and luxury VIP Cinema Experience from CMX.

**Flagships & Anchor Tenants:** Saks Fifth Avenue, Apple, Elie Tahari, Rolex, Suit Supply, Swarovski  
5,400,000 SQFT | 105 Shops

### 2 MARY BRICKELL VILLAGE

This retail and restaurant destination is right in the center of everything.

**Anchor Tenants:** Balans Restaurant, Rosa Mexicano, P.F. Chang's, Starbucks and Regions Bank  
200,000 SQFT | 50+ Boutiques

### 3 MIAMI WORLD CENTER

Second largest development in the United States surrounded by 30 acres of shopping, entertainment, parks and more.

**\$3 Billion New Public and Private Projects Include:** Mass Transit, Museums, Shopping, Parks, Sports Venues, Entertainment

365,000 SQFT Convention Space | 300,000 SQFT Retail Space | 40+ dining, shopping and entertainment opportunities

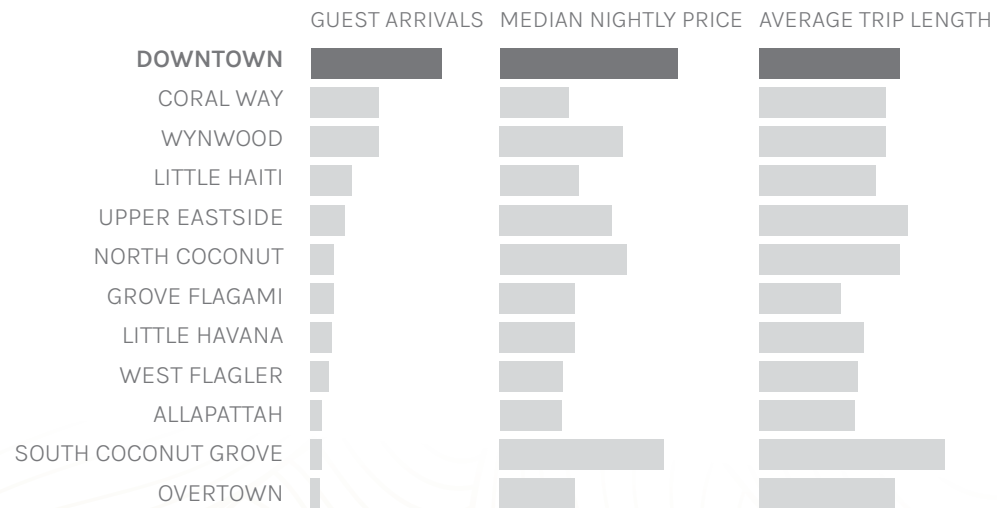
# DEMAND FOR LUXURY SHORT TERM RENTALS

AIRBNB'S REVENUE, PROFITS SOAR AS "WORK FROM ANYWHERE" DEEPENS

- THE REAL DEAL

## THE MIAMI TIMES:

Miami Short Term Rental Activity by Market reports Downtown Miami as highest in Guest Arrivals, Median Nightly Price (ADR) and Average Trip Length (in days).



## IPROPERTYMANAGEMENT.COM:

\$57.7 billion: projected vacation rental revenue for 2019

297.2 million: total vacation rental users worldwide

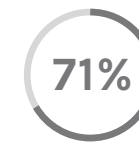
Vacation rentals are expected to topple the hotel industry by year 2020

Millennials are predicted to spend \$1.4 trillion on travel each year by 2020  
They are more likely to choose short-term rentals over hotels for their stays



### 1 IN 4 AMERICANS

Report engaging with short-term rental platforms (23%), up 277% from 6%, over a ten year period



### 71% OF TRAVELERS WITH CHILDREN

Said access to cooking their own meals was a major reason they chose a vacation rental



### GLOBAL SHORT-TERM RENTAL SALES

By 2022 are projected to reach \$132.5 billion and 10 million listings, nearly triple what they were in 2012

### AIRDNA:

Miami is in the top 25 markets for Short-Term Rental (STR) listings by revenue



FREEDOM  
IS YOURS.

ANYTIME,  
ANYWHERE.

02

# CONTEXT

Lofty is defined by the details. The elevated experiences.  
The responsive services. The bespoke amenities.



# CURATED AMENITIES FOR THE ART OF LIVING WELL

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CONCIERGE

---

BUTLER SERVICE

---

BESPOKE PRIVATE AMENITIES

---

PRIVATE RESIDENT ONLY ROOFTOP

---

RESIDENT PORTAL

---

5-STAR WATERFRONT RESTAURANT

---

PRIVATE MARINA AND DOCKS

---

# INTUITIVELY RESPONSIVE BESPOKE SERVICES



---

DINING RESERVATIONS

---

ROOM SERVICE

---

WELLNESS CENTER CLASS BOOKINGS

---

HOUSE CAR

---

VALET SERVICE

---

SPA AND BEAUTY TREATMENTS

---

PACKAGE DELIVERY SERVICE

---



# A WORRY-FREE MANAGEMENT OPTION

TAKES CARE OF EVERYTHING  
WHEN YOU'RE AWAY

A MANAGEMENT OPTION THAT PROVIDES

# PRESENCE ON EVERY PLATFORM

When you are not in residence, Lofty Miami's Masterhost can help to monetize your residence if you choose by presenting your property on the full spectrum of platforms including:



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AIRBNB

---

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HOMEAWAY

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VRBO.COM

---

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EXPEDIA

---

---

TRAVELOCITY

---

---

HOTELS.COM

---

---

BOOKING.COM

---

---

KAYAK

---

---

PRICELINE

---

+MORE



ARCHITECT

# ***ARQUITECTONICA***

Founded in 1977, Arquitectonica received acclaim from day one, thanks to a bold modernism that was immediately identified with a renaissance in Miami's urban landscape. The firm has designed many of Miami's most recognizable buildings and virtually created the city's iconic shorescape. A major presence on the world architectural stage with hundreds of design awards received, Arquitectonica's groundbreaking work has been the subject of exhibitions at numerous museums and institutions. Their own brand of humanistic modern design can be seen in the firm's world renowned projects including Microsoft Europe Headquarters in Paris, Bronx Museum and Westin Times Square in New York, Festival Walk and the Cyberport Technology Campus in Hong Kong, Mall of Asia in Manila, Banco Santander Headquarters and W Torre Plaza in Sao Paulo, US Embassy in Lima, Hilton Americas in Houston and others.



## INTERIOR DESIGNER



INC is an open source, multi-disciplinary, architecture and design studio with experience in a wide range of project types. We approach a chair, a room and a superstructure equally. We work globally but act locally; implementing environmental best practices naturally. Each project is a unique portrait imbued with the aspirations of our clientele, while a tripartite leadership leverages each of their complementary strengths to mastermind rich, immersive spaces that carry an emotional impact through careful consideration of context, details, and technology. Formed in 2006 by Adam Rolston, Drew Stuart, and Gabriel Benroth, INC's work includes projects such as the 1 Hotel Brooklyn Bridge Park, The LINE Hotel DC, and the TWA Hotel.



## LANDSCAPE ARCHITECT



Urban Robot Associates (URA) is a full service boutique design firm located in Miami Beach, specializing in architecture, interior design, landscape architecture and urban planning. URA's team works collaboratively to develop a multidisciplinary approach to all projects to bring about a unique vision and create experiences that are meaningful, memorable, and functional. Whether a luxury single-family residence, dynamic restaurant, historical hotel, precious natural resource, or a brand identity – URA strives to elevate the human experience from the quotidian to the cinematographic. The firm draws upon on its team's diverse design backgrounds to bring about singular narratives that are true to concept and tailored to each project. URA endeavors to tell stories by making places.



04

LOFTY BRICKELL  
AMENITIES

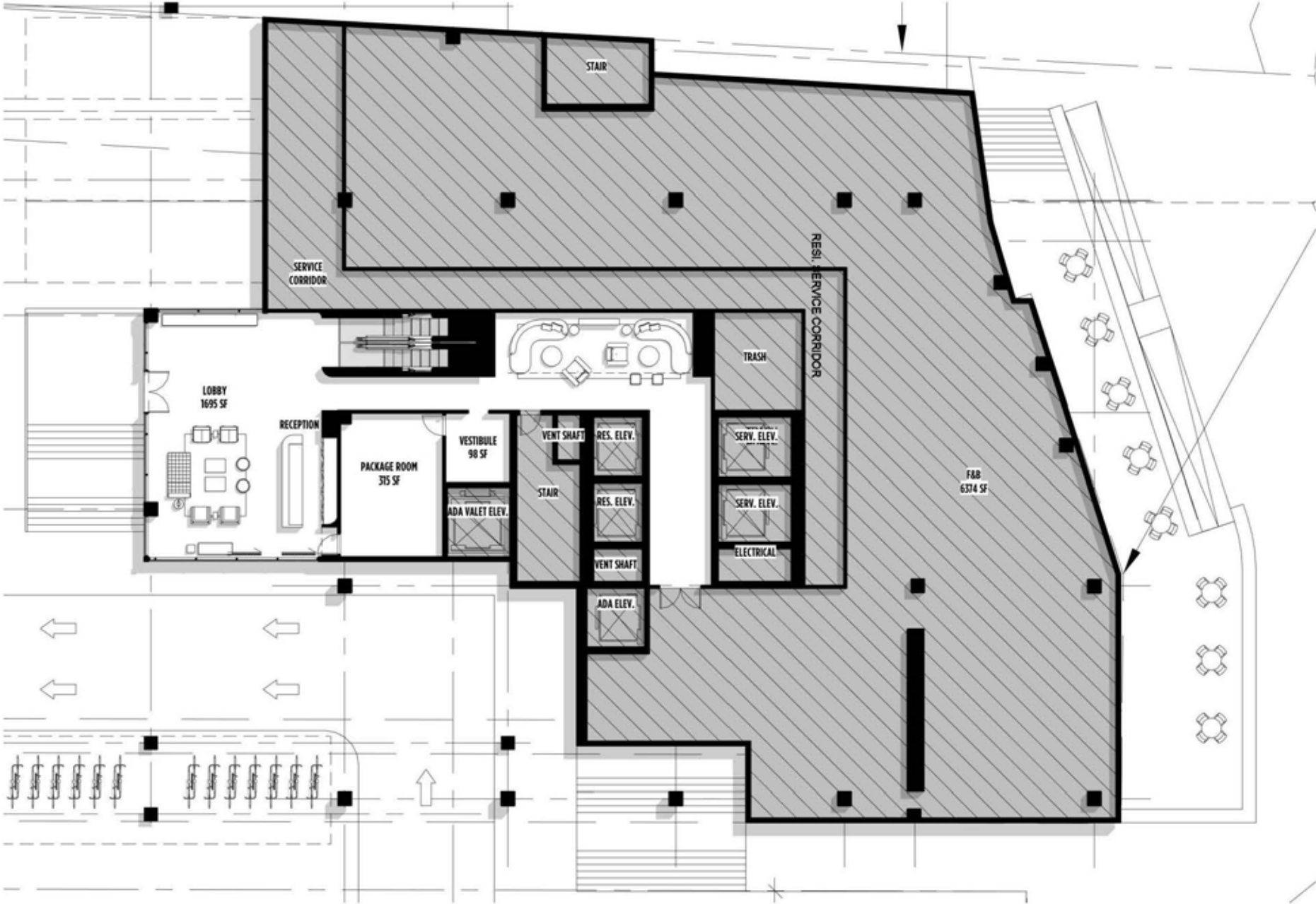


# GROUND LEVEL AMENITIES

- Underline Access
- 24-Hour Valet Parking Service
- Riverwalk Access
- LOFTY Car Service for Owners
- LOFTY MasterHost and 24-Hour Front Desk Attendant
- Welcome Reception
- Package Room for Deliveries

# GROUND LEVEL

BOTTOM OF SLAB: 17'-6"  
CEILING HEIGHT: 16'





## 2ND LEVEL AMENITIES

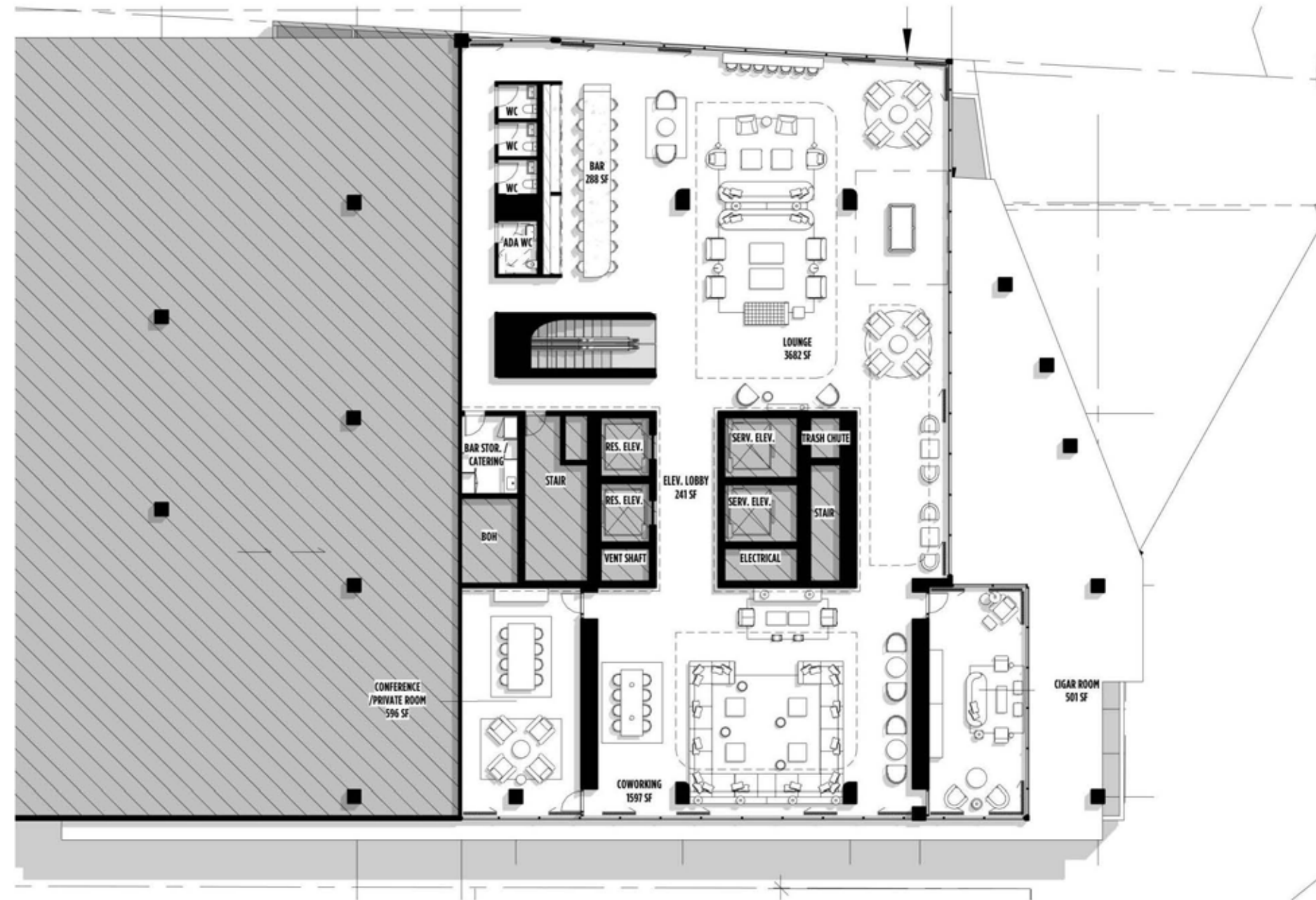
- By Invitation Only Speakeasy
- Lounge and Social Club
- Riverfront Covered Terrace
- Co-Working Lounge Area
- Private Meeting Room
- Super-Fast Wifi
- Game Areas
- Indoor/outdoor cigar lounge with river views

# LEVEL 2

BOTTOM OF SLAB: 11'-4"

DROP CEILING HEIGHT: 9'-0"

POP UP CEILING HEIGHT: 11'-0"



0' 10' 20' 40'





# 9TH LEVEL AMENITIES

- Elevated and lushly landscaped Resort Pool
- Super-Fast Wifi
- Poolside Loungechairs and Daybeds
- Pool Attendants
- Hammocks Garden
- Outdoor shower
- 3,000 sq.ft. Fitness Center with Expansive River and City Views
- Private Yoga Studio
- Men & Women's Locker Rooms
- Private Treatment Rooms
- Super-Fast Wifi
- Sauna, Steam Rooms, Cold plunge pool and Shower
- Juice Bar
- Indoor Living Room + Lounge

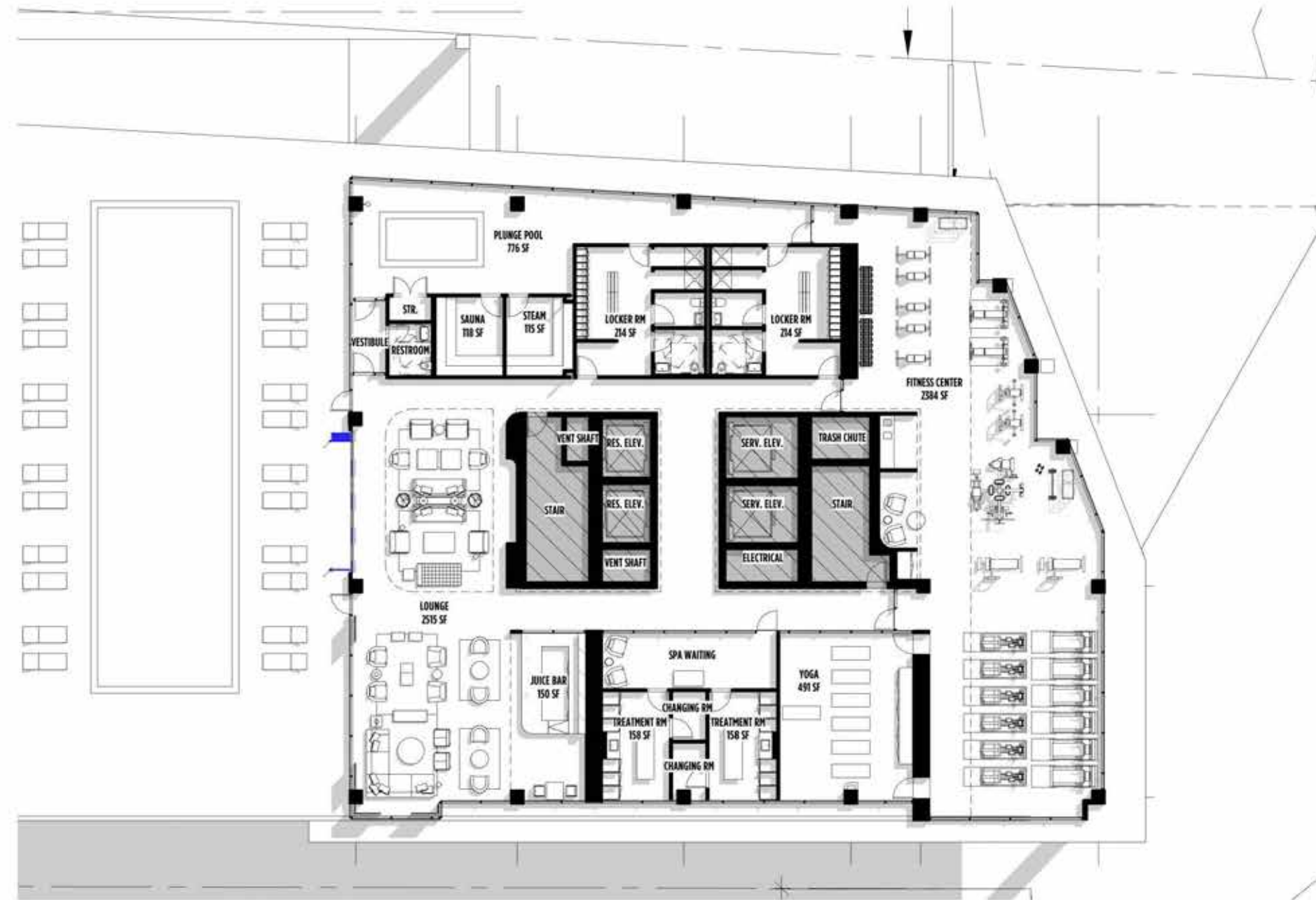
# LEVEL 9

BOTTOM OF SLAB: 13'-4"

DROP CEILING HEIGHT: 11'-0"

POP UP CEILING HEIGHT: 13'-0"

NICHE CEILING HEIGHT: 8'-0"





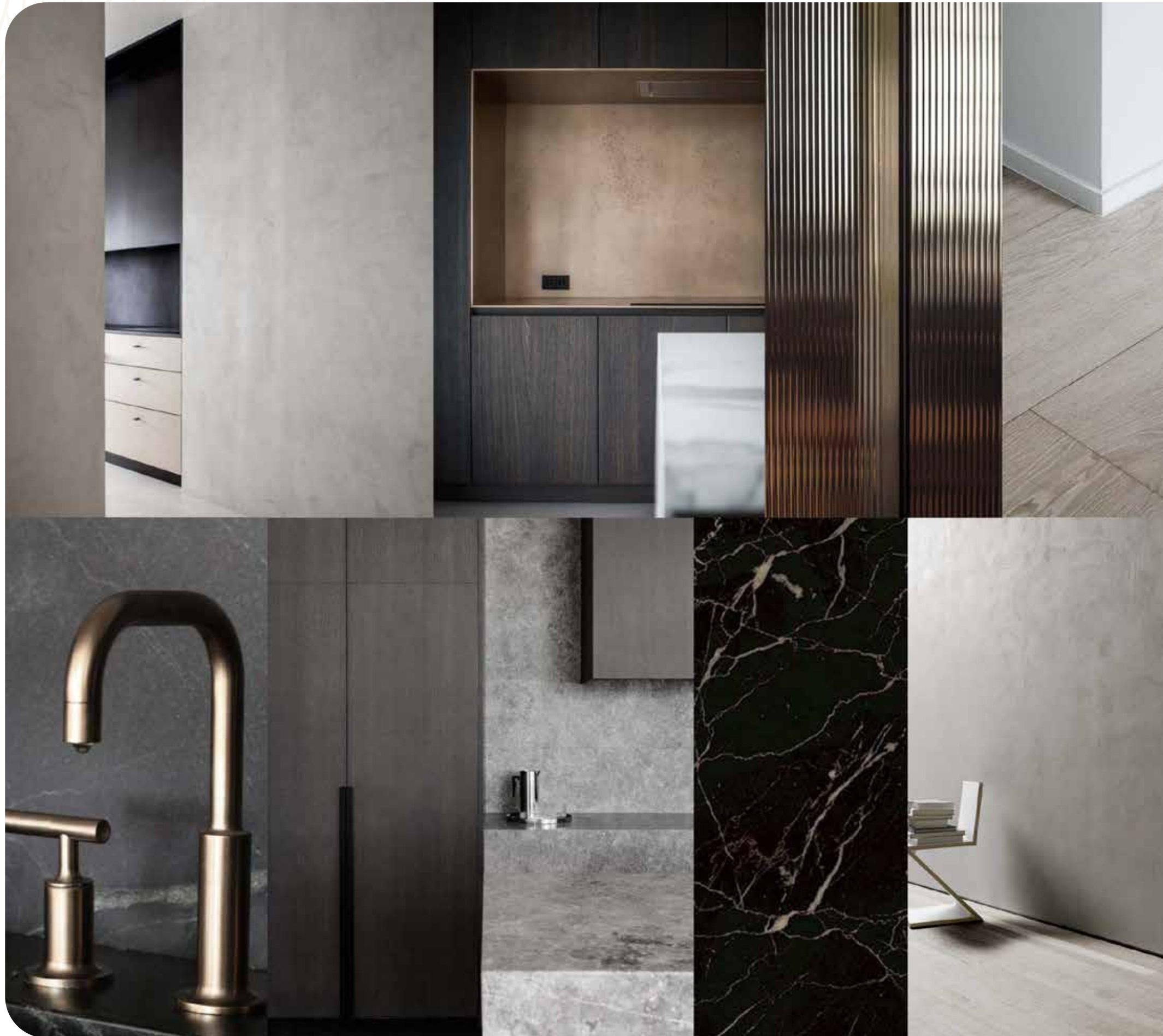
# ROOFTOP AMENITIES

- 360 Degree Breathtaking River and City Views
- Infinity edge pool overlooking skyline
- Wraparound balcony with Lounge Sitting Areas
- Super-Fast Wifi
- Indoor Owners Lounge and Bar Area

05

RESIDENTIAL  
FEATURES  
KITCHENS

MOOD:  
UNIT &  
KITCHEN



# PALETTE: UNIT & KITCHEN

RIBBED GLASS CABINET



TERRAZZO



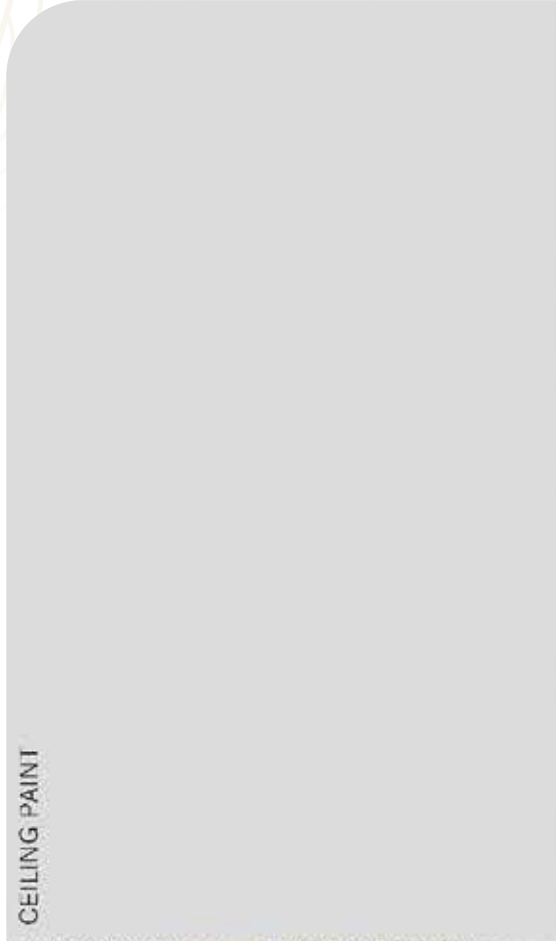
BLACK VENEER



BLACK METAL



CEILING PAINT



ROMAN CLAY



FLOORING



BRASS



# KITCHEN PALETTE



BRASS CABINET DOOR FRAME



RIBBED GLASS CABINET



BLACK VENEER CABINET



WOOD FLOORING



PAINTED CEILING



BLACK METAL HARDWARE



STONE COUNTERTOP/  
BACKSPLASH

06

RESIDENTIAL  
FEATURES  
BATHROOMS



# PALETTE: BATHROOM

MIRROR



ROMAN CLAY



STONE VANITY



SCONCE



STONE TILE



BRASS



# BATHROOM PALETTE



BLACK METAL TRIMS



RIBBED GLASS SHOWER DOOR



BRASS SCONCE



STONE TILE



PAINTED CEILING



ROMAN CLAY



STONE VANITY



WOOD VENEER CABINET / SHELF

07

RESIDENCES

FLOOR PLANS

# TYPICAL FLOOR PLATE



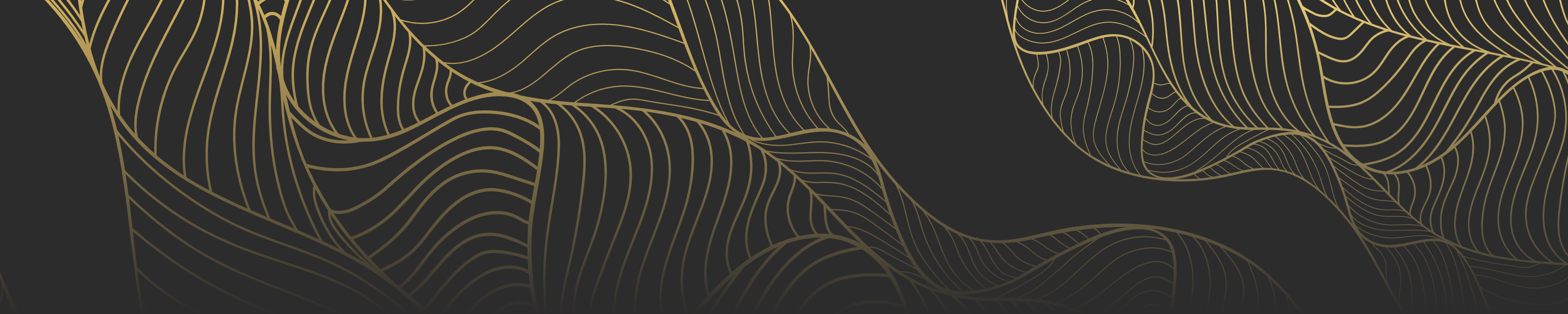
LEVEL 10-33

DEVELOPER

# Newgard

Founded by Harvey Hernandez, Newgard's highly skilled associates bring more than 50 years of combined experience in development, design, marketing and construction. Hallmarks of the Newgard approach to forward-thinking development include innovative luxury buildings in desirable, centrally located neighborhoods, pedestrian-oriented lifestyles, and cutting-edge amenities. Property designs reflect a commitment to relevant architectural detailing and the attitudes of residents and business users. Newgard's dedication to quality extends to its professional construction team, ensuring superior attention to detail, exceptional finishes, and timely completion. Newgard's recent projects include: Natiivo Austin, Natiivo Miami, Gale Residences Ft. Lauderdale Beach, Gale Hotel, BrickellHouse, Centro and One Flagler, among others.





LOFTY™ / BRICKELL  
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ORAL REPRESENTATIONS CANNOT BE RELIED UPON AS CORRECTLY STATING THE REPRESENTATIONS OF THE DEVELOPER. FOR CORRECT REPRESENTATIONS, MAKE REFERENCE TO THIS BROCHURE AND TO THE DOCUMENTS REQUIRED BY SECTION 718.503, FLORIDA STATUTES, TO BE FURNISHED BY A DEVELOPER TO A BUYER OR LESSEE. These materials are not intended to be an offer to sell, or solicitation to buy a unit in the condominium. Such an offering shall only be made pursuant to the prospectus (offering circular) for the condominium and no statements should be relied upon unless made in the prospectus or in the applicable purchase agreement. In no event shall any solicitation, offer or sale of a unit in the condominium be made in, or to residents of, any state or country in which such activity would be unlawful. All prices, plans, specifications, features, amenities and other descriptions are preliminary and are subject to change without notice, as provided in your purchase agreement. All such materials are not to scale and are shown solely for illustrative purposes. All services, plans, features and amenities depicted or described herein are based upon preliminary development plans, and are subject to change without notice in the manner provided in the offering documents. The Developer makes no guarantee that certain amenities, services or features will be offered. The Developer intends to seek approvals for a marina, but there is no guarantee that that marina will exist or that purchasers will be entitled to utilize the services provided at the Marina. Ceiling heights may vary and no guarantee of a view is made. Certain business such as restaurants, lounges and bars are conceptual only and may change or be eliminated. Consult your prospectus regarding the square footage of the units as the method of measurement used herein may result in square footages which are larger than the method of measurement used in the condominium documents. See the condominium documents for the leasing restrictions. The estimated completion date is subject to change. This condominium is being developed by Lofty Brickell Sales, LLC, a Florida Limited Liability Company ("Developer"), which has a limited right to use the trademarked names and logos of Newgard pursuant to a license and marketing agreement with Newgard. Any and all statements, disclosures and/or representations shall be deemed made by Developer and not by Newgard and you agree to look solely to Developer (and not to Newgard and/or any of its affiliates) with respect to any and all matters relating to the marketing and/or development of the Condominium and with respect to the sales of units in the Condominium.



EQUAL HOUSING  
OPPORTUNITY