

24TH OCTOBER 2013

# UNDERSTANDING WORKSPACE



WORKSPACE®

# **AGENDA**

**WORKSPACE**

**VALUE GENERATION: OUR CUSTOMER**

**EXMOUTH HOUSE**

**Q&A**

# WORKSPACE POSITIONED FOR GROWTH

INTENSIVE  
MANAGEMENT  
AND DIRECT  
MARKETING



# WORKSPACE POSITIONED FOR GROWTH

INTENSIVE  
MANAGEMENT  
AND DIRECT  
MARKETING



# VALUE GENERATION OUR CUSTOMER

UNDERSTAND THEM



SECURE THEM



RETAIN THEM

GROWTH

# VALUE GENERATION OUR CUSTOMER

UNDERSTAND THEM



SECURE THEM



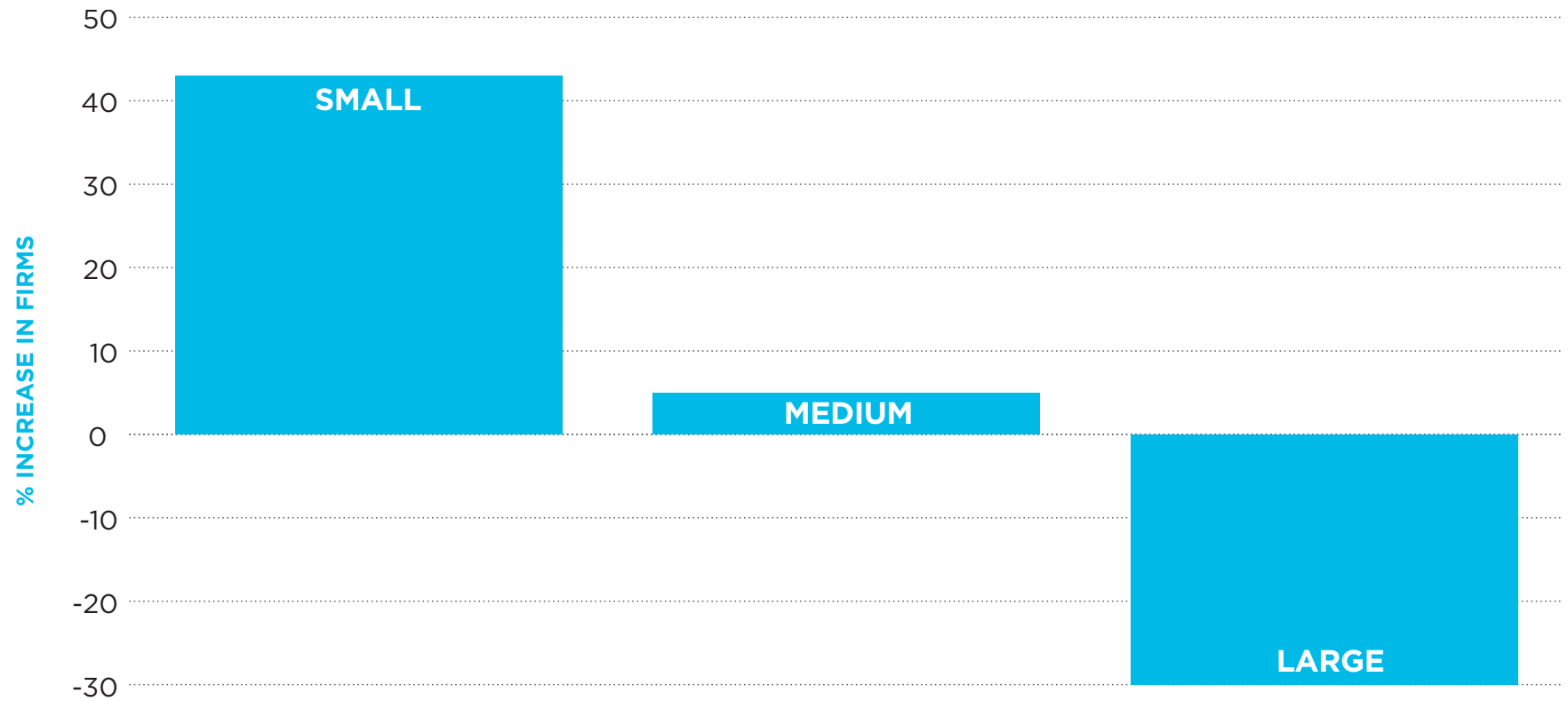
RETAIN THEM

GROWTH

# VALUE GENERATION

## UNDERSTANDING CUSTOMERS

### THE CHANGING MAKE-UP OF THE UK BUSINESS BASE (2000-2010)



Source: Centre for Cities

## VALUE GENERATION UNDERSTANDING CUSTOMERS

Only 6% of UK firms  
are high growth, of  
which 96% are SMEs

NESTA

1% of companies  
were responsible for  
23% of employment  
growth.

GOLDMAN SACHS

Source: City AM



# VALUE GENERATION UNDERSTANDING CUSTOMERS

## WHO ARE THE HIGH GROWTH BUSINESSES?

Ministers urged  
to do more for  
creative firms

FREELANCEUK.COM

London's TMT  
growth is a  
bubble?

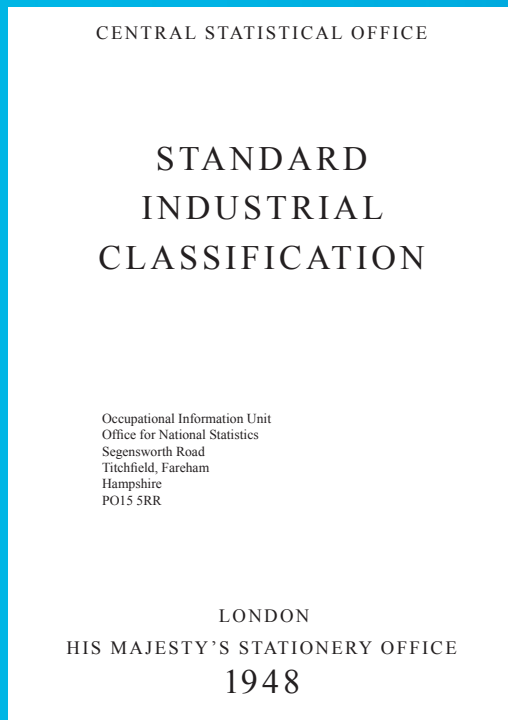
ESTATES GAZETTE

Digital economy  
40% bigger than  
official statistics  
suggest

NATIONAL INSTITUTE OF  
ECONOMIC AND SOCIAL  
RESEARCH

# VALUE GENERATION UNDERSTANDING CUSTOMERS

## THE 1948 INDUSTRIAL CLASSIFICATION



1948 Jaguar Mark IV 3.5 Litre sedan.

# VALUE GENERATION

## UNDERSTANDING CUSTOMERS

### WHO ARE THE NEW OCCUPIERS? - THE DIGITAL ECONOMY



**SHARE OF EMPLOYMENT**

**SIC**

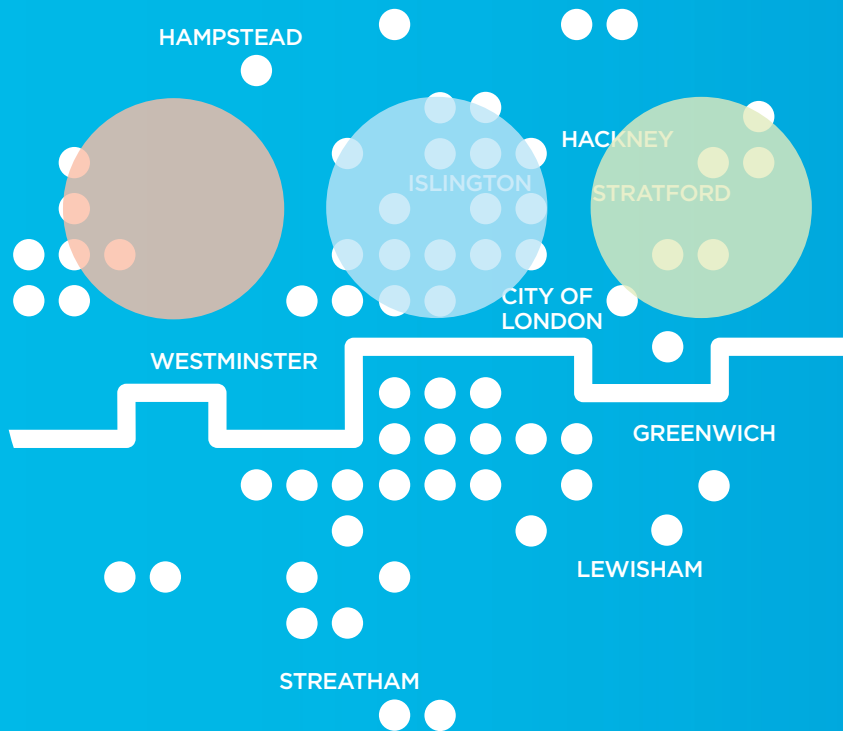
**5%**

**GOOGLE**

**11%**

# VALUE GENERATION UNDERSTANDING CUSTOMERS

## TMT SECTOR



- **TECH:** SILICON ROUNDABOUT
- **MEDIA:** SOHO
- **TELECOMS:** WEST

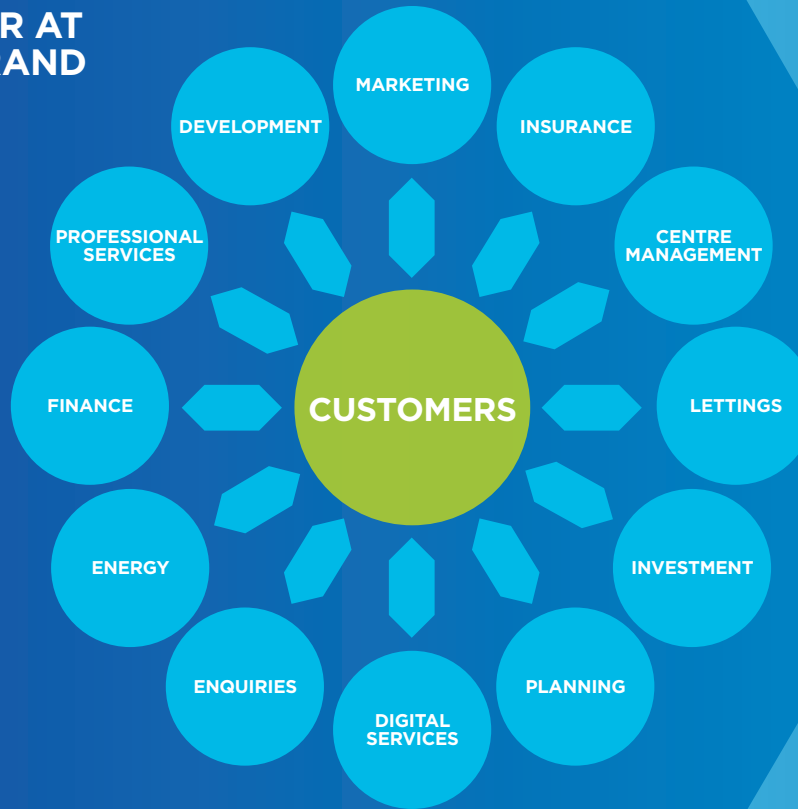
# VALUE GENERATION UNDERSTANDING CUSTOMERS

PUTTING OUR CUSTOMER AT  
THE CENTRE OF OUR BRAND



Workspace Group

Flexible, affordable workspace  
to let throughout London



**WORKSPACE**

Enabling businesses to grow faster

# VALUE GENERATION OUR CUSTOMER

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GROWTH

# VALUE GENERATION SECURE OUR CUSTOMER

## MARKETING STRATEGIES

### BILLBOARDS & SIGNAGE

10,000 SQ. FT. ACROSS LONDON

### LOCAL

MAIL & E-SHOTS  
RETAIL & LEISURE LINKS  
TRANSPORT HUBS

### WEBSITE

467,000 VISITS  
HEAT MAPPING  
SEARCH ENGINE OPTIMISATION  
PPC (PAY PER CLICK) EFFICIENCY  
TRACKING AND FOLLOW UP  
SOCIAL MEDIA STRATEGY

### TELEPHONE

14,000 CALLS

### EVENTS

75 CUSTOMER EVENTS  
3,000 ATTENDEES

### REFERRALS & RECOMMENDATIONS

82% CUSTOMER  
SATISFACTION

### PR AND MEDIA COVERAGE

## RESULT

**INCREASED INCOME**

**DATA AND KNOWLEDGE**

**INTIMATE  
UNDERSTANDING**



**SCAN THE CODE BELOW TO WATCH OUR  
INVESTOR/ANALYST PRESENTATION VIDEO:**



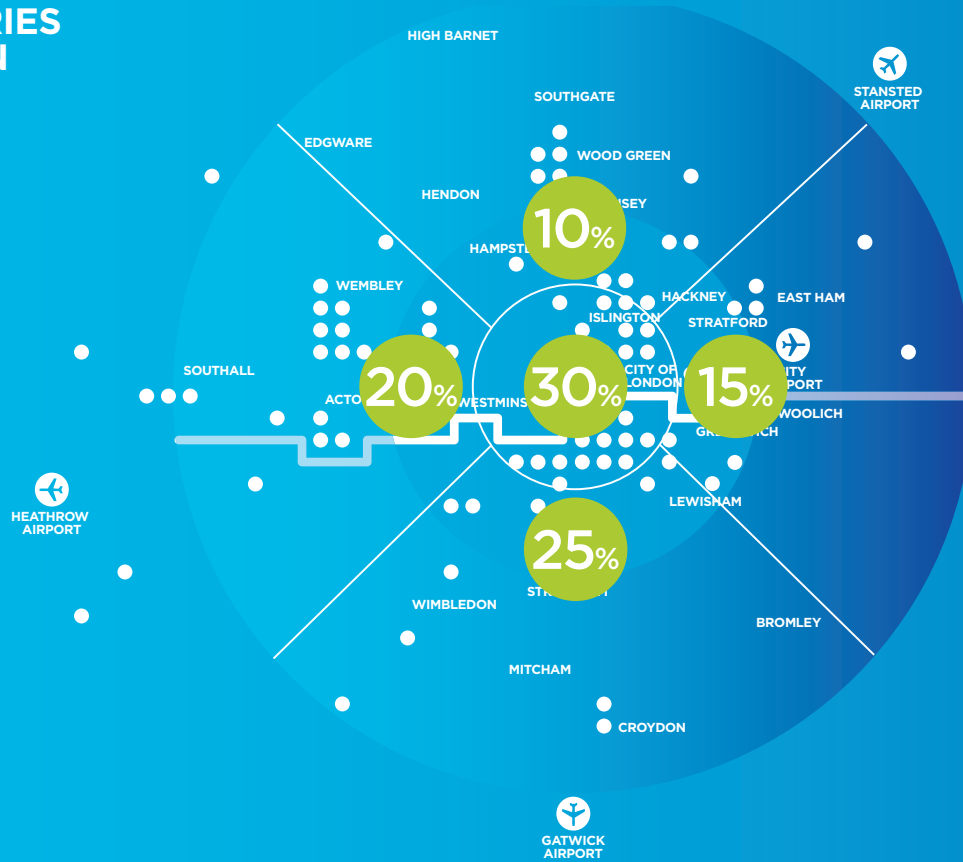
**OR VISIT:**

**[INVESTORS.WORKSPACE.CO.UK/ABOUT-US/MEDIA-CENTRE/ANALYST-PRESENTATIONS/](https://investors.workspace.co.uk/about-us/media-centre/analyst-presentations/)**



# VALUE GENERATION SECURE OUR CUSTOMER

## SPLIT OF ENQUIRIES ACROSS LONDON



# VALUE GENERATION OUR CUSTOMER

UNDERSTAND THEM



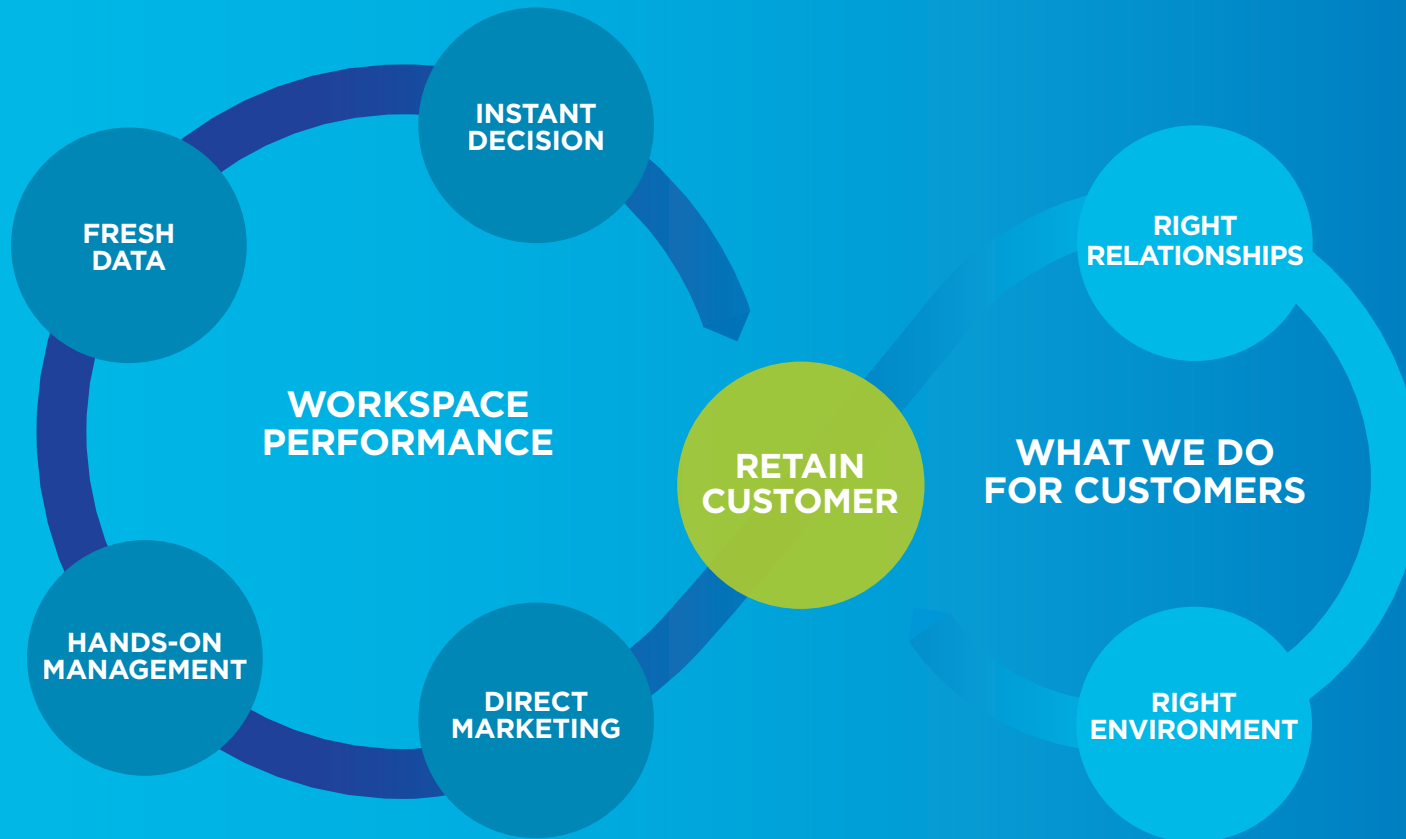
SECURE THEM



RETAIN THEM

GROWTH

# VALUE GENERATION RETAIN OUR CUSTOMER

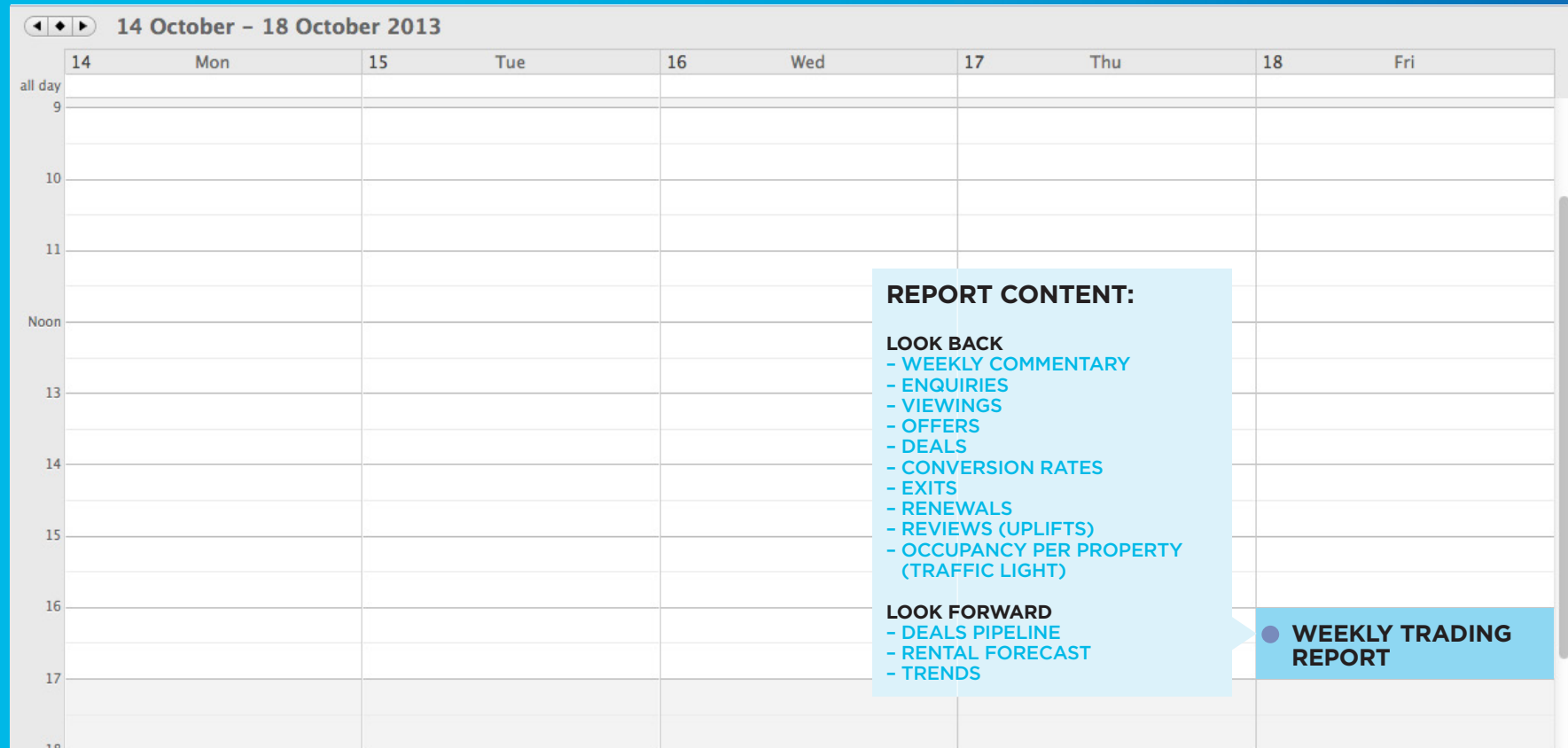


# VALUE GENERATION WORKSPACE PERFORMANCE

◀ ◆ ▶ 14 October - 18 October 2013

	14 Mon	15 Tue	16 Wed	17 Thu	18 Fri
all day					
9					
10					
11					
Noon					
13					
14					
15					
16					
17					WEEKLY TRADING REPORT
18					

# VALUE GENERATION WORKSPACE PERFORMANCE

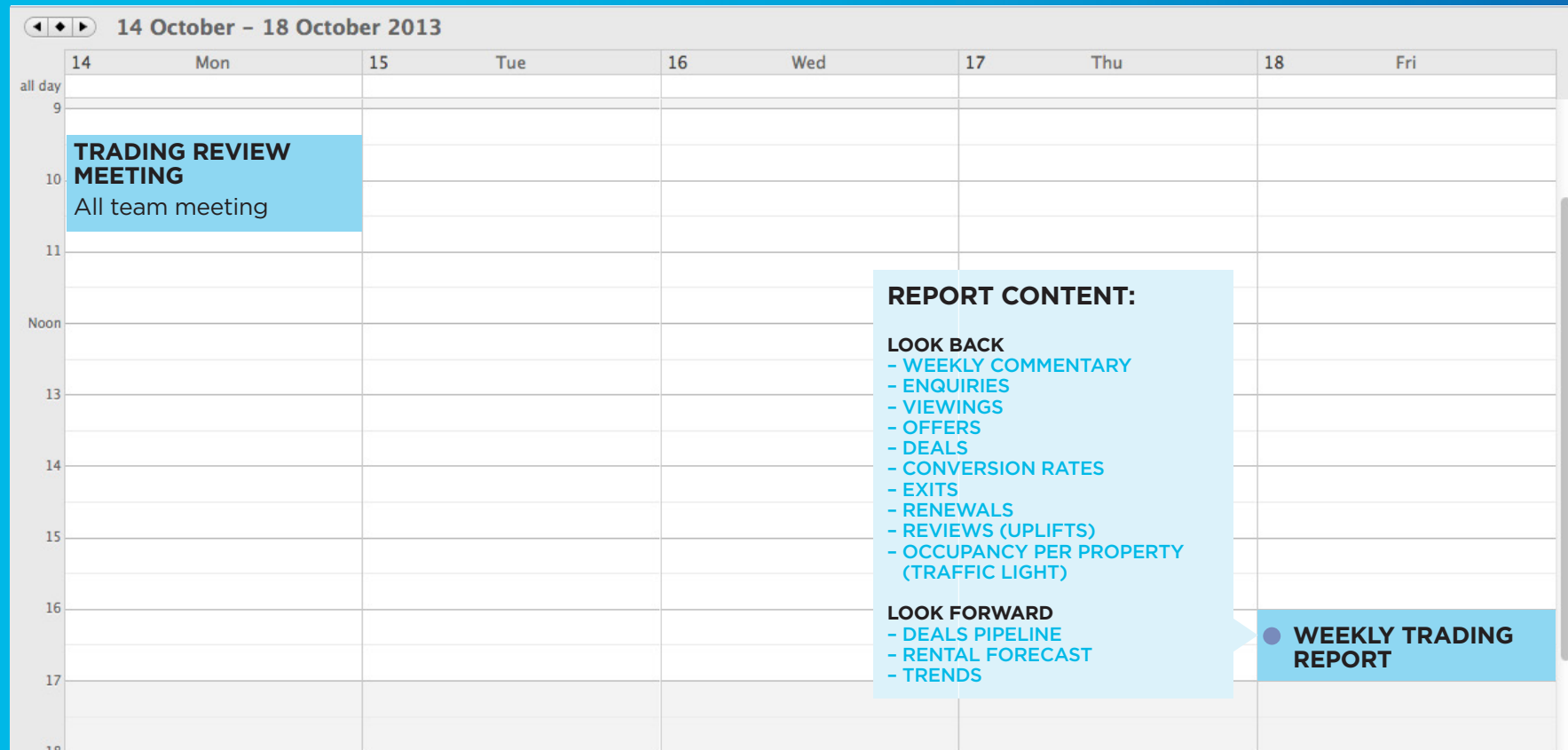


# VALUE GENERATION WORKSPACE PERFORMANCE

## WEEKLY REPORT



# VALUE GENERATION WORKSPACE PERFORMANCE

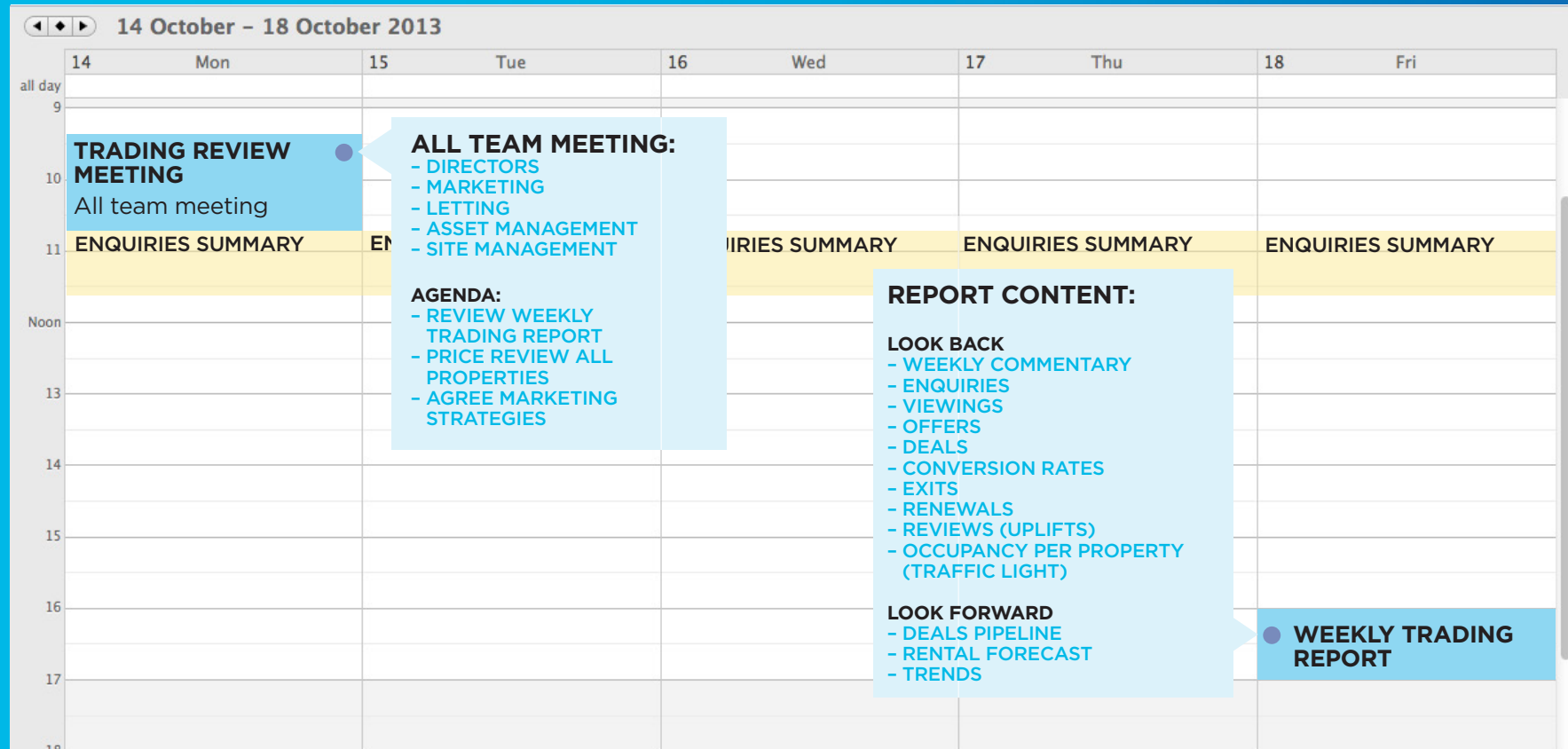


# VALUE GENERATION WORKSPACE PERFORMANCE





# VALUE GENERATION WORKSPACE PERFORMANCE



# VALUE GENERATION WORKSPACE PERFORMANCE

## DAILY ENQUIRIES SUMMARY

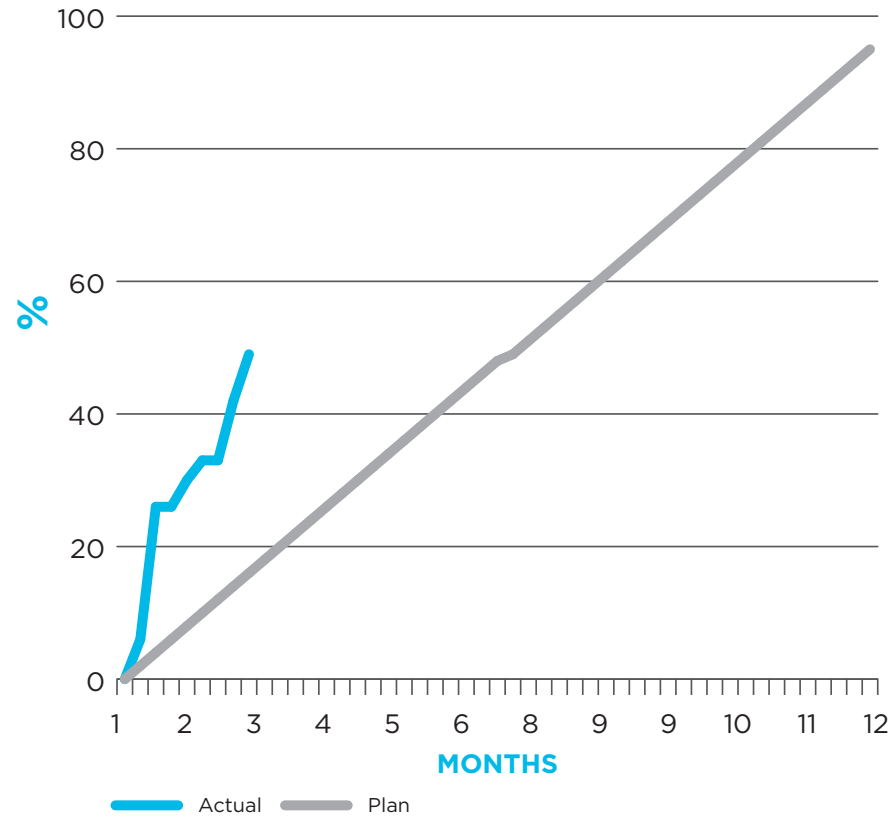
Oct-13																								
	Week 1				Week 2					Week 3					Week 4					Week 5				Duplicates:
Day	Tues	Wed	Thur	Fri	Mon	Tues	Wed	Thur	Fri	Mon	Tues	Wed	Thur	Fri	Mon	Tues	Wed	Thur	Fri	Mon	Tues	Wed	Thur	Net
Date	1	2	3	4	7	8	9	10	11	14	15	16	17	18	21	22	23	24	25	28	29	30	31	Total
Web Enquiries	25	34	28	33	30	39	27	28	36	53	37	26	33	32	32									
Total Enquiries	40	52	45	44	43	54	41	48	51	67	55	44	55	47	61									
Cumulative Target	44	88	132	176	220	264	308	352	396	440	484	528	572	616	660	704	748	792	836	880	920	960	1000	1000
Cumulative Enquiries	40	92	137	181	224	278	319	367	418	485	540	584	639	686	747									747
Cumulative Net	-4	4	5	5	4	14	11	15	22	45	56	56	67	70	87									
Web Viewing Requests	15	15	19	22	19	30	10	16	30	29	18	5	24	15	8									275
Conducted Viewings	15	23	8	13	11	17	12	14	10	13	21	9	8	21	16									211
O/L Sent	16	19	8	7	6	11	9	13	8	6	17	3	10	13	9									155
Cumulative Target (last year av)	7	14	21	28	35	42	49	56	63	70	77	84	91	98	105	111	117	123	129	135	141	147	153	153
Cumulative O/L sent	16	35	43	50	56	67	76	89	97	103	120	123	133	146	155									155
Cumulative Net	9	21	22	22	21	25	27	33	34	33	43	39	42	48	50									

# EXMOUTH HOUSE REFURBISHMENT PLANS

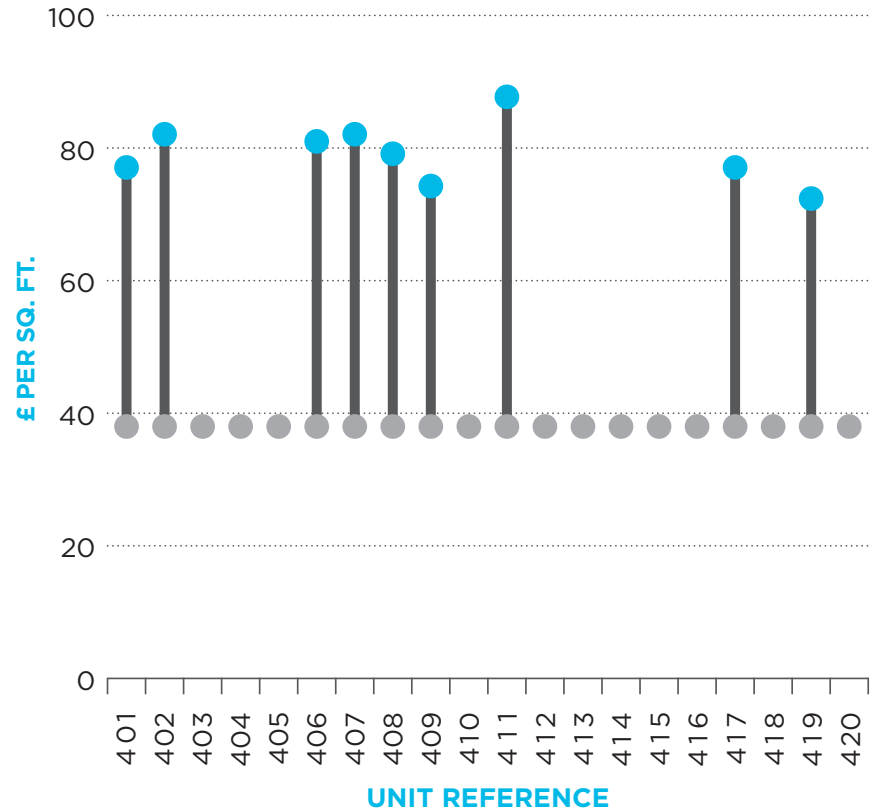
PROJECT	EXPECTED COST	EXPECTED COMPLETION	UPGRADED AREA		NEW SPACE	
			EXPECTED AREA (SQ. FT.)	ESTIMATED ERV	EXPECTED AREA (SQ. FT.)	ESTIMATED ERV
CANALOT STUDIOS	£5M	SEP-12	32,702	£26	16,268	£30
WHITECHAPEL	£2M	OCT-12	-	-	6,532	£22
CHESTER HOUSE PHASE 2	£2M	MAR-13	-	-	8,903	£34
LEYTON (PHASE 1)	£3M	APR-13	-	-	26,600	£11
<b>EXMOUTH HOUSE</b>	<b>£4M</b>	<b>2013</b>	<b>52,000</b>	<b>£27</b>	<b>5,000</b>	<b>£38</b>
WESTMINSTER (PHASE 1)	£2M	2013	6,000	£27	4,750	£30
THE PILL BOX	£9M	2014	-	-	42,000	£24
METAL BOX FACTORY	£15M	2014	82,000	£26	20,000	£38
BOUNDS GREEN	£2M	2014	-	-	13,000	£11
BALDWINS GARDENS	£17M	2015	-	-	65,000	£40
BARLEY MOW CENTRE	£11M	2015	-	-	42,000	£28
LEYTON (PHASE 2)	£4M	2015	-	-	35,000	£12
LINTON HOUSE	£4M	2015	34,000	£28	15,000	£38
WESTMINSTER (PHASE 2)	£14M	2015	-	-	55,000	£30
<b>TOTAL</b>	<b>£94M</b>		<b>206,702</b>		<b>355,053</b>	

# EXMOUTH HOUSE NEW SPACE

## OCCUPANCY



## PRICING



WORKSPACE

VALUE GENERATION: OUR CUSTOMER

EXMOUTH HOUSE

Q&A

# WORKSPACE HOW WE MAKE MONEY

WHAT WE DO



# Q&A

