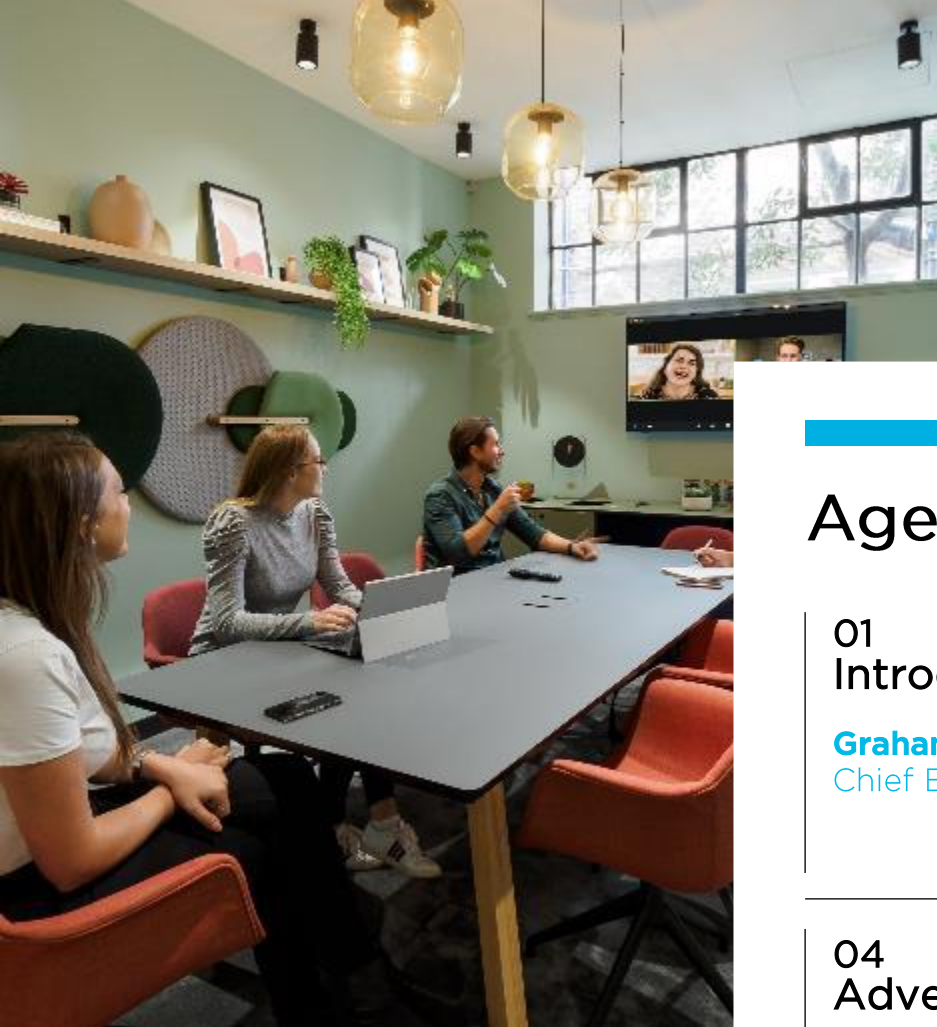




# Capital Markets Presentation Brand & Marketing

Edinburgh House  
6th May 2021





# Agenda

## 01 Introduction

**Graham Clemett**  
Chief Executive Officer

## 02 Brand Positioning

**Will Abbott**  
Chief Customer Officer

## 03 Marketing

**Will Abbott**  
Chief Customer Officer

## 04 Advertising Campaign

**Dearbhla Mac Fadden**  
Head of Marketing

## 05 Conclusions

**Graham Clemett**  
Chief Executive Officer

## 06 Q&A

# Corporate update

NET  
**ZERO**  
Carbon Pathway

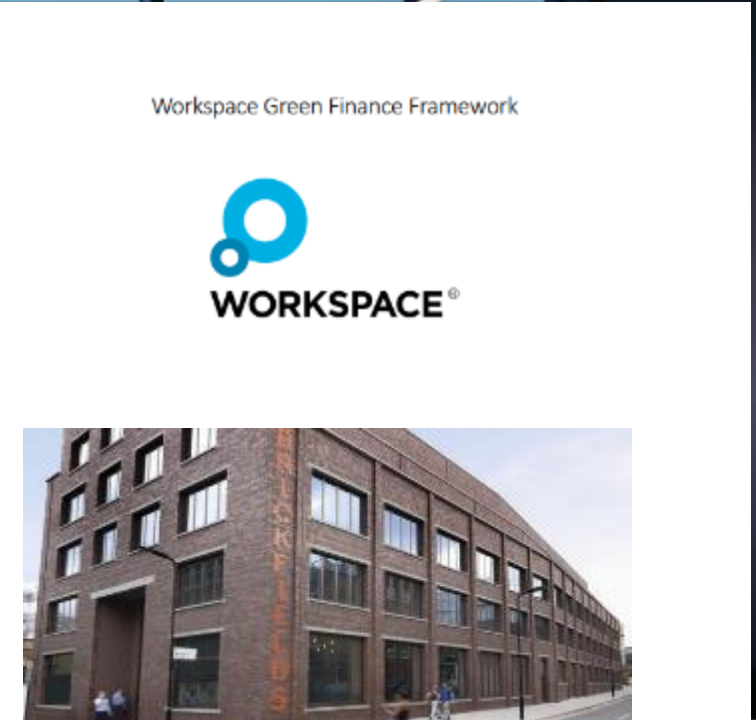
January 2021

Q3 update and net zero carbon pathway published in January

Raised £300m via our first green bond in March

Business update and presentation on brand & marketing today


Full year results on 3 June





# Priorities

**OUTLOOK**  
Operational Priorities



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- Broadening our channels to market
- Leveraging our data and technology
- Enhancing our sales capabilities
- Raising the customer service level

26 Investor and Analyst Presentation 13 November 2019



# Brand Positioning

Will Abbott

Chief Customer Officer



# The end to end customer experience

**AWARENESS**

**CONSIDERATION**

**CONVERSION**

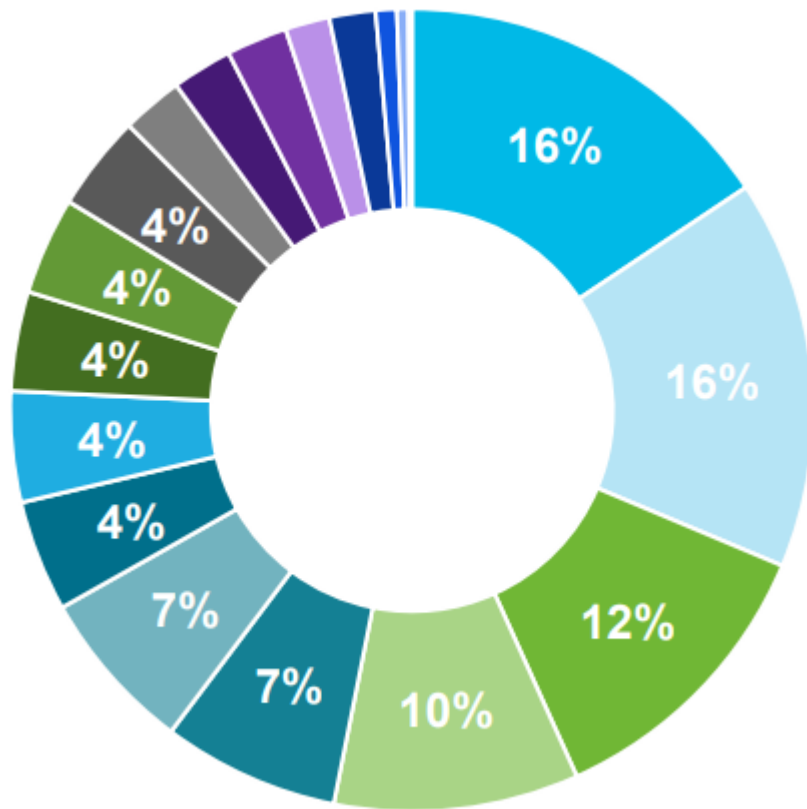
**LOYALTY**

**ADVOCACY**



# Target customers

A diverse range of London businesses



- Information, Communication & Technology
- Professional, Technical & Consultancy Services
- Wholesale & Retail
- Arts, Entertainment & Recreation
- Financial Services
- Marketing
- Administrative & Support Services
- Not For Profit
- Construction & Property
- Design
- Travel, Hospitality & Leisure
- Manufacturing
- Other
- Retail Units
- Education
- Health & Social Work
- Transportation & Storage
- Utilities



# Significant headroom to grow

Addressable 'target' customer businesses:

**100,000+**

Current Workspace customers:

**c. 3,000**

Market share:

**3%**





# Demand set to grow post-Covid

**The Guardian**

**Flexible working will be norm after lockdown, say Barclays and WPP bosses**

Crowded office buildings 'may be a thing of the past' as staff safety prioritised after Covid-19 crisis

**Evening Standard**

**The future is flexible: After WFH year, firms look at the role offices will play when lockdowns ease**

BUSINESS > PROPERTY

**CITYA.M.**

**London needs offices to thrive to secure its global future**

**FINANCIAL TIMES**

**Employers aim for hybrid working after Covid-19 pandemic**

Companies anticipate workers permanently splitting time between home and office

**FT Series**

**The new workplace**

As lockdowns begin to ease, businesses and employees are now rethinking how and where we work. This series explores how 'office life' is evolving

**CITYA.M.**

**End of the office is overstated, says Brookfield boss**

**The Guardian**

**Get ready for the return of the office**  
Companies are snapping up office space because despite Covid-induced working from home, bustling cities will be back

**Evening Standard**

BUSINESS

**Back to the office: Meet some of the firms that have committed to new London HQs**

The Evening Standard spoke to some of the companies that have signed for new central London offices since the first lockdown started...

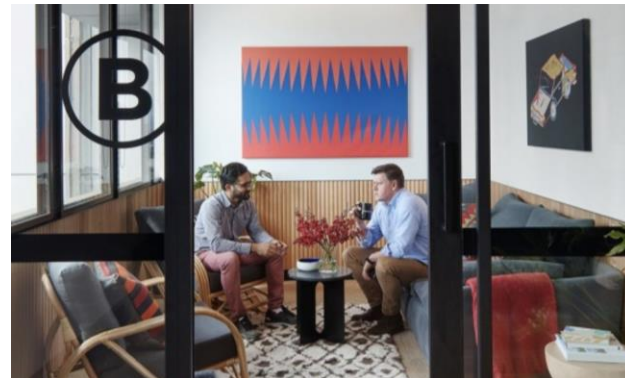
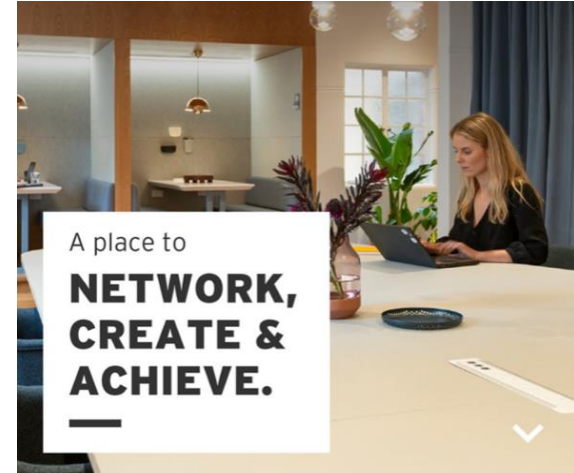
**THE TIMES**

**Chief executives turning against working from home**

**THE TIMES**

**BP staff to work two days a week from home in shift to flexible working**

# Hard to spot the difference





# Similar messaging

## Flexible contract

Over 50 beautiful flexible workspaces, no two the same, where you and your business can thrive.

## A growing community Support your working style

Your own private office with a flexible contract adapts to your business.

Explore our unique collection of iconic London buildings in 60 locations across the capital.

Your space, your way. Scale up, scale down or move across our locations as you like, with flexible agreements and convenient rolling six-month break classes.

## Find the office that's right for you

Our customers are at the centre of everything we do, meaning our spaces and services reflect real business needs with personalised solutions.

Work from London's most iconic locations, whenever you need to.

## Beautiful, professional, flexible workspaces

For companies of all sizes, we provide the global scale and flexibility to help your business adapt to uncertainty. Find the space that's right for you.

## Work your way

Work your way. Wherever and whenever you want to work, our locations services can support your working style.

## Flexibility to help your business adapt

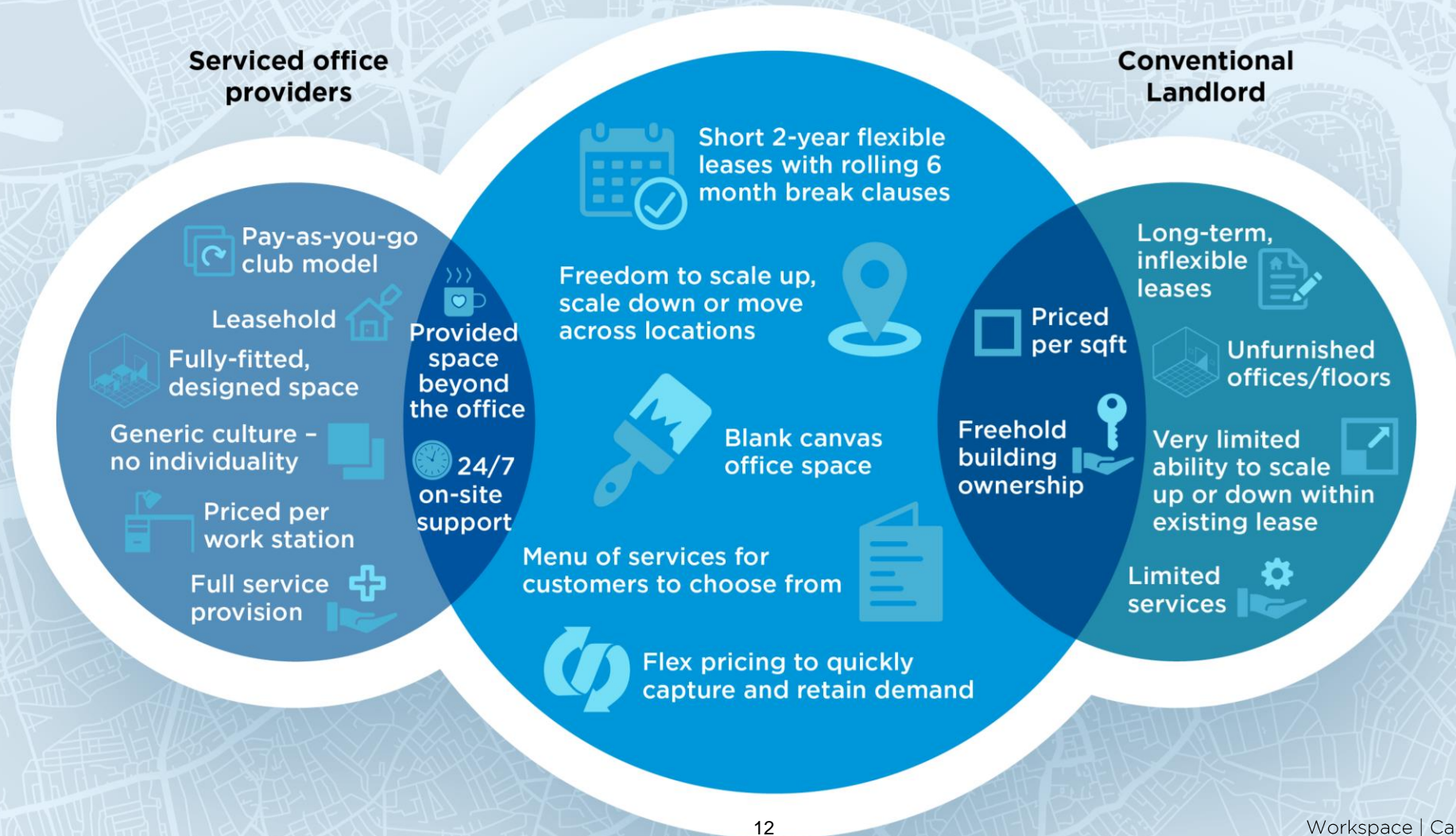
Whether you are a team of one or one thousand, discover our stunningly designed flexible offices, studios, workshops and spaces from Chiswick to Camden, Waterloo to Whitechapel.

## Scale and flexibility

Regardless of size, whether start-up or well established, we offer bespoke space design to help you create a workspace perfect for you and your people.



# Different offers in the market





Building awareness of our distinct offer

**AWARENESS**

**CONSIDERATION**

**CONVERSION**

**LOYALTY**

**ADVOCACY**

# Understanding what's important to our target audience



## **Sophia: a considered serial entrepreneur.**

- Creative sector
- Brand identity essential
- Client facing
- Well established / more experienced
- Focal point for team

## **My brand, my space, my rules**

“a building which wowed clients”  
“communicates a creative environment”  
“blank canvas”  
“stamp own identity”  
“buzzing businesses and a design ethos”



## **Jon: spinning too many plates.**

- Professional services
- Brand identity important
- Smaller business
- Newly established
- Less experienced

## **My space, but make it easy for me**

“a place where they all enjoy working”  
“our space”  
“fosters our culture”  
“people business”  
“space that feels right for us”  
“dynamic image”



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# Control & Identity



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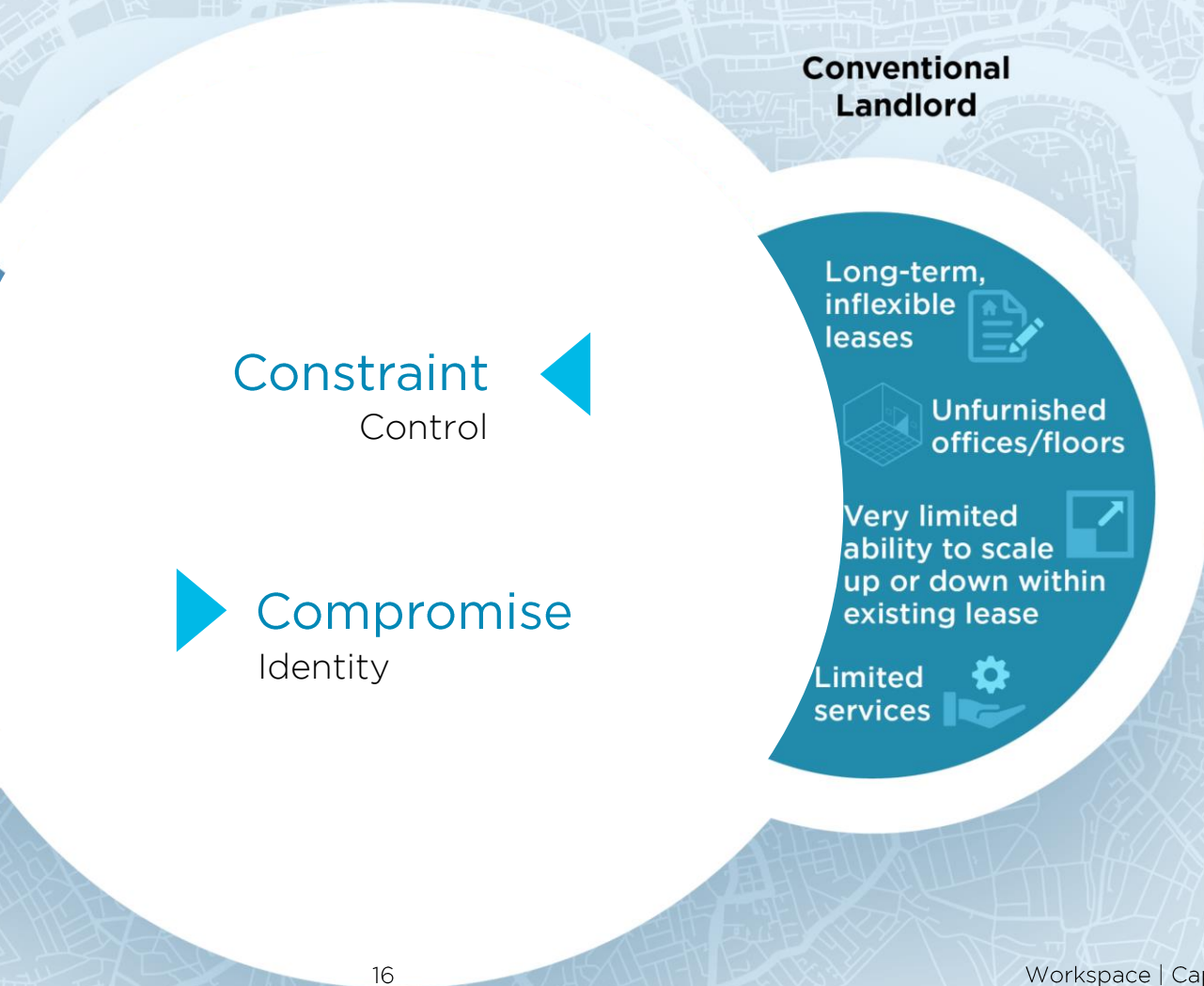
# Setting Workspace apart



## Serviced office providers

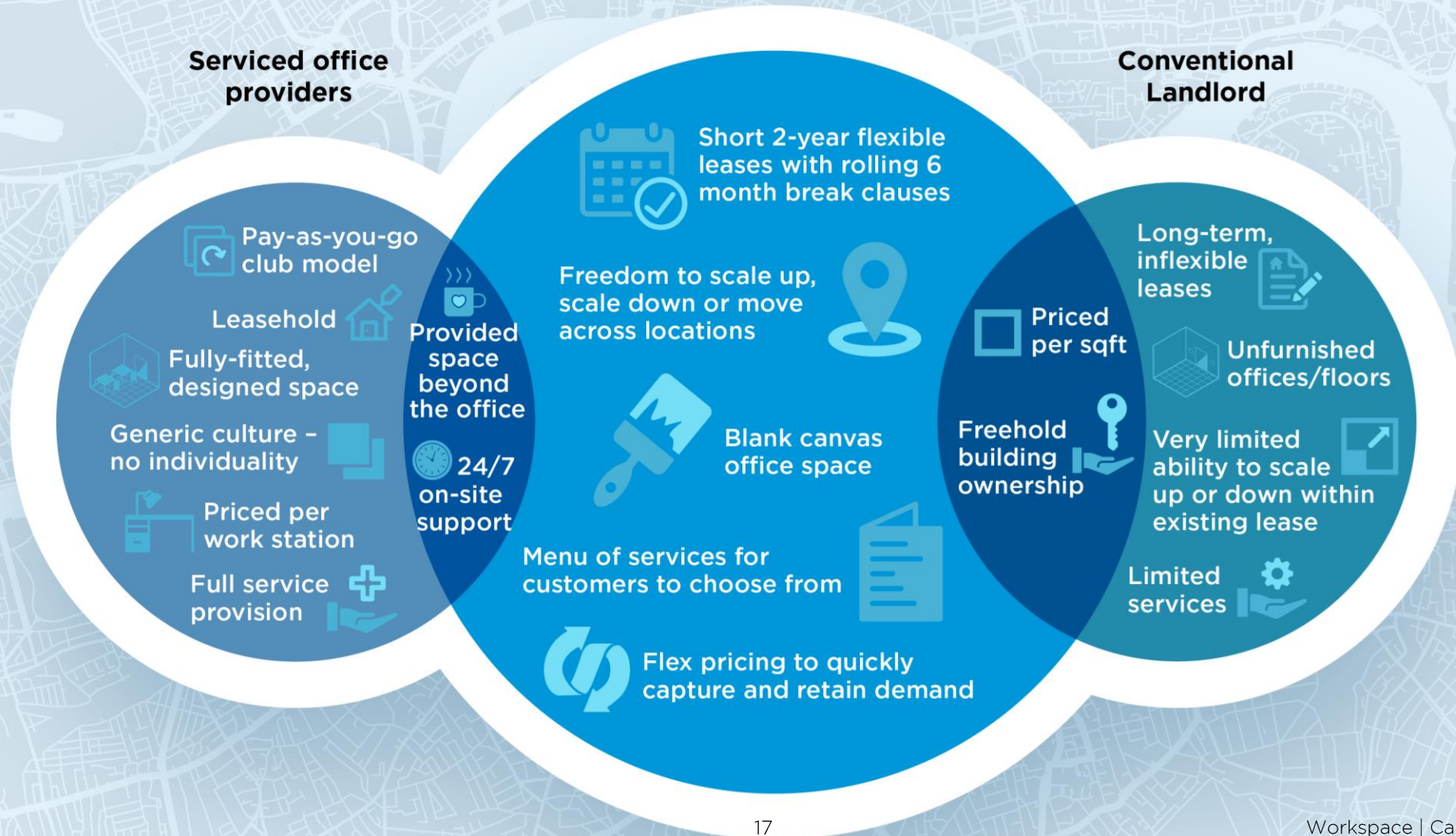


## Conventional Landlord





# Taking ownership of our category



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# Building on the foundations of our corporate purpose

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Proposition

**Liberating spaces for businesses to shine**

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Purpose

**To give businesses the freedom to grow**

In the right space teams can achieve more



# Building on the foundations of our corporate purpose

Our buildings



Our customers



Our people



## Purpose

**To give businesses the freedom to grow**

In the right space teams can achieve more

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# Building on the foundations of our corporate purpose

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Positioning

**Home to London's brightest businesses**

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Proposition

**Liberating spaces for businesses to shine**

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Purpose

**To give businesses the freedom to grow**  
In the right space teams can achieve more



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# Home to London's Brightest Businesses

**Work. Home.  
Business. Pleasure.  
If you run a business,  
you know that those lines  
have always been blurred.**

**So your office should be a place to enjoy.  
To think. To debate. To create. Together.  
A place to shine.**

**Workspace is unique.  
We own a collection of iconic buildings across London.**

**As individual as you are.  
That work as flexibly as you need.  
That your team will love  
Your friends will envy  
And your clients will admire**

**Because where you go to work  
Makes all the difference to  
Where your business goes.**

**Workspace. Home to London's Brightest Businesses.**



# Marketing

Will Abbott

Chief Customer Officer



Enhancing our current capability

**AWARENESS**

**CONSIDERATION**

**CONVERSION**

**LOYALTY**

**ADVOCACY**

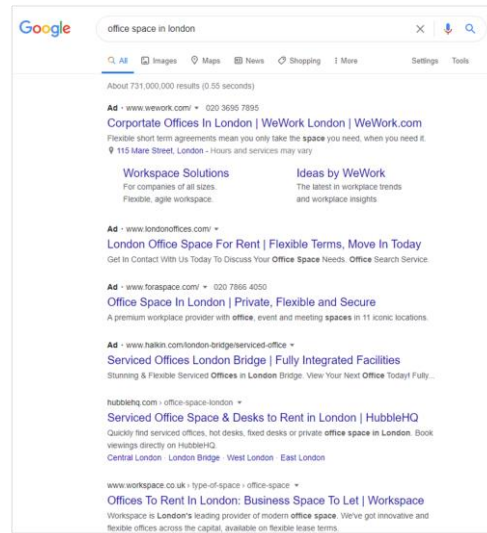


# An established enquiries engine

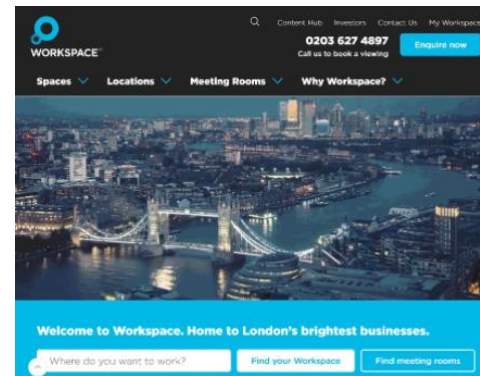
In-house team harvest enquiries through continual optimisation of digital marketing, lead generation and conversion



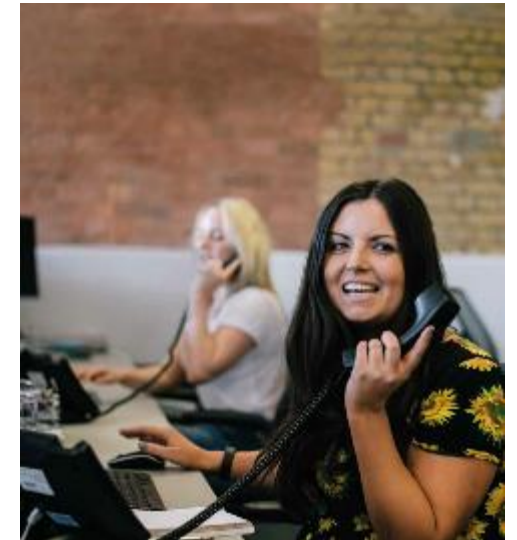
**8.6m p.a.**  
social reach



**58%**  
share of search



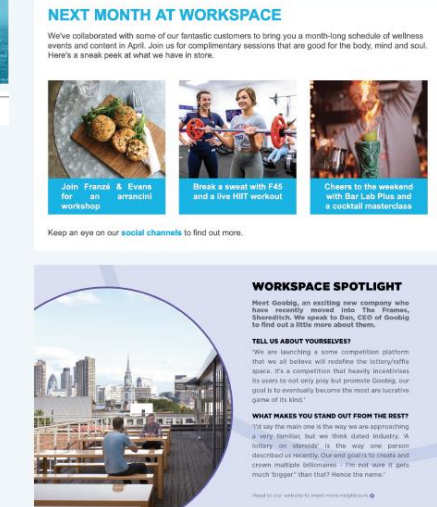
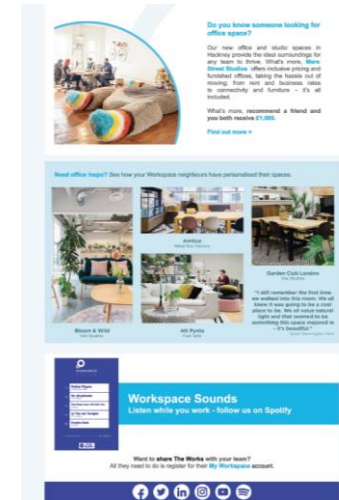
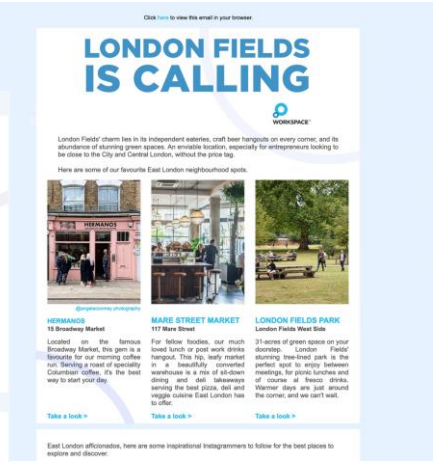
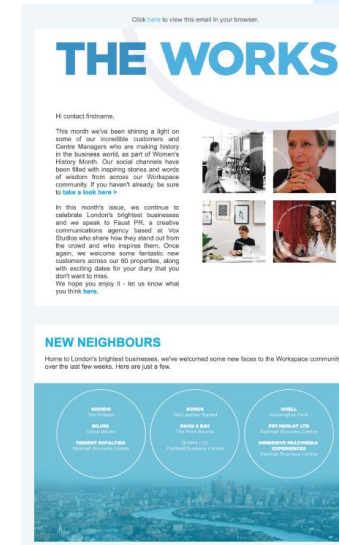
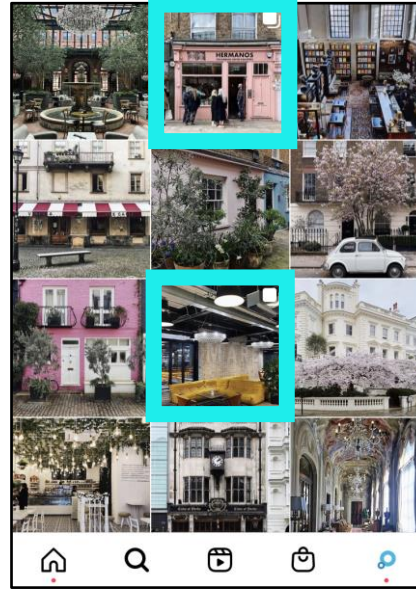
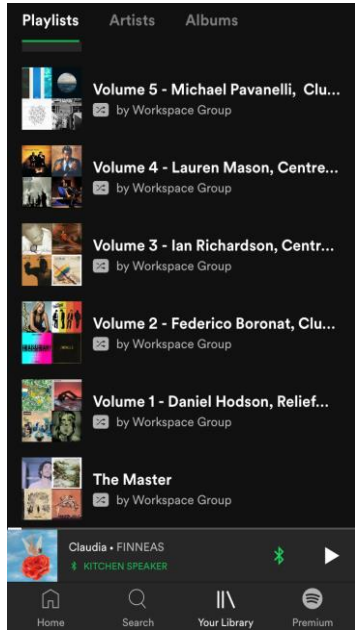
**1.6m p.a.**  
website visits



**1,000 p.m.**  
enquiries



# Social & content marketing



25



6 May 2021

Workspace | Capital Markets Presentation

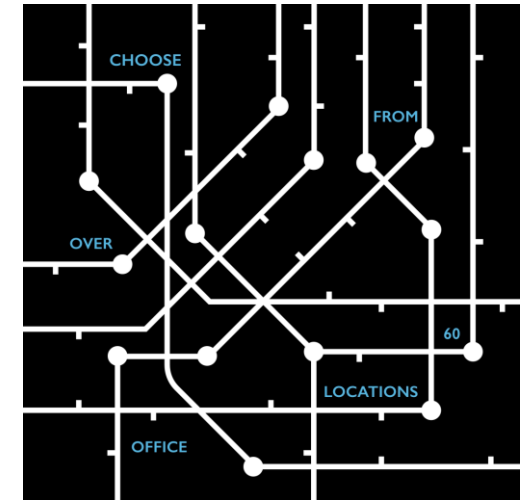
# Powering direct enquiries

Constant optimisation of paid and organic search

Digital advertising optimised and highly targeted

Video content to drive brand awareness and increase visibility

Hyper local targeting and insight driven campaigns



Ad · workspace.co.uk/work/local  
**Workspace Offices | Work Local**  
Work Locally in Our Stunning Buildings, Tailored To Your Business. We Offer A Host Of Modern Spaces in Your Local Area. Book a Viewing Today. 60+ London Properties. Short Term Lets

**Workspace Group**  
6 January

With 60 iconic properties throughout the capital, from Chiswick to Camden, Waterloo to Whitechapel, we provide architecturally designed flexible office, studio and workshop spaces to suit you and your teams' needs.

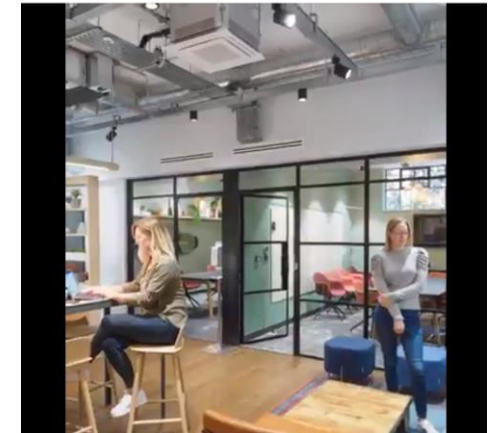


workspacegroup · Following

workspacegroup Neighbouring London Fields and in uber-cool Hackney, #Workspace Mare Street Studios has been refurbished into a stunning, creative base for small and medium businesses. Located directly on popular Mare Street, and equidistant to Dalston, Hackney Wick, Bethnal Green and Shoreditch, Mare Street Studios sits in the beating heart of East London.

The stylishly designed lounge space with large sofas and industrial chic furnishing is perfect for team catch ups, welcoming guests and meeting clients. Local favourite, @franzeevans specialises in barista coffee, homemade arancini and brunch.   
#work #relaxing #salads and #cinnamome

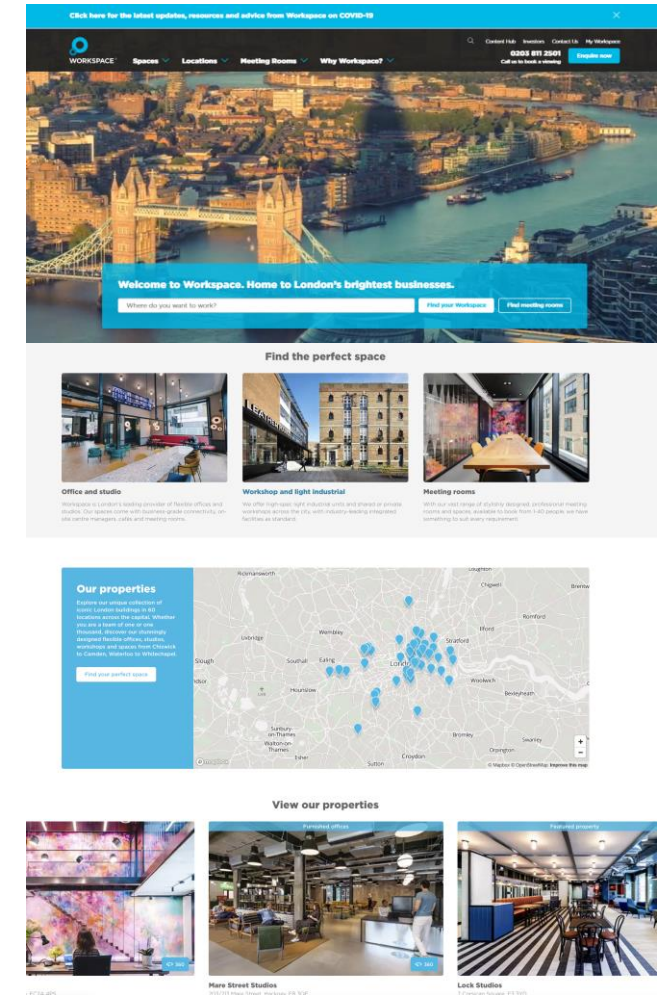
1,486 views  
MARCH 7





# Optimising website conversion

- New website - mobile-first design and twice as fast as old
- Improved rankings on Google
- Location pages driving better conversion from web hit to enquiry
- Streamlined content hub delivering 50% more activity
- Overall, 21% increase in conversion from web hit to enquiry



# Cultivating leads through brokers

## Visibility across the market

- Complements direct sales channel
- c.50 partner brokers

## Good quality leads

- Pre-qualified by brokers
- Commission paid on first year rent only

## Working in partnership

- Long-standing relationships
- Steady flow of business





Building awareness of our distinct offer

**AWARENESS**

**CONSIDERATION**

**CONVERSION**

**LOYALTY**

**ADVOCACY**





# Advertising Campaign

Dearbhla Mac Fadden  
Head of Marketing





# A campaign for the moment, to grab attention



Embed brand positioning

Put Workspace front of mind

Align with lockdown easing

Hijack the back to work conversation

Stand out, grab attention and be recognisable

# Multichannel approach





**WFH**

**#WFW**



# Iconic London red buses





# Iconic London red buses





# High impact local billboards





# High impact local billboards





# High impact local billboards





# Radio & podcast





# Digital advertising



# Digital advertising





# Digital advertising



# Selected print media





**#WFW**



# Conclusion

Graham Clemett, Chief Executive Officer



# Conclusion

- Customer needs are changing
- Flexibility is an overused term
- Clear brand message and marketing expertise is essential
- Exciting opportunity for Workspace as the market leader





# Q&A