

1

HOTEL & HOMES
SOUTH BEACH



HOTEL & HOMES
SOUTH BEACH

1 IS ABOUT NATURE.

1 CELEBRATES THE SIMPLE RELATIONSHIP BETWEEN NATURE AND PEOPLE. IT'S A REMARKABLE PLACE FORGED FROM BEAUTIFUL STONE, TEXTURED WOODS AND ORGANIC INGREDIENTS THAT WERE HARVESTED AND SELECTED IN AN ECO-FRIENDLY MANNER.

IT'S A UNIQUE PLACE TO BE AT ONE WITH YOURSELF, WITH YOUR FAMILY AND WITH YOUR SURROUNDINGS.

— **BARRY STERNLICHT**, CEO OF STARWOOD CAPITAL GROUP



A NEW BRAND

1 Hotels is the hotel Barry Sternlicht always wanted to build. A recognized visionary and entrepreneur who created W Hotels and launched St. Regis as a global brand, Mr. Sternlicht enjoys a keen sense of design and environmental conscience. “I’ve been waiting for just this has finally aligned with the technology that can help us preserve and enjoy it.”

1 Hotels is foremost about celebrating nature. On quick glance, the graceful twist of driftwood furnishings, the ever-present sounds of the ocean, and the overabundance of plants and flowers symbolizing renewal are calming to the senses and the soul. This is the purpose of 1—experiences and design that encourage guests to stop and recalibrate. Come to 1 and feel a drop in your blood pressure, a smile in your step, and relax and enjoy real time with your family and friends.

To the fast-paced, often intense Sternlicht, 1 embodies the refuge he always sought. And now he is delighted to be able to share it with you. Welcome to 1 Hotel & Homes South Beach.



HOTEL ENTRANCE



HOTEL LOBBY





MAIN POOL



ROOFTOP POOL



LIVING AT 1

1 Hotel & Homes South Beach brings a new lifestyle to Miami Beach. It's a simple, natural way of life with all the energy, comfort and cool of Miami. These spacious, oceanfront homes range from large one-bedroom residences to spectacular penthouses and duplexes—all designed to use less and mean more.

Design elements in each home were created to emphasize the exceptional qualities of living in one of Miami Beach's best locations, while celebrating the best of nature through eco-friendly design. Extraordinary views of the sky and sparkling Atlantic Ocean or Miami's dramatic skyline are part of your life at 1. Residences are graced with oversized windows and sliding glass doors that allow for an abundance of natural light, as well as expansive private balconies to enjoy the rising and setting sun. The hotel's spectacular rooftop bar and sand-filled cabana lounges offer still more settings to relax and spend an afternoon—or linger through the evening.

It's a totally new approach to living on Miami Beach.





RESIDENCES FEATURES

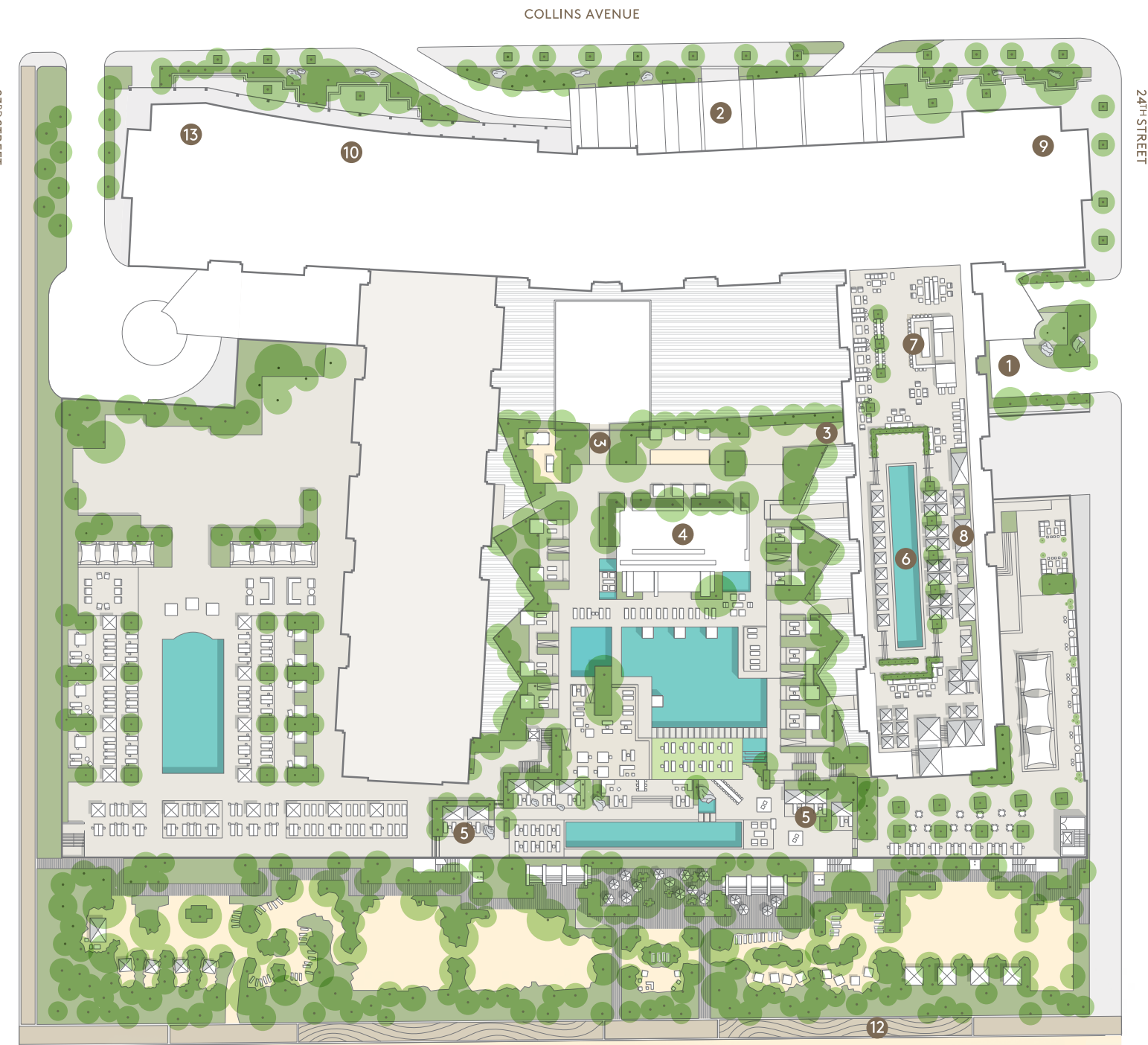
PRIVATE ENTRANCE STAFFED BY 1 HOTEL CONCIERGE • RESIDENTIAL LOBBY DESIGNED BY ACCLAIMED BRAZILIAN DESIGNER DEBORA AGUIAR • **EXPANSIVE FLOOR PLAN LAYOUTS** PROVIDE OPPORTUNITIES FOR GRACIOUS LIVING • **NEW SLIDING GLASS BALCONY DOORS AND ENERGY-EFFICIENT CASEMENT WINDOWS • SPACIOUS PRIVATE BALCONIES** WITH SPECTACULAR VIEWS OF THE ATLANTIC OCEAN OR THE MIAMI CITY SKYLINE • **CUSTOM KITCHENS** WITH BUILT-IN LIGHTING DESIGNED BY DEBORA AGUIAR AND CREATED BY ITALKRAFT, FEATURE STAINLESS STEEL APPLIANCES BY SUB-ZERO AND BOSCH, GROHE FIXTURES AND KOHLER SINK BASINS • **WHITE QUARTZ KITCHEN COUNTERS** AND YAKARTA BLANCO PORCELAIN BACKSPASHES SIT ATOP WHITE, DEEP-GRAINED WOOD VENEER LOWER CABINETS WITH FRAMELESS, WHITE GLASS UPPER CABINETS • BATHROOMS FINISHED IN BEAUTIFUL, **FLOOR-TO-CEILING TRAVERTINE WITH LEED™ COMPLIANT FIXTURES BY WATERWORKS** AND DUAL-FLUSH TOILETS • **ENTRY DOOR HARDWARE** WITH ADVANCED ELECTRONIC LOCKING SYSTEM • IN-UNIT HEATING AND AIR CONDITIONING SYSTEM WITH **INTEGRATED INNCOM ENERGY MANAGEMENT TECHNOLOGY**



PENTHOUSE TERRACE

THE SIGNATURE FARM-TO-TABLE RESTAURANT
CREATED BY NEW YORK-BASED, JAMES BEARD
AWARD-WINNING CHEF TOM COLICCHIO
CELEBRATES LOCAL, ORGANIC INGREDIENTS.



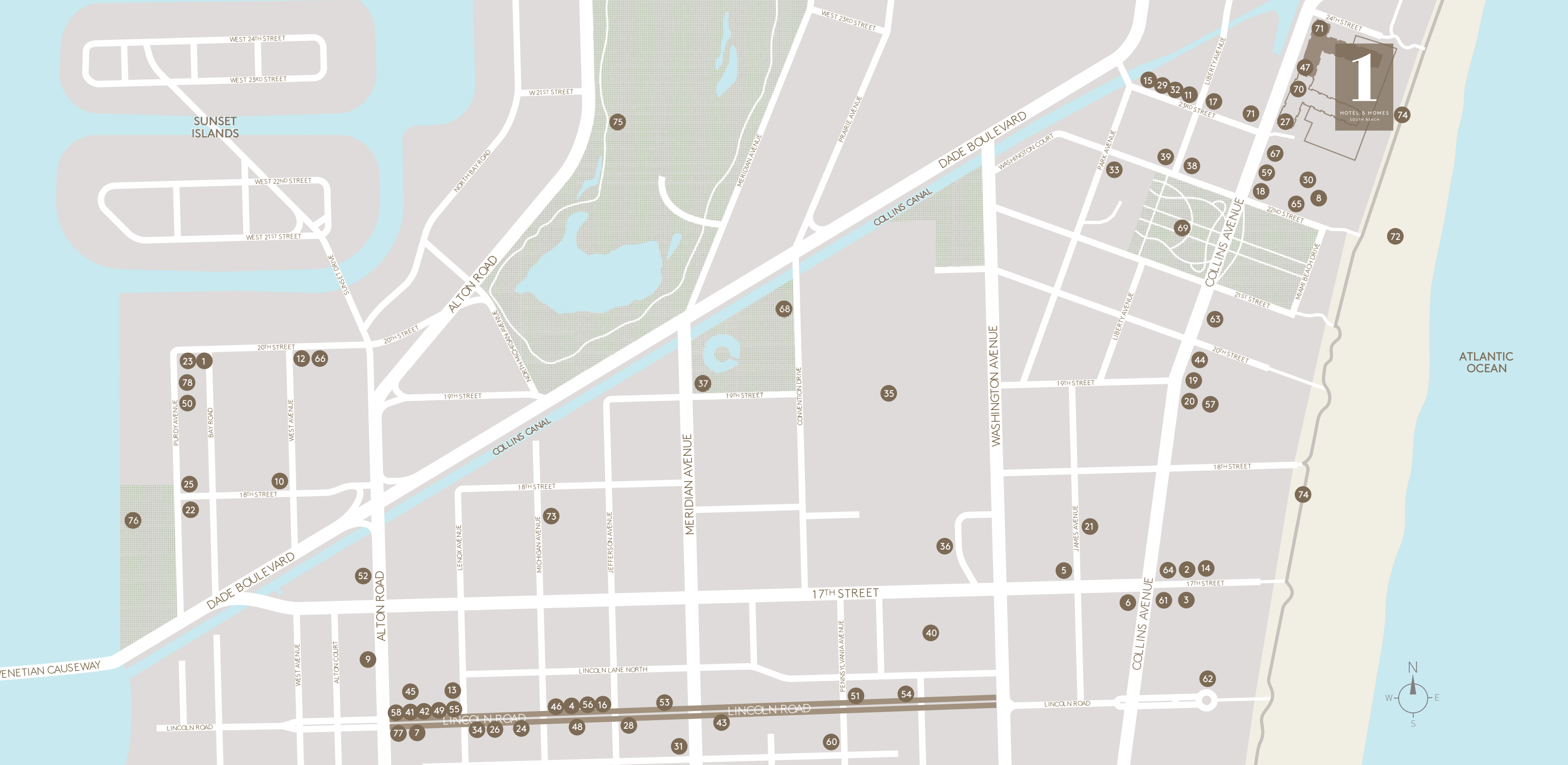


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|--------------------------------|---------------------------|
| 1. RESIDENCES ENTRY | 8. HOTEL ROOFTOP CABANAS |
| 2. HOTEL ENTRY | 9. SIGNATURE RESTAURANT |
| 3. POOL ACCESS | 10. BOUTIQUE RETAIL |
| 4. POOLSIDE RESTAURANT AND BAR | 11. BEACH ACCESS |
| 5. HOTEL OCEAN VIEW CABANAS | 12. MIAMI BEACH BOARDWALK |
| 6. HOTEL ROOFTOP POOL | 13. STK RESTAURANT |
| 7. ROOFTOP RESTAURANT AND BAR | |

THE BENEFITS OF LIVING AT 1 HOTEL & HOMES SOUTH BEACH

MORE THAN 600 LINEAR FEET OF PRISTINE BEACHFRONT BORDERING THE ATLANTIC OCEAN • CENTERED IN THE HEART OF SOUTH BEACH, STEPS FROM MIAMI'S BEST RESTAURANTS, CULTURAL CENTERS AND RETAIL BOUTIQUES • THOUGHTFULLY IMPLEMENTED GREEN BUILDING COMPONENTS DESIGNED FOR WATER AND ENERGY CONSERVATION • FOUR SWIMMING POOLS, INCLUDING THE HOTEL'S STUNNING ROOFTOP POOL AND RESTAURANT-BAR WITH PANORAMIC VIEWS OF THE OCEAN AND MIAMI CITY SKYLINE • SIGNATURE FARM-TO-TABLE RESTAURANT CREATED IN PARTNERSHIP WITH AWARD-WINNING, WORLD-RENOWNED NEW YORK CHEF TOM COLICCHIO • 24-HOUR IN-HOME DINING FEATURING SIGNATURE MENUS • CATERING AND PRIVATE CHEF SERVICES • OWNER PRIVILEGES AT 1 HOTELS IN OTHER LOCATIONS • 24-HOUR CONCIERGE, VALET PARKING, ACCESS CONTROL AND BELLMAN SERVICES • RESIDENTIAL SIGNING PRIVILEGES AND DIRECT BILLING SERVICES AT THE SIGNATURE RESTAURANT, POOLS, SPA AND OTHER ENTERTAINMENT FACILITIES ON PROPERTY • PRIORITY STATUS FOR HOTEL ROOM RESERVATIONS AT SPECIAL RESIDENT RATES, AND ROOM UPGRADES BASED ON AVAILABILITY • ACCESS TO FULL-SERVICE FITNESS CENTER AND SPA • CUSTOM-DESIGNED POOL-DECK CABANAS • IN-RESIDENCE MASSAGE, SPA AND FITNESS SERVICES, INCLUDING PERSONAL TRAINING • PERSONAL SHOPPING AND DELIVERY SERVICES INCLUDING ORGANIC GROCERIES, DRY CLEANING AND PHARMACIES • PRE-ARRIVAL KITCHEN AND PANTRY STOCKING, WITH LOCAL ORGANIC OPTIONS • IN-HOME NATURAL CARE BOTANICAL SERVICE • ECO-CONSCIOUS HOUSEKEEPING SERVICES AND LINEN SERVICES • ON-DEMAND MAINTENANCE SERVICES • CATERING SERVICES AND EVENT PLANNING FOR PRIVATE MEETINGS AND EVENTS • ACCESS TO OTHER HOTEL FACILITIES AND AMENITIES, INCLUDING MEETING ROOMS AND BUSINESS CENTER • TECHNICAL SUPPORT SERVICES FOR COMPUTERS, ENTERTAINMENT CENTERS AND TELECOMMUNICATION EQUIPMENT

Certain services listed above are provided a la carte by the Hotel or Third Parties for additional fees. Certain hotel facilities and amenities listed above are provided at the discretion of the Hotel. Services offered by the Hotel or Third Parties may be changed or modified.



RESTAURANTS, MARKETS & NIGHTLIFE

- | | | |
|-------------------|-----------------|--------------------|
| 1. BARCELONETA | 11. JELSOMINO | 21. OLA |
| 2. THE BAZAAR | 12. JUGO FRESH | 22. PUBBELLY STEAK |
| 3. BIANCA | 13. JUVIA | 23. PUBBELLY SUSHI |
| 4. BOOKS & BOOKS | 14. KATSUYA | 24. QUATTRO |
| 5. CASA TUA | 15. VILLA AZUR | 25. SARDINIA |
| 6. DOLCE ITALIAN | 16. MEAT MARKET | 26. SEGAFREDO |
| 7. DORAKU SUSHI | 17. MOKAI | 27. STK |
| 8. THE DUTCH | 18. MR. CHOW | 28. VAN DYKE CAFE |
| 9. EPICURE MARKET | 19. MYNT LOUNGE | 29. VILLA AZUR |
| 10. FRESHMARKET | 20. NOBU | 30. WALL |

CULTURE

- 31. ARTS CENTER / SOUTH FLORIDA
- 32. AVANT GALLERY
- 33. BASS MUSEUM OF ART
- 34. COLONY THEATRE
- 35. CONVENTION CENTER
- 36. THE FILLMORE MIAMI BEACH
- 37. HOLOCAUST MEMORIAL
- 38. MIAMI BEACH LIBRARY
- 39. MIAMI CITY BALLET
- 40. NEW WORLD SYMPHONY

RETAIL

- | | |
|--------------------|---------------------------|
| 41. ADIDAS Y-3 | 51. H&M |
| 42. ALCHEMIST | 52. JESSIE |
| 43. APPLE STORE | 53. KOTO |
| 44. ATRIUM | 54. OPTICAL SHOP OF ASPEN |
| 45. BABALU | 55. OSKLEN |
| 46. BASE | 56. PENGUIN |
| 47. BIG DROP NYC | 57. SCOOP |
| 48. BRITTO CENTRAL | 58. TASCHEEN BOOKS |
| 49. COLTORTI | 59. THERAPY |
| 50. EBERJEY | 60. TUCCIA DI CAPRI |

HOTELS

- 61. DELANO
 - 62. THE RITZ-CARLTON
 - 63. THE SETAI
 - 64. SLS
 - 65. W SOUTH BEACH
- SALONS**
- 66. THIERRY MAS
 - 67. WARREN TRICOMI

RECREATION AND PARKS

- 68. BOTANICAL GARDEN
- 69. COLLINS PARK
- 70. DAVID BARTON GYM
- 71. DECOBIKE
- 72. WATERSPORT RENTALS
- 73. LUCKY STRIKE LANES
- 74. MIAMI BEACH BOARDWALK
- 75. MIAMI BEACH GOLF COURSE
- 76. PADDLEBOARD / SUNSET HARBOUR
- 77. REGAL CINEMA
- 78. FLYWHEEL

DEVELOPMENT PARTNERS

LeFrak

Founded in 1901 and owned and managed by members of the LeFrak family, LeFrak is a privately held group of companies with roots in the New York metropolitan area. With more than 100 years of experience in the ownership, development, and management of real property, LeFrak has become one of the world's largest property firms. Its affiliated companies own a portfolio of office, residential, retail and hotel developments including prominent projects like LeFrak City, Gateway at Battery Park City, and Newport, the largest new waterfront community in the country. LeFrak owns 40 million square feet of real estate across the U.S. and is an active real estate investor and developer focusing primarily in New York, Florida and on the West Coast. LeFrak has received international acclaim for responsible community development and sensitivity to environmental sustainability. Beyond real estate, LeFrak's affiliates are significant investors in oil and gas properties, as well as active direct investors in public and private companies across sectors and geographic regions.

Starwood Capital Group

Starwood Capital Group is a private, U.S.-based investment firm with a core focus on global real estate. Since the group's inception in 1991, the firm has raised nearly \$19 billion of equity capital and, through its various funds, has invested \$15 billion representing over \$38 billion in assets. Starwood Capital Group currently has over \$23 billion of assets under management. Starwood Capital Group maintains offices in Greenwich, Atlanta, San Francisco, Washington, D.C., Los Angeles and Chicago, and affiliated offices in London, Luxembourg, Paris and Sao Paulo. Starwood Capital Group has invested in nearly every class of real estate on a global basis, including office, retail, residential, senior housing, golf, hotels, resorts and industrial assets. Starwood Capital Group and its affiliates have successfully executed an investment strategy that includes building enterprises around core real estate portfolios in both the private and public markets.

Fortune International Exclusive Sales and Marketing

Founded by Edgardo Defortuna, Fortune International has raised the bar in high-end real estate throughout South Florida since 1983. In its brokerage division, Fortune boasts more than 1000 realtors and 11 offices from Key Biscayne to Weston, and numerous international affiliates. The name Fortune International is synonymous with excellence and an unwavering commitment to quality and customer service in the world of luxury real estate.

Neither LeFrak nor Starwood Capital Group is the project developer. This Condominium is being developed by 2377 Collins Resort, L.P., a Delaware limited partnership "Developer", which has a limited right to use the trademarked names and logos of LeFrak and Starwood Capital Group. Any and all statements, disclosures and/or representations shall be deemed made by Developer and not by LeFrak, Starwood Capital Group and you agree to look solely to Developer and not to LeFrak, Starwood Capital Group and/or any of its or their 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.

DESIGN TEAM

Debora Aguiar Arquitetos

Residential Interior Design
São Paulo, Brazil

Founded in 1990 by Debora Aguiar Arquitetos (DAA), is a full-service architectural and interior design firm. While carefully interpreting the needs of its clients, DAA has become known for its beautiful and sophisticated approach to design. Well-known projects include the Le Park Residential Resort (Salvador/Rio de Janeiro), IMPSAT and Optiglobe Telecommunications Companies headquarters (São Paulo), a residential complex in Luanda, Angola and many award-winning spaces at Casa Cor, one of the most important global interior design exhibits.

EDSA

Landscape Architect
Orlando, Florida

With over five decades of experience and hundreds of completed projects on six continents, EDSA has helped shape the global practice of planning, landscape architecture and urban design. EDSA collaborates across disciplines, keeping its clients' goals in the forefront. Project highlights include: Bal Harbour Shops, PepsiCo World Headquarters, Rosewood Mayakoba, and the Cosmopolitan Las Vegas.

HKS Inc.

Residential Architect
Dallas, Texas

HKS, Inc. operates from 28 offices worldwide employing more than 950 dedicated and experienced professionals. The firm's vision is to be a global leader in professional design services, bringing value to clients through innovation while being committed to excellence, sustainability and sound business principles. Project highlights include Montage Laguna Beach, Las Ventanas al Paraiso and Shutters on the Beach.

Meyer Davis Studio Inc.

Hotel Interior Design
New York, New York

Meyer Davis Studio, Inc. (MDSI) is a full service, global, award-winning design firm.. Founded in 1999 by Will Meyer and Gray Davis, the firm has established itself at the forefront of the nation's high-end residential and commercial practices. In addition to the extensive list of restaurants and retail boutiques in the firm's repertoire, there are the various hotels both nationally and internationally that MDSI has designed and renovated. Among these are: W Hotels in Santa Fe, Mexico and Riviera Maya, Mexico; Le Meridien in New Orleans; the Nolitan Hotel in New York City; The Paramount Hotel in New York City; and the Capri Hotel in Southampton, New York.

Kobi Karp Architecture

Hotel Architect
Miami, Florida

For over two decades, Kobi Karp Architecture and Interior Design (KKAID) has provided creative and innovative design solutions to renowned clients in the hospitality, retail and high-rise residential development community. The firm specializes in architecture, interior design, and planning. KKAID's clientele includes various major corporations, local government agencies, and development corporations. Project highlights include: Los Micos Hotel and Resort, Honduras, Al Ain Wild Life Park and Resort, UAE, and Le Meridien Tampa, a renovation of the Historic Federal Building.

ORAL REPRESENTATIONS CANNOT BE RELIED UPON AS CORRECTLY STATING 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.

This is not intended to be an offer to sell, or solicitation to buy, condominium units in any jurisdiction where prohibited by law, and your eligibility for purchase will depend upon your state of residency. This offering is made only by the prospectus for the condominium and no statement should be relied upon if not made in the prospectus.

The sketches, renderings, graphic materials, plans, specifications, terms, conditions and statements contained in this brochure are proposed only, and the Developer reserves the right to modify, revise or withdraw any or all of same in its sole discretion and without prior notice.

These drawings and depictions are conceptual only and are for the convenience of reference. They should not be relied upon as representations, express or implied, of the final detail of the residences or other portions of 1 Hotel & Homes South Beach. The developer expressly reserves the right to make modifications, revisions, and changes it deems desirable in its sole and absolute discretion.

All depictions of furnishings, finishes, appliances, counters, soffits, floor coverings and other matters of detail, including, without limitation, items of finish and decoration, are conceptual only and are not necessarily included in each Unit. Consult your Purchase Agreement and the Prospectus for the items included with the Unit.

The photographs contained in this brochure may be stock photography or have been taken off-site and are used to depict the spirit of the lifestyles to be achieved rather than any that may exist or that may be proposed, and are merely intended as illustrations of the activities and concepts depicted therein.

The project graphics, artists' conceptual renderings and text provided herein are copyrighted works owned by the Developer.

No real estate broker is authorized to make any representations or other statements regarding the projects, and no agreements with, deposits paid to or other arrangements made with any real estate broker are or shall be binding on the developer.

The residences are a component of a total complex including the integrated 1 Hotel & Homes South Beach which includes or is intended to include (without creating any obligation) hotel and retail components as well as shared infrastructure, facilities and amenities with the Roney Palace Condominium. While services and/or benefits may be offered by the Hotel or commercial components, these services will be provided at the discretion of and the Hotel and there is no assurance that such services and benefits shall be offered or for how long and under what terms and conditions. Services and benefits offered by the Hotel or commercial components (if any) may also be made available to hotel guest or other invitees of the Hotel of commercial component and/or to other members of the public. The purchase of a Unit shall not entitle Buyer to rights in or to and/or benefits and/or services from the Hotel and/or commercial components of the Resort.

We are pledged to the letter and spirit of the U.S policy for achievement of Equal Housing Opportunity throughout the nation. We encourage and support an affirmative advertising and marketing program in which there are no barriers to obtaining housing because of race, color, religion, sex, handicap, familial status or national origin.

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