

London Borough of Camden
Regeneration and Planning
2nd Floor
5 Pancras Square
London N1C 4AG

FAO Jonathan McClue

28 July 2016

Dear Sir/Madam,

RE: Greater London House – Planning Application

Reference is made to the planning application submitted on 29 July 2016 by Lazari Investments Limited relating to Greater London House – Hampstead Road – London NW1 7FB, in its capacity as freehold owner. By way of the present, ASOS Plc (“ASOS”) would like to confirm its support to the planning application presently submitted by Lazari Investments Limited; such support to take the form of a long term commitment (15 years) by ASOS to retain its head office at Greater London House subject to the ability for Greater London House to cater for ASOS’ growth.

Since its creation, 16 years ago, ASOS has grown from small start-up to major global player. ASOS’ presence in the UK includes its headquarters at Greater London House, a 24-hour customer service care office in Hemel Hempstead, the fulfilment centre in Barnsley and a technology hub based in Birmingham’s arts and media quarter.

Greater London House currently accommodates 2,400 personnel working for ASOS occupying the current floor space. We estimate that ASOS personnel to be accommodated at Greater London House will increase to 3,500 by 2020. The current floor space will not be able to cater for that growth. ASOS Plc’s Board and current workforce have expressed a strong preference for remaining at Greater London House. To this extent, ASOS Plc and Lazari Investments Limited have been in dialogue since 2015 to find the most appropriate solution to create space for growth.

Supported by their team of experts, ASOS and Lazari Investments Limited have reached agreement on a practical way forward to accommodate ASOS growth based on the built of an infill in the center courtyard of Greater London House; such infill being the subject matter of the planning application. The discussions between the parties have now crystalized in the form of an Agreement for Lease subject to planning permission being granted at the latest by 31 January 2017. The Agreement for Lease will extend to 2033. Under the terms of the Agreement for Lease, if the planning application is not granted by the Council, then ASOS have no other alternative but to leave Greater London House and search



alternative accommodation, more than likely outside of the London Borough of Camden.

ASOS is one of the single largest employers within the London Borough of Camden bringing a large spread of skills and occupations spanning both fashion and technology. ASOS prides itself of contributing to the local community of the locations in which it operates including by way of creating opportunities for the young to integrate the e-commerce sector, supporting employment from the Borough of Camden, involvement with community initiatives such as supporting the Roundhouse young people's programme. More details around the various activities undertaken by ASOS can be found in the economic statement prepared by Quod in support of the planning application.

As a closing statement, I would like to take this opportunity to reiterate mine and ASOS' support of the planning application submitted by Lazari Investments Limited.

Yours faithfully

Helen Ashton
Director
ASOS Plc