



PRINCES HOUSE  
LONDON







...when a man is tired of London,  
he is tired of life;  
for there is in London  
all that life can afford.

SAMUEL JOHNSON



# A CITY LIKE NO OTHER

An aerial photograph of London, England, showing a dense urban landscape. The River Thames flows through the city, with the London Eye visible on the left. In the foreground, two prominent white stone towers with golden spires and clock faces are visible, likely St. Martin-in-the-Fields. The city extends to the horizon under a clear blue sky.

Culturally vibrant, colourfully cosmopolitan, fashionably eclectic and heritage-rich, London marches to the beat of its own drum and is one of the most exciting cities in the world.

Its infinite charm has drawn people from all over the world, enchanted by its skyline of shiny domes, glittering spires and modern glass facades.





Stroll through Kew Gardens, enjoy the view from the London Eye, catch a performance at Shaftesbury Avenue and dance the night away in Soho. London has something for everyone.

# HIVE OF ACTIVITY

As a design and fashion capital, London bursts with creativity. This also makes it a shopping paradise for home-grown British designers as well as famous high street brands. Shop to your heart's desire, be it at upscale Harrods or at the weekend stalls in Camden Market.







The Mayor of London's 2020 Vision lays down an impressive set of ambitions to the benefit of all who live in and visit the city. In 2018, when the Crossrail opens and tube upgrades are complete, not only will rail and road connectivity improve, so too will a network of quietways, further cultivating the city's cycling culture.

# A VIVID FUTURE





At the heart of central London, is Princes House. It is a prime property in the coveted neighbourhood of Westminster. Located on Kingsway, the building is a blend of old and new, a tribute to the past and a nod to the future.

Originally constructed in the early 1920's, it features an impressive Neo-classical stone façade with paned windows. Princes House comprises 20 private residences and 34 serviced residences.

# PRINCES HOUSE





MAKING LONDON HOME





Each apartment unit features:

- Engineered timber flooring
- Carpeted bedrooms
- Fully-fitted bathrooms
- General lighting
- Kitchen equipped with the latest appliances

Security elements:

- Electronic-coded entrances
- CCTV coverage
- 24-hour concierge facility
- Wheelchair access



AT YOUR DOORSTEP



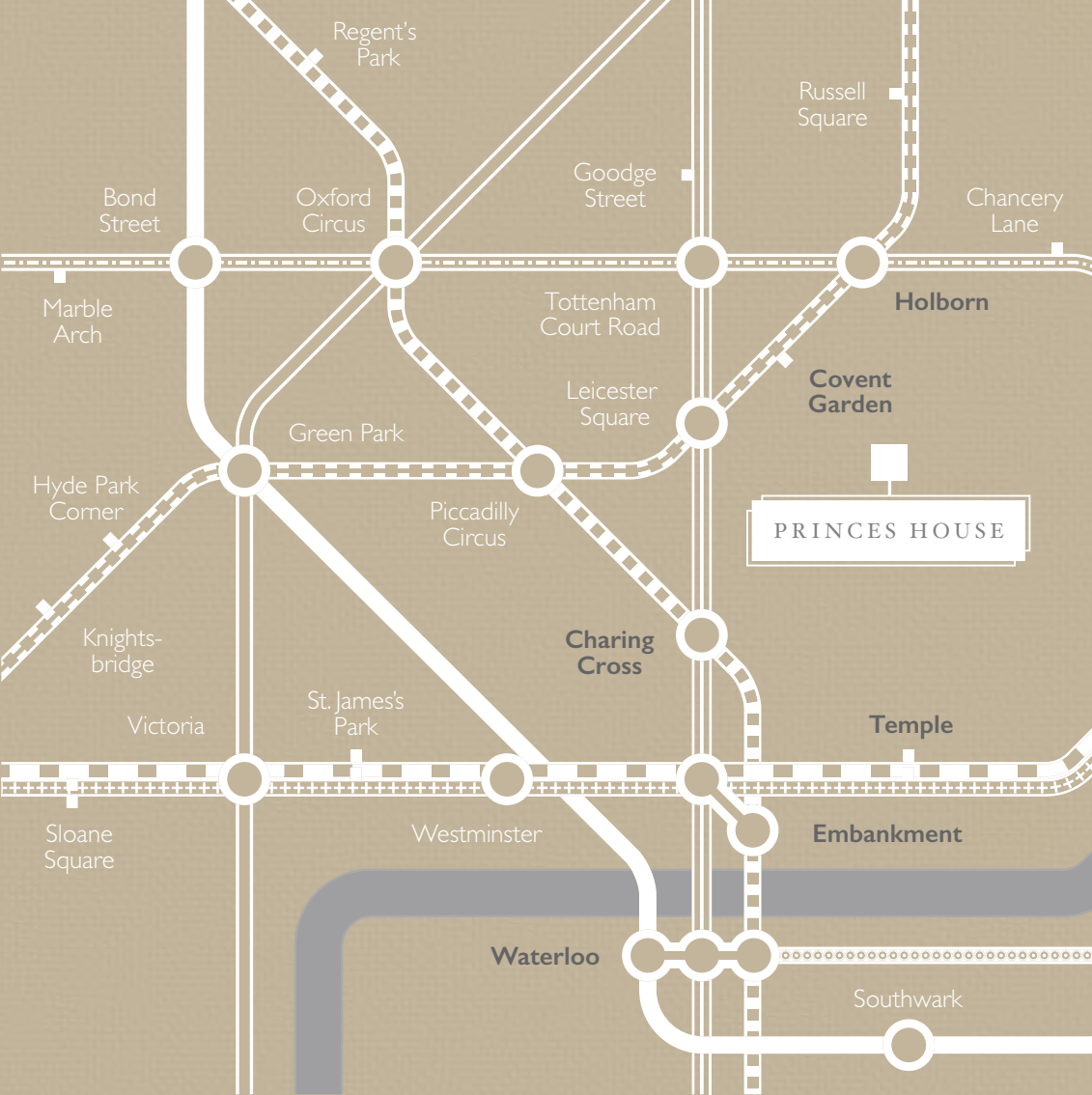
# A STONE'S THROW

Just minutes by foot is Covent Garden with its vibrant market, restaurants and shops, as well as the iconic Royal Opera House, famous hotels and theatres including The Waldorf, The Savoy, the Theatre Royal and the Lyceum Theatre.



Princes House occupies a commanding position on the West side of Kingsway, with Holborn to its North, the Strand to its South, Covent Garden on its West and the Inns of Courts and Chancery Lane on its East. It lies within The Strand Conservation Area. Institutions like the British Museum and London School of Economics are also just around the corner.





There are six Underground lines within nine minutes' walk of Princes House. Rail links connect London to Europe with the high-speed Eurostar, and serving it are Heathrow, Gatwick, Stansted and City airports, with Heathrow being the largest catering to 90 airlines flying to 170 destinations.



Due to its central location, Princes House is extremely well connected, with immediate access to London's transport infrastructure and its network of local, national and international connections.

# STAYING CONNECTED





EASTERN & ORIENTAL HOTEL

Princes House is brought to you by the E&O Group (Eastern & Oriental Berhad), an established premier lifestyle property developer listed on the Main Board of Bursa Malaysia.

E&O is synonymous with timeless elegance inspired by the rich heritage of its legendary 19th century Eastern & Oriental Hotel in Penang - from which the Group takes its name. Built in 1885 by four Armenian brothers, the Sarkies, the hotel established itself as one of the greatest hotels in the East, with a long and colourful history. Each endeavour that bears the E&O name adds a new chapter to the group's rich legacy while continuing to set new standards in style and luxury for the future.

# BUILDING ON LEGACY

PCI



# ELEGANT ADDRESSES



Apart from Princes House, the E&O Group's foray into international real estate investment and development includes other prime developments such as ESCA House in Bayswater and a commercial property in Hammersmith.

In Malaysia, the E&O Group's flagship development is Seri Tanjung Pinang in Penang, a master-planned seafront development and one of the most sought-after residential and commercial addresses on the island.

Landmark properties in Kuala Lumpur include high-end The Mews, St Mary Residences and

Dua Residency Condominium. Idamansara and Seventy Damansara are both exclusive landed and gated community homes.

In progress is Avira, a 207-acre wellness-themed project located in the southern state of Johor's development corridor, Iskandar Malaysia.

In the hospitality arena, it owns and manages the Lone Pine Hotel, the first beachfront hotel on Penang's famed Batu Ferringhi tourist strip. Within KL's Golden Triangle, the group manages E&O Residences Kuala Lumpur, an extension of its hospitality expertise.



There's nowhere else like London.

Nothing at all, anywhere.

VIVIENNE WESTWOOD







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