

Battersea

Investor Guide



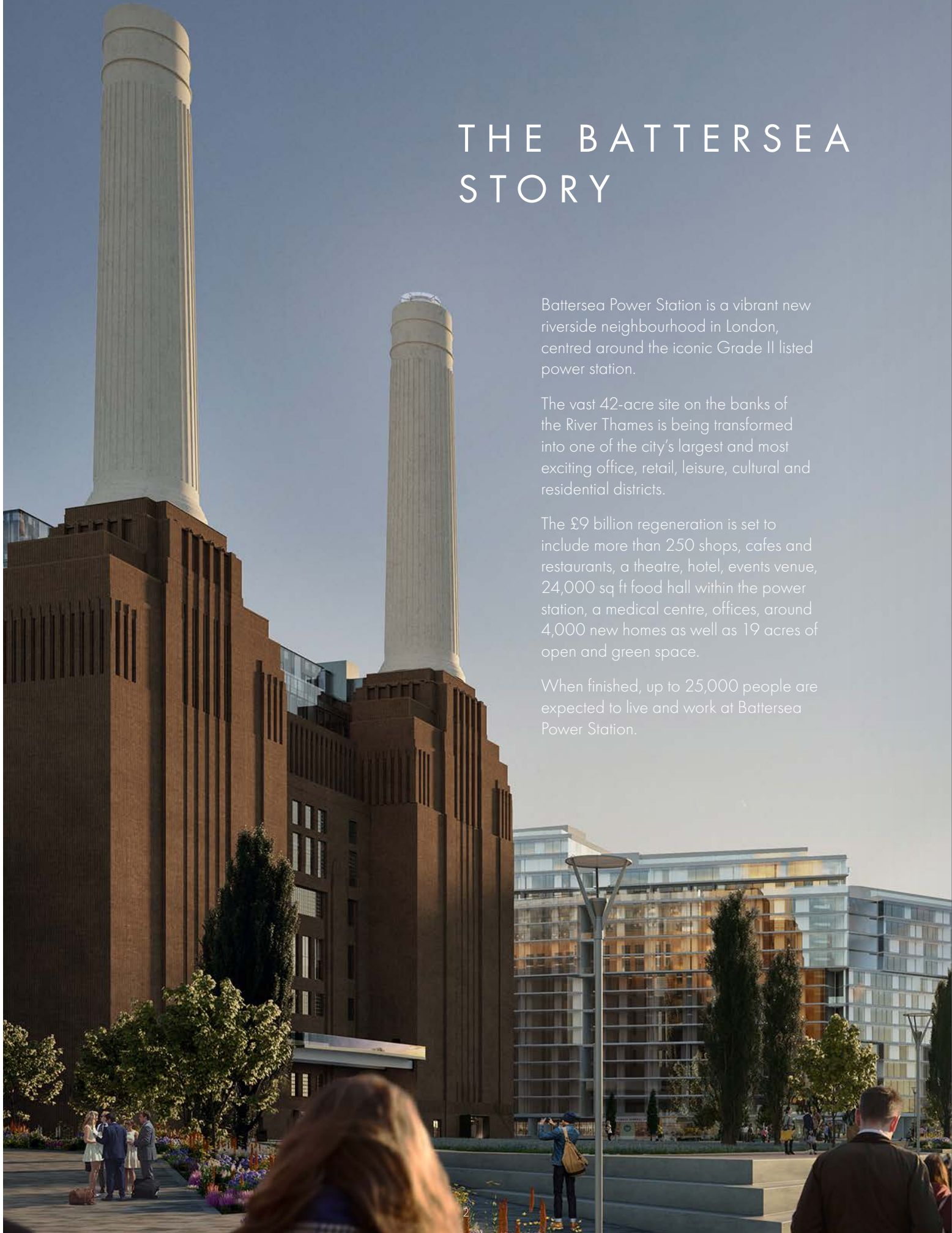
THE BATTERSEA STORY

Battersea Power Station is a vibrant new riverside neighbourhood in London, centred around the iconic Grade II listed power station.

The vast 42-acre site on the banks of the River Thames is being transformed into one of the city's largest and most exciting office, retail, leisure, cultural and residential districts.

The £9 billion regeneration is set to include more than 250 shops, cafes and restaurants, a theatre, hotel, events venue, 24,000 sq ft food hall within the power station, a medical centre, offices, around 4,000 new homes as well as 19 acres of open and green space.

When finished, up to 25,000 people are expected to live and work at Battersea Power Station.



THE PINNACLE OF REGENERATION

The evolution of Battersea Power Station spans almost a century.

The power station first started generating electricity in 1933 and was fully operational by 1955, producing a fifth of London's electricity. It supplied power to some of the city's most famous addresses, including Buckingham Palace and the Houses of Parliament.

A new chapter for Battersea Power Station began in 2011, when the Rafael Viñoly-designed masterplan for the site was given the green light.

Construction work began in 2013, breathing new life into the area three decades after the power station was closed down.

The ambitious project is carved up into eight phases, with renowned architectural practices shaping Battersea Power Station into a truly unique destination.

Circus West Village (phase one), a mix of homes, shops and leisure, opened in 2017.

The new Battersea Power Station Underground Station followed, opening on the Northern line in September 2021.

Most recently, the newly-renovated power station (phase two) and a new high street, known as Electric Boulevard (phase three), opened in October 2022.



MASTERPLAN KEY FIGURES

New Battersea Power
Station Underground
Station

42 acres
(over 8 million sq ft)

OVER
19 acres
of public space

FIRST
386 affordable
homes nearing completion

**1 medical
centre**

OVER
20,000
new jobs created

OVER
250 shops and
food & beverage outlets
across site

APPROX
4,000
new homes

UK'S FIRST
art'otel

OVER
24,000
sq ft food hall within
The Power Station

1 Nursery, Theatre
and Community Hub

6 acre
riverfront park

LIFT 109
New chimney lift
experience

OVER
3 million
sq ft of commercial space

River bus pier

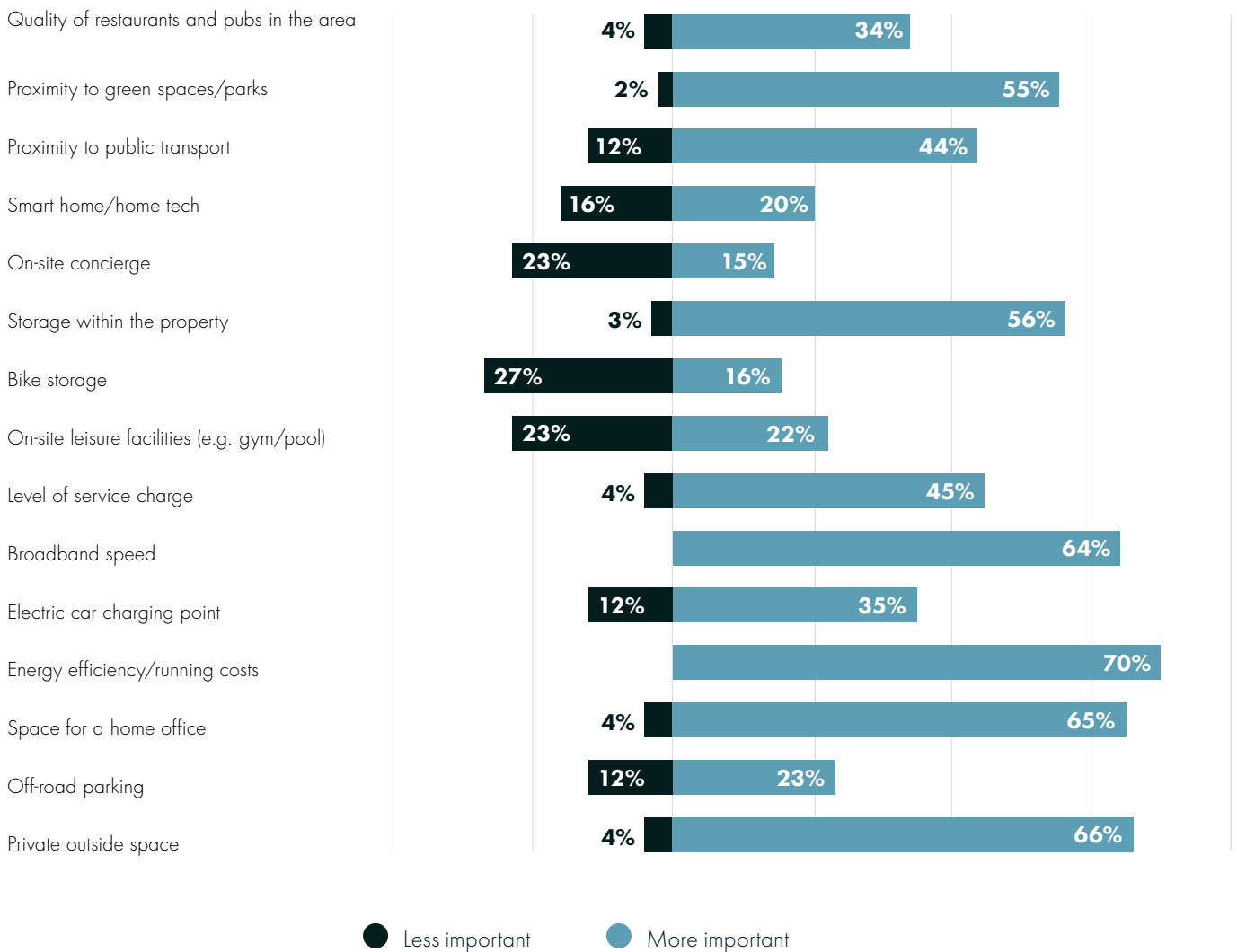
A POWERFUL LINE-UP

A TASTER OF JUST SOME OF THE
BRANDS JOINING THE LINE-UP FROM
OCTOBER 2022

Abercrombie & Fitch	BXR	Joe & The Juice	Mango	Reiss	The Engine Room
Ace & Tate	Calvin Klein	Kiehl's	M&S Foodhall	Ritual	The Kooples
Aesop	Castore	Kova Patisserie	Mulberry	ROX Diamonds & Thrills	Third Space
Arcade	Clarendon Fine Art	Lacoste	Oseyo	Royal Selangor	Tommy Hilfiger
Bao	Clean Kitchen Club	Le Bab	Paris Baguette	SPACENK	Uniqlo
Battersea Bookshop	David Clulow Opticians	Le Labo	Petit Pli	Superdry	Venchi
Boss	Gant	Levi's	Poke House	Swatch	Watches of Switzerland
Bounce	Hackett London	L'Occitane	Pinko	Starbucks	Where the Pancakes Are
Bread Street Kitchen & Bar	IWC Schaffhausen	Lululemon	Ralph Lauren	The Body Shop	
Breitling	Jo Malone London	MAC	Ray-Ban	The Cinema	

LIVING PRIORITIES HAVE SHIFTED
IN FAVOUR OF AREAS OFFERING
A 'VILLAGE FEEL'

If you were looking to move home now, how important would you consider the following aspects for a home, versus pre-pandemic?



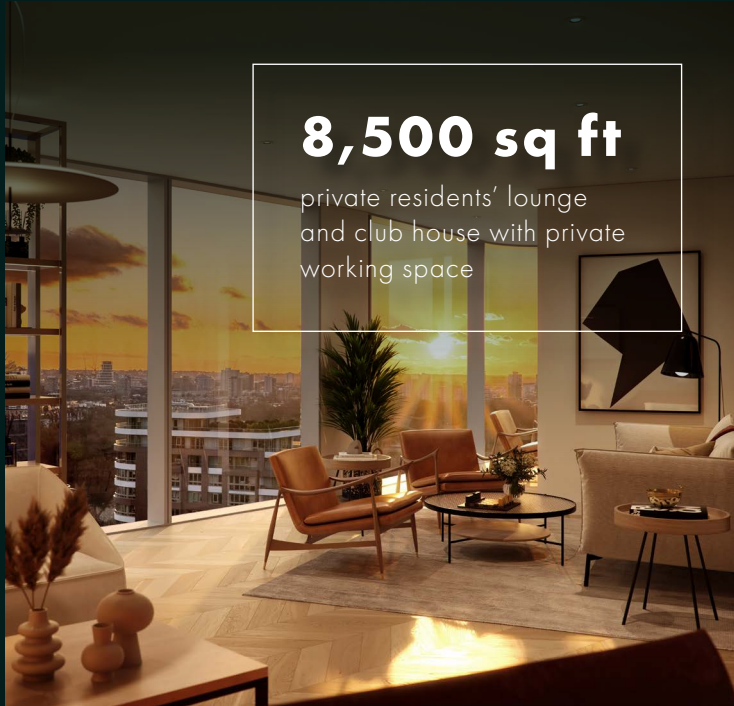
Source: JLL - survey of prospective buyers Q2 2022

Residents at Koa at Electric Boulevard benefit from a world of convenience in a post-pandemic world.

Its distinctly village-like atmosphere is complemented by the idyllic green space of Battersea Park mere moments away, while several public transport options, including a new London Underground station, provides city-wide connectivity in a matter of minutes.

8,500 sq ft

private residents' lounge and club house with private working space



Digital nomads, freelancers and flexible workers will make the best of private workspaces, while technology and amenities such as energy efficient homes and electric car charging points contribute towards a cleaner, greener future.

35,000 sq ft

of landscaped roof gardens



200 acres

Battersea Park is just a five-minute walk away



25

Restaurants and cafes within the Power Station

1 min

to Battersea Power Underground Station

KOA SATISFIES CHANGING LIVING PRIORITIES AND OFFERS A 'VILLAGE FEEL'

BATTERSEA POWER STATION

AN EXCITING NEW COMMERCIAL HUB

Battersea Power Station is fast becoming a leading business, retail and cultural hotspot, with more than 3m sq ft of commercial space planned. It has been expertly designed to create dramatic new shopping areas with flagship shops and signature restaurants.

Electric Boulevard, which includes Battersea Roof Gardens and Prospect Place, is the gateway to the new neighbourhood. The pedestrianised high street is lined with shops, restaurants and a 164-room hotel.

There's also a striking shopping and leisure destination within the power station itself. It includes a 24,000 sq ft food hall and a unique lift experience in one of the chimneys that gives spectacular 360-degree views of London.

From the world's most recognisable designer brands to high street favourites, there's a range of shops, cafes, restaurants and bars across the site to suit every taste.

New offices are also adding to the diversity and creativity at Battersea Power Station. Apple is among the businesses putting down roots in the neighbourhood, taking 500,000 sq ft for its new London campus in the renovated power station.



RETAIL

- Abercrombie & Fitch
- Boss
- Calvin Klein
- Chanel
- Gant
- Hackett
- IWC
- L'Occitane
- Lacoste
- Mulberry
- Ralph Lauren
- Ray Ban
- The Kooples
- Watches of Switzerland
- Zara

RESTAURANTS AND BARS

- Gordon Ramsay Street Pizza
- Vagabond Wines
- Wright Brothers
- Joe & the Juice
- Le Bab
- Leon

PRE-LET OFFICE SPACE

- Apple (500,000 sq ft)
- IWG The Engine Room (40,000 sq ft)
- SharkNinja (25,000 sq ft)





A CONNECTED NEIGHBOURHOOD

Battersea has excellent transport links on its doorstep, including tube, rail, bus and boat services. It has become more accessible in recent years thanks to significant investment in local transport.

The opening of Battersea Power Station Underground Station in Zone 1 in 2021 bolstered the area’s speedy transport connections.

JLL research shows that the average number of people leaving the station each week so far in 2022 has exceeded 62,000, 8% higher than the weekly figure recorded in 2021.

Wednesdays and Thursdays have been the busiest days at Battersea Power Station Underground Station this year, with the number of people exiting up more than 16% compared with 2021.

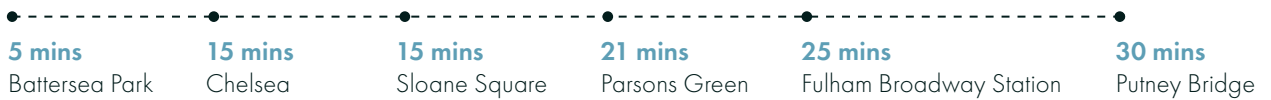
Uber Boat by Thames Clippers river bus service has also started at Battersea Power Station Pier, offering an alternative and leisurely way to travel around London.

London’s West End and the City can be reached within approximately 15 minutes.

Meanwhile, Gatwick, Heathrow, London City, Stansted and Luton airports are all within an hour and a half of Battersea Power Station.



BY FOOT



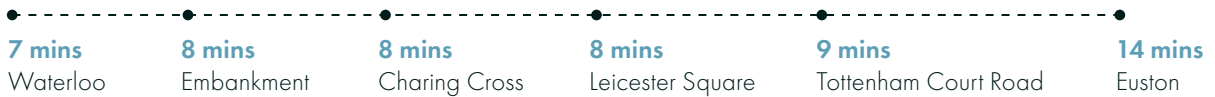
BY BIKE



Three Santander Cycle Hire docking points on or near Battersea Park.



BY TUBE - Battersea Power Station Tube Station (Northern Line)



Battersea Park Station is served by National Rail services to/from Victoria on the Southern Network.



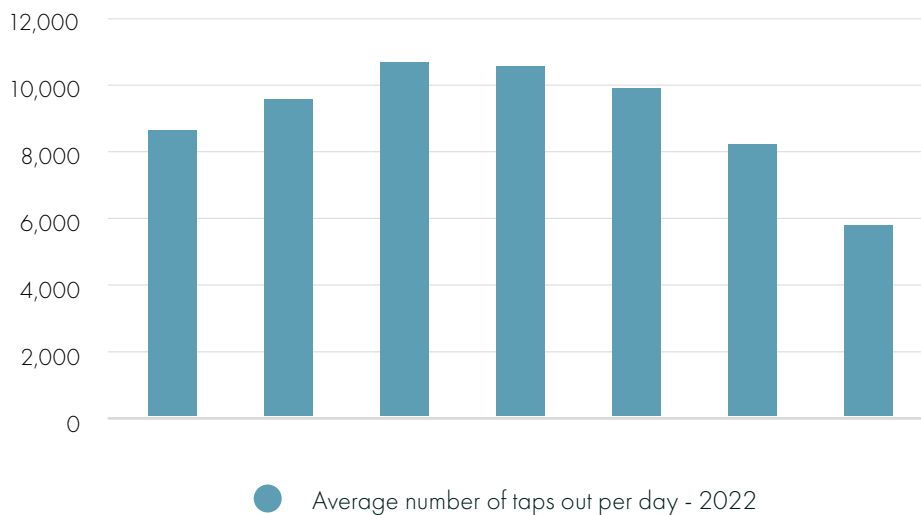
BY RIVER BUS - Battersea Power Station Pier (Uber boat by Thames Clippers)



TO AIRPORTS - From Battersea Power Station Tube Station



BATTERSEA POWER STATION TUBE



The Northern Line extension to Battersea Power station saw new Zone 1 stations open in September 2021. This meant accessing Battersea was easier than ever before and we have seen the number of travellers using the station increase ever since. So far in 2022 the average number of people exiting Battersea Power Station tube each week has exceeded 62,000, 8% higher than the weekly figure recorded in 2021.

Wednesday and Thursday are the busiest days for travel so far in 2022, seeing an increase of more than 16% in the number of exits compared with 2021. Fridays have seen the largest annual increase in journeys with 20% more activity on Fridays in 2022 than 2021. Friday is normally a quieter day for commuting so we expect increases here reflect both a rise in workers and in visitors coming to Battersea to shop, meet friends and enjoy the many bars and restaurants.

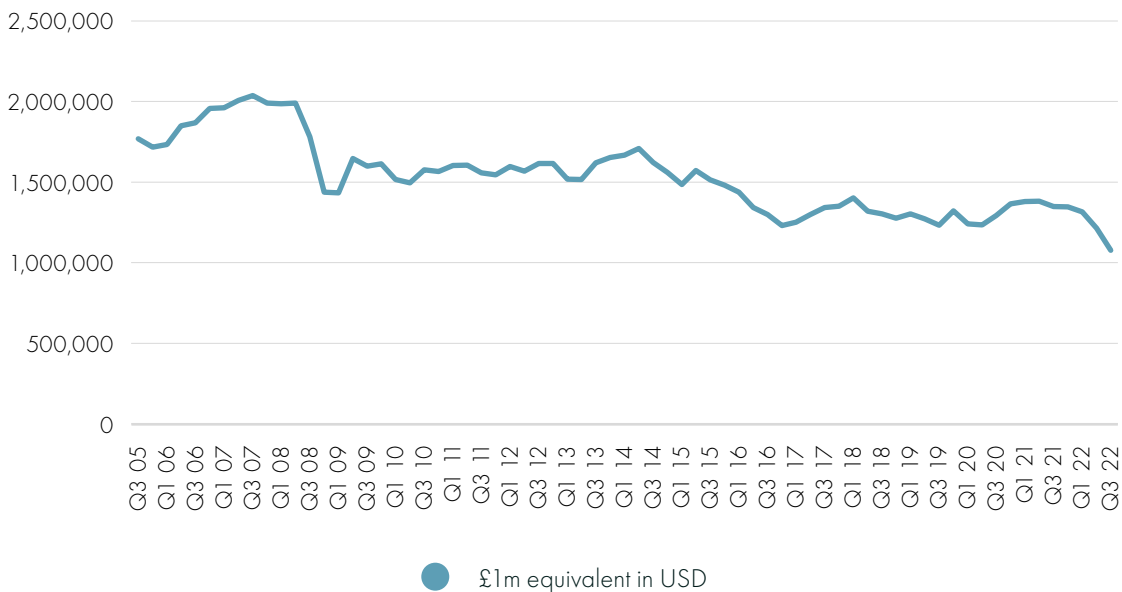
A COMPELLING LOCATION FOR AN INTERNATIONAL MARKET

Property in London is an attractive proposition for a variety of reasons. Current exchange rates make it particularly appealing for overseas buyers.

US DOLLAR

Investors buying a £1million property in US dollars (USD) in Q3 2007 would have paid the equivalent of USD 2.03million. This would now be USD 1.08million, with the cost in dollars having almost halved.

EXCHANGE RATES: US DOLLAR

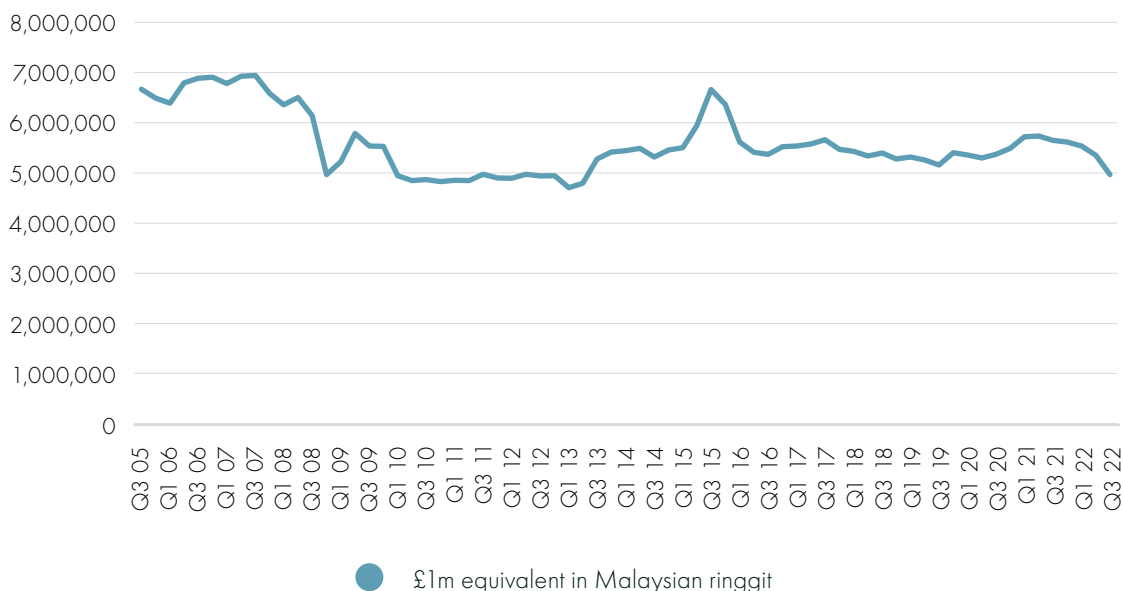


Source: JLL Research / Bank of England

MALAYSIAN RINGGIT

Investors buying a £1million property in Malaysian ringgit (MYR) in Q3 2007 would have paid the equivalent of MYR 6.94million. This would now be MYR 4.96million, a 27% saving.

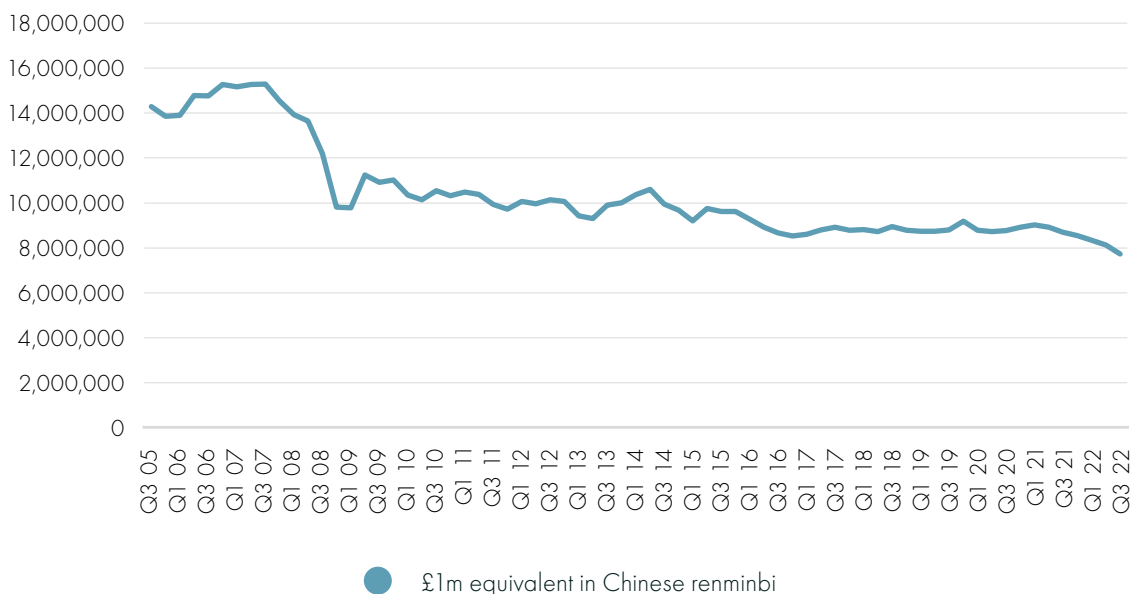
EXCHANGE RATES: MALAYSIAN RINGGIT



CHINESE RENMINBI

Investors buying a £1million property in Chinese renminbi in Q3 2007 would have paid the equivalent of 15.3million Chinese renminbi. This would now be 7.7million, close to a 50% saving.

EXCHANGE RATES: CHINESE RENMINBI



Source: JLL Research / Bank of England

RETAIL AND TRANSPORT



With major transport improvements and a wide variety of shops, cafes, restaurants and more opening their doors across Battersea, the area looks to follow the trend.

JLL forecasts growth in house prices in Battersea to eclipse the London average over the next five years.

DRIVING GROWTH

Transport improvements and the opening of retail and leisure, often part of large-scale regeneration, can be a good indicator that a neighbourhood is on the rise.

JLL research shows that house prices in areas of London where there has been significant development have outperformed the city average.



A TRIED AND TESTED APPROACH

The emergence of new retail hotspots and transport improvements have been a catalyst for house price growth in other corners of London.

WHITE CITY

A year after Westfield London opened in 2008, house prices in White City had outperformed London as a whole by 4%. Just five years after the shopping centre opened, house prices in the area had jumped by 30%, some 9% higher than the city average.

SOUTHWARK

A year after Southwark Underground Station opened in 1999 on the Jubilee line, local house prices had surpassed the London average by 10%.

Five years after the new station opened, Southwark house prices had soared by 92%, outperforming London by 5%.

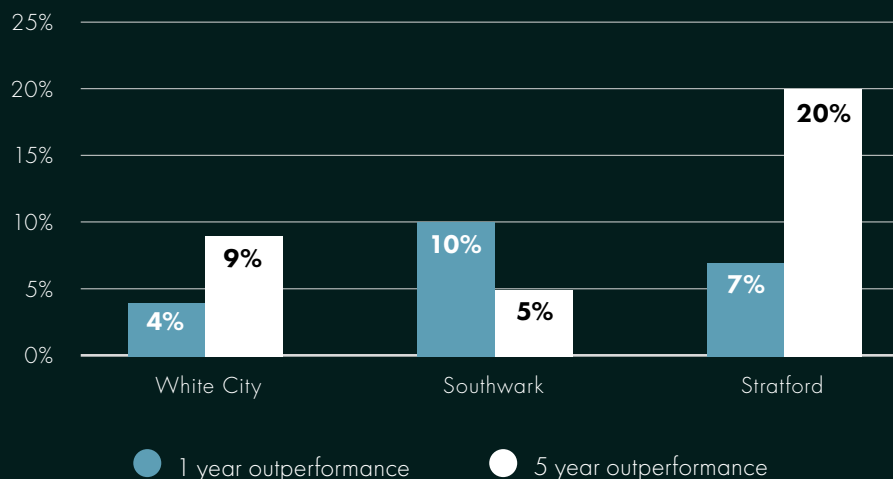
STRATFORD

A year after stations in Stratford were rezoned in 2016 from Zone 3 to Zone 2, local house prices had outstripped the London average by 7%.

Five years on, Stratford house prices had climbed by 40%, some 20% more than London as a whole.

A similar pattern was seen five years after Westfield Stratford City shopping centre opened in the area in 2011. Local house prices had increased by 60%, nearly 20% higher than the London average.

PRICE GROWTH PREMIUMS FOLLOWING RETAIL AND TRANSPORT IMPROVEMENTS

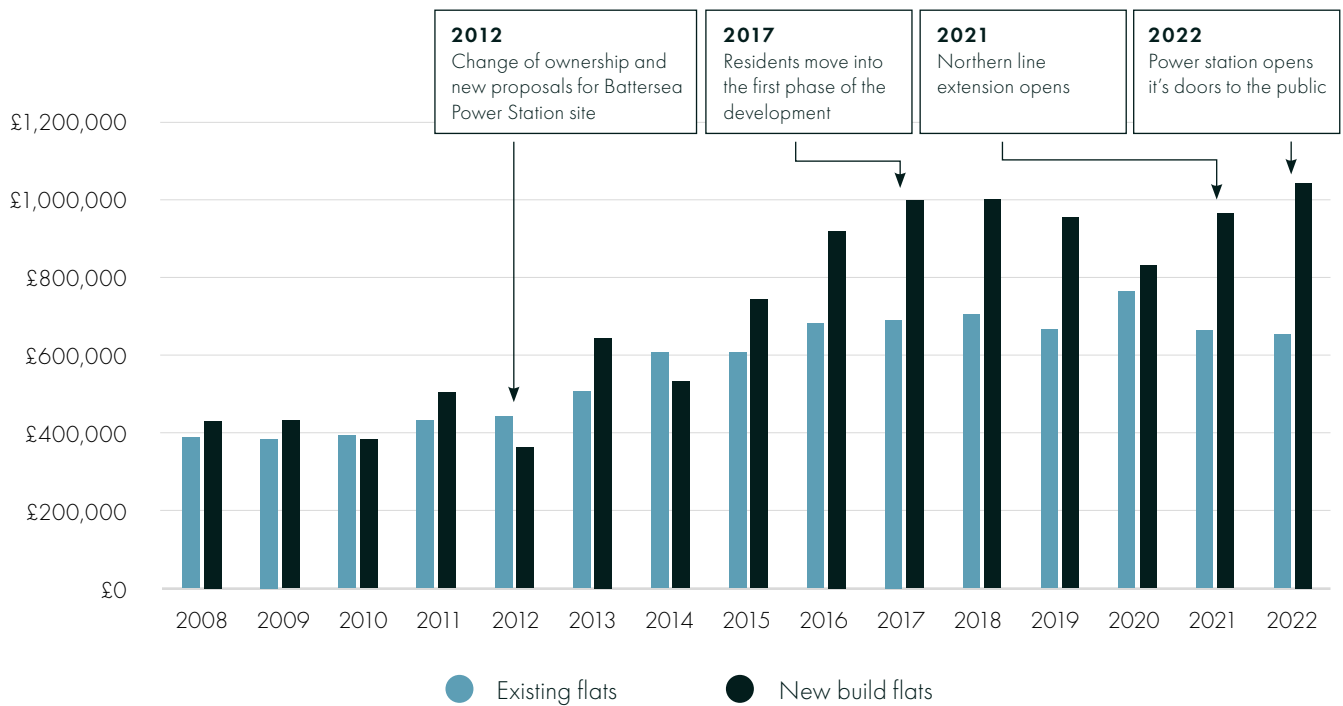


SALES MARKET

Demand for homes in Battersea has risen this year. Across London, JLL recorded a 17% increase in the number of new homes reserved in the year to September 2022 compared with the same period a year ago. 2022 has seen demand for larger homes increase.

The floor area of new properties sold by JLL in Battersea this year averaged 1,257 square foot, up from 957 square foot in 2021 and 833 in 2019. 45% of properties sold so far this year by JLL had three or more bedroom compared with 29% in 2019 and 25% in 2021.

AVERAGE PRICES AND KEY EVENTS IN BATTERSEA



JLL RESIDENTIAL SALES FORECASTS 2022-2026

Sales prices growth (% pa)	2022	2023	2024	2025	2026	Total change
Vauxhall, Nine Elms and Battersea (VNEB)	7.5	5.5	3.5	3.5	4.5	27.0
Greater London	6	5.5	3.5	4	4.5	25.8
UK	4.5	4.5	3	3.5	4.5	21.7

Source: JLL Research / HM Land Registry

RENTAL MARKET

Our local JLL office is reporting demand for properties has continued to increase in recent months as more tenants are attracted to the area, all of which has supported growth in achieved rents. Indeed, for certain property types there is a waiting list of prospective tenants holding out for their perfect rental.

The number of properties on the market at the end of Q3 2022 is 15% lower than at the same point a year ago.

Demand for more expensive, higher specification properties has increased as the location matures and shops, bars and transport links have opened.

BATTERSEA RENTAL MARKET STATISTICS - 2022

+27%

achieved rents rose 27% in Q3 2022 compared with the same period in 2021

+13%

increase in the number of properties let so far in 2022 compared with the same period in 2021

74%

of JLL tenants are under 30 years old

32%

of tenants are students

20%

of JLL tenants moved from overseas

JLL RESIDENTIAL RENTAL FORECASTS 2022-2026

Rental growth (% pa)	2022	2023	2024	2025	2026	Total change
Vauxhall, Nine Elms and Battersea (VNEB)	5	3.5	2.5	2.5	3	17.6
Greater London	4	3	2.5	2.5	3	15.9
UK	2.5	2.5	2	2.5	2.5	12.6

Source: JLL Research / HM Land Registry

Battersea

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jll.co.uk/residential

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