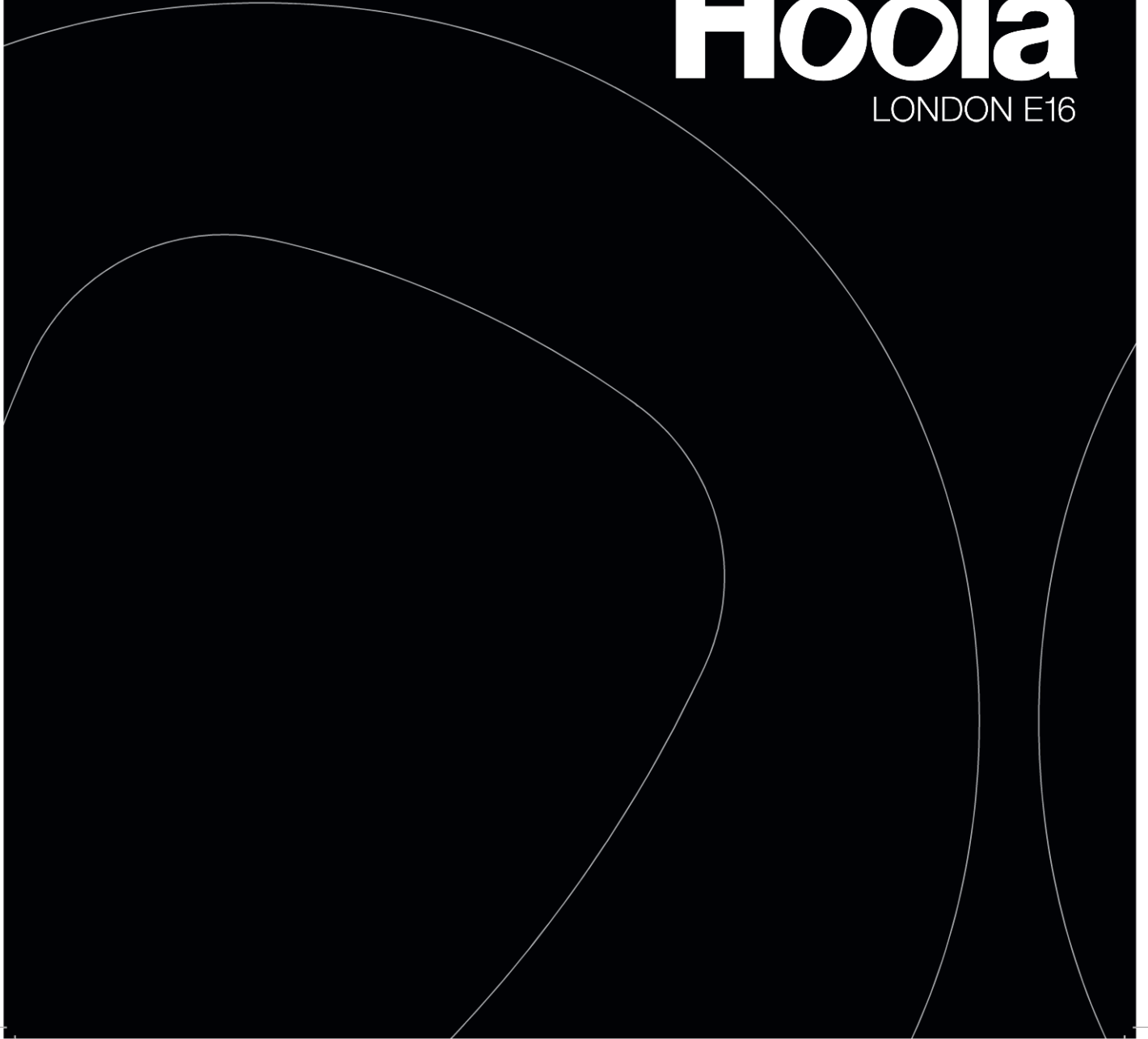


Hoola

LONDON E16







Hoola
LONDON E16





Hoola
LONDON E16



4

Computer Generated Image of exterior at Hoola is indicative only

Hoola is being developed by HUB in partnership with Strawberry Star

HUB was established to develop mid-market homes in well connected parts of London. Its focus is on driving non-traditional investment into the housing market, helping unlock the development process and contribute to the undersupply of good quality homes in London. The senior team have over 50 years of real estate experience, both in the UK and abroad, and a successful track record of delivering residential, commercial and mixed-use projects around the capital.

Strawberry Star's mission is to provide end-to-end property solutions of the highest standard, keeping things streamlined for clients, getting things done effectively, with minimum fuss and favourable returns.

By being involved in every step, from a development's inception, through to letting and managing properties within it, Strawberry Star keep their standards of care high for everyone from investors to homeowners and tenants alike. Strawberry Star believe that brings a refreshingly different and productive perspective to the world of real estate.

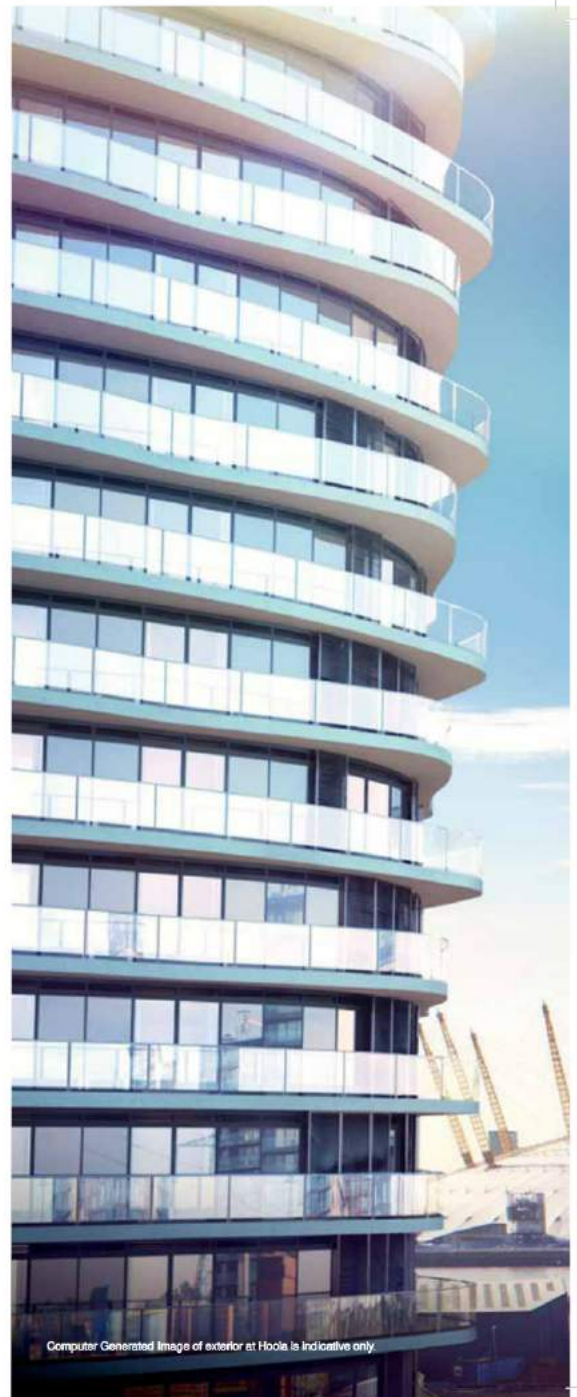
Hoola
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Hoola has been designed by internationally renowned architects CZWG, working alongside interior specialists Johnson Naylor. The gardens are the work of Churchman Landscape Architects.

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, elegantly concealing car and cycle parking and service spaces, and command 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.

Hoola offers a wide choice of generously-sized apartments, from studios to three bedrooms. All benefit from a range of facilities including a gym, residents' business lounge, plus the comfort and security of the concierge services. All residents also have access to the garden, which has soft and hard landscaping that includes semi-mature trees and dramatic water features.

Hoola combines fine, timeless architecture with 21st century sustainable city living.



Computer Generated Image of exterior at Hoola is indicative only.



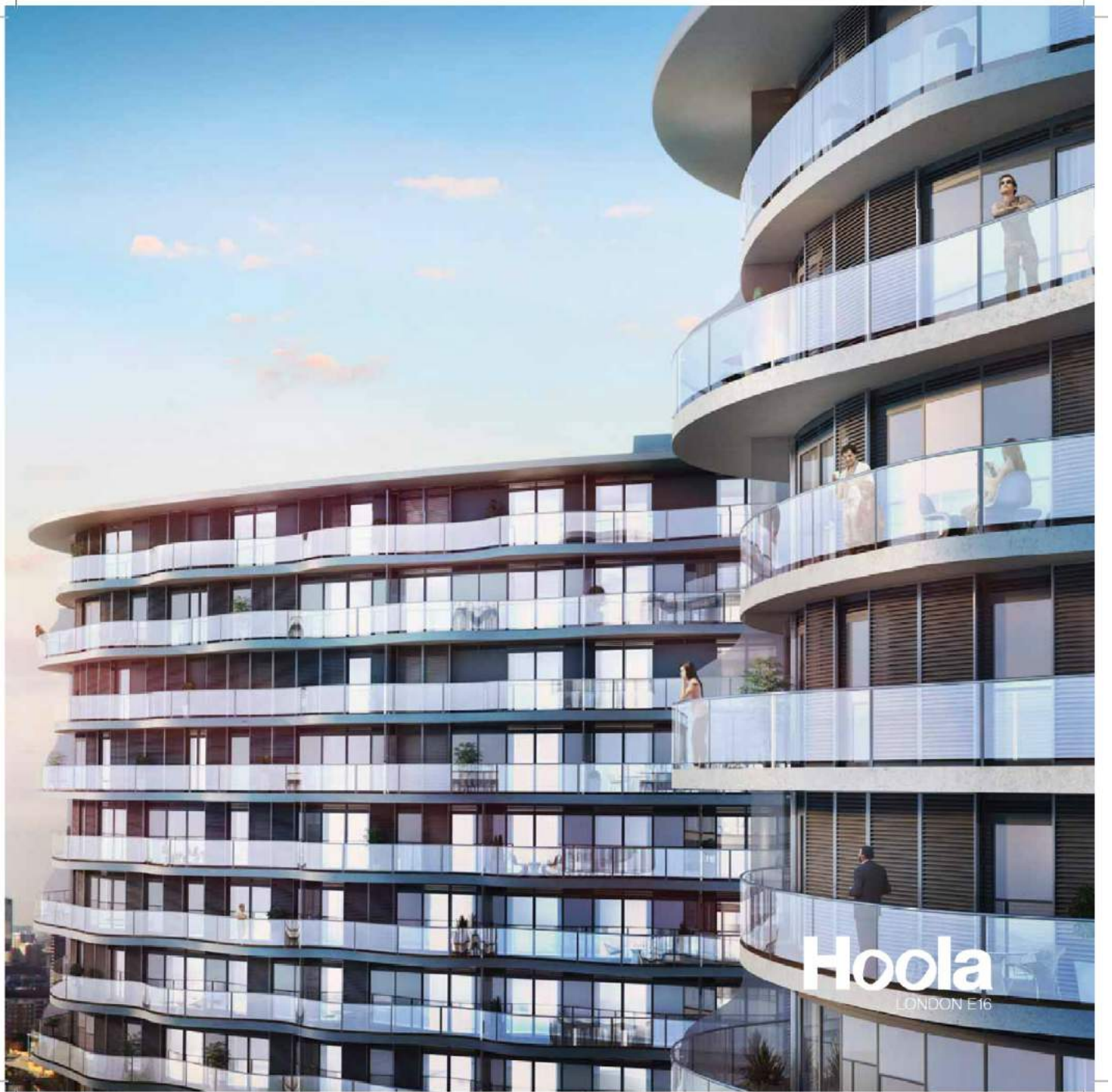
Hoola
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Hoola: destined to be a London landmark



8

Computer Enhanced image of exterior at Hoola is indicative only.



Hoola
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Hoola will leave a small footprint.

By that we mean that the building will have as little environmental impact on the area in which it sits as possible.

The building is super-insulated, so it won't require much heating. The apartments are shaded by louvres, so their interiors won't overheat, and the space heating and hot water will be provided through a shared energy network using surplus heat from the ExCel exhibition centre.

Hoola is also adjacent to 'The Crystal', the sustainable cities initiative by Siemens.

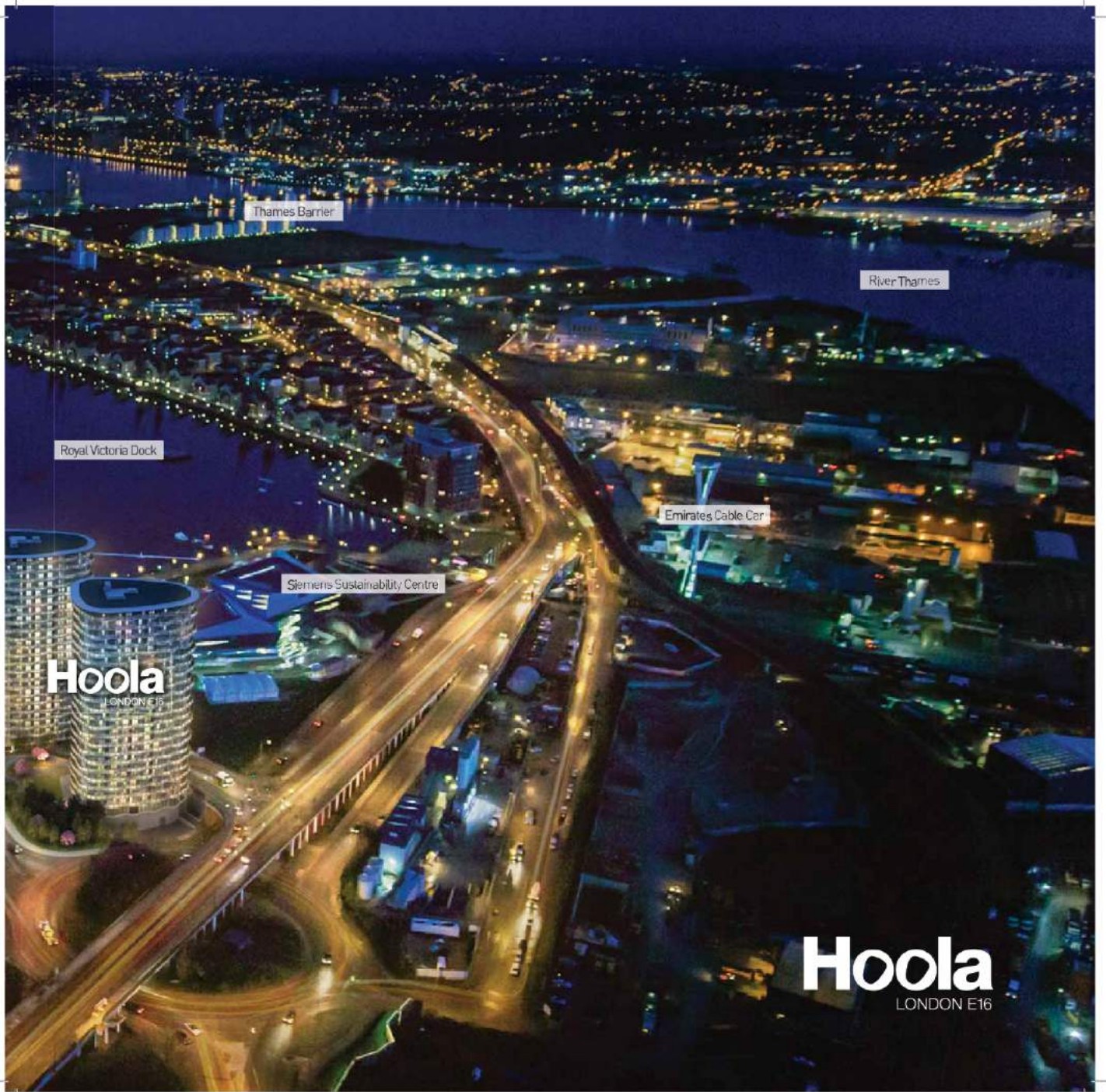
As well as being one of the greenest buildings in the world, it is also centred around an interactive exhibition featuring global trends and innovations in urban planning, smart buildings, safety and security, energy, water, healthy living, environment, and mobility. The Crystal is already a popular visitor attraction and venue for conferences and events, showing that the Royal Docks is at the vanguard when it comes to sustainable urban living.



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Hoola: gateway to London's Royal Docks



Hoola
LONDON E16

Hoola
LONDON E16



From bananas to cars – a diverse and rich heritage

If you could go back to the mid 19th century, you'd see an entirely different scene around Royal Victoria Dock

Royal Victoria Dock opened in 1855 and was the first of the Royal Docks to be built. It processed 850,000 tons of shipping per year.

Tidal Basin, which Hoola overlooks, was the entry point to the dock from the river Thames. In the early years, four piers reached into the dock, giving 3.6 miles of quays where ships could unload goods into vast warehouses. Every working day you would have seen thousands of men toiling to unload huge cargoes of frozen meat, tobacco, oranges, bananas and new cars from the ships moored alongside.

Royal Victoria Dock is part of the Royal Docks, the largest enclosed dock system in the world with a water area of nearly 250 acres. When it was built, Royal Victoria was state of the art: the first London dock big enough to accommodate the new iron steamships, and the first to have its own

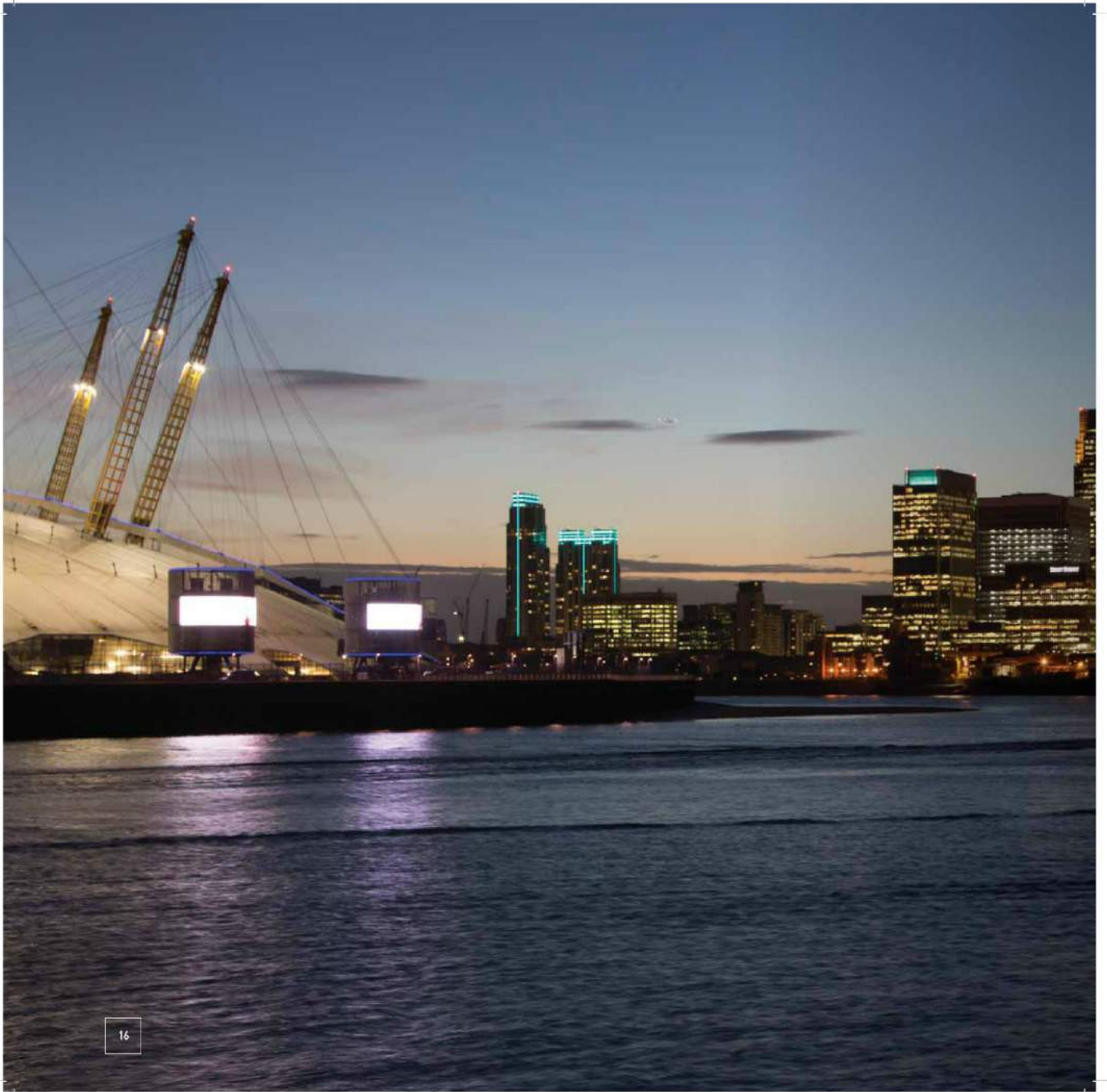
railway link, a route which today is part of the DLR and will be incorporated into Crossrail.

The docks were also the heart of a close-knit East London community. Houses, pubs, shops, cinemas and parks were built to serve this group of hardworking Londoners.

The docks were heavily bombed during World War II, but after the war they were re-built and reached their peak of activity in the 1960s. However, the advent of containerisation and the decline of passenger liner travel spelt the end for the London Docks as commercial operations and by the 1980s they had become a sad scene of dereliction.



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Hoola is a key part of the ongoing transformation of London's Royal Docks



After the docks closed to shipping in 1980, the London Docklands Development Corporation began an ambitious programme of regeneration. Public funding was provided to improve infrastructure and attract private investment into the area.

Canary Wharf was the first part of Docklands to be extensively redeveloped, culminating in the completion in 1991 of One Canada Square, the instantly recognisable 800 feet high tower, giving the area its 'London Manhattan' tag. Today

Canary Wharf is the UK's most dynamic financial services district after the City and also has a rich collection of shops, restaurants and bars.

The Royal Docks are now set for significant changes, which will capitalise on their large areas of open water and excellent transport connections. Exciting future proposals include other major mixed use developments, a floating shopping village, and a new business park. Hoola is perfectly located at the heart of this ongoing transformation.

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Waterside living

Enclosing nearly 250 acres of water, the Royal Docks offer unique opportunities for leisure.

The Royal Docks are still functional. The cargo ships may have gone, but the water is now a valuable leisure resource for Londoners. There are numerous rowing clubs situated on the docks, including the London Regatta Centre in its distinctive building. The docks come to life in particularly spectacular fashion every June for the Dragon Boat Festival.

Closer still to Hoola is Wakeup Docklands, the only place in London where you can wakeboard from a cable system or try your hand at stand-up paddleboarding: both exhilarating ways to get wet.

Outside the Royal Docks is the mighty river Thames, whose tidal surges are now kept safely under control by the modern wonder that is the Thames Flood Barrier. With a span of 520 metres it is one of the largest moveable flood barriers in the world. You can view the Thames Barrier at stunningly close quarters from Thames Barrier Park, one of London's most innovative open spaces whose features include a green dock and fountains, a cool urban oasis that's about a 20 minute walk from Hoola.



Hoola
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Hoola is at the gateway to the new investment zone

London's Royal Docks are the focus of major investment, offering exciting new opportunities for jobs and enterprise.

They are part of the London Borough of Newham's Arc of Opportunity, a region with £22 billion worth of development potential in the shape of business, homes, offices, leisure attractions and the regeneration being spurred by Crossrail.

The Crystal, ExCel, the University of East London and the forthcoming Asian Business Port on Royal Albert Dock are amongst those contributing to the local economy. The arrival of Crossrail will ensure that the Royal Docks benefit from the best possible connections with the rest of London.

Crossrail at Custom House

Direct services to Canary Wharf, Liverpool Street, Tottenham Court Road and beyond to Heathrow Airport.



KEIR HARDIE RECREATION GROUND

CANNING TOWN (DLR)

CANNING TOWN (JUBILEE LINE)

LEAMOUTH PENINSULA

EAST INDIA (DLR)

A1261

ROYAL VICTORIA (DLR)

CUSTOM (DLR)

VICTORIA DOCK ROAD

WESTERN GATEWAY

ROYAL

TIDAL BASIN RD

EMIRATES ROYAL DOCKS

NORTH WOOLWICH ROAD A1020

WEST SILVERTOWN (DLR)

LYLE PARK

RIVER THAME

Hoola

NORTH GREENWICH (JUBILEE LINE)

EMIRATES GREENWICH PENINSULA

GREENWICH PENINSULA

Canary Wharf

London's second business city, as well as a stunningly successful location for shopping, leisure and restaurants.



O2 Arena

Major entertainment and leisure complex that includes live performances, TV shows, sports events, exhibitions, cinema, restaurants and bars.



The Crystal

Siemens Sustainable Cities Initiative, housed in an iconic building, and an important new educational resource dedicated to urban sustainability.



ExCel London

Major multi-purpose, flexible space for exhibitions, conventions and events.



Asian Business Port

Financed by Chinese investor Advanced Business Parks, a 35 acre complex of offices and shops which will create thousands of jobs. Already dubbed 'the new Canary Wharf'.



University of East London

Docklands campus of UEL, one of the UK's top six universities for research, attracting students from all over the world.



Silvertown Quays

50 acre mixed use quarter with space for new businesses, galleries, restaurants and interactive 'brand pavilions' showcasing new products.



London City Airport

Serving destinations all over the UK and mainland Europe, as well as New York JFK. Carries 3 million passengers a year, and a £15 million investment plan will enable capacity to increase further.



ROYAL ALBERT DOCK

NORTH WOOLWICH

RIVER THAMES

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London's new financial district will be just along the water from Hoolia



Chinese investor Advanced Business Parks, in partnership with UK investor Stanhope, has signed a deal worth £1 billion to establish a 35 acre complex of offices and shops on a site facing London City Airport. The vision for the new scheme is that it will become the next financial district for London, and become known as 'Asian Business Port'.

The business park will be vast, stretching almost the whole length of the dock and revitalising it with exciting and diverse modern architecture. With new landscaping and public spaces and retail units as well as offices, it has the potential to become a new 'mini city' in its own right, open for business 24 hours.

Companies from China and elsewhere in the Far East will find that the new business park is an ideal UK base. As they move in, this is certain to attract further investment from UK and European companies, bringing more than 20,000 new jobs and major economic benefits for London and the UK in the process.

Advanced Business Parks has committed to deliver the first phase by 2017. It will be just 7 minutes away from Hoolia by DLR, and within easy walking distance too. Residential investors will doubtless find a steady supply of professional tenants for their properties from the thousands of people working for the companies who take office space there.



Hoola
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Crossrail is set to revolutionise London travel

Accessible from Custom House station, one stop on the DLR, or about ten minutes' walk from Hoola, it will become a major new transport hub for visitors to the Royal Docks.

From 2018, Crossrail will begin services that will drastically shorten journey times for London commuters. It is one of the biggest-ever infrastructure projects to be undertaken in the UK. 21 kilometres of twin-bore tunnels are being excavated under central London, eight new stations are being built and many others upgraded to cope with the expected surge in passenger numbers. In total, Crossrail will cover 118 kilometres, reaching between Maidenhead and Heathrow in the west to Shenfield and Abbey Wood in the east. For residents at Hoola, connecting with Crossrail will be a simple matter of taking the DLR one stop to Custom House, or taking a ten minute walk along the dockside.

The 2012 Crossrail Property Impact Study demonstrated that the 'Crossrail effect' is already in evidence, acting as a driver for regeneration in the areas it runs through, supporting and attracting new development.

The study classifies the area around Custom House station as one that is 'creating change'. In other words it is a neighbourhood 'where there are likely to be distinct or large scale impacts on the residential property market'. Of particular interest to the residential investor at Hoola is the projection made by the Crossrail Property Impact Study that residential capital values immediately around central London Crossrail stations will increase by 25%.

 Docklands Light Railway / London Underground

Royal Victoria (14 min walking)
Canning Town (12 min)
Beckton Park (17 min - New Business Park)
North Greenwich (17 min)

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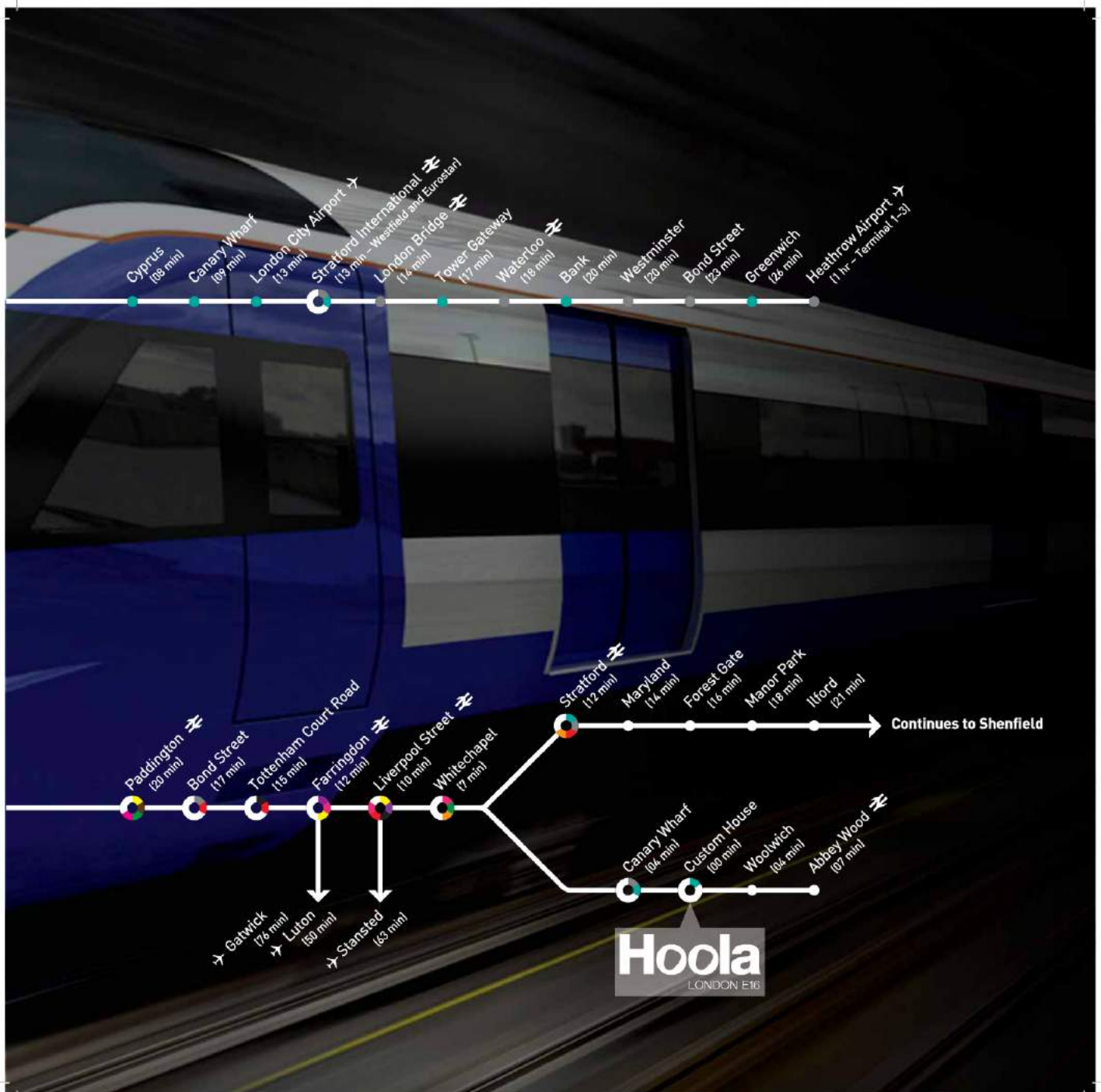


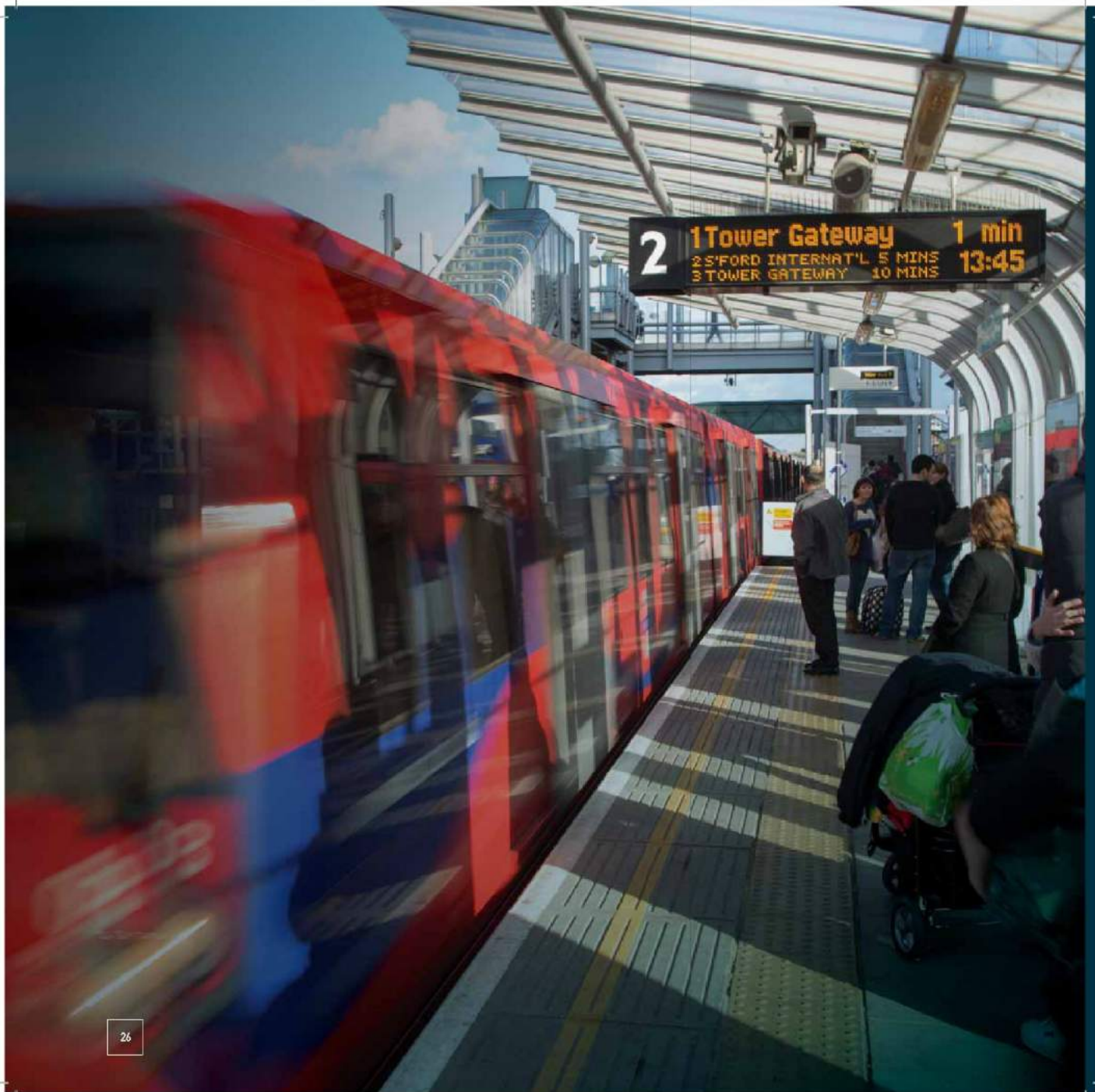
Continues to Maidenhead

Hayes & Harlington (17 min)
Southall (14 min)
Hanwell (11 min)
West Ealing (10 min)
Ealing Broadway (13 min)
Acton Mainline (15 min)

→ Heathrow (13 min)

Central
Overground
Bakerloo
Circle
District
DLR
H'smith & City
Jubilee
Metropolitan
Northern
Piccadilly





Hoola is connected by DLR, tube and major road links in every direction

The DLR was purpose designed to link the Docklands to the rest of London, interchanging with London Underground at key stations.

Royal Victoria is the nearest DLR station to Hoola, just four minutes walk away. This is your gateway to Canary Wharf, the City and London as a whole, interchanging with London Underground at Canning Town. London City Airport is just five stops on the DLR offering

convenient access to other UK cities, Europe's business destinations and beyond.

Docklands is also at the heart of a far reaching road network. The A1020 Silvertown Way crosses the end of Tidal Basin Road, where Hoola is situated. At Canning Town it connects to the A13, a major route into central London or to the A406 North Circular Road and the M25 junction 30.



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From the O₂ to the ExCel.

The leading entertainment complex and the premier exhibition and events venue in London are uniquely linked by the capital's only cable car transport system.

The Emirates Cable Car, part of Transport for London, began operations in summer 2012, and consists of a 1 kilometre gondola line connecting Greenwich Peninsula with the Royal Docks. The journey takes five minutes.

This unique means of transit links two key destinations, and shows that this part of London is a magnet for serious investment.

At the eastern end of the Cable Car is ExCel, an exhibition and events centre of international stature. It hosts a year-round programme of professional, sports, travel and leisure exhibitions drawing hundreds of thousands of visitors from around the world. High profile events taking place there include

Grand Designs Live, The London Boat Show, World Travel Market, The Telegraph Outdoor Adventure and Travel Show, and Cloud Expo Europe.

Across the water from ExCel is the O₂ Arena, the iconic structure on Greenwich Peninsula and arguably London's most important entertainment venue. Live performances include globally famous names from the worlds of music and comedy, and televised events such as the X-Factor and the BRIT Awards. The O₂ Arena also hosts major sports events, arts festivals, family shows and exhibitions, as well as being home to a cinema and many restaurants and bars. It truly epitomizes a 21st century entertainment hub.



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Canary Wharf, for leisure as well as business

Hundreds of bars and restaurants -
all just ten minutes from your door.

Canary Wharf is no longer just a place of work. It now has a choice of shops and restaurants to rival the West End, and there are many more planned. The trend is now for developers to add retail and dining space to their office schemes, reflecting the Wharf's changing status.

At the foot of the One Canada Square tower, you'll find hundreds of leading name shops, restaurants and bars in Jubilee Place, with more arriving as the shopping centre

expands further. The forthcoming Crossrail station will also have four storeys of shops and restaurants above it.

There's also an inspiring events programme throughout the year which includes art exhibitions, fashion shows, concerts and seasonal attractions such as Christmas ice skating at Canada Square.

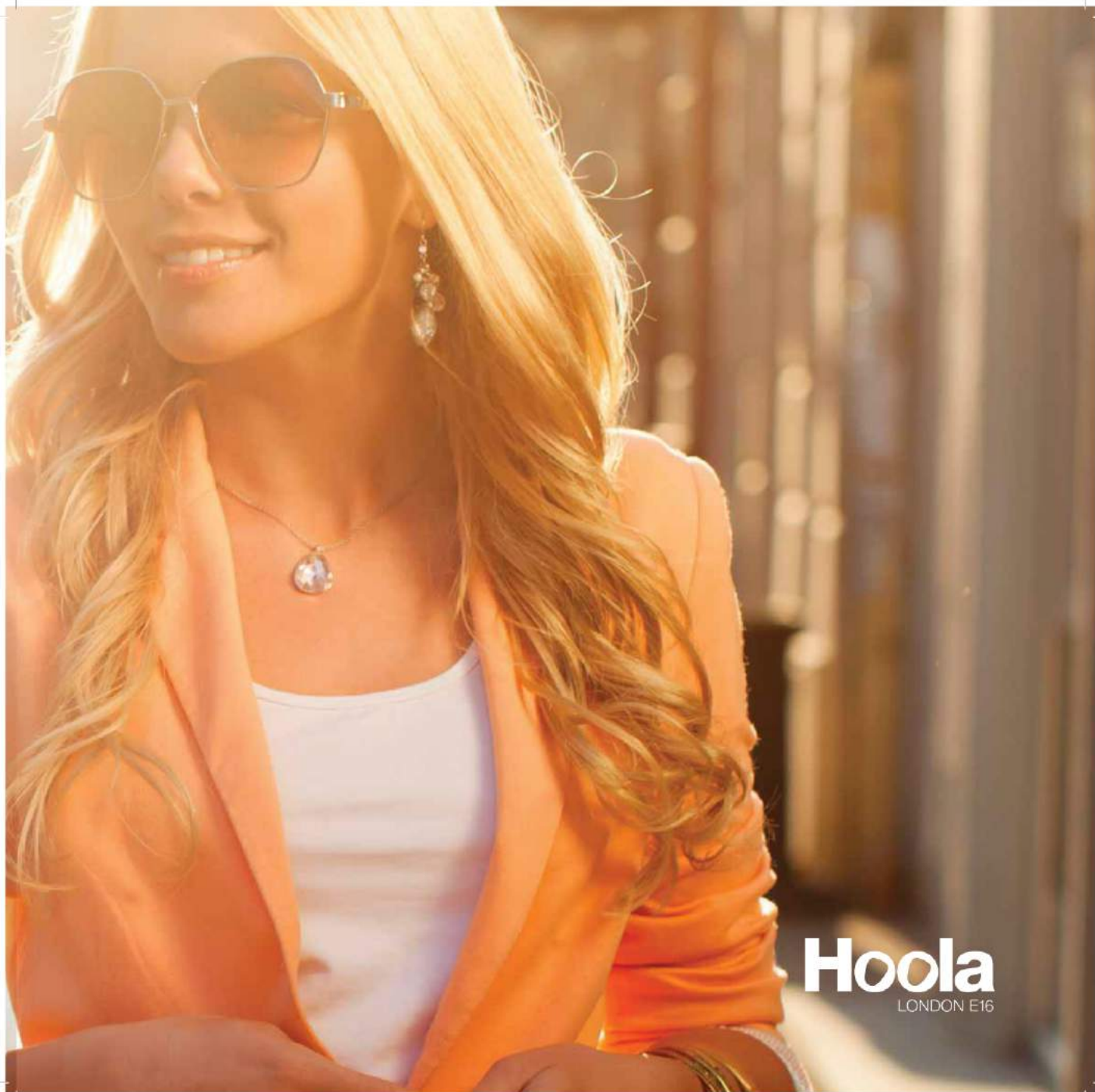




Hoola is part of the great city of London. It's acknowledged as a global capital for culture, retail, fashion and general good living.

London's restaurant scene is now considered to be the world's most exciting, and at the latest count, there were sixty-four with a Michelin star. Department stores such as Harrods and Selfridges are internationally renowned. The Thames riverside also continues to develop as a place of leisure,

with new attractions, restaurants and shops. When you're living in London, some of the world's most iconic buildings, both ancient and modern, become part of the everyday scenery. This is the city where opportunities for enjoying life are endless.



Hoola
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A first class education.

Out of the world's leading 100 universities,
six are in London.

London is a leading academic city. Six of its universities are in the top 100 universities of the world according to the Times Higher Education World Reputation Rankings 2014, more than any other city.*

With 22 universities and many more colleges and vocational schools, London attracts students from across the globe. Whatever they choose to study, from medicine to history of

art or political science, London has a prestigious seat of learning to suit their needs. It is also a gateway to Oxford and Cambridge Universities.

London's great transport links mean that most of these educational institutions can be reached with ease, making it a natural choice for investors who have children coming to the capital to study.

*www.timeshighereducation.co.uk/world-university-rankings/2014/reputation-ranking





Hoola offers choice. A total of 360 apartments, with the option of studios, 1, 2 or 3 bedrooms.

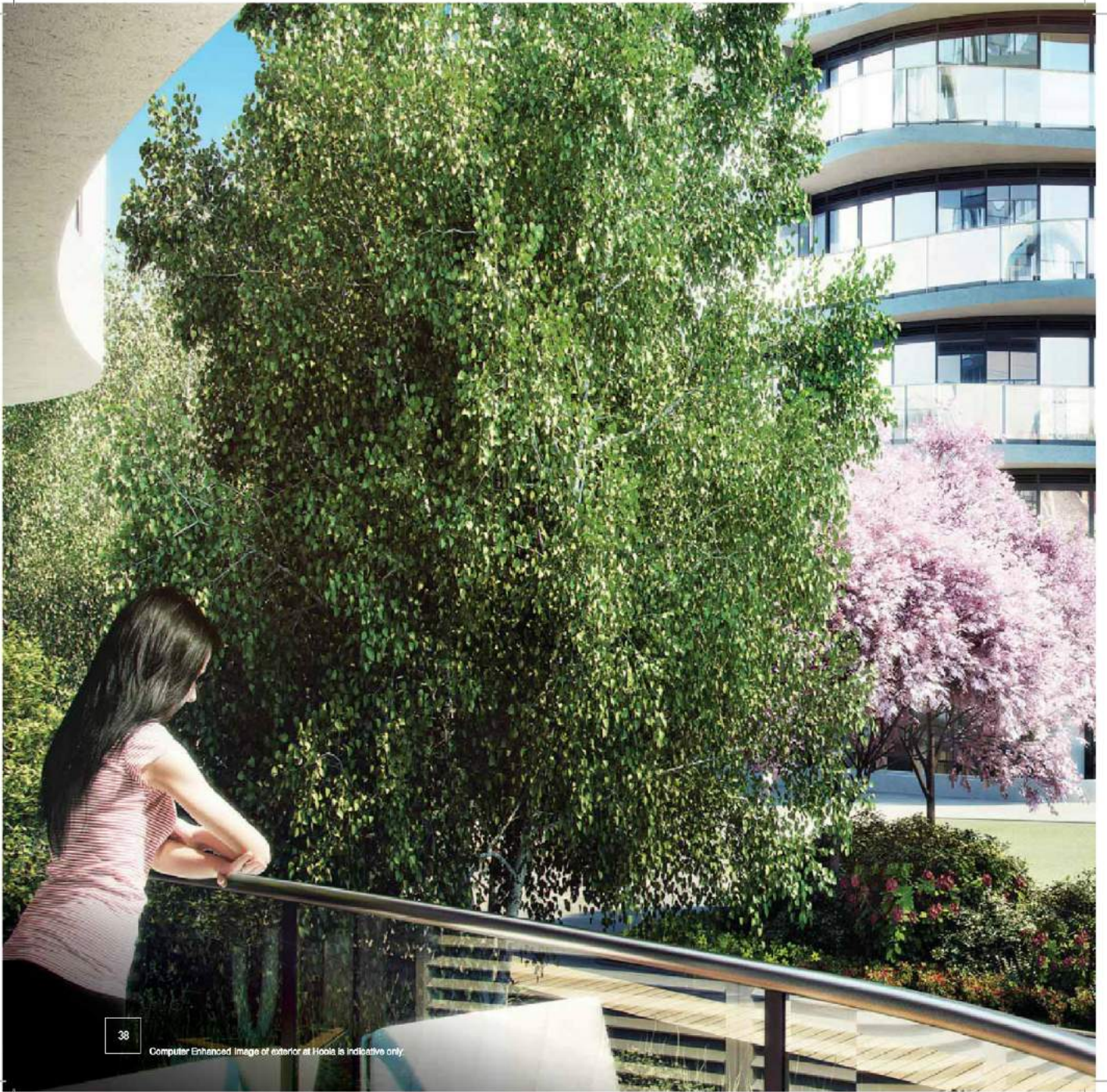
The floor-to-ceiling windows and continuous balconies at Hoola mean that great views can be enjoyed by everyone. Depending on the orientation of your apartment, you may be

able to see Canary Wharf, the City, the O2 Arena, Royal Victoria Dock or even as far as Kent and the Thames Valley.



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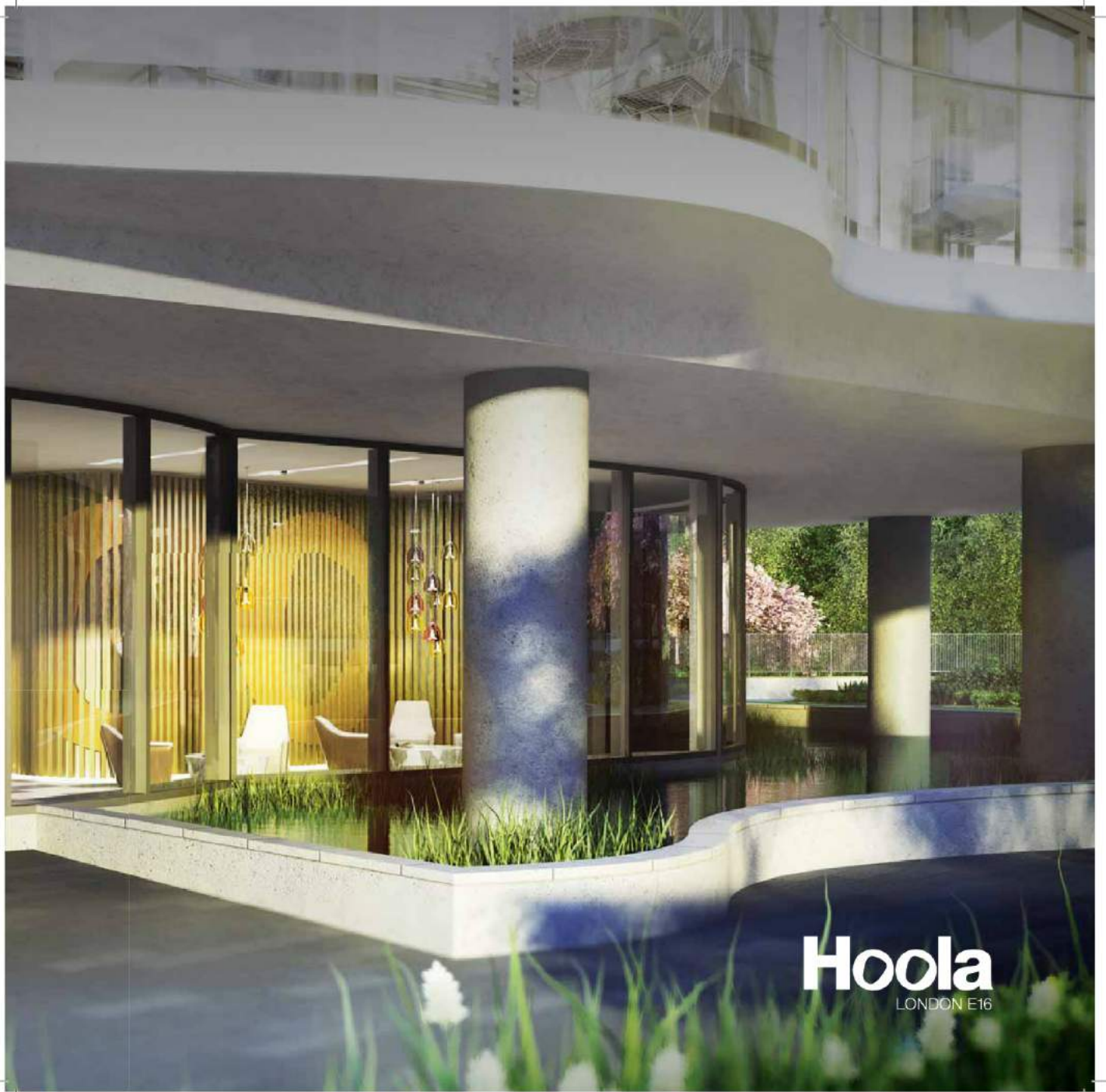


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You are now entering Hoola

You'll find the Hoola residents' entrance just off the lobby. The concierge is there to greet you and high speed lifts whisk you up to your apartment.





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Welcome to your home at Hoola

where smart, stylish contemporary interiors are ready and waiting for you.



The inside of Hoola is just as impressive as the outside. The interiors are designed by renowned interior specialist Johnson Naylor, who are also working on high profile schemes such as Battersea Power Station, Kings Cross Central and Fitzroy Square.

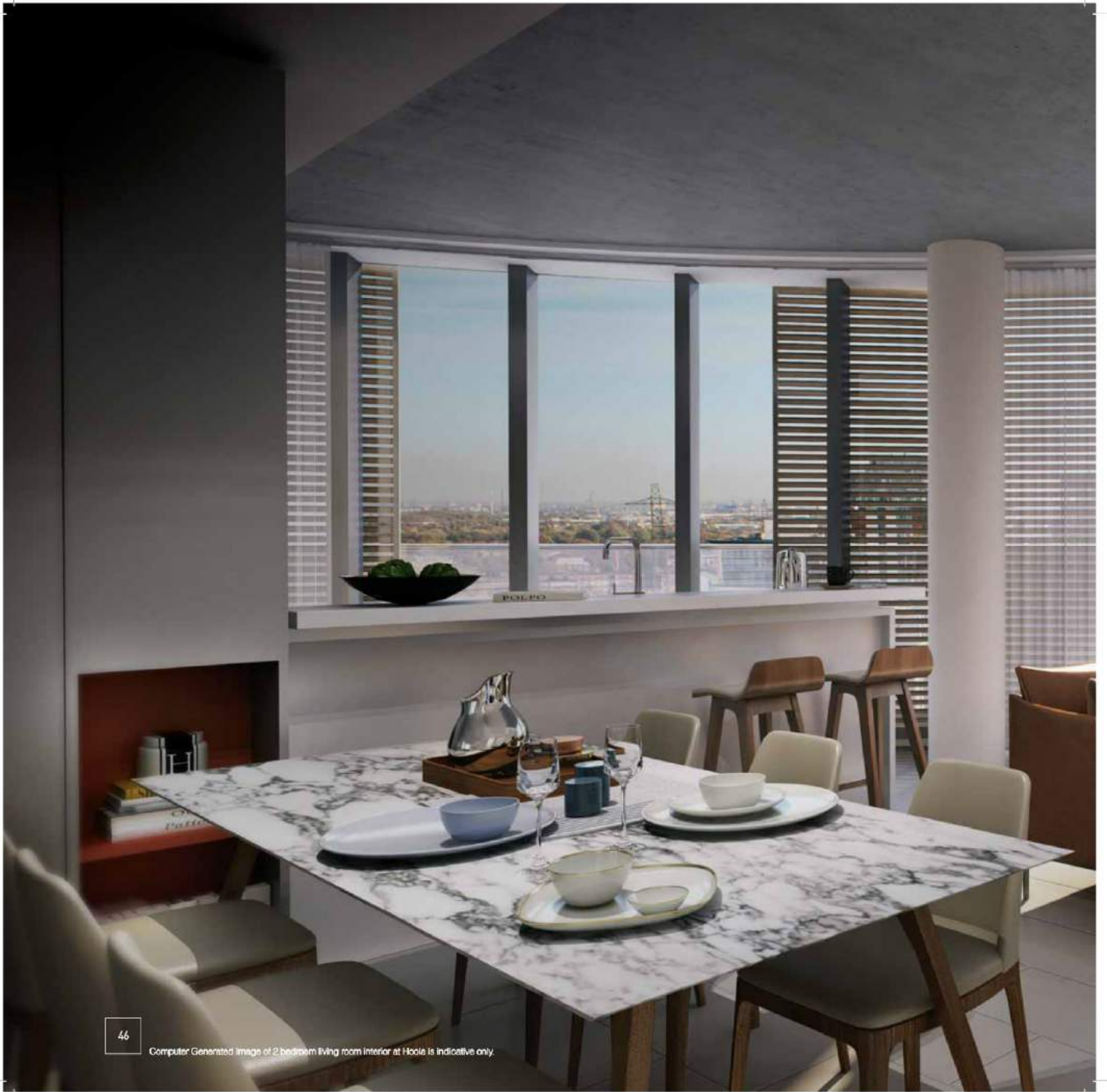
With credentials like these, it's no surprise that your home has a quality specification that ticks all the boxes when it comes to modern essentials. Your fitted kitchen is as stylish as it is functional, with streamlined cabinets partnered by composite stone worktops. All the appliances you need are included too.

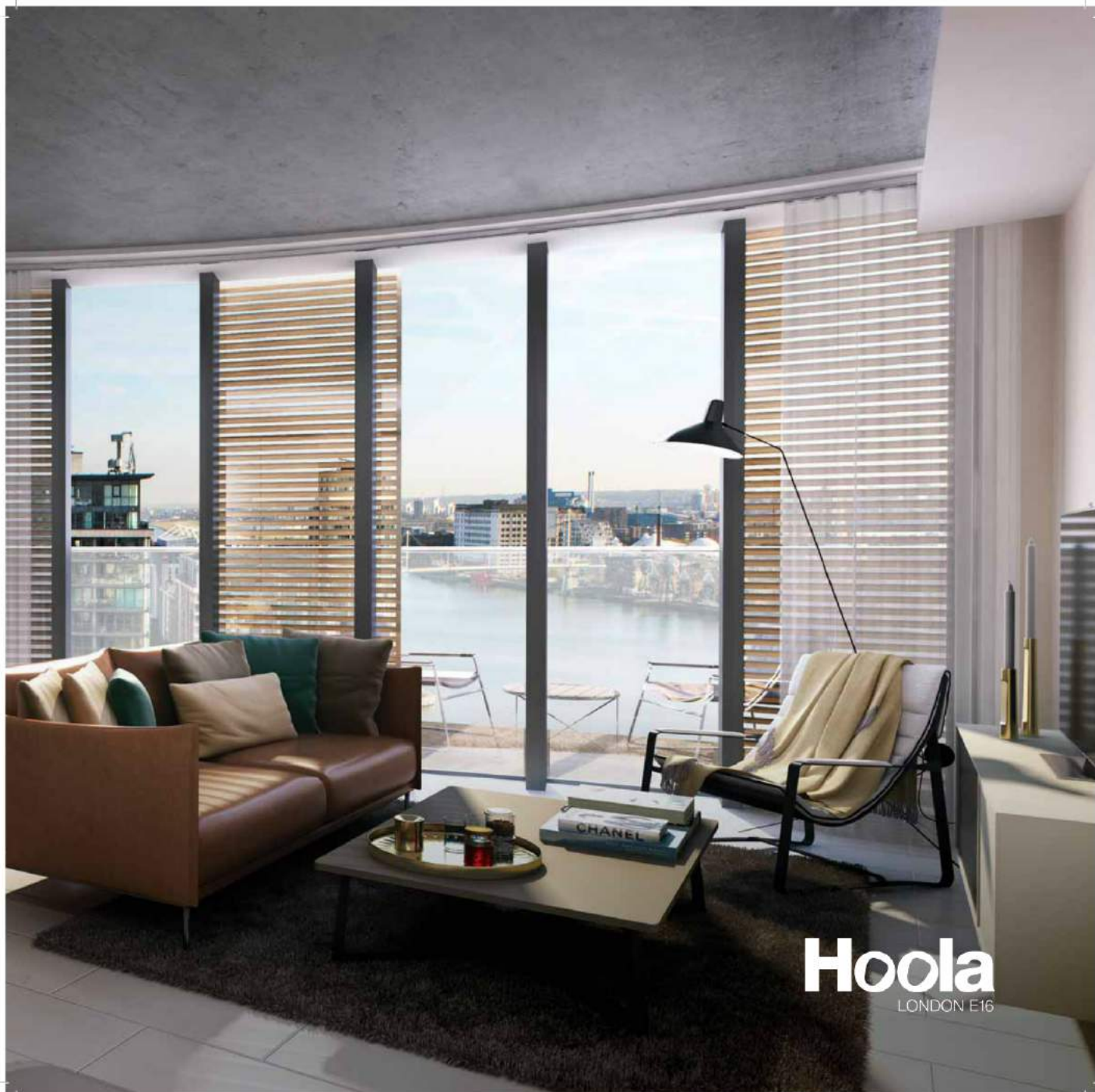
On to the bathrooms, and here you will be able to enjoy boutique-hotel style sanitaryware and fittings, with luxury touches such as a heated towel rail, bespoke cabinet and mirror demister.

Ample storage is always important in apartments, so we have included a wardrobe in every bedroom and a utility cupboard in the hall. Your bedrooms are carpeted and the other floor areas tiled, all in modern contemporary shades.

Having amazing views is one of the many bonuses of living at Hoola, so your apartment has floor-to-ceiling windows and sliding glass doors giving access to the balcony.

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Designed for modern living

We have included all you need to start enjoying your apartment the minute you move in.

Kitchens

- Composite stone worktop
- Integrated appliances by Siemens
- Combi oven
- Dishwasher
- Induction hob
- Integrated extractor
- Integrated fridge/freezer
- Stainless steel sink
- Chrome mixer
- Ceramic tiled splashback
- Under cabinet lighting
- Freestanding washer/dryer located in utility cupboard

Bathrooms

- WC with concealed cistern
- Wall mounted wash hand basin
- White bath or shower tray
- Shower with glass screen
- Glass bath screen
- Tiled bath panel
- Powder coated brassware
- Bespoke integrated storage cabinet with feature lighting
- Heated towel rail
- Mirror demister
- Tiled walls

Living/dining room

- 5 amp lighting circuit
- Perimeter lighting
- Exposed concrete soffit

Storage

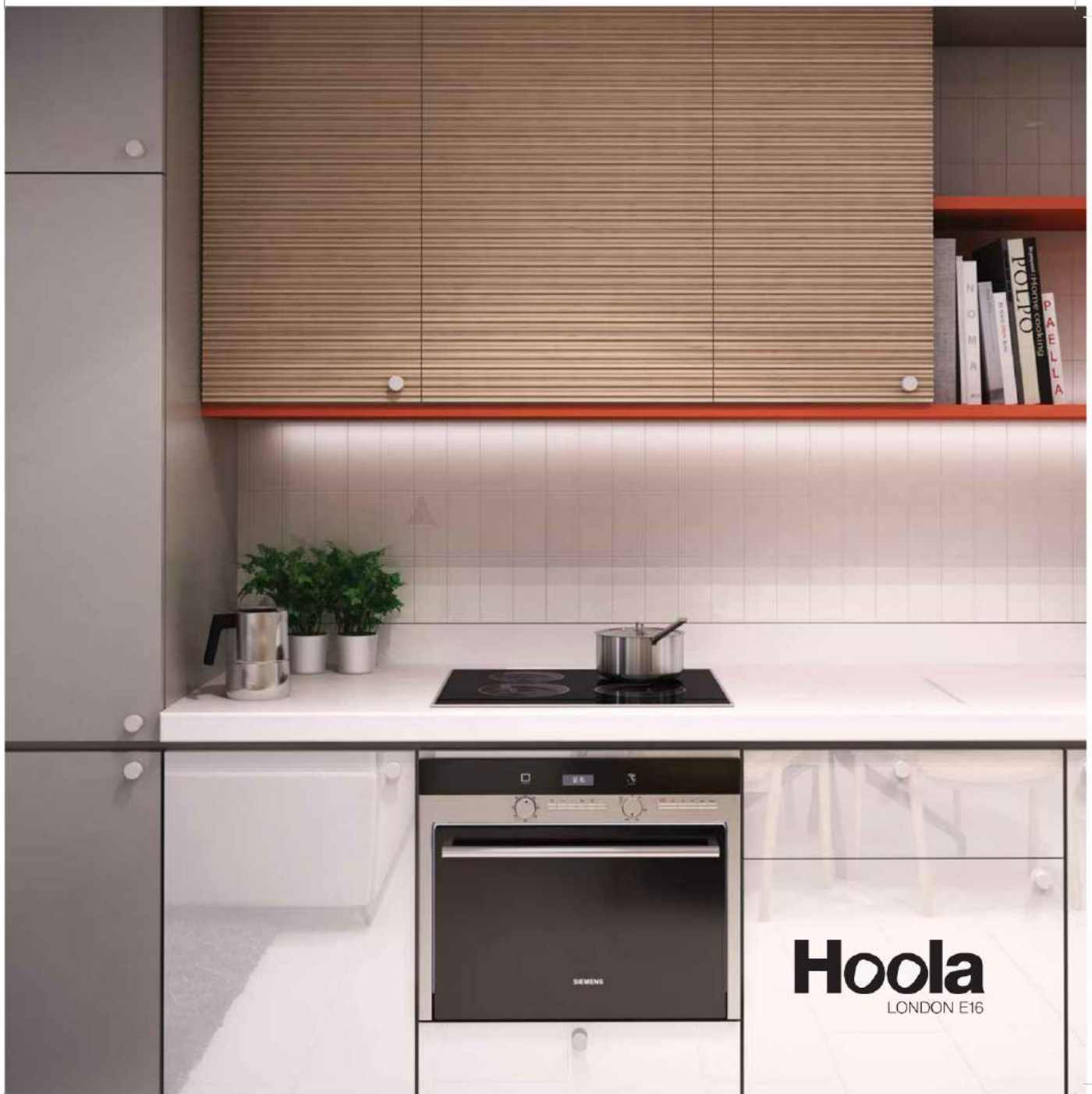
- Utility cupboard in hallway
- Wardrobe in all bedrooms, with high level shelf and hanging rail

Flooring

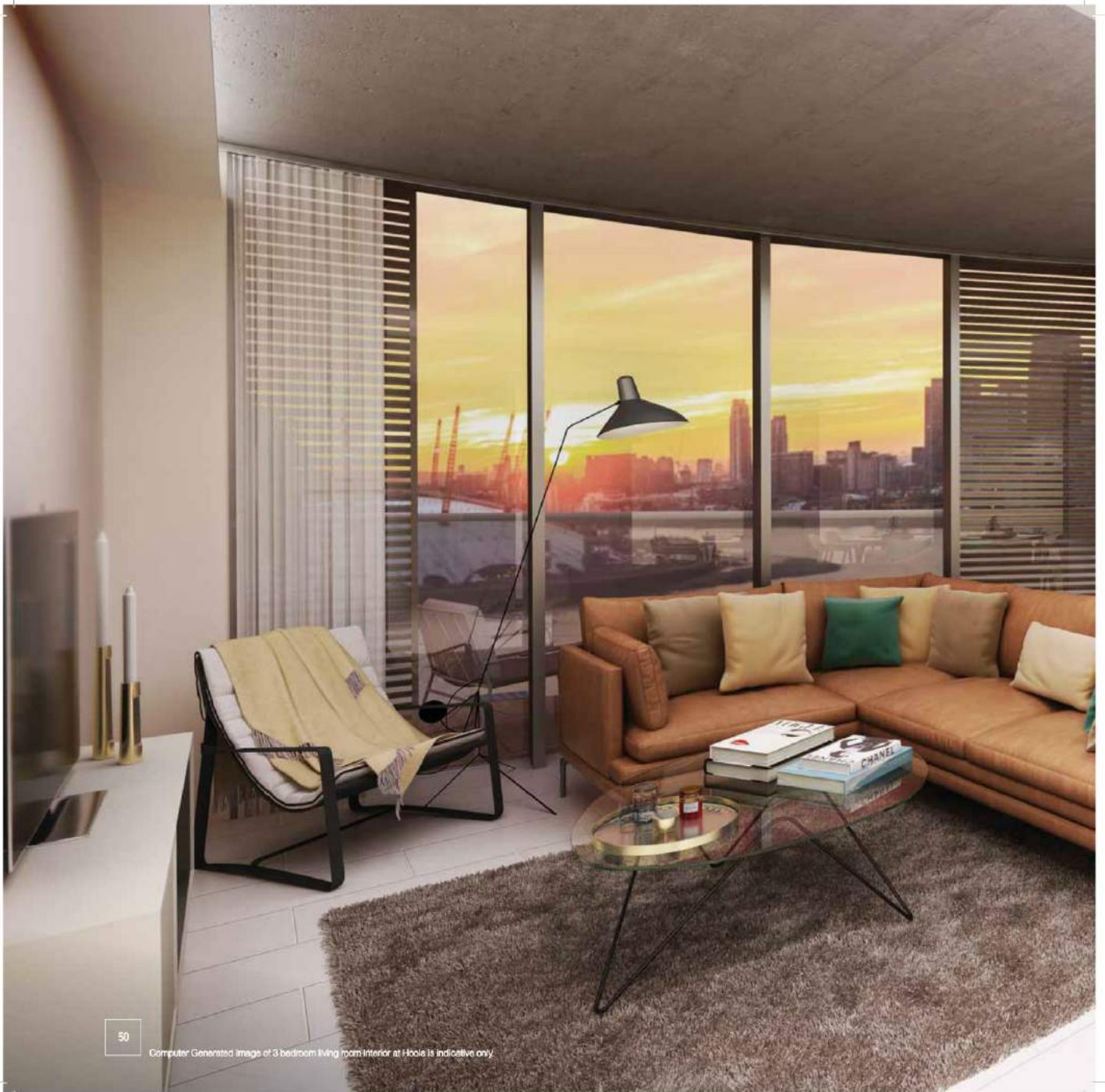
- Tiling to living areas and bathrooms
- Carpeted bedrooms

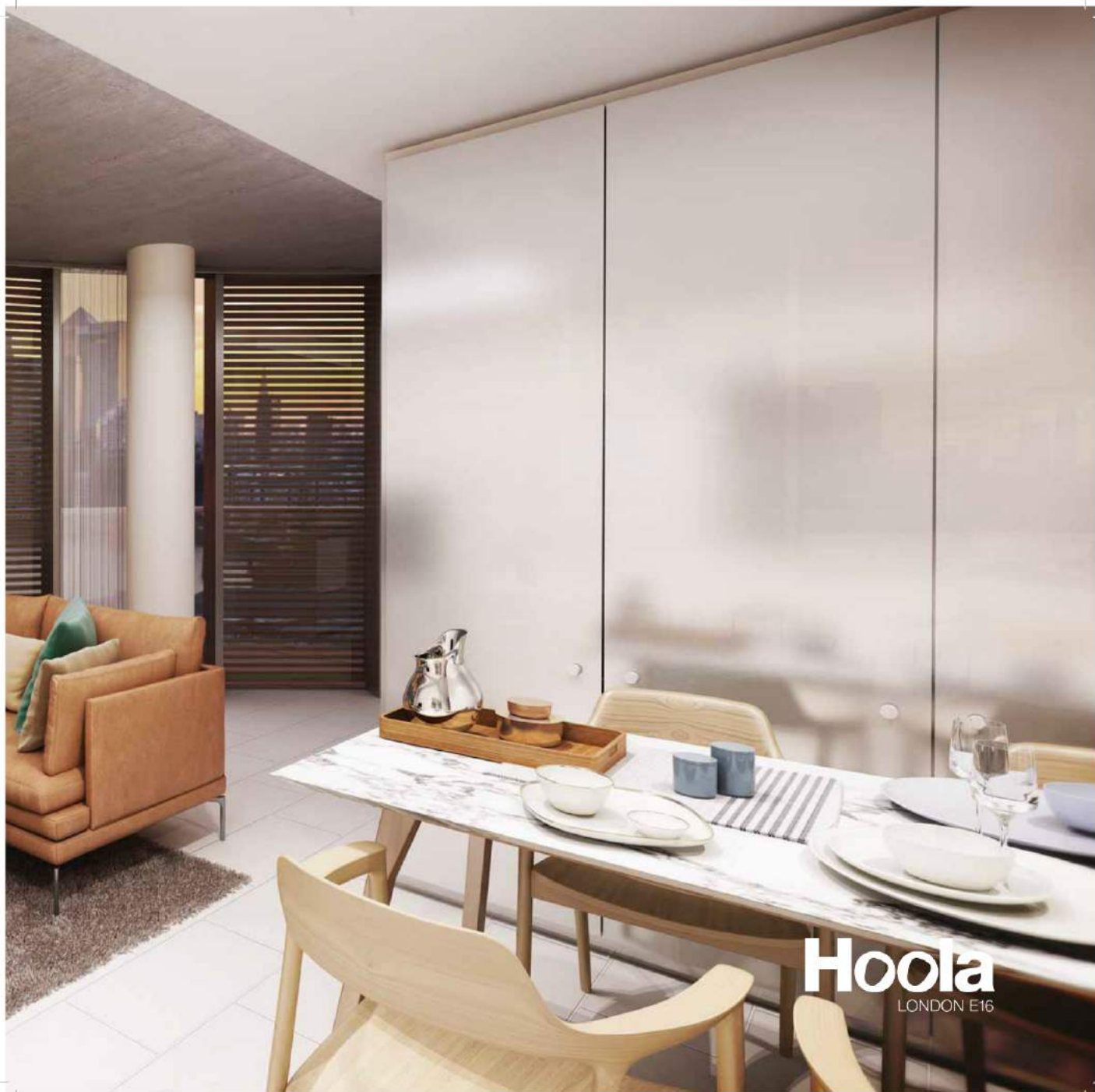
Balcony to all apartments





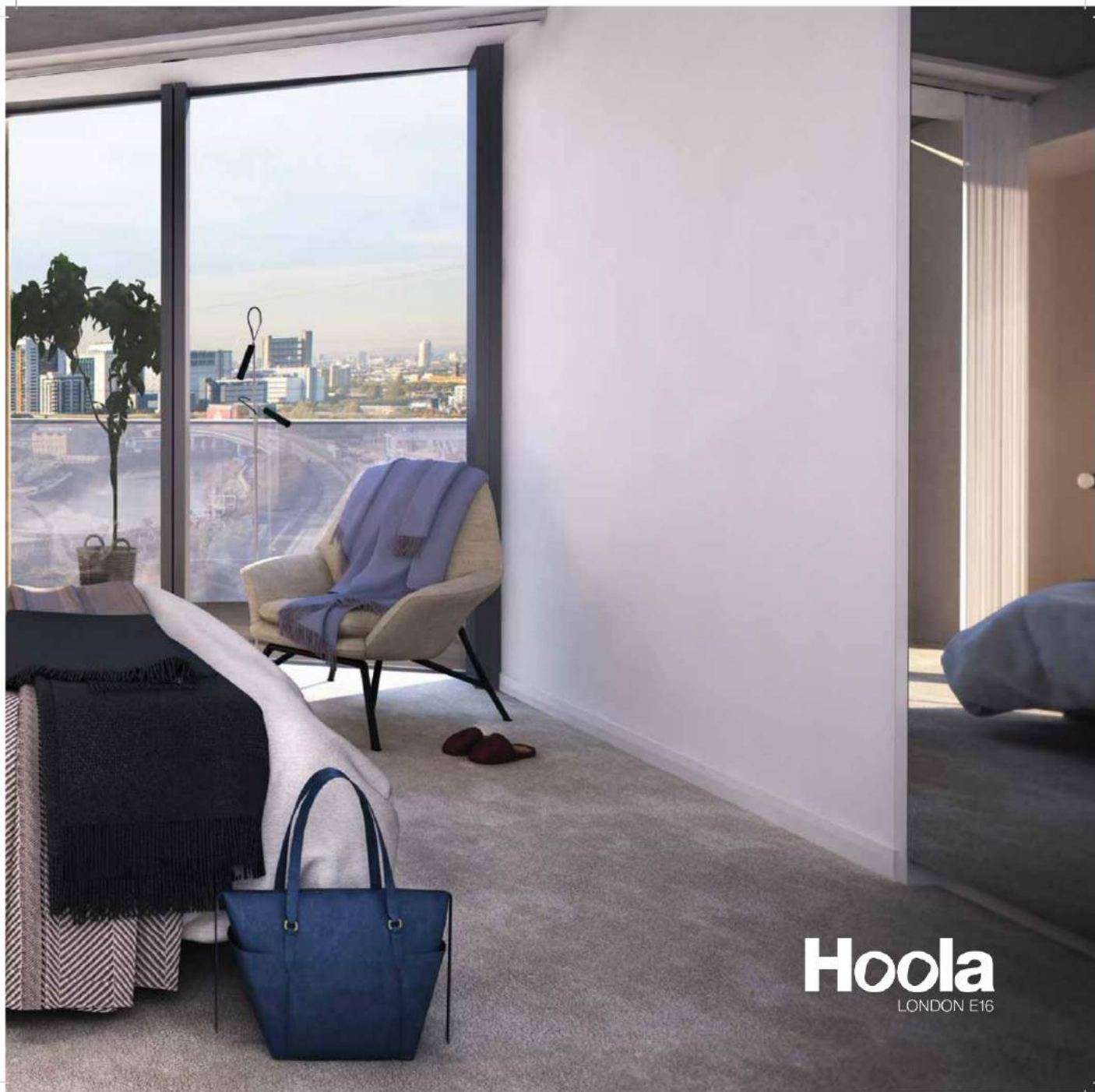
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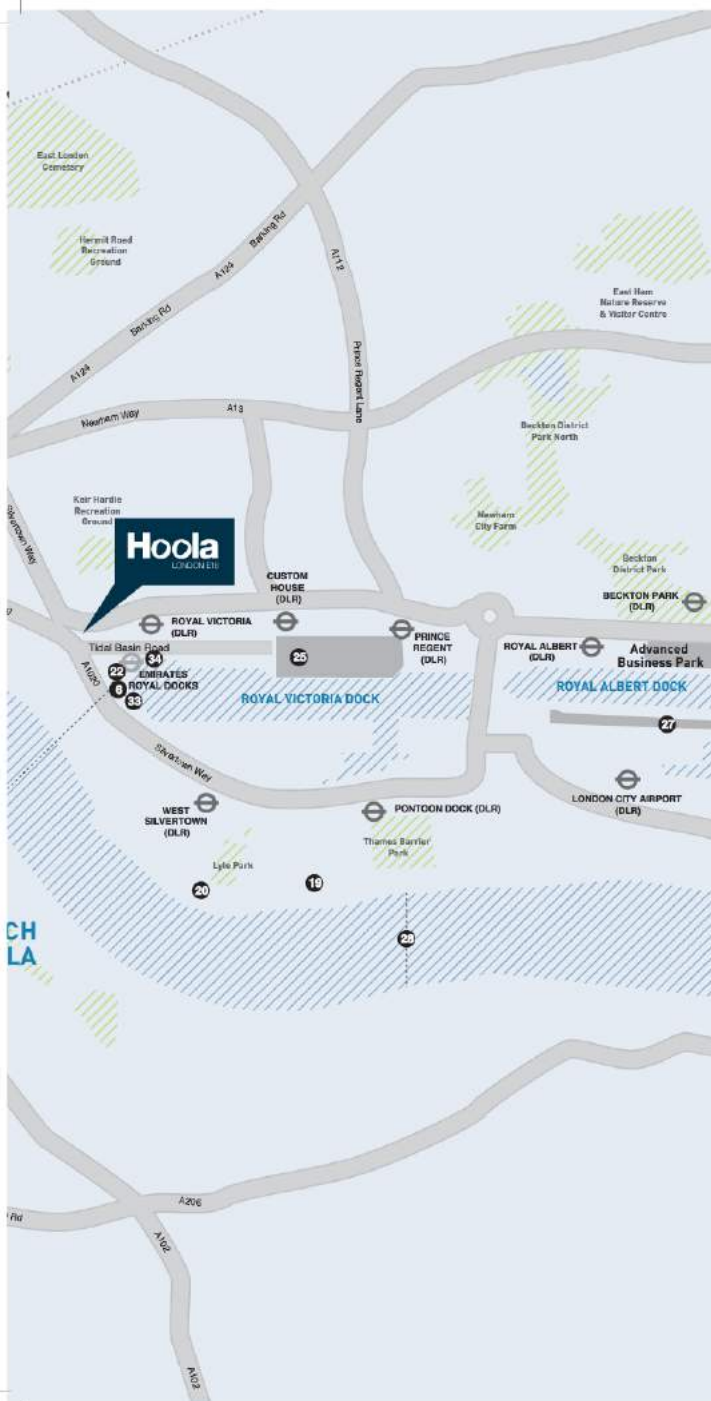


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Restaurants & Bars

- 1 **Canary Wharf**
 - Amierigo Vespucci
 - Boisdale
 - Byron
 - Canteen
 - Iberica Canary Wharf
 - The Parlour
 - Plateau, Bar & Grill
 - Quadrato, Four Seasons Hotel
 - Royal China
 - Wagamama
 - Wahaca
 - Wasabi
- 2 Elephant Royale
- 3 Memsahab on Thames
- 4 The Gun
- 5 Byblos Harbour
- 6 Nakhon Thai
- 7 Manhattan Grill
- 8 Levante Bar
- 9 Il Bianco
- 10 Café Forever
- 11 The Dickens Inn
- 12 Red Chilli
- 13 The Empress
- 14 Café Spice Namasté
- 15 Tom's Kitchen
- 16 **O's**
 - Gaucha
 - Las Iguanas
 - Frankie and Benny's
 - Zizzi
 - Nando's
 - Slug and Lettuce
 - Brooklyn Bowl

Shopping

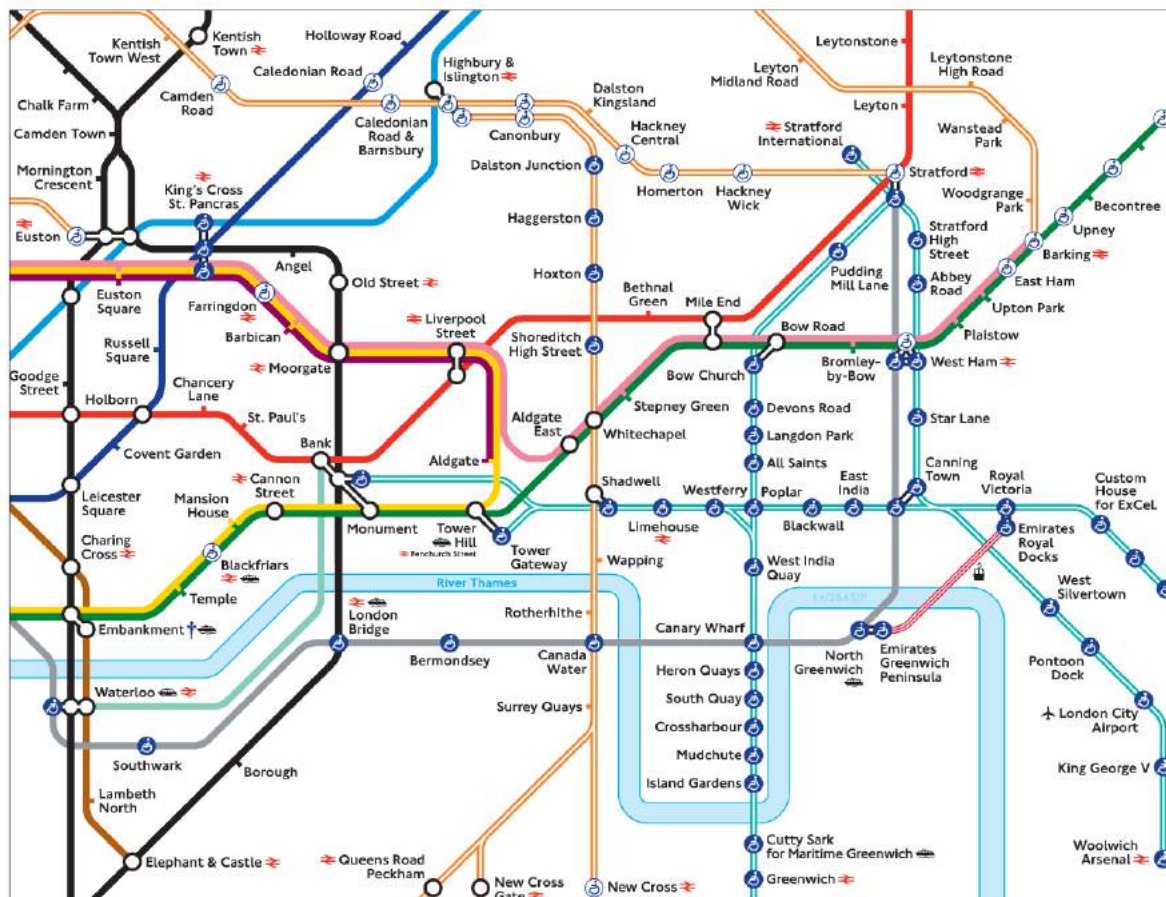
- 17 **Canary Wharf**
 - Church's
 - Crabtree and Evelyn
 - Dunhill
 - Gant
 - Jaeger
 - L.K. Bennett
 - Marks and Spencer
 - Phase Eight
 - Reiss
 - Ted Baker
 - Thomas Pink
 - Tiffany
 - Waitrose
 - Whistles

Leisure

- 16 **O's**
- 18 Cineworld West India Quay
- 19 Thames Barrier Park
- 20 Lyle Park
- 21 Greenwich Park
- 22 WakeUp Dockland
- 23 Museum of London Docklands
- 24 Whitechapel Art Gallery
- 25 ExCel
- 26 Mudchute Park and Farm

Places of Interest

- 17 **Canary Wharf**
- 27 City Airport
- 28 Thames Barrier
- 29 Thames Clipper
- 30 Cutty Sark
- 31 Greenwich Foot Tunnel
- 32 Royal Observatory Greenwich
- 33 Royal Victoria Dock
- 34 Emirates Cable Car



Nearest DLR station to Hoola: Royal Victoria



For sales information, please call Strawberry Star

+44 (0)207 437 1000

or Email: info@hoola-london.co.uk

HUB

DISCLAIMER

The details contained in this brochure are intended to give a general impression of the apartments related to this project but do not form part of any specification or contract. The dimensions are approximate and may vary depending on internal finish. Prior to printing this brochure some details may have changed because of Hoola's policy of continually updating and improving design features. Therefore, please be sure to check with the developers or their agents, or any aspect that might be of particular importance to you. Hoola (plus notice that) the particulars are produced in good faith, are set out as a general guide only and do not constitute any part of a contract. (2) no person in the employment of Hoola, Strawberry Star London, or their agents has any authority to make or give any representation or warranty whatsoever in relation to these properties. April 2016.

