



St David's, Cardiff

Investor Presentation

4 December 2009



Welcome & introduction

David Fischel



Development overview

Lester Hampson

Architecture defining the host city



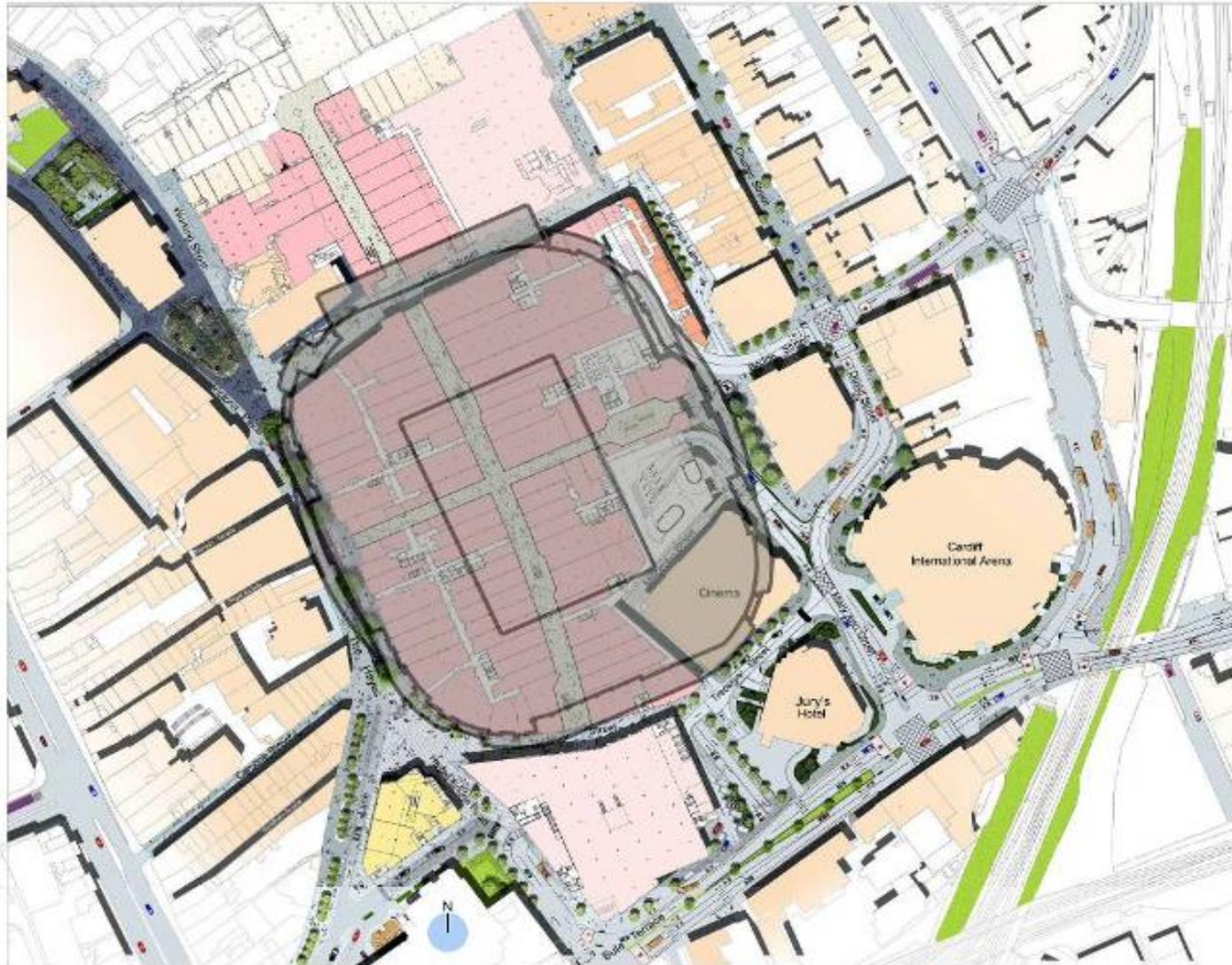
Architecture defining the host city



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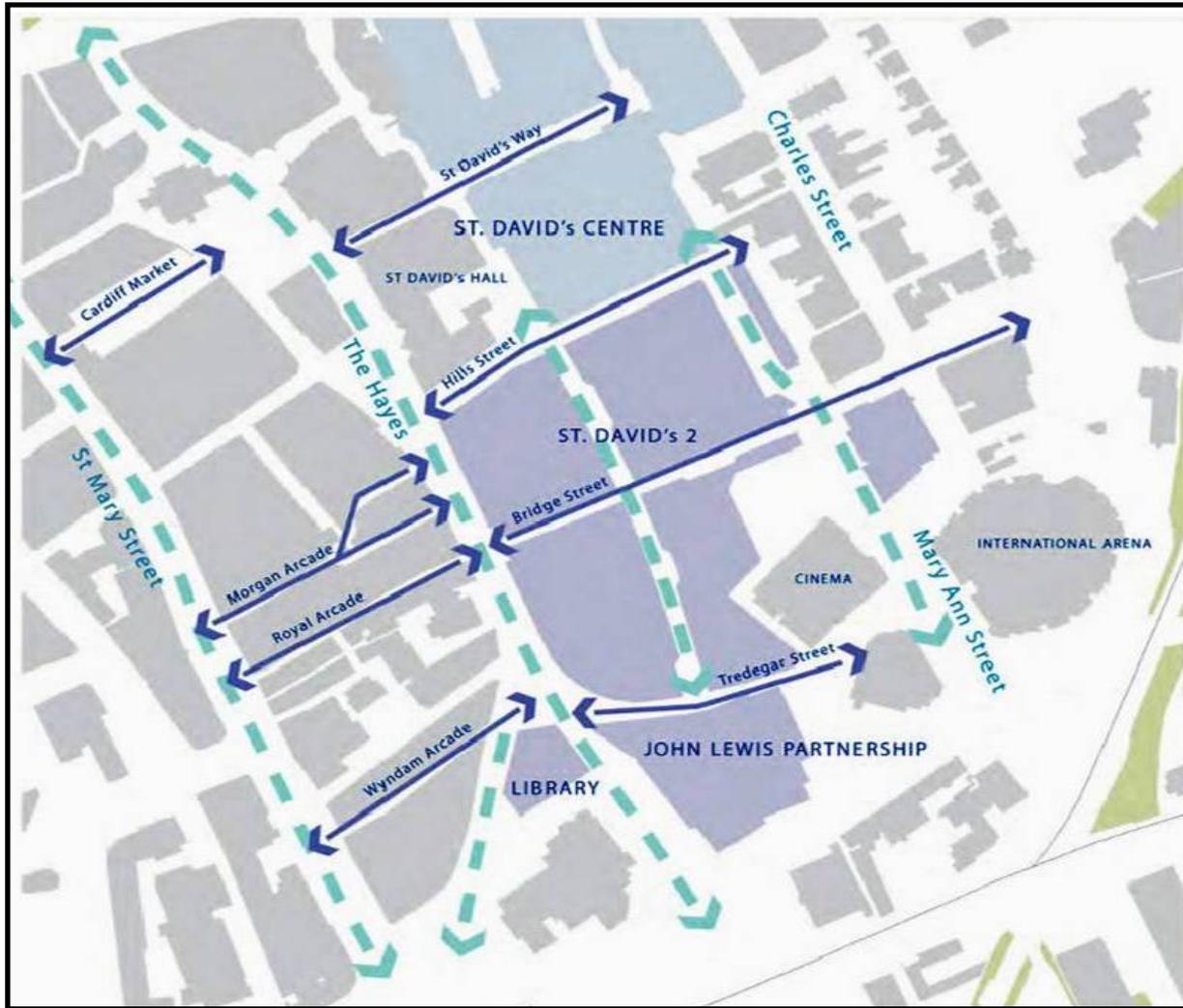
Architecture defining the host city



Scale



A city of arcades



Consented scheme – ground floor plan



Arcade design – a world class arcade



Key facts: St Davids

- St David's: 1.4 million sqft
- St David's: 221 units
 - St David's new and remodelled - 157 units
- 304 private and 27 affordable apartments
- Award winning library
- 2,500 car parking spaces
- 4,000 jobs



- TDC* £ 675m
- Knight Frank net ERV £ 30.5m
- Development Yield 4.5%
- Balance of expenditure* £ 90m

*net of residential



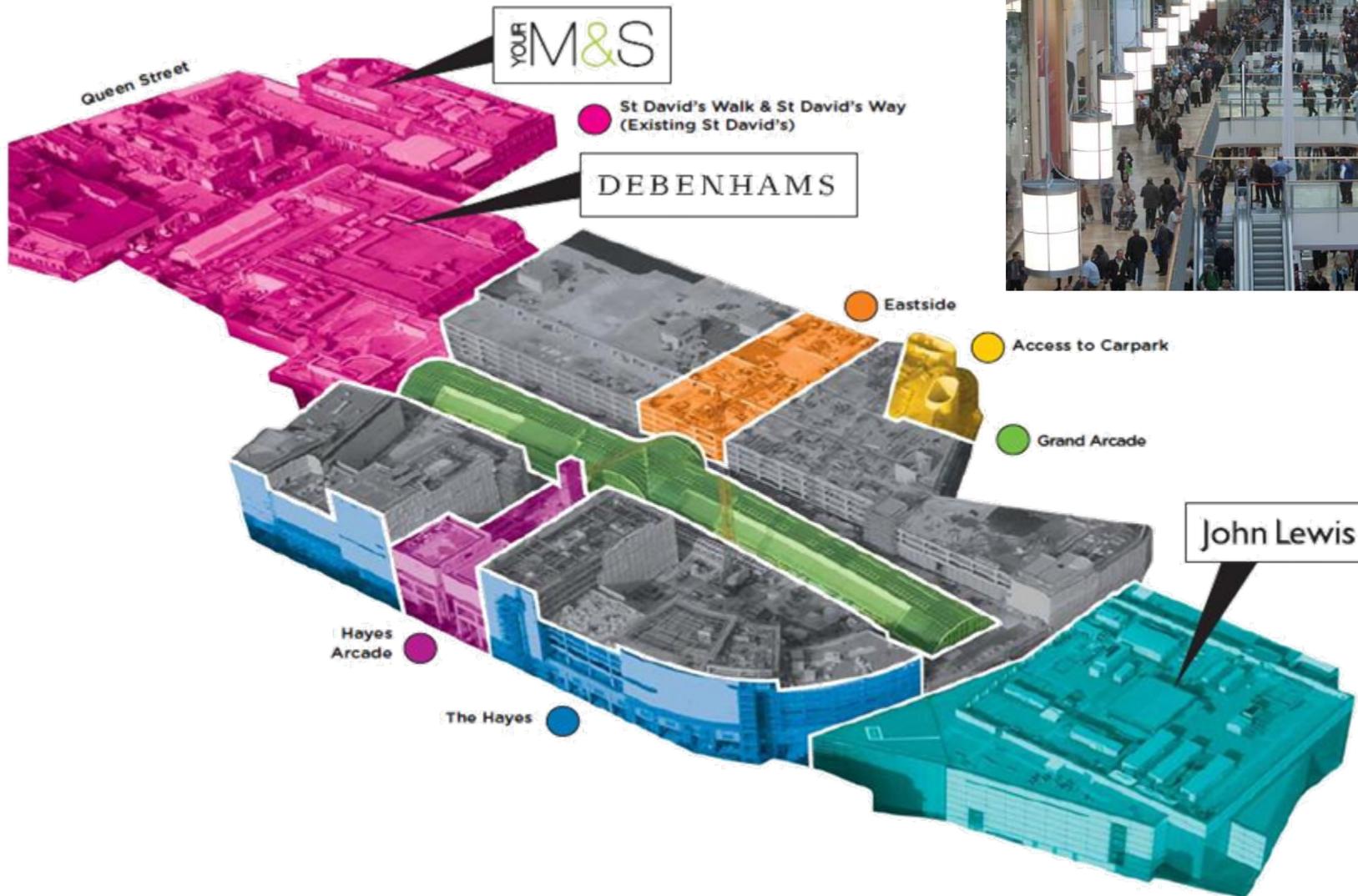
St David's Partnership

a joint venture between Land Securities and Capital Shopping Centres



- 1961 - Capital & Counties purchases 'Hayes' site
- 1993 – Land Securities purchases SD1
- 2003 - St David's Partnership formed
- 2007 - St David's 2 starts on site
- 2009 - Practical completion October

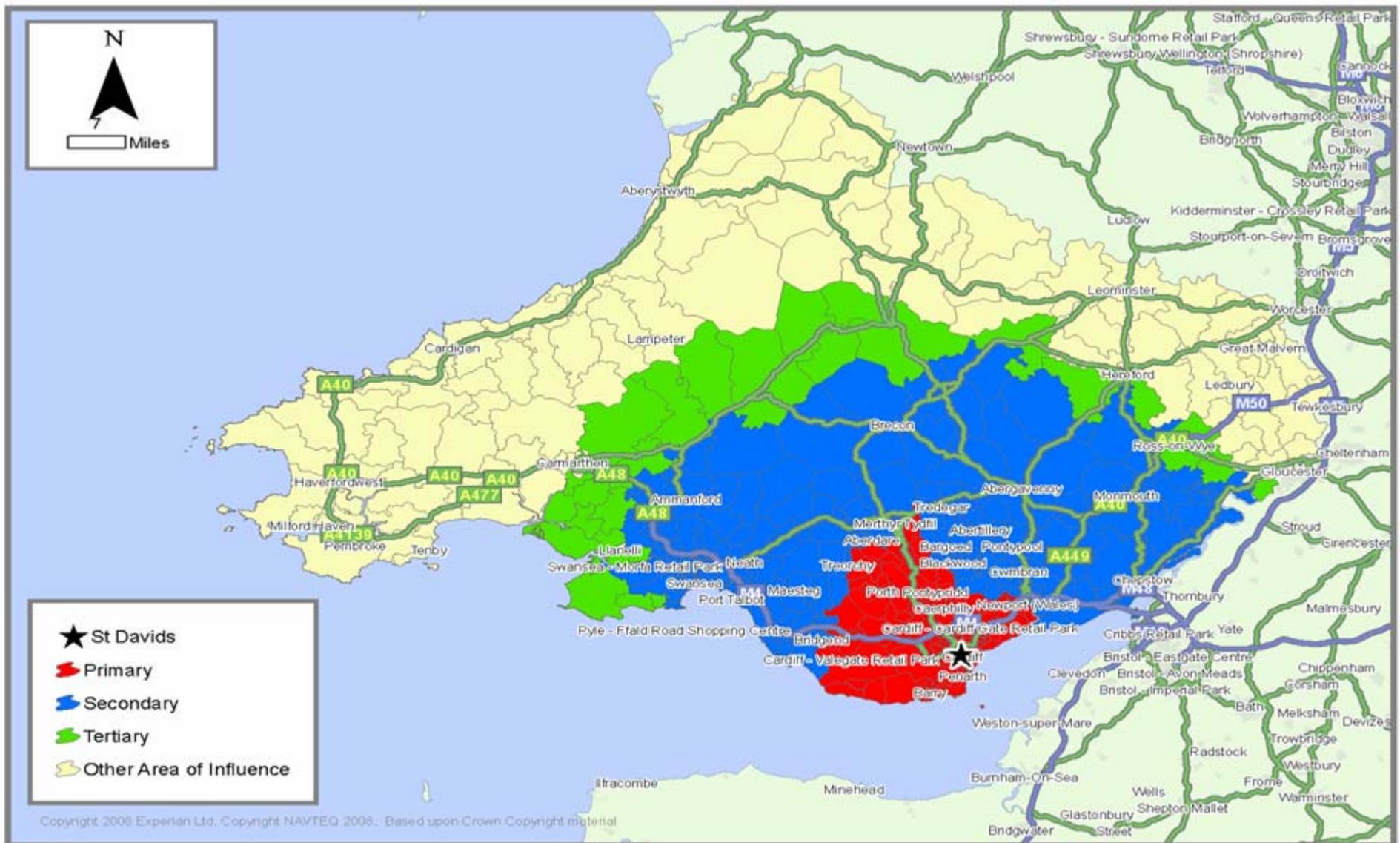
St David's will represent 73% of Prime in Cardiff



- Key Catchment statistics
 - 2.5m population
 - 12m visitors to Cardiff per year spending an additional £80.5m
- On completion the forecasts for St David's are:
 - 10,000 people per hour
 - 30.5m forecasted annual footfall



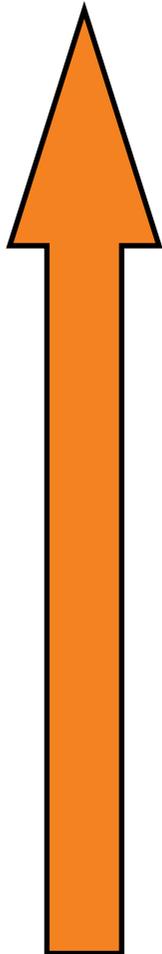
Cardiff: catchment map (post development, 2009 expenditure)



Source: Experian 2008

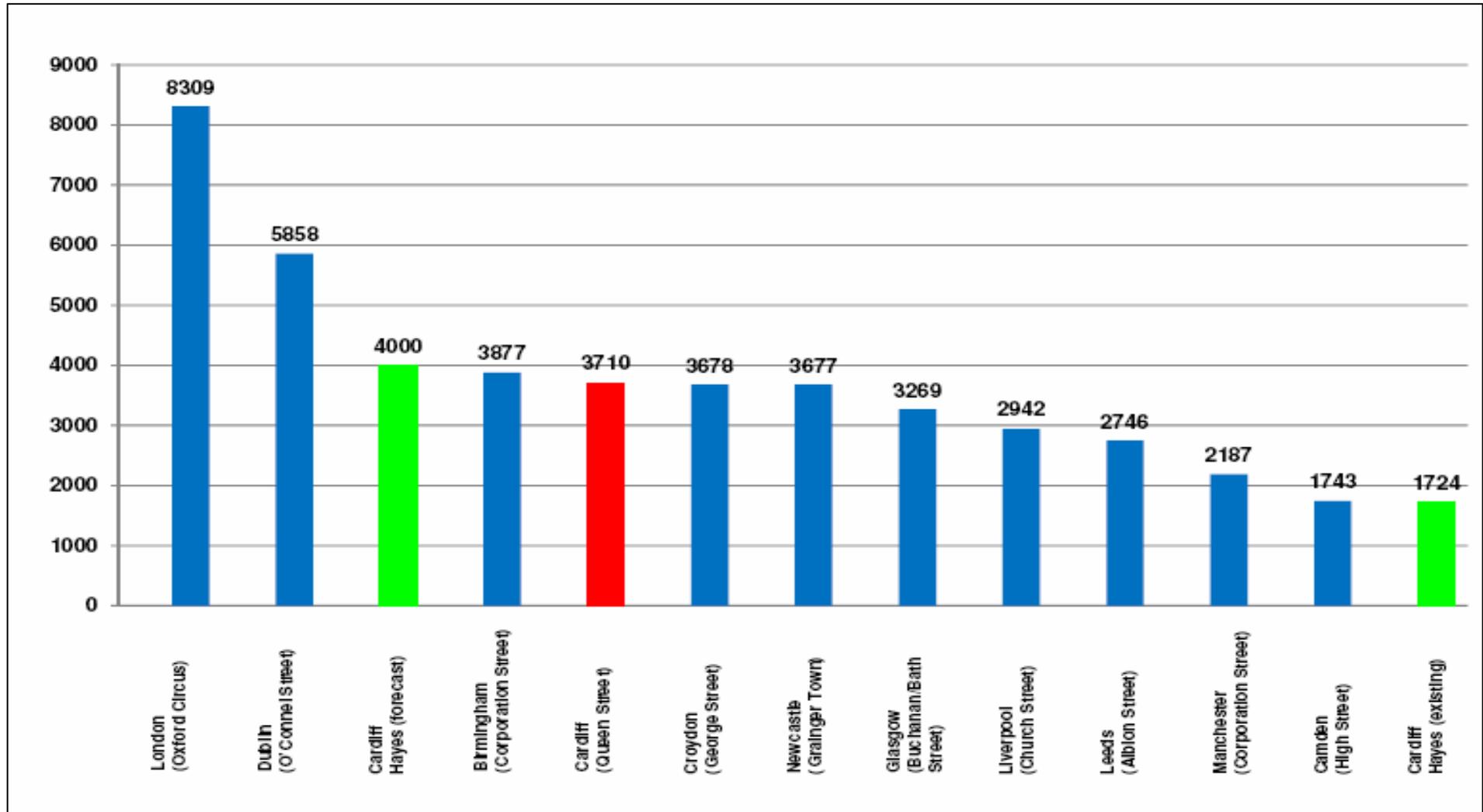
Cardiff's future retail centre ranking

Cardiff moves to 6th place



Centre Name	2008	2009	2014
London	1	1	1
Glasgow	2	2	2
Birmingham	3	3	3
Manchester	4	4	4
Liverpool	5	5	6
Cardiff	10	6	5
Nottingham	6	7	7
Leeds	7	8	8
Edinburgh	8	9	9
Bluewater	9	10	11
Newcastle upon Tyne	12	11	10
Norwich	13	12	12
Bristol	14	13	14
Southampton	15	14	13
Leicester	16	15	16

Pedestrian movement – UK benchmark



Before and after



John Lewis site – before



John Lewis - after



The Hayes - before



The Hayes - after



Hills Street - before



Hills Street - after



Cardiff Central Library - before



Cardiff Central Library - after



Key facts: Hayes apartments

Best located residential in Cardiff

- 304 Apartments, 7 Blocks
- Average Price – £150,000
- Units exchanged – 27
- Units reserved – 35
- Units released but unsold – 28
- Sale assumptions 2011 – 2014
- Capital value: £46.6 million

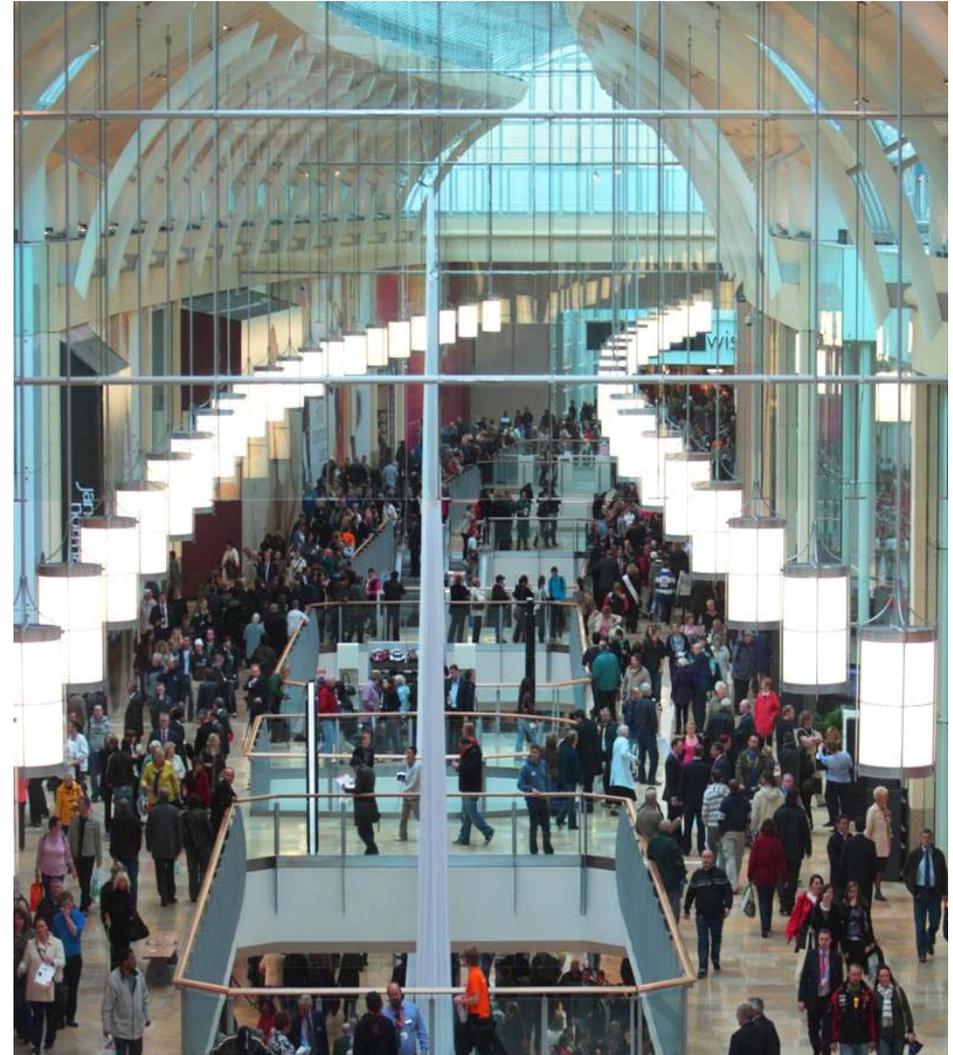




Leasing & launch

Caroline Kirby

Opening day – 22 October 2009



Retail mix – the retail anchors

A full line John Lewis, Debenhams and Marks & Spencer

Largest John Lewis outside Oxford Street

- New brands not seen outside London – Keihls, Ralph Lauren, Avoca, Odd Molly
- 16 new design concepts including new ladies fashion and accessories floor – a boutique feel

Extended and refurbished Debenhams

Refurbished Marks & Spencer



St David's is a modern sophisticated and intelligent destination for shoppers

The Hayes

- Aspirational retail mix Hugh Boss, Links of London, LK Bennett

Hayes Arcade

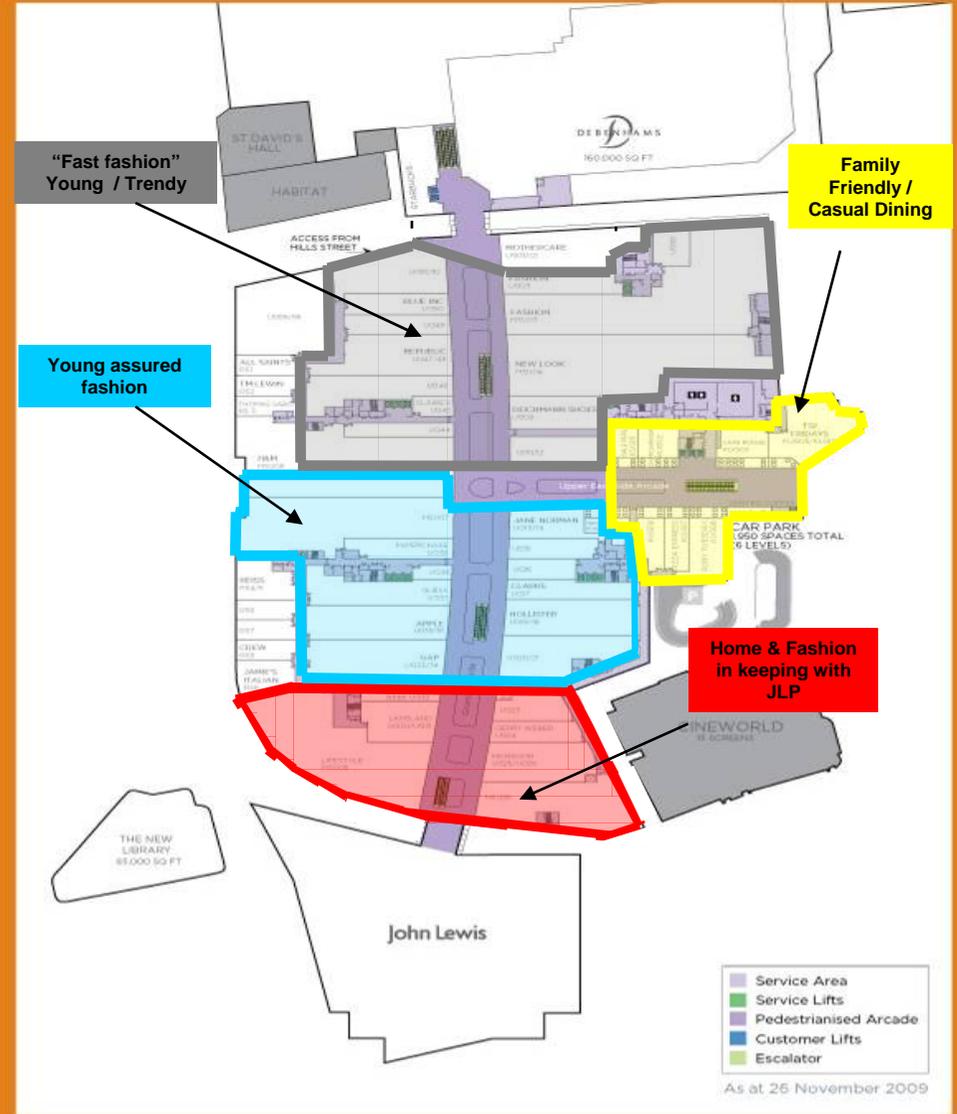
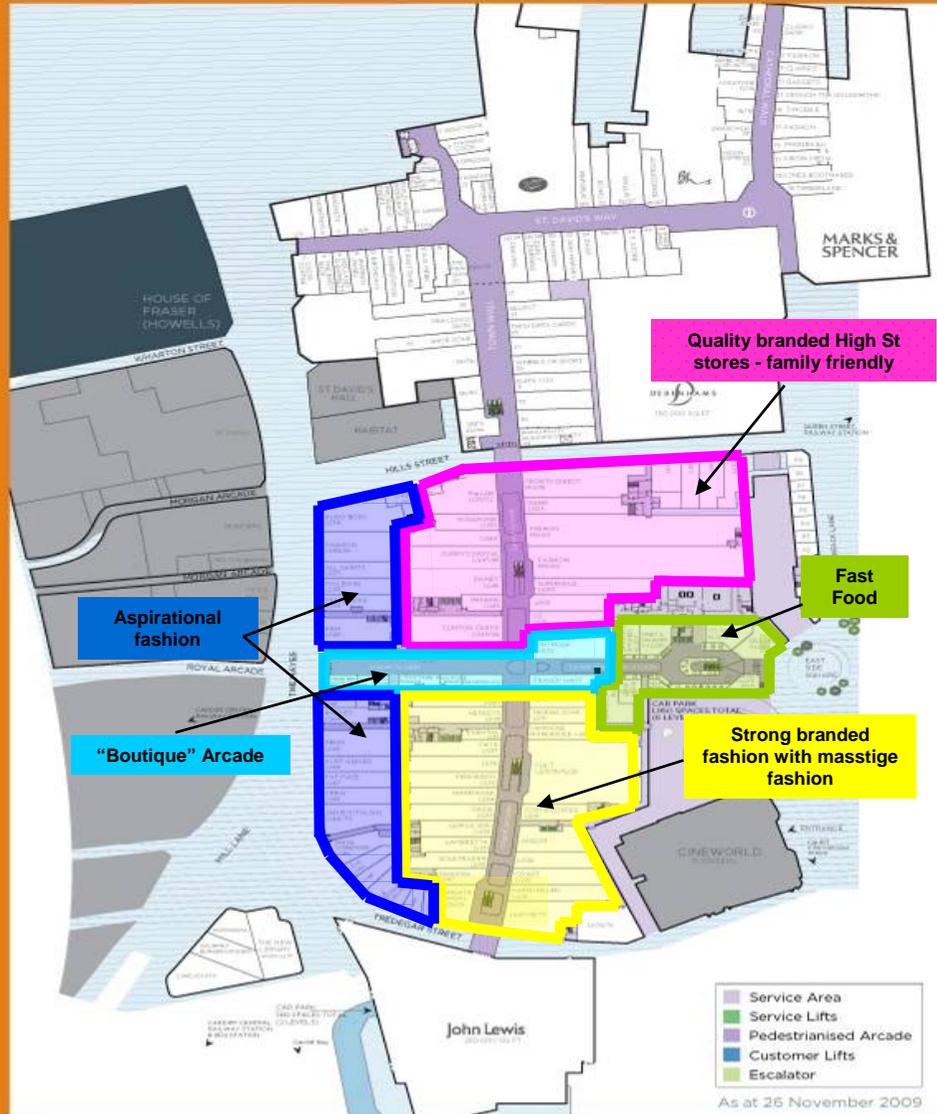
- Boutique retail mix and feel – Thomas Sabo, L'Occitane, Folli Follie

Grand Arcade

- Masstige / strong branded fashion – Karen Millen, Saltrock, Cult, Fenchurch
- Fast fashion / teenagers – New Look, H&M
- Discerning brands for the sensible quality seekers – Lakeland
- Family friendly High Street – Disney, Game, Clintons
- Young assured fashion - Hollister



Target letting plan



Restaurants – East Side

Providing ample opportunities for all our shoppers to prolong their stay – a coffee, a quick bite, a family meal or a place to meet

- **Lower Level** – circa 16,000 sq.ft. of “fast grab and go” food
 - Pret à Manger to Yo Sushi
- **Upper Level** - to meet the needs of the day shopper and enhance the offer
 - circa 41,000 sq.ft. of casual dining
 - Pizza Express to TGI’s



A Civic Heart

- 55,000 sq.ft state of the art, award winning library
- 3 new restaurants – new to Cardiff
 - Wagamama
 - Gourmet Burger Kitchen
 - Carluccio's



- Pre-leasing zone A target of £275 psf lower level, £245 psf upper level
- Achieved a range of rents from circa £140 psf up to £340 psf zone A
- Incentive package average 29 months
 - Critical mass has been achieved, terms are hardening
- Cardiff Zone A vs. other UK cities
 - Cardiff has great potential:

Newcastle at £320 Zone A

Manchester at £300 Zone A



Implementation of the leasing plan

Opening Day; Letting Statistics

- 70% exchanged or in solicitors' hands by area
- 65% exchanged or in solicitors' hands by income
- Over 50 stores opened on 22nd October
- 25 new to Wales – Links, Apple, Pret à Manger
- Over 30 stores estimated to open before Christmas
- Further 14 anticipated to open in early 2010



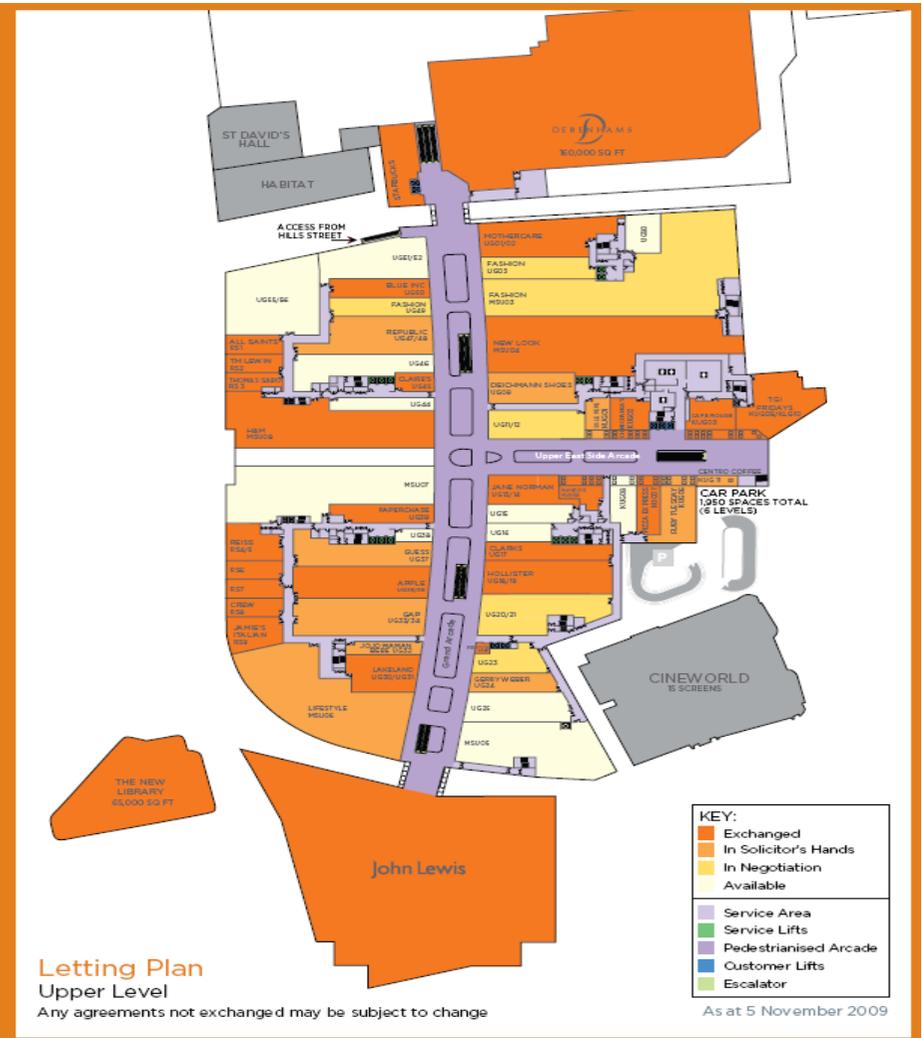
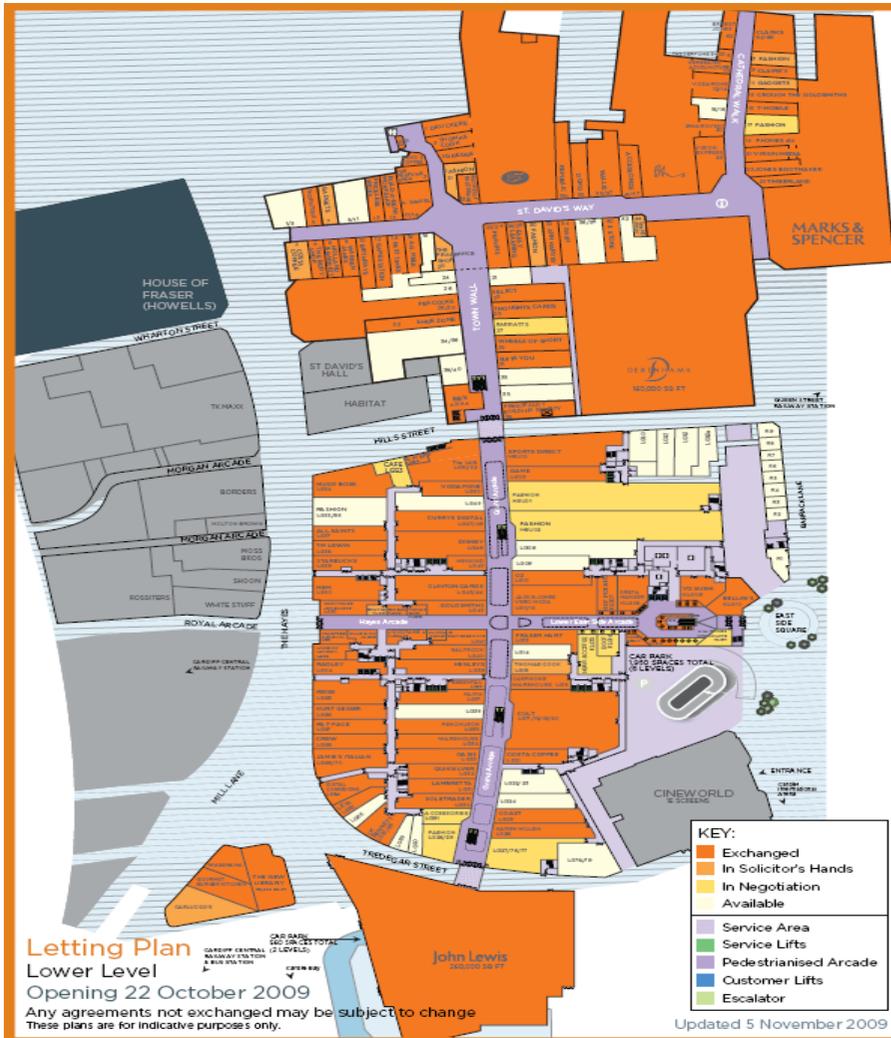
Implementation of the Leasing Plan

Letting Update

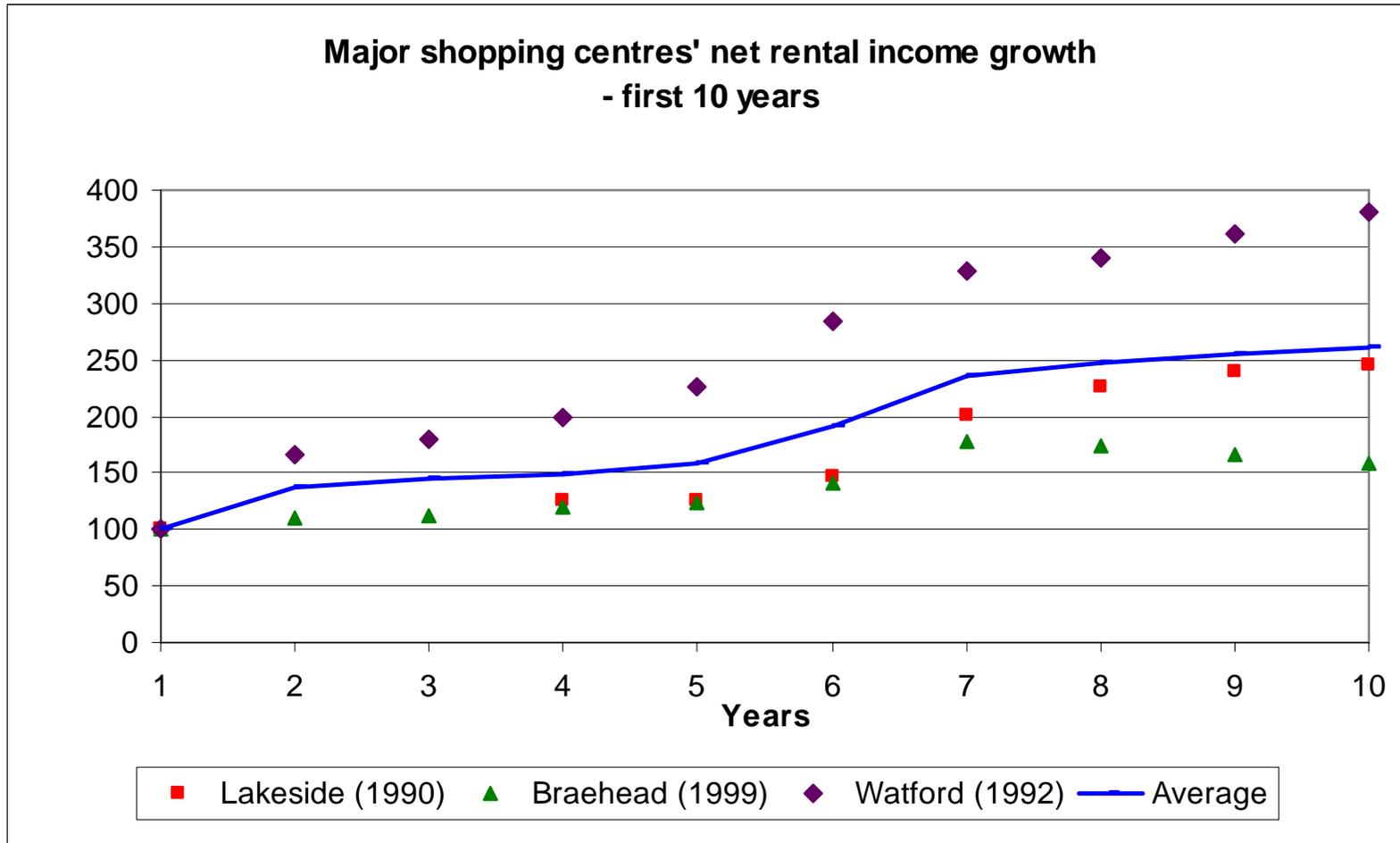
- Hollister, Suits You, Swatch, Henleys and Pen Shop have all exchanged since opening
- A further 21 retailers have opened since 22nd October
- A further 9 are anticipated to open prior to Christmas
- Negotiations have opened with 12 new retailers since centre opening



Current lettings – 73% by area, 68% by income



Shopping centre evolution



- **First review (usually year 5) can create a 25% + uplift in rents**



Trading overview

Steven Madeley

The launch: successful first 7 Days

- **Footfall 1.3 million in first 7 days:**
 - 1 million visitors in 5.5 days (Bullring, Birmingham 4 days)
 - Up 0.75 million on 2008
- **Early retailer results:**
 - **John Lewis** – 6% over forecast, ahead of 2008 Liverpool & Leicester openings
 - **Other retailer results:**
 - doubled opening target
 - First 4 days 25% over target, 2nd behind Oxford St
 - UK opening record - sold a £10,000 watch on opening day
 - Traded second only to Oxford Street
 - 25% up on the previous week
 - 50% up on the previous week



What the retailers are saying

- **Cult Clothing**

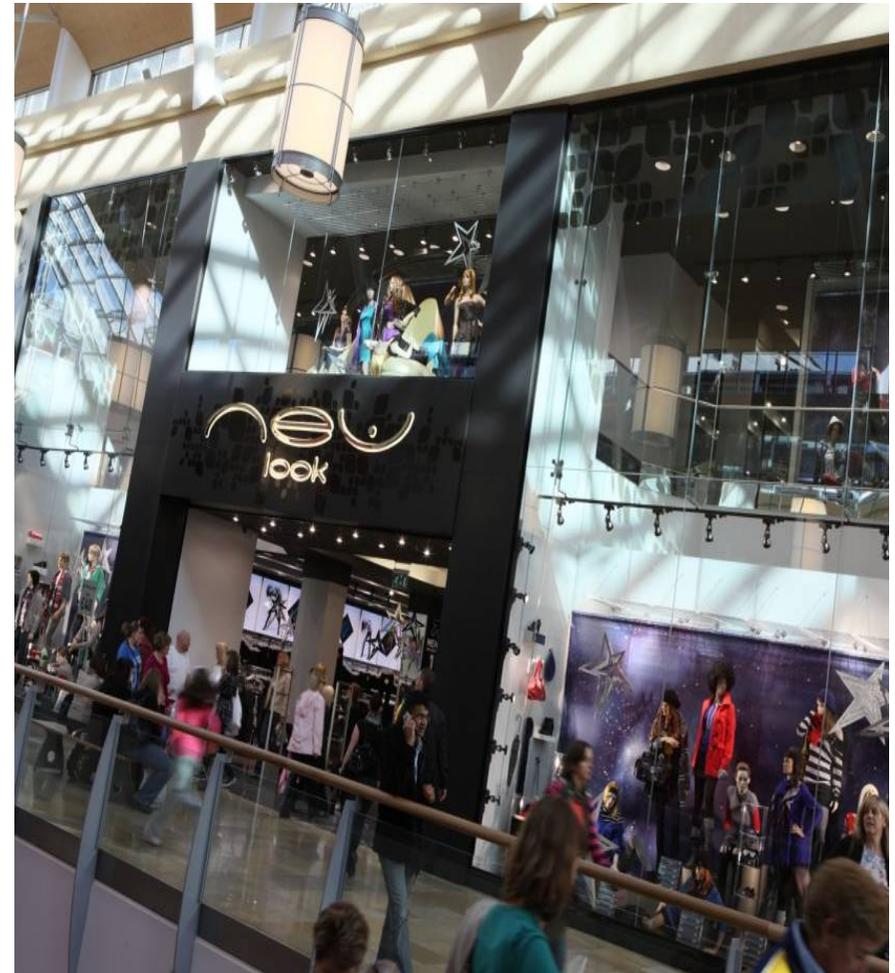
“..... it has already broken every one of our records in terms of initial takings”

- **Parkhouse & Wyatt – Jewellers**

“..... I truly believe this gift to the city is the greatest step forward in the renaissance of Cardiff any retailer with a fashionable and innovative product and an ounce of ambition would be crazy to miss out on St David's 2.”

- **New Look**

“We are delighted with New Look's trading at St David's Cardiff, we beat our first day target by more than 100% and the new store has been trading 2nd in the UK.”





Q & A

Francis Salway