

ENGAGE



ARGENT

*We aim to be the most admired and respected
property developer in the United Kingdom.*

DAVID PARTIDGE MANAGING PARTNER

ENGAGE

MASTERS

OF OUR OWN

DESTINY

The visionary approach of the Argent team has changed the face of my home town and provided the inspiration to many to tackle the urban regeneration of our major towns and cities.

ROB BOULD GVA

Argent has recently restructured its main operating company as a limited liability partnership – Argent (Property Development) Services LLP. The business is now independently owned by our senior team of ten partners.

The new LLP structure reflects significant growth in Argent’s property development business. It provides for the next generation of Argent people to ‘step up’ progressively and take a stake in the business; and allows us to be flexible in the funding of new development opportunities.

The move to an LLP also reinforces Argent’s reputation, track record and ethos, each of which we value greatly, and have been built up by working in partnership with others. We have operated our business in the same way and so it is a natural step now to become a partnership, ourselves.

ONCE WE

WERE TWO

NOW WE ARE

NINETY

*... Argent environments have a strong sense of place
in which individual buildings avoid exaggeration but excel
at their working best.*

GRAHAM MORRISON ALLIES AND MORRISON

Argent was founded in 1981 by Michael and Peter Freeman. Both remain engaged within our business, which has now been 'developing well' for over 30 years.

Today, we have a strong team of some 90 people with skills as diverse as architecture; planning; urban design; place making; project, development and asset management; legal; engineering; finance; and construction.

We have hands-on experience of delivering major office, hotel, retail, education, art, cultural, community and residential developments, in London, Birmingham, Manchester, Reading and elsewhere in the UK.



THIS WAY UP
MOVING STOREYS

*I am very proud of what we are delivering at King's Cross.
I have been hugely impressed with the leadership and vision
that Argent has brought to this extraordinary new
destination within Central London.*

SIR DAVID CLEMENTI CHAIRMAN, KING'S CROSS CENTRAL LIMITED PARTNERSHIP

Our London team has now moved into our new premises, within the refurbished Western Transit Shed at the 67 acre King's Cross development. For the first time, all of our London team is together, in one space.

We have invested a lot of time and money in designing and delivering a working environment which, we believe, reflects what Argent is all about.

Birmingham and Manchester are also important markets for Argent and we have development teams in each city.

In all three locations, we now call one of the buildings which we developed ourselves, "home".

PEOPLE

WHO MAKE PLACES FOR

PEOPLE

*The desire to create a successful place is one thing,
the ability to achieve it is quite another....*

BORIS JOHNSON MAYOR OF LONDON

We undertake and enjoy the full development process, from identifying and then assembling sites, design, obtaining planning permission and financing development, through to building, letting and selling.

We also look after and manage buildings and estates. We are passionate about delivering places and buildings for people and improving our urban environment.

We have built a particularly strong track record in city-scale, mixed use development. We do not have a standard product. Rather, we create value through good design, thoughtful planning and intelligent execution.

We have become a leading practitioner of urban regeneration, creating real value through robust masterplanning; appropriate phasing; the delivery of high quality public realm and buildings; the refurbishment of historic assets; and above all an understanding of shaping “whole places”.

A ROBUST URBAN FRAMEWORK • A LASTING NEW PLACE • PROMOTE
ACCESSIBILITY • A VIBRANT MIX OF USES • HARNESS THE VALUE
OF HERITAGE • WORK FOR KING'S CROSS, WORK FOR LONDON •
COMMIT TO LONG-TERM SUCCESS • ENGAGE AND INSPIRE • SECURE
DELIVERY • COMMUNICATE CLEARLY AND OPENLY

PRINCIPLES FOR A HUMAN CITY



*...we have agreed on a form of development which
builds upon the best of our industrial past to help
create a place of character for the future.*

PADDY PUGH ENGLISH HERITAGE

In 2001 we drafted ten Principles for a Human City, with a focus on King's Cross.

'Principles for a Human City' signalled our intent to create a lasting new place for people, one that will continue to support successfully their changing patterns of social and economic behaviour.

We believe that creating the conditions to improve and enhance urban life is the key to achieving long-term shared value.

Consequently, we are incorporating and applying at King's Cross what history teaches us about unchanging human aspirations for the built environment – human scale, variety and choice, a sense of place and belonging, the chance of delight and surprise – and using these as underpinning principles for contemporary urban design.

*
CREATIVITY

> DELIVERY

AUTHENTICITYTM

INTEGRITY

PROFESSIONALISM

+++
teamwork

HÖNESTY

FAIRNESS

=

INNOVATION

...their success emanates from the inherent personal qualities possessed by all within the Argent organisation - intelligence, integrity and compassion.

MELANIE WILD WEEDON PARTNERSHIP

We aim to be the most admired and respected property developer in the United Kingdom. We want our partners, customers and others to admire and respect us for the values and attributes to which we aspire. Above all, we try to be open, honest and fair.

We are proud of our reputation. It's built on more than 30 years of delivering and managing high quality developments, using sound financial judgement, and working in partnership with trust and integrity, to navigate through market cycles and other business challenges.

Becoming an LLP is an expression of who we are and what we believe.

TOGG
EYH
ER

The King's Cross development... shows how by working in partnership we can deliver real and lasting improvements to the borough making it a great place to both live and do business.

SARAH HAYWARD LEADER OF CAMDEN COUNCIL

We enjoy working in partnership with land owners, local authorities and others. The majority of our projects have involved the vendors of the land 'staying in' as joint venture equity partners, or benefiting from some form of profit participation.

We also partner with major contractors and design teams, delivering exceptional quality, on time and on budget.

We believe this partnership ethos creates and sustains shared value. Consequently, it does not stop at the 'red line' boundary.

At King's Cross, we have led on the formation of a Business Partnership and sit on the Camden Business Board. We also represent the business community on Camden's Partnership for Educational Excellence.

In Birmingham, we took a lead role in the Broad Street Association and the subsequent Business Improvement District (BID).

In Manchester, we initiated the setting up of the Piccadilly Partnership, to steer on-going regeneration and inward investment. This Partnership is now ten years old, and over 50 strong. It is driven not by us, but by the businesses which have moved into the area as a result of our early, pioneering work.

BILION

Each step is challenged as to whether there is a better solution, a more sustainable answer and an outcome that makes a bigger contribution to our cities.

JOHN FORRESTER DTZ

Later this year, we will start to deliver a new UK headquarters building for Google, at King's Cross. The building will provide one million sq ft (gross) of contemporary, lean office space, ready for occupation in 2016.

The Google deal demonstrates our professional ability to handle the largest, most complex development transactions, working with an occupier, the local planning authority and others to achieve a major investment.

The deal also demonstrates our ability to gear up and deliver construction. We are now bringing forward more than one billion pounds worth of construction, just at King's Cross.

OUTSTANDING
OUTSTANDING

Their interests... are not only concerned with value in the monetary sense, but also with creating environments which enhance the city, deliver true regeneration and provide attractive spaces.

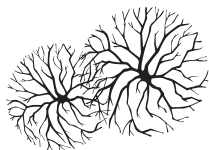
MIKE RENSHAW TRANSPORT FOR GREATER MANCHESTER

We are at the leading edge of workplace design. Our new building for Camden Council at Five Pancras Square in King's Cross is targeting a BREEAM rating of 'Outstanding' and the highest ever score for a city centre building of this type.

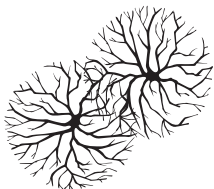
Google's new headquarters building will target a LEED rating of Platinum and incorporate a host of environmental performance innovations.

Both buildings will be connected to a low-carbon energy supply, incorporating combined heat and power. We are leading on the installation of a similar network at St Peter's Square in Central Manchester, not just for our new building (One St Peter's Square), but for our neighbours too.

We are equally committed to achieving outstanding financial performance. Argent has a proven track record of judging and delivering the right quality, phasing and scale of development within its schemes, to optimise project returns.



15.000
HOMES



Could this be London's hottest new neighbourhood?

CONDE NASTE TRAVELLER @CONTRAVELLER

The next generation of Argent projects will involve residential development, at a significant scale.

We have already delivered a range of new homes in Manchester and King's Cross. We are now looking at major, new schemes in the South East that could involve the masterplanning and delivery of some 15,000 new homes, over the next 10 to 15 years.

The delivery of high quality, efficient, imaginative homes, in places where people want to live and at a price they can afford, is one of the greatest challenges facing the UK development industry. We relish that challenge; and see a leading role for Argent in addressing it.

LOOK

The image features the word "LOOK" in a bold, black, sans-serif font. The second letter, "O", is significantly larger than the others and is rendered as a thick black outline. A thick black line extends downwards from the bottom of this "O", ending in a circular shape that perfectly overlaps the bottom edge of the "O", creating a magnifying glass effect. The letters "L", "O", and "K" are positioned to the left, right, and right of the magnified "O" respectively, with the "L" and "K" appearing smaller in scale.

When you work with the Argent team... you get the importance of the place, high quality design, respect for accountability and partnership and commitment to communities.

SIR HOWARD BERNSTEIN MANCHESTER CITY COUNCIL

We are keen to secure future projects that:

- **Are meaningful;**
- **Are in places where there is the market demand and political capital to make things happen;**
- **Enable us to add real value, for example at the project inception stage;**
- **Fit the Argent brand, our capacity and capabilities; and**
- **Are sustainable in every respect (including the entry price!).**

On funding, we have worked with the BT Pension Scheme for over 15 years and we continue to co-invest on projects in London, Birmingham and Manchester.

In Manchester, we recently teamed up with the Greater Manchester Property Venture Fund (GMPVF) and we are delivering One St Peter's Square off the back of a pre-let to KPMG.

We would be delighted to work with other, long-term funding partners, to deliver new Argent projects.

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