

PROPERTY INVESTMENT MARKET

REVIEW 2015

Creativeworld The Property Investment Marketing Specialists

6 ST. JAMES'S SQUARE

Designing a brochure worthy of this prime London property

TIGER PORTFOLIO

Bringing this seven property retail portfolio to the market

THE BRUNSWICK

Marketing the landmark Bloomsbury shopping centre

TARA COLLECTION

A TOAST TO DUBLIN'S 'JEWEL IN THE CROWN' OFFICE PORTFOLIO





Helping Ireland recover from its financial hangover

Best known as one of the leading UK property marketing agencies, Creativeworld has been working in the property investment market for well over 25 years, experiencing the highs and lows brought about by a fluctuating economy along the way.

Over this time, our expert team has developed and learnt exactly what it takes to produce successful marketing campaigns in this specialist market; we understand the investment market and how it operates.

Recent times have seen the market rise through some very tough and testing environments as the world economy looks to slowly recover from its recent turmoil. One area of Europe which has proven to be fruitful for us as an agency is the Irish property investment market.

Ireland's economic struggles have been well documented but its economy has started to show signs of growth again. Having vast experience working in a wide range of overseas markets allowed our team to be perfectly placed for appointment on a number of large Irish investments.

The London market has also shown strong signs of growth over the last 12 months. Confidence in the core capital market has developed momentum, with the feeling that 2015 is set to continue this same trend.

Clive Wood
Managing Director

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

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OFFICE

INVESTMENT PROJECTS

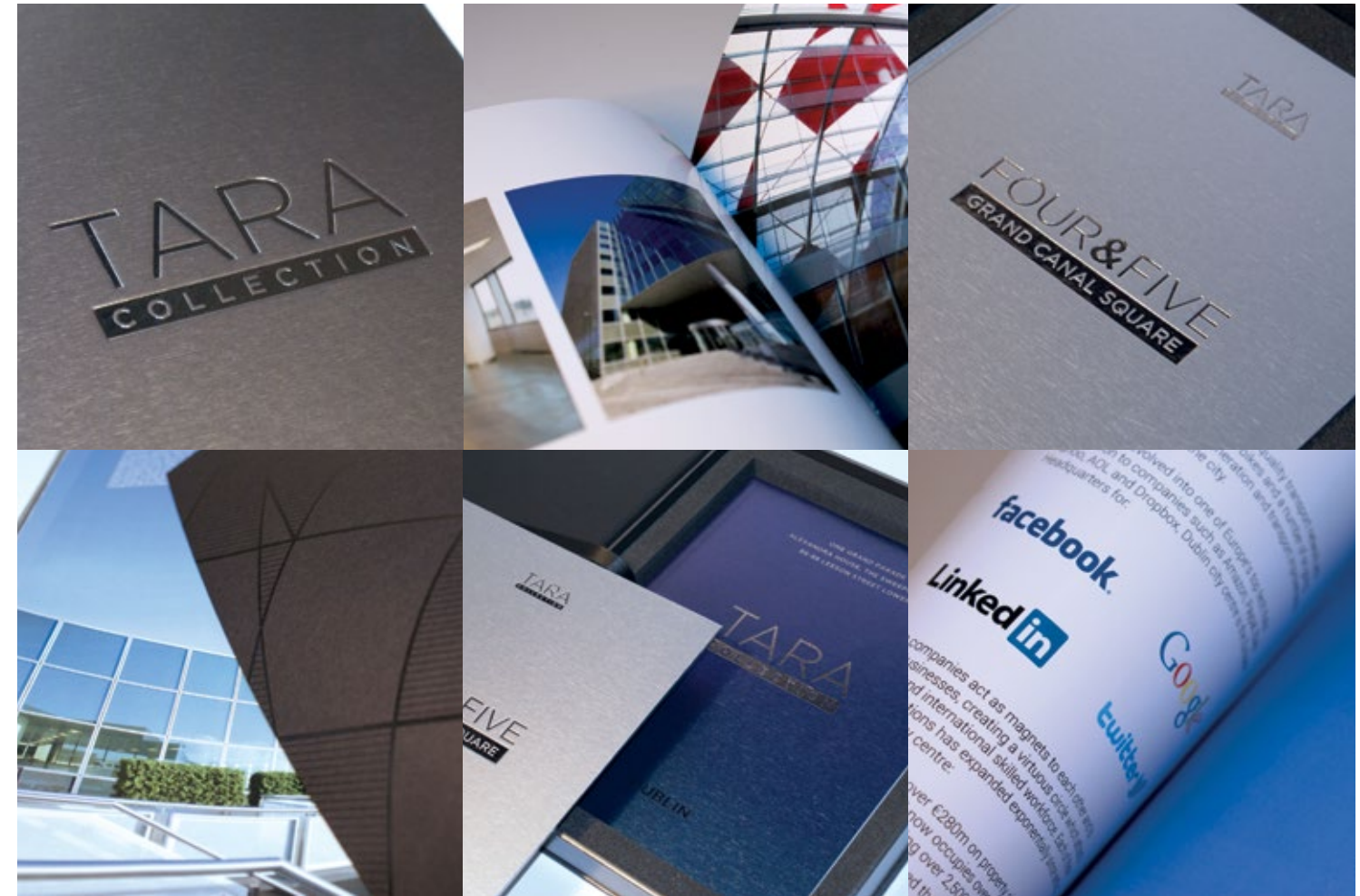
"The Tara Collection represents the most significant office investment to be brought to the market in 2014"

4 GRAND CANAL SQUARE



Tara Collection, Dublin
JLL Ireland / CBRE Ireland

Presentation box, 28 page case bound brochure, 44 page brochure, national press advert, webmailer, photography and website with secure data room.



Creativeworld was exclusively appointed to develop the marketing material for this portfolio of high end commercial properties, which offered potential investors an unrivalled opportunity to gain exposure to the strongly growing Dublin office market.

The jewel in the crown of this highly individual investment comes in the shape of 4 and 5 Grand Canal Square. Designed by renowned international architect Daniel Libeskind, this is one of, if not the highest quality office building in Dublin and brings with it a tenant to match, Facebook.

As part of this bespoke marketing package came the creation of two individual marketing brochures; the first was case bound with a de-bossed foil finish, and showcased both 4 and 5 Grand Canal Square. The second brochure was produced for the rest of the collection and was perfect bound with a soft cover and foiling, both with metal look outer covers. In order to house both brochures, a unique metal-look presentation box was also produced and featured a magnetic flap to keep the documents together.

A comprehensive location photography shoot was arranged and directed by the Creativeworld team as we looked to achieve a selection of images that best showcased each individual property.

A unique website and secure data room was also created for the collection which was both designed and developed specifically for the investment. The digital work, which was all produced by our in-house team, was also made mobile friendly ensuring all information and documents were available at all times.



**Six St. James's Square, London
Cushman & Wakefield**

44 page case bound printed brochure, interactive pdf brochure, photography and website with secure data room.



Six St. James's Square, one of the most prestigious addresses in London, is located in the heart of the exclusive and historic St. James's district, in London's West End. The area is internationally recognised as one of London's premier office destinations and is regarded as the West End's most esteemed and strategic business location. It is also synonymous with luxury retailing and highly sought after residential addresses.

The Creativeworld team produced a unique luxury brochure to match the scale and magnitude of the investment. The front of the brochure has been specially de-bossed to allow a bespoke plaque to be inset, complemented elegantly with a bronze foil text finish. The brochure itself features high quality GF Smith paper along with a selection of elegant location photography, all of which was produced by Creativeworld.

On the digital side, our in-house team designed and developed a dedicated website and secure data room for the investment. The site features downloadable documents which can be accessed through a secure login system. The data room keeps track of user's activity so you know which visitors have viewed and downloaded documents, allowing the ability to monitor live activity of interested parties.

OFFICE

INVESTMENT PROJECTS



Farnborough Aerospace Centre JLL

32 page printed brochure, pdf brochure and photography.

The investment comprises four impressive office buildings totalling 243,690 sq ft on the South East's premier office park. Farnborough Aerospace Centre offers a range of on-site amenities including conference facilities, gym, restaurant and a Starbucks coffee bar. Notable occupiers on the office park include Zurich Insurance, Lockheed Martin, Infor Global Solutions and Fluor.



Heuston South Quarter, Dublin Savills Ireland

48 page case bound printed brochure, pdf brochure and website with secure data room.

Heuston South Quarter integrates luxury multi-family blocks with Grade A office accommodation, all served by a convenient retail offering. In addition to what is built and income producing, Heuston South Quarter presents immediate development and asset management opportunities.

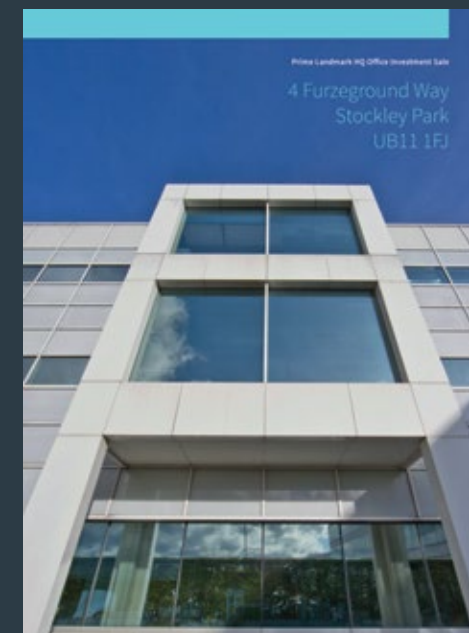
Pavilion Drive, Northampton Lewis & Partners

7 page pdf brochure and photography.

Northampton Business Park has been developed on a 54 acre site with prominent frontage to the A45, providing Grade A office accommodation for occupiers including Barclaycard, IPSL, Regus, Aviva, Grant Thornton, HSE and Ricoh.



“Stockley Park is one of Europe’s premier business parks and this investment provides an opportunity to acquire a prime HQ office building”



4 Furzeground Way, Stockley Park JLL / Cushman & Wakefield

20 page printed brochure and pdf brochure.

4 Furzeground Way provides a rare opportunity to acquire a prime, landmark HQ office building of 39,072 sq ft, on one of Europe’s premier business parks.

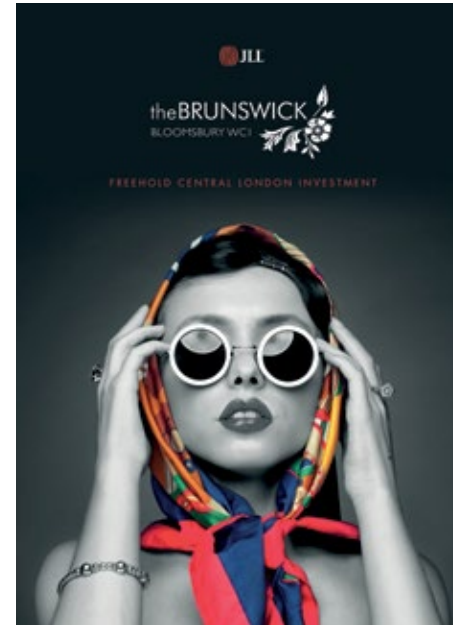
Stockley Park is held in high esteem both within and outside the UK and has won over 20 awards. The proximity to both Central London and Heathrow has attracted a diverse range of major international corporate companies such as Apple, Marks & Spencer, GSK, Hasbro, Celgene, BP, Hasbro, Canon and IMG.

RETAIL

INVESTMENT PROJECTS



"We have helped our clients bring more retail investments to market than any other sector in the past 12 months"



The Brunswick, Bloomsbury **JLL**

36 page case bound printed brochure, pdf brochure, photography and website with secure data room.

The Brunswick was designed by Patrick Hodgkinson and Sir Leslie Martin in the mid 1960s as a state of the art residential shopping centre. The development of the property was completed in 1972, and achieved Grade II listed status in 2000. In 2005 a £24 million refurbishment was undertaken to upgrade it to modern retailing standards.

This iconic building now comprises 170,000 sq ft of net lettable retail accommodation with major tenants including Sainsbury's, River Island, New Look, Hobbs, Carluccio's, Strada, Nando's and Boots.

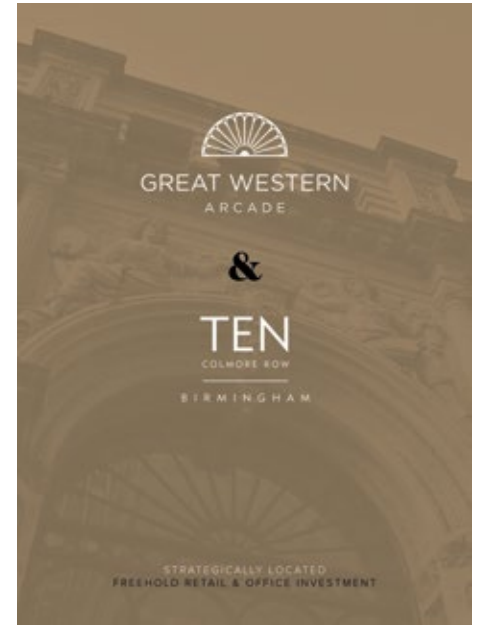


Milsom Place, Bath **Bruce Gillingham Pollard**

32 page perfect bound printed brochure, pdf brochure and photography.

Milsom Place is located at the heart of the fashionable Milsom area, widely regarded as Bath's smartest shopping and dining destination, and is bounded by Milsom Street, Green Street and Broad Street. The series of beautiful Georgian, Victorian and Edwardian buildings, terraces and open courtyards connect seamlessly into the adjoining sloping streets.

They provide a natural link from Milsom Street through to High Street/New Bond Street, Broad Street, the Artisan Quarter and River Avon, Waitrose Food & Home, and the main car park at The Podium.



Great Western Arcade & Ten Colmore Row, Birmingham **Lewis Ellis**

16 page printed brochure, pdf brochure, and photography.

Great Western Arcade is an attractive Grade II listed retail arcade and Ten Colmore Row is a modern six storey office building, situated in the heart of Birmingham city centre.

It is prominently positioned on Colmore Row, considered the premier business address in Birmingham and the core of the central business district, home to tenants such as KPMG, PwC, Barclays, Wragge & Co and Lloyds Bank.

RETAIL

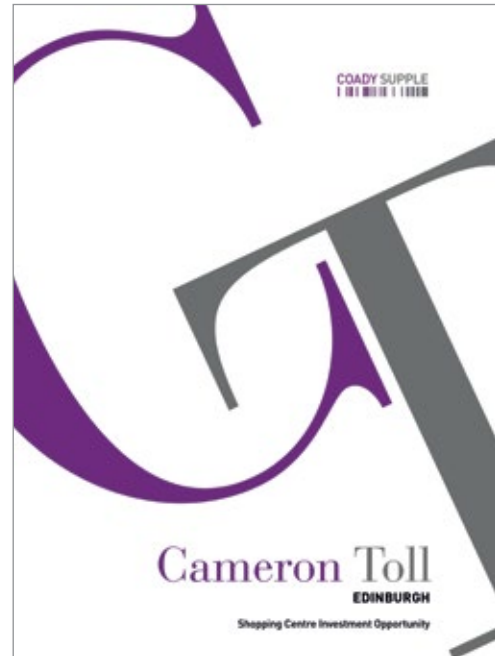
INVESTMENT PROJECTS



Intu Shopping Centre, Uxbridge Cushman & Wakefield

32 page case bound printed brochure, pdf brochure, photography and website with secure data room.

Intu Uxbridge is a 450,000 sq ft, contemporary shopping centre located in the heart of the town, benefiting from a superb strategic position adjacent to the Underground train station. It opened in 2001 and comprises a fully enclosed shopping centre. Since opening, the centre has totally revitalised Uxbridge, doubling the retail offer.



Cameron Toll, Edinburgh Coady Supple

16 page printed brochure, pdf brochure, photography and website with secure data room.

Cameron Toll Shopping Centre provides 266,500 sq ft of retail accommodation anchored by a recently refurbished Sainsbury's supermarket and petrol station. Other key retailers include BHS, Boots, WH Smith, New Look, Peacocks, Clarks, Costa, Thorntons, Poundworld and H Samuel.



Seamer Road Retail Park, Scarborough Wilkinson Williams

9 page interactive pdf brochure and photography.

Seamer Road Retail Park is an attractive, modern retail park totalling 91,955 sq ft. It is arranged as a single terrace of 6 units and a standalone B&Q, separated via the access road.

The retail park is located in a prominent position off the A64, the main route into Scarborough and is the dominant retail park in the town. It is well let to tenants including B&Q, Next and Dunelm.



Nicholsons Shopping Centre, Maidenhead DTZ

24 page printed brochure pdf brochure, photography and website with secure data room.

The Nicholsons Shopping Centre occupies a prime position in Maidenhead town centre adjacent to the High Street, approximately 500 metres north of Maidenhead train station.

It is the principal shopping offer in Maidenhead and provides 200,000 sq ft of retail accommodation anchored by Tesco Metro, WH Smith, Next, Topshop, Clarks and Argos.





Kensington High Street, London
Knight Frank / Aviva Investors

36 page perfect bound printed brochure, pdf brochure, photography and website with secure data room.

This high end investment provides two substantial retail and residential parades at the heart of Kensington High Street, a short walk from High Street Kensington London Underground station.

The retail element is let to nationally recognised tenants including Russell & Bromley, East, Body Shop, Everything Everywhere and Oliver Bonas.



RETAIL

INVESTMENT PROJECTS



Mander Centre, Wolverhampton Cushman & Wakefield

32 page case bound printed brochure, pdf brochure, photography and website with secure data room.

The Mander Centre completely dominates Wolverhampton's central retail area and is well integrated into the city's retail provision.

Comprising 430,000 sq ft of retail space, key anchor tenants include BHS, New Look and Boots, Vision Express, The Entertainer and H Samuel.

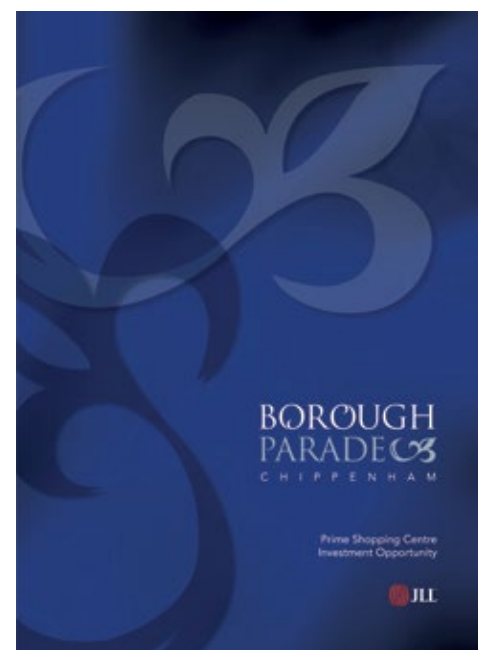


St Johns Road, Clapham Junction, London Green & Partners

16 page interactive pdf brochure and photography.

The property comprises two impressive, adjoining retail blocks comprising a total of 10 shops and 20 flats located in a prominent position in Clapham's prime retailing pitch, St John's Road.

The two retail blocks are attractive, traditional brick-built parades let to various national multiples including Argos, 3 Mobile, NatWest, Ryman, Waterstones and Claire's.



Borough Parade, Chippenham JLL

16 page printed brochure, pdf brochure, photography and website with secure data room.

Borough Parade Shopping Centre is located in the heart of Chippenham town centre with entrances on High Street and from the town's main surface level shopper's car park. The centre was developed by Crest Nicholson Plc and opened in October 1996. It is an open air scheme and provides 26 retail units, a food store and a public house with major tenants including Waitrose, Argos, Caffè Nero, Clarks Specsavers and JD Wetherspoon.



Sovereign Centre, Weston-Super-Mare JLL

16 page printed brochure, pdf brochure, photography and website with secure data room.

The Sovereign Centre is situated in the heart of Weston-Super-Mare town centre and is flanked by the sea front and promenade to the west. The centre is bounded by Royal Parade and Salisbury Terrace to the west, Post Office Road and The Winter Gardens to the north and the High Street to the east.

The High Street is fully pedestrianised and forms the main retail thoroughfare in the town centre. Sovereign Centre's main entrance is accessed from the pedestrianised High Street directly into the mall.



PORTFOLIO

INVESTMENT PROJECTS

Project Tiger Retail Portfolio Coady Supple

7 property portfolio; 144 page bespoke D-ring binder with magnetic closure, tabbed dividers and fold out tenancy schedules, plus a 42 page perfect bound summary brochure. All photography, and website with secure data room.



“Project Tiger is a significant and geographically diverse portfolio which offers a gateway to the UK regional retail real estate sector for any potential buyer”



Project Tiger offered investors a unique opportunity to acquire seven established shopping centres in varying locations across the UK.

The opportunity required a bespoke set of marketing particulars designing in order to bring it to the market on time and within the client's budget.

With a portfolio of this size and complexity the arrangement and fulfilment of photography was key. Each separate location required both aerial and ground level photography along with the design of individual maps and graphs.

The photography was then used throughout the core design of all marketing particulars including a bespoke D-ring binder, summary brochure and website with secure data room.

“The Creativeworld design team produced an identity inspired by the iconic Irish landmark Samuel Beckett Bridge”



The Capital Collection
Savills Ireland / CBRE Ireland

8 property portfolio; 68 page printed brochure, pdf brochure, photography and website with secure data room.

The Capital collection is an exceptional collection of Dublin based assets offering investors prime opportunities in both the retail and office sectors.

Creativeworld was commissioned to design and develop a new marketing identity and strategy. Our design team produced an identity inspired by the iconic Irish landmark Samuel Beckett Bridge, a design that runs throughout both the digital and printed literature.

A website and secure data room was developed and designed by our in-house digital team allowing interested parties to view key information securely and effortlessly.



PORTFOLIO

INVESTMENT PROJECTS



Acorn Portfolio Bannon / JLL Ireland

3 property portfolio; 60 page case bound printed brochure, pdf brochure, and website with secure data room.

At a time when Ireland's domestic market is experiencing a turnaround, the Acorn Portfolio represents the opportunity to obtain a significant stake and exposure to the Irish retail market in assets that dominate their respective catchments.

The investment opportunity provides a secure cash flow from excellent tenants including major anchors such as Tesco, M&S, Aldi and TK Maxx as well as providing significant asset management and development opportunities.

ON THE RECENT WORK JLL IRELAND MANAGING DIRECTOR, JOHN MORAN ADDED:

"JLL Ireland has worked with Creativeworld on the majority of our recent high profile portfolio sales including Ulysses Portfolio, Central Park and Acorn Portfolio. The team has produced the highest quality marketing material including brochures, websites, data rooms, newspaper ads and webmails. We can always rely on Creativeworld to provide a hassle and stress free service and they understand what it is we are trying to deliver. Having the full suite of services for marketing under the one roof ensures there is always consistency in the range of marketing material that is produced."



The Silver Oak Portfolio JLL

13 property portfolio; 78 page interactive pdf brochure.

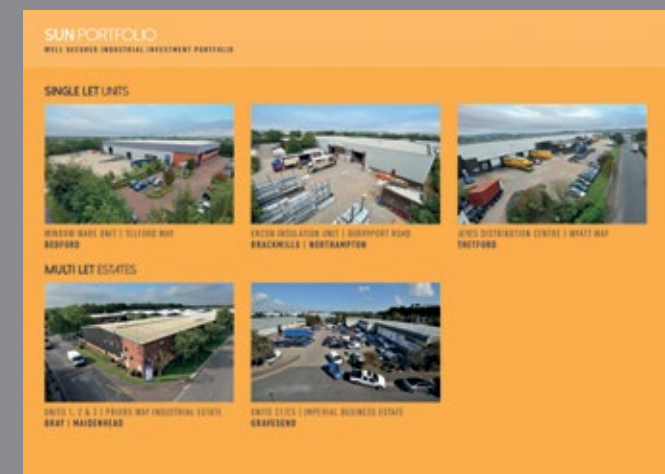
A predominantly office sector portfolio comprising a variety of assets ranging from excellent quality Central London buildings to higher yielding provincial stock. This allows a purchaser the benefit of a varied portfolio of balanced risk, or the option of selective disposals to suit investment policy.



Empire Portfolio Knight Frank / Lewis & Partners

50 property portfolio; 220 page pdf brochure.

A unique mixed use portfolio opportunity including properties in a selection of leading UK cities including London, Manchester, Leeds, Glasgow, Birmingham and Newcastle. The portfolio has a total floor area of 2,858,916 sq ft and includes 50 properties totalling 253 units.



Sun Industrial Portfolio Lewis Ellis

5 property portfolio; 28 page printed brochure, pdf brochure and photography.

As a combination of investments it was decided the properties should be split into two different portfolios. The Sun Portfolio consists of five industrial investments. The Mint Portfolio consists of nine high street and retail warehousing assets all situated on the traditional prime pitch in their respective towns.

With the split of the portfolios came the creation of two bespoke brochures, each incorporating the same design theme but each showcasing a unique colour palette. The Creativeworld team also organised the arrangement and fulfilment of all location and aerial photography for all 14 properties. Both brochures were also produced in a pdf format.



Mint Retail Portfolio Lewis Ellis

9 property portfolio; 42 page printed brochure, pdf brochure and photography.

UNIQUE

INVESTMENT PROJECTS



“Rare opportunity to acquire a freehold landmark London mixed-use investment”

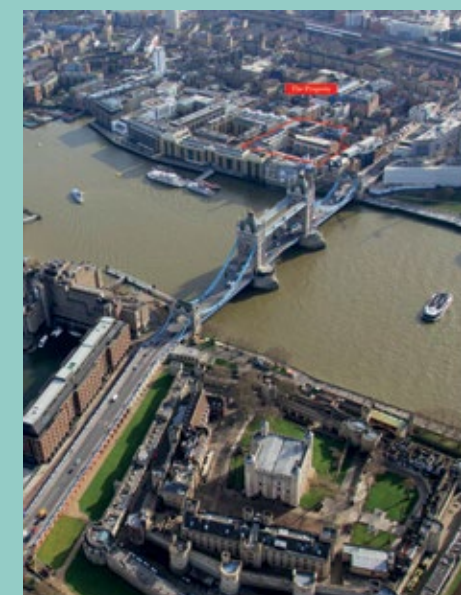


Tower Bridge Piazza, London Griffiths Eccles

32 page perfect bound printed brochure, pdf brochure, photography and website with secure data room.

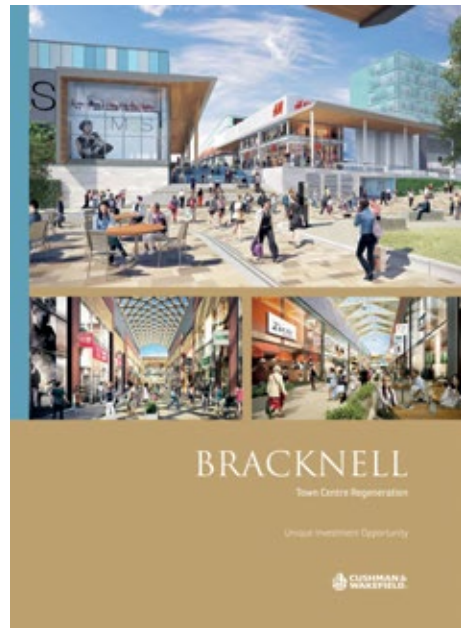
Tower Bridge Piazza was redeveloped at the end of the 1980's predominantly on the site of the former Anchor Brewery. The property comprises a mixed-use estate of six distinct blocks around and including Tower Bridge Piazza, Horselydown Square, Brewery Square and Copper Row with a substantial basement car park.

The property is currently configured to provide 1,250 sq m of retail accommodation in 14 retail/restaurant units. 13 of these units are situated on Shad Thames, Copper Row or Horselydown Lane with the majority benefiting from being double-fronted around the piazza.



UNIQUE

INVESTMENT PROJECTS



Central Park, Dublin
JLL Ireland / Savills Ireland

36 page case bound printed brochure, pdf brochure, and website with secure data room.

This brochure presents a unique opportunity for investors to acquire a mix of high quality offices, multi-family units and ancillary retail units with further development potential in a single location.

Located in the heart of one of Dublin's most affluent locations, the surrounding area includes Leopardstown, Sandyford and South County Business Park, one of the most successful suburban office locations in Dublin.

Bracknell
Cushman & Wakefield

32 page case bound printed brochure, pdf brochure and photography.

Bracknell, located in the heart of the Royal County of Berkshire, has one of the country's most affluent catchment populations. However it is one of the most underprovided towns in the south east, in terms of its retail offer.

The investment offers a unique and exciting opportunity to become a partner in a major town centre regeneration project, which aims to deliver a comprehensive regeneration of the town centre, to create a vibrant destination of choice for the people of Bracknell.

Phase 3, Stockley Park
JLL

32 page case bound printed brochure, pdf brochure and photography.

Phase 3 represents an opportunity to acquire a strategic landholding within the M25. The scheme benefits from a planning permission secured in 2000 to accommodate up to 538,195 sq ft GEA of headquarters office space, arranged in five buildings.

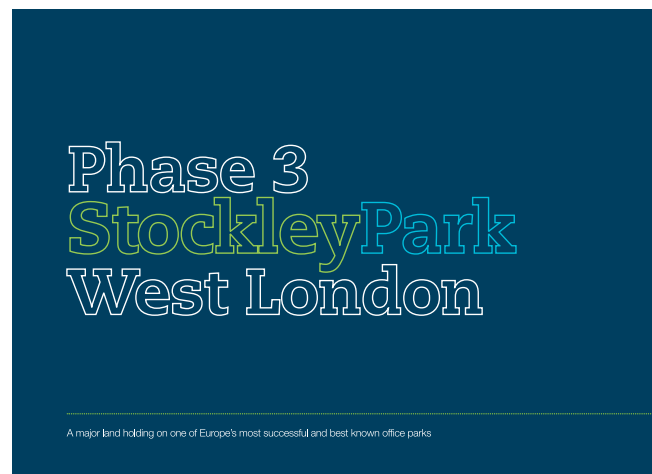


Islazul Shopping Centre, Madrid
Cushman & Wakefield Madrid

Website with secure data room.

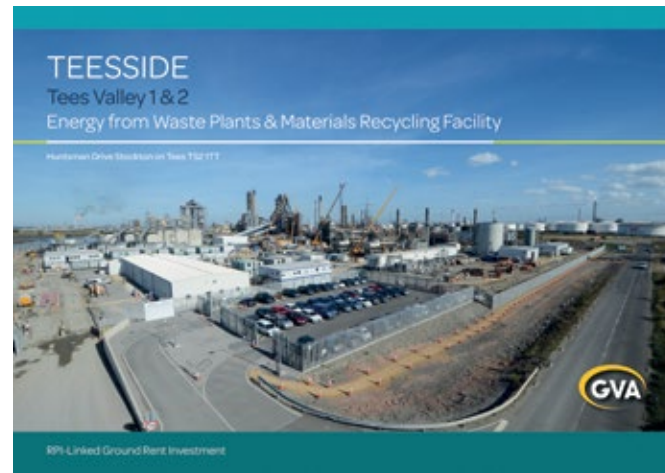
Team Creative was appointed by leading global commercial property agency Cushman & Wakefield Madrid, as their investment team required a digital marketing agency to develop a bespoke online data room for their latest retail investment opportunity, Islazul.

Producing innovative marketing campaigns and strategies for overseas markets is something the Creativeworld team has had vast experience of in recent times, having previously worked closely with international clients in France, Russia, Saudi Arabia and most recently Ireland.



INDUSTRIAL

INVESTMENT PROJECTS



Teesside Energy Recycling Facility GVA

16 page perfect bound printed brochure, pdf brochure and photography.

This brochure presents an opportunity to acquire an RPI-Linked ground lease investment of sites used for state of the art energy production. The subject property comprises 3 adjoining sites situated on the northern bank of the River Tees, specifically selected by Air Products PLC for their existing electrical infrastructure, transport connectivity including proximity to Teesport, capacity to expand and planning history.

Victoria Park Industrial Estate Mason Philips / SG Commercial

4 page pdf brochure and photography.

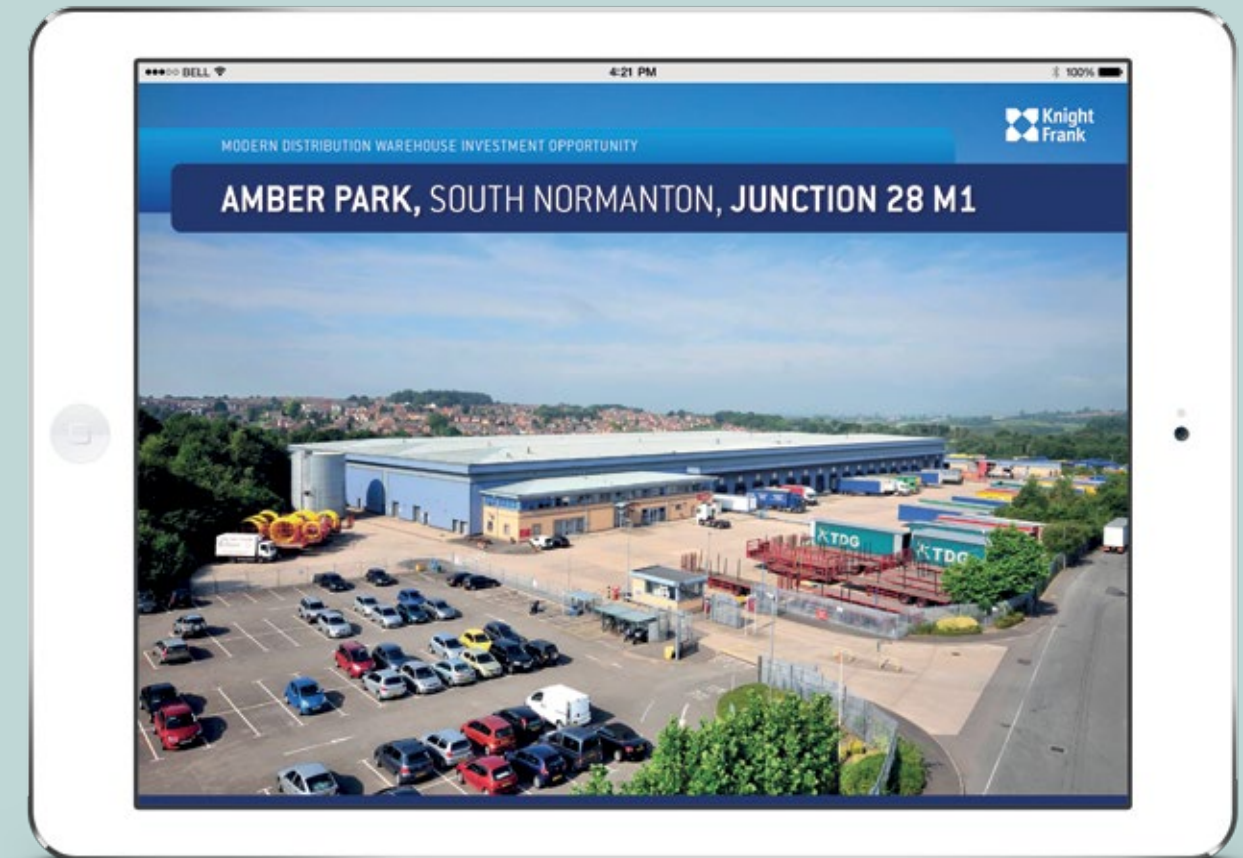
The property is situated in a prime distribution location within the M25, with excellent road infrastructure servicing London's suburbs. Recently refurbished, the unit totals 3,974 sq m. Nearby industrial occupiers include AAH Pharmaceuticals, Selco, SIG Insulation and Crown International Removals.



Phase I & II, Trax Park, Doncaster Colliers

8 page interactive pdf brochure and photography.

This brochure was designed for two well let, highly specified distribution warehouses totalling 308,567 sq ft, with each warehouse offering excellent eaves heights, loading provision, security and parking. The units are strategically located close to junction 3 of the M18 and junction 35 of the A1(M) providing direct access to the national motorway network.



Amber Park, South Normanton Knight Frank

9 page pdf brochure and photography.

We designed this brochure for a highly specified, modern, high bay warehouse unit with office accommodation and ancillary storage totalling 203,441 sq ft. Located in an established strategic distribution location with outstanding frontage to the M1 motorway close to Junction 28.



SIRFT, Sheffield CBRE

12 page printed brochure, pdf brochure and photography.

Strategically located approximately 1 mile from junctions 33 and 34 of the M1 and 5 miles from junction 1 of the M18, SIRFT comprises two recently constructed, linked, distribution warehouses extending to approximately 625,924 sq ft.

The property benefits from a self-contained 420m dedicated rail siding linked to the operational branch line at Tinsley Depot, off the Sheffield to Doncaster freight route.



Put Your Corporate Website in Safe Hands

A corporate website is a key element of your company's identity and is the place the majority of individuals are going to visit when wanting to learn more about your company and its services.

Creativeworld has recently developed a number of corporate websites for some of the clients we have worked with on investment projects. They chose us because of our experience in the sector and the high levels of service we offer.

Websites we have developed include:

- www.coadysupple.com
- www.chapman-petrie.co.uk
- www.moorfield.com
- www.lewisellis.co.uk
- www.edwardsandco.com
- www.marshallcdp.com

Benefit from our Integrated Approach to Bespoke Data Rooms

What is a Data Room?

A data room is an online depository, accessed through a registered domain name, that allows you to upload confidential files such as legal documents, tenancy schedules, floor plans and even photography, to a secure private log-in area which can be accessed only on request. Anyone wanting to view or download these documents must first be granted access; once granted, the individual will be sent a set of personal log-in details which will enable them to view the files.

Being able to organise the documents so that visitors can find and access them easily - if granted access via a secure login - and also be able to get statistics on user activity, make data rooms a vital online tool in today's marketplace.

Tracking

If there are certain documents that you wish to share only with a specific group, there is the facility to create different levels of access to the data room, allowing you to moderate which level of access each user has. You can then monitor the activity of each user to see which documents they are viewing and downloading.

Secure Data Areas

The website can be created to have a login at the home page so that visitors need to register in order to view pages and download documents - or it can be structured to allow visitors to view the main website information but the download area is kept secure until a user registers and is granted access.

Activity Analysis

The data room can keep track of users activity so you know which visitors have viewed and downloaded documents so you can gauge their interest and what information they have already seen.

Globally Accessible

Data rooms are accessible from anywhere in the world, and optimised to work on any device with a web browser.

Custom Branding

A data room can be branded to match any brochure or corporate style.

Flexible Storage

Our data rooms are very flexible and can be small or large enough to be able to expand allowing additional documents and investor files to be uploaded based on your specific requirements.

CMS (Content Management System)

Data rooms can be supplied with an administrator accessible CMS which allows you to create and assign sections of the data room. It also allows you to choose properties or areas to upload to, so that documents can be uploaded to the most relevant categories, making accessing vital information easy for your clients. Multi-file upload and auto-naming is available to make the upload process even easier. Of course, if you are very busy we can also take care of the uploading process for you, to make sure your data room is populated with the documents you or your client supply.

Creativeworld Integrated Approach

Many of our clients now want to incorporate data rooms into their sales and marketing strategies as they start to recognise the benefits and added value they offer as a tool when looking to manage an investment.



Creativeworld Property Data Rooms

Bespoke, Straightforward, Convenient, Cost Effective
Data Rooms for the Property Investment Market



Convenient

Access documents online from anywhere in the world.



Secure

Keep files private and only available to users that have access.



Flexible

Different sizes of server storage packages available.



Multiple Users

Access for multiple users to upload files.



Statistics

View data on users and documents downloaded.



Custom Branding

Branded to match any brochure or corporate style.



Responsive Design

Our data rooms are fully responsive to display on mobiles and tablets.



Creativeworld

Property Marketing Specialists

Together we are #teamcreative

www.creativeworld.co.uk

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