



New, legacy identity for the Athletes Village launched by Qatari Diar and partners

London's new "East Village" neighborhood breaks the mould for UK residential developments and directly responds to city's critical need for new housing

December 6, 2011 (London, ENGLAND) - The first leading legacy neighborhood for London, situated on the doorstep of The Queen Elizabeth Olympic Park, has today revealed its new identity – the East Village (EV), London E20 – and will be ready for residents to move into in 2013.

Announced by QDD (a joint venture between Qatari Diar Real Estate Development Investment Company and Delancey) and Triathlon Homes (a joint venture between First Base, East Thames Group and Southern Housing Group), at a time when the poor provision of high quality housing in London is the subject of great concern, this exciting new neighborhood will initially deliver 2,818 new homes. In addition to 1,439 private homes mainly available to rent, there will be 1,379 affordable homes offering the choice of buying or renting to people with a range of income levels.

Eng. Mohammed bin Ali Al Hedfa, Group CEO of Qatari Diar, hailed the announcement, "Qatari Diar is thrilled to be launching this new identity for the Athletes Village with our partners from Delancey and Triathlon Homes. Qatari Diar is committed to leaving a positive and sustainable footprint through our investments in the UK market. Together with our partners, we are working to ensure that the Athletes Village becomes a legacy for London and its residents."

This modern "East Village" neighborhood breaks the mould for UK residential developments dominated by a short term developer/trader model and disparate, often absent private landlords, and responds to the capital's housing crisis and the needs of Londoners to rent high quality, long term homes.

Combining inspiring design by a number of the world's leading architects, East Village will provide more accessibility, space, stability, security and world-class facilities than any other London residential development.

QDD's investment and long-term rental plans for East Village highlights a renewed and long-term confidence by the private sector in London's residential property market and guarantees residents the benefit of a responsible, consistent landlord. This long term approach will ensure the highest standards of service and internal and external spaces, for all East Village residents for many years to come.

Home to over 6,000 Londoners, and unlike any other residential development in London, East Village will combine the vibrancy of city living with un-rivaled outdoor space and world-class facilities.

Residents moving into this new neighborhood will enjoy living in one of the capital's best-connected areas. Canary Wharf can be reached in 12 minutes, the West End in 20 minutes and St Pancras International in just 6 minutes – residents can whiz to Paris and beyond. For the frequent international traveler, all London airports can be reached within the hour.

Modern and sustainable living is at the heart of this new neighborhood. All East Village homes are designed to reduce environmental impact and carbon emissions. All energy is produced locally through Combined Cooling Heat and Power (CCHP) Plants which reduces carbon emissions by 68% compared to similar residential developments.



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Press Release

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For more information visit www.eastvillage.co.uk

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About QATARI DIAR Real Estate Investment Company:

Wholly owned by the Qatar Investment Authority, QATARI DIAR Real Estate Investment Company was established in December 2005 to support Qatar's growing economy and to co-ordinate the country's real estate development priorities. QATARI DIAR is currently involved in more than 35 signature projects in more than 20 countries around the world.

QATARI DIAR is becoming established as one of the world's most trusted and respected real estate companies because of its commitment to quality, local community, partnership and hallmark sustainability.

QATARI DIAR's hallmark vision of sustainable development places community and local traditions at the forefront. The Company aims to create and manage property investments and developments which not only comply with the best international standards, but which also strongly reflect local culture and values. As a result, QATARI DIAR's projects deliver a distinctive and sustainable social, economic and environmental benefit to the community. In addition, QATARI DIAR often enables local and international developers and investors to partner in its projects, and to work together in exploring other opportunities, both locally and internationally.