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The enclosed Marketing material was supplied by the 5 different agents, who have been marketing the 7, Fitzroy Square property since November 2007.

Marketing material cover note

7 Fitzroy Square
London, W1T 5HL
October 2011

BROOKSMURRAY ARCHITECTS

Scott @ Eastlake Holdings

From: Annabel Robertson [ARobertson@savills.com]
Sent: 08 November 2007 11:33
To: Scott Levy
Subject: 7 Fitzroy Square

Dear Scott

Further to our telephone conversation yesterday please now find attached the brochure of 7 Fitzroy Square. If you need anything further please do not hesitate to contact me.

Best wishes
Annabel

<<7 Fitzroy Square.pdf>>


Annabel Robertson - Admin Rep/PA to Noel De Keyzer
Savills (L&P) Ltd
139 Sloane Street, London SW1X 9AY

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Direct fax: +44 (0) 20 7730 0644

E-mail: arobertson@savills.com

Website: savills.com

 Think about the environment - do you really need to print this email?

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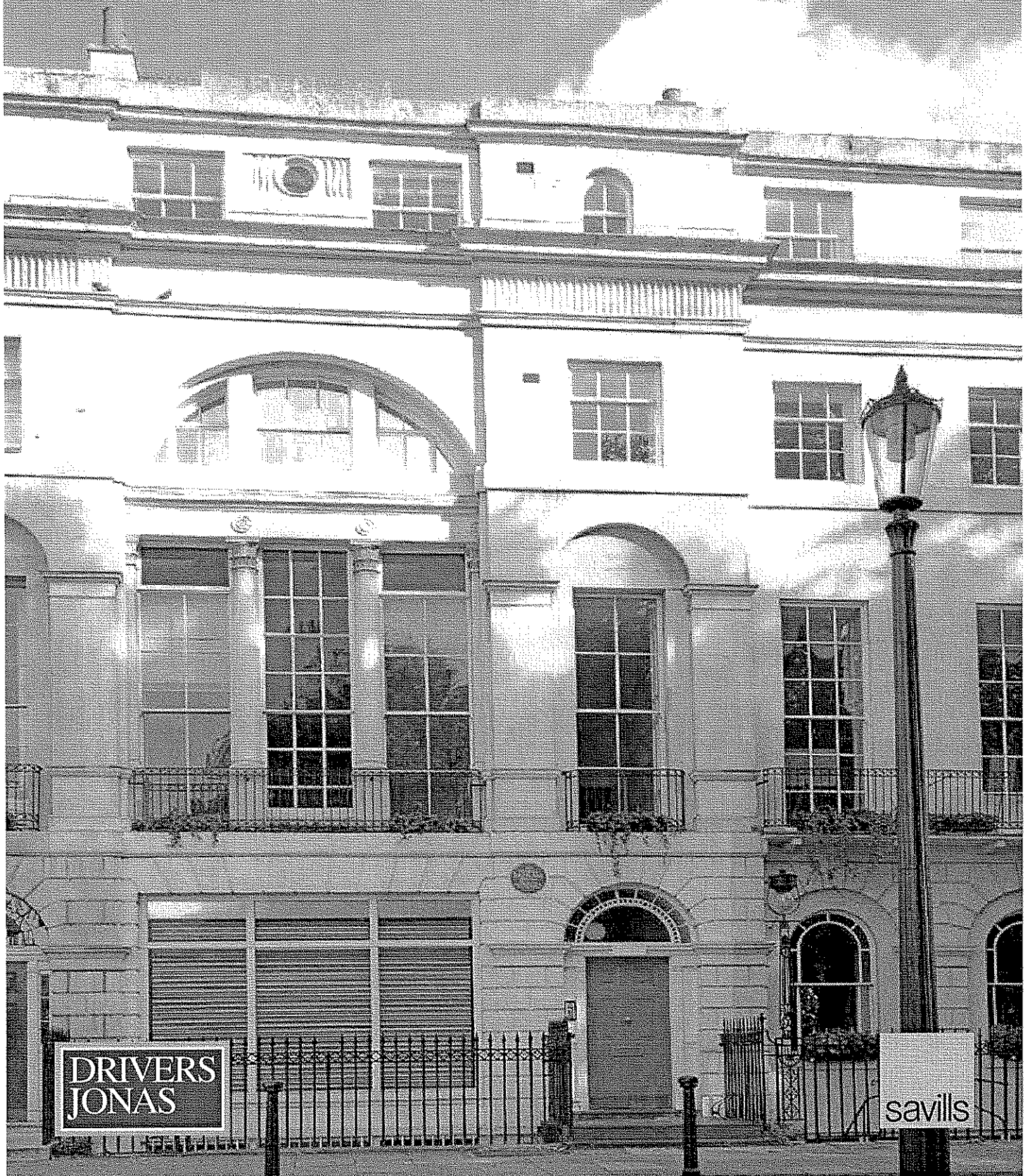
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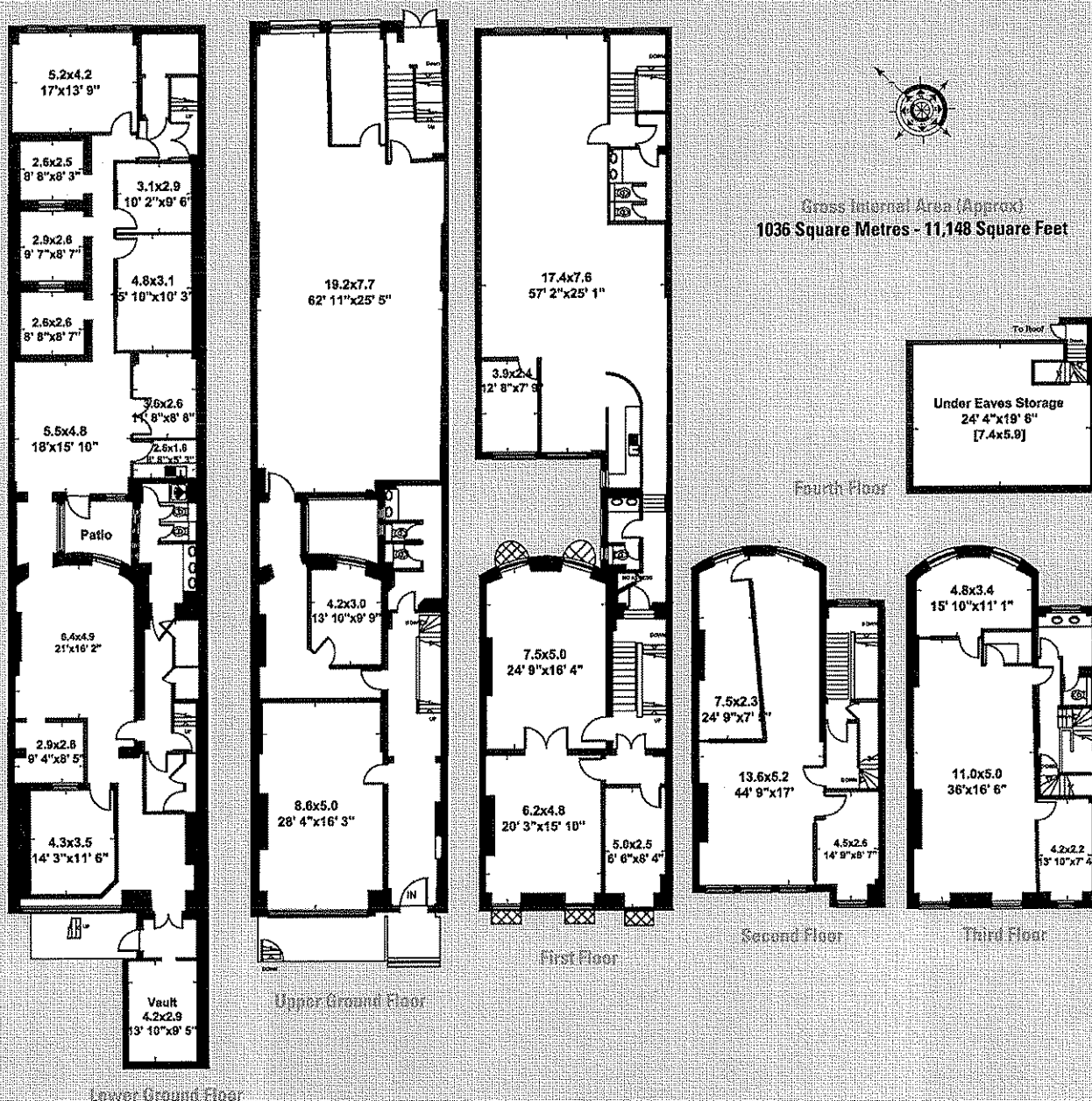
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04/08/2009

7
FITZROY SQUARE
LONDON W1





Description The property was built circa 1792 by Robert & James Adam, as part of a unified *palazzo* of individual houses. It has an attractive Portland stone facade and is prominently situated on a prestigious garden square. To the rear of the original five storey Georgian building is a three storey modern extension with pedestrian access onto Grafton Mews.

Situation The property is situated on the eastern side of Fitzroy Square, the heart of Fitzrovia. Warren Street and Great Portland Street Underground Stations are only a short walking distance, providing access to the Northern, Victoria, Metropolitan, Hammersmith & City and Circle lines. The new Eurostar terminal at St Pancras, as well as King Cross, Euston, and Marylebone mainline stations are located close by.

Use The property currently has consent for B1 office use throughout. Subject to planning, the property provides an attractive residential refurbishment/development opportunity.

Planning The property is located in the London Borough of Camden, is Grade I listed and in the Bloomsbury Conservation Area.

Price Offers in excess of £8,500,000

Tenure Freehold with vacant possession

Viewing Strictly by appointment with Savills or Drivers Jonas

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**DRIVERS
JONAS**

020 7896 8363

7 Perrin's Court
London NW2 1QS

savills.co.uk

savills

020 7472 5000



Scott @ Eastlake Holdings

Subject: : 7 Fitzroy Square W1

Scott

DE & J Levy marketed the property as per the below summary and attached details from approximately the 20th November 2007. Our property details were listed on the Estates Agent Clearing House web site, Lonres.com and circulated throughout the central London office agents which include approximately 750 individuals. We also mailed our own database of 200 office and residential property developers. We conducted approximately 20 viewings with prospective purchasers during that time. We also arranged to place an article in the paper in conjunction with Georgianproperty.com. A link to which is below.

http://property.timesonline.co.uk/tol/life_and_style/property/buying_and_selling/article3545612.e

The salient points are as follows:

- Vacant Freehold Grade I listed office property
- Located in a prestigious Fitzrovia garden square
- 5 storey Georgian building fronting Fitzroy Square
- 3 storey modern extension fronting Grafton Mews
- Potential for additional floors (c. 3000 sq ft) (subject to consents).
- Total existing area of c. 11,148 sq ft (1,036 sq m)

Offers are sought in excess of £ 8,500,000 subject to contract

Rupert Langdon

BSc (Hons) MA MRICS | Investment / Retail & Leisure
DE & J Levy | Chartered Surveyors & Property Consultants
Dukes Court | 32 Dukes Street | St James's | London | SW1Y 6DF
Tel: 020 7747 0126 | Mob: 07768 736816 | Fax: 020 7930 3028 | www.dejlevy.com

04/08/2009

Scott @ Eastlake Holdings

From: Rupert Langdon [RupertLangdon@dejlevy.co.uk]
Sent: 23 November 2007 10:48
To: Scott Levy
Subject: 7 Fitzroy Square, W1

Dear Scott

Comments please.....

7 Fitzroy Square, W1

Please find attached the details of the above property.

The salient points are as follows:

- Vacant Freehold Grade I listed office property
- Potential for conversion to the original residential use (subject to consents)
- Located in a prestigious Fitzrovia garden square
- 5 storey Georgian building fronting Fitzroy Square
- 3 storey modern extension fronting Grafton Mews
- Potential for additional floors (c. 3000 sq ft) (subject to consents).
- Total existing area of c. 11,148 sq ft (1,036 sq m)

Offers are sought in excess of £ 8,500,000 subject to contract

Please contact me if you require any further details or wish to arrange an inspection.

Kind regards

Rupert Langdon

Rupert Langdon | Investment
DE & J Levy | Dukes Court | 32 Dukes Street | St James's | London | SW1Y 6DF
Tel: 020 7747 0126 | Mob: 07768 736816 | Fax: 020 7930 3028 | www.dejlevy.com

04/08/2009



**Vacant Freehold Office Property
of c. 11,000 sq ft
Residential Development
Potential (subject the necessary consents)**

DE & J LEVY

020 7930 1070

Dukes Court, 32 Duke Street, St James's
London SW1Y 6DF Fax: 020 7930 3028
www.deilevy.co.uk



7 Fitzroy Square
London W1

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Summary

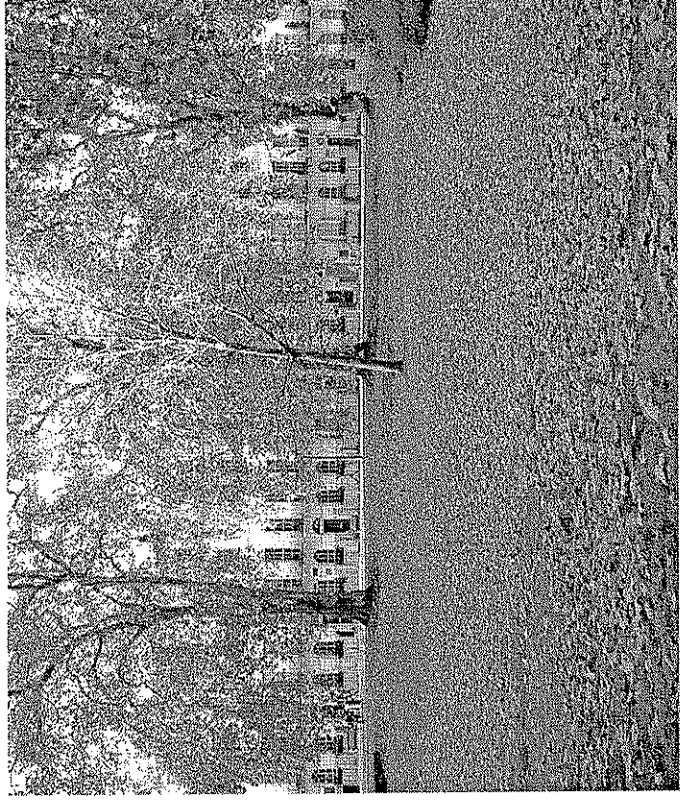
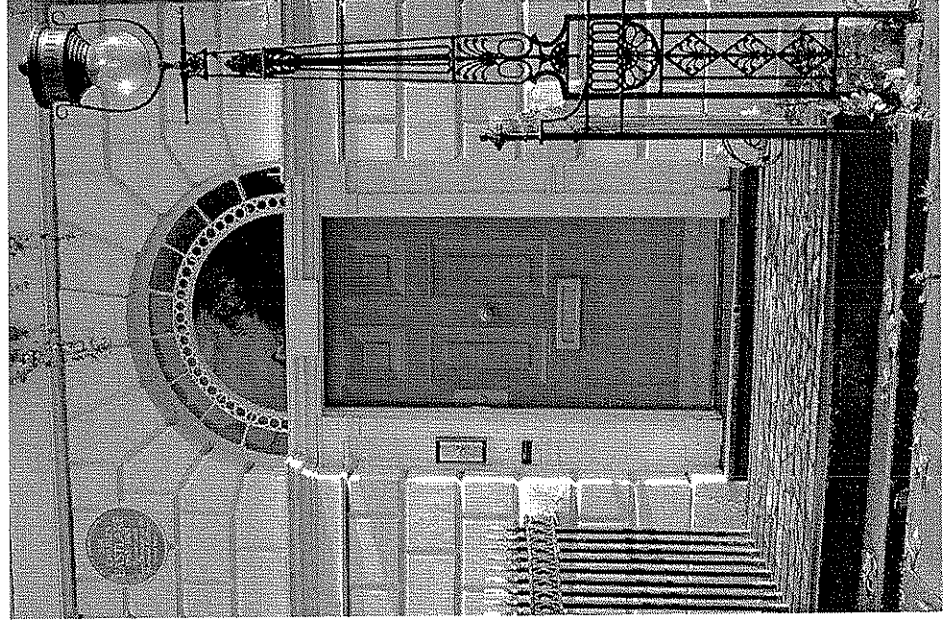
- Vacant Freehold Grade I listed office property
- Potential for conversion to the original residential use (subject to consents)
- Located in a prestigious Fitzrovia garden square
- 5 storey Georgian building fronting Fitzroy Square
- 3 storey modern extension fronting Grafton Mews
- **Potential for additional floors (c. 3000 sq ft) (subject to consents).**
- Total existing area of c. 11,148 sq ft (1,036 sq m)
- Offers in excess of £ 8,500,000 subject to contract

DE & J LEVY

CHARTERED SURVEYORS
& PROPERTY CONSULTANTS

Rupert Langdon
020 7747 0126
rupert.langdon@dejlevy.co.uk

Simon Heilpern
020 7747 0122
simon.heilpern@dejlevy.co.uk



Location

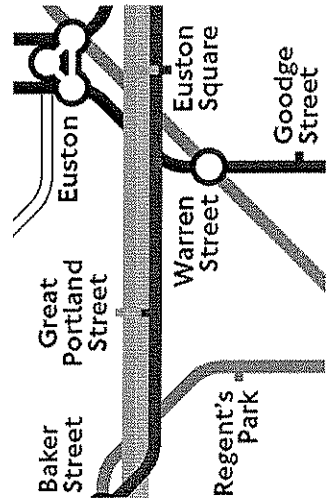
Fitzrovia is a key location for communication and media businesses. Writers, actors and artists meet in the continental style cafes and bars of Charlotte Street which retains a distinctly bohemian aura from the period when writers such as Dylan Thomas and George Orwell frequented the Fitzroy Tavern.

Fitzrovia has the advantage of being within walking distance from the West End and all of Central London's sights whilst it remains detached from the tourist dominated locations.

Transport Links

The property is very well located for access to the London Underground Network including Northern, Victoria, Metropolitan, Hamersmith & City and Circle lines.

The new Eurostar terminal at St Pancras is close by as well as Kings Cross, Euston and Marylebone Mainline Stations.

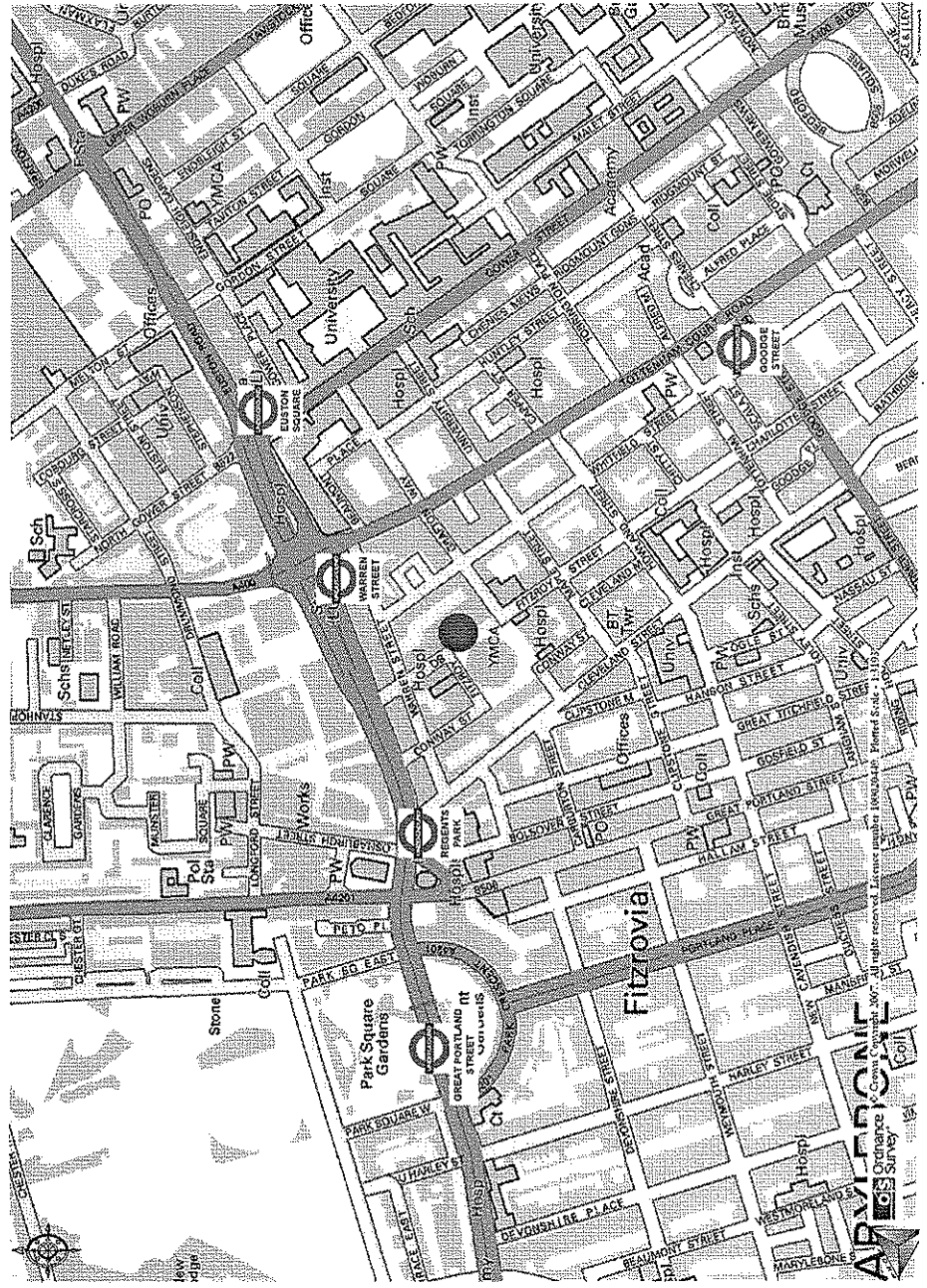


History

The area of Fitzrovia was first developed in the 18th century by Charles Fitzroy following the Great Fire of London. He purchased the Manor of Tottenham and built Fitzroy Square to which he gave his name.

Famous Fitzrovia's have included Augustus John, Nina Hamnett, Constant Lambert and

Dylan Thomas, and blue plaques record the historic homes of the many writers, artists and statesmen who lived in Fitzrovia. Indeed, 7 Fitzroy Square was home to the painter and first Director of The National Gallery, Sir Charles Eastlake (1793-1865).



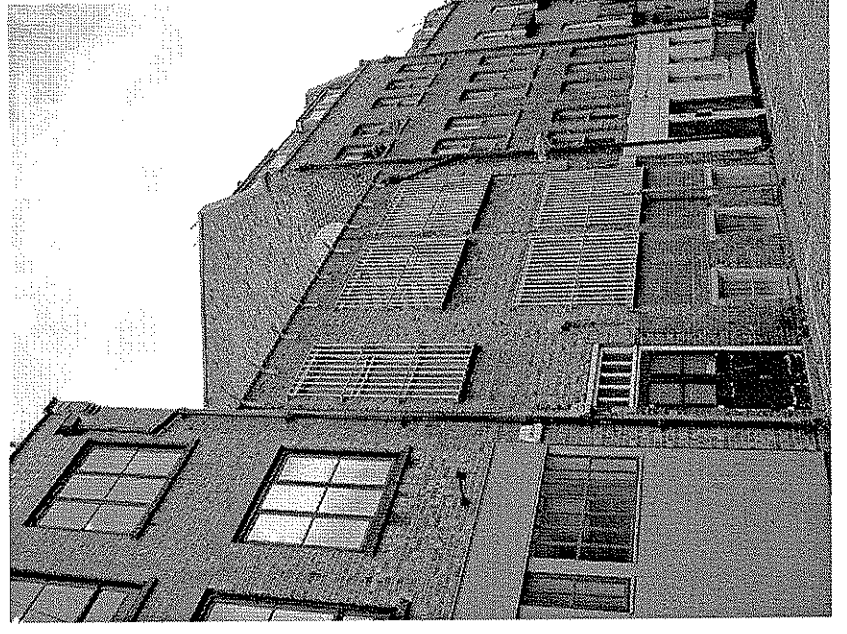
Description

7 Fitzroy Square was built in circa 1792-4 by Robert & James Adam, as part of a terrace with a Portland Stone Facade.

The Georgian part of the building faces south west into Fitzroy Square and is five storeys. The rear extension is three storeys and has a

frontage onto Grafton Mews.

Residents of the Square are also able to access Fitzroy Squares private garden pictured opposite.

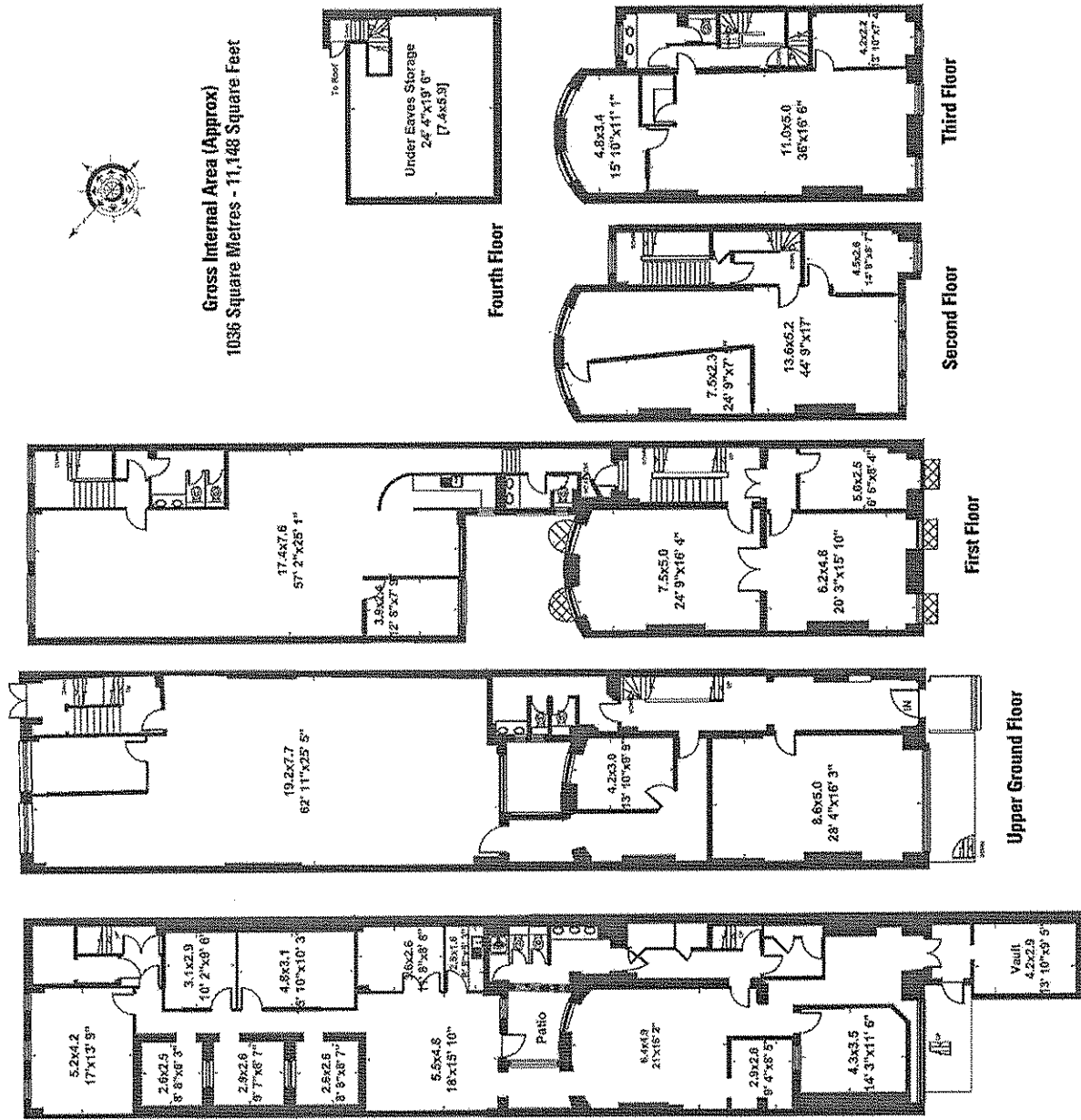


Existing Floor Plans

Disclaimer

1. We provide the information contained in these particulars for guidance to intending purchasers, licensees or any other third parties and they are for your general information only and will be used at your own risk.
2. These plans are published for the convenience of identification only and although believed to be correct their accuracy is not guaranteed and do not form part of any contract.
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6. Unless otherwise stated, all prices and rents are quoted subject to contract and exclusive of VAT.

November 2007



Eastlake Holdings Limited
70 Charlotte Street
London
W1T 4QG

4th August 2009

Dear Sirs

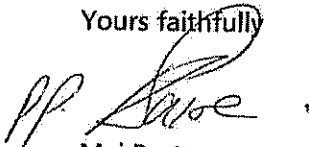
7 Fitzroy Square London W1T 5HL

Further to your instructions in this matter, as you know, we have been trying, for many months, to sell or let the Property as offices but in the current economic climate this has simply not been possible.

We believe that the only viable use for the Property is as residential and this would seem to be borne out by the fact that the only buyer that we have managed to find for the Property has agreed to buy the Property only on the condition that the residential consent is first obtained.

We trust that this is of assistance but please do not hesitate to contact us should you require any further information.

Yours faithfully



Mai Pexton
Sales Manager
Kinleigh Folkard & Hayward

Marylebone
235-237 Baker Street
London NW1 6XE

Sales
Tel 020 7486 5551
Fax 020 7224 0512
Email sbs@kfh.co.uk

Lettings
Tel 020 7499 6181
Fax 020 7491 2667
Email lma@kfh.co.uk

Mr S Levy
Eastlake Holdings Ltd
7 Fitzroy Square
Fitzrovia
London
W1T 5HL

Our ref: MAINST01/2039169

26th September 2008

Dear Mr Levy

7 Fitzroy Square, Fitzrovia, London, W1T 5HL

I was very pleased to receive your kind instructions for us to act as your agents for the sale of your above property and I confirm that we will be quoting the agreed asking price of £7,000,000.

Agency and fees

I understand other agents are instructed to sell this property and therefore in the event of us introducing a purchaser who proceeds to exchange of contracts, our fees will be charged at our multiple agency rate of 2.00% of the eventual sale price plus VAT.

Our fees include producing particulars, website exposure, photography and any budgeted advertising.

Viewings

We confirm viewings will be by appointment and that it is normal practice for a set of keys to be supplied to us. Keys are held under a secure, numerical tagging system within the office and no viewings will take place unless accompanied by a member of our staff or by prior appointment with you.

Mayfair
36 North Audley Street
London W1K 6ZJ

Sales
Tel 020 7495 2494
Fax 020 7491 2667
Email sma@kfh.co.uk

Lettings
Tel 020 7499 6181
Fax 020 7491 2667
Email lma@kfh.co.uk



BRIAN LACK & CO

Estate Agents Specialising in Residential Sales, Lettings & Management

Please reply to:- St Johns Wood Office

Eastlake Holdings Ltd
C/O Mr S Levy
7 Fitzroy Square
Fitzrovia
London
W1T 5HG

10 December 2008
Our Ref GD/MA

Dear Mr Levy

RE 7, Fitzroy Square, Fitzrovia, London, W1T 5HG

I was pleased to receive your kind instructions on 5th December 2008 for us to act as your agents for the sale of your property and I confirm that we will be quoting an asking price of £6,000,000.

I confirm that as we are acting on a multiple agency, our commission will be charged at a rate of 2.00% of the eventual sale price plus VAT at the prevailing rate. Our fees include photography and floorplans all promotional material and advertising as agreed with you.

In order to begin marketing your property a Home Information Pack (HIP) has to be ordered .

If you don't already have a solicitor/ conveyancer, I would strongly recommend that you appoint one now to deal with all the legal aspects of your sale once a buyer is found. This also means that your solicitor/ conveyancer can obtain a copy of your HIP and answer any questions you may have about it's contents. If you don't already have a solicitor/ conveyancer we will be happy to recommend a firm to you.

I trust you find everything in order, but if you have any queries, please do not hesitate to call me. Copies of your draft details will follow shortly.

Yours sincerely,

Mark Abram
Branch Manager
BRIAN LACK & CO
Enc.

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4/6 St Ann's Terrace
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West Hampstead office
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e nw6@brianlack.co.uk

Directors
Neil Sloam
Guy Haller FNAEA

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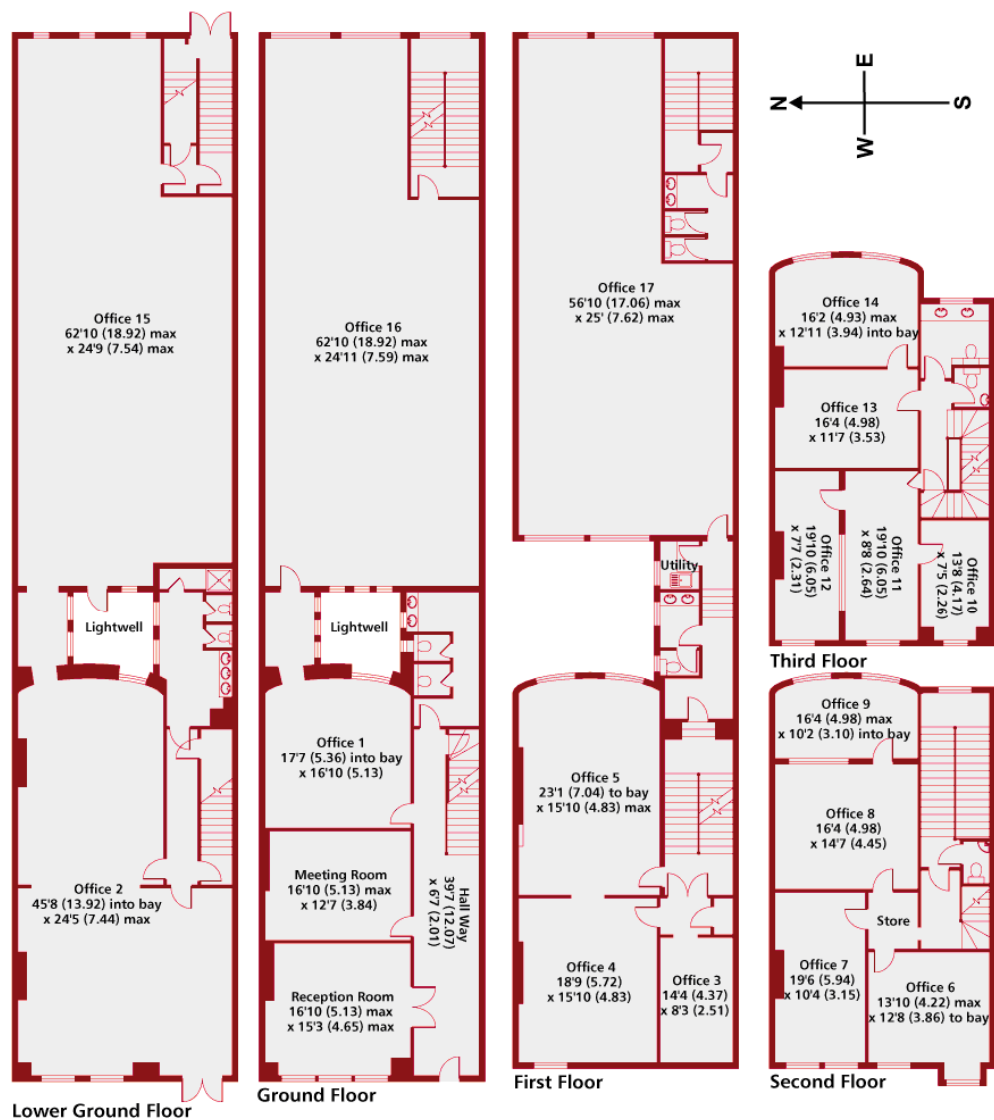


**Fitzroy Square,
Fitzrovia W1T**
£7,250,000
Freehold

An opportunity to acquire a prestigious grade two listed townhouse with a mews house attached at the back.

- Residential planning
- Single dwelling at the front
- 8 flats at the back
- Access to gardens
- Grade 2 listed
- Prestigious area

Fitzroy Square, Fitzrovia, London, W1T



Fitzroy Square W1T
Gross Internal Area 10295 sq ft 956.4 sq metres
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Tenure	Freehold
Price	£7,250,000
Viewing	Strictly by appointment with Kinleigh Folkard & Hayward Marylebone office Telephone 020 7486 5551
Reference	2066175

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