

Press Release

- **Two-year lease guarantee – a first in Poland**
- **Holland Park introduces new offer for customers purchasing apartments for investment**

**Warsaw, 23 February 2010 r.** – Keen Property Partners (KPP), the owner and property manager of the prestigious and highly desirable Holland Park Apartments, has introduced a new offer for customers interested in purchasing apartments as an investment. From now on, the apartments in the Holland Park Apartments are available to purchase with a guarantee that the apartments will be leased for a two-year period after completion of sale. The Residential Sales and Leasing Department at Keen Property Partners will be responsible for securing tenants for the owners of Holland Park apartments. The department has wide experience in the sale and leasing of luxurious residential properties to international companies, embassies and foreign investors. Customers interested in the new Holland Park offer can also benefit from Keen Property Partners' property management service for their newly-purchased apartment and have all the formalities associated with the apartment's administration managed by KPP on their behalf. Currently the Property Management Department manages over 250 apartments with a total area of over 13,000 m<sup>2</sup>, located in the largest cities in Poland. The next Holland Park Apartments Open Days are to be held on 12-14 March 2010, during which potential buyers will have the opportunity to familiarize themselves with the Holland Park offer and Keen Property Partners' services.

There are currently 12 apartments (57%) located in the Brunello building available for sale. They range in size from 83 m<sup>2</sup> to 174 m<sup>2</sup>. The total area of the apartments sold is approximately 1,242 m<sup>2</sup>. Additionally, a further 20% of the apartments in Brunello have been reserved. Holland Park Apartments is one of the most prestigious and highly desirable residences in Warsaw. The complex offers 59 mainly two- or three-bedroom luxury apartments, ranging in size from 183 m<sup>2</sup> to 180 m<sup>2</sup>, located in the Brunello (21 apartments) and Oscar (38 apartments) apartment buildings. The sale of the apartments in the Oscar building will start in spring 2010.

*"In response to our customers' needs, we have decided to introduce a new offer especially for people purchasing apartments at Holland Park as an investment. We offer a high-quality and comprehensive service to clients intending to purchase Holland Park apartments with a two-year lease guarantee. In addition, our customers can benefit, if they choose, from our convenient property management services, and also our excellent design and fit-out services,"* said Richard Keen, Managing Director of Keen Property Partners. *"We would like to extend a warm invitation to potential customers to visit us during Holland Park Apartments Open Days 12-14 March 2010, and take the opportunity to get to know our offer".*

Holland Park Apartments Open Days will be held from 11:00 a.m. to 7:00 p.m. on Friday, 12 March 2010, and from 11:00 a.m. to 5:00 p.m. on Saturday and Sunday, 13 and 14 March 2010. During the events, potential buyers will be given personal tours of the show

homes and have the chance to discuss how Keen Property Partners can help them incorporate their own taste and style in their future home or investment for leasing to the most demanding standards.

### **About Holland Park Apartments**

Holland Park Apartments is one of the most prestigious and highly desirable residences in Warsaw. After its original development as an apart-hotel by ING Real Estate in 2000, Holland Park Apartments was purchased in 2006 by specialist real estate service provider Keen Property Partners. Keen Property Partners completely redesigned and transformed the apartments with luxury, high-standard fittings and finishings. The main objective was to create an ideal residential space located in a quiet, green corner of the centre of Warsaw. The modernisation works included a new architectural arrangement of many of the apartments, as well as the rearrangement of common access spaces (corridors, lobby halls and receptions). The interior design improvements in the apartments were supervised by Jestico & Whiles, a London based design studio known in Poland for redecorating the InterContinental hotel in Warsaw and the Diana Residence on Chmielna Street in Warsaw. Holland Park Apartments comprises of the Brunello and Oscar apartment buildings, named after two kinds of tulips, the symbol of Holland. The complex offers 59 mainly two- or three-bedroom luxury apartments, ranging in size from 83 m<sup>2</sup> to 180 m<sup>2</sup>.

In October 2009, Keen Property Partners completed the process of gaining permission to change the use of Holland Park Apartments, and started the individual sale of the apartments. In preparation for this sale, Keen Property Partners has, during the past three years, completely redesigned and transformed the interiors of the Holland Park buildings and many of the apartments themselves. After modernisation, the Brunello building gained a new, impressive reception desk, with dark wood and backlit stained glass panels. A lobby lounge with LCD screen and classic leather sofas were installed in the Oscar building. The walls inside the building were transformed into an art gallery, which features exhibitions of the work of young Polish artists. The "Lobby Gallery" was launched with a special exhibition of the paintings of Polish artist Beata Murawska. The modernisation of the common access space was designed by Keen Property Partners.

Holland Park Apartments combines a permanent dream home with the luxury environment, infrastructure and services the standard of a five-star hotel. Managed by Keen Property Partners, residents of Holland Park Apartments can enjoy cleaning and shopping services, ticket and restaurant booking, and even hot coffee, croissants and popular international newspapers, available in reception every day. The reception staff can also help residents solve a wide variety of everyday problems, from finding a baby-sitter to booking a limousine.

The Interior Design & Fit Out Department of KPP offers complex, tailor-made high quality fit-out services, and can offer all new residents help in designing and arranging their new apartment or home according to their individual tastes. In addition to the current luxury services available to all residents of Holland Park, Keen Property Partners is also able to offer tailor-made fit-out services to all those purchasing their luxury home, as well as developers and individual clients.

The company's objective is to deliver unique interiors in the deadlines agreed with the customers. KPP combines high quality fit-out services with the creative solutions of experienced architects.

---

**Keen Property Partners (KPP)** is a specialized real estate service provider currently focusing on two sectors with high growth potential: high-end residential and regional retail. The company provides a unique comprehensive range of services for the high-end residential market under one roof, including acquisition and sales, interior design and fit-out, leasing and property management. In the commercial sector via its retail arm KPP Retail, KPP focuses on the acquisition and development of regional retail projects. Currently KPP is very excited about its new unique and impressive Galeria Victoria retail project in the city of Wałbrzych. The company is growing rapidly, currently employing 50 specialists in Warsaw and another 40 in the field. KPP is also active in the Czech Republic and Bulgaria. The company has a reputation for quality projects, including Holland Park Apartments, Wielicka Apartments, the acquisition and asset management of Galeria Orkana in Lublin and the redevelopment of Rzeszów Plaza in Rzeszów. The company's residential flagship project is Holland Park Apartments, which involved the acquisition and refurbishment of prestigious hotel apartments and communal spaces in Warsaw. In October 2009, Keen Property Partners completed the process of gaining permission to change the use of Holland Park Apartments, and started the individual sale of the apartments.

For more information, please visit [www.keenproperty.com](http://www.keenproperty.com)

**Graphic materials are available from:**

<ftp://78.133.200.38>

Login: media

Password: Med131

**For further information, please contact:**

Questia Sp. z o.o.

*Communications Management Consultants*

Urszula Matej-Bil, [umatej@questiapr.pl](mailto:umatej@questiapr.pl), phone: +48 22 623 07 00

David Foulkes, [dfoulkes@questiapr.pl](mailto:dfoulkes@questiapr.pl), phone: +48 22 623 07 00