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OURHOMES

LONDON'S OUR HOME, AND WE'REALL IN.





1991

AWARD-WINNING

Our first major scheme in Greenwich, followed by the award-winning Student Village at the Surrey Institute of Art & Design in Farnham — a RIBA-recognised development.

806

BEST SMALL COMPANY

Recognised as one of The Sunday Times 100 Best Small Companies to Work For 10 years running, Mount Anvil went on to secure Loxfords in Islington and Central Square — our first major mixed-use development.

on and Central Square — our first major mixed-use developmer

IN DEMAND

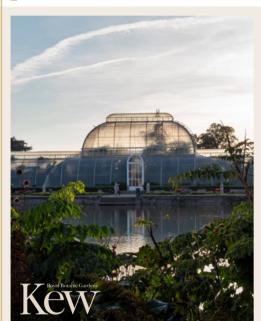
The Loxfords launched to queues on day one, while four landmark schemes — Lexicon EC1, Eagle EC1, Dollar Bay E14 and Keybridge SW8 — were acquired. Mount Anvil was named Developer of the Year at the RESI Awards for the first time.

10s

RECORD BREAKERS

The Verdean launched post Covid achieving record breaking sales figures.





POSITIVE PARTNERSHIPS

We announced our partnership with Royal Botanic Gardens, Kew to create a new biodiversity blueprint as well as input into the landscaping to improve biodiversity — to help make sure our places are fit for a green, sustainable future in London.



500+ HOMES SOLD THIS YEAR

5 new projects launched, including London's fastest-selling scheme, which was only topped by our next launch — London's new fastest-selling scheme.

The first residential developer to partner with international fitness brand bringing world class fitness classes to people's doors.



 \times PELOTON





DEVELOPER OF THE YEAR

Our fourth win at the Property Week RESI Awards — Developer of the Year.



EXPANDING OUR PIPELINE

More quality homes in the pipeline — this time landmark estate transformation schemes in Camden, Marylebone and the Isle of Dogs.

More award wins — named Housebuilder of the Year at the Building Awards, "Mount Anvil has impressive and adaptable housing delivery plans while also placing a strong emphasis on community engagement to differentiate the business".

And a London first — the opening of the city's first residential rooftop running track at our award-winning Royal Eden Docks development.



OUR 25TH DEVELOPMENT

Launch of The Broadley, Marylebone, NW8, our partnership with Westminster City Council.

7074

CZ0Z

707

8

A WORD FROM OUR CEO





It's our 34th year in London, and we're all in.

We don't do shoddy or short-term — if we did, we wouldn't still be here, with thousands of customers happily in our homes in zones 1, 2 and 3 and with a business that's en route to delivering thousands more. They're all places that people are proud to call home, and places that we're proud to have played our part in creating.

We're central London specialists. Transforming great estates into greater places with bright futures. Our buyers keep coming back, and nothing makes me prouder than hearing feedback like this:

"I've already recommended them to my friends. They are reliable and trustworthy, and the final product is beyond my expectations."

We've picked up awards along the way, for everything from interior design to customer service, and you'll see them proudly displayed in our Living Rooms — our customer showcase near St Paul's Cathedral in London. I'd love to welcome you in for a tour — see and touch our latest designs, and meet the people behind them.

-

DARRAGH HURLEY, CEO



homes built in the last 5 years in Central London

over 8 developments

6,000+

homes delivered in London to date

£50m

GLA investment, backed by the Mayor of London and the UK's largest banks

MAYOR OF LONDON

5,000+

homes in the pipeline across zones 1-3

1

construction pipeline and growing

in sales revenue over 5 years

THE PEOPLE DR

THE FINERY - SW10

THE PEOPLE DRIVE THE NUMBERS;

5,000+ homes in the pipeline



THE BROADLEY - NW8

MAYOR OF LONDON

"The GLA's support has enabled us to increase our housing delivery in central London and to accelerate our purchase of new sites. We've already delivered 125% of the homes we committed to at the start of our partnership. This year we'll complete 1,100 homes and start more than 3,000. This shows the power of partnership and creativity in finding dynamic ways to continue to deliver at pace when many are stalling."

— Marcus Bates, Partnerships, Planning, Communities and Sustainability Director

THE NUMBERS DON'T DRIVE THE PEOPLE.

The Mayor of London, and Chief Executive of the Greater London Authority (GLA), Sadiq Kahn visits Queens Cross during construction.





THE BROADLEY LAUNCH EVENT





THE BELLAMY LAUNCH EVENT

Our customers are supported every step of the way, with round-the-clock care whenever they need it. Whether it's a call, an email or a message, we're there on the channel that suits them best.

Sustainable businesses care deeply about their customers; we spend more time listening to what customers want than the competition do. And we never tire of hearing their stories.

"The entire experience has just been smooth, especially considering that I am buying from overseas. I loved dealing with the people from Mount Anvil."

> Our Net Promoter Score is one of the highest not only in the industry, but out of industry too at 85.7 for 2024 more than double luxury leaders like Chanel, whose score sits at 39. It's proof that our customers don't just buy a home; they experience a level of care and quality that they're proud to recommend. For us, that recommendation is the ultimate measure of trust.

> We want to keep raising the bar on the experience of our customers from first viewing all the way through to completion. Our customer experience team are located in London and China, building relationships on the ground to smooth the last mile of the process.

THE LIVING ROOMS, BARBICAN





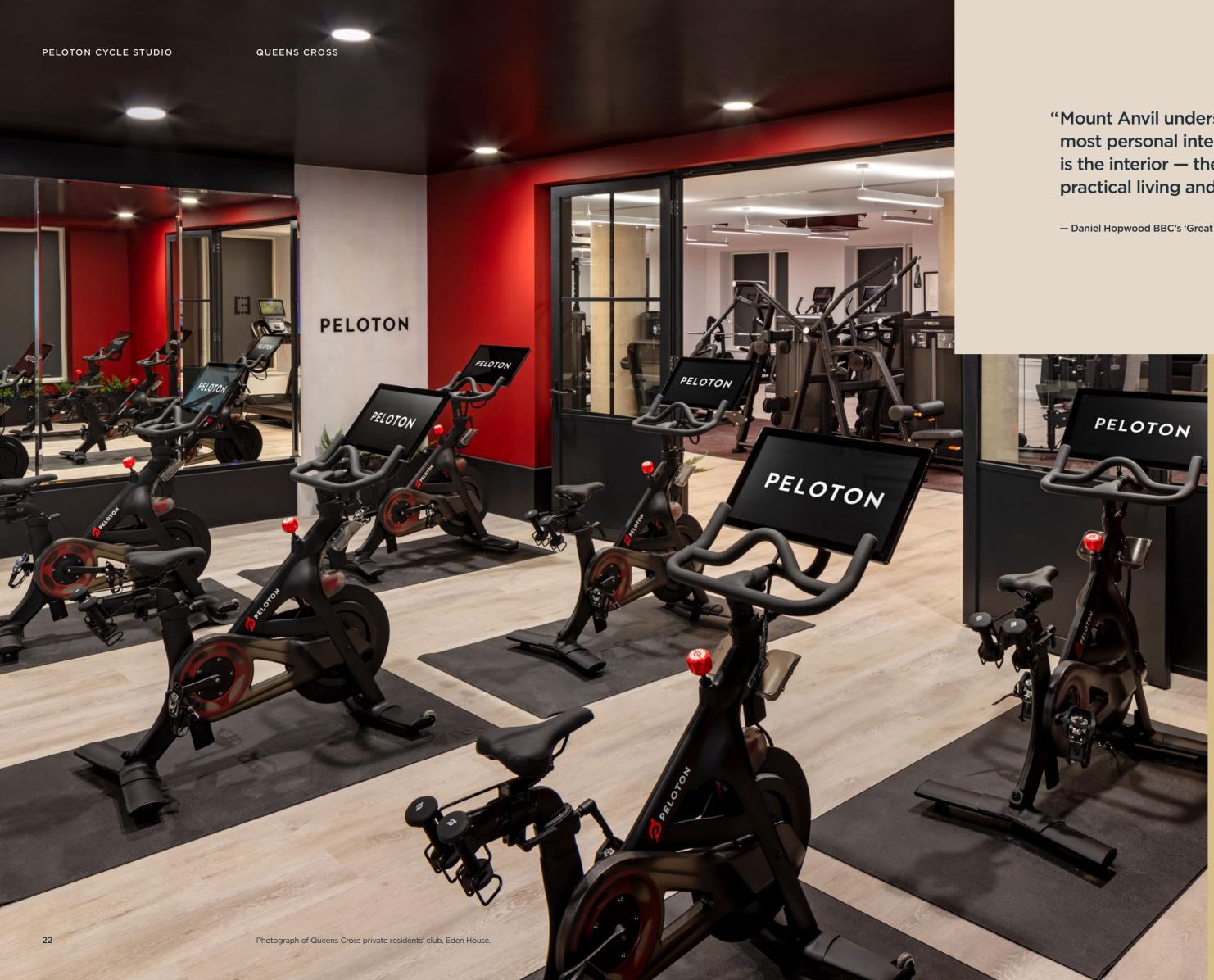
We've won the Gold Award for customer satisfaction for 3 consecutive years

100% 85.7

of our customers would recommend Mount Anvil to friends and family

Net Promoter Score®

What is a Net Promoter Score (NPS)? The NPS measures the loyalty of customers. NPS scores are measured and reported with a number from -100 to 100. Emirates Airlines score 67. Apple 61 and Chanel 39.



"Mount Anvil understands that the most personal interface of a building is the interior — theirs give both practical living and pure delight"

— Daniel Hopwood BBC's 'Great Interior Design Challenge' judge

HAMPSTEAD MANOR - NW3

QUEENS CROSS — E16



DOLLAR BAY - E14



We pride ourselves on being crafted, not cookie cutter.

We're focused, which means we spend more time designing, refining and delivering homes people love in places they want to live.

No two Mount Anvil developments are the same. Yes, you'll see hallmarks like clean, uncluttered building facades, five-star standard amenities (like our unique Peloton-powered gyms) and extra special, biodiverse landscaping designed with Royal Botanic Gardens, Kew (another industry first that you won't find anywhere else). But every development is deeply attuned to its surroundings, using interior designers that have designing bespoke high-end homes in their DNA.

This way, we create homes that are never generic, always beautiful and work hard for the long-term. World-class design is at our core. Buildings which look great — inside and out — and integrate seamlessly with the world around them through exceptional public realm are the ones that stand the test of time.

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Each development is unique — for some, we lean on our world-first partnership with sustainable brand V-ZUG, beloved of Michelin-starred chefs worldwide. Elsewhere, you'll find Miele or other high-end appliances. It's about what works in the space, what works for the scheme, and one size never fitting all.

"The partnership between V-ZUG and Mount Anvil is a perfect fusion of lasting quality, sustainability and innovative design. Both brands are dedicated to creating the exceptional. All homes at The Edit have V-ZUG appliances, in a first for London. By combining our strengths, we offer something truly unique to Mount Anvil's customers."

- Matt Jewell Director, Projects & Multi-Residential UK for V-ZUG





We pair our 34 years of expertise with leading London design houses like the award-winning House 9 and "Britain's Best Brand" Atelier NM.

Together we create something you don't often see at scale — the detail and care of a private home, brought into apartment living. The result is specifications agents call "unmatched in new build", communal areas with both warmth and grandeur, and homes built to stand the test of time.

Every customer also benefits from a 10-year warranty from providers like NHBC, plus our own 2-year Mount Anvil warranty to cover the unexpected. At Royal Eden Docks, our newest residents moved into homes with zero snags — proof we promise, we deliver.



Atelier NM's preliminary sketches of Chelsea Botanica's interiors alongside CGIs





"Every detail in our homes is considered — nothing's off the shelf. From the flow of the layout to the feel of a handle, it's all designed to feel effortless, and crafted with intent. Quality for us isn't just what you see, it's how a home makes you feel the moment you walk in."



Liliana Mourenza,
 Interior Design Manager,
 Mount Anvil

"We don't overpromise — we plan properly and build with care. Every home is the result of hundreds of hours of coordination between design, construction and customer teams. We use the best tools, the right people, and we take pride in getting it right first time. That's how we deliver on our word — every time."





"OUR EXPERIENCE OF WORKING WITH MOUNT ANVIL CONFIRMS THEIR REPUTATION FOR DESIGN EXCELLENCE.
THEY ARE HUGELY COMMITTED TO LEAVING A POSITIVE LEGACY."

Sir Terry Farrell, Principal, Farrells



ROYAL EDEN DOCKS — E16



HAMPSTEAD MANOR - NW3



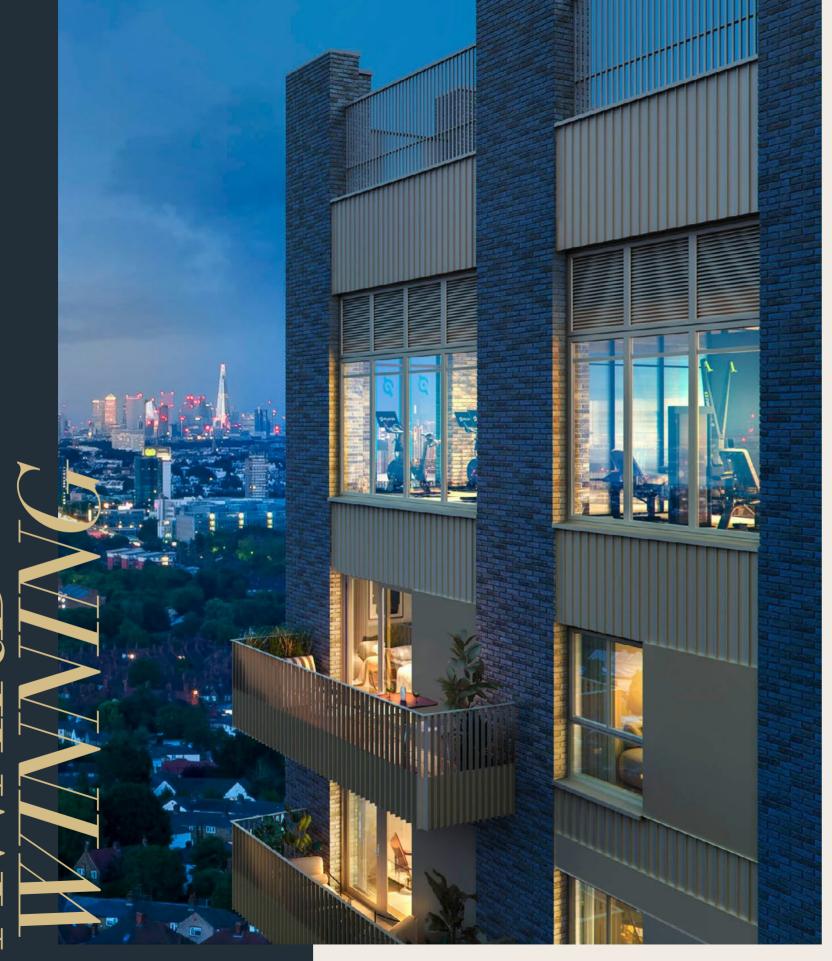
KEYBRIDGE - SW8



DOLLAR BAY - E14

QUEENS CROSS - E16









The ultimate accolades for us are happy customers, agents and partners who want to keep coming back to Mount Anvil. But we aren't averse to the industry celebrating us either. These results demonstrate our commitment to creating places people want to live and call home.

We've won awards in:

- Customer Service
- Landscape Design
- Architecture
- Sustainability
- Health and Safety
- Interior Design
- Placemaking

Developer of the Year 2024 Developer of the Year 2023 Diversity, equity and inclusion







Development of the Year, The Silk District

Place in Progress 2024, The Verdean









Customer Service

Health and Safety

Health and Safety





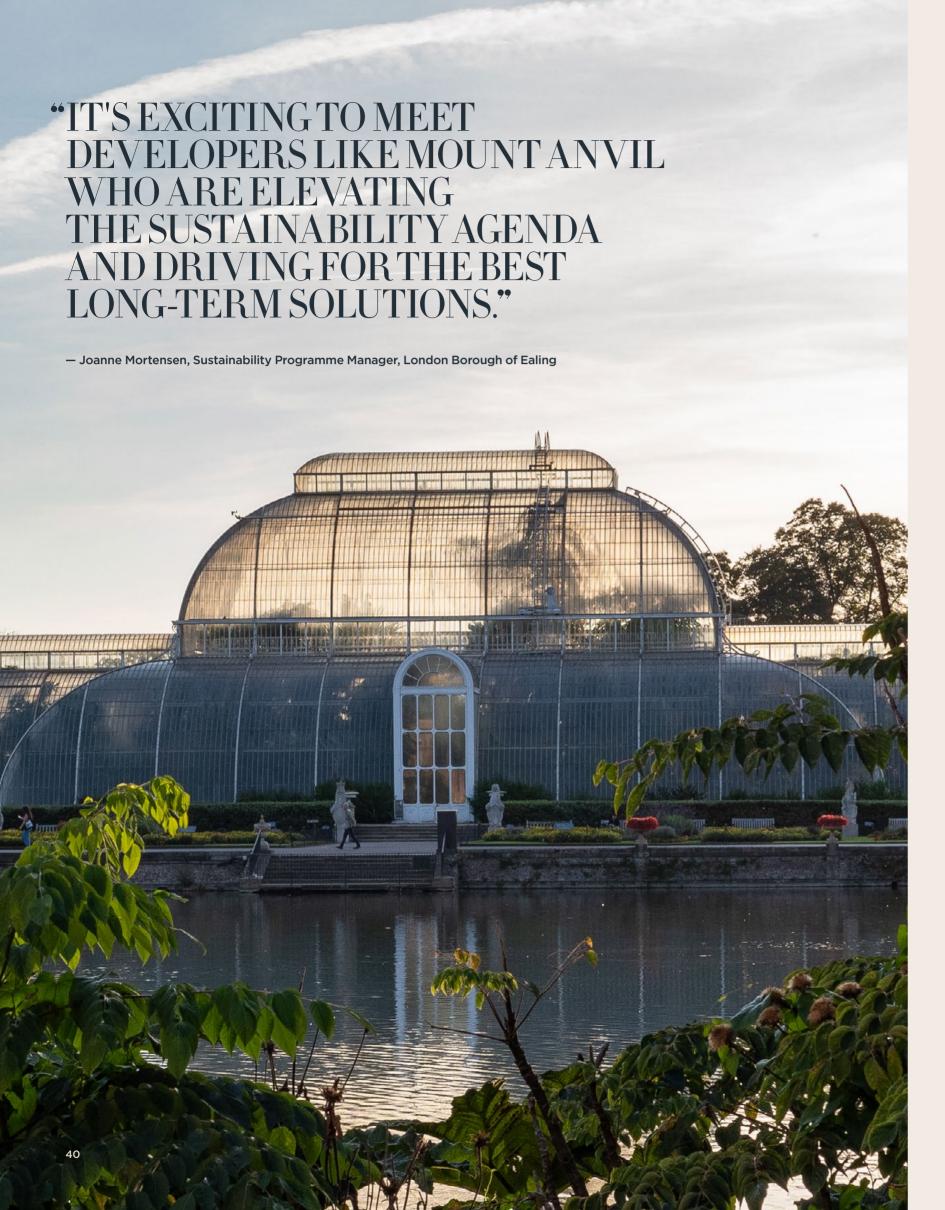




Verdean (left) won the prestigous Place in Progress award at The Pineapples in 2024.

36 37





Partnering with Royal Botanic Gardens, Kew since 2022

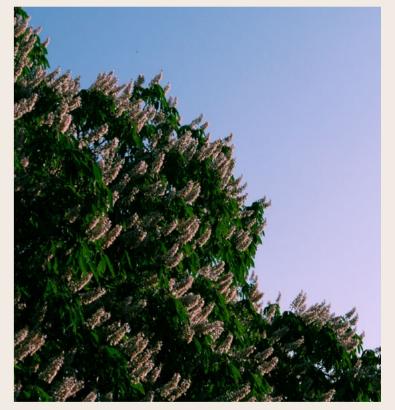
Royal Botanic Gardens





DR JANINE GRIFFITHS-LEE — POSTDOCTORAL
RESEARCH ASSOCIATE, ROYAL BOTANIC GARDENS, KEW







Scan the QR code to download our Biodiversity Blueprint developed in partnership with Royal Botanic Gardens, Kew.

POSITIVE PARTNERSHIPS



Landscaping designed in partnership with **Royal Botanic Gardens** Kew including The Broadley (right).

> Basic biodiversity has been in planning ESG impact needs to be measured — and we regs and on the tips of tongues of landscape architects for years. But we don't do basic. That's why we've gone beyond the norm on this front too, working with Royal Botanic Gardens, Kew, to design world-class outdoor spaces for our schemes, putting a Kew Garden within everyone's reach.

don't believe marking our own homework gets the best results. So, our Positive Partnerships framework was born out of this collaboration with Royal Botanic Gardens, Kew, HACT and Planet Mark. Three believable partners in three arenas that matter: Biodiversity, Social Value and Sustainability.



With these partnerships, we build our impact in a measurable way. And we push the boundaries of what's possible for the residents we serve and the partners we work with. Take our pioneering work on pollinators, developed with Kew, for example. We've created a brand-new framework for measuring biodiversity — and we've made it open to everyone.



We've done almost 1,000 hours of engagement in our communities this year can work with them to

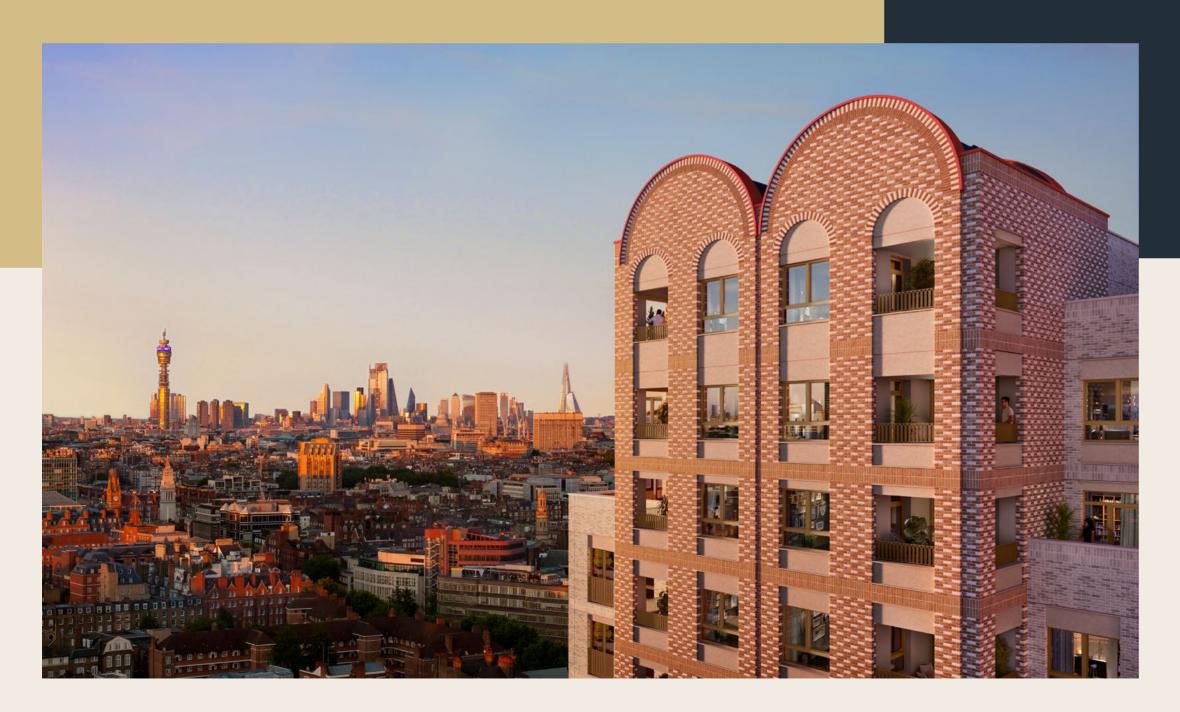


Working with Planet Mark, we're reducing impact and carbon footprint across our sites, like Royal Eden Docks, as visited by London Mayor, Sadiq Kahn.





The Broadley, Marylebone (right and below) is designed to optimum energy efficiency standards and aligns with the principles of Net Zero Carbon in Operation.



"Mount Anvil's longstanding commitment to deliver sustainability means that carbon savings, energy performance, maintenance, running and end user costs are constantly being considered throughout the lifetime of the building. Its culture resonates perfectly with The Planet Mark's three-step process to certification, and the genuine passion for sustainability, demonstrated from the board right through to all of its employees, will ensure the company continues to deliver a legacy of positive change for the better."

- Steve Malkin, CEO and Founder, The Planet Mark



48.6%

carbon reduction per employee from the previous year

1st

developer to be certified by Planet Mark

1St

developer to partner with Royal Botanic Gardens, Kew 1st

developer to partner with zero carbon Swiss luxury appliance specialist, V-Zug

 $\mathbf{46}$



KEYBRIDGE - WYVIL SCHOOL

DELIVERING FOR LONDONERS

We believe the devil is in the detail. And when we have the privilege of working in one of London's communities, to deliver an important transformation, we don't come in thinking we've got all the answers. That's why we curate our social impact activities carefully, listening to the community and working with those who are already changing our city for the better.

It means cultivating an intricate patchwork of relationships with local people and organisations. It's something you can only do if, like us, you're focused squarely on London and care about its future. And we think this is the way to leave a legacy that we're proud of.



VERDEAN — CREATIVE LAND TRUST



KEYBRIDGE - WYVIL SCHOOL





QUEEN'S WHARF -RIVERSIDE STUDIOS



CREATING PLACES TO LIVE, WORK, AND PLAY.

At Mount Anvil, we're dedicated to building more than homes
— we create places where people can thrive. At Verdean in
Acton, that means making space for local businesses at the
heart of the community.

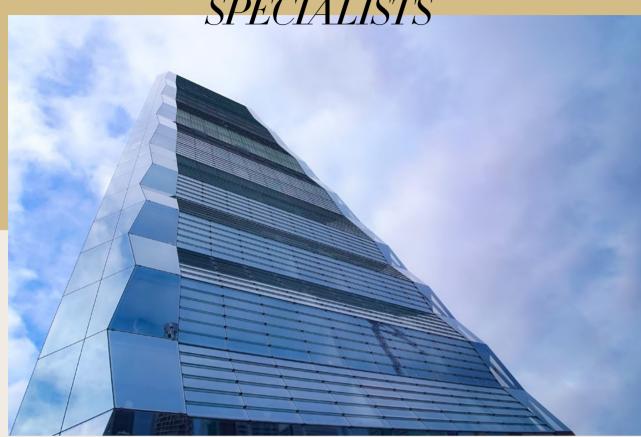
ByMax — a coffee, deli and wine destination now open at Verdean — is run by Massimo, a long-standing Ealing resident. Through our #BuiltInCommunity approach, we selected a trusted local operator, supported the fit-out, and provided a flexible lease. The result is more than an amenity: it's a sustainable business that drives footfall, strengthens the resident experience, and delivers measurable social value for the wider neighbourhood — enhancing the long-term appeal of Verdean.

It's a true win-win: a thriving local business, a stronger community, and a new London destination where people come together.



OVER 3 DECADES IN LONDON KEYBRIDGE — SW8

LONDON SPECIALISTS

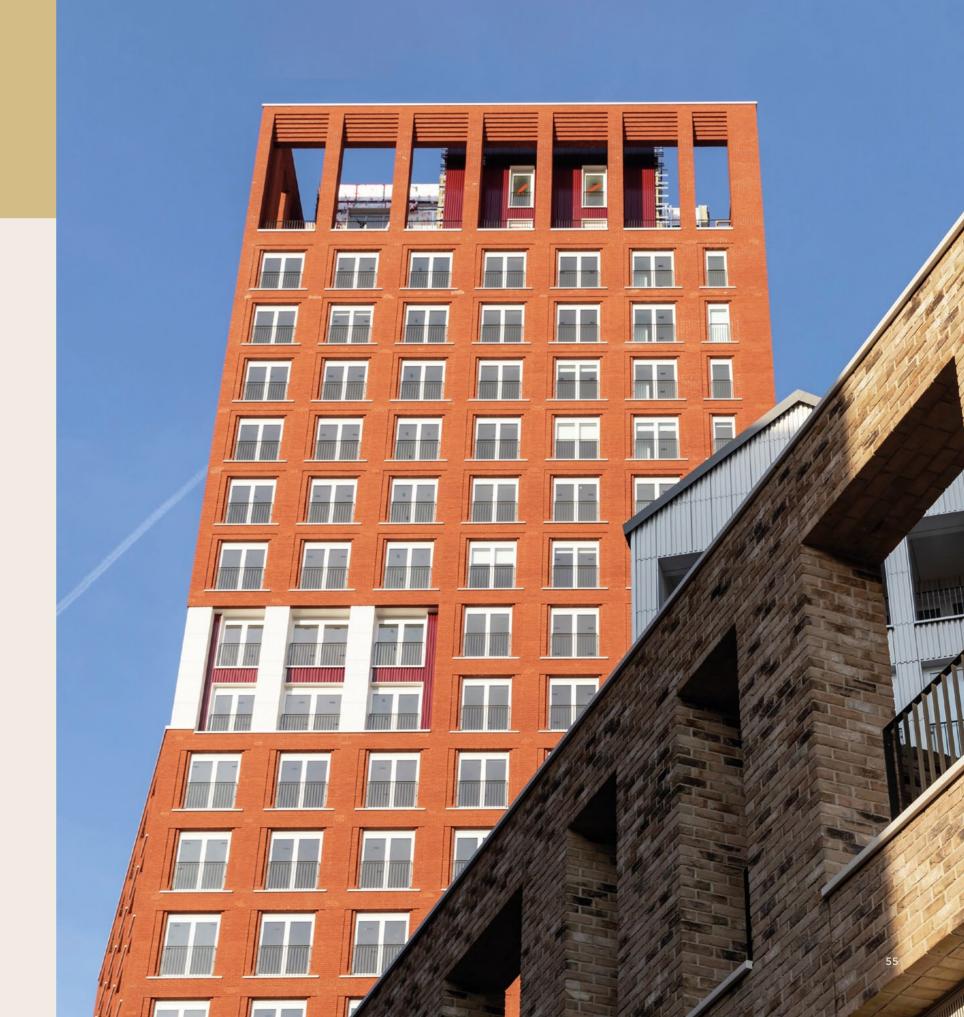


DOLLAR BAY — E14

Britain's tallest residential brick tower. A converted Edwardian merchant's house. A glass tower among the giants at Canary Wharf. We go to extreme lengths to make sure every one of our London developments is unique. And because we find the right location to invest in, Mount Anvil schemes have delivered up to 2.3 times the average price growth for new build apartments in the same postcode.



HAMPSTEAD MANOR — NW3













322 HOMES

COMPLETION DATE

No.15 - Q4 2025 No.22 - Q4 2026/Q1 2027



AMENITIES

- First residential roof top running track in London
- Gym and Peloton Hub
- 20-metre swimming pool, steam room and sauna
- 5,000 sgm of landscaped gardens
- Screening room, yoga studio and flexible workspace



AREA PERKS

- - 100 metres from the Royal Docks waterfront



- 3-minutes from the Elizabeth line at Custom House Station and DLR at Royal Victoria
- 3-minutes from Excel London, one of Europe's largest venues, hosting over 400 events per year



JOURNEY TIMES

- Canary Wharf 3 mins
- Liverpool Street 10 mins
- Tottenham Court Road - 15 mins
- Bond Street 17 mins











307 HOMES

COMPLETION

Q1/Q2 2026



AMENITIES

- 24-hour concierge
- Peloton Hub
- Cycle store
- Landscape feature including The Square, Swale Gardens, The Courtyard and Floral Passage
- Woodland garden & play space
- Social deck & sun terrace



AREA PERKS

- Minutes from National Rail at Clapham Junction Station
- London's best-connected stations on its doorstep, and just one stop from Zone 1
- Few minutes walk from Northcote Road
- Short walk from green spaces including Clapham Common, Wandsworth Common and Battersea Park



JOURNEY TIMES

- Vauxhall 4 mins
- London Victoria 6 mins
- London Waterloo 8 mins



IN PARTNERSHIP WITH



IN PARTNERSHIP WITH

EXCE

VERDEAN





ACTON, W3

0

1228 HOMES

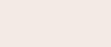
COMPLETION

Q1/Q2 2026



AMENITIES

- Landscaping designed in partnership with Royal Botanic Gardens, Kew
- Access to Level 23, where every resident of the latest phase can enjoy panoramic views across London
- 24-hour concierge
- Rooftop terrace, inclusive of two BBQs
- Cinema suite with bar
- Multi-station gym and Peloton hub
- Flexible workspace



AREA PERKS

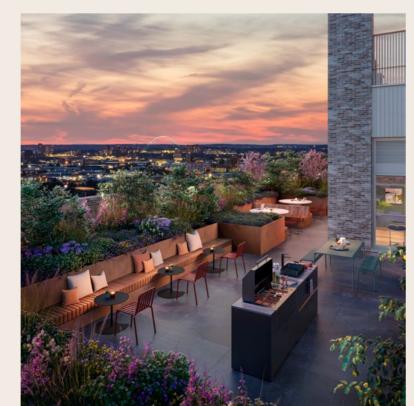
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- On site supermarket and coffee shop
- Less than a minute's walk to the Elizabeth Line at Acton Main Line Station
- West London postcode
- Easy commuting distance of several global top ten universities



JOURNEY TIMES

- Paddington 6 mins
- Bond Street 9 mins
- Tottenham Court Road - 11 mins
- Heathrow Airport 18 mins
- Canary Wharf 23 mins











133 HOMES

COMPLETION

Q4 2025



AMENITIES

- Peloton Hub
- Dedicated 24-hour concierge
- Co-working spaces
- Collaborative meeting space
- Woodland pods with power and WiFi
- Open-air yoga and pilates decks
- Landscaping designed in partnership with Royal Botanic Gardens, Kew



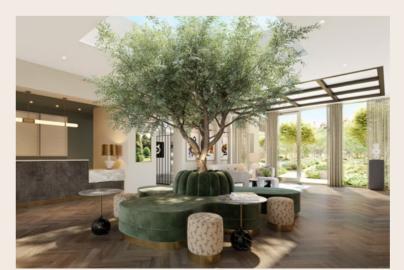
AREA PERKS

- 7 min walk to Imperial Wharf
- Seconds away from Imperial Park and the River Thames
- On the doorstep of South West London's renowned nurseries, schools and universities
- At the heart of London's luxury shopping district



JOURNEY TIMES

- Clapham Junction 5 mins
- Kensington (Olympia) 6mins
- Sloane Square 13 mins
- Wimbledon 14 mins
- Shepherd's Bush 15 mins











IN PARTNERSHIP WITH

WITH LANDSCAPING DESIGNED IN PARTNERSHIP WITH



60









218 HOMES

COMPLETION

Q1/Q2 2027



AMENITIES

- 24-hour concierge
- Gym powered by Peloton
- Podium Garden
- Screening room
- Working lounge
- Dining room
- Residents' lounge • Public and private
- landscaped gardens



AREA PERKS

- 8 minute walk to Canary Wharf underground station
- Over 300 shops, bars and restaurants in Canary Wharf
- More than 20 acres of waterfront promenades and gardens have been landscaped in partnership with the Eden Project, world leaders in biodiversity



JOURNEY TIMES

- London Bridge 6 mins
- Liverpool street 7 mins
- Farringdon 9 mins
- Waterloo 9 mins
- Tottenham Court Road - 12 mins
- Bond street 15 mins







THE EDIT SOUTH BANK





149 HOMES

COMPLETION

Q2/Q3 2028



AMENITIES

- 24 hour concierge service
- Gym powered by Peloton
- Brass Monkey Ice Bath and Sunlighten Sauna
- Working lounge
- The first London Development with Michelin star grade appliances by V-ZUG



AREA PERKS

- Tate modern a 4-minute walk away
- Borough Market is a 12-minute walk away
- New Mandarin Oriental Hotel opening a 2-minute walk away



JOURNEY TIMES

- Waterloo 1 min
- Cannon Street 3 mins
- Bank 4 mins
- Tottenham Court Road -5 mins
- Bond Street 6 mins
- Sloane Square 10 mins



IN PARTNERSHIP WITH





63



Riverside

62

IN PARTNERSHIP WITH

THE BROADLEY

MARYLEBONE, NW8





430 HOMES

COMPLETION

Q2/Q3 2030



AMENITIES

- 24-hour concierge
- Gym powered by Peloton
- Peloton Hub
- Residents' lounge
- Private terrace
- Private screening room



AREA PERKS

- Prime Central London, Zone 1 development
- The beginning of Westminster's 20-year regeneration masterplan
- Landscaping designed in partnership with Royal Botanic Gardens, Kew



JOURNEY TIMES

- Baker Street 2 mins
- Bond Street 3 mins
- Piccadilly Circus 6 mins
- Heathrow Airport 15 mins







LANDSCAPING DESIGNED IN PARTNERSHIP WITH

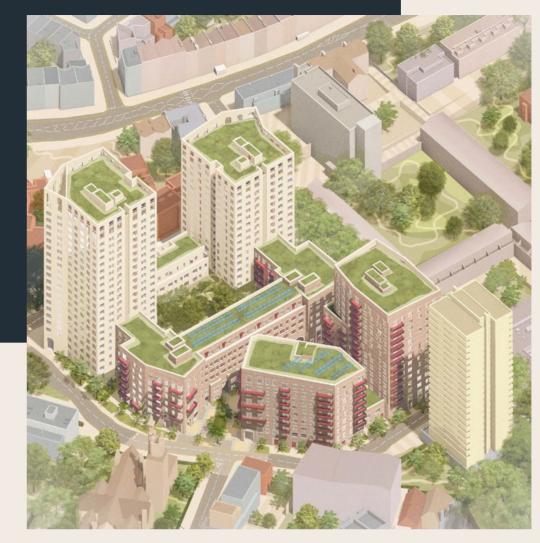








Barnsbury, N1



Camden, NW5



The Finery, SW10

Canary Wharf, E14





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