

## **SHUAA backed Northacre collaborates with St. Regis for No. 1 Palace Street, The St. Regis Residences London**

**United Arab Emirates, 22 June 2022:** SHUAA Capital psc (DFM: SHUAA), the leading asset management and investment banking platform in the region, today announced that its subsidiary Northacre has joined forces with the globally renowned St. Regis hotel brand at No 1 Palace Street.

No. 1 Palace Street, The St. Regis Residences, is one of London's most coveted addresses adjacent to Her Majesty's official London residence, Buckingham Palace. This truly unrivalled location, combined with the glamorous spirit, high design, and celebrated heritage of St. Regis, will create an unmatched offering for Northacre's first branded residence.

Jassim Alseddiqi, Board Member and Managing Director of SHUAA Capital, said: "As part of our successful investment strategy in the UK property market, we are ecstatic to have Northacre partner with St. Regis, one of the world's most celebrated hotel brands, as we take our landmark residence through completion over the coming months. The bespoke service St. Regis is known for, combined with our passion for creating extraordinary buildings that are environmentally and architecturally exceptional, will enable us to deliver the ultimate London address whilst enhancing the health and wellbeing of our residents."

Fawad Tariq Khan, CEO of SHUAA Capital, said: "An address that carries a prestigious name will always have high value and serve as an excellent investment for investors who are increasingly seeking quality properties with the prestige, comfort and services that a hotel brand and operator can provide. Northacre's collaboration with a renowned brand like St. Regis will elevate No. 1 Palace Street's appeal among real estate investors."

"The signing of No.1 Palace Street, The St. Regis Residences London, marks a pivotal moment in the growth of Marriott International's portfolio of branded residences," said Satya Anand, President, Marriott International Europe, Middle East & Africa. "Situated at London's finest address, No.1 Palace Street, The St. Regis Residences, mark the first standalone branded residential property for St. Regis in Europe, and is set to deliver a new level of bespoke luxury living in the heart of the city. This license and management agreement is a testament to Northacre's faith in the storied St. Regis brand, and we look forward to working with them to bring the sophisticated style and exquisite experience, for which St. Regis is renowned, to London's residential property market."

Scheduled for completion later this year, this luxury development will allow its residents to 'live exquisite' by offering an array of extraordinary services, exclusive to No.1 Palace Street, The Residences.

The building comprises 72 superb apartments, each individual in design and layout.

A range of apartments from one to five bedrooms and penthouses are available for purchase immediately and residents can expect to receive the full St. Regis experience from October 2022.

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### About SHUAA Capital psc

SHUAA Capital psc (DFM: SHUAA) is a leading asset management and investment banking platform. SHUAA Capital psc is recognized for its strong track record and pioneering approach to investing through a differentiated, innovative and global product offering focused on public and private markets, debt and real estate.

The asset management segment, one of the region's largest, manages real estate funds and projects, investment portfolios and funds in the regional equities, fixed income and credit markets; it also provides investment solutions to clients, with a focus on alternative investment strategies. The investment banking segment provides corporate finance advisory, transaction services, private placement, public offerings of equity and debt securities, while also creating market liquidity on OTC fixed income products. The firm is regulated as a financial investment company by the Securities and Commodities Authority.

To learn more about SHUAA Capital, please visit:

- Website: [www.shuua.com](http://www.shuua.com)
- Twitter: [https://twitter.com/SHUAA\\_Capital](https://twitter.com/SHUAA_Capital)
- LinkedIn: <https://www.linkedin.com/company/shuua-capital>
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### About Northacre

With over 30 years of experience, Northacre is London's leading developer of luxury residences in the most sought-after locations. Northacre distinguishes itself through an intrinsic understanding of luxury, where passionate attention to detail is combined with an appreciation for craftsmanship, heritage, and innovation. Northacre has been responsible for the notable developments of The Lancasters, The Phillimores, Kings Chelsea, and The Bromptons, to name but a few. The schemes remain landmark locations within London.

Website: [www.northacre.com](http://www.northacre.com)

### About No. 1 Palace Street, The St. Regis Residences

No. 1 Palace Street, The St. Regis Residences is where world-class facilities and impeccable service are encapsulated in an impressive 300,000 sq ft. island site overlooking Buckingham Palace. This extraordinary heritage revival is unique in London for its seamless integration of five architectural styles - Italian Renaissance, Beaux-Arts, French Renaissance, Queen Anne, and 21st-century Contemporary. The latter, a new modern component that forms the main Palace Street entrance, is a bespoke collaboration between Northacre and celebrated architects, Squire + Partners. Behind the five distinct façades, 72 generously proportioned private residences are equipped with state-of-the-art luxuries and carefully curated interiors. No.1 Palace Street, The St. Regis Residences is the epitome of luxury modern living.

Website: <https://numberonepalacestreet.com>

**Legal disclaimer:** No. 1 Palace Street, The St. Regis Residences are not owned, developed or sold by Marriott International, Inc. or its affiliates ("Marriott"). Palace Revive Development LTD uses the St. Regis marks under a license from Marriott, which has not confirmed the accuracy of any of the statements or representations made herein.

### Cautionary Statement Regarding Forward-Looking Information:

*This document contains forward-looking statements. Forward-looking statements are neither historical facts nor assurances of future performance. Instead, they are based only on our current beliefs, expectations and assumptions regarding the future of our business, future plans and strategies, projections, anticipated events and trends, the economy and other future conditions. Forward-looking statements can be identified by words such as: "anticipate," "aspire," "intend," "plan," "goal," "objective," "seek," "believe," "project," "estimate," "expect," "forecast," "strategy," "target," "trend," "future," "likely," "may," "should," "will" and similar references to future periods.*

*Examples of forward-looking statements include, among others, statements we make regarding:*

- *Expected operating results, such as revenue growth and earnings.*
- *Anticipated levels of expenditures and uses of capital.*
- *Ability to identify and merge with a target and access to capital markets.*
- *Current or future volatility in the capital and credit markets and future market conditions.*

*Because forward-looking statements relate to the future, they are subject to inherent uncertainties, risks and changes in circumstances that are difficult to predict and many of which are outside of our control. Our actual results and financial condition may differ materially from those indicated in the forward-looking statements. Therefore, you should not rely on any of these forward-looking statements. Important factors that could cause our actual results and financial condition to differ materially from those indicated in the forward-looking statements include, among others, the following: Our ability to maintain adequate revenue levels and cost control; economic and financial conditions in the global markets and regional markets in which we operate, including volatility in interest rates, commodity and equity prices and the value of assets; the implementation of our strategic initiatives, including our ability to effectively manage the redeployment of our balance sheet and the expansion of our strategic businesses; the reliability of our risk management policies, procedures and methods; continued volatility in the capital or credit markets; geopolitical events; developments and changes in laws and regulations, including increased regulation of the financial services industry through legislative action and revised rules and standards applied by our regulators.*

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