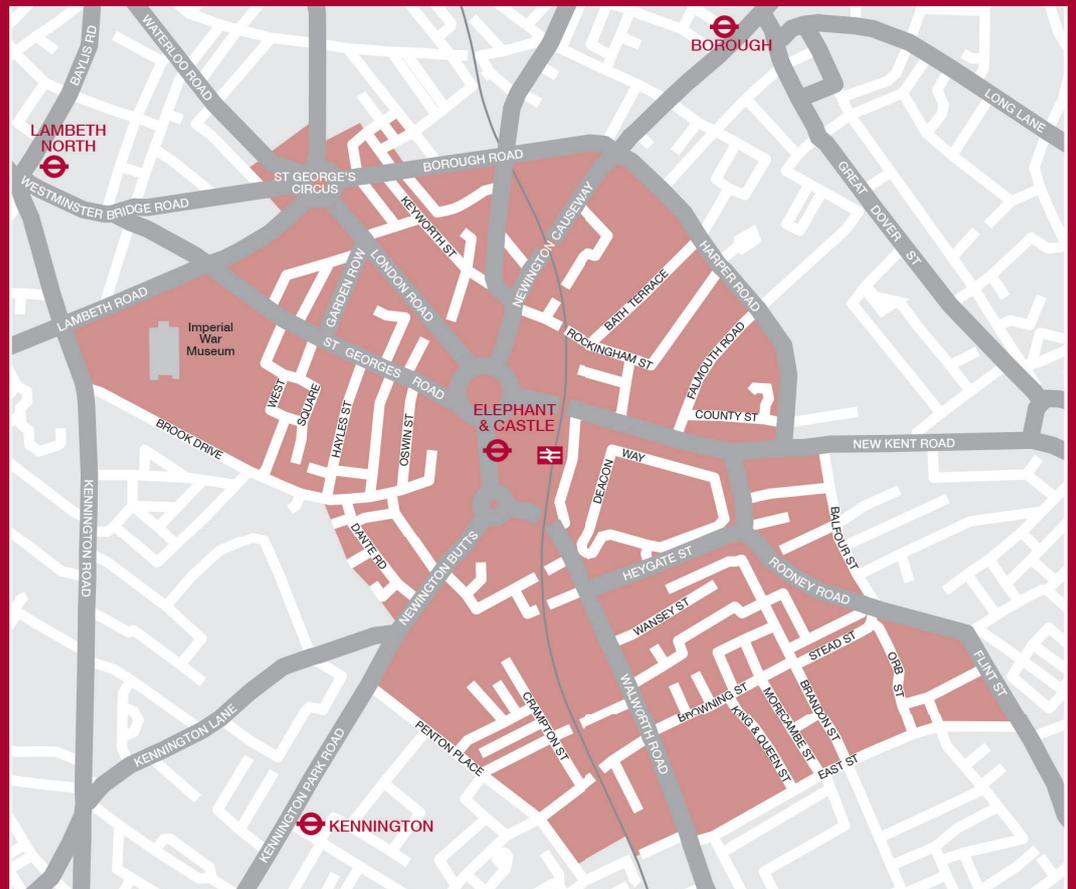


Elephant & Castle

Elephant & Castle represents the last remaining unrealised opportunity for wholesale development of land in zone 1, delivering 5,000 new and replacement homes. The area is strategically located within walking distance of the Southbank, four minutes by tube to the heart of the City and halfway between Westminster and London Bridge.



Property prices in London continue to rise, driving demand to the few remaining areas of the market that can offer less expensive properties. As the last remaining unrealised opportunity for large scale regeneration in zone 1, the price gap between Elephant & Castle and other zone 1 areas is likely to close as the project progresses.

Regeneration will put Elephant & Castle firmly on the map

The scale of the regeneration already underway in Elephant & Castle is enormous. By 2025 Southwark Council and its partners will have invested £3 billion in the area, transforming it with a newly pedestrianised town centre, market square and shopping centre plus other cultural and leisure facilities. Five thousand new and replacement homes will benefit from a dramatically improved living environment, boasting tree lined streets and green open space. This includes central London's largest new park in 70 years. Previously an overlooked location, dominated by post-war council housing, the scale of the regeneration project will help put Elephant & Castle firmly on the London property map.

Elephant & Castle offers value for money

Elephant & Castle is part of the London Borough of Southwark. It is within walking distance of a number of central London locations; with the Shard at London

Bridge, for example, just over 20 minutes' walk away. The area is well connected by train and tube, with Blackfriars (Thameslink) and Bank (Northern Line) both a five minute journey or less and Piccadilly Circus (Bakerloo line) just eight minutes away.

For a zone 1 location, Elephant & Castle property prices represent good value. Residential prices in Elephant & Castle are around 15% below the London average and close to 40% below the inner London average. Prices are also significantly lower than its central London neighbours. Recent transactions in Elephant & Castle have averaged £383,000, which compares with over £1 million in Westminster, £848,000 in the City and £742,000 in Southwark.

Average London house prices have grown by just over 40% since 2010. Elephant & Castle price growth has been lower but still significant, with close to 30% growth over the same period. As new, well designed housing stock comes onto the market a price uplift can be expected, not only due to the physical improvement in the buildings but also because of the resulting enhancement to the local environment.

As is consistent with the wider London market, price growth has slowed a little recently to 8% over the last year but it is still very much on an upward trend.

Elephant & Castle offers access to central London

Travel times - train/tube

London Bridge	2 minutes
London Blackfriars	3 minutes
London Waterloo	4 minutes
Bank Tube Station	5 minutes
Piccadilly	8 minutes

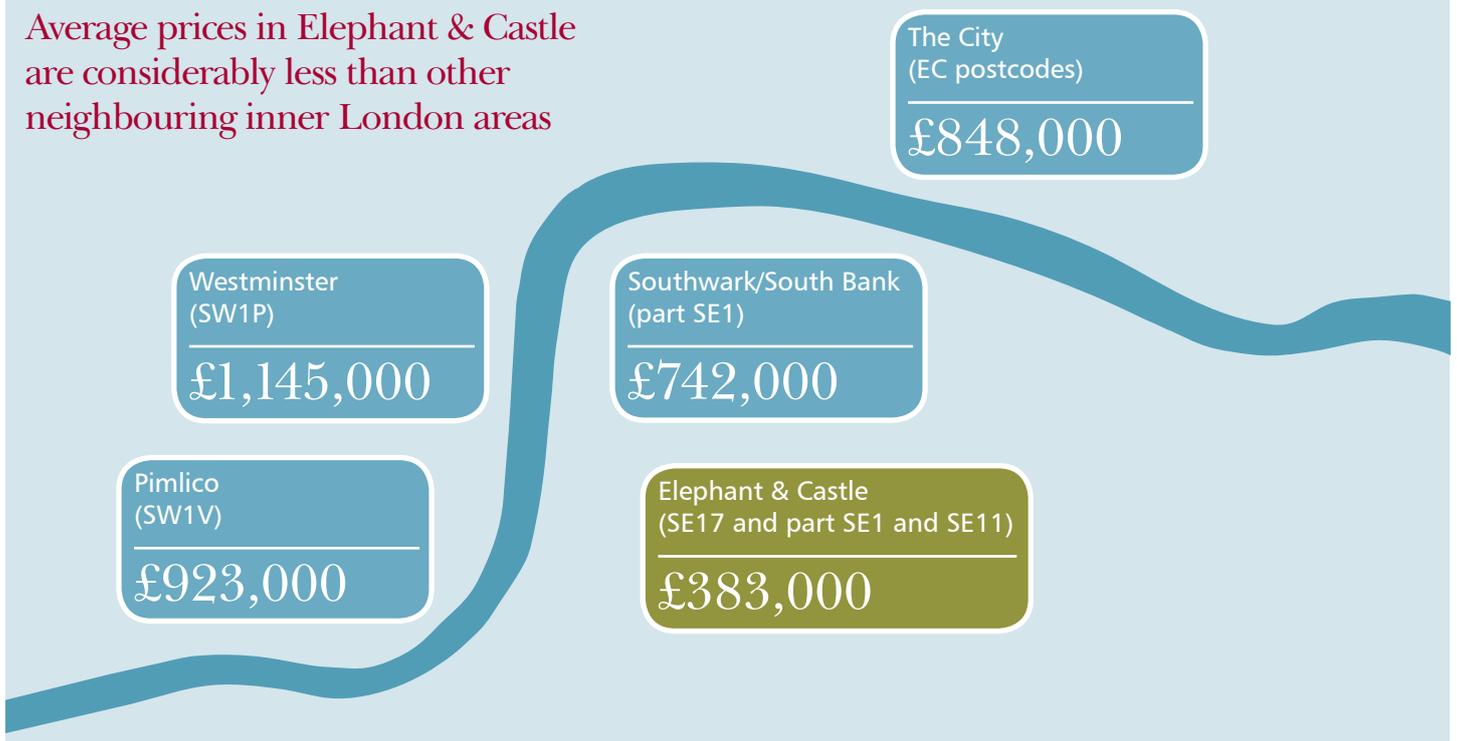
Source: TfL Journey Planner Thameslink station.

Travel times - walking

National Theatre Southbank	1.2 miles	24 min
Tate Modern	1.2 miles	24 min
Oval Cricket Ground	1.1 miles	23 min
London Bridge	1.1 miles	22 min
Borough Market	1.0 miles	20 min
London Waterloo	0.9 miles	18 min

Based on walking distance from Elephant & Castle Thameslink station.

Average prices in Elephant & Castle are considerably less than other neighbouring inner London areas



Inner London development opportunities

Over the last 10 years, there has been a net addition of only 160 new homes a year in the area. However, in the next two years, nearly 2,000 new and replacement homes are due for completion. This represents a four-fold increase on annual historic rates of new development. The scale of development will bring change to the area and mark a dramatic move away from its current mix of housing. The new developments in the area present an immediate investment opportunity. New build one bedroom flats are available from around £415,000 and two bedrooms from around £500,000.

Elephant & Castle is not alone in undergoing significant change. It is one of 38 areas of opportunity highlighted by the Mayor of London's office, largely in response to the city's need for significantly more new homes to meet demand. These opportunity areas are London's major source of brownfield sites with substantial capacity for new housing, other commercial development plus potential improvements to public transport.

To the south west, the riverside stretching from Battersea to Vauxhall is being transformed to provide a new diplomatic quarter including the relocated US Embassy. New homes, commercial space and infrastructure (notably the Northern Line extension to Nine Elms and Battersea) have changed the face of the area. New build sales prices in SW8 are significantly higher than Elephant & Castle though, with flats averaging £925,000 since the start of the year.

More professionals, more jobs and more households

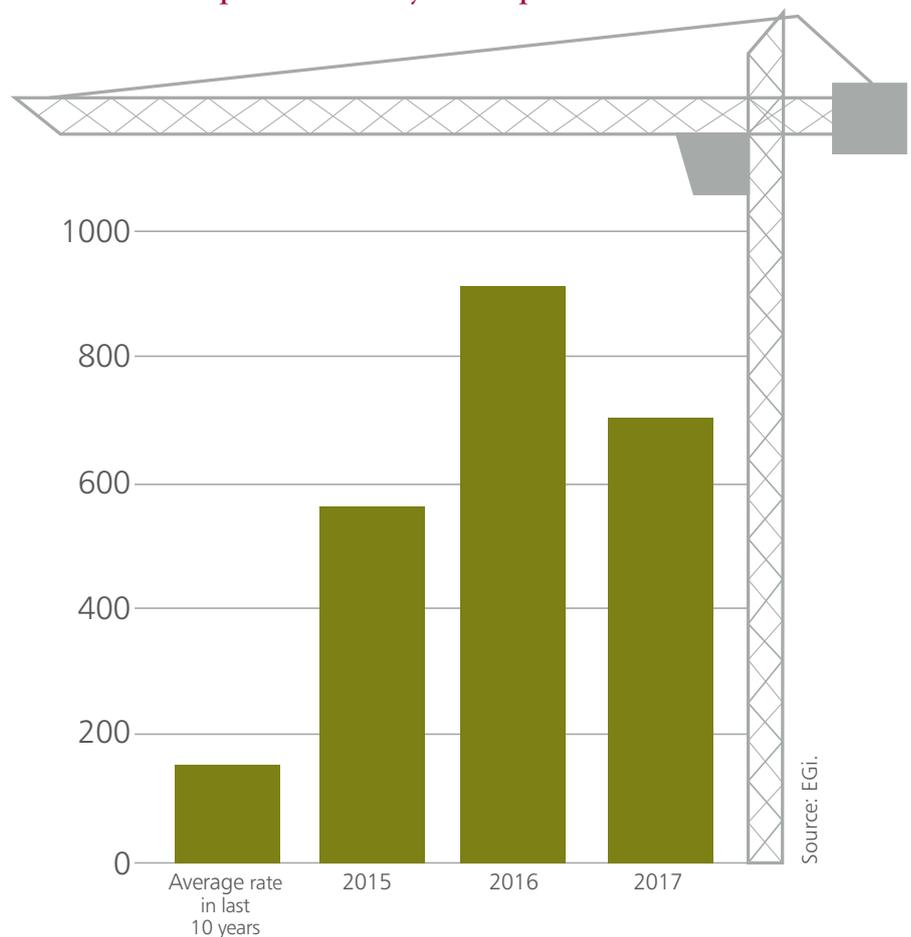
Over the last 10 years, the percentage of professional workers in the borough has increased sharply from 25% to 37%. Employment rates have increased too. The area ranked fourth for employment growth out of all 33 London boroughs and eleventh for self-employment growth over the last 10 years. Major professional services firms are based along the northern end of the borough on the opposite side of the Thames to the Square Mile, with businesses, such as PricewaterhouseCoopers, Norton Rose and the Financial Times in residence. The South Bank University, one of London's oldest and largest educational institutes, has its main campus based in Elephant & Castle.

Outlook

Independent forecasts by Oxford Economics predict that London house prices will have increased by a further 26% between the end of 2014 and the end of 2019. This growth will be supported by the continued strength of the London economy, which they believe will continue to outperform economic growth nationally. Latest official forecasts for the UK economy point to solid performance, with GDP growth of 2.5% this year and 2.3% over 2016.

A strong economic backdrop, combined with Elephant & Castle's central location, value for money, excellent connectivity and design quality make a compelling case for the last remaining opportunity for large scale regeneration in central London's zone 1.

Scale of development activity in Elephant & Castle.



4 minutes

The journey time from Elephant & Castle tube station to London Waterloo.

Source: TfL

40%

The property prices in Elephant & Castle are below the inner London average.

Source: Land Registry (May 2015)

2,000

The number of new homes currently under construction in Elephant & Castle.

Source: EGI (June 2015)

BASE17

Stead Street, SE17 | Prices from £430,000

An exclusive development of one, two, three and four bedroom homes positioned in the heart of Elephant & Castle.

Living in BASE17 you will enjoy the best of all possible worlds: a friendly neighbourhood with a great community spirit combined with a 21st century urban lifestyle, right in the very heart of London.

Brought to you in partnership by Hill and Guinness Housing, BASE17 is an exclusive collection of 140 new apartments. This includes 56 for private sale, some of which are duplexes. Each home is thoughtfully laid out, with spacious living areas and bedrooms, and many of the apartments feature contemporary open plan kitchen/living/dining rooms that open onto private outside spaces.

With the surrounding area benefiting from a £3 billion regeneration programme, BASE17 is a great opportunity for capital growth and good yields for investors. Due to complete in stages between December 2015 and spring 2016, prices start from £430,000.

John East, Land and New Homes

Director, comments: "BASE17 is a key site for SE17. Its location and value for money mixed with its design quality and locality to public transport are just some of its key features. Elephant & Castle is not only easily accessible, but it is also in close proximity to a great selection of amenities – from Borough Market to Bermondsey – including a wide selection of riverside bars and restaurants along the River Thames.

Fuelled by a lack of stock and high levels of demand, prices in the London Borough of Southwark have risen and prices are set to rise further. It will prove a popular area for investment.

Young professionals and investors are going to find this scheme, with its assortment of apartment sizes on offer, extremely appealing with prices providing good value compared to nearby developments."

If you would like to find out more about BASE17, contact:

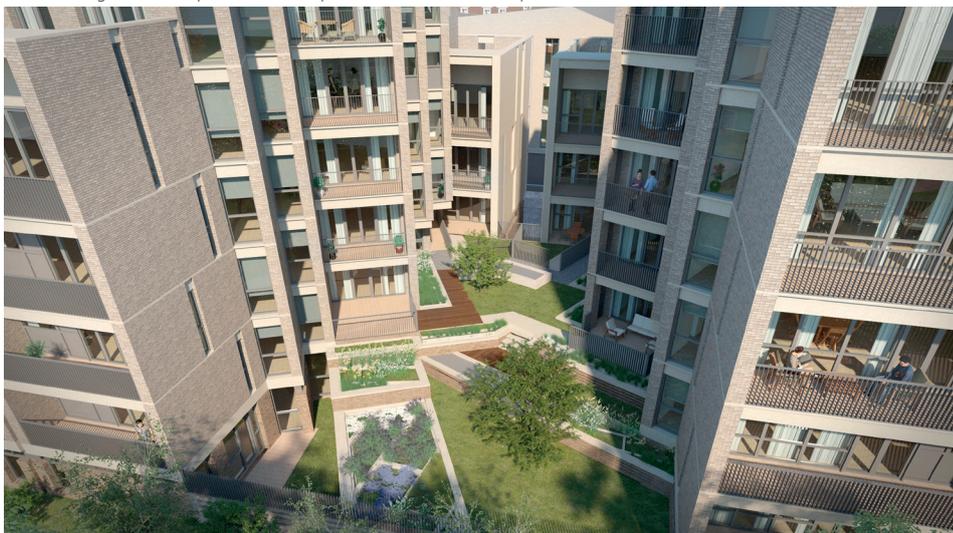
Tony O'Neill
Land and New Homes Sales Manager
020 3486 2250
newhomesse@kfh.co.uk



CGI of BASE17.



Interior image is from a previous development built to a similar specification.



CGI of BASE17.

For more information about Land and New Homes in London, contact:

John East
Land and New Homes Director
020 3486 2250
jeast@kfh.co.uk

For press enquiries, contact:

Sarah Walker
PR Executive
020 8739 2013
press.office@kfh.co.uk