

GRAND
UNION

15 reasons to buy

SAY
Hello

TO
Grand
Union

GRAND
UNION

Waterview House

Grand Union will be a truly pioneering canalside neighbourhood.

Located in Alperton, close to Wembley and with connections into the West End and City, at Grand Union our vision is to create a place where people and community thrive. A new Canalside Piazza will offer a waterside bar and restaurant and new community facilities. 14 acres of open spaces will include landscaped gardens, riverside walks and meadows surrounding over 3,350 homes.

The creation of a multi-storey industrial hub known as SEGRO V-Park Grand Union, featuring workspace rounds off the numerous facilities, making this a waterside destination in which to socialise, play and relax. It is already a location with strong commercial growth, which is going to contribute to the wealth of diverse interest at Grand Union.

Computer enhanced image of Grand Union, indicative only.

1.

The golden triangle of regeneration

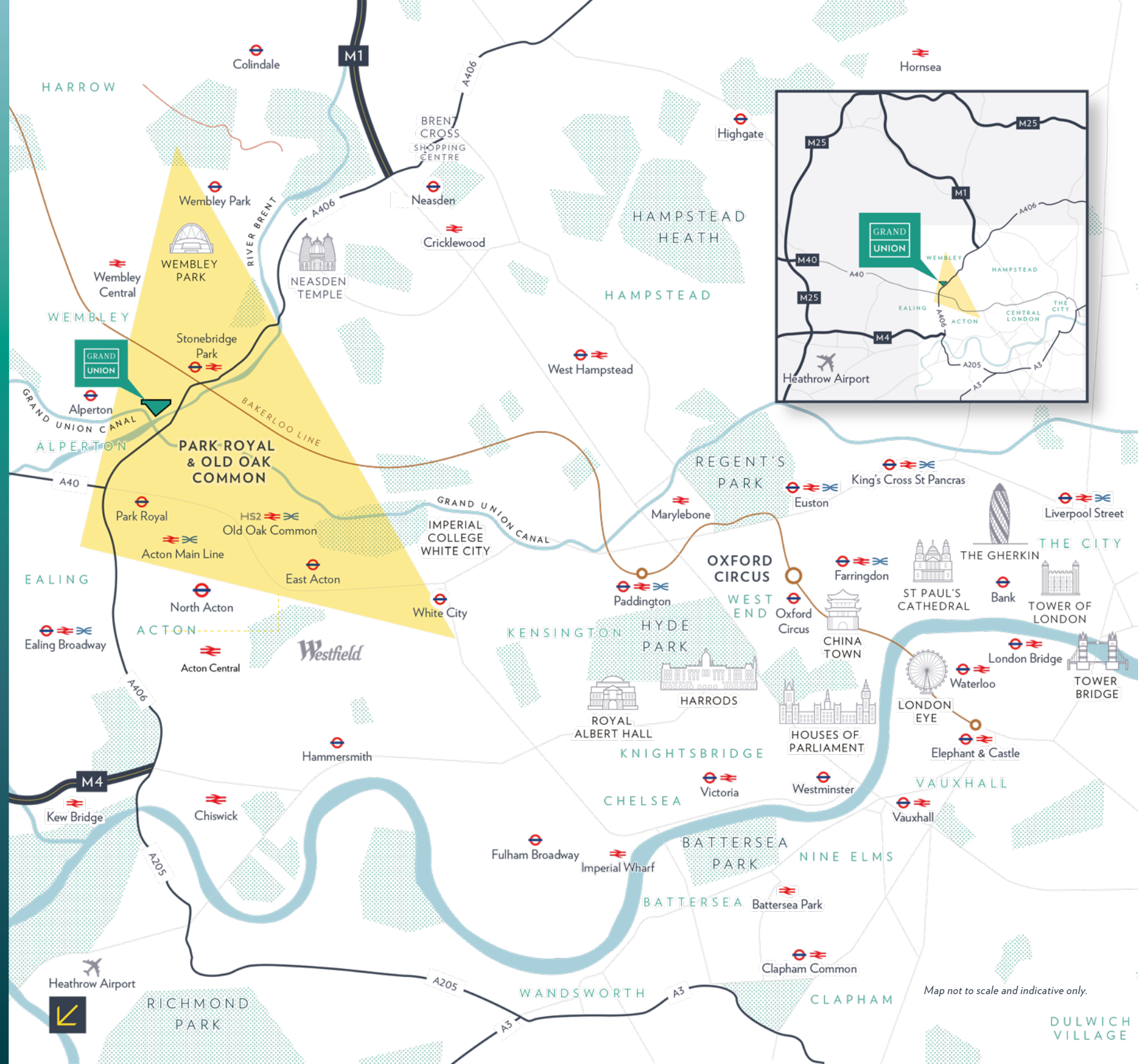
Situated in north west London, this borough boasts unique shops, numerous restaurants, bars and street food venues as well as cultural attractions and the iconic Wembley Stadium. Grand Union is less than 7 miles from the City and West End and well served by public transport network links.

£30bn

BEING INVESTED LOCALLY

THE GOLDEN REGENERATION TRIANGLE

Grand Union lies at the heart of an exciting 'Golden Triangle' of regeneration which is breathing new life into the area with a boom in businesses, jobs and homes with around £30bn being invested into the area.



Map not to scale and indicative only.

DULWICH VILLAGE

2. Brent — a fast growing borough

This London Borough of Brent has a regeneration strategy in place to promote residential growth as well as new employment opportunities which will drive strong demand for rental properties.

There are five major regeneration areas within the borough of Brent; Wembley, Alperton, Burnt Oak/Colindale, Church End and South Kilburn. Between them they will provide over 20,000 new homes, revitalise local communities and drive demand for rental properties within the borough. Strong demand for rented accommodation in Brent has contributed to a steady rental growth of 9% per annum over the last four years, and by 4% over the past year (to Q1 2021).

Source: Savills, CBRE

65%
Capital values in Brent have increased by 65% over the last ten years. (Capital values increased by 2.5% in Brent in the year to January 2021.)
Source: Savills

London Designer Outlet
A 'Pop-Up Mall', Wembley

Boxpark
Food retail park, Wembley

35%
Proportion of privately rented households in Brent, which equates to 41,738 households.
Source: Savills

9.0%
Rental growth over past four years in Brent.
4.0% rental growth over the past year in Brent.
Source: CBRE

Wembley Stadium
Wembley

Ace Café
Stonebridge Park

10.5%
RENTAL VALUE GROWTH FORECAST
IN BRENT 2020-24
AND
15.4%
HOUSE PRICE GROWTH
FORECAST 2021-24
Source: CBRE

+12.6%
MAINSTREAM LONDON CAPITAL
VALUE FORECAST 2021-25

OUR RESEARCH HAS FOUND THAT REGENERATION AREAS ACROSS LONDON CAN SEE A 20% INCREASE IN PREMIUM AGAINST THE LOCAL SECOND HAND MARKET
Source: Savills



100
Parks & Open Spaces



1,700
Businesses in Park Royal



Over
17,000
Businesses in the London borough of Brent



Population up
12%
335,000 - 375,000 by 2030



96%
Of the schools rated good or outstanding



WEMBLEY
Wembley Stadium is the largest venue in the UK and only a 9 minute* drive from Grand Union



10,000
Increase in jobs over the next 12 years as part of the Park Royal regeneration



Well connected
Fast links to the West End and City



6.4
Miles from Oxford Circus

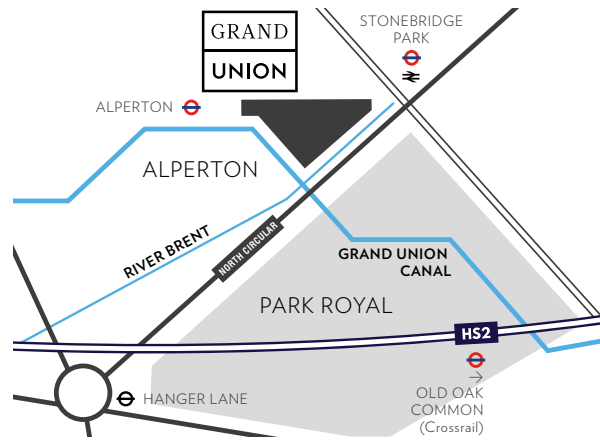


43,100
Employees in Park Royal which is only a 6 minute* drive from Grand Union

LONDON DESIGNER OUTLET
WEMBLEY PARK

70 Stores
15 Cafés & Restaurants
9 Screen Cinema

3. Park Royal



On the doorstep of Grand Union, just 6 minutes* drive away is Park Royal, London's largest business park.

Park Royal is the site of London's largest regeneration project¹, and is set to create 65,000 new jobs over the next 30 years.

The programmed arrival of HS2 and Crossrail will create a 'transport super-hub' at Old Oak Common, just under 3 miles away from Grand Union. It is a prime opportunity area as it is set to be one of the best connected places in London.

*Travel times taken from Google Maps. Source: www.london.gov.uk.



MORE THAN
1,700
BUSINESSES
EMPLOYING
43,100
WORKERS
CREATING
65,000
JOBS OVER THE NEXT 30 YEARS

WITH ALL THE BUSINESSES LISTED BELOW BASED AT PARK ROYAL THERE IS A STRONG DEMAND FOR RENTAL ACCOMMODATION WITHIN THE AREA



4. Why invest now?



Computer generated image of Grand Union. Indicative only.

Capital value forecast

Regional house price forecasts	London
2021	2.5%
2022	4.5%
2023	2.0%
2024	2.0%
2025	1.0%
5-years to 2025	12.6%

Source: Savills – Mainstream Residential Property Forecasts 2021

Estimated rental yields

UP TO	UP TO	UP TO	UP TO
4.1%	4.4%	3.9%	3.2%
Manhattan	One bedroom	Two bedroom	Three bedroom

Rental figures supplied by Benham & Reeves, Savills and CBRE

Investment potential

- Regeneration facilitates capital growth
- Off-plan sales with over 3 years to completion
- Cost-effective service charge targeted at £3.75
- Local employment hubs such as Park Royal and the creation of new employment on site will drive investment demand
- Attractive gross rental yields
- Low level of local new build competition
- Improvements to the local area - regen - attracting more buyers = capital growth
- Wembley is home to a new commercial development, V&V Ealing Road. This will be creative space for entrepreneurs, makers and food traders with the aim of creating a collaborative community

5. The St George effect

Regeneration lifts neighbourhoods and also capital values

FROM CREATING NEW WAYS OF LIVING TO INTRODUCING NEW FACILITIES, SERVICES AND ATTRACTIONS; REGENERATION CAN COMPLETELY TRANSFORM AN AREA.

This can have a marked impact on property prices, with prices in regeneration zones increasing by 1.5% per annum over and above wider house price growth.

Berkeley property values have grown by an annual average of 13.8%. This compares with the local area average of 8.8%, meaning that each year Berkeley properties are outperforming the wider market by **around 5%**.

Source: Savills, CBRE. 2020 Berkeley Annual Report

It is fair to say we have seen:

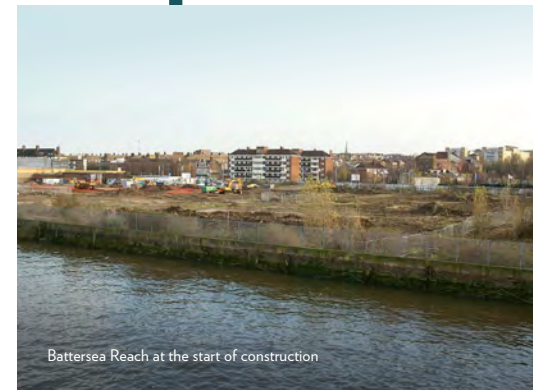
Regeneration



The Berkeley effect



Increased growth and prices



Battersea Reach at the start of construction



Battersea Reach upon completion

St George has a proven track record of delivering amazing places

Strong established developer with a proven track record of delivering high quality homes since 1976.

Experienced in similar large regeneration projects such as Beaufort Park, Battersea Reach and Imperial Wharf.



6. Perfectly located



Grand Union gives you easy access to excellent transport links.

Stonebridge Park and Alperton stations are a short walk away, offering direct links to the City and West End.



*Journey times are approximate only. Source: Google Maps. **Train times based on an estimated average time. Journey times may be longer on weekends and holidays. Rail services correct at time of print. Source: tfl.gov.uk

7. Your local area

Located in Alperton, close to Wembley and with convenient connections, Grand Union is a place to socialise, relax and play.

The new Canalside Piazza offers an energetic community place with cafés, a waterside restaurant and a range of facilities.

With easy transport links to the West End and City, you're never far from the action. Stonebridge Park and Alperton tube stations are just a short walk away, or you can hop on your bike and follow the towpath to Paddington Station in less than half an hour.



Computer generated images of Grand Union, indicative only.



Just 19 minutes* from Grand Union, Hammersmith & Fulham is an established, fast-expanding media and technology destination, with an ongoing ten-year regeneration of the wider White City area. This includes the Television Centre, which will form a unique new tech, creative and academic hub in itself. Several blue chip businesses already have their headquarters in Hammersmith, including Virgin, L'Oréal, GE, Walt Disney and Sony.

Whether you're looking for shopping, historic landmarks or green open spaces, it's all within easy reach.

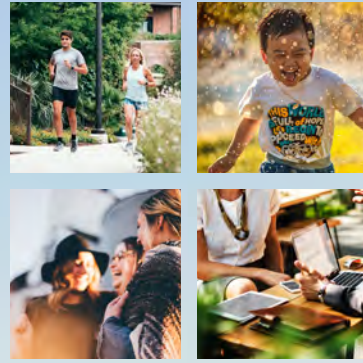
*Travel times taken from Google Maps.





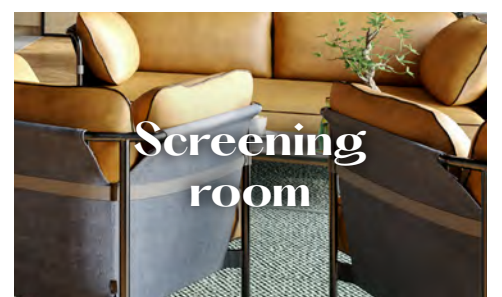
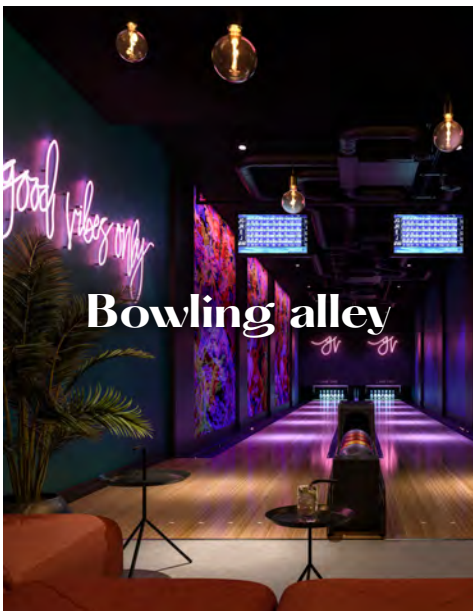
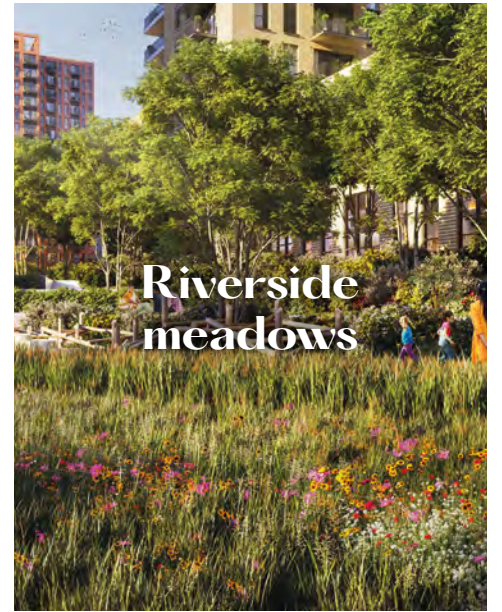
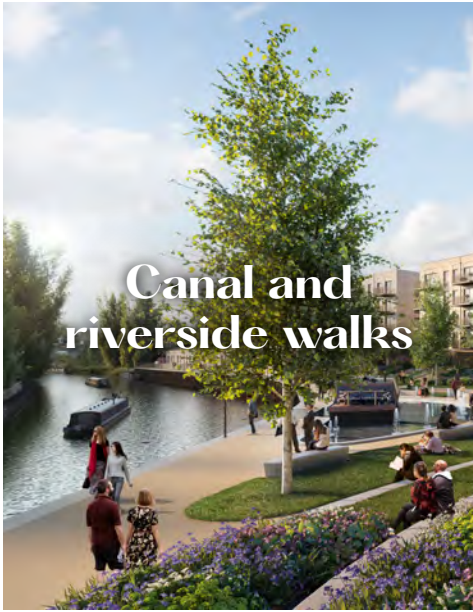
Placemaking at Grand Union

- 65% of the 22-acre site will be open space
- 0.5 mile frontage to the Grand Union Canal and River Brent
- Focus on community and wellbeing
- Enhancing the public areas around Grand Union for residents and the local community
- New employment opportunity through on-site commercial
- Creation of 'maker businesses' on site at The Generator

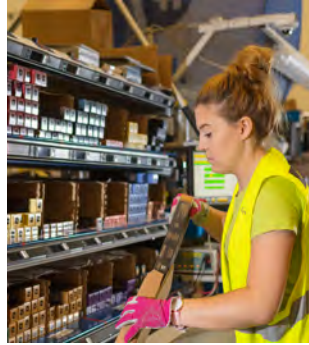


9.

Residents' facilities



10. SEGRO V-Park Grand Union



Computer generated image, indicative only

134,500 sq ft of workspace, where a variety of light industrial businesses will be able to innovate and grow.

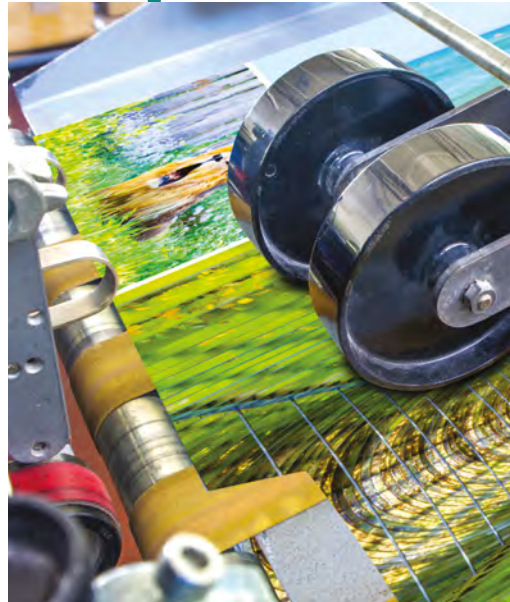
St George and SEGRO, a leading owner and developer of warehouse space, have formed a joint venture to bring forward the first urban multi-storey industrial development in the UK.

The pioneering development, known as SEGRO V-Park Grand Union, will provide employment opportunities for the local community and workspace for a variety of light industrial occupiers, ranging from tech start-ups and food and drink distributors to manufacturers and creative studios. It will benefit from shared meeting rooms, breakout areas and wellness spaces, including a roof terrace.

Within SEGRO V-Park Grand Union, the ground and first floors will be utilised to provide over 100 parking spaces, with electric vehicle charging points incorporated. Other sustainability features such as photovoltaic cells and an internal green wall will also help create a better environment for our occupiers and the community.

Above: SEGRO V-Park Grand Union is an innovative and bespoke industrial hub at Grand Union.

Right: A mixture of light industrial companies will have use of a highly sustainable workspace.



Indicative image, SEGRO Premier Park, Park Royal

11. Customer Journey



MyHome Plus is an online service that is designed to help you manage key aspects of your new home at any time from anywhere around the world.

THIS SECTION PROVIDES YOU WITH AN OVERVIEW OF MYHOME PLUS KEY FEATURES TO ENHANCE YOUR CUSTOMER JOURNEY.

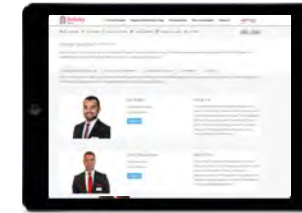
1. FILING CABINET

In the filing cabinet section you can access documentation relating to your new home immediately at your own convenience.



2. MEET THE TEAM

Provides an introduction to your dedicated Sales Consultant and Customer Service Manager. You will be able to view their contact details and to contact them directly from the platform.



3. OPTIONS & CHOICES SELECTION

When you buy a home with us, you will have the option to choose some of your home finishes. This will be subject to the development and property building stage but it's a chance to make it feel truly yours. You will be able to see the different options, the selection deadline date and submit your choice in this section. See the "next steps" section for further detail on this.

4. CONSTRUCTION PROGRESS

Under this section, regular updates on the construction of your new property will be provided, keeping you up to date on the progress on site and the local area. Your Customer Service Manager will issue quarterly newsletters and photographs to this section throughout your journey.

NEXT STEPS

- (i) Your Sales Consultant will create your MyHome Plus account at the point of reservation and you will receive an activation link by e-mail to set a password for access.
- (ii) Your Customer Service Manager will invite you in to our Show Apartment to view the interior selections available for the internal finishes of your home. Alternatively, options can be discussed over the telephone and selected via MyHome Plus. Customer Service will need to receive your choices selection by the deadline date, which will be given in advance.

For over 40 years, Berkeley has had a proven track record of delivering outstanding quality apartments. 98.5% of our customers would recommend us to their friends.

CUSTOMER SERVICE & AFTERCARE

At St George we know how important it is that you find a home that's perfect for you. So we're on hand to help, right from the start.

In addition to a 10-year LABC building warranty, St George operates a 2-year warranty for fixtures and fitting with our Customer Service team available 24-hours a day.

Your dedicated Customer Service Manager, appointed on exchange, will be by your side during the entire buying process and your 2-year St George warranty, to ensure you have an enjoyable experience.

Our secure online portal, MyHome Plus, will also allow you to view all your documents and information, and a step-by-step guide to the journey.



Following the launch of Our Vision 2030 we have set out goals to ensure we continue to provide exceptional service to all of our customers and put them at the heart of our decisions. We'll increasingly be using digitalisation and personalised communications such as MyHome Plus to enhance our customers' experience.

12. Designed with sustainability in mind

FORECAST NET BIODIVERSITY GAIN

240%

INCLUDES:

6.6 acres

OF AMENITY GRASSLAND

3.3km

OF HEDGES

6.1 acres

OF LIVING ROOFS

556

NEW TREES



Grand Union' offers 14 acres of open space including landscaped gardens, riverside meadows and riverside walkways. Sustainability is fundamental to Berkeley's ethos. In simple terms, we want to ensure the long-term health, wellbeing and prosperity of people and the planet. We have included a variety of features to reduce environmental impact and make it easier for you to live a healthy, sustainable lifestyle. These include measures to ensure water and energy efficiency where possible, providing sustainable transport options through cycle routes, nearby stations and car charging ports and future-proofing the design of our homes.

We continually set out goals to continue to pioneer net biodiversity within the development industry. We have committed to measurably enhance nature on every new site since 2017 and since the launch of Our Vision 2030 we have increased our goal to deliver a minimum 10% net biodiversity gain on all new developments.

Grand Union will exceed this goal with a targeted 240% net biodiversity gain. Berkeley has also been named Sustainable Housebuilder of the Year for the last two years running.



Waterview Gardens

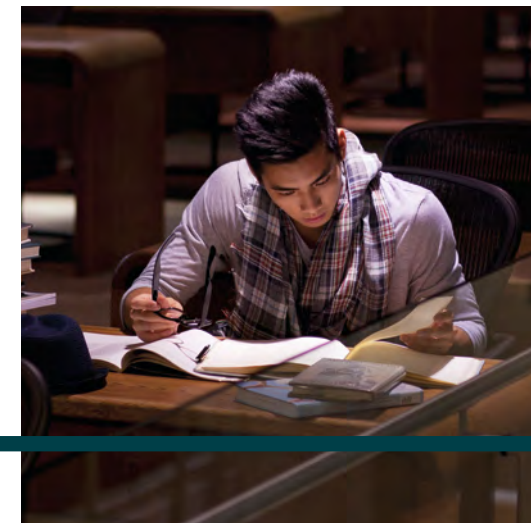
The Waterfall spans 6m across and an impressive 4m high making a real impact at Grand Union. St George has continued its focus on biodiversity by incorporating a pond with planting which benefits the surrounding nature.

13. Higher education

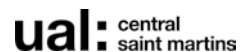


EXCELLENCE IN EDUCATION AND EASY ACCESS TO LONDON'S TOP UNIVERSITIES

Local to Grand Union there are education opportunities, including OFSTED rated 'excellent' and 'good' primary and secondary schools. The world-renowned King's College London, London School of Economics and Imperial College London are also within close proximity and sit in the top 50 of the World University Rankings.



University of Westminster
24 MINUTES
 by tube on the Bakerloo line



Central St Martins
41 MINUTES
 by tube on the Bakerloo and Central lines

UNIVERSITIES WITHIN THE TOP 50 WORLD UNIVERSITY RANKINGS*



Imperial College London
 (White City Campus)
26 MINUTES
 by rail from Stonebridge Park and tube on the Central line



London School of Economics and Political Science
43 MINUTES
 by tube on the Piccadilly line



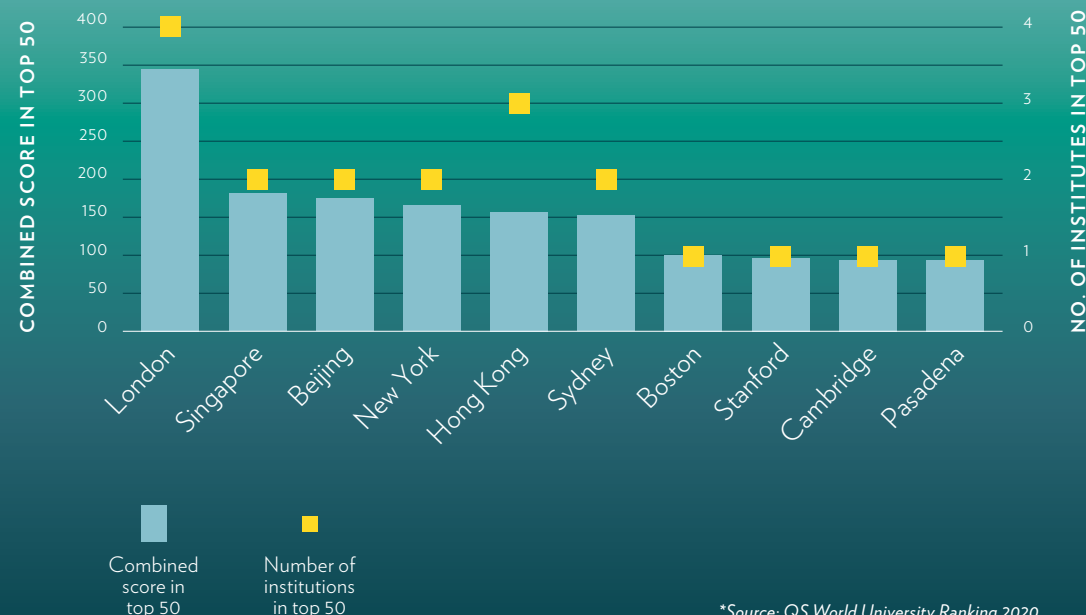
King's College London
44 MINUTES
 by tube on the Piccadilly line



University College London
35 MINUTES
 by rail from Stonebridge Park

Travel times based on an estimated average time. Journey times may be longer on weekends and holidays. Rail services correct at the time of print. Source: tfl.gov.uk

QS WORLD UNIVERSITY RANKINGS



*Source: QS World University Ranking 2020

14. Modern living

Photograph of Beaufort Park,
indicative only.



OVER 3,350 NEW HOMES OF THE HIGHEST QUALITY

Residents of the Manhattan, 1, 2 and 3 bedroom apartments will relax and unwind in these contemporary residences amongst 14 acres of open spaces which includes landscaped gardens, meadows and riverside walks.

Enjoy the modern living at Grand Union with fibre broadband, fast and reliable connection provided to make home-working run smoothly for you.



Computer Generated Images of Grand Union, indicative only.

Breathtaking views



15. Part of the Berkeley Group

St George is proud to be a member of the Berkeley Group with its financial support.

£6,884m
Future gross margin in land holdings

£1,128m
Net cash

£518.1m
Profit before tax

£1,712m
Cash due on forward sales

Transforming Tomorrow

At Berkeley Group our passion and purpose is to build quality homes, strengthen communities and improve people's lives. We are innovating, pushing boundaries and taking action to ensure we have a long-term, positive impact that is good for our customers, the communities we touch, our business and the world around us.

We transform underused sites into exceptional places and we're also transforming the way we work; embracing technology and raising standards, as we continue to deliver an outstanding customer experience and create high-quality homes that delight our customers.

Our Vision 2030 is our ten year plan which sets out how we will achieve this.



TRANSFORMING PLACES

Working with local people and partners we create welcoming and connected neighbourhoods where you can be proud to live.



TRANSFORMING LIFESTYLES

Taking action on climate change and giving you ways to live more sustainably. We're building efficient homes that use less energy over their lifetime, with sustainable travel choices on the doorstep.



TRANSFORMING NATURE

Creating beautiful places with habitats that help nature to thrive, meaning that every site is left with more nature than when we began.



TRANSFORMING FUTURES

Helping people to reach their potential through apprenticeships and training, and programmes supported by the Berkeley Foundation.



Computer Generated Image of Grand Union, indicative only.

SAY
Hello

FOR MORE INFORMATION

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GRANDUNION.UK

OUR VISION
2:30
TRANSFORMING TOMORROW

**Berkeley**
Group
Proud to be a member of the
Berkeley Group of companies

Investor in
Customers'
Gold 2020

CONSUMER
CODE FOR
HOME BUILDERS
www.consumercode.co.uk

OUTSTANDING
ACHIEVEMENT

GOLD
AWARD

St George
Designed for life

The information in this document is indicative and is intended to act as a guide only as to the finished product. Accordingly, due to St George's policy of continuous improvement, the finished product may vary from the information provided. These particulars should not be relied upon as statements of fact or representations and applicants must satisfy themselves by inspection or otherwise as to their correctness. This information does not constitute a contract or warranty. Grand Union is a marketing name and will not necessarily form part of the approved postal address. Applicants are advised to contact St George to ascertain the availability of any particular property. X707/05CA/0123.

Purchasing uncompleted properties located outside Hong Kong is complicated and contains risk. You should review all relevant information and documents carefully. If in doubt, please seek independent professional advice before making a purchase decision. Planning permission number: 18/0321. Borough/council issuing permission: London Borough of Brent. Acquiring interest: 999 year leasehold interest from January 2023.

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