

## The mark of exceptional design.

### Every great design begins with a great story.

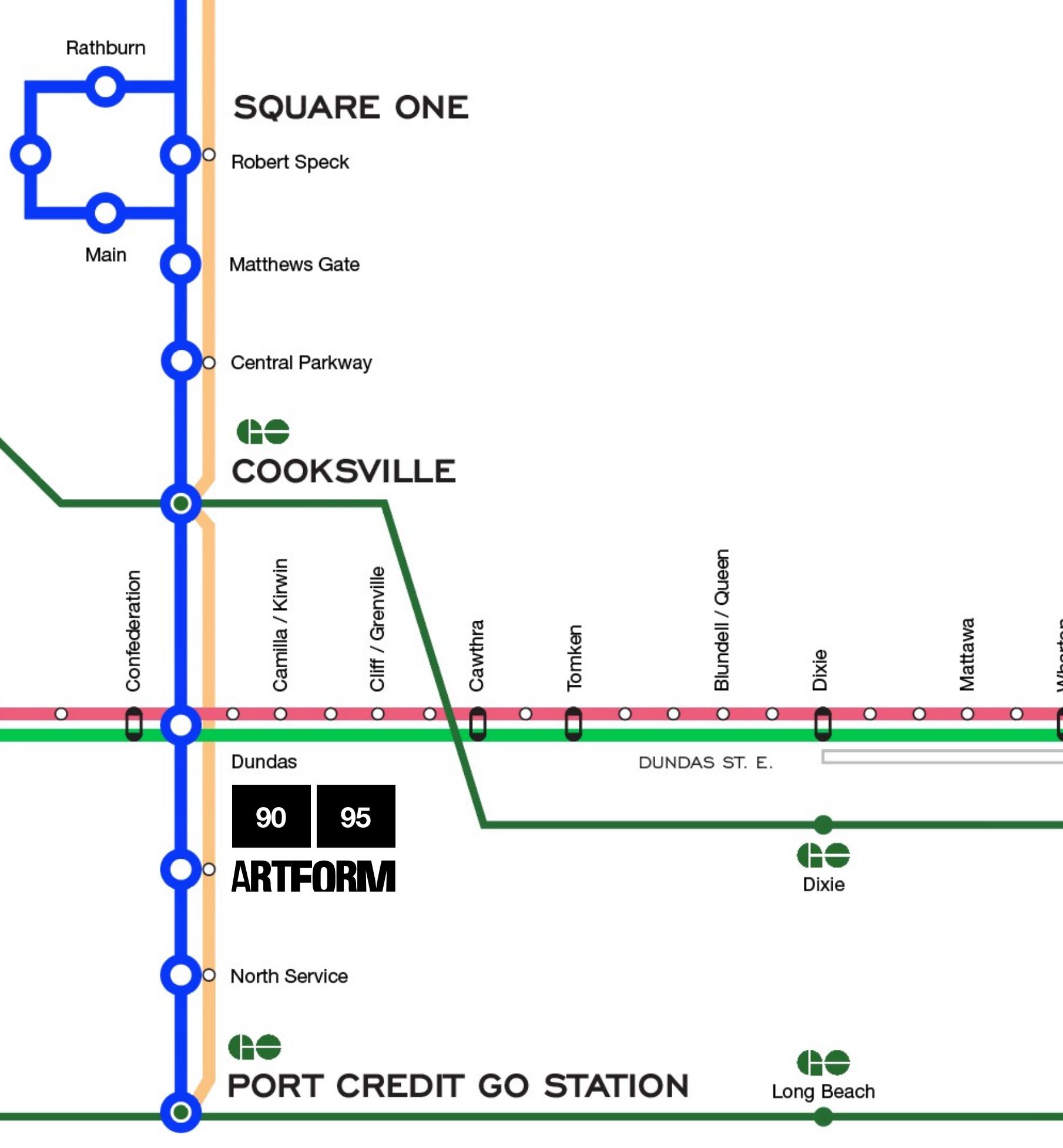
Design is in EMBLEM's DNA. There is no substitute for great design. It is the single most important factor in how we feel about our home; it determines how we live our lives, how we interact with our loved ones, and how we rejuvenate. Great design creates a feeling of connection to one's space — an intangible feeling that is the most significant achievement a developer can deliver to their buyer.



The difference between a space that feels right and one that provides no connection is simply great design.

Every space needs to be obsessed about and imagined being lived in before anyone moves in. Our team imagines living in your future home before we have even built it. Simplicity is luxury and timeless design — key ingredients to a home, and a successful investment.

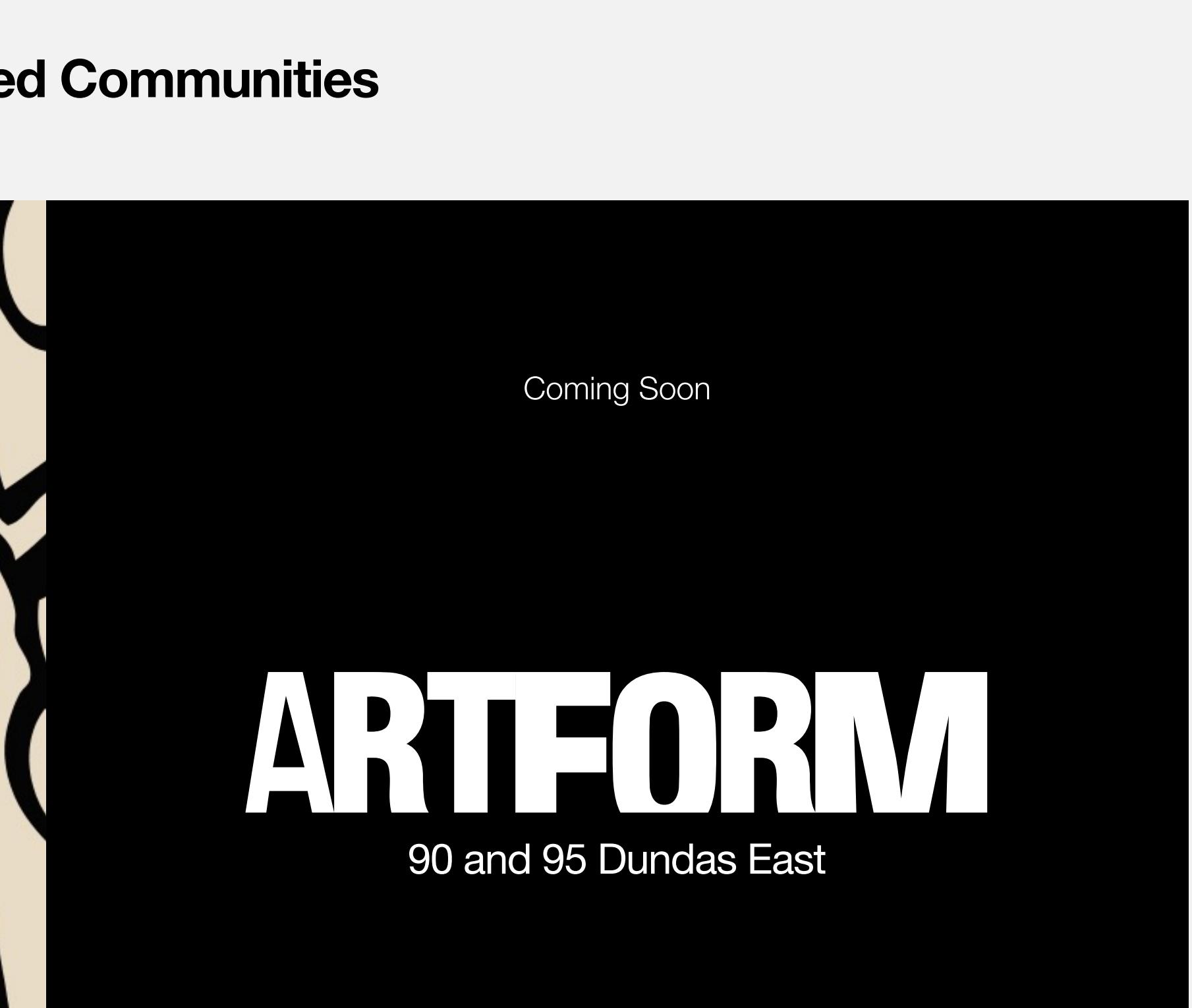
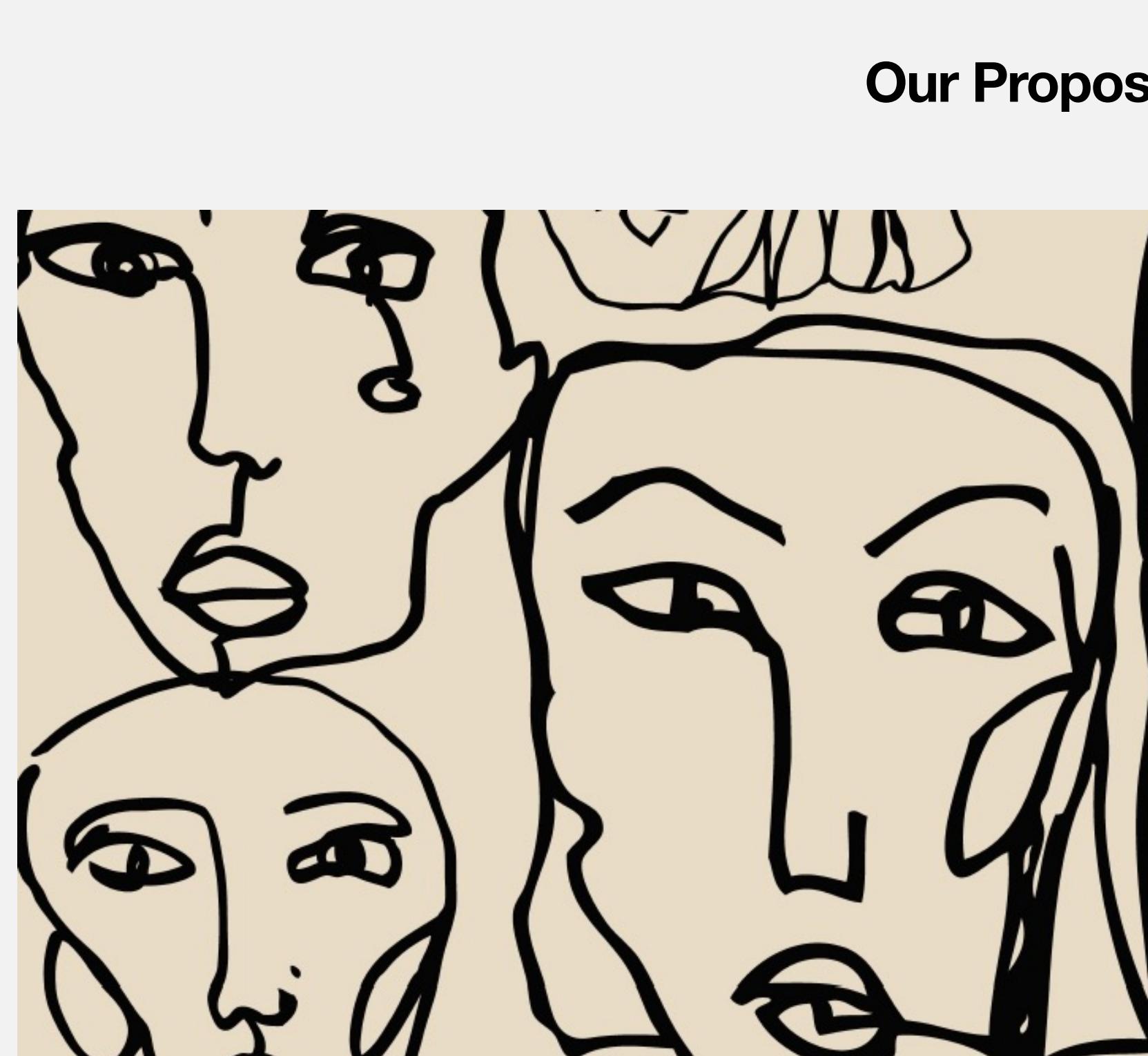
The difference between a space that feels right and one that provides no connection is simply great design. We understand this and obsess about design from the inside to the outside on every project.



### Exceptional design.

**Emblem is proud to play a vital role in the Dundas Connects master-plan that will transform the Dundas corridor into a vibrant, dynamic street.**

Spearheading the plan, our two proposed new communities — at 90 Dundas St. E. and 95 Dundas St. W. — will incorporate modern design and lively retail options at street level.

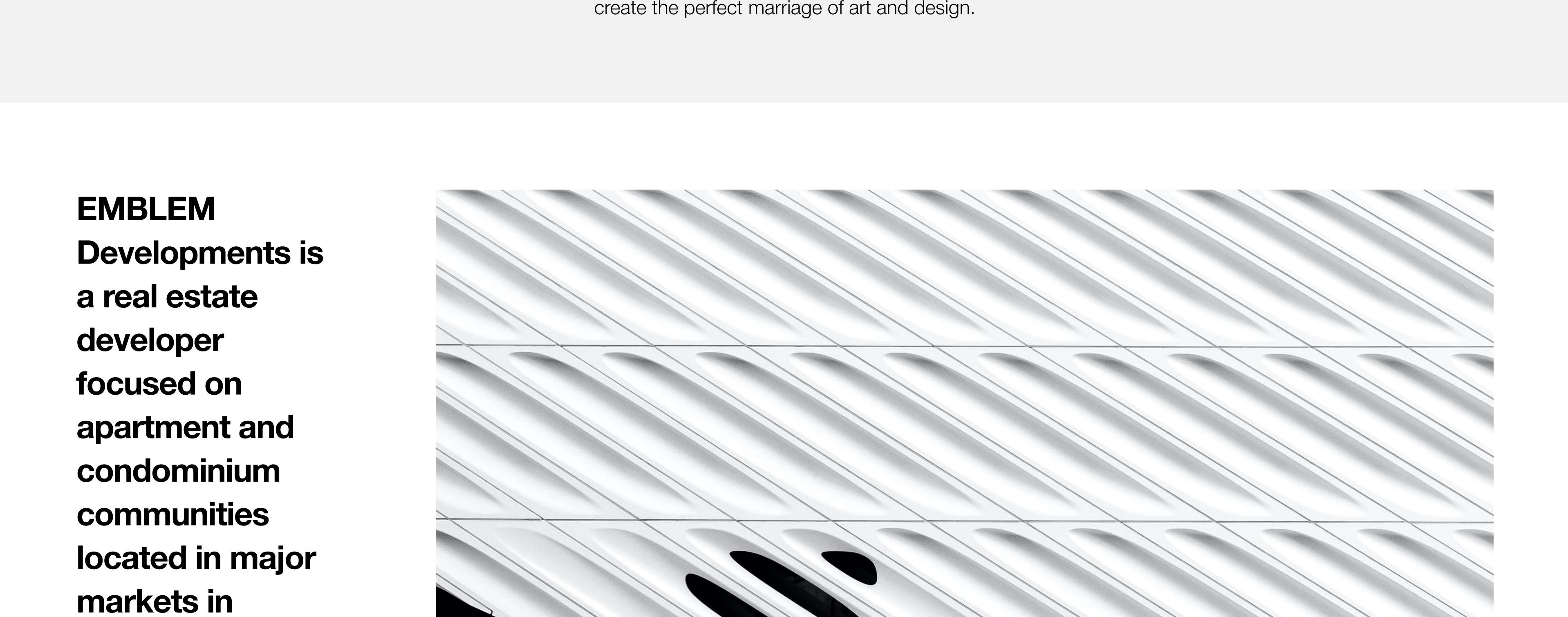


#### Dundas Connects Project.

Emblem's two upcoming communities at Dundas and Hurontario are part of the Dundas Connects master-plan. Ten years in the making, this plan will see an incredible revitalization of the Dundas Corridor, with new parks, improved transit, beautiful green spaces and unique businesses.

#### Major transit improvements.

Emblem's two new Cooksville communities are conveniently located on Hurontario and Dundas, which the City of Mississauga has designated "Intensification Corridors." Making travel faster and easier, the new LRT line on Hurontario/Highway 10 will connect with the Cooksville GO station, and the new BRT buses on Dundas will connect to TTC subway stations.



Explore the Map

## The vision is here — the new Cooksville is coming.

**The Dundas Connects project that EMBLEM is part of arose from the wide-ranging Vision Cooksville Report.**

Setting out objectives for Mississauga for the next 20-30 years, it describes how Cooksville will be transformed through intensification, infrastructure investment, redevelopment and revitalization.

### Our Proposed Communities



Coming Soon

**ARTFORM**

90 and 95 Dundas East

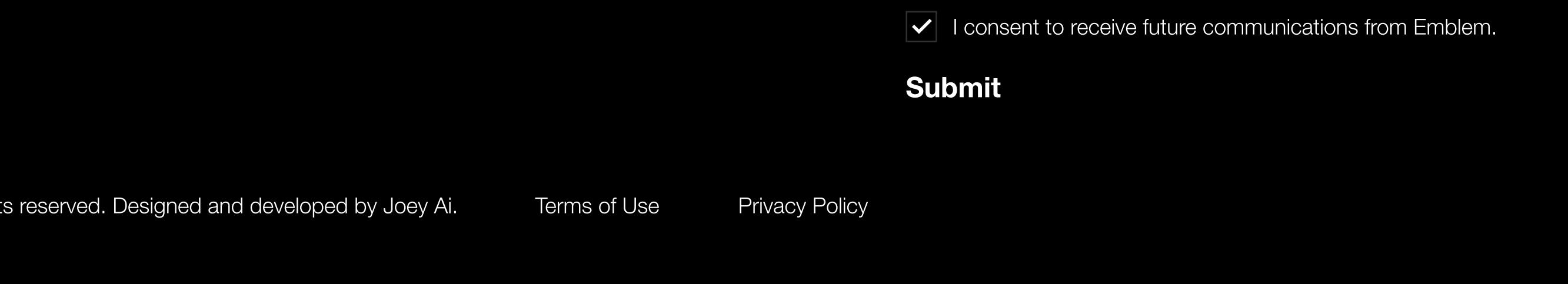
Register Now

### The art of transformation.

In the centre of the revitalization of Cooksville in Mississauga.

EMBLEM is transforming two sites at Hurontario and Dundas into condominium communities steeped in the most modern design and amenities. Bold, creative flair intersects with thoughtful, clean aesthetics to create the perfect marriage of art and design.

**EMBLEM**  
Developments is  
a real estate  
developer  
focused on  
apartment and  
condominium  
communities  
located in major  
markets in  
downtown  
locations in  
Ontario, Canada.



### Who we are.

EMBLEM Developments is the private equity arm of First Avenue Investment Counsel, a leading Canadian investment management firm, led by founder and CEO, Kash Pashootan. He has a 20-year history of executing and delivering results for the families that have trusted the firm with their capital. First Avenue manages in excess of \$1 billion and delivers deep financial backing to EMBLEM by putting in place the resources to set up and successfully execute a development. This includes EMBLEM's professionals, who are experienced in development, sales, and construction. Utilizing the most advanced technology in the industry, the team brings to bear a strong financial covenant to execute from theory to final product.

### Our Group of Companies

#### EMBLEM DEVELOPMENTS

Residential Developments

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#### FIRST AVENUE INVESTMENTS COUNSEL

Canadian Family Office

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