



Creativeworld

**The key element for
investment marketing**

**Property Investment
Market Overview**

Enter Issue One



In Safe Hands

As the leading property marketing specialist in the UK, we understand the investment market and how it operates.

We pride ourselves on the professional service we offer and understand what is required; speed to market, attention to detail, confidentiality and photography that really sells the property.

No matter how large or small the investment opportunity, we know how to work through a project without you having to oversee every step. Our existing clients will testify that you cannot put your project in safer hands.

Our knowledge of the investment market is borne out of many years involvement with some of the biggest names in the industry, working across all sectors.

- Retail
- Office
- Industrial
- Leisure
- Residential

Our comprehensive range of services for the investment market include:

- Brochures
- Portfolios
- iBrochures
- Websites
- Secure data rooms
- Photography
- Support services

The following pages showcase just some of the projects completed in recent years and the clients we have worked with.



Property Investment Marketing

I have enjoyed working in the property investment market for over 20 years, mixing with all types of professionals, from the highly charged property owner, the conservative pension fund manager, the property adviser, the receiver and many other characters.

What I find unique in the property industry that I don't experience in many other industries is my clients are competing against each other one day and the next day working in complete harmony, ensuring the property deal goes through.

For the last four years the market has been very challenging with marketing budgets reduced. That is understandable due to market conditions but what is important is that the client gets good value for money and every pound spent is spent effectively. To completely cut marketing budgets is short sighted. We only have to look at leading companies and brands that affect our everyday life; they adjust their marketing to the current conditions, never cutting their budgets completely and there are many cases to prove they are correct.

At Creativeworld we use our wealth of experience to assist in the sale of a property investment, especially in the current market. Whether it's a printed or digital brochure, in-house or bespoke style to create the impression of exclusivity, organising photography to show off the investment to its full potential, or creating a website where the information is available to all or accessed through secure links that can be monitored from anywhere in the world. What is important for our clients is that we can take away a lot of time and effort in the production process, so they can concentrate on the strategy of selling the property and ensuring the sale will be a success. We make sure that deadlines are met with no hidden charges from the initial budget agreed.

Included in this first issue is a sample of some of the instructions we have been involved with, some of which you will be aware of, and hopefully give you a taste of Creativeworld's ability.

So what might 2013 have in store for us? Probably something similar to 2012, working a lot harder and longer for less. I think that's character building - but the staff hate it! Hopefully it will make us appreciate the good times when they come... let's hope that's not too far off.



Clive Wood
Managing Director
Creativeworld



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Drake Circus Shopping Centre, Plymouth for Jones Lang LaSalle

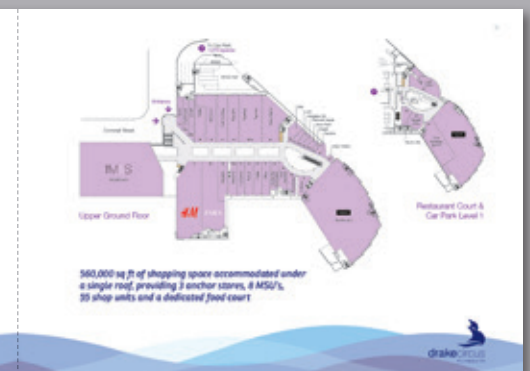
32 page brochure featuring bespoke outer folder and inners secured by Chicago screws, 4 page tenancy schedule section and website.

We were appointed on this project to deliver a brochure and website which would sell this 560,000 sq ft shopping centre in difficult market conditions, all within a very tight time scale.

While the property was being photographed, the studio team began designing a bespoke brochure, populating the content as we received it. The efficient management of the project ensured deadline was achieved.

The owner Kandahar Estate announced the sale of the asset to British Land for a reported £240 million.

*"The service and quality of output the Creativeworld team offers significantly enhances our ability to transact some of the largest and most complicated assets in the market."
David Raven, Jones Lang LaSalle*





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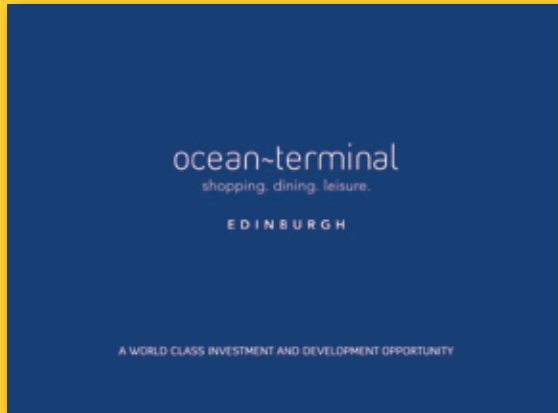
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Ocean Terminal Shopping Centre, Edinburgh for Jones Lang LaSalle

36 page perfect bound brochure and password protected website.

Creativeworld were appointed on this unique project to deliver a brochure and website that sold Ocean Terminal and Waterfront Plaza, 3.68 ha (9.1 acres) of adjacent development land in Edinburgh's historic port of Leith.

Early in 2012, the owner Forth Ports announced it had successfully sold the scheme to real estate investor Resolution Property for an undisclosed sum.

"We have enjoyed an excellent working relationship with the entire Creativeworld team, their hard work, dedication and willingness to 'go the extra mile' is second to none."
David Raven, Jones Lang LaSalle



Brochure spreads



Website pages

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Western Road, Brighton for Lewis Ellis

12 page printed brochure and electronic pdf edition.

This brochure for a 50,000 sq ft flagship retail store on Brighton's prime retailing pitch was very well received by the market. The store was acquired by St Andrews Life Assurance Plc for £13.8 million in September 2012.

"The team at Creativeworld understand our industry and know what is important to us and our clients. Always on time and on budget, they take all the hassle away from producing marketing material of the highest quality."
Jeff Ellis, Lewis Ellis



Brochure spreads



Rydon Lane Retail Park, Exeter for Wilkinson Williams

13 page interactive pdf brochure.



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Centaurus Retail Park, Bristol for Edgerley Simpson Howe

16 page printed brochure and electronic pdf edition.



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Brochure spreads

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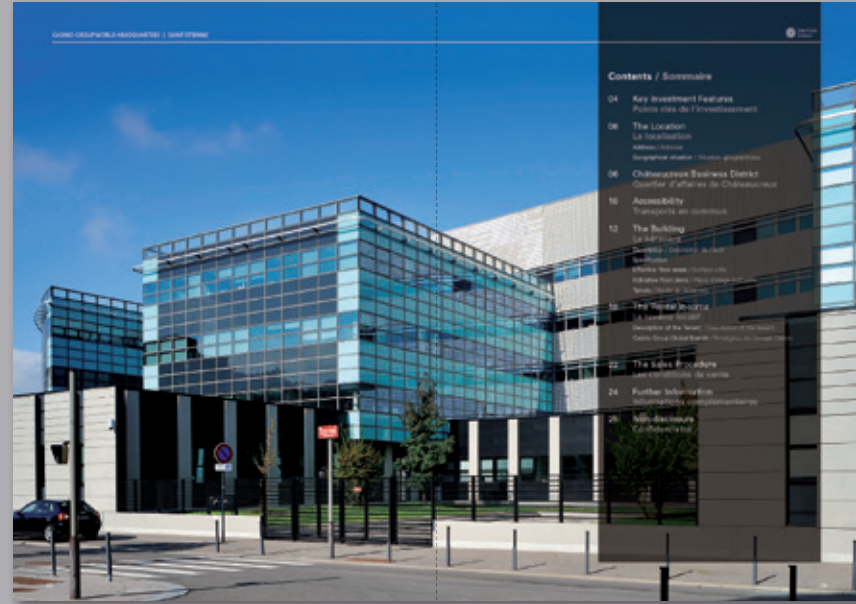
Print



Casino Group Headquarters, Saint Etienne for Jones Lang LaSalle

26 page pdf brochure.

This brochure for a global headquarters office in France had a requirement for the copy to appear in English and French.



Brochure spreads

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Print



Portman Square House, London for Cushman & Wakefield

32 page case bound brochure and interactive pdf brochure.

In March 2012 we were commissioned by Cushman & Wakefield, a tenant in the property, to design an investment brochure that reflected the quality of this striking headquarters office building on Portman Square, one of the West End's prime garden squares.

We achieved this by utilising quality finishes; foil blocking elements on the cover, applying a special varnish to the images and using superior quality papers throughout.

With offers invited in excess of £127 million, the price reflected London's position as a safe haven amid the economic volatility and limited opportunities to secure such prime real estate within London's West End.



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College House, Kings Road, London for Lewis Ellis and CBRE

32 page case bound brochure and password protected website with data room.

This brochure was for award winning retail and office buildings on Kings Road, London with offers invited in excess of £35.8 million.

The illustration of the property on the cover wasn't printed, but was spot UV varnished. Combined with high quality paper and finishes, the brochure reflected the quality of the investment in the heart of Chelsea.

"Creativeworld are able to take an idea and bring it to life. Our clients are very impressed with the quality and finish of the material produced."
Jeff Ellis, Lewis Ellis

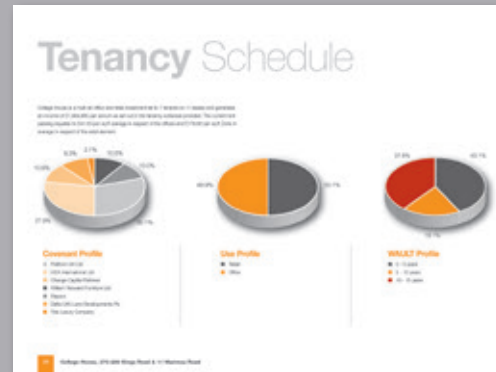


Table 1: Tenancy Schedule

Client	Area	Size	Start	End	Contract Value	Notes
...

Table 2: Summary of Tenancy Schedule

Client	Area	Size	Start	End	Contract Value	Notes
...

Brochure spreads



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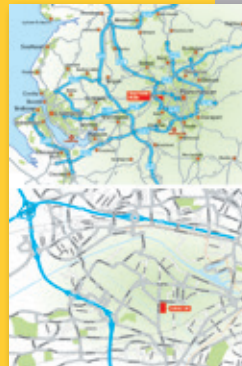
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Print



Adidas Unit, Trafford Park, Manchester for Chapman Petrie and HSM

12 page printed brochure and electronic pdf edition.



LOCATION
Trafford Park, Manchester is a major industrial and commercial hub, offering excellent transport links and a skilled workforce. The site is located in a prime area, close to the M60 and M62 motorways, and is surrounded by other major employers.

SITUATION
The site is situated in a prime location, offering excellent transport links and a skilled workforce. The site is located in a prime area, close to the M60 and M62 motorways, and is surrounded by other major employers.



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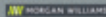
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Finest Investment Opportunity

SOUTH EAST PRE-LET TESCO DISTRIBUTION FACILITY
JUNCTION 11 M4, READING



**Tesco Distribution Facility, Reading
for Morgan Williams**

12 page printed brochure and electronic pdf edition.

"I have always found Creativeworld to be totally professional, organised and efficient. The marketing material they produce is always of a high quality and, importantly, always completed on time."
Mark Morgan, Morgan Williams



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Rushworth Street, Southwark, London for Makins Moore

8 page pdf brochure.

33 - 38 Rushworth Street
Southwark, London SE1

Covenant Information

In 1989 Community Housing Association Ltd was set up to 1989 and has developed into London's largest charity for homeless people. For the past twelve (12) years they have spent a fortune of £40.23 million, and they believe they should be able to raise one worth of £30.42 million.

Draw & build-out of 445 separating extension risk.

Market Commentary

Over the last decade, Southwark has become one of the fastest growing sub-markets of London. A combination of its strategic location, mixed property stock and potential value for money has resulted in significant amounts of development, both of the infrastructure, its existing buildings and existing new stock. This trend is set to continue with many schemes currently under construction, completed or planned.

Headline rents for Grade II office accommodation close to the river are now approx £200 per sq ft. Secondary office rents range from around £20 per sq ft to the low £30s dependent on grade and profile.

Workshop space is also experiencing strong demand. Despite the property at Nos 33-38 Rushworth Street, we understand small industrial units are let for approximately £18 per sq ft.

VAT

The property is sold by VAT and it is proposed that the sale will be done with by way of a TOUC.

Planning

The property is in the London Borough of Southwark. The property is not listed but is situated within the Kings Beach Conservation Area.

Several schemes of mixed use nature have recently been either completed, granted consent or are under construction in the immediate vicinity. Examples include:

- 1-8 Rushworth Street - a development to provide a new ground floor community centre with 36 flats above. This scheme is now virtually complete.
- 42 Rushworth Street, Navigator House - situated opposite St Dunstons, planning consent has been granted for a five storey mixed use scheme including 12,000 sq ft of B1 and F flats.
- 25-26 Kings Beach Street - a completed 1 storey scheme with two levels of B1 and F flats on the upper levels.
- 36-40 Churchill Street - a completed mixed use scheme behind retained facade again of two levels of B1 and F flats.

We believe that the site has excellent potential for office accommodation, refurbishment and extension or for a new build, subject to the necessary consents.



33 - 38 Rushworth Street
Southwark, London SE1



Investment Summary

- Strategically located close to Waterloo, London Bridge and Southwark stations.
- Freehold.
- Subsidence has been ruled out by the maximum of approximately 45,000 sq ft (12,500 sq ft mixed grade mixed use).
- Single freehold.
- Excellent refurbishment opportunities & redevelopment potential.
- Let to a strong tenant until 2020. Mutual break 2020.
- Low passing rent of £210,000 p.a. reflecting only 130.21 per sq ft.
- Excellent future rental and capital growth prospects to an area undergoing considerable regeneration.
- Offers are likely to be in excess of £2.75 million reflecting a net initial yield of 9.22%, a capital value of £134 per sq ft or only £137 per sq ft on a 600 basis.

Location



Southwark is one of London's most exciting, vibrant and up and coming localities. It is strategically located close to the City of London and comprises a diverse mixture of cultural attractions such as the Tate Modern Gallery, Borough Market, new urban houses, hotels and a diverse mix of corporate and start-up offices.

Southwark has an excellent position close to both the West End and the City combined with its superb commuter links via Waterloo, Elephant and Castle and London Bridge. Additionally the area is served by the Jubilee Line (Southwark, Waterloo and London Bridge) the Northern Line (Borough and London Bridge) and the Bakerloo Line (London North). Its excellent communications have helped the area to become one of the fastest growing submarkets in London.

Several major new developments including the 220,000 sq ft Ben Barkside residential scheme, the 100,000 sq ft Palazzo office scheme, More London and the mixed commercial 100,000 sq ft Pearl have reinvigorated Southwark as a location to both live and work. As a result, numerous restaurants, shops and hotels have been developed to meet demand.

Situation

Southwark's Street runs parallel and just to the east of Waterloo Road. The property is located on the eastern of Kings Beach Street and occupies a prominent position. It has the added benefit of triple frontages. It is a short walk from Southwark, Waterloo and Jubilee stations.



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RTC EUROPE LIMITED HEADQUARTERS
CASTLE ROAD, EUROLINK, SITTINGBOURNE, KENT, ME10 3RN

South East Distribution Warehouse Investment Opportunity
Two Unit Sale and Leaseback with Annual Fixed Uplifts



Eurolink Business Park, Sittingbourne, Kent for Colliers International

8 page interactive pdf brochure.

RTC EUROPE LIMITED HEADQUARTERS, CASTLE ROAD, EUROLINK, SITTINGBOURNE, KENT, ME10 3RN
South East Distribution Warehouse Investment Opportunity, Two Unit Sale and Leaseback with Annual Fixed Uplifts

DESCRIPTION

The property comprises two modern detached 800 distribution warehouses constructed in 2004 of steel portal frame construction under profile metal cladding with 100% translucent rooflights.

UNIT 1 comprises the HQ office function and has been fitted out to a high standard and benefits from a very impressive entrance and waiting area, lifts and administration offices, together with break and customer meet areas. The property is serviced by four ground level access doors onto a concrete paved to the east. The site is fully access, accessible by automatic sliding gates to the car park to the front elevation and a rear access for HGV's. The property has a minimum clear height of 12m to the eaves.

UNIT 2 comprises a warehouse with a similar design and construction to UNIT 1, also fitted out to a high standard, including a small two story office block with break out areas and a showroom. The site is serviced with two ground level and two drive level access doors leading onto a concrete loading yard.





RTC EUROPE LIMITED HEADQUARTERS, CASTLE ROAD, EUROLINK, SITTINGBOURNE, KENT, ME10 3RN
South East Distribution Warehouse Investment Opportunity, Two Unit Sale and Leaseback with Annual Fixed Uplifts

INVESTMENT SUMMARY

- Established distribution location in the South East of England approximately 46 miles south east of Central London and 41 miles north west of the Channel Tunnel.
- Two high quality detached distribution warehouses built in 2004.
- Have 10 year FIO leases from completion with no tenants.

- UNIT 1 comprises 41,000 sq ft and the total rent will be £216,710 per annum (equating to £5.29 psf).
- UNIT 2 comprises 20,500 sq ft and the total rent will be £130,545 per annum (equating to £6.37 psf).
- Total floor space of 61,500 sq ft.
- Total net from completion of £350,000 per annum.
- The units will rise annually from the date of lease completion to 2% per annum compound.
- Let to the UK consent of RTC Europe Limited with full guarantee from the US parent, RTI, Inc.

- We are instructed to seek offers to the value of £4,175,000 (Four Million One Hundred and Seventy Five Thousand Pounds) for both units which reflects an attractive net initial yield of 8% after deducting purchaser costs of 6.5%.
- Targeted investment value of £30.50 psf.
- Over the annual fixed uplifts, the net yield will be 8.82% in year 1 and 8.74% in year 10.
- Consideration will be given for offers on each individual unit.



RTC EUROPE LIMITED HEADQUARTERS, CASTLE ROAD, EUROLINK, SITTINGBOURNE, KENT, ME10 3RN
South East Distribution Warehouse Investment Opportunity, Two Unit Sale and Leaseback with Annual Fixed Uplifts

LOCATION

Sittingbourne is strategically located in the north of Kent close to the Tole and the River Medway. The town is well located being 46 miles south of Central London, 13.5 miles north east of Maidstone, 6.5 miles south east of Sittingbourne and 17 miles north west of Canterbury.

Transport links are excellent with Sittingbourne served directly on the A2 which links to the A200 dual carriageway which in turn provides direct access to Junction 5 of the M2 and Junction 7 of the M25, 2 and 8 miles south west respectively. The A20 connects directly with the national motorway network via the M25 to the west. Sittingbourne is further accessed by way of direct rail services to London Victoria and St Pancras International with a frequent evening line of 16 minutes while the Dover Express and ports of Dover and Folkestone are 43 miles to the south west. An Inland is provided at Kent International Airport 34 miles east.

Sittingbourne has a district population of 55,000 and a catchment within 12.5 miles of 107,000.




SITUATION

Access to the town centre, approximately 2 miles distant to through Castle Road, and the B2099 Eurolink Way, the property fronts the new Northern Distributor Road (NDR) which provides a direct link over the River to the dual carriageway access to Sittingbourne and Sittingbourne Town Centre.

Local occupiers in the vicinity are Carillion, Sealed Windows, Halsey, White Seal, Anglian Windows, Allport and Johnson Suspenders.

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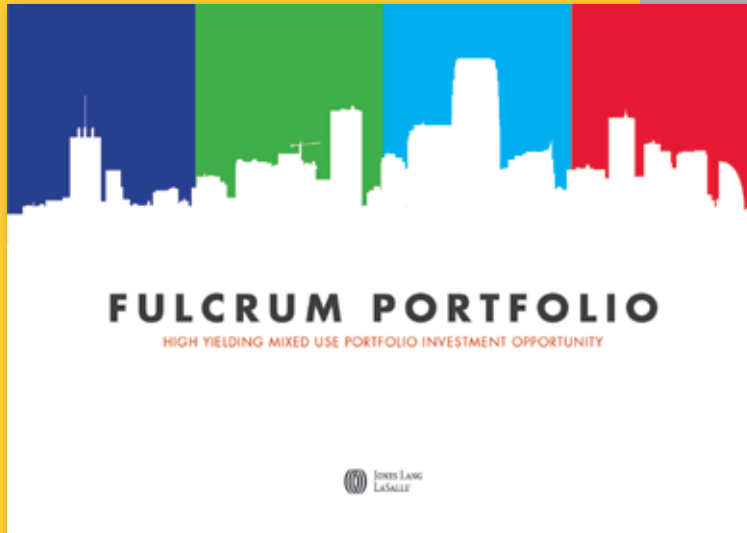
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Fulcrum Portfolio, Mixed Use Investment Portfolio for Jones Lang LaSalle

25 property, 63 page interactive pdf brochure, website and secure data room.

As soon as we were appointed on this portfolio, the Creativeworld team got to work organising access to the properties so they could be photographed. While that was taking place, the studio were busy working on the design and layout to keep the project moving, ensuring the deadline was achieved.



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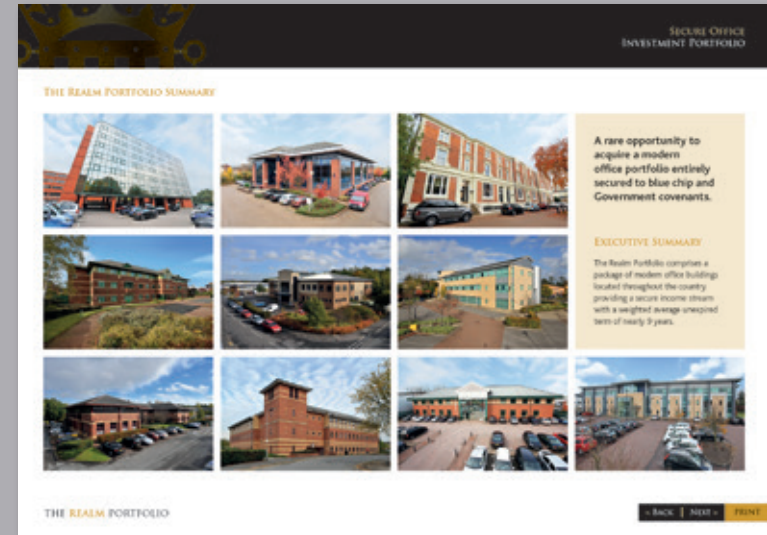
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The Realm Portfolio, Office Investment Portfolio for Mason Philips and Ryden

10 property, 27 page interactive pdf brochure, website and password protected data room.

While the properties were being photographed, the studio team were busy working on the design, drawing maps, populating the content and formatting tenancy schedules. Once approved, the final step was to add the interactive elements to the pdf brochure, which included links to Google maps.



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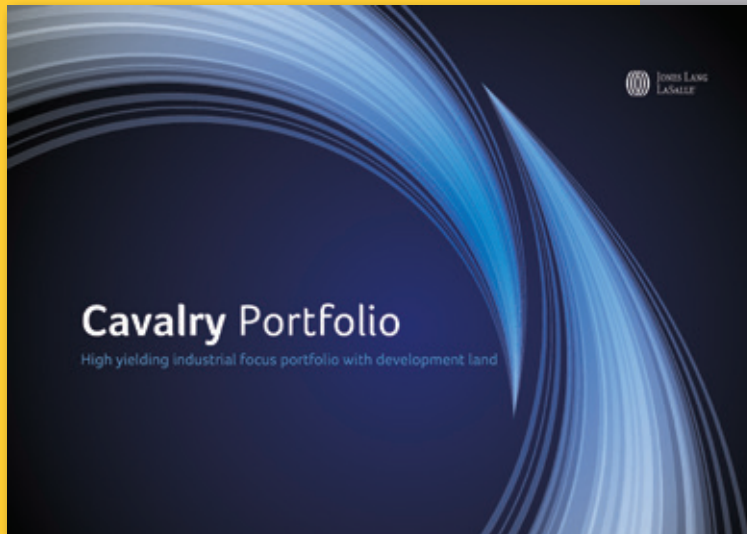
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Cavalry Portfolio, Industrial Investment Portfolio for Jones Lang LaSalle

9 property, 52 page pdf brochure.

High level photography was specified for this portfolio to show off the development land that was included with many of the properties. Once the client had made their photo choices, blue skies were added where required to make the properties look as good as possible.



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Project Flagstaff, Mixed Use Investment Portfolio for Jones Lang LaSalle

38 property, 182 page 'D' ring binder with tabbed sections and password protected website with secure data room.

This huge portfolio came with a very tight deadline, but by managing the whole project efficiently and feeding in data as soon as we received it, the printed binder and website were delivered on time.

"Creativeworld are always first choice when completing a professional job in very tight timescales. Their considerable experience means much of the hard work is completed without the need for detailed instruction which allows us to concentrate on the technical aspects."

Peter Kirk, Jones Lang LaSalle



Brochure pages

Make the switch to Creativeworld, the shining light of investment marketing.

For a quotation or to find out more about our investment marketing solutions please contact our dedicated team of experts.

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