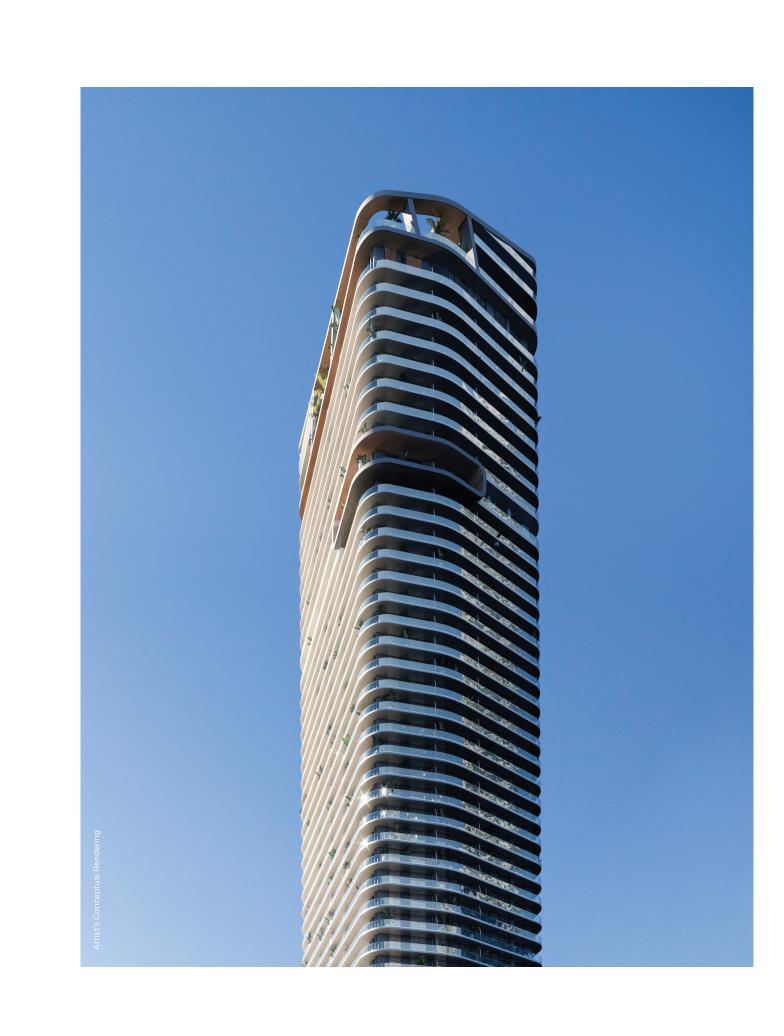


PENTHOUSE COLLECTION by artefacto



LUXURY CLUB RESIDENCES **DESIGNED FOR FLEXIBLE OWNERSHIP**

LOFTY is a flexible ownership brand in the luxury space, elevated in every way, set apart in its meticulous attention to detail, specialized programming and events, a highly curated art collection, and thoughtful local inflection of each destination.

LOFTY is also an elite network where sharing is everything, designed for global citizens who live life on their terms, with the freedom to travel the world and the curiosity to connect with others along the way.

LOFTY offers access, a coveted invitation to a soughtafter experience, a place where every experience feels like the event of the decade. Vibrant. Social. Striking. Glamorous. A dynamic aesthetic and carefree, spontaneous energy, in sexy spaces and talked-about places—a club for those who live life at the top.



LUXURY RESIDENCES.
FULLY FINISHED
AND FURNISHED.
DESIGNED FOR
SHORT-TERM RENTALS.

THE LOFTY PENTHOUSE COLLECTION

A limited collection of endlessly elevated residences defined by life at the top—spacious and soaring, with extensive water views—entirely curated by revered design firm Artefacto and their team of globally renowned designers, architects, and artists.

CONNOISSEURS OF CONTEMPORARY DESIGN

THREE GENERATIONS OF EXCELLENCE

"Our 45th anniversary is a celebration of luxury and family, which is the DNA of all Artefacto projects."

Paulo Bacchi, CEO, Artefacto

Artefacto, launched in 1976 by Albino Bacchi, began with a collection made from renewable natural fibers. This would mark the inception of the renowned global firm known for its unique intersection of advanced tech and true craftsmanship. Every design, color, detail, fixture, finish, and material is created and used purposefully to enrich the connection between a home and the people who live there.

Under the leadership of Bacchi's son, Paulo, who represents Artefacto's second generation, the firm delivers an impeccable caliber of taste with an equal level of design mastery—a unique, standard-setting union of high-tech design and custom-built pieces, hand-held tools and industrial machinery.

Artefacto operates its own, self-sufficient 750,000 square foot product system—located in Iperó, São Paulo's countryside—developing, crafting, and maintaining Artefacto's extraordinary standards.

Looking ahead, Paulo Bacchi's twin sons, Pietro and Bruno, look to evolve the family tradition of excellence into the third generation.

Artefacto's partnership with LOFTY reflects the elevated standards of both brands, which have artfully come together to create a limited-edition collection of penthouses that define life at the top.





"Paulo Bacchi and I have been in talks for years about a collaboration, and LOFTY presents the right moment to introduce a collection of branded residences that deliver elevated experiences for our penthouse residents and their guests."

Harvey Hernandez, CEO of Newgard

THE ARTEFACTO AESTHETIC

Artefacto approaches every furnishing, every accent, every finish as a carefully curated concept that creates a genuine connection between owners and their residences. The firm combines technology and craftsmanship with elegance and impeccable details, resulting in entirely bespoke, highly sought after, ageless interiors that inspire.

Exclusive

PREMIERE



THE PENTHOUSE COLLECTION

LIVING THE HIGH LIFE

LOFTY offers a sense of home no matter where you are, and a world of experiences wherever you go—now in a collection of penthouses that go above and beyond.

A first-of-its-kind partnership uniting global furnishings brand Artefacto and the innovative LOFTY flexible-ownership tower—featuring a collection of branded penthouses. Set above and apart, the limitededition LOFTY PH Collection will occupy the tower's top nine floors, featuring the collaborative designs of Artefacto x INC, the multi-disciplinary NYC studio responsible for LOFTY's 44 stories of elite interiors.

Each home offers 10-foot ceilings and sweeping views of the waterfront and Downtown. The LOFTY tower includes 40,000 square feet of thoughtfully curated amenities, including a private marina, waterfront dining, members-only social club, resort pool deck and fitness center, indoor/outdoor cigar lounge, co-working lounge, and meeting rooms. Poised to become the best-developed flexible ownership residences in the country, the LOFTY PH Collection is envisioned for sophisticated buyers seeking next-level luxury and flexibility, featuring 53 impeccably-styled turn-key homes by Artefacto, the most coveted name in Miami's multi-million-dollar real estate industry.

DESIGNED FOR

"We are taking the highest floors with the best views and delivering a singular Artefacto lifestyle for a select group of buyers who will be surrounded by style, energy, and scenery in every direction. These are next-generation dream homes to be enjoyed and shared."

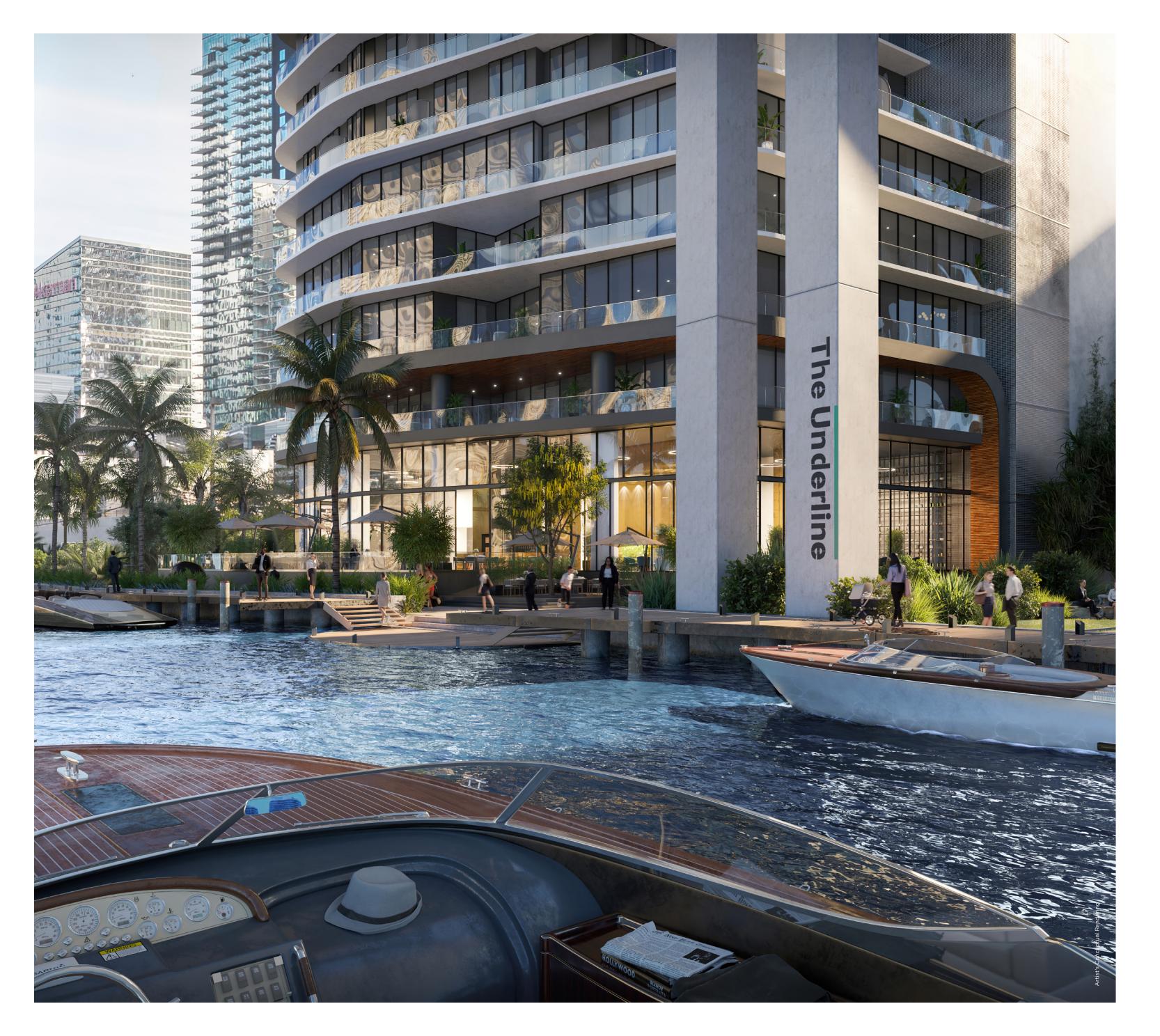
Paulo Bacchi, CEO of Artefacto











LIFE ON THE WATERFRONT

Set along a dynamic marina with a vibrant yachting scene, and views of city and sea everywhere you turn. Just steps from Brickell City Centre, a sprawling cosmopolitan mecca of haute couture, Michelinstarred restaurants, next-level nightlife, international finance, and world-class art. The district is also home to Miami Worldcenter and Brickell Village, glamorous oases of shopping, entertainment, and cuisine, as well as the iconic Design District, known for its sleek architecture, innovative fashion houses, interior design galleries, and the Institute of Contemporary Art.





FFATURES

BUILDING FEATURES

44-story landmark building designed by the internationally acclaimed architecture firm Arquitectonica

Prestigious Brickell waterfront location, steps from Brickell City Centre

Private marina with 400 linear feet on the Miami River

Short-term rentals permitted as-of-right

5-star waterfront restaurant

Jewel box double-height ground floor lobby with floor-to-ceiling windows

Grand escalator connecting lobby to second floor

Spectacular views of the Miami River and the Miami skyline

Smart-wired residences with ultra-high speed, fiber optic wireless internet access throughout common areas

Custom mobile app designed exclusively for LOFTY owners

Cutting-edge green building technology

Four high-speed passenger elevators with access control and destination technology

Dedicated 24-hour check-in desk for guests

PENTHOUSE RESIDENTIAL FEATURES

Lofty signature sand benches

All residences are delivered fully finished and furnished, specially curated by Artefacto

Modern, open layouts from 997 SF to 1859 SF

Two- to three-bedroom + den residences

Panoramic Miami River and skyline views

Private balconies for every residence

10-ft. ceilings

Owner closets in every residence

Floor-to-ceiling sliding glass doors with sound attenuating, impact-resistant laminated glass throughout

Smart wiring for HDTV, multiple data lines, and ultra-high speed internet access

Individually controlled, energy-efficient central air conditioning and heating system

SPA-INSPIRED BATHS

Imported European cabinets with premium hardware Elegant imported stone countertops and backsplashes

Custom-finished floors and walls in wet areas

Frameless glass shower enclosure

Premium European-style fixtures and accessories

DREAM KITCHENS

Imported Italian cabinets with premium hardware

Top-of-the-line Miele appliance package including refrigerator, cook-top, speed oven and hood, dishwasher, and sink disposal

Sleek stone countertops and backsplashes

Contemporary under-mounted sink

High-arc gourmet faucet with integral sprayer

EACH RESIDENCE IS COLORFULLY CURATED AND METICULOUSLY FINISHED TO CREATE AN ATMOSPHERE OF ELEVATED ENERGY AND PLAYFUL CHARACTER.



ALL THE AMENITIES

LOBBY

Riverwalk access

LOFTY MasterHost and 24-hour concierge

Welcome reception

Package room for owner deliveries

2ND FLOOR LOUNGE

Check-in desk for guests
Living room lounge & co-working area
Riverfront covered terrace
Private meeting room
Ultra-high-speed WiFi
DJ station
Bar with coffee and snacks service
Game areas

9TH FLOOR POOL DECK

Artfully landscaped resort-style pool deck
Poolside lounge chairs and daybeds
Pool attendants and towel service
Hammocks garden
Ultra-high-speed WiFi
Outdoor rain shower
Outdoor covered living area

9TH FLOOR FITNESS & SPA

expansive river and city views
Private yoga studio
Men's and women's locker rooms
Private treatment rooms
Ultra-high-speed WiFi
Sauna, steam rooms, cold plunge pool, and shower

3000-square-foot fitness center with

ROOFTOP

Fresh juice bar

Stunning 360-degree river and city views
Rooftop pool overlooking the Miami skyline
Wraparound balcony with lounge seating
Private treatment rooms
Ultra-high-speed WiFi
Exclusive-to-owners lounge and bar

BESPOKE BUILDING SERVICES

24-hour valet parking service
24/7 security
On-site hospitality management
LOFTY house car services exclusively for owners
Dock master for LOFTY marina visitors

LOFTY CLUB FOR MEMBERS ONLY

Private entrance with check-in area
Members only riverfront terrace
Social bar
Social lounge
Private rum and cigar room

Tastefully appointed gathering living room, featuring small plates, bespoke cocktails, and wines Live evening entertainment

ve everning entertainment

EXCLUSIVE PH OBSERVATORY

Sweeping riverfront and city views

Live-music stage

An entire amenity space dedicated exclusively to PH Collection owners and guests
Private dining room and event space
Coffee and afternoon drinks service
Co-working space
International newspapers
Wine tastings events

from observatory

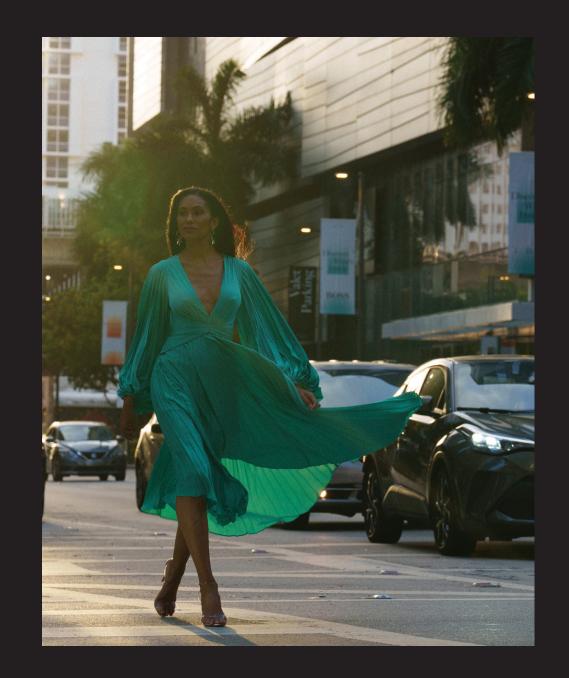
Concierge services for PH Collection and guests











THE LOFTY EXPERIENCE

Welcome to life on your terms: a stunning home wherever you go, the most sought-after destinations, and services designed for every whim—each inflected with the energy and character of the local setting.

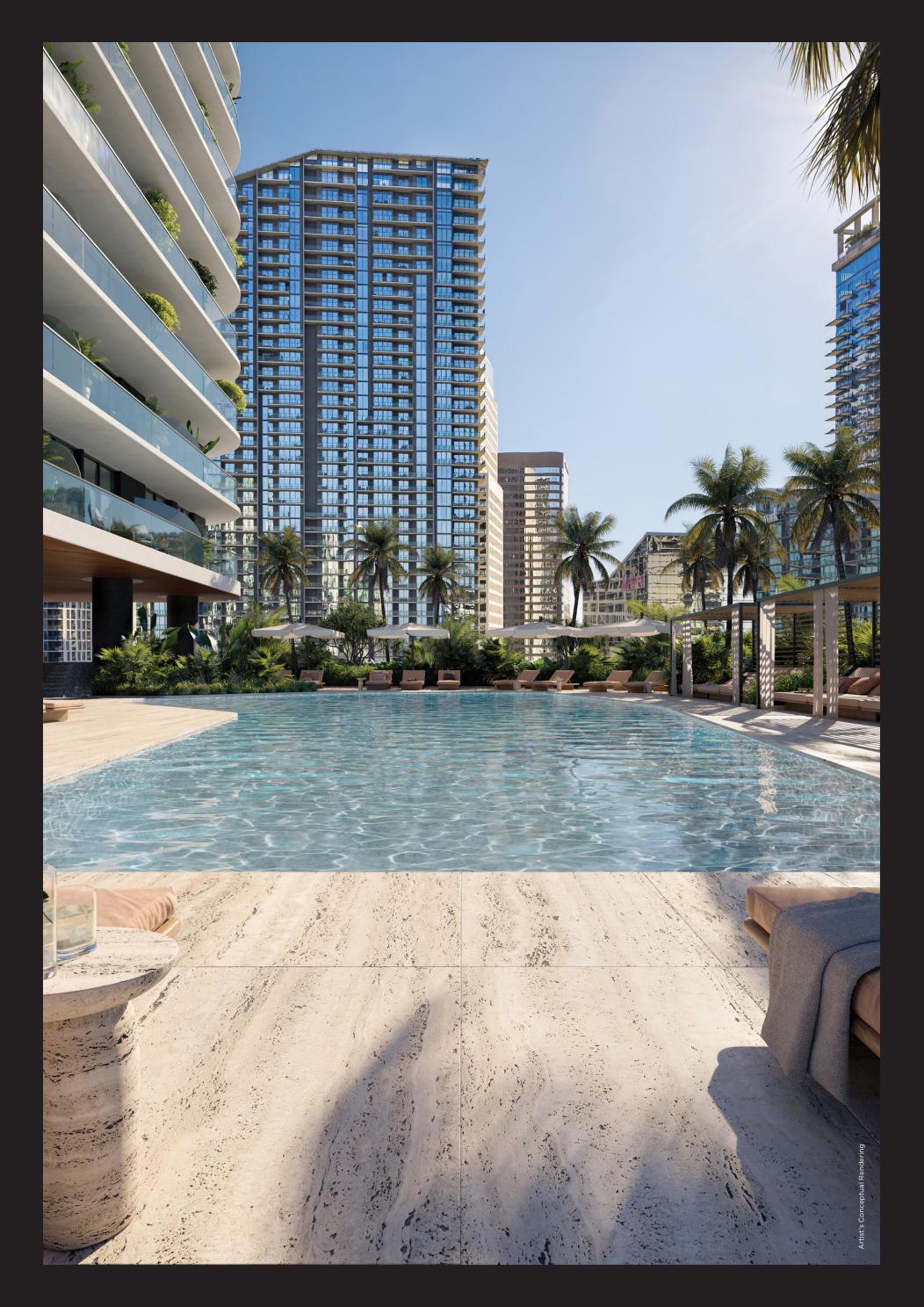
LOFTY offers a consistently elevated experience and lifestyle designed to reflect the way we live now: with an enduring desire to move freely across the world while maintaining a sense of place wherever you go.

Life at LOFTY is an immersive experience reflected in both the residences and the environment: vibrant, social, and exhilarating. Grounded in the spontaneity of travel and new connections, LOFTY also creates a genuine feeling of familiarity and community within an elite setting. In every home, each detail has been selected and integrated by a collective of revered designers, artists and creators—whether it's a playlist for the lobby or the preparation of an early evening cocktail. LOFTY offers a world of experiences for people who travel the world, all with the freedom of flexible ownership—taken to an unprecedented new level.











Among the LOFTY suite of exclusive amenities: a private marina and dockmaster, rooftop bar and infinity pool, 5-star waterfront restaurant, as well as an elite owners-only access to a private bar and lounge.



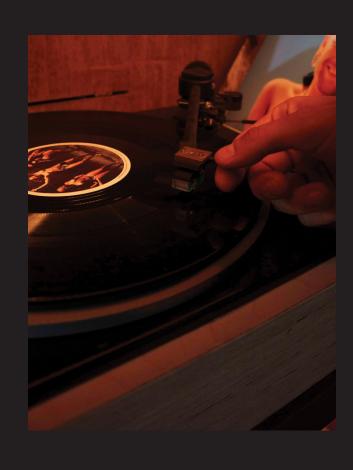


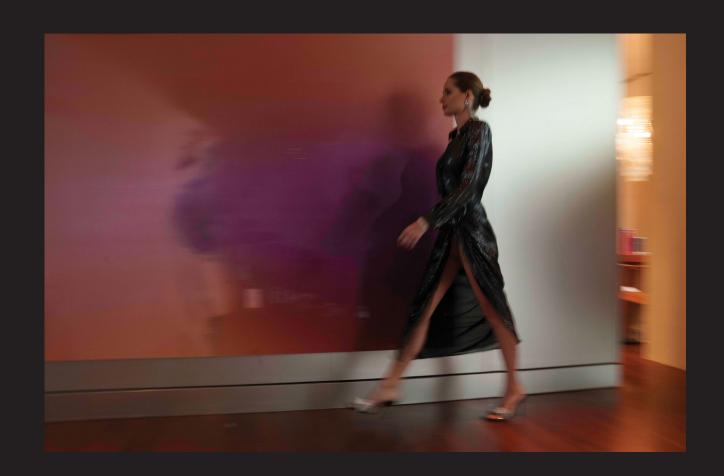






Experience the insider status and dynamic vibe of an elite private club, with the unmatched customized services to which its members are accustomed.





LOFTY offers a sense of home no matter where you are, and a world of experiences wherever you gonow in a Penthouse Collection that goes above and beyond.

REQUEST A PRIVATE VIEWING



THE TEAM

Newgard

DEVELOPER

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. Newgard's property design reflects a commitment to both architectural aesthetic and the desires of its owners and guests. The firm's dedication to quality extends to its top-tier construction team, ensuring superior attention to detail and exceptional finishes. Newgard's recent projects include Natiivo Austin, Natiivo Miami, Gale Residences Fort Lauderdale Beach, Gale Hotel, Brickell House, Centro, and One Flagler, among others.

Cervera

SALES AND MARKETING

Cervera Real Estate is a Miami-based, family-owned and operated, full-service international real estate brokerage with the most condominium sellouts in South Florida. Founded in 1969, Cervera has exclusively represented over 118 luxury high-rise condominium towers across the region, closed more than \$16 billion in sales, and played an integral role in the revitalization of neighborhoods, including Brickell, Miami Beach's South of Fifth, Downtown Miami, and East Edgewater. As the first real estate brokerage to exclusively represent developers in the sales and marketing of their projects, Cervera created a specialized field within the industry and was first to market extensively internationally. Today, Cervera continues to broaden its U.S. domestic and global broker relationships while expanding its reach. In 2021, the firm was selected for membership in Leading Real Estate Companies of the World™ and Luxury Portfolio International™.

Artefacto

PENTHOUSE INTERIOR DESIGN

Artefacto, launched in 1976 by Albino Bacchi, began with a collection made from renewable natural fibers. This would mark the inception of the renowned global firm known for its unique intersection of advanced tech and true craftsmanship.

The firm delivers an impeccable caliber of taste with an equal level of design mastery—a unique, standard-setting union of high-tech design and custom-built pieces, hand-held tools and industrial machinery. Artefacto operates its own, self-sufficient 750,000 square foot product system—located in Iperó, São Paulo's countryside—developing, crafting, and maintaining Artefacto's extraordinary standards.

Arquitectonica

ARCHITECT

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.

INC

INTERIOR DESIGN

INC is an open-source architecture and design studio with experience across a wide range of projects. They work globally and act locally, integrating environmental best practices into each endeavor. The firm leverages their multi-disciplinary strengths to mastermind rich, immersive spaces that carry emotional impact through careful consideration of context, details, and associated technology. Formed in 2006 by Adam Rolston, Drew Stuart, and Gabriel Benroth, INC's projects include 1 Hotel Brooklyn Bridge, The LINE Hotel DC, and the TWA Hotel.

Urban Robot Associates

LANDSCAPE DESIGN

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, creating a unique vision and experiences that are meaningful and memorable. URA strives to elevate the human experience from the quotidian to the cinematic. The firm draws on its team's diverse backgrounds to design singular narratives highly customized for each project.

LOFTY RESIDENCES 99 SW 7TH ST. MIAMI, FL 33130

LOFTY LOUNGE 1101 S MIAMI AVE. MIAMI, FL 33131

T +1866 484 4632 LOFTYBRICKELL.COM

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. 9

This is not intended to be an offer to sell, or solicitation to buy, Condominium units to residents of any jurisdiction where prohibited by law, and your eligibility for purchase will depend pon 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 sketch 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. All improvements, designs and construction are subject to first obtaining the appropriate federal, state and local permits and approvals for same. These drawings and depictions are conceptual only and are for the convenience of reference and including artists renderings. They should not be relied upon as representations, express or implied, of the final detail of the residences or the Condominium. The Developer expressly reserves the right to make modifications, revisions, and changes it deems desirable in its sole and absolute discretion. All depictions of 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. 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. Consult your Agreement and the Prospectus for the items included with the Unit. Dimensions and square footage are approximate and may vary with actual construction. The project graphics, renderings and text provided herein are copyrighted works owned by the Developer. All rights reserved. Unauthorized reproduction, display or other dissemination of such materials is strictly prohibited and constitutes copyright infringement. 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. All prices are subject to change at any time and without notice, and do not include optional features or premiums for upgraded units. From time to time, price changes may have occurred that are not yet reflected on this brochure. Please check with the sales center for the most current pricing. Certain services may be provided by third party business and additional fees may apply for such services. This Condominium is being developed by LOFTY Brickell LLC, a Florida Limited Liability Company ("Developer"), which has a limited right to use the trademarked names and logos of Newgard and LOFTY pursuant to a license and marketing agreement with each. Any and all statements, disclosures and/or representations shall be deemed made by Developer and not by Newgard or LOFTY you agree to look solely to Developer (and not to Newgard, LOFTY 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.

DEVELOPED BY Newgard SALES BY CERVERA®



