



MIDDLESEX GARDEN London

Business Plan
July 15, 2025



HI-TECH REALTY GROUP

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HTR Group owns the
priority operating
rights for the HOLON
real estate projects
in major cities with
1M+ population in
developed countries



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1. EXECUTIVE SUMMARY

MG Project Overview

1.

Name: Middlesex Garden (referred as "MG").
2.

Location: Bridge Road, Southall, Ealing, London.
3.

Site Area: 4.8 hectares.
4.

Building Height: 53~95m, 16~30F.
5.

Number of buildings: 12 (excl. parking lot).
6.

Gross Floor Area (GFA): 212,325m² (excl. parking lot).
7.

Usages: Residence, Hotel, Office, Retail, etc..
8.

Residential Units: 2,083 units (incl. 736 affordable housing units).
9.

Hotel Suites: 120 suites.
10.

Parking: 6-story parking, 17,372m².
11.

Building Structure Materials: Stainless steel (No concrete).
12.

Construction Method: Factory prefabricated, with minimal on-site installation.
13.

Technical Standards: Design, prefabrication, installation, and inspection in compliance with UK building standards.
14.

Developer: HTR-UK (registered in London).

Intended Readers

- Government planning authorities.
- Construction technology regulatory authorities, insurance companies, financial institutions.
- Potential design firms and contractors.
- Potential building property management partners, hotel operation partners.
- Potential sales agents.
- Potential investors.
- Note: While reading this document, it is essential to also review the attached document *Features of HOLON Building* to understand the technology, quality, schedule, and cost advantages of the MG project compared with traditional real estate developments. This project rewrites the history of the real estate industry through high-tech means.

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Project Schedule: 12 months

No.	Task	Duration (Months)												Note
		1	2	3	4	5	6	7	8	9	10	11	12	
1	Planning & Schematic Design	█												New design and application follow the approved plan in general
2	Planning Approval		█											By local design firm
3	Construction Design			█	█									First acquire foundation design approval
4	Construction Design Approval				█	█	█							By local GC
5	Foundation Construction					█	█	█						By HOLON factory in China
6	Module Prefabrication						█	█	█					Shipped in 3 batches
7	Module Transportation							█	█	█				By local GC (HOLON engineers provide guidance)
8	Module Hoisting & Installation									█	█			
9	Interior Fit-out										█	█		By local institutions and authorities
10	Project Completion & Acceptance												█	

Note: This schedule is based on ideal scenarios as many uncertainties lie in the official approval phase. Building modules are prefabricated on an automated production line, with on-site work mainly limited to bolting and connecting pipelines. The scope of work is minimal, which makes the construction period incredibly short, often sounded hard to believe, yet has been proved by dozens of completed projects.

Developer Introduction

HI-TECH REALTY GROUP (HTR) owns the "Priority Operating Right" to develop high-rise and ultra-high-rise residential projects by using "HOLON" technology in major cities with 1M+ population in developed countries.

HTR's mission is to massively develop high-rise and ultra-high-rise residential communities in the city centers to ease commuting congestion and significantly reduce CO₂ emissions.

HTR's core competitiveness lies in standardized prefabricated buildings which can significantly enhance building quality. What's more, construction cost can be reduced drastically, enabling a higher number of the affordable housing supply than what is required by the government, which can help HTR gain the public support and access to the "Fast-track Route" of the government approval.



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2. INVESTMENT HIGHLIGHTS

1. Prime Location With Convenient Transportation

A 5-minute walk to the Elizabeth Line's Southall Station, and just 18 minutes direct to Bond Street, making it one of the most convenient areas for living in West London. Surrounded by shopping, educational, and medical facilities.

2. High-Tech Real Estate For A Better Quality Of Life

Project uses the cutting-edge "HOLON Building" prefabricated technology, which has won the CTBUH Global Innovation Award and the MBI Multi-family First Place Award, offering residents ultimate comfort, enhanced safety, and nearly-zero energy consumption (see attached *Features of HOLON Building*).

3. Controllable Costs And Schedule, Solving Industry Pain Points

MG adopts modern manufacturing production methodologies, Implementing "4-Standardization": Standardization of Design, Supply chain, Production line prefabrication, and On site installation. This ensures the project development strictly adheres to project budget and schedule, completely solving the pain points of serious budget overruns and schedule delays in the traditional real estate industry.

4. Prefabricated Buildings: Superior Advantages & Exceptional ROI

By implementing the "4-Standardization", MG project delivers 40%~60% of cost reduction compared with traditional property projects, with 1~2x higher investment returns. Moreover, the investment return cycle is 3~4x shorter.



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3. LOCATION AND CONNECTIVITY

Project Location

Located on Southall Bridge Road in Ealing, West London, adjacent to the "M4" Technology Corridor and the "Stockley Park" Business Park. It is also close to London's most important cross-city railway, the 118km-long "Elizabeth Line." Only 10 minutes to Heathrow Airport and 18 minutes to Bond Street.

Public Transport

- 300m to the nearest railway station (5-minute walk).
- 60m to the nearest bus stop.
- 1 mile to the A312 main road.
- 1.5 miles to the M4 motorway.

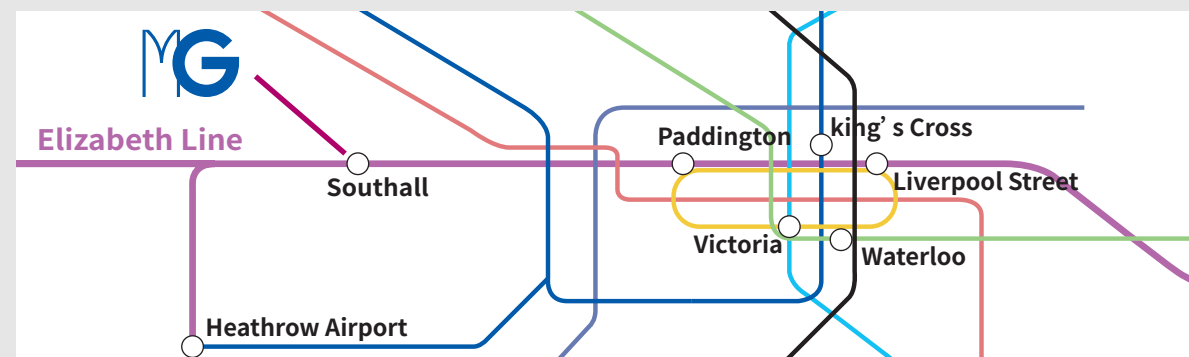
Surrounding Amenities

Eco-friendly Living: Surrounded by parks and green spaces, with Glade Lane Canalside Park just 800m away.

High Quality Education: 37 primary and secondary schools in the area, 6 rated "Outstanding" and 23 rated "Excellent". Only 20 minutes to West London University, offering rich educational resources.

Convenient Healthcare: Several NHS general practitioner clinics within walking distance providing essential medical services. Just 10 minutes by car to Ealing Hospital, ensuring emergency medical care.

Commercial & Cultural: 10 minutes to Ealing Broadway Shopping Centre, and 18 minutes to Bond Street.



Elizabeth Line Piccadilly Line Victoria Line Jubilee Line Circle Line Central Line Northern Line



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4. PROJECT PLANNING

Project Planning

(Minor adjustment to the government-approved plan)

Usage	Class	Max. BLDG Area (GIA) m ²	Proposed Units
Residence	C3	192,405	2,083
Hotel	C1	8,632	120
Retail	E	1,328	N/A
Office	E	8,632	N/A
Kindergarten	F1	1,328	N/A
Open-design Parking	Sui Generis	17,372 (Excluded)	708
Total Building Area		212,315 (Excl. parking)	

Original Planning Requirements

(Ref. 183673OUT)

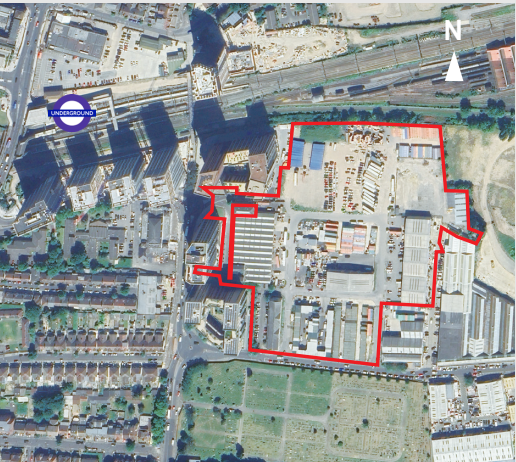
- Total floor area: not exceeding 212,325m².
- 2,083 residential units, of which 35% are affordable housing.
- Historical buildings to be preserved: a 5-story building called "Sunrise Radio Station" and a section of the wall.
- A small public park to be built for public use.
- A municipal road running east to west is required.
- Aviation height restrictions: gradually increasing from 117m to 128m in elevation from southwest to northeast, with building height limits ranging from 85m to 96m.

Suggestions for Planning Modifications

1. To provide a large enough car-free play area for the children of over 2,000 families in the community, it is recommended to dismiss the planned municipal road that runs across the site from east to west.
2. Increase parking provision from 330 spaces to 708 spaces for better serving the residents.

Current Status of the Site

- Site area: 4.8 hectares.
- Outline planning permission granted in November 2019 (Ref. 183673OUT).
- The north side is adjacent to the railway, the east side to the dock area, the south side to a cemetery, and the west side to residential buildings.
- The site was formerly the location of a margarine factory.
- Several temporary warehouses currently exist, which can be demolished at any time.



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5. USE DISTRIBUTION & BUILDING SPECS

Few Communities In London Are As Green As MG

London is one of the most densely populated cities in the world, and MG will offer over 2,000 fortunate residents the opportunity to live in a vast French-style park, where they can enjoy spacious and exquisite garden green spaces as well as various outdoor activities like basketball and tennis. Children can play freely with a large group of peers and grow up happily and healthily.

Shared Spaces For Residents:

1. Close to 40,000m² of the green park space, a spacious and beautiful French-style garden that is rare in London or Paris. Children can play freely in the car-free garden.
2. Rain-sheltered outdoor courts: basketball, volleyball, tennis, badminton, where residents can develop close neighborhood bonds through sports.
3. High-quality yet affordable restaurants, bars, and cafés.
4. Retail stores catering to daily life needs.
5. A boutique hotel where residents & friends can enjoy discounts.
6. A nursery and kindergarten that can accommodate 240 children, with the option to expand if needed.
7. A multi-story parking garage with 708 parking spaces, where cars can access to the parking spots directly from the municipal road, without entering the community, thus posing no safety risks to playing children.

Building Use Distribution

Building	Bar & Restaurant	Retail	Hotel	Office	Kinder garden	Affordable Housing	Market Rate
T1	GF~2F		3~12F			13~23F	
T2		GF~1F		2~15F			
T3						GF~26F	
T4						GF~26F	
T5						GF~26F	
T6					GF~1F		2~26F
T7							GF~26F
T8							GF~26F
T9							GF~26F
T10							GF~29F
T11							GF~29F
T12							GF~29F

Building Specs

Note: Please refer to *Features of HOLON Building* for details.

NO.	Item	Specs
1	Building Type	Prefabricated Building: HOLON Building, Model: B11
2	Number of HOLON Buildings	12
3	Number of Floors/Height	16~30F / 53~95m
4	Building Area (each)	11,008~20,640m ²
5	Total GFA	219,472m ² (Usable Area 212,325m ²)
6	Floor Height	3m
7	Room Clear Height	2.6m
8	Bathroom Clear Height	2.3m
9	Column-Free Clear Span	12mx4.8m
10	Live Load	Average: 0.2t/m ²
11	Structural Material	Stainless Steel
12	Usage	Residential, Office, Retail, etc. (Fully Furnished)
13	Construction Method	100% Factory Prefabrication, Minimal On-Site Installation

Note: There is an annex parking which is constructed with prefabricated steel structure — Open Building.

Master Plan



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6. RESIDENCE

There has never been a kind of residence in the world as comfortable as a "HOLON Building". Residents don't want to go out once they get home

1. Quiet living: The 4-paned windows completely isolate the city noise, and the 2-paned wall, 2-paned household door and 3-paned ceiling completely eliminate neighbors' noises.
2. Transparent space: 180° bay windows enjoy an expansive view & plenty of sunlight.
3. Healthy air: 100% central fresh air system eradicates cross contamination; with 99.9% PM2.5 filtration, indoor air is 100 times cleaner than outdoor air, rooms remain dust-free even after a month without cleaning. All decorative materials are non-toxic certified.
4. Cosy environment: Passive House insulation, constant-temperature central air conditioning and central hot water at four seasons.
5. Reliable quality: 100% factory-prefabricated HOLON building modules, with minimal on-site installation only requires tightening bolts and connecting pipes, ensuring consistent quality for each housing unit.

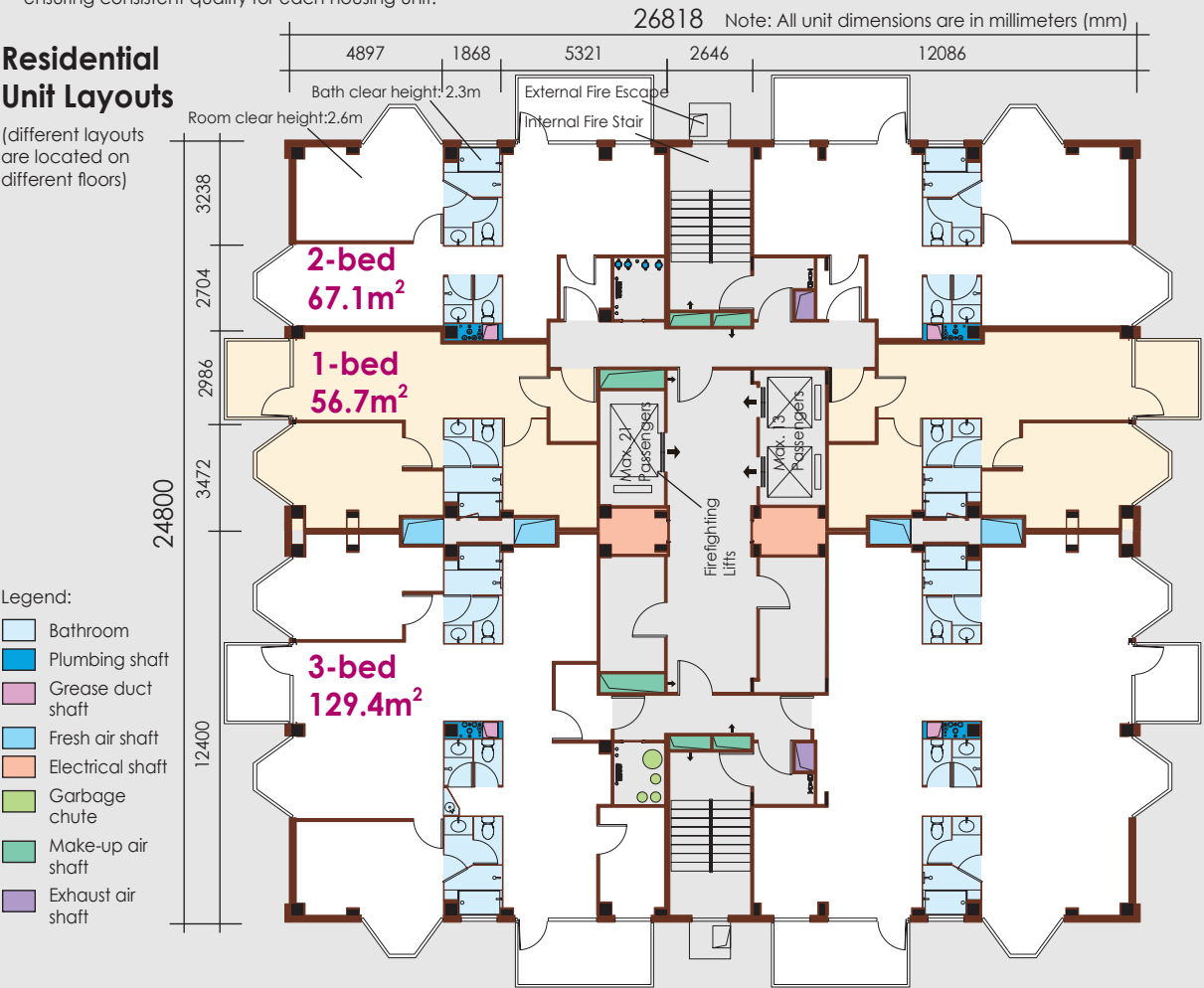
Residential Unit Mix

Type	Ratio % (units)	Units	NSA m ² /unit	GSA m ²
1-bedroom	47	980	56.7	55,566
2-bedroom	47.6	992	67.1	66,563
3-bedroom	5.4	111	129.4	14,363
Total	100	2,083		136,492

Note: Please refer to *Features of HOLON Building* for details of residence.

Residential Unit Layouts

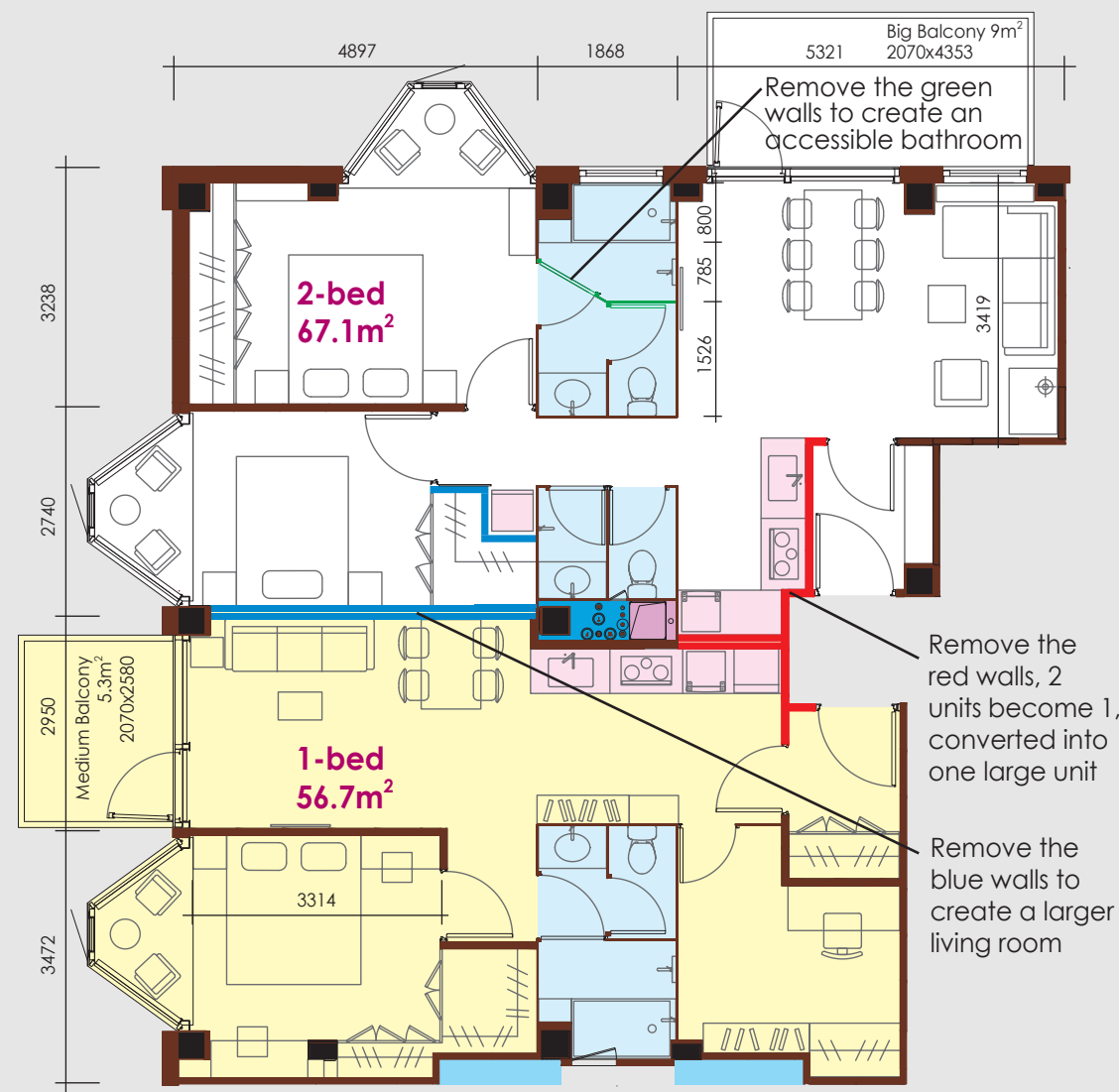
(different layouts are located on different floors)



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6. RESIDENCE: 1-bed / 2-bed

- The 1-bed & 2-bed unit in HOLON building goes in pairs, suitable for typical families in big cities. By adding a wall in the living room of a 2-bed unit, it can be converted into a 3-bed unit.
- When families need to accommodate more members in the future, they can acquire the neighboring units and remove several walls to create a spacious 3-bed or 4-bed unit. Removing or adding walls is not complicated and can be done by the residents.
- HOLON Building offers great flexibility. Except for the structural columns and plumbing pipes in the bathroom shown in the diagram cannot be moved, everything else can be changed freely. If there are only 1-2 people in the family, they can remove all walls to create a very large room.
- Another option is available in HOLON Building: installing electric lifting glass on the balcony, which can keep the balcony free from wind and rain in winter for greater comfort.



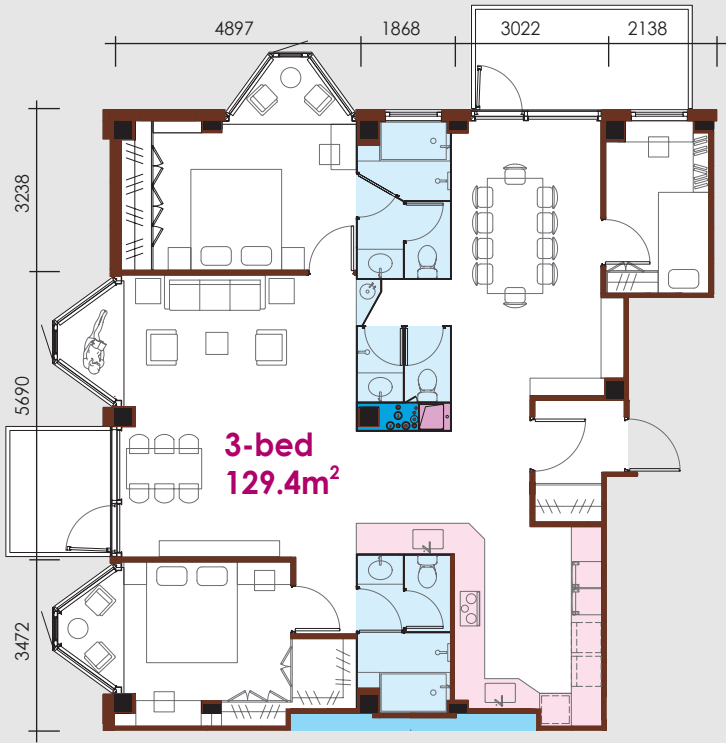
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6. RESIDENCE: 3-bed

This is a large unit for a big family which can also accommodate a lot of friends and families when hosting parties.

When the kids grow up and have their own families, this unit can be converted into two smaller units by just adding few walls in the living room. The parents can stay in one and rent the other one for income, which will be sufficient to support themselves for retirement.

The salable area of the 3-bed unit is 129.4 m² in UK standard, and 134.1 m² in US standard (internal and external walls included).



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7. HOTEL

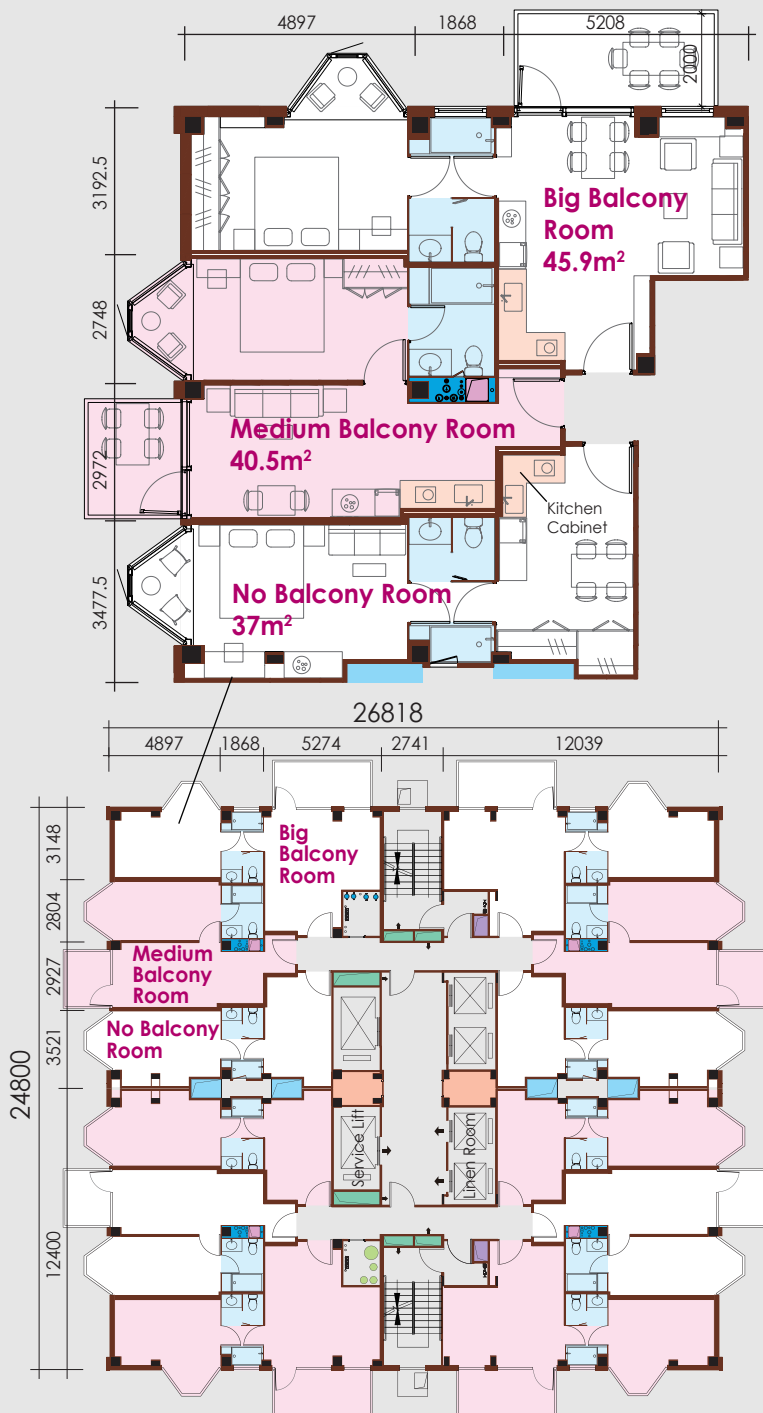
A hotel designed for the convenience of residents and office occupants in MG

1. The first three floors of the hotel are dedicated to bars and restaurants, serving as a dining and social hub for hotel guests, residents, and office workers in MG.
2. All rooms in this hotel are suites. When guests travel with their families, extra beds can be added to accommodate up to 3 people.
3. There are kitchens equipped with exhaust system for family use.
4. The hotel has 10 floors of guest rooms, and above them are 11 floors of rental housing, which can serve as backups for each other.

Hotel Unit Mix

Unit type	Units	Net area m ²	Total Net area m ²
Big Balcony Room	40	45.9	1,836
Medium Balcony Room	40	40.5	1,620
No Balcony Room	40	37	1,480
Total	120		4,936

Note: The hotel is located on 1~12F of T1.



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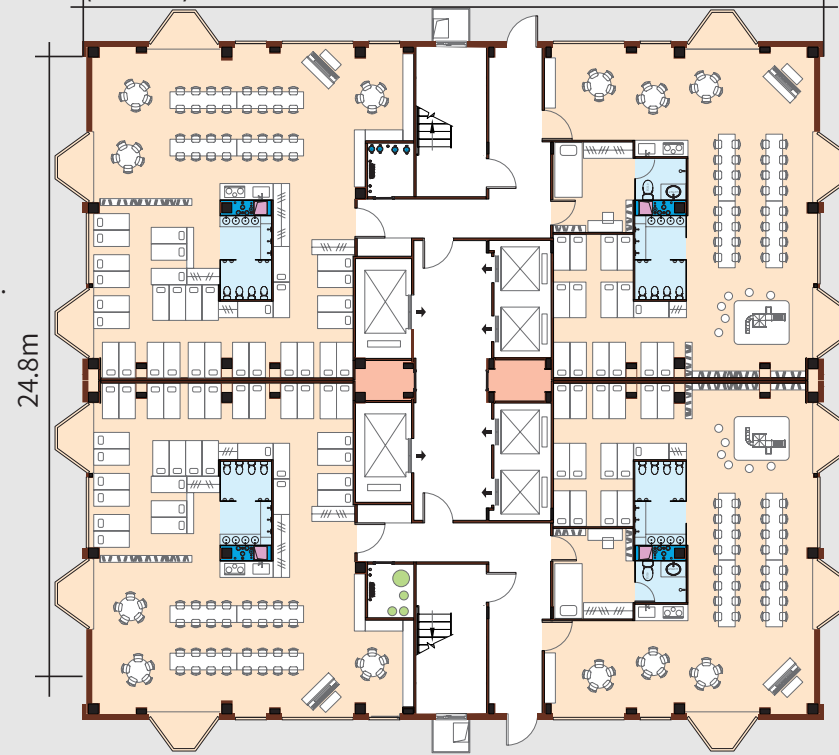
8. KINDERGARTEN

Few Residential Communities In London Offer Children A Happy Childhood Like MG Does For Its Residents

- A highly convenient kindergarten for residents, covering 1,328m², with 8 classes and can enroll 240 children.
- 4 of these classes are weekly boarding classes, providing 95 dormitory beds.
- If the demand for daycare is higher than weekly boarding in MG, it can enroll up to 480 daycare children. In short, every family in need will be satisfied.



Kindergarten Floor Plan
(2 floors)



A Vast Garden Where Children Can Play Freely

Living in a bustling city often means children have no space to play and no peer playmates. The community offers a huge 40,000m² lawn where children can plant flowers, play in the mud, and run around. Let the children play happily with a large group of peers without parental supervision and grow up healthily.

Note: The kindergarten is located in T6.



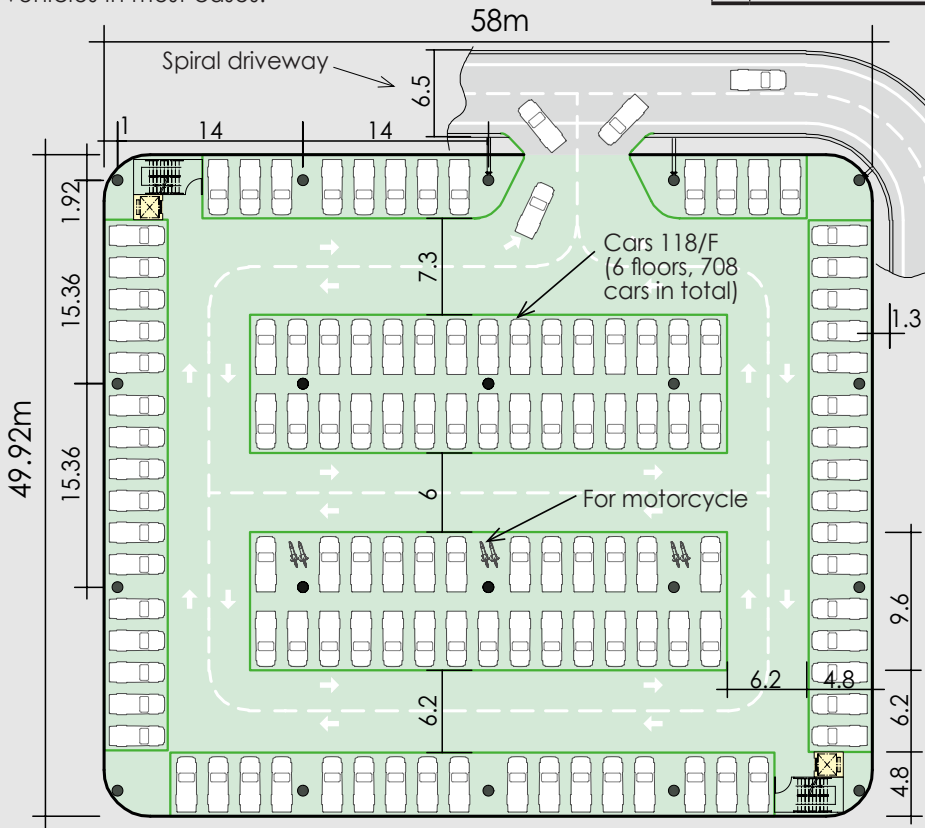
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9. VERTICAL PARKING

1. The total parking area is 17,372m², with 6 floors in total, capable of accommodating 708 cars.
2. Vehicles enter the parking garage directly from the municipal road, ensuring no disruption to community life, and there is no traffic safety risk for children playing in the community.
3. Primarily designed for passenger cars but can also accommodate buses and trucks with a total weight ≤10t when needed. Occasionally, it can also park trucks with a weight ≤30t.
4. The entrance lane circles the periphery of the parking lot, with a clear width of 6m, allowing two cars to drive in opposite directions. It has 3 times fewer turns than the traditional "Z-shaped" parking, and any parking space can be reached within 2 minutes.
5. Charging stations are evenly distributed throughout the parking garage, making it easy to charge electric vehicles. The roof is equipped with solar panels, and the electricity generated is sufficient to charge electric vehicles in most cases.

Parking Specifications

NO.	Item	Specs
1	Number of Floors	6
2	GFA	17,372m ²
3	Parking Capacity	708
4	Floor Height	3.6m
5	Clear Height Under Beams	2.6m
6	Column Spacing	14mx15.36m
7	Column Diameter	Ø1.02m
8	Slab and Pavement Thickness	0.33m
9	Live Load	Average: 0.7t/m ² Localized: 5t
10	Structural Material	Carbon Steel
11	Construction Method	100% Factory Prefabrication, Minimal On-Site Installation



The lower part of the parking garage is elevated by 7.2m, creating an open space that serves as a community activity area, with facilities such as sports courts and a children's playgrounds, etc.



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10. FULFILLING THE ESG MISSION

"Corporate social responsibility" is an inherent mission for HTR Group, the developer of the IRT project, and a prominent feature of this project. From design to materials, from production to inspection, all adopt the "modern industrial" approach rather than the "handicraft" approach of traditional construction industry. So far, there is no building in the world that can fulfill the ESG mission so profoundly and comprehensively as IRT. Without the need for complex reports, the following descriptions, demonstrate how we practice ESG:

1. Environmental Responsibility

- Zero concrete in the building structure: 100% stainless steel and carbon steel are used, which can be recycled at disposal. IRT reduces CO₂ emissions by 95% throughout its lifecycle compared to concrete buildings.
- Adoption of "passive house" insulation standards and low-valley electricity water energy storage systems: Reduces CO₂ emissions from air conditioning by 90% compared to conventional buildings.
- By using prefabricated construction method, the factory can strictly control the waste from the production and on-site construction, resulting nearly-zero wastewater and exhaust gas emissions.
- The floor count of this project exceeds the city average, which reduces the land use and significantly increases green space.

2. Social Responsibility

- Strictly comply with local building standards
- 100% factory prefabrication buildings: Workers are freed from the dirty and dangerous environment of traditional construction sites, becoming modern industrial workers with safety, health protection, and professional dignity.
- Modern production line for prefabrication production ensures quality control and fully safeguards the interests of residents.
- Each building is equipped with two external fire escape ladders, doubling the fire escape safety.

3. Corporate Governance Responsibility

- This project adopts a modern industrial prefabrication model, ensuring controllable construction costs and schedules, and predictable investment returns.
- Standardized technical and business processes ensure transparent operations and eliminate corruption.
- HTR Group values its reputation above all. It is committed to long-term investment in the local real estate market. HTR is determined and capable of ensuring the timely completion of the IRT project, delivering a perfect result to the government and local society.

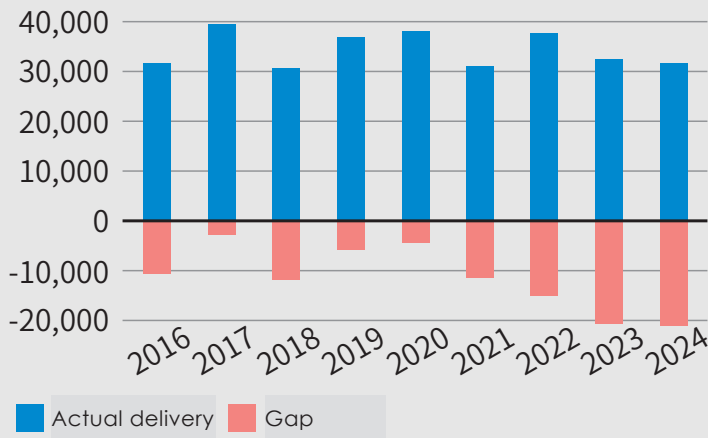
(For details, please refer to the attachment *Features of HOLON Building*).



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11. LONDON RESIDENTIAL MARKET OPPORTUNITY

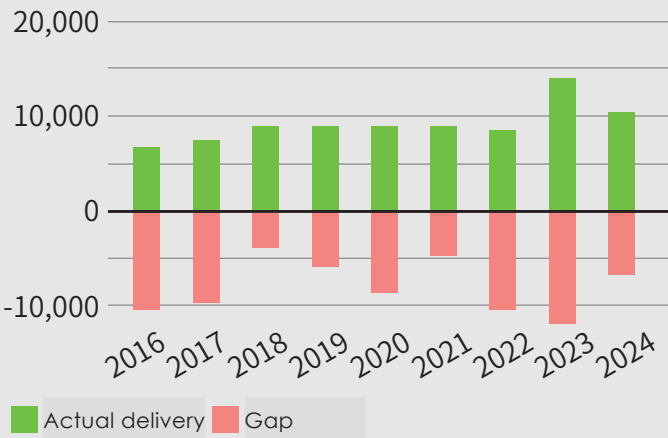
London Housing Gap (units)



Market Rate Housing Comps

No.	Project Name	Sale Price (£/m ²)
1	The Green Quarter	7,900
2	Hayes Village	7,200
3	Hanwell Square	8,000
4		6,900

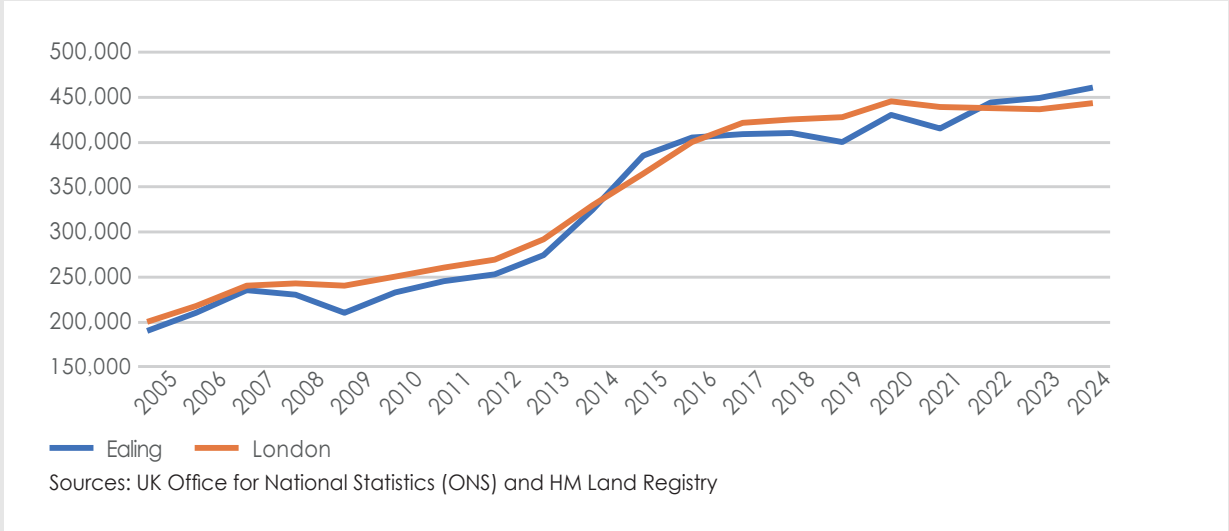
London Affordable Housing Gap (units)



Affordable Housing Comps

No.	Project Name	Sale Price (£/m ²)
1	The One Hundred	6,500
2	West Acre Square	7,100
3	Genteel House	6,700
4		6,050

Annual Housing Price Increase In Ealing Borough



The annual housing price increase in Ealing is higher than the overall level of London

The cumulative price increase of apartments in Ealing over the past 5 years has been 12.5%, which is higher than London's 1.98%. Over the past 10 years, the cumulative price increase has reached 63.6%, higher than London's 49.5%.

MG Project Will Provide 35% Affordable Housing For The Government

To increase the government supply of affordable housing for public servants and low income groups, HTR-UK plans to provide 736 affordable housing units in this project, which exceeds the government- required

affordable housing ratio and is now over 35%, which will grant the project access to a special approval channel from the government to shorten the approval time.



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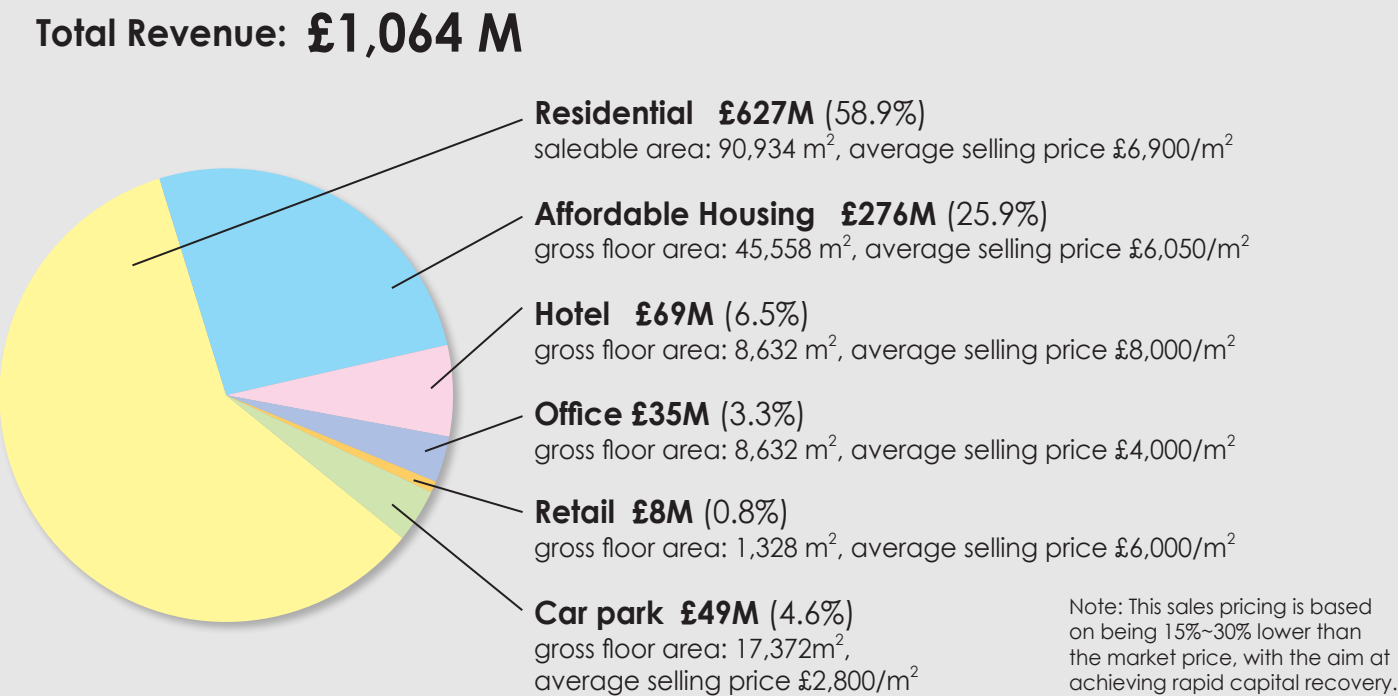
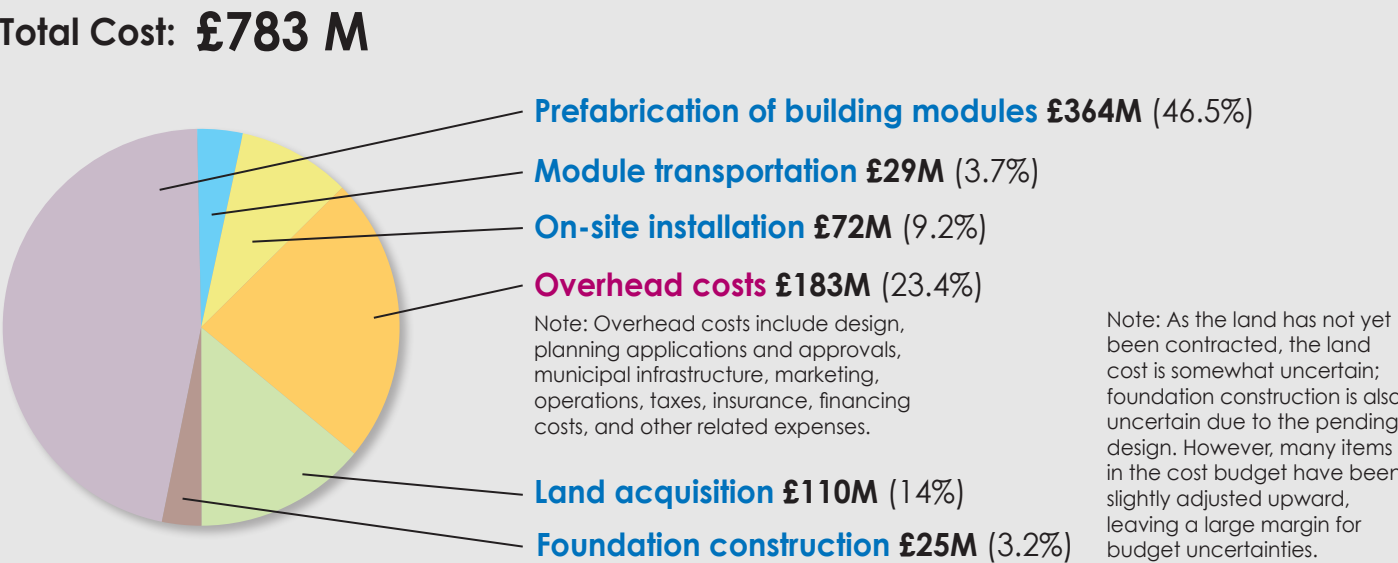
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12. INVESTMENT RISK MANAGEMENT

Category	Potential Risks	Preventive Measures
Land Acquisition	<ol style="list-style-type: none"> Hidden disputes over land property rights. Underground tunnels, subways, cables, water pipes, gas pipelines, ancient tombs, cultural relics, or soil pollution. Conflicts between buildable area, height restrictions, plot ratio, or business types and project expectations. 	<ol style="list-style-type: none"> Entrust local lawyers to conduct comprehensive and in-depth due diligence on land property rights to ensure the authenticity of property rights and that the landowner has not used the rights as collateral for debts or other purposes. Conduct detailed research on underground conditions and history through public records, government archives, municipal blueprints, and government plans to ensure no factors hinder construction. Confirm that the planning aligns with project expectations through public information and interviews with government authorities.
Planning and Construction Approval	<ol style="list-style-type: none"> Plans do not meet authority requirements, requiring repeated revisions and causing delays. Plans are delayed or rejected by authorities. Construction drawings do not meet review requirements. Modular building technologies or materials are rejected by regulators. 	<ol style="list-style-type: none"> Select local planning institutes with the highest professional standards and social influence to prepare planning documents. Hire top-tier local planning agencies, lawyers, and public figures to legally facilitate the approval process. Engage local design institutes with the highest professional standards to prepare construction drawings based on local codes and modular building technical specifications. Complete technical certification for modular buildings and all materials in advance to ensure 100% compliance with local building standards.
Construction Quality and Schedule	<ol style="list-style-type: none"> Foundation construction quality issues or schedule delays. Prefabrication quality issues or delivery delays for modular buildings. Transportation and custom clearance delays for modular buildings. Unstable installation quality or process delays for modular buildings. Official approval for project completion and acceptance not obtained. 	<ol style="list-style-type: none"> Bid and select the most capable and reputable local foundation contractors, and sign strict quality and schedule guarantee agreements with them. Sign stringent quality and schedule assurance agreements with modular building supplier. Bid and select the most capable and reputable logistics companies, and sign strict delivery agreements. Bid and select local general contractors with the strongest qualifications and reputation, sign strict quality and schedule agreements, and require modular building supplier to provide advance installation training for contractors' engineers, workers, and supervisory personnel. Hire a supervisory company to oversee the production of modular building components and project installation at every stage, with signed acceptance for each step, ensuring a complete quality report can be submitted to government authorities for "completion acceptance" approval at one time.
Project Sales	<ol style="list-style-type: none"> Unit area, room layout, or functionality does not meet customer preferences. Community facilities are less than those in surrounding neighborhoods. Construction quality is inferior to similar buildings in the area. Unattractive pricing leading to slow sales and difficult capital recovery. Well-known insurance companies are reluctant to insure real estate. 	<ol style="list-style-type: none"> Collaborate closely with local architectural design institutes of the highest professional standards to jointly develop unit types most popular with local residents. Work with design institutes to research and upgrade community facilities to the highest standards in the city. Entrust the most capable local supervisory company to strictly monitor the construction quality of modular building supplier and installation contractors, ensuring compliance with design standards and achieving the highest quality among similar residential buildings in the city. Set an initial price 30% lower than similar surrounding buildings and gradually increase it to encourage early decisions from buyers. The final average project price will be approximately 15% lower than comparable market products. Invite well-known insurance companies in advance to conduct research on the certification and quality of HOLON Buildings, ensuring that they recognize the technology and quality of HOLON Buildings and provide insurance at a discounted rate.

13. COST AND REVENUE BUDGET

(Confidential. NDA is required for disclosure of below information)



14. RETURN ON INVESTMENT

(Confidential. NDA is required for disclosure of below information)

1. Total Project Cost: **£783M**
2. Total Revenue: **£1,064M**
3. Gross Profit: **£281M** (2 - 1)
4. Return on Investment (ROI): **35.9%** (3÷1)
5. Funding Requirement: **£500M** allocated as:
 - £250M for land acquisition, project design, planning approvals, foundation construction and other pre-construction expenses.
 - £250M for partial of the module prefabrication and transportation costs.

Financing Options:

Mainly debt financing, and small portion of equity financing.

Exit Strategy

1. Debt Exit
8% annualized return, with principal repayment upon project completion.
2. Equity Exit
 - Asset divestment: Projected 35.9% annual return.
 - Dual Protection: 5% annualized preferred buyback guarantee.

Marketing Strategy

- Pre-sale about 1/3 of the building area in bulk at a price 20%~30% lower than the market before the construction commenced.
- Sold out at a price 15% lower than the market within one month of the completion acceptance of the construction.
- Target Buyers: Real estate funds, rental housing investment institutions, family offices, etc..

