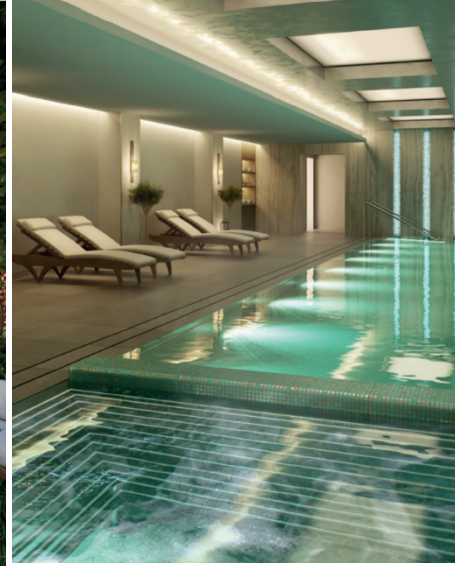




AURIENS

C H E L S E A



AURIENS – REDEFINING LATER LIVING

OPEN SEPTEMBER 2021

(London, June 2021)

"In everything we do at Auriens, we believe in challenging the perceptions around age and later living. The people living here will be trailblazers for a new form of later life living."

David Meagher, CEO - Auriens.

Truly ground-breaking, Auriens is the ultimate in later living, a collection of stunning private residences on London's King's Road in the heart of Chelsea. Auriens blends the style and sophistication of a luxury 5-star hotel and the ambience and exclusivity of a private member's club with the added benefit of a world class health and wellness offering. The 56 apartments are available for lease only, allowing for complete flexibility.

When Auriens opens in September, it will bring together a world-class hospitality team with experience from the Island of Mustique, Four Seasons Hotels and Resorts, The Connaught, Claridge's, The Savoy and Goodwood. Four leading interior design studios - whose clients include Rosewood, The Beaumont, Fenwick's, The Perrier Jouët Bar at Harrods and HIX restaurants - have created Auriens' supremely elegant interiors.

With a mission to enrich the lives of its residents with exquisitely designed apartments, superb services and exceptional health and wellbeing, Auriens is set to redefine later living. Every aspect of the Auriens residences and services has been meticulously curated to ensure residents have the best at their fingertips.

General Manager Rupert Spurgeon, who joins Auriens from the Island of Mustique, says:

"Life at Auriens is about choice. It's about choosing the location, lifestyle and environment that suits the way you want to live in later life. It's about choosing to live somewhere beautiful and enjoying the finest service on offer. It's about knowing you have options, as your life and needs change. It's about knowing you can have the care you might need in the home you love. choosing somewhere that combines all the best elements of a superb hotel, a private members club and the best health and wellness spas - all within a few steps of their own home".

Rupert's comments are underpinned by facts. The number of people aged over 65 is projected to rise by over 40 per cent in the next 15 years to over 16 million. By 2040, nearly 25% of people in the UK will be aged 65 or over. Nearly one in five people currently in the UK will live to see their 100th birthday and the number of centenarians living in the UK has risen by 72 percent over the last decade.

Advances in medicine, diet and lifestyle means that older people are working and contributing to society more than ever. Wealth amongst the baby boomers is also a key factor driving changes in behaviour. This generation has benefited from inflation like no other with house price growth of over 4,300% since 1970. This health and wealth is leading to more sophisticated tastes in housing, consumer items and leisure activities than previous generations and a desire to maintain pre-retirement lifestyles and living standards.

However, the options in terms of housing, appropriate design and services for this generation have not caught up, and older people often feel marginalised and ignored. Only recently has there been a shift amongst those at the forefront of later life thinking, towards a focus on enhancing the experience of retirees and keeping them active in society for longer.

AURIENS RESIDENCES

The Auriens interiors are beautifully designed and subtly future-proofed to cater for a range of requirements and no detail has been left to chance, from kitchen cabinets that adjust in height to furniture that is designed with an older demographic in mind.

The apartments are complemented by beautifully curated spaces, designed as extensions of residents' homes. These are private places for residents to enjoy their time, catch up with family and friends and explore new horizons - whether in the restaurant and bar, entertaining in the private dining room, storing favourite bottles in the wine room, relaxing in the drawing room, library, cinema and speakeasy bar; being pampered in the hair & beauty salon or at the barber; keeping fit and healthy in the 15m swimming pool, MediSpa, gym and fitness studio - or simply relaxing in the vitality pool or sauna. In summertime the courtyard garden, designed by eight-time RHS Chelsea Gold Medal winner Andy Sturgeon, is sure to be the social hub of Auriens.

All the apartments are wonderfully spacious – ranging from just under 900 sq ft (for a 1-bedroom apartment) to 2,200 sq ft (for the largest 2-bedroom apartments). Many have balconies and outdoor space while some of the larger 2-bedroom apartments have separate study areas.

There are many reasons to live at Auriens - downsizing from a larger home; the comfort of living in a beautifully designed, future-proofed environment with like-minded people as neighbours; the reassuring levels of service and care or the proximity to friends and family. Whatever the reason, Auriens focuses on community, lifestyle, convenience and care and removes many of the usual burdens of home ownership.

Residents can dip in and out of the Auriens community as much, or as little, as they like. Keeping family and friends central to residents' lives is all part of the Auriens philosophy - entertaining them in the restaurant, catching up at family lunch on Sunday or celebrating a special occasion together. And, should the need arise, Auriens' team will liaise with families on any care requirements.

WELLNESS AND CARE

Alongside providing an exceptional level of service, wellness and care flows through every aspect of Auriens' DNA, with a seamlessly integrated approach, dedicated to supporting the health and welfare of residents.

Setting Auriens apart from other establishments is the exceptional levels of 24-hour on-site healthcare, if required, through Auriens' partnership with Draycott Nursing & Care. The level of care is tailored to each resident's individual requirements, although many Auriens residents might have no immediate care requirement.

Auriens has also partnered with Kyros Project, founded by London's most highly regarded personalities in the wellness space. Gideon Remfry, Auriens' Director of Wellness - named as one of the top 25 trainers in the world - is also the Wellness Director for the World-renowned KX private members club, with sites in Chelsea, near Auriens, and in New York. Here Gideon champions active aging with his highly personalised and enjoyable programmes.

Pharmacist and Medical Nutritionist Aidan Goggins - author of the international phenomenon The Sirtfood Diet and named as one of the most influential individuals in the food industry - leads the Kyros nutrition approach at Auriens. From liaising with Auriens' chefs to prepare delicious healthy aging food to using cutting-edge blood work to accurately identify resident's nutrition needs and cellular ecosystems.

Ben Williams, physiologist and experienced multidisciplinary team leader comes from Elite Sport and is currently the Head of Human Performance for Sir Ben Ainslie's British Americas Cup Team, INEOS Team UK. The partnership focuses on improving all aspects of the America's Cup athletes' health & human performance using cutting edge nutrition medicine, recovery science and movement efficiency.

THE AURIENS LEASE

The apartments at Auriens are available for lease, not for sale. The lease has been designed to offer residents security of tenure, whilst allowing complete flexibility should circumstances change. All leases have a notice period of just three months, and a guaranteed right to renew every year for 30 years, subject to terms and conditions.

The monthly fee for 1-bedroom apartments is from £13,750 per month and for 2-bedroom apartments from £16,500 per month.

The monthly charge includes many of the costs associated with home ownership: electricity, heating, water, broadband, telephone, TV licence, Council Tax, buildings insurance. It also includes the services on the Concierge desk, the courtesy house car; access to all common spaces; access to 24-hour on-site care support; a calendar of exclusive events and 24-hour security. The on-site team is available to take care of household administration and day-to-day maintenance, leaving residence free to live their best life.

Auriens has been created for residents aged over 65 years - although only one person in a couple needs to be over 65 to be eligible.

David Meagher, CEO of Auriens concludes:

"At Auriens later life is something to celebrate. Everything we thought we knew about later life has changed, with people living longer, healthier and more engaged lives than ever before- and we are perfectly placed to help people make the most of that opportunity. Life at Auriens is all about celebrating the present and the future, knowing you have the freedom you want in a home you love but the care and support in place should you need it at some point in the future".

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AURIENS opens September 2021.

The on-site show apartment is now available to view by appointment with protocols and stringent hygiene measures to ensure every visit is as comfortable as possible. For those unable to visit the show apartment in person, an innovative virtual walkthrough of the residence is available upon request.

To make an appointment, please telephone +44 (0)20 3870 7970 or email info@auriens.com

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www.auriens.com