

PRINCE OF WALES DRIVE

BATTERSEA · LONDON SW11



PROUD TO BE A MEMBER OF THE

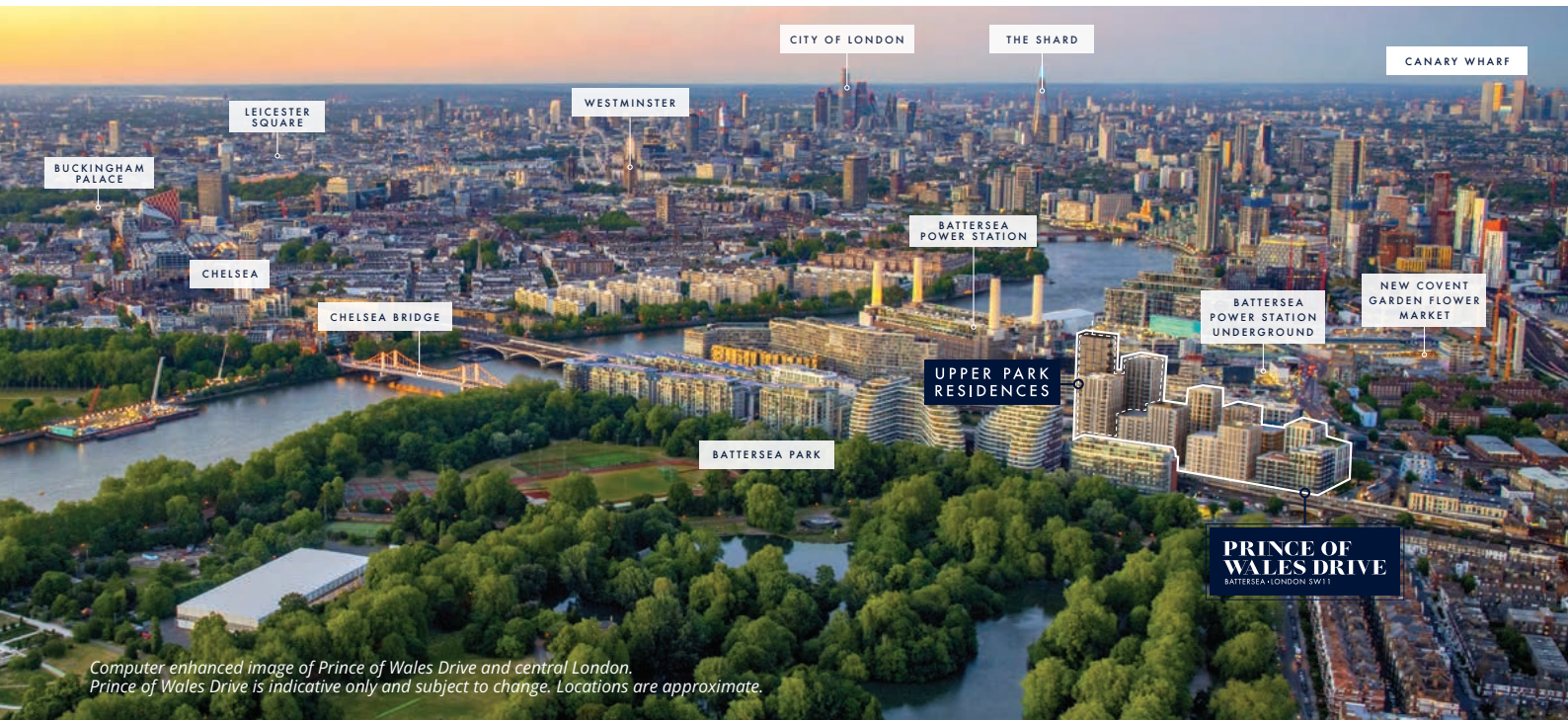


Berkeley
Group

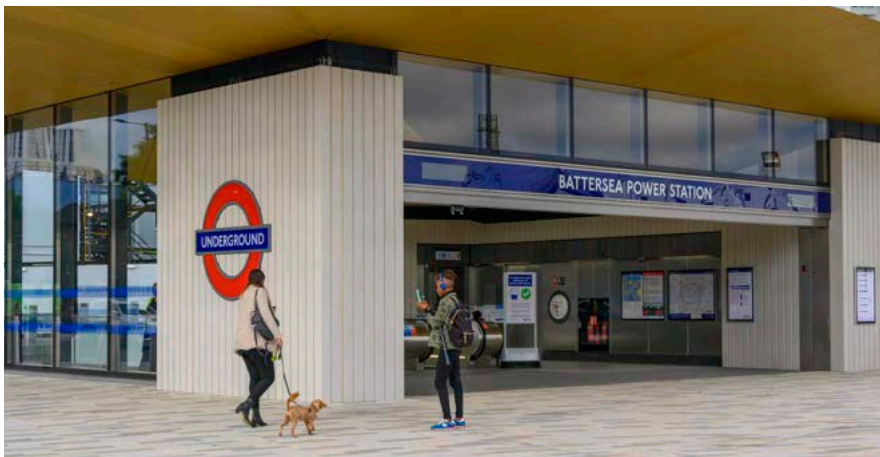
St William
Designed for life

Computer generated image, indicative only and subject to change.

WHAT'S THE INVESTMENT STORY AT PRINCE OF WALES DRIVE?



Computer enhanced image of Prince of Wales Drive and central London. Prince of Wales Drive is indicative only and subject to change. Locations are approximate.

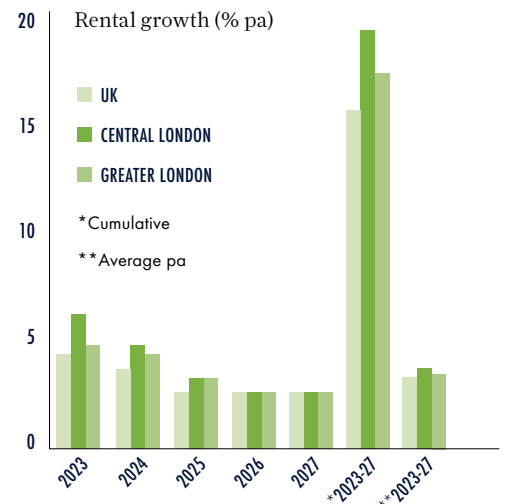
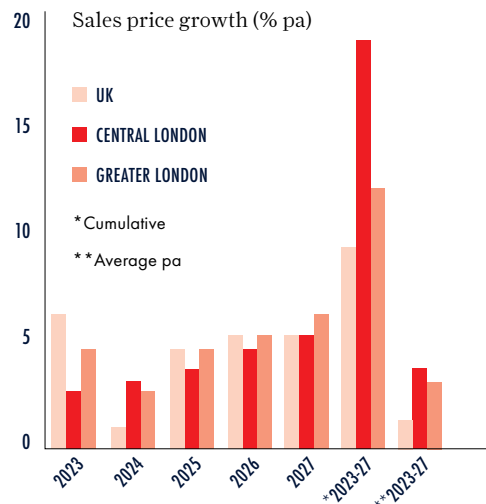


01 ZONE 1 UNDERGROUND STATION

Battersea Power Station Northern Line extension is only minutes away from Prince of Wales Drive and rapidly accelerate into central London and the City, reaching Leicester Square in just 11 minutes. Prince of Wales Drive is the ideal commuter hotspot.

02 THE ZONE 1 EFFECT

With Prince of Wales Drive based in Zone 1 London, both rental yields and sales prices are uplifted by being within the Battersea area.



* Source, JLL UK

03 GREAT CONNECTIONS

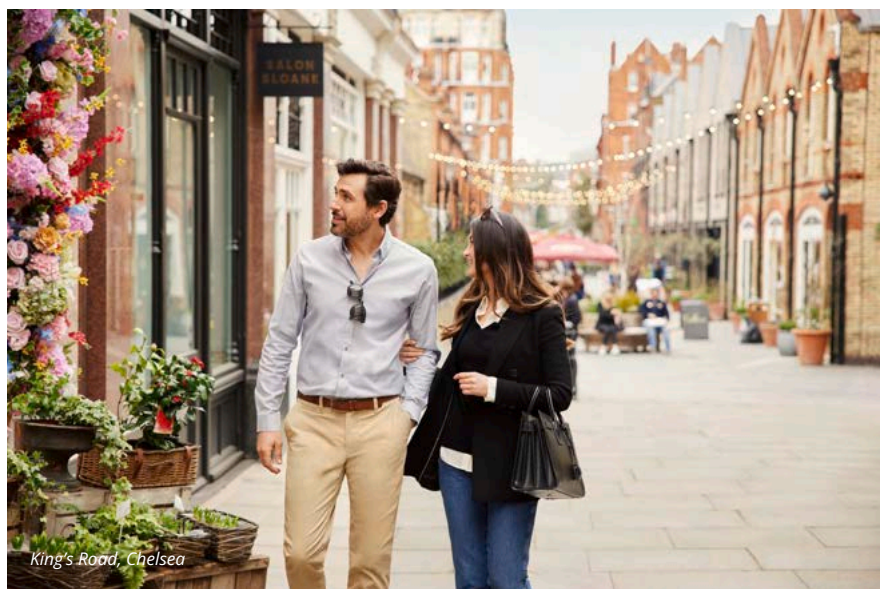
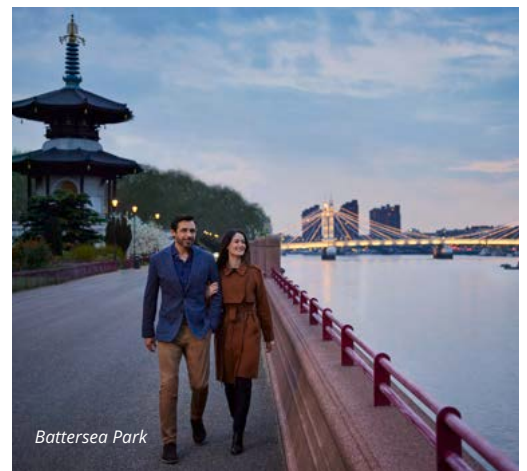
With remarkable access to transport connections, Prince of Wales Drive provides excellent navigation throughout London and beyond.



04 IT'S ALL ABOUT LIFESTYLE

Battersea Park and the River Thames are a short walk away, as well as Chelsea Bridge which provides access to King's Road and Sloane Square with an abundance of shops, restaurants and the popular Saatchi Gallery. The world-renowned department store Harrods is also a 9 minute* drive away.

* Source: Google Maps February 2023



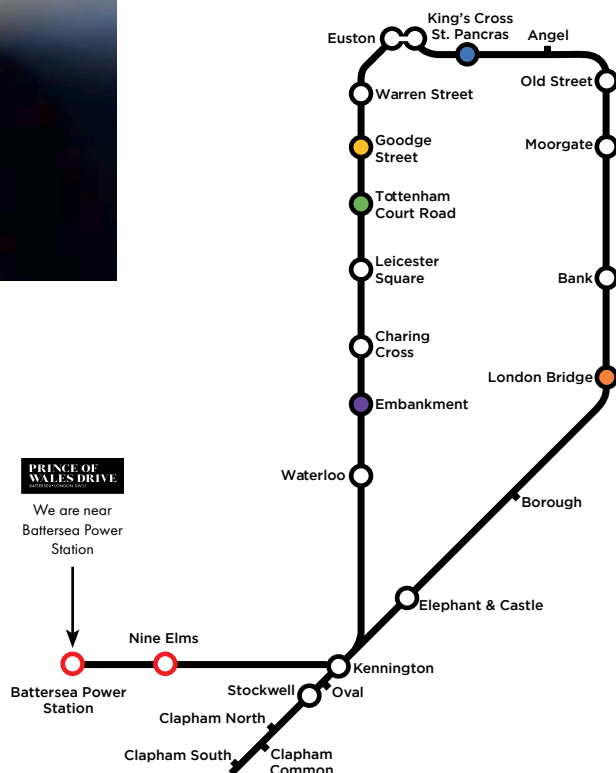


London's top schools within easy commute

05 EDUCATION, EDUCATION, EDUCATION

This part of London is home to some of its top private and state schools while there is easy access to a number of the country's leading world-class universities.

UNIVERSITY	ESTIMATED COMMUTE FROM BATTERSEA POWER STATION	STATION
King's College University	8 minutes	Embankment
London School of Economics	12 minutes	Tottenham Court Road
University College London	13 minutes	Goodge Street
King's College London, Guy's	12 minutes	London Bridge
Central Saint Martins	24 minutes	King's Cross St. Pancras
New Northern line extension		



06 BATTERSEA POWER STATION

Situated next door to one of London's most iconic landmarks. The Battersea Power Station development will be a new office district with over 3 million sq. ft of commercial space.

CINEMA & HOTEL	RESTAURANTS & BARS
THEATRE	APPLE INC HEADQUARTERS
LONDON'S THIRD LARGEST SHOPPING CENTRE	
42 TOTAL ACRES OF REGENERATION	



Battersea Power Station shops and restaurants

All above information provided on the Battersea Power Station website.

As the economy reopens we have seen demand for rental properties across the capital increase, outstripping supply in popular locations such as Battersea. Rents have risen in 2022 and were higher than those achieved pre-pandemic in early 2020.

In September 2021, the Northern Line extension introduced two new Zone 1 stations at Nine Elms and Battersea Power Station, further increasing the appeal of the area. Following this, in the summer of 2022, there was even more reason to celebrate as the £9 billion Battersea Power Station redevelopment opened. The development features an array of new bars, restaurants, and public spaces, as well as office spaces for companies such as Apple, who will be relocating their head office to their new Battersea Campus, all within a couple of minutes walk from Price of Wales Drive.

Access to green space remains highly sought after by tenants. Alongside an enviable location close to Battersea Park, homes at Prince of Wales Drive all have their own outside space and access to private landscaped gardens. All of which will, we expect, support demand from tenants in the coming years.

With so much available within walking distance of Prince of Wales Drive, tenants would be forgiven for not venturing far. Yet for those looking to travel further afield Prince of Wales Drive's Zone 1 location means that accessing all London has to offer is simple too.

JLL 2023



07 STRONG RENTAL MARKET

Alongside Battersea Power Station itself and the immediate vicinity of Vauxhall Station, Prince of Wales Drive offers strong rental returns, whilst the price point remains competitive.

ESTIMATED RENTAL VALUES:

 1 BED, 1 BATH (588 sq. ft)
£682 - £725 PW

 2 BED, 2 BATH (913 sq. ft)
£900 - £950 PW

 2 BED, 2 BATH (1010 sq. ft)
£1000 - £1100 PW

 2 BED, 2 BATH (892 sq. ft)
£925 - £975 PW

 3 BED, 3 BATH (2040 sq. ft)
£2250 - £2500 PW

 ESTIMATED GROSS YIELD
UP TO 4.5%

08 SERVICE CHARGE

Prince of Wales Drive offers an extremely competitive service charge compared with other local developments.



09 TECH HUBS

Tech hubs drive local housing market growth with 15% rise in house prices in study by JLL

IMPACT OF TECH HUBS ON LOCAL HOUSING MARKETS

The growth of the tech industry in London has made the city a major centre for tech firms, resulting in higher prices and rents due to increased demand from the increase in the locality of jobs.

To evaluate the effect of tech hubs on housing markets, JLL conducted research on three emerging tech hubs in London including King's Cross, Shoreditch and Battersea Power Station.

The research concluded that following the announcement of a new tech hub or major tech employer it can lead to an increase in demand from investors and developers in the vicinity. JLL analyzed changes in house prices three years after such announcements and found that the average house prices in the three tech hubs increased faster than the Greater London average, with an average growth in prices that was 15% higher than the Greater London average.

Tech firms have a preference for taking space in newly redeveloped or regenerating neighborhoods, this presence also boosts residential investor confidence, thus contributing to the out performance in the local area and contributing to the area's future prospects.

JLL 2023



CGI of Apple's new Headquarters at Battersea Power Station

BATTERSEA POWER STATION STATS :



Battersea Power Station will create one of London's largest office, retail, leisure and cultural quarters with a total of 17,000 jobs once the whole 42-acre project is completed.



Across the 42-acre site a new 24/7 community will be formed with over 250 shops, cafes and restaurants, theatre, hotel, medical centre and 19 acres of public space including 450 metres of river frontage and a six acre public park.



Battersea Power Station will be a new office district with over 3 million sq. ft of commercial space.



CGI of Google's new offices at King's Cross



CGI of Google's new offices at King's Cross

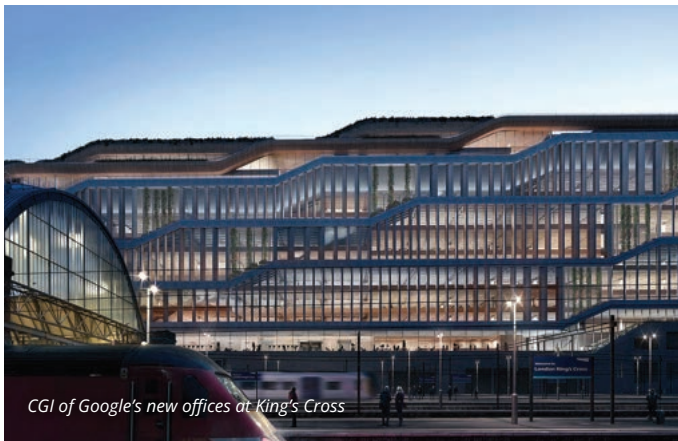


Apple's new headquarters in Battersea Power Station

APPLE HQ BATTERSEA

California-based technology giant Apple has announced that it will establish its new corporate offices at Battersea Power Station. The move comes after the company originally announced its plans for a UK headquarters back in 2016, stating it would take up 46,450 sq m of space and merge all of its existing offices in London. The planned headquarters are expected to have the capacity to accommodate up to 3,000 staff.

The establishment of Apple's new corporate offices in the development is anticipated to provide a further stimulus to the local economy and create a heightened demand for housing in the surrounding areas. A recent report by consultancy GP Bulldog states that the UK has the largest concentration of ambitious tech entrepreneurs in Europe, with 102 tech start-ups approaching a billion-dollar valuation, indicating a bright future for post-Brexit Britain. The signing of the giant brand has had, and continues to have, a significant impact on sales and boosted confidence in the local area, according to JLL.



CGI of Google's new offices at King's Cross

GOOGLE OFFICE KING'S CROSS

Google will occupy 650,000 sq ft of a purpose-built 11-storey building, with construction beginning in 2018. The new building, combined with two existing ones, will potentially house 7,000 Google employees and contribute to the growth of the Knowledge Quarter and King's Cross's knowledge-based economy.



East London Tech City also known as Silicon Roundabout

SILICON ROUNDABOUT SHOREDITCH

The Silicon Roundabout, also known as East London Tech City, which encompasses the Shoreditch area with a bit of Hackney and Stratford was the first main tech hub to appear. The first tech start-ups arrived in 2008, later on it also became the home of Amazon, the fourth biggest tech company in the World moving into a 625,000 sq. ft office.

10 BEST IN CLASS

St William is part of the Berkeley Group, the UK's leading house builder which is consistently recognised for the quality and excellence of its developments. The 'Berkeley Effect' is known to increase capital growth and rental yields in the geographical areas where it works.

We recently won the following awards:



Outstanding Achievement for Customer Satisfaction



Gold Award for Customer Satisfaction



Best Interior Design Award 2019



Investor in Customers' Gold Award 2022



Computer generated image of karaoke room



Photography of swimming pool



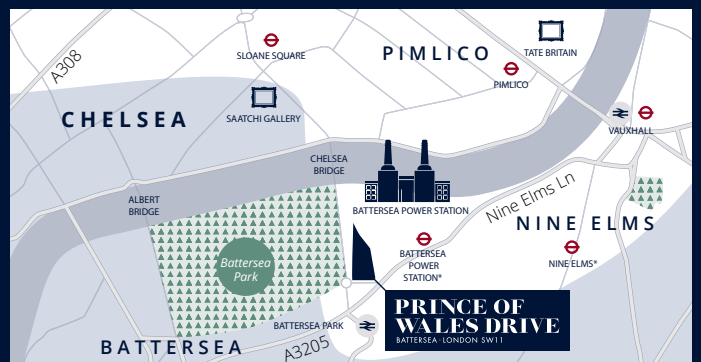
Computer generated image of music room

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Protection for new-build home buyers



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