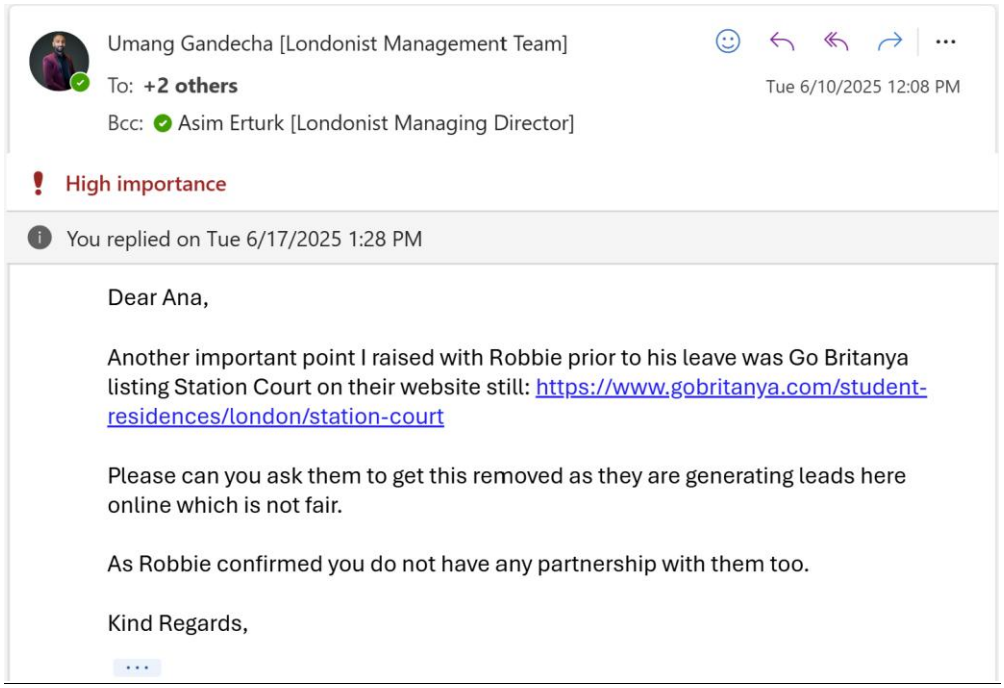
10th June 2025 (Challenges with Competitors listing accommodation they don't have)



Umang Gandecha [Londonist Management Team]

To: **+2 others**

Tue 6/10/2025 12:08 PM

Bcc: Asim Erturk [Londonist Managing Director]

High importance

You replied on Tue 6/17/2025 1:28 PM

Dear Ana,

Another important point I raised with Robbie prior to his leave was Go Britanya listing Station Court on their website still: https://www.gobritanya.com/student-residences/london/station-court

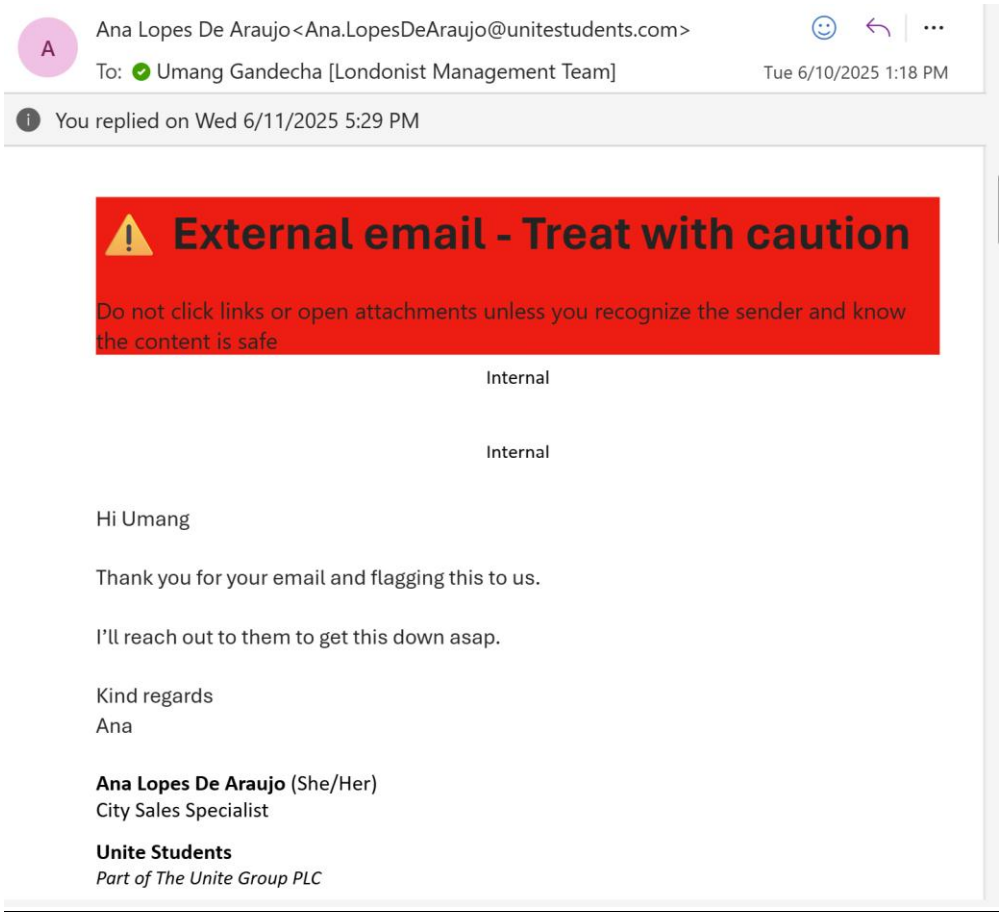
Please can you ask them to get this removed as they are generating leads here online which is not fair.

As Robbie confirmed you do not have any partnership with them too.

Kind Regards,

10th June Unite Reply

However as of 18th November: https://www.gobritanya.com/student-residences/london/station-court



Ana Lopes De Araujo<Ana.LopesDeAraujo@unitestudents.com>

To: Umang Gandecha [Londonist Management Team] Tue 6/10/2025 1:18 PM

You replied on Wed 6/11/2025 5:29 PM

External email - Treat with caution

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Internal

Internal

Hi Umang

Thank you for your email and flagging this to us.

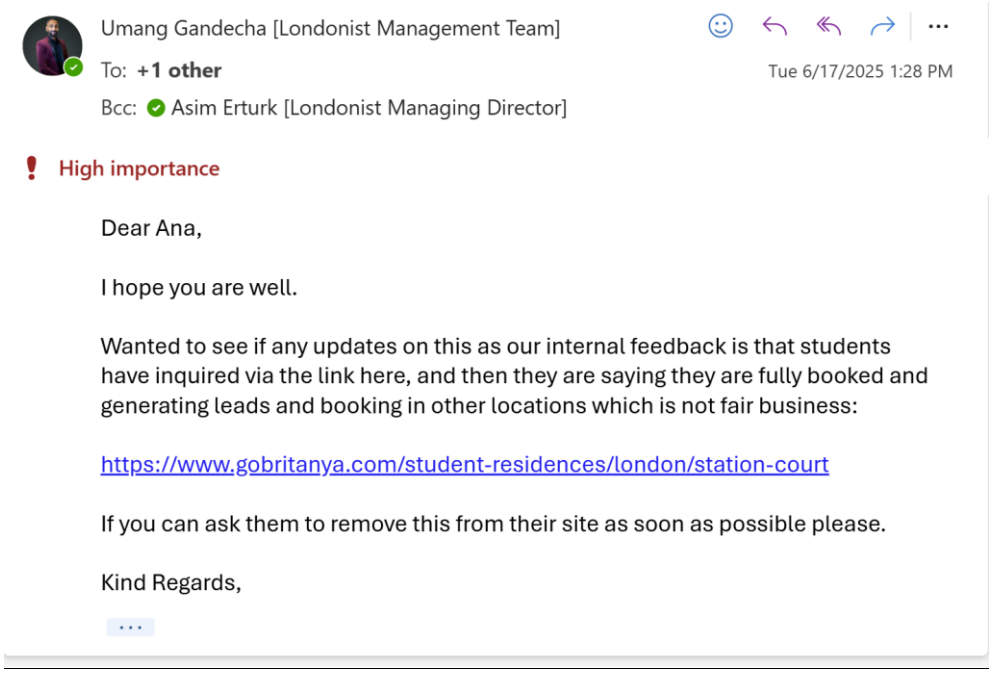
I'll reach out to them to get this down asap.

Kind regards
Ana

Ana Lopes De Araujo (She/Her)
City Sales Specialist

Unite Students
Part of The Unite Group PLC

17th June Follow up E-mail on issue above:



Umang Gandecha [Londonist Management Team]

To: **+1 other** Tue 6/17/2025 1:28 PM

Bcc: Asim Erturk [Londonist Managing Director]

High importance

Dear Ana,

I hope you are well.

Wanted to see if any updates on this as our internal feedback is that students have inquired via the link here, and then they are saying they are fully booked and generating leads and booking in other locations which is not fair business:

https://www.gobritanya.com/student-residences/london/station-court

If you can ask them to remove this from their site as soon as possible please.

Kind Regards,

...

9th July 2025

[EXTERNAL] Re: London NOMS Summarize

Umang Gandecha [Londonist Management Team]

To: Ana Lopes De Araujo <Ana.LopesDeAraujo@unitestudents.com> Wed 7/9/2025 4:04 PM

Bcc: Asim Erturk [Londonist Managing Director]

You replied on Fri 7/11/2025 8:59 AM

Hi Ana,

I hope you are having a good week.

Few points to catch up on you with:

1) We have not received the counter-signed copies of agreements for Stapleton and Station Court - if you can kindly check these and return the signed copies on your side.

2) Pricing: The rate for the Premium Range 1 is still on our buying price of £405.00 per week which makes it very difficult to sell this room with any margin at all. Please can you update again on Unite strategy on this (availability and confirmation on when the pricing will be increased) as we are swiftly moving into mid July.

3) https://www.gobritanya.com/student-residences/london/station-court This is still being listed if this can be actioned again.

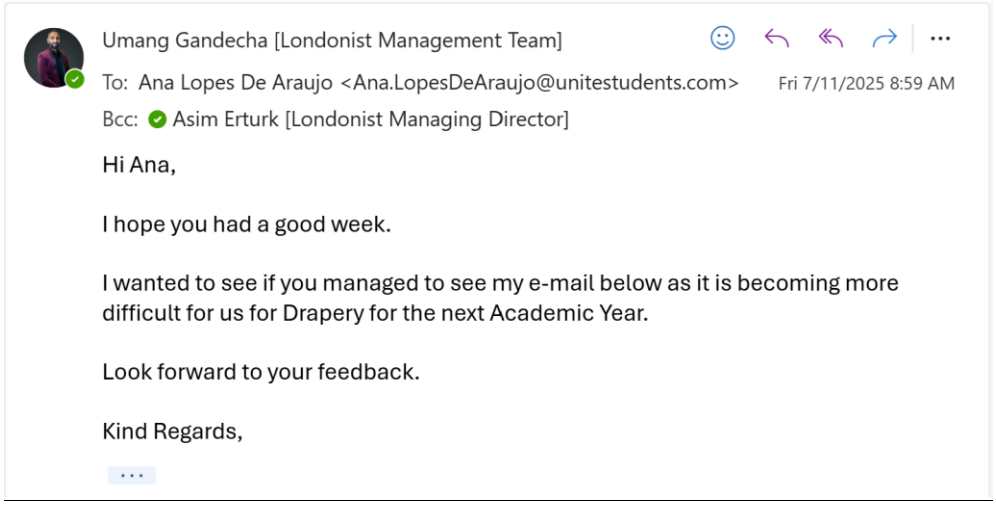
Look forward to your updates.

Regards,

...

NO REPLY AND FOLLOW UP:

11TH July



Umang Gandecha [Londonist Management Team]

To: Ana Lopes De Araujo <Ana.LopesDeAraujo@unitestudents.com> Fri 7/11/2025 8:59 AM

Bcc: Asim Erturk [Londonist Managing Director]

Hi Ana,

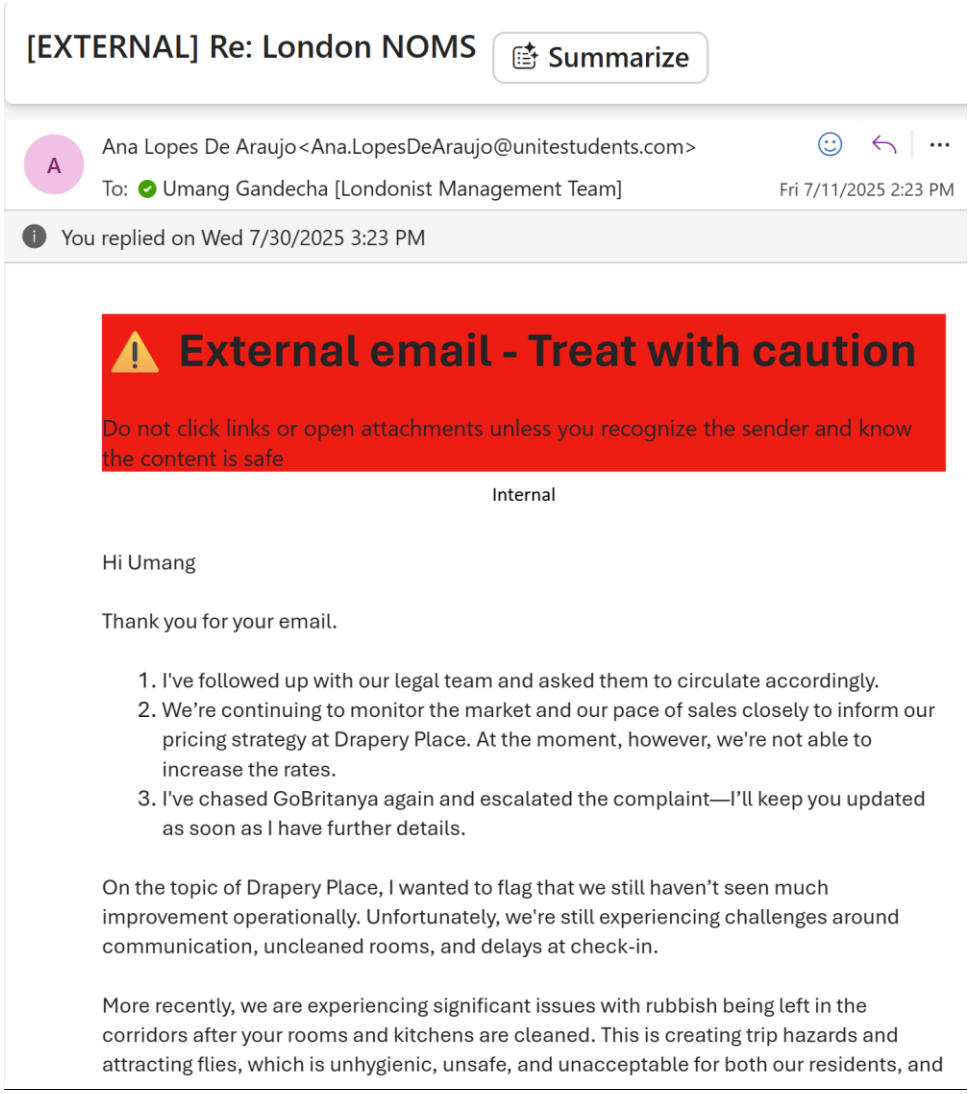
I hope you had a good week.

I wanted to see if you managed to see my e-mail below as it is becoming more difficult for us for Drapery for the next Academic Year.

Look forward to your feedback.

Kind Regards,

11th July (Unite Reply)



[EXTERNAL] Re: London NOMS Summarize

Ana Lopes De Araujo<Ana.LopesDeAraujo@unitestudents.com>

To: Umang Gandecha [Londonist Management Team] Fri 7/11/2025 2:23 PM

You replied on Wed 7/30/2025 3:23 PM

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Internal

Hi Umang

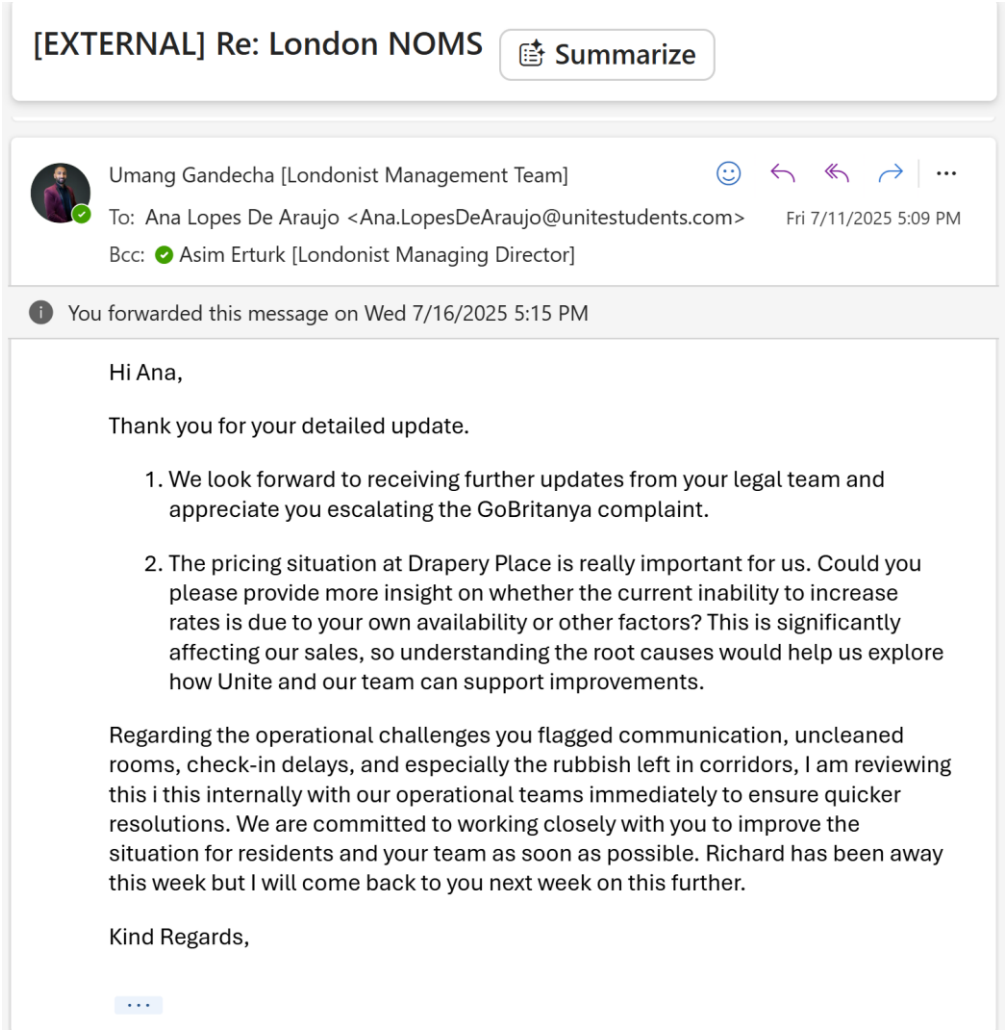
Thank you for your email.

1. I've followed up with our legal team and asked them to circulate accordingly.
2. We're continuing to monitor the market and our pace of sales closely to inform our pricing strategy at Drapery Place. At the moment, however, we're not able to increase the rates.
3. I've chased GoBritanya again and escalated the complaint—I'll keep you updated as soon as I have further details.

On the topic of Drapery Place, I wanted to flag that we still haven't seen much improvement operationally. Unfortunately, we're still experiencing challenges around communication, uncleaned rooms, and delays at check-in.

More recently, we are experiencing significant issues with rubbish being left in the corridors after your rooms and kitchens are cleaned. This is creating trip hazards and attracting flies, which is unhygienic, unsafe, and unacceptable for both our residents, and

11th July Londonist Reply



[EXTERNAL] Re: London NOMS Summarize

Umang Gandecha [Londonist Management Team]

To: Ana Lopes De Araujo <Ana.LopesDeAraujo@unitestudents.com> Fri 7/11/2025 5:09 PM

Bcc: Asim Erturk [Londonist Managing Director]

You forwarded this message on Wed 7/16/2025 5:15 PM

Hi Ana,

Thank you for your detailed update.

1. We look forward to receiving further updates from your legal team and appreciate you escalating the GoBritanya complaint.

2. The pricing situation at Drapery Place is really important for us. Could you please provide more insight on whether the current inability to increase rates is due to your own availability or other factors? This is significantly affecting our sales, so understanding the root causes would help us explore how Unite and our team can support improvements.

Regarding the operational challenges you flagged communication, uncleaned rooms, check-in delays, and especially the rubbish left in corridors, I am reviewing this i this internally with our operational teams immediately to ensure quicker resolutions. We are committed to working closely with you to improve the situation for residents and your team as soon as possible. Richard has been away this week but I will come back to you next week on this further.

Kind Regards,

...

16th July Londonist Email

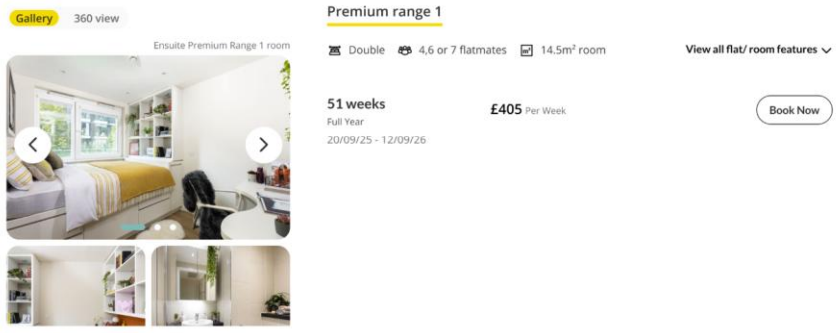
[EXTERNAL] Re: London NOMS

Summarize

Hi Phil,

I hope you have been keeping well.

Please can you kindly seem my e-mail below. We are finding it more difficult this year to sell our nominations for 25/26 which we have with you at Drapery Place where we had a multi year agreement in place.



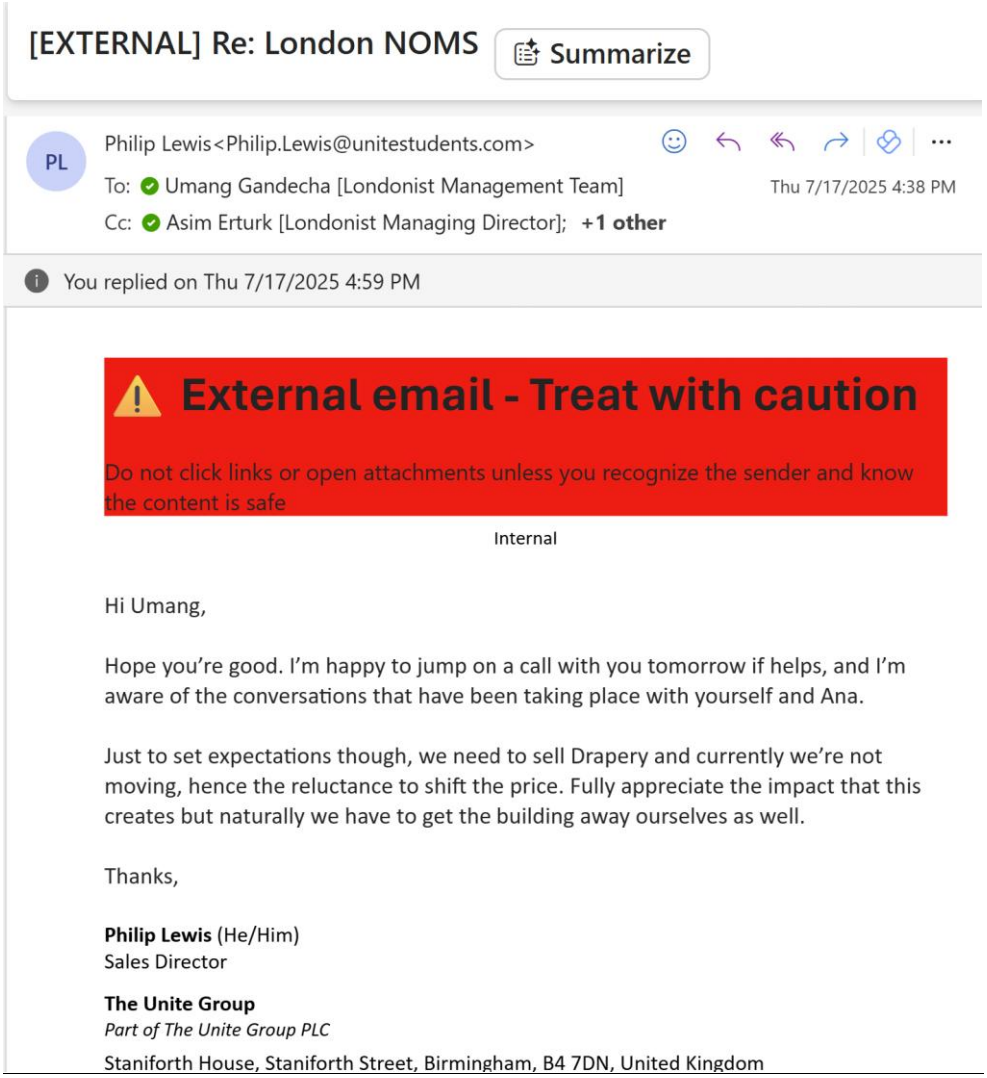
The reason for this is that Unite is selling still on your website on our buying price which makes it very difficult for us to sell with any margins where students will book with Unite. I have been trying to get answers from Ana whilst Robbie has been away but I really need some updates on when pricing will change and how Unite can support us on this as are past mid July now.

Look forward to your feedback on this.

Kind Regards,

...

17th July Unite Reply



[EXTERNAL] Re: London NOMS Summarize

PL Philip Lewis<Philip.Lewis@unitestudents.com>

To: Umang Gandecha [Londonist Management Team] Thu 7/17/2025 4:38 PM

Cc: Asim Erturk [Londonist Managing Director]; **+1 other**

You replied on Thu 7/17/2025 4:59 PM

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Internal

Hi Umang,

Hope you're good. I'm happy to jump on a call with you tomorrow if helps, and I'm aware of the conversations that have been taking place with yourself and Ana.

Just to set expectations though, we need to sell Drapery and currently we're not moving, hence the reluctance to shift the price. Fully appreciate the impact that this creates but naturally we have to get the building away ourselves as well.

Thanks,

Philip Lewis (He/Him)
Sales Director

The Unite Group
Part of The Unite Group PLC
Staniforth House, Staniforth Street, Birmingham, B4 7DN, United Kingdom

17th July Reply

Umang Gandecha [Londonist Management Team]

To: Philip Lewis <Philip.Lewis@unitestudents.com> Thu 7/17/2025 4:59 PM

Cc: Asim Erturk [Londonist Managing Director]; **+1 other**

Dear Philip,

Thanks for your message fully understand your position in terms of needing to sell Drapery and the reluctance to shift on pricing.

At the same time, with the current buying price, it's proving quite difficult on our side to generate any traction or make meaningful sales. It would be helpful to explore this further together.

Would 12:30 PM or 2:00 PM tomorrow work for a quick call?

Kind Regards,

...

30th July 2025

[EXTERNAL] Re: London NOMS Summarize

Umang Gandecha [Londonist Management Team]

To: **+1 other** Wed 7/30/2025 3:23 PM

Cc: Philip Lewis <Philip.Lewis@unitestudents.com>

Bcc: Asim Erturk [Londonist Managing Director]

You replied on Tue 8/5/2025 10:25 AM

Dear Ana,

I hope you are well.

Further to our discussion last week can you please see the points below:

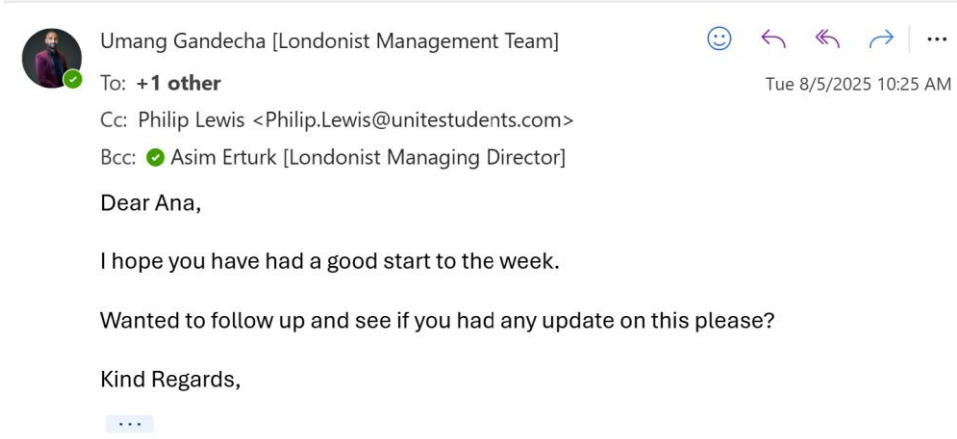
1) On Drapery, as we discussed, this is still our major property where we are having challenges to sell. I understand you need to shift beds too but if you can update me on your availability since our last call. We of course value our relationship with Unite, hence extending our partnership in Stapleton House and Station Court. However, with the current condition and rates, it is becoming difficult to fill these nominations and we need your support on this.
2) As for Go Britanya, please can you update on this as students are seeing their link still and getting confused on pricing and rates where they do not have nominations. As per my understanding, Unite has always been strict on this but this is still being listed: https://www.gobritanya.com/student-residences/london/station-court

Look forward to hearing from you.

Kind Regards,

...

5th August 2025 Follow Up



Umang Gandecha [Londonist Management Team]

To: **+1 other** Tue 8/5/2025 10:25 AM

Cc: Philip Lewis <Philip.Lewis@unitestudents.com>

Bcc: Asim Erturk [Londonist Managing Director]

Dear Ana,

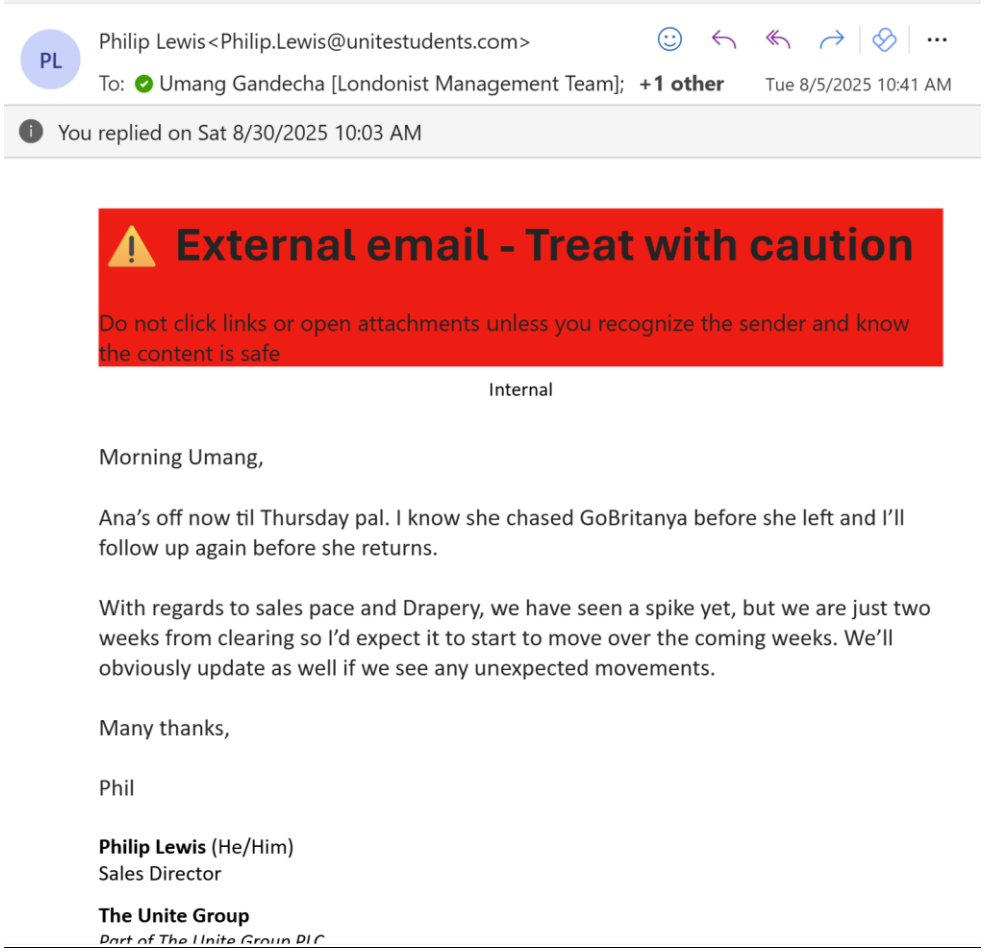
I hope you have had a good start to the week.

Wanted to follow up and see if you had any update on this please?

Kind Regards,

...

5th August 2025 Unite Reply



Philip Lewis<Philip.Lewis@unitestudents.com>

To: Umang Gandecha [Londonist Management Team]; **+1 other** Tue 8/5/2025 10:41 AM

You replied on Sat 8/30/2025 10:03 AM

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Internal

Morning Umang,

Ana's off now til Thursday pal. I know she chased GoBritanya before she left and I'll follow up again before she returns.

With regards to sales pace and Drapery, we have seen a spike yet, but we are just two weeks from clearing so I'd expect it to start to move over the coming weeks. We'll obviously update as well if we see any unexpected movements.

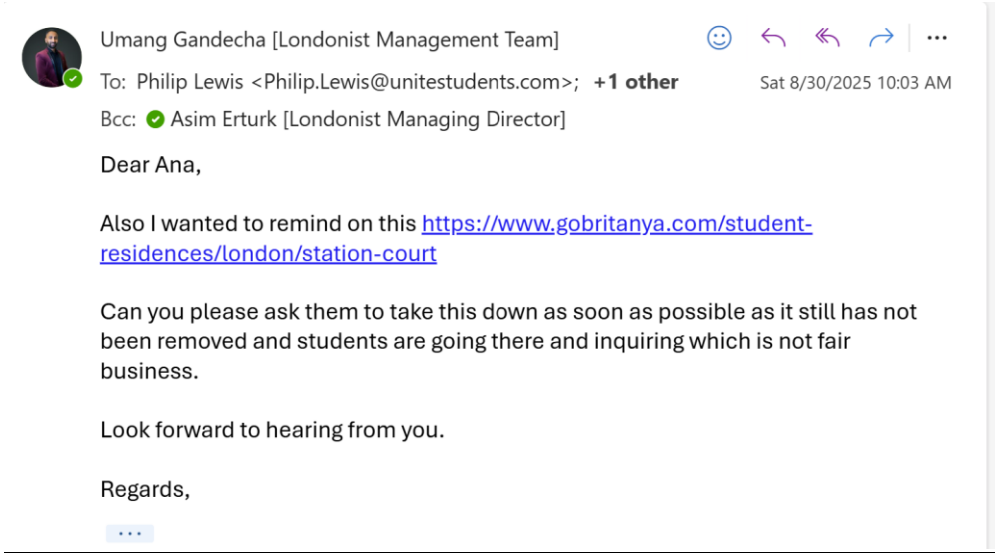
Many thanks,

Phil

Philip Lewis (He/Him)
Sales Director

The Unite Group
Part of The Unite Group PLC

30th August 2025



Umang Gandecha [Londonist Management Team]

To: Philip Lewis <Philip.Lewis@unitestudents.com>; **+1 other** Sat 8/30/2025 10:03 AM

Bcc: Asim Erturk [Londonist Managing Director]

Dear Ana,

Also I wanted to remind on this https://www.gobritanya.com/student-residences/london/station-court

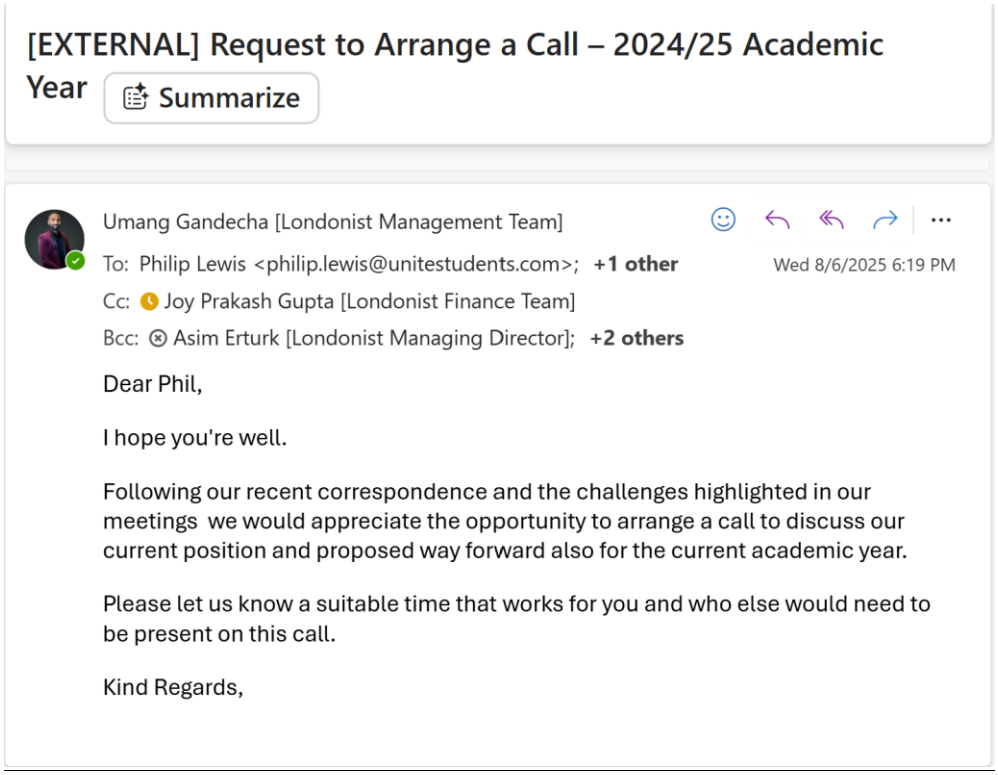
Can you please ask them to take this down as soon as possible as it still has not been removed and students are going there and inquiring which is not fair business.

Look forward to hearing from you.

Regards,

...

6th August 2025



[EXTERNAL] Request to Arrange a Call – 2024/25 Academic Year

Summarize

Umang Gandecha [Londonist Management Team]

To: Philip Lewis <philip.lewis@unitestudents.com>; **+1 other** Wed 8/6/2025 6:19 PM

Cc: Joy Prakash Gupta [Londonist Finance Team]

Bcc: Asim Erturk [Londonist Managing Director]; **+2 others**

Dear Phil,

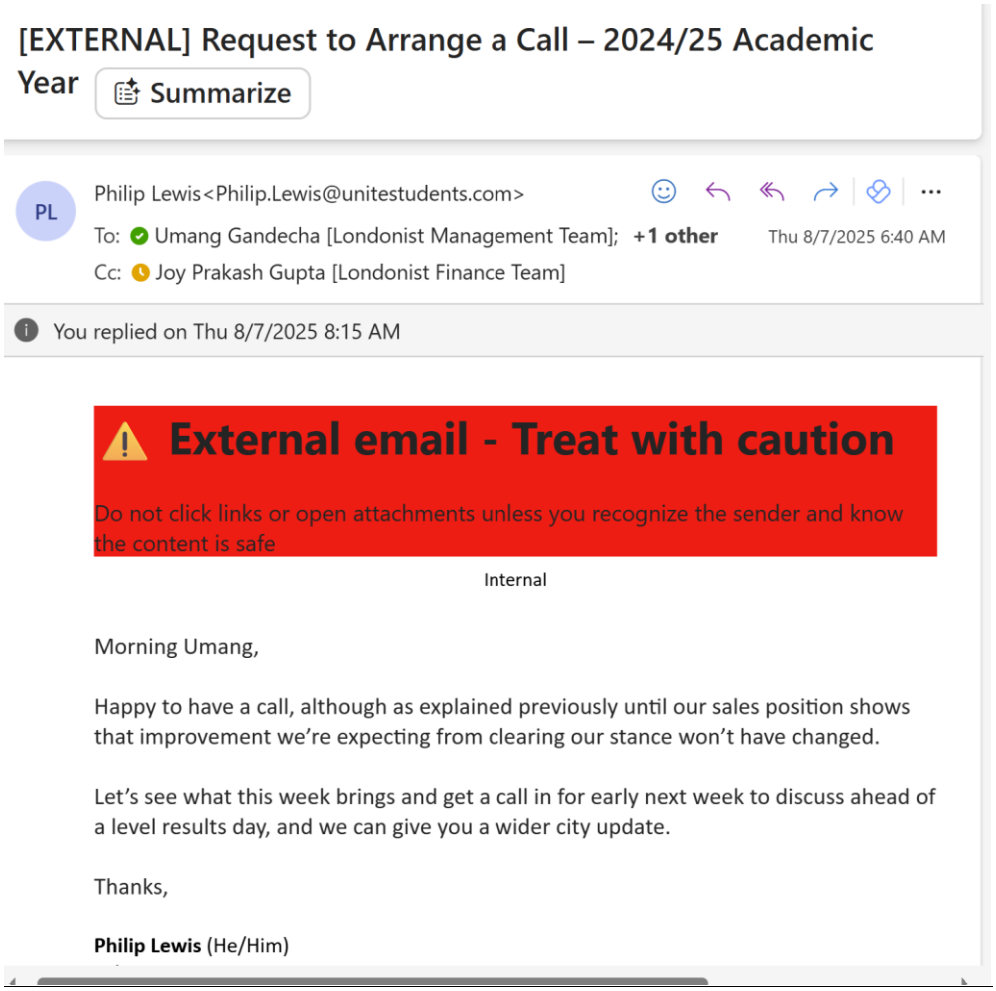
I hope you're well.

Following our recent correspondence and the challenges highlighted in our meetings we would appreciate the opportunity to arrange a call to discuss our current position and proposed way forward also for the current academic year.

Please let us know a suitable time that works for you and who else would need to be present on this call.

Kind Regards,

7th August (Unite Reply)



[EXTERNAL] Request to Arrange a Call – 2024/25 Academic Year

Summarize

PL

Philip Lewis<Philip.Lewis@unitestudents.com>

To: Umang Gandecha [Londonist Management Team]; **+1 other** Thu 8/7/2025 6:40 AM

Cc: Joy Prakash Gupta [Londonist Finance Team]

You replied on Thu 8/7/2025 8:15 AM

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Internal

Morning Umang,

Happy to have a call, although as explained previously until our sales position shows that improvement we're expecting from clearing our stance won't have changed.

Let's see what this week brings and get a call in for early next week to discuss ahead of a level results day, and we can give you a wider city update.

Thanks,

Philip Lewis (He/Him)

22nd October 2025 (Internal Mail)

[EXTERNAL] Re: Drapery Place - 26/27 Rent Review

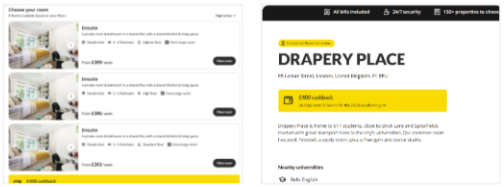
Summarize

Umang Gandecha [Londonist Management Team]

To: Sadik Isler [Londonist Legal Team]; **+1 other**

Wed 10/22/2025 11:24 AM

Cc: Asim Erturk [Londonist Managing Director]; **+1 other**



2 attachments (527 KB)

Save all to OneDrive - LONDONİST YURT DIŞI DANIŞMANLIK HİZMETLERİ Ltd

Save All Attachments

Dear Sadik Bey,

Also for this, the main reason we cannot accept this is also clear from their website which they have been listing cashback on their website and dropping the rates massively.

This will just put us in a position not to fill beds and have voids.

Regards,

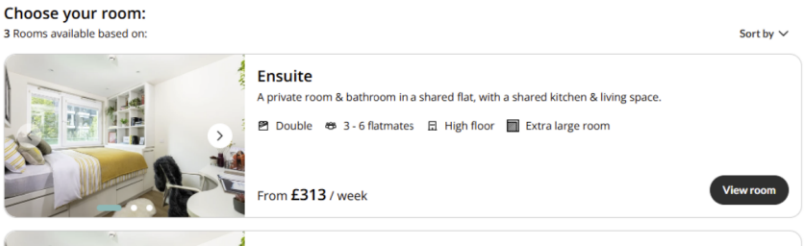
11th November 2025

[EXTERNAL] Re: Drapery Place - 26/27 Rent Review

Summarize

Current Academic Year - 26/27

- As we discussed, we understand there is an overall market challenge. However, checking the Unite website, the rates are still listed massively below our buying price which is really making it difficult for us to sell beds and students and partners are looking at the website and asking why are we charging such a high price for the same room. The rates are £91.00 less than our buying price plus if we try to make any margins (which we have not been doing) when the rate was listed at £405.00 we are at a huge loss on this contract.
- Please can you let us know what Unite can do about this or how much further these rates will be listed on this
- I had raised an e-mail in July too where the rates were on our buying price with a cashback.
- We understood this strategy where the rates were not less than our buying price but seeing the rates at £313-£316 makes it difficult for us to sell, and of course keep up with contractual payments.



Legal Advice (Sadik Bey) 27th October 2025

Dear Umang Bey,

After reviewing the nomination agreement with Unite for Drapery Place, I confirm that the 5% annual increase is legally unavoidable. The clause is absolute, and there is no contractual mechanism to challenge or suspend it.

However, if market conditions make sales unviable, we can take a commercial approach. By sharing our and Unite's sales data, we can show that our buying prices after the 5% increase prevent us from matching Unite's direct rates, even though they compete in the same building (if they do). This could help us build an equitable argument for a temporary adjustment or relief based on fairness rather than strict contract terms.

Please let me know if you have any questions or would like to discuss this further based on the reports that you have.

Sincerely,

Sadik