



Date: 13 November 2009

The Peak – launch ceremony

■ Mayor of London opens major office and retail development in Victoria

The Peak, a new landmark office and retail development opposite London's Victoria Station, will today be officially opened by Boris Johnson, Mayor of London. The development is a joint venture between Heron International, a leading pan-European property group, and its partners AXA Real Estate Investment Managers and the Co-operative Insurance Society.

This striking new building, in a prime central London location, is one of only five major new developments (over 50,000 sq ft) to be delivered in the West End in 2009. The 98,000 sq ft development provides 78,800 sq ft of office space, with 19,200 sq ft of retail space on the ground and lower ground floors. The ground floor and basement of the building have been pre-let to HBOS plc, providing a new financial services outlet for Halifax immediately opposite Victoria Station, a major hub for public transport throughout the South East of England.

The Peak offers new standards of energy efficiency, sustainability and flexibility of use, and is uncompromised in terms of quality both of the building itself and the specification and finishes internally. Its impressive green credentials include utilising ground source heating and cooling and offers clear floor plates of 11,000 sq ft with excellent levels of natural light on three sides and incorporates secure storage for 100 bicycles. Sheppard Robson, the architect of this state of the art building, ensured that its specifications are to the highest quality to achieve a 'Very Good' BREEAM rating.

Victoria is a location that has been transformed over the last five years in terms of corporate occupiers and amenities. It is a prestigious location immediately adjacent to the Palace of Westminster, Buckingham Palace and Belgravia.

Agents to the scheme are CBRE and DTZ.

Commenting on the launch, Gerald Ronson, Chief Executive, Heron International, said:

"The Peak is our 158th development since Heron was established over 50 years ago. All our developments share two common themes – attention to detail, which I regard as paramount, and being prime market products in the very best locations.

"The Peak has all of these attributes. It is a headquarters office building and creates a new, distinctive and identifiable landmark in Victoria. I would like to take this opportunity to thank all those who have worked with us to create such a fantastic product."

The Mayor of London, Boris Johnson, said:

"The opening of The Peak today is a prime example of the continued progress of landmark development schemes in the capital and a powerful expression of the way London is powering out of the recession. It's another great step forward for Victoria as a prime central London office market and a strong sign of confidence in the economic future for this area."

Commenting on the launch, Steve Smith, Global Head of Asset Management and Transactions, AXA Real Estate Investment Managers, said:

"We are delighted to be offering the market a significant new development which sits at the forefront of new office buildings in the West End. Attention to detail and the use of low carbon technologies and renewable energy sources have been fundamental in developing the design of the scheme. It has been a pleasure to once again work together with such a quality developer, Heron International – I thank all those who have been involved with this project."

- Ends -

Publication quality photographs of the event are available via Redleaf and a video of the speeches and ceremony will be made available on YouTube from 16 November 2009.

Enquiries & Publication Quality Photographs:

Lisa Ronson, Marketing Director
Heron International

www.heroninternational.co.uk
Tel: 020 7486 4477

Emma Kane / Adam Leviton / Henry Columbine
Redleaf Communications Ltd

heron@redleafpr.com
Tel: 020 7566 6700

About Heron International:

- Heron International is a leading pan European investment and property group with operations in the United Kingdom and continental Europe. Headquartered in London, it is one of Europe's main property developers and investors.
- Heron specialises in major, complex projects in prime locations including Heron Plaza in the heart of the City of London. Heron Tower, which forms the centre piece of this development, is designed by renowned architects Kohn, Pederson Fox, and will provide world class office space, setting the standards for offices of the future. At 202 metres (663ft) in height, the 46 story tower will be one of the tallest buildings in the City of London providing unrivalled views and enhancing the London City skyline.
- Since it was founded in 1965 Heron International has also developed 156 buildings in the key business districts of nine leading cities and has developed, invested in and managed a wide range of prime offices, residential, leisure, hotels and mixed-use projects in the UK and Europe.
- It has developed more than 1 million sq m of commercial and retail property and more than 15,000 residential units in the UK, continental Europe and the USA. It currently has a £500 million investment portfolio and its current development programme is valued at £1.5 billion.
- Further information on Heron International is available at www.heroninternational.co.uk