

THE ASSEMBLY

301 CROWDUS STREET
DEEP ELLUM, DALLAS



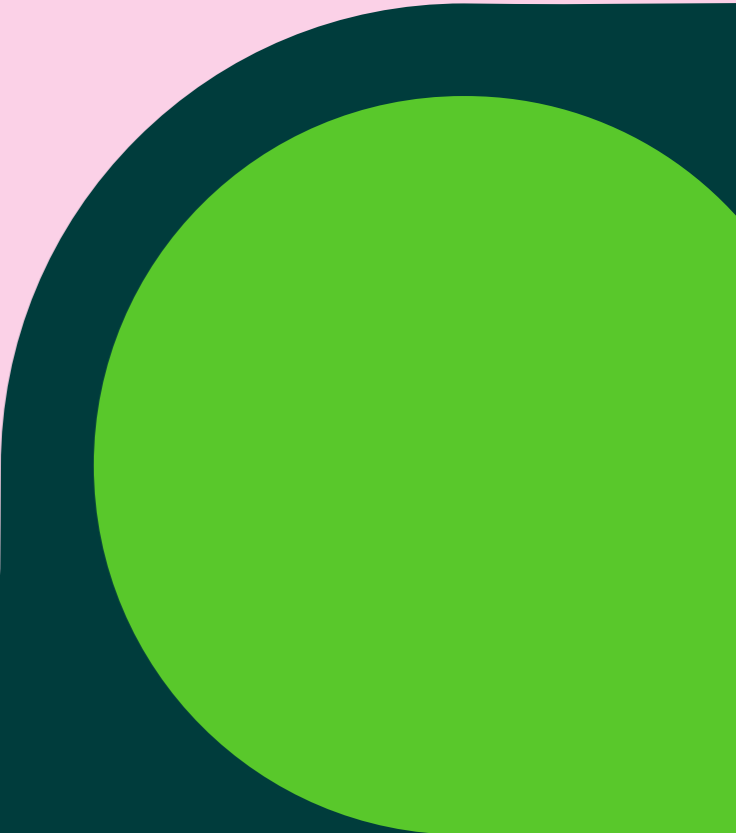
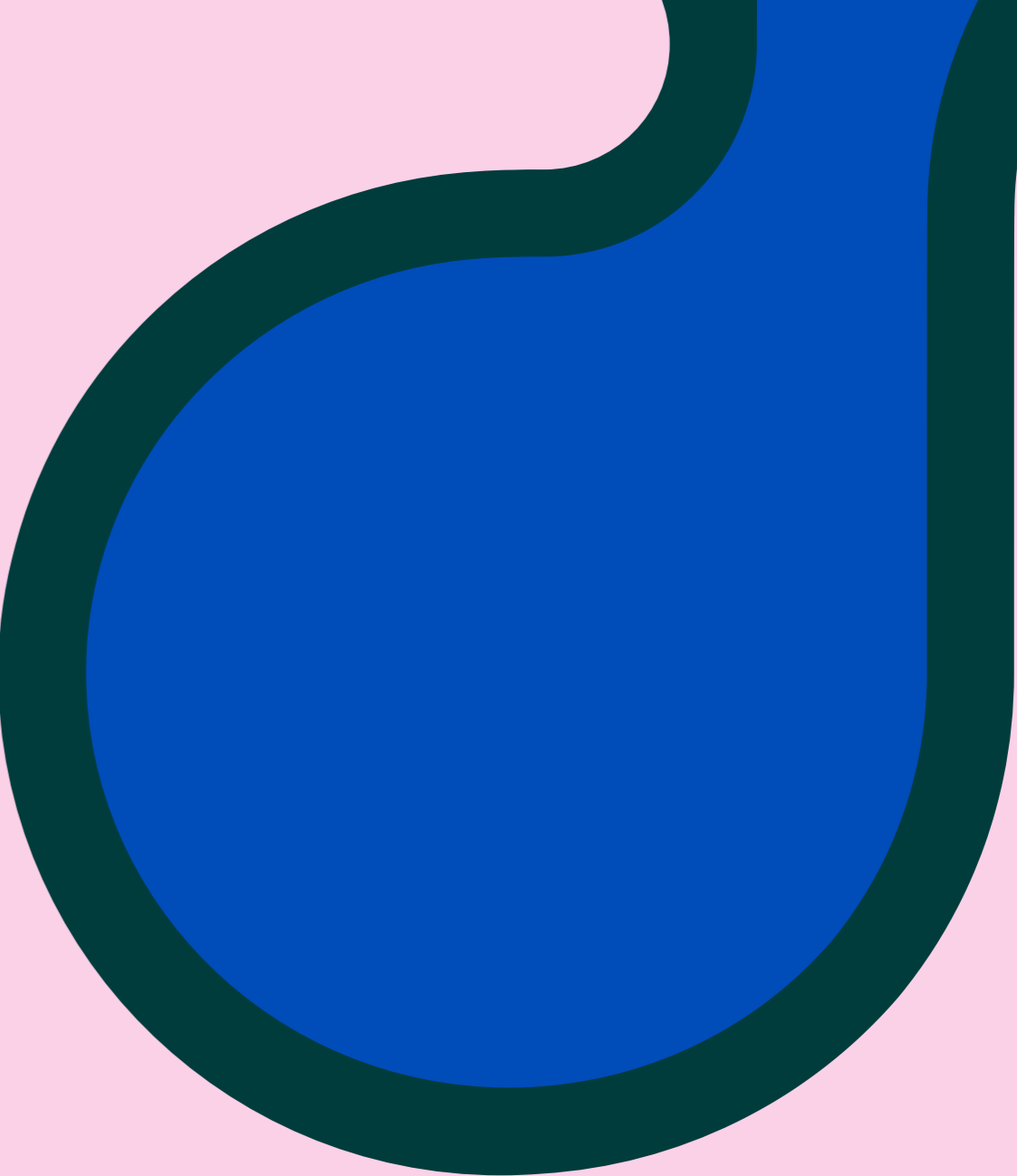
ENCOURAGING
TENANTS TO
CONNECT

TO A PLACE
THAT BUILDS
COMMUNITY

TO A PLACE
WITH VIBE
AND SOUL

TO A PLACE
THAT INSPIRES
INTERACTION

THE ASSEMBLY: GET CONNECTED



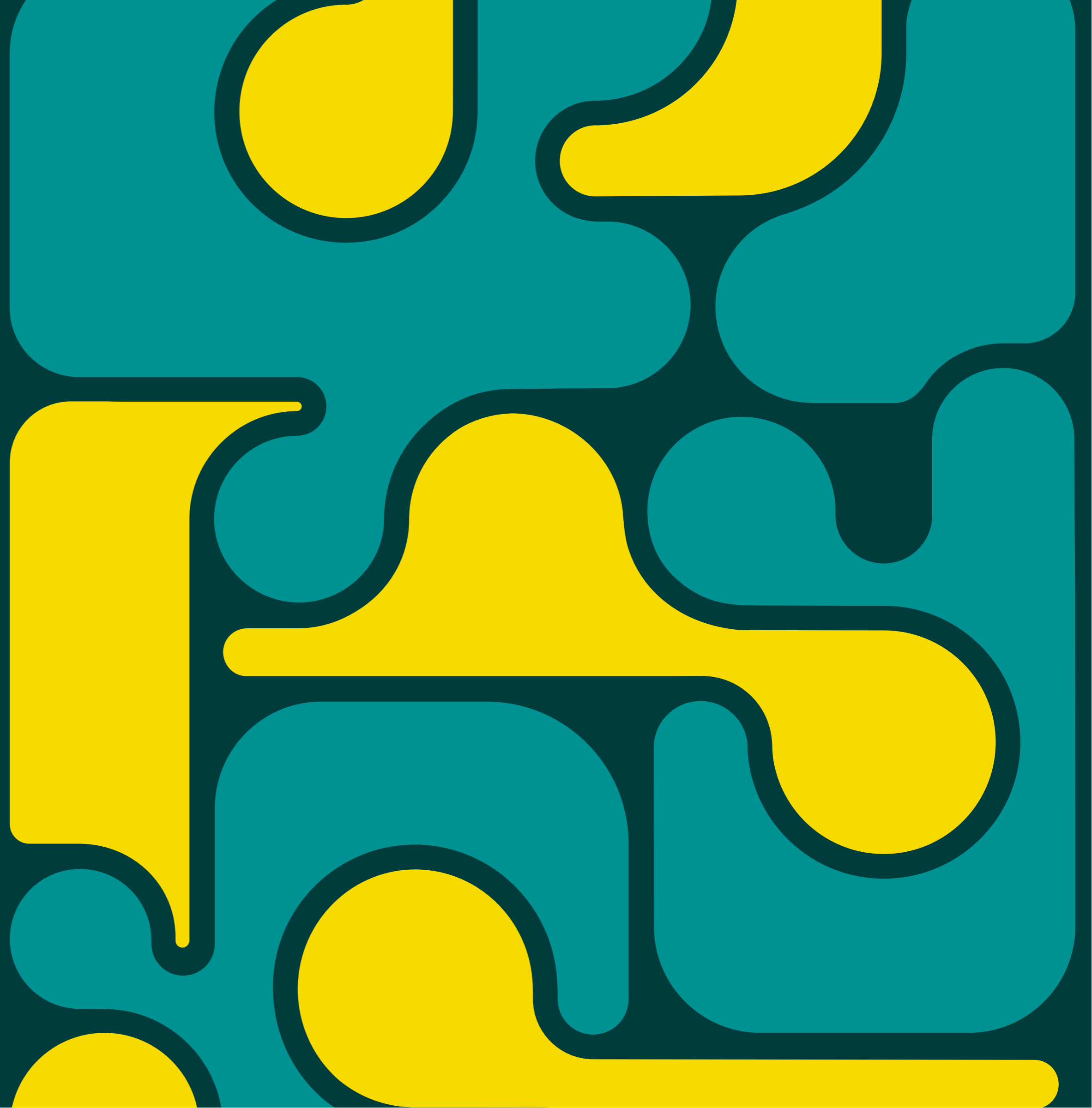
THE WORLD OF WORK IS IN TRANSITION

Responding to this requires:

1. A developer that understands your needs
2. A location that attracts and satisfies your talent
3. A building that is tailored to your business

01

WE ARE
STERLING BAY





STERLING BAY HAS 30 YEARS OF REAL ESTATE EXPERTISE

\$5b

current
portfolio

\$9b

in our
development
pipeline

55

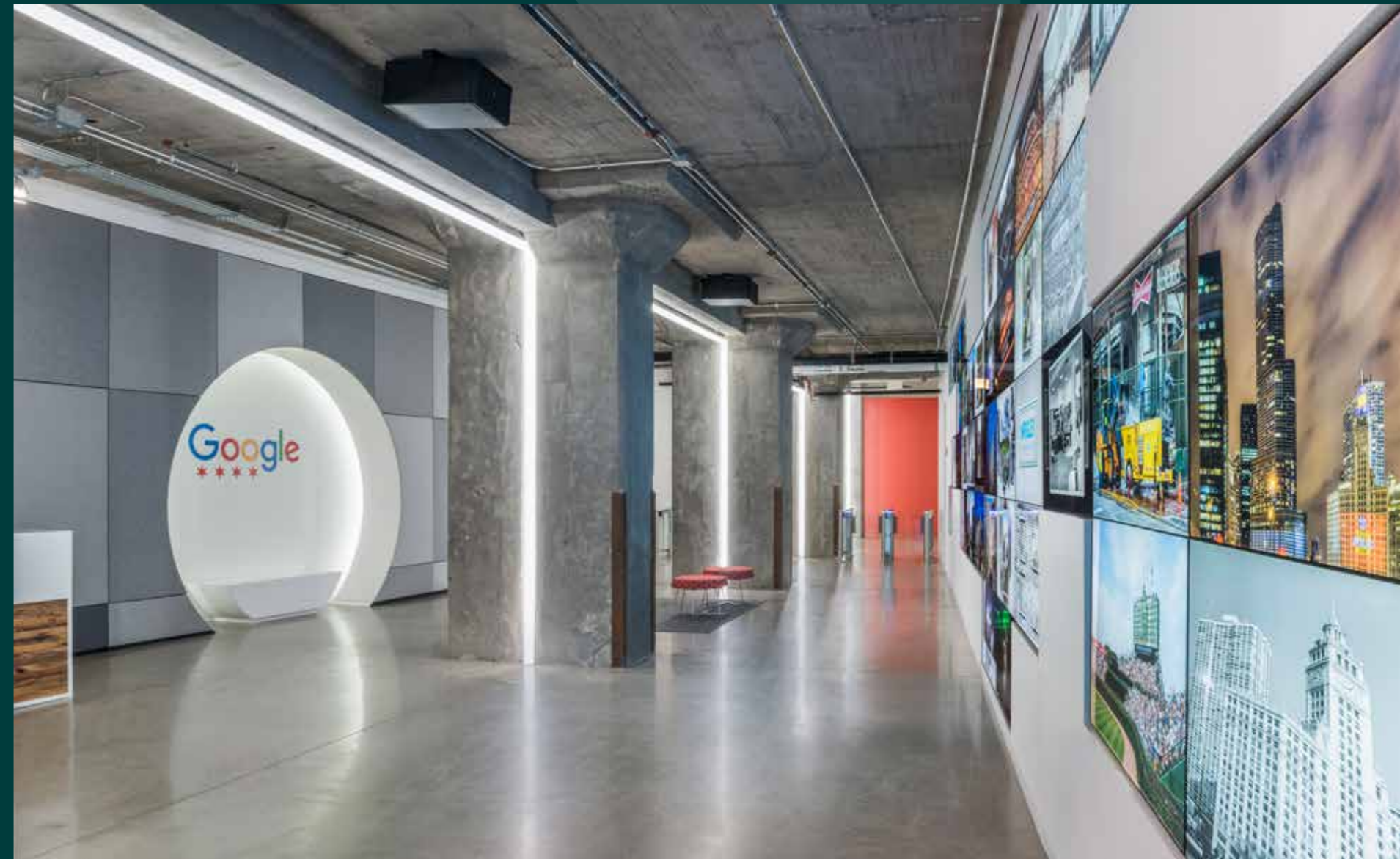
properties
currently
owned

\$9bn

current assets
under management

13.2m

sq ft currently
owned/managed



**Our projects
are our
legacy.**

WE PARTNER WITH TODAY'S BIGGEST BRANDS



convene

SRAM[®]



Uber

Google



C.H. ROBINSON



WPP

dyson



pandora[®]

Wilson[®]

WE OPTIMIZE THE TENANT EXPERIENCE

- Creating connected workplace environments
- Fostering community, productivity and well-being
- Delivering amenities and services that enhance people's experience of a space and provide a sense of belonging



210 N Carpenter



1330 W Fulton



McDonald's Global HQ



One Two Pru



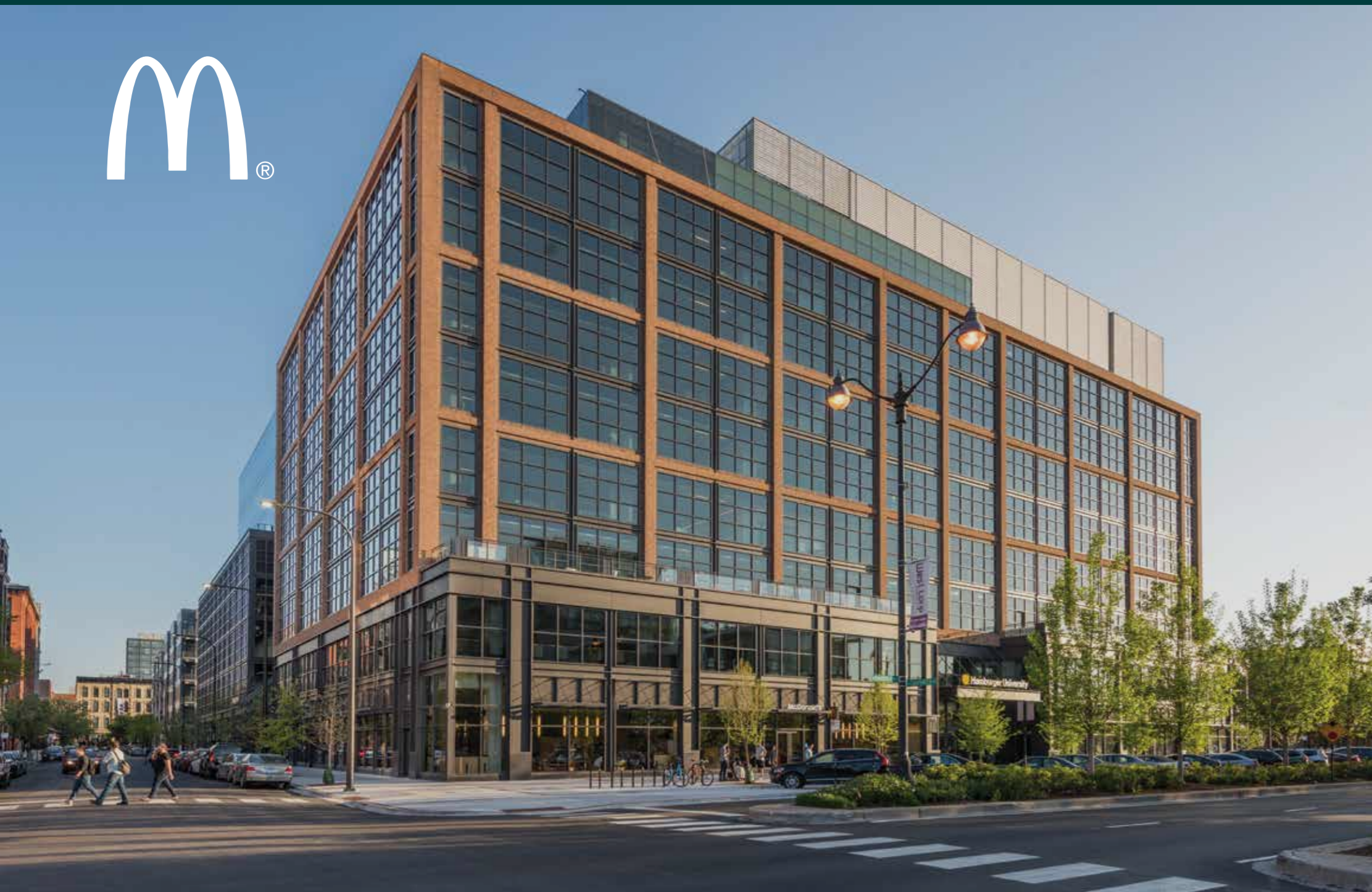
311 W Monroe



210 N Carpenter

OUR BUILDINGS ENHANCE EXPERIENCE AND SATISFACTION

McDonald's Global HQ at 110 N Carpenter, Fulton Market



20%

Application
increase for
corporate jobs
since relocation

90%

agree the HQ makes
them feel connected
to their teams and the
people around them

75%

agree the work
environment influences
their mood in a
positive way

85%

satisfied with
the overall work
environment

2X

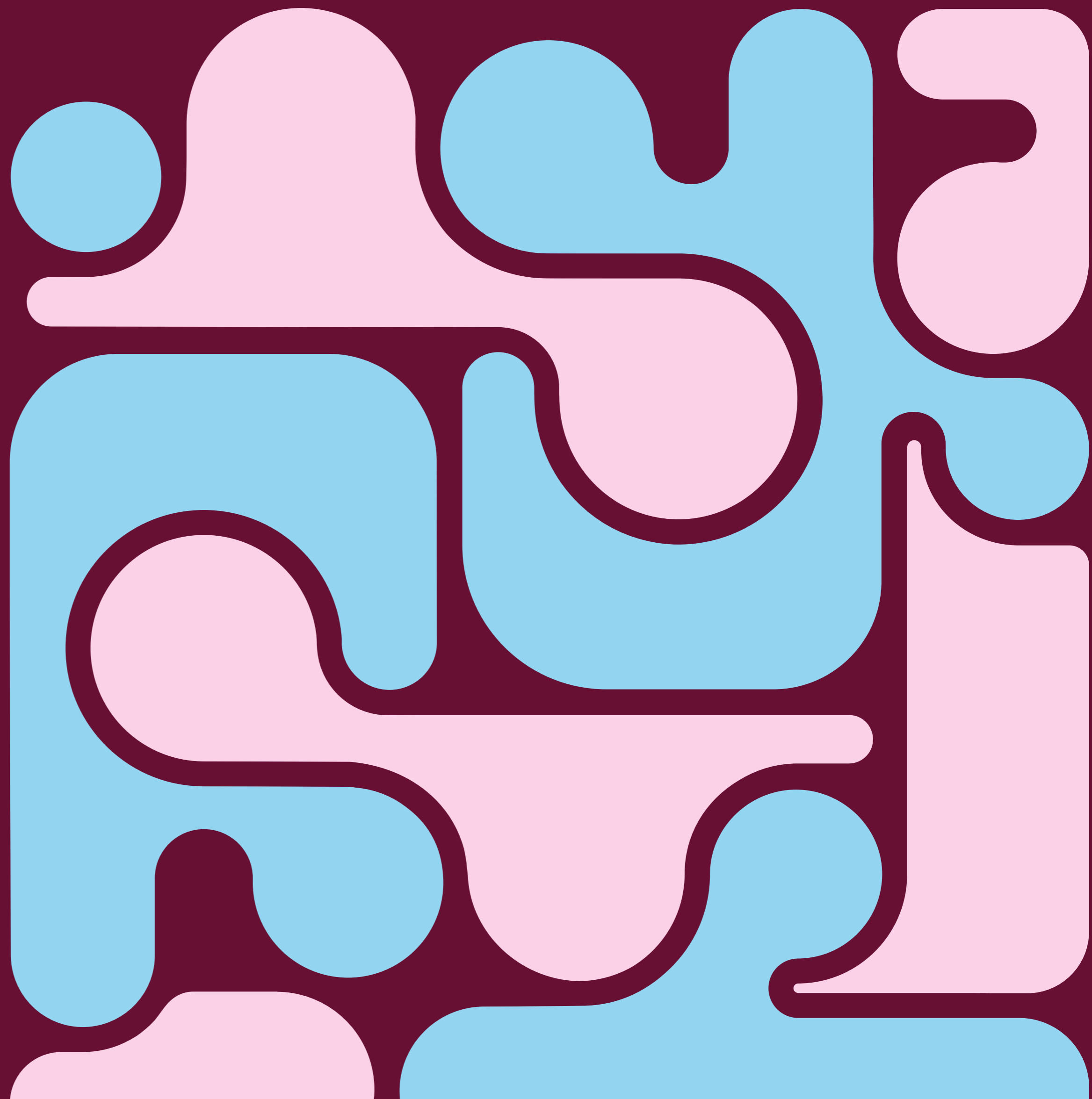
number of tech
hires since the
company moved

95%

agree that they feel
proud to show the HQ
to guests

02

THIS IS
DEEP ELLUM



TENANTS WANT MORE FROM A LOCATION

- Walkability
- Diversity
- Choice of F&B
- Transit
- Independent, local retail
- Open space
- Mixed-use neighborhood
- 24/7 lifestyle



DALLAS: IT'S WHERE MILLENNIALS WANT TO LIVE

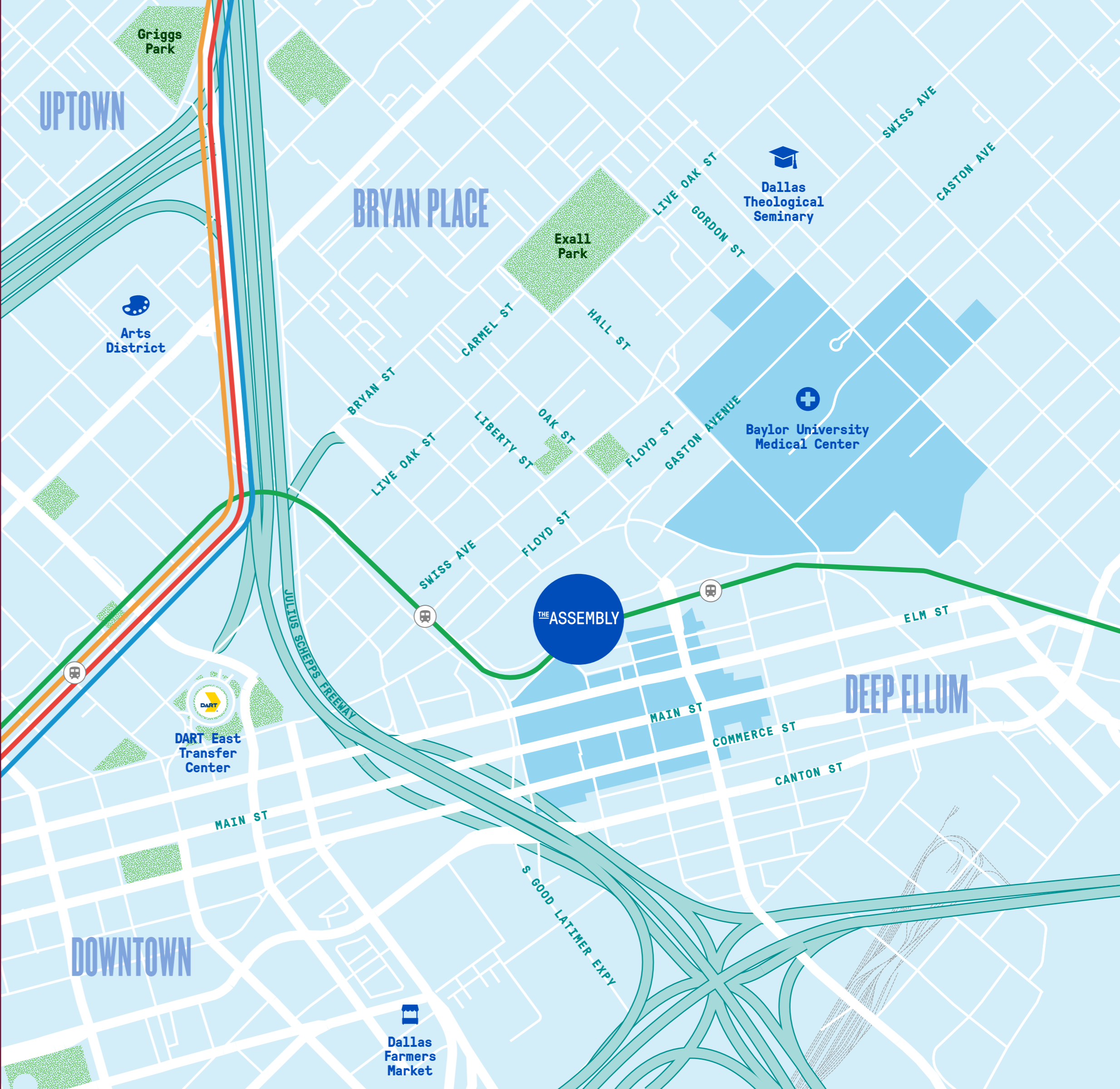
75%

of millennials
in workforce
by 2025

63%

of Dallas
millennials
live downtown

Favor walkable areas served by public transit and activated with amenities, entertainment, F&B, retail, and nightlife.



DEEP ELLUM: WHERE ROCKSTARS GO TO WORK

RESTAURANTS AND BARS

- 1 Deep Ellum Brewing Company
- 2 Adair's Saloon, Cane Rosso, The Free Man Cajun Cafe & Lounge
- 3 Angry Dog, St Pete's Dancing Marlin
- 4 Federales, Westlake Brewing Company
- 5 1890 Marketplace Grocery, Dot's, Ebb & Flow, Hibiki Sushi, Picole Pops, Punch Bowl Social, Ruins, Trinity Cider, Twisted Root Burger Co, Vidorra
- 6 BuzzBrews, Crab Station, The Curtain Club, Life of Riley, PhoBow1, Will Call, Zatar Lebanese Tapas & Bar
- 7 Basic Taco
- 8 All Good Cafe, Le Bon Temps, Maracas Cocina Mexicana
- 9 Sky Rocket Burger
- 10 Murray Street Coffee Shop
- 11 Prophet Bar
- 12 7-11, Anvil Pub, Armoury DE, Black Swan Saloon, Big Guys Chicken & Rice, Chills 360, Club Dada, Crowdus Bar, Deep Sushi, Fuzzy's Taco Shop, High & Tight, Off the Record, Revolver Taco Lounge, Salsera, Shoals, Three Link, Truth & Alibi, Twilite Lounge, Wing Bucket, Wit's End
- 13 Beauty Bar, Bitter End, Harlowe MXM, Oni Ramen, STIRR, Trick Pony, Hide
- 14 Bucky Moonshine's, The Nines
- 15 Local, Monkey King Noodle Company, Niwa Japanese BBQ, Rudolph's Meat Market
- 16 Terry Black's BBQ
- 17 Louie Louie's Dueling Piano
- 18 Brick & Bones, On Premises, Punk Society, The Green Room
- 19 Reno's Chop Shop
- 20 Cafe Brazil, Deep Ellum Hostel, Serious Pizza
- 21 Off the Cuff
- 22 Pepe & Mito's
- 23 Mama Mia Pizza & Pasta
- 24 Biscuit Bar, Komodo
- 25 Backyard, Bottled Blonde, Pizza Pie Dallas
- 26 Vice Park
- 27 Wishful Drinking
- 28 Citizen

CULTURE

- 29 The Bomb Factory, Canton Hall
- 30 Kirk Hopper Fine Art
- 31 Photographique
- 32 Deep Ellum Art Company
- 33 Kettle Art Gallery
- 34 Upstairs Circus
- 35 A Room with a Clue
- 36 Select Start
- 37 Trees
- 38 Dallas Comedy House

RETAIL

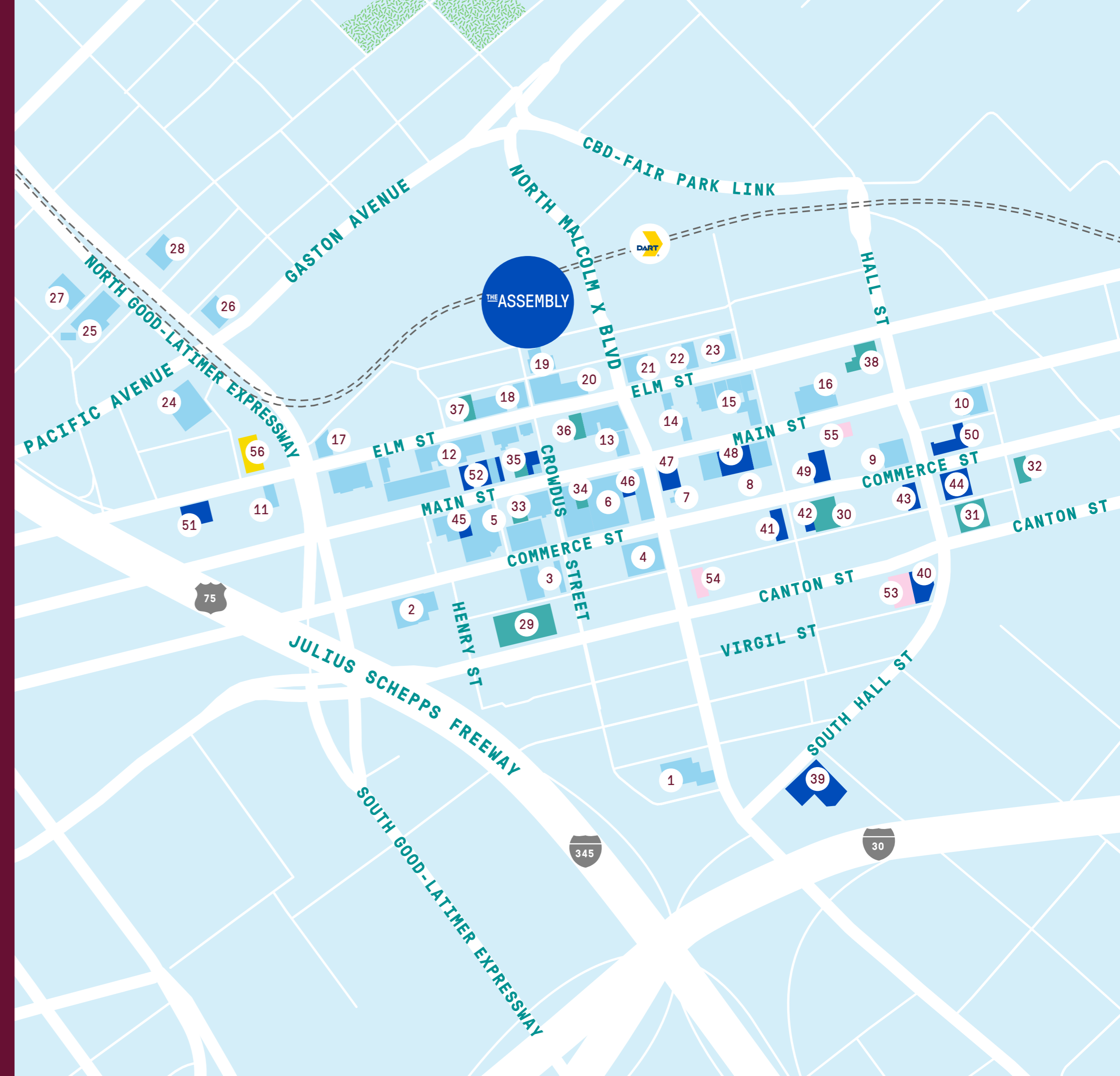
- 39 SIXSITE Gear
- 40 Jack Mason
- 41 Petit Atelier, Tissu
- 42 Deep Vellum Books
- 43 Knoxtile
- 44 Acme Rubber Stamp Co
- 45 Crossroads
- 46 The Point Skate Shop
- 47 Warstic
- 48 Blitz Scooters, Orange Salon
- 49 Flea Style
- 50 Deep Ellum Denim
- 51 Urban Paws
- 52 Archer Paper Goods, Blade Craft, Paddywax Candle Bar, Petal Pushers, Rocket Fizz

WELLNESS

- 53 CrossFit Deep
- 54 Mohler MMA
- 55 Bobaddiction

HOTELS

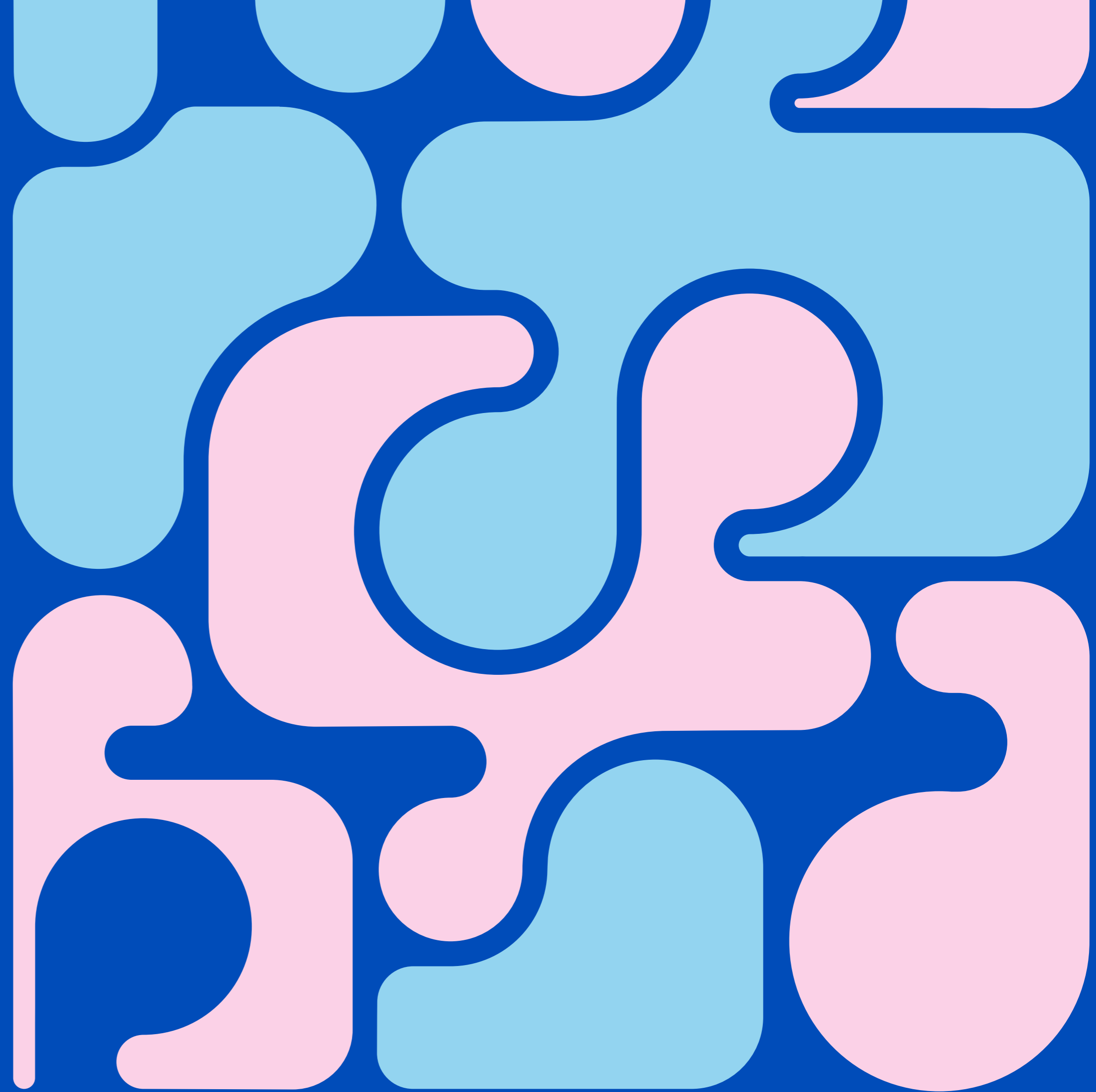
- 56 The Kimpton Pittman Hotel



03

MEET

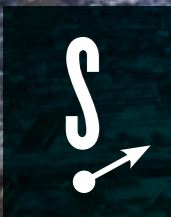
THE ASSEMBLY





- An exceptional presence on the skyline
- Matches design with experience
- An environment where business is effective and efficient, and employees are productive and loyal
- Delivery 24 months from lease execution
- Designed by HKS, a Global interdisciplinary design firm headquartered in Dallas TX

View from the East



South Dallas

Malcolm X Blvd

Commerce St

301 N Crowds St

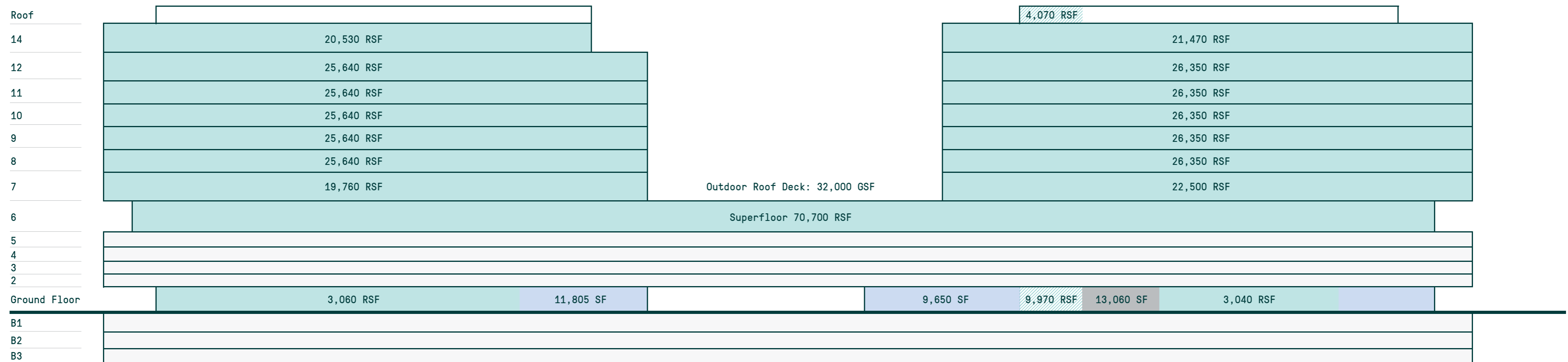
Main St

Elm St



Aerial view of Deep Ellum, looking south

STACKING PLAN & SCHEDULE OF AREAS



- Office
- Retail
- Parking
- Mechanical
- Dock

475,000 SF

Building size

26,000—70,700 RSF

Floorplate size

14'8" - 15'4"

Slab to slab ceiling height

3/1000

Parking ratio

SIGNAGE

Multiple identity opportunities

PRIVATE ENTRANCES

Available



View from the South

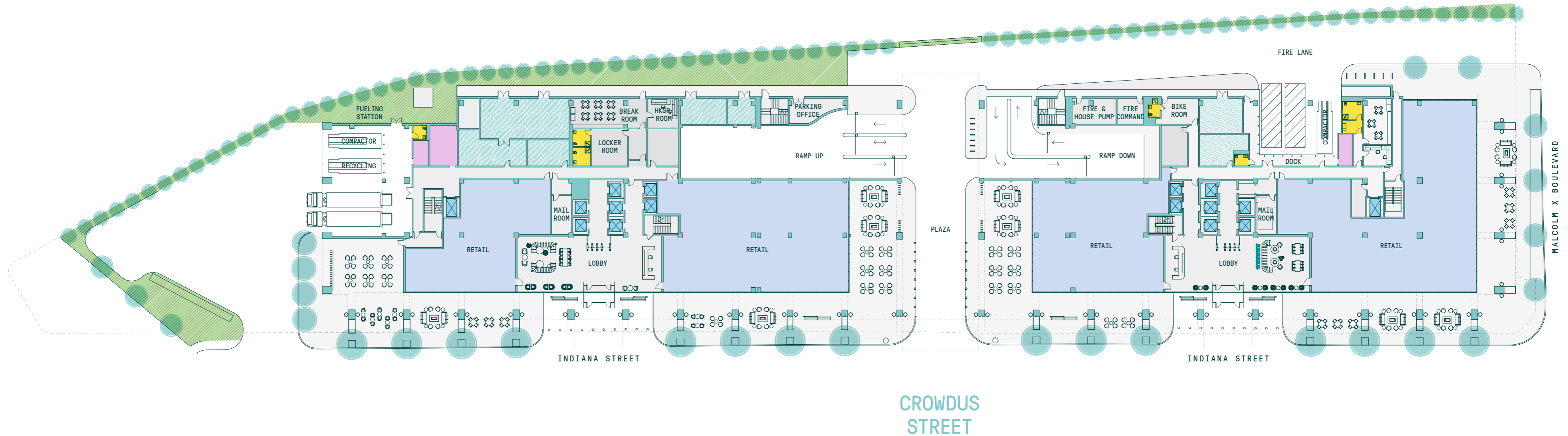
A building designed to ensure tenant health and wellness



GROUND FLOOR

Site

50,900 SF



- Retail
- Storage
- Restrooms
- Security
- Lobby
- Elevators
- Mechanical





Entry experience

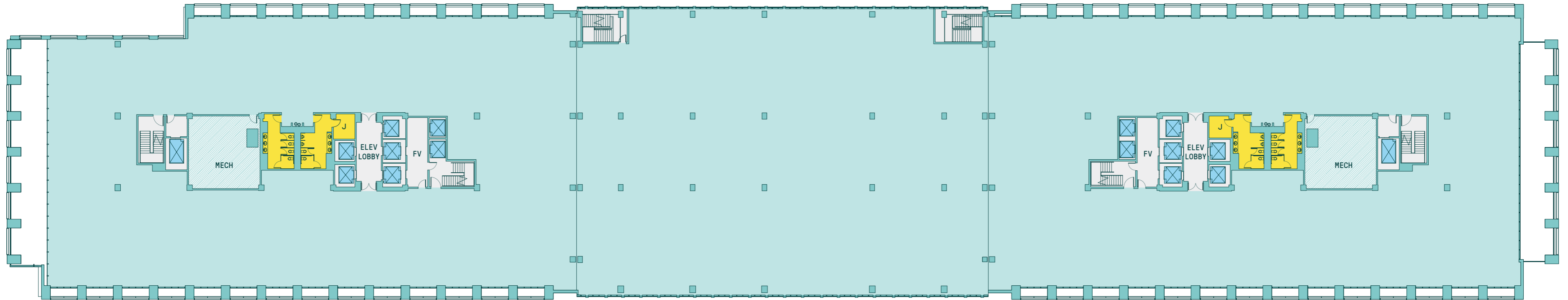


Ground floor retail

LEVEL 6

Office superfloor

70,700 SF



- Office
- Core
- Mechanical
- Elevators
- Restrooms



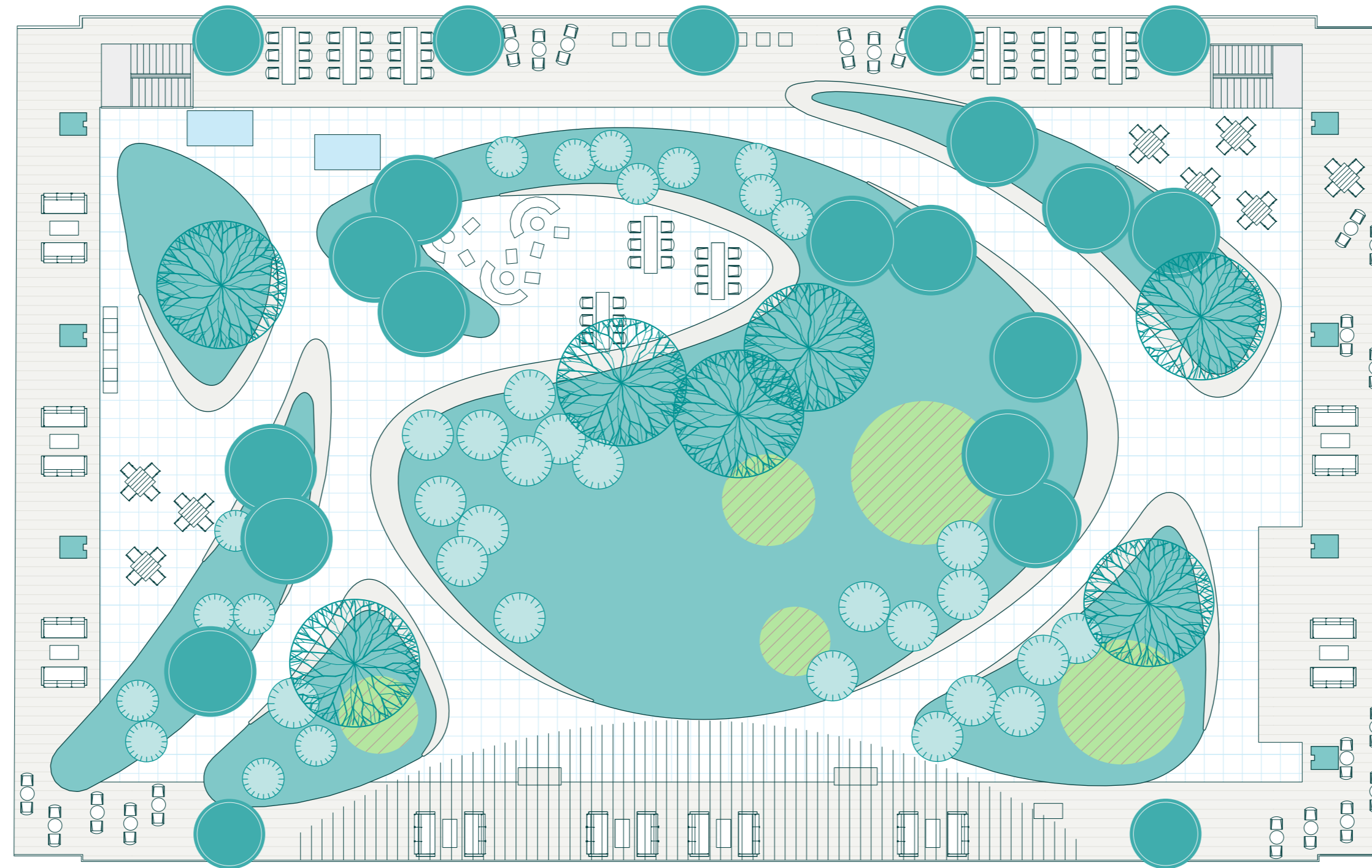


View of Superfloor

LEVEL 7

Outdoor Roof Deck

32,000 SF



Aerial view of amenity deck

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- Open Air Rooftop Park
 - Indoor/Outdoor Fitness Center
 - Multiple Tenant Lounges
 - Private Bar
 - Secure Bike Room
 - Multiple Conference Centers



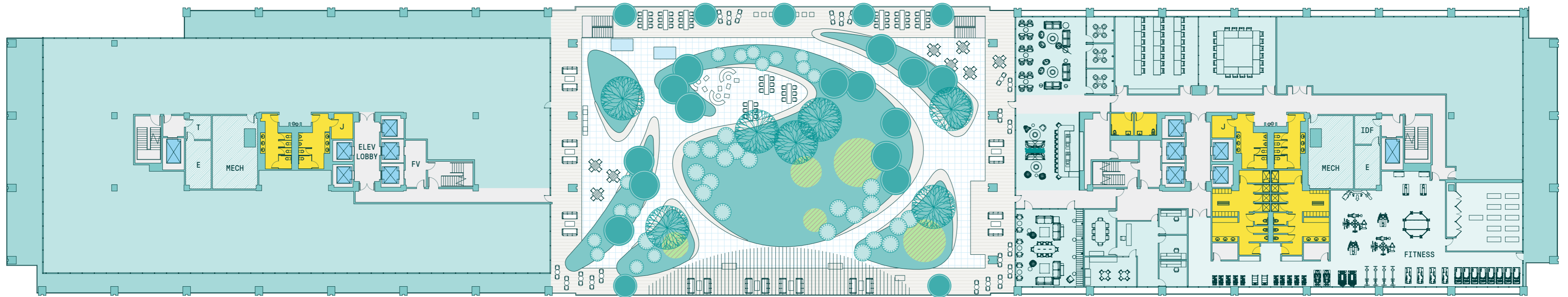
View of amenity deck

Over 50,000 SF of Amenity Space including a 30,000 SF Outdoor Amenity Deck and 20,000 SF of Indoor Amenities.

LEVEL 7

Office amenity floor and deck

44,490 SF



- Office
- Core
- Mechanical
- Elevators
- Restrooms

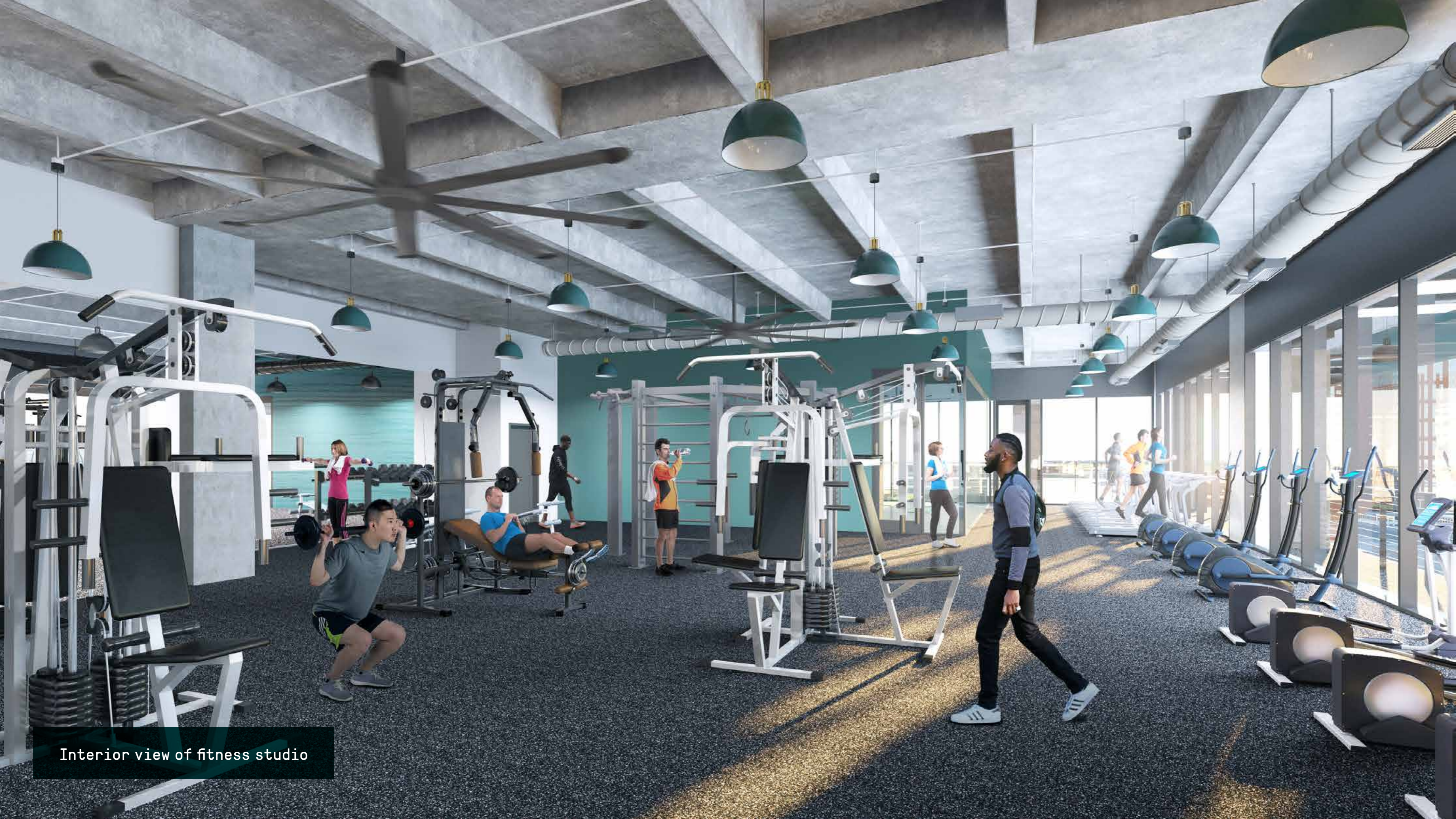




View of tenant bar



Exterior view of fitness studio

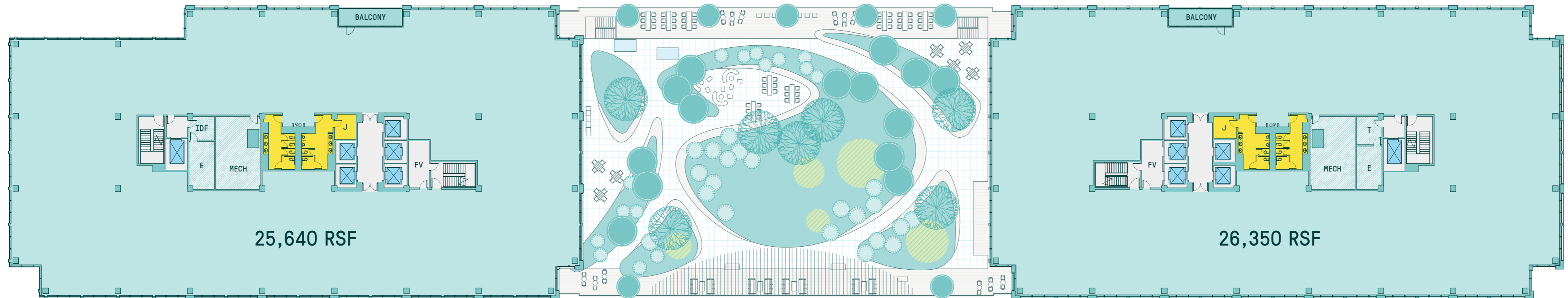


Interior view of fitness studio

LEVELS 8 – 12

Typical office floor

54,730 SF



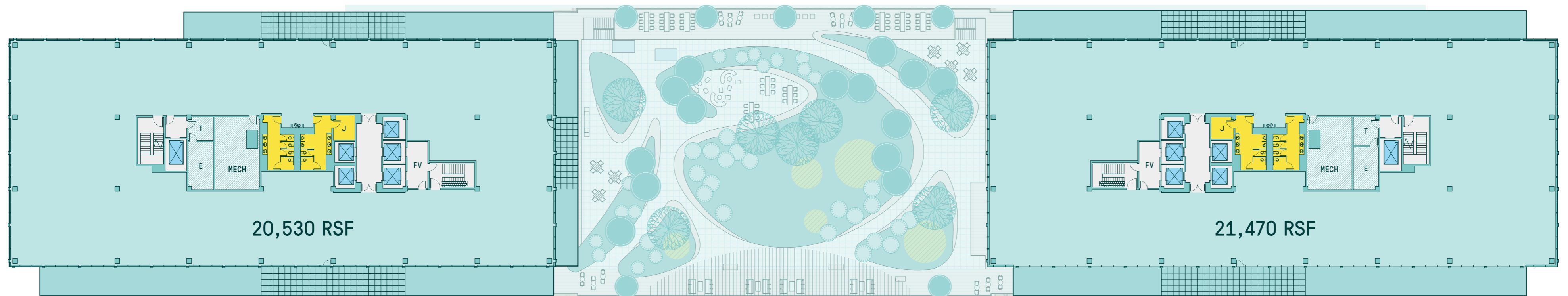
- Office
- Core
- Mechanical
- Elevators
- Restrooms



LEVEL 14

Office penthouse floor

44,200 SF



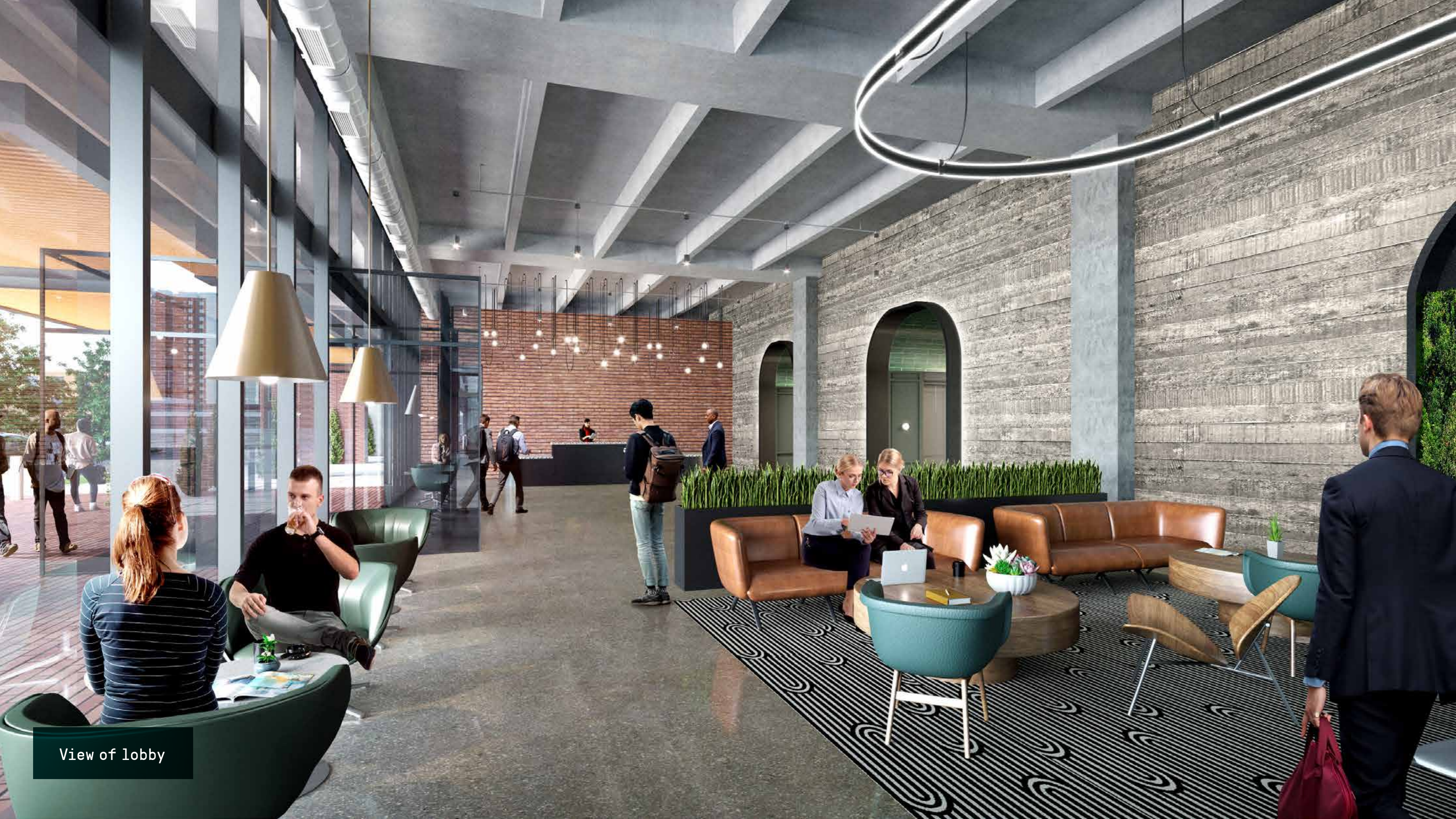
- Office
- Core
- Mechanical
- Elevators
- Restrooms



SUMMARY

- A new benchmark for workplace experience
- Desirable Deep Ellum location
- Expert national developer
- Renowned locally-based design team
- Exceptional branding opportunities
- Wide range of floorplates for a diverse range of tenants
- Imaginative amenities and services, including unique open air deck





View of lobby



View of private lounge



View of typical office

GET
CONNECTED

THE ASSEMBLY