



LOFTYTM / 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.



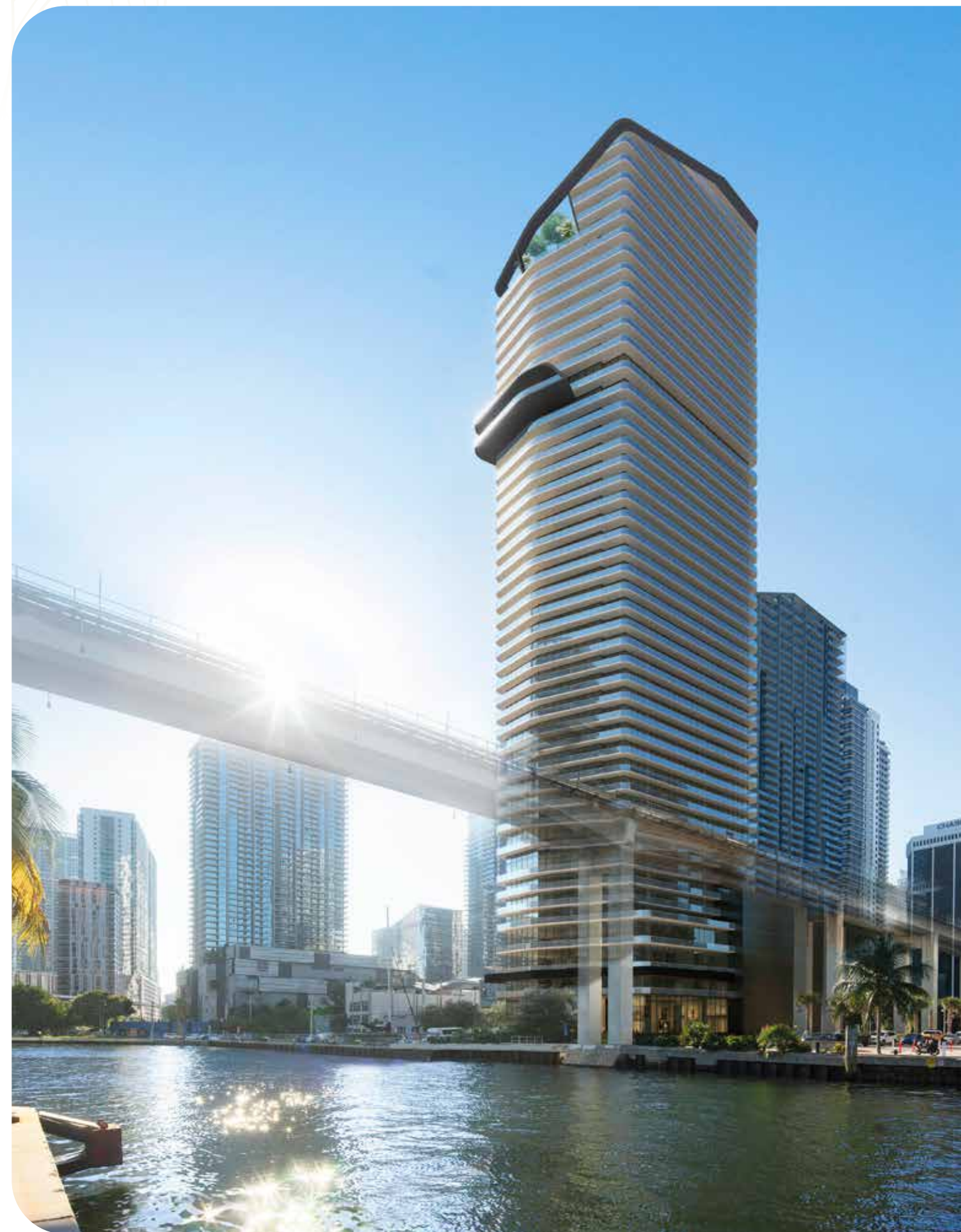
LOFTYTM / BRICKELL
OWN. LIVE. SHARE.

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.





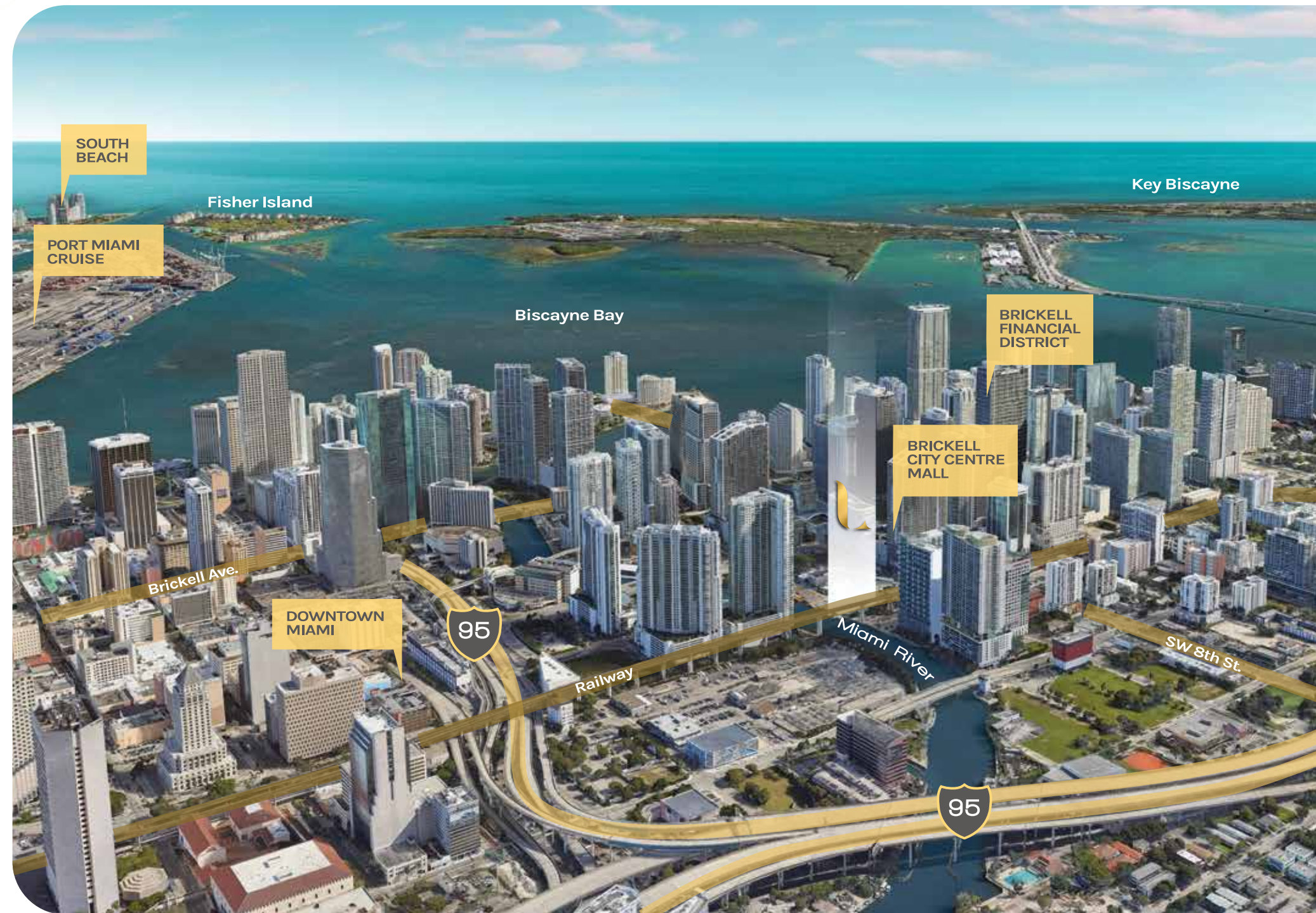
WATERFRONT DINING

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

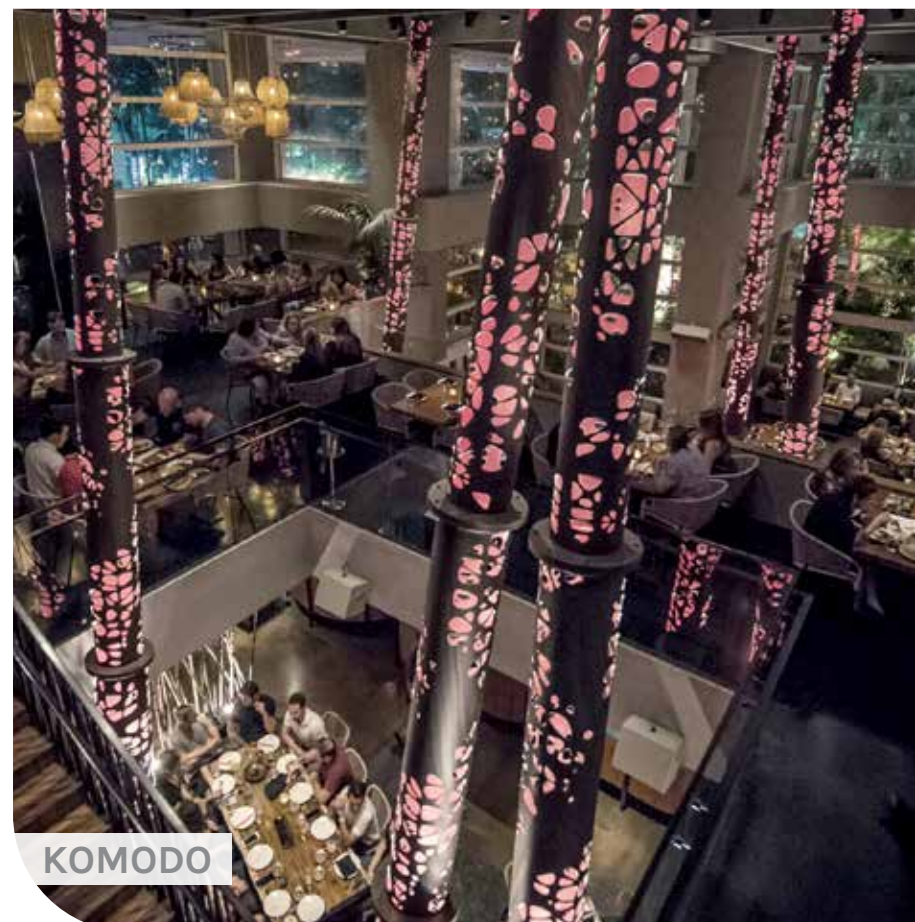
Indulge in flavors from across the world, just around the corner. Here in Brickell, you're steps from an eclectic melange of tastes. French patisseries and Italian cafes. Celebrity restaurants and simple bistros. Cuban and Latin. And some of the finest sushi in America. This is where locals with a taste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



CIPRIANI



LE PETITE MAISON

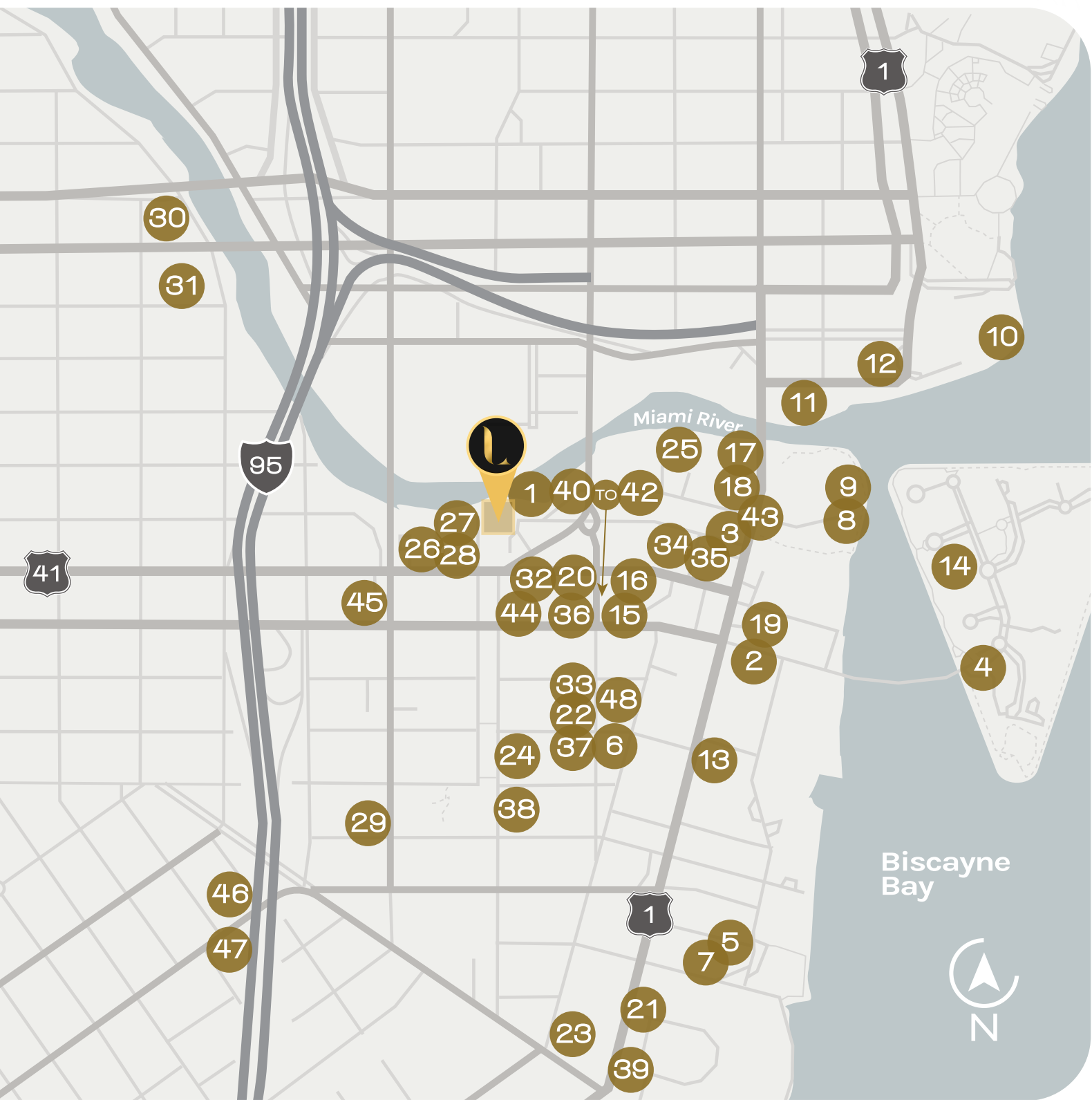


KOMODO



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

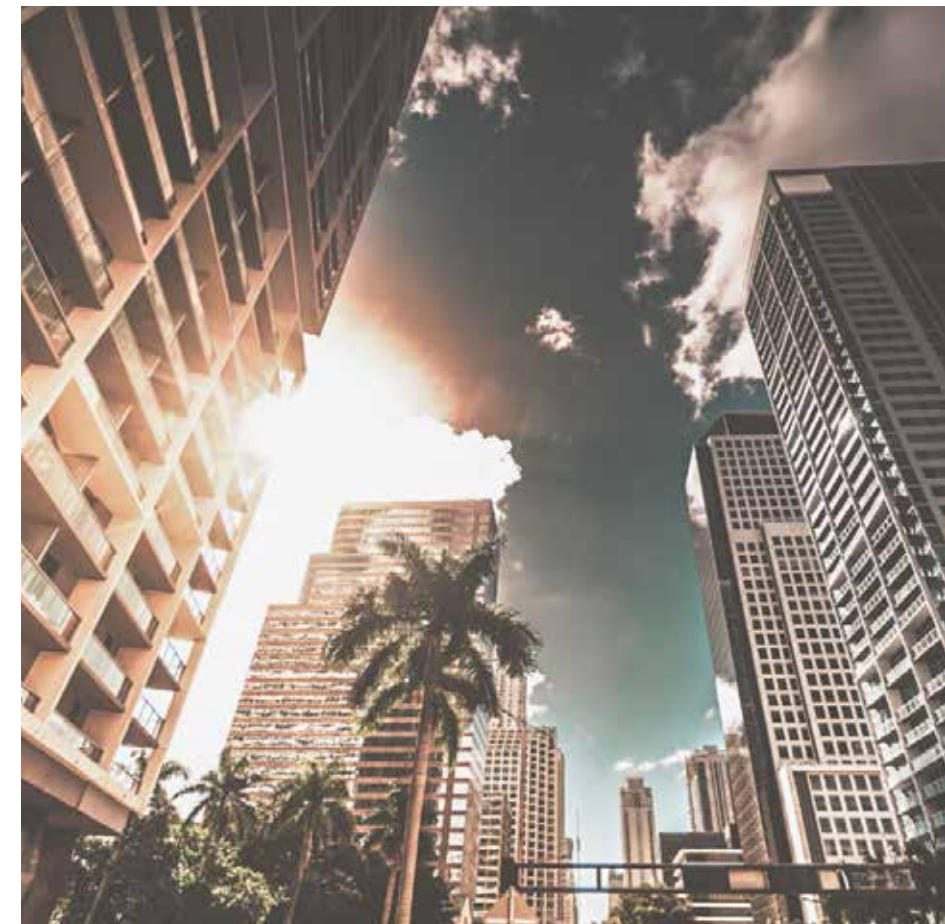
CASUAL DINING

- 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. TACOLGY
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

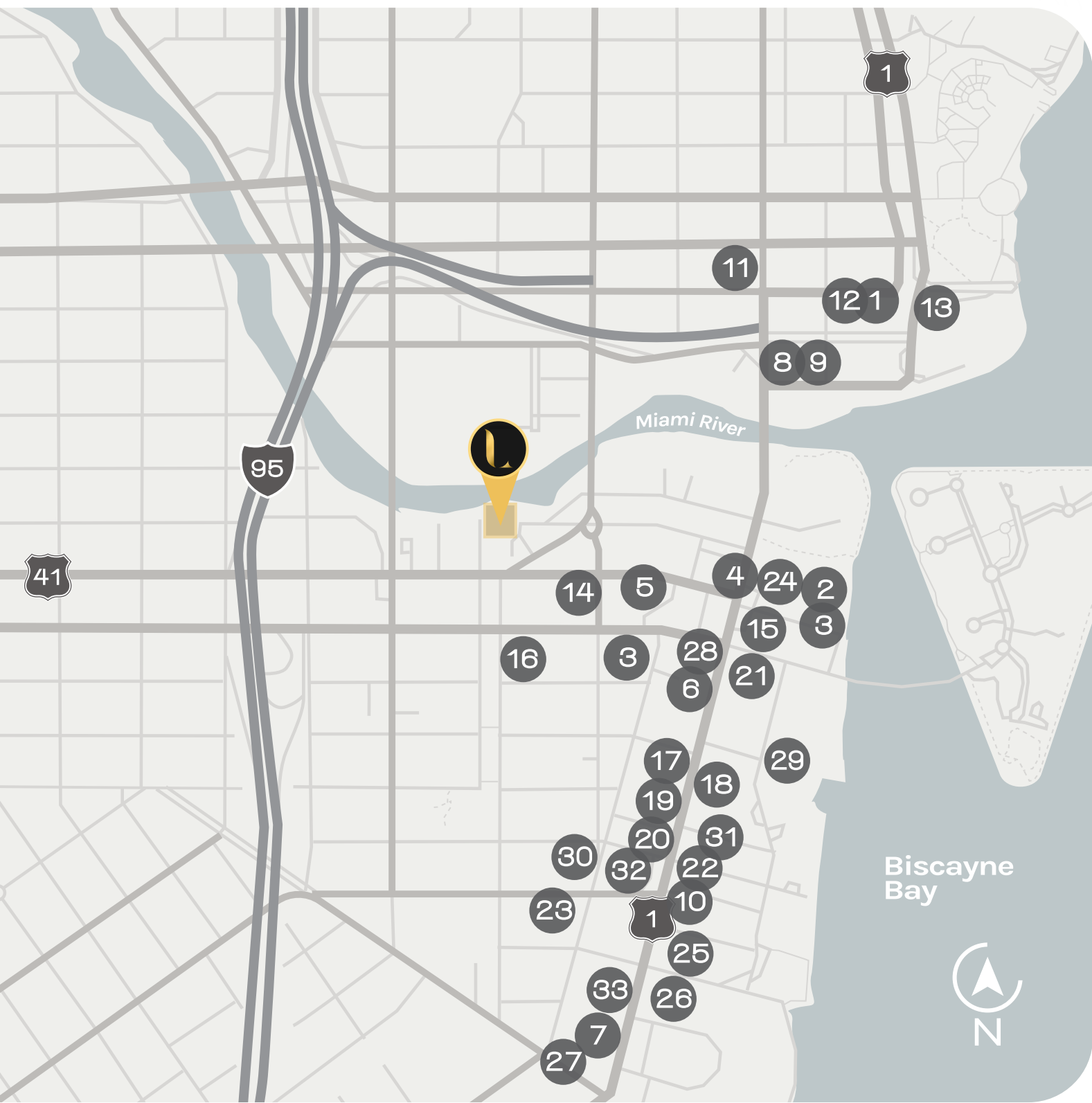
+ many, many more.

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	27. WHITEOWL
2. BLACKSTONE	28. FIRSBANK
3. MICROSOFT	29. MODERN BANK
4. 601 BRICKELL AVENUE	30. APOLLO BANK
5. ACKERMAN LLP	31. STANDARD CHARTERED BANK
6. 830 BRICKELL PLAZA	32. BB&T
7. J.P. MORGAN PRIVATE BANK	33. BANK UNITED
8. DELOITTE CONSULTING	
9. GREENBERG TRAURIG	
10. FACEBOOK	
11. SIMFORM	
12. BLUE CLOUD SOFTWARE TECHNOLOGY	OTHER COMPANIES WITHIN A SHORT DISTANCE:
13. CINQ TECHNOLOGIES	PIPE
14. POWERED LABS	UPSTREAM
15. PARK ROAD TECHNOLOGIES	SOFTBANK
16. SOFTBOLT INC. + APPSTER	MARATHON ASSET MANAGEMENT
17. TECH-DEVELOPMENTS INC.	HIDDEN LAKE ASSET MANAGEMENT
18. MERTHIN TECHNOLOGIRS	CITADEL
IBERIABANK	BALYASNY ASSET MANAGEMENT
TD BANK	BLUECREST CAPITAL MANAGEMENT
19. NYBBLE GROUP	THOMA BRAVO
20. YV TECHNOLOGIES	PALM DRIVE CAPITAL
21. CORESYSTEMS SOFTEARE USA INC.	SHIFTPIXY
22. INFOTECHSOFT INC.	ADI DASSLER INTERNATIONAL FAMILY OFFICE
23. DINOCLLOUD	XBTO GROUP
24. AFFORDABLE EMAIL	POINT72 ASSET MANAGEMENT
25. WELLS FARGO	BANESCO
26. SANTANDER BANK	BLOCKCHAIN.COM
	ETORO
	LEGEND ADVANCE FUNDING
	MATRIX RENEWABLES

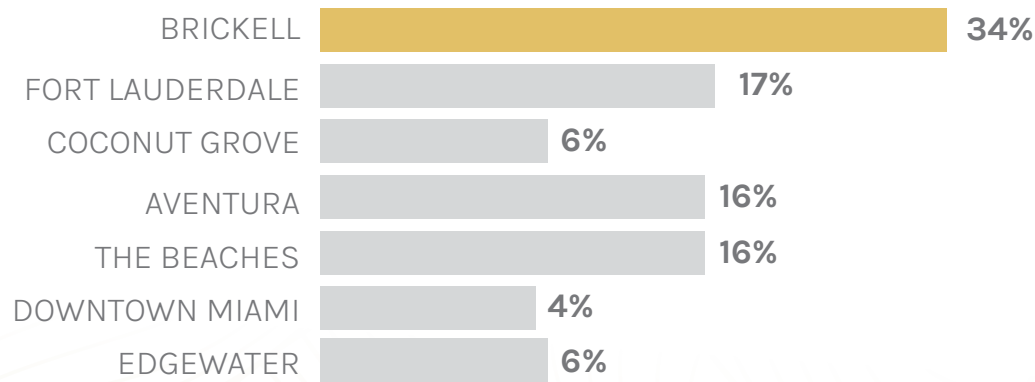
BRICKELL ECONOMIC DRIVERS

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%**

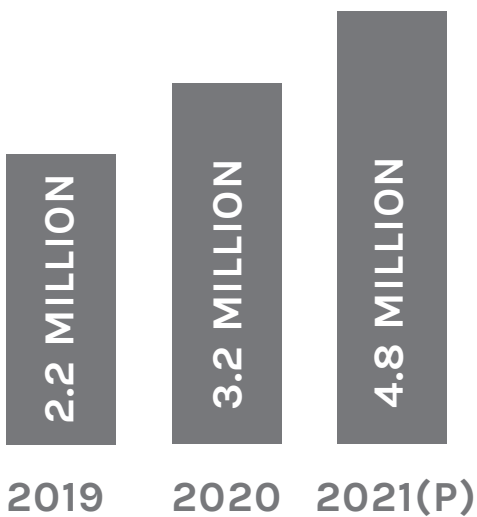
The population increase in the Greater Downtown Miami area, including Brickell, since 2010

**OVER
22%**

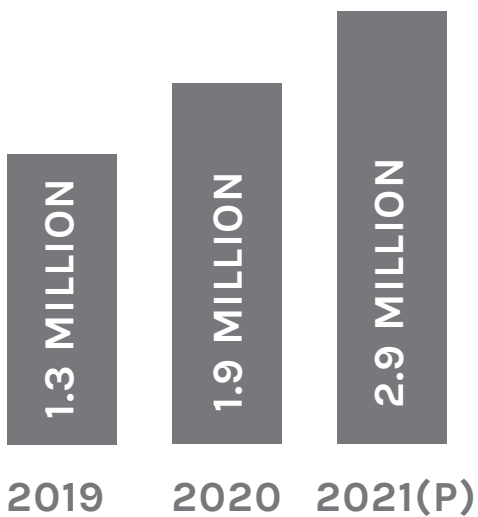
The City of Miami population living in the Greater Downtown area

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

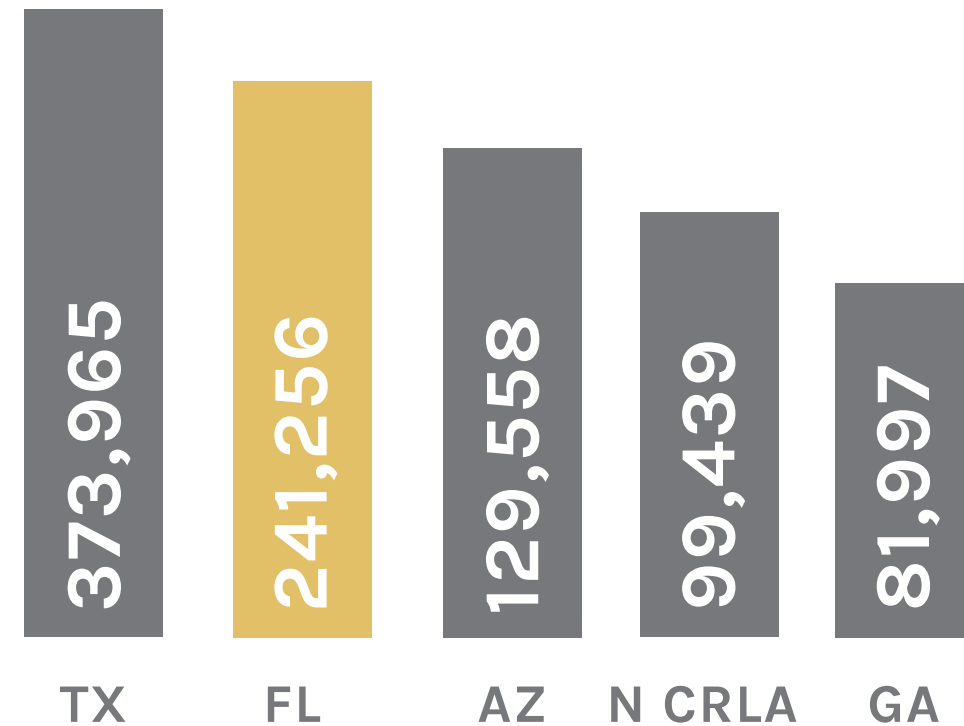
HOTEL MARKET OVERVIEW

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

POPULATION GROWTH

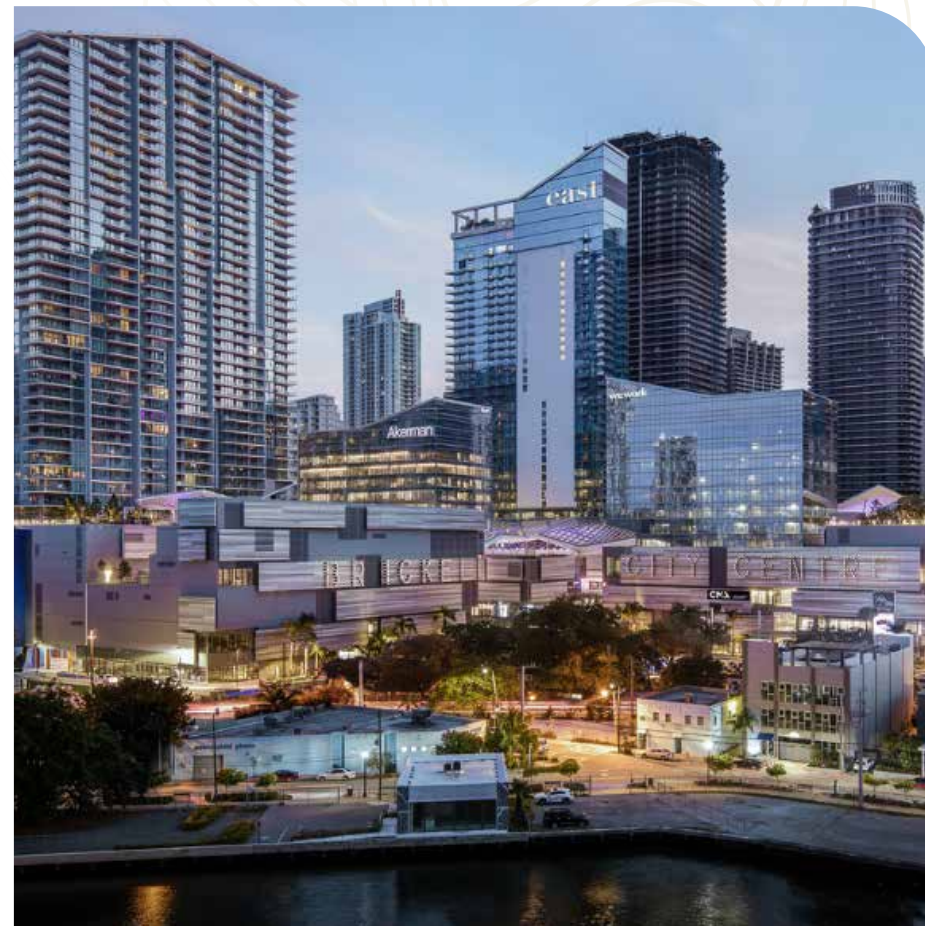
Florida ranked 2nd in the nation adding more than 240,000 new residents in 2020, bringing the total population to 21.7 million.

NEW RESIDENTS BY STATE



MARKET OVERVIEW

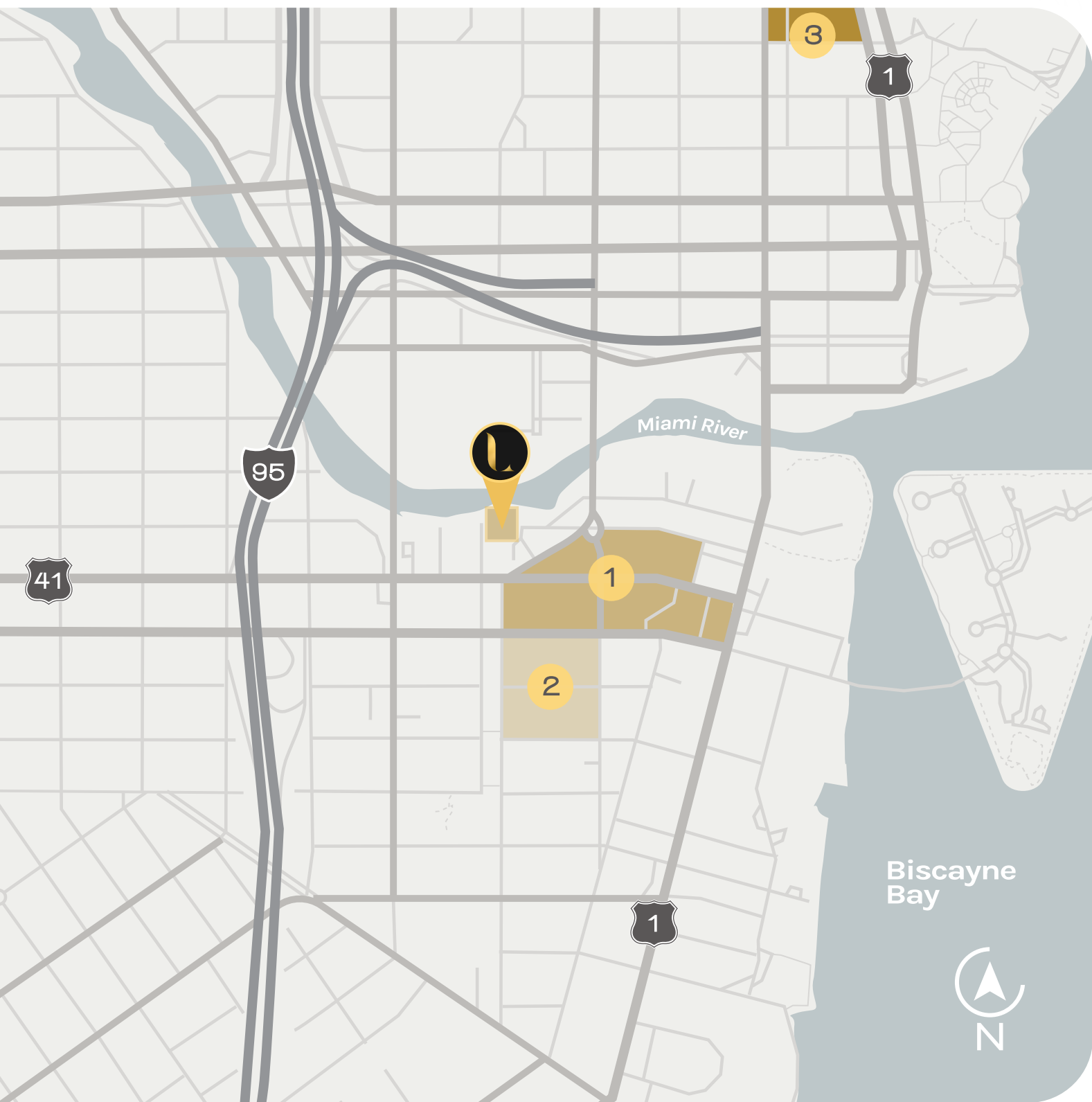
- #1 PortMiami's world cruise port ranking
- #2 ADR YTD in the nation in June 2020
- #3 Airport (MIA) in the US for International Passengers
- #1 place for startup activity in the U.S.
- #8 most populous metro area in the U.S.



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.

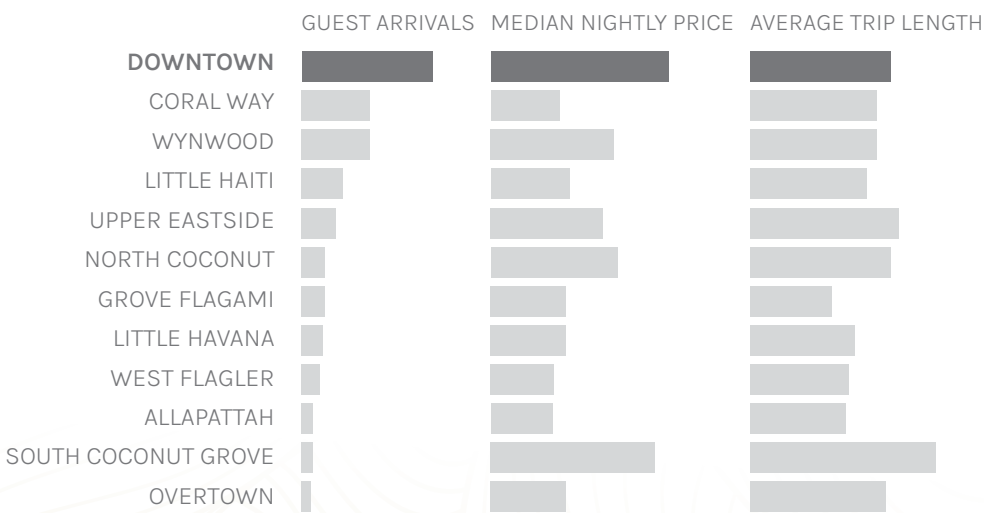
\$3 Billion New Public and Private Projects Include: Mass Transit, Museums, Shopping, Parks, Sports Venues, Entertainment
365,000 SQFT Convention Space | 300,000 SQFT Retail Space | 40+ dining, shopping and entertainment opportunities

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

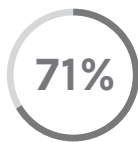
Vacation rentals are expected to topple the hotel industry by year 2020

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

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:



AIRBNB

HOMEAWAY

VRBO.COM

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.

arquitectonica.com



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.

inc.nyc



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.

urbanrobot.net



04

LOFTY BRICKELL AMENITIES

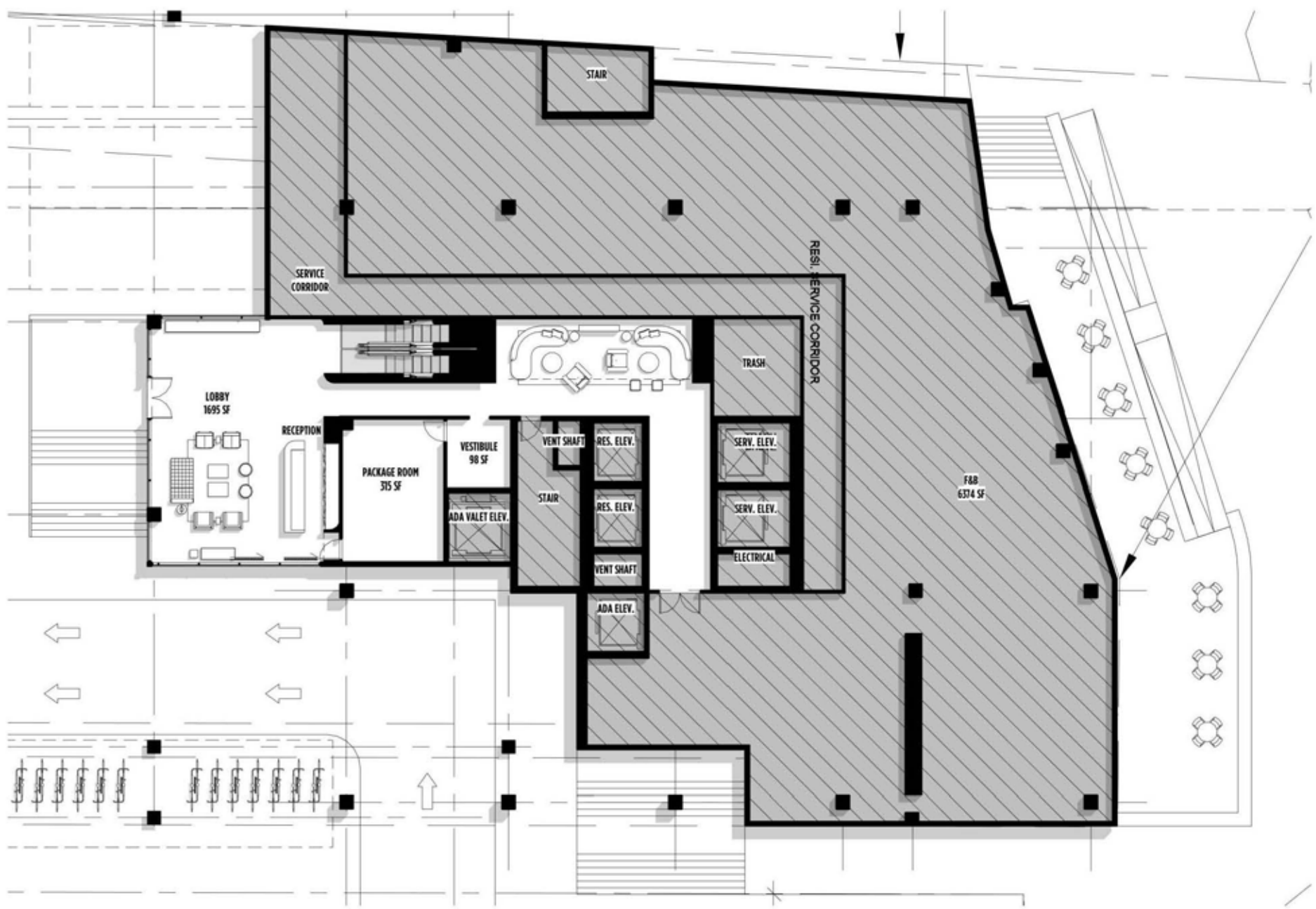


GROUND LEVEL AMENITIES

- 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'



0' 10' 20' 40'

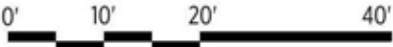
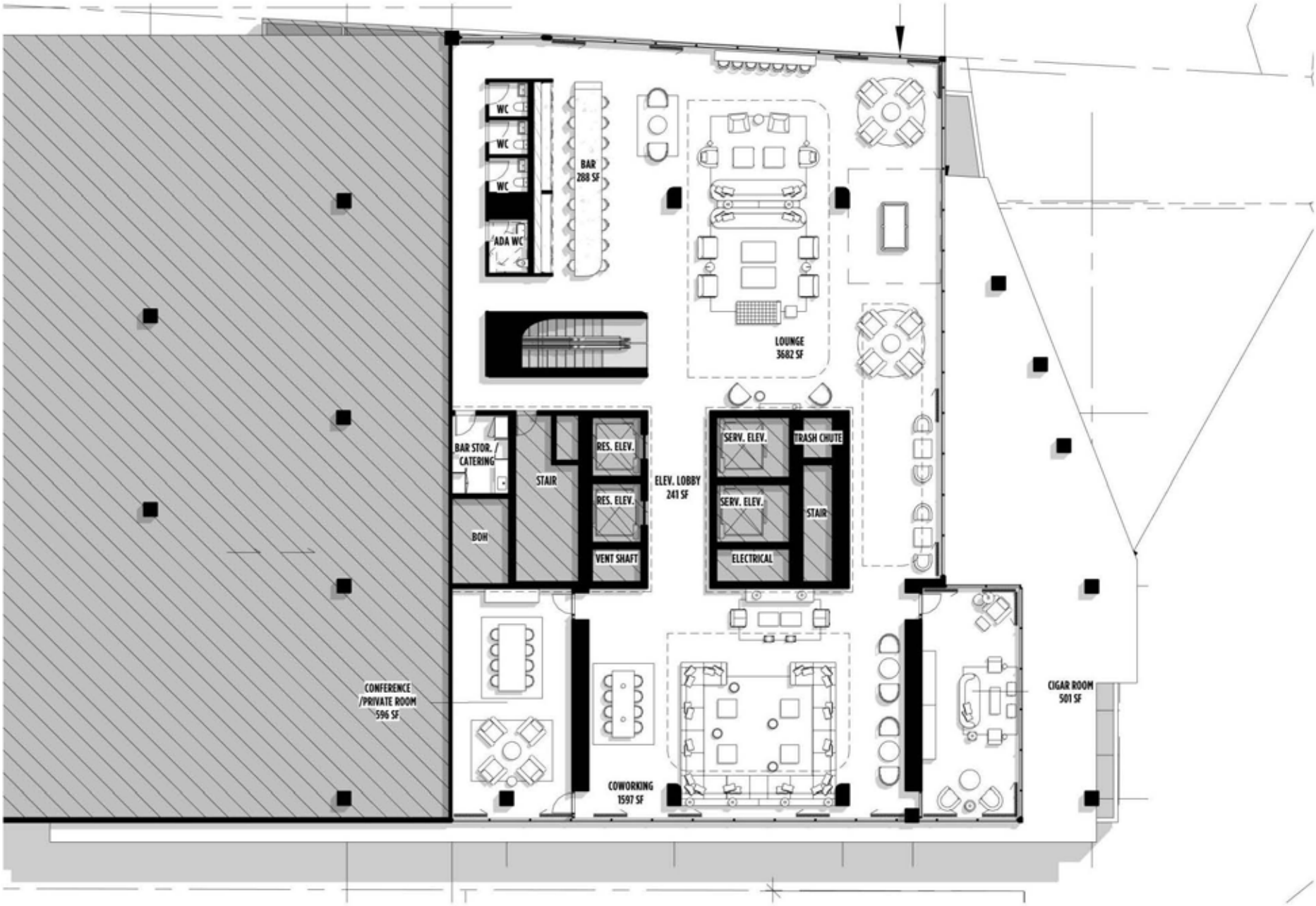


2ND LEVEL AMENITIES

- 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"



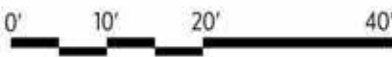


9TH LEVEL AMENITIES

- 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"





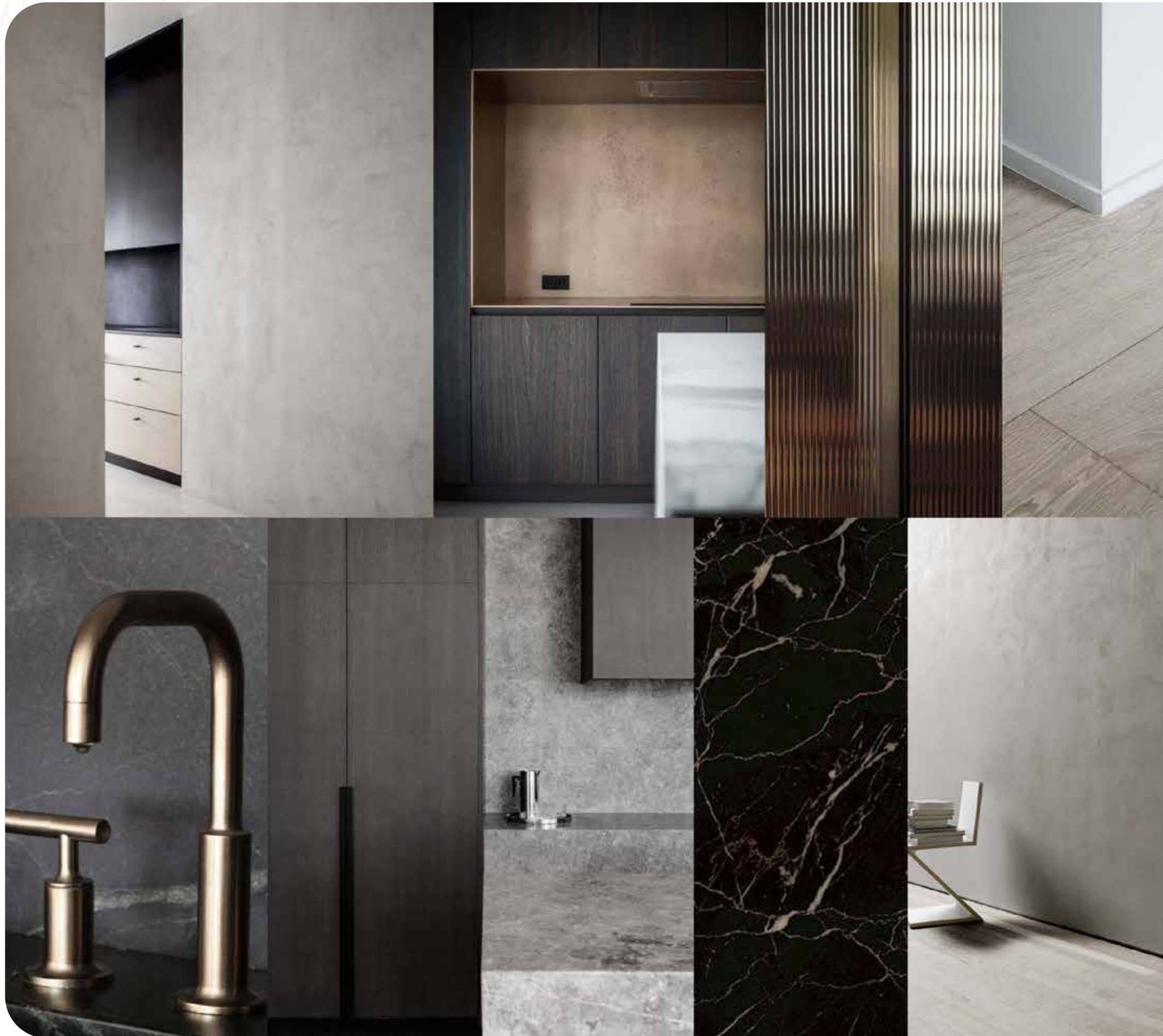
ROOFTOP AMENITIES

- 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

CEILING PAINT

ROMAN CLAY

FLOORING

BRASS

RIBBED GLASS CABINET

TERRAZZO

BLACK VENEER

BLACK METAL

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



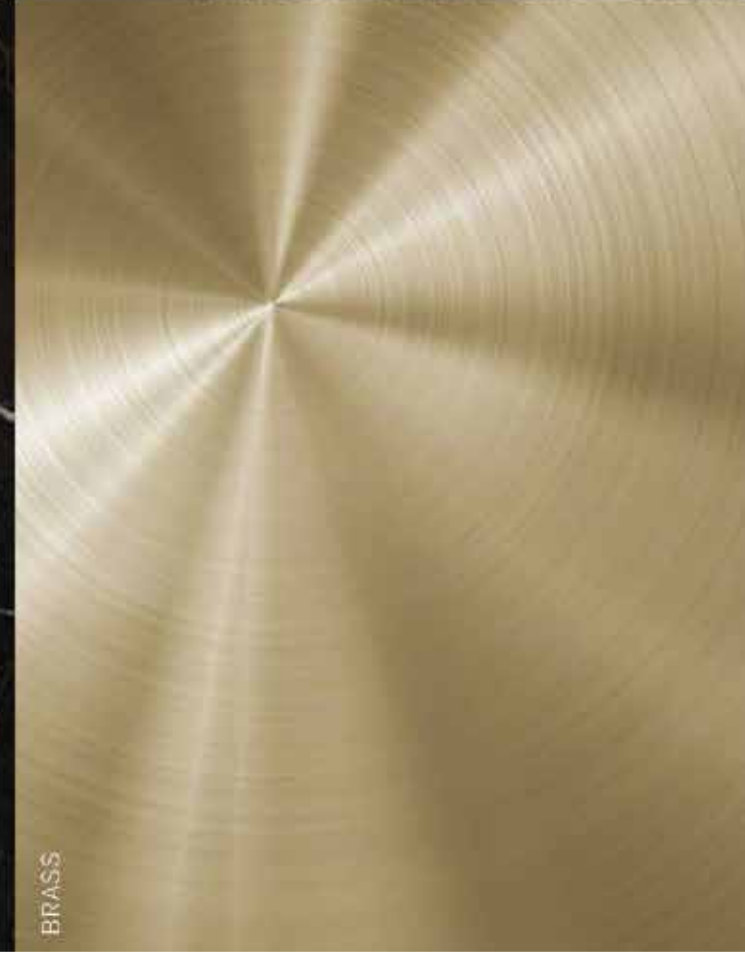
SCONCE



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.

newgardgroup.com





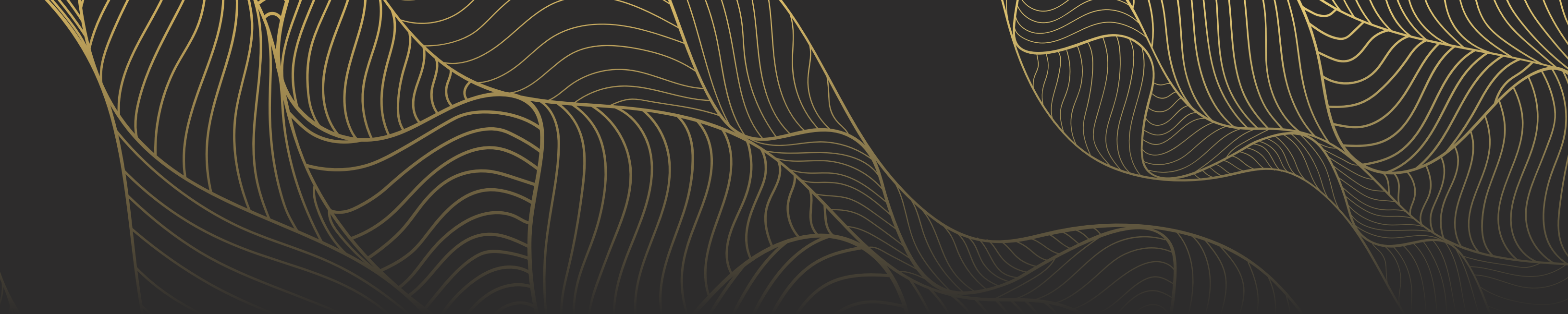
SALES TEAM



Cervera Real Estate is a South Florida based family owned and operated real estate company responsible for exclusively representing and selling over 115 of South Florida's most prestigious condominiums, the most among any brokerage firm in South Florida. Backed by over 50 years of market expertise, Cervera has deep roots in the local community, and an international broker and buyer network built on five decades of trust. With a far reaching and unrivaled international network and decades on the ground, Cervera has cultivated unique and long-lasting relationships with developers, architects, investors, and real estate firms that are crucial to the success of their clients and partners. No other real estate firm in South Florida has the transformational impact, marketing reach, and decades of proven sales results that Cervera has.

cervera.com





LOFTY[™] / BRICKELL
OWN. LIVE. SHARE.

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. 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.

