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REVOL.



# START TOWER LONDON

Project Catalog June 20, 2025



## HI-TECH REALTY GROUP

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HTR Group holds the  
priority development  
rights for the HOLON  
real estate projects  
in major cities with  
1M+ population in  
developed countries



June 2025 Public



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1. EXECUTIVE SUMMARY

ST Project Overview

- 1. Name: London Start Tower (referred as "ST").
- 2. Location: North Greenwich, London, adjacent to the O2 Arena.
- 3. Site Area: 4.72 hectares
- 4. Building Height: 483m, 147F
- 5. GFA: 662,700 m²
- 6. Usages: Residence, Hotel, Office, Retail, etc.
- 7. Residential Units: 2,240 units (Plus 720 hotel suites)
- 8. Building Materials: Carbon steel for the podium, stainless steel for the tower. No concrete is used in the entire building except for the foundation.
- 9. Construction Method: The tower modules are fully prefabricated , with minimal on-site installation; podium structure, MEP (Mechanical, Electrical, and Plumbing), and finishes are prefabricated as separate modules and assembled on-site.
- 10. Technical Standards: Design , prefabrication, installation, and inspection is in compliance with UK building standards.
- 11. Developer: HTR-UK (registered in London)

Intended Readers

- Local government planning authorities
- Potential design firms and contractors
- Potential building, property, and hotel partners.
- Potential sales agents.
- Potential investors.
- This document is intended for non-public use in seeking project collaboration.
- This is a draft, and the project plan has not yet been approved by the government. It is not legally binding and is for reference only.
- Note: While reading this document, it is essential to also review the attached document "Features of HOLON Building" to understand the technology, quality, schedule, and cost advantages of the ST project compared with traditional real estate developments. ST rewrites the history of the real estate industry through high-tech means.

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ST Project Schedule

| No. | Task                                       | Duration (Months) |   |   |   |   |   |   |   |   |    |    |    |    |    |    |    |
|-----|--|-------------------|---|---|---|---|---|---|---|---|----|----|----|----|----|----|----|
|     |  | 1                 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 |
| 1   | Planning & Schematic Design                | █                 | █ | █ |   |   |   |   |   |   |    |    |    |    |    |    |    |
| 2   | Planning Approval                          |                   |   | █ | █ | █ | █ | █ |   |   |    |    |    |    |    |    |    |
| 3   | Construction Design                        |                   |   |   | █ | █ | █ | █ | █ |   |    |    |    |    |    |    |    |
| 4   | Construction Design Approval               |                   |   |   |   | █ | █ | █ | █ |   |    |    |    |    |    |    |    |
| 5   | Annex BLDG Design, Approval & Construction | █                 | █ | █ | █ | █ | █ | █ | █ | █ |    |    |    |    |    |    |    |
| 6   | Foundation Construction                    |                   |   |   |   |   | █ | █ | █ | █ | █  |    |    |    |    |    |    |
| 7   | Module Prefabrication                      |                   |   |   |   |   | █ | █ | █ | █ | █  |    |    |    |    |    |    |
| 8   | Module Transportation                      |                   |   |   |   |   |   | █ | █ | █ | █  | █  |    |    |    |    |    |
| 9   | Module Hoisting & Installation             |                   |   |   |   |   |   |   |   |   | █  | █  | █  | █  | █  |    |    |
| 10  | Interior Fit-out                           |                   |   |   |   |   |   |   |   |   |    |    | █  | █  | █  | █  | █  |
| 11  | Project Completion & Acceptance            |                   |   |   |   |   |   |   |   |   |    |    |    |    |    |    | █  |

Note: This schedule is based on ideal scenarios as many uncertainties lie in the official approval phase. Building modules are prefabricated on an automated production line, with on-site work mainly limited to bolting and connecting pipelines. The scope of work is minimal, which makes the construction period incredibly short, often sounded hard to believe, yet has been proved by dozens of completed projects.





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## 2. INVESTMENT HIGHLIGHTS

### 1. Prime Location, In The Heart Of The Greenwich Peninsula

ST is located in a vibrant urban area and transportation hub, surrounded by the River Thames on three sides , making it one of the most ideal residential locations in London.

### 2. Tallest Residential Building In Europe, Offering High Privacy And Expansive Views

Living at the height between 100m and 470m, ST offers both the privacy of a villa, panoramic views, rich community life, and spacious open areas for children to play. ST is bound to be highly popular.

### 3. High-Tech Real Estate For A Better Quality Of Life

ST uses the cutting-edge "HOLON Building" prefabricated technology, developed by BROAD Group over 16 years, to offer residents ultimate comfort, enhanced safety, and nearly-zero energy consumption (refer to "Features of HOLON Building").

### 4. Controllable Costs And Schedule, Solving Industry Pain Points

ST adopts modern manufacturing production methodologies, implementing "4-Standardization": Standardization of Design, Supply chain, Production line prefabrication, and On-site installation. This ensures the project development strictly adheres to project budgets and schedule, completely solving the pain points of serious budget overruns and schedule delays in the traditional real estate industry.

### 5. Prefabricated Buildings: Superior Advantages & Exceptional ROI

By implementing the "4-Standardization", ST project delivers 40~60% of cost reduction compared with traditional property projects, with 1~2x higher investment returns. Moreover, the investment return cycle is extremely short.





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## 3. LOCATION AND CONNECTIVITY

### A Milestone Representing ECOCITY REVOL. At The Starting Point Of Greenwich Mean Time

The ST main building is precisely bisected by the Greenwich Meridian Line, with the Royal Observatory located just 1.6 miles away. For this reason, we named it "Start Tower".

### Project Location

ST is adjacent to the "Millennium Dome" (O2 Arena), with the O2 Hotel to the north, the River Thames to the west (directly facing Canary Wharf across the river), a golf course to the south, and North Greenwich Underground Station to the east.

### Public Transportation

- 400m to North Greenwich Station (Jubilee Line), just 2 minutes to Canary Wharf, and 16 minutes to the City of London.
- 300m to the nearest bus station.
- 900m to Thames Clippers Pier.
- 900m to the cross-river cable car terminal.
- 5-minute drive to A102 Blackwall Tunnel entrance.





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4. PROJECT PLANNING

Outline Specific

| Usage   | Class                     | Max. BLDG Area m <sup>2</sup> | Units | Placement               |
|---|---------------------------|-------------------------------|-------|-------------------------|
| Residence   | C3                        | 272,448                       | 2,240 | 28F~126F                |
| Hotel   | C1                        | 52,288                        | 720   | 127F~145F               |
| Observation Deck  | E                         | 5,504                         | /     | 146F~147F               |
| Kindergarten  | F1                        | 2,752                         | /     | 27F                     |
| Retail  | E                         | 76,092                        | /     | 1F~6F                   |
| Office  | E                         | 58,665                        | /     | 19F~23F                 |
| Community Facility<br>(Catering/ Leisure/ Fitness/<br>Theater/ Culture and<br>Education/ Senior Care/<br>Clinic/ Equipment) | E /F1 /F2<br>/Sui Generis | 35,199                        | /     | 24F~26F                 |
| Parking   | Sui Generis               | 152,184                       | 4,572 | 7F~18F                  |
| Annex Building  | C3                        | 7,568                         | 80    | Main building proximity |
| Total Building Area   |                           | 662,700                       |       |                         |

Preliminary Site Information

- Lot Size: 4.72 ha
- Site Condition: Leveled and undeveloped site, with a single-story temporary structure that can be demolished at any time.



ST's Planning Ensures Zero Interference With Surroundings

- 1) No impact on views or sunlight.
- 2) The traffic load is manageable.
- 3) Not within any flight path control zones.
- 4) No environmental pollution exceeding acceptable levels.

Significance Of The ST Planning

Using less than 5 hectares of land to build a structure that accommodates the happy life and work of tens of thousands of people is equivalent to freeing up a green space 10 times larger than the project's footprint for the city - this plan is the world's best practice in the "Ecocity Revolution".





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5. BUILDING CONFIGURATIONS

Human-Centric Multifunctional Architecture

ST is a mixed-use building that provides residential, hotel, office, commercial, retail, dining, and cultural & sports usage in one, ST will create a brand-new urban lifestyle.

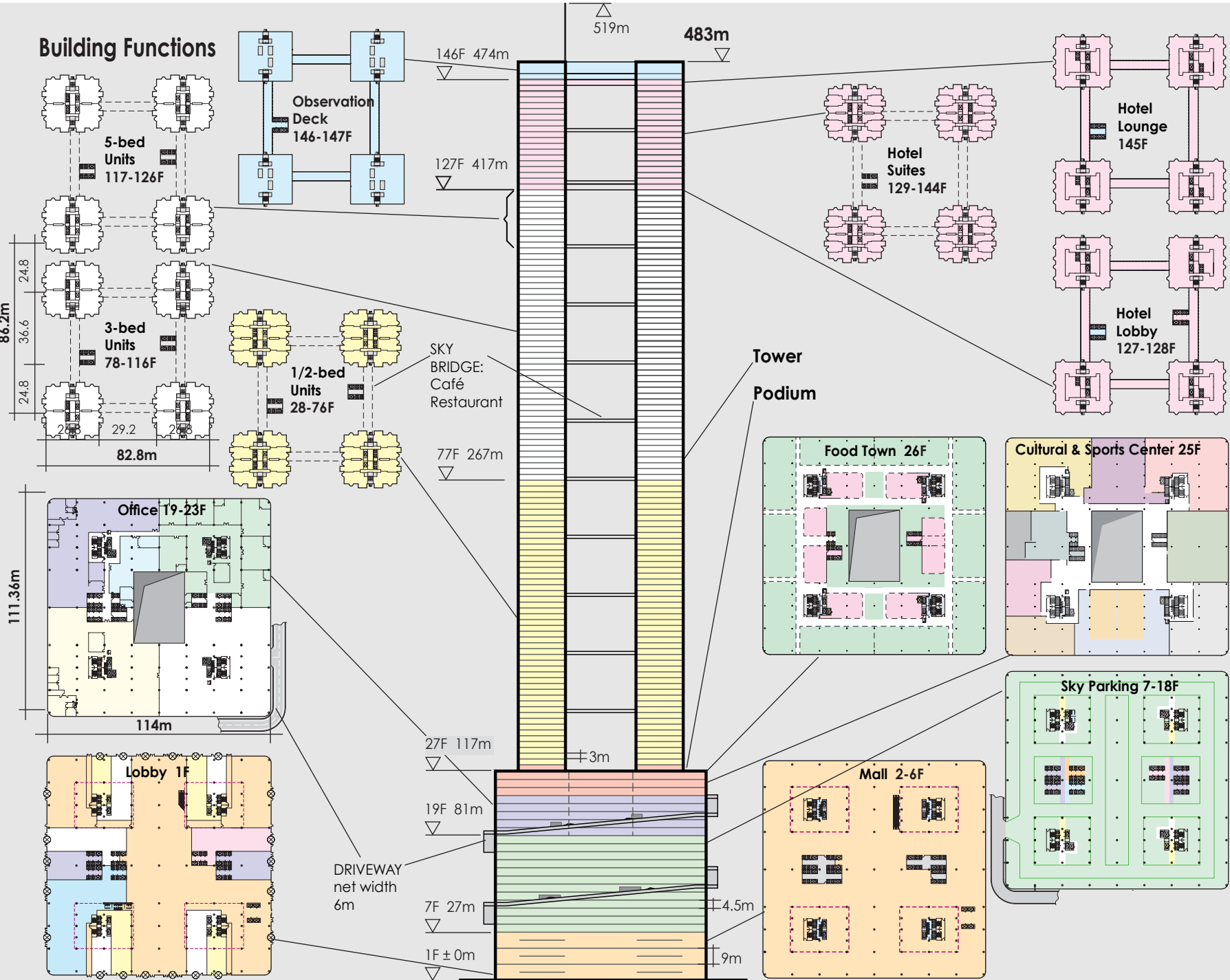
- High-tech architecture creates a comfortable living and working experience.
- A choice of public or private transportation.
- Abundant community spaces for dining, fitness, and cultural entertainment activities.
- Trusting neighborhood relationships with mutual non-interference.
- Spacious and safe activity spaces for children.

Although the content on this page is abstract, it is the source of all information in this document, and it is recommended to read repeatedly.

ST Building Configurations

| NO. | ITEM                | Specs  | Remarks   |
|-----|---------------------|--|---|
| 1   | Base Sizes          | 114mx111m  | Podium Outline  |
| 2   | Height              | 483m   | Excluding lightning rod height ≥ 36m  |
| 3   | Floors              | 147F   | Podium 26 floors, Tower 121F  |
| 4   | GFA                 | 655,132m <sup>2</sup>                            | Including parking lot: 152,184m <sup>2</sup>  |
| 4.1 | Tower               | 2,752m <sup>2</sup> x121F =332,992m <sup>2</sup> | 27-147F Residential, Hotel, Observation Deck, and Kindergarten                                |
| 4.2 | Upper Podium        | 11,733m <sup>2</sup> x8F =93,864m <sup>2</sup>   | 19-26F Including atrium, office, equipment rooms, community facilities                        |
| 4.3 | Lower Podium        | 12,682m <sup>2</sup> x18F =228,276m <sup>2</sup> | Floors 1–18: Parking, Mall, Lobby(Floors 1–6, with a floor height of 9m, counted as 2 floors) |
| 5   | Lift                | 102 escalators                                   | Including 12 escalators standard car size   |
| 6   | Parking Spaces      | 4,572 cars                                       |   |
| 7   | Permanent Occupants | 8,700 people                                     | Residential: 7,600 people, Hotel: 1,100 people  |
| 8   | Office Occupants    | 5,000 people                                     | This number will vary with business activities  |
| 9   | Transient Occupants | 6,300 people                                     | Observation deck: 3,300 people<br>Mall: 3,000 people  |

Note: The building area does not include the Annex Building (7,568 m²)



Tower Configurations

| NO. | ITEM                   | Specs                                     |
|-----|------------------------|---|
| 1   | Floors                 | 121 floors                                |
| 2   | GFA                    | 332,992m <sup>2</sup>                     |
| 3   | Floor Height           | 3m  |
| 4   | Room Clear Height      | 2.6m                                      |
| 5   | Bathroom Clear Height  | 2.3m                                      |
| 6   | Column-Free Clear Span | 12mx4.8m                                  |
| 7   | Live Load              | Avg: 0.2t/m <sup>2</sup><br>Partial: 2.5t |
| 8   | Structural Material    | Stainless Steel                           |
| 9   | Use                    | Various types of residences               |

Note: For details, please refer to "Features of HOLON Building".

Podium Configurations

| NO. | ITEM                     | Specs                                   |
|-----|--------------------------|---|
| 1   | Floors                   | 26 floors                               |
| 2   | GFA                      | 322,140m <sup>2</sup>                   |
| 3   | Floor Height             | 4.5m<br>Partial: 9m                     |
| 4   | Clear Height Under Beams | 3.5m<br>Partial: 8m                     |
| 5   | Column Spacing           | 14mx11.5m<br>Partial: 19.2/5.75         |
| 6   | Column Diameter          | Ø1.02m                                  |
| 7   | Lane Clear Width         | 6m                                      |
| 8   | Lane Slope               | 10%                                     |
| 9   | Slab & Lane Thickness    | 0.33m                                   |
| 10  | Live Load                | Avg: 0.7t/m <sup>2</sup><br>Partial: 5t |
| 11  | Structural Material      | Carbon Steel                            |
| 12  | Use                      | Various large space functions           |

Note: ST podium is designed for retail, parking, offices and community facilities, with future adaptability to accommodate convention centers, theaters, schools, hospitals, data centers, or even light industrial/ farming uses based on occupants needs or market demand.



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6. LOBBY 1F LIFTS

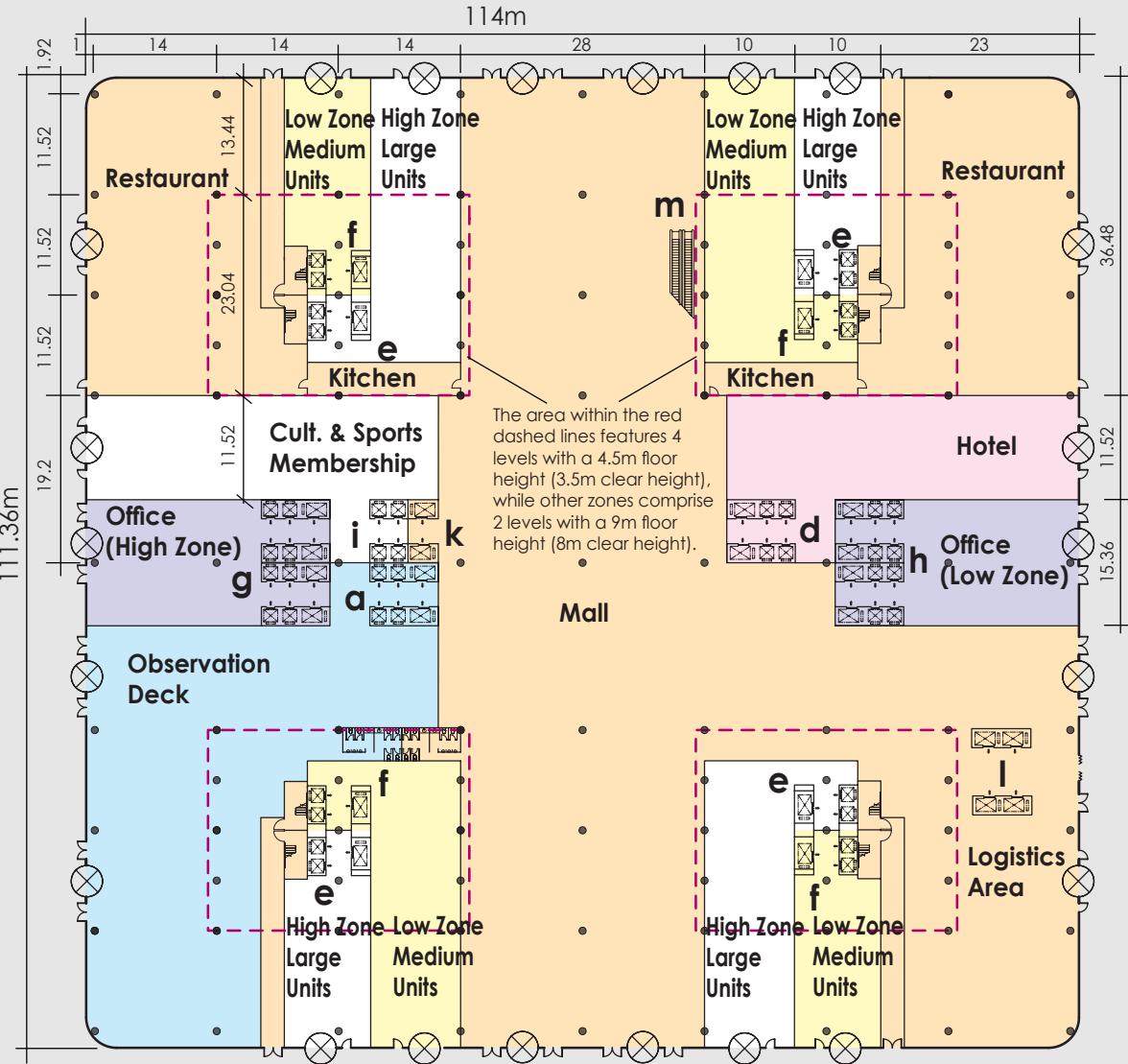
Thousands Of People Move Freely Within The Building, Independent Of Each Other And Without Interference

1. Residents: 24 lifts provide direct access to each floor and the parking lots. Even if living on the 126th floor, residents can reach home in just 1.5 minutes.

2. Office staff: 24 lifts provide direct access to each office floor and the parking lots.
3. Hotel Guests: 6 shuttle lifts provide direct access to the 127th-floor hotel lobby in 1 minute, and then transfer to 12 lifts to reach the room floor directly (plus 4 lifts for hotel services).

4. Observation Deck Visitors: 6 lifts provide direct access to the 146th and 147th floors in 1 minute.

5. Car Lane: Circling around the periphery of the podium, directly connecting from the municipal road to the parking lot, office area, and community facilities. The lanes make 8 turns to reach the top of the 27th-floor podium, with 5 times fewer turns than the traditional "Z-shaped" parking lot.



Lift Configurations

| Types              | Observation Deck | Hotel Shuttle Lift | Residential High Zone | Residential Low Zone | Office High Zone | Office Low Zone  | Member    | Mall  | Mall Service Lift | Mall Escalators | Hotle Passenger | Hotel Service Lift | Podium Freight Lift | Total  |
|--------------------|------------------|--------------------|-----------------------|----------------------|------------------|------------------|-----------|-------|-------------------|-----------------|-----------------|--------------------|---------------------|--------|
| Code               | a                | d                  | e                     | f                    | g                | h                | i         | k     | l                 | m               | b               | c                  | j                   |        |
| Quantity           | 6                | 6                  | 12                    | 12                   | 12               | 12               | 4         | 2     | 4                 | 12              | 12              | 4                  | 4                   | 102    |
| Height m           | 477              | 417                | 411                   | 264                  | 103.5            | 90               | 117       | 27    | 27                | 27              | 54              | 54                 | 36                  |        |
| Speed m/s          | 8                | 7                  | 5                     | 4                    | 3                | 3                | 3         | 3     | 2                 | 0.5             | 3               | 3                  | 3                   |        |
| Travel Distance    | 1F/7F/146-147F   | 1F/7F/127F         | 1F/8-14F/77-125F      | 1F/8-14F/27-76F      | 1F/15-18F/22-24F | 1F/15-18F/19-21F | 1F/25-27F | 1-7F  | 1-7F              | 1-7F            | 127-145F        | 127-145F           | 18-26F              |        |
| Max. Passenger/ hr | 1,380            | 1,472              | 2,392                 | 2,072                | 5,112 One-Way    | 5,520 One-Way    | 676       | 1,040 | -                 | 7,920           | 4,784           | -                  | -                   | 32,368 |





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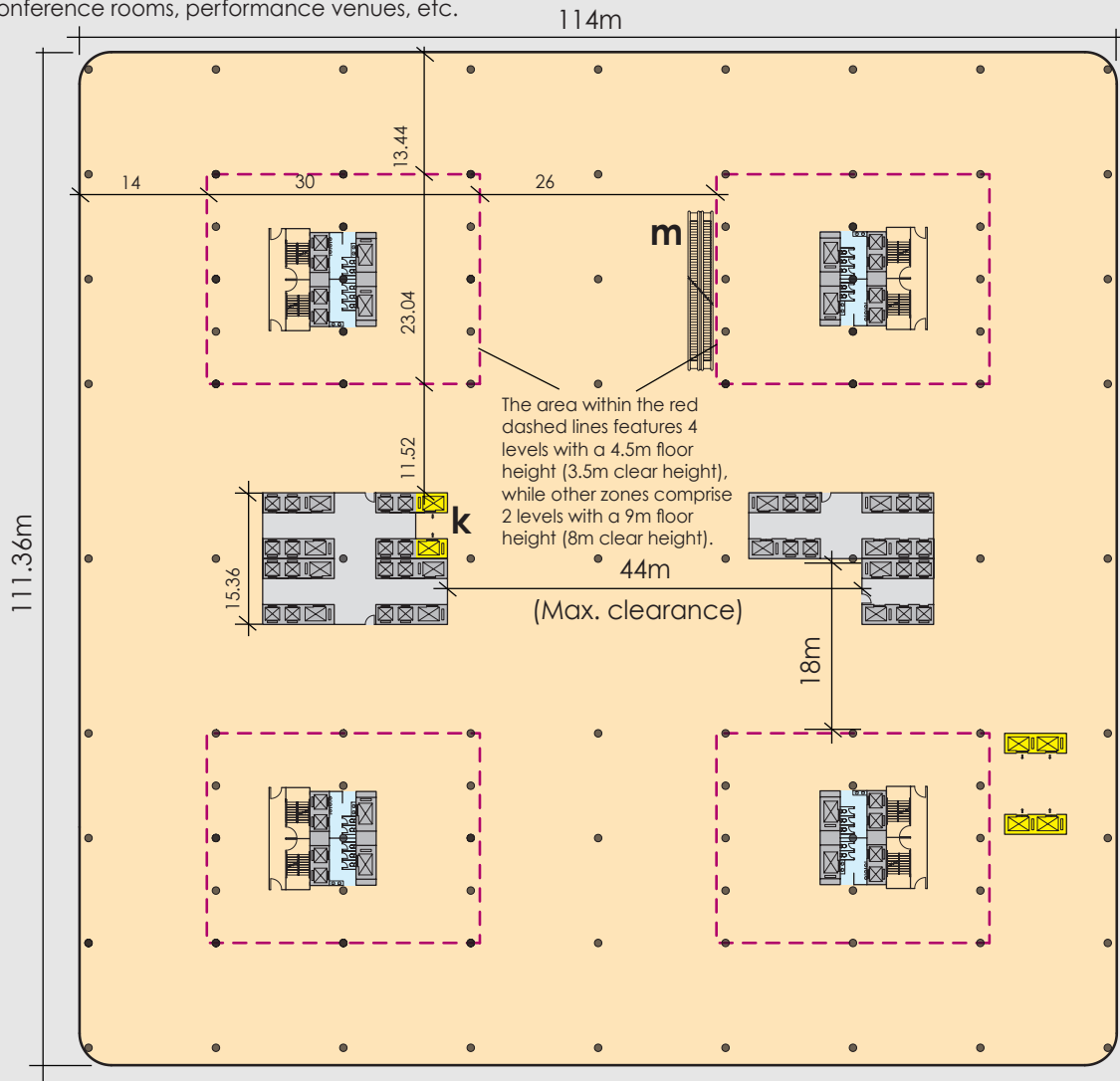
## 7. MALL 1~6F

For residents living over 300m above ground, it takes just 3 minutes to reach a massive shopping mall from their homes. The mall offers everything needed for daily meals and daily necessities throughout the year, as well as countless specialty products from around the world. Note that, except for the columns, stairwells, and restrooms shown in the diagram, other areas can be arranged according to business needs. Most of the mall's spaces have a clear height of 8m. When used for retail shops or restaurants, additional floors can be added to expand the usable area. Depending on business requirements, some areas can also be converted into exhibition halls, conference rooms, performance venues, etc.

Shopping Mall Area Table

|                  |                |        |        |        |
|------------------|----------------|--------|--------|--------|
| Clear Height     | m              | 3.5    | 8      | Total  |
| Number of Floors | F              | 6      | 3      |        |
| Gross Floor Area | m <sup>2</sup> | 14,576 | 25,576 | 40,152 |
| Usable Area      | m <sup>2</sup> | 12,670 | 22,466 | 35,136 |

Note: Mall area includes 1F (which partially used as lobby).





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# 8. SKY PARKING

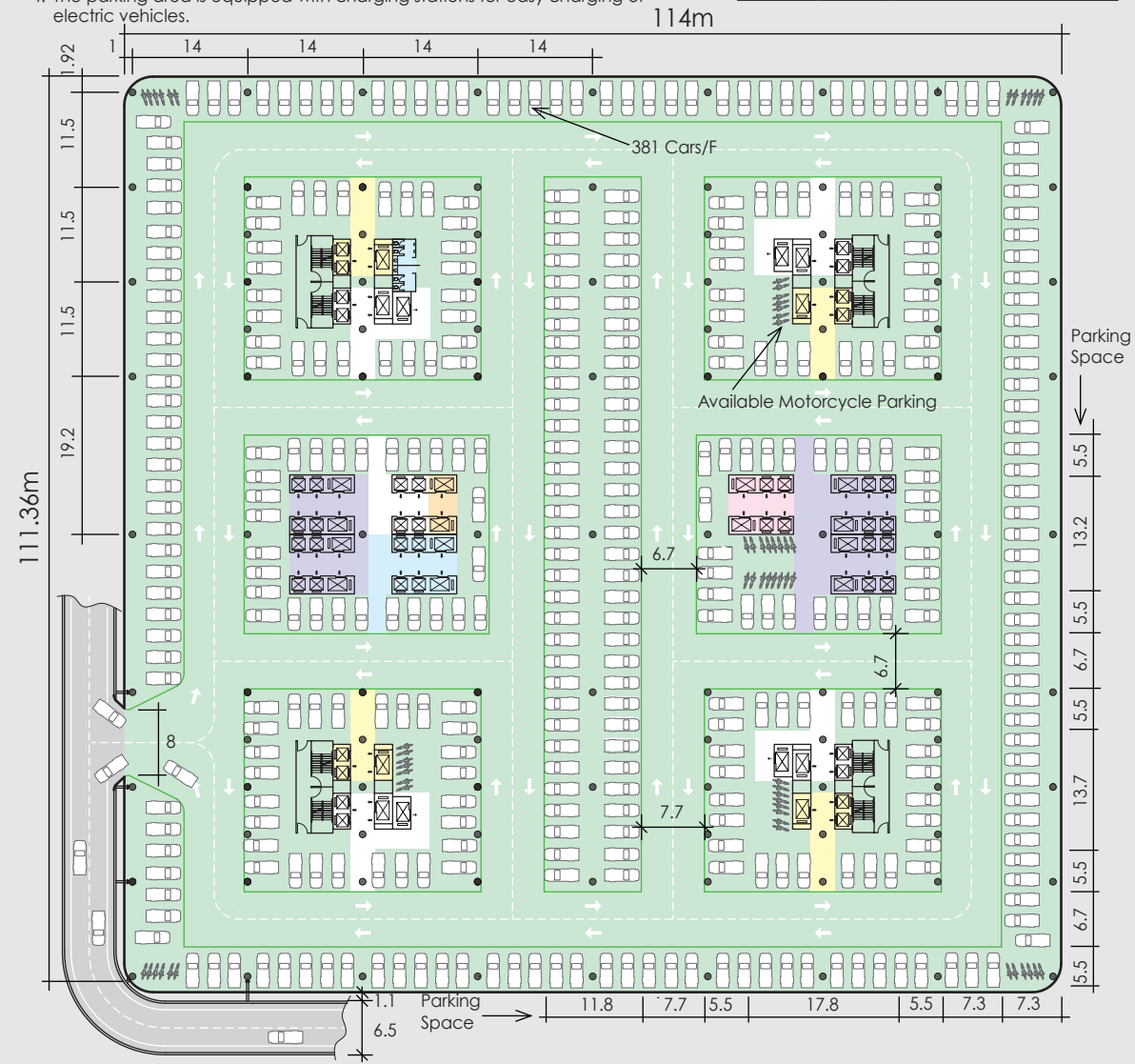
7-18F

## A 12-Story Sky Parking Lot That Feels Like Driving On The Ground

1. The ceiling height of the parking area is 4.2m, with a clear height under beams of 3.5m, which is higher than the standard building requirements. It is well-ventilated, extremely comfortable, and safe.
2. Primarily designed for passenger cars, but can also accommodate buses and trucks with a total weight  $\leq 10t$  when needed.
3. The entrance lane circles the periphery of the parking lot, with a clear width of 6m, allowing two cars to drive in opposite directions. It has 5 times fewer turns than the traditional "Z-shaped" parking, and any parking space can be reached within 3 minutes.
4. The parking area is equipped with charging stations for easy charging of electric vehicles.

## Parking Lot Configurations

| Floor  | Cars       | Service Floors   |
|--------|------------|--|
| 7F     | 381        | Shopping Mall  |
| 8~14F  | 2,667      | Residence (2,240 units)                                  |
| 15~18F | 1,524      | Office Building<br>(~5,000 people)                       |
| Total  | 4,572 cars | GFA: 152,184m <sup>2</sup><br>USA: 137,976m <sup>2</sup> |





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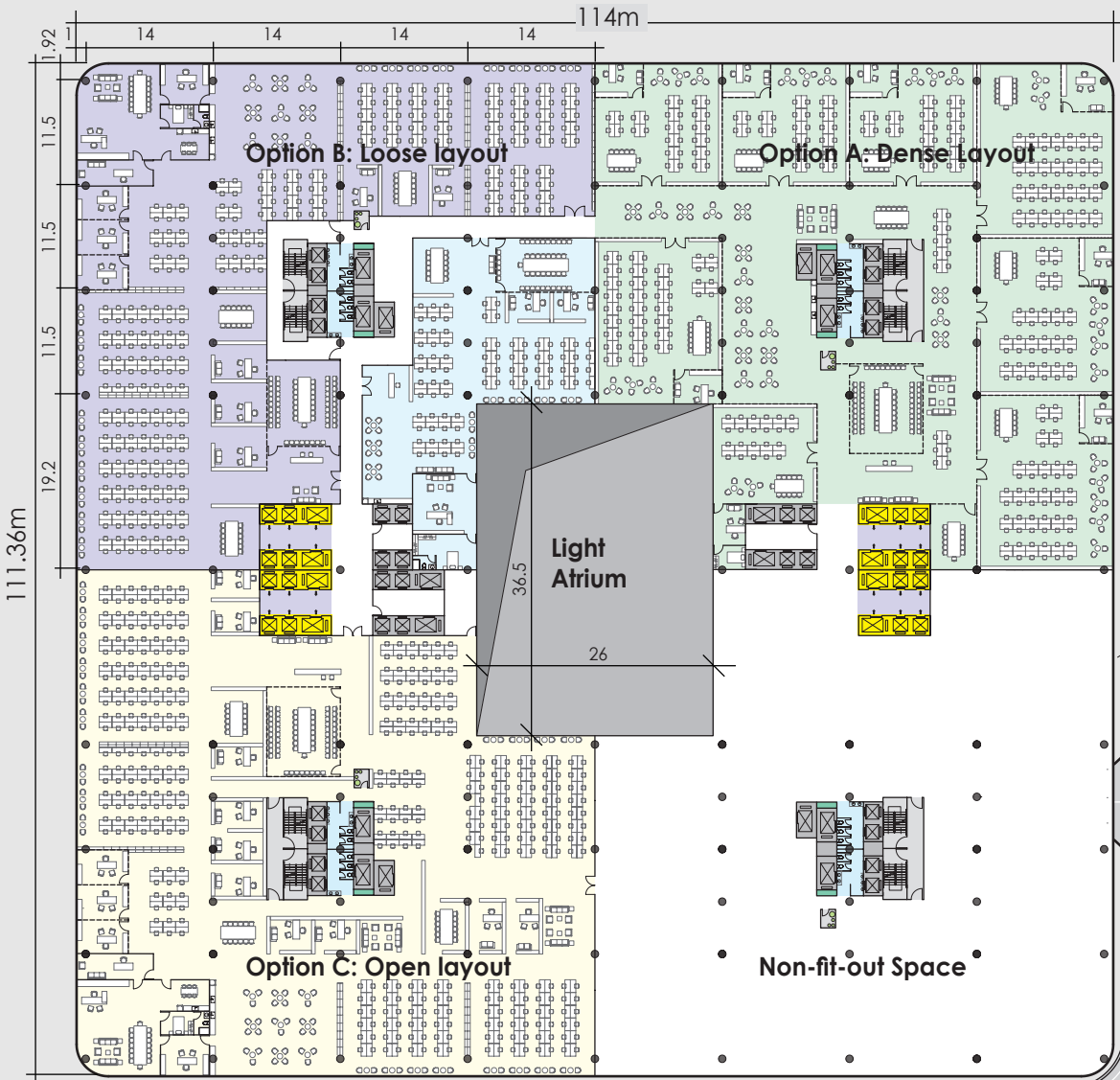
## 9. OFFICE 19~23F

### Spacious And Flexible Layout

The office space is vast, with a ceiling height much higher than traditional office buildings, and a large column spacing, providing a very comfortable and convenient environment. Only the columns, lift shafts, and stairwells are fixed; all other areas can be arranged freely. After being put into use, the space can be adapted to changing market needs, with certain areas being converted for other purposes such as exhibition halls, performance venues, schools, hospitals, data centers, or even light industrial workshops or indoor farms.

### Office Configurations

|                  |                |        |
|------------------|----------------|--------|
| Floors           | F              | 5      |
| Gross Floor Area | m <sup>2</sup> | 58,665 |
| Usable Area      | m <sup>2</sup> | 52,600 |
| Clear Height     | m              | 3.5    |





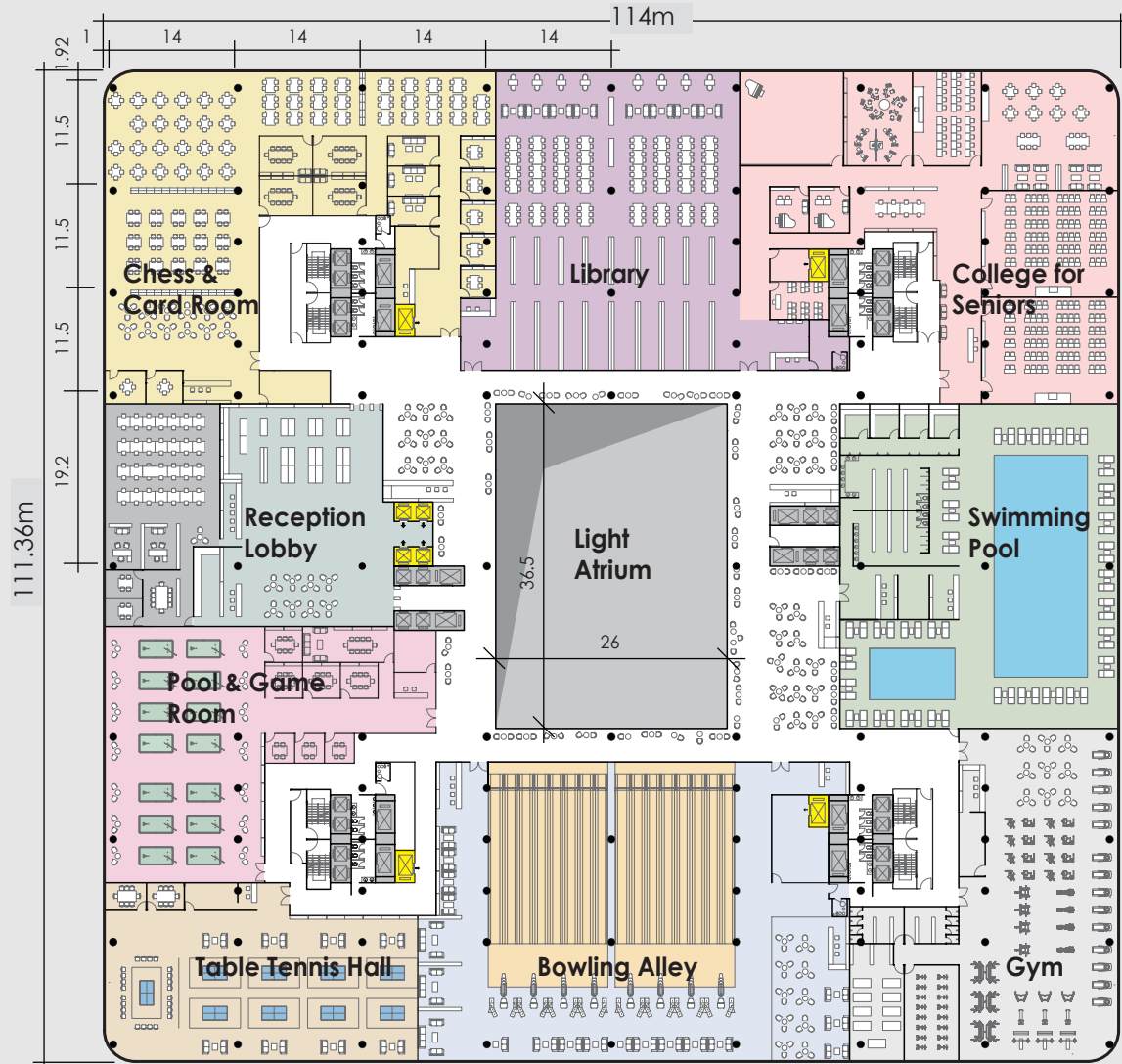
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10. COMMUNITY FACILITIES: CULTURE & SPORTS CENTER 25F

Living in a bustling city, people's social circle is sometimes surprisingly confined, lacking familiar neighbors and leisure spaces. ST provides 2,240 families with 40,455m<sup>2</sup> of shared space, all of which are free or low-cost. Neighbors interact frequently, and children can play and frolic with peers. In particular, the 36 sky corridors allow neighbors to share their homemade delicacies.

ST Residents Shared Amenities

| No. | Facility          | Qty | Area m <sup>2</sup> | Floor | No.   | Facility            | Qty | Area m <sup>2</sup> | Floor   |
|-----|-------------------|-----|---------------------|-------|-------|---------------------|-----|---------------------|---------|
| 1   | Swimming Pool     | 1   | 1,140               | 25F   | 8     | College For Seniors | 1   | 1,250               | 25F     |
| 2   | Gym               | 1   | 880                 | 25F   | 9     | Bar Area Etc.       | 1   | 1,050               | 25F     |
| 3   | Bowling Alley     | 1   | 1,560               | 25F   | 10    | Food Court          | 1   | 11,733              | 26F     |
| 4   | Table Tennis Hall | 1   | 655                 | 25F   | 11    | Lawn, Ramp          | 1   | 11,100              | 27F     |
| 5   | Pool & Game Room  | 1   | 750                 | 25F   | 12    | Kindergarten        | 16  | 2,752               | 27F     |
| 6   | Chess & Card Room | 1   | 1,245               | 25F   | 13    | Sky Restaurant      | 36  | 5,330               | Skywalk |
| 7   | Library           | 1   | 1,010               | 25F   | Total |                     | 63  | 40,455              |         |



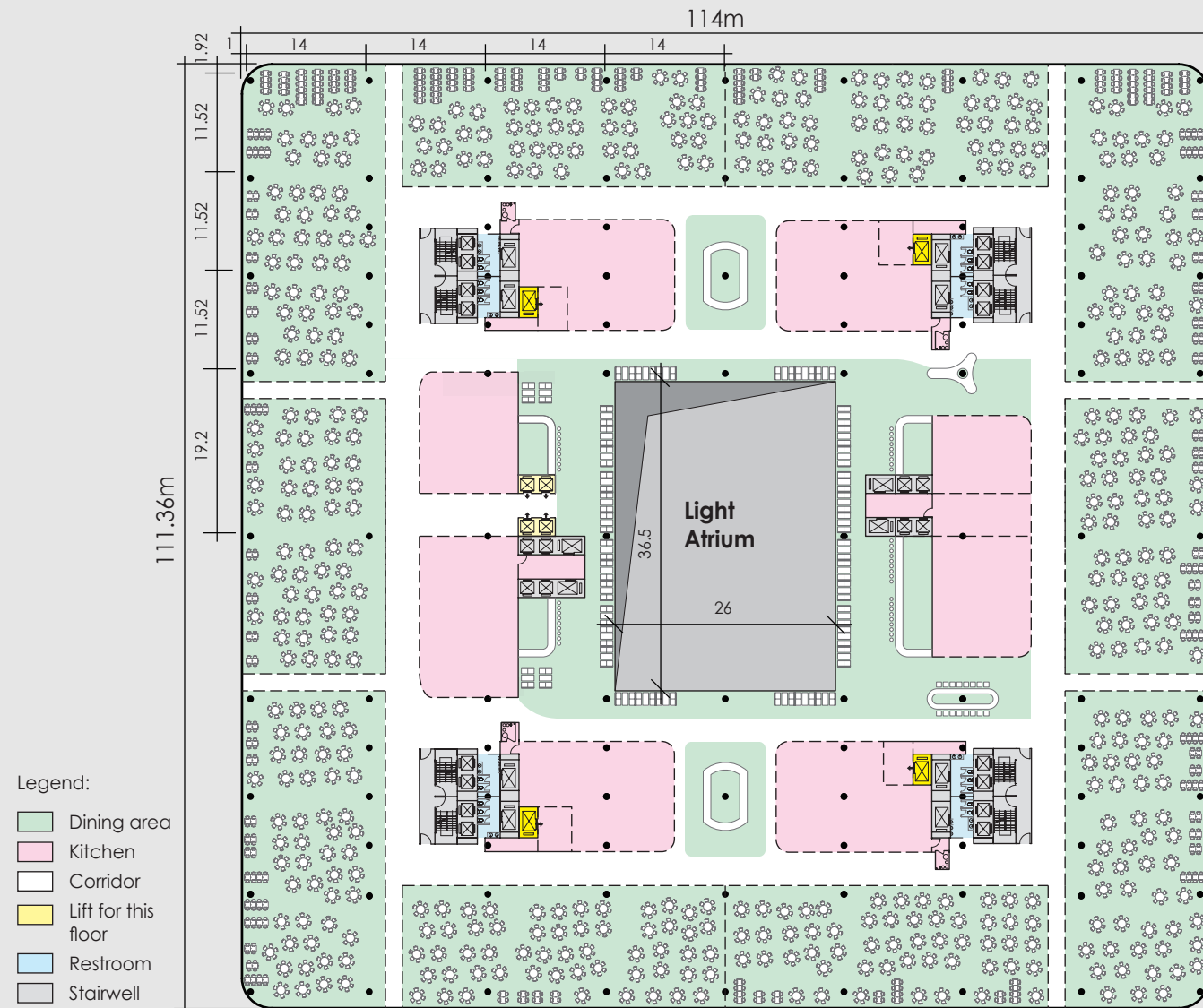
The 36 sky corridors serve as exclusive dining and leisure areas for residents.



# 10. COMMUNITY FACILITIES: FOOD TOWN 26F

For the middle-class, dining out in restaurants can be expensive. ST Food Town is an affordable dining option for residents, as the developer provides the venue to restaurant operators at an extremely low cost – a significant benefit.

The dining area of Food Town is about 7,000m<sup>2</sup> and can accommodate 2,000~3,000 people, making it one of the largest restaurants in the city. The layout of the kitchen and restaurant in the diagram is purely hypothetical, restaurant operators may arrange the space as needed.





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10. COMMUNITY FACILITIES: SKY LAWN, KINDERGARTEN

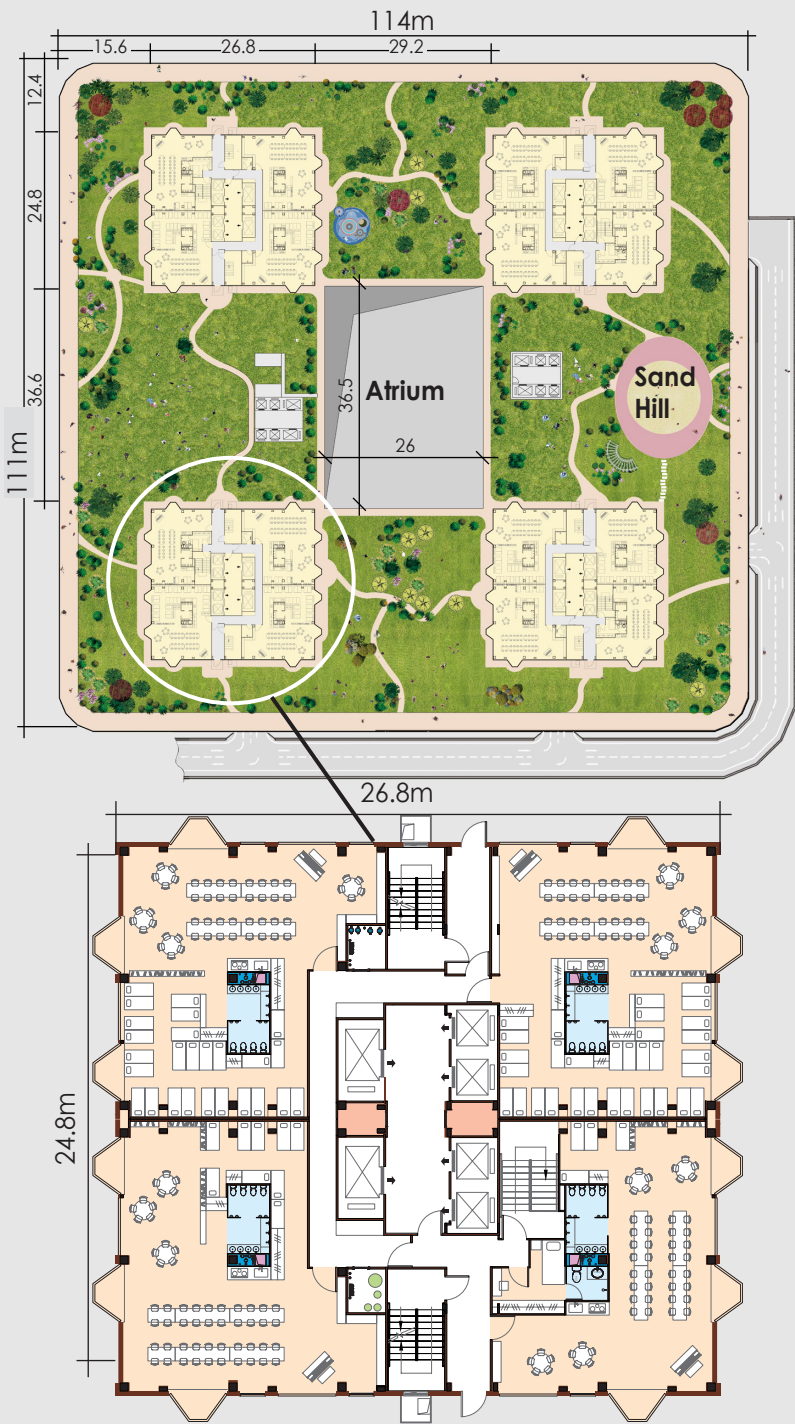
27F

Sky Lawn

Living in a bustling city often means children have no space to play and no peer playmates. The roof of the ST podium is a huge lawn for children to plant flowers and plants, play in the mud, chase and play. Let the children play happily with a large group of peers without parental supervision and grow up healthily. The lawn is a special area for underage children of ST residents, with an area of 8,700m<sup>2</sup>. There is also a 6m wide and 400m long ramp (between 19F and 27F) which is also a special activity area for children, where motor vehicles and bicycles are strictly prohibited. Occasional vehicle access is limited to unoccupied late-night hours for soil and equipment maintenance.

Kindergarten

The first floor (27F) of ST's four towers provide a total of 2,752m<sup>2</sup> area dedicated to a residents- only kindergarten. It accommodates 16 classes for 480 children, including 8 full-week care classes with 190 beds. In the future, based on residents' needs, additional nursery facilities may be added on the 27th or 26th floors.





# ECOCITY REVOL. 11. RESIDENCE 28~126F

There has never been a kind of residence in the world as comfortable as a "HOLON Building". Residents don't want to go out once they get home

1. Quiet living: The 4-paned windows completely isolate the city noise, and the 2-paned wall, 2-paned household door and 3-paned ceiling completely eliminate neighbors' noises.
2. Transparent space: 180° bay windows enjoy an expansive view & plenty of sunlight.
3. Healthy air: 100% central fresh air system eradicates cross contamination; with 99.9% PM2.5 filtration, indoor air is 100 times cleaner than outdoor air, rooms remain dust-free even after a month without cleaning. All decorative materials are non-toxic certified.
4. Cosy environment: Passive House insulation, constant-temperature central air conditioning and central hot water at four seasons.
5. Reliable quality: 100% factory-prefabricated HOLON building modules, with minimal on-site installation only requires tightening bolts and connecting pipes, ensuring consistent quality for each housing unit.

Residential Unit Mix

| Type      | Units | NSA<br>m <sup>2</sup> /unit | GSA<br>m <sup>2</sup> | Floor              |
|-----------|-------|-----------------------------|-----------------------|--------------------|
| 1-bedroom | 752   | 56.7                        | 42,638                | 28~76F             |
| 2-bedroom | 784   | 67.1                        | 52,606                |                    |
| 3-bedroom | 624   | 129.4                       | 80,745                | 78~116F            |
| 5-bedroom | 80    | 258.8                       | 20,704                | 117~126F           |
| Total     | 2,240 |                             | 196,694               | Total of 98 Floors |

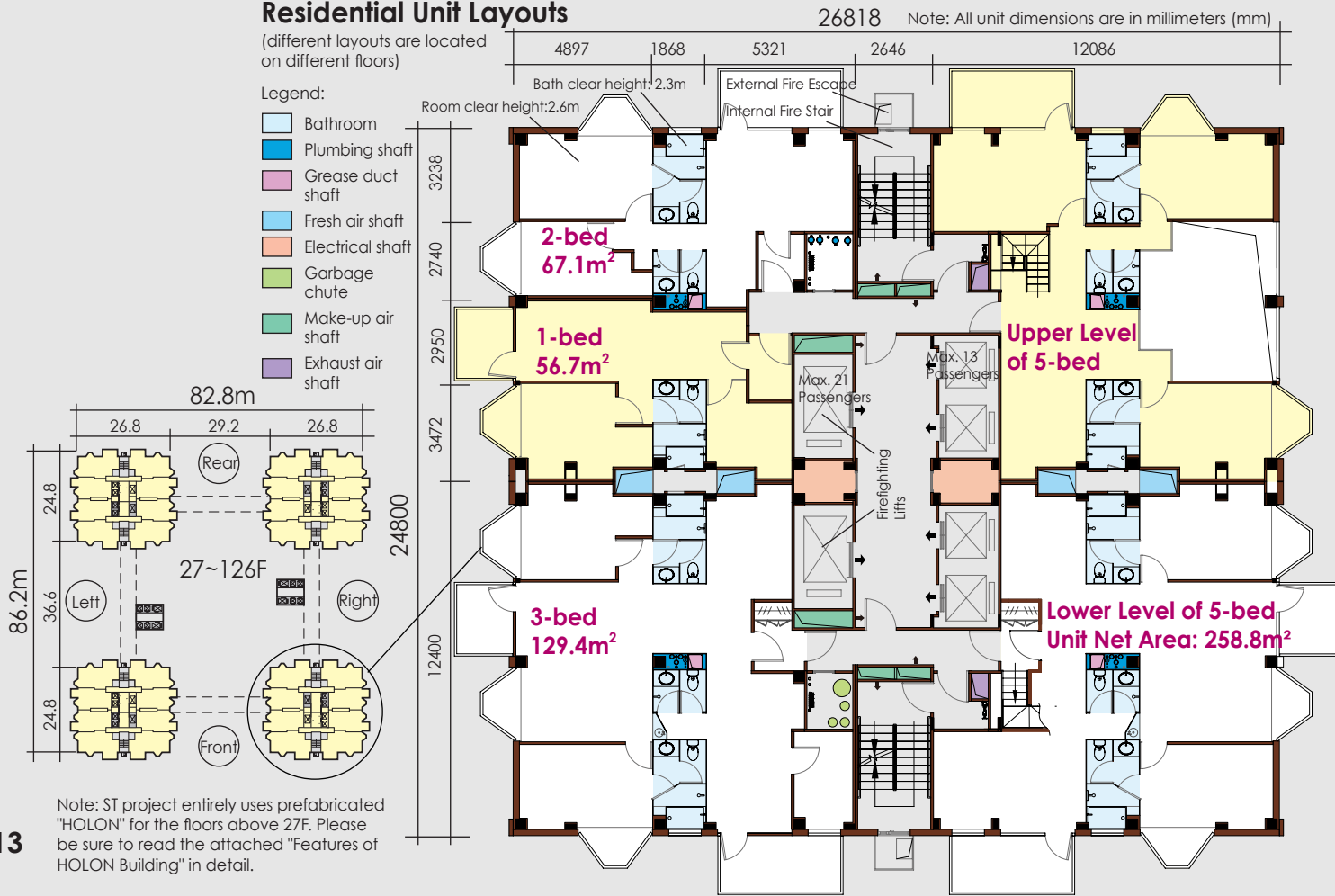
Note: Please refer to *Features of HOLON Building* for details of residence.

Residential Unit Layouts

(different layouts are located on different floors)

Legend:

- Bathroom
- Plumbing shaft
- Grease duct shaft
- Fresh air shaft
- Electrical shaft
- Garbage chute
- Make-up air shaft
- Exhaust air shaft

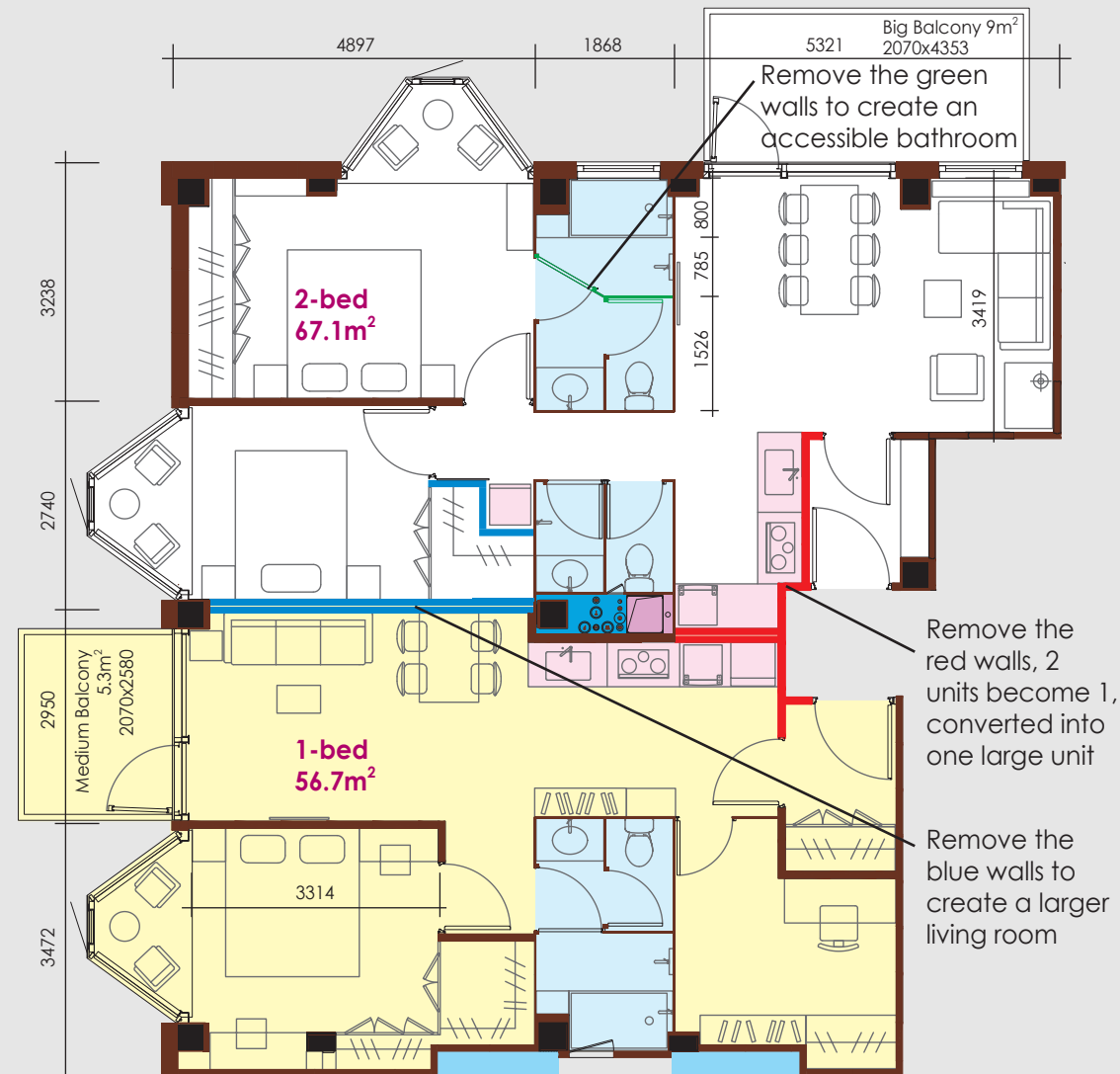




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## 11. RESIDENCE: 1-bed / 2-bed 28~76F

- The 1-bed & 2-bed unit in Holon building goes in pairs, suitable for typical families in big cities. By adding a wall in the living room of a 2-bed unit, it can be converted into a 3-bed unit.
- When families need to accommodate more members in the future, they can acquire the neighboring units and remove several walls to create a spacious 3-bed or 4-bed unit. Removing or adding walls is not complicated and can be done by the residents.
- Holon Building offers great flexibility. Except for the structural columns and plumbing pipes in the bathroom shown in the diagram cannot be moved, everything else can be changed freely. If there are only 1-2 people in the family, they can remove all walls to create a very large room.
- Another option is available in Holon Building: installing electric lifting glass on the balcony, which can keep the balcony free from wind and rain in winter for greater comfort.

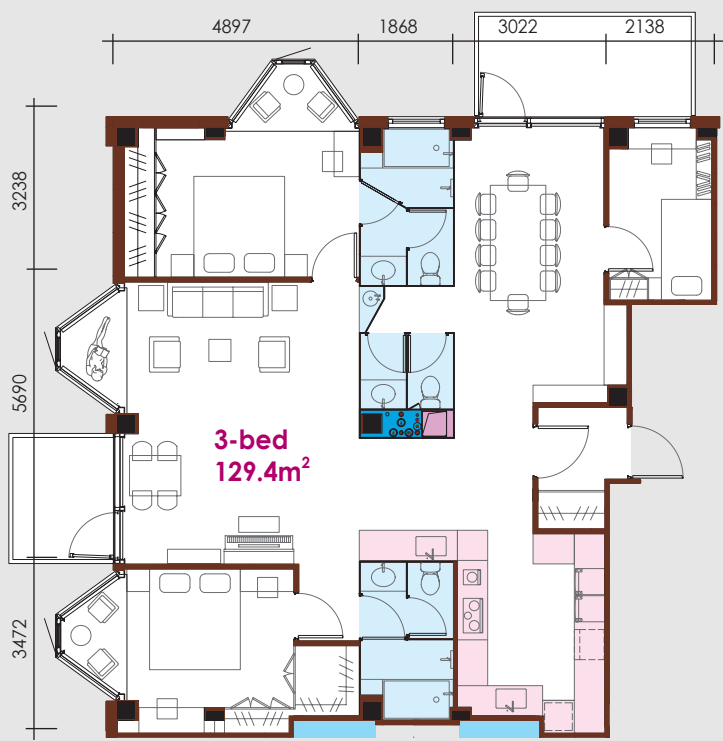




# ECO CITY REVOL.

## 11. RESIDENCE: 3-bed 78~116F

This is a large unit for a big family which can also accommodate a lot of friends and families when hosting parties.  
 When the kids grow up and have their own families, this unit can be converted into two smaller units by just adding few walls in the living room. The parents can stay in one and rent the other one for income, which will be sufficient to support themselves for retirement.  
 The salable area of the 3-bed unit is 129.4 m<sup>2</sup> in UK standard, and 134.1 m<sup>2</sup> in US standard(internal and external walls included).



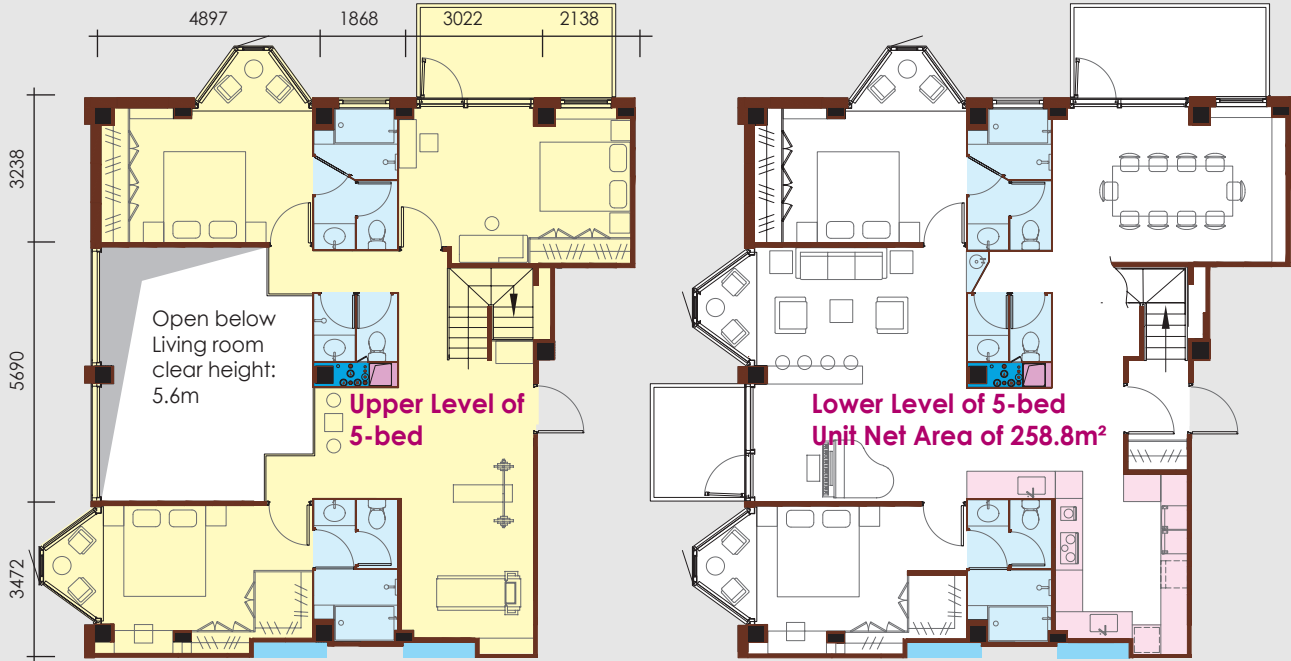


# ECO CITY REVOL.

## 11. RESIDENCE: 5-bed 118~126F

People often regard villas as a synonym for luxury. The 5-bed unit in ST has almost all the advantages of villas - spacious, bright, and private, but it does not have the disadvantages of villas - difficult maintenance, no view of the distant scenery, lonely living, and no neighbors to interact with.

The 5-bed unit is a duplex structure with a total area of 258.8 m<sup>2</sup> for the two floors. The living room has a clear height of 5.6 m, which is even higher than that of a villa. More importantly, children get to view the world from a height of 400m at a young age, which will gradually nurture a broad perspective as they grow up.





# ECO CITY REVOL.

## 12. HOTEL 129~145F

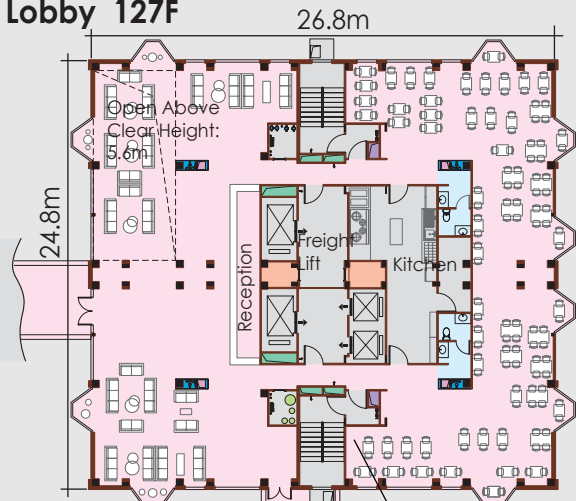
### A Truly Luxurious Hotel, But Extremely Economical

ST Hotel is one of the tallest hotels in the world. Due to the 4 conjoined building structures, the volume of a single tower is not large, and the depth of the room is less than 5m, which is smaller than half the depth of traditional super-high-rise hotel. This also means that ST has more than doubled the side area of a traditional hotel, with an area of 52,288 m<sup>2</sup>, 1,280 window rooms, and can be arranged into 720 suites. Moreover, the lobby, dining area, and fitness area of ST Hotel cover 8,256 m<sup>2</sup>, larger than a lot of hotels, which is extremely luxurious.

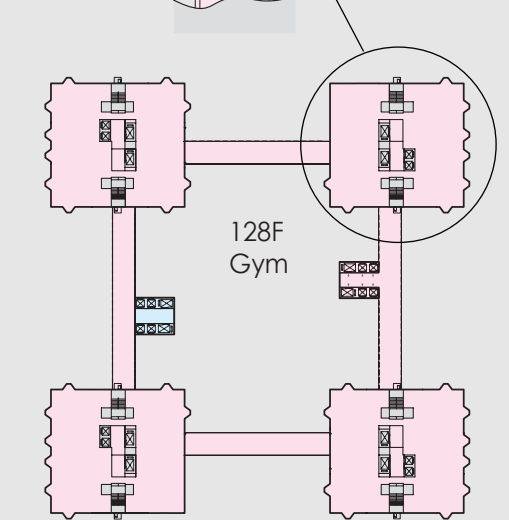
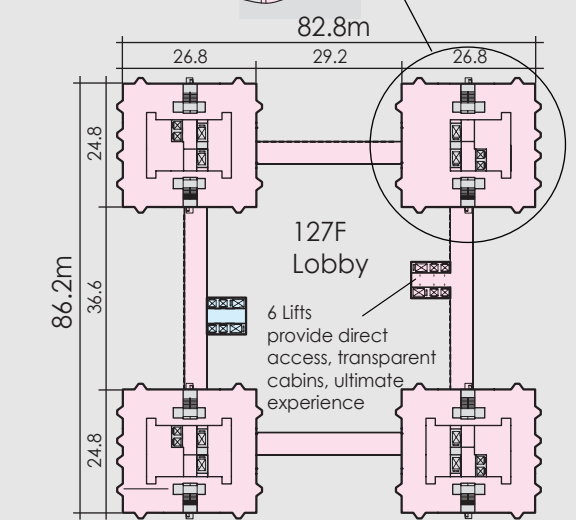
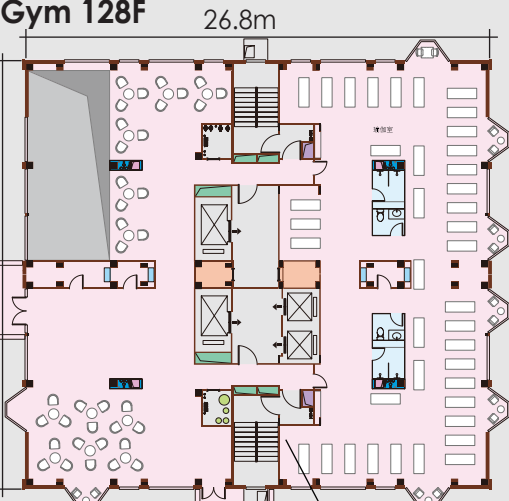
### Hotel Configuration

|            |   |
|------------|---|
| Location   | 127~145F (417~474m)   |
| Floors     | 19 floors (Suites 16 floors/ public area 3 floors)                                    |
| Floor area | 52,288m <sup>2</sup> (Suites 44,032m <sup>2</sup> / public area 8,256m <sup>2</sup> ) |
| Unit       | 720   |

#### Lobby 127F



#### Gym 128F





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12. HOTEL: SUITE

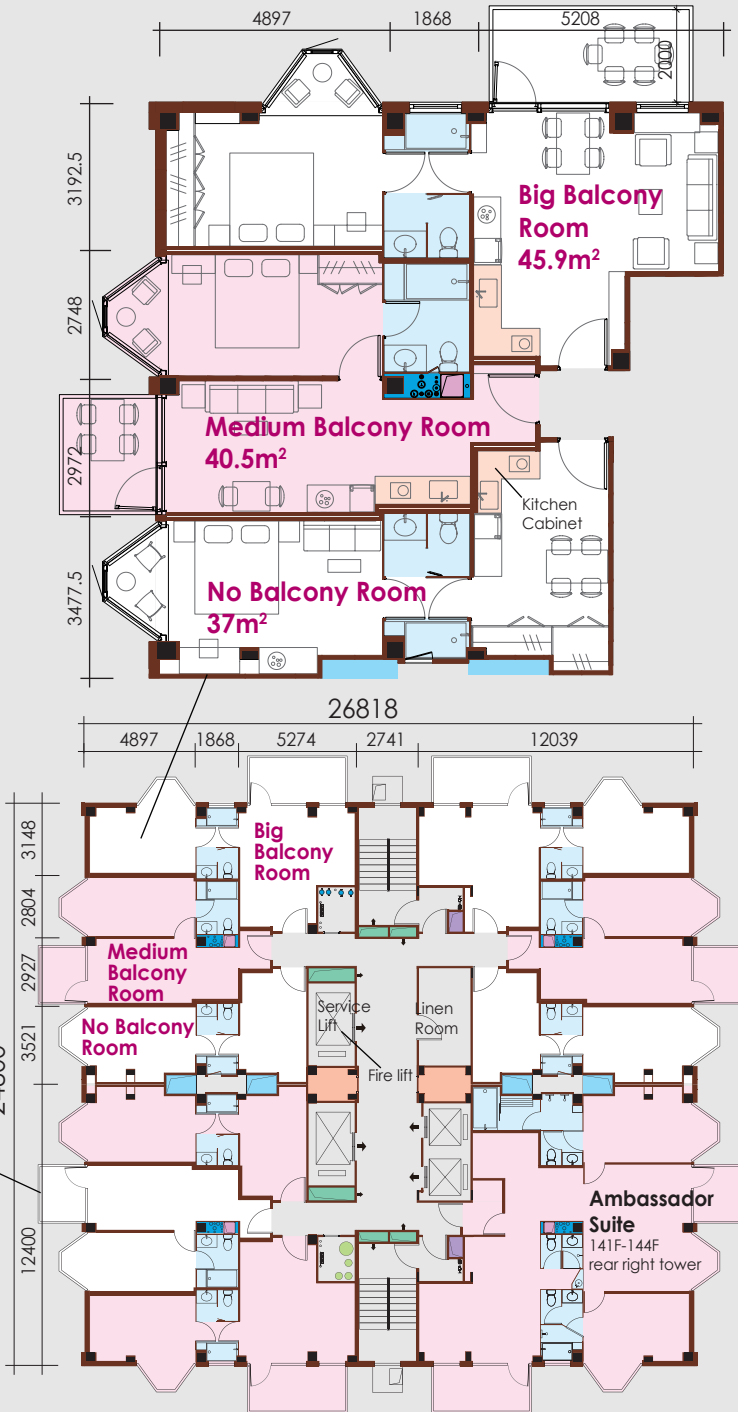
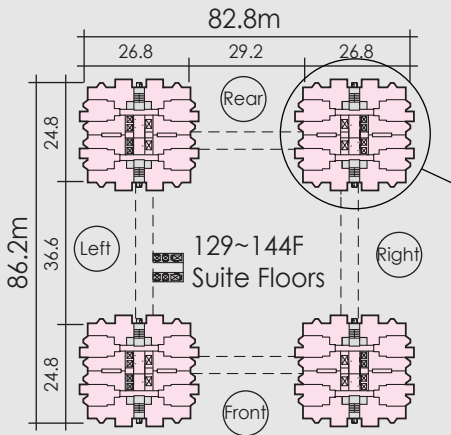
129~144F

A Once-In-A-Lifetime Stay

There are many luxury hotels in the world, but it is rare to find a hotel at an altitude of more than 470 meters. What's more remarkable is that 2/3 of the rooms in the ST Hotel have balconies. Just imagine: What does it feel like to stand on the world's highest balcony, feeling the wind? The ST Hotel has a huge number of suites, and operators can achieve good profits with only moderate pricing. Therefore, ST is likely to be on the "must try" list of many middle-class families worldwide, keeping the hotel fully booked for a long time and achieving the highest occupancy rate in the world.

Hotel Unit Mix

| Unit type           | Units | Net area m <sup>2</sup> | Total Net area m <sup>2</sup> | Floor                      |
|---------------------|-------|-------------------------|-------------------------------|----------------------------|
| Big Balcony Room    | 240   | 45.9                    | 11,016                        | 129F~144F                  |
| Medium Balcony Room | 232   | 40.5                    | 9,396                         |                            |
| No Balcony Room     | 232   | 37                      | 8,584                         |                            |
| Ambassador Suite    | 16    | 130                     | 2,080                         | 141F~144F Rear Right Tower |
| Total               | 720   |                         | 31,076                        | Total of 16 Floors         |





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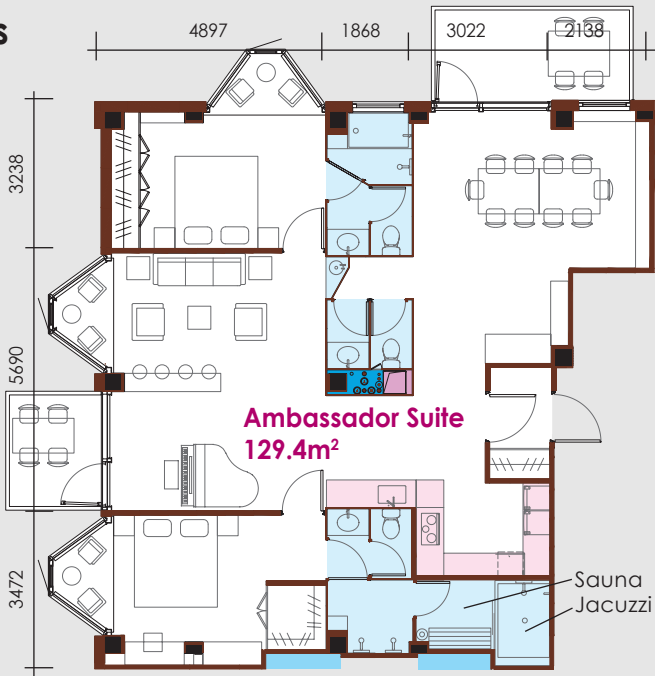
12. HOTEL: AMBASSADOR SUITE

141-144F

Enjoy Fine Dining On The World's Highest Balcony, Experience an Extraordinary Life

At an altitude of 456m to 468m, the ST Hotel features 16 ambassador suites of 129.4m² each, as spacious as a large residential unit and fully equipped with all necessary living facilities. The hotel can also arrange for world-class chefs to cook for VIP guests in their suites. On mild days, dining on the gigantic balconies offers a unique experience that even the world's richest might never have enjoyed.

Moreover, every suite in ST has a kitchen, which is far more valuable than "gilded luxurious decorations". Guests can enjoy a complete family life during their stay.

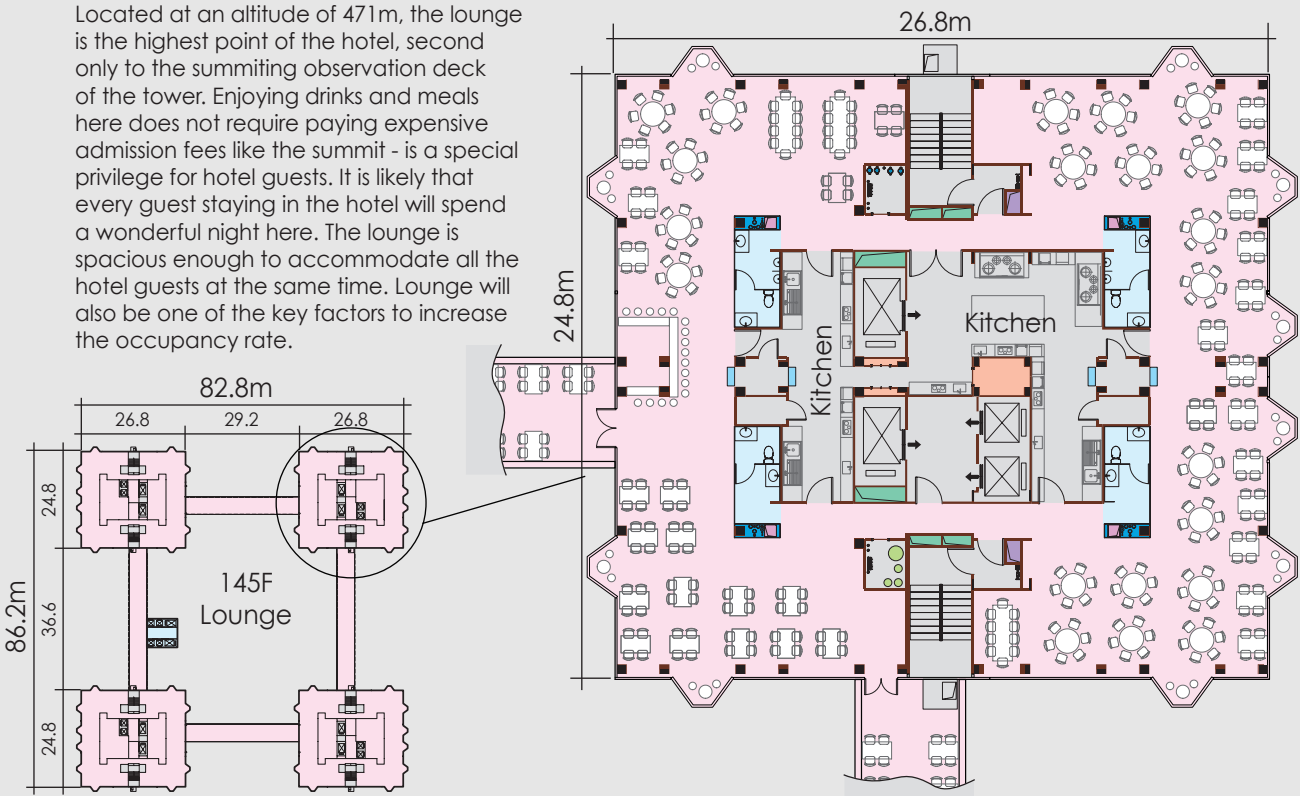




# ECO CITY REVOL.

## 12. HOTEL: LOUNGE 145F

Located at an altitude of 471m, the lounge is the highest point of the hotel, second only to the summiting observation deck of the tower. Enjoying drinks and meals here does not require paying expensive admission fees like the summit - is a special privilege for hotel guests. It is likely that every guest staying in the hotel will spend a wonderful night here. The lounge is spacious enough to accommodate all the hotel guests at the same time. Lounge will also be one of the key factors to increase the occupancy rate.





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## 13. SUMMITTING OBSERVATION DECK

146F / 147F

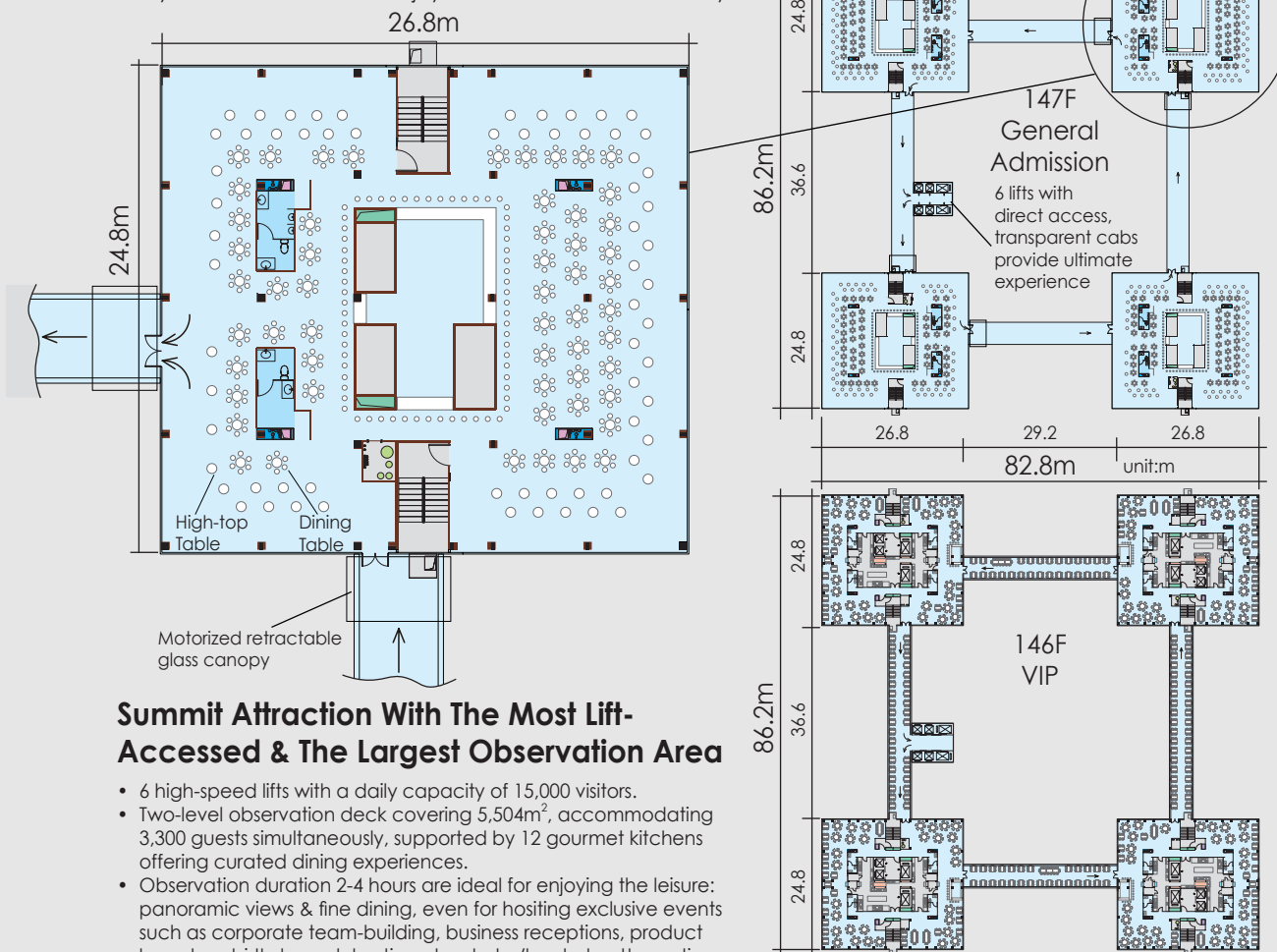
### Ascending To The 483m European Summit & Watching The Ancient & Fashionable London

As Europe's highest and the world's largest observation deck, this landmark immortalizes the charm of London—birthplace of the Industrial Revolution.

- At dawn on the summit, awaiting quietly the moment the sun spurting out on the horizon —no more regret in life.
- In the day time on the summit, enjoying panoramic views of London with coffee, Earl Grey, delicate pastries, or even fine wines and cuisines—unforgettable all your life.
- At night on the summit, watching the city's glittering skyline with tea or wine, enjoy the celebration and revelry.

### 15,000 Visitors Daily Enjoying 2-4 Hrs Of Immersive Sightseeing Experiences

- 147F (Main Observation Deck) General Admission with 2-hr visit duration. Ticket includes complimentary beverages, alcohol & food available for purchase. Concurrently can host 2,000 visitors at a time and 10,000 daily, up to 15,000 max.
- 146F (VIP Lounge) Exclusive Access with 4-hr premium experience. Ticket Includes all-inclusive gourmet catering & premium bar service. Concurrently can host 1,300 visitors at a time and 5,000 daily, up to 7,500 max.



### Summit Attraction With The Most Lift-Accessed & The Largest Observation Area

- 6 high-speed lifts with a daily capacity of 15,000 visitors.
- Two-level observation deck covering 5,504m<sup>2</sup>, accommodating 3,300 guests simultaneously, supported by 12 gourmet kitchens offering curated dining experiences.
- Observation duration 2-4 hours are ideal for enjoying the leisure: panoramic views & fine dining, even for hosting exclusive events such as corporate team-building, business receptions, product launches, birthday celebrations, bachelor/bachelorette parties.





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14. MEP, SAFETY & ANNEX BUILDING

1. MEP System

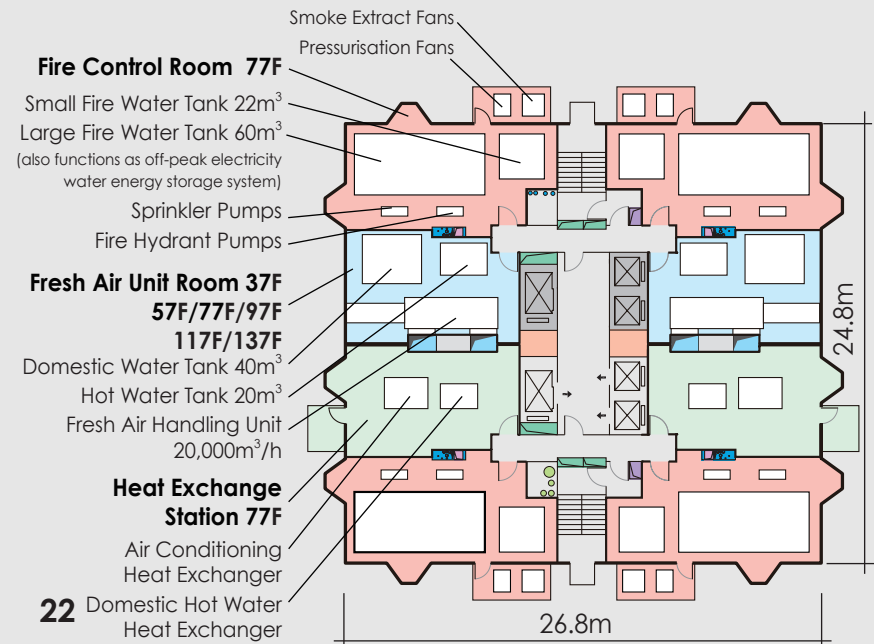
The MEP systems in this project are designed in full integration with the architecture and entirely prefabricated into modular units in the factory, enabling minimum on-site installation while ensuring optimal compatibility, reliability, maintainability, durability, energy efficiency, and minimal space occupancy. The design, prefabrication, and construction 100% complies with the local building standards.

1) MEP Equipment Distribution Schedule

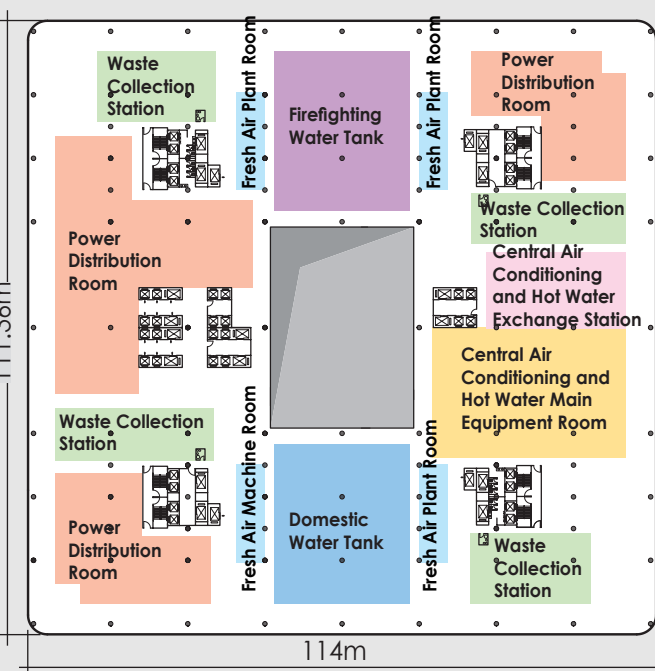
| NO. | Item                                       | Quantity | Location   | Area m <sup>2</sup> | Remark  |
|-----|--|----------|--|---------------------|---|
| 1   | Power Distribution Room                    | 11       | 24F, 77F   | 2,100 (1,800)       | Including 10 MW battery storage                                 |
| 2   | Firefighting Water Tank                    | 2        | 24F, 77F   | 2,200 (1,000)       | Also serves as off-peak electricity water energy storage system |
| 3   | Central AC & Hot Water Main Equipment Room | 1        | 24F  | 1,500 (1,500)       | Air conditioning: 15 MW; hot water: 6 MWh                       |
| 4   | Central AC & Hot Water Exchange Station    | 9        | 24F, 77F   | 1,550 (1,300)       | One unit on the 24F   |
| 5   | Central Fresh Air Unit Room                | 76       | even-numbered floors of 1~6F/19~26F; 37, 57, 77, 97, 117, 137F | 3,800 (2,100)       | 28 units in the podium  |
| 6   | Potable Water Tank                         | 49       | 24, 37, 57, 77, 97, 117, 137F                                  | 2,000 (1,000)       | One unit on the 24F   |
| 7   | Waste Collection Station                   | 4        | 24F  | 1,000 (1,000)       |   |
|     | Total                                      | 153      |  | 14,150 (9,700)      | Area in parentheses: 24F footprint                              |

2) Tower Equipment Floor

(identical in all four towers)



3) Podium Equipment Floor (24F)



4) MEP Technical Parameters Table

| NO. | Subject   | Parameter   | Purpose   | Remarks  |
|-----|---|---|---|--|
| 1   | Power Supply Capacity                           | 30MW  | Building electricity, heating, and cooling  | Calculated as 30W/m² based on usable area, plus cooking electricity  |
| 2   | Battery Storage Capacity                        | 20MWh   | Emergency power supply during power outages   | Normally used for offpeak power storage and peak power discharge   |
| 3   | Domestic Water Supply                           | 6,000 m³/day  | Sanitary, laundry, and cooking  | Consumption of 12,000 people   |
| 4   | Domestic Hot Water Supply                       | 2,700 m³/day  | Shower  | Consumption of 9,000 people  |
| 5   | AC Cooling Capacity                             | 10MW  | Occupied spaces   |  |
| 6   | AC Heating Capacity                             | 15MW  | Occupied spaces   |  |
| 7   | Off-Peak Electricity Water Energy Storage Ratio | ≥70%  | Saving electricity expense  | Promote the development of renewable energy  |
| 8   | Annual AC Fresh Air Energy Consumption          | ≤80kWh/m² year  | /   | Under the premise of meeting thermal comfort and air quality requirements  |
| 9   | Fresh Air Volume                                | 152,000 m³/h  | Occupied spaces   | Calculated as 3m³/m² based on usable area  |
| 10  | Fresh Air Filtration Efficiency                 | ≥99.9%  | The indoor air is at least 100 times cleaner than the outdoor air                           | 100% fresh air, no mixed return air  |
| 11  | Energy Metering                                 | AC, fresh air, cold & hot water metering  | Independent metering for each residential unit and entity                                   | Charged per metering   |
| 12  | Building Control System                         | BBA Intelligent Control   | Maximize convenience, comfort, energy efficiency, and safety                                | Equipped with sensors such as motion sensors, temperature sensors, and smoke sensors in each space   |
| 13  | Fire Safety Measures                            | Strictly comply with local fire safety standard, with the addition of external escape ladders | Ensure timely detection and extinguishing of fires, guaranteeing absolutely safe evacuation | Sprinkler system, smoke detectors, smoke control and extraction systems, fire hydrants, 4 escape staircases, and escape via connecting corridors |

2. Special Safety Measures (for Super High-Rise Buildings)

1. Fire Safety: While strictly adhering to local fire safety standards, each building of ST project provides 2 external fire escape ladders. In case the internal escape stairs are blocked by smoke, occupants can use the external fire escape ladders to evacuate. Additionally, connecting corridors are set every 10 floors between the 4 towers, allowing for easy evacuation to another tower during a fire, which is safer than the refuge floors in traditional buildings.
2. Earthquake Safety:
  - 1) The entire building uses zero concrete, with a weight only 30% of that of a reinforced concrete structure, resulting in only 30% of the seismic damage.
  - 2) The tower adopts a stainless steel structure with an elongation rate ≥25%, while the podium uses a carbon steel structure with an elongation rate ≥18%. Even in the strongest earthquakes, the structure will at most bend and deform, with no risk of collapse.
  - 3) ST features a 4-tower corridor-connected structure with an aspect ratio of 5, ensuring extreme structural stability.
3. Fall-off Object Prevention: In buildings with windows and balconies, it is difficult to ensure that objects will not fall from height. ST has installed protective nets extending 4 meters from the building every 20 floors of each tower, effectively preventing objects falling from height and harming people.

Annex Building Usage

The annex building has 11 floors with a total area of 7,568m² and occupies 700m² of land within the ST plot. Its main uses are as follows:

1. During construction: Used as worker accommodation (10 floors, accommodating 480 people)
2. During construction: Used as construction offices (1 floor, accommodating 80 people for work)
3. Facilitating technical pre-inspections of the project by the supervision agency
4. After project completion and delivery: Converted into residential units and property management offices





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## 15. HTR GROUP INTRO

### HI-TECH REALTY GROUP

HI-TECH REALTY GROUP (HTR) owns the "Priority Operating Right" to develop high-rise and ultra-high-rise residential projects by using "HOLON" technology in major cities with 1M+ population in developed countries.

HTR is registered in Singapore and has subsidiaries in the US, the UK, France, Australia and other countries. HTR-UK is registered in London.

HTR's mission is to massively develop high-rise and ultra-high-rise residential communities in the city centers to ease commuting congestion and significantly reduce CO<sub>2</sub> emissions.

HTR's core competitiveness lies in standardized prefabricated buildings which can significantly enhance building quality. What's more, construction cost can be reduced drastically, enabling a higher number of the affordable housing supply than what is required by the government, which can help HTR gain the public support and access to the "Fast-track Route" of the government approval.

HTR's goal is to become the largest in scale, highest in profit and best in reputation real estate development enterprise globally by 2030.

### HTR's Business Operations

1. Mainly develops 40F~140F residential buildings; in some large lots with height-limit, can also develop residential buildings with  $\geq 25$  floors.
2. Projects have a gross floor area (GFA) of  $\geq 200,000$  m<sup>2</sup>.
3. Only develops projects in 60 million-population cities across developed countries.
4. Selects prime locations in city centers or areas within 30 minutes by rail transit from the city center at the farthest.
5. Mainly sells project properties in bulk sales; retail sales or leasing may be considered under special circumstances.
6. HTR project ancillary facilities.
  - Podiums (1F~40F) can be configured with lobbies, parking lots, shopping malls, office spaces, etc., based on market demand.
  - Hospitals, schools, and kindergartens can be built within the project campus to meet community living needs.
  - Furniture, kitchenware, textiles, and other household items can be provided according to customer requirements.
  - Project warranty services.
  - Lifetime operation, maintenance, and contract energy management can be provided upon customer request.
  - Renovation, relocation, and reconstruction of Holon Buildings can be offered as needed.



**HOLON R&D and Production Base**  
Located in BSB Town, Xiangyin, PRC.  
Founded in 2010 with a production area of 230,000m<sup>2</sup>, and 137,000m<sup>2</sup> of other buildings



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## 16. FULFILLING THE ESG MISSION

"Corporate social responsibility" is an inherent mission for HTR Group, the developer of the IRT project, and a prominent feature of this project. From design to materials, from production to inspection, all adopt the "modern industrial" approach rather than the "handicraft" approach of traditional construction industry. So far, there is no building in the world that can fulfill the ESG mission so profoundly and comprehensively as IRT. Without the need for complex reports, the following descriptions, demonstrate how we practice ESG:

### 1. Environmental Responsibility

- Zero concrete in the building structure: 100% stainless steel and carbon steel are used, which can be recycled at disposal. IRT reduces CO<sub>2</sub> emissions by 95% throughout its lifecycle compared to concrete buildings.
- Adoption of "passive house" insulation standards and low-valley electricity water energy storage systems: Reduces CO<sub>2</sub> emissions from air conditioning by 90% compared to conventional buildings.
- By using prefabricated construction method, the factory can strictly control the waste from the production and on-site construction, resulting nearly-zero wastewater and exhaust gas emissions.
- The floor count of this project exceeds the city average, which reduces the land use and significantly increases green space.

### 2. Social Responsibility

- Strictly comply with local building standards
- 100% factory prefabrication buildings: Workers are freed from the dirty and dangerous environment of traditional construction sites, becoming modern industrial workers with safety, health protection, and professional dignity.
- Modern production line for prefabrication production ensures quality control and fully safeguards the interests of residents.
- Each building is equipped with two external fire escape ladders, doubling the fire escape safety.

### 3. Corporate Governance Responsibility

- This project adopts a modern industrial prefabrication model, ensuring controllable construction costs and schedules, and predictable investment returns.
- Standardized technical and business processes ensure transparent operations and eliminate corruption.
- HTR Group values its reputation above all. It is committed to long-term investment in the local real estate market. HTR is determined and capable of ensuring the timely completion of the IRT project, delivering a perfect result to the government and local society.

(For details, please refer to the attachment *Features of HOLON Building*).

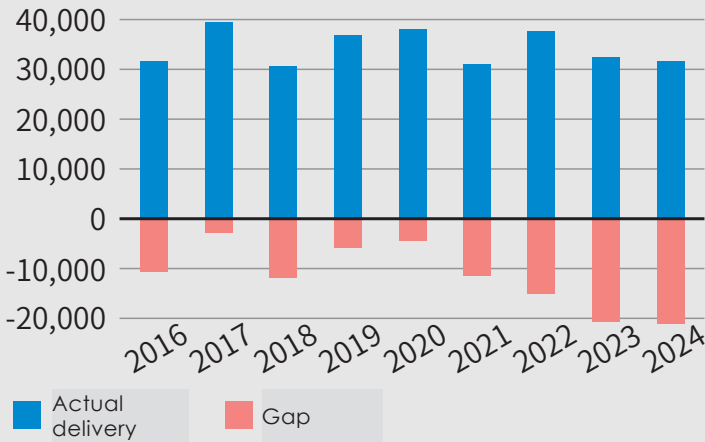




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17. LONDON RESIDENTIAL MARKET OPPORTUNITY

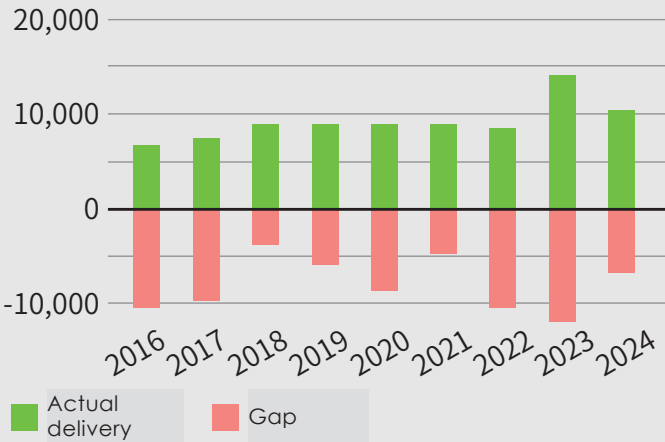
London Housing Gap (units)



Market Rate Housing Comps

| No. | Project Name                 | Sale Price (£/m²) |
|-----|------------------------------|-------------------|
| 1   | Peninsula Riverfront         | 9,600~13,000      |
| 2   | Royal Arsenal Riverside      | 8,400~11,645      |
| 3   | Greenwich Millennium Village | 8,300             |
| 4   | Prime Point                  | 8,600             |
| 5   | ST                           | 7,000             |

London Affordable Housing Gap (units)

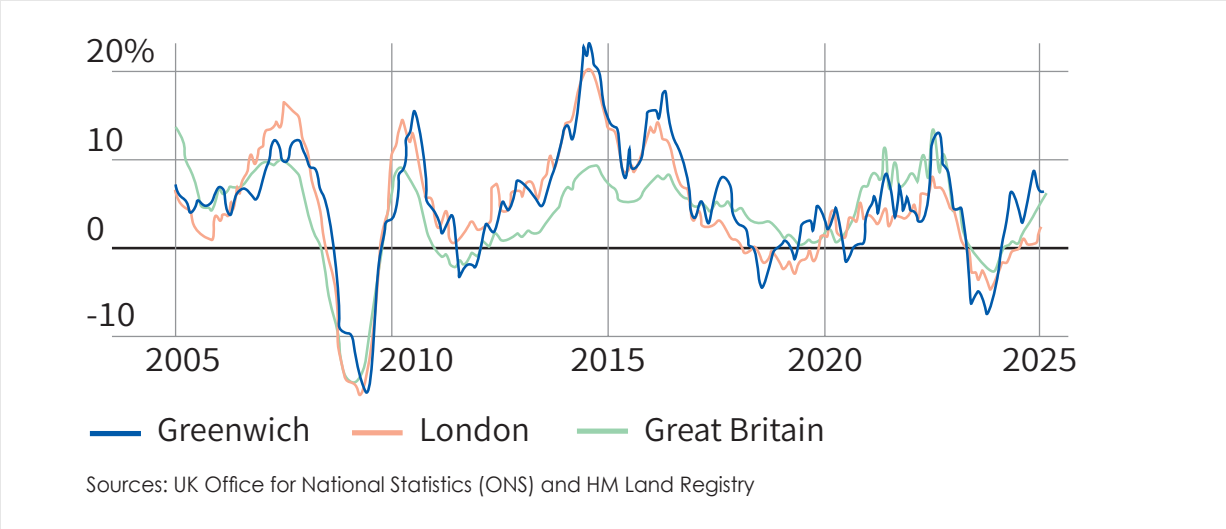


Data sources: London City Hall, the UK Parliament, and the Annual Monitoring Report (AMR) on London Planning. The report also notes that 116,000 affordable housing units were initiated between 2016 and 2023, with 56% actually completed.

Affordable Housing Comps

| No. | Project Name                 | Sale Price (£/m²) |
|-----|------------------------------|-------------------|
| 1   | The Wateman                  | 8,000             |
| 2   | Greenwich Millennium Village | 7,500             |
| 3   | London Hawthorne Crescent    | 7,500             |
| 4   | London Lambarde Square       | 7,300             |
| 5   | ST                           | 5,600             |

Historical Increases In UK House Prices



Sources: UK Office for National Statistics (ONS) and HM Land Registry

In the project area (Greenwich), the annual increase rate of housing prices is higher than the overall level of London

As of January 2025, the average housing price in Greenwich is £481,000, which is higher than £454,000 in January 2024, with an increase rate of 6.1%, higher than that of London.

This Project Will Provide More Affordable Housing For The Government

To help the government in ensuring the supply of affordable housing for public servants and low-income groups, HTR-UK plans to simultaneously develop 1,206 affordable housing units near the project site. This exceeds the government-

mandated affordable housing ratio and reaching 35%, which will grant the project access to a special approval channel from the government to shorten the approval time.





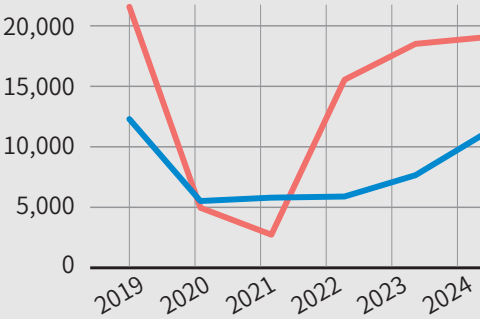
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18. LONDON TOURISM MARKET OPPORTUNITY

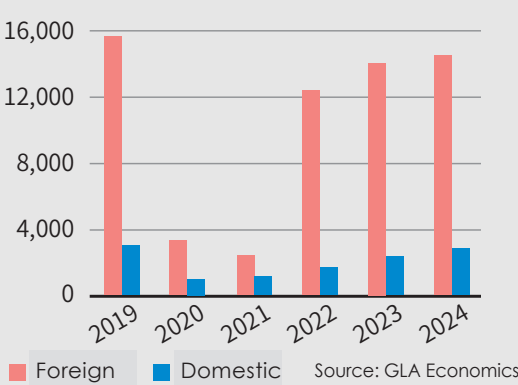
Analysis of London Tourism

In 2024, the number of visitors to London reached 88% of the pre-pandemic level, with domestic and international tourist consumption recovering to 95% and 93% of pre-pandemic levels respectively. Projections indicate that supported by macroeconomic trends and the fundamental demand for tourism, this growth momentum will continue until 2032. The launch of ST is expected to significantly boost London's tourism industry.

Number Of Tourists In London (K)



Tourist Spending In London (£ million)



Comparison of Tourism in Four Global Metropolises (2024)

| Indicator                              | Dubai                       | New York                    | Paris                       | London                            |
|--|-----------------------------|-----------------------------|-----------------------------|-----------------------------------|
| International Tourist (10,000 persons) | 1,820                       | 1,300                       | 1,740                       | 1,921                             |
| Total Tourist (10,000 persons)         | 2,300                       | 6,430                       | 4,750                       | 3,043                             |
| Popular Attractions                    | Burj Khalifa, Palm Jumeirah | Statue of Liberty, Broadway | Eiffel Tower, Louvre Museum | British Museum, West End Theatres |
| Ranking                                | 7th                         | 10th+                       | 9th                         | 3rd                               |
| Annual Growth Rate                     | +9%                         | +3.5%                       | +4%                         | +7%                               |

Data sources: Euromonitor, New York City Tourism Board, Dubai Department of Economy and Tourism, Paris Tourism Committee.

Comparison of Data on Observation Decks of Global Landmarks

| Building Name                        | Burj Khalifa (Dubai) | Empire State Building (New York) | One World Trade Center (New York) | Eiffel Tower (Paris) | ST                   |
|--------------------------------------|----------------------|----------------------------------|-----------------------------------|----------------------|----------------------|
| Observation Deck Height              | 555m                 | 381m                             | 381m                              | 276m                 | 477m                 |
| Annual Summit Visitors (Thousands)   | 3,000                | 3,600                            | 2,300                             | 3,300                | 4,000                |
| Avg Summit Ticket Price (USD/Person) | 120                  | 47                               | 45                                | 35                   | 35                   |
| Annual Summit Revenue (\$ M)         | 360                  | 170                              | 100                               | 120                  | 140                  |
| Lifts Max. Capacity                  | 2 lifts<br>42 people | 4 lifts<br>84 people             | 4 lifts<br>84 people              | 2 lifts<br>28 people | 6 lifts<br>92 people |

Data sources: Data for the Eiffel Tower and the Empire State Building are based on public annual reports and tourism statistics, while data for the Burj Khalifa are compiled from the Dubai Tourism Board and industry reports.

ST Hotel Investment Paid Back In 5 Years

Estimated at 80% occupancy rate and average daily rate of £700/suite, the annual revenue is £147M (excluding Food & Beverage and other revenues) for the 720 hotel suites. Calculated based on the hotel's gross floor area of 52,288m², this translates to an annual revenue of £2,815/m², or £14,073/m² for a 5-year total, which is 1.4 times of the ST hotel sales price at £10,000/m². Base on this analysis, with the operation cost deducted, investors can expect to recover their investments in 5 years at most.

ST Observation Deck Revenue: £700M Over 5 Years

The 146F~147F observation area attracts 4,000,000 visitors annually. With a £35 ticket price, annual revenue reaches £140M, making it a significant income stream for ST.





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19. INVESTMENT RISK MANAGEMENT

| Category                           | Potential Risks   | Preventive Measures  |
|------------------------------------|---|--|
| Land Acquisition                   | <ol style="list-style-type: none"> <li>Hidden disputes over land property rights.</li> <li>Underground tunnels, subways, cables, water pipes, gas pipelines, ancient tombs, cultural relics, or soil pollution.</li> <li>Conflicts between buildable area, height restrictions, plot ratio, or business types and project expectations.</li> </ol>  | <ol style="list-style-type: none"> <li>Entrust local lawyers to conduct comprehensive and in-depth due diligence on land property rights to ensure the authenticity of property rights and that the landowner has not used the rights as collateral for debts or other purposes.</li> <li>Conduct detailed research on underground conditions and history through public records, government archives, municipal blueprints, and government plans to ensure no factors hinder construction.</li> <li>Confirm that the planning aligns with project expectations through public information and interviews with government authorities.</li> </ol>  |
| Planning and Construction Approval | <ol style="list-style-type: none"> <li>Plans do not meet authority requirements, requiring repeated revisions and causing delays.</li> <li>Plans are delayed or rejected by authorities.</li> <li>Construction drawings do not meet review requirements.</li> <li>Modular building technologies or materials are rejected by regulators.</li> </ol>   | <ol style="list-style-type: none"> <li>Select local planning institutes with the highest professional standards and social influence to prepare planning documents.</li> <li>Hire top-tier local planning agencies, lawyers, and public figures to legally facilitate the approval process.</li> <li>Engage local design institutes with the highest professional standards to prepare construction drawings based on local codes and modular building technical specifications.</li> <li>Complete technical certification for modular buildings and all materials in advance to ensure 100% compliance with local building standards.</li> </ol>  |
| Construction Quality and Schedule  | <ol style="list-style-type: none"> <li>Foundation construction quality issues or schedule delays.</li> <li>Prefabrication quality issues or delivery delays for modular buildings.</li> <li>Transportation and custom clearance delays for modular buildings.</li> <li>Unstable installation quality or process delays for modular buildings.</li> <li>Official approval for project completion and acceptance not obtained.</li> </ol>                     | <ol style="list-style-type: none"> <li>Bid and select the most capable and reputable local foundation contractors, and sign strict quality and schedule guarantee agreements with them.</li> <li>Sign stringent quality and schedule assurance agreements with modular building supplier.</li> <li>Bid and select the most capable and reputable logistics companies, and sign strict delivery agreements.</li> <li>Bid and select local general contractors with the strongest qualifications and reputation, sign strict quality and schedule agreements, and require modular building supplier to provide advance installation training for contractors' engineers, workers, and supervisory personnel.</li> <li>Hire a supervisory company to oversee the production of modular building components and project installation at every stage, with signed acceptance for each step, ensuring a complete quality report can be submitted to government authorities for "completion acceptance" approval at one time.</li> </ol>  |
| Project Sales                      | <ol style="list-style-type: none"> <li>Unit area, room layout, or functionality does not meet customer preferences.</li> <li>Community facilities are less than those in surrounding neighborhoods.</li> <li>Construction quality is inferior to similar buildings in the area.</li> <li>Unattractive pricing leading to slow sales and difficult capital recovery.</li> <li>Well-known insurance companies are reluctant to insure real estate.</li> </ol> | <ol style="list-style-type: none"> <li>Collaborate closely with local architectural design institutes of the highest professional standards to jointly develop unit types most popular with local residents.</li> <li>Work with design institutes to research and upgrade community facilities to the highest standards in the city.</li> <li>Entrust the most capable local supervisory company to strictly monitor the construction quality of modular building supplier and installation contractors, ensuring compliance with design standards and achieving the highest quality among similar residential buildings in the city.</li> <li>Set an initial price 30% lower than similar surrounding buildings and gradually increase it to encourage early decisions from buyers. The final average project price will be approximately 15% lower than comparable market products.</li> <li>Invite well-known insurance companies in advance to conduct research on the certification and quality of Holon Buildings, ensuring that they recognize the technology and quality of Holon Buildings and provide insurance at a discounted rate.</li> </ol> |

