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Over £200m of apartments sold at The Heron, City of London

Heron International, the pan European property group, announced today that it has now sold over £200m of apartments at The Heron, its residential development in the City of London.

Over 92% of the apartments have now been sold at the development, which sits in the City's cultural quarter, adjacent to The Barbican. It is the largest residential project in the Square Mile for over 30 years, comprising 285 apartments spread across 36 floors. Its lower floors will provide new facilities for the Guildhall School of Music & Drama.

Commenting on the sales progress at the development, Gerald Ronson, Chief Executive of Heron International, said:

"The fact that we have now sold over 92% of the apartments at The Heron represents the quality of the product we have created, as well as the fact that developments in the City of London are exceptionally rare. The Square Mile has now been recognised, quite rightly, as far more than just a place to work and our success with this scheme shows that the City is now a truly desirable place to live. We still have several more apartments to sell, including some of the 15 premier apartments above the 30th floor. Two of these will be spectacular penthouses, for which marketing will start upon completion of the project this summer."

The apartments will have exceptional views across London from full height windows and the 15 premier apartments, which are the largest and most highly specified in the development, will have some of the City's highest and most extensive terraces.

All those living at The Heron will have access to a private residents' club with lounge, gym, screening room and landscaped roof garden, as well as valet parking and a concierge service.

Sales agents for The Heron are Jones Lang La Salle and Alan Selby & Partners; in addition, Savills has been engaged for the sales of The Panoramic Collection.

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Notes to Editors:

- The Heron is a development of 285 highly specified apartments providing much sought after, luxury living space in the Square Mile and the rare opportunity of a walking commute into the City of London which has 350,000 workers by day but only 8,000 residents.
- The Heron is adjacent to The Barbican Centre on Silk Street, home to the finest in international arts and culture, with a diverse programme of exhibitions, performing arts, concerts and cinema. It is within walking distance of the Barbican, Moorgate and Liverpool Street tube stations. This equates to direct access to five of London's 12 tube lines and to two of the City's train stations.
- The lower floors of The Heron will provide a new home for the Guildhall School of Music & Drama, one of Europe's leading conservatoires. The custom-designed, state-of-the-art performance, teaching and support space will be an additional facility for this world-renowned School. It will accommodate a 608 seat concert hall, a 227 seat drama theatre, and a 126 seat studio theatre and will be an international cultural destination, enhancing the prestige of the residential tower. The School's impressive list of alumni includes Daniel Craig, Dido, Sarah Lancashire, Tasmin Little, Anne Sofie von Otter, Honor Blackman, Orlando Bloom, Sir James Galway, Jacqueline de Pré, Sir George Martin, Ewan McGregor, and Bryn Terfel, to name but a few.
- Further information is available at www.theheron.co.uk.

About Heron International

Since it was founded, Heron International has developed 160 buildings in the key business districts of nine leading cities and has developed, invested in and managed a wide range of prime offices, residential, leisure, hotels and mixed-use projects in the UK and Europe. It has developed more than 1 million sq m of commercial and retail property and more than 15,000 residential units in the UK, continental Europe and the USA. It currently has a £500 million investment portfolio and its current development programme is valued at £1 billion.

