

ECOCITY  
REVOL.



# START TOWER LONDON

Project Catalog June 20, 2025



## HI-TECH REALTY GROUP

111 North Bridge Road  
#06-20, Peninsula Plaza  
Singapore 179098  
[www.htworld.com](http://www.htworld.com)  
[Contact@htworld.com](mailto:Contact@htworld.com)

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



June 2025 Public



ECOCITY  
REVOL.

1. EXECUTIVE SUMMARY

ST Project Overview

- 1. Name: London Start Tower (referred as "ST").
- 2. Location: North Greenwich, London, adjacent to the O2 Arena.
- 3. Site Area: 4.72 hectares
- 4. Building Height: 483m, 147F
- 5. GFA: 662,700 m²
- 6. Usages: Residence, Hotel, Office, Retail, etc.
- 7. Residential Units: 2,240 units (Plus 720 hotel suites)
- 8. Building Materials: Carbon steel for the podium, stainless steel for the tower. No concrete is used in the entire building except for the foundation.
- 9. Construction Method: The tower modules are fully prefabricated , with minimal on-site installation; podium structure, MEP (Mechanical, Electrical, and Plumbing), and finishes are prefabricated as separate modules and assembled on-site.
- 10. Technical Standards: Design , prefabrication, installation, and inspection is in compliance with UK building standards.
- 11. Developer: HTR-UK (registered in London)

Intended Readers

- Local government planning authorities
- Potential design firms and contractors
- Potential building, property, and hotel partners.
- Potential sales agents.
- Potential investors.
- This document is intended for non-public use in seeking project collaboration.
- This is a draft, and the project plan has not yet been approved by the government. It is not legally binding and is for reference only.
- 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 ST project compared with traditional real estate developments. ST rewrites the history of the real estate industry through high-tech means.

Contents

2. Investment Highlights .....	2
3. Location and Connectivity .....	3
4. Project Planning .....	4
5. Building Configurations .....	5
6. Lobby / Lift.....	6
7. Mall .....	7
8. Sky Parking .....	8
9. Office .....	9
10. Community Facility .....	10
11. Residence .....	13
12. Hotel .....	17
13. Observation Deck .....	21
14. MEP, Safety & Annex BLDG.....	22
15. HTR Group Intro .....	23
16. ESG Overview .....	24
17. London Residential Market .....	25
18. London Tourism Market .....	26
19. Risk Management .....	27

ST Project Schedule

No.	Task	Duration (Months)															
		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
1	Planning & Schematic Design	█	█	█													
2	Planning Approval			█	█	█	█	█									
3	Construction Design				█	█	█	█	█								
4	Construction Design Approval					█	█	█	█								
5	Annex BLDG Design, Approval & Construction	█	█	█	█	█	█	█	█	█							
6	Foundation Construction						█	█	█	█	█						
7	Module Prefabrication						█	█	█	█	█						
8	Module Transportation							█	█	█	█	█					
9	Module Hoisting & Installation										█	█	█	█	█		
10	Interior Fit-out												█	█	█	█	█
11	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.





# ECOCITY REVOL.

## 2. INVESTMENT HIGHLIGHTS

### 1. Prime Location, In The Heart Of The Greenwich Peninsula

ST is located in a vibrant urban area and transportation hub, surrounded by the River Thames on three sides , making it one of the most ideal residential locations in London.

### 2. Tallest Residential Building In Europe, Offering High Privacy And Expansive Views

Living at the height between 100m and 470m, ST offers both the privacy of a villa, panoramic views, rich community life, and spacious open areas for children to play. ST is bound to be highly popular.

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

ST uses the cutting-edge "HOLON Building" prefabricated technology, developed by BROAD Group over 16 years, to offer residents ultimate comfort, enhanced safety, and nearly-zero energy consumption (refer to "Features of HOLON Building").

### 4. Controllable Costs And Schedule, Solving Industry Pain Points

ST 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 budgets and schedule, completely solving the pain points of serious budget overruns and schedule delays in the traditional real estate industry.

### 5. Prefabricated Buildings: Superior Advantages & Exceptional ROI

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





# ECOCITY REVOL.

## 3. LOCATION AND CONNECTIVITY

### A Milestone Representing ECOCITY REVOL. At The Starting Point Of Greenwich Mean Time

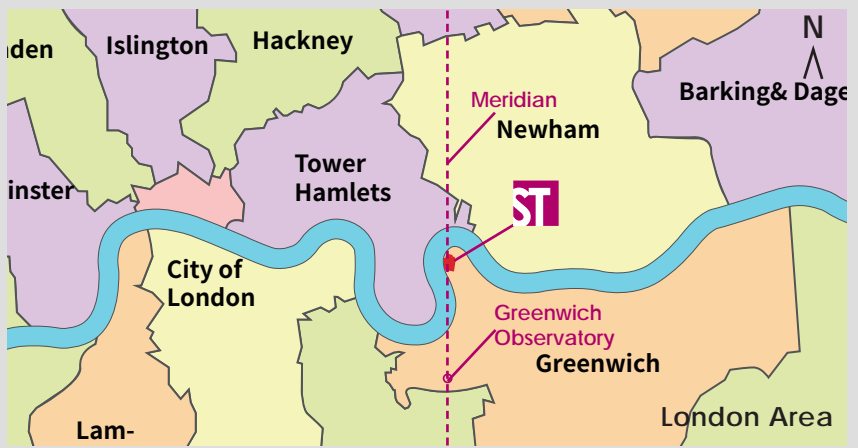
The ST main building is precisely bisected by the Greenwich Meridian Line, with the Royal Observatory located just 1.6 miles away. For this reason, we named it "Start Tower".

### Project Location

ST is adjacent to the "Millennium Dome" (O2 Arena), with the O2 Hotel to the north, the River Thames to the west (directly facing Canary Wharf across the river), a golf course to the south, and North Greenwich Underground Station to the east.

### Public Transportation

- 400m to North Greenwich Station (Jubilee Line), just 2 minutes to Canary Wharf, and 16 minutes to the City of London.
- 300m to the nearest bus station.
- 900m to Thames Clippers Pier.
- 900m to the cross-river cable car terminal.
- 5-minute drive to A102 Blackwall Tunnel entrance.





ECOCITY  
REVOL.

4. PROJECT PLANNING

Outline Specific

Usage	Class	Max. BLDG Area m <sup>2</sup>	Units	Placement
Residence	C3	272,448	2,240	28F~126F
Hotel	C1	52,288	720	127F~145F
Observation Deck	E	5,504	/	146F~147F
Kindergarten	F1	2,752	/	27F
Retail	E	76,092	/	1F~6F
Office	E	58,665	/	19F~23F
Community Facility (Catering/ Leisure/ Fitness/ Theater/ Culture and Education/ Senior Care/ Clinic/ Equipment)	E /F1 /F2 /Sui Generis	35,199	/	24F~26F
Parking	Sui Generis	152,184	4,572	7F~18F
Annex Building	C3	7,568	80	Main building proximity
Total Building Area		662,700		

Preliminary Site Information

- Lot Size: 4.72 ha
- Site Condition: Leveled and undeveloped site, with a single-story temporary structure that can be demolished at any time.



ST’s Planning Ensures Zero Interference With Surroundings

- 1) No impact on views or sunlight.
- 2) The traffic load is manageable.
- 3) Not within any flight path control zones.
- 4) No environmental pollution exceeding acceptable levels.

Significance Of The ST Planning

Using less than 5 hectares of land to build a structure that accommodates the happy life and work of tens of thousands of people is equivalent to freeing up a green space 10 times larger than the project's footprint for the city - this plan is the world's best practice in the "Ecocity Revolution".





# ECOCITY REVOL. 5. BUILDING CONFIGURATIONS

## Human-Centric Multifunctional Architecture

ST is a mixed-use building that provides residential, hotel, office, commercial, retail, dining, and cultural & sports usage in one, ST will create a brand-new urban lifestyle.

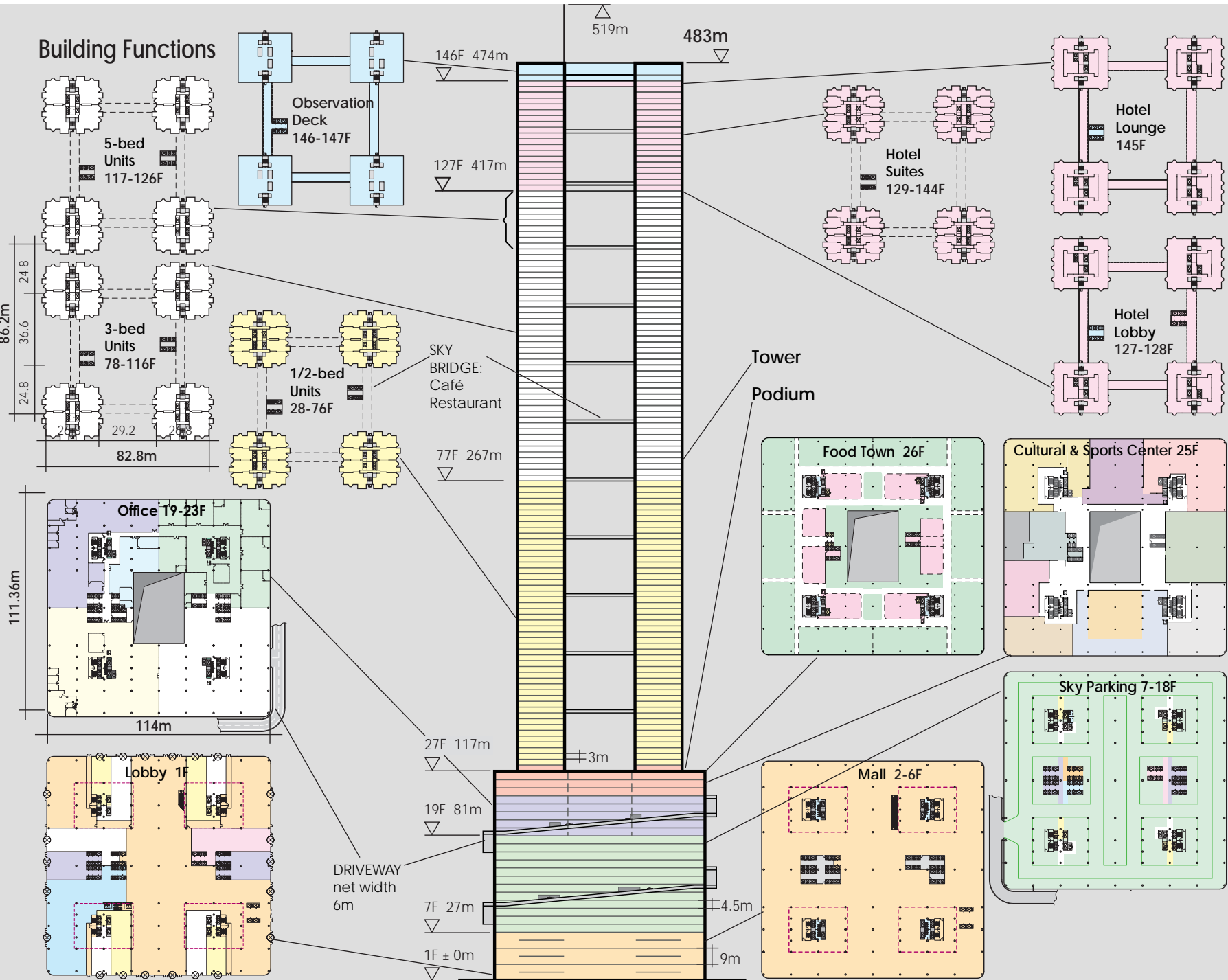
- High-tech architecture creates a comfortable living and working experience.
- A choice of public or private transportation.
- Abundant community spaces for dining, fitness, and cultural entertainment activities.
- Trusting neighborhood relationships with mutual non-interference.
- Spacious and safe activity spaces for children.

Although the content on this page is abstract, it is the source of all information in this document, and it is recommended to read repeatedly.

## ST Building Configurations

NO.	ITEM	Specs	Remarks
1	Base Sizes	114mx111m	Podium Outline
2	Height	483m	Excluding lightning rod height ≥ 36m
3	Floors	147F	Podium 26 floors, Tower 121F
4	GFA	655,132m <sup>2</sup>	Including parking lot: 152,184m <sup>2</sup>
4.1	Tower	2,752m <sup>2</sup> x121F =332,992m <sup>2</sup>	27-147F Residential, Hotel, Observation Deck, and Kindergarten
4.2	Upper Podium	11,733m <sup>2</sup> x8F =93,864m <sup>2</sup>	19-26F Including atrium, office, equipment rooms, community facilities
4.3	Lower Podium	12,682m <sup>2</sup> x18F =228,276m <sup>2</sup>	Floors 1-18: Parking, Mall, Lobby(Floors 1-6, with a floor height of 9m, counted as 2 floors)
5	Lift	102 escalators	Including 12 escalators
6	Parking Spaces	4,572 cars	standard car size
7	Permanent Occupants	8,700 people	Residential: 7,600 people, Hotel: 1,100 people
8	Office Occupants	5,000 people	This number will vary with business activities
9	Transient Occupants	6,300 people	Observation deck: 3,300 people Mall: 3,000 people

Note: The building area does not include the Annex Building (7,568 m<sup>2</sup>)



## Tower Configurations

NO.	ITEM	Specs
1	Floors	121 floors
2	GFA	332,992m <sup>2</sup>
3	Floor Height	3m
4	Room Clear Height	2.6m
5	Bathroom Clear Height	2.3m
6	Column-Free Clear Span	12mx4.8m
7	Live Load	Avg: 0.2t/m <sup>2</sup> Partial: 2.5t
8	Structural Material	Stainless Steel
9	Use	Various types of residences

Note: For details, please refer to "Features of HOLON Building".

## Podium Configurations

NO.	ITEM	Specs
1	Floors	26 floors
2	GFA	322,140m <sup>2</sup>
3	Floor Height	4.5m Partial: 9m
4	Clear Height Under Beams	3.5m Partial: 8m
5	Column Spacing	14mx11.5m Partial: 19.2/5.75
6	Column Diameter	Ø1.02m
7	Lane Clear Width	6m
8	Lane Slope	10%
9	Slab & Lane Thickness	0.33m
10	Live Load	Avg: 0.7t/m <sup>2</sup> Partial: 5t
11	Structural Material	Carbon Steel
12	Use	Various large space functions

Note: ST podium is designed for retail, parking, offices and community facilities, with future adaptability to accommodate convention centers, theaters, schools, hospitals, data centers, or even light industrial/ farming uses based on occupants needs or market demand.



ECOCITY

REVOL.

6. LOBBY

1F

LIFTS

Thousands Of People Move Freely Within The Building, Independent Of Each Other And Without Interference

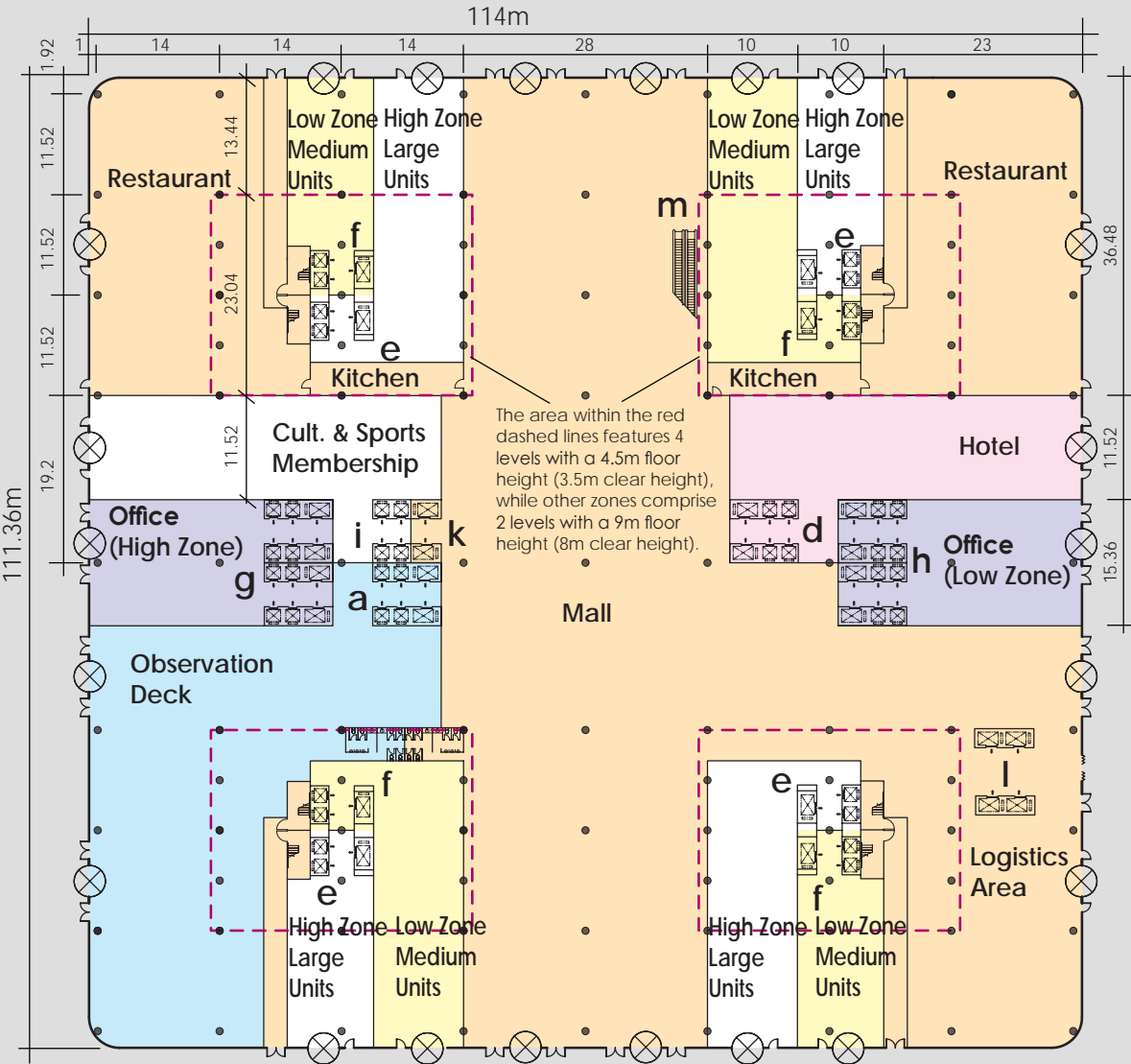
1. Residents: 24 lifts provide direct access to each floor and the parking lots. Even if living on the 126th floor, residents can reach home in just 1.5 minutes.

2. Office staff: 24 lifts provide direct access to each office floor and the parking lots.

3. Hotel Guests: 6 shuttle lifts provide direct access to the 127th-floor hotel lobby in 1 minute, and then transfer to 12 lifts to reach the room floor directly (plus 4 lifts for hotel services).

4. Observation Deck Visitors: 6 lifts provide direct access to the 146th and 147th floors in 1 minute.

5. Car Lane: Circling around the periphery of the podium, directly connecting from the municipal road to the parking lot, office area, and community facilities. The lanes make 8 turns to reach the top of the 27th-floor podium, with 5 times fewer turns than the traditional "Z-shaped" parking lot.



Lift Configurations

Types	Observation Deck	Hotel Shuttle Lift	Residential High Zone	Residential Low Zone	Office High Zone	Office Low Zone	Member	Mall	Mail Service Lift	Mail Escalators	Hotle Passenger	Hotel Service Lift	Podium Freight Lift	Total
Code	a	d	e	f	g	h	i	k	l	m	b	c	j	
Quantity	6	6	12	12	12	12	4	2	4	12	12	4	4	102
Height m	477	417	411	264	103.5	90	117	27	27	27	54	54	36	
Speed m/s	8	7	5	4	3	3	3	3	2	0.5	3	3	3	
Travel Distance	1F/7F/146-147F	1F/7F/127F	1F/8-14F/77-125F	1F/8-14F/27-76F	1F/15-18F/22-24F	1F/15-18F/19-21F	1F/25-27F	1-7F	1-7F	1-7F	127-145F	127-145F	18-26F	
Max. Passenger/ hr	1,380	1,472	2,392	2,072	5,112 One-Way	5,520 One-Way	676	1,040	-	7,920	4,784	-	-	32,368





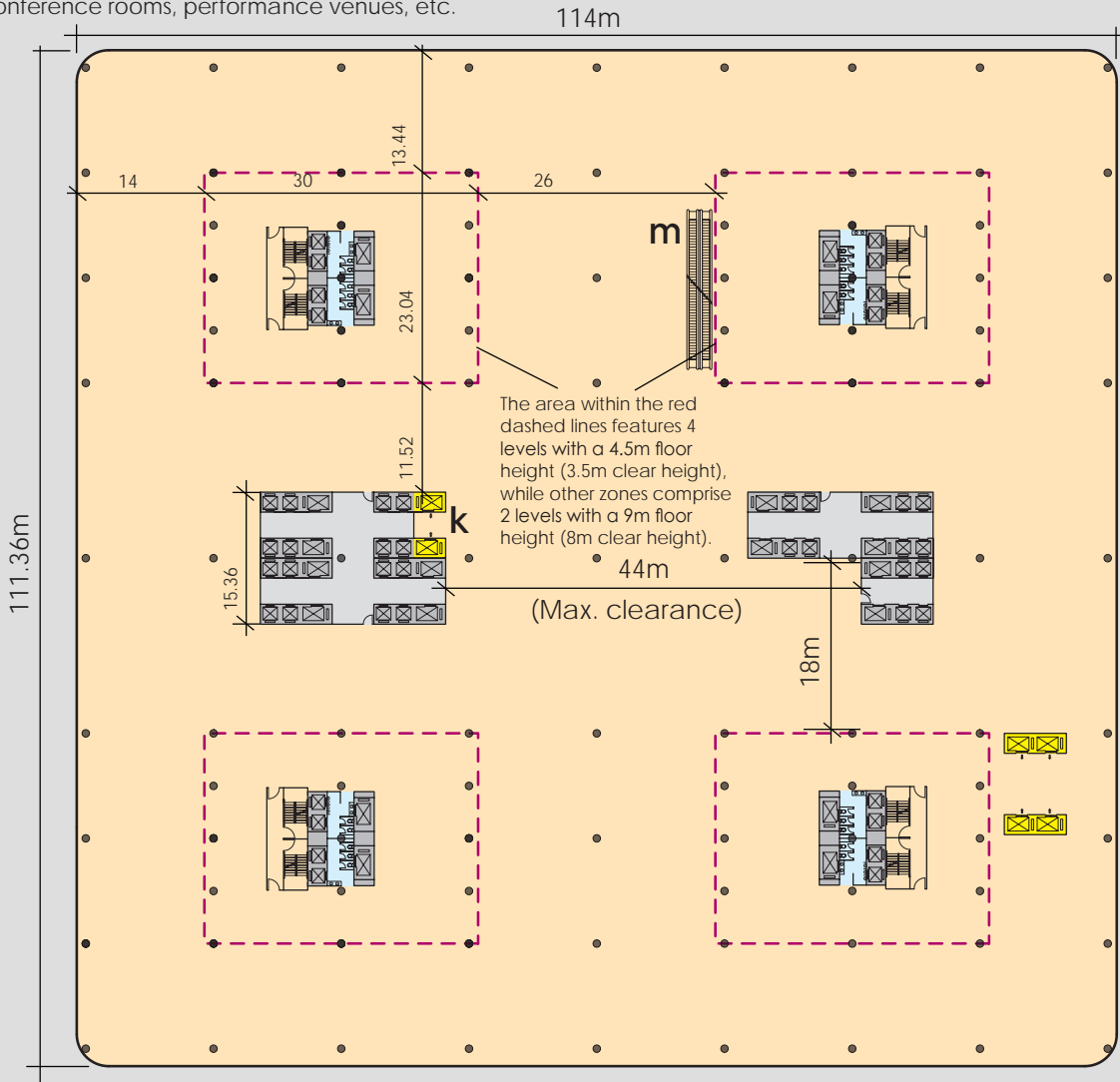
# ECOCITY REVOL. 7. MALL 1~6F

For residents living over 300m above ground, it takes just 3 minutes to reach a massive shopping mall from their homes. The mall offers everything needed for daily meals and daily necessities throughout the year, as well as countless specialty products from around the world. Note that, except for the columns, stairwells, and restrooms shown in the diagram, other areas can be arranged according to business needs. Most of the mall's spaces have a clear height of 8m. When used for retail shops or restaurants, additional floors can be added to expand the usable area. Depending on business requirements, some areas can also be converted into exhibition halls, conference rooms, performance venues, etc.

Shopping Mall Area Table

Clear Height	m	3.5	8	Total
Number of Floors	F	6	3	
Gross Floor Area	m <sup>2</sup>	14,576	25,576	40,152
Usable Area	m <sup>2</sup>	12,670	22,466	35,136

Note: Mall area includes 1F (which partially used as lobby).





ECOCITY

REVOL.

8. SKY PARKING

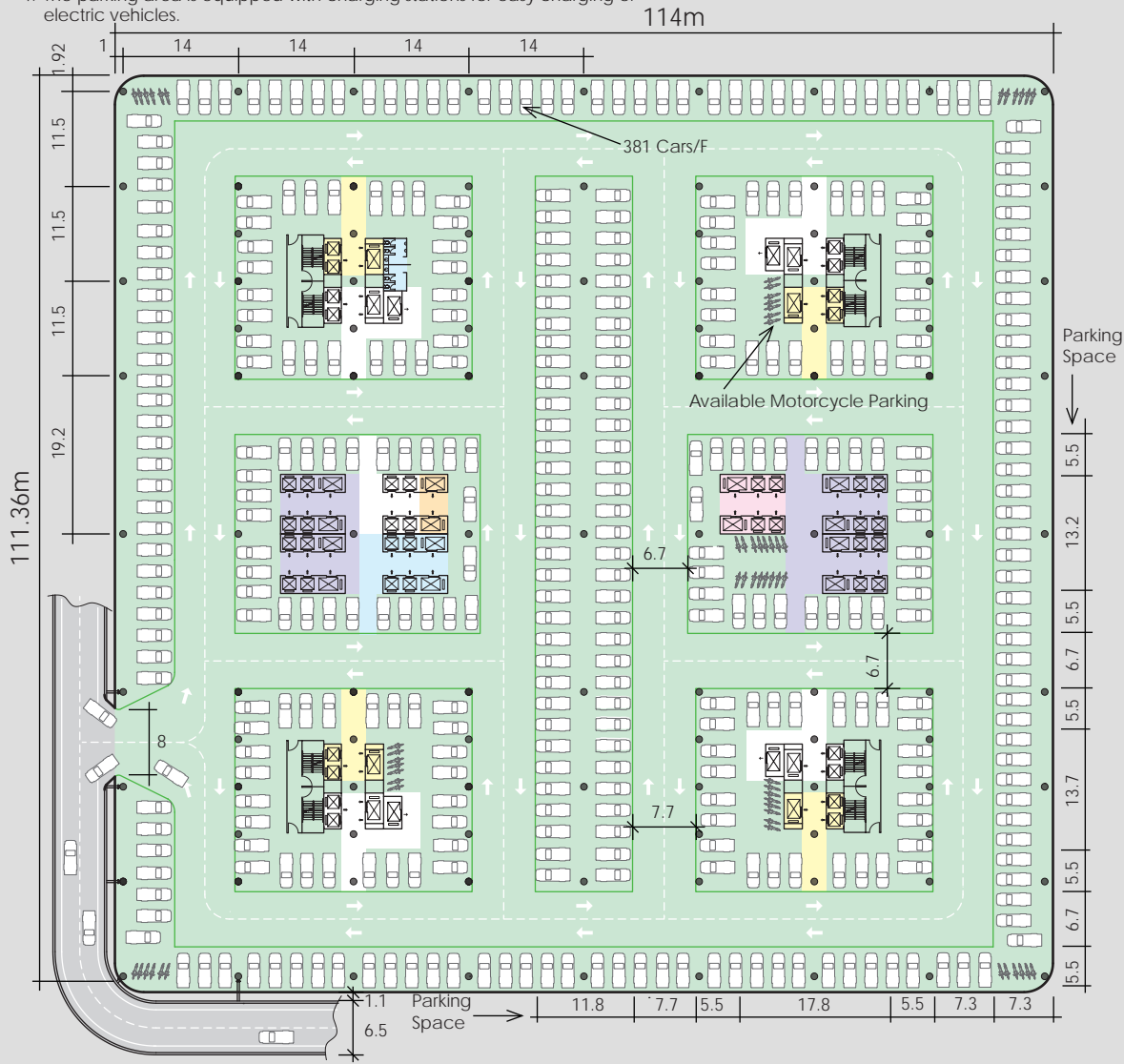
7-18F

A 12-Story Sky Parking Lot That Feels Like Driving On The Ground

- The ceiling height of the parking area is 4.2m, with a clear height under beams of 3.5m, which is higher than the standard building requirements. It is well-ventilated, extremely comfortable, and safe.
- Primarily designed for passenger cars, but can also accommodate buses and trucks with a total weight ≤10t when needed.
- 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 5 times fewer turns than the traditional "Z-shaped" parking, and any parking space can be reached within 3 minutes.
- The parking area is equipped with charging stations for easy charging of electric vehicles.

Parking Lot Configurations

Floor	Cars	Service Floors
7F	381	Shopping Mall
8-14F	2,667	Residence (2,240 units)
15-18F	1,524	Office Building (~5,000 people)
Total	4,572 cars	GFA: 152,184m <sup>2</sup> USA: 137,976m <sup>2</sup>





# ECO CITY REVOL.

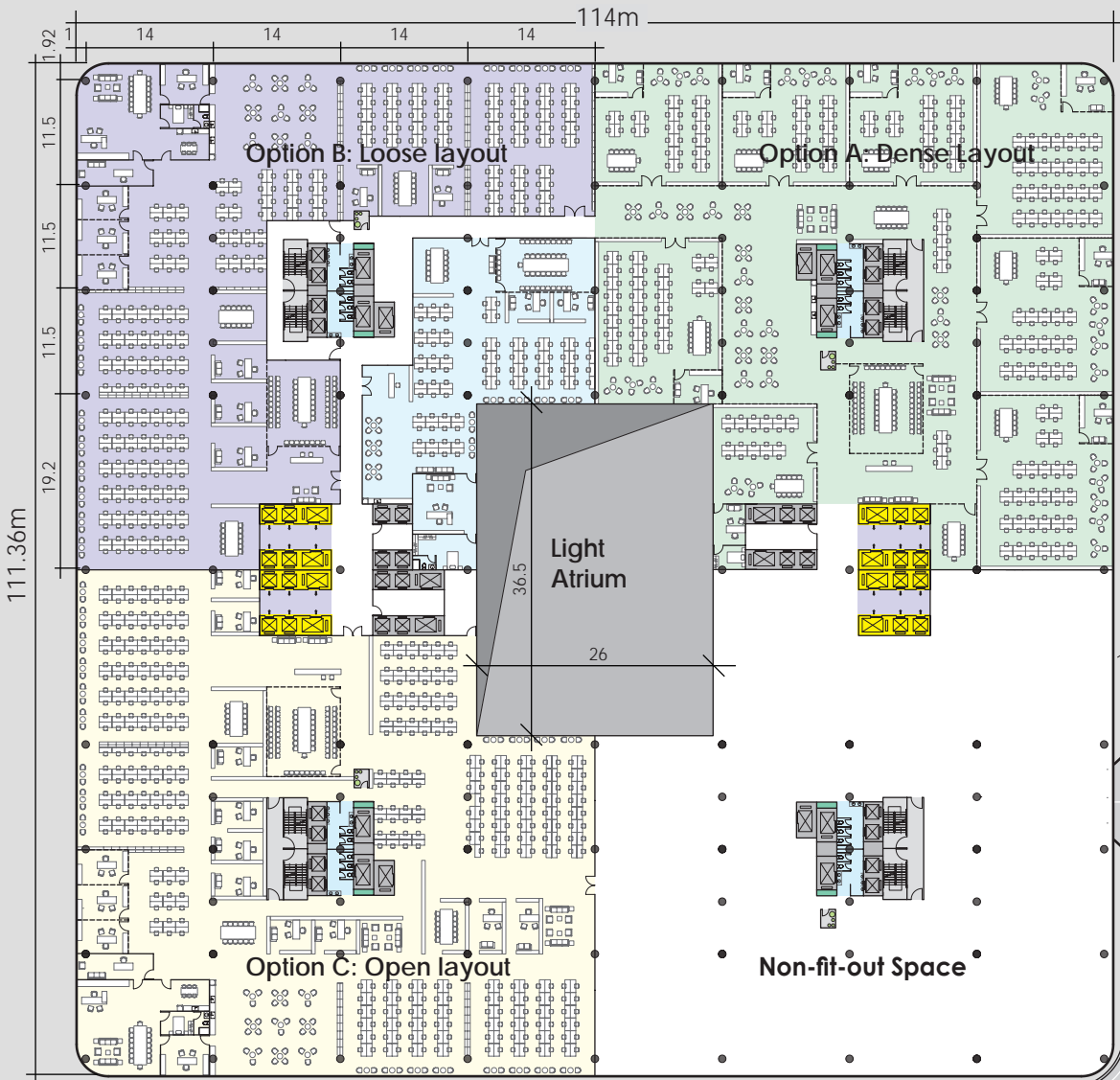
## 9. OFFICE 19~23F

### Spacious And Flexible Layout

The office space is vast, with a ceiling height much higher than traditional office buildings, and a large column spacing, providing a very comfortable and convenient environment. Only the columns, lift shafts, and stairwells are fixed; all other areas can be arranged freely. After being put into use, the space can be adapted to changing market needs, with certain areas being converted for other purposes such as exhibition halls, performance venues, schools, hospitals, data centers, or even light industrial workshops or indoor farms.

### Office Configurations

Floors	F	5
Gross Floor Area	m <sup>2</sup>	58,665
Usable Area	m <sup>2</sup>	52,600
Clear Height	m	3.5





ECOCITY  
REVOL.

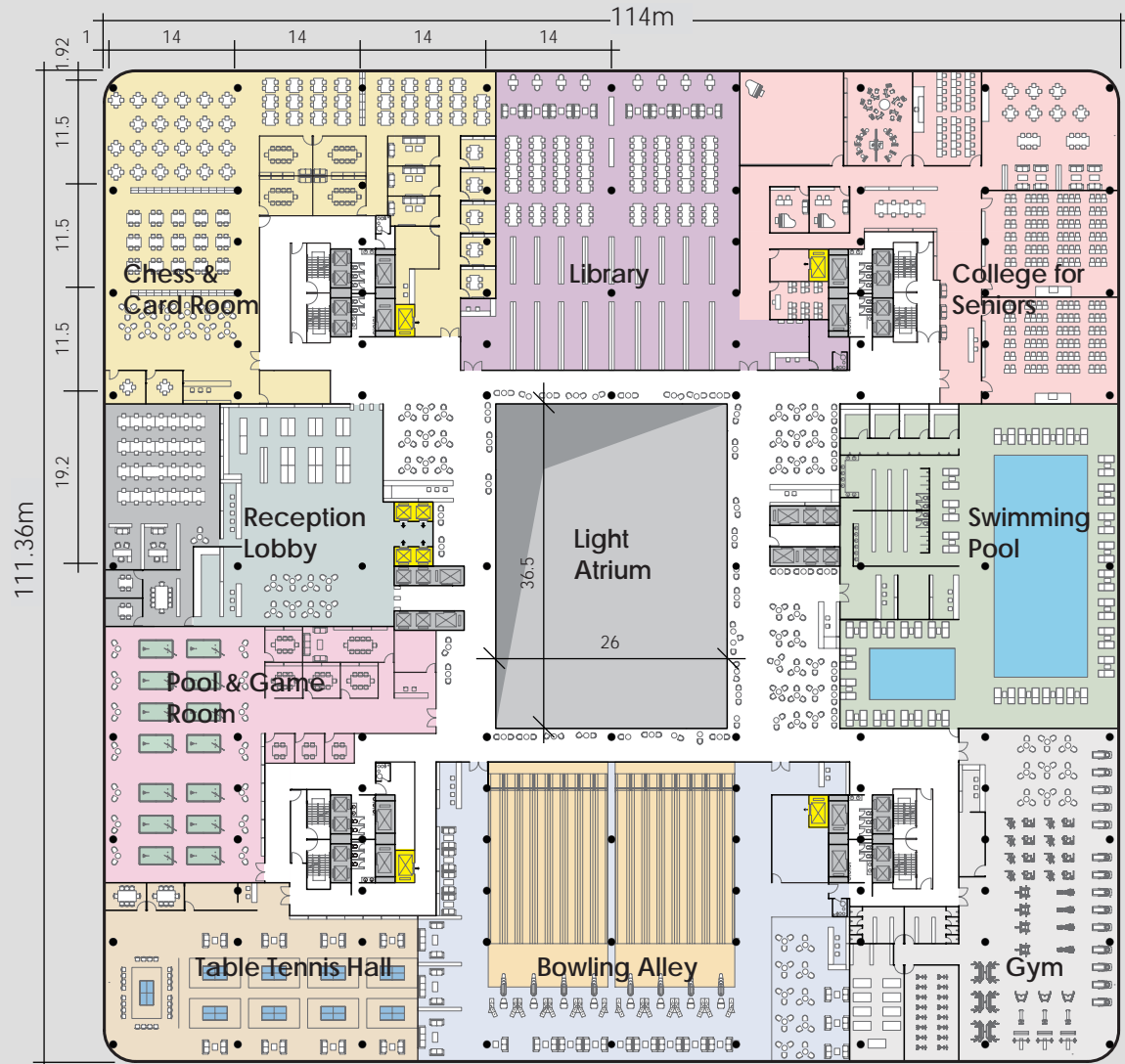
10. COMMUNITY FACILITIES: CULTURE & SPORTS CENTER

25F

Living in a bustling city, people's social circle is sometimes surprisingly confined, lacking familiar neighbors and leisure spaces. ST provides 2,240 families with 40,455m<sup>2</sup> of shared space, all of which are free or low-cost. Neighbors interact frequently, and children can play and frolic with peers. In particular, the 36 sky corridors allow neighbors to share their homemade delicacies.

ST Residents Shared Amenities

No.	Facility	Qty	Area m <sup>2</sup>	Floor	No.	Facility	Qty	Area m <sup>2</sup>	Floor
1	Swimming Pool	1	1,140	25F	8	College For Seniors	1	1,250	25F
2	Gym	1	880	25F	9	Bar Area Etc.	1	1,050	25F
3	Bowling Alley	1	1,560	25F	10	Food Court	1	11,733	26F
4	Table Tennis Hall	1	655	25F	11	Lawn, Ramp	1	11,100	27F
5	Pool & Game Room	1	750	25F	12	Kindergarten	16	2,752	27F
6	Chess & Card Room	1	1,245	25F	13	Sky Restaurant	36	5,330	Skywalk
7	Library	1	1,010	25F	Total		63	40,455	



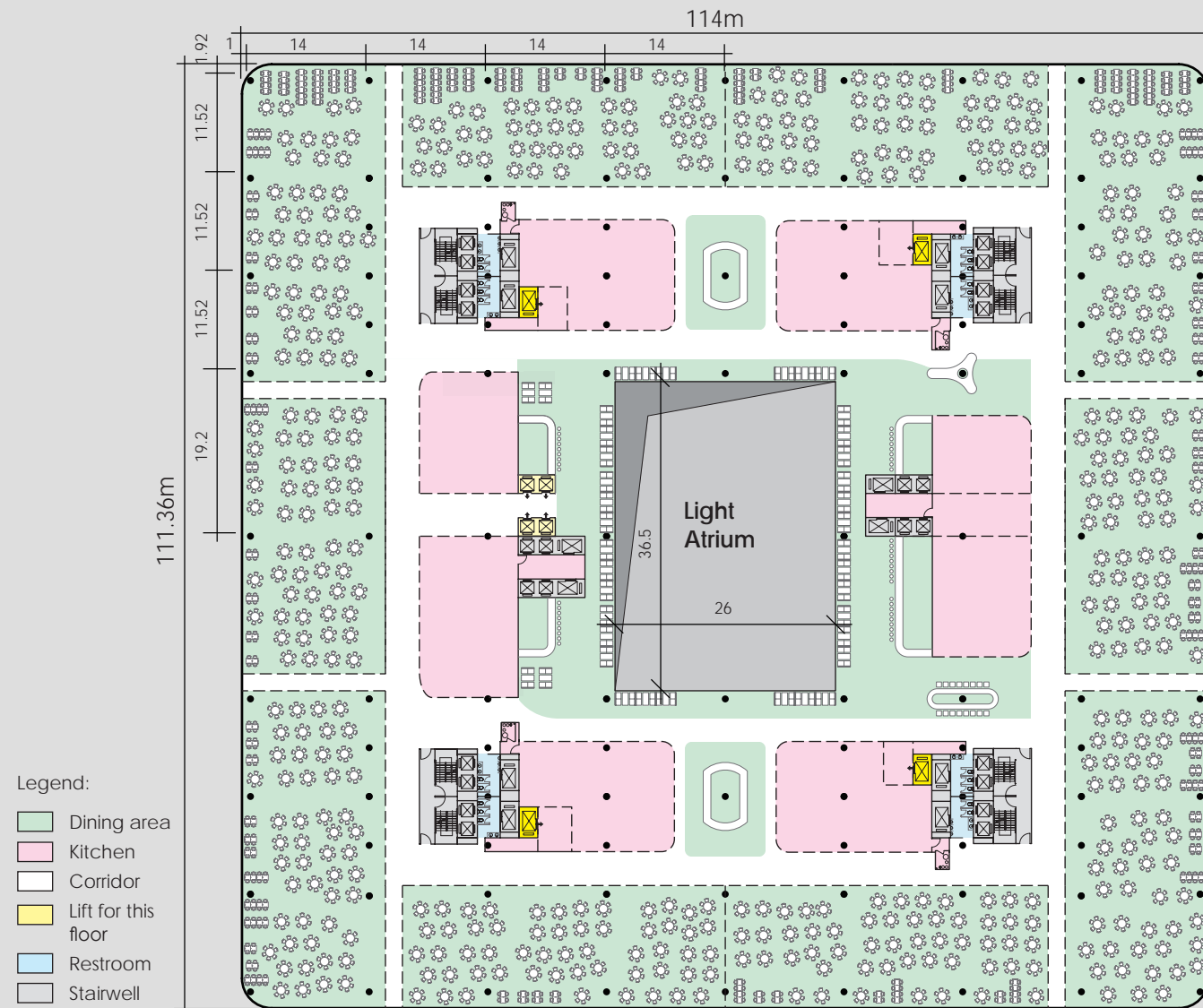
The 36 sky corridors serve as exclusive dining and leisure areas for residents.



## 10. COMMUNITY FACILITIES: FOOD TOWN 26F

For the middle-class, dining out in restaurants can be expensive. ST Food Town is an affordable dining option for residents, as the developer provides the venue to restaurant operators at an extremely low cost – a significant benefit.

The dining area of Food Town is about 7,000m<sup>2</sup> and can accommodate 2,000~3,000 people, making it one of the largest restaurants in the city. The layout of the kitchen and restaurant in the diagram is purely hypothetical, restaurant operators may arrange the space as needed.





ECOCITY

REVOL.

10. COMMUNITY FACILITIES: SKY LAWN, KINDERGARTEN

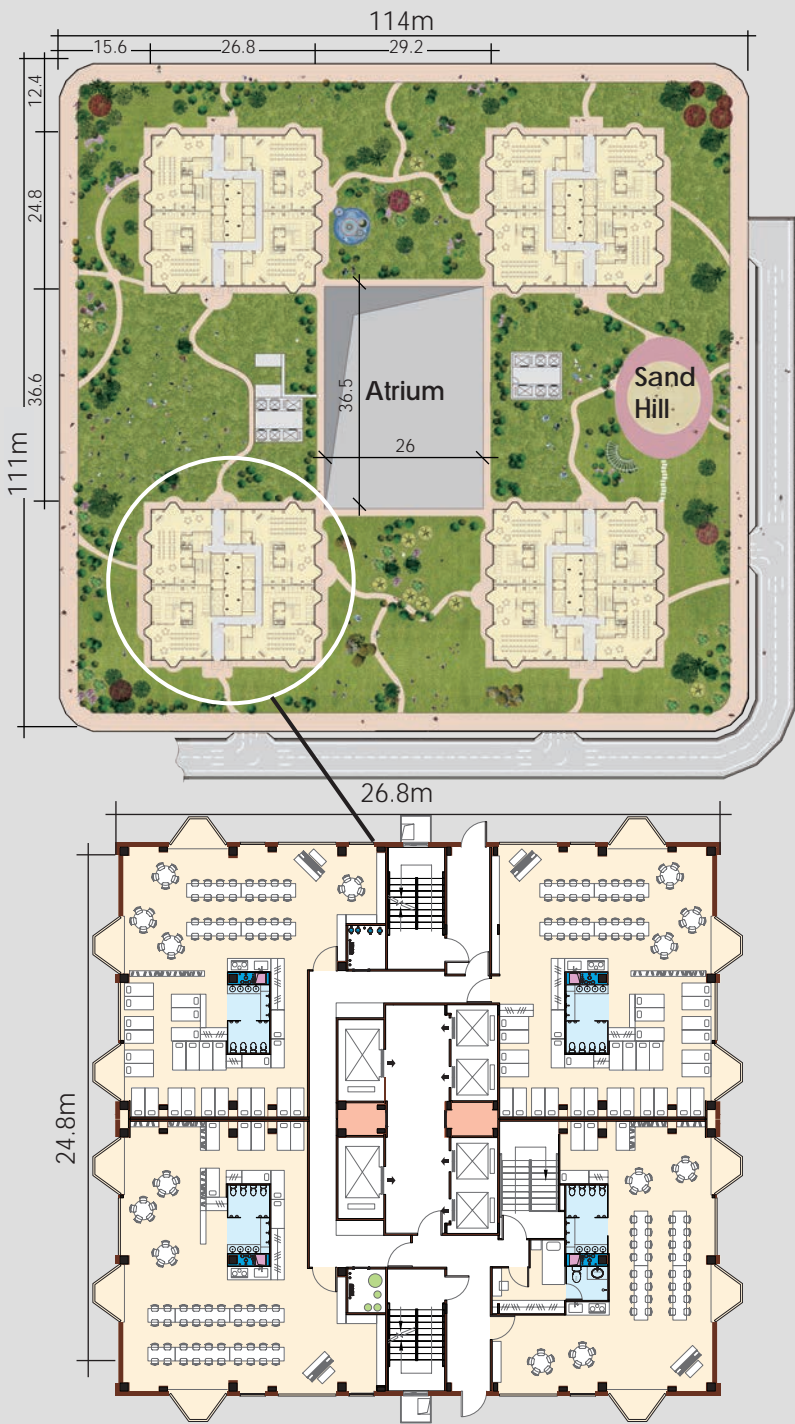
27F

Sky Lawn

Living in a bustling city often means children have no space to play and no peer playmates. The roof of the ST podium is a huge lawn for children to plant flowers and plants, play in the mud, chase and play. Let the children play happily with a large group of peers without parental supervision and grow up healthily. The lawn is a special area for underage children of ST residents, with an area of 8,700m<sup>2</sup>. There is also a 6m wide and 400m long ramp (between 19F and 27F) which is also a special activity area for children, where motor vehicles and bicycles are strictly prohibited. Occasional vehicle access is limited to unoccupied late-night hours for soil and equipment maintenance.

Kindergarten

The first floor (27F) of ST's four towers provide a total of 2,752m<sup>2</sup> area dedicated to a residents- only kindergarten. It accommodates 16 classes for 480 children, including 8 full-week care classes with 190 beds. In the future, based on residents' needs, additional nursery facilities may be added on the 27th or 26th floors.





# ECOCITY REVOL. 11. RESIDENCE 28~126F

## ST Uses "Holon Building" For Residential Area, Providing A Comfortable Living Environment

1. Expansive view: Every window can see the infinite scenery, and the 180° bay window allows every family to enjoy plenty of sunlight.
2. Quiet living: The 4-paned windows completely isolate the city noise, and the double walls and 3-layer ceiling completely block out the neighbors' noise. Residents don't want to go out once they get home.
3. Cozy environment: Passive House insulation, constant-temperature central air conditioning and central hot water throughout the year.
4. Clean fresh air: 100% fresh air eliminates cross contamination, with 99.9% PM2.5 filtration, the room will remain dust-free even after a month without cleaning. All decorative materials are non-toxic certified.
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	Units	NSA m <sup>2</sup> /unit	GSA m <sup>2</sup> /F	Floor
1-bed Unit	752	56.7	42,638	28~76F
2-bed Unit	784	67.1	52,606	
3-bed Unit	624	129.4	80,745	78~116F
5-bed Unit	80	258.8	20,704	117~126F
Total	2,240		196,694	Total of 98 Floors

## Residential Unit Layouts

(different layouts are located on different floors)

Legend:

- Bathroom
- Plumbing shaft
- Grease duct shaft
- Fresh air shaft
- Electrical shaft
- Garbage chute
- Make-up air shaft
- Exhaust air shaft



Note: ST project entirely uses prefabricated "HOLON" for the floors above 27F. Please be sure to read the attached "Features of HOLON Building" in detail.

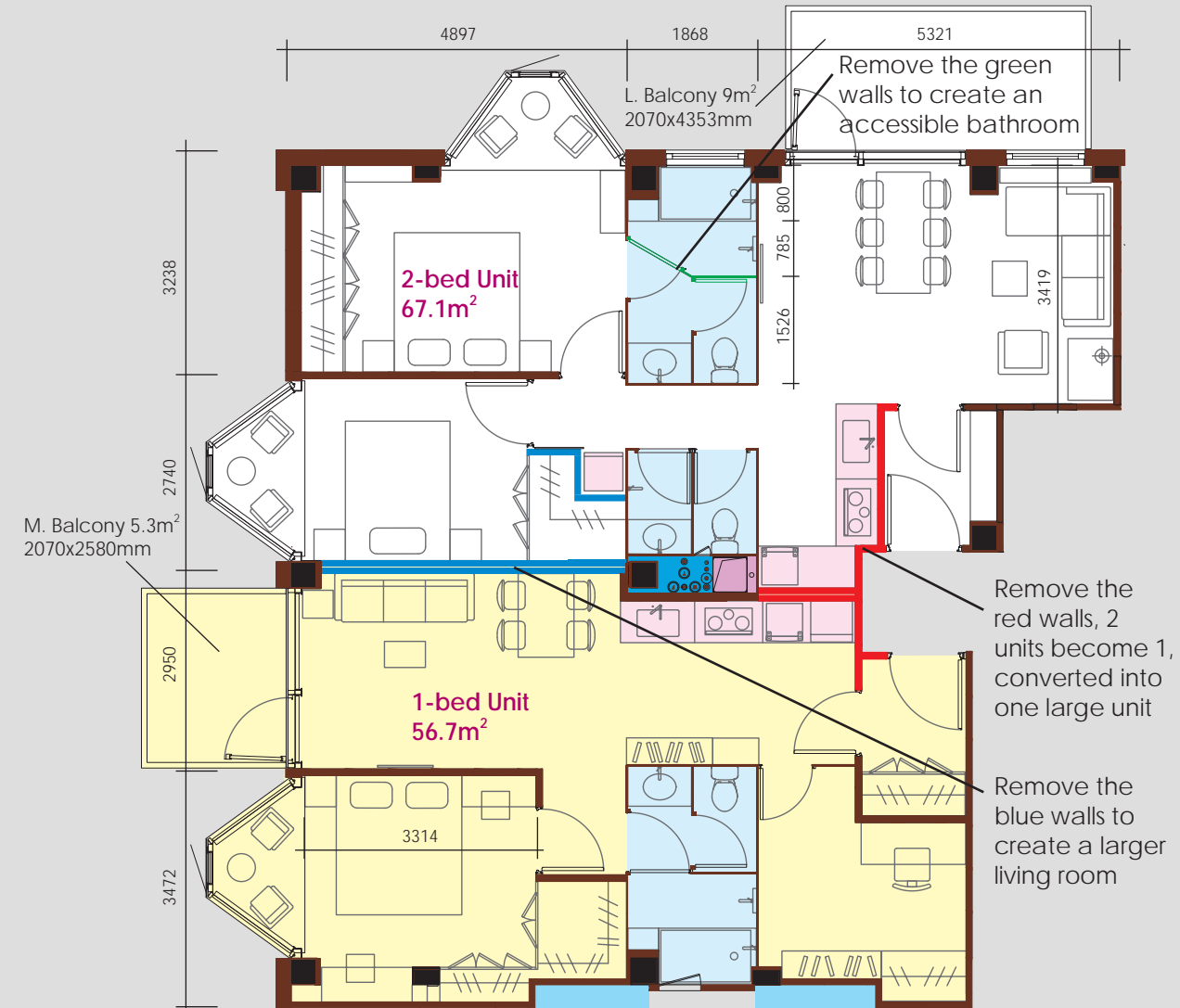




# ECOCITY REVOL.

## 11. RESIDENCE: 1-bed / 2-bed 28~76F

- 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.





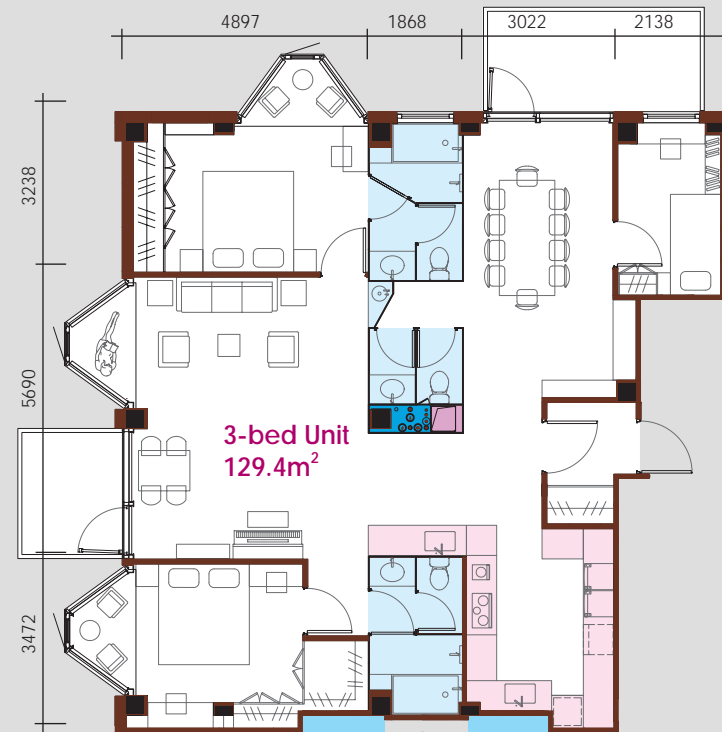
# ECOCITY REVOL.

## 11. RESIDENCE: 3-bed 78~116F

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 m<sup>2</sup> in UK standard, and 134.1 m<sup>2</sup> in US standard (internal and external walls included).



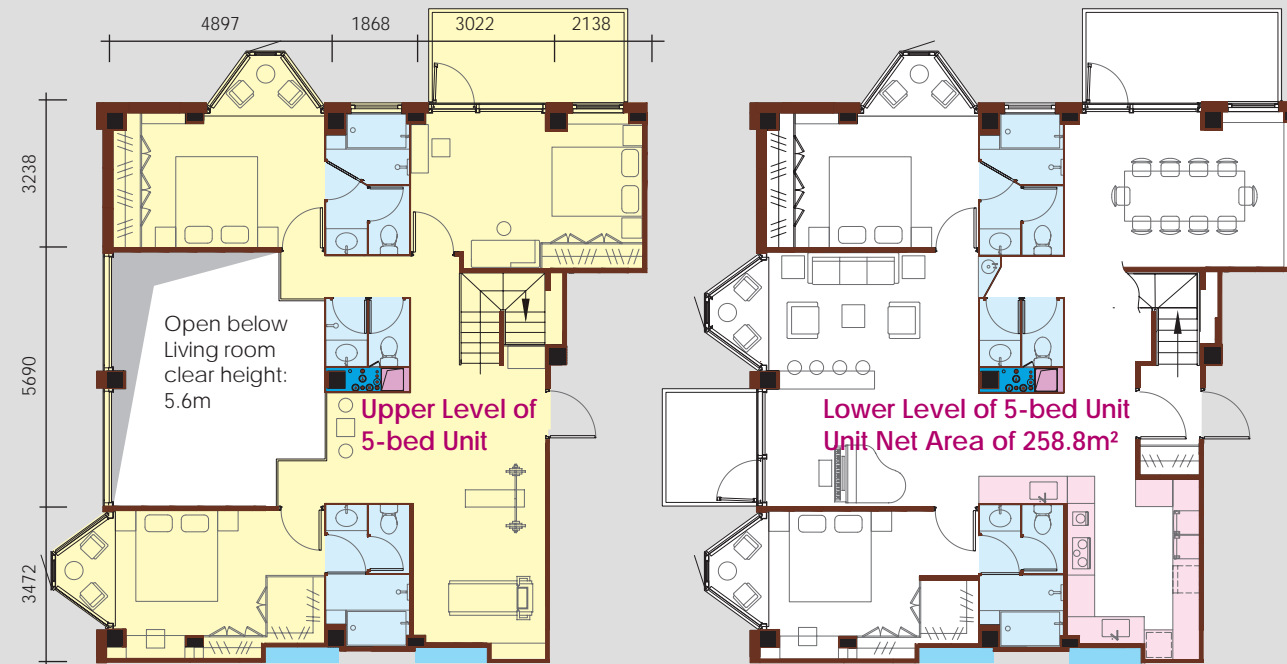


# ECOCITY REVOL.

## 11. RESIDENCE: 5-bed 118~126F

People often regard villas as a synonym for luxury. The 5-bed unit in ST has almost all the advantages of villas - spacious, bright, and private, but it does not have the disadvantages of villas - difficult maintenance, no view of the distant scenery, lonely living, and no neighbors to interact with.

The 5-bed unit is a duplex structure with a total area of 258.8 m<sup>2</sup> for the two floors. The living room has a clear height of 5.6 m, which is even higher than that of a villa. More importantly, children get to view the world from a height of 400m at a young age, which will gradually nurture a broad perspective as they grow up.





# ECOCITY REVOL.

## 12. HOTEL 129~145F

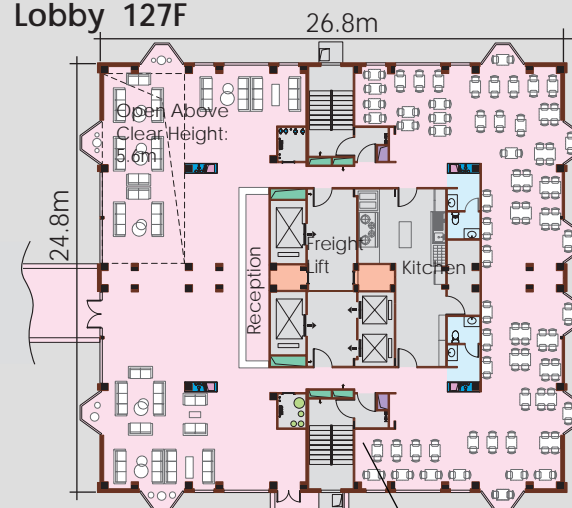
### A Truly Luxurious Hotel, But Extremely Economical

ST Hotel is one of the tallest hotels in the world. Due to the 4 conjoined building structures, the volume of a single tower is not large, and the depth of the room is less than 5m, which is smaller than half the depth of traditional super-high-rise hotel. This also means that ST has more than doubled the side area of a traditional hotel, with an area of 52,288 m<sup>2</sup>, 1,280 window rooms, and can be arranged into 720 suites. Moreover, the lobby, dining area, and fitness area of ST Hotel cover 8,256 m<sup>2</sup>, larger than a lot of hotels, which is extremely luxurious.

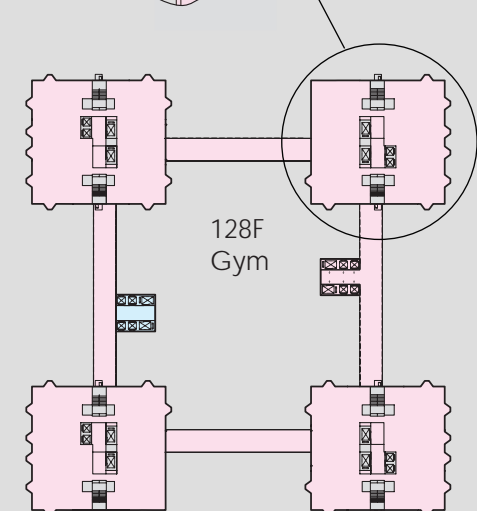
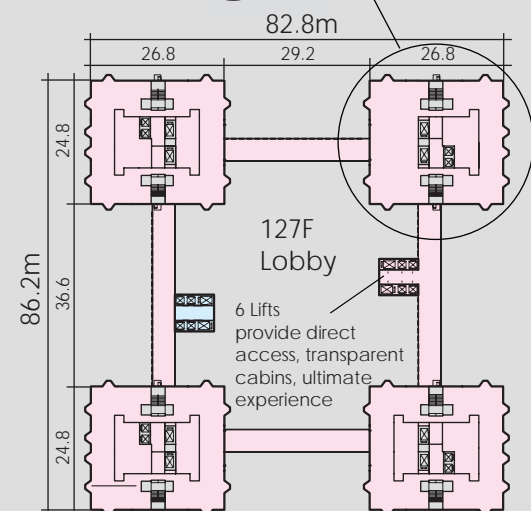
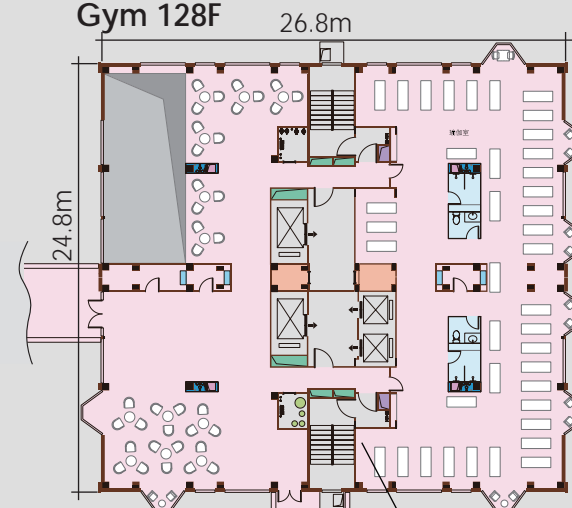
### Hotel Configuration

Location	127~145F (417~474m)
Floors	19 floors (Suites 16 floors/ public area 3 floors)
Floor area	52,288m <sup>2</sup> (Suites 44,032m <sup>2</sup> / public area 8,256m <sup>2</sup> )
Unit	720

### Lobby 127F



### Gym 128F





# ECOCITY REVOL.

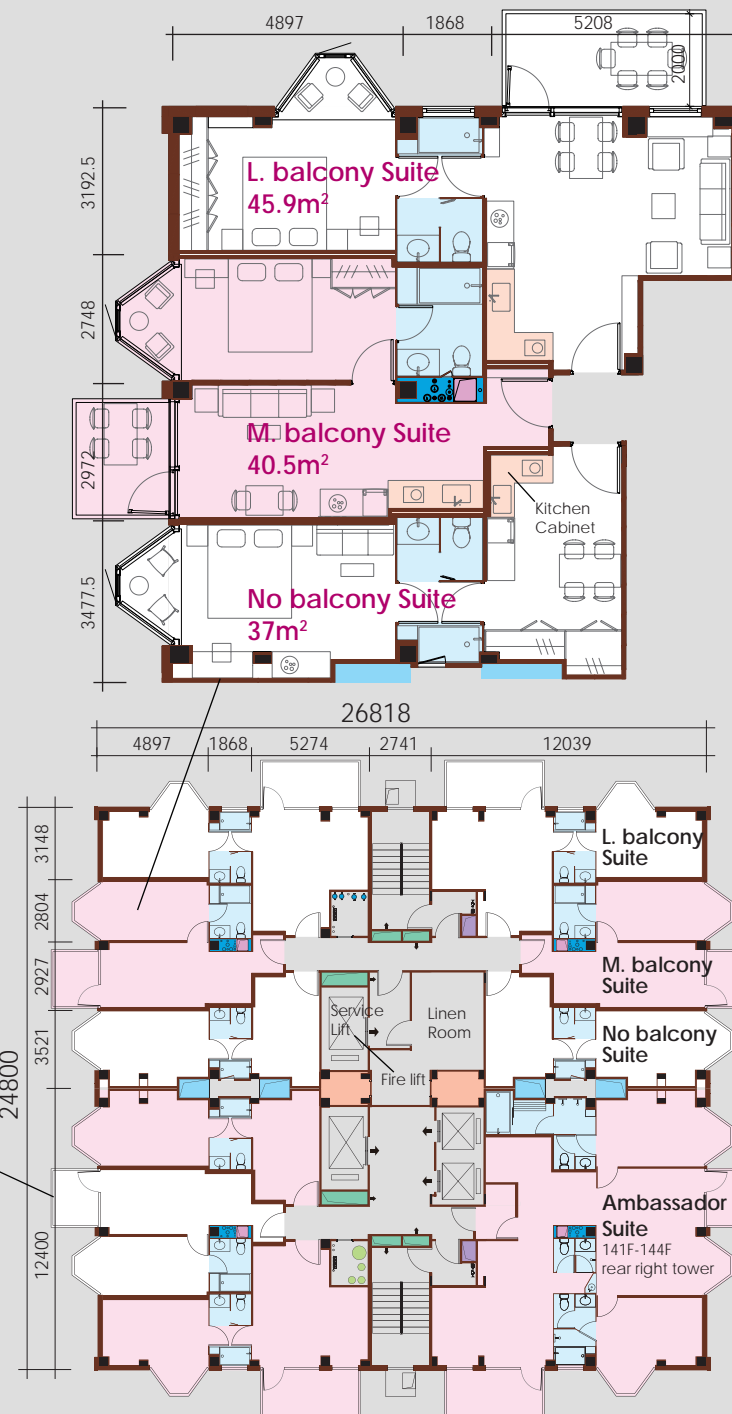
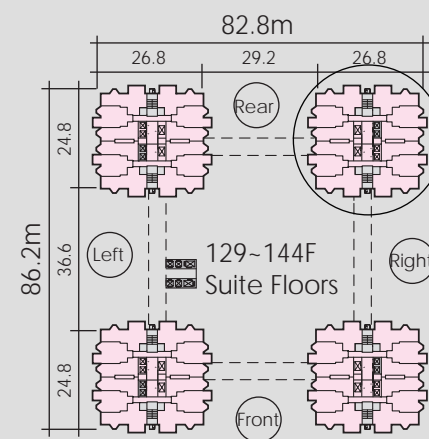
## 12. HOTEL: SUITE 129~144F

### A Once-In-A-Lifetime Stay

There are many luxury hotels in the world, but it is rare to find a hotel at an altitude of more than 470 meters. What's more remarkable is that 2/3 of the rooms in the ST Hotel have balconies. Just imagine: What does it feel like to stand on the world's highest balcony, feeling the wind? The ST Hotel has a huge number of suites, and operators can achieve good profits with only moderate pricing. Therefore, ST is likely to be on the "must try" list of many middle-class families worldwide, keeping the hotel fully booked for a long time and achieving the highest occupancy rate in the world.

### Hotel Unit Mix

Unit type	Units	Net area m <sup>2</sup>	Total Net area m <sup>2</sup>	Floor
No Balcony Suite	232	37	8,584	129F~144F
M. Balcony Suite	232	40.5	9,396	
L. Balcony Suite	240	45.9	11,016	
Ambassador Suite	16	130	2,080	141F~144F Rear Right Tower
<b>Total</b>	<b>720</b>		<b>31,076</b>	<b>Total of 16 Floors</b>





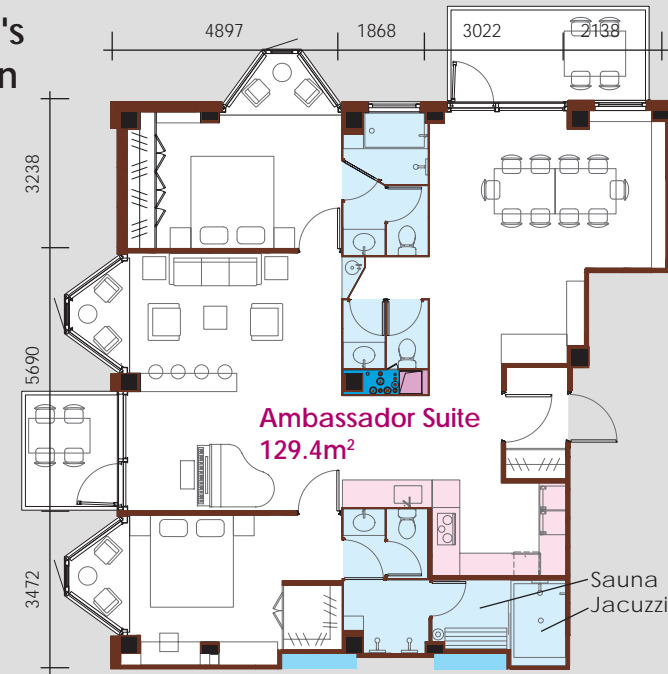
# ECOCITY REVOL.

## 12. HOTEL: AMBASSADOR SUITE 141-144F

### Enjoy Fine Dining On The World's Highest Balcony, Experience an Extraordinary Life

At an altitude of 456m to 468m, the ST Hotel features 16 ambassador suites of 129.4m<sup>2</sup> each, as spacious as a large residential unit and fully equipped with all necessary living facilities. The hotel can also arrange for world-class chefs to cook for VIP guests in their suites. On mild days, dining on the gigantic balconies offers a unique experience that even the world's richest might never have enjoyed.

Moreover, every suite in ST has a kitchen, which is far more valuable than "gilded luxurious decorations". Guests can enjoy a complete family life during their stay.

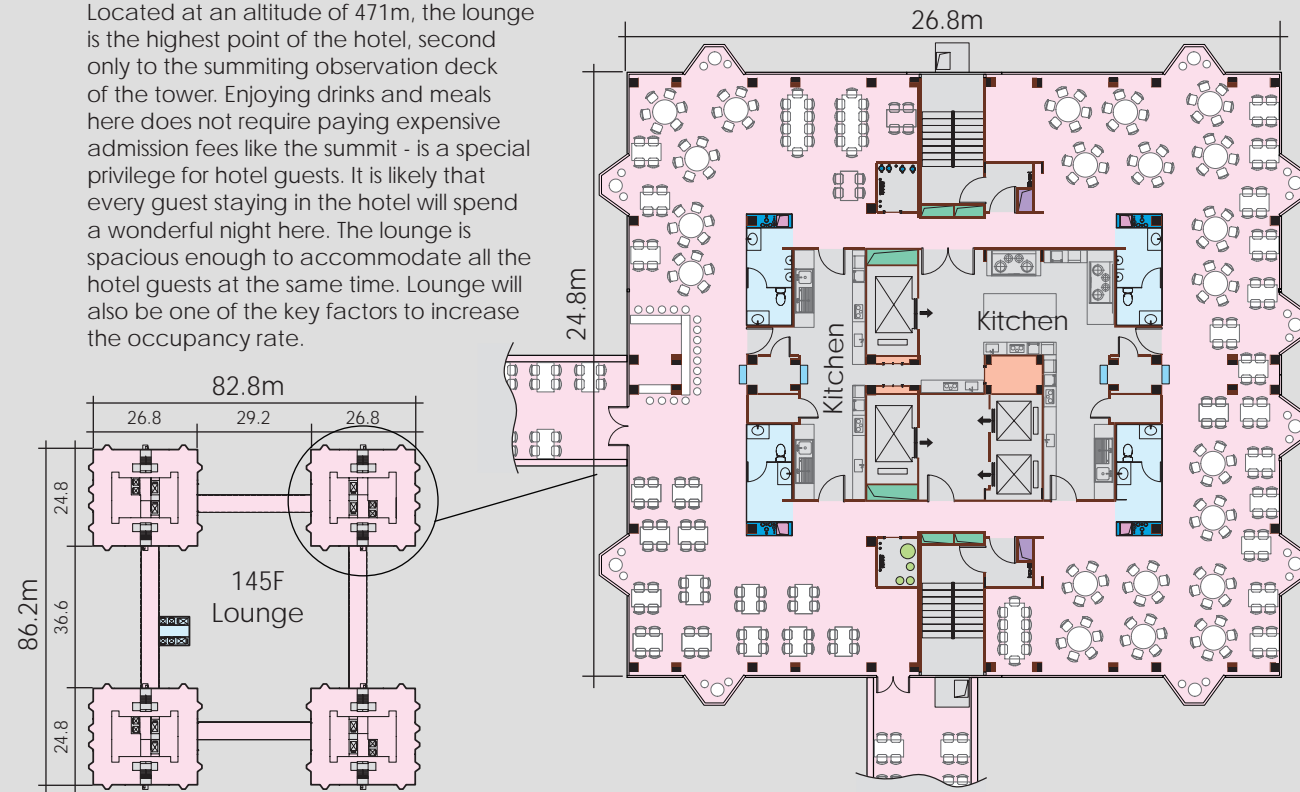




# ECOCITY REVOL.

## 12. HOTEL: LOUNGE 145F

Located at an altitude of 471m, the lounge is the highest point of the hotel, second only to the summiting observation deck of the tower. Enjoying drinks and meals here does not require paying expensive admission fees like the summit - is a special privilege for hotel guests. It is likely that every guest staying in the hotel will spend a wonderful night here. The lounge is spacious enough to accommodate all the hotel guests at the same time. Lounge will also be one of the key factors to increase the occupancy rate.





# 13. SUMMITTING OBSERVATION DECK

146F / 147F

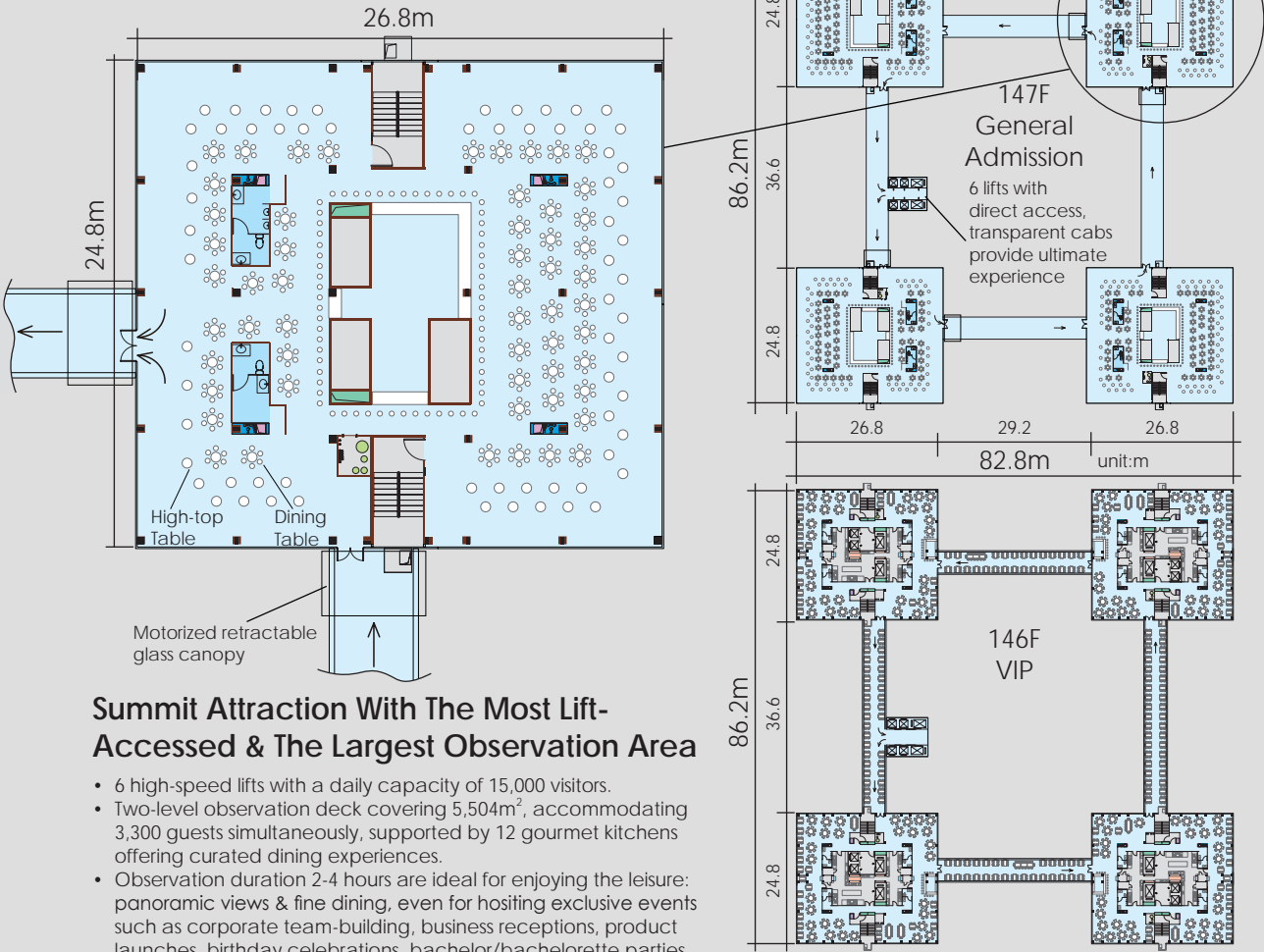
## Ascending To The 483m European Summit & Watching The Ancient & Fashionable London

As Europe's highest and the world's largest observation deck, this landmark immortalizes the charm of London—birthplace of the Industrial Revolution.

- At dawn on the summit, awaiting quietly the moment the sun spurting out on the horizon —no more regret in life.
- In the day time on the summit, enjoying panoramic views of London with coffee, Earl Grey, delicate pastries, or even fine wines and cuisines— unforgettable all your life.
- At night on the summit, watching the city's glittering skyline with tea or wine, enjoy the celebration and revelry.

## 15,000 Visitors Daily Enjoying 2-4 Hrs Of Immersive Sightseeing Experiences

- 147F (Main Observation Deck) General Admission with 2-hr visit duration. Ticket includes complimentary beverages, alcohol & food available for purchase. Concurrently can host 2,000 visitors at a time and 10,000 daily, up to 15,000 max.
- 146F (VIP Lounge) Exclusive Access with 4-hr premium experience. Ticket Includes all-inclusive gourmet catering & premium bar service. Concurrently can host 1,300 visitors at a time and 5,000 daily, up to 7,500 max.



## Summit Attraction With The Most Lift-Accessed & The Largest Observation Area

- 6 high-speed lifts with a daily capacity of 15,000 visitors.
- Two-level observation deck covering 5,504m<sup>2</sup>, accommodating 3,300 guests simultaneously, supported by 12 gourmet kitchens offering curated dining experiences.
- Observation duration 2-4 hours are ideal for enjoying the leisure: panoramic views & fine dining, even for hosting exclusive events such as corporate team-building, business receptions, product launches, birthday celebrations, bachelor/bachelorette parties.





ECOCITY  
REVOL.

14. MEP, SAFETY & ANNEX BUILDING

1. MEP System

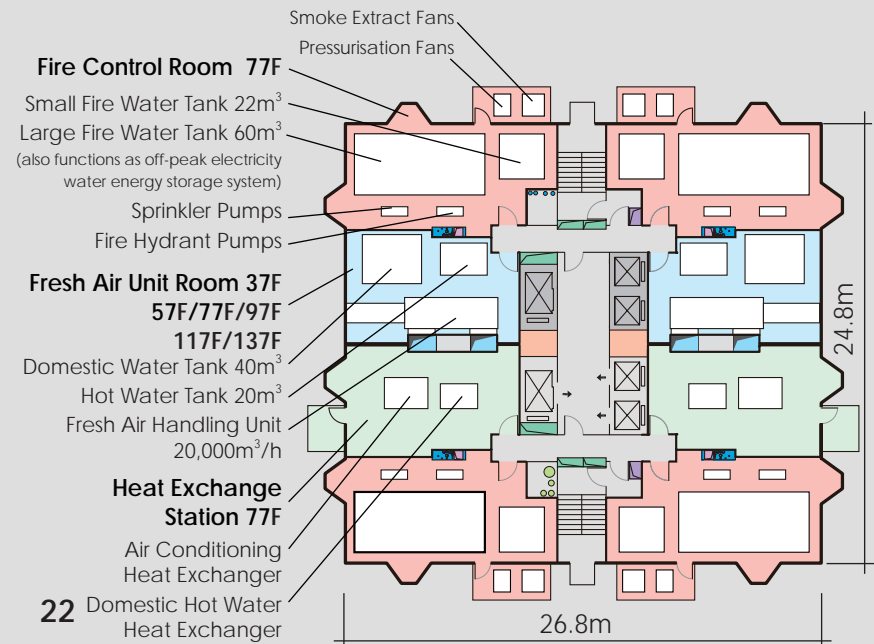
The MEP systems in this project are designed in full integration with the architecture and entirely prefabricated into modular units in the factory, enabling minimum on-site installation while ensuring optimal compatibility, reliability, maintainability, durability, energy efficiency, and minimal space occupancy. The design, prefabrication, and construction 100% complies with the local building standards.

1) MEP Equipment Distribution Schedule

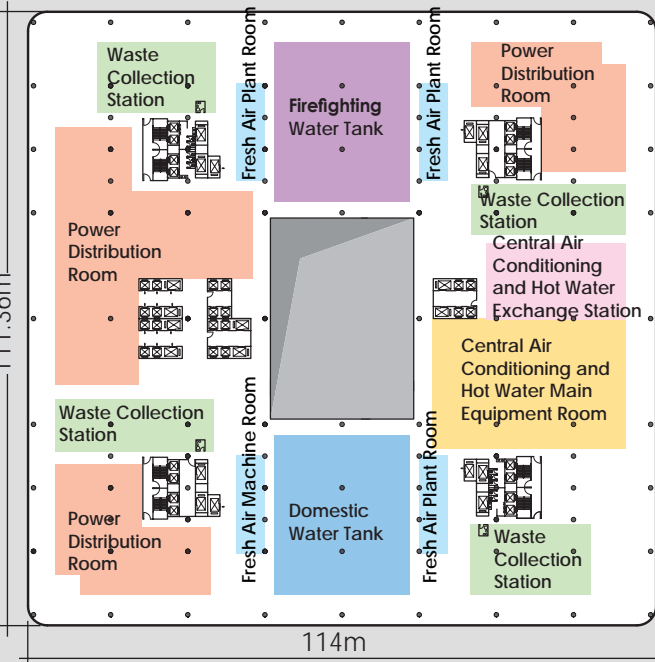
NO.	Item	Quantity	Location	Area m <sup>2</sup>	Remark
1	Power Distribution Room	11	24F, 77F	2,100 (1,800)	Including 10 MW battery storage
2	Firefighting Water Tank	2	24F, 77F	2,200 (1,000)	Also serves as off-peak electricity water energy storage system
3	Central AC & Hot Water Main Equipment Room	1	24F	1,500 (1,500)	Air conditioning: 15 MW; hot water: 6 MWh
4	Central AC & Hot Water Exchange Station	9	24F, 77F	1,550 (1,300)	One unit on the 24F
5	Central Fresh Air Unit Room	76	even-numbered floors of 1~6F/ 19~26F; 37, 57, 77, 97, 117, 137F	3,800 (2,100)	28 units in the podium
6	Potable Water Tank	49	24, 37, 57, 77, 97, 117, 137F	2,000 (1,000)	One unit on the 24F
7	Waste Collection Station	4	24F	1,000 (1,000)	
	Total	153		14,150 (9,700)	Area in parentheses: 24F footprint

2) Tower Equipment Floor

(identical in all four towers)



3) Podium Equipment Floor (24F)



4) MEP Technical Parameters Table

NO.	Subject	Parameter	Purpose	Remarks
1	Power Supply Capacity	30MW	Building electricity, heating, and cooling	Calculated as 30W/m² based on usable area, plus cooking electricity
2	Battery Storage Capacity	20MWh	Emergency power supply during power outages	Normally used for offpeak power storage and peak power discharge
3	Domestic Water Supply	6,000 m³/day	Sanitary, laundry, and cooking	Consumption of 12,000 people
4	Domestic Hot Water Supply	2,700 m³/day	Shower	Consumption of 9,000 people
5	AC Cooling Capacity	10MW	Occupied spaces	
6	AC Heating Capacity	15MW	Occupied spaces	
7	Off-Peak Electricity Water Energy Storage Ratio	≥70%	Saving electricity expense	Promote the development of renewable energy
8	Annual AC Fres h Air Energy Consumption	≤80kWh/m² year	/	Under the premise of meeting thermal comfort and air quality requirements
9	Fresh Air Volume	152,000 m³/h	Occupied spaces	Calculated as 3m³/m² based on usable area
10	Fresh Air Filtration Efficiency	≥99.9%	The indoor air is at least 100 times cleaner than the outdoor air	100% fresh air, no mixed return air
11	Energy Metering	AC, fresh air, cold & hot water metering	Independent metering for each residential unit and entity	Charged per metering
12	Building Control System	BBA Intelligent Control	Maximize convenience, comfort, energy efficiency, and safety	Equipped with sensors such as motion sensors, temperature sensors, and smoke sensors in each space
13	Fire Safety Measures	Strictly comply with local fire safety standard, with the addition of external escape ladders	Ensure timely detection and extinguishing of fires, guaranteeing absolutely safe evacuation	Sprinkler system, smoke detectors, smoke control and extraction systems, fire hydrants, 4 escape staircases, and escape via connecting corridors

2. Special Safety Measures (for Super High-Rise Buildings)

1. Fire Safety: While strictly adhering to local fire safety standards, each building of ST project provides 2 external fire escape ladders. In case the internal escape stairs are blocked by smoke, occupants can use the external fire escape ladders to evacuate. Additionally, connecting corridors are set every 10 floors between the 4 towers, allowing for easy evacuation to another tower during a fire, which is safer than the refuge floors in traditional buildings.
2. Earthquake Safety:
  - 1) The entire building uses zero concrete, with a weight only 30% of that of a reinforced concrete structure, resulting in only 30% of the seismic damage.
  - 2) The tower adopts a stainless steel structure with an elongation rate ≥25%, while the podium uses a carbon steel structure with an elongation rate ≥18%. Even in the strongest earthquakes, the structure will at most bend and deform, with no risk of collapse.
  - 3) ST features a 4-tower corridor-connected structure with an aspect ratio of 5, ensuring extreme structural stability.
3. Fall-off Object Prevention: In buildings with windows and balconies, it is difficult to ensure that objects will not fall from hight. ST has installed protective nets extending 4 meters from the building every 20 floors of each tower, effectively preventing objects falling from height and harming people.

Annex Building Usage

The annex building has 11 floors with a total area of 7,568m² and occupies 700m² of land within the ST plot. Its main uses are as follows:

1. During construction: Used as worker accommodation (10 floors, accommodating 480 people)
2. During construction: Used as construction offices (1 floor, accommodating 80 people for work)
3. Facilitating technical pre-inspections of the project by the supervision agency
4. After project completion and delivery: Converted into residential units and property management offices





# ECOCITY REVOL.

## 15. HTR GROUP INTRO

### HI-TECH REALTY GROUP

Hi-Tech Real Estate Group (HTR) holds the priority development rights for the HOLON real estate projects in major cities with 1M+ population in developed countries.

HTR is registered in Singapore and has subsidiaries in the US, the UK, France, Australia and other countries. HTR-UK is registered in London.

HTR's mission is to develop a large number of low-cost, high-tech ultra high-rise residential projects in the main urban areas of metropolises in developed countries, enabling citizens to avoid living in remote suburbs, reducing urban commuting pressure, significantly reducing the time and cost for daily commute, and improving the quality of life. At the same time, it can significantly reduce the carbon emissions from commute traffic.

HTR's core competitiveness lies in supplying a higher ratio of affordable housing to gain the support of citizens and governments. The prerequisites for HTR's rapid development are as follows: using standardized prefabricated modules to shorten the time for design, approval, construction, and acceptance; significantly reducing construction costs and housing prices; and shortening the housing sales cycle.

HTR's goal is to become the largest in scale, highest in profit and best in reputation real estate development enterprise globally by 2030.

### HTR's Business Operations

1. Mainly develops 40F~140F residential buildings; in some large lots with height-limit, can also develop residential buildings with  $\geq 25$  floors.
2. Projects have a gross floor area (GFA) of  $\geq 200,000$  m<sup>2</sup>.
3. Only develops projects in 60 million-population cities across developed countries.
4. Selects prime locations in city centers or areas within 30 minutes by rail transit from the city center at the farthest.
5. Mainly sells project properties in bulk sales; retail sales or leasing may be considered under special circumstances.
6. HTR project ancillary facilities.
  - Podiums (1F~40F) can be configured with lobbies, parking lots, shopping malls, office spaces, etc., based on market demand.
  - Hospitals, schools, and kindergartens can be built within the project campus to meet community living needs.
  - Furniture, kitchenware, textiles, and other household items can be provided according to customer requirements.
  - Project warranty services.
  - Lifetime operation, maintenance, and contract energy management can be provided upon customer request.
  - Renovation, relocation, and reconstruction of Holon Buildings can be offered as needed.



**HOLON R&D and Production Base**  
Located in BSB Town, Xiangyin, PRC.  
Founded in 2010 with a production area of 230,000m<sup>2</sup>, and 137,000m<sup>2</sup> of other buildings



# ECOCITY REVOL.

## 16. ESG OVERVIEW

### Fulfilling The ESG Mission

"Corporate social responsibility" is an inherent mission for HTR Group, the developer of the ST project, and a prominent feature of the ST project. The principles of ESG are implemented in every detail, from design to materials, and from production to marketing. So far, few buildings globally have fulfilled the ESG mission as profoundly and comprehensively as ST. The following descriptions, without the need for complex reports, 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 after disposal. ST reduces carbon 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 carbon emissions from air conditioning by 90% compared to conventional buildings.
- ST project reduces land occupation by over 80%, protecting green spaces.
- Integration of various community functions reduces commuting carbon emissions by 50%-80%.  
(For details, see the attached document "Features of Holon Building").

#### 2. Social Responsibility

- 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.
- External fire escape ladders and connecting corridors double the safety of fire evacuation.

#### 3. Corporate Governance Responsibility

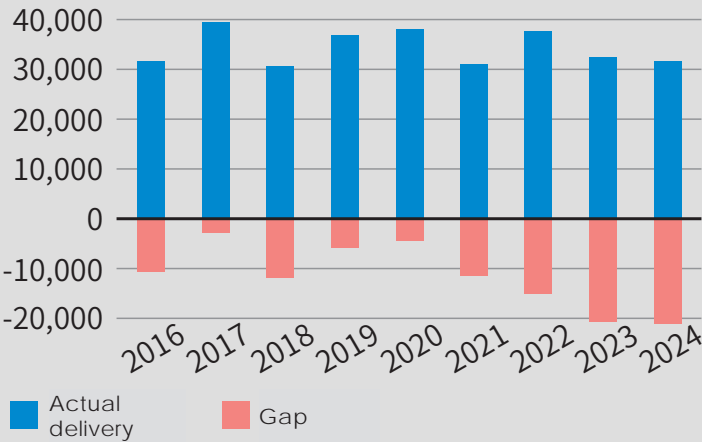
- ST project adopts a modern industrial prefabrication model, ensuring controllable construction costs and schedules, and predictable investment returns.
- Standardized technical and business processes ensure transparent operations and eliminate corruption.
- HTR Group has a subsidiary HTR-UK in London, committed to long-term investment in the UK real estate market. Putting reputation first, it is determined and capable of ensuring that the ST project meets quality and schedule expectations and guarantees investment safety.





# 17. LONDON RESIDENTIAL MARKET OPPORTUNITY

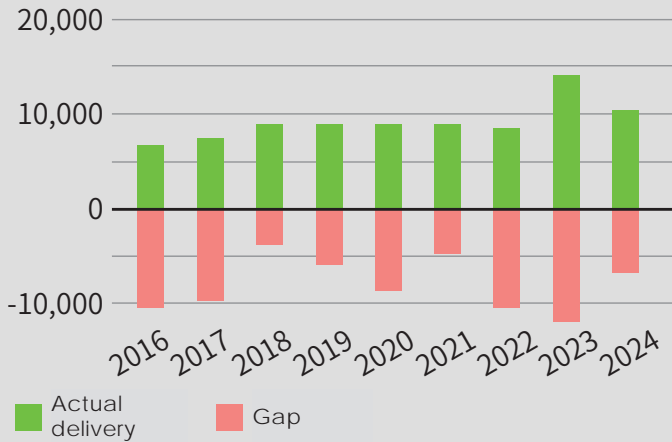
London Housing Gap (units)



Market Rate Housing Comps

No.	Project Name	Sale Price (£/m <sup>2</sup> )
1	Peninsula Riverfront	9,600~13,000
2	Royal Arsenal Riverside	8,400~11,645
3	Greenwich Millennium Village	8,300
4	Prime Point	8,600
5	ST	7,000

London Affordable Housing Gap (units)

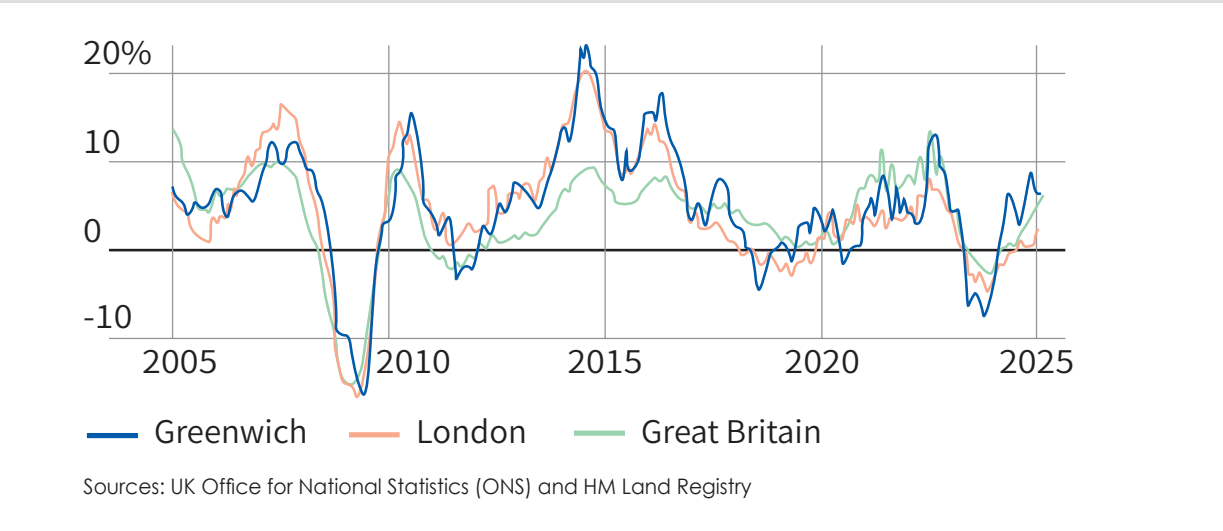


Data sources: London City Hall, the UK Parliament, and the Annual Monitoring Report (AMR) on London Planning. The report also notes that 116,000 affordable housing units were initiated between 2016 and 2023, with 56% actually completed.

Affordable Housing Comps

No.	Project Name	Sale Price (£/m <sup>2</sup> )
1	The Wateman	8,000
2	Greenwich Millennium Village	7,500
3	London Hawthorne Crescent	7,500
4	London Lambarde Square	7,300
5	ST	5,600

Historical Increases In UK House Prices



In the project area (Greenwich), the annual increase rate of housing prices is higher than the overall level of London  
As of January 2025, the average housing price in Greenwich is £481,000, which is higher than £454,000 in January 2024, with an increase rate of 6.1%, higher than that of London.

## This Project Will Provide More Affordable Housing For The Government

To help the government in ensuring the supply of affordable housing for public servants and low-income groups, HTR-UK plans to simultaneously develop 1,206 affordable housing units near the project site. This exceeds the government-

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



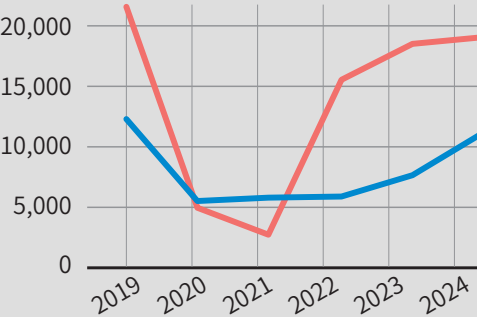


# 18. LONDON TOURISM MARKET OPPORTUNITY

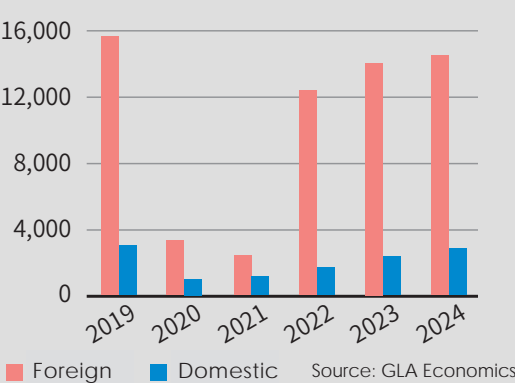
## Analysis of London Tourism

In 2024, the number of visitors to London reached 88% of the pre-pandemic level, with domestic and international tourist consumption recovering to 95% and 93% of pre-pandemic levels respectively. Projections indicate that supported by macroeconomic trends and the fundamental demand for tourism, this growth momentum will continue until 2032. The launch of ST is expected to significantly boost London's tourism industry.

Number Of Tourists In London (K)



Tourist Spending In London (£ million)



Comparison of Tourism in Four Global Metropolises (2024)

Indicator	Dubai	New York	Paris	London
International Tourist (10,000 persons)	1,820	1,300	1,740	1,921
Total Tourist (10,000 persons)	2,300	6,430	4,750	3,043
Popular Attractions	Burj Khalifa, Palm Jumeirah	Statue of Liberty, Broadway	Eiffel Tower, Louvre Museum	British Museum, West End Theatres
Ranking	7th	10th+	9th	3rd
Annual Growth Rate	+9%	+3.5%	+4%	+7%

Data sources: Euromonitor, New York City Tourism Board, Dubai Department of Economy and Tourism, Paris Tourism Committee.

Comparison of Data on Observation Decks of Global Landmarks

Building Name	Burj Khalifa (Dubai)	Empire State Building (New York)	One World Trade Center (New York)	Eiffel Tower (Paris)	ST
Observation Deck Height	555m	381m	381m	276m	477m
Annual Summit Visitors (Thousands)	3,000	3,600	2,300	3,300	4,000
Avg Summit Ticket Price (USD/Person)	120	47	45	35	35
Annual Summit Revenue (\$ M)	360	170	100	120	140
Lifts Max. Capacity	2 lifts 42 people	4 lifts 84 people	4 lifts 84 people	2 lifts 28 people	6 lifts 92 people

Data sources: Data for the Eiffel Tower and the Empire State Building are based on public annual reports and tourism statistics, while data for the Burj Khalifa are compiled from the Dubai Tourism Board and industry reports.

## ST Hotel Investment Paid Back In 5 Years

Estimated at 80% occupancy rate and average daily rate of £700/suite, the annual revenue is £147M (excluding Food & Beverage and other revenues) for the 720 hotel suites. Calculated based on the hotel's gross floor area of 52,288m<sup>2</sup>, this translates to an annual revenue of £2,815/m<sup>2</sup>, or £14,073/m<sup>2</sup> for a 5-year total, which is 1.4 times of the ST hotel sales price at £10,000/m<sup>2</sup>. Base on this analysis, with the operation cost deducted, investors can expect to recover their investments in 5 years at most.

## ST Observation Deck Revenue: £700M Over 5 Years

The 146F~147F observation area attracts 4,000,000 visitors annually. With a £35 ticket price, annual revenue reaches £140M, making it a significant income stream for ST.





ECOCITY

REVOL.

19. INVESTMENT RISK MANAGEMENT

Category	Potential Risks	Preventive Measures
Land Acquisition	<ol style="list-style-type: none"> <li>1. Hidden disputes over land property rights.</li> <li>2. Underground tunnels, subways, cables, water pipes, gas pipelines, ancient tombs, cultural relics, or soil pollution.</li> <li>3. Conflicts between buildable area, height restrictions, plot ratio, or business types and project expectations.</li> </ol>	<ol style="list-style-type: none"> <li>1. 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.</li> <li>2. Conduct detailed research on underground conditions and history through public records, government archives, municipal blueprints, and government plans to ensure no factors hinder construction.</li> <li>3. Confirm that the planning aligns with project expectations through public information and interviews with government authorities.</li> </ol>
Planning and Construction Approval	<ol style="list-style-type: none"> <li>1. Plans do not meet authority requirements, requiring repeated revisions and causing delays.</li> <li>2. Plans are delayed or rejected by authorities.</li> <li>3. Construction drawings do not meet review requirements.</li> <li>4. Modular building technologies or materials are rejected by regulators.</li> </ol>	<ol style="list-style-type: none"> <li>1. Select local planning institutes with the highest professional standards and social influence to prepare planning documents.</li> <li>2. Hire top-tier local planning agencies, lawyers, and public figures to legally facilitate the approval process.</li> <li>3. Engage local design institutes with the highest professional standards to prepare construction drawings based on local codes and modular building technical specifications.</li> <li>4. Complete technical certification for modular buildings and all materials in advance to ensure 100% compliance with local building standards.</li> </ol>
Construction Quality and Schedule	<ol style="list-style-type: none"> <li>1. Foundation construction quality issues or schedule delays.</li> <li>2. Prefabrication quality issues or delivery delays for modular buildings.</li> <li>3. Transportation and custom clearance delays for modular buildings.</li> <li>4. Unstable installation quality or process delays for modular buildings.</li> <li>5. Official approval for project completion and acceptance not obtained.</li> </ol>	<ol style="list-style-type: none"> <li>1. Bid and select the most capable and reputable local foundation contractors, and sign strict quality and schedule guarantee agreements with them.</li> <li>2. Sign stringent quality and schedule assurance agreements with modular building supplier.</li> <li>3. Bid and select the most capable and reputable logistics companies, and sign strict delivery agreements.</li> <li>4. 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.</li> <li>5. 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.</li> </ol>
Project Sales	<ol style="list-style-type: none"> <li>1. Unit area, room layout, or functionality does not meet customer preferences.</li> <li>2. Community facilities are less than those in surrounding neighborhoods.</li> <li>3. Construction quality is inferior to similar buildings in the area.</li> <li>4. Unattractive pricing leading to slow sales and difficult capital recovery.</li> </ol>	<ol style="list-style-type: none"> <li>1. Collaborate closely with local architectural design institutes of the highest professional standards to jointly develop unit types most popular with local residents.</li> <li>2. Work with design institutes to research and upgrade community facilities to the highest standards in the city.</li> <li>3. 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.</li> <li>4. 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.</li> </ol>

