

Introducing

an impressive new development of 1300+ contemporary apartments and townhouses. Tower 1 is the first chance to get involved in this exciting development comprised of 375 units, with on-site gym and cinema in the buzzing Media City area of Manchester, North West England. The luxury

homes are spread across four iconic towers. The properties are located at the heart of MediaCityUK, Manchester's international hub for technology, innovation and creativity. The site is currently in the midst of a £1 billion expansion, making it the place to live, work and invest in Manchester.



- ◆ Waterside views
- ◆ Luxury apartments
- ◆ Savills forecast 18.8% capital appreciation
- ◆ 6% net for five years assured
- ◆ Array of high-end facilities, including courtyard gardens, cinema and residents' gym
- ◆ Heart of thriving MediaCityUK
- ◆ 999 year leaseholds

WHY MEDIACITY UK?



Bustling business and leisure community

Just an twelve metro ride from central Manchester, the Peel Group's MediaCityUK has been a favourite with investors since the first phase of the 200-acre Salford Quays site was completed a decade ago.

MediaCityUK regeneration at a Glance

-  Media City doubling in size over the next decade
-  Nearly 2,000 residential apartments
-  Up to 540,000 sq. ft of high-quality office space
-  11,000 sq. ft of leisure space
-  Public square for events and street food markets

Media City is doubling in size with the addition of ten new buildings, including commercial premises and new homes, and extensive public realm.

A haven for young talent

With the University of Salford on site, MediaCityUK blends learning and careers in creative new ways. The university is one of four well-respected unis in Manchester, which together provide the city with wave after wave of fresh young talent.

Growing demand

The Greater Manchester population is projected to surpass 3 million by 2035 and MediaCityUK is racing to house these new residents, thousands of whom are moving from London every year, as well as from other cities.

With Manchester city centre prices rising due

to constricted supply, MediaCity wins in terms of cost, space, amenities and its contemporary suburban way of life.

Solid economic credentials

Manchester is home to over 100,000 businesses, including leading financial, legal and services companies, along with biotechnology, advanced manufacturing and environmental technologies firms. 80 of the top 100 companies in the UK have an office in Manchester.

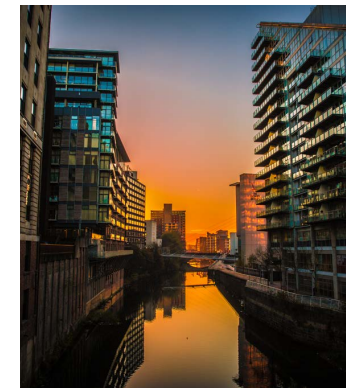
Manchester's GVA growth stood at 3.0% over the 2016-19 period – the second highest growth rate in the UK. In Salford, the economy has grown by more than 12% since 2004.

- ◆ **Rapidly growing population**
- ◆ **£1 billion MediaCityUK investment**
- ◆ **Highest employment growth in UK**
- ◆ **Second highest rate of GVA growth**
- ◆ **Home to over 100,000 businesses**



Manchester continues to storm ahead with the highest employment growth not just in the North West but the whole of the UK. Employment in the city is set to grow by 1.4% each year from 2020 to 2023, equivalent to 25,500 new jobs. Its GVA growth is also forecast to grow 2.3% a year.”

JLL 2020 Northern England Forecast



MEDIACITYUK RENTAL MARKET HIGHLIGHTS



“

Manchester is forecast to see both the highest sales price and rental growth of any UK city over the next five years, despite a higher volume of development.”

JLL 2020 Northern England Forecast

An amazing place to live and work

The vast MediaCityUK waterfront complex is home to the BBC, ITV, Ericsson, Kellogg's, the university of Salford is a couple of miles away please remove and 250 further media, tech, creative and other firms.

An array of leisure facilities supports the thriving MediaCityUK community. Graduates and young professionals have flocked to the area, creating intense demand for rental properties while filling its cafes, bars,

restaurants and shops. This rising population and affordable property prices make Salford Quays particularly attractive as an investment destination, when compared to other areas of the city.

With lower prices and higher yields, MediaCityUK and Salford Quays deliver investment benefits that Manchester city centre cannot rival.

A booming rental market

Manchester's rental market is leading the country in terms of its price growth, thanks to the city's youthful population and substantial undersupply of homes. Manchester needs to deliver 2,500 homes per year to keep up with the needs of its growing

population. Yet over the past decade, an average of just 1,150 homes per year have come online.

Over the five years to 2024, this huge demand is projected to see rents rise by 16.5% according to JLL.

Manchester						
% pa	2020	2021	2022	2023	2024	2020-4
Prices	2.5	3.0	3.5	3.5	3.5	17.1
Rents	3.0	3.0	3.5	3.0	3.0	16.5



2,500
HOMES
NEEDED
PER YEAR



40% OF
MANCHESTER
RESIDENTS
AGED 15-34



POPULATION
TO SURPASS
3 MILLION
BY 2035

Within Manchester, the price of residential accommodation at MediaCityUK reflects the success of Salford Quays over the past decade. The price per sq. ft has risen from £125-150 back in 2011, over £400 today but is still considerably better value for money than Manchester city center.

	Bed	Size m ²	Size ft ²	Price	Price / sqm	Price / sqft	Status
Michigan Tower Apartments	1	39	419	£202 995	£5205	£484	Available
	2	60	645	£267 995	£4467	£415	Available
Manchester City	2	57	613	£499 000	£8 762	£814	SOLD
	1	42	452	£273 513	£6 513	£605	SOLD
	2	40	430	£258 691	£6 476	£602	SOLD
	2	53	570	£315 000	£5 948	£553	SOLD



Tenant profile

In addition to the bright young professionals working across the MediaCityUK site, the area attracts a large number of student and graduate renters, thanks to the presence of the University

of Salford. Manchester has a superb graduate retention rate, with over half of all higher education leavers staying in the city – excellent news for buy-to-let investors interested in renting to young professionals.



Over half (51%) of students from Manchester's universities choose to remain in the city after graduation – only London has a higher retention rate. An even greater proportion (57%) of students from Manchester who left for university return after graduating in other cities – again, second only to London.”

Centre for Cities, March 2019



Greater Manchester is home to 100,000 students



Four respected universities



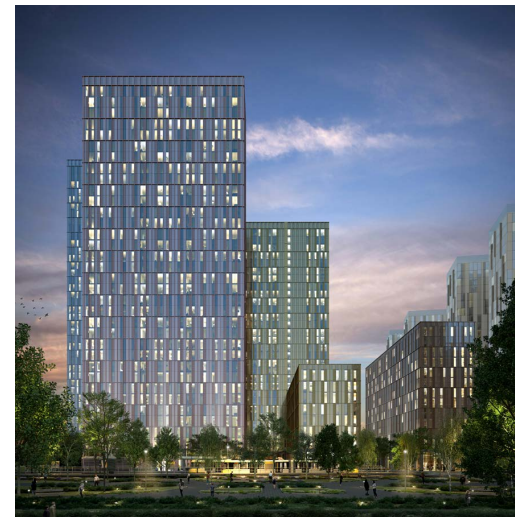
Second best graduate retention rate (51%) and graduate returner rate (57%) in UK



WELCOME



Luxury Quayside Living



PREMIUM FACILITIES



Cinema room



Residents' gym



Wi-Fi lounge



24-hour concierge



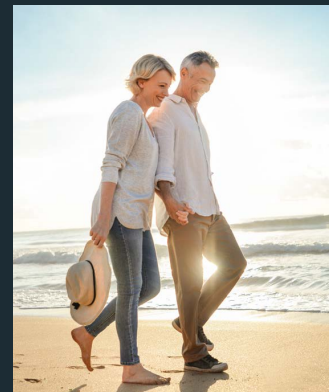
Landscaped gardens



Bicycle storage



Ground floor retail and restaurant outlets



A breath of fresh air

Landscaped gardens awash with greenery and colour balance beautifully with the visually striking buildings.



A bustling local area



BBC **itv** **ERICSSON**  *Kellogg's* **doc10** **SIS**

THE UK'S LEADING PROPERTY MARKET

Five-year house price forecast, November 2021

	2022	2023	2024	2025	2026	5 - year
North West	4.5%	4.0%	3.5%	3.0%	2.5%	18.8%
Yorkshire and the Humber	4.5%	4.0%	3.5%	3.0%	2.5%	18.8%
Wales	4.0%	4.0%	3.5%	3.0%	2.5%	18.2%
North East	4.0%	3.5%	3.5%	3.0%	2.5%	15.9%
East Midlands	4.0%	3.5%	3.0%	2.5%	2.0%	17.6%
West Midlands	4.0%	3.5%	3.0%	2.5%	2.0%	15.9%
Scotland	4.0%	3.5%	3.0%	2.5%	2.0%	15.9%
South West	3.5%	3.0%	2.5%	2.0%	1.5%	10.4%
South East	3.0%	2.5%	2.0%	1.5%	1.0%	13.1%
East of England	3.0%	2.5%	2.0%	1.5%	1.0%	10.4%
London	2.0%	1.5%	1.0%	0.5%	0.5%	5.6%
UK	3.5%	3.0%	2.5%	2.0%	1.5%	13.1%

Manchester is the UK's best prospect for residential price growth over the next five years.

Population growth of 7% over the past decade, to 2.7 million people in 2019, has led to high demand for housing in Manchester. Supply has failed to keep pace with demand, creating excellent potential for buy-to-let investors.

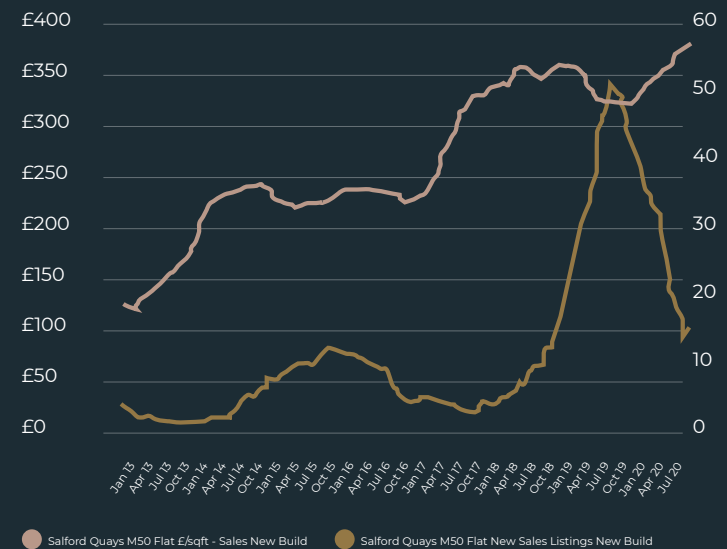
Since 2015, Manchester's

house prices have risen by 32.5%. Meanwhile, average rental yields in some Manchester postcodes are pushing 7%.

Within Manchester, it is Media City that is turning investors' heads. Offering excellent value compared to the city centre, the

destination's emergence as an internationally respected core for the media and creative industries has led to an influx of renters looking for affordability on the city's doorstep. Property values have been increasing accordingly.

Flat £/sqft - Sales New Build vs Flat New Sales Listing New Build



1 bedroom

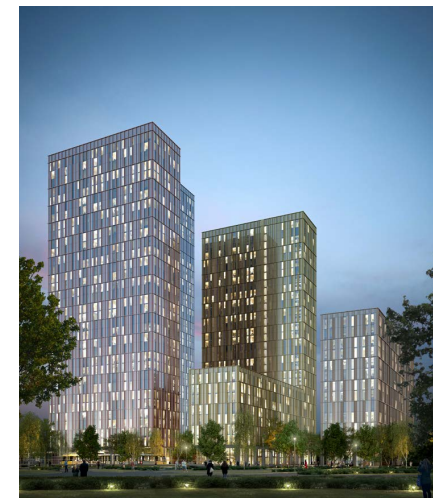
Market Price	£202,995
5 year rental income	£54,564
Conservative 5 years capital uplift	£60,900
Exit Sales Price at year 5	£263,895
Combined total profit	£115,464
Total Projected ROI over 5 years	61%
Total NET ROI per annum %	12%

2 bedroom

Market Price	£267,995
5 year rental income	£67,518
Conservative 5 years capital uplift	£80,400
Exit Sales Price at year 5	£348,395
Combined total profit	£147,918
Total Projected ROI over 5 years	59%
Total NET ROI per annum %	12%

3 bedroom

Market Price	£320,995
5 year rental income	£87,253
Conservative 5 years capital uplift	£96,301
Exit Sales Price at year 5	£417,296
Combined total profit	£183,553
Total Projected ROI over 5 years	61%
Total NET ROI per annum %	12%





— MANCHESTER —