

27 March 2017

## KENNEDY WILSON EUROPE REAL ESTATE PLC

### 135 new apartments launched at Pioneer Point, Ilford

Kennedy Wilson Europe Real Estate Plc, with the support of Redbridge Council, is pleased to announce the launch of 135 high quality one and two bedroom homes for private rental in a new phase at the landmark Pioneer Point development in Ilford, London.

Kennedy Wilson Europe bought Pioneer Point in February 2016 and has made a significant investment resulting in an extensive refurbishment programme. New, modern, furnished rental units are now available, and the newly created residents' facilities will be open exclusively to all tenants in May 2017.

At Pioneer Point, the unique range of management services and resident amenities will include a dedicated 24-hour on-site concierge service, maintenance and security, resident lounges, a cinema room, a games room, a kids' play area and an environment that facilitates working from home. The on-site teams are dedicated to catering for all residents' needs throughout their tenancy and to providing a proactive and personalised service.

Pioneer Point brings a refreshing change to typical resident experiences, including no tenancy fees, complete transparency regarding deposits, an easy monthly 'one' bill service for all utilities, and exceptional customer service.

Ilford itself has many advantages for residents: great connectivity, several green open spaces, and convenient shopping centres, which include some of the most popular high street retailers. This is all set to improve further with significant continued investment in the regeneration of the vibrant high street areas. Furthermore, the first phase of a £15 million transformation of the public realm to improve the quality, look and use of the Ilford Town Centre streets is due to start in March and plans have already been approved for the new Crossrail station, which is expected to open in 2019, bringing central London even closer.

Redbridge Council has recently launched an exciting [Manifesto for Ilford Town Centre](#) that sets out a number of promises aimed at reclaiming the town's place as the heart of modern east London. The Manifesto's package of promises includes the delivery of thousands of new homes, jobs, restaurants and services, transforming the leisure and cultural offer and harnessing Crossrail, which will further enhance Ilford's status as an emerging and well-connected place to live.

At Pioneer Point, the one and two bedroom apartments are now available and rents start from £1,300 per calendar month. Viewings are able to be booked by visiting the dedicated website ([www.pioneerpoint.co.uk](http://www.pioneerpoint.co.uk)).

**Mike Pegler, Head of UK Asset Management, of Kennedy Wilson Europe, commented:** "We are very pleased to be opening the doors to these amazing new apartments at Pioneer Point to the Ilford community, especially because they offer secure, high quality, superbly managed accommodation, all within easily commutable distances to central London. With Liverpool Street only 15 minutes away and the West End just 30 minutes away, Pioneer Point is a perfect location for professionals and young families."

**Councillor Helen Coomb, Redbridge Council Cabinet Member for Regeneration, Property and Planning, said:** “We’re delighted that as a result of our work with Kennedy Wilson Europe the last 135 homes within Pioneer Point are now available. We look forward to welcoming the residents to Ilford as part of the ongoing rejuvenation of the town.

“As part of the agreement with Kennedy Wilson Europe we have secured a £5 million Section 106 contribution that we will use to provide much needed affordable housing in the Borough alongside our existing housing development programme.

“As the eastward march of London continues, Ilford is open for business and Crossrail is proving to be a fantastic catalyst for regeneration. We’re unlocking its huge development potential to position Ilford as a dynamic hub of retail, leisure, business, creative talent and commercial growth. Already one of London’s 13 Metropolitan Town Centres, the Ilford Housing Zone will bring more than 2,000 new homes, including approximately 600 affordable homes by 2021.”

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**About Kennedy Wilson Europe**

Kennedy Wilson Europe Real Estate Plc is an LSE listed property company that invests in real estate across the UK, Ireland, Spain and Italy. It aims to generate superior shareholder returns by unlocking value of under-resourced real estate across its target geographies. Its existing portfolio is primarily invested across office and retail in the UK and Ireland, weighted towards London, the South East and Dublin. For further information on Kennedy Wilson Europe Real Estate Plc, please visit

[www.kennedywilson.eu](http://www.kennedywilson.eu)

**About Kennedy Wilson (Investment Manager)**

Kennedy Wilson Europe Real Estate Plc is externally managed by a wholly-owned Jersey incorporated subsidiary of Kennedy-Wilson Holdings, Inc.

Kennedy-Wilson Holdings, Inc. (NYSE:KW) is a global real estate investment company. KW owns, operates, and invests in real estate both on its own and through its investment management platform. KW focuses on multifamily and commercial properties located in the Western U.S., UK, Ireland, Spain, Italy and Japan. To complement KW’s investment business, it also provides real estate services primarily to financial services clients. For further information on Kennedy Wilson, please visit [www.kennedywilson.com](http://www.kennedywilson.com)

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