



Strawberry Star
GROUP



The Fresh Side of Real Estate

CAPITAL | DEVELOPMENT | ACQUISITIONS | HOMES | SALES | LETTINGS & MANAGEMENT | ASSET MANAGEMENT

We provide a fresh approach to real estate, focused on simplicity, quality, trust and performance. With so many different parties needed to successfully invest in property it is essential to ensure that you work with quality people.

Our end-to-end service provides a 'one-stop' property solution, meaning we can guarantee quality and market leading performance, along with fulfilling our commitment to providing an exceptional service to everyone involved.

Strawberry Star Group, established in 2007, is an international property company specialising in Capital, Acquisitions, Development, Homes, Sales, Asset Management and Lettings & Management of London property to local and international investors.

Founded by Santhosh Gowda, a born entrepreneur with over 27 years of rich experience in leading international property markets, Strawberry Star Group is a provider of high quality property services. We have an outstanding track record of delivering market-leading returns while mitigating the risks of real estate investment. In the last 10 years, we facilitated over £600 million in aggregate property investments.

With a local presence in London, and office in Singapore, we pride ourselves on our strong relationships with investors, local authorities, leading agents and world-class consultants.

-  One-stop service provider for the entire spectrum of real estate investment
-  Effective system & process coupled with experienced and skilled leadership
-  Ability to identify great opportunities for our customers & take them through the whole process
-  Excellent due diligence & risk management systems
-  Tight cost control & financial management enabling increase in protection of profit margins
-  Transparency at every level
-  Efficient reporting systems

In the last 10 years we have facilitated £600 million in aggregate property investments.

END-TO-END APPROACH





£600

MILLION IN
AGGREGATE
INVESTMENT

800+

PROPERTIES SOLD

500,000+

SQ FT ACQUIRED
TO DATE

STRAWBERRY STAR UK PROPERTY FUND

- £25 million Development Fund launched by Strawberry Star Capital Ltd in 2015
- Fund marketed in the Middle East and the Far East
- Targeted high-value development opportunities in residential and commercial real estate markets in London's 'outer core'
- Second round of funding established
- Second Fund to focus on our unique Housing concept – aimed at first-time home-buyers to provide quality housing at lower capital values

STRAWBERRY STAR REAL ESTATE PCC LTD

- Innovative Investment Structure with an Institutional Approach – £40 million set up in 2017
- Listed on The International Stock Exchange, Guernsey, a responsive listing facility for international companies to raise capital from investors based around the globe
- Deployed in the London housing market to acquire sites for development schemes & build quality homes at lower capital values for home buyers
- Fund Strawberry Star township plans

TRANSPARENCY & ACCOUNTABILITY

- Standard protocols and proven practices for effective project delivery
- Systems & Processes are highly fool-proof to ensure transparency and accountability
- Fixed Procedures to ensure Financial & Operational discipline at every level from project evaluation to completion
- Feasibility study, including options, appraisals, objectives, project costs, fees, equipment, and other mandatory requirements

STANDARD GOVERNANCE

- Project Objectives are SMART (Specific Measurable Achievable Realistic Time)
- Accurate appraisal process with scope for regular updates on uncertainties, risks and funding
- Value engineering process - All projects whether with planning or not, undergo a thorough review. The search is for additional saleable area, reduction in redundant space and identifying logical efficiencies to reduce cost
- Proven Procurement Policy involving Quotations, Purchase Orders, Approvals, Appraisal and Financial Team inclusion

PROJECT STANDARDS

- Project Execution Plan to outline strategies, policies, responsibilities and procedures for core control
- Project Cost Management Documents for monitoring, management and reporting of costs against the available budget
- Master Programme to identify a project's major work items and their planned durations; Risk Management Register to evolve concise framework for review and resolution of risks
- Incorporates Sustainable development objectives & targets to build environment-friendly homes
- Full compliance with Health and Safety legislation

OUR INVOLVEMENT IN PRESTIGIOUS PROJECTS

HOOLA, LONDON - ROYAL DOCKS, E16



Area: Royal Victoria Docks **Architect:** CZWG
Total Units: 360 Apartments + Commercial
Size: 278,088 sq ft
Acquisition Value: £156.6 million

Rippling glass balconies surround these two virtually identical 23 and 24 storey residential towers, adding a powerful dynamic to their already soft and fluid plan forms. They sit upon a landscaped hill, commanding 360 degree views over the Royal Docks, the Thames, O2 Arena, the Olympic Park, the skyline vista of Canary Wharf and the City of London.

SKY GARDENS - NINE ELMS, SW8



Area: Nine Elms **Architect:** Amin Taha & Carey Jones
Total Units: 196 Apartments + Commercial
Size: 161,190 sq ft
Acquisition Value: £131.6 million

A landmark collection of private apartments with enclosed gardens high above the capital; it is a breathtaking statement of contemporary urban living. Sky Gardens is located in one of London's best-connected and emerging riverside neighbourhoods.

RIVERLIGHT - NINE ELMS, SW8



Area: Nine Elms
Architect: Rogers Stirk Harbour + Partners
Total Units: 40 Apartments **Size:** 39,401 sq ft
Acquisition Value: £39.5 million

An architectural classic of the future, Riverlight is a family of six modern and elegant pavilions rising in height and with north-south orientation thoughtfully designed according to its riverside location.

HAWKER BUILDING - NINE ELMS, SW8



Area: Nine Elms, SW8
Architect: Rogers Stirk Harbour + Partners
Total Units: 33 Apartments **Size:** 24,271sq ft
Acquisition Value: £18.1 million

Amongst the most glamorous riverside developments, Chelsea Bridge Wharf has a long-established reputation as one of London's finest places to live. Within a close walk to the desirable Sloane Square and the prestigious area of Knightsbridge. It has become a prestigious address for people wishing for a cosmopolitan life.

EMBASSY GARDENS - NINE ELMS, SW8



Area: Nine Elms, SW8
Architect: HAL Architects
Total Units: 30 Apartments **Size:** 29,240 sq ft
Acquisition Value: £26.7 million

Embassy Gardens is London's new diplomatic precinct on the riverside, the residential and commercial centrepiece of the Nine Elms Regeneration area. With multiple embassies relocating to this area - one of the most ambitious urban rejuvenation plans in London's history, has become highly successful. It is considered as one of the finest projects in London property market.

ABP LONDON - ROYAL ALBERT DOCK, E16



Area: Royal Albert Docks
Total Units: Bulk purchase of 5 buildings
Size: 100,000 sq ft (office & retail space)
Acquisition Value: £50 million

ABP, will be a new gateway to Europe for Asian businesses and a new business heart for London. The development is spread over 4.6 million sq ft and six phases. ABP will be one among the flagship acquisitions done by Strawberry Star along with Hoola and Sky Gardens.

BRONZE



Area: Buckhold Road, Wandsworth, SW18
Total Units: 77 Apartments
Estimated Completion: Q4 2019

Planning Design by Rolfe Judd; Construction Design by ACG – Ayre Chamberlain Gaunt

Our £50 million scheme at Buckhold Road is the crowning glory not only of the Wandsworth Business Village but of Wandsworth itself. A 20-storeyed bronze clad tower with many units commanding views across the park and on to Central London.

Wandsworth is a popular residential area, being only 5 km from central London, with stunning views of King George's Park. The development site is located about 100m to the South of Wandsworth town centre and 1.5 km from Wandsworth Townrail station. Several transformational large scale residential schemes have been undertaken over the last 10 years, particularly, the River Thames, 0.5 km to the north.

GREENVIEW COURT



Greenview Court – Southall, West London
Area: Southall, UB2
Total Units: 112 apartments
Acquisition Value: £47+ million

An exceptional development offering brand new luxury apartments set amid multi-level roof gardens - minutes from forthcoming Crossrail connections across the Capital, Greenview Court is located on Merrick Road, Southall. The scheme has plenty to offer for both owner-occupiers, particularly first-time buyers, and investors.

Liverpool Street is just 24 mins away by Cross Rail while Bond Street and West End can be reached within 17 minutes. Given such direct and rapid rail access into the heart of the Capital, residents at Greenview Court will have London's greatest experiences and dynamic cultural landmarks seemingly on their doorstep.

NAPIER GATEWAY



Napier Gateway – Luton, London
Area: Luton, London commuter belt
Total Units: 685 apartments + 203 bedroom hotel
GDV: £260 million
Site: 6.9 acres
Construction: Commences in Spring 2019

Located close to the Luton Airport, Napier Gateway is 23 minutes to St. Pancras, Central London, an ideal destination for working professionals and first-time buyers. A home in one of UK's fastest growing residential property markets means appreciation in capital values.

Luton's unrivalled combination of superb infrastructure, great access and a skilled workforce makes it one of best opportunities for investments in property. It offers the best of both worlds - a modern town with excellent business opportunities and accommodation with great countryside on its doorstep, a wonderful place to live and work.

ROAD AHEAD

- Acquire 3 to 4 Real Estate Projects per annum in London (Zones 2, 3 and 4) to build a 4,000 unit pipeline over the next 5 years
- Start development of large residential project in Outer Core London
- Build quality homes at lower capital values for first-time home-buyers
- Pioneer modular and prefabricated homes to reduce turn-around time and environmental impact
- Partner with ABP to fully realise the Royal Albert Dock Development Project
- Synchronise our goals with UK's government plans for inclusive housing



UNIQUE SERVICES

- Our experienced teams provide unparalleled services that are professional, seamless and transparent
- Not only do we let and manage the properties, we advise our client when it is best to multiply an investment or alternatively to divest
- Services designed to maximise returns and minimise risks
- Process begins with identifying investment opportunity, engaging customer, initial purchase and a pre-completion service, moving through to Lettings facility and tenancy management, and finally to resale and exit
- Each customer will have a dedicated CRM team to support them from the beginning till the investment completion

ICONIC PROJECTS



HOOLA, LONDON - ROYAL DOCKS, E16

- Foresaw tremendous potential for growth of capital values of the property in this region in view of the improving connectivity and new Asian business district
- Acquired the entire project from Developer
- To speed up the process, facilitated Development Fund for the Developers & appointed Management company and managed the Marketing Suite at site
- Successfully marketed project in UK & overseas
- Building management by Strawberry Star
- Apartments handed over during the last quarter of 2016 to owners, and the transition was successfully handled



SKY GARDENS - NINE ELMS, SW8

- Property values for Nine Elms are among the highest in London and the demand for quality homes is spurring growth
- Acquired the whole project from the Developer
- Maintained transparency in reporting the project status to all the stakeholders
- Worked closely with the Developer, Design team and Marketing consultants to create top class building finishes and Marketing collaterals
- Building management by Strawberry Star
- Successfully marketed project in UK & overseas
- Apartments were handed over to buyers during the last week of March/early April 2017
- Work in progress to identify investors for the retail portion

We are committed to investing in select London opportunities.

Strawberry Star Capital UK

We identify favourable investment opportunities for our local and global investors, as we know the London market incredibly well. With a cumulative experience of 25 years+ among the senior management, we know what works best for our investors. Thorough area analysis; discovering opportunities in off-market areas for high ROI; competitor analysis; project profiling and pricing analysis are our strengths.

Investment
Advisory

Source investment opportunities through internal networks, direct land owners and off-market opportunities.

Investment Research &
Due Diligence

Intensive analysis based on defined acquisition criteria on choice of investments.

Fund Management &
Risk Reporting

Manage Innovative Investment Structure with an Institutional Approach & Risk Management.

Debt Arrangements

Secure debts through networks with proven borrowing policy; structure deals through a combination of equity and debts.

Strawberry Star Singapore Capital & Investment

Raise Equity / Debt
Investments

Raise equity or debt investments from Singapore office to support our in-house fund Strawberry Star Real Estate PCC Ltd through direct marketing efforts with accredited investors in Singapore, overseas investors, family offices as licensed by Singapore authorities, and through collaborations with licensed channel partners in Singapore with a reach to institutional investors and family offices.

Joint Ventures

Identify joint venture opportunities with potential partners in Singapore and overseas to benefit from synergies with the residential or other development schemes of Strawberry Star Group in London.

Investment
Management

Secure, execute and manage investment mandates from Singapore and overseas investors with a portfolio approach on real estate opportunities in Singapore and the region, to maximise returns over the investment horizon.

ACQUISITIONS

We have people, expertise and capabilities to underwrite any scheme. We are specialists in bulk acquisitions, and successfully concluded deals with market leading developers like Berkeley Homes, St. James, Ballymore, Fraser Property and HUB.

- Identify suitable projects for underwriting & acquisition
- Conduct Due Diligence and undertake Risk Management
- Close deals by negotiating on right & favourable terms
- Create an efficient structure for acquisition
- Plan a sound exit strategy
- Strong Internal & External Capabilities

We pride ourselves in identifying the right projects at the right locations for our investors

Structuring of Investment

On behalf of our investors with diverse profiles, including international HNIs, family offices and corporations, we agree best deals with developers to underwrite the scheme.

Due Diligence

Due Diligence (technical, legal and financial) for London schemes is our biggest strength, backed by our rich expertise and exposure to various projects in multiple geographies. Our in-house Sales & Research teams provide us market intelligence to complete this process.

De-Risking Acquisitions

To de-risk the acquisition, we acquire projects through a consortium of HNIs. Developers will exchange individual unit contracts with the HNIs, who are risk averse and would limit their acquisition to small number of units in any project.

Credibility

Market leaders in Development and top agents in the UK consider us as one of the few quality, reliable and transparent underwriters for the London property market.

Negotiation

We negotiate with investors and developers to structure the deal in such a manner that it is beneficial to all.

Proven Ability

To work with developers, solicitors, customer service, agents and consultants to ensure timely and smooth exchange and completion of project.

Investors' Strength

We enter the projects at the pre-launch phase and successfully market the development / scheme with potential investors so that the developers are at ease during project completion.

Strawberry Star Developments is an expanding developer of private homes for sale within Greater London

Identify Land Opportunity

Development is one of our core businesses with long-term plans. Our portfolio includes joint venture partnerships with private land owners, UK and international Investors, and Local Authorities.

Conduct Due Diligence

Comprehensive development appraisal and due diligence are undertaken to ensure that we acquire land for the right price and development returns are commensurate with the level of risk involved.

Work with Capital division to raise equity and debt

Working with Strawberry Star Capital, we invest our own equity to fund the land acquisition and early stages of each project. Investment is leveraged with development debt (secured on a fully-funded basis with a recognised lender) to maximise equity returns on each project.

Acquire sites and Evolve Deal Structure

We are looking to acquire sites with or without planning consent and also conditional on obtaining planning permission. We will also undertake joint ventures with land owners and other developers.

Appoint team of consultants for delivering of schemes

Assemble bespoke, 'Best in Class' project delivery teams reports directly to development heads.

Value Engineering Process

All projects with planning or without, undergo a thorough review. We seek to optimise our developments through value engineering to identify additional saleable area, reduce redundant space, identify logical efficiencies to reduce cost and add capital value.

Project management for effective scheme delivery

Project Management Suite - Clear line of reporting and clarity regarding what aspects requires approval at Managerial, Vertical Head, Board & Advisory Board level.

Manage Sales & Marketing

In the early stages of each development, a bespoke marketing and sales strategy is evolved, creating partnership with our New Homes team. We will select leading agencies and an international network of international offices, who understand the differing needs of the global market.



Delivering quality homes at lower capital values

Strawberry Star branded homes for aspiring buyers in and around London and create pipeline of 2,000 homes by the end of 2019, and doubling it over 5 years.

Strawberry Star Homes (SSH) is a new business division created to deliver quality homes at lower capital values to first-time buyers and beneficiaries of the 'Help-to-Buy' scheme by using innovative construction technology.

- Locations**

London zones 3-9 and popular commuter belts where the demand for quality homes is rapidly increasing, as working professionals are looking to relocate to outer London areas.
- Preferences**

Homes and communities that benefit from new and existing fast transport links to central London and business hubs.
- Innovation Team**

Dedicated team of innovation and research professionals to provide intelligence for evolving effective marketing strategies.

- Product Design**

By creating efficient and good quality apartment typologies and exemplar building blocks that can be replicated on all SSH projects to maximise efficiency and cost benefit.
- Construction**

By partnering with leading construction and consultancy firms and utilising a combination of alternative and traditional methods to reduce capital cost and improve build quality.
- Target customers**

First-time buyers, owner-occupiers, working professionals in London, home-movers, landlords, buy-to-let investors and international buyers.
- Pipeline**

4,000+ residential units over the next five years to address the growing demand for quality homes.



Asset and Residential Freehold management completes our unique services portfolio

SALES, LETTINGS & MANAGEMENT

Our experienced teams provide unparalleled services that are professional, seamless and transparent. Not only do we let and manage the properties, we believe in building long-term relationships with our clients and advise them when it is best to multiply an investment or, indeed, best to divest.

With new flagship offices in our Hoola and Vauxhall Sky Gardens developments in London, supported by our offices in Asia, we offer a premium service to our UK and overseas customers.

We launched a unique and unrivalled end-to-end offer for both overseas buyers and local landlords, designed to maximise their returns and minimise their risks. The process begins with the initial purchase and a pre-completion service, moving through to our lettings facility and tenancy management. Finally we advise on resale and exit strategies facilitated by our Lettings and Sales teams.

- Experienced market leading Lettings & Sales teams
- Strong & reliable expertise with transparency at the core of every transaction
- Ongoing re-sales for investment purchasers
- Full spectrum of bespoke Lettings & Management services
- Association of Residential Lettings Agents (ARLA) qualified staff in each branch
- Efficient financial reporting
- Competitive fee structure
- A proven track record in successful Sales, Lettings & Management of London properties to domestic and international investors
- Industry Best Practices to ensure compliance with laws of the land
- Assured returns on investment because of innovative approach
- Significant value addition – for investors, landlords and tenants
- Industry experts & top professionals managing divisions with 100% success rate

ASSET MANAGEMENT

- Manage Property & provide property management services - utilities; property maintenance & emergency matters in accordance with good estate management
- Maintain & keep property in good repair, renewing and replacing where necessary to keep the property in good condition
- Administering/overseeing contracts for minor works & services such as cleaning, gardening, window cleaning
- Send out service charge/maintenance charge demands, collect payments & pursue arrears in accordance with lease/agreement rules
- Inspect common parts monthly/quarterly/half yearly/yearly
- Inform occupants regarding their compliance with their obligations in any lease, tenancy agreement or transfer granted in respect of the property, plot or parking space
- Maintain records of events and a register containing details of each lease or tenancy of all flats, maisonettes or houses in the estate or equivalent computer records and keep files of leases and other documents relating to the Property
- Provide reasonable management information to the leaseholders
- Inform occupants on routine health & safety matters (but not undertake specialist checks) and ensuring that appropriate risk assessments are in place
- Arrange if requested buildings insurance & other insurances in respect of the Property that may be required under the terms of any lease
- Open and operate client bank accounts for the Client with all client monies collected and hold under trust in individually designated client trust accounts and in accordance with RICS & ARLA Code
- Inform the occupants on all relevant legislative and regulatory issues

STRAWBERRY STAR LONDON

- Expertise in securing Residential Freehold investments
- Retain Freehold rights for all our in-house Development and Underwriting projects



- Full-branch office in Singapore to serve Asian clientele
- Market London projects/schemes to investors in Singapore and Asia
- Identify suitable investment properties around the world to investors in Asia
- Good understanding of the Singapore and Asian investors' sentiments; strong network of HNWI and Investors keen on investing in real estate assets outside Asia
- Provide wide range of services to Developers from market strategising to after-sales service to purchasers
- Organise result-driven Property Exhibition in Singapore
- Provide Sales and Resales Platform in partnership with our New Homes Team and selected selling Agency
- Provide consultancy services to investors on acquiring investments of bulk/site purchase
- Separate Capital division - Strawberry Star Singapore Capital & Investments - based out of Singapore
- Strawberry Star Investment (S) Pte from Singapore responsible for channelising all activities of the Capital division



Dr. Stanley Quek, Former Chairman Frasers Property and Doris Tan, Regional Director (Singapore & Hong Kong) at the Sky Gardens launch



Singapore Office, One Raffles Place



ABP launch in Singapore with Santhosh Gowda (Chairman), Nick Stonley (Managing Director - Developments) and ABP's Chairman Mr. Xu Weiping



Strawberry Star hosts insightful session on Berlin property market for investors

OUR PEOPLE MAKE IT HAPPEN

“Our team combines
an unmatched
understanding of the
property market.”

Santhosh Gowda, Chairman



Santhosh Gowda
Chairman

A born entrepreneur, with over 27 years of rich experience in the realty business in leading international markets, Santhosh Gowda founded the Strawberry Star Group.

He successfully led property businesses in Singapore, India, and the UAE before setting up base in London in 2007. In his career covering different real estate geographies across continents, Santhosh successfully created high-value property businesses. Strawberry Star has grown in strength and its aggregate investments have totalled over £600 million.

With a local presence in London, Hong Kong and Singapore, a rapidly growing development pipeline, Santhosh is steering Strawberry Star in further consolidating its position within the UK.

Leading top-notch property professionals have joined Strawberry Star after understanding Santhosh's vision for the London market.



Prakash Singh
Director | Corporate
Strategy & Operations

A highly experienced senior management professional, Prakash has about two decades of experience of building organisations, improving their competitiveness and productivity, and handling M&A in Europe and the Asia Pacific regions. Prakash is an alumnus of top schools, IIT-Delhi and IIM-Bangalore.

Prior to joining Strawberry Star, he was Executive Director with Ernst & Young and successfully led \$400 MM investment in building Multi-location project. In the past, he worked for MNCs GE, BELDEN and Delton in the leadership role.

At Strawberry Star, Prakash is responsible for improving the productivity of the organisation, enhancing operational excellence, leading the monthly review process with vertical heads, implementing industry best practices and working with the Chairman at the group level for strategic planning.



Sathvik Sathish
Managing Director |
Group Acquisitions

Sathvik is a highly experienced business analyst. He honed his skills at some of Dubai's leading real estate companies before coming to Strawberry Star to lead our acquisitions team. He has played an integral role in all of our London acquisitions to date, and is constantly on the lookout for new opportunities for our investors.

Sathvik is also in charge of reporting our financial performance to our clients – just one aspect of our commitment to transparency.



Nick Stonley
Managing Director |
Strawberry Star Developments

Nick has 35 years of experience within the residential development industry. He joins Strawberry Star from United House Developments where he was Managing Director for 7 years.

Previously, Nick spent 13 years at Berkeley Homes where he was Managing Director for a number of their London Divisions. Nick has a strong London centric contact base with experience in land acquisition through to project management and holds an Honours Degree in Building.

He is responsible for every element of the delivery of our new build developments, his fastidious approach and eye for the smallest details ensures we create the highest quality homes every time.

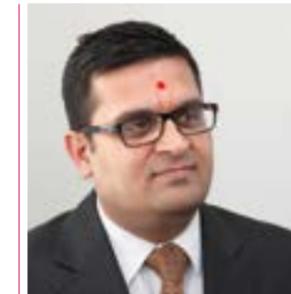


Mike Vos
Group Legal Counsel

Mike started his professional life in banking and subsequently practiced law for nearly 40 years. He recently retired as an equity partner from the Cripps LLP, one of the leading law firms in the country. He was responsible for their international work comprising foreign investment into the UK. He was also a trusted adviser to a number of institutional and private companies focusing on all aspects of property development and investment.

His main expertise is in areas such as Real Estate Development, Development Agreements, Development Funding, Commercial Property, Joint Ventures (property), Property Sales and Purchases, Property Investment, and Secured Lending (property).

He now provides practical and commercial advice on arrange of matters in his capacity as Group Legal Counsel to Strawberry Star.



Yash Dave
Group CFO

Yash has played a senior role in the finance teams of several major multinationals, including Thistle Hotels, Vodafone and Casa Forma (part of Pearl Global). He has a wealth of experience in M&A, tax and treasury, and oversees the financing of every Strawberry Star investment.

Yash also sits on the investment committee and the general partner board for Strawberry Star Fund, holds an MBA and is a qualified accountant and chartered secretary.



Doris Tan
Regional Director |
Singapore & Hong Kong

Doris is internationally-renowned top property marketing professional and has joined Strawberry Star as the Regional Director for both Asia and South East Asia, based out of our Singapore office.

She has over 20 years' of experience in marketing residential properties around the world, including London, New York, Tokyo, Australia, New Zealand, Dubai and Shanghai, to buyers in Singapore and South East Asia. Doris was the Head of International Residential Property Services at Jones Lang LaSalle Property Consultants in Singapore.

As Regional Director, Doris will provide strategy, marketing and investment consultancy advice, on all aspects relating to international sales.

OUR PEOPLE MAKE IT HAPPEN



Tracy Wun
Director Strawberry Star
Capital Singapore

An ex-corporate banker with 17+ years of SME Commercial Lending experience with United Overseas Bank Limited Singapore, handling high value real estate developer portfolio with SGD 1 billion+ of loan books. Highly experienced in structuring credit facilities and debt instruments for public listed companies on the Singapore Stock Exchange (SGX) with familiarity in land acquisition process, feasibility studies and cashflow modelling in relation to asset acquisition and disposal.

Tracy held C-suite positions when she was Executive Director of SGX listed Hiap Hoe Limited and SuperBowl Holdings Limited, with combined market capitalization of SGD600 million. She was Chief Investment Officer at Singapore Catalyst-listed property group before joining Strawberry Star.

She is responsible for expanding, supporting and executing investment mandates for London headquarters.



Cauvery Nanaiah
Director Marketing & Global
Communications

A highly result-oriented Marketing & Communications specialist with 18+ years of experience in multiple geographies, Cauvery has successfully built brands and contributed to their enhanced sales. Her expertise includes Marketing & Communications, Media Strategy, Digital Strategy, Crisis Communications, and CRM.

Cauvery has advised world-renowned companies, such as, Nike, ABB, Volkswagen, Sikorsky, Intel, Bosch Siemens, P&G, HSBC, Lenovo, UTC, Knight Frank, Ascendas, Deutsche Bank, Axa, Marriott, Lodha Group, Emirates Airlines, and BBC Entertainment. Prior to joining Strawberry Star, she was the Vice-President and Member of the Leadership Team at MSLGROUP, one of the world's top integrated communications firms.

At Strawberry Star, Cauvery is responsible for driving the global Marketing & Communications strategy for the company across London and Singapore markets.



Yuan Sun
Associate Director
Strawberry Star Homes

With 10+ years of experience in the UK property market, Yuan Sun enjoys a proven track record of delivering high-profile complex real estate projects. Her expertise includes leading and managing a broad range of external vendors, complex stakeholders and government relationships. Yuan has worked for Global Fortune 500 companies and has delivered 3,700+ residential units in and around London. At London Legacy Development Corporation, she was the Project lead for two mixed use development schemes. In her previous assignment, she held key management position in GLA mayoral development corporation, assuming responsibility for leading £900m development portfolio.

At Strawberry Star, she will be responsible for building and managing Strawberry Star Homes, a new business division, which will construct quality houses at lower capital values, particularly targeted at first-time buyers, buy-to-let investors and international investors in London Zone 3 and outwards.



Steve Peters
Development Director

Steve is a multi-talented and result-oriented residential development professional with more than 3 decades' of exposure to various core aspects of the London residential property market. He joins Strawberry Star after 7 years with United House Developments where he was Operations Director. He is highly skilled in all aspects of the development process from land acquisition through to construction management and post contract services.

In the past, he has held senior positions with leading companies, such as, Gleeson Regeneration & Homes South, Wates Regeneration, and Alfred McAlpine Homes London Ltd where he enjoyed successful stints. At Strawberry Star, he will oversee and monitor all development projects through short-term and long-term strategic plans.



Kekul Shah
Operational Director - Capital

An experienced Chartered Accountant (ACA) with 16 years' experience in financial analysis and investment management, Kekul has worked for flagship real estate projects, such as the Heron Tower and prime residential schemes in Central London developed by Ronson Capital Partners.

In the past, he held senior positions at BDO, Citi and Heron International. In his previous stint at AXA Investment Managers, he was the Fund Manager of the largest office development scheme in the City of London (22 Bishopsgate - representing c1.3m sqft offices and £1.2bn capital under management).

At Strawberry Star, Kekul is responsible for advising the board on new opportunities and overseeing the efficient and effective management of various funds and reporting of SPVs. In addition, he will play a key role in growing the capital business and supporting the Chairman in raising further equity/debt to deliver acquisition and creating value for shareholders.



Matt Leitch
Sales Director

A highly motivated and results-driven property professional with almost 20 years' experience working across a broad range of disciplines within the UK real estate industry; Matthew Leitch joined Strawberry Star following a successful stint in a senior role with real estate services firm CBRE.

Matt specialises in sales, residential development consultancy and management, acquisitions, disposals, domestic and global marketing.

In the past, he worked for reputed companies, such as Savills, Currell Residential Estate Agents, and Bairstow Eves Countrywide, in various capacities.

At Strawberry Star, he will drive all sales strategies with specific targets whilst overseeing the implementation of the company's Sales vision.



Alex Lazarov
Lettings Director

With 20+ years of experience in the Property / Estate Agency sector, Alex Lazarov enjoys a proven track record of successfully delivering business expansion and profitability. An expert in scaling estate agency operations to meet strategic growth objectives, he has an in-depth knowledge of the London Lettings market.

He joined Strawberry Star after a 13-years stint with Dexters Estate Agents where he was Lettings Board Director (West London). He has worked for Foxtons in the past. His expertise is in Business Development, Operational Management, Fiscal Management, Staff Development, and Stakeholder Engagement.

At Strawberry Star, Alex is responsible for the Lettings & Management business and Asset Management with long-term strategies to enhance our market share in London. He is also responsible for achieving the highest standard of services in concierge and building management services.



Robert Hepworth
Commercial Investment
Director

A highly-motivated Chartered Surveyor, Robert possesses 17+ years' experience in the City of London and Yorkshire investment markets, together with 2 years' experience in the international investment market dealing with Middle Eastern capital into the UK.

He has completed deals across all sectors with clients including funds, developers, property companies and high net worth individuals. Prior to joining us, Robert was with BNP Paribas Real Estate, London, providing strategic real estate advice to Sovereign Wealth Funds, Royal Family Offices, HNIs and Private Wealth Management clients. In the past, he has worked for reputed organisations, such as, Colliers International, Knight Frank, and JLL.

At Strawberry Star, Robert is responsible for sourcing yield-based opportunities and identifying off plan commercial opportunities for the company in London.



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