

50 YEARS OF PHILANTHROPY NICOLE CHOW

WHERE VISION AND RESOLVE CONVERGE – A LASTING LEGACY OF PHILANTHROPY

United Asia Group (UAG), founded in 1994 by visionary developer Nicole Chow, has long been recognised as one of Melbourne's foremost creators of luxury apartments. Under Nicole's leadership, UAG has contributed enormously to the city's built environment with a remarkable portfolio of prestige projects.

Among Nicole's most celebrated achievements is the 2015 *North* development: a bold reimagining of a former car dealership on Flemington Road into a sophisticated 19-storey residential tower. Comprising 454 elegant apartments, high-end retail spaces and medical suites, the project embodies Nicole's unwavering commitment to design excellence.

In partnership with the Leukaemia Foundation, Nicole championed fifteen dedicated accommodation units in the *North* development for blood cancer patients undergoing treatment at nearby hospitals. With her keen eye for detail, she oversaw and directly contributed to the design of an entire floor of apartments, creating an environment of tranquility and comfort for patients and their families. Nicole wanted to create a supportive setting – a place of solace – close to major facilities during a challenging period of medical care.

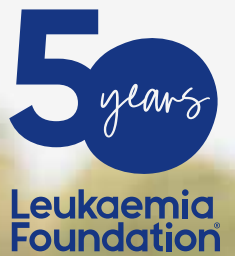
True to her conviction that a serene environment promotes healing, Nicole significantly subsidised the rental to ensure her project was a welcoming home for patients and their families. She personally led a charitable campaign that raised over

\$80,000 to bolster the furnishing of the *North* accommodation units, securing support from prominent benefactors such as the Smorgan Family. Later she bestowed the Leukaemia Foundation with a generous monetary gift.

Nicole's devotion to philanthropy shines through hands-on engagement and her own financial contributions. The *North* project is special for her, "This endeavour is the culmination of my personal unwavering commitment and philanthropic vision for the Leukaemia Foundation."

Over time we have been remiss in honouring her commitment after so many years of outstanding service, resulting in a combined value of more than \$1.5 million. We are delighted to rectify this in our 50th anniversary year. In addition, we take this opportunity to acknowledge Tony Battersby for his generous professional contributions and personal support of Nicole's philanthropic endeavours.

The Leukaemia Foundation formally recognises Nicole Chow in the Visionaries' Circle of Lifetime Donors. Together with the residents of the accommodation centre since 2015, and in the years to come, we thank her for her extraordinary generosity. She is – and will continue to be – a cornerstone of the Leukaemia Foundation's legacy of giving.



Nicole Chow