

EST 1866

BROADWAY EAST

LONDON · E2

INVESTMENT GUIDE

St William
Designed for life



REASONS TO BUY



RENTAL YIELD
UP TO 5.33%*



ZONE 2
LOCATION



15 MINS TO 4 OF
LONDONS TOP 5
UNIVERSITIES



1 STOP TO
LIVERPOOL
STREET



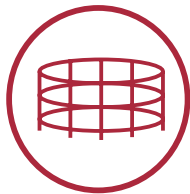
CITY & CANARY
WHARF VIEWS



CANAL SIDE
LIVING



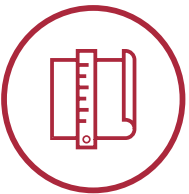
SET IN 3 ACRES
OF OPEN GREEN
SPACE



HOME TO ONE OF
THE OLDEST SURVIVING
GASHOLDER GUIDE FRAMES



GREAT FACILITIES
& AMENITIES



DESIGNED BY
RENNOWNED
ARCHITECTS RSHP

*Estimated based on rental yields
provided by JLL Dec 2023

View facing southeast, looking towards
Stratford and Canary Wharf.

LOCATION

*Travel times and stops from
Bethnal Green Station

View facing southwest, looking
towards the City of London.

CONNECTIVITY*

LIVERPOOL STREET



3 mins
1 Stop
2.4km - 1.4miles

TOTTENHAM COURT ROAD



12 mins
6 Stops
5.6km - 3.4miles

OXFORD CIRCUS



13 mins
7 Stops
6.4km - 3.9miles

BOND STREET



14 mins
8 Stops
6.7km - 4.1miles

UNIVERSITIES

LONDON COLLEGE OF FASHION (MARE STREET)



17 mins



5 mins

1km - 0.6miles

QUEEN MARY UNIVERSITY



17 mins



8 mins

2km - 1.2miles

KINGS COLLEGE LONDON



32 mins



22 mins

5km - 3.1miles

UNIVERSITY COLLEGE LONDON EAST (UCL)



35 mins



15 mins

4km - 2.4miles

CENTRAL BUSINESS DISTRICTS

EAST BANK



10 mins



21 mins

4km - 2.4miles

CANARY WHARF



14 mins



24 mins

5km - 3.1miles

THE CITY OF LONDON



15 mins



16 mins

3km - 1.8miles

SILICON ROUNDABOUT (OLD STREET)



22 mins



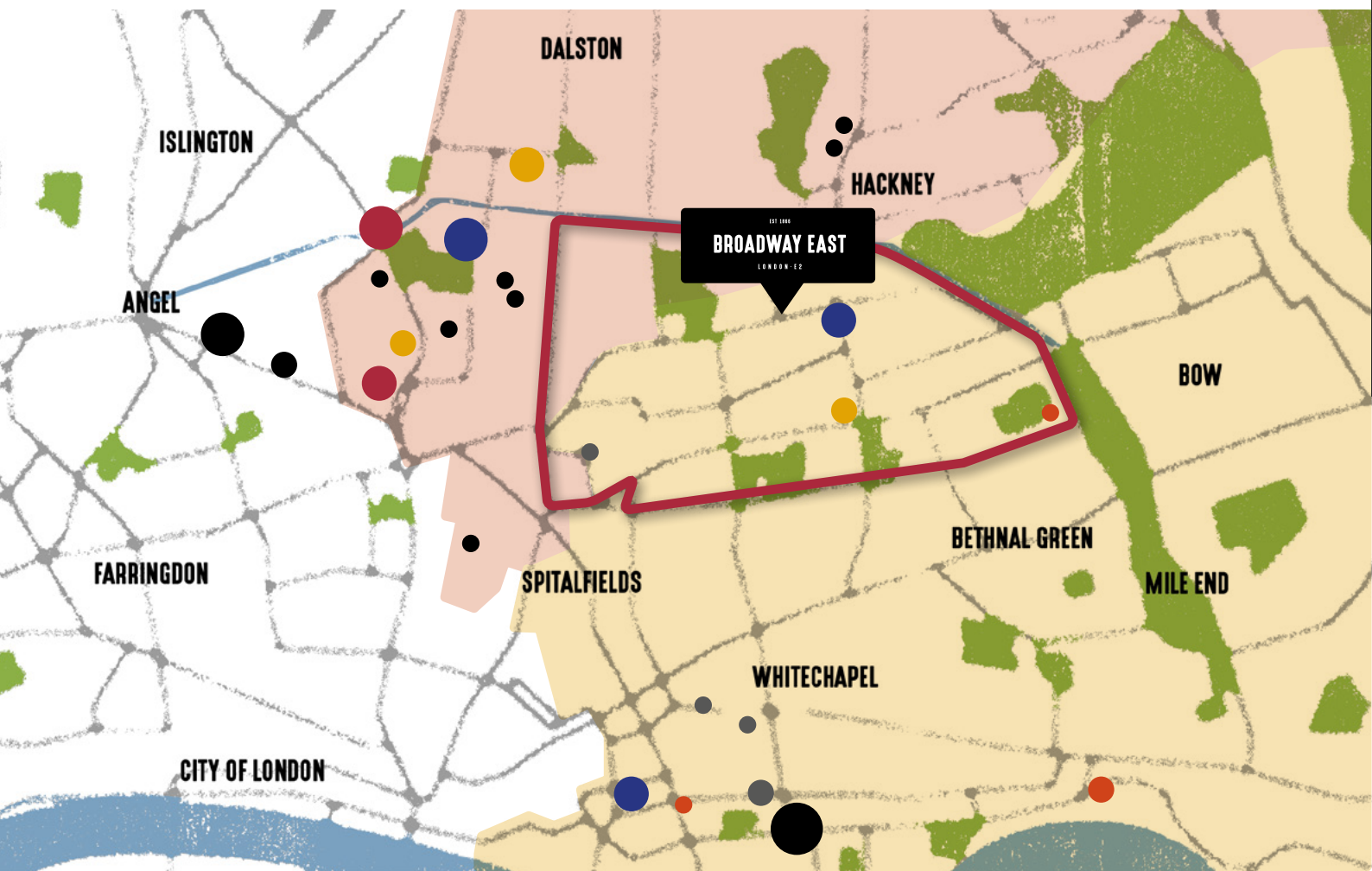
11 mins

2km - 1.2miles



NEW BUILD SUPPLY IN E2

Schemes of similar price point expected to deliver over the next 5 years by development status and size.



SOURCE - CBRE, August 2023

Development Status

- Complete
- Under Construction
- Permission - Full
- Permission - Other
- Stalled or on Hold
- In Planning

Size of Schemes

- Under 200
- 200-400
- 400-600
- 600-800
- Over 800

Boroughs

- Tower Hamlets
- Hackney

RENTAL DEMAND



Rental demand out weighs supply.

SOURCE - RICS



Renters first priority is location to train/tube, second priority is location to park/open space.

SOURCE - Rightmove, August 2023



CBRE are predicting a 18.4% rental price growth over the next 5 years in Inner London.

SOURCE - CBRE, August 2023

PRICE GROWTH

16%

SOURCE - Land Registry, August 2023

The E2 area has seen 16% price growth in the last 5 years but is still lower value than the areas next to us.

21.6%

SOURCE - CBRE, August 2023

CBRE are predicting a 21.6% price growth over the next 5 years for inner London.

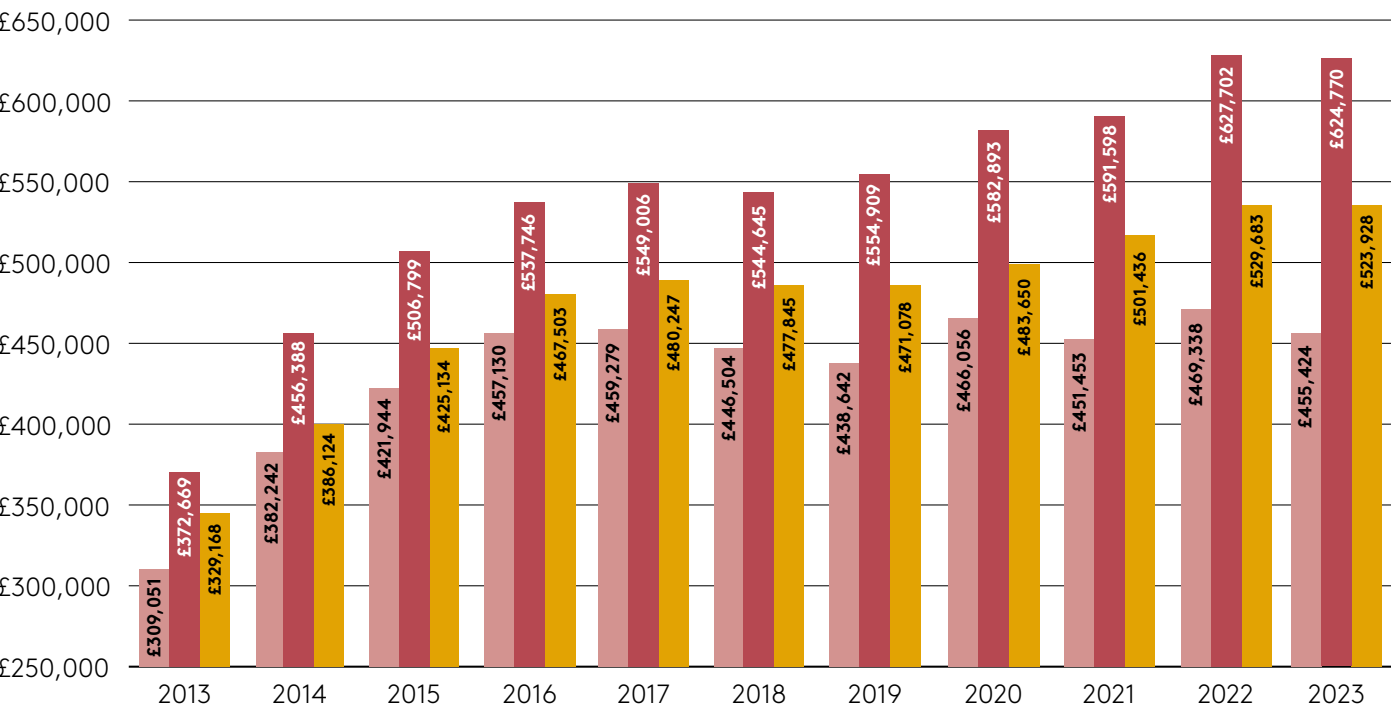
12%

SOURCE - HomeLet

12% increase on rental prices for E2 between August 2022 and August 2023.

HOW HAVE HOUSE PRICES PERFORMED?

- Tower Hamlets
- Hackney
- London Average



SOURCE - Land Registry

2023 Data - January to October

HOUSE PRICES HAVE RECORDED STRONG GROWTH

65%

Tower Hamlets
10 Year Growth

SOURCE - Land Registry

77%

Hackney
10 Year Growth

62%

London
10 Year Growth



View facing southwest, looking towards the City of London.

PRICE COMPARISON

Map showing the average asking price per square foot. Prices correct as of November 2023.

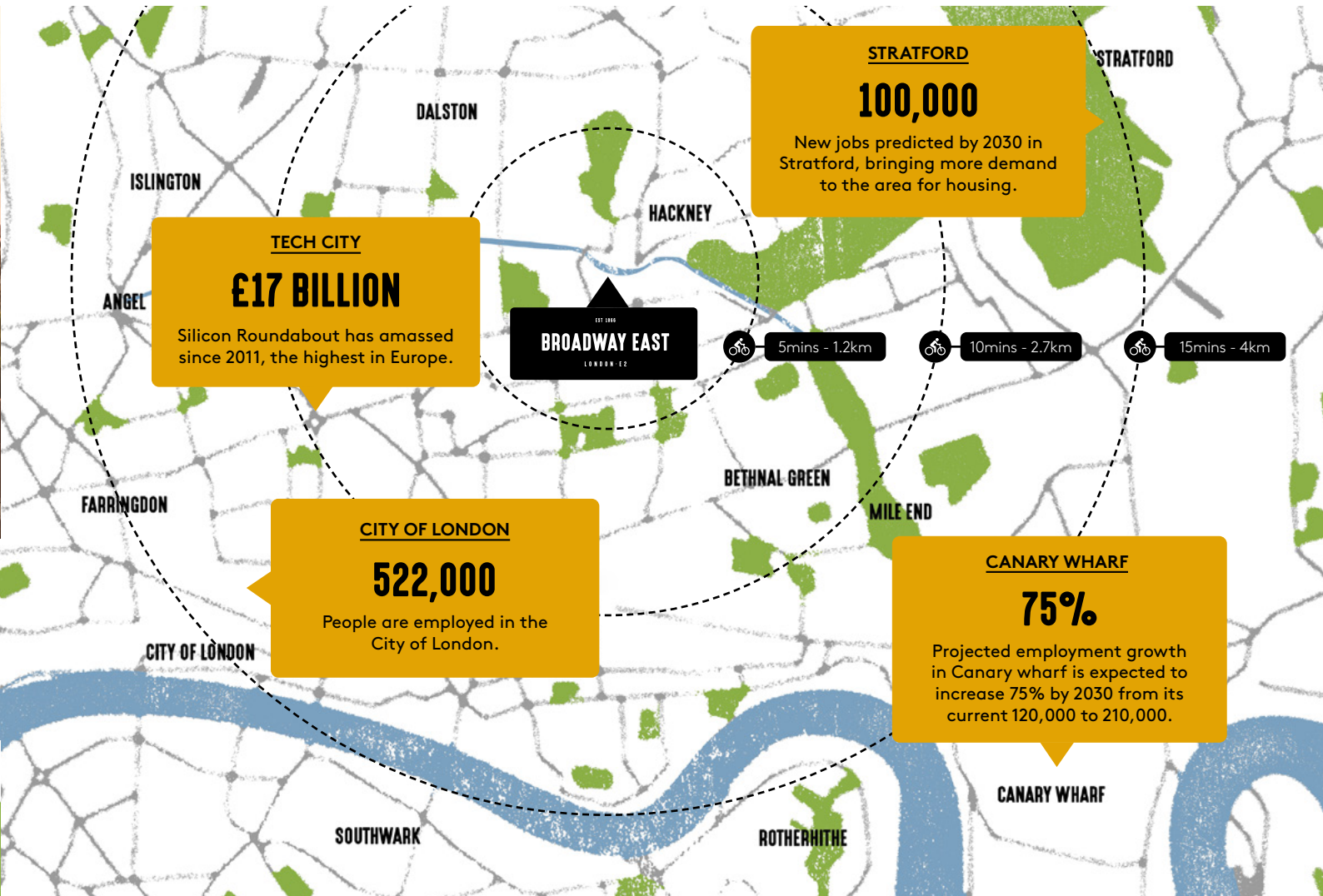
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|---|-----------------|--------|---|------------------|--------|
| 1 | Broadway East | £1,150 | 5 | The Arc | £1,620 |
| 2 | 250 City Road | £1,528 | 6 | The Stage | £1,695 |
| 3 | The Laundry | £1,043 | 7 | Long & Waterston | £1,200 |
| 4 | One Crown Place | £1,781 | 8 | The Makers | £1,275 |



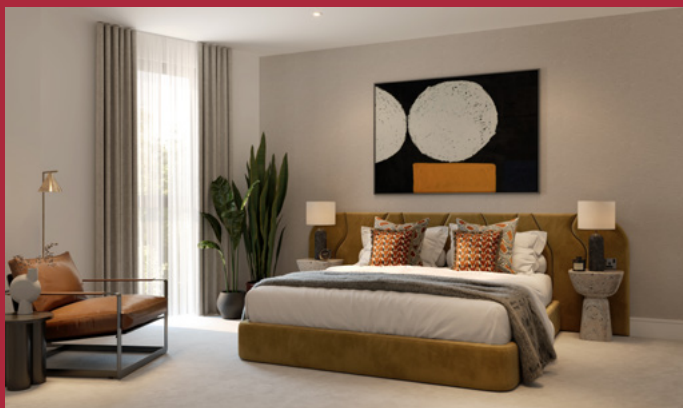
*Prices from developer website/selling agents correct at time of design

EMPLOYMENT

London's job market is filled with opportunities, mere moments away from Broadway East. Prominent hubs such as "Tech City," Stratford, Canary Wharf, and the City of London attract global talent, solidifying their position as leaders in innovation, technology, and finance.



Residents Workspace



Computer generated image at Broadway East, indicative only and subject to change.

Bedroom



Dining and Living Area

Location

Bethnal Green E2 (zone 2)

Local Authority

London Borough of Tower Hamlets

Tenure

999 years leasehold

The Developer

St William. A proud member of the Berkeley Group, a FTSE 100 company

Building insurance

- 10-year NHBC Building Warranty
- Berkeley Group two-year Customer Warranty (this covers the first two years of the ten-year policy)

First completions

From Q1/Q2 2026

Council Tax Banding

Council Tax rates for the financial year 2023/24 are currently estimated at:

- Band A - £1,054 per annum
- Band B - £1,229 per annum
- Band C - £1,405 per annum
- Band D - £1,581 per annum
- Band E - £1,932 per annum
- Band F - £2,283 per annum
- Band G - £2,635 per annum
- Band H - £3,162 per annum

Terms of payment

- Reservation fee of £2,500 for sales up to the value of £1million and £5,000 over £1million
- Contracts to exchange within 21 days 10% deposit due on exchange less reservation fee already paid
- An advance payment of 10% is due 12 months after exchange of contracts
- 80% balance on completion

Residents Facilities

- 24-hour concierge
- Residents lounge
- Screening room
- Co-working spaces
- Creative studio
- Wellness centre
- Fitness Studios
- Squash court
- Changing rooms

MARKETING SUITE

430, Hackney Road
London E2 6QL

CALL

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sales@broadwayeast.co.uk

WEB

broadwayeast.co.uk

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