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SHAFTESBURY CAPITAL TO OPEN BRAND-NEW ARDENT PUB GROUP SITE IN COVENT GARDEN

Shaftesbury Capital has announced the signing of a brand-new pub in Covent Garden, 'The Magpie', owned and operated by Ardent Pub Group, the acclaimed independent pub group behind The Cadogan Arms in Chelsea, The George in Fitzrovia and The Hound in Chiswick.

The new 5,000 sq ft signing at 142 Shaftesbury Ave, which will span across 3 floors and serve 140 covers, marks the latest move in bringing world-class food and beverage operators to Covent Garden, epitomised by the recent openings of **Mr Fogg's Market Tavern**, **Burro** by Conor Gadd in Floral Court, **Buvette** by Jody Williams in Neal's Yard, and the signing of **Cassette** on Maiden Lane.

The Magpie will match Ardent's ambitious growth programme, backed by strong trading – with over 25% year-on-year sales growth and a 40% year-on-year uplift in group EBITDA – as it targets new openings across London and beyond over the next three to five years.

Emma Matus, Head of Restaurant Leasing at Shaftesbury Capital, said: *"I'm excited about The Magpie because there's such a personal story behind it. Dom's family connection to the pub and the wider Soho neighbourhood gives a real sense of authenticity, while his ambition to create the kind of London pub that brings everyone together feels particularly right for this location, where Covent Garden, Soho and theatreland meet. Ardent have a fantastic track record of creating much-loved pubs, and bringing ambitious independent operators like them to Covent Garden is an important part of how we continue to evolve the neighbourhood while retaining the character that makes it so special."*

Dom Jacobs, Founder and Managing Director of Ardent, said: *"My grandfather Sidney embodied the area's hardworking spirit, spending three decades in the fire service at Soho Fire Station where The Magpie was his local pub, even holding his retirement party there, whilst my great uncle, Owen 'Oska' Wood, was part of the Soho artist set, jumping from The Coach and Horses, The French House and the Colony Room Club. The melting pot of communities here is what makes Soho so special. With Covent Garden, theatreland and Soho all meeting together, we hope The Magpie will be a place that welcomes everyone and reflects the spirit of the area."*

Having grown up regularly visiting the area with my parents because of these family ties, Soho has always felt very personal to me. To now have the opportunity to become part of its story ourselves is incredibly special, and we want The Magpie to reflect the spirit of the area and respect the history of the pub building itself, first established in 1791 and reconstructed in 1886."

Opening in early 2027, The Magpie will be the latest expression of the Ardent vision: a best-in-class London pub with great food, exceptional drinks and a welcoming atmosphere. Designed by NorthEnd's Sam Hosker, the interiors will honour the building and area's history, with influences from the original pub that was built in the late 1800s, and the taverns that existed on West Street in the centuries before.

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Notes to Editors

For further information, please contact Aver PR at: coventgarden@averpr.com

About Shaftesbury Capital

Shaftesbury Capital PLC ("Shaftesbury Capital") is the leading central London mixed-use REIT and is a constituent of the FTSE-250 Index. Our property portfolio under management, valued at £5.6 billion, extends to 2.8 million square feet of lettable space across the most vibrant areas of London's West End. With a diverse mix of shops, restaurants, cafés, bars, residential apartments and offices, our destinations include the high footfall, thriving neighbourhoods of Covent Garden, Carnaby, Soho and Chinatown. Our properties are close to the main West End Underground stations and transport hubs for the Elizabeth Line.

In April 2025, Shaftesbury Capital and Norges Bank Investment Management ("NBIM") formed a long-term partnership, in respect of the Covent Garden estate. Shaftesbury Capital retains 75 per cent ownership and management control over the estate. The partnership brings together two long-term investors with a shared confidence in and ambitions for the growth prospects of the Covent Garden estate and the West End.

Shaftesbury Capital shares are listed on the London Stock Exchange ("LSE") (primary) and the Johannesburg Stock Exchange ("JSE") (secondary) and the A2X (secondary).

Our purpose

Investing to create thriving destinations in London's West End where people enjoy visiting, working, and living.

Our values

We have a set of values that are fundamental to our behaviour, decision making and the delivery both of our purpose and strategy: Act with integrity; Take a creative approach; Listen and collaborate; Take a responsible, long-term view; and Make a difference.

About Covent Garden

Covent Garden is a world-class global destination in the heart of the West End, including the iconic Piazza, Market Building and surrounding streets, together with Seven Dials. The portfolio is home to over 200 retail stores including global flagships, British and independent brands as well as 200 restaurants, bars and cafes.

www.coventgarden.london [@coventgardenldn](https://www.instagram.com/coventgardenldn)

About Ardent Pub Group

Established in 2021, Ardent Pub Group delivers the gold standard of public houses. The group operates three pubs in London — The Cadogan Arms in Chelsea, The George in Fitzrovia and The Hound in Chiswick. All of the group's pubs have garnered critical acclaim, with The Cadogan Arms ranking 40th on the 2024 Top 50 Gastropubs list, The George debuting at #91 on the 2024 Top 50–100 Gastropubs list, and the group recognised as Food-Led Pub Group of the Year at the R200 Awards in November 2024, and awarded Best Premium Food Offer at the Publican Awards 2026.

Ardent is guided by Founder and Managing Director Dominic Jacobs, working alongside a talented leadership team: Conor Daly (Head of Commercial Operations), Colin Maher (Head of Bar Operations), Patrick Campbell (Head of People Operations), Gurj Bansal (Head of Marketing and Sales), and John Sparks (Executive Chef).

For more information please visit www.ardentpubgroup.com | @ardentpubgroup