

PRINCIPAL TOWER

LONDON EC2



WINTER NEWSLETTER 2015

www.principaltower.com

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NEWSLETTER CONTENT DECEMBER 2015 – PRINCIPAL TOWER

Information about the building, sales updates and more

WHAT'S HAPPENING IN THE AREA

Events

Winterville

Winterville returns to Victoria Park this yuletide and it's bigger, better and warmer! Here's what to expect from our little town:



- **An alternative festive experience....** Winterville is the antithesis of Christmas theme parks; intimate, engaging and above all creative, we welcome all like-minded visitors to our town. Expect a different festive experience altogether.
- **Entry to the town of Winterville is free.**
- **A magical town...** We may be based in Victoria Park, but Winterville is a pop-up town with all the amenities and entertainment you can imagine, as well as some surprises. Now which way is Downtown?
- **A family-friendly environment...** We have a wide range of entertainment on offer for children and this year's pantomime is the evergreen Snow White. We have also added a cinema on site which will often be screening family classics and an all age's circus!

- **Last year's Bizarre Bazaar** and Pop Shop market return but we've added over 20 Christmas market stalls so you can get your Christmas shopping out of the way at Winterville!
- **High-quality food and drink...** We have Street Food traders scattered all over site, a variety of craft ales in the bars and a food market serving great food and fresh produce you can take away.
- **We've combined fun, alternative club nights** to create the best kind of party scene. Bugged Out and Guilty Pleasures head up the weekend's entertainment.

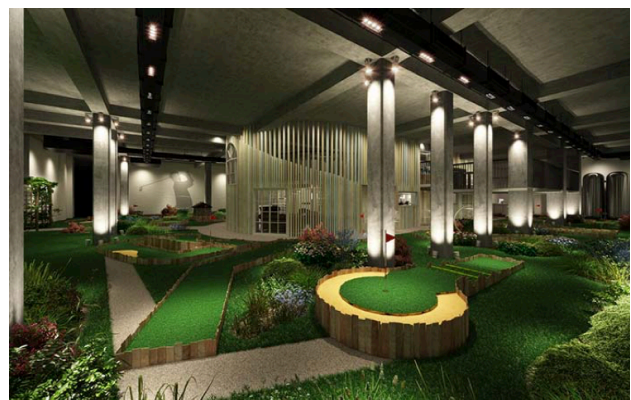
26th November 2015 - 23rd December 2015

winterville.co.uk

New Openings

Swingers

This time it's even bigger than before, taking up a huge space between Bank and Liverpool Street and we can only wonder how they managed to get such a big area of prime real estate.



CONSTRUCTION UPDATE FOR Q1 2016

Principal Tower

Piling works are progressing on site as planned, with 2 piling rigs installing the main foundations for the development. These foundations extend to depths of up to 55 metres below the current pavement level to support the 50 storey tower. The piling works will continue through to mid 2016, with construction of the main core for the tower to follow thereafter. Construction of the adjacent office building is also progressing well, with completion planned for end 2016. The newly created 0.5 acre piazza and surrounding retail will open to the public in 2017 to coincide with Amazon's occupation.



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SALES REPRESENTATION



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Our next newsletter is being circulated December 2015