SOHO HOUSE UK LTD

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Gemeente Amsterdam Stadsdeel Centrum
Attn. Mr B. Oranje
Postbus 202
1000 AE AMSTERDAM

Amsterdam, September 20th 2013

Reference :
Regarding : Soho House Amsterdam

Dear Mr Oranje,

This letter is to brief you on our progress regarding the Soho House Amsterdam.

In July of this year we signed a Letter of Intent with Aedes and we are now working jointly and exclusively on the development if our private members club. Feasibility studies have proven that our concept and Amsterdam are a perfect match. Further the building on Raamgracht will fit the intended use perfectly so the location is absolutely first choice to us.

We are looking forward to the cooperation with the Municipality and to opening Soho House Amsterdam at the earliest possible date.

Kind regards

Nick Jones - CEO